



WALK WITH YOUR DOC

BRAND GUIDELINES

THIS MANUAL

These guidelines outline the Walk with your Doc brand. Please adhere to the guidelines outlined in this document. If you have any questions, please contact Patrick Higgins at phiggins@doctorsofbc.ca.

Walk with your Doc and Doctors of BC share several brand identity elements to ensure Walk with your Doc can be identified as a Doctors of BC event. To obtain a copy of the Doctors of BC guidelines, please contact marketing@doctorsofbc.ca.

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WWYD LOGO VERSIONS

The Walk with your Doc logo has full colour, greyscale, and single-colour option for use on light or dark backgrounds.

FULL-COLOUR

On light images or backgrounds the WWYD logo should be used in its full-colour version whenever possible.



Walk with your **Doc**

ONE-COLOUR WHITE

When the full-colour logo doesn't work due to background colours or for single, solid colour applications, this version should be used.



Walk with your **Doc**

GREYSCALE

When the full-colour logo doesn't work due to background colours or for single, solid colour applications on light background, this version should be used.



Walk with your **Doc**

COLOURS AND TYPEFACE

Walk with your Doc uses the Doctors of BC colours and typeface.

The following pages can also be found in the Doctors of BC Brand Guidelines.

If you would like a copy of the Doctors of BC Guidelines, please contact Patrick Higgins at phiggins@doctorsofbc.ca

OUR COLOURS

Colour brings our brand to life.

We use our primary blue to bring vibrance and impact to headlines and text. Our secondary blue is used sparingly, for when we need to highlight or call out an important piece of information. These are complemented with a set of grays and black.

We also use gradients to bring a little extra zing and depth to our brand personality.

See page 24 of the Doctors of BC Brand Guidelines for Our Gradient

Primary

PMS 311 Coated
PMS 311 Uncoated
C68/M0/Y13/K0 Coated
C56/M0/Y11/K0 Uncoated
R5/G195/B222
HTML 05C3DE

PRIMARY BLUE

PMS 312 Coated
PMS 312 Uncoated
C88/M0/Y11/K0 Coated
C74/M0/Y12/K0 Uncoated
R0/G169/B206
HTML 00A9CE

SUBSTITUTE BLUE

NOTE!

When using small type or light weights of Gotham in primary blue, it may be necessary to darken it for legibility.

In these cases replace our primary blue with our substitute blue.

Secondary

PMS 2925 Coated
PMS 2925 Uncoated
C85/M21/Y0/K Coated
C67/M12/Y0/K0 Uncoated
R0/G156/B222
HTML 009CDE

SECONDARY BLUE

Tertiary

PMS Cool Gray 6 Coated
PMS Cool Gray 6 Uncoated
C16/M11/Y11/K27 Coated
C19/M11/Y11/K28 Uncoated
R167/G168/B170
HTML A7A8AA

DARK GRAY

PMS Cool Gray 11 Coated
PMS 432 Uncoated
C44/M34/Y22/K77 Coated
C69/M55/Y46/K13 Uncoated
R83/G86/B90
HTML 63666A

DARK GRAY

Process Black Coated
Process Black Uncoated
C0/M0/Y0/K100 Coated
C0/M0/Y0/K100 Uncoated
R44/G42/B41
HTML 2C2A29

BLACK

OUR PRIMARY TYPEFACE

Typography plays an important role in creating a consistent look across all our communications and promotional materials.

Our primary typeface is friendly, yet sophisticated; modern, yet classic.

Meet Gotham. Crafted in 2000 by Hoefler & Frere-Jones, this hard-working typeface is straightforward with a sprinkle of personality. It is flexible, coming in a comprehensive range of weights to compliment our range of brand needs.

GOTHAM LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$%and@'*(,;:#!?)

GOTHAM BOOK

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$%and@'*(,;:#!?)

GOTHAM MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$%and@'*(,;:#!?)

GOTHAM BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$%and@'*(,;:#!?)

Light
Book
Medium
Bold

OUR ALTERNATE TYPEFACE

When our primary typeface Gotham is unavailable, use our alternative typeface of Arial. This is available on most computers, so using it within word processing, spreadsheets, and presentation programs is simple. Common usage includes letters, labels, memos, invoices, forms, binders, PowerPoint presentations, email, and email signatures.

NOTE!

When Arial bold is not available, you may bold the font using the applications font formatting.

ARIAL

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$%and@'*(,;:#!?)

ARIAL BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890\$%and@'*(,;:#!?)

Arial Bold

APPLICATION USES

Walk with your Doc



Community

LET'S TAKE STEPS TOWARDS GOOD HEALTH
Get moving with BC's doctors this September!

Doctors across British Columbia are hosting Walk with your Doc events in their communities to encourage British Columbians to get moving for good health.

Join your Doc for a walk on:

September @

Location

 Divisions of Family Practice

 @DoctorsofBC walkwithyourdoc.ca

doctors
of bc
Better. Together.

Walk with your Doc



Community

LET'S TAKE STEPS
TOWARDS GOOD HEALTH

Get moving with BC's doctors this September!

Doctors across British Columbia are hosting Walk with your Doc events in their communities to encourage British Columbians to get moving for good health.

Join the event that gets us moving!
September 18-26

Visit walkwithyourdoc.ca to find an event in your community.
All events are free to join and appropriate for all ability levels!

doctors
of bc
Better. Together.

POSTERS

R_X for Health

Dr: _____ Date _____

Patient name: _____

I recommend: Walking
 Other _____

_____ minutes per day

_____ minutes per week

BENEFITS OF DAILY ACTIVITY

- Improve physical and mental health
- Maintain a healthy weight
- Reduce the risk chronic conditions
- Lower cholesterol levels
- Manage stress and anxiety

NEED SOME INFO?

HealthLinkBC's **Dietitian & Physical Activity Services** provides **free** physical activity and food and nutrition advice to all British Columbians.

Please contact toll free: **8-1-1** M-F 9am-5pm

Signature _____

**doctors
of bc**

Walk with your Doc

Walk with your Doc is an annual event where doctors host free walks across the province and walk side-by-side with their patients to promote daily activity for better health.

Let's take steps towards good health.



I encourage you to join my walk

Date _____ Time _____

Location _____

Participants will receive a free hip bag
(while quantities last). See you there!

walkwithyourdoc.ca

RX FOR HEALTH PADS

LOGOS ON IMAGES

