

Brand Guidelines

SEPTEMBER 2023

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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 without the written approval of the hospital Executive Leadership Team (ELT) 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



ONE-COLOUR (BLACK)



REVERSE WHITE



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



MINIMUM SIZES

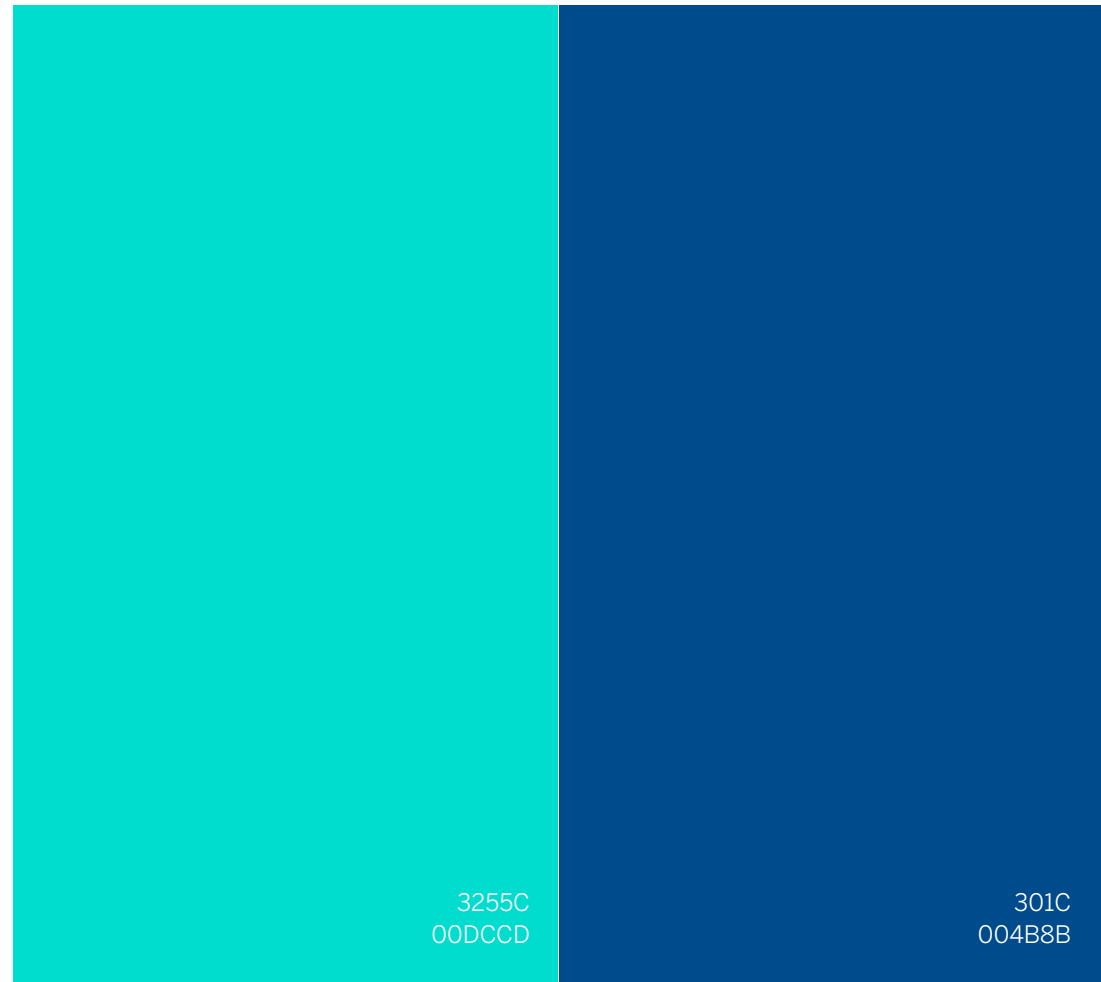


3.0 Colour

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.

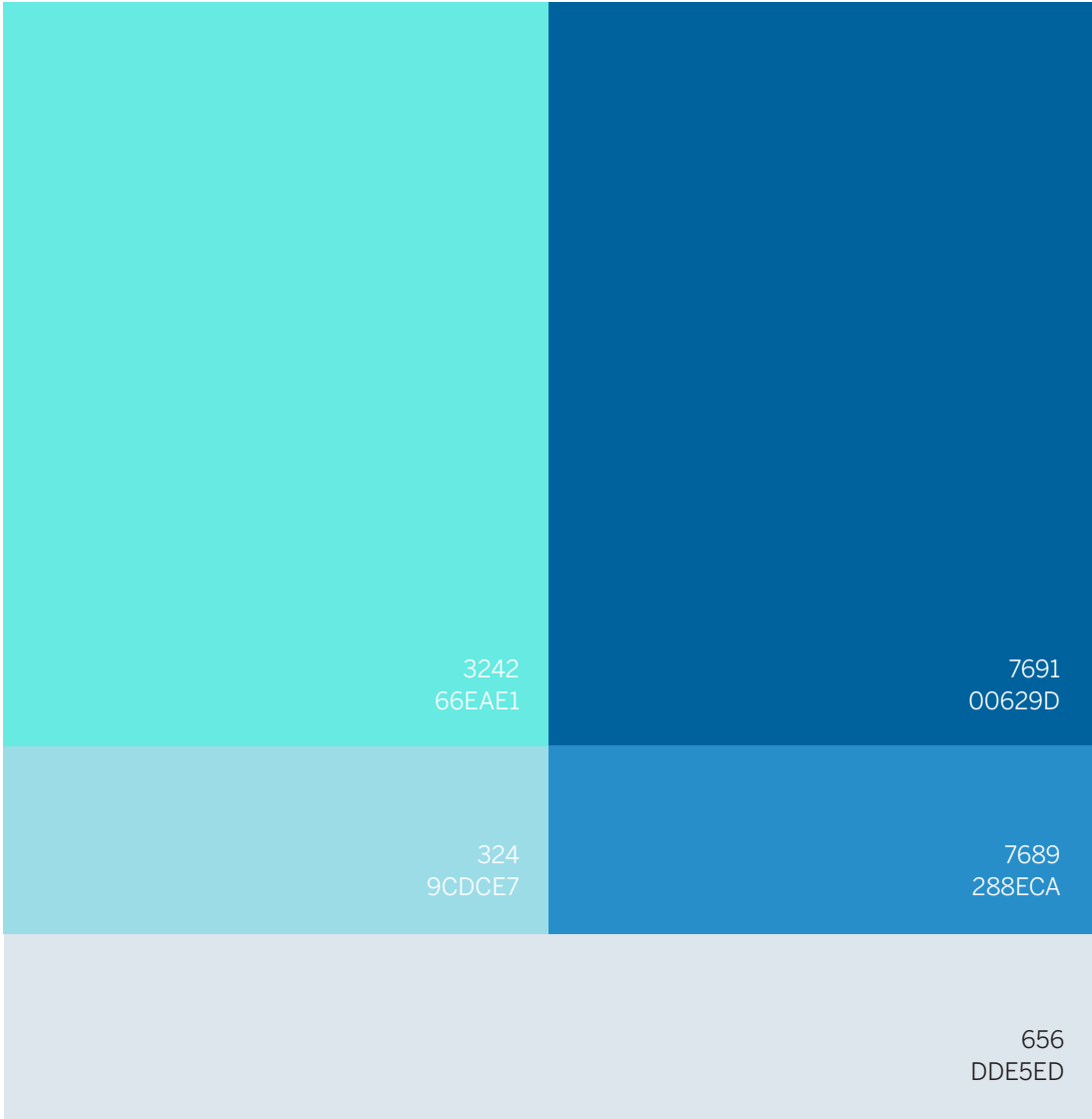
Using these colours consistently and effectively will reinforce and support Southlake's visual identity across all marketing and communication channels.

PRIMARY COLOURS



3.1 Secondary Colours

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



4.0 Typography

Benton Sans is the primary typeface for all marketing and communications collateral.

Headlines and large statements are set in Benton Sans Bold, an easy-to-read, clean sans serif typeface. Benton Sans Regular or Book is used for all body copy and small sub-headings.

When the above typeface is unavailable, please defer to the noted alternate font, Calibri, readily available in most Microsoft Office suites.

PRIMARY TYPEFACES

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

Body Copy

CALIBRI (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.

7 POINT, PREFERABLY 8 POINT: LEGAL/FOOTNOTE TEXT

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.

9 POINT: SMALLEST APPROVED BODY TEXT

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

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

Photo components should support the visual brand of Southlake and in all instances, evoke a sense of pride, place, and performance.

All photographs featuring people should focus on real people, with diverse backgrounds and performing authentic activities within the hospital setting and in the community.

Photography should also capture the positive, optimistic spirit and energy of Southlake. Interactions should feature staff, patients, doctors, family and the community of Southlake, ensuring natural and true -to -life compositions.

Portraits should feature subjects singularly, looking directly into the camera. Focus should be only on the subject, background out of focus, with objects not to be directly identifiable.

Images should focus on capturing real glimpses of people at work. People can appear in offices or on location.



5.1 Editing Style

All photography should feature crisp, clean whites. Highlights should be slightly boosted to bring in greater sense of the light's presence, without over exaggerating light source.

Mid-tones should be well balanced. Greens and yellows should be slightly desaturated, while also slightly boosting the blue tones.

Skin-tones should be very natural, ensuring not too much warmth, and not overexposed from boosting highlights.

Overall image should be slightly cooler in colour temperature.



5.2 Image Treatment

Images play a key part in Southlake's communications, so it is important that all images follow brand guidelines and portrays the hospital in an authentic way.

Duotone images are black and white photos printed in two colours. In these images, coloured inks, rather than different shades of grey, are used to reproduce tinted greys.

When creating duotones, keep in mind that both the order in which the inks are printed as well as the colour combination is very important for the correct and legible reproduction of the duotone images.

A large duotone image featuring a portrait of Dr. Mahdi Memarpour, Chief of Psychiatry, on the left, and the Southlake Regional Health Centre logo and promotional text on the right.

SOUTHLAKE
REGIONAL HEALTH CENTRE

**Leading Edge
Mental Health Care.**
By your side.

DR. MAHDI MEMARPOUR
Chief of Psychiatry

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.



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



OPTION A



OPTION B

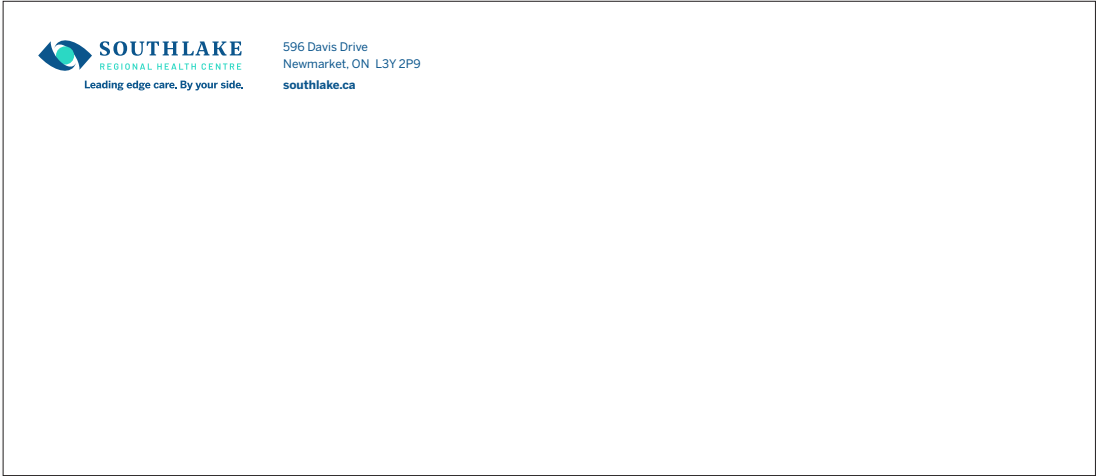
ONE-SIDED



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.

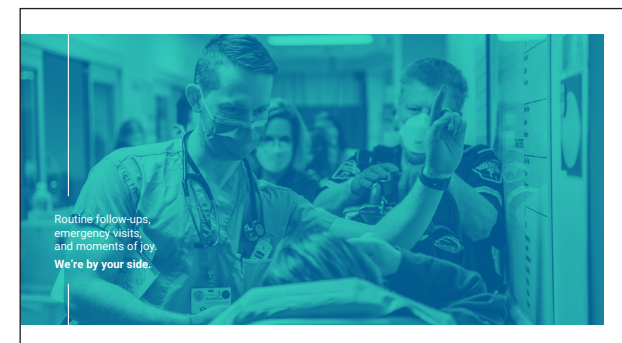
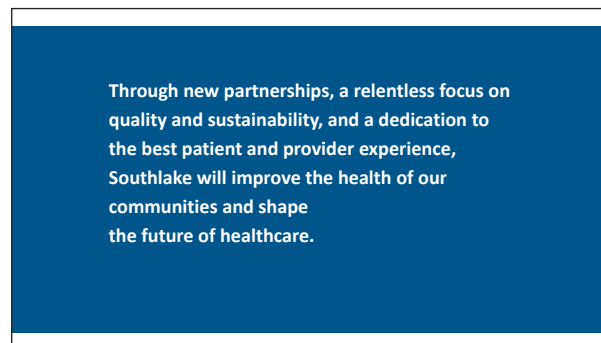
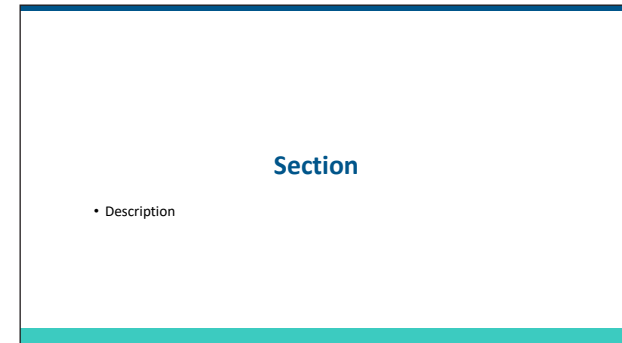
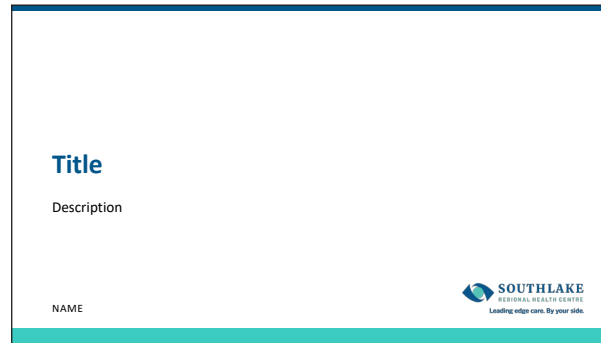
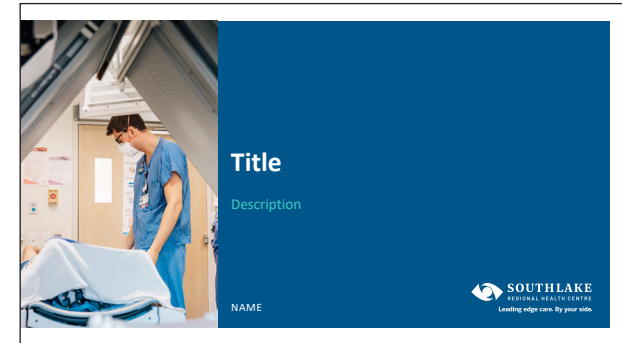
Please contact Corporate Communications with any questions.



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

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

Format: No restrictions on size

Colours: No restrictions on colours

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

Format: See available formats on next page

Colours: No restrictions on colours

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

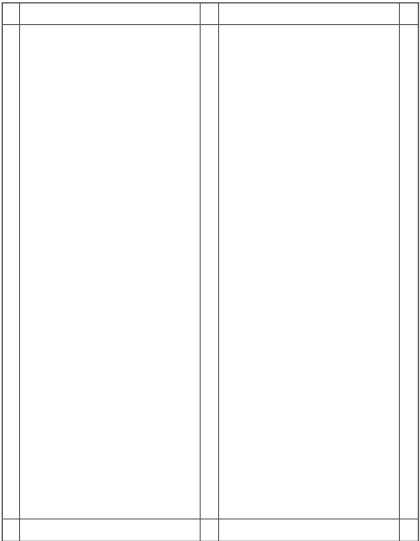
Format: See available formats on next page

Colours: No restrictions on colours

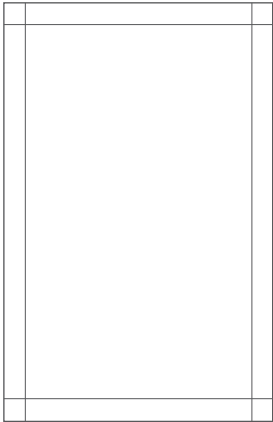
Visuals: Full-colour or monotone

8.1 Standard sizes

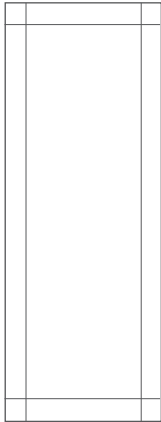
Using standard layout grids for collateral helps to build consistency across all communications material. The following standard formats shown will suit the majority of your needs.



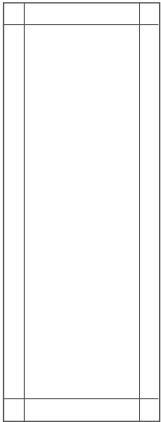
LETTER-SIZE
8.5X11
ONE OR TWO-COLUMN



HALF LETTER-SIZE
5.5X8.5 FOLDED
11X8.5 FLAT
ONE-COLUMN



TRI-FOLD BROCHURE
3.6X8.5 FOLDED
11X8.5 FLAT
ONE-COLUMN

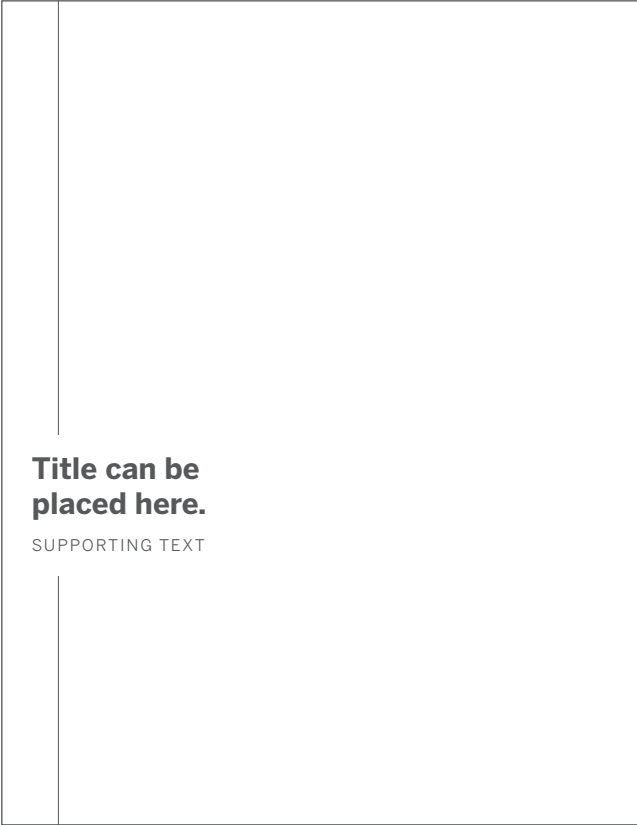


ROLL-FOLD BROCHURE
3.5X8.5 FOLDED
14X8.5 FLAT
ONE-COLUMN

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 multipage documents and appearing only once on posters or in smaller brochures.



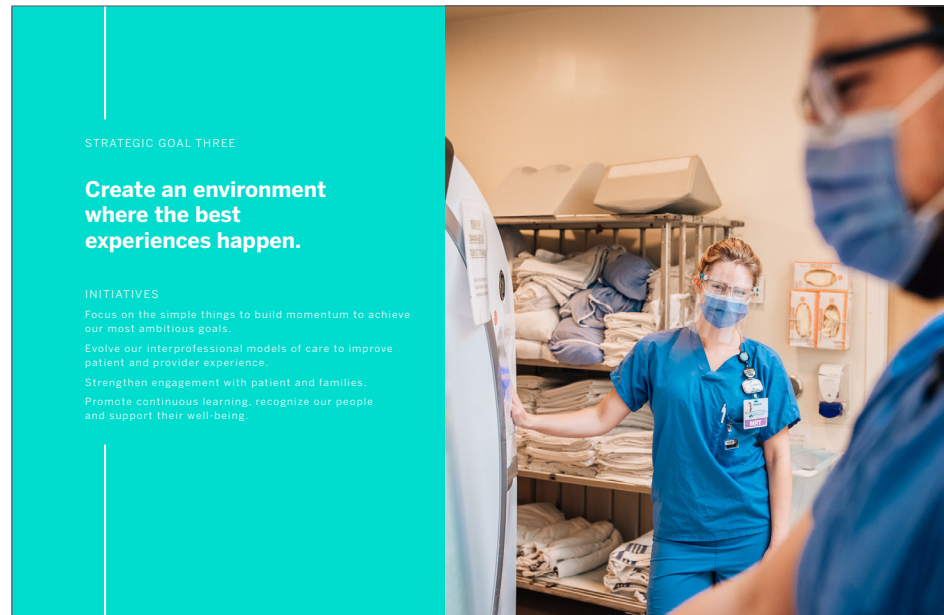
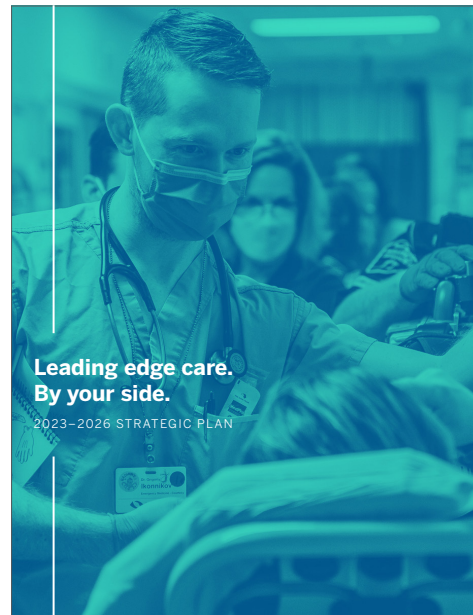
8.3 Tier one

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.

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

Larger headlines and text callouts can appear in Benton Sans Bold, but all body copy should be set in Benton Sans Book 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 on the front panel and on the bottom left hand corner - flush with the address information on the back panel. Front and back panels are Southlake blue or teal background to reinforce the Southlake brand look and feel. The Southlake map is always found on the back cover of the brochure publication.

When photography elements are needed, consider placing the photo on the front panel with a fade upwards towards header, as indicated in the first image to the right to provide visual imagery cohesive to the brochure content.

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

Inside left panels have a 30% screen background of the blue or teal, across three panels as indicated here and depending on the number of folds.

AFTER THE EPIDURAL BLOOD PATCH

You will be instructed to lie flat once the procedure is completed. You will be monitored for approximately one hour following the procedure.

You should continue to drink plenty of fluids. No heavy lifting or straining following the procedure. You should prevent constipation (ie. high fibre diet, avoid dehydration). Take it easy for 24 hours following the procedure and do not drive.

You may have a small amount of bruising around the injection site. It is not uncommon for your back to feel stiff and sore for a few days following the procedure.



DISCHARGE INSTRUCTIONS:
If you have any concerns or questions please contact the following:

- Acute Pain Service Nurse Practitioner** – Weekdays 8.00 a.m. to 4.00 p.m. 905-895-4521 ext. 2936
Leave your name and contact number on the answering machine and your call will be returned ASAP.
- On-call Acute Pain Service Anesthesiologist** – Weekends and after hours 905-895-4521 ext. 2216

Please have someone bring you to your nearest emergency department immediately if you have:

- Severe headache that does not go away and stops you from doing your daily activities
- A headache and have trouble seeing or hearing
- A headache and you are dizzy or feel like fainting
- A headache and fever greater than 38.5°C
- Signs of infection such as redness, swelling or drainage at the injection site on your back
- New severe lower back pain
- Loss of sensation, numbness or weakness in your arms or legs
- Difficulty emptying your bladder or loss of control of your bladder or bowel.

HOW TO FIND US



Southlake Village, 640 Grace Street
Medical Arts Building, 585 Davis Drive
Southlake Foundation, 588 Davis Drive
Southlake Regional Health Centre
Bridges over Davis Drive – accessible from P3 of the Parking Garage and Level 3 of the Medical Arts Building.

For more information contact:
Southlake Regional Health Centre
Tel: 905-895-4521
TTY: 905-992-3062
596 Davis Drive
Newmarket, ON L3Y 2P9
southlake.ca



Headache After An Epidural or Spinal Anesthetic (Post Dural Puncture Headache)

PATIENT INFORMATION




EPIDURAL BLOOD PATCH

FACTS ABOUT A POST DURAL PUNCTURE HEADACHE (PDPH)

It is common to have a headache after childbirth, whether it is after a vaginal birth or a C-section. However, approximately one in 100 patients (1%) have a chance of developing a specific type of headache called a Post Dural Puncture Headache (PDPH) after receiving an epidural or spinal injection/anesthetic.

WHAT IS A POST DURAL PUNCTURE HEADACHE?

This type of headache can range in severity and usually develops within the first week after receiving the epidural or spinal injection, most commonly within the first few days. It is usually felt at the front or back or your head and feels better when you are laying down. The headache is worse when you are sitting, standing, straining or bending forwards. You may also have neck pain or stiffness, sensitivity to bright lights and a feeling of nausea and vomiting.

WHAT CAUSES A POST DURAL PUNCTURE HEADACHE?

When you receive an epidural in the lower back, a needle is used to place a fine tube called an epidural catheter just outside of the protective outer layer of

the spinal cord called the dura. Sometimes the needle can accidentally make a hole in the dura. When you receive a spinal anesthetic, a small needle is intentionally inserted through the dura to inject local anesthetic into the cerebral spinal fluid which is the fluid that surrounds the spinal cord. Sometimes after making a hole in the dura, cerebral spinal fluid can leak out. This leak is thought to cause the symptoms of the Post Dural puncture Headache.

HOW IS A POST DURAL PUNCTURE HEADACHE TREATED?

The headache usually gets better and goes away within a few days. There are many ways to reduce the pain of a Post Dural Puncture Headache:

- Get a lot of rest in bed
- Drink plenty of fluids
- If you can, take pain medications such as:
 - Acetaminophen (Tylenol) – take 650 mg to 1000 mg by mouth every 6 hours. Do not take more than 4000 mg per 24 hour period.
 - Ibuprofen (Advil) – take 200 – 400 mg by mouth every 4-6 hours. Do not take more than 2400 mg per 24 hour period. Do not take Ibuprofen if you are already taking other NSAIDs such as Naproxen, Celebrex, Ketorolac.

4. **Epidural Blood Patch** can be done if previous treatments are not effective.

WHAT IS AN EPIDURAL BLOOD PATCH AND WHY IS IT DONE?

An epidural blood patch is a procedure done for the treatment of a Post Dural Puncture Headache (PDPH) or “spinal headache.” An epidural blood patch involves putting some of your own blood, from the vein in your arm, in the place where you had the epidural or spinal needle. It is thought that the blood will clot and hopefully plug the hole through which the fluid surrounding the spinal cord is leaking out. The procedure is similar to having an epidural inserted and takes approximately 30 minutes to complete. It is normal to experience back discomfort while injecting the blood.

DOES AN EPIDURAL BLOOD PATCH WORK?

There is an approximately 75% success rate of curing or improving your headache the first time. If you still have a headache after 24 to 48 hours or your headache returns, your Anesthesiologist may recommend a second epidural blood patch.

RISKS OF HAVING EPIDURAL BLOOD PATCH

Risks associated with an epidural blood patch are similar to having an epidural inserted: bleeding, infection, nerve damage, paralysis, back pain. There is also a risk of the epidural blood patch not being effective in relieving your headache. There is also a risk of causing a further hole and resulting Post Dural Puncture Headache.

WHO DOES THE EPIDURAL BLOOD PATCH?

An Anesthesiologist will perform the epidural blood patch.

WHO SHOULD NOT HAVE AN EPIDURAL BLOOD PATCH?

You should not undergo this procedure if you have an infection or are currently taking anticoagulant (blood thinning) medications.



8.5 Tier three

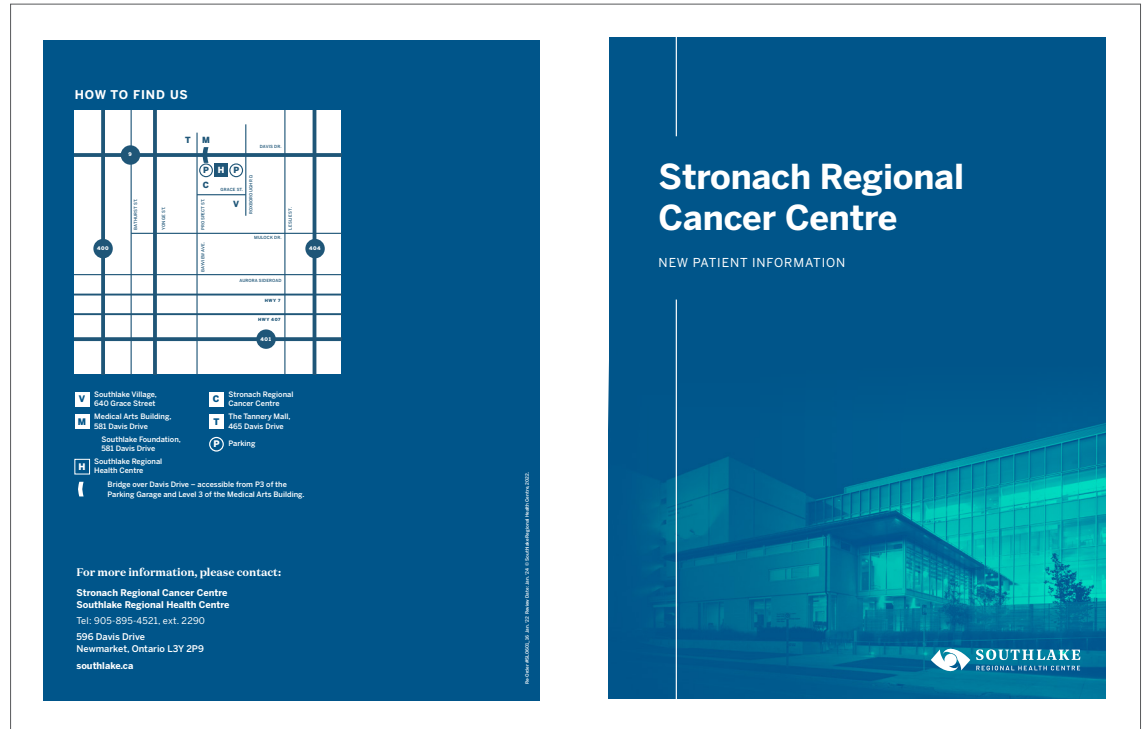
An example of the front and back cover of a tier three half-letter brochure.

Logo is consistently placed in the bottom right corner of the front cover. 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 photography elements are needed, consider placing the photo on the front panel as a background to provide visual imagery cohesive to the brochure content.

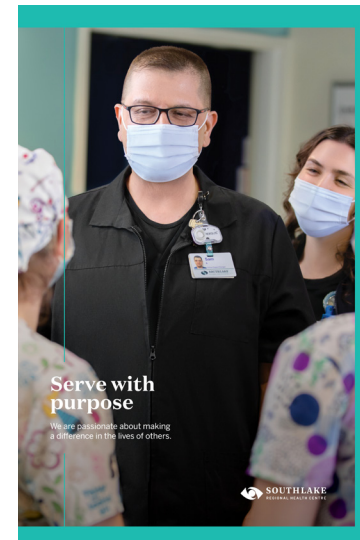
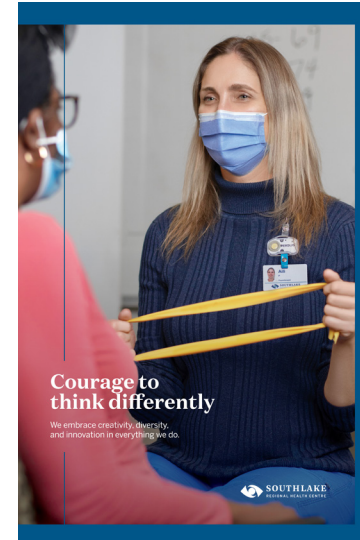
Larger headlines and text callouts can appear in Benton Sans Bold, but all body copy should be set in Benton Sans Book for consistency and ease of reading.



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



