WE OHT

BRAND IDENTITY



STARTING POINT

Research other OHTs

NORTH TORONTO
Ontario HealthTeam

ALGOMA
ONTARIO
HEALTH TEAM
CONNECTED CARE

Guelph & Area
Ontario Health Team

OHT
Connected Care Halton
ONTARIO HEALTH TEAM
HALTON HILLS | MILTON | OAKVILLE

Mississauga
Health
Partnering for your health

CAMBRIDGE
NORTH DUMFRIES
OHT

Chatham - Kent OHT
ONTARIO HEALTH TEAM



Each OHT has chosen a sans serif as their wordmark.

Like **THIS (SANS SERIF)** *as opposed to* **THIS (Serif)**



We noticed the logos that had an identifier beyond just text & wordmarks were the ones that grabbed our attention first.

NORTH TORONTO
Ontario HealthTeam

North Toronto distiguished itself by using a well known landmark, the CN Tower, as its visual cue.



Algoma used a heartbeat within a tree shape indicitive of the regions sprawling landscapes.

ALGOMA
ONTARIO
HEALTH TEAM
CONNECTED CARE



Since Windsor Essex is compromised of 9 communities, it was challenging to select just one landmark that unified all areas.

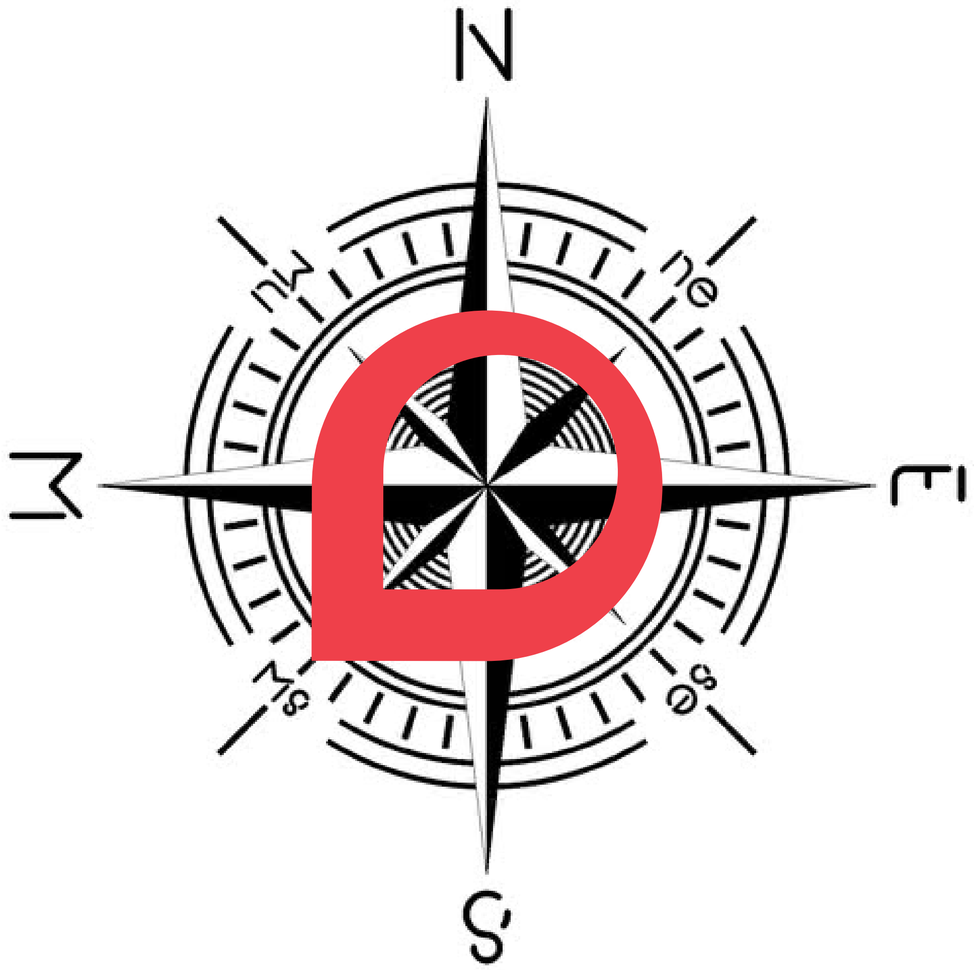


What is unique to Windsor Essex?

We are the most south-western region in Ontario, furthermore, in all of Canada. This is often the position highlighted when marketing Windsor Essex as a regional tourism desitination.



WE *are here*

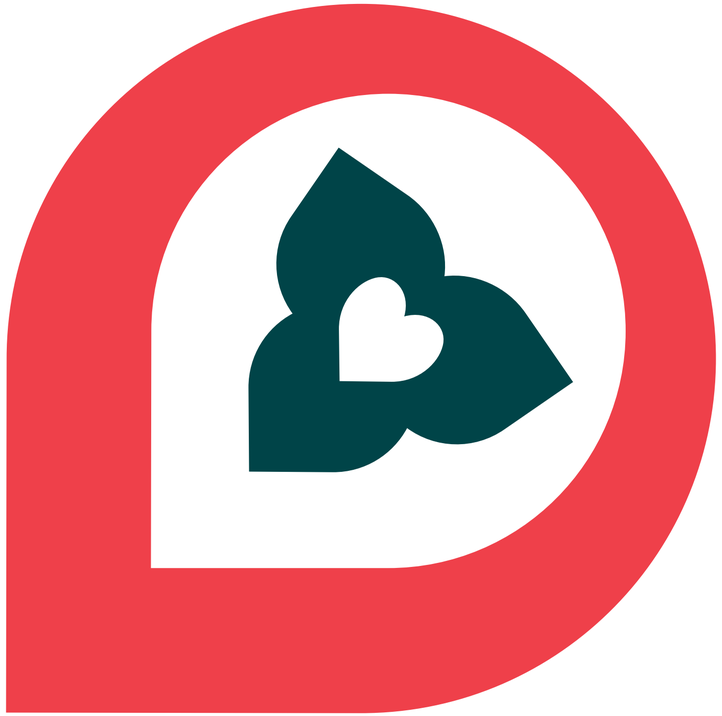


WE *are southwest*


WE are Ontario


WE care


WE collaborate



WE *OHT*

ONTARIO HEALTH TEAM

WINDSOR ESSEX


ONTARIO HEALTH TEAM
WINDSOR
ESSEX