

North Bay Parry Sound District

Health Unit



Bureau de santé

du district de North Bay-Parry Sound

Brand Standards Manual

Updated March 2022



*Your lifetime partner in healthy living.
Votre partenaire à vie pour vivre en santé.*

📍 345 Oak Street West,
North Bay, ON P1B 2T2

📞 705-474-1400

📠 705-474-8252

📍 70 Joseph Street, Unit 302,
Parry Sound, ON P2A 2G5

📞 705-746-5801

📠 705-746-2711

📞 Call Toll Free: 1-800-563-2808

Table of Contents

Brandmark.....	4
Typography	6
Colour Palette	7
Graphic Elements	8
Iconography.....	10
Co-branding.....	12
Photography	13
Brand Voice	14

Brandmark

The brandmark is the distinctive visual symbol that is used to visually identify the brand. The logo identifies our organization and is used in its entirety. The bilingual logo is the preferred choice for most usages.

There are exceptions to using the bilingual logo. This may be due to limited space availability or illegibility due to size. In this case, the English logo (below) may be used. If in doubt, contact the Communications Department.

When developing print materials in partnership with other organizations or sub-brands please refer to the Co-branding guidelines on page 12.

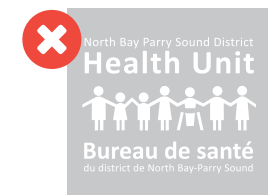
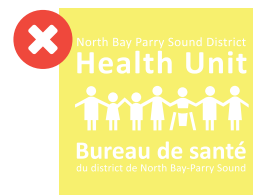
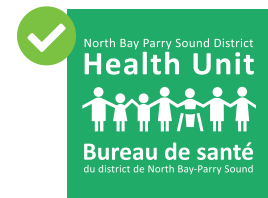
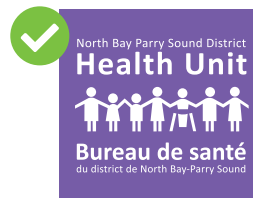
✓ Preferred Usage



✓ Secondary Usage

Some applications will require the logo to be placed on a coloured background.

The logo may appear in white, Process Black or blue (PMS 2747 C) only. Ensure the colour is selected based on the highest-contrast option to allow those with vision impairments the best viewing experience.



Signature Space

To fully establish the strength of the brandmark, a clear space must be kept around the signature.

The signature was designed to define the North Bay Parry Sound District Health Unit and underline the value inherent in the company. No other elements, such as text or images, should enter this safety distance established around the logo. This allows the logo to remain successful and best communicate the corporate image. The signature should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced electronically or photographically from the electronic files provided with these standards.

✓ Acceptable Signature Space

The minimum clear space is designated by the diameter of the inner ring in the logomark. This space applies all around the signature. The desired clear space area for marketing and advertising materials is the outer ring of the logomark.



x - Diameter of the inner rectangle in the logomark indicates the minimum signature clear space.

x - Diameter of the outer rectangle in the logomark indicates the preferable signature clear space.

✓ Minimum Size

The signature may not be used smaller than 1".



Typography

Consistent use of typography is an essential part of creating a consistent visual brand.

The following page provides specific guidelines on font families and their hierarchical use to be used for all communications. The fonts shown here should always appear in their original form. They should never be distorted (condensed or expanded). Adjustments to letter kerning or tracking is permitted where required or desired. The italic or bold versions for some of these fonts are not displayed below, but may be used to emphasize text messaging within communications.



Acceptable Typography

Calibri (Primary)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@ \$%# !? ([{ /

Arial (Alternate 1)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@ \$%# !? ([{ /

Helvetica (Alternate 2)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 &@ \$%# !? ([{ /

Gill Sans (Expressive)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The expressive font may be used for the tagline, expressive headlines, call-outs or quotes.



Acceptable Application

Header 1 Font

24pt Calibri Bold

Title Case

Flush left

Header 2 Font

14pt Calibri Bold

Title Case

Flush left

Subheads

14pt Calibri Italic

Upper and lower case

Flush left

Bodycopy Titles

12 pt Calibri Bold

Sentence case

Flush left

Bodycopy

12 pt Calibri Regular

Sentence case

Flush left

Colour Palette

A comprehensive colour palette has been developed to provide flexibility while creating a unified, recognizable appearance across all our communications.

The Pantone Matching System (PMS) colours shown here have been selected as the standard colours to be used in communications materials. The colours presented here have been reproduced to simulate the PANTONE* colours specified; they are not to be used for purposes of colour matching. Always reproduce these PANTONE colours as shown in the current edition of the PANTONE Colour Specifier swatch book. * PANTONE, Inc.'s check-standard trademark for colour reproduction and colour reproduction materials.



Corporate Colours

Includes specifications for PMS colours on coated stock (C) and uncoated stock (U), when reproduced using 4-colour process (CMYK) and digital output (RGB). The corporate colour palette includes the use of black and white.

PMS 2747 C

C: 100	R: 37
M: 95	G: 44
Y: 24	B: 106
K: 20	# 252c6a

PMS P Process Black U

C: 0	R: 35
M: 0	G: 31
Y: 0	B: 32
K: 100	# 231F20



Accent Colours

Accent colours have been selected to represent various programs and service offerings, convey excitement and energy, and to grab the viewer's attention. Accent colours are to be used for selected spot applications meant to highlight and emphasize graphic and written information.

PMS 3405 C # 00ab69

C: 81	R: 0
M: 4	G: 171
Y: 80	B: 105
K: 0	

PMS 368 C # 76bc21

C: 59	R: 118
M: 2	G: 188
Y: 100	B: 33
K: 0	

PMS 109 C # ffd100

C: 1	R: 225
M: 16	G: 209
Y: 100	B: 0
K: 0	

PMS 715 C # f88d2b

C: 0	R: 248
M: 54	G: 141
Y: 94	B: 43
K: 0	

PMS Warm Red C # ff4438

C: 0	R: 255
M: 87	G: 68
Y: 80	B: 56
K: 0	

PMS 2385 C # d83bb3

C: 21	R: 216
M: 85	G: 59
Y: 0	B: 179
K: 0	

PMS 2665 C # 7e57c5

C: 62	R: 126
M: 73	G: 87
Y: 0	B: 197
K: 0	

PMS 7686 C # 194f90

C: 98	R: 25
M: 77	G: 79
Y: 14	B: 144
K: 2	

PMS 7683 C # 416ba9

C: 81	R: 65
M: 59	G: 107
Y: 7	B: 169
K: 0	

PMS 316 C # 004750

C: 100	R: 0
M: 56	G: 71
Y: 55	B: 80
K: 38	

PMS Black 6 C # 101820

C: 82	R: 16
M: 71	G: 24
Y: 59	B: 32
K: 75	

Graphic Elements

Graphic elements create a unique look and add visual interest to enhance our brand storytelling.

Your header, footer, domain name and tagline are a key part of your brand identity. Consistent display of these elements are important to keeping the brand consistent. Some applications will require the domain and tagline to be placed on a coloured background. The header, footer, domain and tagline may appear in white, Process Black or blue (PMS 2747 C) only, except where the domain is used in conjunction with a sub-brand icon. Ensure the colour is selected based on the highest-contrast option to allow those with vision impairments the best viewing experience.

✓ Preferred Domain Presentation

myhealthunit.ca

myhealthunit.ca

myhealthunit.ca

myhealthunit.ca

Note: When used in application with a sub-brand icon change the colour of “my” and “.ca” to match the accompanying icon.

✓ Preferred Tagline Presentation

The bilingual tagline is the preferred option. When space is limited the English only version may be used alone.

Your lifetime partner in healthy living.
Votre partenaire à vie pour vivre en santé.

✓ Secondary Usage

Calibri Bold is applied to “my” and “.ca” in the domain and “healthunit” is displayed using our expressive font Gill Sans Semi Bold along with the tagline. An acceptable alternative should the Gill Sans font not be available is Calibri Bold followed by Arial Bold as a last option as demonstrated below.

Calibri Bold

myhealthunit.ca

Your lifetime partner in healthy living.
Votre partenaire à vie pour vivre en santé.

Arial Bold

myhealthunit.ca

Your lifetime partner in healthy living.
Votre partenaire à vie pour vivre en santé.

✓ Header and Footer Presentation

Standard Header



Note: The header and the footer may be adjusted in height as required to accommodate the application provided there is no distortion to the decorative edge. Distorting the swoosh is unacceptable.

Short Application



Tall Application



Standard Footer



✓ Combine Graphic Elements

Combinations of the graphic elements with the logo create a standard that is recognizable in format, colour, and messaging. Layouts using the graphic elements vary widely due to colour availability, size of area, purpose, and reproduction method. The overall look of final communications materials will be uniform by adhering to and applying the standards. Always ensure the integration of graphic elements with photography in all possible applications.



Iconography

Our icon set has been developed to aid in the recognition of our sub-brands and to identify materials specific to program and service offerings.

It is important to have a strong brand presence. It is to the advantage of the North Bay Parry Sound District Health Unit to allow our program and service offerings to have a unique brand presentation, yet continue to be cohesive with the over all brand. An icon set has been developed for selected programs and services. When using a sub-brand it is important to use the icon, and associated colour as the primary presentation with the main logo and brand colours as secondary.

✓ Preferred Usage



PMS 7683 C
416ba9

C: 81 R: 65
M: 59 G: 107
Y: 7 B: 169
K: 0



Note: When sub-brand logo is used, please follow the format for the single equal partner lock-up.

Note: Large solid colour blocks can be used to identify the sub-brand.

Note: When using a sub-brand, also include the main brand “swoosh” wherever possible.

Sub-branding

A sub-brand is the brand that falls into a second level of branding for an organization. For the Health Unit, the brand would be the Health Unit and the sub-brand would be the programs.

How do I use a sub-brand?

Review co-branding on page 14 of the Brand Standards Manual.

Why can't I use a sub-brand on its own?

The Health Unit's sub-brands are used to help create a link between individual program work and the Health Unit's overall brand. By removing the Health Unit's logo, you are removing the connection to the organizational brand.

What is a sub-sub brand?

A sub-sub-brand is an additional brand under an existing program's sub-brand created to support specific work only. For example, the IMPACT brand for our youth volunteers was approved after completing an environmental scan of other health units, which determined that connecting with youth through the Health Unit's brand would not be effective. Another example is the Healthy Babies Healthy Children program, which has historically had their own brand and by updating their sub-brand they are able to better align with the broader work of the Health Unit.

The goal is not to have sub-sub brands and keep program work under the program's established sub-brand. Sub-sub brands add an additional layer of complexity and in many instances add confusion to the public.

How does a sub-sub-brand get approved to be created?

A program must present adequate background research and rationale before a sub-sub-brand is considered. Sub-sub brands need to be approved by Communications before they are created. It is recommended that you consult with Communications before starting to research a sub-sub brand rationale.

How should a sub-sub-brand be used?

A sub-sub-brand should be used in the same manner as a sub-brand. A sub-sub brand should never go beside another sub or sub-sub brand, it can only be placed beside the Health Unit's logo. The exception to this is the IMPACT brand, which is a standalone sub-brand. Review co-branding on page 14 of the Brand Standards Manual.

How is a partnership different from a sub-brand?

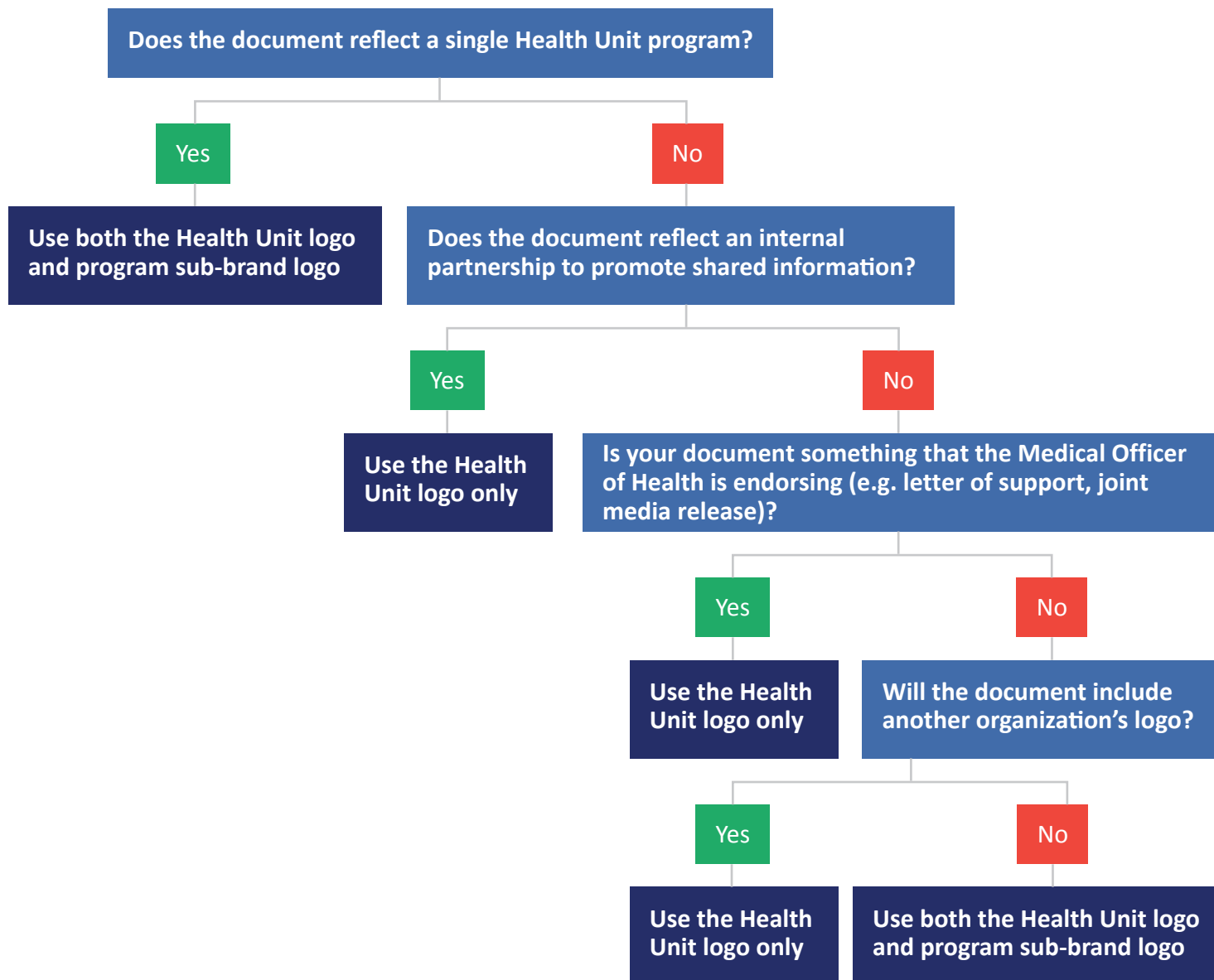
A partnership is with an external stakeholder and based on a shared interest between the two (or more) organizations to share information and co-brand documents (such as promotional materials). In this case, use the co-branding layout on page 14 of the Brand Standards Manual.

Your program may partner with a different program within the Health Unit based on a shared interest to disseminate information to the public, however, in this case the Health Unit's logo would be used on its own.

When should a sub-brand be used?

A sub-brand is most effective when there is a link between the brand and sub-brand. A sub-brand is best used when you are speaking on behalf of your program and not the organization as a whole. Sub-brands are never used on the Health Unit's Facebook or Twitter accounts.

Guidance on when to use a sub-brand:



Sub-brand Icons

Sub-brand icons should be used in conjunction with the Health Unit logo and follow the benchmarks of single equal partner lock up. For more information please refer to the co-branding guidelines on page 14.

PMS 2385 C # d83bb3		Sexual Health Santé sexuelle myhealthunit.ca
PMS 2665 C # 7e57c5		Healthy Families Familles saines myhealthunit.ca
PMS 1645 C #f47857		Healthy Babies Healthy Children Bébés en santé, enfants en santé myhealthunit.ca
PMS 7686 C # 194f90		Vaccine Preventable Diseases Prévention des maladies par vaccins myhealthunit.ca
PMS 7683 C # 416ba9		Oral Health Santé buccodentaire myhealthunit.ca
PMS 316 C # 004750		Communicable Disease Control Contrôle des maladies transmissibles myhealthunit.ca
PMS 3405 C # 00ab69		Environmental Health Santé environnementale myhealthunit.ca
PMS 368 C # 76bc21		Healthy Living Mode de vie sain myhealthunit.ca
PMS 109 C # ffd100		Healthy Schools Écoles saines myhealthunit.ca
PMS 715 C # f88d2b		Vision Screening Dépistage de la vision myhealthunit.ca
PMS Warm Red C # ff4438		Emergency Management Gestion d'urgence myhealthunit.ca
PMS Black 6 C # 101820		Planning & Evaluation Planification et évaluation myhealthunit.ca

Co-branding

Often times partner organizations must be represented in materials by including their brandmark along side the brandmark of the North Bay Parry Sound District Health Unit.

In equal partnerships, brandmarks should be the same visual weight. If there are major and minor partners logo size may reflect the scale of participation.

✓ Single equal partner lock-up



Partner
Brandmark
or
Sub-brand Icon

✓ Multiple equal partner lock-up



Partner
Brandmark

Partner
Brandmark

✓ Minor partner lock-up



Partner
Brandmark

Partner
Brandmark

Photography

Photography plays a significant roll in the presentation of a brand. The North Bay Parry Sound District Health Unit should, wherever possible include photography in all promotional materials.

Whether capture images by hiring a photographer or selecting stock resources, photograph should include people in a positive, authentic and natural environment. Be mindful of diversity in selection however ensure diversity is represented in a natural and authentic way.



Preferred Photo Style

Focus is on a group of happy people (3 or more) participating in or representing an activity related to the program or service offering. Eye contact of at least one person will increase the impact of the image however not required.



Secondary Photo Style

Focus is on 1-2 people, who represent the target audience, smiling or participating in an activity related to the program or service offering, while making eye contact with the camera.



Alternate Photo Style (limited use)

Impersonal photos may be used of buildings or equipment should they be required to tell a story. For example: "... funding received for new equipment...". This may also serve as an alternate option should options with subjects not be available.



Brand Voice

Our tone of voice contributes significantly to how our audience interact with the brand.

Our voice and tone helps us make a connection with our audience in an engaging, informative, and inspiring manner. It guides how we sound when we communicate in both written and verbal formats. Your communications must consider the needs and language that are appropriate to address the specific audience segment to whom it is directed. This applies to how you communicate in person, over the phone, through social media, emails and promotional materials.

Who we are

We...

Promote healthy lifestyles including nutrition, active living, reproductive, sexual and dental health, and child development; Prevent tobacco use, substance and alcohol misuse, and injuries. Prevent diseases through genetics counseling and clinical services for immunization, dental, and sexual health;
Protect our communities from infectious diseases and environmental hazards in food, water, air, and soil;
Prepare for, respond to and support recovery from major emergencies.

Voice

This describes your company's personality. It's consistent and unchanging.

Honest
Transparent
Accountable
Collaborative
Trusted
Informed

Tone

The emotional inflection applied to your voice. It adjusts to what's suitable for a particular piece or message.

Positive
Compassionate
Understanding
Professional



North Bay Parry Sound District

Health Unit



Bureau de santé
du district de North Bay-Parry Sound

*Your lifetime partner in healthy living.
Votre partenaire à vie pour vivre en santé.*

myhealthunit.ca