

Brand Guidelines

3 Logo

6 Typography

7 Colour

8 Tone of Voice

9 Sample Collateral

10 Appendix

Welcome

Flemingdon Health Centre provides comprehensive health services, programs and support to improve community well-being by working together with individuals, families, neighbourhoods and organizations. Through our collective efforts, we hope to foster strong, healthy communities.

The following guidelines are an expression of our identity and how we want to be seen in the community. As a representative of the Flemingdon Health Centre brand, you'll use these rules to help unify your communications pieces and create visually consistent work. This consistency will help increase the strength and recognition of the Flemingdon Health Centre brand.

Logo

There are two variations of the full colour logo, both comprised of two elements: an “fhc” acronym and the full Flemington Health Centre name. One of these versions is horizontal, and the other is stacked vertically. In both versions of the logo, the relationship between the acronym and the full name should never be altered.

EXCEPTIONS

While the full colour logo should be used wherever possible, there are some exceptions. Where the full colour logo will not pass AODA colour contrast testing, you may substitute a white version (i.e. on blue backgrounds).

For reproduction in black and white collateral (i.e. newsprint, photocopies) – you may choose to use the 100% black version of the logo.



Horizontal



Vertical



Logo

CLEAR SPACE

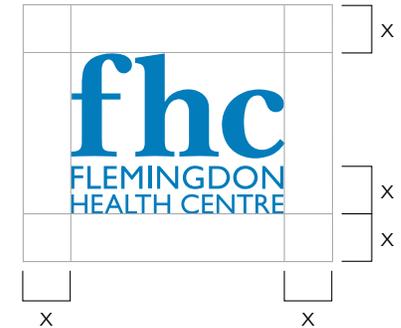
To ensure that the Flemington Health Centre logo always stands out, a set of clear space restrictions has been defined. Clear space is measured by the height of the (2-line) Flemington Health Centre name within each logo.

To avoid visual clutter, no text or graphic should ever intrude into this safety space.

MINIMUM SIZE

The overall width of the logo is the standard measure used for minimum size requirements. The horizontal logo should never appear smaller than 1.5" in print, or 100px in digital pieces.

The vertical logo should never appear smaller than 0.75" in print, or 60px in digital pieces.



Minimum 1.5" (Print) or 100px (Web)



Minimum 0.75" (Print) or 60px (Web)

Logo

WHAT NOT TO DO

Maintaining the integrity of the logo ensures a consistent and reliable brand presence. As such, the following are unacceptable uses or adaptations of the Flemingdon Health Centre logo.

The logo should never be stretched, squished, warped, recoloured, modified or used in any way that differs from what has been provided in the official logo package.



DO NOT recreate with another font



DO NOT change the colours



DO NOT warp, stretch or distort



DO NOT position on an angle



DO NOT reposition or otherwise alter the relationship of the acronym and full name



DO NOT alter the size relationship of the acronym and the full name



DO NOT place on distracting backgrounds or colours that do not provide sufficient contrast



DO NOT add any embellishment or effects

Typography

The brand font for Flemingdon Health Centre is called *Figtree*. It is available for free online via [Google Fonts](#).

Attention to the use of this typeface is a crucial part of maintaining the friendly, clean and legible look of the Flemingdon Health Centre brand, and it also ensures consistency across collateral.

While representatives of the brand may use their best judgement in creating proper hierarchy and focus within a piece of design, recommendations for minimum size and weight have been made here. To remain accessible, type should never be used smaller than the restrictions set out in this guide.

Figtree

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,-/?<>\$()*&

 [Download Figtree from Google Fonts](#)

Headers

Semibold or Bold recommended,
12pt minimum

Body Copy

Light or Regular recommended,
10pt minimum

Captions

Light or Regular recommended,
8pt minimum

Colour

PRIMARY COLOURS

Flemingdon Health Centre’s primary colours should be featured most prominently, and can be used generously in backgrounds and large solid areas of colour.

SECONDARY COLOURS

Secondary colours add to the vibrant character of the brand. They are most often used for smaller graphics or where a splash of bright colour is appropriate – they should not be the most dominant colours of a piece.

COLOUR RATIO

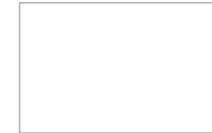
The three primary brand colours should always be the most prominent focus of a designed piece. Please consult this colour ratio chart for a sense of the ideal balance between primary and secondary colours.



Pantone 2736 C
C100 M91 Y12 K2
R13 G51 B143
Hex #0D338F



Pantone 7461 C
C86 M38 Y0 K7
R0 G124 B187
Hex #007CBB



White
C0 M0 Y0 K0
R255 G255 B255
Hex #FFFFFF



Pantone 2587 C
C57 M80 Y3 K0
R131 G82 B156
Hex #83529C



Pantone 376 C
C53 M9 Y100 K0
R136 G182 B64
Hex #88B640



Pantone 7548 C
C1 M28 Y99 K0
R250 G187 B24
Hex #FABB18



Pantone 715 C
C6 M53 Y90 K0
R232 G140 B56
Hex #E88C38

COLOUR RATIO



Primary Colours
70-80%

Secondary Colours
20-30%

Tone of Voice

As an organization that is rooted in the neighbourhoods we serve, our voice in community spaces should have a deliberate tone and approach. Our voice should always be informed by our principles of community engagement, which embody the ethos of “nothing about us without us”.

Our aim is to speak in a voice that is welcoming, inclusive, respectful and free from tokenism and blame. The anti-oppression and anti-racism approach of our work should be clear in the way we speak and write, to support the kind of safe and inclusive environment we want for our community.

THINGS TO KEEP IN MIND

- Avoid complicated language and use of acronyms.
- Speak as part of the community by using language such as “our” and “we”.
- Consider accessibility options. Ensure that communications are available in both print and digital formats, that they follow accessibility guidelines for type size and image use, and that they are produced in different languages when appropriate.
- Use images that are relevant to and reflective of our community members.

We believe that health equity is a human right – however many communities experience health inequities that negatively impact their wellbeing, due to persistent systemic barriers like racism and oppression. So when we speak about our clients (not necessarily to them as the audience), we use the term “Equity Deserving Communities” to reorient thinking about who has power over health equity. Instead of health systems determining outcomes for communities, we believe communities that have been excluded should be centred in the design of health systems that reflect their aspirations and needs.

We always approach communication with an **anti-oppressive anti-racist framework**: a the method and process in which we understand how systems of oppression such as colonialism, racism, sexism, homophobia, transphobia, classism and ableism can result in individual discriminatory actions and structural/systemic inequalities for certain groups in society.

Sample Collateral

These serve as examples of the Flemingdon Health Centre brand – pieces created using this guideline for reference should feel as though they fit in with this group of assets.

Commitment & Resiliency Over Time
FLEMINGDON HEALTH CENTRE IN RETROSPECT
Annual Report | 2019–2020

1,306 Individuals served through Client Support Services

1,176 Clients Received Services

3,657 Interactions with Foot Care Team

459 Clients Received Services

746 Interactions with Nutrition Team

462 Group Sessions with **7,076** Participants

5,849 Primary Health Care Clients

33,570 Interactions with Primary Health Care Team

11,154 Participants onsite and virtual with group programs

2,500 Interactions with Social Work Team

97% of clients would recommend FHC to a family or friend

99% of clients were served in their preferred language

98% of clients felt they were treated with dignity and respect

53% of clients use other services in addition to Primary Health Care

98% of clients felt their information was treated with the appropriate level of privacy

WHAT THEY SAY...

Thanks for organizing the programs which really means a lot during these difficult times when we're mostly home bound and stressed. These programs provide a chance for me to feel like living a normal life although it isn't normal. Having a chance to learn something new and have something to look forward to is important for me. Also to get into a schedule during the day means I have an aim for that day. Thanks Flemingdon to offer and take care of us.

Overall those programs are very well presented! I would love to see in future a variety of healthy eating programs. The dessert classes are great but I'd love to see recipes incorporating fruit and natural sugar. I fully understand dessert is not dessert if it's not sweet but I'm sure our instructors can find ways to work around for alternative ingredients so as to make something delicious, wholesome and healthy!

different cuisines and different healthy habits for all kinds of ages. It was a nice social time especially during lockdown. For future programs, I would suggest that there are more programs for kids as they seem to be very much interested in trying things by themselves. For adult programs, I would like to add the learning other skills with our programs.

It's been a challenging time for everyone during the quarantine, but creating the zoom program made our lives more productive, and kept us busy during the pandemic which was a form of stress relief. We learned the health benefits of foods, nutrition facts of each food, and gained knowledge in cooking desserts, salad, and snacks. Every session there was something exciting to learn, and I would like to thank you for all your efforts to keep these programs running, and all the research that you've prepared for us. It's been a great opportunity to be part of the FHC.

FLEMINGDON HEALTH CENTRE | IMPACT REPORT 2019-20
FHC Annual Report 2020-2021 | 9

Appendix

SINGULAR BRAND VS. CO-BRANDING

The most common co-branding scenario for Flemingdon Health Centre is with Health Access Thorncliffe Park (HATP). HATP is a **co-led** initiative by Flemingdon Health Centre and Toronto Neighbourhood Organization (TNO), providing health and wellness services and connecting people to other resources.

As such, the HATP logo most often appears with the Flemingdon Health Centre and Toronto Neighbourhood Organization logos, the former being in a primary position. The Flemingdon Health Centre and TNO logos take second billing, and are specified as co-leaders of the initiative.

Where Flemingdon Health Centre takes precedent as the singular brand represented in a designed piece, it takes centre stage and remains the only logo.

CO-BRANDING

HATP logo is larger and in a primary position

Flemingdon Health Centre and TNO logos appear smaller, and in a secondary position



Health Access Thorncliffe Park
 Community Health, Close to Home.

East York Town Centre
 45 Overlea Blvd., Unit B7
 Toronto, Ontario M4H 1C3

Health Access Thorncliffe Park (HATP) provides health and wellness services and connects people to other resources.

At HATP, we consider your total needs – the team talks to you about your physical health, your emotional well-being, and other resources such as culture, language, family, education, employment, and housing.

Our services are **FREE** and open to all residents living in M4H postal code. You do not need a health card for services. Services can be accessed without a medical referral. We also accept self-referrals and referrals from doctors and others.

Services

- BASIC MEDICAL AND PREVENTION SERVICES**
Including blood pressure management, cancer screening, women's health, and diabetes services
- SOCIAL WORK**
Mental health and wellness counselling, Violence prevention, care management, and advocacy
- NUTRITION**
Support to adults, families and children to meet nutrition needs, including weight management, picky eating and high cholesterol
- FAMILY SUPPORT**
Child and family support services, Special Needs Paediatric Clinic, including health child development
- HEALTH EDUCATION AND PROMOTION**
Programs that are specific to the needs of the community, including newcomers orientation
- FOOT CARE**
Basic Foot Care services for seniors and people with chronic health complications
- COMMUNITY RESOURCES AND REFERRALS**
Making seamless integrated connections and referrals to supportive services that includes settlement, employment, language, youth and family
- SERVICES IN MULTIPLE LANGUAGES AND INTERPRETATION SERVICES**
for those cannot speak or understand English

Co-led by:
fhc **TNO**
 FLEMINGDON HEALTH CENTRE THE NEIGHBOURHOOD ORGANIZATION

SINGULAR BRAND

The only logo is that of Flemingdon Health Centre, used in accordance with clear space and minimum size rules.

Commitment & Resiliency Over Time

FLEMINGDON HEALTH CENTRE IN RETROSPECT

Annual Report | 2019-2020

fhc
 FLEMINGDON HEALTH CENTRE