This is an addendum to Saskatchewan Health Authority's existing visual identity guide. The Saskatchewan Health Authority logo acts as a visual symbol that represents and distinguishes the organization for the public, communities and employees. It is important that the logo be used correctly to ensure a consistent and reliable visual identity. Saskatchewan Health Authority’s logo is available in full colour, green, black, grayscale and white (reversed for embroidery). All internal and external material should use the logo as per the guidelines in this document.

VERSIONS OF LOGO

This is the official logo of the Saskatchewan Health Authority and is the one you see on our website. It is to be used on all digital applications (social media channels, websites, PowerPoint templates, etc.). For printed materials, it is only to be used in provincial campaigns or literature, approved by Communications, where multi-colour printing application is required (e.g. full-colour brochures with photography).

This is a two colour version of the logo. It is now the preferred logo for colour printed materials, with the exception of those outlined above. This includes colour printed materials used by the board, executive and senior leadership teams. This green-coloured version of the logo is to be used on business cards. As well, this version is to be used on materials as such as envelopes and letterhead when colour printing is the preferred option.

This replaces the grayscale logo. It is the preferred logo for all black and white printed materials. This includes memos, clinical forms, letterhead, envelopes, news releases, posters etc. where black and white printing is the preferred option. This version better aligns with the green-coloured logo now being used within most printed materials.

The grayscale variation should be considered only for black and white printing and used when a design requires this variation. Use of this variation must be approved by Communications.

OTHER VARIATIONS

A white logo variation has been created for use on print materials with a dark or black background. If you require a white variation of the logo, please contact your Communications area.

The black variation is the preferred version in the use of embroidery when used on a light or white material. The white or ‘reversed’ version of the logo should be used for embroidery on dark or black materials only. Embroidery logos have been developed. If you require the embroidery version of the logo, please contact your local Communications area.
**Administrative Materials**

**AGENDA**

**DATE:** 1/24/2018

**LOCATION:** [Click here and type name]

**Participants:**
- [Click here and type name]
- [Click here and type name]
- [Click here and type name]

**Attendees:**
- [Click here and type name]
- [Click here and type name]
- [Click here and type name]

**Memo**

**DATE:** [Click here and type name]

**TO:** [Click here and type name]

**FROM:** [Click here and type name]

**RE:** [Click here and type name]

The body is Calibri 11 point for a memo. Calibri bold italics can be used to emphasize a point. Do not double space between sentences. Ensure that paragraphs are double spaced.

Subheadings in memos should be 13 point font and Calibri bold.

It is important to identify which area you work within in order to focus the meeting on the main objectives for the meeting. Ensure that the meeting is structured to accomplish the tasks.

A memo has no endnotes. Memos begin with a 2.5 line introductory paragraph, summarizing the purpose of the memo and the major outcomes and ends with a brief concluding paragraph, which may summarize the findings, suggest a course of action, or make other recommendations.

Memos should be concise, clear, direct, and direct. Make your sentences and paragraphs as focused as possible. Think of what questions your reader wants answered, and then answer them.

**Corporate Materials**

**FAX**

**To:** [Click here and type name]

**From:** [Click here and type name]

**Date:** [Click here and type name]

**Phone:** [Click here and type name]

**Fax:** [Click here and type name]

**Pages (including cover page):** [Click here and type name]

**Fax:** [Click here and type name]

**Phone:** [Click here and type name]

**Notes:**
- Urgent
- For Review
- Please Comment
- Please Reply
- House Return

**COMMENTS:**

**NOTICE OF CONFIDENTIALITY:** This information is for the express use of the addressee and is confidential by law. If you are not the intended recipient, any use, disclosure, copying or communication of this information is strictly prohibited.