



EDITORS
RÉVISEURS
CANADA

BRANDING PLATFORM: INTRODUCTION

It is important to maintain and adhere to a cohesive set of branding guidelines. This will assist in presenting a consistent message that will not only increase recognition for the new identity, but also, over time, will become synonymous with the reputation and offerings of the association.

The following pages introduce the new brand attributes and explains their characteristics, interrelationships and applications.

A branding platform consists of foundational ideas that provide structure and support to communicate your brand position, value and offerings by articulating your unique story with clarity, consistency and impact.

The major building blocks of the branding platform are the new logo elements and the core messaging supporting the brand pillars. These elements are explained in more depth on pages that follow.

Although well defined, options have been provided to accommodate different types of structures, varying content and multiple communication channels. This flexibility also allows the brand to grow and adapt as situations develop/demand.

The following is designed to create a foundation to assist the construction of a consistent branding platform for the new identity.

BRANDING PLATFORM: OVERVIEW

Request

Create and establish a new brand (visual and written) to tell the story of editors and their work as well as the work of EAC in a positive, contemporary and dynamic way. Deliver messaging that effectively serves audiences in both English and French.

Stimulus

- There is a need to connect with a more diverse demographic and the next generation of editors, for growth and future development.
- The need to recruit and retain new members in order for the association to be sustainable.
- Historical roots with traditional book publishing hindered the association's ability to reach the next generation of editors in diverse industries and in the forefront of new and developing markets.

Goals

- Increase membership by appealing to editors in various stages of their careers and across new, diverse market sectors.
- Develop greater recognition for the association and the value of the editing profession as a whole.
- Retain more members by providing as many resources and services as possible for their fees.
- Become the “go-to” association for editors and the people who hire us.

STRATEGY: BUILD AWARENESS

BRANDING PLATFORM: OVERVIEW

SHIFTING THE PERSPECTIVE

Based on the objectives set in the Strategic Plan, highlights from the most recent Membership Survey and feedback obtained from surveys conducted with external stakeholders, the discovery phase revealed that the greatest obstacles currently faced by EAC are a lack of awareness of the association and the perception of the editing profession as a whole. A shift in perspective is needed both internally and externally to address these issues.

OVERVIEW

In order to reach our goals the association's role is to support and advance the development of individual editors and shape the conversation regarding editorial standards and excellence in Canada, across all communication platforms.

If we don't educate and inform individuals and organizations, across the country, to recognize professional editing as a key component of effective, target driven communication, the shift won't happen. If we don't respond to current industry requirements with the necessary skills and excellence, we won't remain relevant and will not reach our goals.

These are ambitious goals and we need the participation of a collaborative community to promote, support and volunteer to shift the current perspective. Only through support, leadership and education can we enhance the reputation of the association and advance editing excellence in Canada.

We invite you to assist us in shifting the perspective. As members of the association, you are the greatest ambassadors of Editors Canada and the editing profession.

BRANDING PLATFORM: OVERVIEW

A messaging platform consists of fundamental ideas that reinforce the association's core purpose and its goals delivered through key talking points (brand pillars). It serves as a tool to assist construction of a consistent message. It should not remain static but instead, should reflect, support and evolve with the goals of the association.

MISSION

Our mission is to develop and promote professional editorial standards, increase awareness of the value of editing, and provide products and services to editors throughout their careers.

TO ADVANCE • TO SUPPORT • TO EDUCATE • TO INFORM

BRAND POSITION

The association is a membership organization whose core purpose is to support and advance the interests of editors and excellence in editing.

ADVANCING EDITING EXCELLENCE IN CANADA
PROMOUVOIR L'EXCELLENCE EN RÉVISION (AU CANADA)

POSITIONING STATEMENT

Detailed Editors Canada is the national association committed to advancing editors and the editing profession. Enabled through the strength and value of our community of members, we provide a hub for networking, discussing best practices and sharing job opportunities, information and resources regarding the editing profession.

Short CANADA'S NATIONAL EDITORIAL ASSOCIATION
L'ASSOCIATION NATIONALE DES RÉVISEURS DU CANADA

BRANDING PLATFORM: OVERVIEW

GOALS & DELIVERY:

TO ADVANCE by fostering greater awareness and respect for the profession through leadership and education.

TO SUPPORT by strengthening our community of editors, promoting and cultivating best practices.

TO EDUCATE by setting professional editorial standards and delivering high-quality training and resources for editors.

TO INFORM by creating awareness of the value and importance of editing and editing services as a key to effective communication.

VALUE PROPOSITION

Editors Canada supports and advances the development of individual editors. It educates and informs, promoting the importance of editing excellence by building an awareness of the value of the profession in today's fast-paced technological world.

- Professional development
- Networking
- Employment opportunities
- Access to information and resources
- Support to business and organizations, assisting them with communication needs across diverse platforms
- Collaboration, assistance and guidance
- Community comprised of a national body of editors
- Advocacy and education

GENERAL MESSAGING GOALS

- Promote dialogue and ties between editors and the business community, reinforce the need for editorial services.
- Promote understanding of how new technologies are affecting the editing profession.
- Retain more members by providing as many resources and services as possible for their fees.
- Collect and share stories highlighting:
 - collaboration between client and editor
 - new technology/communication platforms
 - high profile projects/awards
 - recognition of one member from another regarding mentorship, assistance, collaboration, etc.

BRANDING PLATFORM: COMMUNICATING THE BRAND PILLARS

While enabling you to tailor your messaging, talking points do not define the exact words that must be used (especially in conversation), but rather impart the essential ideas to be conveyed.

Make the association's role visible. Show how Editors Canada connects people (editors and markets) across the country and delivers on its commitment to advancing editing excellence in Canada.

Every conversation should be crafted around the following brand pillars (talking points) as identified through the association's current Strategic Plan and Membership Survey.

MARKET/JOB

- Create awareness of the value and importance of editing and editing services.
- Provide editors with insights into market conditions and opportunities.

COMMUNITY AND NETWORK

- Build and support the professional community of editors in Canada.
- Actively promote, support and enhance the reputation of the profession and its practitioners, enabling our members to harness the value of our association and networking opportunities to realize their full potential.

BEST PRACTICES

- Strengthen professional excellence through expertise, leadership and education.
- Promote excellence in the profession.

NEW INITIATIVES/MEMBER INVOLVEMENT

A messaging platform should not remain static. It should reflect, support and evolve with the goals of the association. Through a collaborative process we will evolve and shape future initiatives reflecting and addressing needs as identified. It is imperative that we recognize that the potential of the association can only be as strong as the commitment and passion of its members and volunteers. They are its most vital brand ambassadors.

BRANDING PLATFORM: MARKET/JOB

GOALS:

- Create awareness for editorial services
- Promote the value that editors add to any organization/project
- Facilitate matching editors with jobs
- Provide online access to editors across the country
- Provide awareness of markets
- Create new strategic alliances with job providers

Examples of supporting messages

Editors Canada provides people and organizations looking to untangle their communications access to a diverse range of editors, one of whom matches their specific requirements, no matter what industry or sector.

Access to editors made easy: we facilitate connections between our members and potential employers through simple on-line job boards and networking opportunities.

For every organization with communication needs, there is an editor out there with the skills to satisfy. We help editors and organizations connect, facilitating great matches and strong relationships.

At Editors Canada, we focus on editors and editing excellence across the country in both official languages.

Our annual conference provides members with information and insights to influential trends, evolving markets and industry changes.

Editors Canada makes connections easy. Our on-line services link people, businesses, and information across the country in both official languages.

Committed to editing excellence in Canada, the association sponsors awards and scholarships as recognition for editing talent and dedication.

For organizations and individuals requiring editing services or involved in the editorial profession, Editors Canada offers networking opportunities to facilitate connections between members and employers across the country.

BRANDING PLATFORM: MARKET/JOB (continued)

GOALS:

- Create awareness for editorial services
- Promote the value that editors add to any organization/project
- Facilitate matching editors with jobs
- Provide online access to editors across the country
- Provide awareness of markets
- Create new strategic alliances with job providers

Examples of proof points

- Access to a network of 1,500 professional editors.
- Access to standard editorial rates and expectations.
- Access to a Canada-wide organization of editors, featuring both English and French editors.
- Facilitating the matching of editors with people or organizations who need them.
- One-stop shop for finding editorial skills to fit your needs.
- Access to editors that can provide specifically Canadian language knowledge.
- Sponsoring awards and scholarships as recognition for editing talent and dedication.
- Access to specifically Canadian language resources.
- A country-wide association creating and maintaining national standards.
- Editors ensure clarity, consistency and accuracy in your communications.
- Editors enhance communication and remove industry jargon.
- Editors simplify obscure language and bureaucratic or technical jargon.
- Professional editing is a key component of any successful communication strategy.
- Editors structure your documents logically and ensure consistency of style and language.
- The association focuses only on editors and editing excellence in Canada.
- Provides conditions/opportunities for engagement with potential employers.
- Members have access to online job markets and opportunities.
- Access to information regarding industry norms and standards.
- Resources and seminars keep you informed of new developments/trends affecting the industry.
- The only national association devoted to editors/editing.
- National association facilitates access to a bilingual market.
- Membership lends credibility in the market place.
- Access to national standards and specifics of the language.
- Promote understanding of how new technologies are affecting the editing profession.
- Exclusive job-search tools like the popular Online Directory of Editors, job board and local hotlines.

BRANDING PLATFORM: COMMUNITY AND NETWORKING

GOALS:

- A hub for editors
- A place to share ideas and insights
- Networking through conferences, workshops, and social events
- Linking between national, regional and local

Examples of supporting messages

Editors Canada, with local branches across the country, provides members opportunities to connect with other editors and share their stories and experience.

Editors Canada, with regional and local branches across the country provides members a place to come together as a community, on-line and in person, to discuss, support, collaborate and exchange ideas.

Editors Canada is a community comprised of a national body of editors that supports and assists members to connect and share professional insights and opportunities.

Editors Canada provides opportunities as mentors for those passionate about the editing profession who want to share their knowledge and expertise with the next generation of editors.

Examples of proof points

- Members come together as a community.
- A network enabling the exchange of information and knowledge through courses, seminars, and forums.
- Members support and assist each other, from client referrals to discussing grammar issues—a valuable resource at every stage of your career.
- We encourage and enable editors to learn from one another by staying connected.
- Support through programs, workshops, seminars and a national conference.
- Membership provides opportunities to exchange expertise and knowledge.
- Practical sounding board from a community of editors.
- Networking with peers at programs, events and on-line.
- Discounts to conferences, seminars with affiliated organizations.
- Enhance skills through education and training.
- Access to collaborative opportunities.
- Network with other professionals and expand your employment prospects.
- Unparalleled professional development and networking opportunities through volunteering (everything from being a board member, to receiving an authoring credit on association's text book—some of which are used as course texts by Canadian universities—to learning how to run a conference, to getting a byline in an association or partner publication).

BRANDING PLATFORM: BEST PRACTICES

GOALS:

- Setting the standards for professional editing
- Support/advance editors at all career stages
- Provide expertise, leadership and education
- Advocate for editors and the profession

Examples of supporting messages

Editors Canada offers training and resources to assist editors in realizing their full potential at every stage of their career. We are the only national association focused solely on editors and the editing profession.

Editors Canada, with multiple local branches across the country, offers educational seminars, guidance, and resources to individuals who are looking to learn more about the editing profession.

Editors Canada, a national association committed to our members and industry, serves both English and French editors, provides specifically Canadian language resources, and advocates best practices for editors and the editing profession.

As Canada's national association we maintain and develop professional standards and guidelines. Editors Canada is an industry resource for continuous learning, best practices and advocacy.

Editors Canada's professional development seminars and programs define editorial skills, professional standards and guidelines for editing excellence.

Editors Canada invests in certification and accreditation programs, supporting and advancing our members and editing excellence in Canada.

Editors Canada is committed to editing excellence in Canada and promoting the work of our members, sponsoring awards and scholarships as recognition for editing talent and dedication.

The resources Editors Canada provides to its members and, in turn, their clients, ensures the high standard of work that can only be expected of an association of professionals.

BRANDING PLATFORM: BEST PRACTICES (continued)

GOALS:

- Setting the standards for professional editing
- Support/advance editors at all career stages
- Provide expertise, leadership and education
- Advocate for editors and the profession

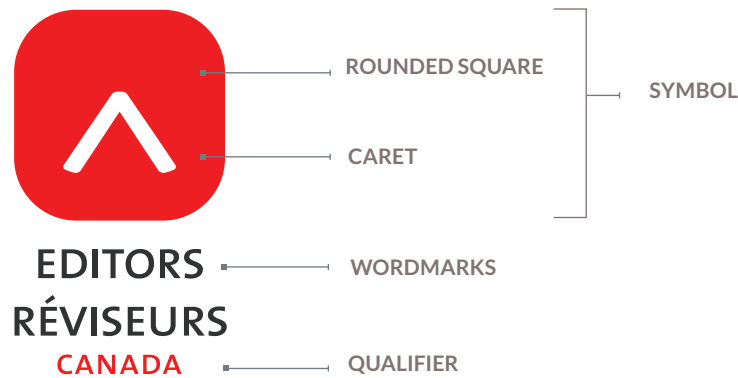
Examples of proof points

- Providing professional development opportunities through seminars, programs, an annual national conference and publications.
- Certification and accreditation programs.
- Providing members access to resources and information regarding the editing profession through publications, newsletters, seminars and programs.
- Providing training and education to assist editors at every stage of their careers.
- Seminars and courses provide ongoing career development and education.
- Promoting the work of our members to advance and support editing excellence in Canada.
- Members benefit from reduced registration fees for seminars, a conference and certification tests, discounts on partner association events and many negotiated discounts from suppliers like Staples, Grand & Toy, PerfectIt, Usito and JPASS.
- Hands-on resources that cover the core editorial skills needed to work as an editor.
- Enhance skills through education and training.
- Enhance your professional reputation.
- Providing a forum for discussing values, standards and practices.
- Providing awards and scholarships as recognition for editing talent and dedication.
- Specifically Canadian language resources.
- Creating and maintaining national standards.
- Membership provides access to training and networking opportunities.
- Free mediation assistance for grievances or contract disputes involving editing work.
- Access to low-cost commercial liability insurance and errors and omission insurance.
- Access to affordable health, dental, life, disability and critical illness plans.
- Assistance with retirement and investment planning.

BRANDING PLATFORM: LOGO

Logo Elements:

The most rigorous of specifications provided in the guidelines applies to the logo, which is comprised of three elements (symbol, wordmark and qualifier). These elements should not be modified and at all times should adhere to the standards as outlined.



THE PSYCHOLOGY OF RED

Red is energizing. It excites the emotions and motivates us to take action.

Being the longest wavelength, red is a powerful colour. Although not technically the most visible, it has the property of appearing to be nearer than it is and therefore it grabs our attention first. It is stimulating, lively and very friendly.

Red signifies a pioneering spirit and leadership qualities, promoting ambition and determination. It is also strong-willed and can give confidence to those who are shy or lacking in will power.

The introduction of a graphic shape immediately bestows a more current look and feel upon the identity. The symbol can be interpreted in a variety of different ways: the rounded square, similar to the shape of a computer key, reflects today's technology, the caret (proofreading mark to indicate where a punctuation mark, word or phrase should be inserted) suggests a connection with editing. The caret (from the Latin term "it lacks") also hints at our underlying strategy — the need to insert editors into the process to achieve effective communication in this technological age. Alternatively, if the caret is simply interpreted as an indication of upward movement, that also meets a desired goal.

A bolder use of colour and type treatment is more dynamic and contemporary. The colour red was selected to establish a direct link with our country as the association represents a national body for editors in Canada. Red was also chosen for its psychological qualities (see left). It is a powerful, attention-grabbing colour that signifies leadership qualities.

The Editors Canada Name

Editors Canada aids recognition, aligns with our Internet handle, and implies national ownership in the editing field. Note: The legal name of the association will not change. It remains Editors' Association of Canada/Association canadienne des réviseurs.

BRANDING PLATFORM: LOGO DELINEATION

The symbol, wordmark and qualifier relate to each other in fixed proportions. All versions of the logo for each Branch, Twig and National Office retain the same treatment for a consistent look and to reflect a connected, integrated community.

Rather than establish hierarchical relationships, the identities reflect one entity working as a whole.

The qualifier is a self identifying tool for local and regional hubs, while the Editors Canada | Réviseurs Canada mark is the official identity of the association.

BILINGUAL



**EDITORS
RÉVISEURS**
CANADA

BILINGUAL BRANCH/TWIGS



**EDITORS
RÉVISEURS**
NATIONAL CAPITAL REGION
RÉGION DE LA CAPITALE NATIONALE

UNILINGUAL BRANCH/TWIGS



EDITORS
TORONTO

UNILINGUAL



EDITORS
CANADA



**RÉVISEURS
EDITORS**
QUÉBEC-ATLANTIQUE
QUEBEC/ATLANTIC CANADA



EDITORS
BRITISH COLUMBIA



RÉVISEURS
CANADA



EDITORS
NEWFOUNDLAND & LABRADOR

BRANDING PLATFORM: COLOUR PALETTE

Colour Palette

There are eleven colours in the core palette. They have been chosen to help maintain consistency while providing sufficient variation to compliment most possible imagery and a variety of uses.

The two primary colours are bright red, and charcoal gray. The secondary palette introduces bright complimentary tones, consisting of two shades of red, yellow, two shades of blue along with an anchoring range of grays.

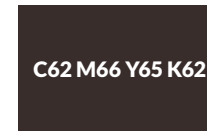
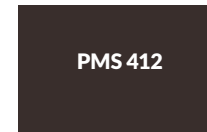
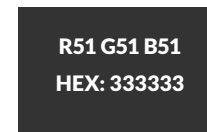
Gradients of all colours within the palettes may be used for additional colour variations.

NOTE: The primary colour(s) should remain prominent.

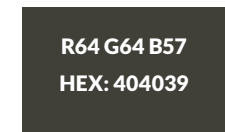
A primary objective for the new brand was to be dynamic and appeal to editors at all stages of their careers and in diverse market places, which led to our selection of bright, bold colours.

As we are targeting an external audience beyond our community of editors, it is imperative that this new audience stop and take notice of the association. Getting their attention is the first step towards a primary goal of communicating the need for and importance of editing in today's digital world.

PRIMARY PALETTE



SECONDARY PALETTE



BRANDING PLATFORM: TYPOGRAPHY



EDITORS
RÉVISEURS
CANADA

Typography

There should only be one typeface used for all text/copy elements.

The typeface is Lato. It can be used in any of the weights and/or italics. (Lato is a google font available for download at no charge.)

Implementing the use of one font in all communications allows the emphasis to be placed on the message.

LOGO FONT (USED IN THE WORDMARK AND QUALIFIER)

THE SANS CAPS

BY LUCAS DE GROOT IN 1994 AS PART OF THE THESIS FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY FONTS (USED FOR TEXT APPLICATIONS)

THE LATO FAMILY

BY ŁUKASZ DZIEDZIC IN 2010 AS AN OPEN-SOURCE FONTS PUBLISHED BY GOOGLE FONTS

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRANDING PLATFORM: VOICE

Voice

A strong voice provides consistency across communication platforms, and most importantly helps you grab your readers' attention and establish a relationship with them. Just as you speak to different people in different ways yet remain yourself, brands need to have different verbal registers. Tone of voice is rarely the same in every situation.

The tone of voice of the association's communications can vary with the situation while the voice remains true and reflects Editors Canada's core values.

Using the appropriate tone is an important aspect of communicating the desired message and of achieving the desired results. Some of the variations are:

- **Mood.** Customer engagement may transition from a bright, breezy tone through to a more serious, detail-oriented tone when discussing standards for instance.
- **Medium.** Different media may require different ways of speaking. The most obvious example at the moment is social media, especially "Twitter," which, it is generally agreed, requires a different tone from other channels due to its inherent constraints.
- **Audience.** Your brand might need to talk to different people. For example, promoting a seminar to inform employers about best practices will require a different tone than an invitation to an informal, local gathering.

The aim should be to express the message as well as possible within the communication conventions of your target audience.

GENERAL GUIDELINES:

Remind people of what the association represents.

Don't take for granted that your audience already understands the association and the work it undertakes. Be clear and direct. Be specific about problems that exist for the audience you're targeting.

Engage the reader.

Communication should address the receiver's, not the sender's, point of view.

Focus on benefits.

Benefits motivate: benefits are the solutions and positive outcomes that result from engaging an editor. Focus on what you do, not how you do it.

Keep it simple.

Stay focused on the brand pillars and mention only those things that help convey your point. Be disciplined about what needs to be conveyed. Keep it simple and don't overwhelm people with too much information.

Be consistent.

Consistency ensures that your story is told in the most effective way possible. To help you tell your story, an overview and a list of sound bites that can be used over and over again follows.

BRANDING PLATFORM: IMAGERY

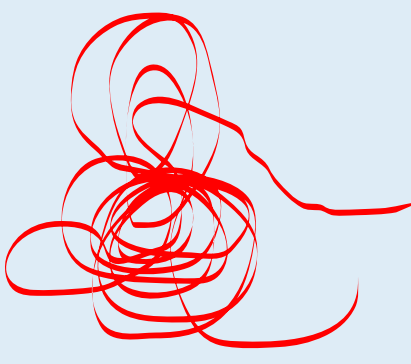
Imagery

Depending on the page configuration and platform, if the image is contained in a rectangular format and separated from text, the image to text ratio should be approximately 50/50. When using a floating illustration, the image to text ratio should be 60 text/40 image. Do not create additional borders, boxes, shapes or graphics.


All illustrations can be full-colour, but should always appear on a solid colour background pulled from the colour palette (white being the exception).

The generic illustrations supplied were created to assist in delivering the key components of the defined brand pillars. Future illustrations can be created as needed, however the illustration style should remain consistent to build brand recognition. Illustrations should be simple but stylized and iconic in nature. They should incorporate bold, flat colours. Illustrations should relate to headlines and engage the curiosity of the audience.

50/50 RATIO



Untangle your communication.
Enhance communication
and remove industry jargon.



EDITORS
CANADA
www.editors.ca

Border used to illustrate ad frame, only.

FLOATING IMAGERY



CONTAINED IMAGERY



BRANDING PLATFORM: HEADLINES

Headlines

Copy field backgrounds are either white or one of the palette colours. Text is predominantly black or white; a palette colour may be used for emphasis or clarity.

Headlines should sound natural and conversational.

Pedantry and professional jargon should be avoided.

A subhead or other lead-in phrase to the descriptive copy can continue and/or qualify the meaning of the headline.

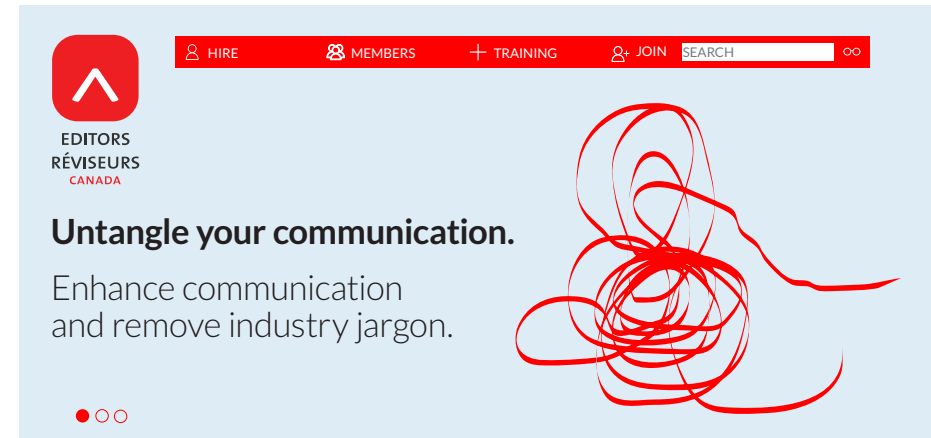
The purpose of a headline is to promote the subject/event of your piece.

Messages should be simple and inherently accessible, delivered in a manner that is engaging, witty and welcoming. They should be crafted to generate some interest from the audience, prompting them to want to read/discover more.

A few practical rules:

- Headlines should relate to the image in some way.
- Make the headline relevant to the target audience.
- The use of colloquial language should relate directly to the event or subject being promoted/featured.

Studies have shown there is a strong link between familiarity and trust. Because something familiar requires little effort to process mentally, we are more likely to feel at ease around it. Our recommendation to employ a more informal manner for headlines not only achieves this, but also addresses the need to reach and connect with a more diverse, youthful audience.



The screenshot shows the top navigation bar of the website with links for HIRE, MEMBERS, TRAINING, and JOIN, along with a search bar. Below the navigation is the logo for EDITORS RÉVISEURS CANADA. The main headline reads "Untangle your communication." followed by the sub-headline "Enhance communication and remove industry jargon." To the right of the text is a large, tangled red scribble. At the bottom left of the hero section, there are three small circles, the first of which is filled with red.

Ci l y a des
coqs îles dans
veaux textes,
est-ce là faute
du correcteur
ortho graphique.

La phrase ci-dessus contient
six erreurs que la correction
automatique n'a pas signalées.

Un réviseur les aurait corrigées.



RÉVISEURS
CANADA

www.reviseurs.ca

BRANDING PLATFORM: SAMPLES

Quick Hits

Textual revolution.
Effective communication in a cross-platform world.

Révolution textuelle
Une communication efficace dans un monde
multi-plateforme.

140 characters. Every word counts.
140 caractères. Chaque lettre compte.

Untangle your communication.
Démêlez votre message.

We've got you covered. Country wide network of editors.
Partout au pays, un réseau de réviseurs qui s'épaulent.

