

Brand Guidelines – OPTions Initiative

When acknowledging the funding support of the OPTions Initiative program, innovators should use the following language and feature the funding acknowledgement logo on communications materials, including publications and presentations when referencing the project.

Please refer to the signing date on the Grant Agreement to determine the appropriate funding acknowledgement as the program has two funders. Please direct inquiries regarding the brand guidelines to communications@grandchallenges.ca, and include the grant number in all inquiries.

Funding Acknowledgement and Logo

OPTions Initiative

For projects with agreements signed before December 2021, that are supported by Grand Challenges Canada please use the following logo and language to acknowledge the OPTions Initiative.

Logo



Funding Language - Please accompany the OPTions Initiative's Funding Acknowledgement logo with the following text:

- a. "This Project [or Name of Project] is supported by the Options for Pregnancy Termination Innovation Initiative ("OPTions Initiative")" OR
- b. "This Project [or Name of Project] is supported by the OPTions Initiative."

Terms and Conditions of Use

- Only funding recipients are authorized to use the OPTions Initiative funding acknowledgement logo.
- The logo must be used in accordance with the OPTions Initiative brand guidelines reference guide to adhere to requirements with respect to colour, minimum size, clear space, versions and placement.
- The funding recipients are granted a non-exclusive, non-transferable, non-assignable license to display the OPTions Initiative funding acknowledgement logo.
- All rights in and to the OPTions Initiative funding acknowledgement logo remain solely with Grand Challenges Canada and the OPTions Initiative. The display of the OPTions Initiative funding acknowledgement logo by the funding recipient shall not be construed as a transfer of trademark and/or copyrights to the logo.

- Grand Challenges Canada and the OPTions Initiative reserve the right to require funding recipients to cease using the OPTions Initiative funding acknowledgement logo at any time.

Grand Challenges Canada and Government of Canada

For projects with agreements signed after December 2021, that are supported by Grand Challenges Canada and the Government of Canada please use the following logos and language.

Logo



The Grand Challenges Canada logo is available in different formats and colour variations to accommodate different applications and appropriate backgrounds. The logo pictured above is the preferred version and is to be used on light or white coloured backgrounds. When colour printing is not possible, a black (positive) logo or white (positive) logo is available upon request. If you must place the logo on a red background, a white/black full colour version is available upon request.

For more information on the visual identity for Canada's international assistance, please visit: https://www.international.gc.ca/world-monde/funding-financement/public_visibility_recognition-visibilite_reconnaissance_publique.aspx?lang=eng.

Funding Language - For projects that are supported by Grand Challenges Canada and the Government of Canada please accompany the logo with the following text:

- a. "This Project [or Name of Project] is supported by Grand Challenges Canada. Grand Challenges Canada is funded by the Government of Canada and is dedicated to supporting Bold Ideas with Big Impact®." OR
- b. "This Project [or Name of Project] is supported by Grand Challenges Canada."

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