

Welcome  
to **H** Our  
**H** Your  
Home.  
PONTIAC •

# KIT MEDIA

Powered  
by

 **carrefour**  
jeunesse-emploi  
du Pontiac



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# 1. CAMPAIGN OVERVIEW



## GENERAL OBJECTIVE

Promote an inclusive welcoming culture in Pontiac by raising awareness among local stakeholders about issues related to immigration and by facilitating the integration of newcomers.

## SPECIFIC OBJECTIVE

Increase awareness among both target audiences:



**Employers and Local Stakeholders** – By encouraging them to hire newcomers



**Pontiac Residents** – By demonstrating the positive effects of immigration on Pontiac's economic situation

## CAMPAIGN PERIOD

Nine-month duration, from Fall 2025 to June 2026.

**ORGANIZER:**





## 2. VISUAL IDENTITY

### OFFICIAL LOGOS

- [Download official logos](#)



### OFFICIAL COLOR PALETTE

#F49E84 RVB : 244 158 132 CMYK : 0 48 46 0	#70AE6E RVB : 112 174 110 CMYK : 62 10 69 0	#FAB70F RVB : 250 183 15 CMYK : 0 32 93 0	#F1D9A7 RVB : 241 217 167 CMYK : 7 15 41 0	#51509D RVB : 81 80 157 CMYK : 80 74 0 0
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### OFFICIAL FONT

- [Download official font](#)

Dongle

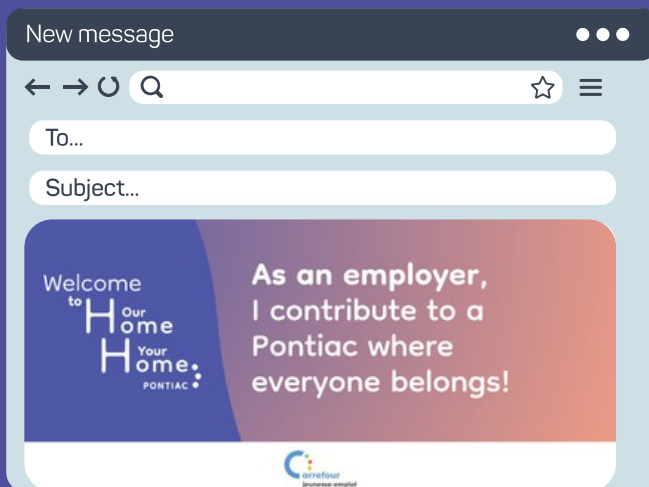
Dongle

Dongle

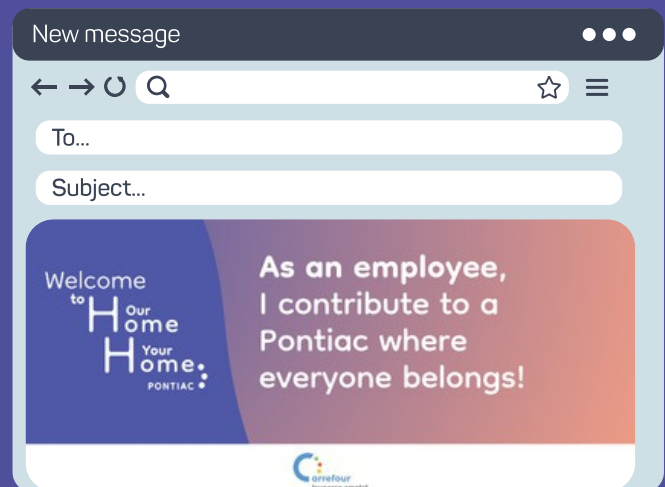
## 3. TOOLKIT



### 3.1 KEY VISUALS



Employer email banner



Employee email banner

- [Links to ready-to-use key visuals](#)
- [Links to email banners](#)

## 3. TOOLKIT



### 3.2 KEY MESSAGES

These messages can be used for social media posts, newsletter text, and the press release.

#### Pontiac Residents



- Pontiac is built by every pair of hands. The more we welcome, the more we move forward.
- An inclusive community is a stronger, more vibrant, and more resilient community.
- We have all been “new” somewhere before.

#### Employers and Local Stakeholders



- Diversifying your team is an investment in your company’s future.
- Talent knows no borders. Pontiac benefits from welcoming it.
- Being a welcoming employer means being a leader in your community.
- Together, we can make Pontiac a diverse and thriving workplace.
- Here, everyone belongs.

Add the official campaign hashtag: **#WelcomeHome**

## 3. TOOLKIT



### 3.3 READY-TO-USE TEXTS

This section provides ready-to-use texts to facilitate consistent dissemination of the “Welcome to Our Home, Welcome to Yours” campaign across different audiences and communication channels.

#### 3.3.1 SOCIAL MEDIA POST

**Objective:** Raise awareness and engage the online community around the campaign.

Example post text:

🌟 Welcome to our home, welcome to yours! 🌟

We are proud to partner with the “Welcome to Our Home, Welcome to Yours” campaign by the Carrefour Jeunesse-Emploi du Pontiac, to promote an inclusive community and welcome newcomers.

Together, let’s make Pontiac a place where everyone belongs. 🤝

➡ Learn more: <https://cjepontiac.ca/en/carrefour-zone/our-projects/welcome-to-our-home-welcome-to-your-home/>

#WelcomeHome

## 3. TOOLKIT



### 3.3.2 PRESS RELEASE

Objective: Announce the campaign and its goals to media and partners.

Sample press release:

#### PRESS RELEASE

#### **(Your Company/Organization Name) Joins the “Welcome to Our Home, Welcome to Yours” Campaign**

**(City, Date)** – **(Your Company/Organization Name)** is proud to participate in the “Welcome to Our Home, Welcome to Yours” campaign, organized by Carrefour Jeunesse-Emploi du Pontiac to support the integration of newcomers into the community.

Through this collaboration, **(Your Company/Organization Name)** helps raise awareness among residents and local employers about the benefits of immigration and fosters an environment where everyone belongs.

For more information about the campaign:

<https://cjepontiac.ca/en/carrefour-zone/our-projects/welcome-to-our-home-welcome-to-your-home/>



## 3. TOOLKIT



### 3.3.3 NEWSLETTER

Objective: Inform subscribers and partners about the campaign and encourage their participation.

Sample newsletter text:

**Subject: (Your Company/Organization Name) is proud to contribute to the “Welcome to Our Home, Welcome to Yours” campaign!**

(Your Company/Organization Name) is proud to join the “Welcome to Our Home, Welcome to Yours” campaign by Carrefour Jeunesse-Emploi du Pontiac.

Did you know that Pontiac is facing an aging population? With more deaths than births, the number of young people entering the workforce is decreasing, which could affect funding for public and social services.

Newcomers therefore play an essential role in supporting economic growth and helping maintain commitments to healthcare, public pensions, and other social programs that improve the lives of Quebecers

How to participate:

- Share campaign posts on your social media channels
- Promote inclusion in your workplace and community
- Support the integration of newcomers

Every action counts toward building a stronger, more diverse, and welcoming Pontiac, helping us ensure a more prosperous future for the region.

Discover all posts and join the campaign: <https://cjepontiac.ca/en/carrefour-zone/our-projects/welcome-to-our-home-welcome-to-your-home/>

#WelcomeHome

## 4. USER GUIDE



### 4.1 HOW TO USE THE MEDIA KIT?

This kit is designed to help you effectively share the “Welcome to Our Home, Welcome to Yours” campaign in your internal and external communications.

You will find:

- Ready-to-use visuals (social media, posters, email signatures)
- Key messages to adapt according to your tone
- Templates to personalize your materials (posters, posts, newsletters)
- Instructions for proper use of the logo and visual identity

Use it to:

- Promote the campaign on your digital platforms
- Display your commitment in your offices and facilities
- Share the values of inclusion with your staff and clients
- Participate in initiatives planned as part of the campaign launch

## 4. USER GUIDE



### 4.2 BEST PRACTICES FOR COMMUNICATING ABOUT THE CAMPAIGN



#### Be consistent

Use the provided colors, slogans, and visuals to maintain a uniform campaign image across all channels.



#### Highlight inclusion

Feature positive, accessible messages that reflect diversity in your communications.



#### Personalize messages

Adapt the provided texts to reflect the reality and values of your company or organization.



#### Mention the campaign

Be sure to include the campaign name ("**Welcome to Our Home, Welcome to Yours**") and use the official hashtag (**#WelcomeHome**) in all your posts.



#### Be active on your communication channels

Post regularly on social media, add a banner to your email signature, display visuals in your workplaces, and more.

## 4. USER GUIDE



### 4.3 EXAMPLES OF INTEGRATION ACROSS VARIOUS MEDIA



## 5. ADDITIONAL INFORMATION

### 5.1 USEFUL LINKS



### 5.2 CAMPAIGN CONTACT INFORMATION

If you have any questions or need advice, you can contact:

Miss Comm, Marketing Communications Expert: [info@miss-comm.com](mailto:info@miss-comm.com)

Karim El Kerch, Executive Director of CJEP: [kelkerch@cjep.onmicrosoft.com](mailto:kelkerch@cjep.onmicrosoft.com)

### 5.3 CAMPAIGN EVENT CALENDAR

<u>Quebec Intercultural Encounters Week</u>	Opportunity to create social media content around this week	November 3-9, 2025
International Day of Persons with Disabilities	Opportunity to highlight a newcomer with a disability	December 3
Canadian Accessibility Week	Opportunity to highlight a newcomer	May 24-30, 2026
Canadian Multiculturalism Day	Opportunity to create social media content around this day	June 27

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