



Administrative Policy Manual
Code: AC Communications and Public Affairs

AC0100 – VISUAL IDENTITY

1.0 PURPOSE

To strengthen the integrity of the Interior Health brand, help maintain a high standard of quality, provide a consistent public image, and encourage the use of the approved [Interior Health Visual Identity & Graphic Standards Handbook](#) organization-wide. The Visual Identity represents the Health Authority and should be used for all Interior Health property, print and/or electronic publications. It is meant to send a message of unity and cohesiveness and enhance Interior Health’s image as a credible organization.

Note: The current external recruitment marketing activities for both employees and physicians (i.e., “Room to Grow” and “Better Here” branding) are exempt from this policy. Any new development related to recruitment branding will take place in consultation with the IH Communications Department.

2.0 DEFINITIONS

TERM	DEFINITION
Communications:	The Interior Health department responsible for internal and external communications, media relations, issues management and health promotion.
Document Services:	The Interior Health department responsible for the creation and reproduction of print materials.
Graphic Standards:	The technical information required to ensure that the visual identity of Interior Health is used consistently and uniformly, including: logo use, colour specifications, typography, image/graphic use, copyright, etc.
Logo:	An identifying symbol or statement used for advertising or promoting a product or service. A logo may include an original design graphic image and/or a name.
Promotional Items:	Any item bearing the name, corporate logo and/or seal of Interior Health used in advertising or promoting the organization. May include, but not limited to: clothing, jewelry, stationery, gifts, or personal items.
Publications:	Any printed or electronically published work originating from Interior Health or representing the work of any employee of Interior Health, including material distributed freely or for resale.
Text:	Any printed or written material used to convey original information regarding Interior Health, its programs, services or courses.

3.0 POLICY

The Interior Health Board of Directors delegates the administration of the *Interior Health Visual Identity Policy* to the Communications Department. As such, Communications will:

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- Ensure that IH's *Visual Identity Policy* is adhered to, in order to strengthen the integrity of the Interior Health brand, help maintain a high standard of quality, provide a consistent public image.
- Ensure the logo, which is an integral part of our visual identity, is the **only** logo being used to represent Interior Health, and that it is being used in a way that sends a message of unity and cohesiveness and enhances Interior Health's image as a credible organization.
- Monitor compliance with the Visual Identity, in cooperation with IH Document Services, as per the *Interior Health Visual Identity & Graphic Standards Handbook*. This will assure that the visual identity guidelines are used correctly for materials produced by/for Interior Health for external and/or internal use, and that high standards of quality are met and maintained.
- Assume responsibility, in partnership with IH Document Services, for amending and updating the *Interior Health Visual Identity & Graphic Standards Handbook* to ensure it remains current and accurate, also taking into account changes in technology.
- Ensure that all Interior Health employees are aware of the *Interior Health Visual Identity Policy* and the *Interior Health Visual Identity & Graphic Standards Handbook*, and that they are not creating or reproducing any publication or item representing Interior Health which they believe to be in violation of this policy.
- Ensure that all text for publications intended for external audiences is approved by the originator's Team Leader, Director or Manager, in consultation with Communications and/or Document Services.

Provincial Government / Health Authority Joint Visual Branding (Use of the "BC Mark")

The BC Mark should appear on communication materials developed by health authorities for public release such as, but not limited to: external documents intended for public consumption, news releases, media advisories, fact sheets, publications, newsletters (electronic and paper copy), annual reports, advertisements, posters, brochures, leaflets and signs.

Approval to use the BC Mark is provided by the IH Communications Department in conjunction with the Government Communications & Public Engagement (GCPE) – Ministry of Health Services. Upon approval, IH Document Services should be contacted for assistance in adding the BC Mark to department / program / project materials. The mark is to be used exactly as is; it is never acceptable to alter the BC Mark in any way.

Department / Program / Project Identity

To assist individual departments, programs and projects in maintaining an identity within the IH brand, a template has been created which allows for the inclusion of a department, program, or project name directly below the Interior Health text. **This is the only approved option for department, program or project identity. The creation of unique logos and brands for departments, programs and projects is not permitted.** Please contact IH Document Services for assistance in creating your department / program / project identity.

The Interior Health logo is the property of Interior Health and may only be used with permission from the IH Communications Department. Generally, it is used on material that is created by, for and distributed by Interior Health. It is to be used "as is" – not skewed, recoloured, or adulterated in any way (including incorporating it into a different design).

Policy on Interior Health Stationery & Templates

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The Board has approved official designs for Interior Health letterhead, envelopes, business cards, memorandums, fax cover sheets, agendas and minutes. All Interior Health sites, departments, offices and programs are required to use these official designs and are not authorized to use any of Interior Health's official marks to create their own stationery. Templates for these types of documents are available in the [“Forms & Templates”](#) section of the InsideNet, or via [Document Services](#).

Only departmental information may appear in the address block of Interior Health letterhead. Special templates have been created for letterhead that must include the names of individual program or staff members, or lists of the members of committees or other organizations.

A wide variety of Interior Health-branded templates have also been designed for use throughout the organization. They include templates for: PowerPoint presentation designs, brochures, posters, poster presentation designs, departmental visual identity, meeting agendas, staffing announcements and certificates.

Web Development

This policy also covers development of websites and web pages on the Interior Health intranet ([InsideNet](#)) and the Interior Health public website (www.interiorhealth.ca). A [website style guide](#) has been created for web editors and is available on the InsideNet.

Any Interior Health program areas that are considering the creation of value-added websites to be hosted externally or outside of the Interior Health web environment (i.e., web development, internet presence or business purposes) must consult with Communications and Information Management Information Technology (IMIT) prior to moving forward to ensure appropriate usage of the Interior Health visual identity.

4.0 PROCEDURES

1. Applications of the IH Visual Identity for publications must be approved by IH Communications, and/or IH Document Services, prior to its use and/or reproduction.
2. The Interior Health corporate logo must be reproduced as indicated in the [Interior Health Visual Identity & Graphic Standards Handbook](#). The Interior Health logo is the property of Interior Health and may only be used with permission from the health authority, as managed through the IH Communications Department. Generally, it is used on material that is created by, for and distributed by Interior Health. It shall appear in a clear and realistic manner on each document or publication representing it as information originating from Interior Health. Consistent with the *Interior Health Visual Identity & Graphic Standards Handbook*, the proportions and style of the IH corporate logo may not be varied under any circumstances. It is to be used “as is” – not skewed, recoloured, or adulterated in any way (including incorporating it into a different design).
3. Inappropriate use of the IH corporate logo and/or Visual Identity on any promotional item or publication is prohibited. Document Services, in consultation with Communications, may

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refuse to print documents that are not in compliance.

4. Employees planning to hire marketing consultants, graphic designers and/or external communication consultants must receive prior authorization through Communications and/or Document Services. Contracted vendors must adhere to the [Interior Health Visual Identity & Graphic Standards Handbook](#) at all times.

5.0 REFERENCES

Visual Identity Policy, Lethbridge Community College

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