

Fraud Prevention Forum Style Guide

This guide applies to all uses of FPF/ Competition Bureau anti-fraud public education materials including, but not limited to, brochures, bill stuffers, web-banners, posters and retail take-away materials.

Objective of this guide

Maintaining a consistent and coherent identity for the Fraud Prevention Forum (FPF) is vital to ensuring that Canadians recognize and remember the program. With over 60 members, this guide is designed to help ensure that communications materials that are modified by members of the FPF are done so in a consistent, effective and uniform manner.

All FPF materials that are modified and/or distributed by members must be in compliance with this guide and approved by the Competition Bureau.

Tagline

FRAUD: RECOGNIZE IT. REPORT IT. STOP IT.

The FPF's essential message is more than simply a warning about fraud. It is a statement of our core value: individuals have the power to make their lives safer through education, action and cooperation. It is a call to everyone who has been or might become a victim of fraud to learn how to protect themselves, their families and friends.

The tagline pre-fix can be modified to address any from of fraud, For example, **PHISHING: RECOGNIZE IT. REPORT IT. STOP IT.** or **IDENTITY THEFT: RECOGNIZE IT. REPORT IT. STOP IT.**

While the pre-fix can be modified, the tagline cannot be altered in any way. This tagline **must** appear on all FPF communications materials.

Partner identification/ Placement of Logos

We encourage FPF members to display their logos on all FPF communications materials; however, the **logos of the founding members of the Forum (the Competition Bureau, the RCMP, and the OPP) as well as the Canada wordmark, must appear on all materials.**

FPF member logos must be displayed in a size that is in reasonable proportion to the other logos. In terms of logo placement, the Canada wordmark has to be the logo furthest to the right.

To obtain the Competition Bureau logo and the Canada wordmark, please contact Gaétan Hébert (hebert.gaetan@cb-bc.gc.ca).

Materials available for download

- Bookmark
- Brochure
- Posters



Photography

All FPF materials were updated in November 2005 and can be reproduced electronically or in hard-copy, and distributed widely without any additional costs.

The photographs used in FPF materials created prior to November 2005 are rights protected and cannot be used without permission and payment. However, if members still have a printed supply of the old FPF materials, these can be used up but cannot be reprinted after March 2006. Please contact Maureen McGrath at the Competition Bureau (819) 953-8982 or mcgrath.maureen@cb-bc.gc.ca for more information on proper use of FPF materials containing photos.

PhoneBusters

In order to encourage more Canadians to report fraud, partners are asked to include the PhoneBusters logo and tagline "The Canadian Anti-fraud Call Centre" on all FPF communications materials.

However, some partners have requested a French translation for "PhoneBusters." The OPP is in the process

of creating a French equivalent but it will take some time before an official name change. In the meantime, for partners who do not wish to use the “PhoneBusters” logo on your French materials, we still encourage you to include the tagline, “Le Centre d’appel antifraude du Canada” followed by the phone number (1 888 495-8501) and Web site (www.phonebusters.com), which can be viewed in both languages.



Federal Identity Program (FIP)

The Federal Identity Program (FIP) establishes standards and requirements for managing the government's corporate identity. In 1998, Treasury Board ministers established additional FIP requirements aimed at strengthening the presence and visibility of the Government of Canada in all of its activities.

Of those requirements, the following apply to all institutions, organizations and persons using FPF / Competition Bureau anti-fraud communications materials:

1. The Government of Canada's identity is to have primacy over the identity of individual institutions and is not to be overshadowed by unique identifiers and symbols (e.g. logos and wordmarks)
2. All partners in this anti-fraud public education campaign, including those exempted from the Federal Identity Program, must display the "Canada" wordmark and the Competition Bureau logo prominently on all anti-fraud communications materials.

Review of partner materials

All FPF partners must submit their public education materials to the Competition Bureau for review before distributing to customers. This is simply to verify adherence to Style Guide specifications and to ensure that the Competition Bureau does not appear to be endorsing any products.