

CSHP Board and Branch Reference Manual

CATEGORY: 2.3 Marketing	PAGES: 3
NUMBER: 2.3.2	EFFECTIVE: August 13, 2004
TITLE: Logo Policy (formerly known as the Branding Policy)	REVISED: April 28, 2017 (Policy) September 4, 2015 (Procedures) August 5, 2011 March 10, 2008

POLICY (*This policy applies to CSHP and all its branches.*)







The corporate identity of the Canadian Society of Hospital Pharmacists (CSHP) will be promoted, strengthened, and protected through the consistent, purposeful, and assiduous use of its official corporate logo.

1. The full or abbreviated CSHP logo (national) should be prominently displayed by all CSHP-related bodies (branches, committees, task forces, PSNs, etc.) on all CSHP proceedings, publications, letterheads, web sites, presentations, or any other visuals.
2. A branch logo is not a substitute for the national logo. The branch logo must always be accompanied by the full or abbreviated national logo. If the branch logo does not include the full name of CSHP, the full national logo must be used.
3. Persons pre-authorized to use the CSHP logo on Society business are Board, Branch Councils, and staff. All other persons, including speakers at CSHP conferences or sponsors, must seek approval from the CSHP Director, Corporate Services.
4. The abbreviated logo may be used provided the full logo is prominently placed elsewhere. For example, the full logo is to be used on the first page of a document and the abbreviated logo used on subsequent pages. If it is not feasible to use the full logo, permission must be provided by the CSHP Director, Corporate Services.
5. The CSHP logo must be positioned so its impact is not diluted by other words or visual elements.
6. The development of a distinct logo by any CSHP body for use in CSHP-related activity must be pre-approved by the CSHP Director, Corporate Services.
 - Distinct logos developed for use in CSHP-related activities should not appear as standalone logos but should be accompanied by the full CSHP logo.
7. The CSHP logo shall be clearly visible and readable against the background colour of the object (e.g., document, presentation slides and lanyards).
8. The CSHP logo cannot be altered or distorted optically in any way, including but not limited to, reproducing the logo or working by hand, substituting the wording with another typeface, or re-spacing the elements of the logo.
9. Reproduction of CSHP's logo must adhere to the Society colours, as defined in this policy.
10. The CSHP logo is not to be used by any person who has been granted permission to use the logo for purposes other than those for which the permission was granted.
11. No person shall assume or use the CSHP logo, or any design so nearly resembling the CSHP logo that it is likely to be interpreted as the CSHP logo, on any letter, pamphlet, notice, handbill, or other items on which a logo can be imprinted without having been given the authority to do this by the CSHP Director, Corporate Services.

CSHP Board and Branch Reference Manual

DEFINITIONS:

CSHP Logo:

FULL LOGO			
Black	Canadian Society of Hospital Pharmacists		Société canadienne des pharmaciens d'hôpitaux
Colour	Canadian Society of Hospital Pharmacists		Société canadienne des pharmaciens d'hôpitaux
Greyscale	Canadian Society of Hospital Pharmacists		Société canadienne des pharmaciens d'hôpitaux
ABBREVIATED LOGO			
Black	cshp  scph		
Colour	cshp  scph		
Greyscale	cshp  scph		

PROCEDURES

CSHP Logo

All requests submitted to the CSHP Director, Corporate Services should be submitted by email and include a description, including graphic depiction when possible, of the intended use.

Any CSHP body wishing to develop a distinct logo for the use of that body must submit their request to the CSHP Director, Corporate Services. A request for permission should be submitted by email and include a full-size copy of the logo, details of the colours in the logo, and the intended use of the logo.

CSHP Board and Branch Reference Manual

HORIZONTAL VERSIONS



GREYSCALE / BLACK/ REVERSE (WHITE)

For Greyscale, or Black applications, logos are provided.

When using the logo on a dark colour or image, use the reverse (white).



REVERSED APPLICATION

COLOURS AND FONT



PANTONE
CSHP BLUE
C 100/M 73/Y 0/K 2
R 0/G 84/ B 164
HEX 001689



PANTONE
638
C 81/M 7/Y 9/K 0
R 0/G 173/ B 215
HEX 00add8



PANTONE
7408
C 2/M 26/Y 100/K 0
R 247/G 190/ B 22
HEX f8bf00



PANTONE
7480
C 86/M 0/Y 78/K 0
R 0/G 174/ B 110
HEX 00bd71



PANTONE
7417
C 3/M 86/Y 85/K 1
R 231/G 75/ B 55
HEX e74c39

GOTHAM BOOK OTF

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz 1234567890