



Team Name: Corporate Communications	Reference Number: ORG.1110.PL.002
Team Lead: Regional Director-Communications & FLS	Program Area: Corporate Communications/French Language Services
Approved by: Executive Director - Mid	Policy Section: Corporate Communications
Issue Date: December 3, 2014	Subject: Graphic Design Support & Guidelines
Review Date:	
Revision Date: November 1, 2017	

POLICY SUBJECT:

Graphic Design Support & Guidelines

PURPOSE:

This policy supports regional compliance in establishing a strong and consistent brand image for Southern Health-Santé Sud. Managing our bilingual corporate identity means flexibility in responding to new strategies while preserving alignment with Southern Health-Santé Sud’s core values. While the purpose of this policy is to achieve visual consistency, it is not intended to limit creativity.

A clear visual identity:

- presents a quality, consistent and quick identification of the visual depicting Southern Health-Santé Sud,
- sends a message of regional cohesiveness, representing: One Region, One Identity, One Brand, and
- establishes accountability for and confidence in the services we provide when the logo is portrayed properly.

BOARD POLICY REFERENCE:

Executive Limitation (EL-1) – Global Executive Restraint & Risk Management
 Executive Limitation (EL-10) – Public Relations

POLICY:

1. Sites, programs and services are responsible to ensure that all visual communications comply with the Graphic Standards Manual (ORG.1110.PL.002.SD.01) and associated supporting documents and forms, for example:
 - implement all aspects of the Graphic Standards Manual within their area of responsibility
 - provide direction, guidance and assistance regarding specifications and guidelines
 - monitor the application of all visual communications
 - maintain close liaison with Corporate Communications as required
2. Corporate Communications reviews, supports and approves all new or revised promotional and print or digital publications *bearing the Southern Health-Santé Sud logo and intended for public or external audience (excluding job advertisements)*. See procedure below.
3. Material intended for internal use (for example: for circulation or posting within Southern Health-Santé Sud) is developed in accordance with the Graphic Standards Manual, produced by the respective site, program or service and does not require input from Corporate Communications (for example: internal workshops, notices, advertising, etc.).

4. In compliance with the French Language Services (FLS) - General Policy (ORG.1111.PL.001), promotional and print or digital publications as well as signage aimed at the general public or for geographic areas with higher French-speaking concentration is produced in both official languages (English and French).
5. All enquiries and requests regarding the Graphic Design Support & Guidelines policy are directed to the Graphics & Website Specialist.

PROCEDURE - GRAPHIC DESIGN SUPPORT

Prior to submitting a Communications Support Request (ORG.1110.PL.002.FORM.01), the originator:

1. develops an initial mockup in accordance with the Graphic Standards Manual
2. obtains approval of content from Regional Director or designate prior to submission for graphic support; document script must be final (for example: consistent formatting, spell check performed, accessibility check performed, etc.)
3. completes the Communications Support Request, includes mockup or content and sends to Corporate Communications as directed on the form
4. is responsible to archive the final electronic version which could potentially be required for future updates
5. provides Corporate Communications with final samples (English and French) of the printed or digital publications and/or "jpg photos".

SUPPORTING DOCUMENTS:

[ORG.1110.PL.002.FORM.01](#)

Communications Support Request

[ORG.1110.PL.002.SD.01](#)

Graphic Standards Manual

[ORG.1110.PL.002.SD.02](#)

Southern Health-Santé Sud Logo Files

[ORG.1111.PL.001](#)

French Language Services (FLS) - General