



SIOUX LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

# Visual Identity Guide

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This Visual Identity Guide is kept with SLMHC's Corporate Communications Department. For assistance at anytime, please contact:

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This guide was updated in November 2020 and replaces any previous versions of SLMHC's visual identity guides.



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# Introduction

This guide establishes a clear visual identity for Sioux Lookout Meno Ya Win Health Centre (SLMHC).

The templates, best practices, guidelines and standards outlined in this guide allow the staff of SLMHC to coordinate all forms of communication and present a consistent corporate image, as well as prevent the improper use of our visual identity. This guide covers all applications of our identity from stationery to our corporate website. The standards of this guide must be followed at all times.

This guide is a living document and is managed through the Corporate Communications Department (CCD). It is available in PDF format and can be printed out or electronically sent to outside commercial printing and production companies, with approval from the CCD.

As this is a living document, please refer to the most recent digital version of this guide. For assistance at any time, including accessing the most recent version of this guide or to access approved templates, contact the Corporate Communications Department at [communications@slmhc.on.ca](mailto:communications@slmhc.on.ca).

# About us

We are a fully accredited 60-bed hospital and a 20-bed extended care facility. We provide health services to all residents within Sioux Lookout and the surrounding area, including Hudson, Pickle Lake, Savant Lake, and the First Nation communities in our region.

The mission of Sioux Lookout Meno Ya Win Health Centre is clear from our name. MenoYaWin, in the Anishinaabe language, means health, wellness, and well-being. It refers to holistic healing and wellness, the whole self being in a state of complete wellness.

As such, our care recognizes the relationship of the physical, emotional, mental and spiritual aspects of the person. We embrace a holistic approach to healthcare. Patients and families have the option of integrating traditional and modern medicines and practices. We recognize and respect the cultural and linguistic significance of the people whose health care is entrusted to us.

Sioux Lookout Meno Ya Win Health Centre is committed to Excellence Every Time.

## SLOGAN

Excellence Every Time.

## MISSION

Caring for People

Embracing Diversity

Respecting Different  
Pathways to Health

## VALUES

**Compassion:** We promise to provide care that is compassionate and reflects humility, caring, dignity, empathy and love.

**Respect:** We promise to be respectful and embrace honesty, integrity, humility, engagement, accountability, responsiveness and truth.

**Quality:** We promise to provide high-quality, individualized care that is innovative, meets best practice standards and reflects our awareness of cultural safety.

**Teamwork:** We commit to working as a team and collaborating in a care planning that involves the patient. We value leadership, wisdom, and bravery.

## VISION

We will be a Centre of Excellence in First Nations and northern health care by working together to improve the health status of individuals, families and communities now and for generations to come.

# Building a Strong Identity

A strong visual identity is pivotal to communicating the mission and vision of an organization, and demonstrates professionalism and reliability.

The visual identity of Sioux Lookout Meno Ya Win Health Centre inspires trust in our services and spreads awareness of our high standard of patient care and innovative approach to healing.

It is important to maintain the integrity of the Sioux Lookout Meno Ya Win Health Centre visual identity by consistently reproducing the logo and branding elements on all printed materials, signage, and other media applications. This creates an identity that is easily recognizable to the general public and other health care providers.

The Sioux Lookout Meno Ya Win Health Centre visual identity plays an integral part in promoting our commitment to holistic medicine and excellent quality of care.



# 1 Our Logo

The Sioux Lookout Meno Ya Win Health Centre logo is strongly symbolic of our values, mission and vision of our future:



- Four people “reach out” in a caring fashion in all directions to all peoples across the region.

The people combine to form the universal symbol of a health care centre. These people also represent the four parties that came together to form Sioux Lookout Meno Ya Win Health Centre (the federal government, the provincial government, the First Nations leadership of our region and the Municipality of Sioux Lookout).

- The circle represents a “rising sun” over the horizon formed by the green and blue waves: the tree-covered hills, lakes and streams of our region – the healing properties of our natural environment.

- The circle also suggests the traditional healing circle and the medicine wheel – concepts of health that include physical, emotional, mental, and spiritual elements of the whole person.
- The colors represent all people and all stages of life, from birth through death, enclosed in the symbolic blue colour of healing places.
- The combined elements form a “Q” for quality, evocative of our role as a centre of excellence in the provision of northern, remote and First Nations’ health services.
- “Meno Ya Win” is an Oji-Cree word which means “Health.” It incorporates the concepts of wellness, well-being and completeness.

# 1.1 SLMHC Logo

The Sioux Lookout Meno Ya Win Health Centre (SLMHC) logo is made up of the symbol and logotype.

The logotype is made up of three units. The first and last are the descriptors, which are set in Helvetica Medium. Both of these elements are in upper case. The second element is the name of the establishment “Meno Ya Win,” which is set in Times Roman and sentence case. The logotype is centred.

There are two options for the SLMHC logo-vertical and horizontal. The selection of either option is based on what looks best for the logo and content, while considering minimum size and spacing.

The SLMHC logo is intended to function as a single unit. This complete use of the logo is the

primary choice. However, the symbol can be separated from the logotype provided that there is reference clearly indicated to the specific organization.

The logotype cannot be removed from the symbol and used independently. The logotype and symbol can also not be separated and altered or reconfigured.

If using the symbol independently, this graphic should be obtained directly from SLMHC’s Corporate Communications Department and not created by separating or cropping a graphic.

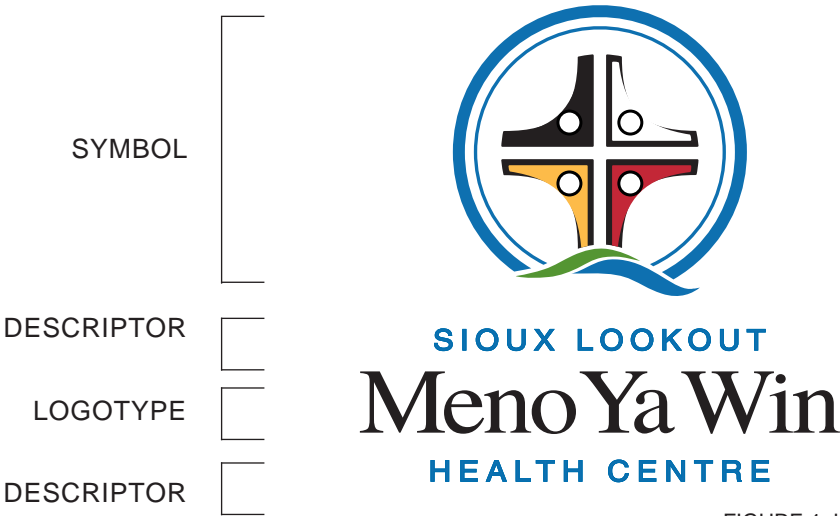


FIGURE 1: LOGO ELEMENTS: VERTICAL

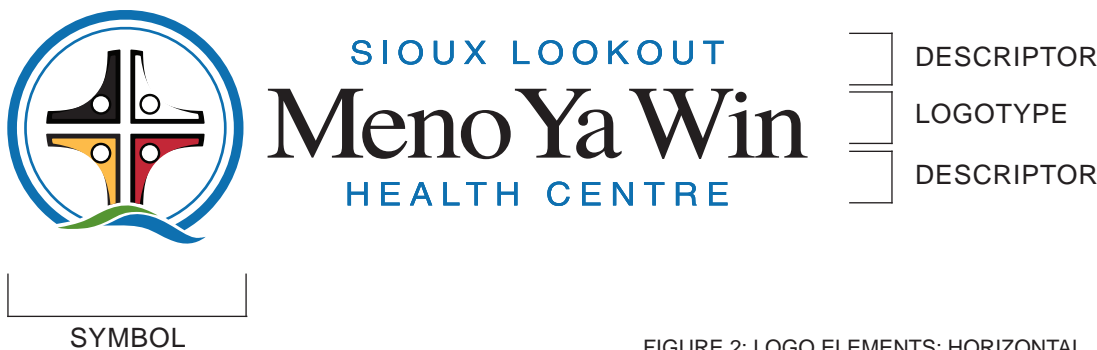


FIGURE 2: LOGO ELEMENTS: HORIZONTAL



## 1.2 Symbol

A symbol is a graphic representation that interprets an organization's core purpose, values and unique characteristics.

The SLMHC symbol is strongly symbolic of our values, mission and vision of our future.

The colours of black, white, red, and yellow refer to the ethnic and cultural diversity of the people we serve and our pledge to treat all patients with fairness, respect, dignity, and compassion. These colours also refer to the

four directions in First Nations' culture and are enclosed by a circle representing both the stages of life and the cycle of healing.

The medicine wheel, formed by the colours and symbol, have a highly symbolic meaning in Indigenous culture.

The flowing blue and green lines beneath the directional form represent the forests, lakes, and rivers of the Sioux Lookout region and the healing power of our landscape.

In most cases, the Sioux Lookout Meno Ya Win Health Centre symbol should not be used without the accompanying logotype. This is at the discretion and approval of SLMHC's Corporate Communications Department.



FIGURE 3: SLMHC SYMBOL

## 1.3 Logotype

A logotype is a particular way of writing an organization's name, and includes a specific font and spacing. The logotypes are integral to establishing our identity and must always be reproduced using master artwork.

The logotypes must never be modified or altered in any way. In Sioux Lookout Meno Ya Win Health Centre's logotype, the words, "Meno Ya Win" are emphasized to highlight the strength of the term of the importance of "Meno Ya Win" in the full name of the organization.

The full-name of the organization is Sioux Lookout Meno Ya Win Health Centre.

Unlike the symbol, which may be used independently upon approval of the Corporate Communications Department, the logotype, as shown below, should never be used without the symbol.

SIoux LOOKOUT  
Meno Ya Win  
HEALTH CENTRE

# 1.4 Colour Specifications

The colours of the Sioux Lookout Meno Ya Win Health Centre logo convey specific meanings and must not be altered. Consistency of colour ensures a coherent visual identity.

The official colours to be used for reproducing the Sioux Lookout Meno Ya Win Health Centre logo in process, or web-based applications are red, black, blue, green, and yellow. These colours must be used when producing the logo in full colour.

Designers should not reproduce the logo in any other shades of the official colours. Since printers vary in their ability to reproduce colours, it is advisable to request that the printer be responsible for the best colour match.

<b>SLMHC BLUE</b>	<b>CMYK</b> C 89 M 53 Y 6 K 0	<b>RGB</b> R 8 G 113 B 176	<b>WEB / HEX</b> #006FAD
<b>SLMHC GREEN</b>	<b>CMYK</b> C 72 M 20 Y 100 K 5	<b>RGB</b> R 84 G 149 B 66	<b>WEB / HEX</b> #549542
<b>SLMHC YELLOW</b>	<b>CMYK</b> C 0 M 29 Y 82 K 0	<b>RGB</b> R 253 G 187 B 72	<b>WEB / HEX</b> #FDBB48
<b>SLMHC RED</b>	<b>CMYK</b> C 17 M 96 Y 83 K 7	<b>RGB</b> R 193 G 45 B 55	<b>WEB / HEX</b> #C12B37

# 1.5 One Colour Application

For one-colour applications, only white, black or grey should be used for the SLMHC logo and logotype. At all times, the logo should be displayed to optimize its appearance and this is at the discretion of SLMHC's Corporate Communications Department.

One-colour application in other colours are permitted, provided the entire symbol and text are the same colour. See [Section 1.9](#) (pg. 16) for Improper Use of Logo.

Transparency of the SLMHC logo in a one-colour application should never be lower than 50% and should not be used as a watermark. See [Section 1.9](#) (pg. 16) for Improper Use of Logo.

These logos are available in a variety of formats and one-colour options. Contact [communications@slmhc.on.ca](mailto:communications@slmhc.on.ca) for access to these files and approval of your use of one-colour application.

WHITE  
APPLICATION



GREY APPLICATION  
(50% BLACK)



BLACK APPLICATION  
(100% BLACK)



# 1.6 Grayscale Application

The SLMHC logo may be used in grayscale (pictured below). If the logo can be used in colour, and if the project itself lends itself to full-colour (especially digital art), then the full-colour version is preferred. Grayscale should only be used if the end product must be displayed in black and white.

There is no preference between grayscale and one-colour or black/white/gray versions of the logo. No matter how it is used, at all times, the logo should be displayed to optimize its appearance and this is at the discretion of SLMHC's Corporate Communications Department.

These logos are available in a variety of formats.  
Contact [communications@slmhc.on.ca](mailto:communications@slmhc.on.ca) for access to these files.



SIoux LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

GRAYSCALE OPTION

# 1.7 Protected Space

A minimum of clear space around the logo ensures legibility and the integrity of the visual identity. Minimum spacing requirements ensure the logo doesn't become cramped and unreadable. There must be a minimum of the size of the "M" in Meno Ya Win on all sides of the logo.

At all times, the logo should be displayed to optimize its appearance and this is at the discretion of SLMHC's Corporate Communications Department.

These logos are available in a variety of formats.  
Contact [communications@slmhc.on.ca](mailto:communications@slmhc.on.ca) for access to these files.



PROTECTED SPACE  
AROUND LOGO

# 1.8 Horizontal Option

There are instances where a horizontal version of the SLMHC logo is better suited. This includes, but is not limited to, the SLMHC website and various print or digital content. Below are the versions of horizontal options that are approved for use.

At all times, the logo should be displayed to optimize its appearance and this is at the discretion of SLMHC's Corporate Communications Department. The horizontal option should be treated with the same restrictions and acceptable use policies identified in this Guide, including but not limited to: one-colour application, grayscale version and improper use (such as not cropping or recolouring components of the full-logo).

These logos are available in a variety of formats.  
Contact [communications@slmhc.on.ca](mailto:communications@slmhc.on.ca) for access to these files.



SIOUX LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

FULL COLOUR OPTION



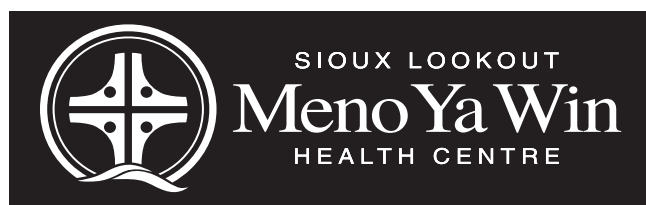
SIOUX LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

GRAYSCALE OPTION



SIOUX LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

BLACK OPTION



SIOUX LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

WHITE ON BLACK OR  
DARK BACKGROUND OPTION

# 1.9a Improper Use of Logo

## Vertical Option

The SLMHC logo must not be modified or distorted. Reproduction and use of the logo must conform to the stipulations outlined in this guide. Examples of prohibited use of the SLMHC logo are shown below and include resizing/scaling the logo disproportionately (squishing or stretching), editing the colours, angled view, beveling or embossing, adding drop shadow or separating elements.

Stamping or embossing of the logo is allowed depending on the product (ie: leather bindings or journals), as well as watermarks on specific and appropriate projects approved by the Corporate Communications Department. At all times, the logo should be displayed to optimize its appearance.

These examples shown are not exhaustive. Please check with the Corporate Communications Department for approval before using the logo and guidance on ensuring it is used properly.



SCALED DISPROPORTIONATELY.



SCALED DISPROPORTIONATELY.



DISPLAYED ON AN ANGLE.



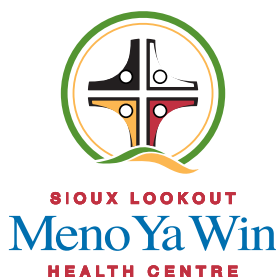
DROP SHADOW ADDED.



ELEMENTS SEPARATED AND RECONFIGURED.



ELEMENTS SEPARATED AND TYPESET ALTERED.



RE-COLOURED.



SHOWN IN PARTIAL COLOUR AND PARTIAL GRAYSCALE.



CROPPED



# 1.9b Improper Use of Logo

## Horizontal Option

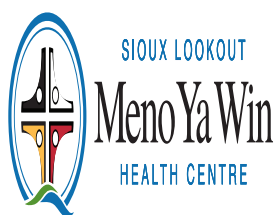
The SLMHC logo must not be modified or distorted. Reproduction and use of the logo must conform to the stipulations outlined in this guide. Examples of prohibited use of the SLMHC logo are shown below and include resizing/scaling the logo disproportionately (squishing or stretching), editing the colours, angled view, beveling or embossing, adding drop shadow or separating elements.

Stamping or embossing of the logo is allowed depending on the product (ie: leather bindings or journals), as well as watermarks on specific and appropriate projects approved by the Corporate Communications Department. At all times, the logo should be displayed to optimize its appearance.

These examples shown are not exhaustive. Please check with the Corporate Communications Department for approval before using the logo and guidance on ensuring it is used properly.



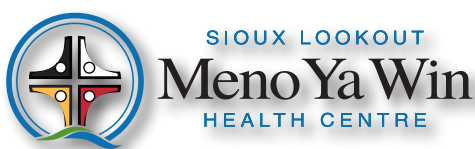
SCALED DISPROPORTIONATELY.



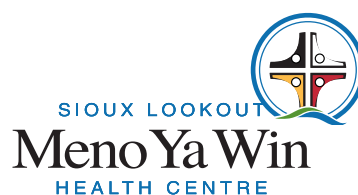
SCALED DISPROPORTIONATELY.



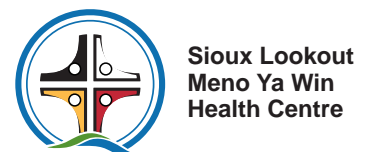
DISPLAYED ON AN ANGLE.



DROP SHADOW ADDED.



ELEMENTS SEPARATED AND RECONFIGURED.



ELEMENTS SEPARATED AND TYPESET ALTERED.



RE-COLOURED.



SHOWN IN PARTIAL COLOUR AND PARTIAL GRAYSCALE.



CROPPED

# 1.10 Minimum Size

To maintain clarity, it is important that our logo is never too small. The symbol should never be smaller than 0.5" in diameter. This will ensure the associated typeset is still readable and the quality and details of the symbol are intact.

This applies to any instance the SLMHC logo is used, including staff badges, letterhead, and any internal/external digital or print materials.

Online, do not use the logo (full logo, including typeset) smaller than 60 pixels at 72 dpi.

0.5" X 0.5"  
SYMBOL AREA



MINIMUM SIZE  
FOR SLMHC LOGO

0.8" x 0.825"  
total size  
or 60 pixels at 72 dpi for online

0.5" X 0.5"  
SYMBOL AREA



MINIMUM SIZE FOR HORIZONTAL  
OPTION OF SLMHC LOGO

0.5" x 1.75"  
total size  
or 60 pixels at 72 dpi for online

# 1.11 Reproduction

Reproduction of the logo must conform to the stipulations outlined in this guide.

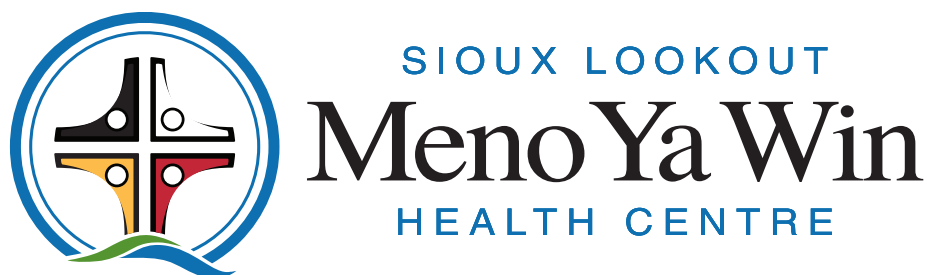
Generally, the logo may only be used as outlined within this guide. If you wish to use the logo in a manner other than what is stipulated within the guide, please contact the Corporate Communications Department.

The logo library contains a full range of scalable Sioux Lookout Meno Ya Win Health Centre logos for use in communications where templates are not provided. They are available in a variety of formats including: png, tiff, jpeg, and eps. Other versions of the Sioux Lookout Meno Ya Win Health Centre logo are also available.

This logo has been electronically mastered to ensure optimal quality during reproduction. It is available in full colour and one-colour process applications.

All commercial uses of the Sioux Lookout Meno Ya Win Health Centre logo must be approved. Refer to [page 2](#) and contact information for the Corporate Communications Department.

All rights, title, and interest to this logo are governed exclusively to Sioux Lookout Meno Ya Win Health Centre. Unauthorized use of the logo in any manner by any person or organization is prohibited and may result in confiscation or legal action.





## 2 Brand Colours

Our brand colours are comprised of the colours of the SLMHC logo as well as complementary secondary colours.

SLMHC's official colours are SLMHC Blue and SLMHC Green, as they connect our audience to our brand and our logo, and have a prominent history in our marketing materials. Yellow and Red may be used to accent as needed.

The secondary colours, Rust and Byzantium, should be used sparingly and under no circumstances should any of them become the predominant colour for communication materials for SLMHC. These secondary colours were introduced as complementary shades to the Blue and Green, and work well in conjunction with neutral shades, such as black and white, to highlight our prominent brand colours.

# 2.1 Brand Colours

## MAIN PALETTE

### SLMHC BLUE

CMYK	RGB	WEB / HEX
C 89	R 8	#006FAD
M 53	G 113	
Y 6	B 176	
K 0		

### SLMHC GREEN

CMYK	RGB	WEB / HEX
C 72	R 84	#549542
M 20	G 149	
Y 100	B 66	
K 5		

### SLMHC YELLOW

CMYK	RGB	WEB / HEX
C 0	R 253	#FDBB48
M 29	G 187	
Y 82	B 72	
K 0		

### SLMHC RED

CMYK	RGB	WEB / HEX
C 17	R 193	#C12B37
M 96	G 45	
Y 83	B 55	
K 7		

## SECONDARY PALETTE

### RUST

CMYK	RGB	WEB / HEX
C 0	R 160	#A04612
M 56	G 70	
Y 89	B 18	
K 37		

### BYZANTIUM

CMYK	RGB	WEB / HEX
C 0	R 122	#7A0062
M 100	G 0	
Y 20	B 98	
K 52		

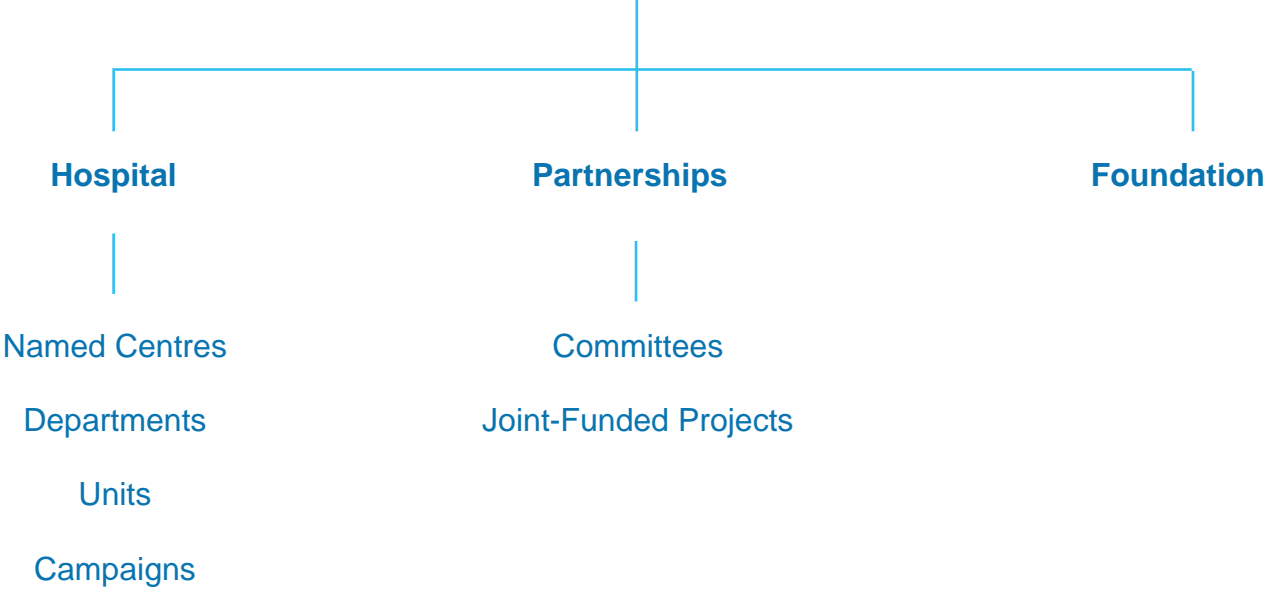
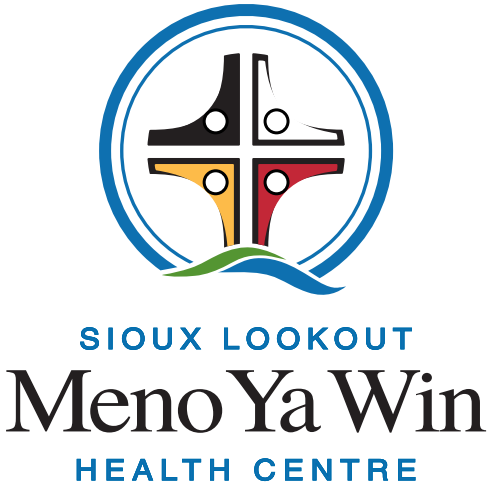
# 3 Brand Architecture



The brand architecture system clearly defines the relationship that Sioux Lookout Meno Ya Win Health Centre has with its divisions and partners. It also helps establish the way in which this relationship, in terms of identity, is presented across a variety of applications.

The branding architecture system allows us to consistently reinforce and consolidate the Sioux Lookout Meno Ya Win Health Centre brand, while giving the individual units recognition and an ability to express their individuality.

# 3.1 Brand and Sub-Brands



## 3.2 Hospital Sub-Brands

Sub-brands, or Departmental Logos, are created for designated projects and campaigns specific to programs and units throughout SLMHC. This includes any current or future named complexes, such as the William A. George Extended Care Facility.

All sub-brands must follow the same spacing and general layout. All sub-brands must also conform to logo guidelines outlined in this document, including minimum sizing and spacing, colour-codes, one-colour application, and adherence to quality guidelines. There is no vertical option for sub-brands, therefore all sub-brands must use the horizontal logo layout option.

If the general SLMHC logo can be used in a project, it is always the preferred option. However, materials associated with these sub-brands may use the appropriate sub-brand logo in place of the hospital logo.

All use of the logo, including sub-brand logos, must be approved by the Corporate Communications Department. Below are samples of departmental logos. Contact the Corporate Communications Department to obtain a departmental logo and permission to use.



SIoux LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

**William A. George  
Extended Care  
Facility**

FONT: MONTSERRAT, BOLD  
COLOUR= SLMHC BLUE



SIoux LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

**Laboratory  
Services**



SIoux LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

**Health &  
Wellness  
Committee**

SAMPLES OF APPROVED SUB-BRAND/DEPARTMENTAL LOGOS.



## 3.3 SLMHC Partnerships

SLMHC regularly participates in committees and joint-funded initiatives. The use of the SLMHC logo is permitted on materials produced for these initiatives, provided it is in adherence with the guidelines of this document.

Committees and initiatives creating a new logo for their special project or publication(s) must consult with SLMHC's Corporate Communications Department to ensure that any use or alteration of the SLMHC logo follows our guidelines. If using an approved Committee logo, it should be done so in place of the SLMHC logo. All materials created with Committee logos, where SLMHC is a partner, must be reviewed by SLMHC's Corporate Communications Department to ensure the logo and content are representative of SLMHC's values and visual identity, and do not tarnish the SLMHC reputation.



ANISHINABE  
BIMAADIZIWIN  
RESEARCH PROGRAM



A joint initiative of Sioux Lookout Meno Ya Win Health Centre and Sioux Lookout First Nations Health Authority

APPROVED ANISHINABE BIMAADIZIWIN RESEARCH PROGRAM LOGO

## 3.4 SLMHC Foundation

The SLMHC Foundation was incorporated in 1994. It was originally known as the Sioux Lookout District Health Foundation and changed its name to Sioux Lookout Meno Ya Win Health Centre Foundation to reflect the amalgamation of the Sioux Lookout District Health Centre and the Sioux Lookout Zone Hospital, and the establishment of Sioux Lookout Meno Ya Win Health Centre. Its purpose is to raise funds for medical equipment, education, infrastructure and special programs at SLMHC. It is a separate entity from SLMHC but has a complementary logo to reflect its support and purpose.

The Foundation uses a different logo typeset and these elements should only be used for the SLMHC Foundation communications materials. Since it uses the same symbol, any alterations of this logo must be approved by SLMHC's Corporate Communications Department. However, everyday use is to be used at the discretion of the Foundation's staff and does not need to be approved by SLMHC's Corporate Communications Department through the understanding that it is only to promote the Foundation's activities and initiatives. Any joint partnerships between SLMHC and the SLMHC Foundation, and use of the SLMHC logo in associated materials, should be flowed through SLMHC's Corporate Communications Department.



SIoux LOOKOUT  
MENO YA WIN HEALTH CENTRE

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# Foundation

APPROVED FOUNDATION LOGO

# 4

# Application Guidelines

Sioux Lookout Meno Ya Win Health Centre has established a standard format for business cards and stationery to present a consistent SLMHC visual identity to give the public an initial and sustaining positive impression of the organization.

## **Other Stationery Requirements**

Sioux Lookout Meno Ya Win Health Centre branding may be used on specially designed cards, invitations, etc., with approval from the Corporate Communications Department.

Please reference Section 1 to ensure the logo is applied to forms appropriately.

Contact the Corporate Communications Department with any questions related to the proper use of the logo on standardized forms

## 4.1 Letterhead

## General Specifications

Paper size: 8.5" x 11" (letter)

Orientation: Portrait

Margin: 1" all sides

## Return address &amp; Contact Info

Arial font, 9pt, Regular

Black

Icons: SLMHC Blue

Font Type for Content:

Times New Roman, 10-12 pt.

Regular, Black

BIQUE LOOKOUT  
**Meno Ya Win**  
HEALTH CENTRE

#1 Meno Ya Win Way P.O. Box 909  
BIQUE LOOKOUT, ON P8T 1B4

TEL: (807) 737-3030  
FAX: (807) 737-8252

[www.slmhc.on.ca](http://www.slmhc.on.ca)

Date:

Name:

Title or Organization:

Address:

Address:

Address:

Greeting:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna. Nunc vivamus imperdiet enim. Fusce est. Vivamus a tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci. Aenean nec lorem.

In porttitor. Donec laoreet nonummy augue. Suspendisse dui purus, scelerisque at, vulputate vitae, pretium mattis, nunc. Mauris eget neque at sem venenatis eleifend. Ut nonummy. Fusce aliquet pede non pede. Suspendisse dapibus lorem pellentesque magna. Integer nulla. Donec blandit feugiat ligula. Donec hendrerit, felis et imperdiet euismod, purus ipsum pretium metus, in lacinia nulla nisl eget sapien.

Donec ut est in lectus consequat consequat. Etiam eget dui. Aliquam erat volutpat. Sed at lorem in nunc porta tristique. Proin nec augue. Quisque aliquam tempor magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nunc ac magna. Maecenas odio dolor, vulputate vel, auctor ac, accumsan id, felis. Pellentesque cursus sagittis felis.

Pellentesque porttitor, velit lacinia egestas auctor, diam eros tempus arcu, nec vulputate augue magna vel risus. Cras non magna vel ante adipiscing rhoncus. Vivamus a mi. Morbi neque. Aliquam erat volutpat. Integer ultrices lobortis eros. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin semper, ante vitae sollicitudin posuere, metus quam laculis nibh, vitae scelerisque nunc massa eget pede. Sed velit urna, interdum vel, ultricies vel, faucibus at, quam. Donec elit est, consectetur eget, consequat quis, tempus quis, wisi.

In in nunc. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Donec ullamcorper fringilla eros. Fusce in sapien eu purus dapibus commodo. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Cras faucibus condimentum odio. Sed ac ligula. Aliquam at eros. Etiam at ligula et tellus ullamcorper ultrices. In fermentum, lorem non cursus porttitor, diam urna accumsan lacus, sed interdum wisi nibh nec nisl.

Excellence Every Time

Page 1

Pages 2+

**Letter to \_\_\_\_\_**  
**Date \_\_\_\_\_**

*Page 2 of 2*

Ut tincidunt volutpat urna. Mauris eleifend nulla eget mauris. Sed cursus quam id felis. Curabitur posuere quam vel nibh. Cras dapibus dapibus nisi. Vestibulum quis dolor a felis congue vehicula. Maecenas pede purus, tristique ac, tempus eget, egestas quis, mauris. Curabitur non eros. Nullam hendrerit bibendum justo. Fusce iaculis, est quis lacinia pretium, pede metus molestie lacus, at gravida wisi ante at libero.

Quisque ornare placerat risus. Ut molestie magna at mi. Integer aliquet mauris et nibh. Ut mattis ligula posuere velit. Nunc sagittis. Curabitur varius fringilla nisi. Duis pretium mi euismod erat. Maecenas id augue. Nam vulputate. Duis a quam non neque lobortis malesuada.

Praesent euismod. Donec nulla augue, venenatis scelerisque, dapibus a, consequat at, leo. Pellentesque libero lectus, tristique ac, consectetur sit amet, imperdiet ut, justo. Sed aliquam odio vitae tortor. Proin hendrerit tempus arcu. In hac habitasse platea dictumst. Suspendisse potenti. Vivamus vitae massa adipiscing est lacinia sodales. Donec metus massa, mollis vel, tempus placerat, vestibulum condimentum, ligula. Nunc lacus metus, posuere eget, lacinia eu, varius quis, libero.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Srious Lookout Meno Ya Win Health Centre

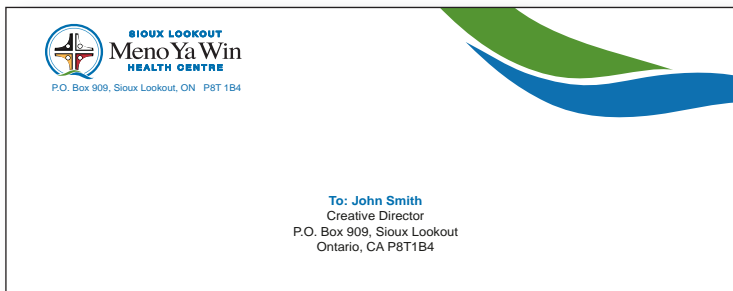
Second Name (if needed) \_\_\_\_\_  
Second Title (if needed) \_\_\_\_\_  
Srious Lookout Meno Ya Win Health Centre

*Excellence Every Time*

# 4.2 Envelope

Envelope size: #10 (4.25" x 9.5")

Window and non-window options are pictured below. For either option, a full-colour backside is appropriate but not required. Envelopes may be printed in grayscale if required, but should adhere to this Guide for grayscale logo application. The standard size is #10, however this size is at the discretion of the administration of SLMHC and may vary. Outside print shops should connect with the Corporate Communications Department if artwork is needed to complement the envelope size being selected and ensure the design is in-line with this Guide.



Horizontal Logo Space  
SLMHC Blue and SLMHC Green Design Swoop  
Address: SLMHC Blue, Arial, 9pt, Regular  
Full Colour CMYK

Arial font, 10pt, Medium  
Name: SLMHC Blue  
Copy: Black



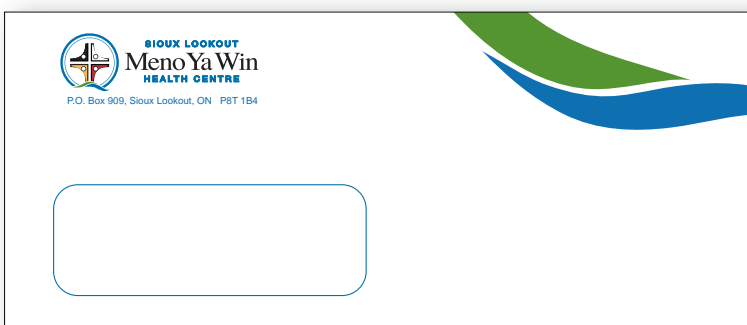
*Optional Printed Backside:*

Arial font, 10pt, Bold  
Flap Background: SLMHC Blue  
Full Colour CMYK

Horizontal Logo Space  
Full Colour CMYK

Note: Envelope flap may vary.

Envelope with window option



Horizontal Logo Space  
SLMHC Blue and SLMHC Green Design Swoop  
Address: SLMHC Blue, Arial, 9pt, Regular  
Full Colour CMYK

Please note: Border area  
represents window area of physical envelope.  
No border colour needed.



*Optional Printed Backside:*

Arial font, 10pt, Bold  
Flap Background: SLMHC Blue  
Full Colour CMYK

Horizontal Logo Space  
Full Colour CMYK  
Note: Envelope flap may vary.

## 4.3a Business Card

All SLMHC business cards must follow a pre-determined template. In order to ensure that all relevant material is consistent, the Corporate Communications Department has created a template to follow, which includes a guide for organizing information.

**John Smith**  
Board Treasurer

Single Job Title

The job title should always be positioned on the second line\* and can be carried over two lines if needed.

\*Only applies if the card does not have designation listed

**John Smith**  
Human Resources Clerk  
and Clinical Placement  
Coordinator

Dual Job Title

When this type of dual role exists, “and” will be used. It should never be written as “&” or with use of other punctuations (such as hyphens). If the department name for both job titles is the same, it should be used once at the end of the job title(s).

**John Smith**  
M.D., C.C.E.P., F.C.F.P.  
Chief of Staff

Job Title with  
Designation(s)

When designations exist, they can be listed on the second line under the individual’s name, and carried over onto other lines as needed. The single or dual job title then moves to the next available line, after the designation(s).

## 4.3b Business Card

All SLMHC business cards must follow a pre-determined template. In order to ensure that all relevant material is consistent, the Corporate Communications Department (CCD) has created a template to follow. All business cards should follow the prescribed organization of information, as well as showcase the information shown below. The order of this information is outlined in this sample and cannot be altered. However, if information varies, such as multiple phone numbers or a different mailing address for an off-site department, this can be edited as needed. All business cards must be approved by their respective department manager.

Printing of business cards remains the responsibility of the respective department, however the CCD can provide files to external print shops if required.

Font:

Name: Arial, 9-10pt, Bold, SLMHC Blue

Job Title and Credentials: Arial, 7-9pt, Regular, Black

Contact Information: Arial, 6pt, Regular, Black





# 4.4a Forms

## Cover Page Facsimile (Fax)

This template is available on the SLMHC Intranet or through the Corporate Communications Department.

### General Specifications

Paper size: 8.5" x 11" (letter)  
Orientation: Portrait  
Margin: 1" all sides

Return address & Contact Info  
Arial font, 9pt, Regular  
Black

Icons: Grayscale/Black and White

Font Type for Content:  
Times New Roman, 10-12 pt,  
Regular, Black

**SIoux LOOKOUT**  
**Meno Ya Win**  
HEALTH CENTRE

#1 Meno Ya Win Way, P.O. Box 909  
Sioux Lookout, ON P8T 1B4  
TEL: (807) 737-3030  
FAX: (807) 737-5252  
www.slmhc.on.ca

**To:** \_\_\_\_\_ **From:** \_\_\_\_\_

**RECIPIENT FAX:** \_\_\_\_\_

**# of PAGES (including cover):** \_\_\_\_\_

**Subject:** \_\_\_\_\_ **Date:** [Click to select date]

☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

Comments: [Your comments here]

The information contained within this telecommunication is confidential and intended only for the person(s) named above. Any other distribution, copying or disclosure is strictly prohibited. If you have received this telecommunication in error, please notify us immediately by telephone and return the original transmission to us by mail without making a copy.

**Excellence Every Time**



## 4.4b Forms

# Media/Press Release

This template is available through the Corporate Communications Department and should only be used with permission from the Corporate Communications Department.

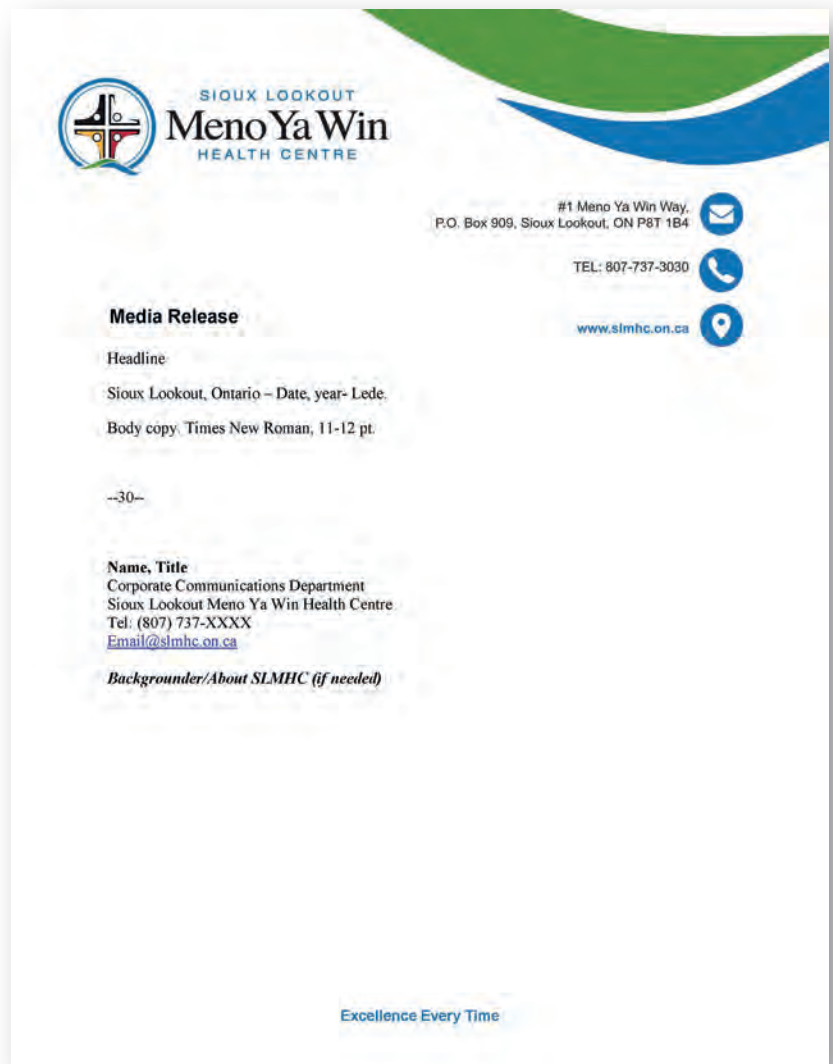
### General Specifications

Paper size: 8.5" x 11" (letter)  
Orientation: Portrait  
Margin: 1" all sides

Return address & Contact Info  
Arial font, 9pt, Regular  
Black

Icons: SLMHC Blue

Font Type for Content:  
Times New Roman, 10-12 pt,  
Regular, Black



The form is a template for a media release, featuring the Sioux Lookout Meno Ya Win Health Centre logo at the top left. The logo consists of a circular emblem with a stylized 'S' and 'W' and the text 'SIoux LOOKOUT Meno Ya Win HEALTH CENTRE' to its right. On the top right, contact information is provided: '#1 Meno Ya Win Way, P.O. Box 909, Sioux Lookout, ON P8T 1B4', 'TEL: 807-737-3030', and 'www.slmhc.on.ca'. To the right of this text are three circular icons: an envelope for email, a telephone for phone, and a location pin for the address. The main body of the form contains the following sections: 'Media Release' in bold, 'Headline' followed by a line for the headline, 'Sioux Lookout, Ontario – Date, year- Lede.' for the dateline, 'Body copy: Times New Roman, 11-12 pt.' for the body text, a line for a phone number, a line for an email address, and a line for a website. At the bottom, there is a section for 'Name, Title' followed by the address and contact information, and a section for 'Backgrounder/About SLMHC (if needed)'. The footer of the form reads 'Excellence Every Time'.

**SIoux LOOKOUT**  
**Meno Ya Win**  
HEALTH CENTRE

#1 Meno Ya Win Way,  
P.O. Box 909, Sioux Lookout, ON P8T 1B4

TEL: 807-737-3030

[www.slmhc.on.ca](http://www.slmhc.on.ca)

**Media Release**

Headline

Sioux Lookout, Ontario – Date, year- Lede.

Body copy: Times New Roman, 11-12 pt.

–30–

**Name, Title**  
Corporate Communications Department  
Sioux Lookout Meno Ya Win Health Centre  
Tel: (807) 737-XXXX  
[Email@slmhc.on.ca](mailto:Email@slmhc.on.ca)

**Backgrounder/About SLMHC (if needed)**

Excellence Every Time

# 4.4c Forms

## Memorandum

This template is available on the SLMHC Intranet or through the Corporate Communications Department.

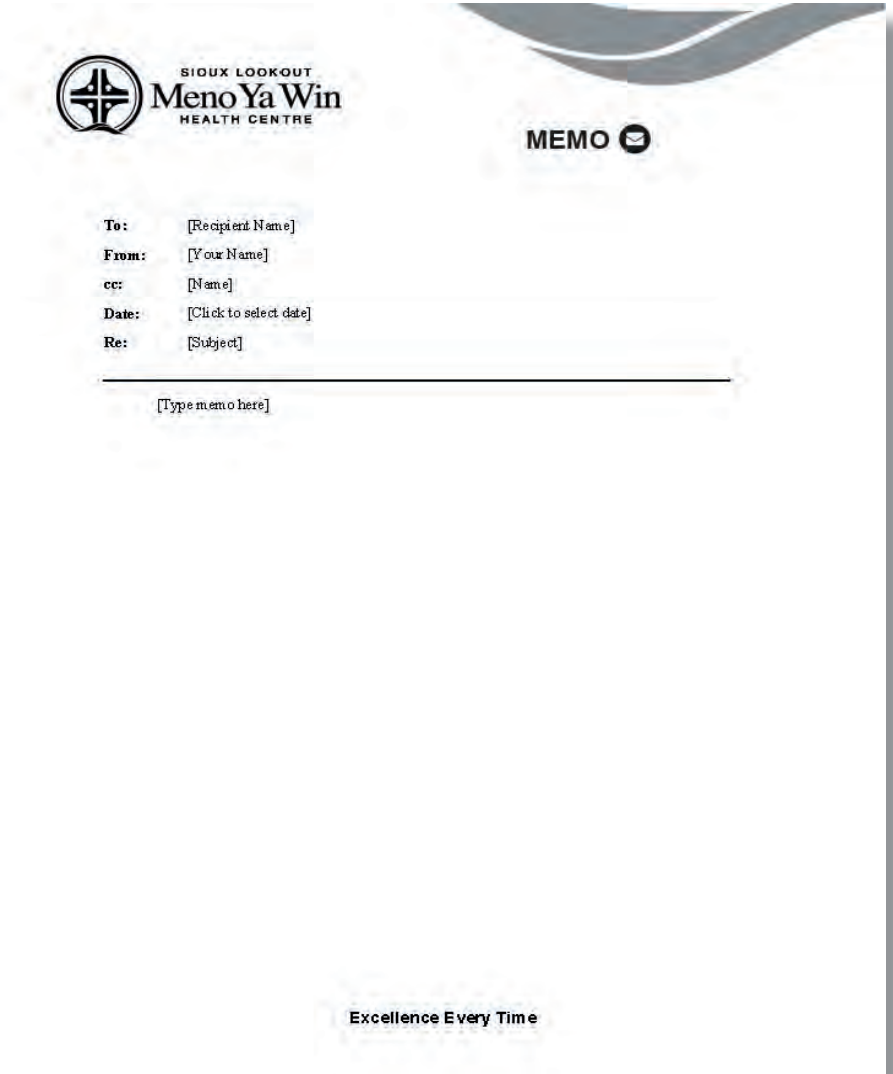
### General Specifications

Paper size: 8.5" x 11" (letter)  
Orientation: Portrait  
Margin: 1" all sides

Return address & Contact Info  
Arial font, 9pt, Regular  
Black

Icons: Grayscale/Black and White

Font Type for Content:  
Times New Roman, 10-12 pt,  
Regular, Black



The image shows a memo template for the Meno Ya Win Health Centre. At the top left is the logo, which consists of a circular emblem with a stylized cross and the text "SIOUX LOOKOUT Meno Ya Win HEALTH CENTRE" to its right. In the top right corner, the word "MEMO" is displayed next to a small envelope icon. Below the header, there is a form with fields for "To:", "From:", "cc:", "Date:", and "Re:", each followed by a placeholder in brackets. Below these fields is a large rectangular area for the memo content, with a placeholder "[Type memo here]" at the bottom. At the bottom right of the page, the phrase "Excellence Every Time" is written.

**To:** [Recipient Name]  
**From:** [Your Name]  
**cc:** [Name]  
**Date:** [Click to select date]  
**Re:** [Subject]

[Type memo here]

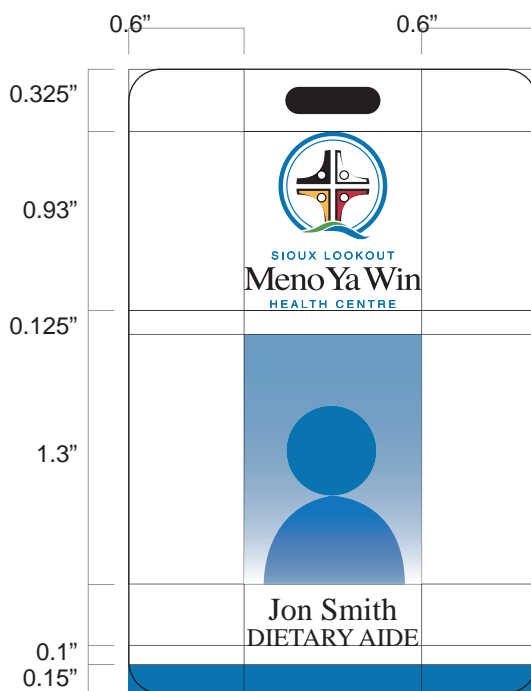
Excellence Every Time

## 4.5 Identification Cards

Identification cards are to be printed in full colour, using Sioux Lookout Meno Ya Win Health Centre colours.

All identification cards must follow the layout shown. The position of the logo, name, and title is always consistent.

This layout is at the approval of the Manager, Security & Risk Management, and will be updated periodically to their discretion. As this Guide is a living document, and as the design of the card is kept in software maintained by the Security Department, it is the responsibility of the Security Department to update the Corporate Communications Department should the design change, or require changes, so the Guide best reflects current practices.



FRONT OF CARD

### General Specifications

Size: 2.125"w X 3.25"h

Colours: SLMHC Blue  
SLMHC Red  
SLMHC Green  
SLMHC Yellow  
Black  
White

Name: 12pt, Times New Roman,  
Centred, Black

Job Title/Department

Font: 9.5pt, Times New Roman,  
Uppercase, Centred, Black

## 4.6 Promotional Products

All promotional products, including clothing, stationary, and other products with the SLMHC logo/brand, must be approved and flowed through the Corporate Communications Department (CCD).

This Visual Identity Guide can be shared with outside firms and companies producing promotional materials, but all final artwork must be approved by CCD. This will ensure all products and the use of the SLMHC logo and brand are consistent and in-line with the prescribed regulations and policies set out in this guide.

The CCD can recommend local and regional companies best poised to produce promotional materials, and can provide guidance throughout the selection and proofing process.





# 5

# Typography

The use of standard typefaces gives Sioux Lookout Meno Ya Win Health Centre communication materials consistency and strengthens our visual identity.

For this reason, several typeface options have been selected for use in printed materials produced internally as well as through outside suppliers and design firms.

# 5.1a Print Materials

## Stationary & Internal

Times New Roman is the primary, serif SLMHC font for internal, non-promotional use because of its accessibility. It's the first preference for body copy in non-promotional print materials including letters and memorandums. For a sans-serif font, preferable for headings and titles, Arial is appropriate.

For materials produced in-house, Times New Roman and Arial are acceptable, especially for internal communications such as memos for staff and internal audiences. However, when producing materials which are widely distributed, Montserrat is preferred.

Please refer to [Sections 5.1b](#) (pg. 39) regarding external publications, as well as [Section 5.2](#) (pg. 40) which outlines website and digital communication font preference.

### Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'=^\*~Ç,.;-:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'=^\*~Ç,.;-:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'=^\*~Ç,.;-:\_)

### Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'=^\*~Ç,.;-:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'=^\*~Ç,.;-:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".#\$%&/'=^\*~Ç,.;-:\_)

# 5.1b Print Materials

## External Publications

Montserrat is the preferred font for materials produced externally, including print and digital publications. However, it is at the discretion of the Corporate Communications Department to select fonts for communication materials. While Montserrat is preferable, it does not mean other fonts may be appropriate for specific projects approved by the Corporate Communications Department.

Please refer to [Sections 5.1a](#) (pg. 39) regarding internal publications, and [Section 4.6](#) (pg. 69) on promotional material guidelines. Also, please refer to [Section 5.2](#) (pg. 40) which outlines website and digital communication font preference.

Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)

# 5.2 Website

Roboto Slab and Lato are the preferred fonts used throughout the current SLMHC website. Deviation from these fonts is at the discretion of the Corporate Communications Department and external web designers working under the supervision of the Corporate Communications Department.

## Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)

## Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(!".\$%&/=^\*~Ç,-;:\_)



# 6 Online & Digital



SLMHC's online and digital platforms expand beyond our website, social media and email communication.

Many digital communication materials are created in conjunction with print materials, and for those purposes all materials should follow the previously outlined guidelines. This includes typography, logo use, and colour branding.

However, SLMHC does have specific guidelines for our corporate website, email signatures and social media platforms. These all complement our previous sections in this Visual Identity Guide, but do specify some variants such as our website stylesheet and respecting Accessibility laws and policies.

## 6.1 Web

The SLMHC website is found at [www.slmhc.on.ca](http://www.slmhc.on.ca). Management of the website, including content creation, updates, and design, falls under the Corporate Communications Department. Requests for updated information and changes/updates to any page on the website should come through the respective department's manager. Please refer to internal SLMHC policies for more information about website management.

Sioux Lookout Meno Ya Win Health Centre standards (for logo, font selections, photography, etc.) remain in effect when users choose their own design for pages that are accessible to the external public. Please refer to the various sections and internal policies for further instructions.

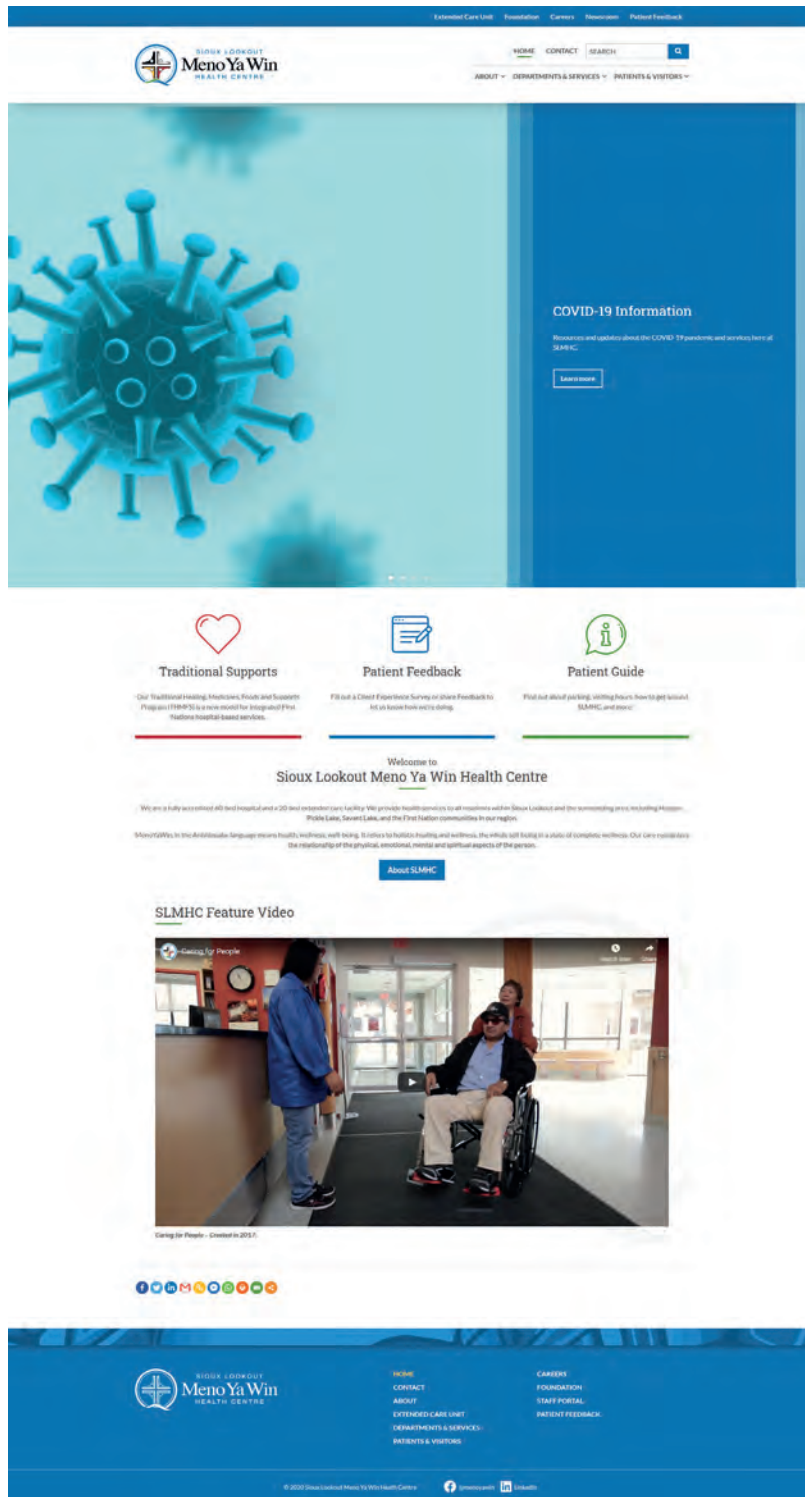
### Specifications:

- All policies associated with the use of the Sioux Lookout Meno Ya Win Health Centre logo must be followed.
- Website navigation must be structured in such a way that all pages can be indexed by search engines.
- Headers, main titles, and navigation bars must be created in a quality graphics/photo editing program and displayed in a high-quality format and size which works best for the content.
- Advertising for anything not directly affiliated with Sioux Lookout Meno Ya Win Health Centre is not allowed unless permission is obtained from the Corporate Communications Department.
- All content must reflect best practices for the most current provincial and federal Accessibility laws. As of 2014, this includes following Web Content Accessibility Guidelines (WCAG) 2.0 Level A, and as of January 2021- WCAG 2.0 Level AA. These elements include consideration of:
  - Contrast and distinguishability from foreground and background, including font colour selection and background colour as well as audio/video content
  - Alt text on all images
  - Best practices for uploading and sharing PDF documents
  - Guidelines on time-based media (audio/video)
  - Readability and language used throughout website

A full quick reference guide is available online at <https://www.ontario.ca/page/how-make-websites-accessible>

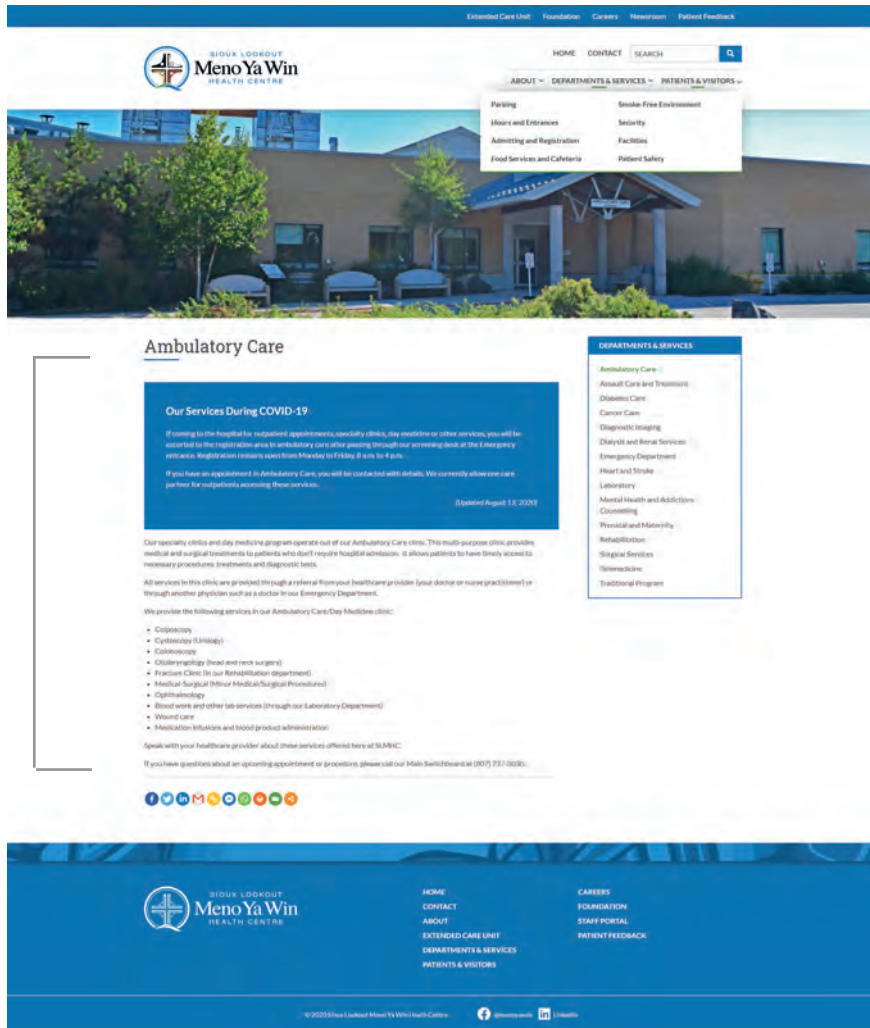
# 6.1a Web

## Homepage



# 6.1b Web

## 2-column page



Navigation bar  
Header

Banner

COLUMN 2  
Secondary Menu

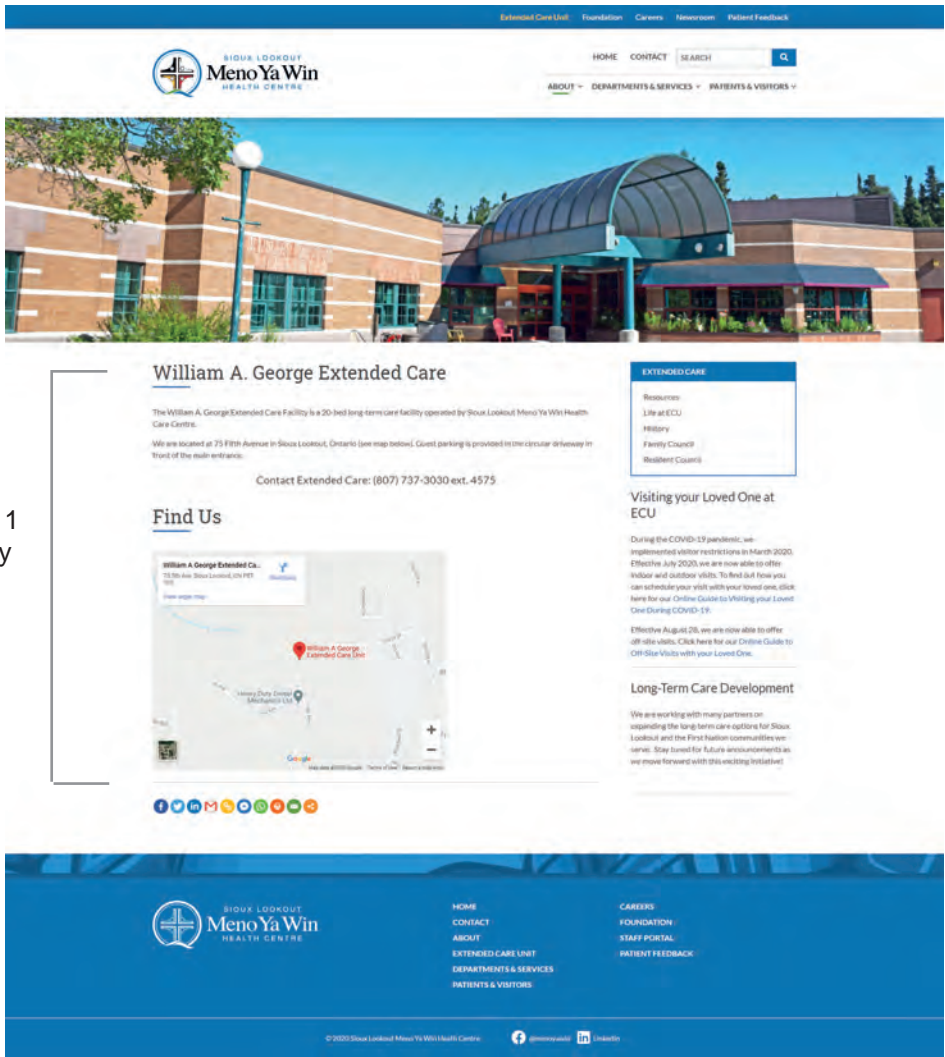
COLUMN 1  
Body Copy

Social Media sharing

Footer

# 6.1c Web

## 2-column+ page



Navigation bar  
Header

Header image

COLUMN 2  
Secondary Menu  
Additional Copy

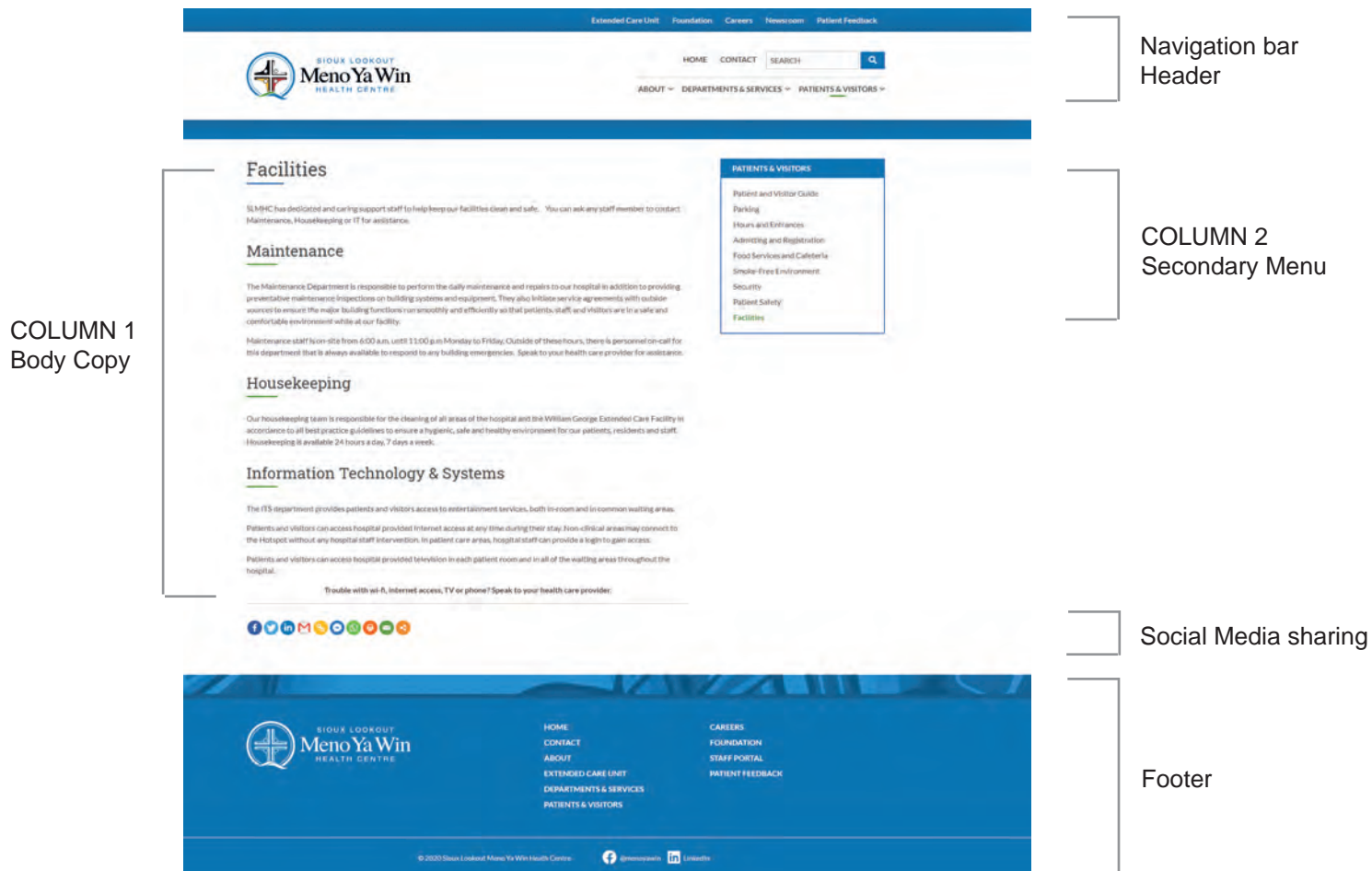
Social Media sharing

Footer

COLUMN 1  
Body Copy

# 6.1d Web

## No header 2-column page





## 6.2 Email Signature

Email signatures from staff representing Sioux Lookout Meno Ya Win Health Centre should follow our visual branding set out in this guide. This includes typography, which should be Arial or Times New Roman, as well as the [brand colours](#).

Respect to [Web Content Accessibility Guidelines](#) should be considered at all times, especially in [use of language](#), [contrast](#) (distinguishability from foreground from background) and shared images. All SLMHC policies should be followed, including relevant policies from Information Technology and Systems.

A branded email signature template is available through the Corporate Communications Department and Intranet to cut and paste from Word into Microsoft Outlook. Staff are not required to use the design, provided that they meet the criteria above and follow the colour specifications and logo use set out in this guide. If staff wish to use social media links in their signature, all links should only be directed to the official SLMHC social media pages.

If including an image in the signature, it must be the approved SLMHC logo (vertical or horizontal). The Accreditation Canada logo may be used, but always in conjunction with the SLMHC logo (never on its own) and never more prominent than the SLMHC logo. See the sample below of our branded email signature design, which demonstrates how the Accreditation Canada logo can be used with the SLMHC logo. If staff wish to use the SLMHC/Accreditation Canada logo, this file is available on the staff Intranet, or staff may contact the Corporate Communications Department to obtain the approved image files.

TO:

CC:

*John Smith*  
Job Title  
Sioux Lookout Meno Ya Win Health Centre

Email: [jsmith@slmhc.on.ca](mailto:jsmith@slmhc.on.ca)  
Phone: (807) 737-3030 | Mobile: (807) 737-5555

#1 Meno Ya Win Way, P.O. Box 909  
Sioux Lookout, ON P8T 1B4  
[www.slmhc.on.ca](http://www.slmhc.on.ca)

Disclaimer: This email may contain confidential and/or proprietary information some or all of which may be legally privileged. It is for the intended recipient only. If any addressing or transmission error has misdirected this email, please notify the author by replying to this email and destroy any copies. If you are not the intended recipient you must not use, disclose, distribute, copy, print or reply on this email for any purpose.

Sioux Lookout Meno Ya Win Health Centre (SLMHC) acknowledges we are built on the sacred land and traditional territory of the Lac Seul Ojibwe Nation.

 Please consider the environment before printing this email



# 7

## Conclusion

This Visual Identity Guide is kept with SLMHC's Corporate Communications Department. For assistance at anytime, please contact:

Jesse Bonello  
Communications Officer  
communications@slmhc.on.ca  
(807) 737-6545

Irene Dube  
Corporate Communications Manager  
communications@slmhc.on.ca  
(807) 737-6563

***Updated and Approved November 5, 2020.***