



Foundry Work & Education Program Brand Guide

Nov 2022



About this document

This document was created for Foundry centre staff supporting the Foundry Work & Education Program (FWEP). This brand guide can be used as a resource when designing, editing and downloading promotional materials for Foundry's Work & Education Program. The goal is to maintain consistency across all promotional materials and channels and offer a toolkit to help create branded content that resonates with your specific community.

Young people and employment specialists across the Foundry network were key partners in developing this guide; from the program name change, the way the program is described to the visuals utilized. In addition, we heard from these groups, the need to create visually consistent materials that also offer customization options.

What is the Foundry Work & Education Program?

Foundry's Work & Education Program (FWEP) is a free supported employment and education program that aims to help increase the health and wellness of youth by supporting them in doing the things that they want to do. Whether youth are interested in working, going to school or completing a training program, Foundry Work & Education helps to build the skills and experiences they need to achieve their individual goals.



Promotional materials

We have prepared a series of general promotional materials that can help get you started. If you prefer a version of these materials that can be customized with another photo or contact information, we have prepared Canva templates of these materials. Please visit the links below and select “use template for a new design” when making edits in Canva.

Ready to use

One-Pagers

Rack cards

Social Media posts

**Current Ads from
digital campaign**

Canva templates

One-Pagers

- Youth
- Caregivers
- Employers
- Educational
Institutes

Rack cards

- Youth
- Caregivers
- Employers
- Educational
Institutes

Social Media posts

Some things to consider:

Verbiage

In Spring 2022, we hosted focus groups with young people who had been part of the pilot program as well as external youth and received feedback around language being used to describe the program and on promotional materials. As a result, the program name and description have both been updated to better reflect the program offerings, to 'Foundry Work & Education Program'.

Rationale:

- We want the title to reflect the program offerings – more than just employment
- We want to differentiate ourselves from other supportive employment programs
- Why “education” and not “study” - study was too connected with school specifically, education includes training as well and was perceived to be more inclusive

Descriptors that resonate with young people:

- Cost can be a barrier, mentioning that the program was FREE is a selling point for youth
- One-on-one not 1:1 – one-on-one was clearer and easier to understand
- Workplace not workforce – workforce was seen as too military
- Tailored support
- Community
- Opportunity
- Flourish
- Inclusive
- Helping hand
- Growth



QR code

Consider using this QR code on all printed promo materials to allow users to be easily directed to the FWEP landing page for more information. For centre specific materials, QR codes linked to centre webpages can be used as well and can be found [here](#).



Imagery & Brand

In the spring, we asked for Individual Placement and Support (IPS) staff input of whether photography, abstract or illustrations best represented FWEF. Photography was chosen as the best option because it:

- Demonstrates a diverse group of youth and is inclusive/inviting
- Shows a mix of backgrounds, genders in different work settings
- Stands out the most; eye-catching
- Looks professional and attractive



Image Library

Note: If you feel that different images will resonate with your centre/community more than those provided in the templates, there are a variety of stock images that can be picked from which can be accessed [here](#). When choosing imagery, consider the material's target audience. Ensure images chosen are representative of those audiences (young people, caregivers, employers, educational institutes etc.), where possible.

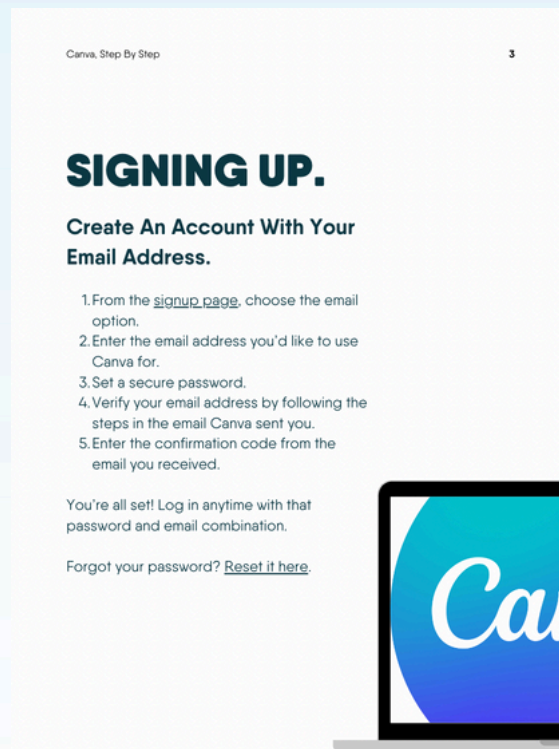


Brand Guidelines

Refer to the [Foundry Brand Guidelines](#) for additional information around logo usage, brand colours, fonts, and more.

Canva

We recognize the importance of having the ability to customize materials. All promo material templates are available in Canva to make it easy to access and edit materials. Join the Foundry BC Canva team; check out this [Canva How-to Guide](#) with step-by-step instructions of how to create an account, access templates and create content under the Foundry Team account.



A photograph of three people in a modern office setting. A woman in the center, wearing a light blue button-down shirt over a white t-shirt, is smiling broadly and looking towards the right. To her left, a man is partially visible, looking down. To her right, another woman with glasses is smiling and looking at a laptop screen. The background features a white brick wall and a wooden panel. The overall mood is positive and collaborative.

Have questions?

If you have questions, comments or ideas about how we can improve, feel free to contact Chrisanne Remedios, Communications Coordinator at Foundry Central Office.

· F O U N D R Y ·