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Family Health Team

# Visual Identity Guidelines

May 2008

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## Type Treatment

The Family Health Team typeface is ITC Century. Each Family Health Team name sits *centred* above the Family Health Team logo and line treatment. The brackets are not required. The placement and spacing of this type treatment should remain unchanged in each application.

The typeface used for the location name is ITC Century Italic. The typeface used for Family Health Team and Équipe Santé familiale title is ITC Century Bold condensed. Please always use these typefaces when identifying Family Health Team.

**ITC Century Book Italic** —————→ *(Your Family Health Team name here.)*  
—————  
**ITC Century Bold condensed** —————→ **Family Health Team**

**ITC Century Italic** —————→ *(Your Family Health Team name here.)*  
—————  
**ITC Century Bold condensed** —————→ **Family Health Team**  
**Équipe Santé familiale**

## Reverse Logo

A reversed-out Family Health Team type treatment has also been created to be used when knocking out the logo on a solid background which can be used with the primary PMS 7475 or black.



## Typography

The typeface for Family Health Team is ITC Century. This typeface is available in many different weights and has many styles. You may use all of the ITC Century fonts except for ITC Century Ultra. If ITC Century is not available, Times New Roman can be substituted. In addition to ITC Century, Myriad Pro Condensed can be used. If it is not available use Arial Narrow.

**ITC Century Light**

*ITC Century Light Italic*

**ITC Century Book**

*ITC Century Italic*

**ITC Century Bold**

***ITC Century Bold Italic***

ITC Century Light Condensed

*ITC Century Light Condensed Italic*

ITC Century Condensed Book

***ITC Century Condensed Italic***

**ITC Century Condensed Bold**

***ITC Century Condensed Bold Italic***

Myriad Pro Condensed Light

*Myriad Pro Condensed Light Italic*

**Myriad Pro Condensed Reg.**

*Myriad Pro Condensed Reg. Italic*

**Myriad Pro Condensed Semi-Bold**

***Myriad Pro Condensed Semi-Bold Italic***

**Myriad Pro Condensed Bold**

***Myriad Pro Condensed Bold Italic***

**Myriad Pro Condensed Black**

***Myriad Pro Condensed Black Italic***

## Purchasing the typefaces

ITC Century, ITC Century Condensed and Myriad Pro Condensed are available at:

**ITC Century:**

<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFontPackage&code=141>

**ITC Century Condensed:**

<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLS-US&event=displayFontPackage&code=142>

**Myriad Pro Condensed:**

<http://store1.adobe.com/cfusion/store/html/index.cfm?store=OLSUS&event=displayFontPackage&code=1707>

<http://www.fontshop.com/search/?q=Myriad+Pro+Condensed>

## Text Size

Below is a suggested guide for text size when creating a text document for Family Health Team.

Body copy: 10 point text

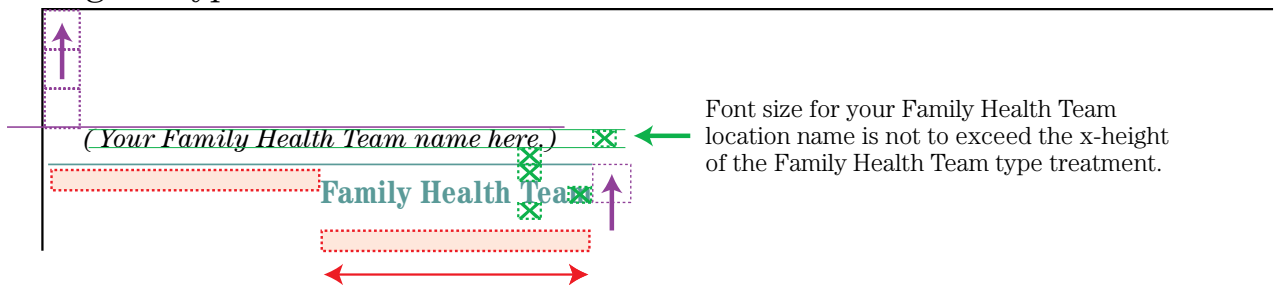
Heading: 18 point text

Sub head: 14 point text

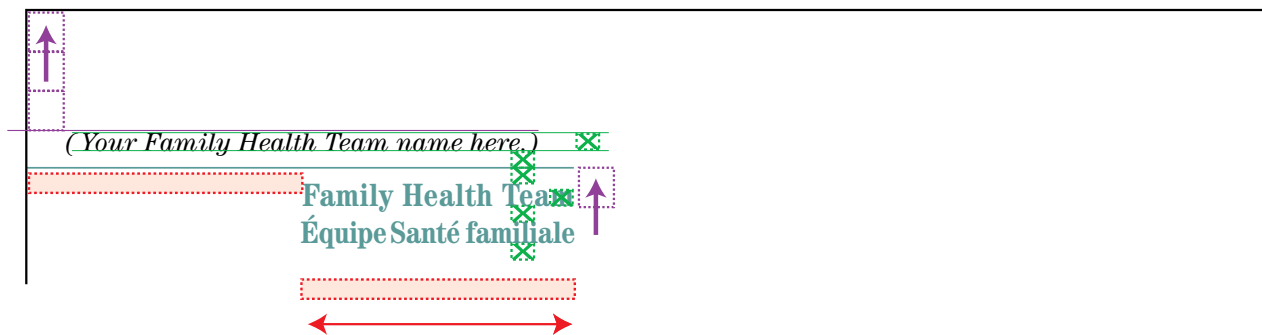
## Placement and Clear Space

Please reference the examples below when creating an English or bilingual application. When using either of the Family Health Team type treatments, please reference the clear space standards outlined below.


### English Type Treatment




### Bilingual Type Treatment



### Clear Space

 The height of the (English) Family Health Team type treatment and the line graphic, x 3. This determines the *minimum* distance between the top of the page and the Family Health Team type treatment.

 The x-height indicates the clear space in, around and between the Family Health Team type treatment.



Length of the Family Health Team type treatment determines the *minimum* length of the line graphic from the left edge of the page.

### Font Size

 The x-height determines the extent of the font size of the location name.

### Line Graphic

Line weight remains in proportion with the scale of the type treatment. Always scale both items simultaneously.

## Colour Pallet

The Family Health Team primary colour is:



**Haliburton Green**

**PMS** 7475

**C** 68, **M** 12, **Y** 28, **K** 35 (4 colour process)

**R** 71, **G** 127, **B** 128 (web or on screen)

This primary colour is the only colour (other than black and white) to use with the Family Health Team type treatment.

The Family Health Team support colours are:



**Northumberland Squash**

**PMS** 1385

**C** 0, **M** 56, **Y** 100, **K** 7 (4 colour process)

**R** 212, **G** 118, **B** 0 (web or on screen)



**Niagara Cabernet**

**PMS** 520

**C** 66, **M** 86, **Y** 5, **K** 77 (4 colour process)

**R** 105, **G** 58, **B** 119 (web or on screen)



**Georgian Taupe**

**PMS** 4515

**C** 8, **M** 14, **Y** 50, **K** 24 (4 colour process)

**R** 180, **G** 167, **B** 108 (web or on screen)

These support colours may be used as an alternative colour for a header, graph, or separation page in a document.

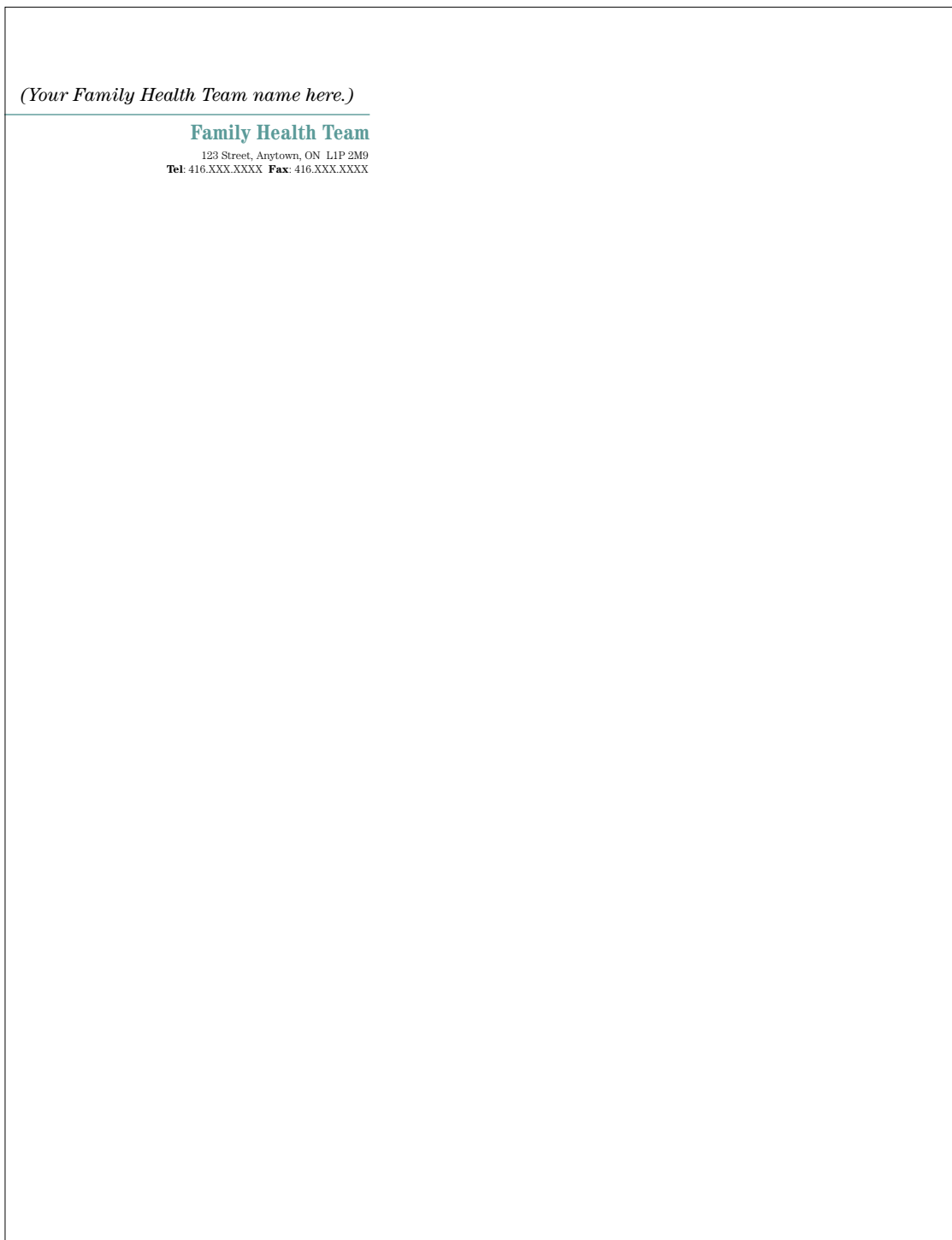
**Please do not change these colours or their breakdowns in any way.**



Please note that black and white (and any screen thereof), can safely be used alone or with any combination above.

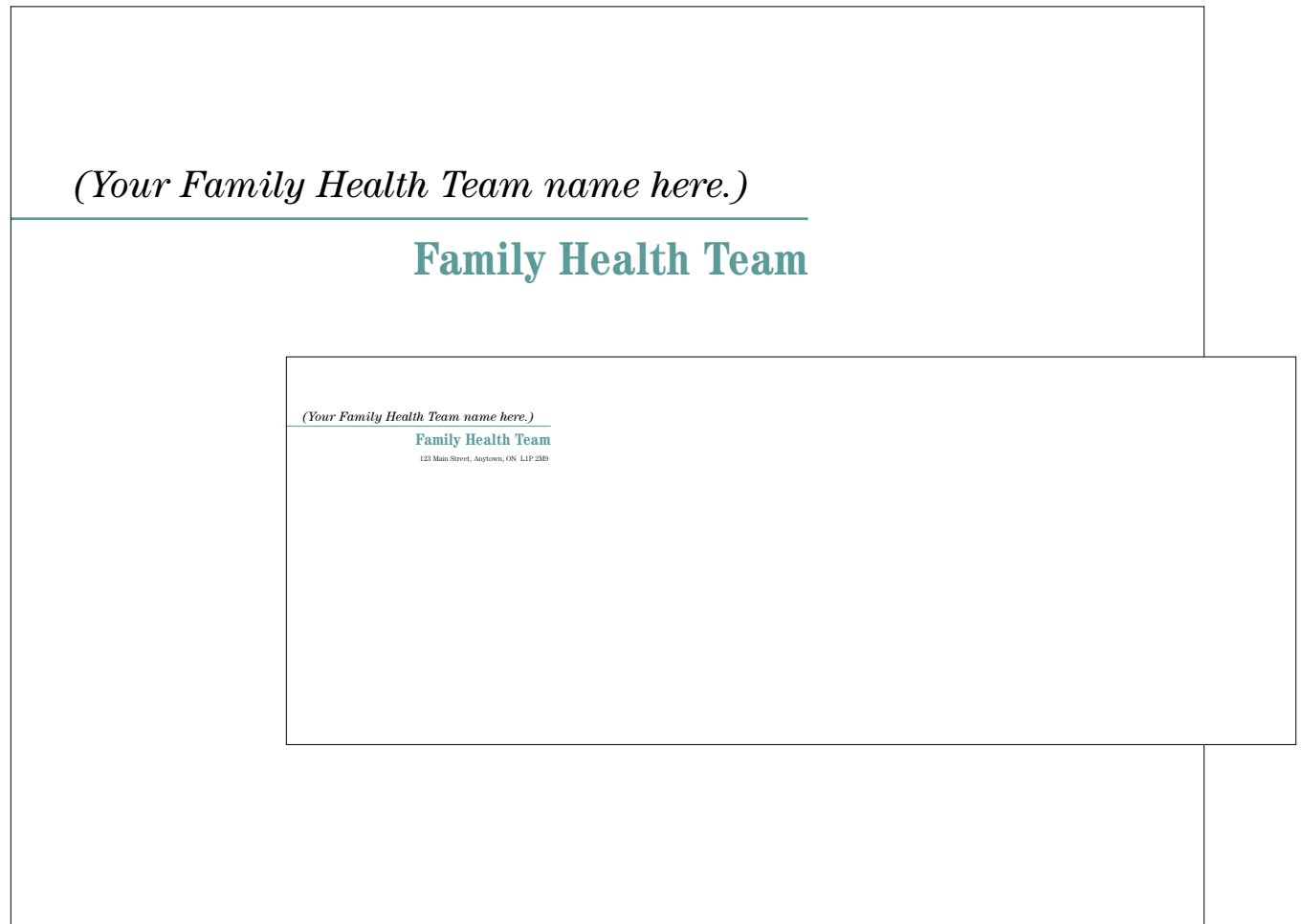
## English Stationery Examples

Here is an example of the Family Health Team letterhead.



## English Stationery Examples (Continued)

Here are examples of the Family Health Team business card, envelope and door sign.



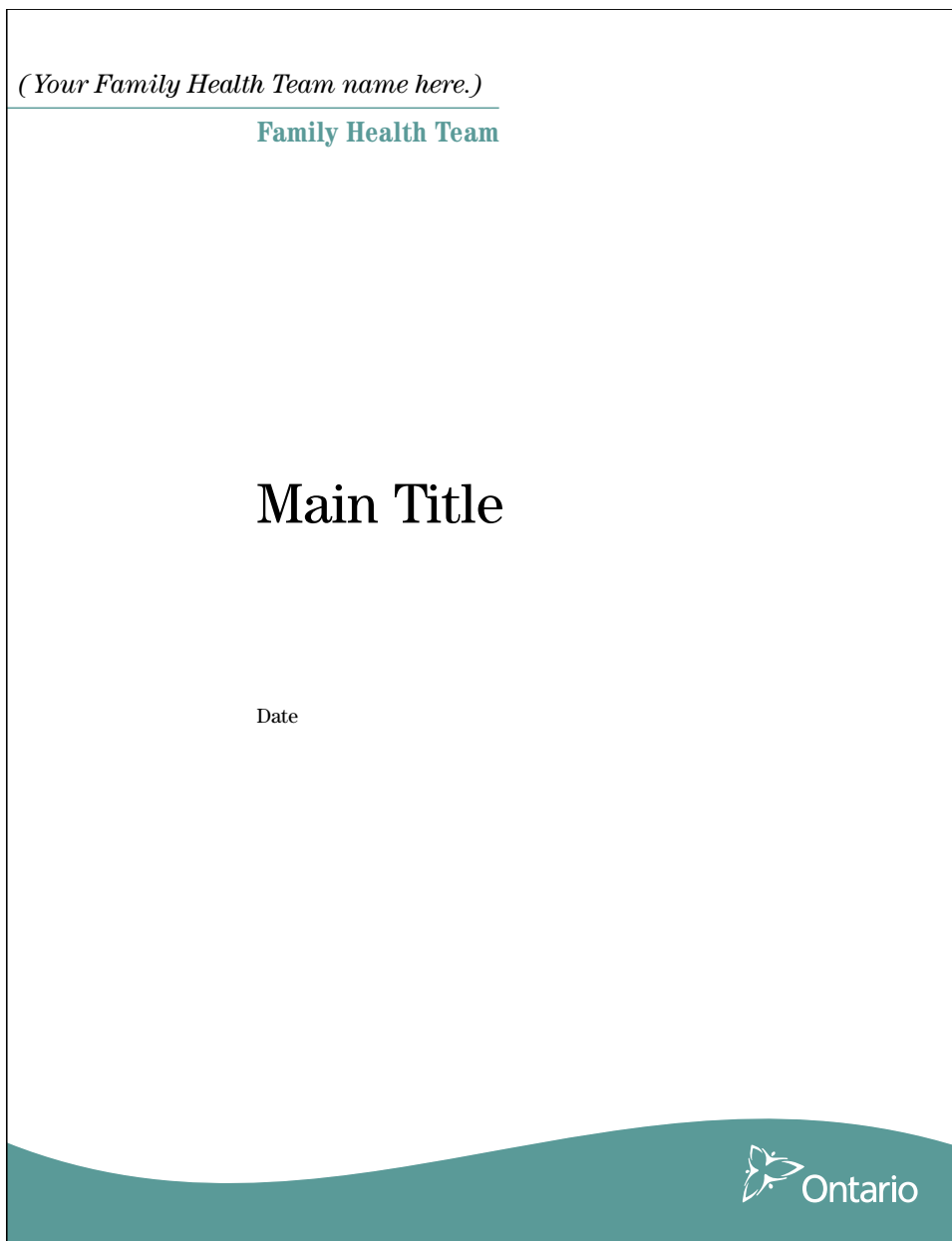
## English Stationery Examples (Continued)

English door sign with Ontario trillium logo and wave.



## English Flyer

With Ontario trillium logo and wave.



## English PowerPoint Presentations

Use the Family Health Team primary colour, to create distinctive powerpoint presentations.

The diagram illustrates two slide layouts. The top layout is a title slide with the following elements:

- Placeholder text: *(Your Family Health Team name here.)*
- Logo: **Family Health Team**
- Main Title: **Main Title**

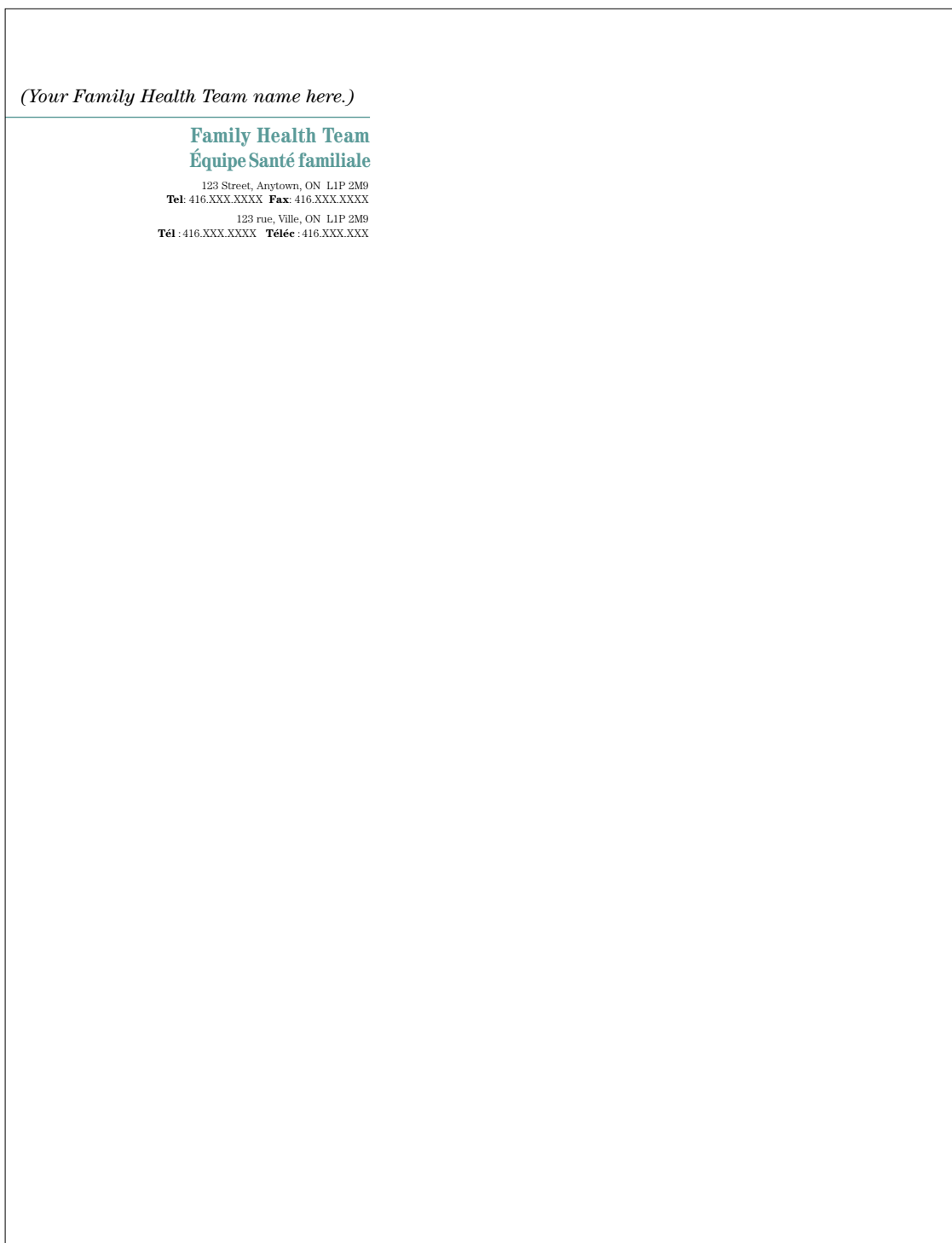
The bottom layout is a content slide with the following elements:

- Placeholder text: **Main Title Here**
- Placeholder text: **Sub head here**
- Placeholder text: **Body copy here**

A small box labeled [2] is located in the top right corner of the bottom slide layout.

## Bilingual Stationery Examples

Here is an example of the bilingual Family Health Team letterhead.



## Bilingual Stationery Examples (Continued)

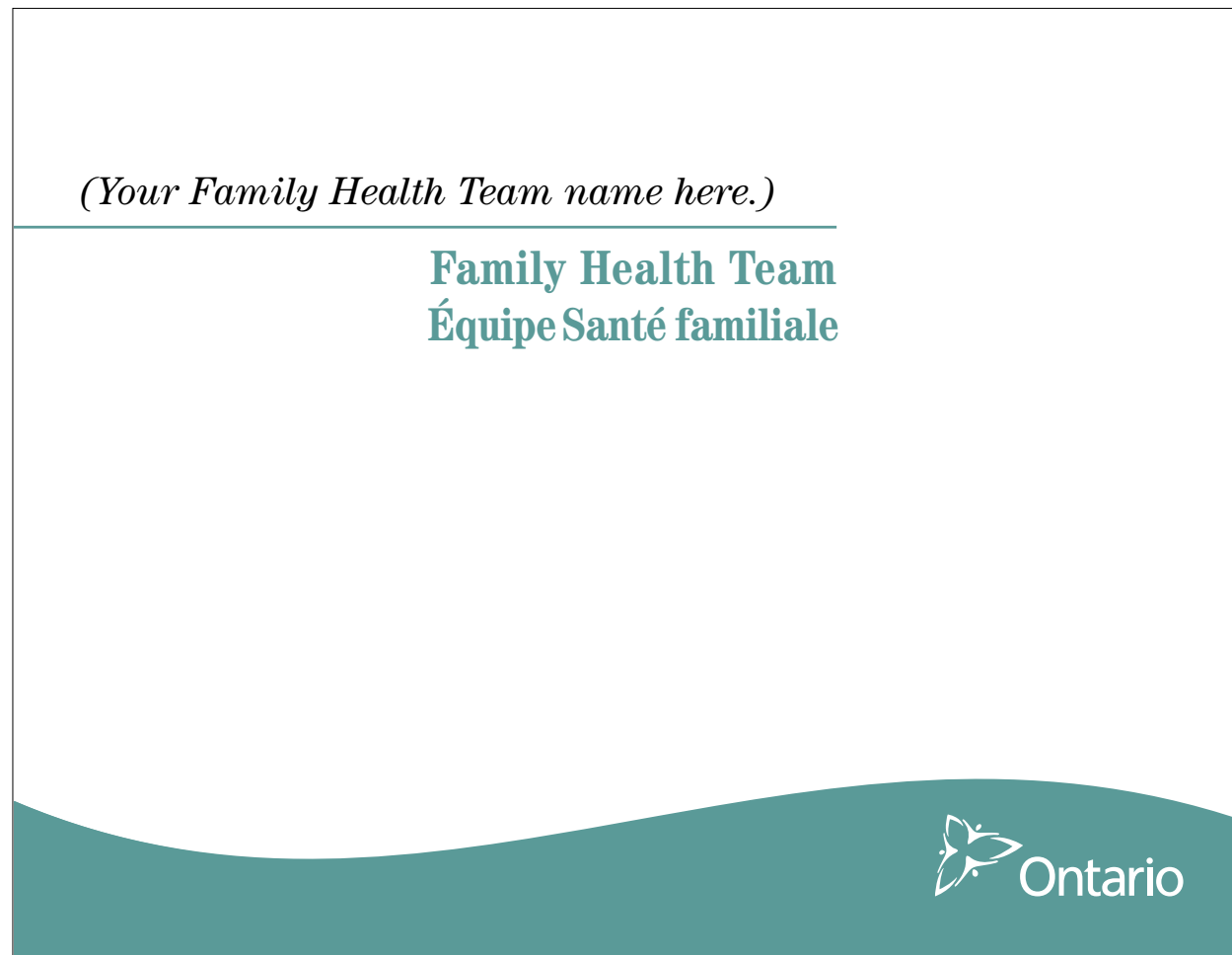
Here are examples of the bilingual Family Health Team business card, envelope and door sign.

The image shows two views of a business card. The front view (left) features a teal header with the text "(Your Family Health Team name here.)" followed by a horizontal line. Below the line, the text "Family Health Team" is in teal, with "Name" and "Title" in black. The address "123 Street, Town, ON L1P 2M9" and contact information "Tel: 416.123.4567", "Fax: 416.890.1112", and "Email: email@fht.on.ca" are listed in black. The back view (right) features a teal header with the text "(Your Family Health Team name here.)" followed by a horizontal line. Below the line, the text "Équipe Santé familiale" is in teal, with "Nom" and "Titre" in black. The address "123 rue, Ville, ON L1P 2M9" and contact information "Tél : 416.123.4567", "Télé : 416.890.1112", and "Courriel : email@fht.on.ca" are listed in black.

The image shows two views of stationery. The top view is an envelope with a teal header containing the text "(Your Family Health Team name here.)" followed by a horizontal line. Below the line, the text "Family Health Team" and "Équipe Santé familiale" are displayed in teal. The bottom view is a door sign with a teal header containing the text "(Your Family Health Team name here.)" followed by a horizontal line. Below the line, the text "Family Health Team" and "Équipe Santé familiale" are displayed in teal. At the bottom of the sign, the address "123 Main Street, Anytown, ON L1P 2M9" and "123 rue Main, Anytown, ON L1P 2M9" are listed in black.

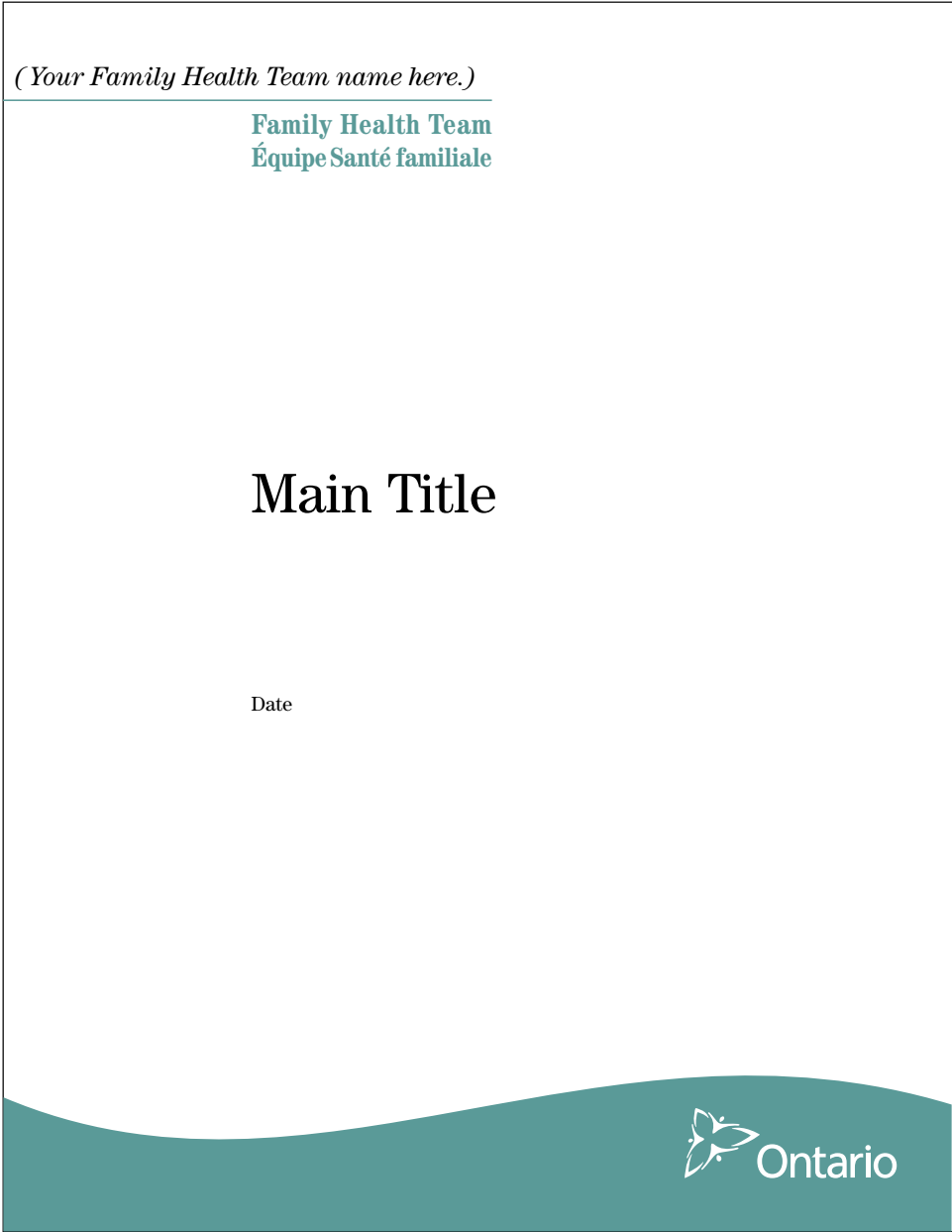
## Bilingual Stationery Examples (Continued)

Bilingual door sign with Ontario trillium logo and wave.



# Bilingual Flyer

With Ontario trillium logo and wave.



## Bilingual PowerPoint Presentations

*(Your Family Health Team name here.)*

**Family Health Team**  
**Équipe Santé familiale**

**Main Title**

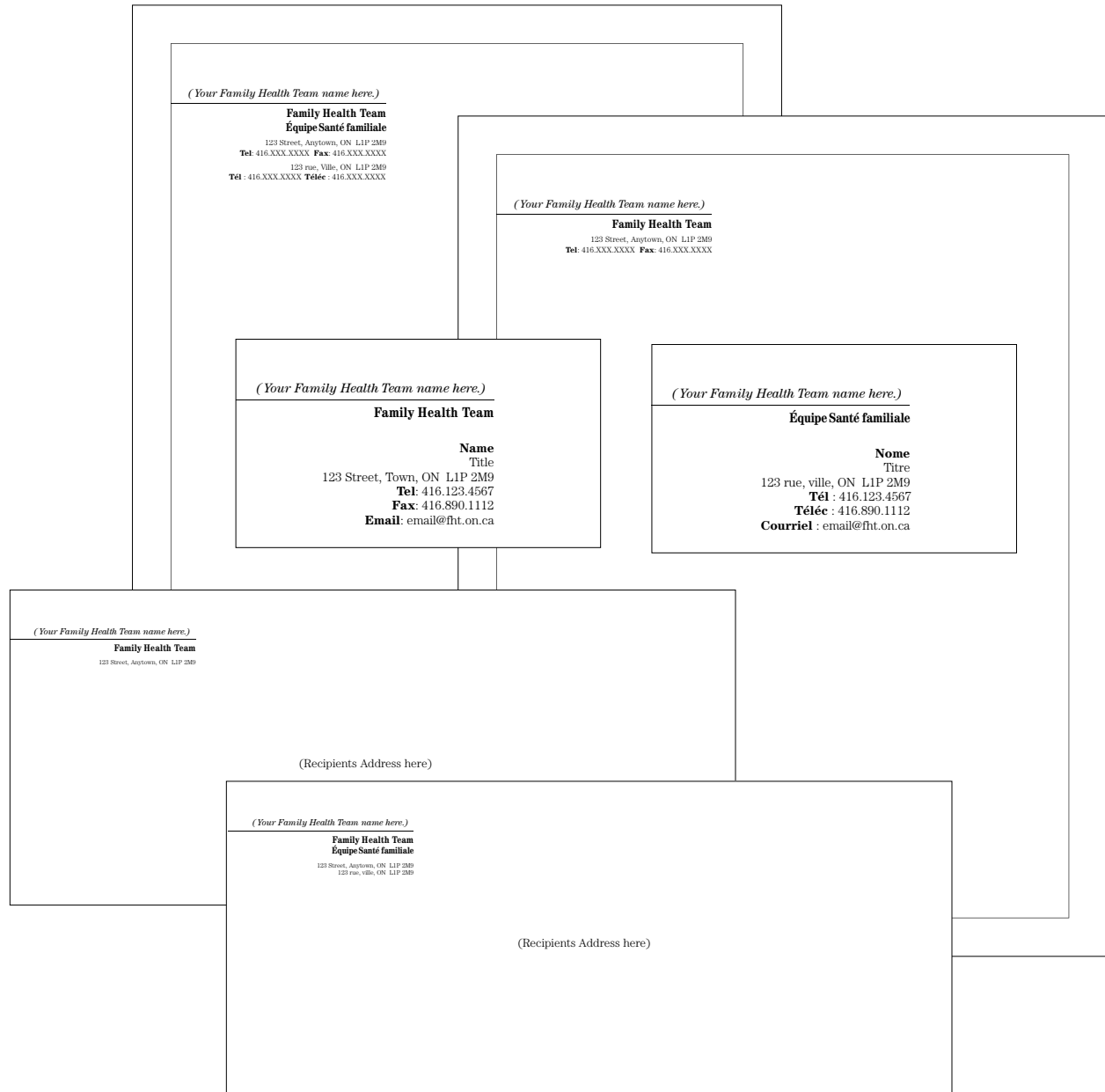
[2]

**Main Title Here**

**Sub head here**  
Body copy here

## Word Documents

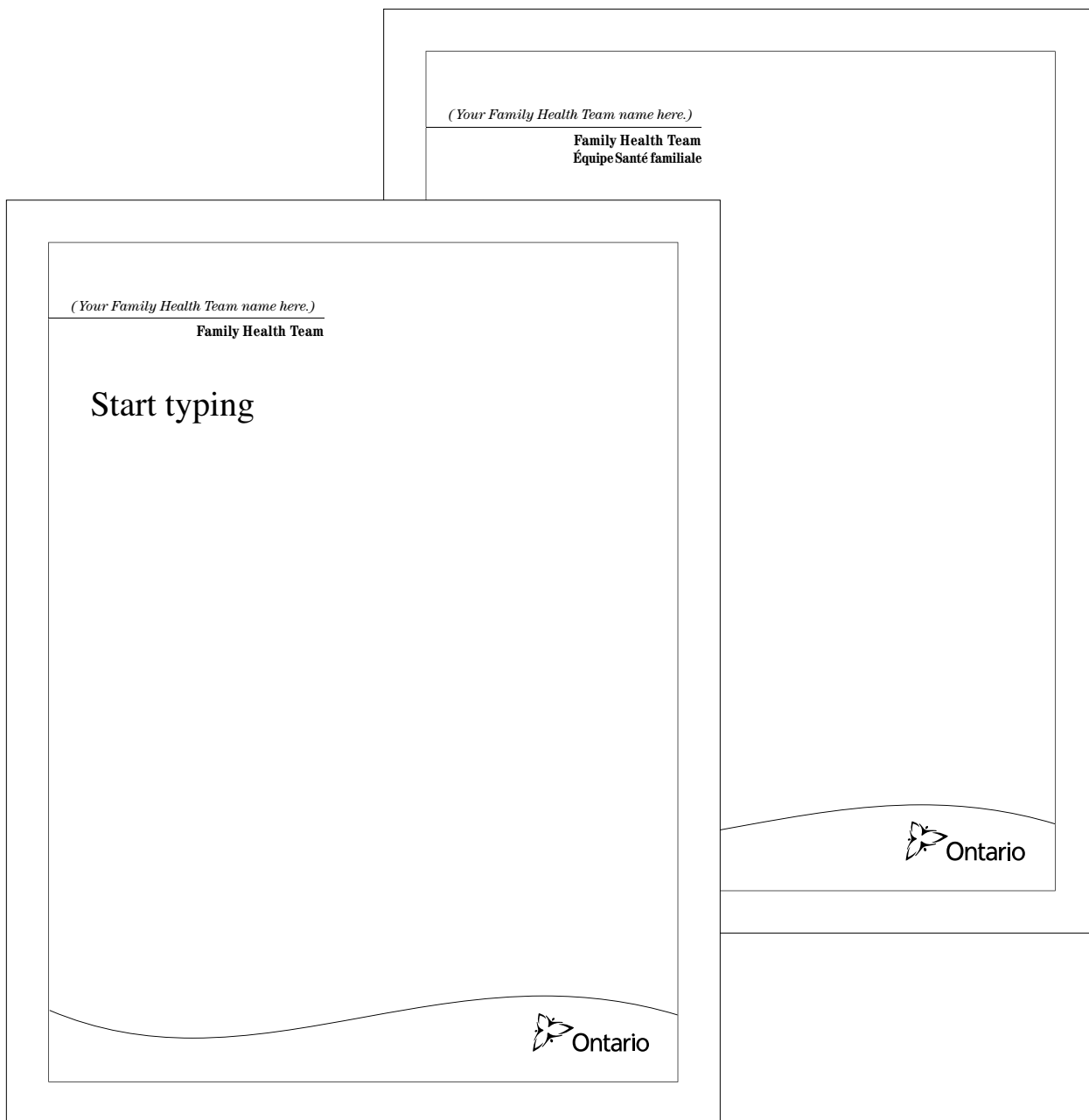
Word template files have been supplied on the CD as a source for inhouse printing. These files may be used to provide temporary business cards\*, letterheads, envelopes and flyers in black and white.



\* Business cards have been set up (10 per page) to print on perforated, white, business card stock. Avery #05371. Please note that in order to have bilingual business cards you must print on both sides of the card stock. English on one side and French on the other.

## Word Documents

Flyers are also provided in a word template file for postings and inter-office announcements.



## Where to Get More Information

All Family Health Teams have a ministry staff consultant, which should be the first point of contact.

E-mail: FHTinquiry@moh.gov.on.ca

Address: Primary Health Care Team

Ministry of Health and Long-Term Care

1075 Bay Street, 9th Floor

Toronto, ON M5H 2B1

Telephone: 416-212-6155

Toll Free Phone: 1-866-766-0266

For more information on Family Health Teams in general, please refer to the Family Health Team Fact Sheets or the Ministry of Health and Long-Term Care web site at: [http://www.health.gov.on.ca/transormation/fht/fht\\_mn.html](http://www.health.gov.on.ca/transormation/fht/fht_mn.html)