**F P S C**

Family Practice Services Committee

**Graphic Standards Manual**

# Contents

## The Family

Pictured right are the FPSC parent logo and the logo of each subsequent program. Cohesiveness is achieved through the use of a common font treatment and color palette.

**FPSC**
Family Practice Services Committee

**PSP**
Practice Support Program

**Division of Family Practice**
An FPSC initiative

**Cowichan Maternity Clinic**
A Cowichan Valley Division of Family Practice initiative

**Cowichan Valley**
**Division of Family Practice**
An FPSC initiative

**DTO**
Doctors Technology Office
An FPSC initiative

# Brand Palette

**Primary**
The primary brand colours are a tasteful update of the previous version. The colours have been modernized without losing the warmth of the original.

**Secondary**
When looking to add colour in a secondary or support situation, (e.g. in a PowerPoint presentation), only use these brand colours.

| | | | | | |
|---|---|---|---|---|---|
| **PMS** | 7468C | 159C | 5787C | Warm Grey 7 C | Black C |
| **CMYK** | C 67<br>M 0<br>Y 0<br>K 55 | C 0<br>M 70<br>Y 100<br>K 10 | C 8<br>M 0<br>Y 31<br>K 24 | C 46<br>M 40<br>Y 46<br>K 5 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 0<br>G 109<br>B 138 | R 220<br>G 102<br>B 30 | R 187<br>G 192<br>B 155 | R 142<br>G 137<br>B 129 | R 35<br>G 31<br>B 32 |

# Font

Myriad Pro is a humanist typeface that was chosen for its contemporary feel and versatility in both print and online situations. This easy-to-read sans serif communicates both an openness and friendliness about the organization.

While Myriad Pro was used to create the logo family, it does not necessarily have to be used when creating documents. For a list of acceptable fonts or questions about their proper use, please contact your communications advisor.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

**Myriad Pro Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()**

## FPSC Logo

### Colour

This is the preferred, full-colour version of the principal logo. Unless otherwise specified, use this logo. The correct colour values are indicated in the chart below.

**F P S C**

Family Practice Services Committee

| | | | | | |
|---|---|---|---|---|---|
| **PMS** | 7468C | 159C | 5787C | Warm Grey 7 C | Black C |
| **CMYK** | C 67<br>M 0<br>Y 0<br>K 55 | C 0<br>M 70<br>Y 100<br>K 10 | C 8<br>M 0<br>Y 31<br>K 24 | C 46<br>M 40<br>Y 46<br>K 5 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 0<br>G 109<br>B 138 | R 220<br>G 102<br>B 30 | R 187<br>G 192<br>B 155 | R 142<br>G 137<br>B 129 | R 35<br>G 31<br>B 32 |

# FPSC Logo

## Grayscale

In any grayscale applications, such as newspapers, use this version of the logo. The correct colour values are indicated in the chart below.

FPSC

Family Practice Services Committee

| | | | | | Black C |
|---|---|---|---|---|---|
| **PMS** | | | | | Black C |
| **CMYK** | C 0<br>M 0<br>Y 0<br>K 75 | C 0<br>M 0<br>Y 0<br>K 62 | C 0<br>M 0<br>Y 0<br>K 30 | C 0<br>M 0<br>Y 0<br>K 48 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 99<br>G 100<br>B 102 | R 124<br>G 126<br>B 128 | R 188<br>G 190<br>B 192 | R 152<br>G 154<br>B 157 | R 35<br>G 31<br>B 32 |

## FPSC Logo

## Black

In black and white applications or instances where you are not sure of the production quality, use this version of the logo. The correct colour values are indicated in the chart below.

# F P S C
Family Practice Services Committee

**PMS**      Black C

**CMYK**     C   0
             M   0
             Y   0
             K   100

**RGB**      R   35
             G   31
             B   32

# FPSC Logo

## Colour Usage

Since the FPSC logo uses all four of the brand colours, each of them is available for use as a secondary or support colour.

Secondary or support colour situations usually arise in documents such as PowerPoint presentations and can range from subheads, key lines or bullet points. In these cases less is more. Please use the colours sparingly.

**Colours used by the FPSC logo**

**Secondary / support colours available for use**

# FPSC Logo

## Safety Area

To protect the integrity of the logo, keep all images, type and other elements from encroaching on the boundary of the marked area. For quick reference, the area can be calculated using the height of one of the tiles.

# FPSC Logo

## Don'ts

**a** - Don't change the colours of the branded tiles.

**b** - Don't change the orientation of the logo. Always present it flat.

**c** - Don't distort the logo in any way.

**d** - Don't put the logo on a colour. Place it on white only.

**e** - Don't put the logo on an image.

**f** - Don't truncate the logo. Always use the full version.

For any use not described above, including the addition of taglines, please contact your communications advisor.



a



b



c



d



e



f
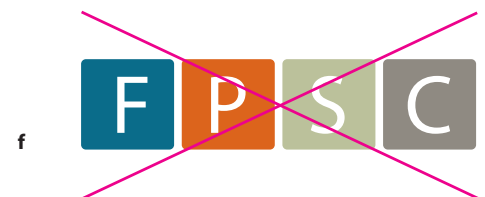
## Divisions of Family Practice Provincial Logo

### Colour

Unless otherwise specified, the Divisions of Family Practice logo must be represented like this at all times. The correct colour values are indicated in the chart below.



# Divisions of Family Practice
An FPSC initiative

| | | |
|---|---|---|
| **PMS** | 7468C | Black C |
| **CMYK** | C 67<br>M 0<br>Y 0<br>K 55 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 0<br>G 109<br>B 138 | R 35<br>G 31<br>B 32 |

## Divisions of Family Practice Provincial Logo

## Grayscale

In any grayscale applications, such as newspapers, use this version of the logo. The correct colour values are indicated in the chart below.

# Divisions of Family Practice
An FPSC initiative

| | PMS | Black C |
|---|---|---|
| **CMYK** | C 0<br>M 0<br>Y 0<br>K 75 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 99<br>G 100<br>B 102 | R 35<br>G 31<br>B 32 |

## Divisions of Family Practice Provincial Logo

### Black

In black and white applications or instances where you are not sure of the production quality, use this version of the logo. The correct colour values are indicated in the chart below.



# Divisions of Family Practice
An FPSC initiative

| PMS | Black C |
|-----|---------|

| CMYK | C 0 |
|------|-----|
|      | M 0 |
|      | Y 0 |
|      | K 100 |

| RGB | R 35 |
|-----|------|
|     | G 31 |
|     | B 32 |

## Division of Family Practice Regional Logo

**a** - The base of the regional logo will consist of the full provincial logo.

**b** - The regional designator will be placed above the provincial logo in this fashion. When changing the regional designator, you must use only the font, size and colour treatment shown here.

**b**

**Cowichan Valley**
## Division of Family Practice
**a**
An FPSC initiative

## Division of Family Practice Regional Initiative Logo

**a** - The main portion of the specific title will go here using the standard font style and layout. There exists an opportunity to customize the font colour of your initiative name, but you must use colours in the primary palette.

**b** - The sub line will explain that the specific initiative belongs to a particular regional Division of Family Practice.

**a**    Cowichan Maternity Clinic

**b**    A Cowichan Valley Division of Family Practice initiative

## Division of Family Practice Regional Social Media Logo

**a** - The acronym version of the Division of Family Practice logo can be used only in social media profile picture spaces with limited horizontal dimension.

**b** - Image-only logo version may only be used as Favicon



**a**

DoFP

COWICHAN VALLEY



**b**

## Divisions of Family Practice Logo

## Colour Usage

Since the Divisions of Family Practice logo uses one of the four brand colours, the three that don't appear in the logo are available for use as secondary or support colours.

Secondary or support colour situations usually arise in documents such as PowerPoint and can range from subheads to key lines or bullet points. In these cases less is more. Please use the colours sparingly.

If your regional division has launched a specific initiative and has customized the font colour (see page 16), please use the remaining colours in the brand palette for any secondary or support situations.

**Colours used by the Division of Family Practice logo**

**Secondary / support colours available for use**

## Divisions of Family Practice Logo

### Safety Area

To protect the integrity of the logo, keep all images, type and other elements from encroaching on the boundary of the marked area. For quick reference, the area can be calculated using the height of the tile.

# Divisions of Family Practice Logo

## Don'ts

**a** - Don't change the colours of the branded tiles.

**b** - Don't change the orientation of the logo. Always present it flat.

**c** - Don't distort the logo in any way.

**d** - Don't put the logo on a colour. Place it on white only.

**e** - Don't put the logo on an image.

**f** - Don't truncate the logo. Always use the full version that includes the icon, word mark and tag line "A GPSC initiative."

For any use not described above, including the addition of taglines, please contact your communications advisor.

a — Divisions of Family Practice · An FPSC initiative

d — Divisions of Family Practice · An FPSC initiative

b — Division of Family Practice · An FPSC initiative

e — Divisions of Family Practice · An FPSC initiative

c — Divisions of Family Practice · An FPSC initiative

f — Divisions of Family Practice
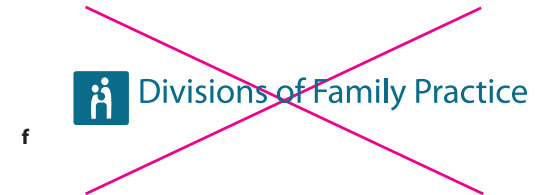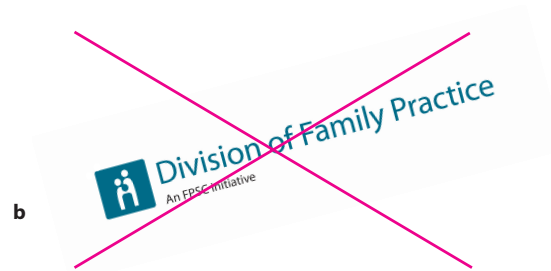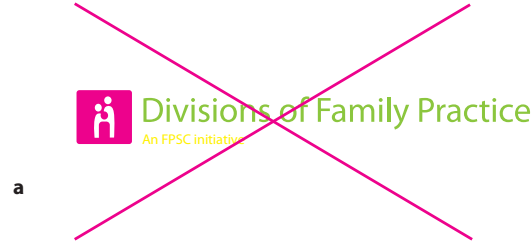
# PSP Logo

## Colour

Unless otherwise specified, the PSP logo must be represented like this at all times. The correct colour values are indicated in the chart below.

**P** **S** **P**

Practice Support Program

| | | | | |
|---|---|---|---|---|
| **PMS** | 7468C | 159C | 5787C | Black C |
| **CMYK** | C 67<br>M 0<br>Y 0<br>K 55 | C 0<br>M 70<br>Y 100<br>K 10 | C 8<br>M 0<br>Y 31<br>K 24 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 0<br>G 109<br>B 138 | R 220<br>G 102<br>B 30 | R 187<br>G 192<br>B 155 | R 35<br>G 31<br>B 32 |

# PSP Logo

## Grayscale

In any grayscale applications, such as newspapers, use this version of the logo. The correct colour values are indicated in the chart below.

**P S P**

Practice Support Program

| PMS | | | Black C |
|---|---|---|---|
| **CMYK** C 0<br>M 0<br>Y 0<br>K 75 | C 0<br>M 0<br>Y 0<br>K 62 | C 0<br>M 0<br>Y 0<br>K 30 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** R 99<br>G 100<br>B 102 | R 124<br>G 126<br>B 128 | R 188<br>G 190<br>B 192 | R 35<br>G 31<br>B 32 |

# PSP Logo

## Black

In black and white applications or instances where you are not sure of the production quality, use this version of the logo. The correct colour values are indicated in the chart below.

P | S | P
Practice Support Program

| **PMS** | Black C |
|---|---|

| **CMYK** | C | 0 |
|---|---|---|
| | M | 0 |
| | Y | 0 |
| | K | 100 |

| **RGB** | R | 35 |
|---|---|---|
| | G | 31 |
| | B | 32 |

# PSP Logo

## Colour Usage

Since the PSP logo uses three of the four brand colours, each of them is available for use as a secondary or support colour.

Secondary or support colour situations usually arise in documents such as PowerPoint presentations and can range from subheads, key lines or bullet points. In these cases less is more. Please use the colours sparingly.

**Colours used by the PSP logo**

**Secondary / support colours available for use**

# PSP Logo

## Safety Area

To protect the integrity of the logo, keep all images, type and other elements from encroaching on the boundary of the marked area. For quick reference, the area can be calculated using the height of one of the tiles.

# PSP Logo

## Don'ts

**a** - Don't change the colours of the branded tiles.

**b** - Don't change the orientation of the logo. Always present it flat.

**c** - Don't distort the logo in any way.

**d** - Don't put the logo on a colour. Place it on white only.

**e** - Don't put the logo on an image.

**f** - Don't truncate the logo. Always use the full version that includes the icon, word mark and tag line "Practice Support Program."

For any use not described above, including the addition of taglines, please contact your communications advisor.
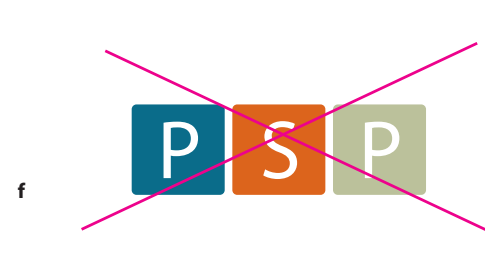
# DTO Wordmark

## Colour

Unless otherwise specified, the DTO wordmark must be represented like this at all times. The correct colour values are indicated in the chart below.

DTO Doctors Technology Office
An FPSC initiative

| PMS | 7468C | 159C | 5787C | Black C |
|---|---|---|---|---|
| CMYK | C 67<br>M 0<br>Y 0<br>K 55 | C 0<br>M 70<br>Y 100<br>K 10 | C 8<br>M 0<br>Y 31<br>K 24 | C 0<br>M 0<br>Y 0<br>K 100 |
| RGB | R 0<br>G 109<br>B 138 | R 220<br>G 102<br>B 30 | R 187<br>G 192<br>B 155 | R 35<br>G 31<br>B 32 |

# DTO Wordmark

## Grayscale

In any grayscale applications, such as newspapers, use this version of the wordmark. The correct colour values are indicated in the chart below.

DTO **Doctors Technology Office**

An FPSC initiative

| | | | | |
|---|---|---|---|---|
| **PMS** | | | | Black C |
| **CMYK** | C 0<br>M 0<br>Y 0<br>K 75 | C 0<br>M 0<br>Y 0<br>K 62 | C 0<br>M 0<br>Y 0<br>K 30 | C 0<br>M 0<br>Y 0<br>K 100 |
| **RGB** | R 99<br>G 100<br>B 102 | R 124<br>G 126<br>B 128 | R 188<br>G 190<br>B 192 | R 35<br>G 31<br>B 32 |

## DTO Wordmark

### Black

In black and white applications or instances where you are not sure of the production quality, use this version of the wordmark. The correct colour values are indicated in the chart below.

# DTO Doctors Technology Office
An FPSC initiative

| | |
|---|---|
| **PMS** | Black C |

| | | |
|---|---|---|
| **CMYK** | C | 0 |
| | M | 0 |
| | Y | 0 |
| | K | 100 |

| | | |
|---|---|---|
| **RGB** | R | 35 |
| | G | 31 |
| | B | 32 |

## DTO Wordmark

### Colour Usage

Since the DTO wordmark uses all four of the brand colours, each of them is available for use as a secondary or support colour. Secondary or support colour situations usually arise in documents such as PowerPoint presentations and can range from subheads, key lines or bullet points. In these cases less is more. Please use the colours sparingly.

**Colours used by the DTO logo**

**Secondary / support colours available for use**

# DTO Wordmark

## Safety Area

To protect the integrity of the wordmark, keep all images, type and other elements from encroaching on the boundary of the marked area. For quick reference, the area can be calculated using the height of one of the tiles.

## DTO Wordmark

### Don'ts

**a** - Don't change the colours of the branded tiles.

**b** - Don't change the orientation of the wordmark. Always present it flat.

**c** - Don't distort the wordmark in any way.

**d** - Don't put the wordmark on a colour. Place it on white only.

**e** - Don't put the wordmark on an image.

**f** - Don't truncate the wordmark. Always use the full version that includes the icon, word mark and tag line "Practice Support Program."

For any use not described above, including the addition of taglines, please contact your communications advisor.