



Visual Identity

1. Introduction

The purpose of this policy is to establish a unified consistent image that will reflect the Providence Health Care (PHC) brand, and outline professional use of the PHC logo. The policy will also include graphic standards, processes and procedures for compliance.

Details regarding the use of the PHC Visual Identity can be found [here](#).

Providence Health Care (PHC) strives to ensure the appropriate use of PHC's branding, positioning statement and images in our care settings and in communications materials and vehicles.

PHC has a unique voice in the health care system, and has achieved a reputation for excellence in its provision of care, research and teaching. It is essential that PHC maintain a recognizable, consistent and high-quality visual identity as ongoing and consistent representation and reinforcement of this excellence.

Updated in 2022, our visual brand continues to commemorate our founding Sisters with the five points of the lotus, one for each of their orders. In this new visual brand, a shaded blue area joins the lotus to form a circle. The circle is a universal symbol of inclusion and belonging for **all people** regardless of identity, race, religion, social or health status. With respect, we also acknowledge the importance of the circle in the cultural and healing traditions of the Host Nations on whose land we work, live, learn and heal.

The circle is also a fitting metaphor for the patient and family-centred care we prioritize as well as the 360 degree innovation environment we nurture.

Finally, the blue sky and the flower below it, remind us that we must respect the environment and of our commitment to stewardship that protects and conserves our planet.

Our guiding principle continues to be: How you want to be treated. It's a double-entendre that means both health care treatment and also treatment, as in positive human interactions. It of course refers to the "golden rule" which is a moral principle across cultures and religions that means that you should treat others the way you want to be treated yourself.

Our Parent Brand Logo Lockup – i.e., logo, name, guiding principle – should be used on most materials produced by people at PHC.



1.1. Scope

This policy and the related standards and guidelines apply to all PHC [Staff](#), vendors, programs, services, hospitals, long-term care homes, , departments, clinics, centres; and divisions of PHC; PHC-affiliated sister organizations (i.e. Providence Research, Providence Health Care Ventures).

1.2. Exceptions & Approvals

Exceptions to this policy or to the standards and guidelines must be approved by Communications & Public Affairs.

2. Policy

We are accountable to those we serve. The consistent and correct use of PHC's visual identity ensures that our key audiences and stakeholders understand who is responsible and accountable for the care we provide. This is important to the Ministry of Health and other key partners, but it is especially important to patients, residents, clients and their families who deserve to understand our accountability to them.

2.1 Standards and guidelines

PHC Staff, vendors and agents acting on behalf of PHC are required to follow the standards and guidelines and to seek approval for any exceptions to the standards.

2.2 Brand assets and resources

A comprehensive online guide to the application of the PHC corporate identity and brand is available [here](#) along with downloadable files and resources.

All virtual and physical settings, publications or representations of PHC, including letterhead, business cards, posters, social channels, marketing efforts, signage, digital screens, websites (internal and external), any use of the PHC logo, etc., and other items distributed within the organization and the community must comply with the following:

2.3 Logos

We are one organization and we are stronger together. We use a parent and family brand system to ensure the Providence Health Care name is on all branded materials. This approach connects and unifies all parts of Providence, raising our collective value and recognition. Therefore, the following rules extend to all PHC logo usage:

- The colours of the PHC logo cannot be changed.



- The PHC logo must be used in its entirety; portions of the logo may not be used, e.g., only using the red lotus without any PHC identifier, use of the PHC logo without its encasing circle, etc.
- In addition to the Providence Parent Brand Logo Lockup, a Family Brand Logo Lockup System has been created for displaying the names of Providence-affiliated organizations. This has been done as a way to help patients, residents, clients and family members/loved ones find and use frontline services while, at the same time, ensuring that those accessing services understand that PHC has the overall responsibility for their care. The use of this logo lockup system is limited to the following types of Providence entities:
 - Hospitals
 - Residences
 - Other Approved Buildings
 - Clinics
 - Programs
 - Approved Centres
 - Teams, Initiatives, Projects

Given this Family Brand Logo Lockup System, individual Providence entities are not permitted to create their own logo.

While all PHC-related brands are to adhere to the rules outlined in the Visual Identity Policy, PHC recognizes there may be well-established legacy brands that are unable to be updated to the new rules. Such exceptional cases may be enabled to continue, as agreed upon with PHC.

All rules and parameters for creating Family Brand Logo Lockups can be found in PHC's brand guide.

2.4 Business Cards

Staff wanting PHC business cards must comply with the corporate format found on [PHC's digital brand platform](#).

Individual programs or services may not use site-specific logos or logos specific to a centre, program or service. Rather, these groups must adhere to the family brand logo lock-up, which includes:

- Providence Health Care
- Site Name
- Main Clinic or Program Name
- Location (e.g. hospital or clinic) (If needed)

Donor name: Always in italics (only element with italics)

For example: Providence Health Care
Elder Care Geriatric
Out-Patient Clinic
Mount Saint Joseph Hospital



Under no circumstances should staff attempt to create a family brand logo lockup on their own. The system is very structured and requires the files to be created by design professionals with the relevant training and software. If staff currently have an individual logo, specific to their clinic/site, etc. please contact PHC Communications for further guidance.

Please see all rules related to PHC's Family Brand Logo Lockups in PHC's Brand Rules.

2.5 Naming

Any new name, logo or brand that PHC staff may be contemplating as part of developing a new program, clinic, etc., must first engage with PHC Communications prior to any significant naming decisions being made or communicated. The process for naming privileges is clearly outlined in the process map, which can be found in the Naming Privileges Policy.

3. Responsibilities

The goal of any PHC branded piece of material should always be to make it look unmistakably like a product of PHC.

3.1. All Staff

- PHC Communications & Public Affairs' approval is required for the use of PHC's logo or family of logos in mediums that have public distribution (e.g. advertisements, media releases with partner organizations, external conference materials and/or websites, etc.).
- All documents designed for distribution within PHC and the community must be approved by PHC Communications & Public Affairs, prior to printing.
- An exception to the above includes publications such as Print Health Education Materials (PHEM*), practice guidelines, research papers, presentations at conferences, or internal staff memos from leaders and the like. These do not require approval from Communications.
[*PHEM include any resources (informational or educational) that go home with the patient, resident or a family member and that requires a Catalogue Number for reordering purposes.]

4. Compliance

All staff members are responsible for adhering to this policy and monitoring their activities in accordance with the policy.

Staff members may warn others if they observe a violation of this policy.

Failure by staff to comply with this policy may result in disciplinary action up to and including termination of employment, services or privileges.

5. Supporting Documents



5.1. Related Policies

[Publications: Corporate](#)
[Social Media](#)
[Naming Privileges](#)

5.2. Guidelines/Procedures/Forms

[Communications Toolkit](#) (PHC)
[Editorial Standards Guide](#) (PHC)
[PHC Brand Rules](#) (PHC)
[Social Media Guidelines](#)
[Naming Privileges Process Map](#)

6. Definitions

“Staff” means all employees (including management and leadership), Medical Staff Members (including physicians, midwives, dentists and Nurse Practitioners), residents, fellows and trainees, health care professionals, students, volunteers, contractors and other service providers.

“Visual Identity”: Refers to the parent logo lockup, our system of family logos and their lockups, our colours, our typography, our graphic system and our photo guidelines.

“Logo”: Refers to the red lotus with the blue circle.

“Parent Brand Logo Lockup”: Refers to the exact arrangement of the logo, the name and the tagline of the parent brand, Providence Health Care.

“Family Brand Logo Lockup System”: Refers to a prescribed system for the arrangement of the Providence logo and type that allows hospitals, programs, and clinics to feature their name prominently.

“Tagline”: Refers to: *“How you want to be treated.”* which includes a period at the end. The tagline appears with the parent logo lockup but, due to space and logistics, not with our system of family logos.



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