

Health PEI Style Guidelines & Tips for Successful Communication Materials

Health PEI is a brand, and we all have the privilege and the responsibility to grow and protect its reputation. Part of that responsibility is ensuring that all Health PEI materials have a consistent look and feel.

Before you begin: Please notify Health PEI Communications (902-368-6135, ajhamel@ihis.org) if you plan to produce communication or education materials that will be seen by the public or any external audience. Communications can work with you to ensure that all materials project the appropriate image of Health PEI.

Templates: Ready-to-fill-in templates of document types from memo to a PowerPoint presentation are available on the Government of PEI intranet at <http://iis.peigov/dept/health/index.html>.

Here are some guidelines for developing and producing materials.
Please allow enough time to complete all necessary steps, including:

A plan – If you intend to produce a series of materials strategically, Health PEI Communications has developed a template for writing your own communications plan. It is available on the Government of PEI intranet at <http://iis.peigov/dept/health/index.html>.

Distribution – Before you develop materials, you should determine where they are to be distributed and how to do this. You are responsible for distributing your final product.

Writing – Please ensure content is easy to read for all literacy levels. Use short sentences if possible. Contact Communications for assistance.

Approvals – You must make sure all content has been approved by your director before proceeding.

Translation – To save time, material should be translated only after the final version has been approved. Lengthy and complex content may require more translation time, so plan accordingly. Translation services can be accessed at <http://trans-action.gov.pe.ca:8080/module/client/ipe/login.jsp>.

Layout and design – Creative Services (902-368-6326, mcdagenais@gov.pe.ca) is the provincial graphic design service. Keep in mind they are the busiest during the spring and fall sittings of the legislature.

Printing – Like Creative Services, the Document Publishing Centre (902-368-5190, dpcentre@gov.pe.ca) may have additional priorities during sittings of the legislature.

Web – Please contact the Website Coordinator (902-368-5810, gemaconnald@gov.pe.ca) if you would like your materials posted to the Health PEI Web site (www.healthpei.ca).

Reprinting materials – When preparing materials for reprinting, it is important to review the content carefully to ensure the information is still relevant and up-to-date including all phone numbers and addresses.

Health PEI

One Island Health System

Santé Î.-P.-É.

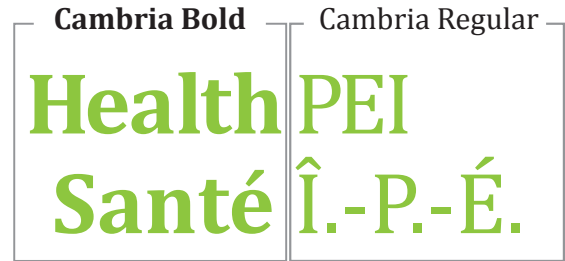
Un système de santé unique

Style Guidelines

LOGO

Typography

Typeface for logo: Cambria. It is a transitional serif font. It has very even spacing and proportions. Diagonal and vertical hairlines and serifs are relatively strong, while horizontal serifs are small and intend to emphasize stroke endings rather than stand out themselves.



Colour

Logo colour:

CMYK: C 50, M 0, Y 100, K 0

RGB: R 141, G 198, B 63

Pantone 376C, Pantone 376U

Grey: 100% of Black

Health PEI

Health PEI

Health PEI

Santé Î.-P.-É.

Santé Î.-P.-É.

Santé Î.-P.-É.

Sizing and Positioning Restrictions

Shape Consistency

The shape and position of the logo must not be altered in any way. No horizontal or vertical scaling.



Usage Restrictions

These guidelines indicate how the Health PEI logo should not be used. Never rearrange, distort or alter the colour of any of the elements.

- Designation must be legible.
- Do not delete or distort.
- Do not edit the colour system. Use only colour specified in the standards.
- Do not embed the signature in text.

TAGLINE

Typography

Typeface for tagline: Myriad Pro Regular. Myriad Pro is the OpenType version of the original Myriad font family.

The space between logo and tagline must be the same height of the "n" character in One or Un as the logo is scaled.

n Health PEI

One Island Health System

Santé Î.-P.-É. n

Un système de santé unique

n Health PEI

One Island Health System

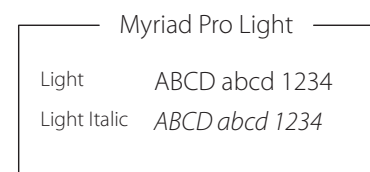
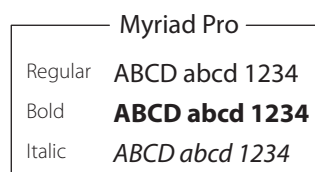
Santé Î.-P.-É. n

Un système de santé unique

Typeface for Health PEI materials

One of two typefaces (Myriad Pro, Myriad Pro Light) may be used for Health PEI materials.

The choice is at the discretion of the designer.



Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Logos with tagline samples

Color logos with Tagline

Align Left

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align right

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align Centre

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Black logos with Tagline

Align Left

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align right

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align Centre

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

For additional information contact:

Marc Dagenais

Manager, Creative Services, Communications and
Public Engagement

Tel: 902-368-6326

Email: mcdagenais@gov.pe.ca

Michael Fagan

Manager, Document Publishing Centre

Tel: 902-368-5192

Email: mdfagan@gov.pe.ca

Logos with tagline samples

50% Grey logos with Tagline

Align Left

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align right

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align Centre

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

White logos with Tagline

Align Left

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align right

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

Align Centre

Health PEI

One Island Health System

Santé Î.-P.-É.

Un système de santé unique

For additional information contact:

Amanda Hamel

Senior Communications Officer

Tel: 902-368-6135

Email: ajhamel@ihis.org

Gaylene MacDonald

Website Coordinator

Tel: 902-368-5810

Email: gemaconnald@gov.pe.ca