eHEALTH

Brand Guidelines

Brand Guidelines

Keewaytinook Okimakanak eHealth
Box 340, 8 Eric Radford Way, Balmertown ON, P0V1C0
Phone (807)-735-1381 | Toll Free: (800) 387-3740
Clinical Fax (807)-735-1089 | Non-Clinical Fax (807)-735-1123
www.koehealth.ca

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By: Gabrielle Wesley
Media Design and Communications Specialist

P.O. Box 1439, 115 King Street
Sioux Lookout, Ontario P8T 1B9
Tel: (807) 737-1135 Toll Free #: 1-877-737-5638
www.knet.ca

In This Guide...

Overview

The goal of the KO eHealth brand standards guide is to help KO eHealth and its teams establish a single source of truth for all of branding assets, as well as a guidelines on how to use those assets. It acts as rulebook that documents the main components of the brand and provides instructions on how those components should be used.

Mision

KO eHealth will improve health for all First Nations Communities through a sustainable First Nations Program that is holistic, community driven and culturally appropriate.

KO eHealth delivers clinical, educational and administrative services via videoconferencing and advanced information communication technologies to First Nation communities in Ontario.

The KO eHealth's Story

Since 2001, the development of First Nations Telehealth/Telemedicine in Ontario has demonstrated a collaborative approach to meeting health needs without unnecessary duplication or creation of parallel health care systems. Its growth has been facilitated by strong relationships with member First Nations and among KO Telemedicine, the Ontario Telemedicine Network (OTN), the Ministry of Health and Long Term Care (MOHLTC) and First Nations and Inuit Health (FNIH). The net result has been the establishment and maintenance of a high quality and cost effective Telehealth/Telemedicine service for Ontario's most isolated communities. The service model is rooted in First Nations requirements, directed by community leadership and focused on First Nations health and wellness priorities. The use of information and communications technology supports a wide range of health, social and economic development needs and anticipates First Nations development of complementary health initiatives such as clinical information systems and their use in population health and pandemic planning.

KO eHealth contributes to improved health outcomes for on-reserve population. It provides a contemporary counterpoint to the historic failure of previous health policy and programs to close chronic health services access gaps for remote First Nations communities. First Nations Telehealth/Telemedicine in Ontario has substantively improved community-based choice of health service providers and frequency and proximity of health service access. It has also demonstrated how culturally safe and competent health services can be delivered across large geographic and culturally diverse territories by First Nations. In this manner communities' capacities are being built and strengthened while providing health workers with the resources they need to do their jobs effectively.

KOeTS – A Brief History

1. 1998 - Federal investments in Telehealth/Telemedicine for First Nations were indentified leading to the development of a number of pilot projects in 1998.

2. 2000 - Health Canada announces funding to support a regional Telehealth/Telemedicine consultation in Northwestern Ontario with the involvement of Keewaytinook Okimakanak (Northern Chiefs Council).

3. 2001 - Keewaytinook Okimakanak enters into an agreement with the NORTH Network to develop and document a service model for a rural and remote First Nations.

4. 2002 - KO Telemedicine is established by Keewaytinook Okimakanak servicing the communities of Deer Lake, Fort Severn, Keewaywin, North Spirit Lake and Poplar Hill First Nations with technical support provided by Kuh-ke-nah Broadband Network (K-Net).

5. 2003 - KO Telemedicine expansion project began, subsequently adding 21 communities to the network by 2007.

6. 2006 - The Métis Nation of Ontario (MNO) joined KO Telemedicine providing its own funding for equipment, training and operation resources, including scheduling staff.

7. 2006 - KO Telemedicine receives two awards from the Canadian Society of Telehealth.

8. 2008 - KO Telemedicine surpasses 10,000 events.

The Logo

The KO eHealth logo is a bold statement of its identity – KO letters crossed with a Chief's headdress, all set in Impact font. This logo is a natural extension of the KO blanket, while still conveying its own unique message.

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Usage Guidelines

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Logo Usage

Generally, the "logo colors" act as pop colors in illustrations or icons but should not be used in design elements. As an example the KO Health dark teal blue colour should not be used as the colour for the main body copy in a report.

Brand Assets

Please do not use, display, mirror or frame (including in meta tags or hidden text) our KO eHealth assets from the website. The KO eHealth logo is the most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

Space

There should be sufficient clear space around the logo to let it breathe and prevent it's clarity and visual impact from being obstructed.

For the KNET logo it's crucial that whitespace is used liberally. A spacer of 0.125" on all sides of word mark and logo mark is not the expectation, but the absolute minimum.


0.25"

Size

Minimum digital size for the KO eHealth logo (word mark and logo mark combined) is 2.4" x 1". The logo should be legible in every usage. Do not use our full logo unless there is ample space to allow for legibility.

2.4"

Do NOT Stretch or Distort the logo

Do NOT Place the logo on a background that is too close to the brand colour teal or too busy. Do not flip or rotate the logo or blur it.
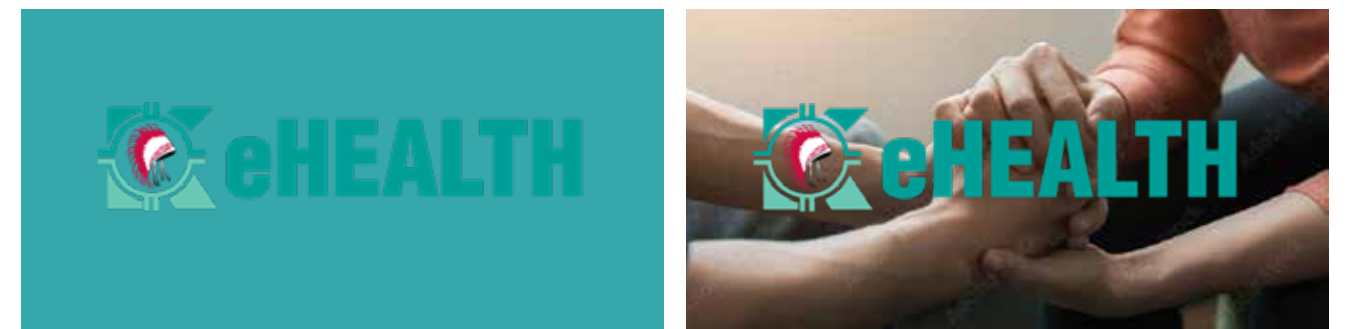
If you are unsure of any of the usage guidelines or need further clarification contact the KO eHealth Team or the KNET Multimedia team.

Mockups

Business Cards

Mockups

Tshirts and Totes

This updated KO eHealth business card design showcases how modern logos can create a sleek, contemporary brand. Using grey as an additional brand color adds a stable, organized feel and unifies the whole look. Now, KO eHealth team members have access to a modern, streamlined brand that's sure to make an impact!

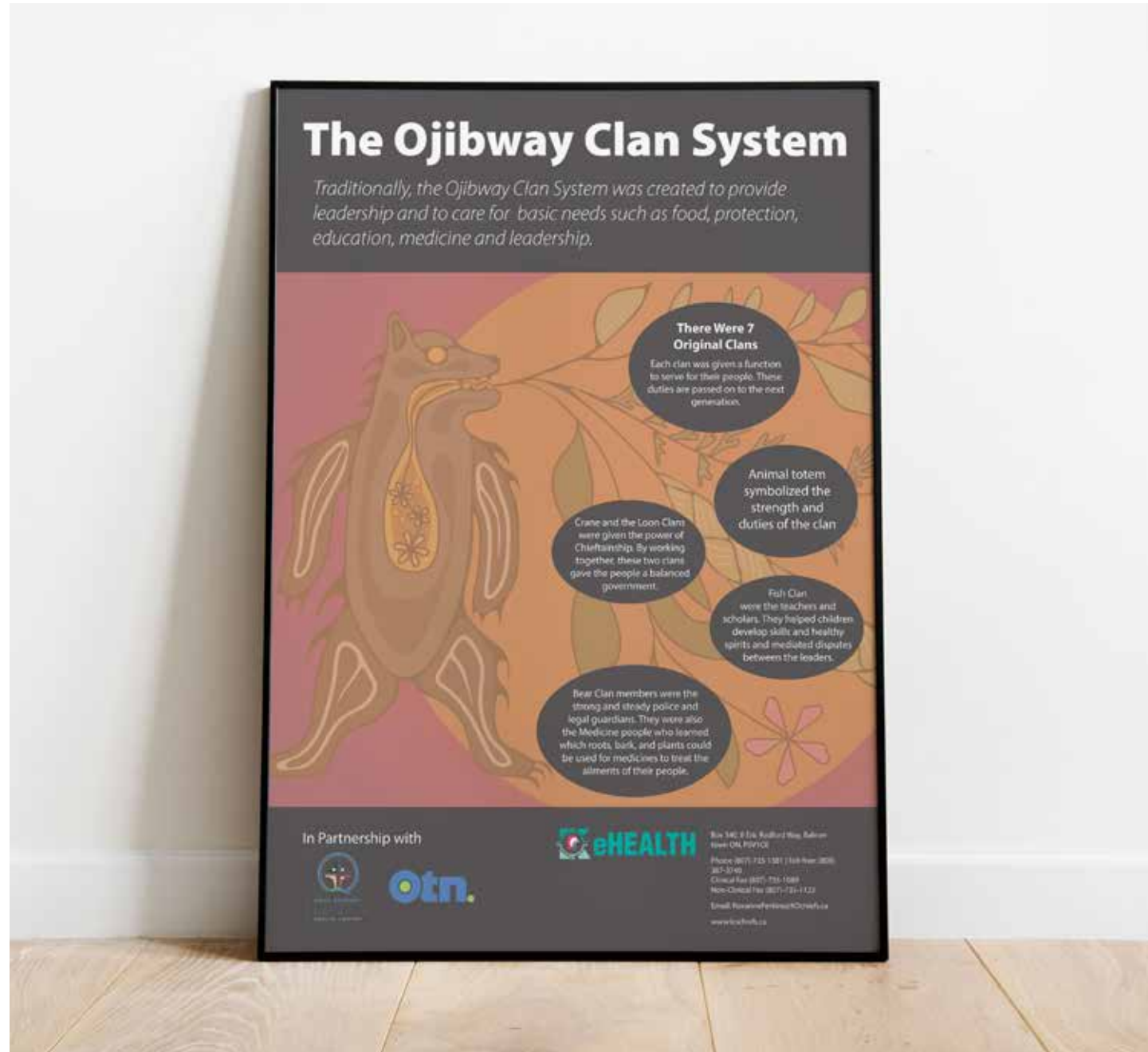KO eHealth's logo can be donned on a variety of products, such as the classic T-shirt and tote bag in the example above. Showcase the logo in its best light with neutral colorways like black or white.

Mockups

Poster

This mock-up poster demonstrates the potential of using artwork by Indigenous artists – such as Storm Angenconeb's – to elevate the KO eHealth brand while still including grounding elements like the grey. Drawing on artwork from the Indigenous community resonates with KO communities and members, and has proven successful for many other KO dept. brands.

Mockups

Report

The Annual Report mock up for KO eHealth is a carefully crafted representation of how the report could look when built with the brand principles mentioned in the poster mockup rationale. The use of artwork by an Indigenous artist, such as Storm Angenconeb's, and the use of subtle elements, like the grey, reinforce the professional yet community-focused look. This allows KO communities to connect with the brand in a meaningful way.

Colour Palette

Pantone P 125-5 C

KO eHealth's primary color is Teal, ranging from light to dark variations depending on the purpose. Teal should be used sparingly as a pop of color in designs and illustrations, never for body copy. To ensure a modern and effective communication of the message, KOeTS's complimentary brand colors should be used for font and background colors.

Teal

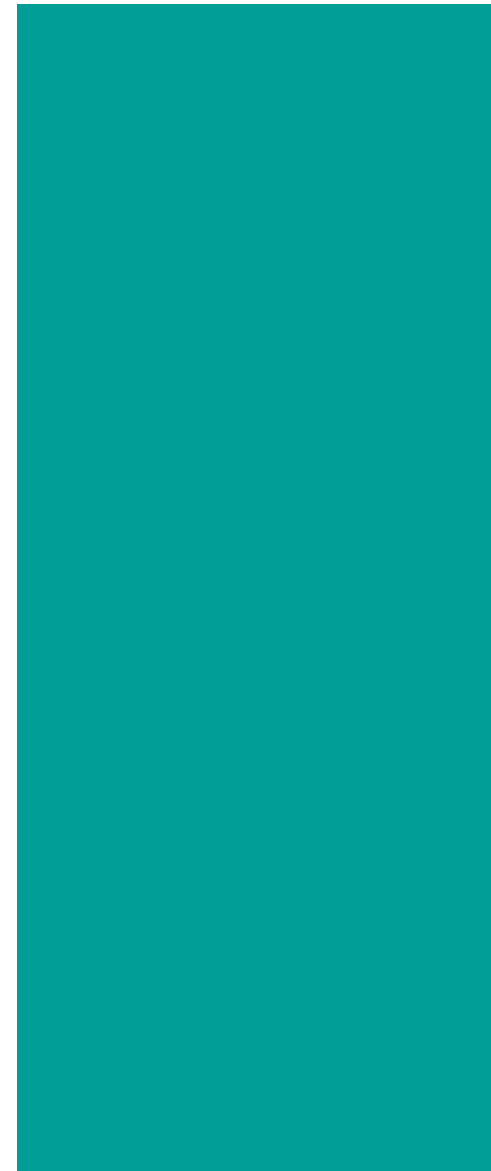Hex#: 009e97

C: 81 R: 0

M: 16 G: 158

Y: 46 B: 151

K: 1

10%

30%

50%

80%

Colour Palette

Main Logo Colours
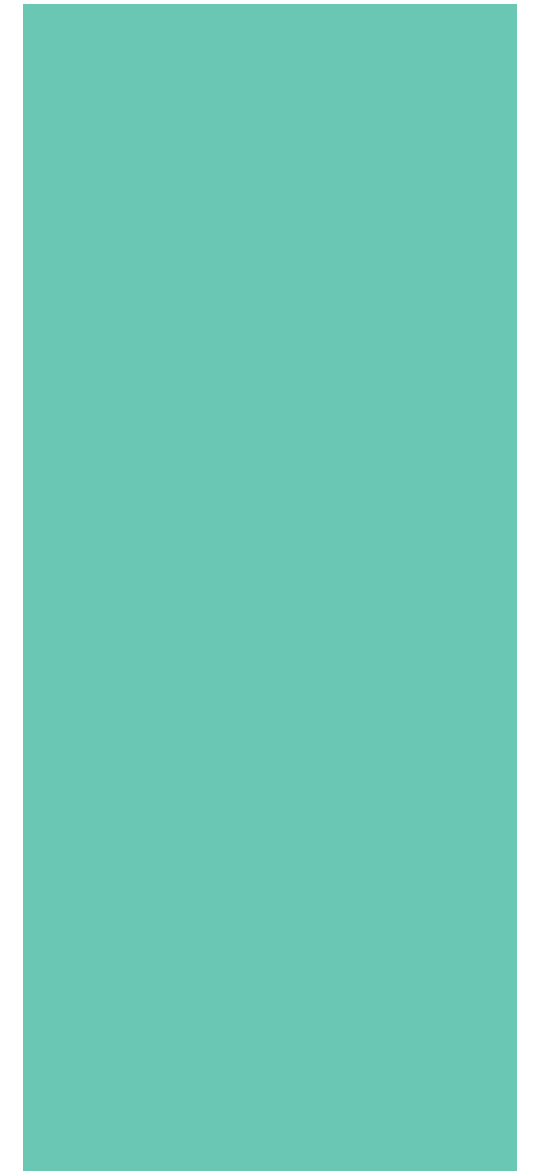
Teal

Hex#: 009e97

C: 81 R: 0
M:16 G:158
Y: 46 B: 151
K: 1

Light Teal

Hex#: 6ac7b4

C: 56 R: 106
M: 0 G:199
Y: 36 B: 180
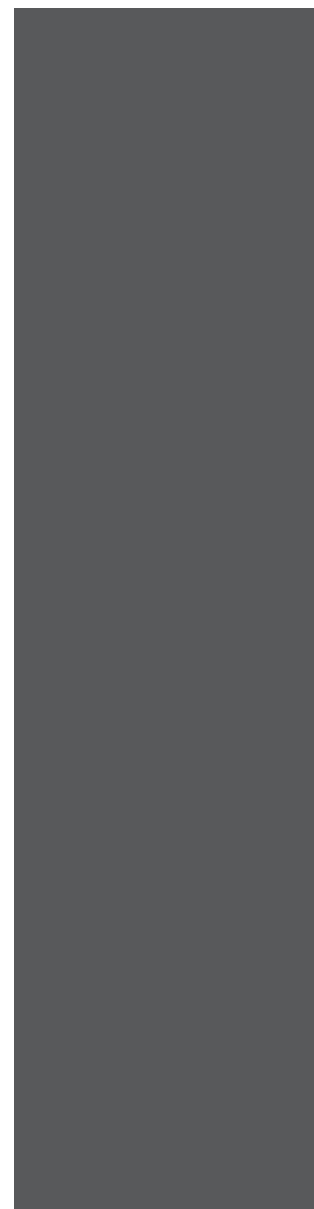K: 0

Complimentary Logo Colours

Red

Hex#: ca0e44

C: 15	R: 202
M:100	G:14
Y: 70	B: 68
K: 3	

Navy

Hex#:000038

C: 100	R: 0
M: 90	G:0
Y: 10	B: 56
K: 74	

Black

Hex#: 000000

C: 0	R: 0
M:0	G:0
Y: 0	B: 0
K: 80	Tint: 80%

Fonts

IMPACT - REG

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()

Fonts

A A

For all headings and subheadings in KOeTS materials, always use Impact Regular, the font featured in our logo. Impact is a display font and should not be used for body copy; instead, opt for a modern, neutral sans serif font like Myriad Pro for maximum legibility.

Fonts

Mryiad Pro - Reg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()

Mryiad Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%&*()

Aa

Photography

All KO eHealth photography may be used for editorial purposes only. Any other use of our media assets for commercial use is strictly prohibited. Personal use is allowed under limited circumstances (only for Facebook or Instagram profile photos).

Photography

Commercial Usage Policy

All KO eHealth photography may be used for editorial purposes only. Any other use of our media assets for commercial use is strictly prohibited. Using KO eHealth photography downloaded from the site or acquired by other means for commercial use is strictly prohibited.
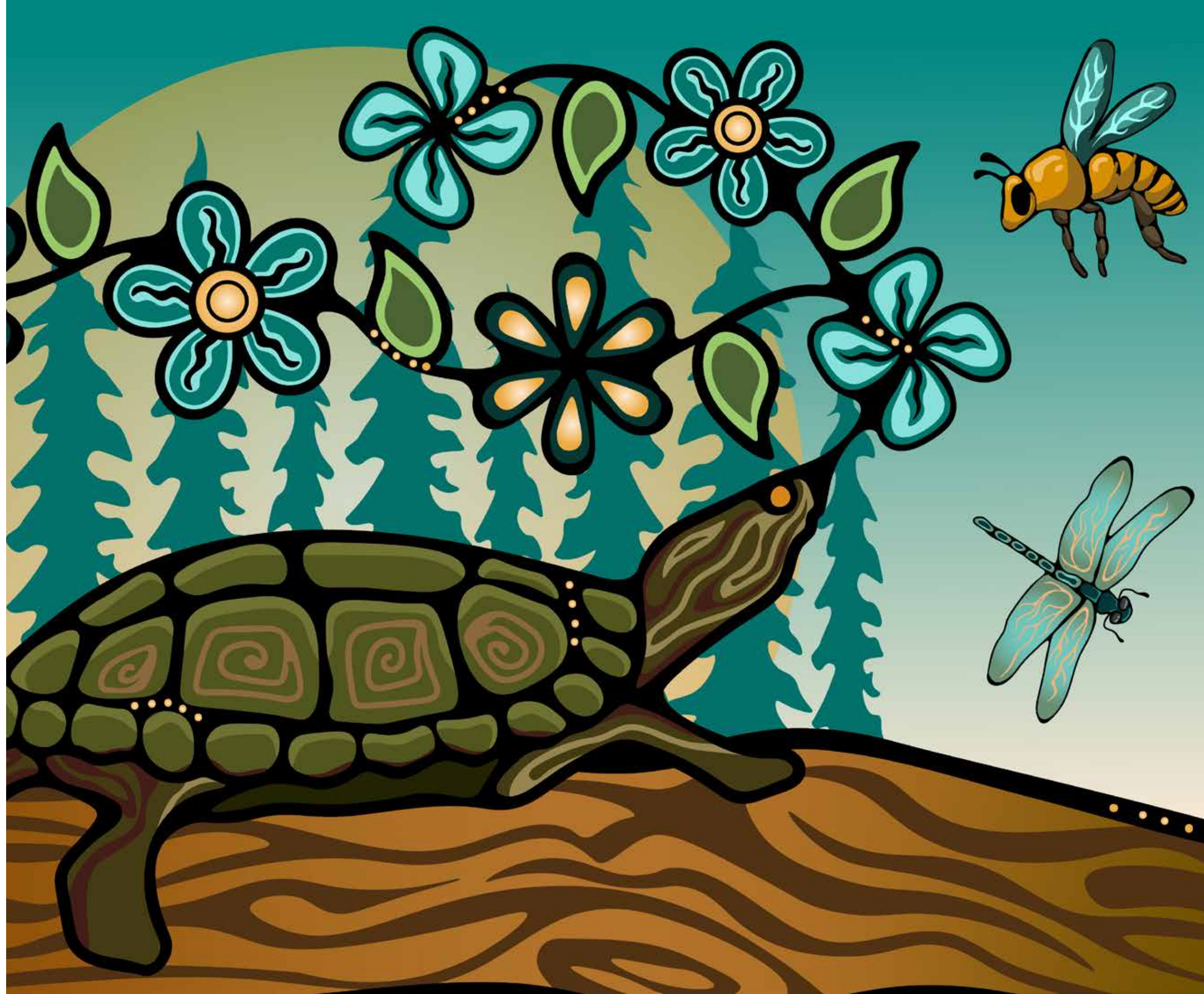
Personal Usage Policy

Personal use is allowed under limited circumstances (only for Instagram and Facebook profile photos).

Artwork and Illustration

Any KO eHealth's marketing material that features an illustration or artwork should showcase the work of an Indigenous Artist to help community members resonate with the work of KO eHealth. Incorporating brand colors into the art will create a cohesive, unified look. Leveraging Indigenous Art is a powerful way to build strong relationships within the communities.

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KUHKENAH ᏏᎠᏌ
KNET
EVERYONE • EVERYWHERE