

CPD0300: Visual Identity Guidelines

Approved Date: May 2000

Reviewed/Revised Date: Nov 2005; Oct 25,
2013**1.0 Introduction**

Description

PHC strives to ensure the appropriate use of PHC's branding, positioning statement and images in our care settings and in communications materials and vehicles.

PHC has a unique voice in the health care field, and has achieved a reputation for excellence in its provision of care, research and teaching. It is essential PHC maintain a recognizable, consistent and high-quality visual identity as ongoing and consistent representation and reinforcement of this excellence.

Scope

This policy applies to all staff, medical staff, programs, services, hospitals, residences, departments, clinics, centres, and divisions of Providence Health Care and external organizations that are primarily based at PHC.

2.0 Policy

All publications or representations of Providence Health care, including letterhead, use of PHC logos, business cards, websites and other items distributed within the organization and the community must comply with the relevant PHC visual identity standards and guidelines.

Logos

Individuals, programs or services may use site-specific logos or logos specific to a centre, program or service; where possible, the use of Providence Health Care logo is encouraged in addition to such individualized logos. Logos must be used according to the guidelines established in the Graphic Standards Guide.

The colours of logos must not be changed.

The entire logo must be used, i.e., portions of the logo may not be used.

Business Cards

Business cards must comply with the corporate format.

2.1 Procedures and Responsibilities

PHC Communications & Public Affairs approval is required for the use of PHC's logo or family of logos in mediums that have public distribution (e.g. advertisements, news releases with partner organizations, external conference materials and/or websites, etc.).

All documents designed for distribution within PHC and the community must be approved by PHC Communications & Public Affairs prior to printing.

Logos and visual identity elements used for signage at PHC facilities do not require Communications approval, but need to be referred to each site's signage committee.

Publications such as Print Health Education Materials (PHEM*), practice guidelines, research papers, presentations at conferences, poster boards, or internal staff memos from leaders, and the like do not require Communications approval.

[*PHEM include any resources (informational or educational) that go home with the patient, resident or a family member and that requires a Catalogue Number for reordering purposes.]

3.0 References

[CPD0100 – Corporate Publications Policy](#)

PHC Graphic Standards Guide:

http://phconnect/programs_services/communications/communications_policies_and_guidelines/docs/binary_110910.pdf

PHC Editorial Standards Guide:

http://phconnect/programs_services/communications/communications_policies_and_guidelines/docs/binary_110911.pdf

Communications Toolkit:

http://phconnect/programs_services/communications/communication_resources/binary_111690.pdf#page=11

PHC Social Media Policy: <http://phcmanuals.phcnet.ca/corporate/doc/CPL1200.asp?LibCode=CORP>

PHC Social Media Guidelines: <http://phcmanuals.phcnet.ca/corporate/doc/CPL1200.asp?LibCode=CORP>