

**Ministry of Health  
and Long-Term Care**

Communications and  
Information Branch

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**Ministère de la Santé  
et des Soins de longue durée**

Direction des communications  
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## **Updated Family Health Team Visual Identity Guidelines**

It is my pleasure to supply updated guidelines for the Family Health Team visual identity. We have updated the Ontario Trillium logo as well as added an additional typeface and expanded the colour palette. You should discard the previous files and only use the new ones that are on the CD.

The Family Health Team visual identity was carefully designed to create a seamless, unified look and feel for all aspects of your health care communication materials as you communicate to your various audiences and stakeholder groups. Consistency across all the Family Health Teams is essential so we are able to communicate in a common, single voice. Adherence to the government visual identity standard is also a mandatory requirement.

Each Family Health Team will be responsible for producing its own products. When you are ready to do so, you will need to contact a professional graphic designer who can produce the materials for you. This graphic designer will need the enclosed CD.

The enclosed CD includes a Visual Identity Guidelines document as well as QuarkXPress artwork files and a reference for professional designers and printers you engage to produce stationery, signage or other materials. Please note, you will not be able to open these artwork files on your system, but printers and graphic designers with the appropriate software will be able to. The disk also contains a number of Word and PowerPoint templates which you can open.

In some cases you may need your designer to create communication pieces that are not included on this disk. The Visual Identity Guidelines will give designers the information they need to produce those materials for you, in accordance with the Family Health Team graphic standards.

Basic stationery elements have been designed to address the immediate needs for a Family Health Team. They are bilingual letterhead, business card, standard #10 envelope and door signage.

If you have any questions, please contact the Communications and Information Branch, Ministry of Health and Long-Term Care at 416-327-4343, and ask to speak to the senior communications advisor responsible for the Family Health Teams.

A handwritten signature in cursive script that reads "Yvette Thornley".

Yvette Thornley, Manager  
Communications and Information Branch,  
Public Education and Social Marketing  
Ministry of Health and Long-Term Care