

Shared Care Committee Branding Guidelines

How to Brand Your Shared Care Materials

Introduction

This manual has been produced in response to the need for consistency in the branding materials related to the Shared Care Committee. Within, you will find tips for consistent branding and formatting, logos, colour palettes, and more.

If you have any specific questions, or further clarification, please do not hesitate to reach out to the communications team (information below).

Contact

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Why consistent branding is important

There are many family physicians, specialists, Doctors of BC staff, and others that are working towards the common goals of the Shared Care Committee—improving care. Consistent branding helps them ensure that the end-user of any materials they develop can trust that their work is fully endorsed by Shared Care Committee.

Consistent branding is, first and foremost, an important brand awareness tool. The consistent use of approved colours and logos across communications will help ensure that, over time, the logo comes to be synonymous with the great work the Shared Care Committee funds and supports.

Additionally, consistent branding will boost the legitimacy of materials developed and provide a sense of permanence and professionalism to your materials.

Here's the context

The Shared Care Committee is one of four Joint Collaborative Committees (JCCs) representing a partnership between Doctors of BC and the Government of BC. The committees were established to support physician-led solutions to complex health system problems for better quality patient care.

A partnership of Doctors of BC and the Government of BC, the JCCs bring together health care stakeholders to improve access to care through four committees: Joint Standing Committee on Rural Issues, Family Practice Services Committee, Shared Care Committee, and Specialist Services Committee.

Each committee has a defined focus:

Family Practice Services Committee (GPSC)

supports family doctors to lead and influence the delivery of primary care in BC.

www.fpscbc.ca

Shared Care Committee (SCC)

improves the coordination of patient care between family and specialist physicians.

www.sharedcarebc.ca

Specialist Services Committee (SSC)

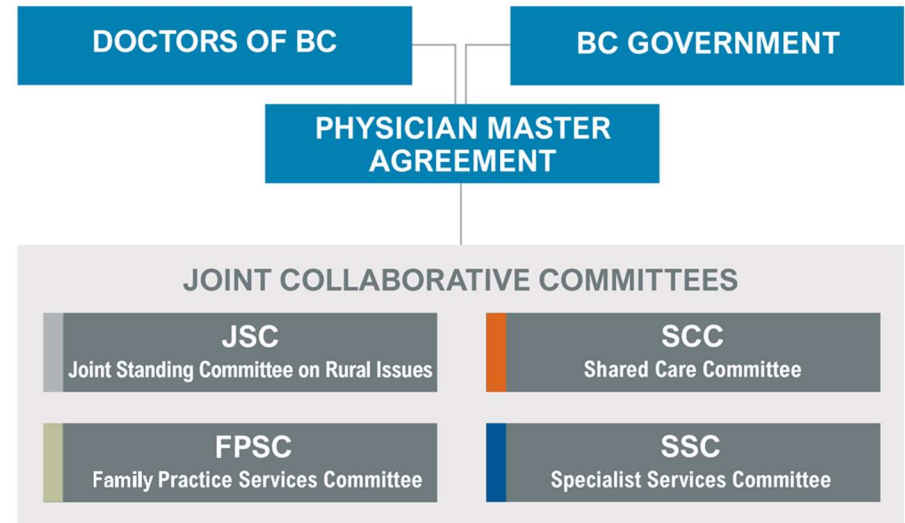
supports a collaborative approach to deliver specialist services and improve the specialist care system.

www.sscbc.ca

Joint Standing Committee on Rural Issues (JSC)

focuses primarily on programs and incentives to support rural medicine.

www.rccbc.ca



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 are 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 must be included when mentioning Shared Care to provide context regarding funding for a project.

Below are the two approved taglines. The basic version may be used when Shared Care is mentioned in the body of an article (**note:** this acknowledgment only needs to occur once per article).

The version with JCC context should always be used when the tagline is mentioned at the end of an article or in the footer.

Basic Version

The [Project Name] is funded through the Shared Care Committee, a partnership between Doctors of BC and the Government of BC.

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 Government of BC.

Logos

The use of logos depends on space and the type of product you're producing. Ideally, the logos below will always be used.

Please contact the communications officer for high-resolution versions or vector files of the Shared Care logo.

Shared Care Committee logo

Full colour



Greyscale



Reverse



BC government & Doctors of BC combined logo



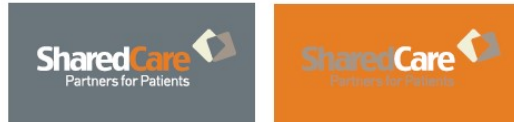
Logo File Types

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.



Dos and Don'ts

Do

- Only use the colours in the palette or black and white
- Use a reverse type (white version) of the logo when the background is dark
- Maintain the proportions – if you want to make the logo larger or smaller, click on the logo at the bottom right-side, an arrow should appear. Move the arrow in to make it smaller, or out to make it larger.

Don't

- Frame the logo or put it in a box
- Substitute the colours
- Recreate or modify the logo in any way

If the logo doesn't work for you as-is, please connect with our Communications Department and they will work with you to find a solution.

Positioning & Size

Protective space

Keep a minimum of 0.25" of clear space around the logo – this protected space keeps the logo from interfering with other elements or words, and ensures a professional look.

Protective space with other logos

When sharing space with other logos and wordmarks, ensure the size is appropriate in relation to other logos and wordmarks. For example, if SCC is a primary partner, it should be largest in size.

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 or support colours sparingly; e.g., in subheadings or key lines of PowerPoint presentations, when primary colours have already been used elsewhere in the document. Wherever possible, use black for body text. Note: Using pale colours makes text difficult to read.