



Accelerating Green Plant Innovation for Environmental and Economic Benefit Cluster Communications Product Review

All communication products developed must be submitted for review and approval by the Canadian Ornamental Horticulture Alliance (COHA-ACHO) and Agriculture and Agri-Food Canada (AAFC) prior to print and/or distribution.

Communication products include, but are not limited to: news releases, articles, presentations, brochures, displays, videos, websites, marketing materials.

Review Process:

- The review process takes approximately **five (5) working days** for standard communication products. **Please allow adequate time for this review.**
- Additional review time may be required.

All materials should include the **graphic identifiers** and/or the **tagline**. If it is impractical to apply the logo, a tagline may be used. Electronic versions of the graphic identifiers are available on the AAC Website.

Graphic Identifiers:

- All identifiers must be surrounded by ample white space, free from any distracting elements
- Identifiers cannot be incorporated into a headline, phrase or a sentence
- Identifiers need to be consistent with each other in size, density, weight and colour
- Each product shall include the prominent placement of the identifier
- Identifiers should appear in the proper order

Example:



- Canadian Agricultural Partnership (left justified), COHA-ACHO, Canada (right justified)

Tagline:

This project is part of the Accelerating Green Plant Innovation for Environmental and Economic Benefit Cluster and is funded by the Canadian Ornamental Horticulture Alliance (COHA-ACHO) and by the Government of Canada under the Canadian Agricultural Partnership's AgriScience Program.

Submitting products for Review:

- Submit communication products in a format that can be edited
- Include the following details in your email: means of distribution, target audience and expected reach
- Please send your draft materials for review to:

Laura Sider

Email: laura@coha-acho.ca

Social Media:

If you are sharing approved communications products or project updates through Twitter, we encourage you to use #CdnAgPartnership.