

AC0100 – Brand and Visual Identity

Interior Health would like to recognize and acknowledge the traditional, ancestral, and unceded territories of the Dâkelh Dené, Ktunaxa, Nlaka’pamux, Secwépemc, St’át’imc, syilx, and Tsilhqot’in Nations, where we live, learn, collaborate and work together.

Interior Health recognizes that diversity in the workplace shapes values, attitudes, expectations, perception of self and others, and in turn impacts behaviours in the workplace. The dimensions of a diverse workplace include the protected characteristics under the human rights code of: race, colour, ancestry, place of origin, political belief, religion, marital status, family status, physical disability, mental disability, sex, sexual orientation, gender identity or expression, age, criminal or summary conviction unrelated to employment.

1.0 PURPOSE

To strengthen the integrity of the Interior Health (IH) brand, help maintain a high standard of quality, provide a consistent public image, and encourage the use of the [Interior Health Brand Guidelines](#) organization wide.

2.0 DEFINITIONS

TERM	DEFINITION
<i>Brand Guidelines</i>	The technical information required to facilitate consistent, uniform use of the Interior Health visual identity, including: logo use, colour specifications, typography, image use (graphics, photography, video), copyright, etc.
<i>Communications & Engagement</i>	The Interior Health portfolio responsible for internal communications, social media, media and government relations, community and public engagement, and health marketing communications.
<i>Document Services</i>	The Interior Health department responsible for the creation and reproduction of print materials.
<i>Logo</i>	A graphic, icon and/or text an organization uses as its symbol.
<i>Promotional Items</i>	Any item bearing the name, corporate logo and/or seal of Interior Health used in advertising or promoting the organization. May include, but not limited to: clothing, stationery, gifts, or personal items.
<i>Publications</i>	Any printed or electronically published work originating from Interior Health or representing the work of any employee of Interior Health, including material distributed freely or for resale.

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Policy Steward: Director, Corporate & Digital Content	
Date Approved: March 2010	Date(s) Reviewed-r/Revised-R: June 2025 – (R)
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3.0 POLICY

- 3.1 Anyone designing or producing materials that represent IH must adhere to the [IH Brand Guidelines](#). Materials include and are not limited to all IH property, Promotional Items, Publications, digital collateral, and websites/web pages on [InsideNet](#) and the IH public website (www.interiorhealth.ca).
- 3.2 The [IH Logo](#) is the property of IH and must only be used with permission from Communications & Engagement .
- 3.2.1 IH's Logo must be used on material that is created by, for and distributed by IH.
- 3.2.2 The IH Logo must be used “as is” – not skewed, recoloured, or distorted in any way.
- 3.3 To promote clear, easily understood, and consistent writing within IH, written communication materials must follow the [IH Style Guide](#). Exceptions are noted in the style guide.
- 3.4 **External Consultants**
- 3.4.1 Employees planning to hire any external creative or technical consultants, including but not limited to:
- marketing consultants,
 - graphic designers,
 - web designers, and
 - communication consultants,
- must receive prior authorization through Communications & Engagement and adhere to [Policy AC0400](#).
- 3.4.2 All contracted vendors must adhere to the [IH Brand Guidelines](#).
- 3.5 **Provincial Government / Interior Health Joint Branding (Use of the “BC Mark”)**
- 3.5.1 The BC Mark must appear on communication materials developed by health authorities for public release in partnership with the Province and its Ministries, such as, but not limited to:
- news releases,
 - media advisories,
 - fact sheets,
 - publications,
 - newsletters (electronic and paper copy),
 - annual reports,
 - advertisements,
 - posters,
 - brochures,
 - leaflets, and
 - signs.

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- 3.5.2 Approval to use the BC Mark is provided by Communications & Engagement in conjunction with Government Communications & Public Engagement (GCPE) Ministry of Health.
- 3.5.3 Upon approval, Document Services should be contacted for assistance in adding the BC Mark to materials.
- 3.5.4 The BC Mark is to be used exactly as is; the BC Mark must never be altered in any way.
- 3.6 **Department / Program / Project Identity with IH Brand**
- 3.6.1 Only use the approved template that allows a department, program or project name directly below the IH logo.
- 3.6.2 The creation of unique logos and brands for departments, programs and projects is not permitted without consultation with and approval by Communications & Engagement.
- 3.6.3 Contact IH Document Services for assistance in creating your department / program / project identity.
- 3.7 **Stationery and Templates**
- 3.7.1 All IH sites, departments, offices and programs are required to use official IH Board of Director-approved designs and are not authorized to use any of IH's official marks to create their own stationery.
- 3.7.1.1 Templates for these documents are available in the [Forms & Templates](#) section of InsideNet, or via [Document Services](#). Templates include: letterhead, envelopes, business cards, memorandums, fax cover sheets, agendas and minutes.
- 3.7.2 Only departmental information may appear in the address block of IH letterhead. Special templates have been created for letterhead that must include the names of individual program or staff members, or lists of the members of committees or other organizations.
- 3.7.3 A wide variety of [IH-branded templates](#) have been designed for use, including PowerPoint presentations, brochures, posters, staffing announcements and certificates.
- 3.8 **External Web Development**
- 3.8.1 IH program areas that are considering the creation of value-added websites hosted externally or outside of the IH web environment (i.e., web development, internet presence or business purposes) must consult with Communications & Engagement and Digital Health before moving forward to facilitate usage of IH brand guidelines.

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4.0 PROCEDURES

Roles and Responsibilities:

4.1 Communications & Engagement

- 4.1.1 Oversees the organization's brand and visual identity via the IH Brand Guidelines
- 4.1.2 Facilitates and oversees adherence to IH's *Brand and Visual Identity Policy*
- 4.1.3 Facilitates and oversees use of the IH Logo in one of its three versions (horizontal, stacked and icon) so it is the **only** logo being used to represent IH
- 4.1.4 Monitors compliance with the Brand and Visual Identity Policy, in cooperation with Document Services, as per the *IH Brand Guidelines*
- 4.1.5 Makes IH employees aware of this policy and the *IH Brand Guidelines*
- 4.1.6 Confirms that all text for publications intended for external audiences is approved by the originator's team leader, director or manager, in consultation with Communications & Engagement and/or Document Services

5.0 REFERENCES

[Interior Health Brand Guidelines](#)
[Interior Health Style Guide](#)
[Policy AC0400 Use of External Communications Consultants](#)
[IH Logo](#)
[Document Services](#)
[Forms & Templates](#)

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