

Use of Health Unit Logo

Reviewed Date		Number	<i>PR0103</i>
Revised Date	<i>October 22, 2008</i>	Approved Date	<i>June 25, 1998</i>

Introduction

The logo of an agency is a critical component of its identity. It is generally a mark for which the size, colour, font and style are clearly defined. A product or service displaying the health unit logo will be associated with the agency. The presence of the logo is suggestive of agency endorsement.

The Simcoe Muskoka District Health Unit logo was established in 2006. With consistent and repeated use the logo will serve to establish the identity of the new organization and to create a positive image of the agency and its programs and services in the eyes of the community.

Purpose

To inform the Simcoe Muskoka District Health Unit Board of Health members, employees, students, volunteers and contract employees of the expectations and parameters for the use of the agency logo.

Legislative Authority

Health Protection and Promotion Act, R.R.O. 1990 Regulation 553 – Areas Comprising Health Units

Policy Definitions and Interpretation

N/A

Policy

All resources, information and correspondence produced and distributed by the health unit will incorporate the health unit logo as a visual identifier of the source. Presentation of the agency logo will follow the Simcoe Muskoka District Health Unit Logo Guidelines. Program Managers will review program materials to ensure quality before production.

Products, services, information or correspondence produced by other agencies may display the health unit logo if:

- the information is consistent with health unit mandate and stated position on the health issue, **and**
- approval is granted by the manager of the program or service most directly linked to the group or source of information, **and**
- the logo will be used in a manner that follows the Simcoe Muskoka District Health Unit Logo Guidelines

Managers will be responsible for final approval of all program materials to ensure compliance with this policy.

Final Approval Signature: _____

Review/Revision History

Revised and incorporate C1.050 Clothing with Health Unit Logo October 22, 2008
September 2010 Policy re-numbered, previous number C1.060