The time has arrived for RVH to unveil its new brand – Royal Victoria Regional Health Centre. We are a dynamic, progressive and inspiring organization and our new identity, which includes the updated name, logo and statement of purpose, embraces the exciting future of this organization while honouring RVH’s proud 114 year history. We will continue to be referred to by the well-known acronym “RVH”, but the overall new identity represents our forward-thinking nature of its people and communicates our excitement, enthusiasm and inspiration found at this health centre.

The new brand and identity were developed after extensive consultation with more than 900 people including staff, physicians, volunteers, health partners and residents of the region. A telephone survey revealed that 84 per cent of participants viewed RVH as a “regional referral centre for the residents of Simcoe Muskoka,” as nearly half of the hospital’s patients come from outside Barrie. Almost 80 per cent of those surveyed also favoured the name “health centre.” The term truly recognizes the evolution of RVH’s role as a regional health centre, as well as the expanding role in innovation, training and research.

The final visual identity was approved by RVH’s Board of Directors and was also unanimously supported by a Steering Committee, comprised of health centre, as well as Foundation Board members, physicians, staff and hospital leaders. A Brand Ambassadors group comprised of staff and physicians, made the final decision regarding the name and brand identity.

With the expansion now approximately 90 per cent complete, the time had arrived to develop signage for the
### Logo do’s and don’ts

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<thead>
<tr>
<th>CORRECT USE</th>
<th>INCORRECT USE</th>
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<tbody>
<tr>
<td><img src="image1" alt="RVH Logo" /></td>
<td><img src="image2" alt="RVH Logo" /></td>
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<tr>
<td>Colour Royal Victoria Regional Health Centre</td>
<td>Stretch Royal Victoria Regional Health Centre</td>
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<td>White Royal Victoria Regional Health Centre</td>
<td>Re-colour Royal Victoria Regional Health Centre</td>
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<td>Black Royal Victoria Regional Health Centre</td>
<td>Additions Royal Victoria Regional Health Centre</td>
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**DO**

- Always use the provided RVH logo in its entirety.
- Use the RVH logo only on approved printed and electronic products.
- Always use the RVH logo on a clean, white or neutral background to ensure logo readability.
- Use Foco or Arial fonts for all text in a document.
- Use the tagline – Inspiring care... depending on the audience and specific communication goal.
- Contact brandhelp@rvh.on.ca with questions about logo use, sub-brands, resources and templates.

**DON’T**

- Re-create, copy or screenshot the RVH logo for any purpose.
- Create new logos for departments or sub-brands using the RVH logo.
- Alter, stretch or re-size the RVH logo.
- Use unauthorized colours or wording.
- Superimpose the logo over other designs, shapes, colours or patterns.
- Reduce the size of the logo beyond 1 inch width for print use and less than 1.375 inches for electronic use.

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### Getting to know you: The new RVH brand

**Who chose our new name and logo?**

In re-defining RVH, we turned to you – our staff, physicians and volunteers – along with our partners and our friends. In fact, we consulted with more than 900 internal and external stakeholders throughout the brand development process. In the end, it was a group of staff Brand Ambassadors who recommended the final visual identity, which was approved unanimously by both a Steering Committee and the Board of Directors.

**Why would we change the brand now?**

With the Phase 1 Expansion Project nearly complete, this was the perfect opportunity for us to change our identity. New signage is included in the cost of the expansion project, so if we were going to update our identity, this was the most efficient and economical time to do so.

**What is the significance of the new colours?**

The bold blue and green colour scheme represents our dynamic future, while proudly saluting our historic roots. The colour blue is associated with stability and strength, while green signifies growth and hope, and highlights our positive outlook for the future.

**What does the stylized “V” mean?**

Our new logo features a stylized “V” which embodies the uplifting, celebratory time in our history. It says “people are at the centre of everything we do at RVH”, while symbolizing the care we deliver through the hearts and minds of our skilled employees.

**What's a tagline?**

A tagline is a statement that embodies the heartbeat of our mission. We chose “Inspiring care...” because not only do you inspire the patients you care for, you also inspire the people with whom you work. Our tagline recognizes that everything we do, and everything we strive to be, is inspired by a single priority – our patients and their families.

**RVH’s new logo and tagline are an expression of belonging to something bigger than just a job.**

Welcome to a brand new day at the Royal Victoria Regional Health Centre.
There truly are no better words than “Inspiring care” to describe what happens here at the Royal Victoria Regional Health Centre every day. And it’s not just the inspiration that happens between patient and healthcare professional.

Those words also describe the motivating relationship between members of the RVH team as well. “Inspiring care...” was chosen by the staff lead Brand Ambassadors and endorsed by the RV Board of Directors because it’s positive, uplifting and inspirational.

Inspiring care does happen here. And it happens every day.

Here are just a few of those inspiring stories.

**Inspiring care... lifting spirits**

Kay Kovachik has a reputation amongst the Intensive Care Unit (ICU) staff for doing the “Mary Kay makeover” with some of the patients. If you were to ask her colleagues about this they would tell you that once the patient’s “ABCs” are taken care of, next comes the “TLC”.

“She has done some amazing transformations with the ICU patients. She has gained a reputation for her hair cutting/styling and beard trimming. In fact, one of our long-term patients specifically asks for Kay when they want their hair washed, cut and set,” says Sharon Forster, Manager, ICU.

Kay has worked at RVH as a registered nurse since 2005 and she is currently working in a job share position. She works in both the ICU and the Critical Care Outreach Team. She took the initiative to create a hair product cart to benefit the ICU patients. She donated a hairdryer and shampoo. She encourages all ICU staff to donate products such as shampoo and conditioner, hair brushes and combs.

Kay always has a smile and encouragement for the patients and their families.

“If you look good, you feel better and recover quicker,” says Kovachik.

**Inspiring care... best medicine**

There is nothing more disheartening for a doctor than seeing a patient in debilitating pain. That’s a situation with which Dr. Jim Shaver was recently faced. A young cancer patient he was treating was living with pain so severe it was debilitating. Dr. Shaver could not seem to bring any pain relief to his patient. But, he knew who could.

“I had a cancer patient dealing with intolerable pain that dramatically affected the quality of his life. My colleagues in Interventional Radiology were able to relieve his pain and enable him to get back to being the husband and father he was before. I’m always inspired by a colleague who can help a patient I can’t.”

For more inspiring stories please visit the RVH intranet.

**Spirit Wear Sale**

January 10th - 14th 2012

food court vendor table

*Also available in the Royal Victoria Gift shop*
Giving from the heart
continued from page 3

Vera Herzig has a big heart. Oh, she may come across as one tough cookie, but get her talking about her little grandson Charlie and she’s all mush. In fact, get her talking about any child and her eyes light up and her voice softens. Vera will be the first to take up a collection for people in need and she doesn’t usually give people the option not to give.

She also has a culinary gift. Vera loves to cook and she loves to share her creations. So, when Vera found out that Shelley Ditty, VP of Planning and Support Services, was spending four days a week at a Toronto hospital with her 10-year-old daughter Tian, she knew just what to do.

She headed to her kitchen.

“I didn’t even know she knew Tian was sick,” says Shelley. “Then one day I walked into my office and it was full of bags of food. Vera had cooked noodles, rice, cabbage rolls, cookies, soup, cupcakes and banana bread. She just did all of this out of the goodness of her heart.”

And she kept on doing this for three months. Each week Vera would prepare a week’s worth of food for Shelley and her family.

“It was incredible. She cooked the food for us and that was one thing I didn’t have to think about,” says Shelley, who would head to the Toronto hospital every Thursday and relieve her husband who has been there since Monday. While Tian, who was diagnosed with a chronic disease, couldn’t eat much of Vera’s creations, Ana, Shelley and husband, Peter Boon, came to rely on these nutritious home-cooked meals.

“When she found out that Ana was a picky eater, Vera even created special meals of noodles, rice and made cupcakes just for her. It was so wonderful to know that through the stress and strain of the lengthy hospital stay I didn’t have to worry about cooking for my family – Vera was doing that.”

And now that Tian is finally home and recovering well, Vera stills brings the odd loaf of banana bread or a box of cookies for the girls.

“I’ll do it for anybody who needs help. And this was for a child. My heart is always for the children,” says Vera. “Shelley did not make a big deal about this situation, but I don’t think many people understood how difficult a time it was for her family. I did this from my heart and she accepted from her heart.”

A Brand New Day
continued from page 1

new building. Signage is included in the expansion costs and will be installed gradually as part of the construction project, providing a unique and cost-effective opportunity to revitalize RVH’s identity.

The new logo and identity reflect RVH’s promise to the people it serves and demonstrates our optimism, vibrancy and commitment to providing the highest level of excellence in patient care. Everyone – staff, physicians and volunteers – has a role in living the new brand by ensuring the most innovative, compassionate and inspiring care is delivered to every patient who walks through the doors of Royal Victoria Regional Health Centre.

Royal Victoria Regional Health Centre’s new brand could not have been possible without the help of Brand Ambassadors including:

- Lisa Thomason – Human Resources
- Marlene Salöjarvi – Occupational Health
- Lynda Knight – Infection Prevention and Control
- Suzanne Froment – Laboratory
- Lori Ennis – Food and Nutrition
- Don Leigh – Diagnostic Imaging
- Andrea Partridge – Oncology Information System Project
- Val Bennett – Volunteer Resources
- Colleen Gaffney – Planning
- Corporate Communications under the leadership of Suzanne Legue (Chief Communications Officer) and Shelley Ditty (Vice-President, Planning and Support Services)

Did you know...
More than 900 people took part in the development of the new RVH brand?

You asked it...
Whose responsibility is it to update the visual identity?

The owner/creator of the document is responsible to ensure that RVH’s visual identity is used correctly. If you see the old RVH logo in your department, bring it to the attention of your manager. Please use up any existing products you may have i.e. brochures, before ordering new versions. Logo stickers are available from Corporate Communications to put over the old logo.

All new materials must use our new visual identity. Pre-designed templates make it easy to follow the brand guidelines and are available on the intranet. Again, if you are having a product professionally printed, please contact Corporate Communications first.

For other questions, please e-mail brandhelp@rvh.on.ca.