

# **The EAC Rebranding Task Force**

**presents**



**EDITORS**  
**RÉVISEURS**  
**CANADA**

# The same organization

The Editors' Association of Canada

Just...

# A new visual identity

## Bilingual



EDITORS  
RÉVISEURS  
CANADA

## Unilingual



## Branches and Twigs



# A new colour palette

- Modern
- Bold
- Dynamic

Primary		Secondary	
R255 G0 B0 HEX: ff0000	R51 G51 B51 HEX: 333333	R178 G18 B18 HEX: b21212	R64 G64 B57 HEX: 404039
PMS 185	PMS 412	R255 G76 B76 HEX: ff4c4c	R204 G204 B204 HEX: cccccc
C0 M100 Y92 K0	C62 M66 Y65 K62	R255 G251 B114 HEX: fffb72	R128 G115 B115 HEX: 807373
		R20 G133 B204 HEX: 1485cc	R115 G123 B128 HEX: 737B80
		R88 G160 B211 HEX: 58a0d3	

# A new typography



EDITORS  
RÉVISEURS  
CANADA

THE SANS CAPS (DESIGNED BY LUCAS DE GROOT IN 1994 AS PART OF THE THESIS FAMILY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

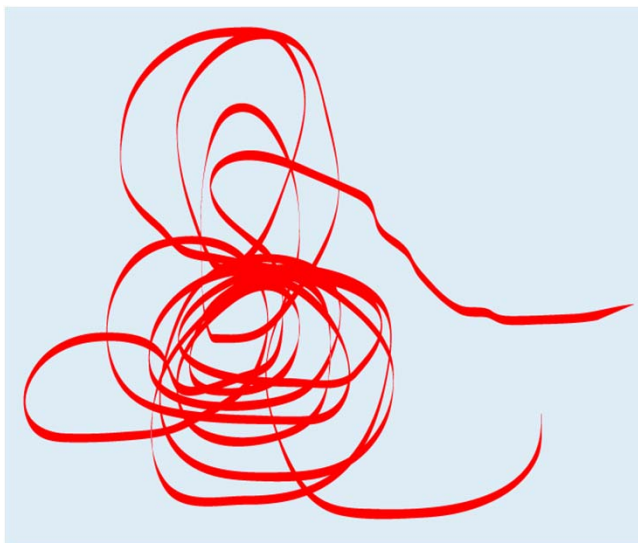
THE SANS (DESIGNED BY LUCAS DE GROOT IN 1994 AS PART OF THE THESIS FAMILY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

LATO (GOOGLE FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# And voice



## Untangle your communication.

Enhance communication  
and remove industry jargon.



EDITORS  
CANADA

[www.editors.ca](http://www.editors.ca)

For every organization with communication needs, there is an editor out there with the skills to satisfy. We help editors and organizations connect, facilitating great matches and strong relationships.

### TARGET

Target your message for the its audience and medium.

### STONE/VOICE

Accessible, engaging, witty and welcoming

A strong voice provides consistency across communication platforms, and most importantly helps you grab your readers' attention and establish a relationship with them.

The tone of the association's communications can vary with the situation and medium, while the voice remains true and reflects Editors Canada's core values. The aim is to express the message as well as possible within the communication conventions of our target audience.

### TEXT APPEAL

Use copy that attracts attention  
Editors enhance your message

### TEXTUAL REVOLUTION

Effective communication in a cross-platform world

### COLLABORATION AND COOPERATION

Editors work with you and your ideas

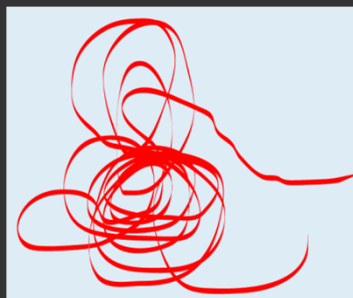
# Illustrations

- Draw attention to messaging
- Simple
- Iconic
- Bold
- Flat colours



EDITORS  
RÉVISEURS  
CANADA

Take your communication to the next level.  
Se propulser à un niveau supérieur.



**Untangle your communication.**

Enhance communication and remove industry jargon.



EDITORS  
CANADA  
[www.editors.ca](http://www.editors.ca)



**Démêlez votre message.**

Améliorez la communication et supprimez le jargon.



RÉVISEURS  
CANADA  
[www.reviseurs.ca](http://www.reviseurs.ca)

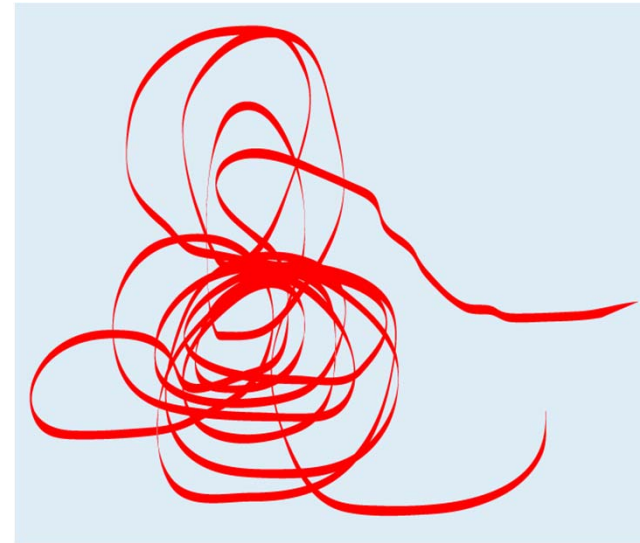


# Brand expression

Ads and merchandise

**140 characters. Every word counts.**  
#editors

**140 caractères. Chaque lettre compte.**  
#reviseurs



**Démêlez votre message.**

Améliorez la communication  
et supprimez le jargon.



**RÉVISEURS  
CANADA**

[www.reviseurs.ca](http://www.reviseurs.ca)

# Brand expression

## Website

**EDITORS  
RÉVISEURS  
CANADA**

SUBSCRIBE LOG IN  
HIRE MEMBERS TRAINING JOIN SEARCH

**Untangle your communication.**  
Enhance communication  
and remove industry jargon.

**If you produce any kind of written communication...**  
Hire an EAC editor to help you say what you mean. An editor can help make your message clear, correct, attractive and appropriate to your

**If you're an editor or you think you have what it takes to become one...**  
Join the Editors' Association of Canada! We can put you in touch with more than 1,500 other editors across the country, offer you discounts on training

**Conference 2014**  
EAC's 2014 national conference—Tracking Change: e-Merging Methods and Markets—will be held from June 6 to 8 at the Li Ka Shing Knowledge Institute in Toronto. **Register now!**



EDITORS  
RÉVISEURS  
CANADA

## Untangle your communication.

Enhance communication and remove industry jargon.



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### Meet an editor

Iva Cheung sits on EAC's certification steering committee and volunteers for the programs committee with the British Columbia branch. She runs her own editing and publishing consulting business, blogs about editing and publishing, and teaches in the Writing and Communications program at SFU.



### News

**How to make the most of Conference 2014**  
Monday, April 28, 2014

**Conference 2014 early-bird deadline extended**  
Monday, April 28, 2014

**Last chance to save on 40+ sensational sessions at Conference 2014!**  
Monday, April 28, 2014

### From the blog

**Invisible Writing**  
Monday, April 28, 2014

**Lessons learned from Eminem, David Ogilvy and a sex hotline**  
Monday, April 28, 2014

**Dis donc, on la met où, la majuscule? Les majuscules aux titres d'écrits**  
Monday, April 28, 2014

### Facebook

English abbreviations and acronyms without translations are showing up more frequently in Chinese publications. And it's not without controversy. <http://www.bbc.com/news/world-asia-china-27216930>

### Twitter

EAC/ACR @eac\_acr  
ICYM the latest #editorsweekly. @Bunwash shares lessons learned from Eminem, David Ogilvy and a sex hotline <http://blog.editors.ca/2014/04/lessons-learned-from-eminem-david-ogilvy-and-a-sex-hotline/>... #editors

### Shop Editors Canada

Could your editorial toolkit use an update? EAC's shop is back with new items to satisfy the word nerd at heart. Institute in Toronto. Register now!

#### ABOUT US

- Awards
- Governance
- Speakers
- Media
- News
- Members news
- Staff

#### MEMBERS' AREA

- Renew
- Profile
- Services
- Jobs
- AGM

#### LOCAL GROUPS

- British Columbia
- Prince-Edouard
- Saskatchewan
- Vancouver-Wharfedale-Guelph
- Hamilton-Halton
- Toronto
- Kingston
- National Capital Region
- Quebec / Atlantic Canada
- Nova Scotia
- Newfoundland & Labrador
- How to start a group

#### HIRE

- Five good reasons to hire an editors
- Outline directory of editors
- Job postings
- Contact
- What are you looking for?

#### JOIN

- How to join
- Fees
- Benefits
- So you want to be an editor

#### TRAINING

- Certification
- Conferences
- Seminars
- Mentoring
- Blog
- Podcasts

#### PUBLICATIONS

- Professional Editorial Standards
- Certification Study Guides
- Editing Canadian English
- Meeting Professional Editorial Standards
- Guidelines for Editing Theses
- Active Voice
- Newsletters

#### SHOP EDITORS CANADA

- Posters
- Magnets



EDITORS  
RÉVISEURS  
CANADA

NATIONAL OFFICE  
305-27 Carlton Street  
Toronto, Ontario M5R 3L2  
416-978-1279  
1 866 CAN EDIT (toll free)  
1 866 226-3388 (toll free)  
416-978-1407 (fax)  
info@eac.ca

# Brand expression

Website (alternate slide)

**EDITORS CANADA**

SUBSCRIBE LOG IN Réviseurs Canada

HIRE MEMBERS TRAINING JOIN SEARCH

## Untangle your communication.

○ ○ ○

### If you produce any kind of written communication...

Hire an EAC editor to help you say what you mean. An editor can help make your message clear, correct, attractive and appropriate to your

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# Brand expression

## Internal web page (branch)

The screenshot shows the internal web page for the Toronto branch of Editors Canada. The page features a red navigation bar at the top with links for 'SUBSCRIBE', 'LOG IN', and social media icons. Below the navigation bar is a secondary bar with 'HIRE', 'MEMBERS', 'TRAINING', 'JOIN', and a search box. The main content area includes a welcome message, a description of the group's activities, and a list of local groups. A sidebar on the left provides navigation for various activities like seminars and meetings. A blog section highlights a post titled 'Invisible Writing' and another titled 'Lessons learned from Eminem, David'. A Facebook section discusses the use of English abbreviations and acronyms in Chinese publications.

**EDITORS CANADA**

HOME > LOCAL GROUPS > TORONTO

## Welcome to the Toronto branch of Editors Canada!

We're an active group of freelance and in-house editors who meet on the fourth Tuesday of every month for an engaging program followed by light refreshments and networking. We also offer a diverse range of **seminars** and a **one-on-one mentorship program**.

Learn more about the branch, **volunteer opportunities**, **finding work**, or **hiring an editor** through the links on the left. And check out our **upcoming programs**, **seminars**, and **other events** as well.

### From the blog, *BoldFace*

**Invisible Writing**  
Monday, April 28, 2014

**Lessons learned from Eminem, David**

### Facebook

English abbreviations and acronyms without translations are showing up more frequently in Chinese publications. And it's not without controversy. <http://www.bbc.com/news/world-1-11-27211212>

**EDITORS TORONTO**

**About US**

**Local groups**

- British Columbia
- Prairie Provinces
- Saskatchewan
- Kitchener-Watwerloo-Guelph
- Toronto**

Seminars for Editors

Meetings and Events

Mentoring

Affaires

# Brand expression

Internal web page (branch seminar)

The screenshot displays the website for Editors Canada. At the top, there is a navigation bar with a dark red background. On the left is the logo, a red square with a white stylized 'A' shape. To the right of the logo are links for 'SUBSCRIBE', 'LOG IN', and social media icons for LinkedIn, Facebook, Twitter, Google+, WordPress, YouTube, and Instagram. Further right are 'Réviseurs Canada', 'HIRE', 'MEMBERS', 'TRAINING', 'JOIN', and a search bar. Below the navigation bar is a breadcrumb trail: 'HOME > TRAINING > SEMINARS > PUNCTUATION AND MECHANICS'. The main content area features the title 'Punctuation and Mechanics' and a list of details: Branch (National Capital Region), Event date (Friday, May 23, 2014), Location/City (Ottawa), Time (9 a.m.-4 p.m.), and Location (Capital Hill Hotel & Suites, 88 Albert St.). A quote follows: "God is in the details," the old saying goes—though any editor who has agonized endlessly over a comma or a hyphen might argue that a much darker entity lurks there. Below the quote is a paragraph describing the seminar's focus on punctuation and mechanics. On the right side, there is a red sidebar with the heading 'From coast to coast', a paragraph about regional branches, contact information, and a link to 'EAC'. At the bottom right, the word 'News' is visible.

**EDITORS CANADA**

HOME > TRAINING > SEMINARS > PUNCTUATION AND MECHANICS

## Punctuation and Mechanics

**Branch:** National Capital Region  
**Event date:** Friday, May 23, 2014  
**Location/City:** Ottawa  
**Time:** 9 a.m.-4 p.m.  
**Location:** Capital Hill Hotel & Suites, 88 Albert St.

"God is in the details," the old saying goes—though any editor who has agonized endlessly over a comma or a hyphen might argue that a much darker entity lurks there.

This seminar takes an appropriately detailed look at punctuation and mechanics, including commas (what's right, what's wrong, what's optional), semicolons, colons, quotation marks, apostrophes, dashes, hyphens, italics, and the ever-perplexing bullet points. We'll cover the most up-to-date rules and guidelines, examine how punctuation and mechanics affect meaning (for instance, the relationship between commas and modifiers), and look at some of the most useful style guides available.

### From coast to coast

EAC has 11 regional branches and twigs across the country, providing a range of local programming and services to both members and non-members.

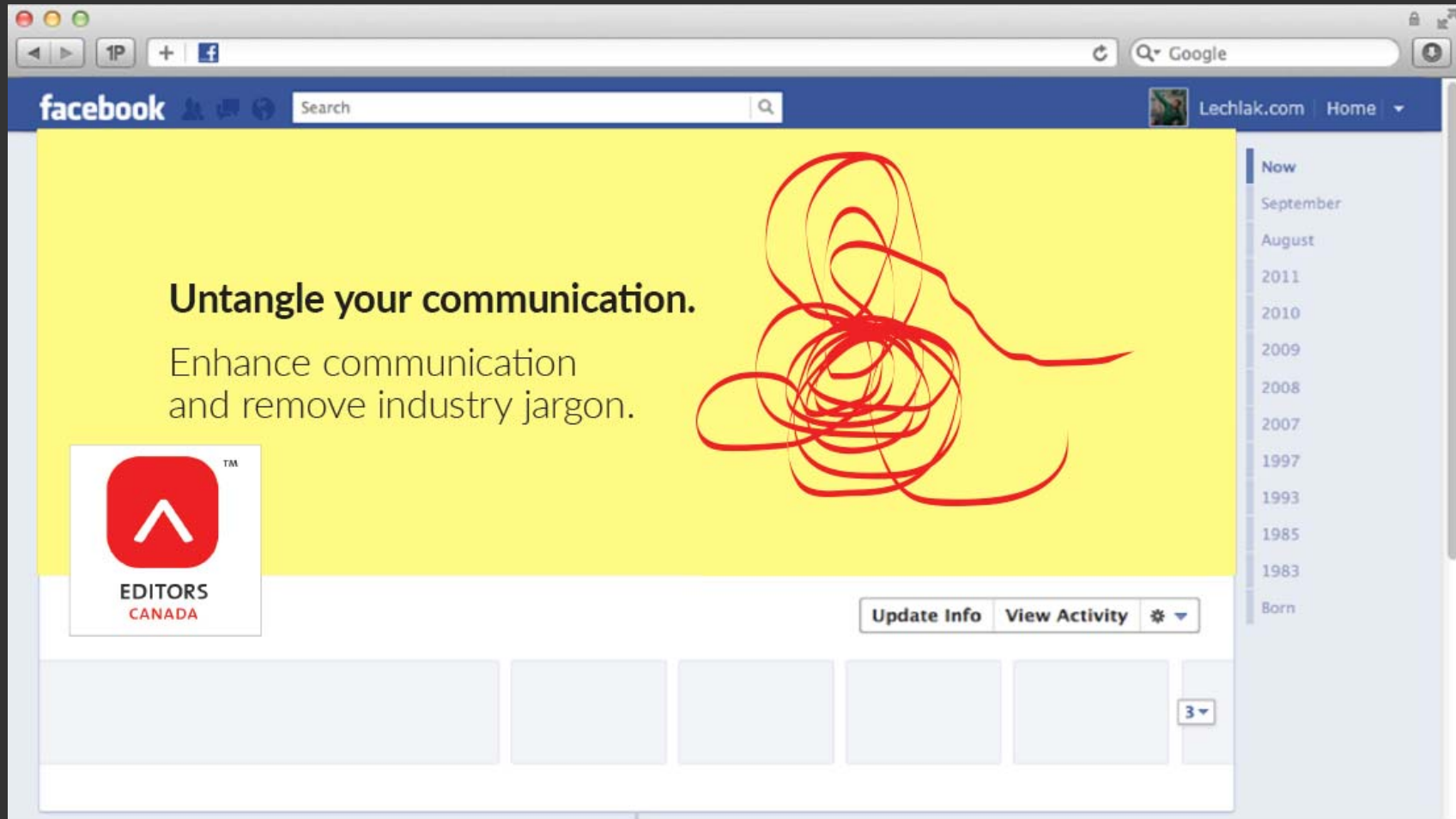
Contact the branch or twig nearest you for information about meetings, seminars and job hotlines.

For further information about national activities such as the annual conference, certification or the Tom Fairley Award, contact the **EAC**

### News

# Brand expression

Social media



The image shows a screenshot of a Facebook profile page for "EDITORS CANADA". The cover photo is a bright yellow rectangle with the text "Untangle your communication. Enhance communication and remove industry jargon." on the left and a large, tangled red scribble on the right. The profile picture is a red square with a white upward-pointing chevron and the text "EDITORS CANADA" below it. The page includes a search bar, a navigation menu with "Lechlak.com" and "Home", and a right-hand sidebar with a date selector ranging from "Now" to "Born". At the bottom of the cover photo area, there are buttons for "Update Info", "View Activity", and a settings icon. Below the cover photo, there are five placeholder boxes for posts, with a "3" icon indicating more content.

# Brand expression

Social media

The image shows a screenshot of the LinkedIn profile for 'Editors Canada'. The profile header includes the company logo (a red square with a white upward-pointing arrow), the name 'Editors Canada', and '34,237 followers' with a 'Following' button. Below the header, there are tabs for 'Home', 'Services', and 'Insights'. The main content area features a large yellow banner with the text 'Untangle your communication. Enhance communication and remove industry jargon.' and a red scribble graphic. Below the banner is a 'Company Name Portfolio' section with placeholder text. The right sidebar shows '12 Services', '72 Recommendations', and 'People that recommend Company Name services' with placeholder cards. The bottom of the page shows two service listings, each with a red arrow logo, a 'Service Name', and placeholder text.



# Reasons for rebranding?

- ✓ Because we need to be current and relevant!
- ✓ Because we need to increase membership.
- ✓ Because we need to retain a bigger percentage of memberships.

Because... it's time!

# Our position

We are Canada's only  
national editorial association.

# Our mission

- ✓ To advance
- ✓ To support
- ✓ To educate
- ✓ To inform

# Our message

## The three pillars:

- ✓ Market (recognition, jobs)
- ✓ Community & Networking (recruitment, retention, enhancing the profession)
- ✓ Best practices (training, education, excellence)

# The Market

- ✓ Creating awareness for editorial services
- ✓ Providing awareness of markets
- ✓ Putting editors together with jobs
- ✓ Providing access to editors through the web

# Community & Networking

- ✓ Being the hub for editors
- ✓ Sharing ideas and insights
- ✓ Linking between national, regional, local
- ✓ Networking through conferences and workshops

# Best Practices

- ✓ Setting the standards for professional editing
- ✓ Supporting /advancing editors at various career stages
- ✓ Providing expertise, leadership and education
- ✓ Advocating for editors and the profession





**EDITORS**  
**RÉVISEURS**  
**CANADA**

# Editors Canada Task Force

Leader:  
Melva McLean

Members:  
Tina Dealwis, Marlene Dong (to Jan 2014),  
Namita Kumar, Andrew Wright

NEC Reps:  
Gael Spivak (to Jan 2014), Moira White

National Office Reps:  
Carolyn Burke and Michelle Ou

# Editors Canada Task Force

Contact:  
[branding@editors.ca](mailto:branding@editors.ca)