

Équipe Santé Ontario

**Cochrane District**

Ontario Health Team

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# Brand Toolkit

2024



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# Brand Strategy

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## Who We Are

Ontario Health Teams are helping to transform the provincial health care landscape. By building high-performing, integrated care delivery systems across Ontario that provide seamless, fully coordinated care for patients, Ontario Health Teams will help achieve better outcomes for patients, improved population health, and better value for the province.

The Équipe Santé Ontario Cochrane District Ontario Health Team serves the regions of Chapleau, Cochrane, Matheson, Iroquois Falls, Hearst, Hornepayne, Missinabie, Kapuskasing, Smooth Rock Falls, and Timmins.

# Brand Purpose

A brand's purpose is their reason for being. It's important to keep in mind the organization's mission and vision when creating any brand assets or writing any content to be posted by the organization.

## Our Mission

We aim to improve the patient and caregiver experience, improve the health of the population, reduce the per capita cost of health care and improve the work life of providers.

## Our Vision

Collaborative care that is responsive to the needs of our communities.



# Values

When creating anything for the Équipe Santé Ontario Cochrane district Ontario Health Team brand, ensure everything is aligned to the organization's values and core beliefs.

## Collaboration

By collaborating with different organizations, we can utilize each organization's strengths.

## Community

We are person and community centered. We strive to improve the lives of our patients and their providers.

## Trust

We must instill trust between our collaborating organizations, patients and providers.

## Inclusion

All individuals deserve access to care.

## Efficiency

We should conduct all business in an efficient manner to ensure there is less waste of time and resources.

# Tone of Voice

Brand voice is not only what you say to your audience but also how you say it. Brand tone of voice is the mood or emotion you convey in messages to your audience through specific word choice and writing style.

Classic



Modern

Mature



Youthful

Friendly



Professional

Playful



Sophisticated

Simple



Complex

# Brand Personality

Brand personality is how your company expresses itself through its tone of voice, core values, beliefs, and visual identity.

When posting to social media or creating assets for Équipe Santé Ontario Cochrane District Ontario Health Team, keep in mind the brand's personality.

**Supportive**

**Collaborative**

**Compassionate**

**Resourceful**

**Resilient**

**Caring**



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# Logo

# About the Logo

This logo concept for the Équipe Santé Ontario Cochrane District Ontario Health Team is a captivating homage to the region's rugged landscape and the indomitable spirit of its people. At its heart lies a constellation surrounded by the silhouette of a moose, a symbol deeply rooted in the cultural and natural heritage of the region.

Each star within the constellation shines brightly, representing not only the countless communities scattered across the vast region but also the diverse individuals and healthcare professionals united in their commitment to promoting health and well-being. The stars serve as a beacon of hope and inspiration, guiding individuals and communities alike on their journey toward a brighter, healthier future.

The moose, with its towering antlers and steadfast presence, embodies the values of strength, resilience, and wisdom. Its sturdy frame reflects the robustness of the regional community, while its enduring nature serves as a testament to the unwavering determination to overcome challenges and thrive in the face of adversity.

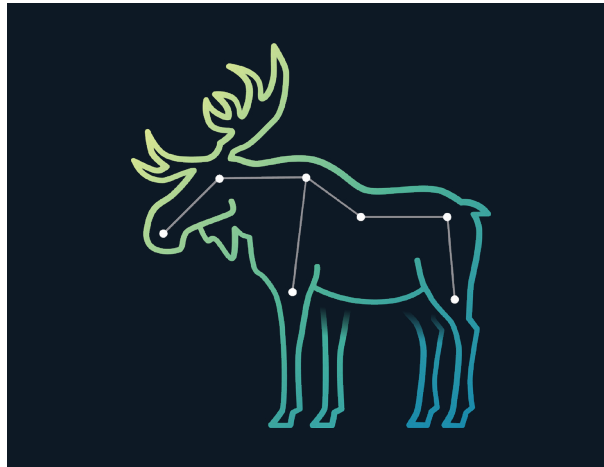


# Logo Versions

Be mindful when picking which version of the logo to use. Ensure that the version of the logo fits well with the collateral it is going on and that all logo elements will be legible and recognizable.



Vertical



Icon



Favicon



Horizontal

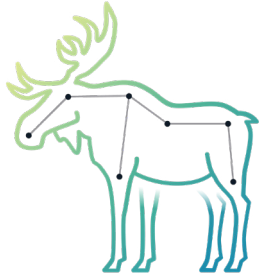


Wordmark

# Colour Usage

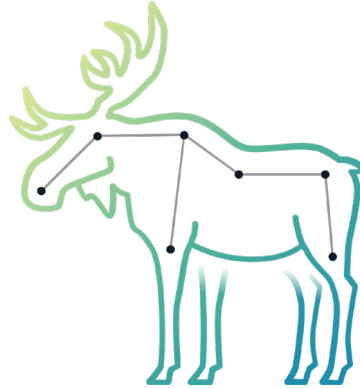
## White

When adding the logo to any light green coloured background, always use the navy version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

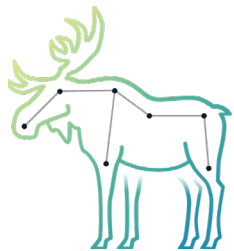
Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark

# Colour Usage

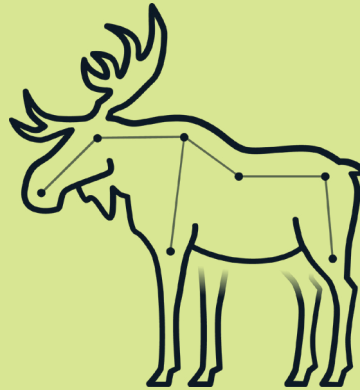
## Light Green

When adding the logo to any light green coloured background, always use the navy version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

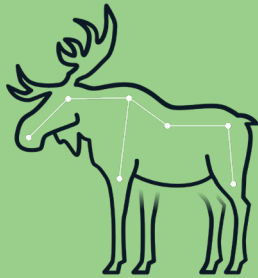
Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark

# Colour Usage

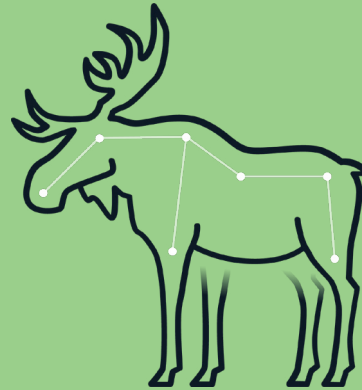
## Green

When adding the logo to any green coloured background, always use the reverse navy version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

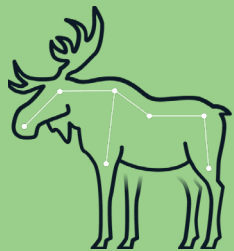
Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

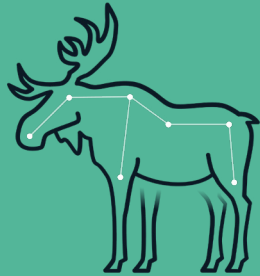
Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark

# Colour Usage

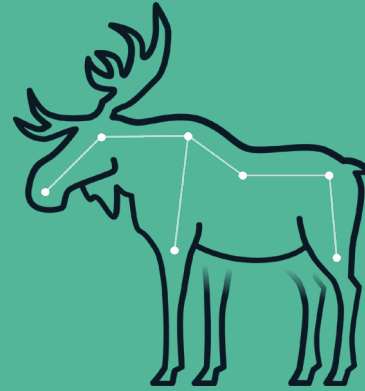
## Turquoise

When adding the logo to any turquoise coloured background, always use the reverse navy version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

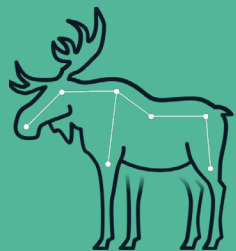
Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

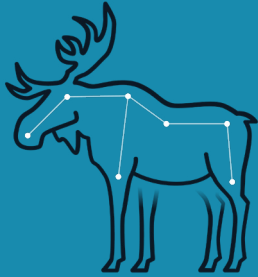
Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark

# Colour Usage

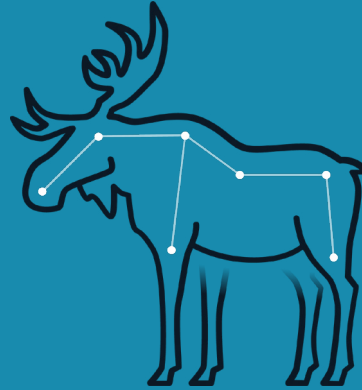
## Blue

When adding the logo to any blue coloured background, always use the reverse navy version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

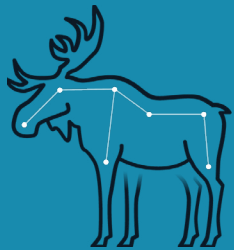
Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark



# Colour Usage

## Dark Blue

When adding the logo to any dark blue coloured background, always use the reverse version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark

# Colour Usage

## Brand Colours

When adding the logo to any navy coloured background, always use the reverse full colour version of the logo. See examples below.



**Cochrane District**  
ÉSO · OHT

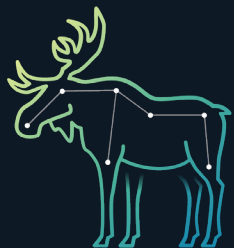
Vertical



Icon



Favicon



Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Horizontal

Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

Wordmark

# Colour Usage

## Off-Brand Colours

When the Équipe Santé Ontario Cochrane District Ontario Health Team must be used on background colours outside the approved colour palette, or only a singular colour can be used within the logo, ensure to always use the correct one-colour logo.



On light off-brand background colours, when the use of the full-colour logo is not possible, always use the black version of the logo.

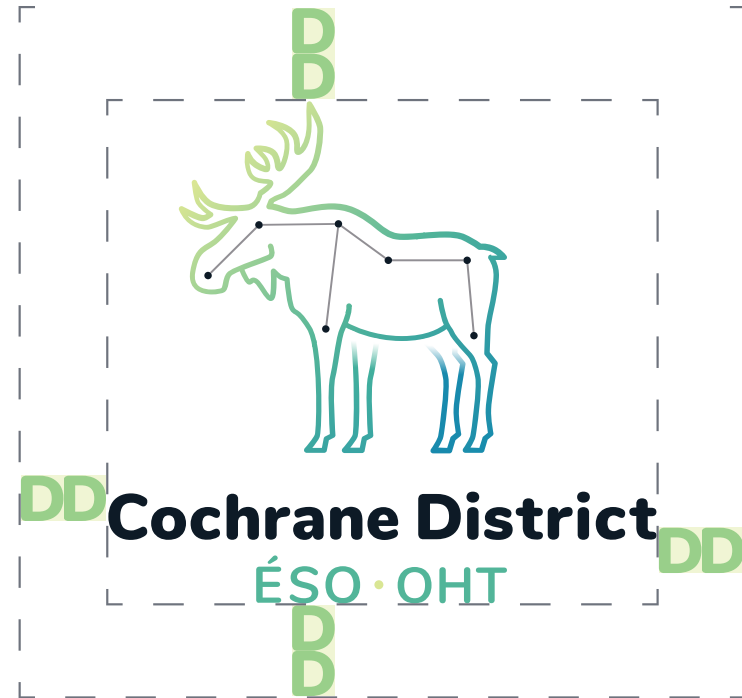


On dark off-brand background colours, always use the reversed version of the logo

# Clear Space

Keeping the logo isolated from other graphic elements is important to ensure the legibility and integrity of the logo. A minimum amount of clear space should always surround the logo, separating it from headlines, text and imagery, or from the outside edge of the document or other applications.

Whenever possible, use more than the minimum amount of clear space around the logo. The minimum clear space is the area defined by x2 D in District horizontally and vertically, as displayed in the diagram.



# Minimum size

The minimum size of the print reproduction of the logo depends on the orientation in use. For sizes, please refer to the guide to the right. These measurements are set to maintain the legibility of the logo in all applications. For any application that require the logo to be below these sizes, the favicon should be used.

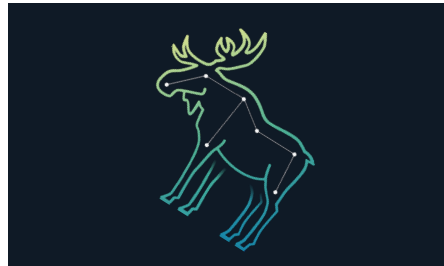


# Incorrect Logo Use

The Équipe Santé Ontario Cochrane District Ontario Health Team logo must be used correctly to ensure that its visual impact and integrity are not diluted or compromised. Ensure you're using the logo in its original form. The examples below illustrate a wide range of incorrect uses of the logo.



Never skew, distort or disproportionately scale the logo.



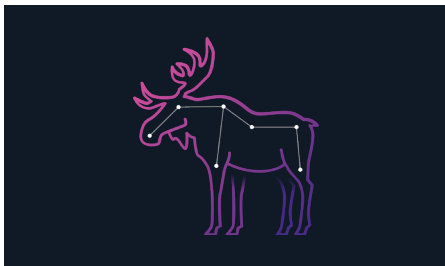
Never rotate the logo.



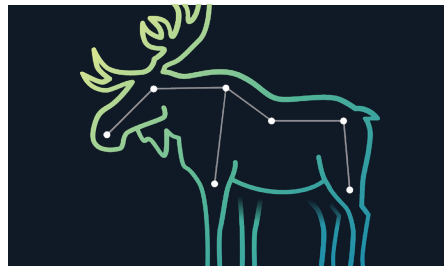
Never place a drop-shadow or any other effects on the logo.



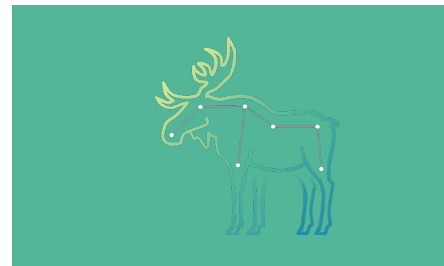
Never use the full-colour or two-coloured logo on a non-approved coloured background.



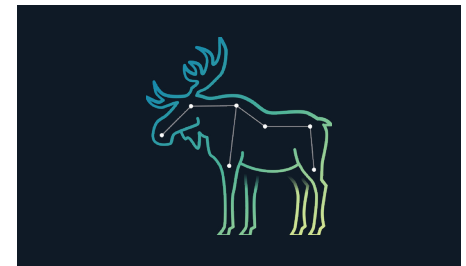
Never modify or replace the colour of the logo.



Never crop or use the logo as a graphic element or pattern.



Never place the logo on a background that does not display it with adequate contrast.



Never reverse the colours of the logo.

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# Colours

# Primary Colours

There are a total of 6 primary colours in the Équipe Santé Ontario Cochrane District Ontario Health Team.

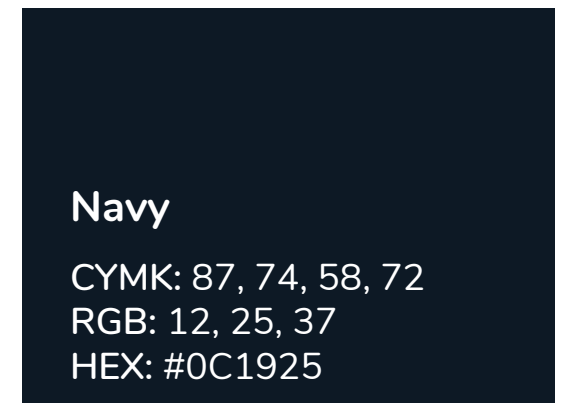
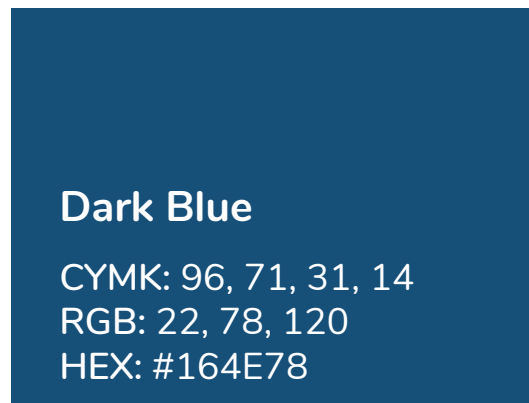
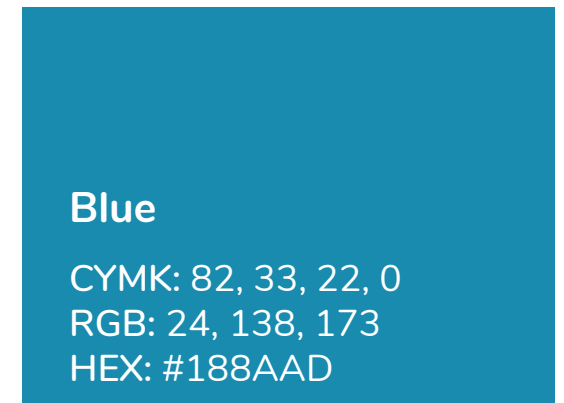
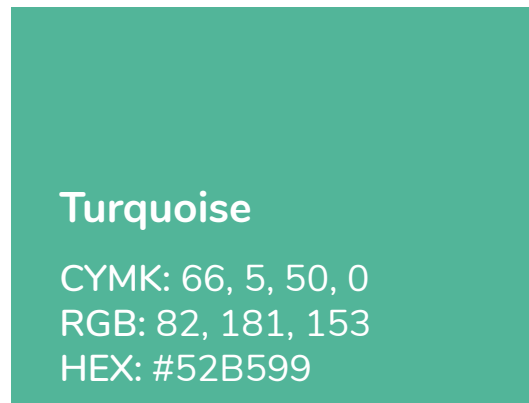
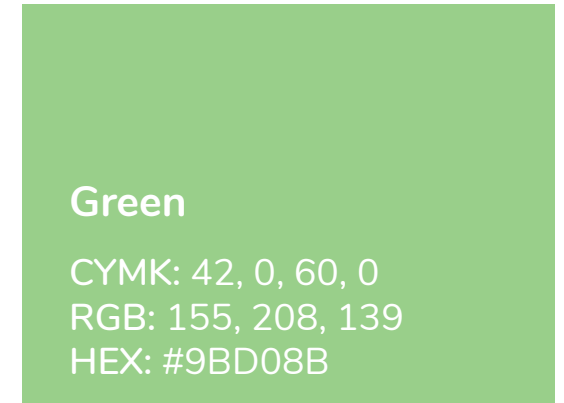
When choosing which colour code to follow for the current application, follow the legend below.

Please follow this legend to ensure the best use of colour in any medium.

CYMK: Print materials on 4 colour process.

RGB: Computer and monitor display.

HEX: CSS colour code



# Secondary Shades

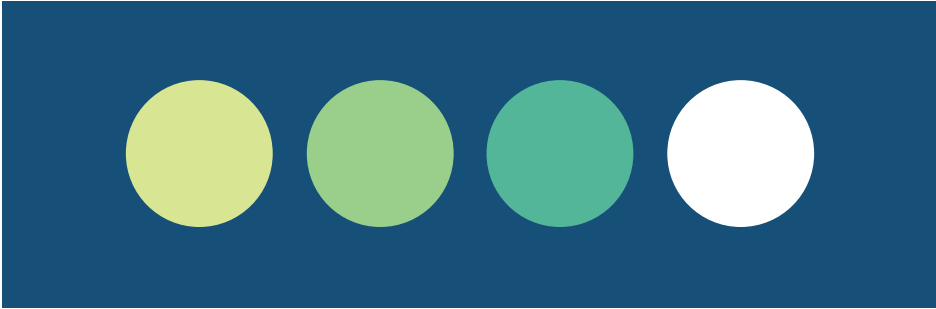
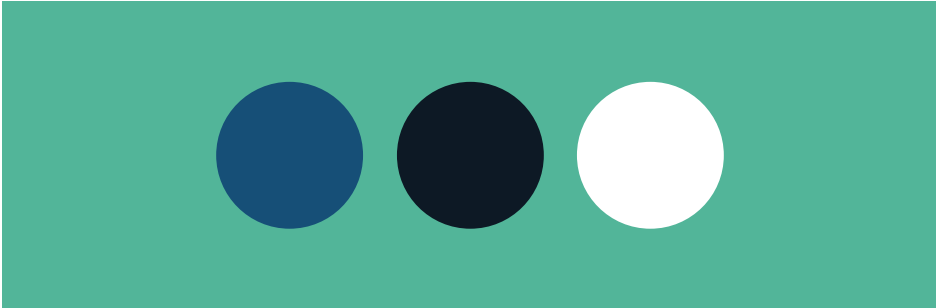
To allow colours to be used together with better contrast and legibility, different shades may be used for text or background. This can also offer colour variety for icons or illustrations.





# Colour Pairing

To ensure there is enough contrast when creating assets for the Équipe Santé Ontario Cochrane District Ontario Health Team brand, use the colour combinations below.



# Gradients

Gradients can be used for backgrounds and buttons. Gradients should be used sparingly and should not be used on more than one element within an application.



■ #D8E592

■ #52B498

■ #1889AC



■ #D8E592

■ #52B498



■ #52B498

■ #1889AC



■ #1889AC

■ #164E78

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# Typography

# Typeface

## Nunito

Nunito is the typeface to be used in all Équipe Santé Ontario Cochrane District Ontario Health Team promotional material. With the large range of weights, this font can be used for headings, body copy and captions.

A B C D E F G H I J K L  
M N O P Q R S T U V W X  
Y Z a b c d e f g h i j  
k l m n o p q r s t u v  
w x y z 1 2 3 4 5 6 7 8  
9 0 . , / @ ! ? ( ) \* &

### Family

Nunito ExtraLight

*Nunito ExtraLight Italic*

Nunito Light

*Nunito Light Italic*

Nunito

*Nunito Italic*

Nunito SemiBold

*Nunito SemiBold Italic*

Nunito Bold

*Nunito Bold Italic*

Nunito ExtraBold

*Nunito ExtraBold Italic*

Nunito Black

*Nunito Black Italic*

AaBbCc

AaBbCc

# Hierarchy

## Headlines A

The main headline should always be written in semibold or bold. Titles should be written in title case, every word should start with a capital letter.

## Subheadings B

Subheadings should be made smaller and thinner than headlines. They should be in a different brand colour than the headlines to help separate sections of content.

## Body Copy C

Ensure to pick a legible body copy size for the application in question. Body copy should always be written in the light typeface weight.

## Buttons D

Ensure to pick a legible font size for the application in question. Ensure there is enough contrast between the background and the text.

**Lorem ipsum  
dolor sit amet** A

**Lorem ipsum dolor sit amet  
sed do eiusmod tempor** B

**Lorem Ipsum** B

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. C

**Lorem Ipsum** D

# Colour

To ensure there is enough contrast when creating assets for the Équipe Santé Ontario Cochrane District Ontario Health Team brand, use the colour combinations below.

<b>Heading</b> Body copy.	<b>Turquoise</b> #52B599	<b>Heading</b> Body copy.	<b>Blue</b> #188AAD	<b>Heading</b> Body copy.	<b>Light Green</b> #52B599
<b>Heading</b> Body copy.	<b>Blue</b> #188AAD	<b>Heading</b> Body copy.	<b>Dark Blue</b> #164E78	<b>Heading</b> Body copy.	<b>Green</b> #9BD08B
<b>Heading</b> Body copy.	<b>Dark Blue</b> #164E78	<b>Heading</b> Body copy.	<b>White</b> #FFF	<b>Heading</b> Body copy.	<b>Turquoise</b> #52B599
<b>Heading</b> Body copy.	<b>Light Green</b> #52B599	<b>Heading</b> Body copy.	<b>Light Green</b> #52B599	<b>Heading</b> Body copy.	<b>Blue</b> #188AAD
<b>Heading</b> Body copy.	<b>Green</b> #9BD08B	<b>Heading</b> Body copy.	<b>Green</b> #9BD08B	<b>Heading</b> Body copy.	<b>Dark Blue</b> #164E78
<b>Heading</b> Body copy.	<b>Navy</b> #0C1925	<b>Heading</b> Body copy.	<b>Turquoise</b> #52B599	<b>Heading</b> Body copy.	<b>White</b> #FFF

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# Visuals

# Imagery

The use of high resolution is a must for all artwork related to the Équipe Santé Ontario Cochrane District Ontario Health Team brand. The following are examples of acceptable images to use in brand publications.

- When using images with people, ensure they are dressed in a working or casual manner. (No suits/tie)
- Busy images should not be used as backgrounds. When placing elements on an image, ensure there is empty space to place those elements. To improve contrast, consider lightening or darkening an image.
- Try to use images that use the brand's colours or colours that work well with the brand's colours.





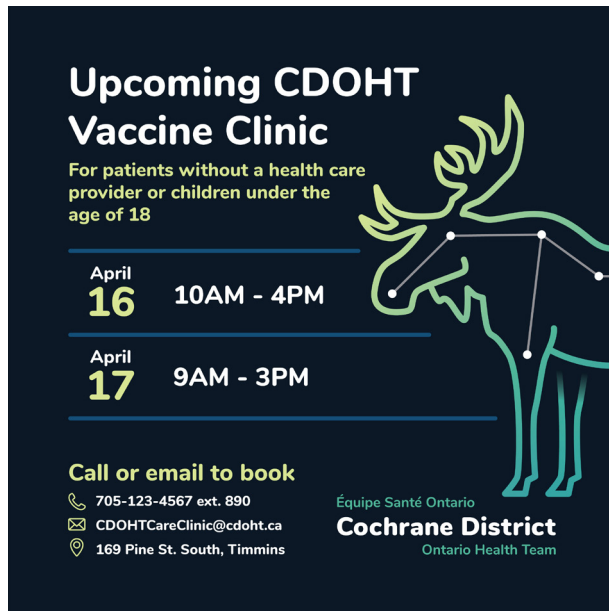
# Iconography

Using icons can help add visual interest to sections of text. It can also help viewers identify the content within a section with a quick glance.



# Visual Styles

Below you will find examples of applications of the brand to different instances. When creating anything relating to the Équipe Santé Ontario Cochrane District Ontario Health Team brand, follow all guidelines included in this document to ensure consistency and recognizability when viewers see the content.



**Upcoming CDOHT  
Vaccine Clinic**


For patients without a health care provider or children under the age of 18

April <b>16</b>	10AM - 4PM
April <b>17</b>	9AM - 3PM

**Call or email to book**

705-123-4567 ext. 890  
CDOHTCareClinic@cdoht.ca  
169 Pine St. South, Timmins

Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team



**Need help  
finding a primary  
care provider?  
We can help.**



**Upcoming Events**

April <b>07</b>	Vaccine Clinic 10AM - 4PM	April <b>16</b>	Vaccine Clinic 10AM - 4PM
April <b>08</b>	Vaccine Clinic 9AM - 3PM	April <b>17</b>	Vaccine Clinic 9AM - 3PM
April <b>09</b>	Pap Clinic 11AM - 5PM	April <b>25</b>	Vaccine Clinic 10AM - 4PM

Covid Vaccines - Ages 6 months and above

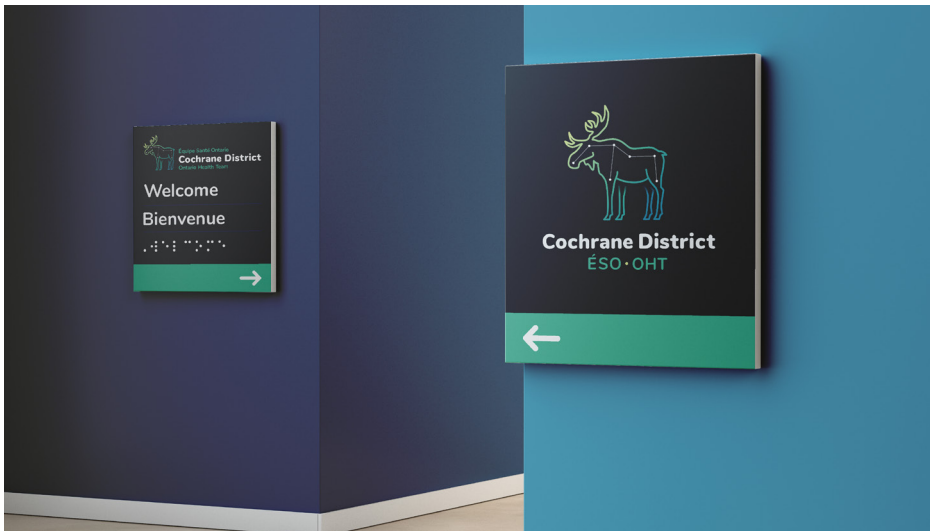
**Call or email to book**

705-123-4567 ext. 890  
CDOHTCareClinic@cdoht.ca  
169 Pine St. South, Timmins

Équipe Santé Ontario  
**Cochrane District**  
Ontario Health Team

# Brand in Use

Below you will find examples of different marketing materials. When creating marketing material for the Équipe Santé Ontario Cochrane District Ontario Health Team brand, ensure to use the right logo version for the shape of the item.



**For any questions  
about this guide,  
contact:**

**[info@detailmedia.ca](mailto:info@detailmedia.ca)**

**Detail Media**  
& Communications



In collaboration with  
**Fat Black Cat  
Studio**