



Saskatchewan
Health Authority

Visual Identity Standards

Introduction

On December 4, 2017, Saskatchewan Health Authority began its journey in redefining how Saskatchewan residents receive health-care services. Each of the more than 44,000 employees and physicians are creating a unified health-care system that will ensure each person can expect and receive high-quality and timely care regardless of where they live.

The geographic diversity of our province remains, but the boundaries once in place to administer health-care services no longer exist. Our province will continue to appreciate the value of services delivered locally and the unique identities of communities.

We, as a system, will become more responsive to the local needs of patients, clients and residents as administrative lines will no longer exist. Integrated systems will enable nurses, physicians and support staff to co-ordinate their efforts and better serve Saskatchewan residents and families.

In the beginning stages, we will be defining who the Saskatchewan Health Authority is and who it will strive to be in the years to come. Together, we will create our brand.

The following visual identity standards defines who we are as the Saskatchewan Health Authority.

Visual Identity Standards

The spirit of amalgamation centres on a commitment to patient and family-centred care, the four goals of Better Health, Better Care, Better Value and Better Teams and the intent to 'think and act as one' in pursuit of continuous quality improvement.

With that, a uniform and strong application of Saskatchewan Health Authority's visual identity is needed for all materials created

by and for the organization. This is critical to retain, attract and engage employees, physicians and philanthropists from across Saskatchewan, nationally and internationally.

All Saskatchewan Health Authority materials will be created in accordance with the following visual identity standards.

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VISION, MISSION VALUES

Vision, Mission, Values

The Saskatchewan Health Authority is the largest organization in Saskatchewan, employing over 44,000 employees and physicians responsible for the delivery of high quality and timely health care for the entire province.

We are driven by the commitment to improve front-line patient care for Saskatchewan people, and we are working together to better coordinate health services across the province to ensure patients receive high quality, timely health care wherever they live in Saskatchewan.

The work to unify the health system under a single organization and coordinate system-wide transformation, for the benefit of people working in the system and those that use it, will be a multi-year

journey in collaboration with patients, health-care providers and partners across the health system.

The official Saskatchewan Health Authority's vision, mission, values and philosophy of care is outlined below. The values strategy is an integral part of who we are as the Saskatchewan Health Authority and will continue to evolve. **The vision statement is officially approved as seen below.** If the vision statement is depicted in any other visual graphic variation, it must be approved by CEC portfolio.

If you require more information on our vision, mission and values please speak with Community Engagement and Communications (CEC) portfolio.

VISION

Healthy People, Healthy Saskatchewan

MISSION

We work together to improve health and well-being. Every day. For everyone.

VALUES

- **SAFETY: *Be aware.*** Commit to physical, psychological, social, cultural and environmental safety. Every day. For everyone.
- **ACCOUNTABILITY: *Be responsible.*** Own each action and decision. Be transparent and have courage to speak up.
- **RESPECT: *Be kind.*** Honour diversity with dignity and empathy. Value each person as an individual.
- **COLLABORATION: *Be better together.*** Include and acknowledge the contributions of employees, physicians, patients, families and partners.
- **COMPASSION: *Be caring.*** Practice empathy. Listen actively to understand each other's experiences.

PHILOSOPHY OF CARE

Our commitment to a philosophy of Patient and Family Centred Care is at the heart of everything we do and provides the foundation for our values.



Vision, Mission, Values

The values visual **may be utilized in approved corporate materials**. The values visual has been incorporated for approved Saskatchewan Health Authority branded materials and templates. Approved templates, such as PowerPoint presentations are available on the SHA employee intranet.

For approval on the use of the values visual please contact Community Engagement and Communications portfolio or an approved designate.

This values visual must meet the minimum size requirements: two inches by two inches on any printed or digital materials. The visual in sizes smaller than these guidelines will reduce the visual's effect and make it unclear for general usage. **The full colour values visual is the preferred variation for all applications.** If the visual is required in any other colour variation, such as grayscale or black and white, or for assistance if the usage of the values visual does not meet the minimum size requirements please contact Community Engagement and Communications portfolio for approval.

This section will continue to evolve.



PHILOSOPHY OF CARE: Our commitment to a philosophy of Patient and Family Centred Care is at the heart of everything we do and is the foundation for our values. This philosophy of care is in essence our culture – who we are, the shared purpose that brings us all together and how our patients and families experience care every day. Through meaningful engagement and co-creating mutually beneficial partnerships among employees, physicians, patients, families, clients and residents, together we ensure a seamless health system that supports **Healthy People, Healthy Saskatchewan.**



SASKATCHEWAN HEALTH AUTHORITY LOGO

Saskatchewan Health Authority Logo

The Saskatchewan Health Authority logo is comprised of two parts, a wordmark and province-shaped symbol. Both elements must be visible and unaltered at all times.

The province-shaped symbol contains a gradient with green at the top shifting to yellow at the bottom. These colours represent Saskatchewan's northern forests and southern prairies. This shape is slanted forward to indicate the advancement of health care in the province. The cross within the province shape represents health and it is slanted forward to further indicate the advancement of health.

All logo files are housed with Community Engagement and Communications portfolio. Should you require access to these logos for production purposes, please contact CEC portfolio.

It is expected that departments, units, services or facilities, along with any partner organizations who receive the logo, will not share provided logo files with other areas. Please speak with Community Engagement and Communications portfolio for more information.



Saskatchewan Health Authority

Logo Components

WORDMARK

Saskatchewan
Health Authority

FONT

Source Sans Pro Regular
Source Sans Pro Bold

SYMBOL



Forest



Fields

Primary Logo - Full Colour



Improper Logo Usage



Wordmark

There are exceptional circumstances where it is possible to just use the Saskatchewan Health Authority logo mark (graphic) and/or wordmark (text). These are primarily in situations where quality reproduction of the Saskatchewan Health Authority's

logo is impossible. In all cases, Community Engagement and Communications portfolio must be contacted to request the appropriate version.

Wordmark only logo

Saskatchewan **Health Authority**

LESS THAN
2 INCHES
PRINTABLE
AREA

WORDMARK IS ONLY
USED WHEN SPACE IS
EXTREMELY LIMITED.

 Saskatchewan **Health Authority**

MORE THAN
2 INCHES
PRINTABLE AREA,
USE LOGO

Saskatchewan **Health Authority**

WORDMARK USE
WITH LIMITED
SPACE, EG.
PENCIL

 Saskatchewan **Health Authority**

WORDMARK USE
WITH LIMITED
SPACE, EG. PEN,
RULER, ETC.

Social Media and Web Usage

Profile image

BECAUSE OF THE DIFFERENT DIMENSIONS THE LOGO WILL BE VIEWED AT ON DIFFERENT DISPLAYS, PROFILE PICTURES WILL BE THE ONLY PLACE THE SYMBOL IS USED WITHOUT THE WORDMARK.



THE LOGO SHOULD ALWAYS HAVE THE CLEAR ZONE.



LOGO SHOULD BE SAVED WITH CLEAR ZONE.
72DPI | MAXIMUM QUALITY | RGB
JPEG | GIF | PNG

Single, Reverse and Two-Colour Reproduction Guidelines

Main Logo



Single, Reverse and Two-Colour Logo Variations

The one-colour green variation of the logo is the preferred logo for colour printed materials, with the exception of those outlined in the previous page. This includes colour printed materials used by the board, executive and senior leadership teams. This one-colour green coloured version of the logo is to be used on business cards. As well, this version is to be used on materials as such as envelopes and letterhead when colour printing is the preferred option.

This replaces the grayscale logo. It is the preferred logo for all black and white printed materials. This includes memos, clinical

forms, letterhead, envelopes, news releases, posters etc. where black and white printing is the preferred option. This version better aligns with the green-coloured logo now being used within most printed materials.

The grayscale variation should be considered only for black and white printing and used when a design requires this variation. Use of this variation must be approved by Community Engagement and Communications portfolio.

One-Colour Green



One-Colour White



Black Variation



Grayscale





Reverse Grayscale



Reverse Grayscale



Colour Application (Incorrect Usage)

<p>LOGO SHOULD ONLY BE ALLOWED ON BACKGROUNDS LIGHTER THAN THE YELLOW OF THE GRADIENT</p>			<p>LOGO SHOULD NEVER BE PLACED ON A BACKGROUND THAT MAKES THE LOGO HARD TO READ.</p>
<p>SIMILAR COLOURED BACKGROUNDS SHOULD BE AVOIDED.</p>			<p>DON'T USE CLASHING COLOURS</p>
<p>DON'T USE TINTS OF COLOURS</p>			<p>DON'T USE TRANSPARENCY</p>

Proportions



Proportions - Design

8 column



6 column

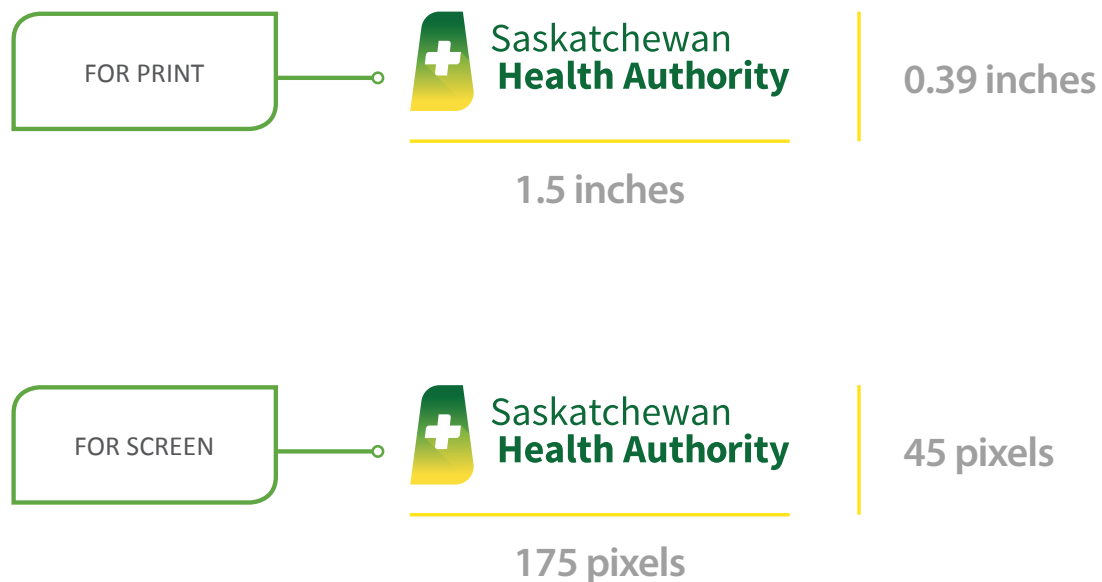


Size Restrictions

The reproduction of the logo in sizes smaller than the following guidelines will reduce the logo's effect and make it unclear for general usage. Please contact Community Engagement and

Communications portfolio for assistance if your logo usage does not meet the minimum size requirements.

Minimum logo size



Clear Zone



Placement

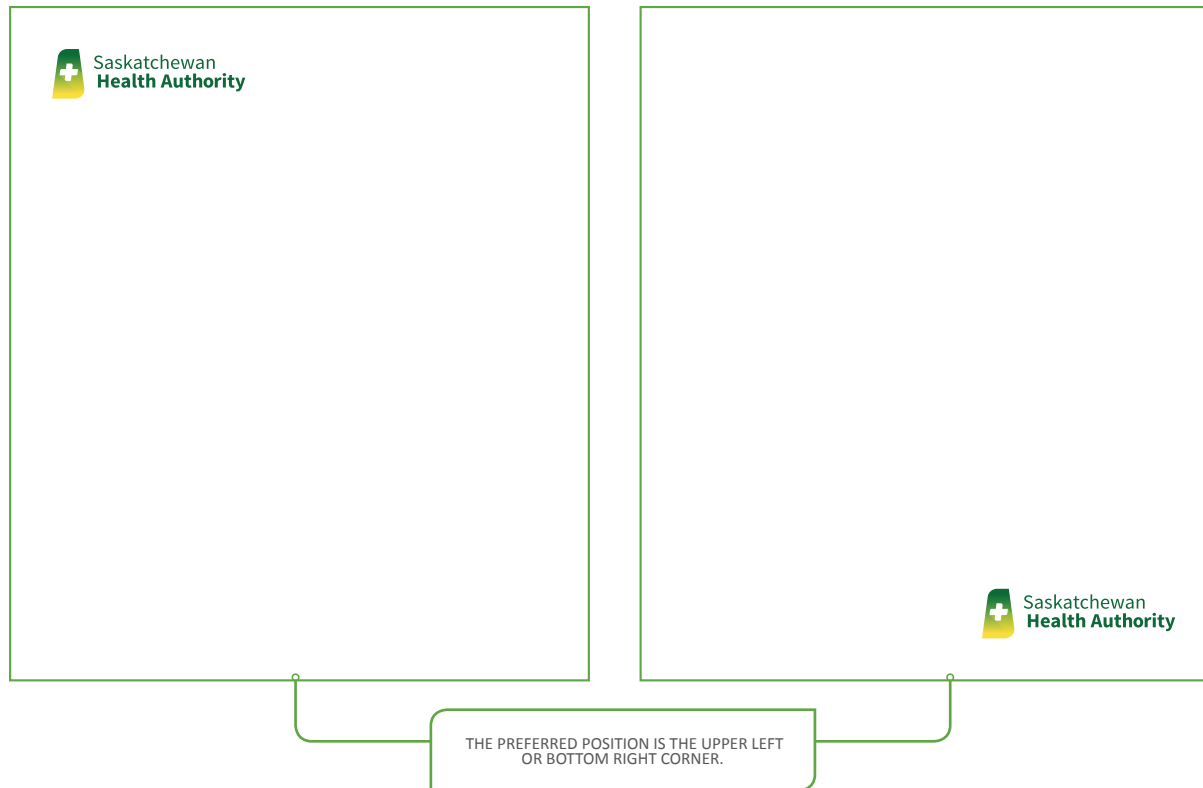
Saskatchewan Health Authority's logo is core to our visual branding. Respect must be given to the logo space to ensure its integrity.

Other guidelines for placement are as follows:

a. The SHA logo must appear on the front of all printed communications. The preferred position is the upper left corner or bottom right corner.

b. For back placement (i.e. annual report, magazines), the SHA logo or appropriate facility/unit/program/service identifier, as well as the address, should appear on the back of a multi-page publication in the lower third of the page.

Preferred placement






Recommended Logo File Formats

EPS

EPS files are vector graphics, meaning they can be resized without distortion or loss of detail. EPS files in a new document may appear black and jagged, but produce crisp and clean printouts. Generally, only advanced graphics programs can open EPS files.

TIFF, GIF AND JPG

TIFF, GIF AND JPG are files are raster graphics, which mean detail is composed with pixels. When these images are enlarged, the quality of the image will not degrade. In some programs (Word, Excel and PowerPoint) you should hold down the shift key while resizing logos to avoid distortion.

Legend	
	Recommended
	Acceptable
	Not Permitted

Type of Project	Recommended Format				
	EPS	TIFF	GIF	JPG	PNG
Banners	●	●		*** Do Not Use JPG	●
Books	●	●			●
Business Cards	⊘	⊘	⊘		⊘
Environmental Graphics	●				●
Journals	●	●			●
Letterhead**	⊘	⊘	⊘		●
Stationery**	⊘	⊘	⊘		●
Newsletters	●	*●			●
Newspapers	●	*●			●
Offset Printing	●	*●			●
Posters	●	●			●
Signage	●	●			●
Television		●			
Videos		●			
Vinyl Output	●				●
Webpages			●		●
Desktop Publishing	●	*●			●
Drawing Programs	●				●
Illustration Programs	●				●
Page Layout	●	*●			●
Painting Programs	*●	●		●	
Video Editing		●		●	
Web Building (Vector)	●		*●	●	
Web Building (Pixel)			●		
Word Processing	*●	●	*●	●	

*Please contact CEC portfolio for appropriate template.



SUB-BRANDS AND IDENTIFIERS

SHA Sub-Brands

Any department, program, service or facility desiring a sub-brand must follow a consistent process. Where possible all approved sub-brands must include the following statement to be recongized as part of the SHA master brand. An example of this is:

Moms & Kids Health Saskatchewan is a part of the Saskatchewan Health Authority.

Until otherwise notified, no program, unit, service or facility will create a sub-brand (logo, website, social media, app or otherwise) without the written approval of the Vice President of Community Engagement and Communications or approved designate.

This approval must be given prior to any sub-brand project or discussions beginning, including but not limited to the securing of a designer, external stakeholder discussions or creation of preliminary concepts.

The Saskatchewan Health Authority's master brand has been established and continues to grow. As the brand grows there are opportunities for sub-brands to be reviewed and come under the master brand.

As of June 17, 2019 the official sub-brands of the Saskatchewan Health Authority are:

- HealthLine
- Health Careers in Saskatchewan
- saskdocs
- Moms & Kids Health Saskatchewan

All new sub-brand requests must be approved by the Vice President of Community Engagement and Communications or a designate.

Healthline 811

LOGO
PREFERABLY
USED ON WHITE.



BLACK VARIATION
OF THE LOGO FOR
PRINTING
PURPOSES.



GREYSCALE
VARIATION OF THE
LOGO.



REVERSED- WHITE
VARIATION OF THE
LOGO.



*For access to HealthLine logo please contact
Community Engagement and Communications portfolio.*

Health Careers in Saskatchewan

The primary logos for Health Careers in Saskatchewan are the full colour versions (below). We use the tagline-no tagline versions interchangeably depending on the audience, available space and

medium. Other logo variations may include a black and white version of both, dependent upon available size and placement options.

Colour Palette

BURGANDY



PANTONE 188
C 0 M 70 Y 62 K 63
R 121 G 36 B 46
HEX #79242E

YELLOW



PANTONE 124 (50%)
C 0 M 30 Y 100 K 0
R 234 G 170 B 0
HEX #EAAA00

Logo Use



To access the Health Career in Saskatchewan logo please email healthcareersinsask.ca or contact Community Engagement and Communications portfolio.

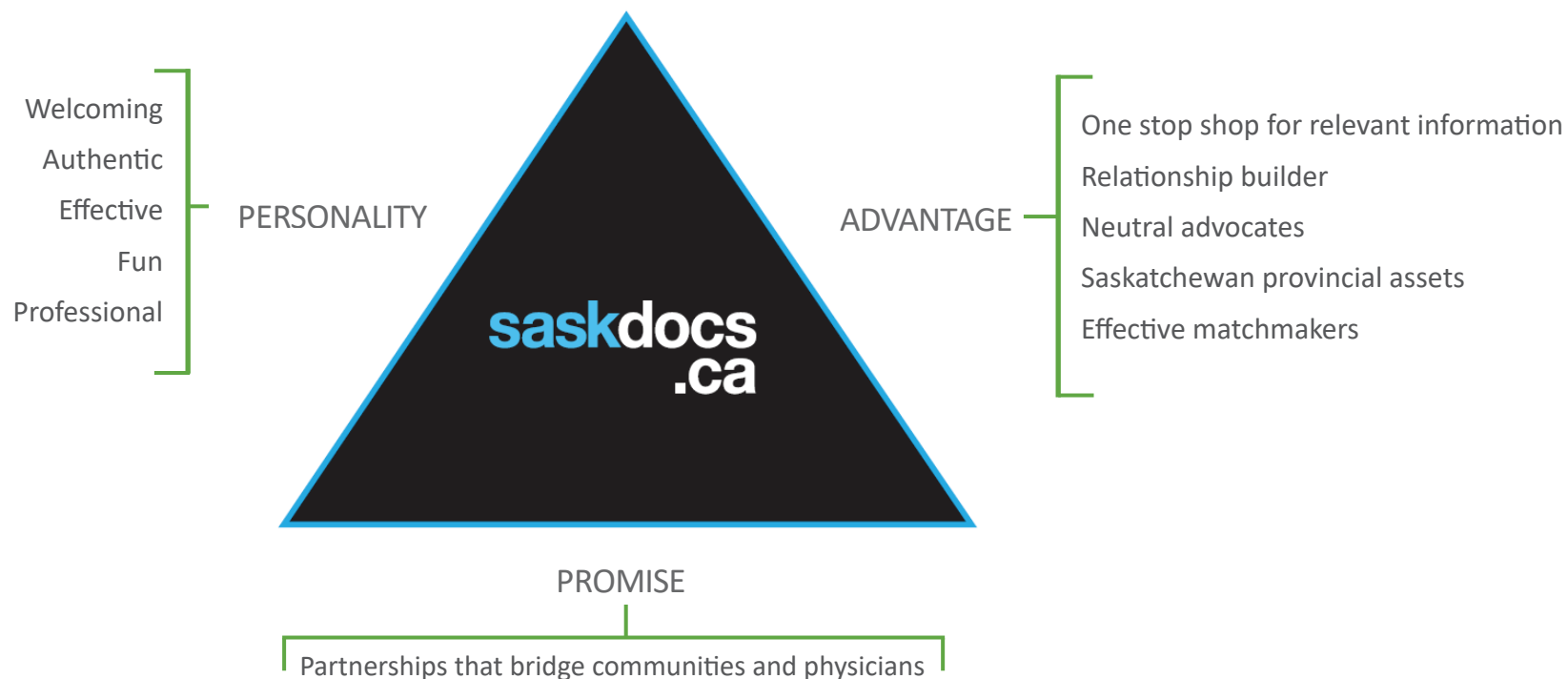
saskdocs

The saskdocs desired brand framework includes:

1. PERSONALITY, Research has shown that people associate brands with far more than just their factual attributes. Brands with far more than just their factual attributes. Brands, like people, have distinct personalities.

2. ADVANTAGE, Articulates the strength that, in combinations, cause people to choose, trust or respect you.

3. BRAND PROMISE, is the core benefits of the brand.



To access saskdocs logo please email info@saskdocs.ca or contact Community Engagement and Communications portfolio.

saskdocs

WORDMARK/URL



NOTE: THE WORDMARK IS OUR PRIMARY IDENTIFIER. WORDMARK IS PRIMARY TO BE USED BEHIND THE REFLECTIVE LIGHT GRADIENT OR SOLID BLACK 100%.

A) Try and keep the url/wordmark behind the reflective light gradient.

When possible, we break up the url as shown above to promote memorability. Multi-line version uses lower case only.

B) When reflective light gradient is not possible secondary options are single line in Pantone 2915 or 100% black.

Single line version uses lower case only.

NOMENCLATURE

Our legal name is Physician Recruitment Agency of Saskatchewan. Due to the length and lack of memorability, we use saskdocs.ca in our marketing materials.

TYPOGRAPHY

HEADERS: To create a cohesive look and feel, HELVETICA BOLD should be used for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

TEXT: The HELVETICA LIGHT typestyle adds a strong representational quality to the words we use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

TEXT: The ITC GALLIARD typestyle is easy to read and universally accessible.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

PRESS RELEASES: The TAHOMA typestyle adds a strong representational quality to the words we use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

WEB HEADERS: To create a cohesive look and feel, HELVETICA MEDIUM should be used for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890

WEB TEXT: The ARIAL typestyle adds a strong representational quality to the words we use.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

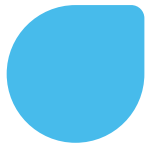
abcdefghijklmnopqrstuvwxyz 1234567890

saskdocs

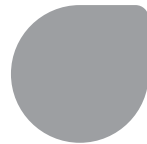
Colour Palette



BLACK SOLID
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000000



BLUE
PANTONE 2915
C 61 M 7 Y 0 K 0
R 94 G 182 B 228
HEX #5EB6E4



GRAY
45% BLACK
HEX #A1A1A1

Agency

The physician Recruitment Agency of Saskatchewan should be used to assure that the information they are receiving is accurate.

The corporate logo should be used in ITC Galliard and primary in blue.

It should only be used as informational as the saskdocs.ca wordmark always takes precedence for public under most circumstances.

Elements

The reflective light gradient is a primary element to the logo saskdocs.ca

It also can be used as a stand-alone background element to re-enforce the visual look.



The icon Arrow is another element to be used with the slogan Connecting the Docs.

It also can be used as a stand-alone background element to re-enforce the visual look.



Slogan

We find opportunities in our communications materials to employ the slogan - Connecting the Docs

The Slogan colour is gray (45% black)

The icon arrow element is to be implemented with the slogan when possible.

The slogan font treatment depends where it is placed in the communications. The treatment is dictated by design with the following in mind:

When used as a stand-alone headline, the font must be Helvetica Neue 75 Bold and is in the title case -40 kerning. Alternate font is Helvetica Bold.

Connecting the Docs ✓

Connecting the Docs ✓

~~Connecting the Docs.~~

~~Connecting The Docs~~ ~~CONNECTING THE DOCS~~



MOMS & KIDS HEALTH SASKATCHEWAN

Moms & Kids Health Saskatchewan Logo

The Moms & Kids Health Saskatchewan logo is comprised of two parts: a wordmark and handprint-shaped symbol. Both elements must be visible and unaltered at all times.

All logo files are housed with the Community Engagement and Communications portfolio (CEC). Should you require access to these logos for production purposes, please contact CEC portfolio.

It is expected that departments, units, services or facilities, along with any partner organizations who receive the logo, will not share provided logo files with other areas. Please speak with CEC portfolio contact for more information.

The handprint-shaped symbol contains five separate colours. These colours represent Saskatchewan's natural landscapes (permaculture and bodies of water) and interior design/way-finding inside the hospital. The handprint shape contains a derivative set of figures representing, among other interpretations, a pregnant mother – or a new mother holding her baby – and a child to her left. These figures directly reference the patients who will utilize the moms & kids program province-wide. The handprint represents the humanity of the program, and communicates that regardless of background, ethnicity, gender identity and so on, all should feel welcome, accepted and cared for.



Moms & Kids Health Saskatchewan Abbreviations

When possible, the entirety of Moms & Kids Health Saskatchewan should be used in written corporate communications, as well as broadcast and digital reference. It is acceptable to abbreviate Moms & Kids Health Saskatchewan in all corporate material after at least one initial reference in its entirety.

The abbreviated version moms & kids can be used in materials after the first full reference.

EXAMPLE:

Moms & Kids Health Saskatchewan (moms & kids) launched its website on June 17, 2019. The moms & kids sub-brad is part of the Saskatchewan Health Authority Provincial Programs service line.

Use only Moms & Kids Health Saskatchewan or mom & kids in all materials.

It is **not permitted** to use any other abbreviation or acronym to represent Mom & Kids Health Saskatchewan, including M&K.

It is **not permitted** to reference the Moms & Kids Health Saskatchewan as Health Saskatchewan on its own.



Colour Palette

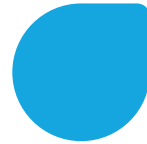
PRIMARY



PLUM
PANTONE 248
C 47 M 94 Y 5 K 0
R 151 G 54 B 142
#97368E



MEADOW
PANTONE 376
C 50 M 0 Y 100 K 0
R 141 G 198 B 163
#8DC63F

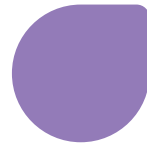


BLUE SKY
PANTONE 299
C 73 M 16 Y 0 K 0
R 6 G 167 B 224
#06A7E0

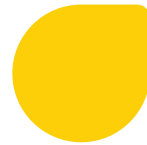
SECONDARY



EMERALD
PANTONE 7739
C 70 M 9 Y 85 K 10
R 68 G 168 B 87
#44A857



VIOLET
PANTONE 2577
C 45 M 55 Y 0 K 0
R 147 G 124 B 185
#937CB9



SUNSHINE
PANTONE 116
C 1 M 17 Y 100 K 0
R 254 G 207 B 5
#FECF05



Primary palette colours are the ones seen in the primary wordmark 'moms & Kids'. Secondary palette colours are those found in the secondary part of the wordmark, 'Health Saskatchewan', yellow underline and smaller sections of the handprint-shaped symbol.



Fonts

PRINT

Calibri

Calibri Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Calibri Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Calibri Bol Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"**

Calibri Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
**0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"**

DIGITAL

Proxima Nova

Proxima Nova Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Proxima Nova Medium
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Proxima Nova Medium
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Proxima Nova Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"

Proxima Nova Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+
 =,.;:"



Logo Usage

It is expected that moms & kids programs, services, clinics and facilities funded for (partially or fully) and operated by the Maternal and Children's Provincial Programs service line, as part of the Saskatchewan Health Authority, be given proper visual acknowledgment in the forms of logo application as outlined in these standards. This is including, but not limited to, patient correspondence, websites, presentations and posters.

This is in support of a strong and consistent application of the moms & kids brand along with the SHA parent brand. Use of the moms & kids logo to endorse or support third-party or for-profit agencies is strictly prohibited. Endorsement of third-party, not-for-profit agencies, entities or community partners by moms & kids must be approved, in writing by Community Engagement and Communications portfolio.

For questions, contact Community Engagement and Communications portfolio.

PRIMARY LOGO (FULL COLOUR)



PRIMARY REVERSE



PRIMARY BLACK



Logo Variations

There are exceptional circumstances where it is possible to just use the logo mark (graphic) and/or wordmark (text). These are primarily in situations where quality reproduction of the moms

& kids brand is impossible. **In all cases, Community Engagement and Communications portfolio must be contacted to request the appropriate version.**

LOCKUPS/VARIATIONS



PRIMARY



SECONDARY

WORDMARK

The wordmark has been created using custom lettering. Do not attempt to type out any part of the logo lettering, or replace the letters with another font. Use the approved logo lockup files when reproducing any of the approved variations/lockups.

LOCKUPS/VARIATIONS

Use of the wordmark without the handprint is not permitted. For consistency and brand stability, only the wordmark attached to the handprint shaped symbol is suitable for use in communications. Use the primary (horizontal) or the secondary (vertical) variations/lockups in approved colour palettes.

SYMBOL



ONLINE PROFILES

Online corporate account profile pictures should use only the handprint-shaped symbol, with enough surrounding white space as per the clear zone recommendations for this identity.

USED ON ITS OWN

The handprint shaped symbol may be used on its own on occasion as a shorthand way of referring to the program without overuse of the entire logo. An example might be a watermark on multiple presentation pages.

Clear Zone



PRIMARY



SECONDARY

Distance between the handprint-shaped symbol is equal to the ascender combined with leading between the 'moms' and 'kids' words.

CLEAR ZONE



Proportions



PRIMARY



SECONDARY

PROPORTION

Use of the wordmark without the handprint is not permitted. For consistency and brand stability, only the wordmark attached to the handprint shaped symbol is suitable for use in communications. Use the primary (horizontal) or the secondary (vertical) lockups in approved colour palettes.



Size Restrictions

The reproduction of the logo in sizes smaller than the following guidelines will reduce the logo's effect and make it unclear for general usage. Please contact Community Engagement and

Communications portfolio for assistance if your logo usage does not meet the minimum size requirements.



PRINT & WEB PRIMARY

MINIMUM SIZE

Use of the wordmark without the handprint is not permitted. For consistency and brand stability, only the wordmark attached to the handprint shaped symbol is suitable for use in communications. Use the primary (horizontal) or the secondary (vertical) lockups in approved colour palettes.



PRINT & WEB SECONDARY

Use With Third Party Logos

When the moms & kids logo is used in conjunction with the Jim Pattison Children's Hospital Foundation Logo, or the Saskatchewan

Health Authority logo, use the following indicators for proper size and proportions:



The yellow underline is the same height and general size as the one found in the Jim Pattison Children's Hospital Foundation logo. The total height of the JPCH logo should be the same as the total height of the moms & kids logo.

The handprint shaped symbol should be used at scale to determine the amount of allowable clear space between each of the logos.

The Saskatchewan Health Authority logotype should sit on the same baseline as the moms & Kids logotype. With this accounted for, the SHA province symbol should reach the height of the word 'moms' in the moms & kids logotype.

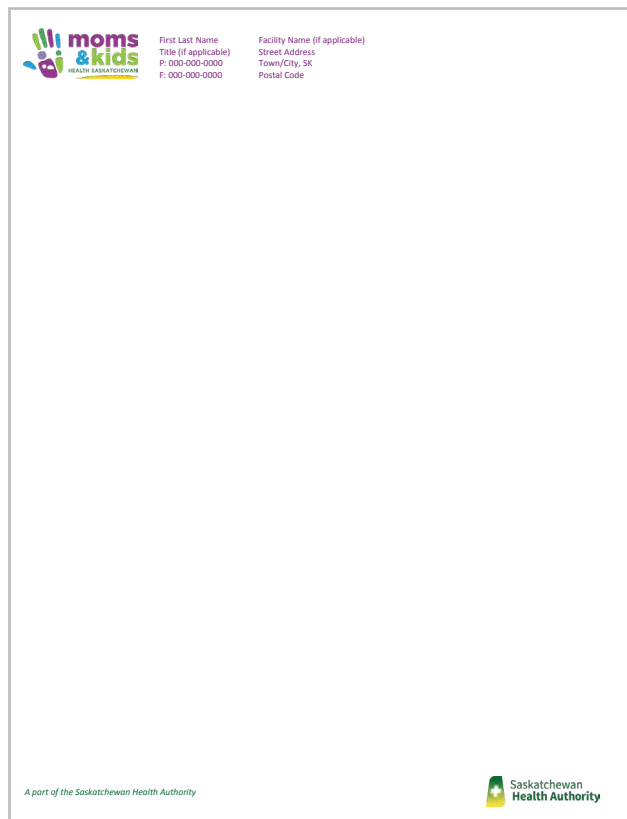
Communications Templates

The following moms & kids communications templates are available for administrative purposes.

1. Letterhead

2. Powerpoint presentation

3. Posters (letter and tabloid sized)



To access letterhead, PowerPoint presentation and posters contact CEC portfolio.



Sub-brands for Facility, Program, Unit, Services, Partners and Others

There will continue to be the need to respect the unique program and facility identities within our province. It is recognized that some sub-brands are important to:

- create an appropriate, relatable and consistent identity for the program/service/facility for local employees, physicians, stakeholders, communities, philanthropists and foundations.
- create a visual symbol of local pride;
- build a professional identity that instills public trust and confidence in collaboration with Saskatchewan Health Authority's master brand.

These standards have been developed recognizing the need for distinctive expression within units, programs, services or facilities in order to appeal to specific audiences. The intention of these standards is to be flexible enough to allow for individual and creative expression, while remaining true to the goal of overall

Saskatchewan Health Authority identity standards and 'thinking and acting as one'.

There are specific requirements outlined for the development of new sub-brands, and adaption of existing sub-brands outlined in the sections that follow.

It is expected that programs, services, clinics and facilities funded for (partially or fully) and operated by Saskatchewan Health Authority be given proper visual acknowledgment in the form of logo application as outlined in these standards. **No public application of the Saskatchewan Health Authority logo (brand) is to occur on partnership websites, nomenclature (signage), advertising, research project, apps or others without the approval of Community Engagement and Communications portfolio.** This is in support of a strong and consistent application of the Saskatchewan Health Authority brand.

Department Identifiers

The geographic diversity of our province remains, but the boundaries that were once in place to administer health-care services no longer exist. With this same notion, department logos that separate each program must be reviewed to ensure they do not continue to give the impression of boundaries.

However, until this can operationally occur, we recognize there remains a need for SHA-based geographic or department visual identifiers. These identifiers will help areas that require materials which affect only a certain area and require local program identity while still incorporating the new SHA logo. These identifiers

can include both program/department name and location. **The identifier logo will be housed with Community Engagement and Communications portfolio and under no circumstances should be created outside of the Communications department.**

For more information on creating a department identifier please contact Community Engagement and Communications portfolio. Community Engagement and Communications in consultation with the requester or other appropriate individuals will decide on the proper use of department identifiers in any situations where the direction is unclear.



Library



Mental Health & Addiction Services
Saskatoon Area

Existing Independent Sub-brands

A review of all existing sub-brands (logos, website or otherwise) will occur to consider how existing sub-brands can or should be adapted and evolved to reflect the new Saskatchewan Health Authority and the master brand.

While the intent is to minimize the cost effect of this incorporation as much as possible, it is expected that existing sub-brands from former Regional Health Authorities work with the CEC to review the existing brand to decide next steps. If further clarification is required please contact Community Engagement and Communications portfolio. This is applicable to print and digital elements. Installed signage is not expected to be updated until otherwise directed.

Before finalizing the evolved sub-brand with the incorporation of the Saskatchewan Health Authority, **draft materials must be**

shared with CEC portfolio for final approval by the Vice President of Community Engagement and Communications or approved designate to ensure consistent and proper application of these visual identity standards.

As the provincial review of existing sub-brands begins and next steps evolve in the development of the Saskatchewan Health Authority master brand, areas with existing sub-brands (logos) also should recognize that there may be additional visual identity requirements placed on these existing sub-brands.

Please contact Community Engagement and Communications portfolio for more information.



AFFILIATES, PARTNERS AND AGENCIES

Affiliates, Partners and Agencies

It is also expected that current partnership agreements in place with existing affiliates, partners, agencies and others will continue to be in effect; any visual identity requirements outlined in such agreements will now transfer from the existing regional health authority to the new Saskatchewan Health Authority, unless otherwise notified or directed.

No public application of the Saskatchewan Health Authority logo is to occur on websites, social media, facility or unit signage, public newsletters, advertising, research projects, apps or others without the approval of the Vice President of Community Engagement

and Communications or approved designate. This is in support of a strong and consistent application of the Saskatchewan Health Authority brand. **Affiliates, partners and agencies should collaborate with Community Engagement and Communications portfolio by sharing draft materials and allowing appropriate time for review of materials to facilitate appropriate approvals.**

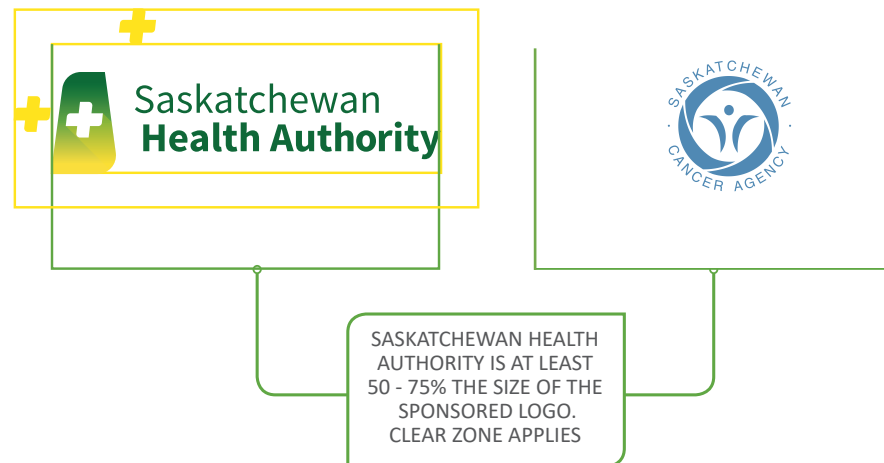
Any further questions should be directed to Community Engagement and Communications portfolio.



Dual Logo Layout - Logo Placement

When the Saskatchewan Health Authority 'owns' the entity, including a program or service (approved existing sub-brands), there will be no line between the two logos. When Saskatchewan Health Authority does not own the entity, there will be a vertical line to separate the Authority logo

and the 'unowned' entity logo. **Consult with Community Engagement and Communications portfolio on formatting for partner logos that are vertical.**



Dual Logo Layout

The following outlines when it is and isn't permissible to use the Saskatchewan Health Authority in combination with other partner logos or programs (including academic partners):

PERMISSIBLE

✓ Patient Communication

- a. Stationery, including patient appointment letters and faxes. The Saskatchewan Health Authority logo must appear in all patient materials for all operations (programs, services, units) managed and/or funded by the Saskatchewan Health Authority.

✓ Media, Website, Videos and Promotional Materials

- a. Includes news releases, media advisories, backgrounders, brochures, leaflets, posters and PowerPoint presentations.
- b. Logo applications to websites and videos must be approved by CEC portfolio prior to public release and only after the website has been approved in advance of design by CEC portfolio.
- c. All materials must be provided to Saskatchewan Health Authority's Community Engagement and Communications portfolio with appropriate time given for review and subsequent approval.

NOT-PERMISSABLE

✗ Administrative Stationery

- a. Includes business cards and letterhead, memos and envelopes.
- b. Exceptions may be permitted. Contact Community Engagement and Communications portfolio for details.

✗ Operational Forms

- a. Exceptions may be permitted. Contact Community Engagement and Communications portfolio.

The Community Engagement and Communications portfolio, in consultation with the requester or other appropriate individuals, will decide on the proper use of logos in any situations where the direction is unclear.

Usage with Government of Saskatchewan Logo

When the Saskatchewan Health Authority logo is used in conjunction with the Government of Saskatchewan logo, the symbol for the Saskatchewan Health Authority logo must be equal size to the green

section of the Government of Saskatchewan's logo. Both logos are to appear at the bottom of the document.



Usage with Sponsorship, Third Party or Other Logos

It is expected that programs, services, clinics and facilities funded for (partially or fully) and operated by Saskatchewan Health Authority be given proper visual acknowledgment in the forms of logo application as outlined in these standards. This is including, but not limited to, patient correspondence, websites, social media channels, apps, order forms, prescription pads, brochures, posters, banners, websites, apps, advertising and new signage. This is in support of a strong and consistent application of the SHA brand.

Use of the Saskatchewan Health Authority logo to endorse or support third party or for-profit agencies is strictly prohibited.

Endorsement of third party, not-for-profit agencies, entities or community partners by Saskatchewan Health Authority must be approved, in writing by the Community Engagement and Communications portfolio.

For questions, contact Community Engagement and Communications portfolio.



COLOUR PALETTE

Colour Palette

PRIMARY



PANTONE 349
C 90 M 33 Y 100 K 26
R 3 G 105 B 54
HEX #026936



PANTONE 369
C 67 M 12 Y 100 K 1
R 98 G 167 B 68
HEX #61A644



PANTONE 114
C 2 M 10 Y 86 K 0
R 253 G 220 B 63
HEX #FCDB3E

SECONDARY

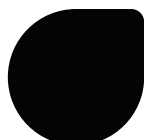


C 66 M17 Y32 K 0
R 87 G 168 B 173
HEX #57A8AD



C 20 M 15 Y 33 K 0
R 207 G 203 B 174
HEX #CFCBAE

GREYSCALE



BLACK
C 0 M 0 Y 0 K 100
R 0 G 0 B 0
HEX #000



C 0 M 0 Y 0 K 80
R 51 G 51 B 51
HEX #333



C 0 M 0 Y 0 K 60
R 102 G 102 B 102
HEX #666



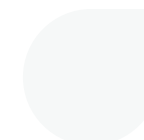
C 0 M 0 Y 0 K 40
R 153 G 153 B 153
HEX #999



C 0 M 0 Y 0 K 20
R 204 G 204 B 204
HEX #CCC



C 0 M 0 Y 0 K 7
R 238 G 238 B 238
HEX #EEE



C 0 M 0 Y 0 K 4
R 245 G 245 B 245
HEX #F5F5F5



FONTS & ABBREVIATIONS

Typography

PRINT FONT
AND EMAIL

Calibri

Calibri Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Calibri Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Calibri Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Calibri Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Calibri Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

DIGITAL FONT
ONLY AND APPROVED
CUSTOM SIGNAGE BY
COMMUNITY ENGAGEMENT
AND COMMUNICATIONS

Source Sans Pro

Source Sans Pro Extra Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Extra Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Light Italic
 ItalicABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Semibold
ItalicABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Semibold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Bold Italic
 ItalicABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Pro Black
ItalicABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”

Source Sans Black Italic
 ItalicABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789~!@#%&*()[]{}|\<>_+=-,.;:”



Font Usage - Print Applications

The following standards are expected to be followed in all print and digital publications for the Saskatchewan Health Authority, unless otherwise indicated within an approved, customizable template. The official font for Saskatchewan Health Authority printed documents is Calibri. The following outlines the print application

Calibri Bold

- Used for headline, titles and subheads
- Used for emphasis in body, quotes and type as a design element

Calibri Bold Italic

- Used for emphasis in body and quotes

Calibri Regular

- Used for body copy, secondary subheads and charts and tables

Calibri Light


- Only to be used for type in exceptional design circumstances only. Please contact Community Engagement and Communications portfolio for further direction on use.

Font Usage

Source Sans Pro should only be used for custom signage and some digital application, apps and others.

Email is an exception; Calibri should be used for all email.

of this font. Any documentation created for **external** publications must be reviewed and approved by Community Engagement and Communications portfolio.



Saskatchewan Health Authority

MEMO

DATE: 30/07/2019

TO: [Click here and type name]

FROM: [Click here and type name]

RE: [Click here and type name]

The body is Calibri 11 point for a memo. *Calibri bold italics can be used to emphasize a point.* Do not double space between sentences. Ensure that paragraphs are double spaced.

Subheadings in memos should be 13 point font and Calibri bold

It is important to identify which area you work within in order for those receiving the memo to understand the relevance of your message within the administrative structure. You should reference your geographic location of your role.

A memo has no indentations. Memos begin with a 2-3 line introductory paragraph, summarizing the purpose of the memo and the major outcome and end with a brief concluding paragraph, which may summarize the findings, suggest a course of action, or make other recommendations.

Memos should be concise, clear, direct and clean. Make your sentences and paragraphs as focused as possible. Think of what questions your reader wants answered, and then answer them.

***This memo is set up for a one page memo. If you require two pages, please copy the footer below and move it to the second page. Delete the footer from the first page.**

Safety | Accountability | Respect | Collaboration | Compassion

With a commitment to a philosophy of Patient and Family Centred Care

NOTICE OF CONFIDENTIALITY: This information is for the recipient(s) listed and is considered confidential by law. If you are not the intended recipient, any use, disclosure, copying or communication of the contents is strictly prohibited.

Version: July 2019 Memo 1

Abbreviations and References to Saskatchewan Health Authority

When possible, the entirety of Saskatchewan Health Authority should be used in written corporate communications, as well as broadcast and digital reference. It is acceptable to abbreviate Saskatchewan Health Authority to SHA in all corporate material after at least one initial reference in its entirety.

EXAMPLE:

The Saskatchewan Health Authority (SHA) was formed on December 4, 2017. The SHA serves all residents of Saskatchewan.

Use only Saskatchewan Health Authority or SHA in all materials.

It is **not permitted** to use any other abbreviation or acronym to represent the Saskatchewan Health Authority, including SKHA.

It is **not permitted** to reference the Saskatchewan Health Authority as the Authority.



SIGNAGE

Signage

All existing local signage (vehicle, facility or otherwise) with regional health authority branding will remain in place until replacement is required.

For more information on signage please contact Community Engagement and Communications portfolio.

Prior to commencing with signage development relative to a unit, program, service, department or facility (interior or exterior),

including partner and donor recognition, it is expected that all department contact Infrastructure Management and follow the signage process.

Infrastructure Management will work with Community Engagement and Communications portfolio on an appropriate signage solution.



PHOTOGRAPHY, VIDEOS AND IMAGERY

Photography, Videos and Imagery

It is expected that all public, staff and patient information and training materials will adhere to the visual identity standards for Saskatchewan Health Authority and will have a professional and appropriate look, feel and tone related to design, language and layout.

Any development of infographics or visual explainers by department's must adhere to visual identity standards and follow copyright laws.

When utilizing any Saskatchewan Health Authority templates for public, multi-unit staff or patient information, or placed in publicly accessible areas, **comical/satirical/cartoon-like clip art and other unapproved narrative graphical elements are strictly prohibited.** This includes, but is not limited, satirical content in both images and video.

Photographs and infographics are available from a variety of sources. Copyright laws apply to most photographs/infographics available either online or through a software program. **You must understand what restrictions exist when using any photographs or infographics for documentation.**

Photos must follow proper publishing resolution guidelines and are expected to be of good quality. It is expected that employees and physicians will use acceptable images that are the property of Saskatchewan Health Authority on any promotional materials created including posters, brochures, newsletters and any other documentation that will be distributed.

Property of Saskatchewan Health Authority means photos taken by staff and/or provided by staff with authorized consent forms signed for any individuals who appear in the photos. It may also mean images that have been purchased for use by the Saskatchewan Health Authority. **Acceptable images** include photographs with signed consent forms from the individual(s) in the photos, in accordance with the *Health Information Protection Act* (HIPA), including photos provided from an individual or other organization.

All photography must follow Saskatchewan Health Authority media consent process and be appropriately licensed. When utilizing information from the internet, any imagery must follow copyright law; this includes understanding and adhering to the use of free stock imagery and following copyright laws and licensing requirements by the source owner. Unauthorized use of imagery is strictly prohibited.

Photography, Videos and Imagery - Examples

Using images that are not the property of Saskatchewan Health Authority can result in significant copyright fines from the owner of the images. **Regular audits are performed and action is often taken for unlawful use.**

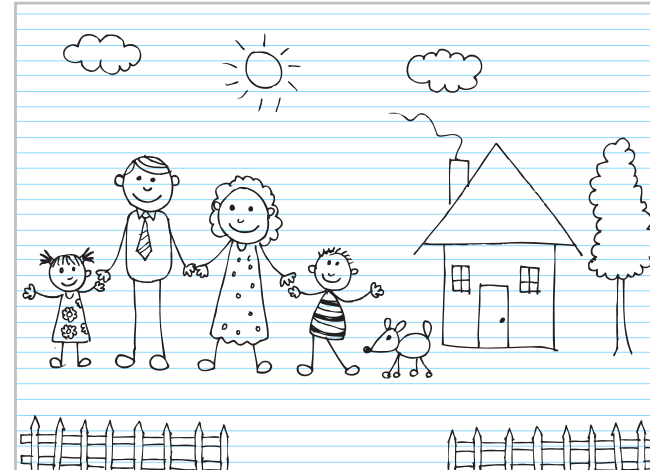
For further questions or clarification on appropriate use of graphical elements, video or photography, along with access to the proper consent form, please contact Community Engagement and Communications portfolio.



Examples of acceptable clip art.



Examples of non-acceptable clip art.





TEMPLATES

Administrative

The logo for the Saskatchewan Health Authority appears on all forms and consists of the Authority's logo/wordmark on the top left side and the title of the form on the top right of the page. The grayscale version of the Saskatchewan Health Authority logo is to be used with when printed materials are limited solely to grayscale production. All information is printed in 100% black.

The form name should always appear justified right in the top right corner of the page and be set all uppercase in 40 point font, all caps using **Calibri Bold**. However, the **font size of the form name** can

be **adjusted to** fit horizontally within top header. If exceptions are required, please contact the CEC portfolio for further direction. Body copy of the form is set in Calibri (font is universally available) and is in 11 point. **Calibri Bold Italics** can be used when emphasizing a point or quote.

The following pages in this section provide some sample templates have been developed for administrative purposes. These templates and others, along with associated guidelines, can be found on the Saskatchewan Health Authority employee intranet.

Memo

It is important to identify which area you work within in order for those receiving the memo to understand the relevance of your message within the administrative structure. You should reference your geographic location of your role.

Please ensure the following information is included in your FROM field.

- Name
- Position
- Department and Program Name (if applicable)
- Location

The following are some examples:

- Jane Doe, Manager, Public Health Services – Disease Control, North Battleford
- Joe Smith, Clinical Coordinator, Maternal Services – Health and Home, Saskatoon
- Dr. Susan Frank, Chief of Staff, General Surgery, Melfort

Spacing between paragraphs should be double spaced. Do not double space between sentences.

A memo has no indentations. It is single-spaced, with double spaces between heading and paragraph and among paragraphs. Memos begin with a 2-3 line introductory paragraph, summarizing the purpose of the memo and the major outcome and end with a brief concluding paragraph, which may summarize the findings, suggest a course of action, or make other recommendations.

When possible, **create a pdf of the memo for distribution.** Do not send the word version.



MEMO

DATE: 30/07/2019
TO: [Click here and type name]
FROM: [Click here and type name]
RE: [Click here and type name]

The body is Calibri 11 point for a memo. *Calibri bold italics can be used to emphasize a point.* Do not double space between sentences. Ensure that paragraphs are double spaced.

Subheadings in memos should be 13 point font and Calibri bold

It is important to identify which area you work within in order for those receiving the memo to understand the relevance of your message within the administrative structure. You should reference your geographic location of your role.

A memo has no indentations. Memos begin with a 2-3 line introductory paragraph, summarizing the purpose of the memo and the major outcome and end with a brief concluding paragraph, which may summarize the findings, suggest a course of action, or make other recommendations.

Memos should be concise, clear, direct and clean. Make your sentences and paragraphs as focused as possible. Think of what questions your reader wants answered, and then answer them.

***This memo is set up for a one page memo. If you require two pages, please copy the footer below and move it to the second page. Delete the footer from the first page.**

Safety | Accountability | Respect | Collaboration | Compassion
 With a commitment to a philosophy of Patient and Family Centred Care

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Version: July 2019

Memo 1

Template can be found on the Saskatchewan Health Authority employee Intranet.

Letterhead

When possible, **create a pdf of the file for distribution**. Do not send the Word version.



Saskatchewan Health Authority

Healthy People, Healthy Saskatchewan

First Last Name (if applicable)
 Title (if applicable)
 Facility name (if applicable)
 Street Address
 Town/City, SK and Postal Code
 P: 000-000-0000 | F: 000-000-0000

Body Copy

The body is Calibri 11 point for a letter. *Calibri bold italics can be used to emphasize a point*. Do not double space between sentences. Ensure that paragraphs are double spaced.

In using the official letterhead please observe these practice guidelines:

- The official letterhead must be used for all correspondence.
- Customization of the Saskatchewan Health Authority logo and/or addition of other graphical elements, including logos, is not permitted
- Calibri font in 11 point is to be used within the letterhead for body font; Calibri font in 13 point should be used for subheadings.
- Matching envelopes are available for use. Those templates can be found on the Saskatchewan Health Authority intranet.
- Please consider whether correspondence must be mailed or letters can be sent electronically through secured PDF.
- When transmitting any patient/client/resident information, please ensure you have properly addressed and followed proper privacy procedures the correspondence to maintain privacy.
- Please ensure that the following information is included in the address section of the letterhead:
 - Facility name
 - Street address
 - Town/City and postal code
 - Phone number and fax number (if needed)

The Saskatchewan Health Authority works in the spirit of truth and reconciliation, acknowledging Saskatchewan as the traditional territory of First Nations and Métis People.

Page | 1

Template can be found on the Saskatchewan Health Authority employee Intranet.

Business Cards



**Saskatchewan
Health Authority**

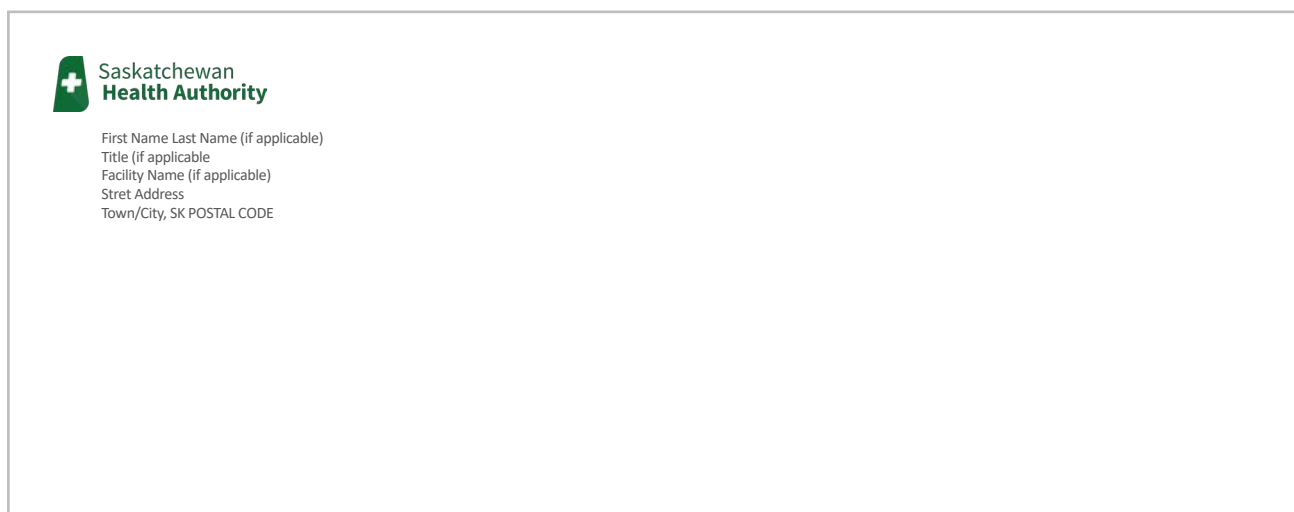
NAME SURNAME
POSITION


P: 000-000-0000 | **P:** 000-000-0000
F: 000-000-0000 | **F:** 000-000-0000
E: firstname.lastname@saskhealthauthority.ca

Facility name (if applicable)
Street Address, Town, City, SK and Postal Code

Business card template and on how to order business cards can be found on the Saskatchewan Health Authority employee Intranet.

Envelopes



 **Saskatchewan
Health Authority**

First Name Last Name (if applicable)
Title (if applicable)
Facility Name (if applicable)
Street Address
Town/City, SK POSTAL CODE

*Envelope template can be found on the
Saskatchewan Health Authority employee Intranet.*

PowerPoint Presentations Introduction



PowerPoint Presentations Slide Two

Second slide option for PowerPoint presentations below.

PowerPoint Slide Templates

VISION
Healthy People, Healthy Saskatchewan

MISSION
We work together to improve health and well-being. Every day. For everyone.

VALUES

- **SAFETY: *Be aware.*** Commit to physical, psychological, social, cultural and environmental safety. Every day. For everyone.
- **ACCOUNTABILITY: *Be responsible.*** Own each action and decision. Be transparent and have courage to speak up.
- **RESPECT: *Be kind.*** Honour diversity with dignity and empathy. Value each person as an individual.
- **COLLABORATION: *Be better together.*** Include and acknowledge the contributions of employees, physicians, patients, families and partners.
- **COMPASSION: *Be caring.*** Practice empathy. Listen actively to understand each other's experiences.

PHILOSOPHY OF CARE: Our commitment to a philosophy of Patient and Family Centred Care is at the heart of everything we do and provides the foundation for our values.

PowerPoint Slide Templates

VISION
Healthy People, Healthy Saskatchewan

MISSION
We work together to improve health and well-being. Every day. For everyone.

VALUES

- **SAFETY: *Be aware.*** Commit to physical, psychological, social, cultural and environmental safety. Every day. For everyone.
- **ACCOUNTABILITY: *Be responsible.*** Own each action and decision. Be transparent and have courage to speak up.
- **RESPECT: *Be kind.*** Honour diversity with dignity and empathy. Value each person as an individual.
- **COLLABORATION: *Be better together.*** Include and acknowledge the contributions of employees, physicians, patients, families and partners.
- **COMPASSION: *Be caring.*** Practice empathy. Listen actively to understand each other's experiences.

PHILOSOPHY OF CARE: Our commitment to a philosophy of Patient and Family Centred Care is at the heart of everything we do and provides the foundation for our values.

Templates can be found on the Saskatchewan Health Authority employee Intranet.

Design Templates

Templates have been developed with key Saskatchewan Health Authority brand elements to support individual communication requirements.

It is expected that all new materials will be created using the defined templates and in accordance with these visual identity standards. It is expected that existing materials be transitioned to

SHA templates as they are updated to reflect standardized processes and information.

Design templates such as posters, invitations and reports can be found on the Saskatchewan Health Authority employee Intranet.



EMAIL SIGNATURES

Email Signatures

All email signatures will also use the official Saskatchewan Health Authority font of Calibri. This is to ensure consistent and appropriate application required of information related to email communications.

Attachments and inclusion of additional information to email signature templates including quotations, graphic banners, social media and website graphics, images and stylized signature fonts is prohibited.

EMAIL SIGNATURE EXAMPLE

Mary Smith
Director – Health Campaigns and Strategic Communications
Saskatchewan Health Authority | 306-XXX-XXXX | Cell: 306-XXX-XXXX

The Saskatchewan Health Authority works in the spirit of truth and reconciliation, acknowledging Saskatchewan as the traditional territory of First Nations and Métis People.

This email message may contain confidential and/or privileged information. It is intended only for the addressee(s). Any unauthorized disclosure is strictly prohibited. If you are not a named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by email if you have received this email by mistake and delete this email from your system.

Template of the email signature below. Templates can be found on the SHA employee Intranet.



WEBSITE AND APP DEVELOPMENT

Website and App Development

No website, social media channel, blog or app by an initiative, unit, program, service, department or facility shall be built, designed or launched outside of the Saskatchewan Health Authority's content management system and without prior approval from the Vice President of Community Engagement and Communications or approved designate.

All existing websites, social media channels, blogs and apps owned and managed by a Saskatchewan Health Authority facility, department, service and program need to comply with the Saskatchewan Health Authority's visual identity standards and maintain consistent user experiences with the SHA's larger web presence.



FORMER REGIONAL HEALTH AUTHORITY BRANDS

Former Regional Health Authority Brands

Some former regional health authority-branded programs, services and print materials will continue to exist for an interim period of time. However, work has begun to transition print, digital and broadcast materials to comply with the Saskatchewan Health

Authority branding visual identity standards as time and resources permit, and with a timeline to completion. Any questions should be directed to Community Engagement and Communications portfolio with the Saskatchewan Health Authority.

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