

## MEDIA RELEASE

Advertising Standards Canada Launches Refreshed Identity and New PSA Campaign

**TORONTO, August 1, 2017** – Advertising Standards Canada is excited to announce the launch of a refreshed corporate identity that was developed in collaboration with Anderson DDB Health & Lifestyle. Moving forward, the organization will be known as **Ad Standards** and will use a new logo that features dynamic bars of transparent colour that move upwards, which symbolize that advertising standards raise industry integrity and heighten consumer confidence.

“The refreshed material was designed to ensure that our organization’s identity will continue to be impactful and meaningful for consumers and the advertising industry in the years to come,” said Jani Yates, President and CEO, Ad Standards. “We would like to thank the team at Anderson DDB for their support and the amazing work they did.”

In conjunction with these updates, Ad Standards is also launching a brand new PSA campaign, which highlights the organization’s 60 years as Canada’s national, independent, advertising self-regulatory body. Anderson DDB was also the creative partner for this project, and they put together several engaging and informative spots that are available for television, radio, print, digital, and out-of-home platforms.

“By helping ensure that Canadian advertising remains truthful, fair, and accurate, Ad Standards has been doing the right thing for the ad industry and consumers for over 60 years,” said Kevin Brady, President and CEO, Anderson DDB Health & Lifestyle. “The new PSA campaign highlights this idea and draws attention to the meaningful work being done

by Ad Standards. Our team enjoyed developing this integrated campaign and helping to build awareness of responsible advertising industry self-regulation.”

The PSA will be widely seen in the coming months through the generosity of Canada’s major leading media companies. To view the creative, go to: [adstandards.ca/PSA](http://adstandards.ca/PSA)

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### About Ad Standards

Ad Standards is the national, independent, not-for-profit advertising self-regulatory body. We are committed to fostering community confidence in advertising and to ensuring the integrity and viability of advertising in Canada through responsible industry self-regulation. Ad Standards administers the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumers’ complaints about advertising.

**For more information, please contact:**

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