SECTION 6   -   THE FEDERAL GOVERNMENT AND A CORPORATE
                         IMAGE

The underlying motivation for a corporate image policy is increased profitability. Since a government is not a corporation interested in profit margins it seems reasonable that it would not need an image policy. This however is not true. Each one of the above benefits of an image policy can apply to a government - especially in today's political environment of economic internationalism.

Today more than ever, governments (like corporations) must compete with one another for the worlds scarce resources. They must compete for clients, and labour. They must control their spending. And, above all, they must assume accountability for their actions.

The Canadian Government cannot afford (economically or politically) to deflect business away from Canadians; to be mistaken for the Americans; to spend money inefficiently; to support a demoralized workforce; to allow non-accountable individuals to make decisions; to appear disorganized; to allow the indiscriminate flow of information; to ignore crises; and to neglect maintaining regulations.

The benefits of projecting a "Canadian image" were recognized in the early 1970's when the Trudeau Government introduced the concept of a Federal Identity. Originally this program was "designed to simplify citizen access to the often-bewildering bureaucracy." (Selame; p.27). Today, the official objectives of the **Federal Identity Program** are:

-        to enable the public to recognize clearly federal activity by means of consistent
         identification;

-        to improve service to the public by facilitating access to federal programs and services;

-        to project equality of status of the two official languages consistent with the Canadian
         Charter of Rights and Freedoms and the Official Languages Act;

-        to ensure effective management of the federal identity consistent with government-wide
         priorities, and to achieve savings through standardization;

-        to promote good management practices in the field of corporate identity and information
         design.

These objectives will be met by following the Guidelines set out in the Communications Volume of the Treasury Board Manual - Chapter Two; Guidelines. As well as the Design Standards (ie.