



Association of Ontario Health Centres — Community Health and Wellbeing

Community Health and Wellbeing represents a shift in how we talk about health. Centred around the Canadian Index of Wellbeing, this model organizes around community vitality, democratic engagement, education, environment, healthy populations, leisure and culture, living standards and time use and takes a holistic approach to assessing the health of communities and individuals within it.

The brand invites people to consider shifting the conversation about health and healthcare in Ontario. This shift is a move from talking about sickness care to a Community Health and Wellbeing system, that supports and replicates the kind of work happening in CHCs, AHACs, CFHTs and NP-led clinics.

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File Types

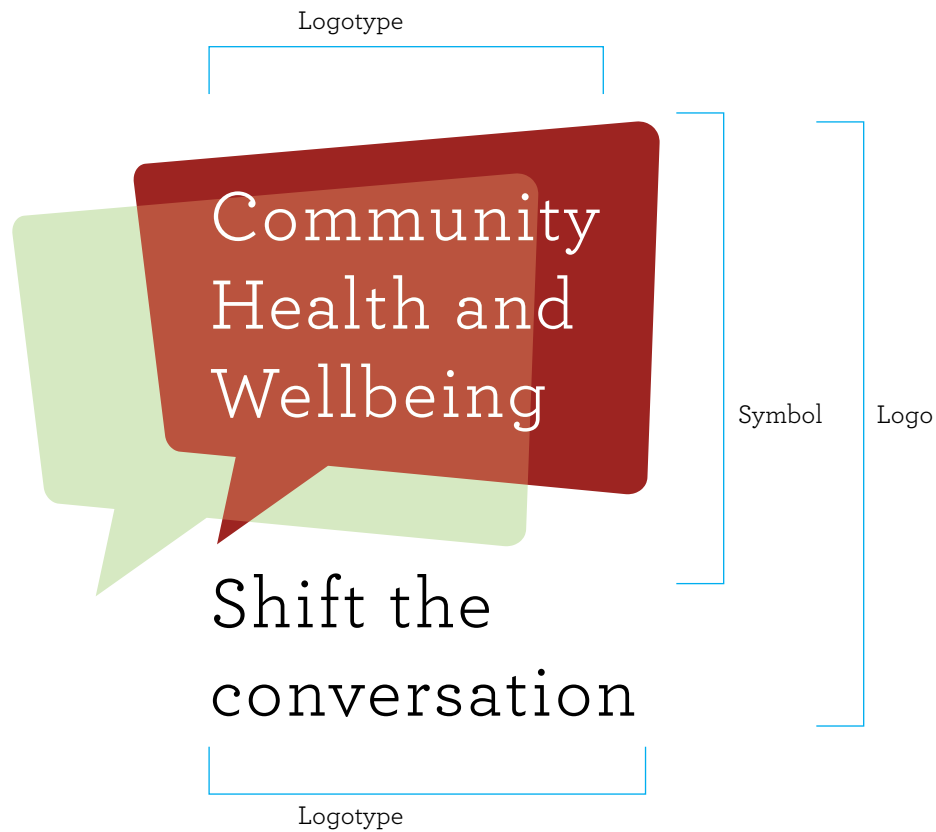
The Community Health and Wellbeing logo is available in several different file types.

FOR PRINT (HIGH-RES)
EN Logo CMYK.ai
EN Logo K.ai
FR Logo CMYK.ai
FR Logo K.ai

FOR WEB (LOW-RES)
EN Logo colour.jpg
EN Logo black.jpg
FR Logo colour.jpg
FR Logo black.jpg

Structure

Full Version



The CHW logo is comprised of two parts: the logotype and symbol

These two arrangements of the logo should always be placed together and only on CHW-issued communications materials.

Spacing

X Measurement

The “X” represents the height of the “tail” of the light green bubble. This measurement will be the basis for the spacing guidelines.



To maintain the visual integrity of the logo, no elements — other logos, type, or images — should encroach upon the “X” space around the logo. Logo spacing is outlined over the following pages.

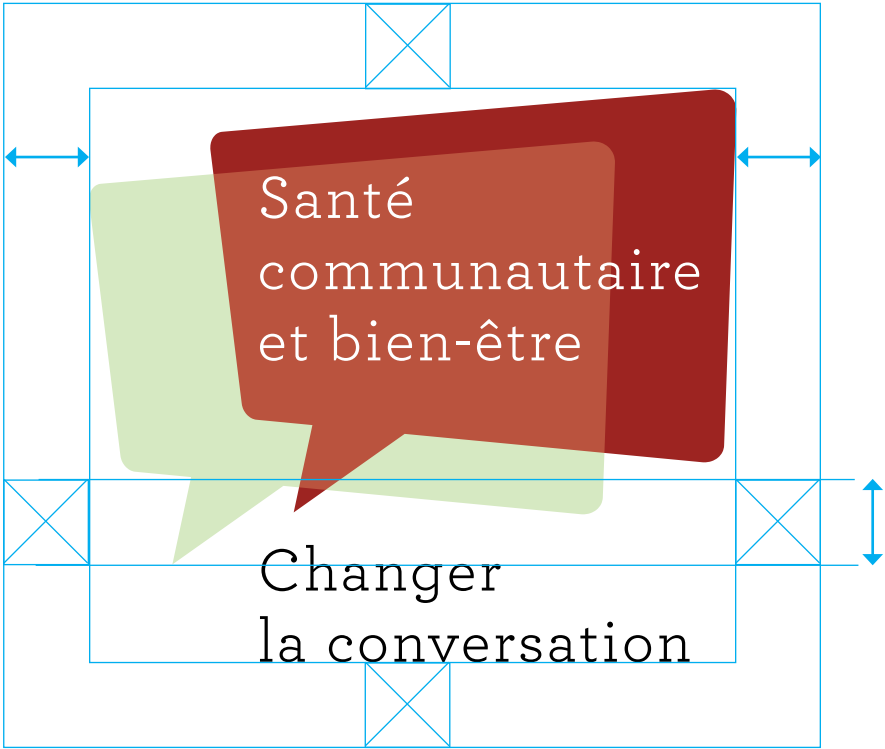
Spacing

Spacing around logo



Spacing

Spacing around logo (French version)



Colour Palette

Materials issued by CHW should utilize the palette below. If limited by a one-colour option, either black or one of the colours below can be used. Do not substitute colours, i.e. purple, blue, etc.

Red



Print
C25 M97 Y100 K21

Web/Screen
R158 G37 B33

Orange



Print
C3 M72 Y100 K0

Web/Screen
R235 G107 B36

Turquoise



Print
C100 M5 Y50 K26

Web/Screen
R0 G129 B121

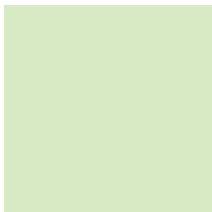
Green



Print
C29 M2 Y100 K0

Web/Screen
R193 G211 B47

Light Green



Print
C16 M0 Y29 K0

Web/Screen
R216 G234 B195

Dark Yellow



Print
C27 M43 Y100 K5

Web/Screen
R184 G140 B45

Medium Yellow



Print
C13 M24 Y96 K0

Web/Screen
R225 G187 B44

Light Yellow



Print
C2 M14 Y100 K0

Web/Screen
R252 G212 B4

Grey Tones



90%

70%

40%

20%

Grey tints of black can be used for variety. Do not use tints unless specified, as they will begin to appear opaque and will weaken CHW's identity.

Typography

Primary Typeface: Archer

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The CHW's primary typeface is Archer. It is available in many different weights and styles, providing sufficient variety for a number of text applications.

Typography

Alternate Typeface: Georgia

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The CHW's alternate typeface is Georgia. It is available in different weights and styles, providing sufficient variety for a number of text applications. This typeface should be used only if Archer is not available.

Don'ts



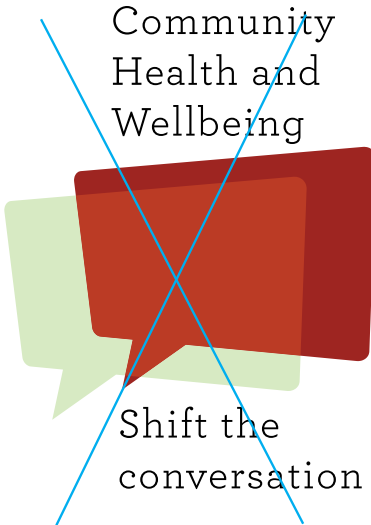
Do not stretch



Do not condense



Do not place on an angle



Do not re-configure

Don'ts



Do not use effects e.g. drop shadows



Do not change colour

Messaging

The branding communicates that current conversations happening across the province are not enough. A shift is required to have a cohesive and comprehensive understanding of the factors that impact our health and solutions that will better our lives. The following messaging should be used as much as possible in outgoing communications materials:

Primary tagline: Shift the conversation.

Secondary messaging: See the whole picture.

Contact Information

These guidelines should cover most potential applications of the Community Health and Wellbeing's logo. However, if you are still unsure of how to use the identity, please contact the Association of Ontario Health Centres for clarification:

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