SharedCare
Partners for Patients

Communications Manual
How to Brand Your Shared Care Materials

BRITISH COLUMBIA

doctors of bc

SharedCare
Partners for Patients

This manual has been produced in response to your questions and input regarding Shared Care branding. We hope you find it useful as an ongoing reference on how to appropriately brand the diverse materials you produce as part of your projects.

Please don't hesitate to contact us if your questions are not answered in this document, or you need further clarification on any of the guidelines.

Contact: Lisa Despins, Communications Officer • **ldespins@doctorsofbc.ca** • 604.638.7902

Here's the context

The Shared Care Committee is one of four Joint Collaborative Committees (JCCs) funded in partnership by Doctors of BC and the BC government. The committees were established a number of years ago to support physician-led solutions to complex health system problems for better quality patient care.

Each committee has a defined focus:

General Practice Services Committee (GPSC) supports family doctors to lead and influence the delivery of primary care in BC. **www.gpscbc.ca**

Shared Care Committee (SCC) improves the coordination of patient care between family and specialist physicians. **www.sharedcarebc.ca**

Specialist Services Committee (SSC) supports a collaborative approach to deliver specialist services and improve the specialist care system. **www.sscbc.ca**

Joint Standing Committee on Rural Issues (JSC) focuses primarily on programs and incentives to support rural medicine. **www.rccbc.ca**

FUNDING

DOCTORS OF BC	MINISTRY OF HEALTH

PMA
PHYSICIAN MASTER AGREEMENT

GPSC	SCC	SSC	JSC
GENERAL PRACTICE SERVICES COMMITTEE	SHARED CARE COMMITTEE	SPECIALIST SERVICES COMMITTEE	JOINT STANDING COMMITTEE ON RURAL ISSUES

Four joint collaborative committees
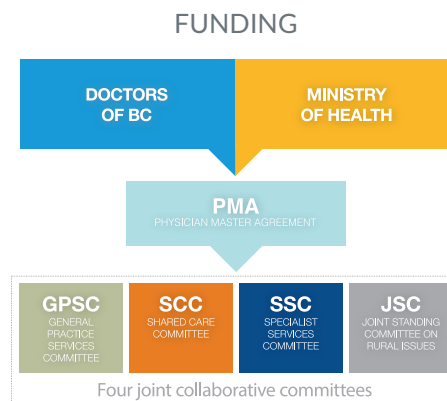
The JCCs are funded through the Physician Master Agreement. An agreement that is negotiated by Doctors of BC with the BC government on behalf of all BC doctors.

Why consistent branding is important

Currently there are hundreds of people involved in Shared Care initiatives, all working towards the common goal of bringing GPs, specialists and partners together to improve care. Consistent branding is important to ensure credibility and raise awareness for the work of the committee.

In summary, consistent branding has the following benefits:

▶ It provides the big picture and context for the work you're doing

▶ It ensures that everyone involved is recognized for their commitment to creating system change

▶ It shows partner alignment across sectors and organizations who are striving to achieve common goals

▶ It increases credibility, helps validate the work and give it a sense of permanence

▶ It can inspire others to get involved in spreading Shared Care work.

Branding your projects

Shared Care branding should be applied to the diverse materials you produce as part of your activities, and will vary depending on your product or marketing collateral. Products include; newsletters, announcements, FAQs, event invitations, posters, displays, websites, brochures, presentations, videos, media articles and much more. If you're not sure, please ask.

How to reference Shared Care projects

The following pages will give examples of how, where and when to use logos and taglines.

Taglines

A tagline sentence is often included to provide context regarding funding for a project. It can also be used on its own for materials not suited for logos such as text only documents, swag etc.

Here are examples of various taglines you could use as space allows:

Basic version

This [Project Name] is funded in partnership by Doctors of BC and the BC government through the Shared Care Committee.

Version with JCC context

The [Project Name] is an initiative of the [Division/Partner Name] supported with funding from the Shared Care Committee – one of four Joint Collaborative Committees representing a partnership of Doctors of BC and the BC government.

Version including division/partner

The [Project Name] is an initiative of the [Division/Partner Name] supported with funding from the Shared Care Committee (a partnership of Doctors of BC and the BC government).

or

This brochure was produced by the [Division Name] with support from the Shared Care Committee (a partnership of Doctors of BC and the BC government).

"**Define what your brand stands for, its core values and tone of voice, and then communicate consistently in those terms.**"

— Simon Mainwaring

Branding your projects

Logos

Again, the use of logos depends on space and the type of product you're producing. In an ideal world, you would use all the logos below. If being used with any of the previous taglines, you have the option of using just the Shared Care logo, or the combined government/Doctors of BC logo.

If you're unsure of how to brand your product and/or you haven't received links to the various logos, please get in touch.

Shared Care Committee logo

SharedCare
Partners for Patients

BC government, Doctors of BC logos (combined file)

To ensure consistency of positioning and proportion, the BC government and Doctors of BC logos have been combined in a single file and should not be separated.

BRITISH COLUMBIA

doctors of bc

Promotional items (a.k.a. "swag")

Promotional items (e.g., pens, notepads, etc.) represent an exception to the standard three logos required on other materials.

On items promoting Shared Care projects, please include only the Shared Care Committee logo.

Correct positioning

SUGGESTED PLACEMENT

Logo File Types

For printing A vector file (e.g., a file with the extension .eps) is the best type of file for professional printing. This is the file to send to your printer.

Note: Unless you have the required software (e.g., Adobe Illustrator or InDesign), you will not be able to open a vector file, but your print shop will.

Other formats In most cases you will probably be placing your logos on a white background, but if not, please note that there are logo formats that can be used on a dark background. We also have logos in black and white. Please contact Communications to request the appropriate version for your document.

How NOT to use our logo

Please ...

▶ Don't change its colour

▶ Make it too small

▶ Squash it or stretch it

▶ Place it on busy backgrounds

▶ Let things get too close

▶ Add an outline

▶ Change the typeface

SharedCare
Partners for Patients

Brand palette

COLOUR ▶ **PRIMARY**

Pantone (PMS) 403
C 0, M 7, Y 17, K 43
R 162, G 152, B 138

Pantone (PMS) 1595
C 0, M 59, Y 100, K 5
R 232, G 125, B 30

Pantone (PMS) 5807
C 2, M 0, Y 14, K 3
R 240, G 241, B 217

COLOUR ▶ **SECONDARY**

Pantone (PMS) 431
C 11, M 1, Y 0, K 64
R 106, G 115, B 123

Pantone (PMS) 7544
C 10, M 1, Y 0, K 40
R 149, G 160, B 169

Pantone (PMS) DS202-7
C 40, M 20, Y 10, K 20
R 128, G 152, B 173

Use secondary colours sparingly,

for example, in subheadings or key lines of PowerPoint presentations, when primary colours have already been used elsewhere in the document. Wherever possible, use black or dark grey for text as pale colours can make text difficult to read.