



Graphic Standards Manual

How/When to Use this Manual

Maintaining quality control and design consistency is critical to ensure a strong brand and positive image for Southern Health-Santé Sud. Managing corporate identity means flexibility to respond to new strategies while observing Southern Health-Santé Sud's core values.

The intent of this manual is to assist staff, affiliates, advertising agencies, printers, graphic designers, production companies and anyone depicting Southern Health-Santé Sud's identity. All materials printed and/or paid for by Southern Health-Santé Sud must include the logo/branding. This guideline is intended to ensure that Southern Health-Santé Sud Staff and those who seek or receive health and wellness services within our region, are aware:

- who the health and wellness-related service is delivered by
- who is accountable for the delivery of this service or information
- whom information regarding health and wellness-related service is being provided by
- what association the source's service or information has in relation to Southern Health-Santé Sud

The logo/branding can be used and reproduced by outside agencies only upon permission by Communications.

This document is a living document as the region enhances and continues to develop its bilingual regional image. Given the nature of this manual, it was published in full colour to be used as a colour palette by users. To obtain additional copies, contact Communications.

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1

The Bilingual Corporate Identity

Founding Elements

The logo was approved by the Board of Directors in September 2012 and consists of a symbol and the words “Southern Health-Santé Sud”. The logo is the region’s bilingual signature, succinctly identifying the organization and shaping the corporate image.

Components of Logo/Meaning

The Southern Health-Santé Sud logo consists of two components: the wordmark and the symbol. The positioning of these two elements and the colour hues should never be altered.



Symbol

Three stylized S shapes represent the most prominent letter within the name. They also depict the Red River echoing the spirit of a significant landmark. The river symbolizes water which has a universal life giving role in most cultures and the contiguous shapes demonstrate energy and forward movement.

The symbol also incorporates a human element reaching out and embracing a growing community - evoking the compassionate nature of our service.

The colour blue (C-53, M-3, Y-8, K-9) appeals to a sense of service, trust and integrity. It also suggests water and sky (reaching out). Red (C-7, M-100, Y-92, K-26) is the colour of energy, vitality and life-force and also signifies the Red River.

Wordmark

The associated wordmark must appear in both official languages. The typeface is Myriad Pro & Myriad Pro Light.

The complete wordmark “Southern Health-Santé Sud” is used in its entirety the first instance followed by the acronym (SH-SS) in parentheses. The acronym can be used thereafter.

Vision Healthier **people**.
Healthier **communities**.
Thriving together.

Le mieux-être des **gens**.
Le mieux-être des **communautés**.
Prospérons ensemble.

Mission Partnering with our communities,
we provide safe, accessible and
sustainable people-centred health
care.

En partenariat avec nos communautés,
nous fournissons des soins de santé
sûrs, accessibles et durables, axés sur la
personne.

Core Values

These core values are the heart of our organization - they guide our day-to-day decisions and enable a culture that provides a positive health care experience for all.

healing
Compassion
guérissante

purposeful **Innovation** intentionnelle

uncompromising
Integrity

Respect for all
envers tous

pursuit of **Excellence** poursuite de l'

Intégrité
sans compromis





Logo Variations

Southern Health-Santé Sud comprises many sites, programs and services. Consistent use of the branding enhances the image of the region as a coordinated network of services. See Use of Southern Health-Santé Sud Logo policy (ORG.1110.PL.007).

There are three basic variations of the common Southern Health-Santé Sud logo. These include:

Full colour version

ORG.1110.PL.002.SD.02



Black version

ORG.1110.PL.002.SD.02



Colour "knocked-out" version

ORG.1110.PL.002.SD.02

(shown here in white surrounded by solid black)



In addition to these three variations and specific to the promotional line, a tone on tone or gold/silver option may be considered for promotional items (see p. 23).



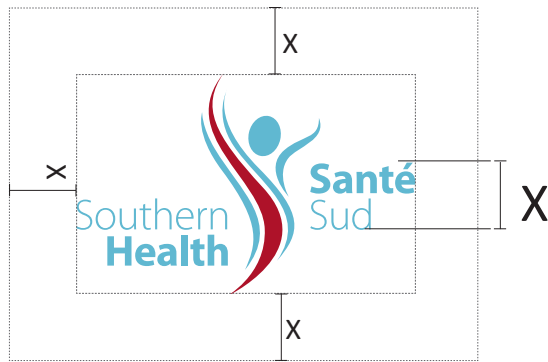
Area of Isolation

The logo is always isolated by a minimum amount of white space to maintain separation between the identity and other elements (type, folds, other graphics not including background colour) on all published materials and applications. If possible, use more than the minimum white space to enhance presentation of the identity.

The area of isolation “X” is measured by the full height of the wordmark.

Logo - minimum sizing

Logo may not be smaller than 0.5 inches (1.25 cm) in height/0.75 inches (2 cm) in width.



Other Logos

Use of Logo(s)

All new or updated signage, stationery, publications and promo line/apparel reflecting Southern Health-Santé Sud administered programs, services and sites depicts ONLY the Southern Health-Santé Sud logo (no other logos).

In accordance with the Graphic Standards Manual, the Southern Health-Santé Sud logo may be accompanied by a reference to a respective program, service or site, using title in font only (no other logos). For example, apparel may have the logo on front panel, with accompanied reference to a site on the sleeve.

Partnering Logos

Partnering logos may be used in conjunction with the Southern Health-Santé Sud logo, in accordance with the Graphic Standards Manual and as approved by the Senior Leadership Team. “Partnering Logos” represent organizations that have their own brand identity and do not reflect programs, services and sites that are directly operated or administered by the Southern Health-Santé Sud, for example, letterhead depicting Southern Health-Santé Sud and Eden Health Care Services partnership on letterhead for the Mental Health Program.



2

Implementing Our Brand

Consistent Use of the Bilingual Corporate Identity... What it Means

How we communicate is as important as what we communicate. Consistent application of the bilingual corporate identity builds familiarity. Familiarity builds relationships, relationships build trust. Our brand is more than the logo and visual identity. It is the personality, the perception and association we want our stakeholders to be left with whether they read a publication, hear our name, pass a sign, access health care services or see us in the news.

Our regional graphic identity enhances our profile and increases the perceived value of our organization with our audiences. In order to capitalize fully on the opportunities that our identity presents, it is important that we appreciate its spirit and effectively use the guidelines in this manual. Correct and consistent use of an organization's graphic identity is a factor in maintaining the credibility of the organization – this is equally important on an internal basis as it is at a public level.

Communications is responsible for regional branding.



Unacceptable Identity Usage

On this page are examples of logo uses which are NOT acceptable. These are examples only and do not necessarily represent all of the unacceptable uses.



Never skew or stretch. Do not force-fit into available space. (See p. 26 for instructions on inserting/resizing graphics).



Never change the colours.



Never create a logo using different fonts.



Never tilt.



Never change the proportion of elements.



Never change the arrangement.



Never place on a busy background.



Never apply an effect.



Never produce smaller than 0.5 inches in height/0.75 inches in width.



Choosing the Right File Format

The chart below provides a guideline for determining the logo file format best suited to specific uses and applications.

End Use	File Format
Use when a file will be viewed on-screen, online or printed internally, for example: website	png & jpg
Use when a file will be printed by Communications	eps, pdf, jpg (high res)
Use when a file will be printed by an outsourced vendor	eps or pdf (high res.)

Standard logo files are available in the Policies and Forms (ORG.1110.PL.002.SD.02, SD.03 and SD.04).

For other formats or higher resolution files, complete/submit a Communications Support Request (ORG.1110.PL.002.FORM.01).

Colour Standards

When outsourcing printing, reference CMYK colour codes noted on p.11 when placing your order – this to ensure proper colour reproduction.

When incorporating colour within Microsoft programs, online applications or electronic media, use RGB colour codes.

In all instances, it is important to remain as close to the intended hues as possible. Acknowledging that different printers produce different color outcomes, contact Communications if assistance is needed when calibrating printers and producing internal print publications.

The logo has two colours:



R	G	B	C	M	Y	K
166	25	46	7	100	82	26



R	G	B	C	M	Y	K
113	178	201	53	3	8	9

Monochromatic
Colour Choices



R	G	B	C	M	Y	K
218	155	145	13	44	37	0



R	G	B	C	M	Y	K
97	6	21	34	100	86	54



R	G	B	C	M	Y	K
218	232	239	13	3	3	0



R	G	B	C	M	Y	K
53	108	125	82	47	40	13

Vibrant Colour
Choices



R	G	B	C	M	Y	K
251	176	66	0	35	84	0



R	G	B	C	M	Y	K
111	44	145	70	100	0	0



R	G	B	C	M	Y	K
142	198	64	50	0	99	0



R	G	B	C	M	Y	K
195	184	160	25	23	38	0



R	G	B	C	M	Y	K
239	64	80	0	90	65	0



R	G	B	C	M	Y	K
241	91	37	0	80	98	0



Graphic Design Support

Communications provides graphic design support for new or revised publications bearing the corporate identity and intended for the general public. For more information, see ORG.1110.PL.002.

Publishing in Bilingual Format

As a designated Regional Health Authority (RHA) all publications aimed at the general public are published in both official languages (English/French).

Per provincial guidelines, a bilingual format is recommended (English and French in same publication). Separate English and French versions are published only when the publication is more than 10 pages where cost and distribution is a factor, in which case:

- the following appears on the English version:
Ce document est aussi disponible en français.
- the following appears on the French version:
This document is also available in English.

In-house Printing

In-house printing in black and white is most appropriate with consideration of discretionary spending.

Communications provides support with in-house colour printing of publications intended for the general public. See ORG.1110.PL.002.FORM.01. A maximum limit of 1 000 copies is specified although exceptions may apply to documents such as trial versions or special projects.

Outsourced Printing (by a vendor)

When outsourcing printing, a Purchase Requisition form (ORG.1710.PL.001.FORM.01) must be completed and forwarded through regular channels of Logistics & Supply Chain Management. Special instructions, expectations, timelines, type/weight of bond paper, etc. are specified.

3

Applications Stationery/Templates/Other

3.1 Stationery

Stationery is the foundation of our corporate style. Official Southern Health-Santé Sud stationery is used for all official business correspondence and consistent with the aims, purposes and activities of Southern Health-Santé Sud. It is not to be used in any way which may imply endorsement of any non-Southern Health-Santé Sud product, opinion or activity and/or in a manner prejudicial or detrimental to the region's interest. Official stationery is limited to Southern Health-Santé Sud operations and by Southern Health-Santé Sud's employees performing business as an integral part of the organization. It cannot be used for personal business or to express personal opinions.

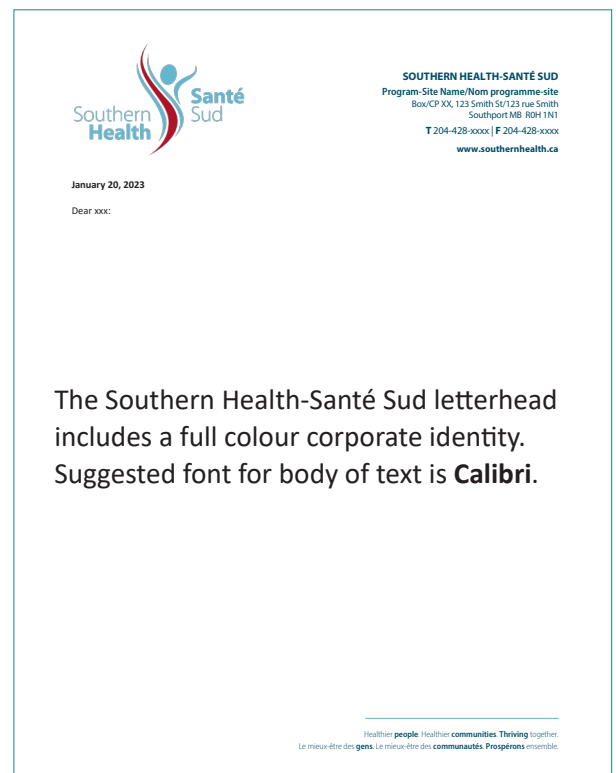
All Southern Health-Santé Sud stationery (incl. business/appointment cards/envelopes) are in bilingual format. Reference French Language Services - Communication in Official Languages (ORG.1111.PL.002) policy. To order, complete the Stationery Requisition Form (ORG.1710.FORM.001).

Letterhead

There are two main ways to send official Southern Health-Santé Sud business correspondence:

Hard Copy and Electronic Correspondence

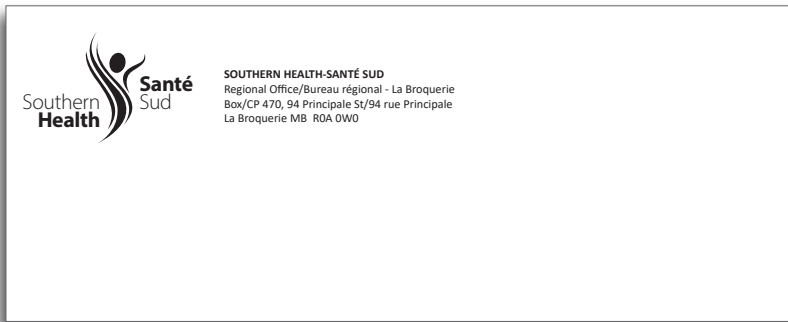
- ▶ Letterhead Template (ORG.1110.FORM.002) is available for both email and hard copy mail use.
- ▶ Users update contact information as required, but do not alter the overall layout.
- ▶ Convert final version to a PDF file format prior to emailing.
- ▶ Print hard copies in colour whenever possible.
- ▶ If you require pre-printed Southern Health-Santé Sud letterhead, order by completing the Stationery Requisition Form (ORG.1710.FORM.001).





Envelopes

A wide range of envelopes are available and are produced in bilingual format. To order, complete the Stationery Requisition Form (ORG.1710.FORM.001) and reference the Stationery Buddy to ensure consistency re. naming conventions.





Business/Appointment Cards

All preprinted business/appointment cards are in bilingual format. To order, complete the Stationery Requisition Form (ORG.1710.FORM.001) and reference the Stationery Buddy to ensure consistency re. naming conventions, for example - title; site, program and service name; address layout, etc.

Primary Business Card
Option 1

Side 1



Side 2



Appointment Card
Option 2

Side 1



Side 2 Appointment Card Options (select one of the following):

A. Blank

B. Business Card (bilingual)



C. Business Card (bilingual) with larger font



D. Rehab Services



E. Lab & Imaging





3.2 Templates

Supporting Documents/Forms (templates)

Supporting Documents (SDs), logo files and forms (templates) are accessed in the Policies & Forms section on the StaffNet. If you are experiencing issues with the templates, for example, excessive underlining, this may be related to language settings. Please contact the Digital Health Service Desk at 866-999-9698 or email servicedesk@sharedhealthmb.ca for assistance with language and proofing tools setup.


Memo/Note ORG.1110.FORM.004

Southern Health-Santé Sud memos are printed in black/white. Although the format may not be altered, the template must be customized. Also reference the Stationery Buddy to ensure consistency re. naming conventions.

Fax ORG.1110.FORM.003

Southern Health-Santé Sud fax templates are printed in black/white and are designed to be a covering page for a fax. Although the format may not be altered, the template must be customized. Also reference the Stationery Buddy to ensure consistency re. naming conventions.

MEMO | NOTE




Program/Site/Service
 Box/CP 470, 94 Principale St/94 rue Principale
 La Broquerie MB R2A 0W0
 T 204-424-xxxx | F 204-424-xxxx | Toll Free/Sans frais 800.742.4509
www.southernhealth.ca

TO/DESTINAIRE :
 CC :
 FROM/EXPÉDITEUR :
 DATE : PAGE(s) :
 SUBJECT/OBJET :

This message and any attachments are intended for the individual(s) named in the distribution list. Any confidential or otherwise privileged information contained herein is intended only for the individual(s) named. If you have received this message by mistake, please notify the sender immediately by e-mail. Do not disseminate, distribute or copy this e-mail. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system.

FAX



URGENT CONFIDENTIAL

Program/Site/Service
 Box/CP 470, 94 Principale St/94 rue Principale
 La Broquerie MB R2A 0W0
 T 204-424-xxxx | F 204-424-xxxx | Toll Free/Sans frais 800.742.4509
www.southernhealth.ca

TO/DESTINAIRE :
 CC :
 FROM/EXPÉDITEUR : FAX # :
 DATE : PAGE(s) :
 SUBJECT/OBJET :

This message and any attachments are intended for the individual(s) named in the distribution list. Any confidential or otherwise privileged information contained herein is intended only for the individual(s) named. If you have received this message by mistake, please notify the sender immediately by e-mail. Do not disseminate, distribute or copy this e-mail. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system.

Poster Template Forms

Southern Health-Santé Sud commits to provide a well-designed environment for clients, visitors and the general public. Posted notices and displays of an informational, educational or promotional nature shall be carefully managed to assure that public areas are appropriate from an aesthetic, functional and user-friendly standpoint (see p.24-25).

The following must appear on all posters promoting English-only events: *Cette session est offerte en anglais seulement; il est possible que certaines ressources soient disponibles en français. Si vous désirez recevoir de plus amples renseignements, prière de contacter notre Unité de services en français au 204-424-6042.*

The following must appear on all posters promoting French-only events: While this session is offered in French only, additional resources may be available in English. If you would like more information, please contact our French Language Services Unit at 204-424-6042.

Poster Template-I
ORG.1110.FORM.008

INCIDENT ANALYSIS WORKSHOP

Objectives

- Conduct a systematic analysis of occurrences
- Make effective recommendations from your findings
- Follow through and close the loop

Date **Time**

- February 28, 2013 9:00 – 4:00

Location

- Ian N. Morrison Research Station, Carman

Target Audience

- Clinical Resource Nurses
- Educators
- Directors and Managers
- Senior Leaders
- Front Line Supervisors

Registration open until January 31, 20XX
Submit to: Arlene Peters by email apeters@southernhealth.ca or F 204- 822-2689

NAME	
FACULTY	
POSITION/TITLE	
HOME/CELL TELEPHONE <small>*Required for contact if necessary</small>	
WORK TELEPHONE	

LUNCH AND NUTRITION BREAKS WILL BE PROVIDED;

Poster Template-II
ORG.1110.FORM.009

Southern Health Santé Sud

Healthier people. Healthier communities. Thinking together.
Le mieux-être des gens. Le mieux-être des communautés. Penséons ensemble.

Are you sick and tired of being sick and tired? Or are you managing well and want to stay that way? Let's...

En avez-vous assez d'être malade et fatigué? Ou encore, vous gérez bien votre état de santé, vous voulez le maintenir?

Get Better Together!

En santé... ensemble!

A free program for living better with ongoing health conditions

Un programme gratuit visant à aider à mieux vivre avec les maladies chroniques

For more information on programs in Southern Health-Santé Sud or to register, call 800-742-6509 and ask for Healthy Living.

Pour de plus amples renseignements au sujet de ce programme dans Southern Health-Santé Sud, composez le 800-742-6509 et adressez-vous au programme Vie saine.

Cette session est offerte en anglais seulement; il est possible que certaines ressources soient disponibles en français. Si vous désirez recevoir de plus amples renseignements, prière de contacter notre Unité de services en langue française au 204-424-6042.



For more information on QR Codes, see p.26



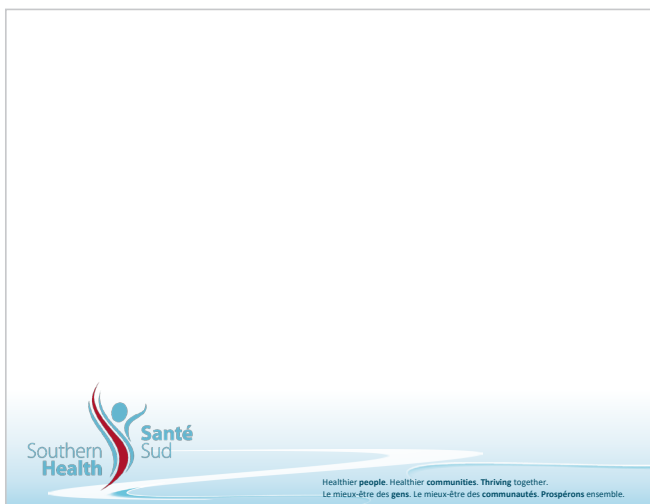
PowerPoint Presentations

- ▶ Standard PowerPoint templates are available; sites, programs and services are welcome to develop their own layouts provided that the design conforms with the Graphic Standards.
- ▶ Tip: click VIEW, SLIDE MASTER for more slide layout options. Insert New Slide, Rt. Click, Layout and select desired layout.
- ▶ PowerPoint presentation fonts should not typically be less than 18 points.

PowerPoint Presentation-I
ORG.1110.FORM.010



PowerPoint Presentation-II
ORG.1110.FORM.011



PowerPoint Presentation-II
ORG.1110.FORM.012



Client Teaching Handouts

Client Teaching Handouts are information/ educational publications for the general public and per French Language Services - Communication in Official Languages (ORG.1111.PL.002) policy are published in bilingual format.

The Health Links-Info Santé 888-315-9257 number is included on all handouts as well as relevant contact information.



Client Teaching Handout Template

ORG.1110.FORM.001


With Compliments Slip

Internal use: customize the template, reference the Stationery Buddy to ensure consistency re. naming conventions.

External use: customize the template in bilingual format as per French Language Services - Communication in Official Languages (ORG.1111.PL.002) policy and reference the Stationery Buddy to ensure consistency re. naming conventions.

With Compliments Slip Template

ORG.1110.FORM.013



With the compliments of:
Avec les hommages de:

Insert Name
Insert Title | *Insérer titre*

Box/CP 470, 94 Principale St/94 rue Principale
La Broquerie MB R0A 0W0
T 204-424-xxxx | F 204-424-xxxx
Cell 204-xxx-xxxx
Toll Free/Sans frais 800-742-6509
E-mail/Courriel xxxx@xxxx.ca
southernhealth.ca



Interior Door Signage

ORG.1110.FORM.005

Interior building signage should be designed to be legible, effective and consistent with all other applications according to the standards established

in this manual and in compliance with French Language Services General Policy (ORG.1110.PL.001).

Communications will produce signage to ensure colour output meets standards. To order, complete the Communications Support Request (ORG.1110.PL.002.FORM.01).



3.3 Other

Corporate Note Cards

Generic Corporate Note Cards are available through Logistics & Supply Chain Management. Corporate note cards are available in multiples of 25 and come complete with cards, envelopes and paper stock inserts (for electronic printing). Order with Purchase/Supply requisition and reference SKU #00613.

Recognizing the need to pre-print text (vs. handwritten), a Corporate Note Card Template (ORG.1110.FORM.014) may be customized to meet specific needs, for example: thank you cards, invitations, recognition of donations, etc. Templates may require slight margin adjustments depending on printers.

How to use paper stock inserts:

1. Type appropriate text in template, save and print.
2. Tear at perforation and fold in half (top to bottom)
3. Dab glue stick in centrefold of note card and affix insert.

If desired, handwritten note cards may be used without paper stock insert.



Email Signatures

ORG.1110.FORM.015

The **New Message** Email signature features the employee’s name, title, site/program/service, contact information including phone, fax and cell as well as the vision, acknowledging that it may be customized to include pertinent information.

The **Replies/forwards** Email Signature parameters should include:

NAME/NOM (he,him/il, lui) or (she, her/elle, lui) or neutral (They, them/iel) (optional)
SOUTHERN HEALTH-SANTÉ SUD
T xxx-xxx-xxxx

Send	From ▾	Info@southernhealth.ca
	To...	
	Cc...	
	Subject	

Choose default signature _____

E-mail account: _____ ▾

New messages: _____ ▾

Replies/forwards: _____ ▾

NAME/NOM (he,him/il, lui) or (she, her/elle, lui) or neutral (They, them/iel) (optional)
Title-English/Title-French
SOUTHERN HEALTH-SANTÉ SUD
English Program-Service-Site/French Programme-Service-Site
 Box/CP 190, 40 Rogers St/40 rue Rogers (optional)
 Notre-Dame-de-Lourdes MB R0G 1M0 (optional)
 T 204-248-7250 F 204-248-7255
 Cell 204-xxx-xxxx
www.southernhealth.ca

Healthier **people**. Healthier **communities**. **Thriving** together.
 Le mieux-être des **gens**. Le mieux-être des **communautés**. **Prospérons** ensemble.

Planned absence/Absence(s) prévue(s) :

Reference the French Language Services - Communication in Official Languages (ORG.1111. PL.002) policy (3.7). Access the email signature template (ORG.1110.FORM.015) under Policies and Forms and reference the Stationery Buddy to ensure consistency re. naming conventions.

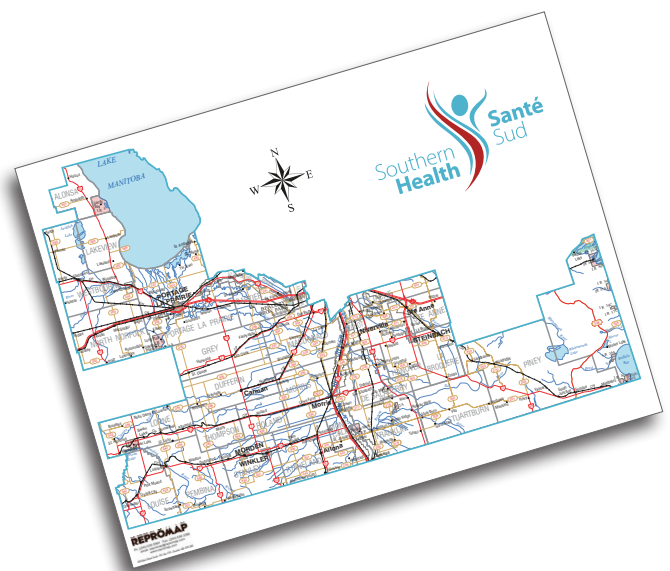
For more information, please contact Digital Health Service Desk at 866-999-9698 or servicedesk@sharedhealthmb.ca

Large Laminated Map

To order a large (32" w x 24" h) laminated map of Southern Health-Santé Sud region contact:

Sylvie Robidoux at srobidoux@southernhealth.ca or T 204-248-7250

A GL code will be required when placing your order to process an interfacility transfer.





Exterior Signage

PROCESS:

- ▶ Site/program/service identifies the need for external signage; wording content, budget, etc. for signage is determined; **all requests require Senior Leader approval.**
- ▶ Senior Leader/designate contacts Communications to set the process in motion.
- ▶ Senior Leader or CEO approval is required on mock-up and final quote prior to production.

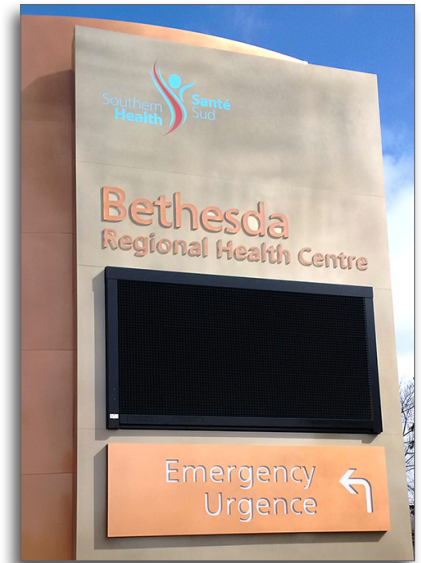


Photo Identification Badges (PIBs)

In order for staff to clearly and accurately represent themselves while performing the functions of their position, the following information will be reflected on the PIB:

- ▶ first and/or last name of employee (Managers require first & last name)
- ▶ option for larger print for personal care home employees
- ▶ official title including translation (some standards will exist, for example: Support Services will be used for housekeeping, laundry and dietary due to the high volume of internal transfers within these departments)
- ▶ picture – attachment in 'jpg' format

Universal emergency codes are printed on the back of each photo identification card.

As per French Language Services - Communication in Official Languages (ORG.1111.PL.002) policy, all PIBs are produced in bilingual format. Bilingual employees in designated positions will have "Je parle français". Bilingual employees in non-designated positions are encouraged to choose this option and request at their discretion at no extra cost. To order/re-order access the Photo ID Request Form (ORG.1510.PL.002.FORM.01). For more information, please contact Human Resources.

Front



Back



Staff News

Southern Health-Santé Sud publishes an online monthly staff news 10 times/year with the option to subscribe. Staff are invited to submit articles and photos through their respective Senior Leaders on an ongoing basis.

Submission Guidelines and Criteria

Articles should be beneficial and of general interest to most staff across the region. Focus on articles that profile staff accomplishments, events, recognition, awards and appreciation. You are also encouraged to submit articles featuring “what’s new” and “significant happenings” in your sites/programs.

Checklist

- ✓ Use a catchy title which speaks to the topic. Some people only read the headlines.
- ✓ Article - a 300-word or less article says it best!
- ✓ Graphics/photos must be submitted as a separate graphic file (not inserted in document); see p.27 Image/Photo File Size. It is preferable to submit only ONE photo per story and the person submitting a photo is responsible to ensure the appropriate Photo Video Audio Release Form (ORG.11 10.PL.004.FORM.01) is signed and maintained on file.
- ✓ Use appropriate naming conventions per Stationery Buddy.
- ✓ Double-check facts & figures, spell out acronyms on first use, test the links and perform a spell check.
- ✓ Article(s) must be approved by the appropriate Senior Leader.
- ✓ Forward approved final article(s) via Staff News Submission Form (available on the StaffNet/Staff News) by the first Friday of every month.

Promo/Apparel

All Southern Health-Santé Sud promotional materials must bear the corporate logo/branding and be reviewed/approved by Communications prior to first production. The promo/apparel line is coordinated by Human Resources.

Visual Branding - Public Areas & Hallways

Principles & Guidelines

GENERAL

1. Each site (regardless of programs/services within the site) assigns one Visual Branding Lead person to coordinate/oversee 'visual branding' in public areas and hallways. The site lead person has the responsibility and authority to:
 - ▶ be the intake for posters - receive/post
 - ▶ ensure removal date/'permanent' is inscribed on the poster
 - ▶ conduct monthly 'walk abouts' to:
 - remove outdated material
 - remove duplication of similar messaging
 - remove/rotate posters to coincide with timely/seasonal messaging
 - ensure walls/boards are kept neat
 - consult with programs/services as required
 - ensure appropriate amounts of posters are posted in strategic spaces

Considerations:

- Long-term/permanent paper posters must be inserted in pouches, laminated or printed on polypaper for example, on office doors.
- Use of tape, thumbtacks/pins on walls is discouraged. If using sticky tack, ensure residue and walls are left clean when removing/moving posters.

2. Bulletin Boards/General Posting Areas
 - ▶ Each site displays the Core Series* in a prominent area.
 - ▶ As well, each site determines specific 'groupings', for example:
 - Patient Safety/Patient experience/feedback area/confidentiality
 - Staff bulletin boards, Workplace Safety & Health and union boards (Note: should not be posted in public areas)
 - Other groupings as required
 - ▶ Posters with legislative requirement are displayed as required, for example: Respect, Accreditation, FLS licensing, etc.
 - ▶ Overarching bulletin board titles are depicted with a consistent design/'grouping' classification, with consideration of regional colours.
 - ▶ Due to Infection Control, new cork/fabric bulletin boards are not installed.
3. Information that is not to be posted in public areas/hallway walls: private/profit-oriented business information, client teaching information/handouts or maps.
4. Pamphlet/brochure displays/dispensers only display current publications and may be located strategically in client waiting areas (excluding hallways/pathways) and sparingly.

continued on p. 25



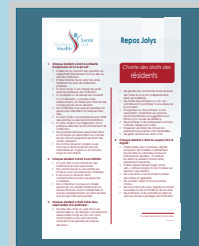
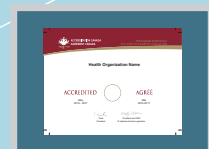
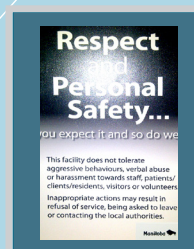
POSTERS

5. All posters created by Southern Health-Santé Sud include the logo, are printed on white paper, and comply with graphic standards.
6. For posters created in-house, the ORIGINATOR (or distributor) provides posting instructions when disseminating poster, indicating:
 - ▶ source of posting (originator)
 - ▶ print/posting date
 - ▶ removal date; or 'permanent'
 - ▶ when poster is a replacement (update) or supplemental to existing poster
7. In Designated Bilingual Sites/Designated Bilingual Positions' office areas, signs/posters and documentation in public areas are displayed in both official languages.
8. Posters are not affixed on glass doors/windows
 - ▶ Exceptions: hours/access instructions; STOP sign 'if you are sick' do not enter
 - ▶ Outbreak notices to protect public (must be temporary).



* **CORE SERIES** include the following:

- Values Vision Mission
- Accreditation
- Bill of Rights (where appropriate)
- Respect & Personal Safety (provincial poster)
- FLS Designation (where appropriate)



4

Miscellaneous

QR (Quick Response) Code

QR is short for Quick Response - a graphic allowing the user to scan via a personal device connecting them to relevant information. QR codes are to be used on print publications (i.e. handouts, pamphlets, posters).

TIPS:

- ▶ Make sure the QR code is visible and can be easily scanned. If it's too small or blurry, it won't work.
- ▶ Test the QR code to make sure it works before you use it.
- ▶ Be sure to include a call to action with your QR code. Tell people what they need to do after they scan it.
- ▶ Make sure the content you're linking to is mobile-friendly. If it's not, people won't be able to view it properly on their phones. As a result, it will defeat the whole purpose of using a QR code in the first place.

The Southern Health-Santé Sud website QR code looks like this:



Contact
Communications to
obtain the electronic file.

How to insert a Graphic into a Document

When working in Microsoft Office (Word, Excel, PowerPoint, etc.):

1. Place the cursor in desired location of your graphic file within the document. Select **Insert**, click **Picture** or **Clip Art** Icon.
2. Locate and select the graphic file name.
3. Select **Insert**.
4. Use the control box to resize accordingly. Only use the corners to resize, as the vertical and horizontal controls will not lock proportions and the graphic will display disproportionately.

TIPS:

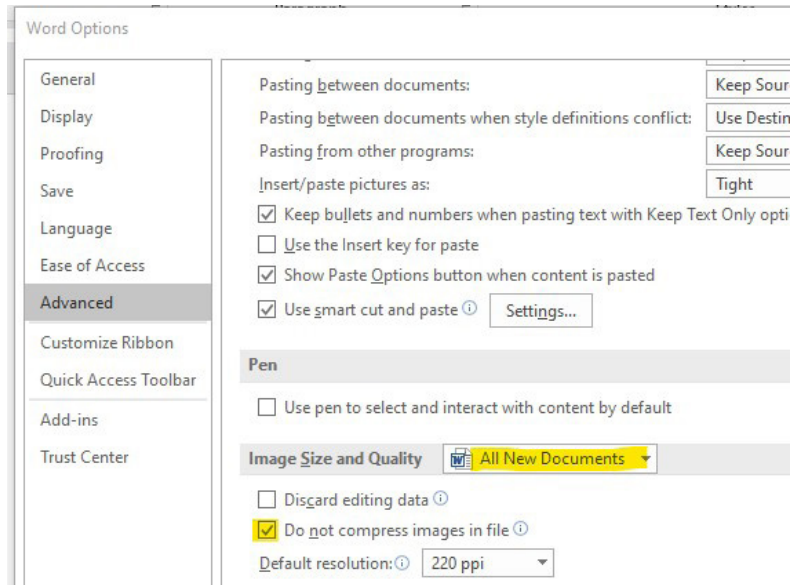
- ▶ If the document is to be emailed to a recipient, always check the size of the document first. (**File, Save**, then **File, Properties** will show you the size of the document.) Size is not dependent on the length of a document but rather the content.
- ▶ The logo does NOT have to be saved in a Word document for later use. The logo is a graphic file that can be accessed and inserted at any time.

Graphic Compression in MSOffice

Default installation settings may affect graphic resolution (i.e. logo is compressed on save resulting in poor quality print output). When creating documents intended for print (other than on-screen/on-line applications), please verify settings in Word, Excel and PowerPoint programs:

MS Office:

- ▶ Open a New blank document
- ▶ Click on **File, Options** (bottom left)
- ▶ Click on **Advanced** tab
- ▶ Scroll to **Image Size & Quality**
- ▶ Select **All New Documents** in drop down menu
- ▶ Check off the box **Do not compress images in file**
- ▶ Ensure the 'default target output' is at 220 dpi
- ▶ In doing so, you have changed settings permanently.



NB You will need to replace logo files in older documents as you update or print them in order to keep graphic integrity for print.

Image/Photo File Size - What file size do you need?

Where images and photos are concerned: bigger is better as you can downsize without losing quality. The examples below will help you to determine resolution requirements for printing purposes. Note: if you will be outsourcing your document, higher resolution images are required.

Print Size	Image Size ppi (Pixels per Inch)	Print Minimum File Size in MBs/KBs
8" x 10"	2 400 x 3 000	2.1 MB / 2 100 KB
5" x 7"	1 500 x 2 100	3.1 MB / 3 100 KB
4" x 6"	1 200 x 1 800	0.6 MB / 630 KB
2" x 3"	400 x 900	0.1 MB / 105 KB

Stock Photographs & Imagery

Localized Stock Photos

Photography, images and illustrations may be used to enhance the appearance of materials or to illustrate medical or technical concepts. An archive of localized stock photos is maintained and available by contacting Communications.

Content creators are responsible to verify whether or not they can use an image (for example – copyright) prior to including in their work.

Consent for photo/video/audio

To ensure the privacy of clients and staff, informed consent for photos/videos is obtained, see Photo Video Audio Release Form (ORG.1110.PL.004.FORM.01). It is the responsibility of the person taking the photo to file the corresponding Photo-Video-Audio Release Form for future reference as required. See Photography and Videography of Clients and Staff for Public Relations Purposes Policy (ORG.1110.PL.004) for more information.

Another option when taking photos in a public forum is to post a general notification advising that “BY ENTERING THESE PREMISES, you are granting Southern Health-Santé Sud and all persons authorized, the absolute permission to take/reproduce photographs of you of which you may appear in whole or in part. By entering these premises, you are hereby giving up your rights to photographs that will be taken.”

See Photo Video Audio General Poster (ORG.1110.PL.004.SD.01). The poster is not intended to be used in health care sites where clients/patients may be present.

Photo Video Audio Release Form

ORG.1110.PL.004.FORM.01

 **PHOTO-VIDEO-AUDIO
RELEASE FORM**

Photo-Video-Audio release form must be duly completed by the photographer/videographer and maintained with photograph on file/health record by the respective Program/Site for future reference as required.

Location: _____

I hereby irrevocably grant Southern Health-Santé Sud and anyone the Authority authorizes the absolute permission to use and reproduce any pictures/video/audio of me, or any in which I may appear, in whole or in part, taken/provided to Southern Health-Santé Sud on _____ day of _____, 20__.

Public relations/advertising and publishing materials (print/digital)
 Clinical Purposes

5

Clear Print Guidelines



Southern Health-Santé Sud is committed to provide equal access and participation for all people, regardless of their abilities. We embrace the opportunity to identify, remove and prevent accessibility barriers. Derived from Southern Health-Santé Sud's overarching Accessibility Action Plan, this section focuses the 'Information & Communications Standard' and establishes best practices and requirements to create, provide and receive bilingual information and communications in ways that are accessible for people with disabilities. This section is pertinent for information published in print, digitally and online.

The need to focus on Clear Print Guidelines has become increasingly relevant as word processing and desktop publishing applications allow you to

create eye-catching content which can often be inaccessible to many readers due to over design, as well as over use of colours and typefaces. By creating publications with a clear structure and layout and using a clear typeface, we can produce stunning documents that will be much more readable.

The information contained in the following pages will support ways to improve the accessibility of your publications, identifying regional guidelines and established best practices.

References:

- The Accessibility for Manitobans Act (<https://accessibilitymb.ca/law.html>)
- The Accessibility Standard for Information and Communications (<https://accessibilitymb.ca/standard-for-info-and-comms.html>)

General Standards of Practice

1. Readability Level: as a general rule, information for the general public is written in plain language and aims for a Grade 6-8 reading level (see p.31 for how to test readability level).
2. Accessibility Disclaimer: the following statement is added to publications in close proximity to the contact information:
English: **This publication is available in alternate format upon request.**
French: **La présente publication peut être obtenue dans d'autres formats, sur demande.**

Requests for alternate formats received by Southern Health-Santé Sud when required to meet Accessibility Standards are directed to:

Karen Cruise

204-424-6028 x2938 or kcruise@southernhealth.ca

3. Translation: as a designated bilingual SDO, all documents intended for the general public are published in both official languages. Per Translation policy (ORG.11.PL.004), content is translated professionally. General editing/translation principles are reflected on pp. 34-35 to help keep published information consistent.



Fonts (Typefaces)

The font you use greatly impacts the readability and accessibility of your document. Consider using

- ▶ a good standard default font size ranging from 12 to 14 points, acknowledging that some larger fonts such as 'Century Gothic' may be appropriate to publish in 11 points; consider the audience when choosing a point size
- ▶ sans serif fonts for body content as characters are easier to distinguish for those with reading difficulties or a visual impairment:
Sans Serif (body content) - Arial, Calibri, Century Gothic, Verdana
- ▶ serif fonts (ending in a curl or stroke at the end of each character) for headings or sub headings:
Serif (headings & sub headings) – Arno Pro, Bodoni, Garamond, Times New Roman
- ▶ two or less different fonts per document (one for headings and another style for the body content); be consistent across your entire document
- ▶ a medium font weight for body content vs. **bold** or light
- ▶ font styles that are not too decorative; choose styles that have easily-recognizable letterforms; fonts produced in a **wide/extended** font or too narrow/condensed impede legibility
- ▶ fonts with appropriate height ratio:
 - the height ratio of a font (relatively equal width-to-height ratios) is critical in determining the overall legibility; height ratio (also known as 'x' height) is defined as the height of a lower case "x"
 - fonts with tall x-heights are easier to read because they appear larger when viewed at the same point size than those with shorter x-heights - for example:
14 pt Bodoni 14 pt Century Gothic

Colour

Colour contrast between the font colour and the background can impact those with a visual impairment. Some colour contrasts are particularly beneficial to those who are dyslexic or have learning difficulties.

Considerations when using colour in your publication:

- ▶ Look for at least 70% difference in colour value between the type and background tone.



- ▶ TIP: to inspect your document for good colour contrast, save your publication in PDF format. Open your pdf file and choose menu options: **File, Print, Properties**, select **black and white, Ok, Print**. If type and other graphic elements appear to blend together too much, return to your authoring application (where you created your publication) and improve the contrast ratio by adjusting colour values.
- ▶ Print on different coloured paper and/or choose paper or printing materials that minimize glare (use matte or uncoated finish rather than glossy stock).

Design & Layout

Consider design and layout decisions that influence the readability of your publication:

- ▶ arrange information in manageable chunks
 - use bullets when appropriate
 - incorporate headings and subheadings to help carve out sections so information is more easily understood
 - introduce FAQ sections as needed
- ▶ be culturally-appropriate – both in script and with visual illustrations
- ▶ have adequate white space with attention to
 - left aligned text is preferred
 - adequate column widths
 - ensure your script is not too squished – horizontal and vertical spacing adjustments can be applied to increase or decrease space:
 - from the font menu, select **Advanced, Kerning for fonts** (horizontal space between characters) and **Spacing** (horizontal spaces between words) - these settings offer adjustments to make your text more readable
 - from the paragraph menu, select **Indents and spacing** - these settings offer adjustments to the vertical distance between lines to make your publication more readable
- ▶ use hyperlinks to provide a meaningful description instead of a website address
- ▶ avoid using:
 - blocks of text in CAPITALS, italics, or underlined in body content
 - hyphenation as it affects readability interrupting the flow of text for readers with dyslexia or learning difficulties: to disable, from the paragraph menu, select **Line and page breaks**, select **Don't hyphenate**
- ▶ incorporate effective images/graphics with careful consideration of placement:
 - strategically place images/graphics and allow for space between the text and the image; text wrap around images should be left of the image where possible; avoid having text run over images
 - ensure images and graphics have good colour contrast and good resolution



Testing Readability & Accessibility Levels in Publications

Readability and accessibility levels should be tested prior to publishing information in print, digitally or online. The author is responsible to use these tools – especially for publications intended for the general public.

Test the readability and accessibility levels in the 'original program' the publication was created in (such as Microsoft Word, PowerPoint, etc.). It is important to follow this step before finalizing your publication in alternate formats such as a PDF.

1. PROCEDURE to Activate Readability Tool:

Note: Microsoft Word, PowerPoint, etc. will detect the last language used in the document (including the footer) for the readability statistic results.

- a) select **File** (top left), **Options** (bottom left)
- b) select **Proofing**
 - click on **Check grammar with spelling**
 - click on **Show Readability Statistics**
 - select **OK**
- c) select text you wish to rate
- d) select **Review, Spelling & Grammar**
- e) after you have finished this process, the Readability Statistics box will appear.

Readability Statistics	
Counts	
Words	79
Characters	378
Paragraphs	3
Sentences	4
Averages	
Sentences per Paragraph	2.0
Words per Sentence	14.7
Characters per Word	4.5
Readability	
Passive Sentences	0%
Flesch Reading Ease	71.4
Flesch-Kincaid Grade Level	6.9
<input type="button" value="OK"/>	

- Readability Goals: aim for a Grade 6-8 level as a "guide". Readability is based on "average sentence length" and "average syllables per word". Therefore, it is recognized that inclusion of certain terminology may affect overall rate.
- Flesch Reading Ease: rates on a 100-point scale. The higher the score, the easier it is to understand. A score between 60-80 is preferred.
- Flesch-Kincaid Grade Level: rates on a U.S. school grade level. A score of 8.0 means an eighth grader can understand the document. A score between 6.0 and 8.0 is preferred.

2. PROCEDURE to Activate Accessibility Checker:

- a) select [File](#)
- b) select [Check for Issues](#)
- c) select [Check Accessibility](#)

What you can expect:

- ▶ A window will appear with results of Errors and Warnings and instructions on how to fix your document.
- ▶ People who can't see images and other visual elements that convey information must have text alternatives (alt text) that can be converted via software into speech, large print, Braille, symbols or simpler language.
- ▶ By performing the Accessibility Tool in your authoring application (for example: Microsoft Word) and inserting the alternative text (alt-text) titles and descriptions, these will also be visible when you convert your file in a PDF format.

How to add Alt-text to images/graphics in your document:

- a) [right click](#) on the image/graphic
- b) select [Format picture, Layout & Properties](#)
- c) expand the [Alt Text](#) menu
- d) insert a brief text description for the graphic or image, for example: map of Southern Health-Santé Sud region or select the Mark as decorative checkbox if the graphic or image is a decorative element.

Alt text should not just describe what the image contains, but instead should provide context on how the image relates to the page content. Reference the following for Alt text best practices:

- Keep it short, usually 1-2 sentences. Don't overthink it.
- Consider key elements of why you chose this image for your document, instead of describing every little detail.
- No need to say "image of" or "picture of".
- But, do say if it's a logo, illustration, painting or cartoon.
- Don't duplicate text that's adjacent in the document.
- End the alt text sentence with a period.

**Observing clear print guidelines is a best practice.
Don't forget to apply the steps above when updating older files.**



Editing Principles

Following are general editing principles which support Clear Print Guidelines.

Acronyms

Site names and organizations

The long format is to be used in the first instance with the acronym in parentheses, for example:

Southern Health-Santé Sud (SH-SS)

Boundary Trails Health Centre (BTHC)

Bethesda Regional Health Centre (BRHC)

Portage District General Hospital (PDGH)

Bullets

- use to delineate listing of points, typically more than three lines
- left-aligned whenever possible
- when used listing full sentences – use a capital on first word and period at end of each bullet
- when used listing short phrases – no capital on first word, exception if a proper name, place or organization and no punctuation at the end of each bullet

Capitalization

English:

- Titles or program names utilized in a general sense (within a document/article) do not have capitals (for example: Clients benefit from the home care program.)
- The word ‘region’ used in a general sense does not require a capital
- Use capitals when referencing:
 - Governing Board
 - Board
 - Board Members

French:

- Titles or program names utilized in a general sense (within a document/article) do not have capitals (for example: Les clients ont profité du programme de soins à domicile.)
- The word ‘région’ used in a general sense does not require a capital
- Use capitals when referencing:
 - Conseil d’administration
 - Conseil
 - Membre du conseil

Language Settings

English:

Use Canadian English vs American English
(for example behaviour, labour, centre - vs. behavior, labor center)

French:

Use French Canadian vs. France



Number Formats	English: \$1 000.50 0.2% 100 000	French: 1 000,50 \$ 0,2 % 100 000
Punctuation	English:	French:
Colon & Semi-colon	two spaces after colon or semi-colon	only one space before and after a colon or semi-colon
Period	English & French: only one space between the period and the next sentence.	
Comma	English: do not use a comma before 'and' or 'or' Example: I want to choose blue, red and green.	French: do not use a comma before 'et' or 'ou' Example: Je veux choisir bleu, rouge et vert.
Ellipse (...)	No space before... and one space after.	
Quotation Marks	English: use "double quotation marks" or 'single' for emphasis or within a double quote phrase	French: « double French quotation marks » with one space before the first word and one space after the last word or punctuation
Stationery Buddy	Always reference the Stationery Buddy to ensure consistency re. naming conventions, for example - titles; site, program and service names; address layout, etc.	

For more information, also reference:

- ▶ Southern Health-Santé Sud Accessibility Action Plan: <https://www.southernhealth.ca/lets-talk/accessibility/>
- ▶ International Alliance of Patients' Organizations: <https://iapo.org.uk/patient-information-and-health-literacy>
- ▶ A guide for creating easy to understand materials: <https://www.cdc.gov/nceh/clearwriting/mod1/index.html>
- ▶ Toolkit for Making Written Material Clear and Effective: <https://tinyurl.com/kpv6um2>
- ▶ Canadian National Institute for the Blind (CNIB): <https://tinyurl.com/y8skfru7>
- ▶ Clear Print Accessibility Guidelines (CNIB): <https://www.cnib.ca/en/accessibility-cnib?region=mb>
- ▶ Adobe Accessibility Resources: <https://www.adobe.com/accessibility/resources.html>
- ▶ Communication Disabilities Access Canada: <https://www.cdacanada.com/>
- ▶ Web Content Accessibility Guidelines (WCAG): <https://www.w3.org/WAI/standards-guidelines/wcag/>



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*This publication is available in alternate
format upon request.*