



SPECIALIST SERVICES  
COMMITTEE

# Branding Manual

How to Brand Your Specialist Services Committee Material



# INTRODUCTION

This manual has been produced in response to the need for consistency in the branding of the Specialist Services Committee related material. We hope you find it useful as an ongoing reference on how to appropriately brand the diverse materials you produce as part of your initiatives and projects.

If your questions are not answered in this document, or you need further clarification on any of the guidelines, please don't hesitate to reach out to us.

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## WHY IS CONSISTENT BRANDING IMPORTANT?

The work of SSC, its initiatives and funded projects involve hundreds of people across the province. While it may seem fine to go about a different look and feel every time there is a need to create a brochure, slide, or other material, it can create confusion among stakeholders and beneficiaries about the source and credibility of SSC's work. The project or initiative can be seen as one-off, and incoherent with the work of the committee.

Consistent branding is important because it ensures that when logos are used, they are consistent in appearance, placement, and form. By using logos appropriately, you can **enhance brand awareness, which means people will come to recognize this consistent symbol for the SSC and its work, thereby increasing the effectiveness of our communications to all our audiences.**

Consistent branding ensures that audiences can instantly connect the work of a project or initiative to the larger work of the SSC, thereby attempting to provide big picture and context to your work. Moreover, a consistent look provides a sense of permanence and professionalism to your material.

## BRANDING YOUR INITIATIVE OR PROJECT

Specialist Services Committee branding should be applied to the diverse materials you produce as part of your activities, and will vary depending on your product or marketing collateral.

Products include; newsletters, announcements, FAQs, event invitations, posters, displays, websites, brochures, presentations, videos, media articles, and much more.

If you're ever unsure, please ask.

# HERE'S THE CONTEXT

The Specialist Services Committee is one of four Joint Collaborative Committees (JCCs) funded in partnership by Doctors of BC and the BC government. The committees were established a number of years ago to support physician-led solutions to complex health system problems for better quality patient care. Each committee has a defined focus:

## General Practice Services Committee (GPSC)

supports family doctors to lead and influence the delivery of primary care in BC.

[www.gpsc.bc.ca](http://www.gpsc.bc.ca)



## Specialist Services Committee (SSC)

supports a collaborative approach to deliver specialist services and improve the specialist care system.

[www.sscbc.ca](http://www.sscbc.ca)



## Shared Care Committee (SCC)

improves the coordination of patient care between family and specialist physicians.

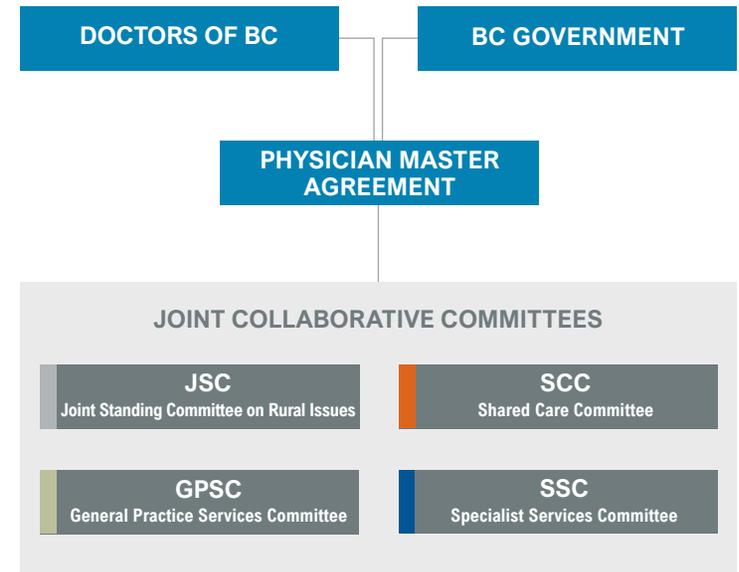
[www.sharedcarebc.ca](http://www.sharedcarebc.ca)



## Joint Standing Committee on Rural Issues (JSC)

focuses primarily on programs and incentives to support rural medicine.

[www.rccbc.ca](http://www.rccbc.ca)



The above graphic can be used in your documents as needed and can be downloaded from this LINK: [https://sscbc.ca/sites/default/files/JCC%20Partnership\\_Funders.jpg](https://sscbc.ca/sites/default/files/JCC%20Partnership_Funders.jpg)

# FUNDING STATEMENTS

A funding statement is often accompanied in promotional material/ brochures/articles to provide context regarding funding for an initiative or program. It can also be used on its own for materials not suited for logos such as text only documents, swag, etc.

## GENERAL SSC PROJECT STATEMENTS

### Basic Version

This [Project Name] is funded in partnership by Doctors of BC and the BC government through the Specialist Services Committee.

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### Version with JCC context

The [Project Name] is an initiative of the [Division/Partner Name] supported with funding from the Specialist Services Committee – one of four Joint Collaborative Committees representing a partnership of Doctors of BC and the BC government.

## SSC INITIATIVES STATEMENTS

**Facility Engagement** is a provincial initiative of the Specialist Services Committee (SSC) that aims to strengthen relationships, communication, and collaboration between facility-based physicians and health authorities; and among physicians, enabling their involvement in decisions that affect patient care and/or their working environment.

**Physician Quality Improvement** is a flagship SSC initiative that provides training and support to physicians through technical resources and expertise in order to lead quality improvement (QI) projects ultimately improving the delivery of patient care.

**Enhancing Access Initiative** is a provincial initiative of the SSC that works to improve access to specialist consult and care through implementing a pooled referral/central intake model, promoting team-work among specialist physicians with similar specialty types.

An SSC's initiative, the **Surgical Patient Optimization Collaborative** is a structured program designed to provide personalized preparatory support to patients in order to achieve improved outcomes after surgery.

Through its **Physician Leadership Scholarship**, the SSC supports specialist physicians in the development of their leadership and quality improvement skills.

The SSC's **Sauder Physician Leadership Program** develops physicians leadership skills in a systematic cohort-based training implemented by the University of British Columbia.

***Note:** The above funding statements are limited to those initiatives that are active and require promotion.*

# LOGOS

The use of logos depends on space and the type of product you're producing. In an ideal world, you would use all three (SSC, Moh & Doctors of BC) logos below. If being used with any of the previous funding statements, you have the option of using just the Specialist Services Committee logo, or the combined government/Doctors of BC logo.



Partner logo here

## Headline or title

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## SSC logo (landscape version)



## SSC logo (original version)



*\*Note: The two versions (landscape and original) are both acceptable and are meant to offer flexibility to match partners' logo orientation when applicable.*

## BC government and Doctors of BC logos (combined file)



To ensure consistency of positioning and proportion, the BC government and Doctors of BC logos have been combined in a single file and should not be separated.

## Promotional items (a.k.a. "swag")

Promotional items (e.g., pens, notepads, etc.) represent an exception to the standard three logos required on other materials. On items promoting SSC projects, please include only the SSC logo.

# DO'S AND DON'TS

**Do's**

- Only use the logo with the tagline (Specialist Services Committee)
- Only use the colours in the pallet or black & white
- Use a reverse type (white version) of the logo when the background is dark
- Maintain the proportions – if you want to make the logo larger or smaller, click on the logo at the bottom right-side, an arrow should appear. Move the arrow either in (to make smaller) or out (to make larger).

<p><b>Full colour</b></p> 	<p><b>Greyscale</b></p> 	<p><b>Reverse</b></p> 
<p><b>Full colour</b></p> 	<p><b>Greyscale</b></p> 	<p><b>Reverse</b></p> 

**Don't**

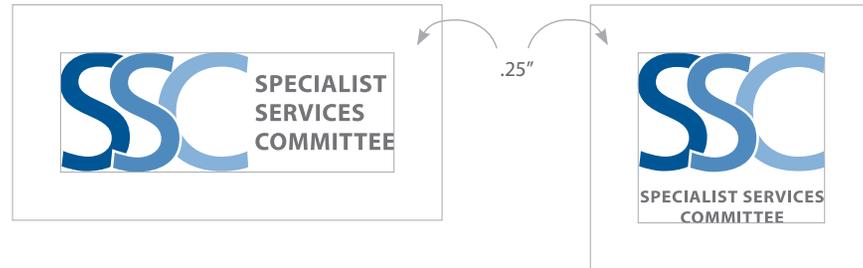
- Frame the logo or put in a box
- Substitute the colours
- Recreate or modify the logo in any way

<p><b>No frame</b></p> 	<p><b>No colour substitute</b></p> 	<p><b>No modifications</b></p> 
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# POSITIONING & SIZE

## Protective space

- Keep a minimum of .25" of clear space around the logo – this protected space keeps the logo from interfering with other elements or words – and ensures a professional look.



## Minimum sizes

- Horizontal logo: no smaller than 1.25" (31.75 mm) in width
- Vertical logo: no smaller than .75" (19 mm) in width



## Protective space with other logos

- When sharing space with other logos and wordmarks, ensure the size is appropriate in relation to other logos/wordmarks. For example, if SSC is a primary partner - it should be largest in size.



# SSC'S FLAGSHIP INITIATIVES' LOGOS

## Facility Engagement (FE) Initiative:

The FE logo is to replace SSC logo on all documents relating to the Facility Engagement initiative. Adding the SSC logo to a document that already has the FE logo would be redundant, since the FE logo's tagline covers the fact that it's a Specialist Services Committee initiative.

Each Medical Staff Association under Facility Engagement has their own logo which can be found in the following link, under Communications/Logos. [www.sscbc.ca](http://www.sscbc.ca)

## Physician Quality Improvement (PQI) initiative

Similar to the Facility Engagement initiative, the PQI logo can replace the SSC logo on the PQI initiative related documents.

*\*Please note that the same rules regarding logo positioning on page 7 and the do's and don'ts on page 6 apply to the initiative logos as well.*

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### Facility Engagement logo



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### Physician Quality Improvement logo



# LOGO FILE TYPES

## **For printing**

A vector file (e.g., a file with the extension .eps) is the best type of file for professional printing. This is the file to send to your printer.

*Note: Unless you have the required software (e.g., Adobe Illustrator or InDesign), you will not be able to open a vector file, but your print shop will.*

## **Other formats**

In most cases you will probably be placing your logos on a white background, but if not, please note that there are logo formats that can be used on a dark background. We also have logos in black and white.

Please contact Communications to request the appropriate version for your document.

Access all SSC, FE and PQI logos in this LINK <https://sscbc.ca/about-us/resources>

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# FONTS

**Myriad** (formal documents)

**Calibri** (Editable word templates)

# TEMPLATES

*PowerPoint and Word templates for all Joint Collaborative Committees are being updated and will be shared in this section when ready.*

# BRAND PALETTE

## Primary colours

Dark Blue  
CMYK: C100 M56 Y0 K23  
RGB: R0 G86 B149

Medium Blue  
CMYK: C65 M30 Y0 K11  
RGB: R79 G138 B190

Light Blue  
CMYK: C42 M15 Y0 K6  
RGB: R135 G178 B216

Logo Grey  
CMYK: C56 M47 Y45 K12  
RGB: R116 G117 B119

## Secondary colours

Grey  
CMYK: C36 M28 Y26 K0  
RGB: R168 G170 B174

Purple  
CMYK: C56 M91 Y8 K0  
RGB: R134 G62 B142

## Tertiary colours

Orange  
CMYK: C2 M62 Y98 K0  
RGB: R239 G125 B37

Green  
CMYK: C50 M0 Y100 K10  
RGB: R127 G181 B57

Please use secondary colors sparingly after the primary colors have already been used in a document. Use tertiary colors only if absolutely necessary. One example where tertiary colors are used is in SSC's strategic framework where three bright colors were needed to provide similar value to the three components of SSC's work. When you're not sure, please ask.