

POLICY/PROCEDURE NUMBER:

**C - 5.1**

DATE:            May 29, 2013	SUBJECT:
ISSUE: <b>Logo</b>	<b>Use and Modification of the CHES Logo</b>
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**1. Background**

- 1.1. This policy has been created for anyone who uses the Canadian Healthcare Engineering Society (CHES) corporate identity. This includes CHES staff, National and Chapter Executives, and external suppliers (e.g. graphic designers, agencies, writers). It establishes simple rules for applying the CHES identity consistently and correctly.
  
- 1.2. Simply stated, a logo is a visual representation of a corporation's identity. Its hallmark is instant recognition and, as such, its value lies in being used in a consistent manner to maintain a strong and enduring visual representation of the organization.
  
- 1.3. To achieve that desired consistency, this document outlines basic usage and reproduction guidelines. These guidelines must be followed when preparing all forms of visual material that carry the CHES identity. This is for materials used both within and outside the organization including (but not limited to) fax cover sheets, letter head, promotional items, leave behinds and brochures.
  
- 1.4. Size and space relationships of the logo may not be altered or repositioned in any way. In rare situations, variations to the treatment of the logo may be required. Any such variations, or non-standard uses of logo must be approved by the CHES National Executive in advance. Approval is also required for any other entity that uses the CHES logo in print or electronic form.
  
- 1.5. CHES has created pre-approved bilingual chapter specific versions of the CHES logo for each Chapter.
  
- 1.6. Pre-approved versions of the logo are to be used in all instances to maintain consistent reproduction standards. These are available in a variety of formats through the CHES National Office, or through the CHES Executive.
  
- 1.7. Corporate Identity
  - 1.7.1. Successful brands rely to a great extent on a powerful visual identity. When it is used consistently and correctly, a visual identity becomes a recognized and respected mark for an organization.
  - 1.7.2. Each time people see an organization's visual identity, certain expectations arise in their minds. These expectations are deeply connected to an organization's brand and help to reinforce it. Once this brand has been firmly established in people's minds, seeing it instantly evokes certain feelings, beliefs and knowledge. A solid brand also reinforces an organization's key messages for its stakeholders. A strong brand can attract the attention of potential partner organizations and help in retention of a solid funding base, through corporate interests that see benefit of associating with the brand.

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1.7.3. A corporate identity, or brand, also reflects and supports an organization's mission, vision, and goals. This identity must be part of all communications - from memos to posters to business cards to advertisements and beyond. Therefore, it is important that the identity be used in the proper way.

## 2. Policy

2.1. The CHES National logo cannot be altered, re-typeset or modified in any way.

2.1.1. Chapter use of only the CHES National logo on promotional items must be pre-approved by CHES National Office.

2.1.2. Any other configuration of the CHES National logo must be approved in advance by the CHES National Executive.

2.2. CHES Chapters have been provided a pre-approved version of the CHES logo which includes the addition of the Chapter Name in English and French (e.g., Ontario Chapter/Chapitre D'Ontario) as well as an image or regionally identifiable symbol (such as a Provincial flag, coat of arms, or a Provincial flower).

2.2.1. Any modifications to the pre-approved Chapter logo require CHES National approval except as outlined in 2.2.2.

2.2.2. When used on promotional items only, Chapters may modify their pre-approved logos only in the following ways:

2.2.2.1. Provide single language (English or French only versions) on promotional items.

2.2.2.2. Change in orientation of the logo to fit promotional item (but not proportions or font)

2.3. Use of the logo by CHES members is governed by policy C5.2 and the procedural steps below.

## 3. Procedure:

3.1. Use of the complete CHES National logo by the CHES National Office, National Officers, by Chapters and Chapter Officers on correspondence, printed materials, websites, etc., is permitted freely as long as the format follows the policy items 2.1, 2.2 and 2.3 strictly.

3.2. When promotion items are generated by a Chapter which do not include the chapter identifier, these items are then considered visually CHES National items and must have approval (i.e. use of the logo and the product item) by CHES National Office.

3.2.1. The purpose of this CHES National Office approval is to ensure that the CHES National Office is aware of any items which visually represent CHES National.

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3.3. Unilingual only versions of the CHES Chapter Logo are only an option when used on promotional material (and size or orientation of the image is an issue).

3.3.1. Chapter specific promo items, by definition, must have either the chapter emblem and/or chapter name to be considered a pre-approved chapter promotional item,

3.3.2. The chapter emblem / logo must be the nationally pre-approved version (i.e., the colors and proportions cannot be altered).

3.3.2.1 Chapters are allowed to modify the orientation of their chapter emblem/logo, chapter name (i.e., full provincial name, abbreviation, including the word “chapter”), modify the font used for their chapter name (only, not the CHES font) or deciding whether the item will or will not be bi-lingual

4. *Specifics of Logo Usage by Member:*

4.1. CHES Regular Members can use the CHES Logo on Social Media (e.g., LinkedIn profiles), business cards, or as a part of their signature line on hospital business correspondence (emails or formal letters) as long they display it with the text: “A Proud Member of...” followed by “CHES,” “Canadian Healthcare Engineering Society”, and/or the CHES National logo.

4.2. CHES Associate Members as individuals can use the CHES Logo on Social Media (e.g., LinkedIn profiles) or as a part of their signature line on hospital business correspondence (emails or formal letters) as long as they display it with the text “A Proud Associate Member of...” followed by “CHES,” “Canadian Healthcare Engineering Society”, and/or the CHES National logo.

4.3. CHES Corporate Members who wish to use the Logo on websites, promotional material or in any way (other than by any of their staff who are Associate members, as governed above) must make specific requests for use of the CHES Logo and the text through CHES National Office: which may read as: “Proud Supporting Corporate Member of...” followed by “CHES,” “Canadian Healthcare Engineering Society”, and/or the CHES National logo.

Approved by: \_\_\_\_\_  
 President

Date: \_\_\_\_\_