



Homewood
Health | Santé

Consolidated Brand Style Guide

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HW_H_BRAND_STDS_GUIDE_EN_2014_V1

OUR VISION

Our vision for Homewood Health is: To be the Canadian leader in mental health and addictions | To deliver outstanding outcomes through exceptional services and research-led innovation | To provide a broad range of services to individuals, families and organizations | To help everyone we serve live healthier, more productive and more fulfilling lives.

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1.0

Building a Consistent Brand Image

In business, an organization's name, logo, and reputation are often referred to as a "brand." A brand is more than a name and a logo. A brand can be defined as a promise tied to an identity. The idea is to make and keep a promise. An organization's reputation and identity are linked to that promise. This manual introduces a more clearly articulated brand for Homewood Health and its entities. We believe that our brand is a key strategic, competitive tool and one of our most important assets. In recognition of that belief we have created this corporate identity standards manual. This manual provides the building blocks for supporting the Homewood Health brand system. It is designed to help apply the Homewood Health brand correctly and consistently across all media.

The Need For Brand Consistency The brand is shaped by every communication touch point (e.g. letters, e-mail messages, proposals, reports, presentations). Brand consistency requires that we exercise control over the design of every communication to ensure they conform to our standards. Consistency is particularly important as we develop new products and services, enter new markets, and as we integrate other brands into our own. Some of the ways to maintain brand consistency are to:

Use the correct company name and trademark symbol (Homewood Health™).

Use the approved company logo and approved variants.

Create presentations based on approved PowerPoint templates.

Ensure your e-mail signature adheres to approved guidelines. Use approved stationery and document templates (e.g., fax, memo).

Ensure that any pictures or media adhere to brand guidelines.

In addition to adhering to brand standards, there are other ways to ensure that the Homewood Health™ brand is correctly portrayed. These include:

- ensuring that all content in a document is well organized; and
- proof-reading all documents carefully for errors of grammar, spelling, and/or punctuation.

2.0

Trademark and Disclosures

It is imperative to use the name Homewood Health™ in every communication, including casual conversation. The more frequently and consistently you use the name, the faster a new habit will develop.

Trademark

Use the trademark symbol (™) in the first occurrence of the company name in all documents both in the title and in the first occurrence of the company name within the text body.

Note that the trademark symbol for the French version of the company name is the “marque de commerce” and appears in text as the following:

Homewood Santé^{MC}



Abbreviations and Variations

Do not use abbreviations, short forms, or any other variation in place of the company name.

Acceptable variations of the company name

- Homewood Health Centre (for legal documentation, clinical forms, etc.)
- Effective Case Management (ECM) Group for legal documentation, clinical form etc.
- HH (only in the rarest of occasions where an abbreviation is necessary, e.g., diagrams, filenames).

Copyright Statements

Copyright is a set of exclusive rights, granted by law, to the author or creator of an original work. The intent of copyright is to protect the expression of ideas. A copyright holder has the legal right to copy, translate, and distribute a work.

It is important to include a copyright statement on any documentation or work that is produced by Homewood Health™ and that we want to limit the ability of others to copy, distribute and/or otherwise modify the material. The types of work subject to our copyright include reports, manuals, promotional materials, e-services, sound recordings, etc.

The proper format for a copyright statement is as follows:

© 2014 Homewood Health™.

© Homewood Santé^{MC}, 2014.

Disclaimer/disclosure

In addition to copyright, use the following statement on manuals and documents containing proprietary information. Place the disclaimer on the cover as indicated in the stationery template.

Examples:

“Confidential. This document is proprietary and confidential—copy and distribution are prohibited without the expressed permission of Homewood Health™.”

“Confidential. This document is the property of Homewood Health™. Use is reserved for customers, clients/patients and business partners. Use or copying of this document in whole or in part without the express permission of Homewood Health™ is prohibited.”

3.0

Visual Expression

Our brand identity is a symbol of our humanity and our commitment to helping others.

The connected hands in the shape of a leaf represents care. The leaf symbolizes life, vitality, growth and a new beginning. The colours blue and green provide stability, a feeling of calmness, confidence and growth. Our identity has been subtly refined to deliver a fresher, cleaner appearance. The nomenclature will be applied to all of Homewood Health’s operating units, signaling a stronger unity and integration in caring for our patients and clients, and serving our key stakeholders.



Leaf



Homewood
Health | Santé

Logo

Improving Life

Tag Line

It is important to maintain a consistent appearance and reproduction of the corporate colours across all forms of visual communication. Using colours consistently will strengthen our brand recognition, create impact and distinguish our message.

For reproduction in one colour – use black or reverse to white out of a dark background. See Section 5.0.

It is not acceptable to recreate or alter the logo.

For Commercial Printing

Commercial printers (i.e. vendors who print our brochures, posters, etc.) require a vector filetype, either .eps or .tiff. These logos will reproduce perfectly at any size and contain special colour information that allow accurate and consistent reproduction of the logo across publications.

If you have any questions about the correct filetype to use for a particular application, contact Marketing and Communications.

Taglines

The “Improving Life” tagline is not incorporated into the Homewood Health logo, but is still an utilized image.

Corporate Structure

Using The Correct Brand Identity

Logos have been designed based on the Homewood Health™ master brand identity. These logos include a descriptive name that identifies Homewood's operating units. Each name is carefully typeset and letter spaced and should never be altered in any way.

Logos for the Homewood Health divisions have a descriptive name that identifies each of Homewood's operating units, for example the Homewood Health Centre.

For legal or clinical documentation continue use of the Homewood Health Centre logo and brand.

For legal or clinical documentation continue use of the Effective Case Management (ECM) Group name.

A division name is carefully typeset and letter spaced and should never be altered in any way.

Company logos can be found in:

P:\Corporate Communications\Brand Standards—for Homewood Health™

J:\Marketing and Communications\Logos—for Homewood Health Centre



Primary Corporate Colours



Pantone 314



Pantone 360



CMYK

C: 99
M: 40
Y: 27
K: 3



CMYK

C: 66
M: 0
Y: 82
K: 0



RGB

R: 0
G: 121
B: 156

HEX
#0083A8



RGB

R: 89
G: 187
B: 100

HEX
#73C166

Corporate Structure

Using The Correct Brand Identity

Continued

For Office Applications (e.g., Word, PowerPoint)

Use a raster version of the logo, either .png or .jpg. Choose a full colour, black, or white variation according to whatever suits your purpose.

The .png is usually a better choice because it is a small filesize and will reproduce crisply in Microsoft Office applications.

The .jpg version is also a good choice, but is a larger filesize and does not always reproduce as cleanly.

Try printing a test copy of your document with one or the other filetypes, and use the version that reproduces with the highest quality.














4.0

Secondary Colours














Supporting Our Brand

A series of 10 secondary colours of both muted tones and rich hues provides a tool kit for various collateral material, and is designed to support the brand identity. Secondary colours are used as accents and background colours. The colours chosen are meant to complement the two corporate colours. Consistent use of these colors will contribute to the cohesive and harmonious look of the Homewood Health™ brand across all relevant media.

SECONDARY COLOURS TO BE USED IF PANTONE 360 IS THE MAJOR COLOUR

						
PANTONE 360 #73C166	PANTONE 2725	PANTONE 7639	PANTONE 617	C 70 R 102 M 70 G 94 Y 0 B 199 K 0 #635FAA	C 41 R 148 M 59 G 109 Y 44 B 115 K 10 #936C72	C 27 R 193 M 22 G 181 Y 75 B 97 K 1 #BEB360
						
	PANTONE 5625	PANTONE 366	PANTONE 575	C 58 R 113 M 36 G 132 Y 56 B 115 K 10 #708372	C 31 R 182 M 0 G 221 Y 67 B 122 K 0 #B7D77C	C 62 R 105 M 32 G 129 Y 96 B 60 K 14 #68813B

SECONDARY COLOURS TO BE USED IF PANTONE 314 IS THE MAJOR COLOUR

						
PANTONE 314 #0083A8	PANTONE 122	PANTONE 730	PANTONE 7738	C 0 R 255 M 17 G 209 Y 85 B 65 K 0 #FFD140	C 30 R 160 M 60 G 103 Y 94 B 46 K 16 #A0672E	C 76 R 69 M 12 G 161 Y 100 B 66 K 1 #42A147
						
	PANTONE 7477	PANTONE 7532	PANTONE 409	C 87 R 36 M 60 G 76 Y 48 B 32 K 32 #254B59	C 50 R 100 M 57 G 81 Y 73 B 61 K 37 #63513D	C 47 R 134 M 48 G 120 Y 48 B 117 K 10 #877874

5.0

Application

Signage and Sizing

Acceptable Homewood Health™ corporate colour combinations are illustrated.

It is vital that we maintain colour consistency across all areas of communication and use the Homewood Health™ colour logo in Pantone, CMYK, or RGB formats, as appropriate, whenever possible.

For optimum contrast it is recommended that the logo be used in reverse for values of 40% or more.

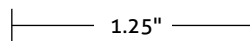
When using the logo on backgrounds other than white or black, ensure that optimal contrast is maintained.

For the purpose of sharp reproduction, there is a minimum logo size. The logo should appear no smaller than 1.25" wide. Should the logo need to be reproduced any smaller than those dimensions, it should be reproduced without the tagline. Alternately, the tagline, taken from final logo artwork, can be placed elsewhere at a more readable size (i.e. name badges). The logo should always be reproduced from electronic file formats. There is no maximum size for the logo application.

Signage Application

Signage is dependent on the environment in which it will be seen. Given the multiple variables (location, interior and exterior), follow the Clear Space guidelines for spacing and the Corporate Colour formulas if reproducing signage in colour.

Minimum Size



0%



Colour application of the brand identity over a background value.

10%



60%



20%



70%



30%



80%



40%



90%



50%



100%



0%



Black and white application of the brand identity over a background value.

10%



60%



20%



70%



30%



80%



40%



90%



50%



100%



5.1

Application

Customer and Partner Logos

Customer and Partner logos

Some customers are permitted to co-brand documents (e.g. customized newsletters and brochures). The following guidelines apply:

Obtain permission to use the logo from the customer.

Request a properly formatted digital file for the application the logo is being applied to. For applications that require specialized layout (e.g., posters, brochures, newsletters) obtain the .eps format. For Office applications (e.g. Word, PowerPoint) obtain the .jpg or .png version.

Always obtain the logo from the customer. Do not copy the logo from a website because the colours will not reproduce accurately and the logo quality will be poor.

Whenever possible ask for “the eps version of the logo or an Illustrator source file.” With either of these, we are able to produce variations of logos that can suit any purpose.

If you cannot obtain the proper logo, it is probably better to refer to the company by name only. Use your best judgment and remember that a customer’s logo is proprietary, it is not ours to use freely, and it must be reproduced in a way that maintains the integrity of the customer’s brand. We expect the same consideration when a customer uses the Homewood Health™ logo.

6.0 Typography Aller + Arial

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Homewood Health™ communications.

There are two typography platforms available for use: one for designers who are creating professional marketing materials; and one for staff who are producing documents, writing emails, or creating PowerPoint presentations.

For Designers

Aller is the primary typeface of Homewood, and should be used for all printed materials. The typeface has a high degree of legibility, is strong in character, simple in appearance, and complements the accompanying brand identity icon.

For Staff

In applications where **Aller** is not available, such as email, Word documents, or PowerPoint® presentations, **Arial** is to be used.

For Designers

Aller – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aller – Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Aller – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aller – Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Aller – Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Aller – Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

7.0 Imagery

Improving an individual's quality of life is the single most important element of Homewood Health's brand strategy. The goal is to reflect this in the use of photographs. The primary images available are photos that focus on people. Care should be taken to ensure that images are appropriate for the subject matter and they must be approved by Homewood Health's Marketing and Communications department. A small sample of the photos available is shown here.

These photos are available from the Marketing and Communications Department.



For Homewood Health Centre photos, please contact the Marketing and Communications department.

8.0

Co-Branding

How to Position the Brand Identity with Others

When aligning the Homewood Health™ brand identity with other identities in co-branded applications, align on the baseline for horizontal positioning and flush left for vertical positioning.

Once either of these two positions have been established, size up the Homewood identity in relation to those around it – keeping in mind the Clear Space outlined in Section 3.0.



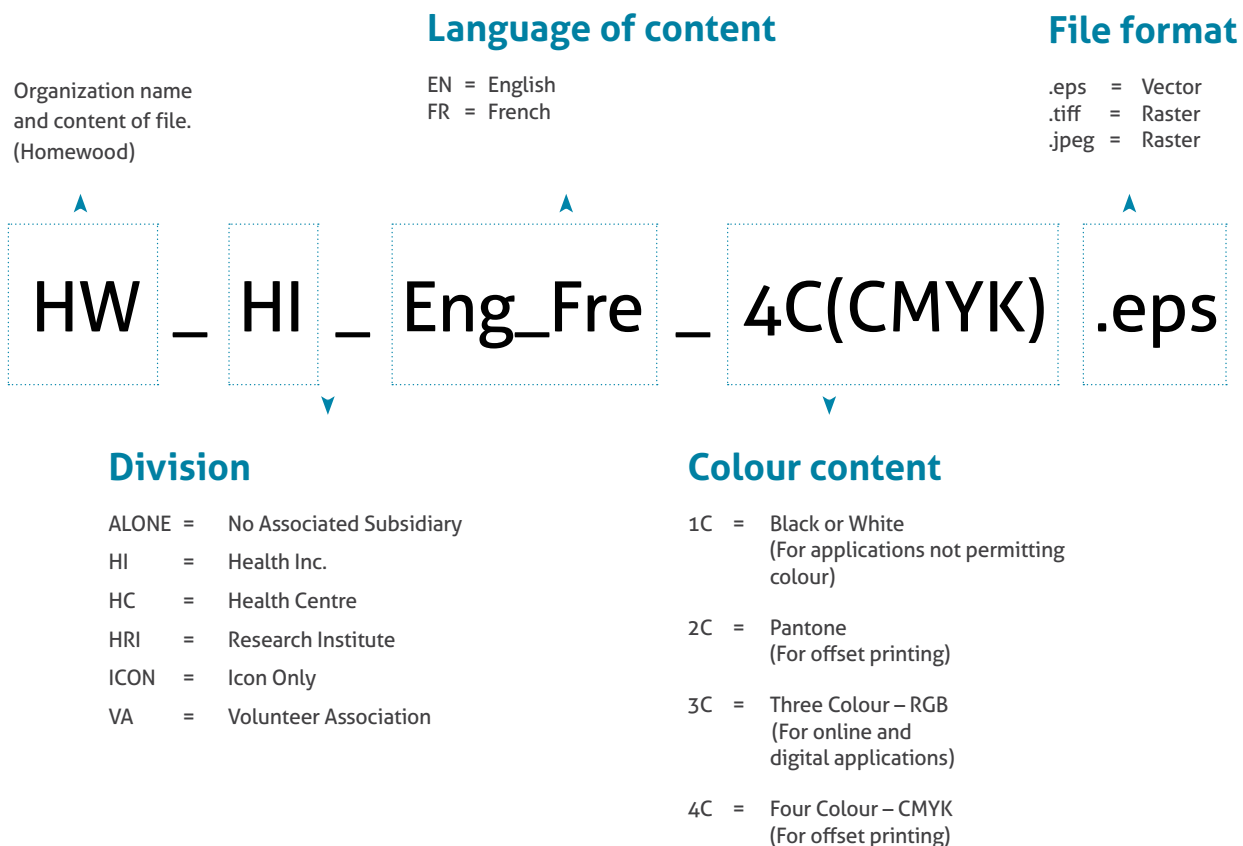
9.0

Logo File Names

Reading and Choosing the Right File for Logos

Custom artwork files have been developed for the Homewood Health™ brand identity. Due to the multiple formats and versions – these files follow a specific naming convention so you may quickly understand the contents of each file and locate them easily. Each part of the file name is an abbreviated form of information about the file. All file names use underscores to separate information.

HW_HC_Eng_4C(CMYK).eps



10.0

Application

Working with Corporate Communications

Report Cover

In order to maintain a consistent look to customer materials (e.g. reports, proposals) it is important to adhere to these guidelines as closely as possible within the limits of the software you are using (e.g. Word).

A template that can be used as a starting point for a report or proposal cover is available here along with sample layouts:

For Homewood Health: P:\Corporate Communications\Brand Standards\Report Cover Templates.

Most multi-page documents (two or more pages) benefit from a cover page.

The cover page contains:

- Logo
- Date
- Subtitle of document
- Title of document
- Pictures with optional, customizable subtitles
- Contact information
- Disclaimer

Interior pages of multi-page documents should contain:

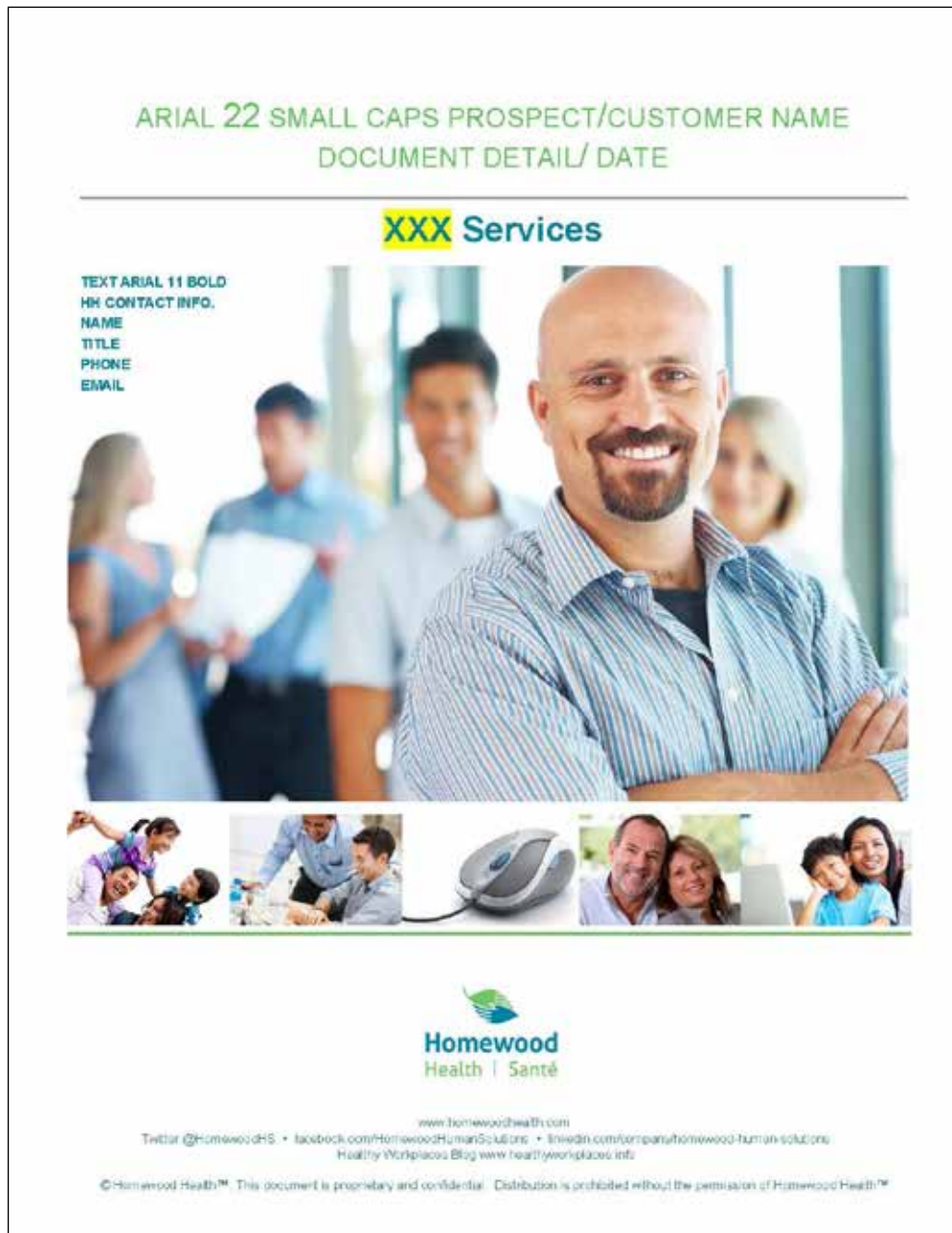
- Name of document and/or filename
- Copyright statement
- Page number

10.0

Application

Working with Corporate Communications

Report Cover Continued



10.1

Business Cards

FRONT



BACK



Homewood Health Centre

FRONT

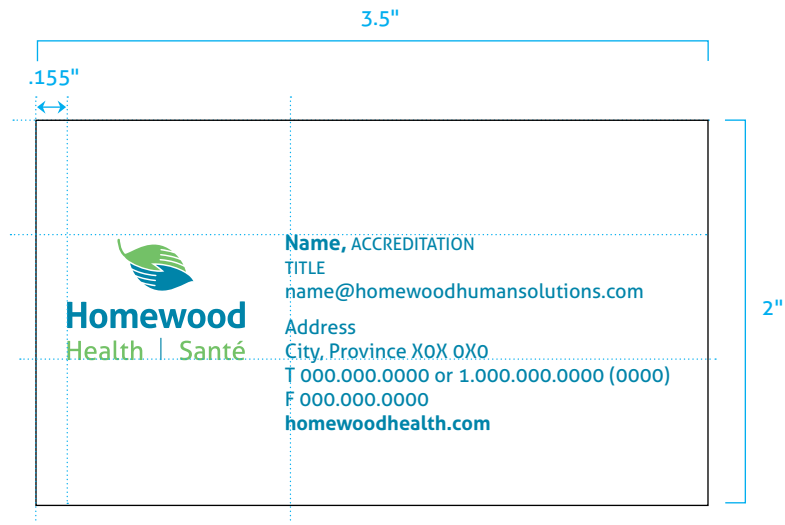


BACK



Font Size Specifications

- Name: Aller Bold 8 pt. / 9pt. leading
- Accreditation: Aller Regular 6.5pt. / 9pt. leading
- Title: Aller Regular 6.5pt. / 9pt. leading
(There is a template option for two lines if the title is too long on one line)
- Email: Aller Regular 7.5pt. / 9pt. leading
- Address: Aller Regular 7.5pt. / 9pt. leading
(T and F = Aller Regular 6.5pt.)
- Website: Aller Bold 7.5 pt. / 9pt. leading



Print Production Specifications

Bilingual Business Card:

- Size:** 3.5"W x 2"H
- Colour:** 2/2 (Pantone 314 + Pantone 360)
Side 1 = Logo + English Text
Side 2 = Logo + French Text
- Stock:** Classic Crest Solar White 130 lb. Cover
- Imprinting:** One-colour per name
(One side = Pantone 314)

English Only Business Card:

- Size:** 3.5"W x 2"H
- Colour:** 2/1 (Pantone 314 + Pantone 360)
Side 1 = Logo + Text
Side 2 = Pantone 360 flood with white tagline
- Stock:** Classic Crest Solar White 130 lb. Cover
- Imprinting:** One-colour per name
(Two sides = Pantone 314)

10.2.1

Letterhead

Homewood Health

P:\Corporate Communications\Brand Standards—Homewood Health



Address/Adresse, City/Ville, Province, X0X 0X0 T 000.000.0000 F 000.000.0000
homewoodhealth.com | homewoodsante.com

10.2.2

Letterhead

Homewood Health Centre

J:\Marketing and Communications\Stationary Templates



A part of Homewood Health Inc.™

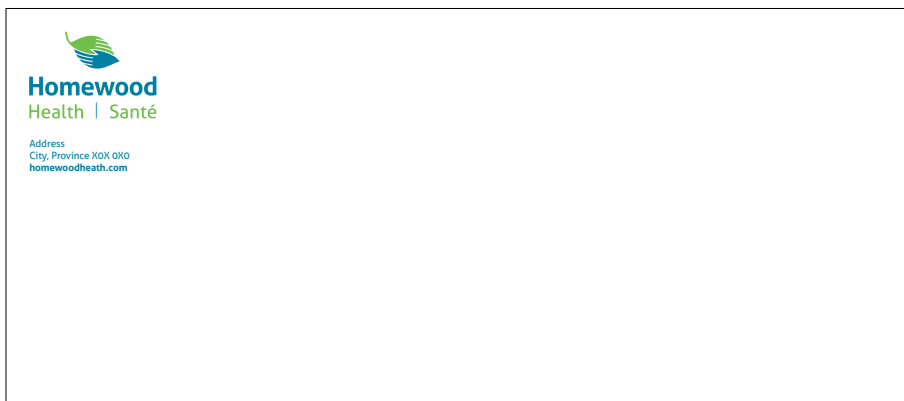
150 Delhi Street, Guelph, Ontario, Canada N1E 6K9 T 519.824.1010 F 519.824.8751
homewood.org

10.3

Envelopes

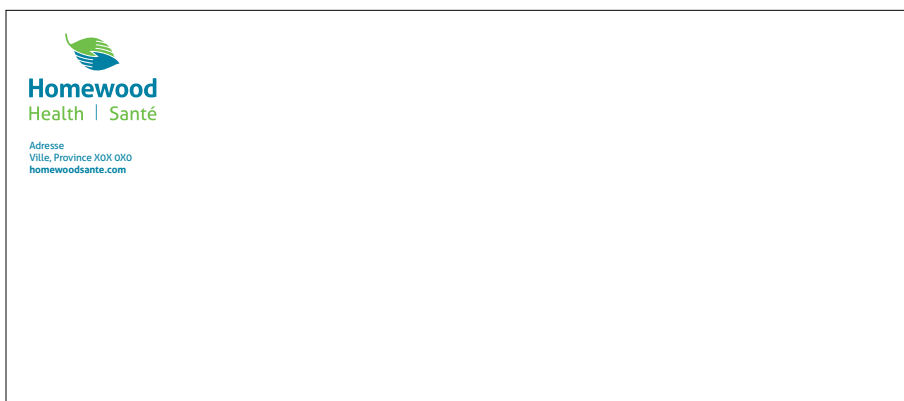
Number 10 English

9.5 X 4.125 inches



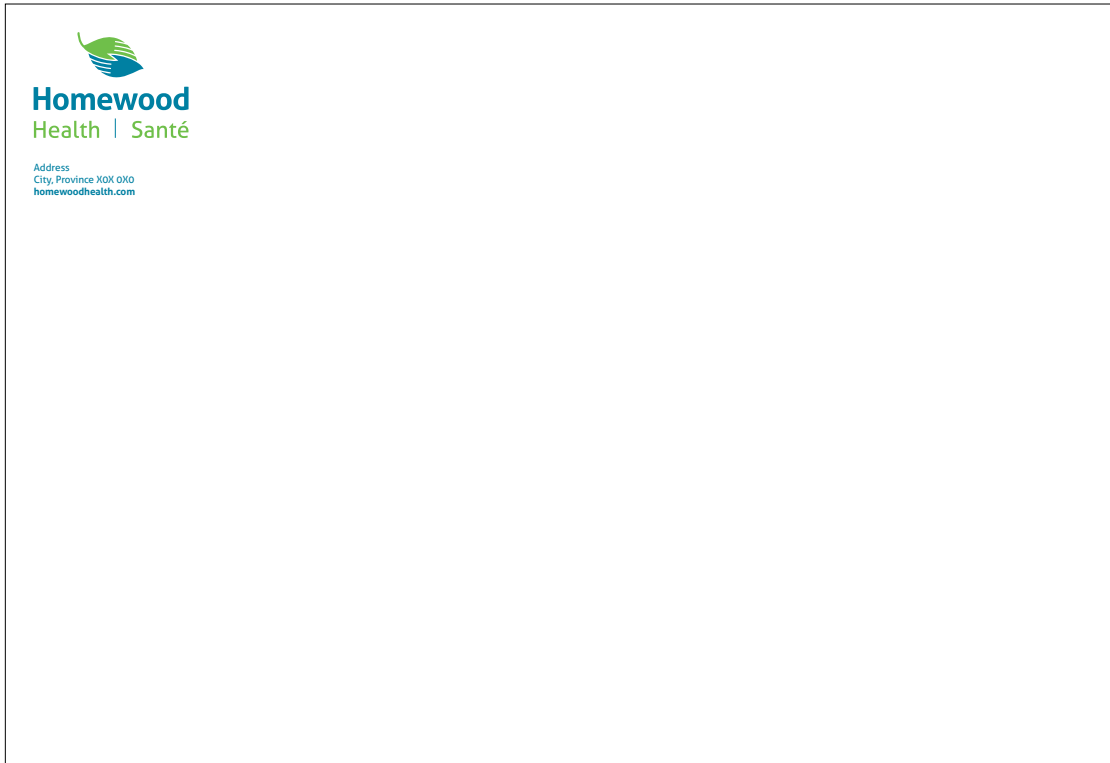
Number 10 French

9.5 X 4.125 inches



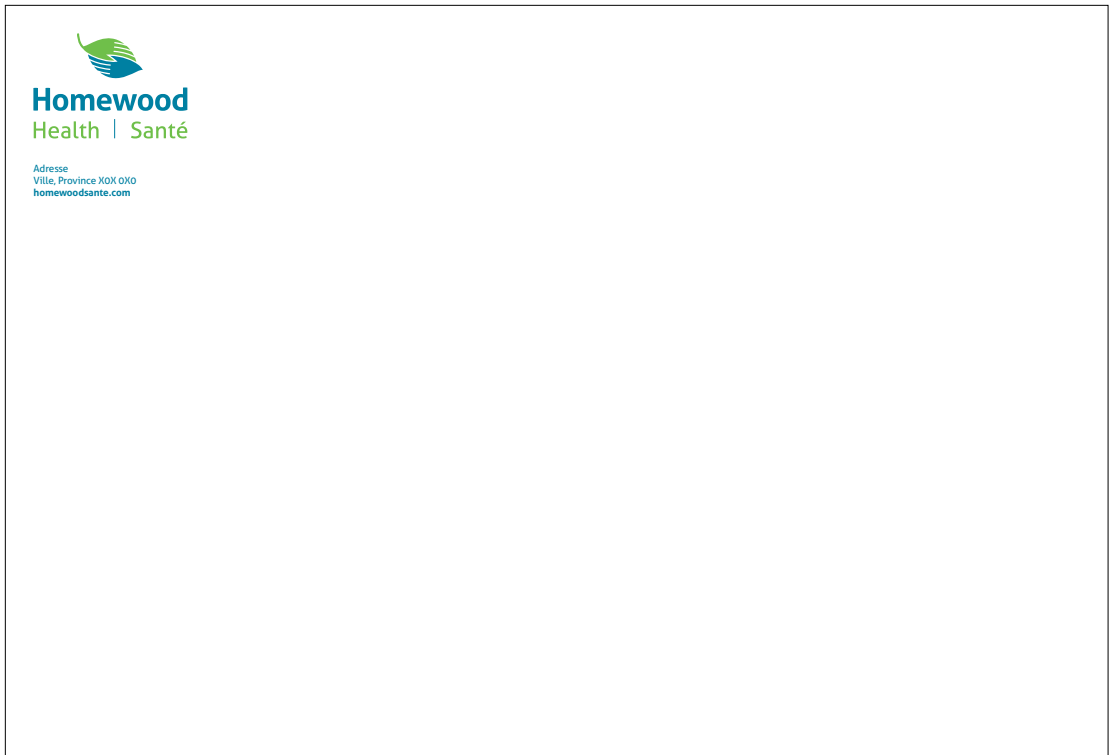
English

9.5 X 6.5 inches

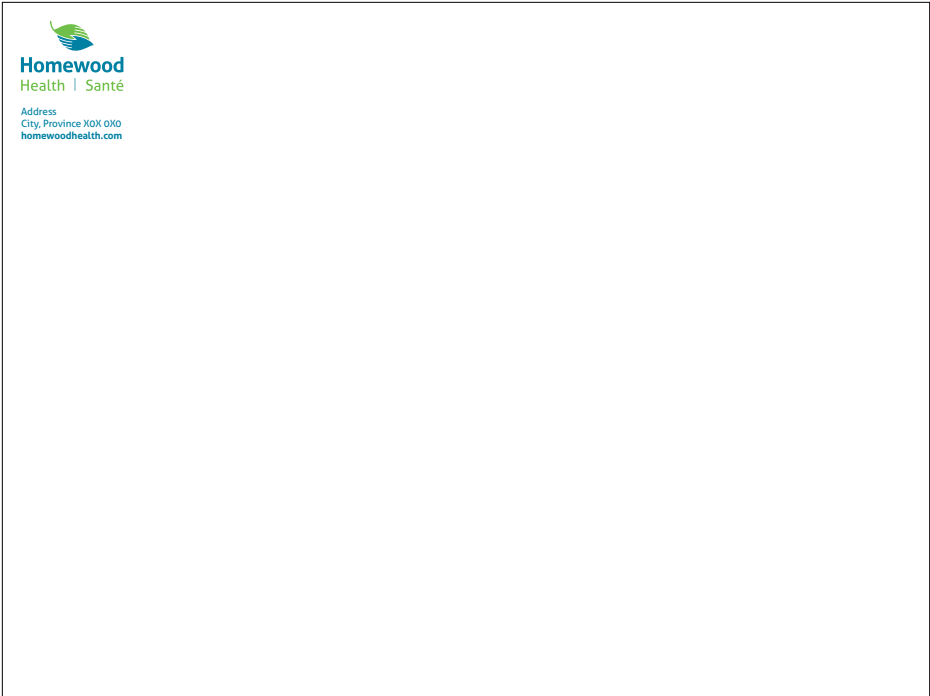


French

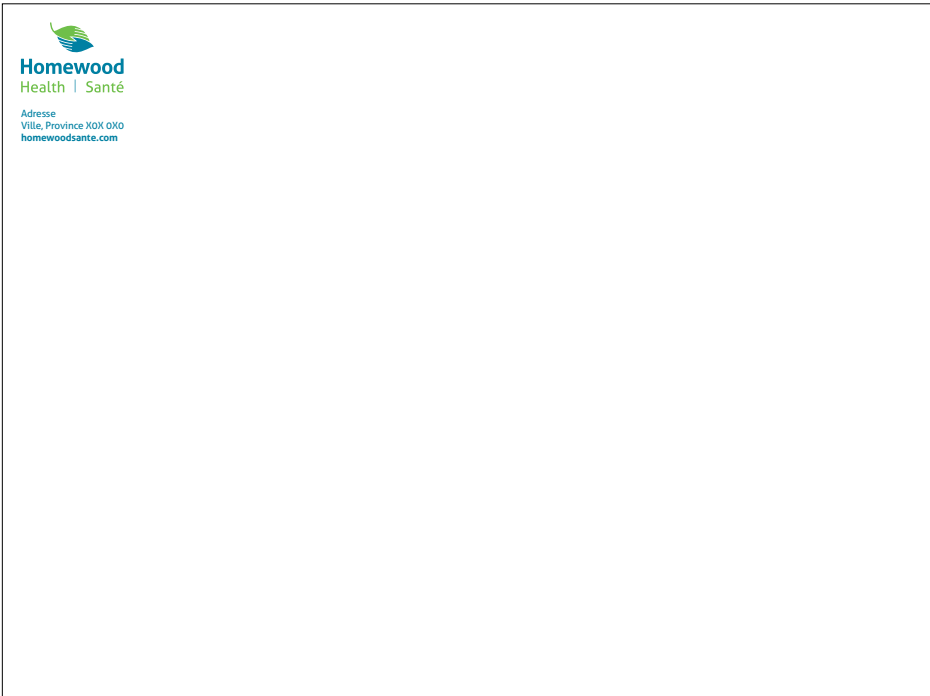
9.5 X 6.5 inches



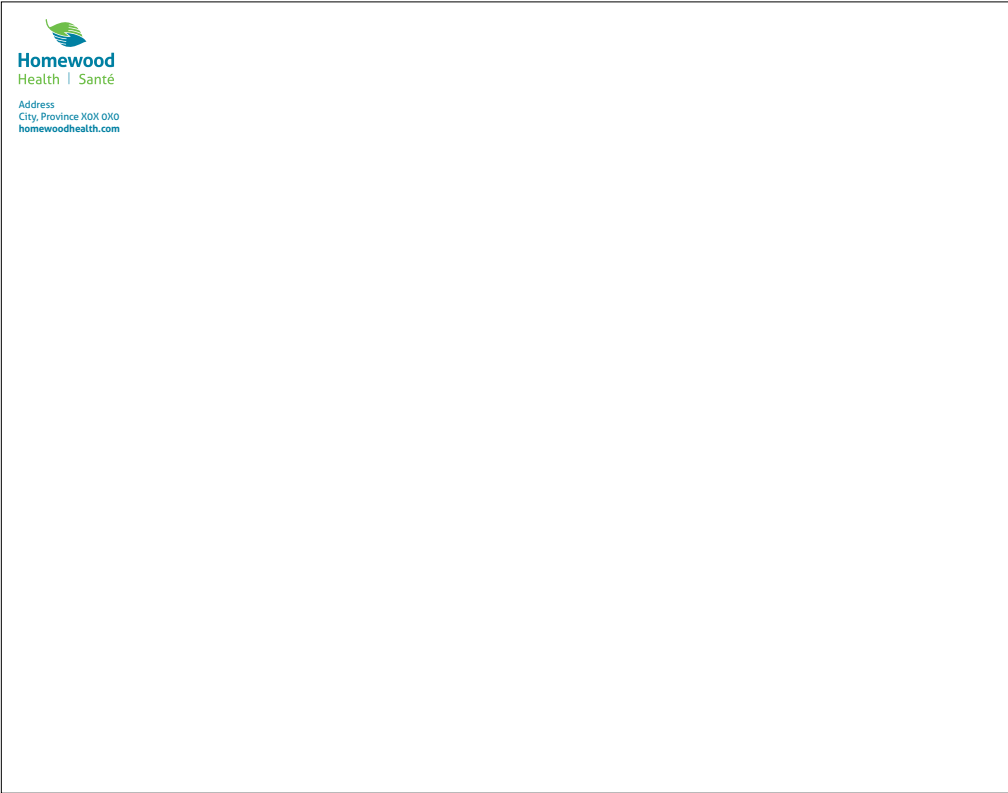
English
12 X 9 inches



French
12 X 9 inches



English
14 X 11 inches



French
14 X 11 inches



10.4

Facsimile and Memorandum Template



Facsimile

To: _____
From: _____
Subject: _____
Date: _____
CC: _____
Pages: _____

CONFIDENTIALITY NOTICE: The documents accompanying this facsimile transmission contain confidential information which is legally privileged and which belongs to the sender. This information is intended only for the use of the individual or entity named above. The authorized recipient of this information is prohibited from disclosing this information to any other party. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or action taken in reliance on the contents of these documents is strictly prohibited. If you received this facsimile transmission in error, please notify the sender immediately to arrange for return or destruction of these documents.



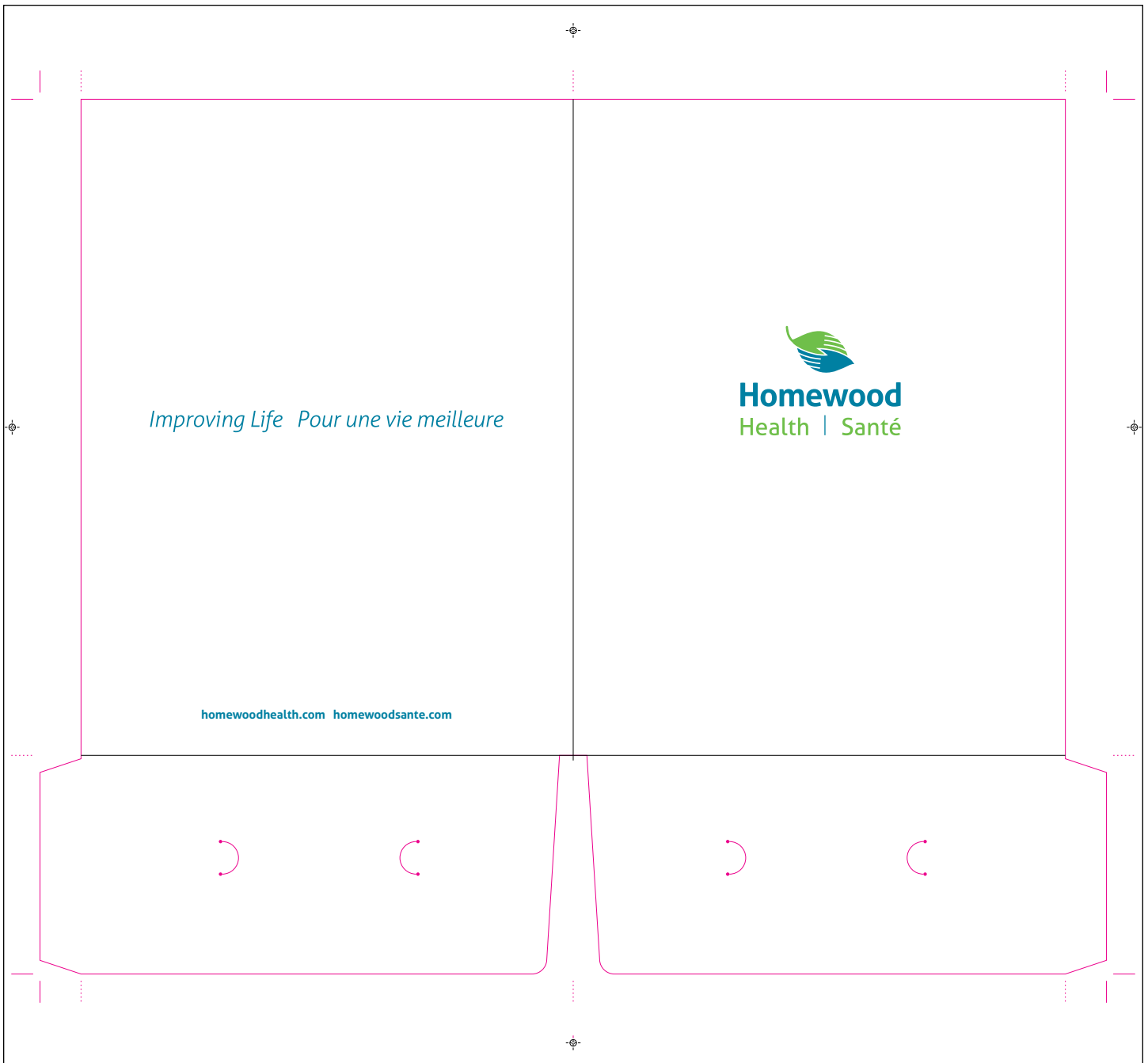
Memorandum

To: _____
From: _____
Subject: _____
Date: _____
CC: _____
Pages: _____

CONFIDENTIALITY NOTICE: The documents accompanying this memorandum transmission contain confidential information which is legally privileged and which belongs to the sender. This information is intended only for the use of the individual or entity named above. The authorized recipient of this information is prohibited from disclosing this information to any other party. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or action taken in reliance on the contents of these documents is strictly prohibited. If you received this facsimile transmission in error, please notify the sender immediately to arrange for return or destruction of these documents.

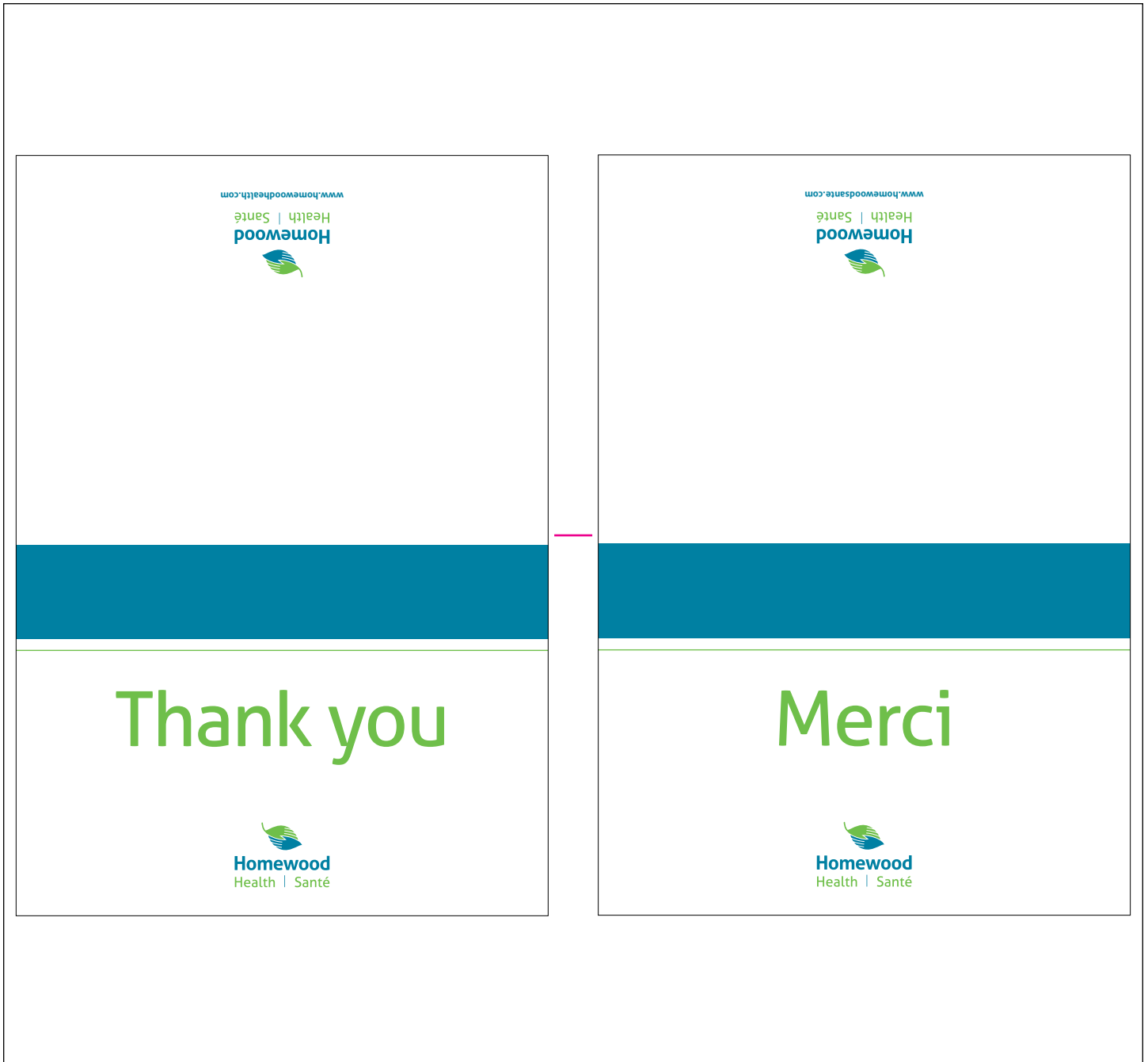
10.5

Pocket Holder Outside (inside is blank)



10.6

Thank You Card



10.7

Marketing Letterhead

Homewood Health

Page 1

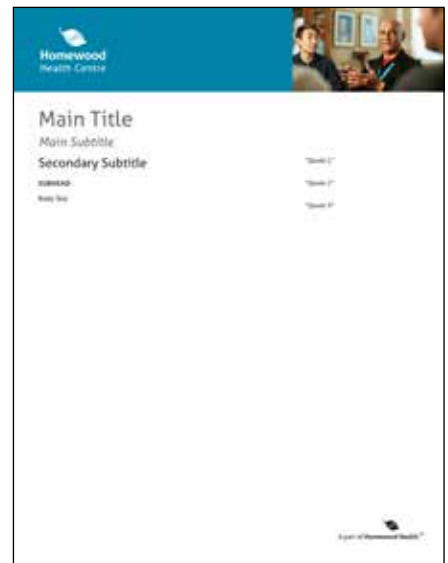


Page 2



Homewood Health Centre

Page 1



Page 2



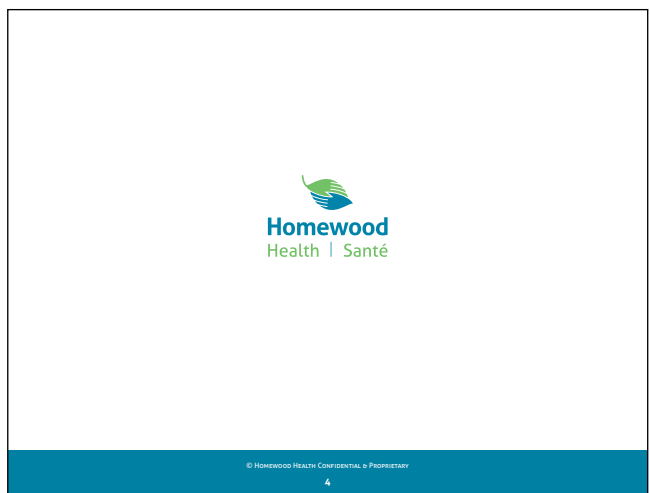
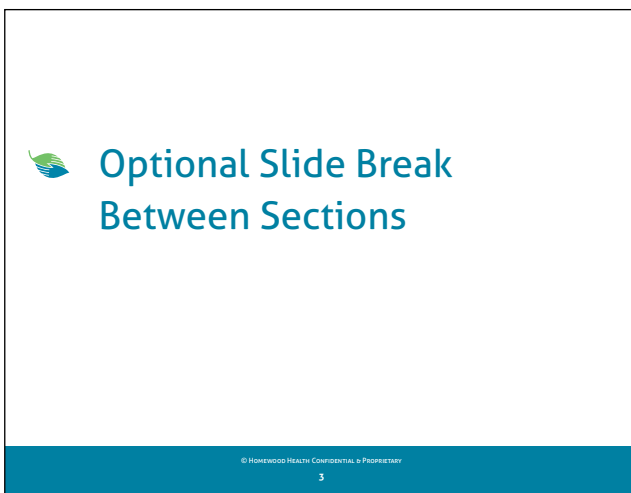
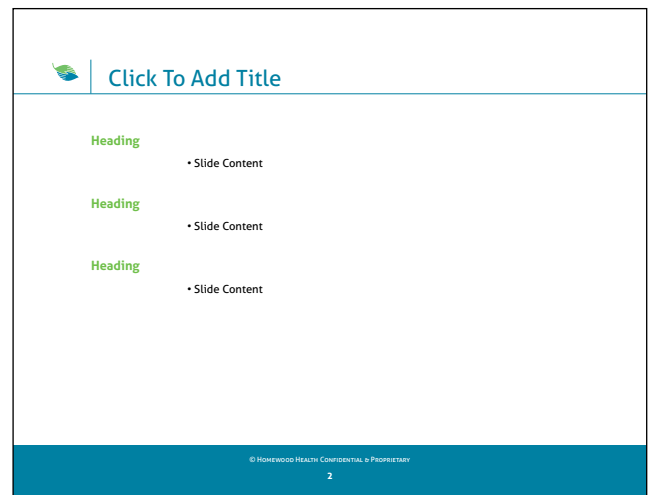
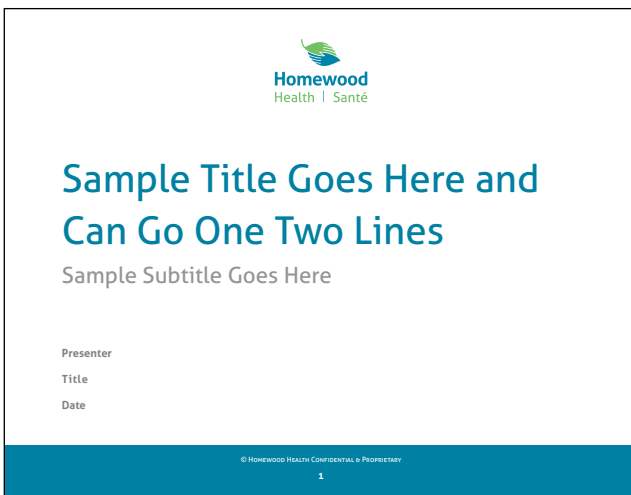
10.8

PowerPoint Template

For presentations, you have branded slides that can be used: A sample PowerPoint design is available. The sample contains guidelines for the cover slide, interior content slides, transition slides (i.e. slides that separate sections of related content), and the exit slide. Use the sample standardized PowerPoint designs for your presentations. Copy the samples to your own computer, and make your changes with these local files. Do not make any changes to templates and samples back into the main drive.

Homewood Health Templates: P: Corporate Communications\Brand Standards

Homewood Health Centre Templates: J:\ Marketing and Communications PowerPoint Templates



10.9

Email Signatures

For Homewood Health Centre please see “Sample C: For Homewood Health Centre Signatures” below.

For Homewood Health Signatures:

For any new message where at least one of the recipients is external use a complete e-mail signature (with the confidentiality notice) and adapt use of an English or French version, (when appropriate) to the language in which the e-mail is written. For any new message where all of the users are internal *use an abbreviated version only.*

- Do not use a special typeface for the signature.
- Use the full company name with trademark.
- Do not add any other information or statements to the signature.
- Whenever writing / responding to an e-mail where there’s at least one external stakeholder, always adapt your signature (English or French) to the original language.

Use the standard email signature format depending on your interaction with external audiences. See options below.

E-Mail Signature Format

Your e-mail signature should be in accordance with the following standard:

Name, Designation (Optional): Arial 10pt, bold

Title: Arial 10pt, bold

Logo insert (*see sample “B” below if you interact with external audiences. Business Development, Customer Relations, Organizational Wellness, as well as Director level or above.*)

Company Name: Arial 10pt, bold, RGB 100, 100, 100

Tel: Arial 10pt, RGB 100, 100, 100

Fax: Arial 10pt, RGB 100, 100, 100

E-mail: Arial 10pt, RGB 100, 100, 100

Website: Arial 10pt, RGB 100, 100, 100

Confidentiality Statement: Arial 8pt, RGB 100, 100, 100

To assist you with Homewood Health proper e-mail and social media insertion, documents have been created and are located here: P:/Corporate Communications/Brand Standards/E-mail.

Finally, if you need more assistance changing or creating an e-mail signature, contact ITSupport@homewoodhumansolutions.com.

Sample Abbreviated Signature - EN

First Name Last Name, Designation (Optional): Arial 10pt, bold

Title: Arial 10pt, bold

Company Name: Arial 10pt, bold, RGB 100, 100, 100

Sample Abbreviated Signature - FR

Prénom Nom, Titre de civilité (facultatif) : Arial 10pt, bold

Titre : Arial 10pt, bold

Nom de l'entreprise : Arial 10pt, bold, RGB 100, 100, 100

Sample A) Using Homewood Health: Standard English

Joe Smith, MA

Coordinator

Homewood Health™

Tel: 1.888.689.8604

Fax: 1.604.689.9442

E-mail: jsmith@homewoodhumansolutions.com

Website: www.homewoodhealth.com

"CONFIDENTIALITY NOTICE: This message, including any attachments, is confidential. Any unauthorized use or disclosure is strictly prohibited. This message is not secure and has not been encrypted. By communicating personal information via email, you have consented to exchanging information this way. For information of extraordinary sensitivity (e.g. personal identifying information) we recommend use of encryption software when communicating with us by e-mail, or use of telephone, mail, or courier. If you have received this communication in error, please notify us immediately by reply email. Thank you."

Sample A) Using Homewood Health: Standard French

Joe Smith, MA

Coordinateur

Homewood Santé^{MC}

Tél. : 1.877.632.3164

Télééc. : 1.514.875.9790

Courriel : jsmith@homewoodsolutionshumaines.com

Site Web : <http://homewoodsante.com>

AVIS DE CONFIDENTIALITÉ: Ce message, y compris toutes ses pièces jointes, est confidentiel. Toute utilisation ou divulgation non autorisée de ce courriel est strictement interdite. Ce message n'est pas sécurisé et n'a pas été encodé. En communiquant des renseignements personnels par courriel, vous avez consenti à transmettre de l'information de cette façon. Lorsque vous nous communiquez par courriel de l'information ayant un niveau de sensibilité exceptionnel (p. ex. renseignements d'identification), nous vous recommandons d'utiliser un logiciel de chiffrement ou le téléphone, la poste ou un service de messagerie. Si vous avez reçu cette communication par erreur, veuillez nous en informer immédiatement en répondant à ce courriel. Merci!

Sample B) Using Homewood Health: Standard English with Logo

Joe Smith, MA
Coordinator



Homewood
Health | Santé

Homewood Health™
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Sample B) Using Homewood Health: Standard French with Logo

Joe Smith, MA
Coordinator



Homewood
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Homewood Santé^{MC}
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Sample C) Using Homewood Health Centre: Standard English

Joe Smith, MA

Coordinator

Homewood Health Centre

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