




# Point of Care


GRAPHIC STANDARDS 4.0

 *New Additions*

September 2004

## 1.0 Trademark Ownership

1.1 The Ontario College of Pharmacists alone holds the Canadian trademark rights for the Point of Care Symbol (symbol)


 1.2 OCP alone holds the Canadian trademark rights for the terms “Point of Care”, “Worth Knowing” and “Savez-vous que”

## 2.0 Universal Symbol Representing Pharmacy

2.1 The OCP Point of Care *symbol* is the universal visual identifier for all licensed pharmacists, accredited community pharmacies, and hospital pharmacy premises (where applicable) in Ontario. It is also used in a variety of College member and public education media

## 3.0 Authorized Users

3.1 Only Ontario-licensed pharmacists and accredited pharmacies in community or health care facilities departments may display the *symbol* in signage or other materials as outlined below


 3.2 No pharmacist or pharmacy shall use the trademarks “Point of Care”, “Worth Knowing” or “Savez-vous que” in any fashion. These are restricted for College use only

## 4.0 Permitted Uses

*It is Council's intent is that it be a requirement for all accredited community pharmacies to display the OCP's Point of Care symbol prominently — in at least one main public entrance to their pharmacy.*

*OCP also encourages all licensed community and hospital pharmacists to wear the symbol whenever they have contact with their patients or the public in a professional capacity.*

### 4.1 Pharmacy Signage

- i. **Pharmacy Signs:** The *symbol* should be displayed in either the pharmacy's street window(s), mall entrance(s), and/or be part of a larger backlit sign so that the symbol is prominently displayed to and easily identified by the public
- ii. **Hospital Signs:** The *symbol* may be displayed in hospital or health care facility directional and/or directory signage for both in-patient and out-patient pharmacies
- iii. **Pharmacy Area Signage:** Pharmacies may display the symbol on pharmacy identification signage that appears on plaza or mall signage media towers located either on the pharmacy/mall buildings or site
-  iv. **Inside Pharmacy:** The *symbol* may be displayed on walls or the dispensary of the pharmacy — *providing the symbol is also prominently displayed on the exterior.* The symbol cannot be linked with any pharmacy promotions or advertising
- v. **Graphic Compliance:** In all instances, the sign must be displayed in compliance with the *Graphic Terms 8.0* listed below

## 4.2 Pharmacy Identification

- i. “Generic” pharmacy business cards, letterhead, fax cover sheets

## 4.3 Pharmacist Identification

- i. Pharmacist name tags, lab coats, ID badges or lapel pins
- ii. Pharmacist Business Cards, letterhead, fax cover sheets

## 4.4 Pharmacy Website

- i. The OCP-supplied gif of the Point of Care symbol and “OCP Certificate of Accreditation” gifs should be posted on the homepage of any pharmacy website owned and operated by an accredited Ontario pharmacy. This must be done in accordance with instructions 8.0 below

## 4.5 Prescription Labels and Vials

- i. Accredited Ontario pharmacies may choose to place the *symbol* on prescription vials or labels. The symbol can be pre-printed on the label or vial (either by the pharmacy or label manufacturer) or can be affixed separately at the time of the filling

## 5.0 Non-Permitted Uses

### 5.1 Inside-Pharmacy Display Only

- i. It is not sufficient for the symbol to be displayed only inside the pharmacy or at the dispensary. The symbol is to be displayed in the pharmacy window/exterior and viewable from outside

### 5.2 Advertising

The *symbol* **cannot** appear in any form of advertising or promotional material including:

- i. Flyers, brochures, posters and other promotional pharmacy materials
- ii. Store bags
- iii. Pharmacy “Business Card” advertising
- iv. Pharmacy signs, site signs or sandwich boards, etc. that include promotional or advertising messages
- v. Pharmacy delivery vehicles
- vi. Newspaper, billboard or placement television advertising

### 5.3 Promotional Materials

- i. Promotional materials including pharmacy calendars, magnets, pens, etc.

### 5.4 Printed Materials

- i. The *symbol* cannot appear on patient information sheets, prescription receipts or any other pharmacy printed materials not already noted above

### 5.5 Non-Pharmacy Staff

- i. The *symbol* cannot be worn by any pharmacy staff other than Ontario-licensed pharmacists

## 6.0 Enforcement

**6.1** The College reserves the right to limit the use of the symbol by any pharmacist or pharmacy in any way that conflicts with the *intent* of these *Standards* — whether or not the specific use in question has already been noted in these *Standards*

**6.2** The College shall take all necessary steps to ensure the protection of the *symbol* and related trademarks

**6.3** Pharmacists or pharmacies displaying or reproducing the symbol in any way that contravenes the standards listed above (items 1-5) will be notified of the trademark infringement and will be required to either remove or replace the image at their own expense

## 7.0 Graphic Terms

For all conditions listed on the previous page, the following must apply:

### 7.1 Exact Design:

The exact design of the *symbol* is available only from the College's Communications Department and no alteration of the design is allowed. Furthermore, pharmacists/pharmacies cannot reproduce the symbol from any source other than an original electronic image received from the College

### 7.2 Proportions:


The proportions of the *symbol* elements and design are fixed by the OCP and cannot be altered, skewed nor truncated in any fashion

### 7.3 Colour:

The *symbol* must be presented in either Pantone 349C (green) with a white center or neutral black with a white center. CMYK values are: C: 100, M: 0, Y: 91, K: 42

### 7.4 Prominence:

Any sign that includes this symbol must be prominently displayed and not hidden nor obscured by other pharmacy or building signage. The symbol must be posted at the main entrance of a pharmacy in at least one of the following ways:

- i. **Pharmacy Window:** The *symbol* shall be at least 17"x17" and displayed in the upper third of the pharmacy window
- ii. **Horizontal Pharmacy Backlit Signs:** The *symbol* shall either be a minimum size of 17"x 17" or at least equal to 75% of the height of the sign in which it is displayed
- iii. **Vertical Pharmacy Backlit Signs:** The *symbol* shall either be a minimum size of 17"x 17" or at least 75% of the width of the sign in which it is displayed
- iv. **Mall Entrances:** The *symbol* shall be at least 17"x17" and displayed or suspended in the upper third of the pharmacy/mall opening (or be part of a backlit sign as noted in items ii, iii above)
-  v. **Lock-and-Leave Pharmacies:** The *symbol* must be displayed on the exterior of the retail outlet in which the lock-and-leave pharmacy is located and displayed in as listed in either i, ii, iii or iv listed above. It is insufficient to display the *symbol* only at the pharmacy or dispensary located inside the greater store
- vi. **Outpatient Pharmacies:** Accredited out-patient pharmacies in hospitals and other health care settings should display the *symbol*
- vii. **Inpatient Pharmacies:** It is not a requirement for in-patient hospital pharmacy departments to display the *symbol* whenever issues of security or hospital policy are at hand

## 8.0 Website Placement

All Ontario accredited pharmacies operating websites are also asked to display the *symbol*

8.1 The two gifs (as shown below) with corresponding links should be placed prominently on the upper portion of your homepage of your pharmacy website. (Do not place the image below a screen scroll)

8.2 The size, colour and image size (101 pixels) should not be altered (You may however, choose to add a background colour to the perimeter of the images in the gifs — providing it is intended to match the background colour of your pharmacy homepage)



**OCP** Certificate of Accreditation

8.3 The images must be placed close together with the *Point of Care* gif placed above the "OCP Certificate of Accreditation" gif

8.4 The *Point of Care* gif must be hyper-linked to [www.worthknowing.ca](http://www.worthknowing.ca) in a separate browser window

8.5 The "OCP Certificate of Accreditation" gif must be hyper-linked to a page on your website that contains your OCP Certificate of Accreditation number

8.6 The OCP Accreditation number may also be placed immediately under these images

