

Health Unit Brand Governance – B-G-025

Board of Health Policy

1.0 Policy Statement

This policy governs the use of all brand elements for any purpose and applies to all organizational units within the Health Unit. Organizational units and individuals may only use Health Unit branding elements in strict accordance with this policy and the graphics requirements outlined in the [Brand Standards Guide](#).

2.0 Purpose

The brand of the Health Unit is a valuable asset, as such this policy is to ensure consistency in the use of Health Unit brand elements and to minimize the risk from misuse of them. Consistency in the use strengthens the value of our brand elements and the Health Unit's identity within the community we serve. Communications should be consulted whenever it is not clear whether a proposed use is permissible.

3.0 Scope / Responsibility

This policy applies to all Health Unit organizational units (i.e. programs and services) and associated staff utilizing Health Unit brand elements. Health Unit staff as well as students and volunteers are required to act in ways to promote and protect the Health Unit brand.

If a violation of this policy is identified, a Quality Issue Report (in accordance with work instruction WI-HU-065 – Quality Issue Reporting) is submitted and the relevant organizational unit is required to work with Communications to determine the corrective action needed, which may include redesign of print and/or electronic materials.

The Board of Health through the Medical Officer of Health/Executive Officer ensures that this policy is implemented.

4.0 Procedure

Health Unit branding elements to be used as outlined below, and in accordance with graphics requirements in the [Brand Standards Guide](#). The Health Unit brand elements are available on the Intranet under Corporate Information.

In General

- There is no altering of the Health Unit brand element.
- The Health Unit logo (bilingual or English) is required on all official internal and external communications, excluding individual email messages.
- Health Unit colours and brand elements (as defined in the [Brand Standards Guide](#)) must appear prominently on all official communication and marketing materials.
- When working in partnership with another organization, the Health Unit logo is required on all print and electronic materials alongside the other organizations. When the Health Unit is the

lead agency, the Health Unit logo is required to be noticeably larger than the other partners' logos. An exception to this is if the Health Unit is part of a coalition that has its own logo.

- When a partnering organization uses the Health Unit logo on print or electronic materials, the materials must be reviewed by the Health Unit's Communications. If materials are printed, posted or published without this step, the organizational unit point person must follow up with the organization.
- The use of official Health Unit letterhead and business cards is required in all matters of official Health Unit business.
- The Health Unit official signature format is required on all official and external email communications.
- Use of Health Unit brand elements in print and electronic materials, including email and social media, must conform to brand requirements (as outlined in the [Brand Standards Guide](#)).
- All letters, faxes, fax sheets, and memos are formatted according to the Health Unit's Formatting Standards. The Formatting Standards are available on the Intranet under Corporate Information.

The Health Unit Brand and Positioning Statement

Your lifetime partner in healthy living is the official brand (and positioning statement) of the Health Unit. All Health Unit organizational units are to use *Your lifetime partner in healthy living* and brand elements available on the Intranet under Corporate Information.

Use of Health Unit Brand Elements

- **By Programs and Services**
All organizational units are required to use the Health Unit logo (bilingual or English) in connection with official Health Unit business.
- **By Staff, Students, and Volunteers**
No individual staff, student, or volunteers may use any Health Unit brand elements or templates, or refer to their affiliation with the Health Unit to indicate support or endorsement of anything that is not official Health Unit business.
- **By Persons and/or Entities Outside the Health Unit**
Use of Health Unit brand elements is permitted by persons or entities outside the Health Unit pursuant only to a license, a memorandum of understanding, or a contract agreement stating the terms and conditions of such use.

Prohibited Uses of Health Unit Brand Elements

- **No Endorsements**
Use of the name of the Health Unit or any Health Unit brand elements, including Health Unit colours, that states or implies endorsement of a commercial product or service, gives a false impression, is misleading, or could cause confusion regarding the Health Unit's relationship with any person or entity are prohibited. Statements that the Health Unit is a user or purchaser of a product or program are permitted if true.

- **General Prohibition**

Use of the name of the Health Unit or any Health Unit brand element that could adversely affect the Health Unit's image or standing in any manner. Such proscribed uses include, but are not limited to, the use of Health Unit brand elements in connection with alcoholic beverages, cigarettes or other tobacco products, sexually oriented products or services, religious products, political parties or organizations, gaming or games of chance, and firearms.

5.0 Records Retention

All records relating to this Policy are retained in accordance with the Records Retention and Management Work Instruction ([WI-HU-108](#)).

6.0 References

Internal References

- a) North Bay Parry Sound District Health Unit, [Board of Health Bylaws](#).
- b) [Quality Assurance Manual](#) (1999).
- c) Health Unit [Brand Standards Guide](#)
- d) Quality Issue Reporting – [WI-HU-065](#)
- e) Records Retention and Management – [WI-HU-108](#)

External References

- a) *Health Protection and Promotion Act*, R.S.O., 1990, c H.7. [Ontario E-Laws Website](#)
- b) *Municipal Act*, 2001, S.O. 2001, c. 25. [Ontario E-Laws Website](#)

7.0 Summary of Revisions

New policy.

2018-03-29 – Letterhead updated.

8.0 Board Policy Development Details

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