

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.

USAGE EXAMPLES

Administrative Materials



AGENDA

TITLE OF MEETING ALL CAPS 16 PT
DATE: "[Click here and type]"
TIME: "[Click here and date]"
LOCATION: "[Click here and type]"
 Chair: [Click here and type name]


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

Supports:
 [Click here and type name] [Click here and type name]
 [Click here and type name] [Click here and type name]

Guests:
 [Click here and type name] [Click here and type name]
 [Click here and type name] [Click here and type name]

Time	Item (purpose: information, discussion, decision)	Attachment	Lead
XXXX	1. Call to Order 1.1. Approval of Agenda 1.2. Approval of Minutes (previous meeting) 1.3. Review of action items (previous meeting)		
XX:XX	2. Item (purpose) 2.1. Detail		
XXXX	3. Item (purpose) 3.1. Detail		
XXXX	4. Item (purpose) 4.1. Detail		
XXXX	5. Adjournment 5.1. Key messages 5.2. Action Item Review 5.3. What worked well, what can be improved		
Next meeting: Month, DD, YYYY, 00:00 am/pm, Location			

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MEMO

DATE: 1/18/2018
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 for those receiving the memo to understand the relevance of your message within the administrative structure. You should reference your geographic location of your role.


A memo has no indentations. Memos begin with a 2-3 line introductory paragraph, summarizing the purpose of the memo and the major outcome and end 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 clean. Make your sentences and paragraphs as focused as possible. Think of what questions your reader wants answered, and then answer them.

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Version: November 2017 Memo

Corporate Materials



FAX

DEPARTMENT OR PROGRAM NAME
 Facility Name
 123 Street Address
 City/Town, Saskatchewan S0M 1J2
 Phone: 306-123-4567
 Fax: 306-789-1234
 www.saskhealthauthority.ca


To: _____ **From:** _____
Fax: _____ **Pages (including cover page):** _____
Phone: _____ **Date:** _____
Re: _____ **cc:** _____

Urgent
 For Review
 Please Comment
 Please Reply
 Please Recycle

COMMENTS:

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First Last Name (if applicable)
 Title (if applicable)
 Facility name (if applicable)
 Street Address
 Town/City, SK Postal Code
 P. 000-000-0000 | F. 000-000-0000

Body Copy

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

In using the official letterhead please observe these practice guidelines:

- o The official letterhead must be used for all correspondence.
- o Customization of the Saskatchewan Health Authority logo and/or addition of other graphical elements, including logos, is not permitted
- o Calibri font in 11 point is to be used within the letterhead for body font; Calibri font in 13 point should be used for subheadings.
- o Matching envelopes are available for use. Those templates can be found on the Saskatchewan Health Authority intranet.
- o Please consider whether correspondence must be mailed or letters can be sent electronically through secured PDF.
- o When transmitting any patient/client/resident information, please ensure you have properly addressed and followed proper privacy procedures the correspondence to maintain privacy.
- o Please ensure that the following information is included in the address section of the letterhead:
 - o Facility name
 - o Street address
 - o Town/City and postal code
 - o Phone number and fax number (if needed)

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