

Family Day - How to Recognize the Province

Congratulations on receiving provincial funding to hold free Family Day activities. This is a guide to help you properly acknowledge the provincial support on all related public materials.

1) Use the "Supported by the Province of British Columbia" Mark on all Print and Web Material

You must include the "Supported by the Province of British Columbia" Mark on all public materials, including print ads, your website, flyers and posters.

You can download the logos and usage guidelines here:

<https://www2.gov.bc.ca/gov/content/governments/services-for-government/policies-procedures/bc-visual-identity/download-marks>

The Province must approve all materials that use the BC Mark. This is to make sure the logo is correctly placed. Please submit proofs of your materials (for online the use screenshots are fine) along with the [application form](#) to TAClogos@gov.bc.ca.

Please refrain from going to print until you receive final approval from our graphics team. Approval is typically provided within 72 hours. If you have further questions, please call 250 387-0104.

2) Post an Acknowledgement Statement on Website

In addition to the logo, please post a statement on your website or event page acknowledging the Province's support. Here are some examples:

"We gratefully acknowledge the financial support of the Province of British Columbia."

"The Province of British Columbia has provided [NAME OF YOUR ORGANIZATION] a grant in support of our free, community Family Day activity. To learn more visit:

<https://www2.gov.bc.ca/gov/content/governments/celebrating-british-columbia/bc-family-day>"

3) Acknowledge the Province in Advertising

Please include a line in any advertising acknowledging provincial support, whether that's radio ads, TV spots, print ads or ads on social channels. Please use this phrase:

"Made possible thanks to the support of the B.C. government"

4) Thank the Province on Social Media

Write at least one post thanking the Province for the support via your social media channels. Make sure to tag the B.C. government (@BCGovNews) and use the hashtag #BCFamilyDay

Have questions? We can help.

Logo Approval - TAClogos@gov.bc.ca | 250 387-0104

Ministry of Tourism, Arts and Culture - artsandculture@gov.bc.ca