



Team Name: Corporate Communications	Reference Number: ORG.1110.PL.007
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: Use of Southern Health-Santé Sud Logo
Review Date:	
Revision Date: November 1, 2017	

POLICY SUBJECT:

Use of Southern Health-Santé Sud Logo

PURPOSE:

Southern Health-Santé Sud graphic identity logo was approved by the Board of Directors in September, 2012 and consists of a symbol and the words “Southern Health-Santé Sud”. The business name or the logo is the organization’s bilingual signature. It succinctly identifies as the organization and helps shape the bilingual corporate image. The colors are blue and red. The logo communicates the essence of our Vision:

*Together leading the way for a healthier tomorrow.
Ensemble vers un avenir plus sain.*

Southern Health-Santé Sud comprises many sites, programs and services. Consistent use of the logo enhances the image of the region as a coordinated network of services.

BOARD POLICY REFERENCE:

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

POLICY:

1. Use of the official Southern Health-Santé Sud logo is limited to official regional health authority operations and by Southern Health-Santé Sud employees performing official business as an integral part of the organization. It cannot be used for personal business or to express personal opinions.
2. The complete wordmark “Southern Health-Santé Sud” is used in its entirety in the written form.
3. This policy does not apply to affiliate health corporations and community owned not-for-profit sites.
4. This policy is to be applied in conjunction with the Graphic Design Support & Guidelines policy (ORG.1110.PL.002).
5. Official Southern Health-Santé Sud stationery is used for all official business correspondence and is consistent with the aims, purposes and activities of Southern Health-Santé Sud. It is not used in any way which may *imply* endorsement of any non-Southern Health-Santé Sud product, opinion, activity nor in a manner that is prejudicial or detrimental to the regional health authority’s interests.
6. Individual sites, programs and services demonstrate a collective Southern Health-Santé Sud identity in all publicly-released materials.

7. Use of the logo for fundraising purposes must be pre-approved by the CEO or Senior Leader.
8. Use of the logo for the purpose of public, client and employee questionnaires, opinionnaires or surveys must be pre-approved by the CEO or Senior Leader.
9. The Southern Health-Santé Sud logo may be used with partnering logos in collaborative ventures with prior approval from the CEO or Senior Leader.
10. The Southern Health-Santé Sud logo can be used by outside agencies with prior approval by the CEO or Senior Leader and in compliance with the Graphic Standards Manual.
11. Exceptions to Graphic Design Support Guidelines and supporting documents must be approved in advance by Corporate Communications.