

# Official Languages Hub<sup>®</sup>

## PROMOTIONAL TOOLKIT

[canada.ca/our-languages](https://canada.ca/our-languages)

[Translation Bureau](#)



Public Services and  
Procurement Canada

Services publics et  
Approvisionnement Canada

Canada 

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# PURPOSE OF THE PROMOTIONAL TOOLKIT

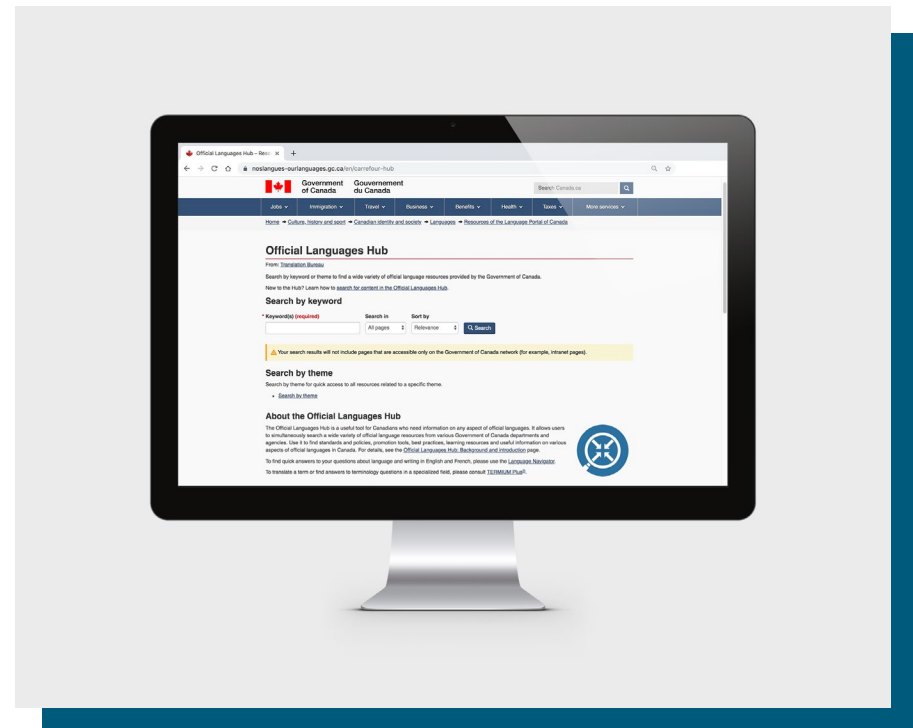
The Language Portal of Canada team has created this promotional toolkit for the use of the various organizations that would like to help promote the [Official Languages Hub®](#), a tool on the Language Portal of Canada (an initiative of Public Services and Procurement Canada's Translation Bureau).

We encourage you to review the communication and promotion products in the toolkit and to share the information with your networks. Feel free to use the graphics and promotional messages provided.



# WHAT IS THE OFFICIAL LANGUAGES HUB®?

The Official Languages Hub® is a useful tool for federal public servants and Canadians who need information on any aspect of official languages. The Hub allows you to simultaneously search through a host of resources from various federal departments and agencies. Public servants who have access to the Government of Canada network will also find resources from GCpedia and the Government of Canada intranet.



The Hub allows you to consult the official languages resources of many federal organizations.

1

Translation Bureau, Public Services and Procurement Canada

2

Treasury Board Secretariat

3

Canadian Heritage

4

Canada School of Public Service

5

Council of the Network of Official Languages Champions

6

Office of the Commissioner of Official Languages

7

Public Service Commission of Canada

8

Dare! Osez! Collection of Official Languages Resources

The Official Languages Hub® allows you to find different types of content adapted to your needs, including:

- communication and outreach tools
- policy instruments
- learning resources
- writing tools
- videos and audio files
- research and studies
- reports

You'll find information on a range of themes related to official languages, including:

- language of work
- service delivery
- second language evaluation
- promotion of official languages
- official language minority communities
- best practices



To consult the complete list of themes and subthemes on the Hub, visit the [Search by theme in the Official Languages Hub®](#) page.

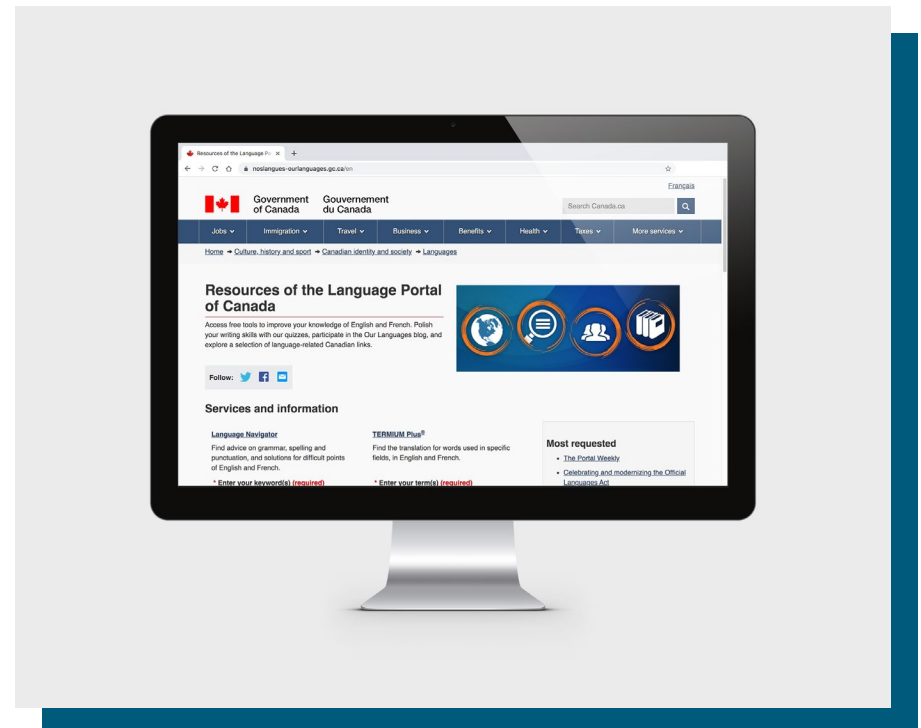


For more information on how to search for content in the Official Languages Hub®, see the [How to use the Official Languages Hub®](#) page.

# A TOOL AVAILABLE ON THE LANGUAGE PORTAL OF CANADA

The Hub is available on the [Language Portal of Canada](#), an initiative of Public Services and Procurement Canada's Translation Bureau. The Portal contains thousands of pages of tools, recommendations and tips to help you write better in both official languages and find translations for words used in specific fields.

In addition to its two main flagship products ([Language Navigator](#) and [TERMIUM Plus®](#)), the Portal features hundreds of language quizzes, a blog and a collection of Canadian language resources consisting of a directory of links.



# BACKGROUND

In 2016, the Clerk of the Privy Council and Secretary to the Cabinet asked Patrick Borbey (the current President of the Public Service Commission of Canada and the then Associate Deputy Minister at Canadian Heritage) and Matthew Mendelsohn (Deputy Secretary to the Cabinet, Results and Delivery) to conduct a review of the state of bilingualism in the federal public service.

As a result of the review, Patrick Borbey and Matthew Mendelsohn drafted the report [The next level: Normalizing a culture of inclusive linguistic duality in the federal public service workplace](#). The report includes recommendations to help shape a public service of the future that genuinely includes both English and French, and where public servants feel empowered to use the official language of their choice.

The creation of the Official Languages Hub®, which is housed on the Language Portal of Canada, stems from one of the report's recommendations on leadership. To view the progress made on each recommendation listed in the report *The next level*, see the [Dashboard on the status of the language of work recommendations](#).

The following seven federal organizations worked together to complete the first phase of the project: the Treasury Board Secretariat, Canadian Heritage, the Office of the Commissioner

of Official Languages, the Council of the Network of Official Languages Champions, the Canada School of Public Service, the Public Service Commission and Public Services and Procurement Canada's Translation Bureau. The search tool was launched in September 2019 to mark the 10th anniversary of Linguistic Duality Day. The 50th anniversary of the Official Languages Act was also celebrated that year.

Then the Language Portal of Canada (a division of Public Services and Procurement Canada's Translation Bureau) worked with the Council of the Network of Official Languages Champions to implement the second phase of the project: to expand the Official Languages Hub® by adding the contents of the Collection of Official Languages Resources, which was originally posted on the Dare! Osez! website. As a result, the Hub now contains official languages resources from many federal organizations.



# PROMOTING THE OFFICIAL LANGUAGES HUB®

We would like your help in promoting the Official Languages Hub® to your organization's employees and partners.

In the [Promotional messages](#) section, you will find various turnkey communication and promotion products (texts that have been edited, translated and approved by the Translation Bureau), which we have prepared to make the task easier for you. All you have to do is choose the format that best suits your communication and promotion tools.



# SUMMARY OF THE COMMUNICATION PLAN

## COMMUNICATION OBJECTIVES

- To promote the Official Languages Hub® to federal public servants and encourage them to use it at work to find official languages resources.
- To inform the target audiences, which include federal public servants and Canadians at large, that the resources of many federal organizations have been added to the Official Languages Hub®.
- To inform federal public servants that the contents of the Osez! Dare! Collection of Official Languages Resources have been added to the Official Languages Hub®.
- To get federal organizations to help promote the Hub, using the promotional kit available on GCpedia and GCwiki.

## MAIN TARGET AUDIENCES

Communications on the Official Languages Hub® are aimed at the following two target audiences:

- All federal public servants, regardless of whether they work in the area of official languages (this is the main group for which the resources on the Official Languages Hub® are intended);
- Canadians who are interested in different aspects of official languages, including members of official language minority communities and organizations with a language-related mandate.

# PROMOTIONAL MESSAGES

In this section, you'll find turnkey promotional messages that you can post

- on your social media accounts (Twitter, Facebook, LinkedIn and Instagram)
- in your communications and newsletters
- in your internal communications displayed on television screens
- on your intranet and web pages

We'll leave it to you to choose the platform(s) best suited to your needs.



To download the images that go with the promotional messages, go to the [Official Languages Hub® promotional toolkit](#) page in GCwiki.



## SOCIAL MEDIA

The Language Portal of Canada team has provided you with a series of messages in both official languages for each social media platform. The Official Languages Hub® will be promoted on an ongoing basis, so you can add the various messages to your publication schedules and post them periodically.

Please note that you should use the hashtags **#OL\_Hub** in English and **#Carrefour\_LO** in French. They have been included in the social media messages prepared for publication.

**#OL\_Hub**

**#Carrefour\_LO**

We encourage you to follow the Language Portal of Canada's social media accounts and share our posts:



[Ourlanguages.ca](https://www.ourlanguages.ca)  
[Noslangues.ca](https://www.noslangues.ca)



[@Our\\_languages](https://twitter.com/Our_languages)  
[@Nos\\_langues](https://twitter.com/Nos_langues)

## TWITTER

### Tweet #1 – English



To easily find all the information on #OfficialLanguages and #LanguageOfWork in the federal public service, check out the Official Languages Hub®. #OL\_Hub @Our\_Languages <https://www.noslangues-ourlanguages.gc.ca/en/carrefour-hub>

### Tweet #1 – French



Pour trouver facilement toute l'information qui touche les #LanguesOfficielles et la #LangueDeTravail dans la fonction publique fédérale, empruntez le Carrefour des langues officielles®. #Carrefour\_LO @Nos\_langues <https://www.noslangues-ourlanguages.gc.ca/fr/carrefour-hub>



[Downloadable version](#)

## TWITTER

### Tweet #2 – English



Discover the Official Languages Hub®: a useful search tool to help you find answers to all your questions on #OfficialLanguages. #OL\_Hub @Our\_Languages <https://www.noslangues-ourlangues.gc.ca/en/carrefour-hub>

### Tweet #2 – French



Découvrez le Carrefour des langues officielles®: un outil de recherche utile pour trouver réponse à toutes vos questions liées aux #LanguesOfficielles. #Carrefour\_LO @Nos\_langues <https://www.noslangues-ourlangues.gc.ca/fr/carrefour-hub>



[Downloadable version](#)

# FACEBOOK

## Facebook message #1 – English



Need to quickly find information on everything related to Canada's #OfficialLanguages and #LanguageOfWork in the federal public service? Go to the Official Languages Hub®. #OL\_Hub <https://www.noslangues-ourlanguages.gc.ca/en/carrefour-hub>

## Facebook message #1 – French



Besoin de trouver rapidement de l'information sur tout ce qui concerne les #LanguesOfficielles du Canada et la #LangueDeTravail dans la fonction publique fédérale? Direction: le Carrefour des langues officielles®. #Carrefour\_LO <https://www.noslangues-ourlanguages.gc.ca/fr/carrefour-hub>



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## FACEBOOK

### Facebook message #2 – English



All roads lead to the Official Languages Hub®! Try this search tool to find answers to all your questions on official languages. #OL\_Hub <https://www.noslangues-ourlanguages.gc.ca/en/carrefour-hub>

### Facebook message #2 – French



Tous les chemins mènent au Carrefour des langues officielles®! Essayez cet outil de recherche pour trouver réponse à toutes vos questions sur les langues officielles. #Carrefour\_LO <https://www.noslangues-ourlanguages.gc.ca/fr/carrefour-hub>



[Downloadable version](#)



## LINKEDIN

### LinkedIn message – English



Are you looking for best practices for bilingual meetings? Policies on official languages? Information about second language tests? Find all the information you need in a single location: the Official Languages Hub®! #OL\_Hub #OfficialLanguages <https://www.noslangues-ourlanguages.gc.ca/en/carrefour-hub>



[Downloadable version](#)

### LinkedIn message – French



Vous cherchez des pratiques exemplaires en vue d'organiser une réunion bilingue? Des politiques sur les langues officielles? Des renseignements sur les examens de langue seconde? Trouvez toute l'information dont vous avez besoin à un seul endroit: le Carrefour des langues officielles®! #Carrefour\_LO #LanguesOfficielles <https://www.noslangues-ourlanguages.gc.ca/fr/carrefour-hub>

# INSTAGRAM

## Instagram message – English



Are you looking for best practices for bilingual meetings? Policies on official languages? Information about second language tests? Find all the information you need in a single location: the Official Languages Hub®! #OL\_Hub #OfficialLanguages <https://www.noslangues-ourlanguages.gc.ca/en/carrefour-hub>

## Instagram message – French



Vous cherchez des pratiques exemplaires en vue d'organiser une réunion bilingue? Des politiques sur les langues officielles? Des renseignements sur les examens de langue seconde? Trouvez toute l'information dont vous avez besoin à un seul endroit: le Carrefour des langues officielles®! #Carrefour\_LO #LanguesOfficielles <https://www.noslangues-ourlanguages.gc.ca/fr/carrefour-hub>



[Downloadable version](#)

# COMMUNICATIONS AND NEWSLETTERS

The Language Portal team has prepared two bilingual promotional texts for you to use in your internal communications (for example, in an employee newsletter).

## First bilingual text – Target audience: federal public servants (130 words in English / 161 words in French)

### Visit the Official Languages Hub®!

Looking for best practices for bilingual meetings? Policies on official languages? Information about second language tests? Find all the information you need in a single location: the Official Languages Hub®!

The [Official Languages Hub®](#) is a search tool available on the Language Portal of Canada, a website managed by Public Services and Procurement Canada's Translation Bureau.

With the Hub, you can easily find standards and policies, promotional tools, best practices, learning resources and useful information on various aspects of official languages in Canada. It gives you access to resources from many federal institutions.

The Hub was created in response to one of the recommendations in the report [The next level](#), which examines the state of bilingualism in the federal public service.

Search efficiently: consult the Official Languages Hub®!

### Visitez le Carrefour des langues officielles®!

Vous cherchez des pratiques exemplaires en vue d'organiser une réunion bilingue? Des politiques sur les langues officielles? Des renseignements sur les examens de langue seconde? Trouvez toute l'information dont vous avez besoin à un seul endroit: le Carrefour des langues officielles®!

[Le Carrefour des langues officielles®](#) est un outil de recherche accessible sur le Portail linguistique du Canada, un site Web géré par le Bureau de la traduction de Services publics et Approvisionnement Canada.

Facile à utiliser, le Carrefour permet de trouver des normes et politiques, des outils de promotion, des pratiques exemplaires, des ressources d'apprentissage ainsi que des renseignements utiles sur différents aspects des langues officielles du Canada. Il donne accès aux ressources de nombreuses institutions fédérales.

La mise en œuvre du Carrefour découle de l'une des recommandations du rapport [Le prochain niveau](#), qui fait état de la situation du bilinguisme dans la fonction publique fédérale.

Soyez efficace dans vos recherches : consultez le Carrefour des langues officielles®!

## **Second bilingual text – Target audience: Canadians with an interest in official languages** (119 words in English / 174 words in French)

### **The Official Languages Hub®: A must-have tool!**

Are you familiar with the [Official Languages Hub®](#)? The Hub is a search tool available on the Language Portal of Canada, a website managed by Public Services and Procurement Canada's Translation Bureau.

The Hub provides centralized access to wide array of official languages resources provided by the Government of Canada. Launched in 2019, the tool was recently expanded, thanks to the joint efforts of the Language Portal of Canada and the Council of the Network of Official Languages Champions. The contents of the Collection of Official Languages Resources, which was originally posted on the Dare! Osez! website, have been added to the Official Languages Hub®.

With this simple and user-friendly tool, you can find information on official language regulations, the promotion of linguistic duality, second language learning or any other topic relating to official languages.

To access the Canadian government's official languages resources in a single location, visit the Official Languages Hub®!

### **Le Carrefour des langues officielles® : un incontournable**

Connaissez-vous le [Carrefour des langues officielles®](#)? Il s'agit d'un outil de recherche accessible sur le Portail linguistique du Canada, un site Web géré par le Bureau de la traduction de Services publics et Approvisionnement Canada.

Le Carrefour permet de centraliser l'accès à une foule de ressources sur les langues officielles offertes par le gouvernement du Canada. Lancé en 2019, l'outil a récemment été bonifié dans le cadre d'une collaboration entre le Portail linguistique du Canada et le Conseil du Réseau des champions des langues officielles. Grâce à cette collaboration, le contenu du Recueil de ressources sur les langues officielles, autrefois publié sur le site Osez! Dare!, a été versé dans le Carrefour des langues officielles®.

Cet outil simple et convivial permet de trouver de l'information sur la réglementation en langues officielles, la promotion de la dualité linguistique, l'apprentissage d'une langue seconde ou sur tout autre sujet touchant les langues officielles.

Pour trouver en un seul endroit des ressources créées par le gouvernement du Canada sur les langues officielles, visitez le Carrefour des langues officielles®!

# INTERNAL COMMUNICATIONS ON TV SCREENS

Many federal organizations display slide shows of Government of Canada initiatives that are of interest to their employees. We encourage you to use the following banners for that purpose.

## English banner



## French banner



\*The banners provided are unilingual and must be displayed on screen one right after the other.



[Downloadable version](#)

## WEB BANNERS

Web banners of various sizes can be used to promote the Official Languages Hub® on your intranet pages and in carousels on your web pages.

SIZE: 653 X 194

### 653 X 194 web banner – English



#### Link text

Check out the Official Languages Hub®, a search tool available on the Language Portal of Canada.



[Downloadable version](#)

### 653 X 194 web banner – French



#### Link text

Découvrez le Carrefour des langues officielles®, un outil de recherche du Portail linguistique du Canada.

SIZE: 1400 X 338

1400 X 338 web banner – English



1400 X 338 web banner – French



SIZE: 1500 X 300

1500 X 300 web banner – English



1500 X 300 web banner – French



[Downloadable version](#)

# VISUAL IDENTITY AND ITS COMPONENTS

The Official Languages Hub® has its own visual identity and visual signature.

In this section, you will find information and graphics that you can add to your communication and promotion products for the Official Languages Hub®. (For example, you might want to alter one of the visual products provided to adapt it to your needs or add a graphic to a promotional text published in a newsletter.)

The logo for the Official Languages Hub. It features the words "Official Languages" in a dark blue, sans-serif font, followed by "Hub" in a larger, bold, dark blue font. A registered trademark symbol (®) is positioned to the upper right of the "b". Below the text is a horizontal orange line. The logo is centered within a light blue rectangular area that has a dark blue border on the right and bottom sides.

Official Languages Hub®



# TYPOGRAPHY

Century Gothic is the font used for the Official Languages Hub®'s visual signature.

## **Century Gothic Bold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNPOQRSTUVWXYZ**

**1234567890**

## Century Gothic Regular

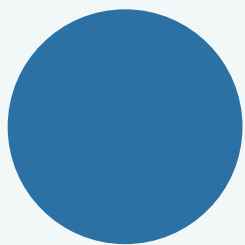
abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890

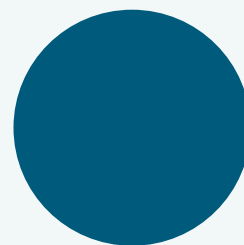
# COLOUR PALETTE

The colours used for Official Languages Hub® graphics are the same as those used in the Language Portal of Canada's visual identity.



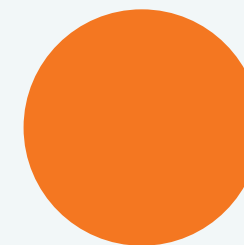
## PORTAL BLUE 1

C = 85	R = 43
M = 52	G = 113
Y = 16	B = 161
K = 1	



## PORTAL BLUE 2

C = 95	R = 0
M = 60	G = 90
Y = 34	B = 123
K = 14	



## PORTAL ORANGE

C = 0	R = 244
M = 66	G = 119
Y = 100	B = 33
K = 0	

# VISUAL SIGNATURES

Here are the various visual signatures for the Official Languages Hub® in both official languages:

## VISUAL SIGNATURES IN COLOUR

Official Languages **Hub**®  

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Carrefour  
des langues officielles®

**Carrefour**  
des langues officielles®  

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Official Languages **Hub**®

Official Languages **Hub**®  

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**Carrefour**  
des langues officielles®  

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## VISUAL SIGNATURES IN BLACK AND WHITE

Official Languages **Hub**®  

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Carrefour  
des langues officielles®

**Carrefour**  
des langues officielles®  

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Official Languages **Hub**®

Official Languages **Hub**®  

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**Carrefour**  
des langues officielles®  

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# CONTACTING THE LANGUAGE PORTAL OF CANADA TEAM

If you have any questions or would like more information on the Official Languages Hub® or this promotional toolkit, please write to the Language Portal team at the following address:

[noslangues.ourlanguages@tpsgc-pwgsc.gc.ca](mailto:noslangues.ourlanguages@tpsgc-pwgsc.gc.ca)

