

## 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<sup>e</sup> étage  
77, rue Wellesley Ouest  
Toronto (Ontario) M7A 1N3

Téléphone : 416 327-3333  
Télécopieur : 416 327-1122  
Courriel : jean.valjean@mnr.gov.on.ca

Here is a sample of a standard bilingual letterhead:

**Ministry of  
Finance**

**Business Planning Unit**  
230 Brown Street, 1<sup>st</sup> 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<sup>er</sup> 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 letterhead. 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 Hotline of the Government Translation Unit at 416 327-2723 or use the on-line terminology request form from the ONTERM site at the following address: [http://www.onterm.gov.on.ca/term\\_request\\_e.asp](http://www.onterm.gov.on.ca/term_request_e.asp).

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.onterm.gov.on.ca/>. If not found, send a request from the ONTERM website or call the Terminology Hotline at 416 327-2723.

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, parkway, etc. are not translated into French since they can have different equivalents according to the specific contexts. Therefore, in such cases, the address information is left in English in the French business card 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 compass (Nord, Sud, Est, Ouest) appear after the street name and are capitalized, but not hyphenated.

77, rue Wellesley Ouest

7- Apart from the street number and the street name, if the address includes an office, suite or apartment number and/or a floor number, this data follows the street name and is separated by a comma or commas. The English word "suite" is rendered by: *bureau*. It is not recommended to use the French word *suite* in this context.

77, rue Grenville, 9<sup>e</sup> étage, bureau 22

345, boulevard Robarts, bureau 33

1123, avenue Brown, appartement 123

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

15<sup>e</sup> étage, bureau 1546  
122, Burnhamthorpe Road

9- Ordinal adjectives used in the floor or street numbers appear usually in superscript.

9<sup>e</sup> étage  
35<sup>e</sup> avenue  
1<sup>re</sup> rue

10- Normally, the term “first floor” is rendered in French by *rez-de-chaussée*.

77, rue Grenville, rez-de-chaussée

11- Building names usually appear on the line above the street address. They are normally translated into French. Block, centre, complex and tower are respectively rendered by: *édifice*, *centre*, *complexe* and *tour*.

Édifice Ferguson  
77, rue Wellesley Ouest

12- Post office box and its abbreviation P.O. Box are respectively rendered by: *case postale* and *C.P.*

13- The city name is followed by the province name, Ontario, appearing in bracket. Ontario is separated from the postal code by 2 spaces. No commas are used on this line.

Toronto (Ontario) M5S 1B3

14- As in English, the two-letter code ON can be used for the province name. ON is also separated from the postal code by 2 spaces.

Toronto ON M5S 1B3

15- The words “telephone”, “fax” and “e-mail” are respectively rendered by: *téléphone*, *télécopieur* and *courriel*. “Téléphone” can be abbreviated as *tél.* and “télécopieur” as *télec.* Note that a space is always placed before and after the semi-colon.

Tél. : 416 327-3333

Télec. : 416 327-1122

Courriel : jean.valjean@mcss.gov.on.ca

See also the standard card above as an example without abbreviated 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 example in standard card above.

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. For example:  
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, you can consult the Ministry of Government Services' Visual Identity Intranet website at: <http://intra.visualidentity.mbs.gov.on.ca/default.htm>. Note that this website is only available to users who have access to the Intranet of the Ontario government.