

Northern Health Region Visual Identity Guidelines

October 2012



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HEALTH REGION**

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Visual Identity Information

The Office of the Chief Executive Officer is responsible for the visual identity guidelines and design standards for the Northern Regional Health Authority. If you have any questions that are not covered in these guidelines, please contact:

Northern Health Region
Communications and Public Relations
84 Church Street, Flin Flon, Manitoba R8A 1L8
(204) 687-1300

Introduction

The Northern Health Region (Northern Regional Health Authority) has introduced a new logo. The new visual identity brands the region based on geography and specific and deliberate symbolism.

Logo Components and Use

The Northern Health Region logo consists of two components – the Northern Health Region wordmark and stylized eagle and map symbol. This logo is the only official logo which should appear on all Northern Health Region communications. The following guidelines apply to the use of the logo:

- The wordmark and symbol must always appear together as shown at the bottom of this page and the positioning of the two components should never be altered.
- The wordmark and symbol should never be separated and should never be placed beside each other.
- The Northern Health Region logo should appear on all public information material funded by the Region. This applies to items such as posters, brochures, web, displays, newsletters, TV, video, outdoor, etc.
- When it appears on publications, the logo should be placed on the outside cover (front is preferable).
- Unless corporately approved, no other Northern Health Region program logos should appear on public information material.
- When appearing with other logos (federal, provincial, RHA, etc.), it is preferable that the Northern Health Region logo be positioned in the lower right corner.
- Communications and Public Relations should always be notified when the Northern Health Region logo is being used.



NHR LOGO

Symbolism of the Logo



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Our logo and our Brand tell the story of how we are an integral part of the North, while at the same time one with the land, the sky, the people and nature. Our logo depicts harmony, respect and a deep desire to care for the health and wellbeing of the North, and more specifically, the people.

The MAP – The depiction of a map of Manitoba makes the vastness of the Northern Health Region’s boundaries readily apparent to the viewer. The boundary of the region is further enhanced and delineated by the outstretched wings of the Eagle.

The EAGLE – The Eagle is a universal symbol of strength, power, truth and freedom. For our First Nations communities, the Eagle is the most sacred bird for it carries our prayers to the Creator. The Eagle soars above us all and sees and hears all. The Eagle sits in the East of the Medicine wheel with the direction of leadership and courage.

The Eagle’s wings represent the balance between men and women. They show the interdependence of one upon the other and show both must work together, in cooperation to achieve desired results. In our logo, the eagles’ wings cradle not only the region, but the people of the North, symbolizing health care, or “taking care of”. In some respects, the Eagle can be seen as guarding or protecting the North.

The PEOPLE – The people are represented by the three different sized figures representing the family (father, mother and child) but also the diversity of people within our region and the harmony in which they can live together. Their outstretched arms symbolize welcoming and openness to embrace life and its challenges.

The SUN – The depiction of the rising sun marks the dawning of a new day and its challenges. It also offers hopefulness to our people and gives thanks for life and nature.



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Colours

The Northern Health Regions corporate colours are dark blue and gold. In order to maintain colour consistency, the PANTONE® Matching System (PMS) is to be used whenever the two-colour version of the logo is being applied.

Pantone® is a registered trademark of PANTONE®, Inc

Pantone Blue 2757
Gold 1245

CMYK Blue C 100, M 82, Y 0, K 30
Gold C 0, M 28, Y 100, K 18

RGB Blue R 9, G 52, B 122
Gold R 213, B160, B15



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On Light Backgrounds

On a white or light coloured background, the Northern Health Region logo should appear with the wordmark and the map & eagle symbols in black.



On Dark Backgrounds

On a black or sufficiently dark coloured background, the map and wordmark should appear reversed out in white with the eagle symbol in black.

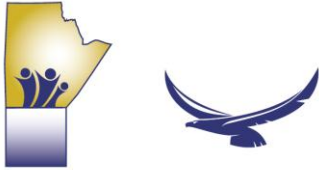


Protected Space

Wherever possible, there should be a minimum of one half inch of protected space to separate the logo from headlines, text and imagery or from the outside edge of the document.

Incorrect Logo Use

The Northern Health Region wordmark and map & eagle symbol are not to be separated, rotated, or laid out in any manner other than the manner provided on page two of these guidelines. The logo must always be used correctly to ensure its visual impact and integrity is not compromised. The examples below illustrate some of the ways the logo **should not be used**.



Do not separate the logo.

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Do not alter the proportions of the Northern Health Region wordmark or the eagle and map symbols.

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Do not separate the Northern Health Region wordmark font.

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Do not skew, italicize or distort any part of the logo.

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Do not change the logo's designated colours.



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Do not modify the logo with special tints, graduations, textures or effects.



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Do not rotate the logo.



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Do not place the logo on complex backgrounds or a busy photo with insufficient contrast.

Department Identity

All public information material should carry the logo without individual departmental identity. Departmental identity may be used on administrative material such as forms, signage, decals, etc. In cases where the departmental identity is used, it should appear as shown below with the department name set in the font 'Caslon Pro Semi Bold'. When displayed with the logo, the department name should not contain an *acronym, abbreviation or ampersand (&)*. Communications can facilitate making a departmental version available on request.



Email Signatures

Email signature may contain the logo, to the left of the contact information. The following example of contact information should be used as a model for staff email signatures to ensure consistency.



Helga Bryant RN BScN MScA
Chief Executive Officer
Northern Health Region
84 Church Street, Flin Flon, MB R8A 1L8
Phone: (204) 687-1301 Cell: (204) 271-2001
Toll free: (888) 340-6742 Fax: (204) 687- 6405
Email: hbryant@nrha.ca Web: www.nrha.ca

Business Cards

The following example of contact information should be used as a model for staff business cards to ensure consistency.



Legal Information

The artwork, symbols and typographical content of the Northern Health Region logo constitutes valuable property rights of the Northern Regional Health Authority. Any unauthorized duplication, by any means, in whole or in part shall be considered an infringement of copyright.