

FRENCH-LANGUAGE ADDRESSING GUIDELINES FOR VISUAL IDENTITY (BUSINESS CARDS, LETTERHEAD, ETC.)

Here is a sample of a standard French business card:

Jean Valjean
Agent administratif
Direction des services ministériels

Ministère des Richesses naturelles
Édifice Ferguson, 5^e étage
77, rue Wellesley Ouest
Toronto (Ontario) M7A 1N3

Téléphone : 416 327-3333
Télécopieur : 416 327-1122
Courriel : jean.valjean@ontario.ca

Here is a sample of a standard bilingual letterhead:

**Ministry of
Finance**

Business Planning Unit
230 Brown Street, 1st Floor
Mississauga ON L4Y 1Y5

Telephone: 905 123-4567
Facsimile: 905 234-5678

**Ministère des
Finances**

Unité de la planification des activités
230, rue Brown, 1^{er} étage
Mississauga ON L4Y 1Y5

Téléphone : 905 123-4567
Télécopieur : 905 234-5678



Here are some general rules to be followed for visual identity, including business cards and letterheads. Note that the following general rules are not exhaustive and more specific rules may apply in some situations. For any specific situations not covered in this document, please contact the Terminology Unit of the Government Translation Service at ONTERM@ontario.ca or use the online terminology request form from the ONTERM site at the following address: <https://www.ontario.ca/document/ontario-government-terminology/terminology-requests>.

1. Position titles, names of organizational units, programs and ministries have official French equivalents. To get official French names, go to the ONTERM site at <http://www.ontario.ca/terminology> and search for the English names in the Official Names Ontario database. If the names you are looking for are not in the database, use the terminology request form from the ONTERM website to submit a request or email the Terminology Unit at ONTERM@ontario.ca. You can also call the Terminology Hotline at 416 327-2723 and leave a voicemail.

2. In general, the street number is separated from the street name by a comma:

77, rue Grenville
345, boulevard Robarts
1123, avenue Brown

3. The only street names that are translated into French are boulevard, avenue and street. Their French equivalents are respectively: *boulevard*, *avenue* and *rue*. See examples under #2.

4. If space is limited, the French abbreviation *av.* for *avenue* and *boul.* for *boulevard* can be used:

77, av. Humber Bay Park

5. Other names, such as crescent, road and parkway, are not translated into French, as they can have different equivalents depending on the context. In such cases, the entire address line is left in English and the street number is not separated from the address by a comma:

324 Queen's Park Crescent
2345 Mountain Road
231 Riverside Parkway

6. Points of the compass (Nord, Sud, Est, Ouest) appear after the street name and are capitalized, but not hyphenated:

77, rue Wellesley Ouest

7. If the address includes an office, suite, apartment and/or floor number, this information follows the street name and is separated by a comma or commas:

77, rue Grenville, 9^e étage, bureau 22
345, boulevard Robarts, bureau 33
1123, avenue Brown, appartement 123

NOTE: The preferred French equivalent for the English word "suite" is *bureau*. The French word *suite* should not be used in this context.

8. If space is limited, the office, suite, apartment number and/or floor number appears on the line above the street address:

15^e étage, bureau 1546
122 Burnhamthorpe Road

9. Ordinal adjectives used in the floor or street numbers are usually in superscript:

9^e étage
35^e avenue
1^{re} rue

10. The preferred French equivalent for "first floor" is generally *rez-de-chaussée*:

77, rue Grenville, rez-de-chaussée

11. Building names usually appear on the line above the street address and are translated into French. The preferred French equivalents for block, centre, complex and tower are, respectively, *édifice*, *centre*, *complexe* and *tour*.

Édifice Ferguson
77, rue Wellesley Ouest

12. The preferred French equivalents for "post office box" and "P.O. Box" are, respectively, *case postale* and *C.P.*

13. If the province name is indicated in full, it is enclosed in brackets and is separated from the postal code by 2 spaces:

Toronto (Ontario) M5S 1B3

14. As in English, a two-letter code can be used instead of the full province name. The province code is also separated from the postal code by 2 spaces:

Toronto ON M5S 1B3

15. The preferred French equivalents for “telephone” (or “tel”), “facsimile” (or “fax”) and “e-mail” are, respectively, *téléphone* (or *tél.*), *télécopieur* (or *télec.*) and *courriel*:

Tél. : 416 327-3333

Télec. : 416 327-1122

Courriel : jean.valjean@ontario.ca

NOTE: In French, there is always a space before and after the colon.

See the sample standard card at the top of the document for an example without short forms.

16. Since the introduction of ten-digit dialing across the province in June 2006, all area codes are no longer enclosed in brackets and there is no hyphen between the area code and the rest of the number. See the sample standard card at the top of the document for an example.

17. In toll-free numbers, there is a space between the long-distance code and the toll-free code, and between the toll-free code and the actual number:

1 800 xxx-xxxx

1 888 xxx-xxxx

1 877 xxx-xxxx

1 866 xxx-xxxx

For more information on the corporate visual identity guidelines, consult the Visual Identity intranet site at <https://intra.ontario.ca/visual-identity>. Note that this site is available only to users who have access to the Ontario Government intranet.