

COMMUNICATION PROTOCOL — HOUSING DEVELOPMENT PROJECTS WITH YORK REGION FUNDING CONTRIBUTIONS

Last updated: April 2025

This document provides guidelines for the development of public communication materials referencing York Region funding contributions toward housing developments. This protocol ensures consistency across messaging and protects the brand reputation of all parties.

Note: Unless otherwise notified in writing, all details of funding provided and/or administered by The Regional Municipality of York must be kept strictly confidential until they are announced publicly by the Region and/or the appropriate funder.

USE OF YORK REGION'S LOGO

All public communication materials that include reference to York Region funding and/or the York Region logo require approval from the Region. When using the York Region logo, communication materials must:

1. Adhere to the [York Region Logo Use: Style Guide for Funded Agencies](#)
2. Be shared for approval with York Region's Community and Health Services (CHS) Department prior to being finalized and distributed publicly

Key considerations from the *York Region Logo Use: Style Guide for Funded Agencies* include:

- When used, York Region's logo must be placed on the bottom right (preferred placement) or bottom centre of promotional materials
- When used, York Region's logo must be located below or to the right of the following funding statement: **"Partly funded by The Regional Municipality of York"**.

STEPS FOR COMMUNICATION MATERIAL APPROVAL

All communication materials and signage, including materials with the Government of Canada and/or Government of Ontario logo associated with flow-through funding, must receive approval from York Region prior to distribution or installation.

Step 1: Funded organization is to send draft copies of the communication material(s) to HousingDevelopment@york.ca

YORK REGION

1-877-464-9675
york.ca



Note: It can take up to 10 business days to secure York Region approvals. Funded organizations are reminded to build this review time into workplans when providing the communication material(s) to the Region. Timelines will differ for communication material(s) where York Region is required to coordinate additional approvals from the federal and/or provincial governments.

Step 2: Communication materials that include the York Region logo will be checked for correct placement and use requirements as outlined in the *York Region Logo Use: Style Guide for Funded Agencies*.

Step 3: If the communication materials do not comply with the *York Region Logo Use: Style Guide for Funded Agencies*, specific feedback will be provided to the funded organization. Funded organization should make the necessary corrections and resubmit the communication material(s) for approval.

Step 4: Only once York Region approval has been obtained should funded organizations proceed with printing, posting or distributing communication material(s) that reference York Region funding and/or include the York Region logo. York Region should be provided copies of the final communication material(s) and distribution details.

Onsite signage

If a funded organization wishes to install onsite signage or if signage is required as a condition of funding, the signage must be approved prior to installation.

Signage should be visible for the duration of construction, installed 30 days before the start of construction and recognize all applicable funders.

MEDIA INQUIRIES

If a funded organization is contacted by the media about the funded housing development project, they are required to notify York Region before responding to the inquiry.

Please send requests related to media inquiries and media products directly to CHS_media@york.ca

Media interviews

Requests for media interviews related to Region-specific funding supports, activities or housing and homelessness system planning should always be directed to York Region to coordinate an interview with a Regional spokesperson.

Written responses and statements

If a written response or statement is requested by the media, any information in the response related to Region-specific funding supports, activities or housing and homelessness system planning must be reviewed and approved by York Region.

Media products

Media products, including media releases, media advisories, media announcements and social media posts, must be shared with York Region in advance of dissemination. Requests to include a quote from York Region as part of any media product may take up to 15 business days for approval.


FUNDING ANNOUNCEMENTS INVOLVING POLITICIANS OR DIGNITARIES

Funding announcements involving federal and/or provincial funding that is flowed through York Region will be coordinated by the Region. To assist with coordination, the Region should be notified of the intent to host a funding announcement at least 21 business days prior to any planned dates. **All details of funding provided by the federal and/or provincial government must be kept strictly confidential until they are announced publicly by the funder.**

York Region should be informed of any funding announcements or other project related events, such as a groundbreaking event, that may have politicians or dignitaries in attendance.

Although a groundbreaking event can be combined with a funding announcement, if the events are separate, best practice would be to announce the funding prior to the groundbreaking event.

SUPPORTING DOCUMENTS

Document Title	When to use?
<u>York Region Logo Use: Guide for Funded Agencies</u>  23-7594 Funded Agencies Style Guide	When creating public-facing promotional products that reference funding provided by York Region.
York Region Logo(s) (JPEGs)	When creating public-facing promotional products that either mention or recognize York Region as a partner or support organization. If York Region is a funding partner, use the logo paired with the funding statement.

Communication requirements may vary across funders. Funding recipients are responsible for reviewing and following communication requirements outlined in agreements with all funders.