



## Brand Guidelines

MAY 2019



**SOUTHLAKE**  
REGIONAL HEALTH CENTRE

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**Building healthy communities through outstanding care, innovative partnerships and amazing people.**

**This guide provides best practices and directions on how to use the Southlake Regional Health Centre brand to create the most cohesive experience.**

## 1.0 Legal statement

The Southlake Regional Health Centre name and logo are an Official Mark registered under the Trade Marks Act and published by the Registrar of Trade Marks. The name and logo are, therefore, the exclusive right of the Southlake Regional Health Centre and may not be used by any person without the written approval of the Administrative Management Committee (AMC) or their authorized appointed bodies (i.e., Corporate Communications).

## 2.0 Identity anatomy

The Southlake Regional Health Centre identity consists of two visual elements, the symbol and wordmark – designed with specific proportions to ensure balance in the identity. Both elements exist in fixed proportions, which must never be altered.

Exceptions to this rule can be made once approved by the Corporate Communications team. Typical instances often include the symbol used on its own as an element.

The Southlake symbol represents the strength, dependability, energy and growth that exists within the hospital and in the surrounding community.

All acceptable versions of the logo are available as digital artwork files. They must never be altered or manually reproduced in any way. Please consult Corporate Communications with questions or for more information.



## 2.1 Variations

When using the two-colour Southlake identity, instances should always appear on a white background, ensuring the logo is positioned in a clear and visible manner.

In one-colour applications, take note that the symbol differs slightly, with a thin stroke appearing on the top right of the inside circle. One-colour (black) and reverse (white) logo variation usage is ideal.

A reverse (white) option of the identity is best suited over images. Ensure the logo is positioned on a clean and consistent section of the image.

### TWO-COLOUR

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### GREYSCALE

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### ONE-COLOUR (BLACK)

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### REVERSE (WHITE)

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## 2.2 Tagline

The tagline is a clear and powerful statement differentiating Southlake from other health care centres. Positioned under the logo, it captures the sentiment of providing world-class care in a compassionate manner that makes patients feel welcomed.

Leading edge care refers to Southlake's ability to provide a variety of specialized services typically delivered at an academic hospital.

By your side captures the essence of how care is provided at Southlake. It is unique in meaning and defines what Southlake is all about.



## 2.3 Usage

To ensure strong visual impact and consistent usage, there must always be a defined zone of protected clear space around the Southlake identity. This clear space must be respected and adhered to. No other graphic element should appear within this defined space.

In order to ensure legibility, the identity should never appear smaller than 1.5 inches in width for print collateral or 120 pixels in width for digital applications.

In specific instances where the minimum size may not fit, please contact the Corporate Communications team.

### CLEAR SPACE

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### MINIMUM SIZES

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1.5 INCHES



120 PIXELS









3.0 Colour

Southlake’s primary brand colours are specific shades of blue and green. Both colours evoke a sense of comfort and ease. Blue is the main brand colour, and green is the support found in the Southlake symbol and identity subtext.












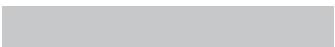
Using these colours consistently and effectively will reinforce and support Southlake’s visual identity across all marketing and communication channels.

An additional palette of warm colours is also available for use to complement the primary brand colours, reinforcing the approachable look and feel of the brand.

PRIMARY COLOUR PALETTE

		
<b>CMYK</b> 75 40 55 25	<b>CMYK</b> 55 20 35 0	<b>CMYK</b> 25 5 15 0
<b>RGB</b> 63 105 99	<b>RGB</b> 122 170 166	<b>RGB</b> 190 217 214
<b>HEX</b> #3F6963	<b>HEX</b> #7AAAA6	<b>HEX</b> #BED9D6
		
<b>CMYK</b> 90 60 30 20	<b>CMYK</b> 55 25 15 10	<b>CMYK</b> 25 10 5 0
<b>RGB</b> 31 86 120	<b>RGB</b> 108 150 176	<b>RGB</b> 188 209 226
<b>HEX</b> #1F5678	<b>HEX</b> #6C96B0	<b>HEX</b> #BCD1E2

ACCENT COLOUR PALETTE

		
<b>CMYK</b> 30 80 90 40	<b>CMYK</b> 25 70 75 5	<b>CMYK</b> 10 35 35 0
<b>RGB</b> 122 55 32	<b>RGB</b> 184 100 76	<b>RGB</b> 226 173 155
<b>HEX</b> #7A3720	<b>HEX</b> #B8644C	<b>HEX</b> #E2AD9B
		
<b>CMYK</b> 50 70 15 35	<b>CMYK</b> 40 55 10 20	<b>CMYK</b> 10 25 0 5
<b>RGB</b> 102 69 109	<b>RGB</b> 134 105 143	<b>RGB</b> 211 185 211
<b>HEX</b> #66456D	<b>HEX</b> #86698F	<b>HEX</b> #D3B9D3
		
<b>CMYK</b> 35 40 55 15	<b>CMYK</b> 15 20 35 15	<b>CMYK</b> 0 5 12
<b>RGB</b> 151 131 107	<b>RGB</b> 188 172 147	<b>RGB</b> 226 216 211
<b>HEX</b> #97836B	<b>HEX</b> #BCAC93	<b>HEX</b> #E2D8D3
		
<b>CMYK</b> 0 0 0 85	<b>CMYK</b> 0 0 0 50	<b>CMYK</b> 0 0 0 25
<b>RGB</b> 78 78 78	<b>RGB</b> 150 150 150	<b>RGB</b> 200 200 200
<b>HEX</b> #4E4E4E	<b>HEX</b> #969696	<b>HEX</b> #C8C8C8

## 4.0 Typography

Domaine Text and Benton Sans are the primary typefaces for all marketing and communications collateral.

Headlines and large statements are set in Domaine Text, a contemporary serif typeface that adds an element of emotion.

Benton Sans is an easy-to-read, clean sans serif typeface that's used to accent Domaine Text. Benton Sans is used for all body copy and small sub-headings.

When the above typefaces are unavailable, please defer to the noted alternate fonts, Cambria and Calibri, both readily available in most Microsoft Office suites.

### PRIMARY TYPEFACES

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**DOMAINE TEXT** (Medium, Bold, Black)

**Licensing:** Available for purchase from <https://klim.co.nz/retail-fonts/domaine-text>

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**BENTON SANS** (Book, Regular, Medium, Bold, Black)

**Licensing:** Available with Adobe Creative Cloud subscription, additional users will require a license, available from Font Bureau <https://store.typenetwork.com/foundry/fontbureau/series/benton-sans>

### ALTERNATE MICROSOFT TYPEFACES

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## Headings

**CAMBRIA** (Bold)

**Use:** PowerPoint presentations, or when using Microsoft Office products

## Body Copy

**CALIBRI** (Regular, Medium, Bold)

**Use:** PowerPoint presentations, letterhead usages or when using Microsoft Office products

## 4.1 Type sizes

Please refer to the noted type sizes, in points, that should be used in all communications material.

### 6 POINT, PREFERABLY 7 POINT: EXPLANATORY TEXT

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The proposer of treatment has explained to me the diagnosis, recommended treatment, expected benefits, related significant risks, alternative treatments (including the option not to treat), as well as significant risks associated with those options, in a manner that I have understood.

### 8 POINT: SMALLEST APPROVED BODY TEXT

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The proposer of treatment has explained to me the diagnosis, recommended treatment, expected benefits, related significant risks, alternative treatments (including the option not to treat), as well as significant risks associated with those options, in a manner that I have understood.

### 10 POINT: MOST COMMON TEXT SIZE USED

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The proposer of treatment has explained to me the diagnosis, recommended treatment, expected benefits, related significant risks, alternative treatments (including the option not to treat), as well as significant risks associated with those options, in a manner that I have understood.

## 5.0 Photography style

Photography and videography should support the visual brand of Southlake in all instances. Photography selects should be warm, dynamic, authentic, diverse and convey a sense of emotion.

Ensure a variety of ethnicities, ages and scenarios within hospital settings and community interactions.

In an instance requiring stock photography, make sure the selects reflect the defined look and feel of the brand.

**Evoke a sense of emotion**

**Capture the element of interaction between people**

**Achieve an authentic look and feel**

**Highlight the people and community surrounding Southlake**

**Create a short depth of field to focus on the interaction**

## 5.1 Examples

The pictured examples all focus on an interaction within the hospital, and evoke a sense of warmth and authenticity.

Capture interactions between staff, patients, doctors, family and the community of Southlake, ensuring natural and true-to-life compositions with subjects not looking directly into the camera.



6.0 Stationery

Southlake stationery must be used for business matters of the organization or its affiliate organizations and may never be used for personal use.



596 Davis Drive  
Newmarket, ON L3Y 2P9  
T: 905-895-4521  
TTY: 905-952-3062  
southlake.ca

January 24, 2019

Dr. Stacey Tschudin  
Medical Director, Emergency Services  
Southlake Regional Health Centre  
596 Davis Drive  
Newmarket, Ontario  
L3Y 2P9

Dear Dr. Tschudin,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te nulla.

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Sincerely,

  
Meg Lynch  
Chair, Community Awareness Committee



**Arden Krystal**  
PRESIDENT AND CEO

T: 905-895-4521 ext. 4567  
C: 905-895-4521  
AKrystal@southlake.ca

596 Davis Drive  
Newmarket, ON L3Y 2P9  
southlake.ca

## 6.1 Letterhead

The two-colour Southlake identity with tagline is used on all letterhead, with all key contact information appearing in the top right corner.

The body of the letter should use Calibri, set at 10 pt. All business letters should be single-spaced, left justified with line spacing between letter elements.



6.2 Business cards

Business cards are printed on uncoated stock, two-sided using Southlake’s primary blue and green colours.

A one-sided option is also available for use.

Please contact Corporate Communications with any questions.

TWO-SIDED



**SOUTHLAKE**

REGIONAL HEALTH CENTRE

Leading edge care. By your side.

**Arden Krystal**

PRESIDENT AND CEO

596 Davis Drive  
Newmarket, ON L3Y 2P9  
**southlake.ca**

T: 905-895-4521, ext. 4567  
C: 905-895-4521  
**AKrystal@southlake.ca**

ONE-SIDED



**SOUTHLAKE**

REGIONAL HEALTH CENTRE

Leading edge care. By your side.

**Arden Krystal**

PRESIDENT AND CEO

T: 905-895-4521, ext. 4567  
C: 905-895-4521  
**AKrystal@southlake.ca**

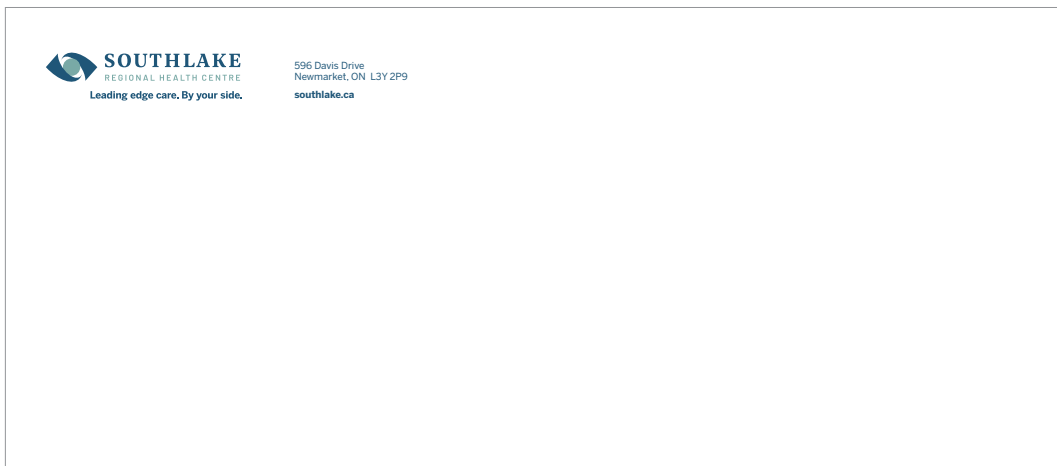
596 Davis Drive  
Newmarket, ON L3Y 2P9  
**southlake.ca**



## 6.3 Envelopes

Envelopes are printed on uncoated stock, using Southlake's primary blue and green identity, with the mailing address and website positioned to the right.

Please contact Corporate Communications with any questions.



## 6.4 Fax cover sheet

For fax and memo purposes, Microsoft Word templates are available for use.

Please contact Corporate Communications with any questions.

**SOUTHLAKE**  
REGIONAL HEALTH CENTRE  
Leading edge care. By your side.

596 Davis Drive  
Newmarket, ON L3Y 2P9  
T: 905-899-4521  
TTY: 905-952-3062  
southlake.ca

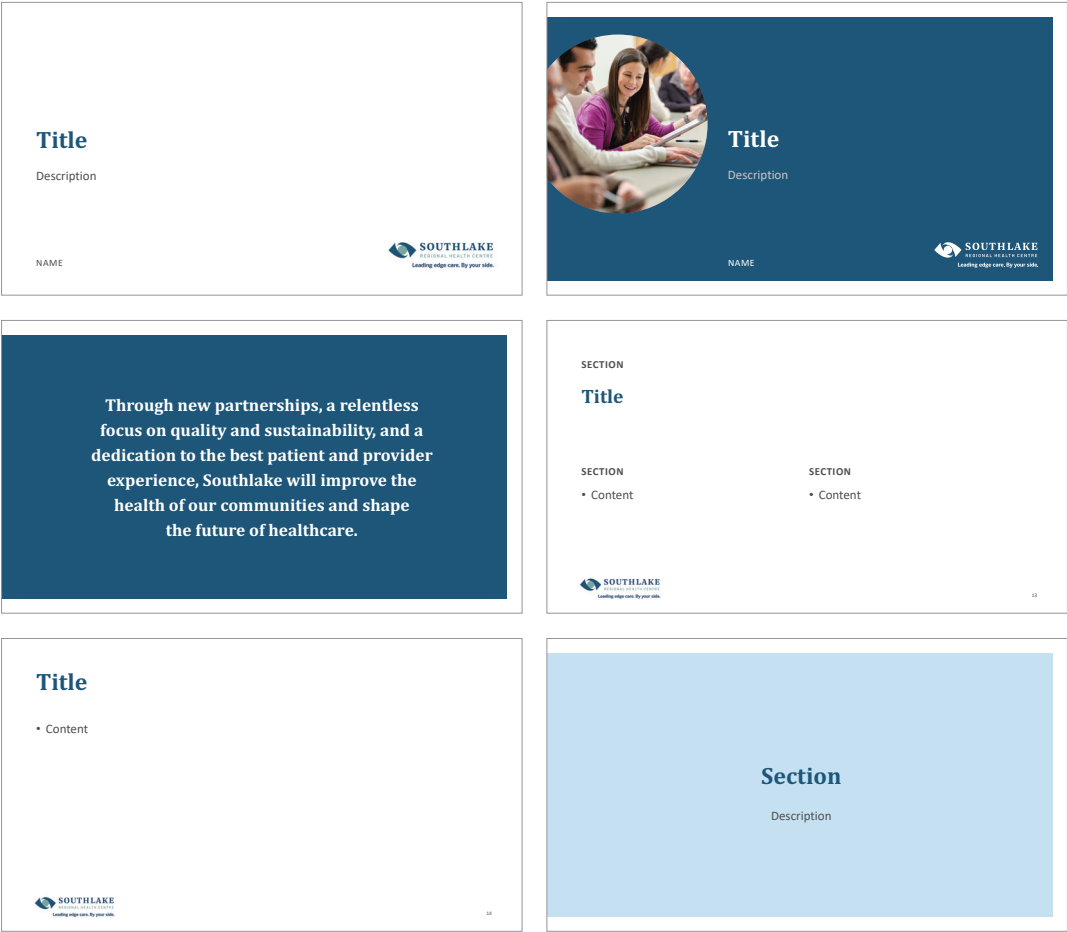
**FAX TRANSMISSION**

EDITABLE AREA  
WORD TEMPLATE

7.0 PowerPoint

When delivering presentations, ensure use of the Southlake PowerPoint template. A variety of slides have been created for use, including title, section, text and image options, all with the Southlake visual brand weaved into the design.

Use of this template is required for most presentations, especially for external audiences. Always adhere to the existing standards for colour, photography and identity use. All text within the presentation template uses Microsoft fonts, specifically Calibri and Cambria.



8.0 Collateral

The Southlake publication system is distinguished by a number of basic elements, including language and visual communication tiers and a set of standard sizes and grids. By creating a cohesive look to all publications, our audiences can easily develop a clear and consistent impression of our organization.

Our publications system consists of three levels or tiers of communication, which are differentiated by their visual treatment and production values.

COMMUNICATION TIER SYSTEM

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TIER ONE

Corporate and marketing communications

Tier one is comprised of corporate and marketing communications material, including annual reports, corporate brochures and kit folders. These materials are meant for a wide variety of audiences with higher production values.

- Quality:** Medium to highest production value

**Colours:** No restrictions on colours
- Format:** No restrictions on size

**Visuals:** No restriction on images

TIER TWO

Information materials: patient and non-patient

Tier two is comprised of information materials, including brochures, pamphlets and handouts formatted for patients and non-patients. These materials can be created with low to high production values.

- Quality:** Low to high production value

**Colours:** No restrictions on colours
- Format:** See available formats on next page

**Visuals:** Full-colour or monotone

TIER THREE

Instructional materials: patient-specific

Tier three is comprised of instructional materials including brochures and handouts that are specifically for patients. These materials can be created with low production values.

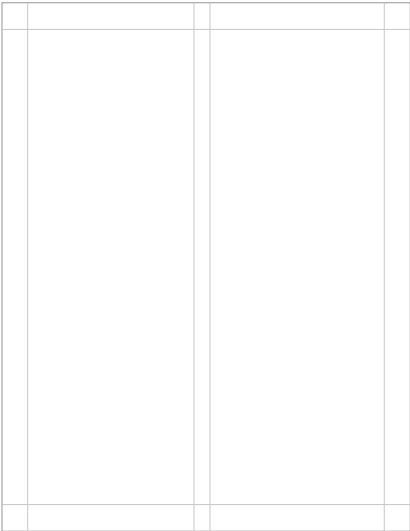
- Quality:** Low production value

**Colours:** No restrictions on colours
- Format:** See available formats on next page

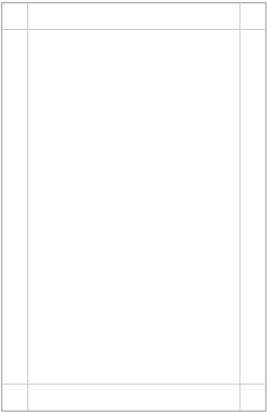
**Visuals:** Full-colour or monotone

# 8.1 Standard sizes

Using standard layout grids for collateral helps to build consistency across all communications material. The following standard formats shown will suit the majority of your needs.



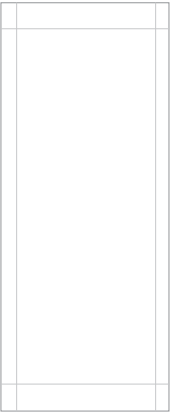
**LETTER-SIZE**  
8.5x11  
ONE OR TWO-COLUMN



**HALF LETTER-SIZE**  
5.5x8.5 FOLDED  
11x8.5 FLAT  
ONE-COLUMN



**TRI-FOLD BROCHURE**  
3.6x8.5 FOLDED  
11x8.5 FLAT  
ONE-COLUMN

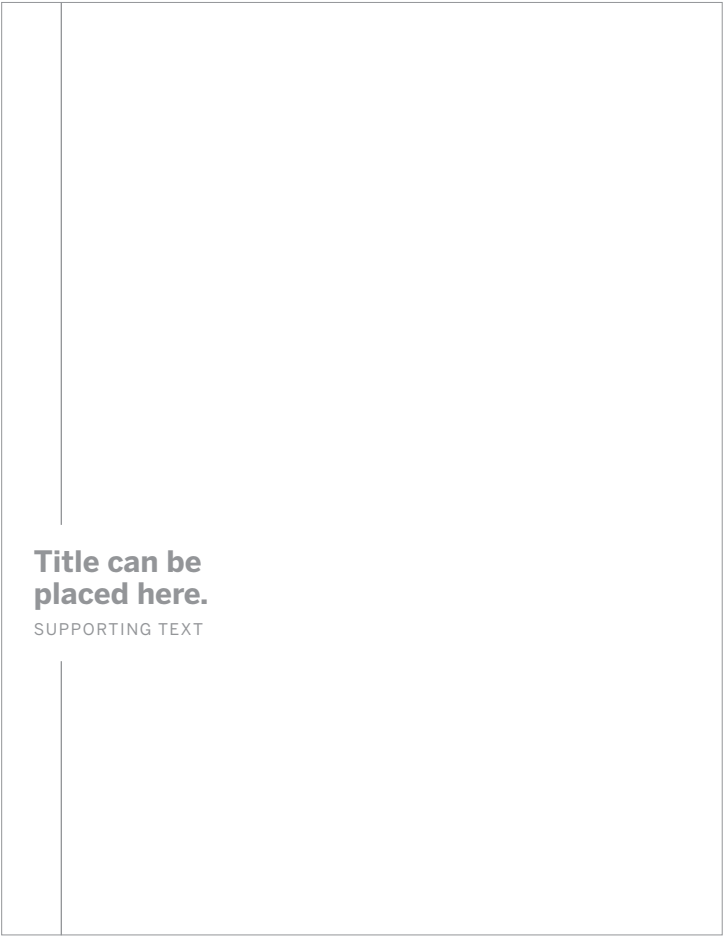


**ROLL-FOLD BROCHURE**  
3.5x8.5 FOLDED  
14x8.5 FLAT  
ONE-COLUMN

# 8.2 Branding device

To further create consistency across communications material, use of the established branding device is key.

Ensure usage is done sparingly across materials, appearing a few times in multi-page documents and appearing only once on posters or in smaller brochures.



## 8.3 Tier one

Tier one publications, like the Strategic Plan referenced, make use of both corporate fonts and colour palettes. Photography selected for these pieces evoke emotion and show an authentic human connection.

The branding device can be used sparingly throughout multi-page documents. The Southlake logo always appears in the bottom right corner of the piece.



**Leading edge care.  
By your side.**

2019-2023 STRATEGIC PLAN



## 8.3 Tier one

An inside spread of a tier one publication, using the corporate colours, fonts and branding device.

Larger headlines and text callouts can appear in Domaine Text, but all body copy should be set in Benton Sans for consistency and ease of reading.





8.4 Tier two

An example of a tier two accordion-fold brochure (roll-fold can also be used).

Logo is consistently placed in the bottom right corner of the document. Remember to include a white border on three sides of the piece, top, right and bottom to reinforce the Southlake brand look and feel.

The Southlake map is always found on the back cover of the brochure publication.

When smaller photography elements are needed, consider placing the photo in a circle to contrast with the bordered edge.

Larger headlines and text callouts can appear in Domaine Text, but all body copy should be set in Benton Sans for consistency and ease of reading.

### HOW TO FIND US

**V** Southlake Village, 640 Davis Street

**M** Medical Arts Building, 596 Davis Drive

**F** Southlake Foundation, 596 Davis Drive

**H** Southlake Regional Health Centre, Bridge over Davis Drive - accessible from P3 of the Parking Garage and Level 3 of the Medical Arts Building.

**C** Steensma Regional Cancer Centre, The Tannery Mall, 460 Davis Drive

**P** Parking

For more information about our privacy practices or to raise a concern, please contact:

**Southlake Regional Health Centre Privacy Office**  
Tel: 905-895-4521, ext. 2395  
596 Davis Drive  
Newmarket, ON L3Y 2P9  
Privacy@southlakeregional.org  
southlake.ca

### WHEN DO WE DISCLOSE YOUR PERSONAL HEALTH INFORMATION?

Your personal health information may only be disclosed to support the delivery of your care:

**Health Regulatory Agencies:** for OHIP billing

**Your next of kin or legal representative:** for OHIP billing

**Our foundations:** can opt-out if you do not wish to be contacted

**Other healthcare organizations/professionals:** directly or through shared health information systems to support provision of care, unless directed not to

**Patient satisfaction surveys:** can opt-out if you do not wish to be contacted

**Public authorities:** as permitted and required by law, for example Public Health

### YOUR RIGHTS

You have the right to:

- access your personal health information;
- request correction of incomplete or inaccurate information contained in your health record; and
- file a complaint with our Privacy Office

We investigate any complaints about our privacy practices and take the necessary action to resolve such complaints.

### ACCESS

If you would like to access your health record after having been discharged or wish to obtain a copy of it, please contact our Release of Information office at 905-895-4521 ext 2635 or ROIHealthRecords@southlakeregional.org

### CORRECTION

We strive to keep your information up-to-date and accurate. At your request, we have a process for you to have your information updated or corrected.

If you believe that the personal health information we have recorded about you is inaccurate or incomplete, please raise this with your care provider or contact Release of Information office at 905-895-4521 ext 2635 or ROIHealthRecords@southlakeregional.org

### YOUR CHOICES

Your family and friends may be told general information about you, such as your location in hospital and your health condition unless you tell us not to give this information.

If you wish to limit any part of the information about you or your care, please inform a member of your healthcare team or contact the Release of Information office at 905-895-4521 ext 2635.

### FUNDRAISING

After 60 days from your attendance at the hospital, the Southlake Regional Foundation will contact you about helping further advance the hospital. At any time you may request that you do not want to be contacted. Please inform a member of your healthcare team or contact the Southlake Foundation directly by phone 905-836-7333.

## Your Privacy and Personal Health Information

A GUIDE FOR PATIENTS

**SOUTHLAKE**  
REGIONAL HEALTH CENTRE

8.4 Tier two

An example of the inside of a tier two accordion-fold brochure. Inside spreads can vary depending on content. Ensure enough white space, or breathing room, for the content to create a cohesive piece that is clear in its flow for the reader.

Iconography can be used to further enhance headlines and visually support content, as long as the icon use is easily understood.

 <p><b>YOUR PRIVACY AND PERSONAL HEALTH</b></p> <p><b>At Southlake Regional Health Centre, we recognize that the health information of our patients deserves to be treated with respect and sensitivity and our patients' privacy must be protected.</b></p> <p>Access to your personal health information is available to those who need to know to provide or support in the provision of care, including: physicians, nurses, technicians, therapists and other health professionals. When collecting and using your personal health information, we take measures to ensure the privacy and confidentiality of the information is protected.</p> <p><b>WHY WE COLLECT YOUR PERSONAL HEALTH INFORMATION</b></p> <p>We collect personal health information directly from you or from the person acting on your behalf so that you can be easily identified each time you visit Southlake.</p> <p>The personal health information that we collect may include your name, date of birth, address, health history, records of your visit to Southlake Regional Health Centre, and the care that you received during those visits.</p> <p>We may also access personal health information from other health care organizations and professionals that may be relevant to your current care.</p> <p>Access to your personal health information is available only to those who need it in order to provide you with the care that you need.</p>	 <p><b>HOW WE USE YOUR PERSONAL HEALTH INFORMATION</b></p> <ul style="list-style-type: none"><li>• To identify your record quickly and accurately each time you visit Southlake.</li><li>• To provide you with the most appropriate care and treatment when you visit Southlake. All of this information is recorded in your chart and made available to those involved in your care. We also keep a history of your health information for future care.</li><li>• To comply with legal and regulatory requirements. For example, we collect your health insurance number because it is required to fund health care services.</li><li>• To improve the quality and efficiency of the health care services that we provide, through our patient satisfaction surveys.</li><li>• To share your contact information with Southlake Regional Health Centre's Foundation. The Foundation works to support excellence in health care by raising funds for equipment, education and the improvement of patient care.</li><li>• Communicate or consult about your health care with your physician(s) and other health care providers.</li><li>• Aid in health system planning and research.</li><li>• Report as required or permitted by law.</li></ul>	 <p><b>HOW WE PROTECT YOUR PERSONAL HEALTH INFORMATION</b></p> <p>Southlake takes measures to ensure your personal health information is protected through the use of appropriate safeguards.</p> <p>The following are some examples of the specific steps that we take to protect your privacy while delivering safe, high-quality care:</p> <ul style="list-style-type: none"><li>• Physical measures: for example, use of lockable filing cabinets and restricting access to offices</li><li>• Organizational measures: for example, limiting access to personal information on a "need-to-know" basis</li><li>• Technological measures: for example, the use of passwords, system access controls and encryption where appropriate</li><li>• Audits of our electronic systems to ensure only those providing care to you are accessing your records</li></ul> <p><small>YOUR PRIVACY AND PERSONAL HEALTH INFORMATION</small></p>
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## 8.5 Tier three

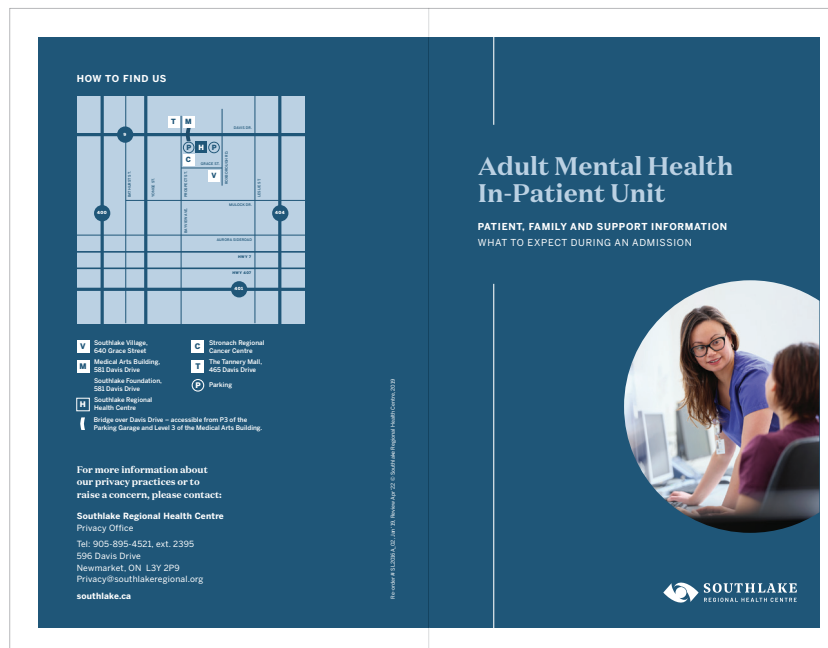
An example of the front and back cover of a tier three half-letter brochure.

Logo is consistently placed in the bottom right corner of the document. Remember to include a white border on three sides of the piece – this can also carry through on the back cover to reinforce the Southlake brand look and feel.

The Southlake map is always found on the back cover of the brochure.

When smaller photography elements are needed, consider placing the photo in a circle to contrast with the bordered edge.


Larger headlines and text callouts can appear in Domane Text, but all body copy should be set in Benton Sans for consistency and ease of reading.



8.5 Tier three

An example of a tier three half-letter brochure. Inside spreads can vary depending on content. Ensure enough white space, or breathing room, for the content to create a cohesive piece that is clear in its flow for the reader.


Iconography can be used to further enhance headlines and visually support content, as long as the icon usage is easily understood.



WELCOME TO SOUTHLAKE REGIONAL HEALTH CENTRE

**Our in-patient Mental Health team partners with you and your support system on your journey to recovery.**

This handbook provides information about our Adult Mental Health in-patient services which, for some, are his/her first encounter and step towards recovery. Your time here will focus on careful assessment, beginning treatment and thoughtful planning for your discharge from the hospital.



**THE TEAM**

An experienced team of clinicians will work together with you to develop a plan for your treatment during your hospital stay. The team consists of the following professionals:

- **Nurses** support the patient daily by closely monitoring emotional and/or psychiatric symptoms, communicate to the team arising concerns, help coordinate care, and provide support and information about coping skills, medication and healthy lifestyle tips to aid getting well and staying well.
- **Psychiatrists** meet with patients and families to assess and understand the patient's presenting symptoms and/or situation, formulate a working diagnosis, develop a treatment plan with you and/or your family, and monitor your treatment response and recovery.
- **Social Workers** may meet with families to conduct a comprehensive assessment and contribute to the treatment and discharge planning. They can provide information and support on issues such as financial and housing options.
- **Occupational Therapist** and **Recreation Therapist** provide and facilitate assessment, care planning and provision, and discharge planning.
- **Spiritual Care** services are available to patients upon request to provide emotional and spiritual support having multi-faith and multicultural backgrounds.
- **Community and Partner organizations** work collaboratively with the in-patient team to begin discharge planning and help ensure a smooth transition of your care and recovery in the community.

ADULT MENTAL HEALTH IN-PATIENT UNIT

## 8.6 Posters

Consistency across the values posters is achieved with use of the branding device and primary typefaces. To allow for variety between pieces, select colours from the primary and accent colour palettes.

When placed over an image, the reverse (white) Southlake logo is used, and positioned in the bottom right corner.



## 9.0 Language and tone

The distinct voice of Southlake should be easily recognized across all print and digital communication touchpoints. All material should be clear and concise, be authentic and approachable and focus on interactions between patients, doctors, families and the surrounding community of Southlake.

When communicating to patients, ensure information is clear and concise in simple language, without the use of jargon.

Materials should help patients understand their condition and scheduled procedures, explain what is required and/or next steps to prepare, and any additional information necessary for the patient to be aware of.

Ensure materials communicate in an authentic manner, and provide comfort towards patients and their families.

**Evoke a sense of emotion**

**Capture the element of interaction between people**

**Achieve authenticity through care and connections made**

**Meaningful work and dialogue, patient-centred**

**Focus on the simple things**

## Questions?

Contact the Corporate Communications team with any questions.