

size, layout, colour, typography) outlined in the Federal Identity Program Manual.

The Federal Identity Program is very comprehensive. It requires the use of a corporate signature and the "Canada" wordmark whenever an activity of the federal government is to be made known in Canada and abroad. The fields of application depend on an institution's mandate, its operating requirements, and the nature of its programs and services. Although primarily concerned with external communications, the corporate identity applies also to communications with employees. The field of application are:

- stationary items (letterheads and envelopes, notepaper, calling cards and complimentary cards);
- forms;
- signage (primary identification signs, directory boards, common-use and operational signs, and project signs);
- markings for motor vehicles, aircraft, and vessels;
- advertising (print advertising, television and radio advertising, outdoor and transit advertising, paid announcements);
- published material (news releases, bulletins, brochures, periodicals, books, booklets, leaflets, invitations, posters, public notices, display cards, kit folders, loose-leaf binders, electronic data, microfilms, microfiches);
- audio-visual productions and expositions (motion picture films, videotapes, videodiscs, sound-slide presentations, displays and exhibits);
- personnel identification (insignia, badges, name tags, identification cards, hard hats);
- certificates, awards, commemorative plaques;
- packaging and labelling; and
- identification of equipment such as all-terrain vehicles, small watercraft, construction and maintenance equipment, and railway hopper cars.