

Use of Health Unit Logo

Reviewed Date		Number	<i>PR0103</i>
Revised Date	<i>October 22, 2024</i>	Approved Date	<i>June 25, 1998</i>

Introduction

The logo of an agency is a critical component of its identity. It is generally a mark for which the size, colour, font and style are clearly defined. A product or service displaying the health unit logo is associated with the agency. The presence of the logo is suggestive of agency endorsement.

The Simcoe Muskoka District Health Unit (SMDHU) logo, established in 2006, serves to reinforce the identity of the organization and create a positive image of the agency, its programs, and services in the eyes of the community through consistent and repeated use.

Purpose

To establish the expectations and parameters for the use of the agency logo by the Board of Health, management, staff and students.

Legislative Authority

N/A

Policy Definitions and Interpretation

N/A

Policy

All resources, information and correspondence produced and distributed by the health unit will incorporate the health unit logo as a visual identifier of the source. Presentation of the agency logo will follow the Simcoe Muskoka District Health Unit Logo Guidelines as current. Any health unit issued clothing that is used as a visual identifier of the health unit in any way, must at a minimum include the health unit logo as per the Logo Guidelines.

Procedure

Vice Presidents and Managers will ensure that any use of the agency logo will follow the Simcoe Muskoka District Health Unit Logo Guidelines.

Vice Presidents and Managers will review program materials including branded clothing to ensure quality before production or use.

Products, services, information or correspondence produced by other agencies may display the health unit logo if:

- the information is consistent with health unit mandate and stated position on the health issue, **and**

- approval is granted by the manager of the program most directly linked to the group or source of information, **and**
- the logo will be used in a manner that follows the Simcoe Muskoka District Health Unit Logo Guidelines

Managers will be responsible for final approval of all program materials to ensure compliance with this policy.

Guidelines

Health Unit Logo Guideline

Related Policies

FI0103 - Safety Clothing and Equipment Policy

Related Forms

N/A

Final Approval Signature: _____

Review/Revision History

Revised August 14, 2024

Revised and incorporate C1.050 Clothing with Health Unit Logo October 22, 2008

September 2010 Policy re-numbered, previous number C1.060

October 22, 2024