

LHIN visual identity and brand guidelines for health service providers and partners

May 24, 2017

Here are some helpful tips related to the South West Local Health Integration Network's (LHIN) brand, visual identity, and style. In all cases, the South West LHIN requests final approval when the LHIN is identified as a funder or the logo is used in a publication.

The South West LHIN requests recognition on the following LHIN-funded publications:

- Official brochures
- Annual reports
- An organization's website

Acknowledging South West LHIN support

The following two options are available:

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 provider 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 Ontario/South West LHIN logo

The electronic copy of the logo is available in tif, eps or jpg and can be provided upon request from swcommunications@lhins.on.ca. Including the logo on any printed or electronic materials should be formatted to include the words "Supported by:"



- When co-branding the LHIN with another logo, use the Ontario/South West LHIN logo. *Do not use the LHIN wordmark, Ontario/LHIN logo and/or arc graphic.*
- The Ontario/South West LHIN logo must appear in either black or white (reversed out of a background color).
- In print, the logo should be no less than 33mm wide.
- On the web, the logo should measure a minimum of 141 pixels wide and it must link to southwestlhins.on.ca on a new browser/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 health service provider and do not necessarily reflect those of the South West LHIN or the Government of Ontario.

Additional style rules

Here are some common style rules that you may find helpful.

Referring to the South West LHIN

- South West LHIN (not SW LHIN)
- Limit use of describing the South West LHIN as a region. Southwestern Ontario also includes areas outside the South West LHIN.
- Do not use the LHIN acronym with patients and/or caregivers as they may not be familiar with the term. Use “Local Health Integration Network.”

The official LHIN corporate typefaces are:

Arial Narrow for headings and subheadings
Arial (12 pt) for body copy

Corporate Colours

Primary



Barn Board

PMS: 173

CMYK: C:0 M:80 Y:94 K:1

RGB: R:210 G:73 B:42

HTML: D2492A

Complementary



Teal

PMS: 321 C

CMYK: C:100 M:10 Y:30 K:10

RGB: R:0 G:140 B:153

HTML: 008c99

Each LHIN has a signature colour that is used prominently in its materials.

QUESTIONS?

Please contact the South West LHIN communications team: swcommunications@lhins.on.ca. We would be happy to help.