







SOUTH WEST LHIN – Corporate Identity Guidelines

LOGOS	<p>Bilingual, English, French</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div> <ul style="list-style-type: none"> The logo is not to be reproduced at a width smaller than 33mm. When co-branding a template with the South West LHIN logo and another LHIN or provider logo, it is standard to drop the top barn board red bar and use the trillium logo at the top of the page along with the other logo.
TAGLINES	<p>Corporate – ‘A Healthier Tomorrow’ What does it mean? The South West LHIN is leading the way in transforming the health system to better meet the needs of our communities and to ensure <i>a healthier tomorrow</i>.</p> <p>How is it used? It is our official tagline.</p> <p>IHSP – ‘Quality Care, improved health, better value’ What does it mean? To guide transformation we have a three-year strategic plan, the Integrated Health Service Plan (IHSP) 2016-2019.</p>
CORPORATE TYPEFACES	<p>The official LHIN corporate typefaces are:</p> <p>Arial Narrow for headings and subheadings and Arial for body copy</p> <p>For business correspondence – letters, briefing notes, memos – Arial or similar typefaces can be used.</p> <p>To set the default to these fonts in Microsoft Word, please do the following:</p> <ul style="list-style-type: none"> On the Home tab, click the Font Dialog Box Launcher, and click the Font tab Select the option that you want to apply to the default font, such as font style and font size. Click Set as Default, and then click OK. 
CORPORATE COLOURS	<p>Barn Board  RGB R:210, G:73, B:42 CMYK C: 0 M:80 Y: 94 K: 1 PMS 173 HTML D2492A</p> <p>Muskoka Granite  RGB R:156, G:162, B:153 CMYK C:24 M:11 Y:24 K:33 PMS 7538 HTML 9CA299</p> <p>Tip: Use corporate colours to organize and distinguish content.</p>
POWER POINT	<p>When using PowerPoint for presentations keep the following tips in mind:</p> <ul style="list-style-type: none"> Keep bullet points short and succinct (maximum of 6 points per slide). Incorporate photography to add interest. Use our corporate typefaces and colours. Use Arial Narrow for headings and subheadings Use Arial for body text Please avoid using Times New Roman for presentations

Corporate Identity Use and Standards for Health Service Providers

The South West LHIN requests recognition on the following publications:

- Official brochures
- Annual Reports
- Organization's website

Two options are available for acknowledging South West LHIN support:

1. Identification by Name Only; or
2. Agency Logo on Publications

1. Identification by Name Only

Recognizing that many health service providers have more than one funder, and using all funder logos may not be feasible due to limited space, the HSP may recognize the South West LHIN by name only, without the corporate brand (logo). When using the organization's name only, please use the following statement:

Funding for this (insert name of project, initiative, publication, etc.) has been provided by the South West Local Health Integration Network (LHIN).

2. Identification by Agency Logo (Corporate Brand)

The electronic copy of the South West LHIN logo is available in tif, eps or jpg and can be provided upon request. Inclusion of the logo on any printed or electronic materials should be formatted to include the words “**Supported by:**”

Some simple standards include:

- The agency logo must appear in either black or white (reversed out of a background color)
- In print materials the logo should be no less than 33mm wide
- On the web, the logo should measure a minimum of 141 pixels wide
- On the web, the logo must link to the South West LHIN website – www.southwestlhin.on.ca.
 - We recommend that this link opens to a new browser window/tab.

Statement to be Included in Reports and Publications

All reports should also include a statement indicating that the views expressed in the publication are the views of the HSP and do not necessarily reflect those of the South West LHIN or the Government of Ontario.