



SMOKE-FREE ONTARIO
Identity Guidelines

The Brand

A brand identity for Smoke-Free Ontario has been developed that will allow the Government of Ontario and its partners, to build awareness and support for a smoke-free environment in Ontario.

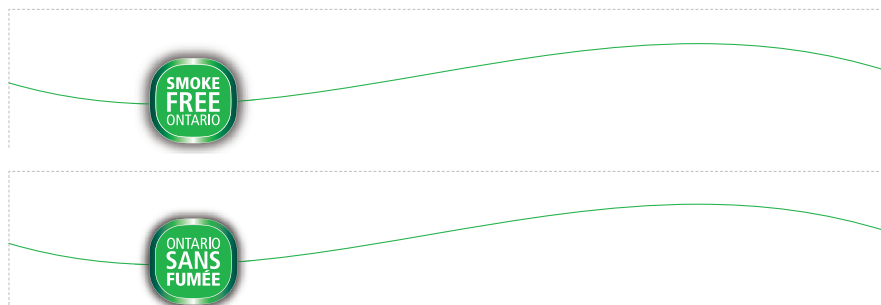
These guidelines are designed to help you understand and represent the Smoke-Free Ontario brand consistently throughout our communications. Remember, our brand is as strong as we represent it.

Our Brand Guidelines are as follows:

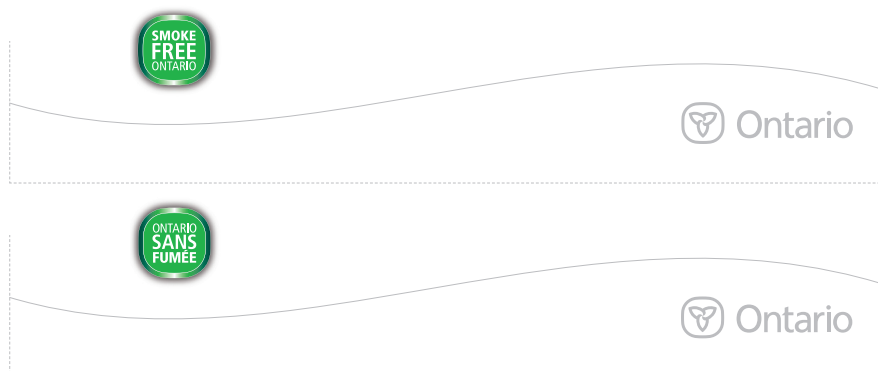
The Logo

The Smoke-Free Ontario logo consists of the symbol and the MOHLTC ‘wave’ outline either solid or keyline. It is used primarily for collateral, television and print advertising. There are two placements for the logo with the wave. The preferred option is to have the logo situated with the keyline wave at the top of the page. When this is not possible the logo can also be placed at the bottom just above the valley of the bottom wave.

Preferred placement – *top wave placement*



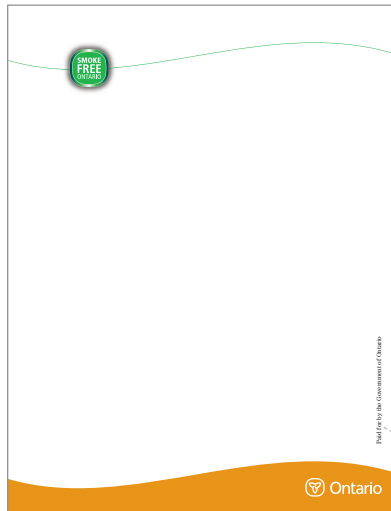
Alternate placement option – *bottom wave placement*



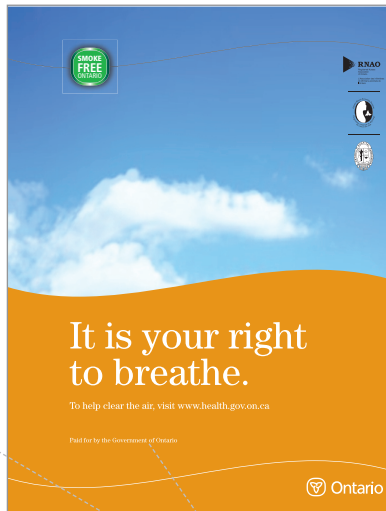
Applications – Government-Funded Communications

In situations where the communications is fully paid for by the Ontario government, where the Ontario government is the lead partner in multi-sponsored communications or in communications coming directly from the Ontario government, the Smoke-Free Ontario logo is to be used in conjunction with the Ministry of Health and Long-Term Care visual identity standards.

Covers



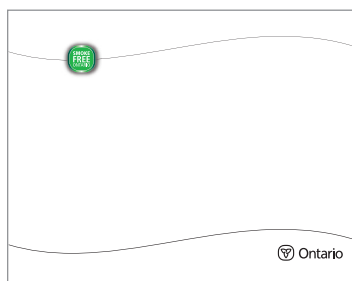
Partnered Ads



Newsletters



Note: In horizontal layouts such as this one, which do not offer sufficient space for a top SFO wave, or in applications not using the top SFO wave, the logo can be lowered to sit above the Ontario bottom wave.



PowerPoint presentations

The Ontario government is obliged by legislation to identify itself as the sponsor of any and all advertising it is involved with. In addition to the Ontario logo and/or the Smoke-Free Ontario logo, inclusion of the line "Paid for by the Government of Ontario" may be required where the Government is the sole sponsor of an advertisement. This line must be printed at a size that is easily legible.

Applications – Partnership Communications

In communications where the Ontario government is not the lead partner in multi-sponsored communications, or where the Ministry of Health and Long-Term Care visual standards do not apply, the Smoke-Free Ontario logo is to be used. The placement of the logo in this circumstance is at the discretion of the design team, and all logos must be of equal size.

Partnered Flyers



The flyer is titled "INSIGHT ON CANCER" with the subtitle "news and information on nutrition and cancer prevention". It features a collage of images at the top: a person in a hat, a person in a boat, and a person on a bicycle. The main content area is divided into two columns. The left column, titled "HIGHLIGHTS", lists several statistics and recommendations. The right column features a large image of fresh vegetables (peppers, oranges, avocados) and a map of Canada with Ontario highlighted in orange. At the bottom, there is a footer with the "insight on cancer" logo, the Canadian Cancer Society logo, and the "SMOKE FREE ONTARIO" logo.

INSIGHT ON CANCER
news and information on *nutrition and cancer prevention*

HIGHLIGHTS

- Results of a survey of 3,183 Ontario adults aged 18–64 years provide a rich picture of diet-related cancer risk factors in Ontario and its regions
- To reduce cancer risk, health agencies recommend:
 - 5 or more servings of vegetables and fruit every day
 - 40% of Ontario adults aged 18–64 do not meet this guideline
- A healthy body weight
 - 48% of Ontarians aged 18–64 are overweight or obese
- At least 30–45 minutes of moderate to vigorous physical activity on most days
 - 48% of Ontario adults get <3 hours per week moderate to vigorous physical activity
- Only 14% of Ontario men and 22% of Ontario women aged 18–64 meet all three of these recommendations
- Up to 30% of cancers could be prevented if Ontario adults increased their vegetable and fruit intake, were more physically active and maintained a healthy body weight

Insight on Cancer is a series of joint Cancer Care Ontario and Canadian Cancer Society (Ontario Division) publications designed to provide up-to-date information for health professionals and policy-makers about cancer and cancer risk factors in the province.

insight on cancer
volume two
december 2003

Canadian Cancer Society
Société canadienne du cancer
www.cancer.ca

SMOKE FREE ONTARIO

The Smoke-Free Ontario logo must be applied to all partner-sponsored print ads along with other applicable partner logos. The Smoke-Free Ontario logo must be proportionately equal in size to other logos. Logo placement is at the discretion of the advertiser.

Applications – Broadcast

In situations where the broadcast is fully paid for by the Ontario government, where the Ontario government is the lead partner in multi-sponsored broadcast or in broadcast coming directly from the Ontario government, the Smoke-Free Ontario logo is to be used in conjunction with the Ministry of Health and Long-Term Care visual identity standards.

For TV, the top left placement with the keyline is the preferred use, but the bottom left placement can be used if the top keyline wave interferes with on screen visuals. The “Paid for by the Government of Ontario” line may need to be in either white or black type as needed.

Ministry of Health and Long-Term Care Ads



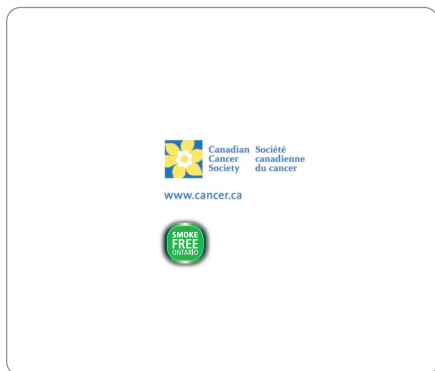
The wave should appear throughout the ad. The Smoke-Free Ontario logo should be animated.

100% Funded by the Government of Ontario Ads



The Smoke-Free Ontario logo should be animated. The wave and trillium logo must appear on the end frame only. “Paid for by the Government of Ontario” should also appear.

Co-sponsored Ads



The Smoke-Free Ontario logo must be applied to all partner-sponsored TV ads along with other applicable partner logos. The Smoke-Free Ontario logo must be proportionately equal in size to other logos and appear on screen for equal time (2.5 seconds is the recommended). Logo placement is at the discretion of the advertiser and the logo does not have to be animated.

Radio

For radio advertising paid for by the Government of Ontario, use, “(name of organization) supports a Smoke-Free Ontario. Paid for by the Government of Ontario.” For other partnered radio advertising, use, “(name of organization) supports a Smoke-Free Ontario.”

Approvals Process

All advertising, collateral and public relations activities using government and/or Smoke-Free Ontario branding requires prior approval by the Communications and Information Branch, Ministry of Health and Long-Term Care.

This includes:

- creative
 - storyboards/concept for TV, followed by rough cut for final approval
 - script for radio, followed by final mix for final approval
- placement of Smoke-Free Ontario logo
- placement of trillium wordmark
- media plan/blocking chart, including reach and cost
- distribution plan for collateral items
- event plan and PR products

Allow two weeks for ministry approvals.

Technical Specifications

In order for the logos to be used effectively in a variety of applications, these guidelines are suggested to protect the space around the logos. These logos are available in electronic format. Never modify, redraw or alter them in any way.



*Minimum Spacing
for SFO Logo
within wave valley*



Minimum Size



Note: Proportional calculations for clear space must be adhered to when resizing the logos.

Colours:

FULL COLOUR APPLICATION

The primary logo consists of three colours, SFO Green, SFO Green V.2 and SFO Black. These three primary colours are used for all communications such as full colour stationery, collateral, print advertising and television. SFO GREEN plays a primary role in reinforcing our identity.



SFO GREEN

PANTONE 361

PROCESS C: 76, M: 0, Y: 91, K: 0

RGB R: 18.9, G: 61.2, B: 18.5



SFO GREEN V.2 (OUTER RIM)

PANTONE 3308

PROCESS C: 100, M: 0, Y: 60, K: 72

RGB R: 0.2, G: 15.9, B: 12.3



SFO BLACK

PROCESS C: 0, M: 0, Y: 0, K: 100

RGB R: 14.5, G: 13.8, B: 13.7

Black and White Versions:



This solid black version is used on a background which offers the logo a low contrast.



Spot Colour

In the exceptional circumstance that only a spot colour logo is required, i.e., newspaper, a two-colour logo has been developed.



Unacceptable Uses

The two-colour SFO logo can appear on a colour other than white only if the colour and its intensity will not clash with the logo or interfere with clarity and legibility. When the SFO logo is shown over a photograph or illustration, it should appear with adequate contrast between brand and background. The logo must also always appear in its original shape, colour and order.

