

Choosing Wisely Canada

Brand Book

**Choosing
Wisely
Canada** ™

**Choisir
avec soin** ™

**Choosing
Wisely
Canada**



**Choisir
avec soin**



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Trademarks

The name “Choosing Wisely Canada” and associated logos are trademarks of the ABIM Foundation, licensed for use in Canada by the University of Toronto.

The French equivalent “Choisir avec soin” and associated logos are trademarks of the University of Toronto.

In this document, we refer to all of the above as the CWC “brand”.





Purpose of this Document

The purpose of this document is to provide you with a clear understanding of the conditions under which the CWC brand may be used.



Who May Use the Brand

Healthcare Providers

Individuals and organizations whose primary purpose is the delivery of patient care may use the CWC brand, if the conditions in this document are adhered to. Improper use of the CWC brand will result in the revocation of these privileges.

To use the CWC brand, please do the following:

- A) Review the information contained in this document; and
- B) Register with us (info at the end of this document).

Others

Individuals and organizations other than those included in the above are not permitted to use the CWC brand without express prior written approval.



Using the Brand

Acceptable Uses of the Brand

Choosing Wisely Canada (CWC) is a campaign to help physicians and patients engage in conversations about unnecessary tests, treatments and procedures, and to help physicians and patients make smart and effective choices to ensure high-quality care.

The CWC brand may only be used for the sole purpose of participation in the CWC campaign and furtherance of the goals and objectives of the campaign.

Prohibited Uses of the Brand

The CWC brand may not be used in the following ways:

- A)** For any commercial “for profit” purposes or to endorse any commercial “for profit” organization, company, person or product. Such uses are subject to express prior written approval.
- B)** To communicate or promote efforts where cost reduction is or may be perceived to be the objective.



Physician Recommendations and Patient Materials

CWC maintains a central repository of official physician lists and patient pamphlets. These materials should not be altered or rebranded.

CWC does not support the development of local content. If you are developing such content, we ask that it not be branded as CWC. The reason for this policy is that CWC does not currently have the resources to vet or be involved in the development of such content; its primary focus is on the development of content for a national audience. If you think that the content you are developing has national relevance, then please get in touch with us.

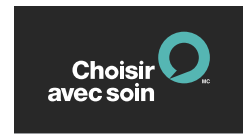


Using the Logo

The logo comes in 2 forms:

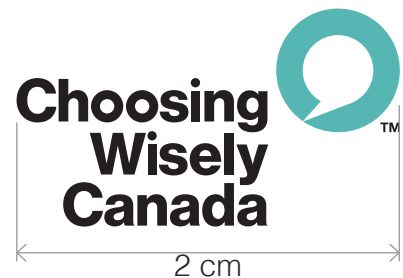
1) Positive

2) Negative



Logo Size

The minimum width of the logo should measure 2 cm from the left edge of the “C” in “Choosing” to the right edge of the teal circle.



Clearing Space

A clear space of 'X' surrounding the logo should be free from typography, or graphic element. 'X' is the unit equal to the width of the teal circle.



Improper Use of the Logo

The logo should always be used as is and should not be altered.

Do not move the circle



Do not change the colours



Do not change the font



Do not remove elements of the logo



Do not stretch the logo



Do not condense the logo





Brand Colours

Colour Spaces

Pantone values are intended for print material.

RGB is intended for digital material.

HSB is a digital colour descriptor.

CMYK is intended for print material.

Hex codes are intended for programming.



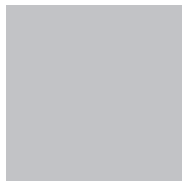
PANTONE 7472 C

C63% M7% Y34% K0%

R90 G183 B178

Hex #5AB6B2

H176° S50% B71%



PANTONE P 179-4 C

C0% M0% Y0% K27%

R194 G196 B198

Hex #C2C4C6

H208° S1% B77%



PANTONE P 179-15 C

C71% M65% Y64% K68%

R40 G40 B40

Hex #C2C4C6

H208° S1% B77%



Registration

If you or your organization are eligible to use the CWC brand and can commit to the conditions specified in this document, please register to use the CWC brand:

- 1) Send an email to: info@choosingwiselycanada.org
- 2) Subject line: Brand Registration
- 3) In the body of the email, provide the following information:
 - a) Name of user (organization or individual)
 - b) Address
 - c) Name, email address and phone number of primary contact person

That's it.

You will receive a response email within 2 working days containing our high-resolution logo files.

