

NHCP Branding and Logo Use Guidelines



The Northern Healthy Communities Partnership (NHCP) works collaboratively with a population health promotion approach to enhance the health and well-being of individuals, families and communities in northern Saskatchewan. Our partners include First Nations and provincial health organizations, as well as education, recreation and community organizations from across northern Saskatchewan. The work of NHCP is primarily executed through five action teams: the Active Communities Team, the Healthy Eating Team, the Babies, Books and Bonding Team, the NHCP Building Vibrant Youth Team and the Northern Tobacco Strategy Team. The Northern Saskatchewan Population Health Unit and Northern Inter-Tribal Health Authority provide a lead role with the NHCP.

To reflect the collaborative work of the partnership, the NHCP and the NHCP Action Teams have logos that mark the work and output of the partnership and the Action Teams. The use of NHCP and NHCP Action Team logos contributes to a common visual identity for NHCP and its brand. The use of NHCP logos enables simplicity and flexibility by reducing the need to include logos for each of NHCP's numerous partners.

NHCP Branding and Logo Use Guidelines:

1. Both the NHCP and the appropriate NHCP Action Team logo should be used on all electronic and print materials produced by the partnership.
2. Partner logos are generally not included on any materials produced by the partnership.
3. Special projects undertaken by the partnership may include the production and use of a unique logo for the project. Generally this logo would take the place of the NHCP Action Team logo on materials produced by the partnership.
4. Special projects, for which an individual partner has made a significant additional contribution, such as additional funding or dedicated human resources, may include the partner's logo as part of a special acknowledgements section.
 - Typically these acknowledgements would be located on the inside cover of a resource produced as part of the special project.
 - The decision to include such an acknowledgement and the partner's logo will be made by consensus by the NHCP Co-chairs, NHCP Co-coordinators, NHCP Action Team Co-chairs, a representative of the NHCP partner providing additional resources and the special project lead.
5. Formal reports, manuals or publications of NHCP or NHCP Action Teams, while underdevelopment, must include a "draft" watermark.
6. Prior to printing or publishing any NHCP or NHCP Action Team materials, the Action Team co-chairs will forward the material to the NHCP co-coordinators for final review and approval. Following such approval the "Draft" watermark may be removed.
7. All NHCP and NHCP Action Team electronic documents distributed publically shall be in the pdf file format.

NHCP Branding and Logo Use Guidelines

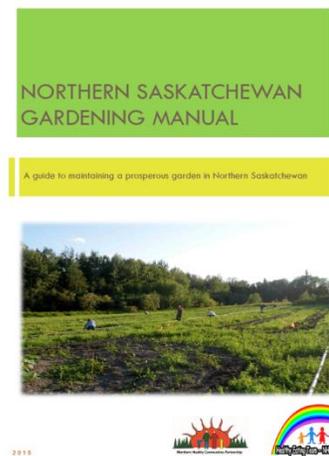


8. Promotional items distributed by NHCP or the NHCP Action Teams, such as t-shirts, bags, hats, or water bottles, shall include only the NHCP logo, generally in black and white, as a means of containing costs.
 - o Where funding for the promotional items is provided from a specific Action Team’s budget, and with the approval of the Core Group, the promotional items may include the Action Team logo as well as the NHCP logo.

Examples:

1. The Healthy Eating Team and the Northern Saskatchewan Gardening Manual

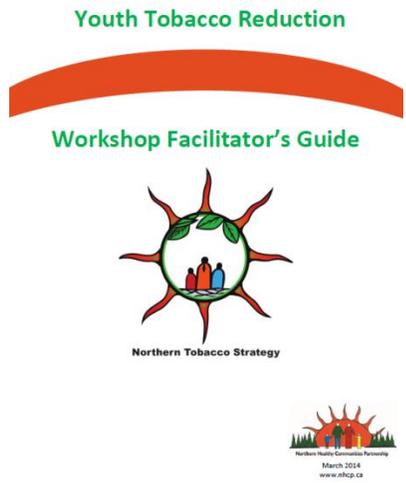
- o The Northern Saskatchewan Gardening Manual was produced, and has subsequently been revised by, the Healthy Eating Team. This project was undertaken by the Action Team as part of its regular workplan and funding. The Northern Saskatchewan Gardening Manual is considered to be developed and published by the Healthy Eating Team. The NHCP and Healthy Eating Team logos are included on the manual.



2. The Northern Tobacco Strategy and the Maternal Tobacco Cessation Training and Youth Tobacco Workshop

- o The background research for and the development of The Maternal Tobacco Cessation Training and Youth Tobacco Workshop were done through the staff and funding resources of the Population Health Unit’s Northern Tobacco Reduction Initiative. The Northern Tobacco Strategy served as a steering committee for the initiative providing input and consultation throughout the training and workshop’s development. The Maternal Tobacco Cessation Training and Youth Tobacco Workshop manuals and supporting resources are considered to have been developed by the Population Health Unit’s Northern Tobacco Reduction Initiative and published by the Northern Tobacco Strategy. The NHCP and Northern Tobacco Strategy logos are included on the front and back of all the resources. The Population Health Unit’s logo is included on the first inside page of the manuals and guides along with a statement acknowledging the role of the Northern Tobacco Reduction Initiative and the Population Health Unit in the development of the resources.

NHCP Branding and Logo Use Guidelines



Front Cover



This resource was developed by the Northern Saskatchewan Tobacco Reduction Initiative led by the Population Health Unit in February, 2013.

Acknowledgments

We would like to acknowledge our many partners including Northern Healthy Communities Partnership, Northern Tobacco Strategy action team, Northern Inter-Tribal Health Authority (NITHA), PACT/TAR, and Saskatchewan Prevention Institute. We would also like to thank staff from the Athabasca Health Authority, Keewatin-Yatthé Health Region, Mamowetan Churchill River Health Region and the Northern Saskatchewan Population Health Unit for their contributions toward the completion of this project. Our special thanks go to the Saskatchewan Ministry of Health for funding our initiative.

Revised December, 2013 by the Health Promotion Advisor, NITHA and Population Health Promotion Coordinator, Northern Saskatchewan Population Health Unit.

For more information, visit the Northern Healthy Communities Partnership website at:
www.nhcp.ca

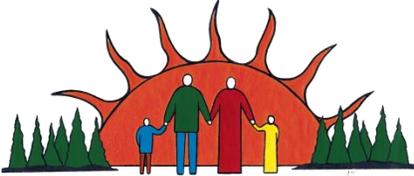
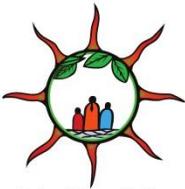
If you have any questions, would like more information or resources, or need help using the materials, please contact:

<p>Health Promotion Advisor Northern Inter-Tribal Health Authority (NITHA) Box 787, Prince Albert, SK S6V 5S4 Phone: 306-953-0675</p>	<p>Population Health Promotion Coordinator Population Health Unit Box 6000, La Ronge, SK S0J 1L0 Phone: 306-425-8528</p>
--	---

First Inside Page



Appendix A: NHCP and Action Team Logos

NORTHERN HEALTHY COMMUNITIES PARTNERSHIP LOGO	
 <p>Northern Healthy Communities Partnership</p>	
ACTION TEAM LOGOS	
Active Communities Team  <p>ACTIVE COMMUNITIES TEAM</p>	Babies, Books and Bonding  <p>Let Their Words Begin With Me</p>
Building Vibrant Youth  <p>Building Vibrant Youth</p>	Healthy Eating Team  <p>HEALTHY EATING TEAM</p>
Northern Tobacco Strategy	
 <p>Northern Tobacco Strategy</p>	
SPECIAL PROJECTS	
HIV Awareness Campaign	
	