



**Guelph  
Wellington**  
Ontario Health Team

# Brand Standards Guide

## Introduction

This guide has been created for the **Guelph Wellington Ontario Health Team** to help further the aim of the organization to be clinically and fiscally accountable for delivering a full and coordinated continuum of care to Guelph Wellington and surrounding areas. Design elements, the actual logo, colours, and fonts play a special role in advocating and strengthening the image for the **Guelph Wellington Ontario Health Team**.

From stationary to signage, advertisements to power point presentations, as well as emails to website design, it is important to establish a set of standards that'll make it easier for consumers, members, and anyone else who sees our logo, to recognize and understand who we are. To create a clear and positive image of the **Guelph Wellington Ontario Health Team**, the Branding Standards Guide is in place to create success for the future.

## Our Name

The name of our organization is **Guelph Wellington Ontario Health Team**. When the organization name is being used in correspondence (emails, letters), the term appears in full, in upper and lower case. In a lengthy (internal facing) document, after the first use of the complete company name, the Ontario Health Team name can be shortened to **GW OHT**. For all other documents, it's strongly encouraged to include the acronym at the start and, whenever possible to spell out the name in full (best practice). It is recognized practice that OHT is a short form for Ontario Health Team and can be used when referring to Ontario Health Teams in general or in the same paragraph or sentence as the GW OHT.



**Guelph  
Wellington**  
Ontario Health Team

# Brand Guidelines

## Logo

Corporate logo with tagline.



## Colour Palette

Palette consists of seven colours.



### Gold

PMS 7409 CP  
CMYK: 0/31/100/0  
RGB: 253/183/20  
HEX: FDB714

*Not accessible  
Use only for  
graphics*



### Green

PMS 583 CP  
CMYK: 26/1/100/10  
RGB: 181/196/40  
HEX: B5C428

*Not accessible  
Use only for  
graphics*



### Cerise

PMS 7662 CP  
CMYK: 60/87/5/0  
RGB: 127/69/148  
HEX: EE255C

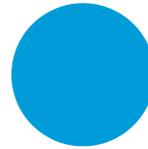
*Accessible in  
large type only*



### Purple

PMS 1925 CP  
CMYK: 0/97/50/0  
RGB: 238/37/92  
HEX: 7F4594

*Accessible in  
most type sizes*



### Blue

PMS 2925 CP  
CMYK: 85/21/0/0  
RGB: 0/154/218  
HEX: 009ADA

*Accessible in  
large type only*



### Teal

PMS 7466 CP  
CMYK: 86/0/32/0  
RGB: 0/178/186  
HEX: 00B2BA

*Not accessible  
Use only for  
graphics*



### Grey

CMYK: 0/0/0/85  
RGB: 77/77/79  
HEX: 4D4D4F

*Accessible in  
all type sizes*

## Black

Full colour logo use is preferred over black.

## White

White logo use when contrast is an issue:

- On a photo
- On dark-coloured or black backgrounds



## Rules

### Usage

Do not alter logo, icon or name in any way:

- No stretching
- No skewing



### Clear Space

An area that ensures no interference to the logo from other graphics or type:

- The area is around the entire perimeter of the logo, and is the size of the icon
- Icon size depends on the size of the logo



### Size Restrictions

Always size the logo proportionally. Minimum acceptable size is 1.25" or 3.175 cm wide.



## Email Signature

### Placement

When adding the GW OHT logo to an existing email signature, it should appear under contact information and to the right side of other organization's logo(s). You must ensure that the recommended clear space and minimum size requirement is used for the GW OHT logo (see above).

To add the GW OHT logo to your email signature, download the file [HERE](#).

After the logo has been added to an existing email signature, it must be hyperlinked to the GW OHT website (<https://guelphwellingtonoht.com/>).

To do this, right click on the logo, and select the "Link" image, copying the URL into the "Address" textbox.



### Instructions

PC users: For step-by-step instructions on adding a logo to email signatures on a PC computer, visit:

<https://support.microsoft.com/en-us/office/create-and-add-a-signature-to-messages-8ee5d4f4-68fd-464a-a1c1-0e1c80bb27f2>

MAC users: For step-by-step instructions on adding a logo to email signatures on a MAC computer, visit:

<https://support.microsoft.com/en-us/office/create-and-insert-a-signature-in-outlook-for-mac-f4d21492-0956-4429-95ad-2769745b539c>

## Typeface

The consistent use of typefaces is important to maintain a corporate identity. Together with the logo and other brand elements, it maintains a distinctive look for Guelph Wellington Ontario Health Team. It is essential to use the following typeface in all materials to retain a consistent look and style.

### Headings/Headlines and Body Copy

For professional design and where possible otherwise, the font family **Calibri** should be used. Here is a sampling:

**Headings - Calibri (Body) Bold** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
**abcdefghijklmnopqrstuvwxyz**

Body - Calibri (Body) Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

This typeface should be used in the regular form when possible, with the use of bold or italic treatments minimized.

---

### Minimum Font Sizes

For reasons of accessibility and readability, type used in our communications (emails, memos, reports) should be produced in a minimum of 11pt size. This does not apply to PowerPoint or posters, where the copy will be larger.

It is recognized that in specific cases, allowance may be needed to reproduce type in a size smaller than 11pt. However, this use should be limited to instances where 11pt is not achievable.

Headings should be made to stand out by being larger than the body text.

## A LITTLE ABOUT FONTS...

Selecting fonts is more complicated than many people realize.

Different programs (InDesign, Word, Google Docs, Websites...) have access to different fonts and it's rarely possible to use the same font across every platform.

Even if you can download the font you like, that's not always the best solution.

To illustrate, if you create a Word document using a font you downloaded and the person you send the document to doesn't also have that specific font downloaded, it will change to a default font — which could look very different from the one you chose.

To address these issues, we provide multiple font options to ensure the font looks consistent between platforms.

## When to Use the Logo

Use of the Guelph Wellington Ontario Health Team open standard logo requires strict adherence to these guidelines. The logo may be used in editorials, training, educational, or non-promotional literature when placed adjacent to texts that explain the Guelph Wellington Ontario Health Team logo. Other than adjusting size, the logo may not be altered in any way. The open standards logo is not to be used for product promotion or product literature. There are a number of opportunities to use the GW OHT brand across our partnership:

### Internal Use: Among GW OHT members

Internally, we recommend using the GW OHT brand by employing GW OHT-branded corporate materials, such as the letterhead and PowerPoint decks, when communicating with other GW OHT member organizations. This includes updates and presentations with and for various GW OHT committees and working groups.

### External Use: Public-facing materials

Externally, the GW OHT brand may be used on member organizations' websites and social media; marketing materials, such as posters, brochures and other print resources; and public relations materials, such as media releases and government documents.

In addition, we recommend using the GW OHT brand and GW OHT-branded corporate materials, such as the letterhead and PowerPoint decks, when you are communicating on behalf of GW OHT about GW OHT-related initiatives. This may include public town halls with community members, presentations to external conferences or updates to government bodies, such as Ontario Health.

### When NOT to Use the Logo

- ☒ When taking an organizational position or stance not wholly supported or endorsed by GW OHT.
- ☒ When endorsing a for-profit or procurement of service.
- ☒ When communicating about initiatives or activities that may result in a perceived or real conflict of interest

### How to use the GW OHT logo:

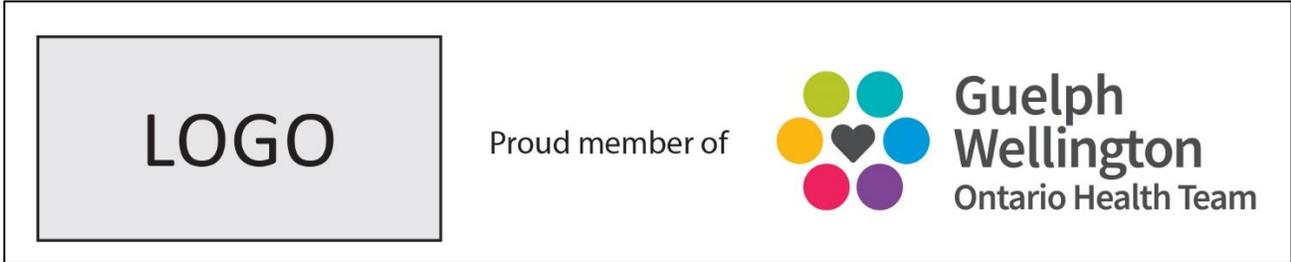
Externally, we recommend **3 levels of brand architecture** based on the number of GW OHT member organizations involved in a GW OHT-related initiative. This brand architecture is designed to build trust in and recognition of GW OHT among our clients, colleagues and community members while recognizing the distinctive roles our member organizations play in the communities they serve.

#### Level 1: Initiatives involving 1 or 2 member organizations

In level 1, our goal is to demonstrate GW OHT member organizations' affiliation with GW OHT. This affiliation builds trust in and recognition of GW OHT among our clients, colleagues and community members, especially those who may already be familiar with specific GW OHT member organizations.

We encourage GW OHT members to consult their organization’s communications lead or a member of the GW OHT Communications Working Group to explore opportunities to include the GW OHT logo on their corporate communication materials.

**Examples of how to use the GW OHT logo in Level 1:**



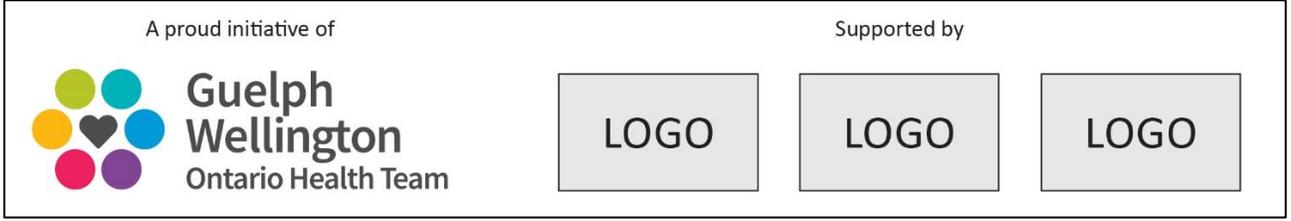
**Level 2: GW OHT initiatives involving 3 to 5 GW OHT member organizations**

In level 2, our goal is to demonstrate collaboration as one unified partnership, while recognizing the member organizations and agencies leading an initiative on behalf of GW OHT.

These options here help our clients, colleagues and community members learn the connection between GW OHT and our member organizations they may already know and trust.

The options give our member organizations flexibility, especially in events where specific member organizations are leading a GW OHT initiative and would like to have their names and logos attached to leverage their existing relationships with the communities they serve.

**Examples of how to use the GW OHT logo in Level 2:**



A proud initiative of



**Guelph  
Wellington**  
Ontario Health Team

Supported by

Organization name here, Organization name here,  
Organization name here, Organization name here

### Level 3: GW OHT initiatives involving 6 or more GW OHT member organizations

In level 3, our goal is to continue to demonstrate **collaboration as one unified partnership**. This recommendation ensures GW OHT is presented in a visually clean manner as 6+ names and logos tend to look cluttered on various internal and external materials.

#### Examples of how to use the GW OHT logo in Level 3:



**Guelph  
Wellington**  
Ontario Health Team

Learn more at  
**[guelphwellingtonoht.com](http://guelphwellingtonoht.com)**



Learn more at  
**[guelphwellingtonoht.com](http://guelphwellingtonoht.com)**

If you or your organization are unsure of when and how to use the GW OHT brand, we encourage you to consult your organization's communications lead. You may also contact the GW OHT Communications Committee ([emmi.perkins@guelphwellingtonoht.ca](mailto:emmi.perkins@guelphwellingtonoht.ca)) to schedule a branding consultation.