



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

GUIDELINES FOR RECOGNITION

Recognition of the Ontario Cultural Attractions Fund is an important way in acknowledging our investment in your organization's event. The following document outlines the proper use of the OCAF logo and signature, as well as a designation statement and Invitation list.

The OCAF signature and logo should be included in all media and promotional materials including, but not limited to:

- Flyers
- Posters
- Signs
- Brochures
- Billboards
- Internet
- Press Releases

LOGO



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

Full-colour logo – Black & PMS 3258U (turquoise) & PMS 382U (green)
(for full-colour or 3-colour printing and web applications)



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

2-colour logo – Black and PMS 3258U
(for use with green band (PMS 382U) or 2-colour applications)



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

1-colour logo – Black & White
(for 1-colour applications, other colours should not be used)



ONTARIO CULTURAL ATTRACTIONS FUND
LE FONDS POUR LES MANIFESTATIONS
CULTURELLES DE L'ONTARIO

1-colour reverse logo – Black & White
(for 1-colour applications dropping out of a very dark colour background)

Reproduction of the OCAF logo should be done in the same colours, shading and proportions in which it is provided. The colour logo is the preferred use of the logo. Use of the black and white logo should be reserved for black and white publications only.

Do not change any design or textual elements of the artwork. Please do not print the logo sideways or at an angle.

The logo may be increased or reduced in size where appropriate. Please make sure that the version and size you use allow for easy readability and no distortion.

DESIGNATION STATEMENT

OCAF should be acknowledged in all media and press releases by your organization regarding the event sponsored. The wording for the included text should be as follows:

This event has been financially assisted by the Ontario Cultural Attractions Fund a program of the Government of Ontario through the Ministry of Tourism, Culture and Sport, administered by the Ontario Cultural Attractions Fund Corporation

SIGNATURE

In normal use the Ontario Cultural Attractions Fund should be referred to as the **Ontario Cultural Attractions Fund**. This is the way it is rendered with the logo. For French language publications please refer to the Ontario Cultural Attractions Fund as **Le Fonds pour les manifestations culturelles de l'Ontario**.

INVITATION LIST

As part of your acknowledgement of OCAF funding your organization is expected to extend invitations to the following people listed below. It is important to inform them of your receipt of OCAF funding as well as allowing them to participate and celebrate with your organization in your event.

Please extend invitations to:

- OCAF board members (see list below)
- Your mayor, city councillor or municipal government representative
- Your Member of Provincial Parliament
- The Honourable Michael Chan, Minister of Tourism, Culture and Sport
- Your Member of Parliament

OCAF Board Members

John D. McKellar, C.M., Q.C Chair

Nalini Stewart, O.Ont., Vice-Chair

Martha Durdin

Donna Gilhooly

Paul Hoffert C.M.

Mina Grossman-Ianni

Victoria Jackman

Michael Koerner, C.M.

John B. Lawson, Q.C

Jane Panet

Lucille Roch

Dr. Thomas Symons, C.C., O.Ont., FRSC

At OCAF we understand that recognition negotiations with corporate sponsors can be sensitive. If arrangements with lead donors present a conflict with OCAF recognition guidelines please call Kathleen Sharpe to discuss alternative options.

ONTARIO CULTURAL ATTRACTIONS FUND BOARD MEMBERS

Name	Address	E-Mail
John D. McKellar, C.M. Q.C., OCAF Chair	Weir & Foulds LLP 66 Wellington Street West, Suite 4100. P.O. Box 35, Toronto- Dominion Centre Toronto, ON M5K 1B7	jmckellar@weirfoulds.com
Nalini Stewart , O. Ont., OCAF Vice-Chair	56 Boswell Avenue Toronto ON M5R 1M4	nalinistewart@rogers.com
Martha Durdin	c/o Navigator British Colonial Building, 3 rd Floor 8 Wellington Street East Toronto, ON M5E 1C5	mdurdin@navltd.com
Donna Gilhooly	1404 Ridgeway Street Thunder Bay, ON P7E 5J6	donnag@tbaytel.net
Mina Grossman-Ianni	28 Laird Avenue South Amherstburg, ON N9V 1X5.	minagi@uwindsor.ca
Paul Hoffert, C.M.	116 Regina Avenue Toronto, ON M6A 1R7	polibop@hoffert.ca
Victoria Jackman	Hal Jackman Foundation 165 University Avenue, 10 th Floor Toronto, ON M5H 3B8	victoria@jackman.org
Michael M. Koerner, C.M.	President Canada Overseas Investments Ltd. Royal Bank Plaza, South Tower, 200 Bay Street, Suite 2910, Box 62 Toronto, ON M5J 2J2	mkoerner@canadaoverseas.com dferrans@canadaoverseas.com
John B. Lawson, Q.C.	Associate Counsel McCarthy Tetrault Toronto Dominion Bank Tower Suite 4700, Box 48 Toronto, ON M5K 1E6	jlawson@mccarthy.ca ptellis@mccarthy.ca

Jane Panet	45 Pond St. Ottawa, ON K1L 8J1	janepanet@sympatico.ca
Lucille Roch	108-02 Scrivener Square Toronto, ON M4W 3X9 OR 241 William Street Stratford, ON N5A 4Y2	roch6274@rogers.com
Dr. Thomas H.B. Symons, C.C., O.Ont.	361 Park Street North Peterborough, Ontario, K9H 4P7 OR c/o Catherine Axford Ontario Heritage Foundation 10 Adelaide Street East Toronto, ON M5C 1J3	thbs@trentu.ca Catherine.Axford@heritagefdn.on.ca