



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

KNOWN VALUED ADMIRED

CPD STYLE & COMMUNICATIONS GUIDE

IN COLLABORATION WITH U of T OSCER
AND STRATEGIC COMMUNICATIONS
& MARKETING

CEPD IS CHANGING ITS NAME TO CPD: CONTINUING PROFESSIONAL DEVELOPMENT.

THIS IS TO:

- 1** BRING OUR NAMING CONVENTION IN LINE WITH MANY OTHER PROMINENT UNIVERSITIES GLOBALLY
- 2** SIGNIFY CHANGE AND EXPANSION WITHIN THE PORTFOLIO
- 3** BRING GREATER FOCUS TO 'PROFESSIONAL DEVELOPMENT'
- 4** BUILD ON UNIVERSITY OF TORONTO'S REPUTATION AND INTEGRATE OUR COMMUNICATIONS MORE CLOSELY WITH THOSE OF THE FACULTY OF MEDICINE AND THE UNIVERSITY.

TOGETHER, OUR GOAL IS TO MAKE CPD KNOWN, VALUED AND ADMIRERD.

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This is Version 1.0 of the CPD Style & Communications Guide. It will evolve and be updated over time. For more information or to discuss any specific CPD applications and usage, please contact cpdcommunications@utoronto.ca

VISUAL IDENTITY, COMMUNICATIONS AND REPUTATION

Why is there a style guide to managing our visual identity? Because communication has a strong visual component and the visual impression we create can be as important as the content we are communicating.

The manner and style with which we frame our academic, research and professional development content shapes the perception of CPD and can solidify and enhance our reputation.

As well as integrating all communications and strengthening our reputation, a consistent, standardized visual identity program can also save time and effort within CPD and may translate into savings for course directors, faculty and learners.

OUR VISUAL FRAMEWORK

Our purpose in this book is to provide a clear guide to CPD Style and Communications using the University's Visual ID platform. There are four core elements to the CPD framework:

- 1 CPD Official Signature
- 2 U of T Signatures & Hierarchy
- 3 U of T Brand Basics
- 4 Application Examples

Our goal is to help all CPD communications fulfill the principles of simplicity and clarity of design, impact in presentation, quality in both content and reproduction and accessibility for all.

OFFICIAL SIGNATURE AND SIGNATURE HIERARCHY

WE ARE PART OF UNIVERSITY OF TORONTO, FACULTY OF MEDICINE.

OUR OFFICIAL SIGNATURE REFLECTS THIS LINK BOTH FOR
COMMUNICATIONS AND REPUTATION.

CPD OFFICIAL SIGNATURE

These branding elements are often called ‘logos’ but we shall use the term signature. U of T’s signatures consist of a crest and a wordmark (i.e. University of Toronto, Faculty of Medicine, Continuing Professional Development) and are official marks of the University. The signature should be used exactly as designed.



SIGNATURE HIERARCHY

There may be times when certain communications require a decision as to which signatures should or may be used.

For a complete guide to U of T signature hierarchy, please see the *Appendix: U of T Visual Identity Style Guide*.

For a detailed guide to CPD co-branding, see Section *IV. Co-branding* in this guide.

The CPD signature contains 3 levels including the Faculty of Medicine as there are other CPD/CE/CEPD units in other faculties within U of T.



SIGNATURE HIERARCHY AND CONFIGURATIONS: CORE U of T

There are two versions of the signature — left justified and centred stacked. The left justified version should be used for all purposes unless there is sufficient space to accommodate the centred stacked signature (see section 2.5 of the U of T Visual Identity Style Guide in the Appendix).

These formats of signature may only be used for core U of T and may not be replicated by any other entity within U of T (e.g. campus, faculty, academic department, EDU, etc.).



CPD Exceptional Uses:

- Faculty members — for conferences, research posters and external advertising
- HR staff in academic divisions — for external recruitment advertising
- Co-branding for two or more FoM Departments (see Section IV)

For more information or to discuss any specific CPD applications and usage, please contact cpdcommunications@utoronto.ca

SIGNATURE HIERARCHY AND CONFIGURATIONS: U of T FACULTIES

All standard faculty signatures appear as three elements: the crest, University of Toronto one-line wordmark and one line of text containing the faculty name.

This format of signature may only be used for faculties and may not be replicated by any other entity within U of T (e.g. core, campus, academic department, EDU, etc.).



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE

SIGNATURE HIERARCHY

FoM DEPARTMENTS, CPD & EXTERNAL

Many CPD communications may also require decisions to be made based on a hierarchy of signatures for presentation and credit as in the case of CPD courses that have multiple internal Faculty and/or Department sponsors as well as third party external partners.

For specific instances, please refer to Section IV.

Co-branding. For more information or to discuss any specific CPD applications and usage, please contact cpdcommunications@utoronto.ca



For a more complete set of the signatures of U of T Departments and Faculties often used in or by CPD Communications, please refer to Appendix B

OFFICIAL SIGNATURE APPLICATIONS

FOLLOWING ARE SOME EXAMPLES OF USAGE FOR CPD CORE APPLICATIONS SUCH AS LETTERHEAD, COURSES AND PRESENTATIONS, PLUS COMMUNICATIONS FROM CPD FOR OTHER DEPARTMENTS OR FACULTIES AS IN THE CASE OF COURSES OR CONFERENCES. OUR APPLICATION PRINCIPLES INCLUDE:

- 1 Simplicity and clarity
- 2 Upper left alignment of signatures where possible
- 3 Preferred use of U of T blue
- 4 Consistency in font usage
- 5 Use of single photographs or illustrations for impact

CPD CORE SIGNATURE APPLICATIONS BUSINESS CARDS



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

ALISON SOARES
Marketing & Design Coordinator

500 University Avenue, Suite 650
Toronto, Ontario M5G 1V7 Canada
Tel: +1 416 978-3649 / 1 888 512-8173 Fax: +1 416 971-2200
alison.soares@utoronto.ca • cpd.utoronto.ca



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

KARMA FARAH
Accreditation Coordinator

500 University Avenue, Suite 650
Toronto, Ontario M5G 1V7 Canada
Tel: +1 416 978-2970 / 1 888 512-8173 Fax: +1 416 971-2200
k.farah@utoronto.ca • cpd.utoronto.ca



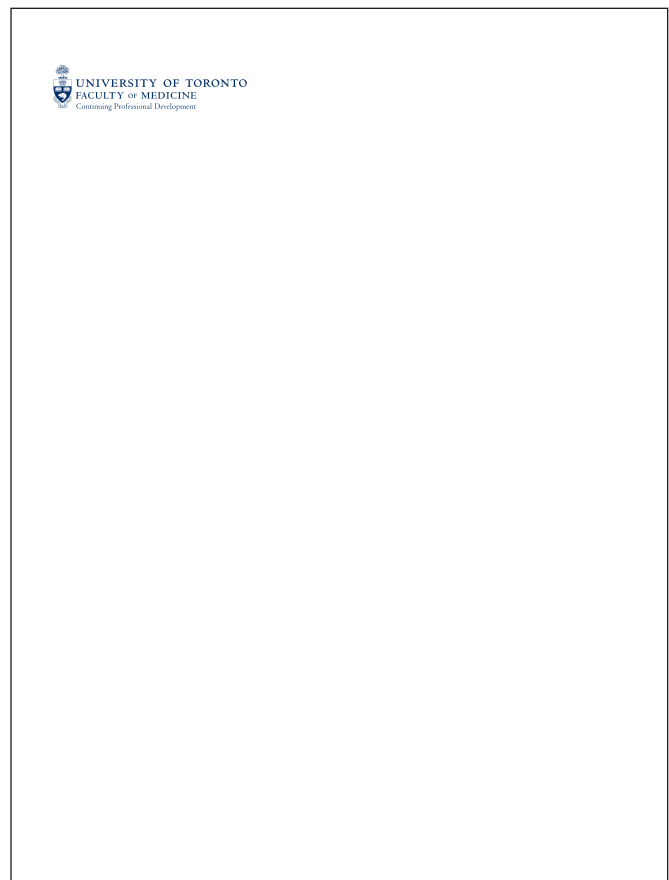
UNIVERSITY OF TORONTO
FACULTY OF MEDICINE

DIMITRI J. ANASTAKIS, MD, MHPE, MHCM, FRCSC, FACS, FICS
Vice Dean, Continuing Professional Development

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Tel: +1 416 946-7903 / 1 888 512-8173 Fax: +1 416 971-2200
dimitri.anastakis@utoronto.ca • cpd.utoronto.ca

NOTE: Vice Dean business card uses Faculty of Medicine
signature as the position itself indicates CPD

CPD CORE SIGNATURE APPLICATIONS STATIONERY



(From bottom left, clockwise) #10 Envelope,
Letterhead and Presentation Folder

CPD CORE SIGNATURE APPLICATIONS

eSIGNATURES

The principle of simplicity is also applied in the CPD email signature. The information is kept simple and is set in sans serif Helvetica for legibility.

Images, including the CPD signature, have not been included because not all email clients will display images and to avoid triggering spam filters.

TERESINHA COSTA

Graphics Coordinator

Continuing Professional Development

Faculty of Medicine, University of Toronto

500 University Avenue, Suite 650, Toronto, ON, M5G 1V7

416 978 6752 | teresinha.costa@utoronto.ca

cpd.utoronto.ca | [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [YouTube](#) | [CPD Connect](#)

Email Signature

SIMON KITTO ^{PhD}

Director, CPD Research

Continuing Professional Development

Faculty of Medicine, University of Toronto

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T: 1 416 946 1952 | 1 888 555 5555

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ELIZABETH CADAVID

Administrative Assistant, CPD Research

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Email Signature
with Admin Assistant

DIMITRI J. ANASTAKIS ^{MD, MHPE, MHCM, FRCSC, FACS, FICS}

Vice Dean

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VASHTY HAWKINS

Assistant to Vice Dean

416 946 7903 | vashty.hawkins@utoronto.ca


MEGAN ATIENZA

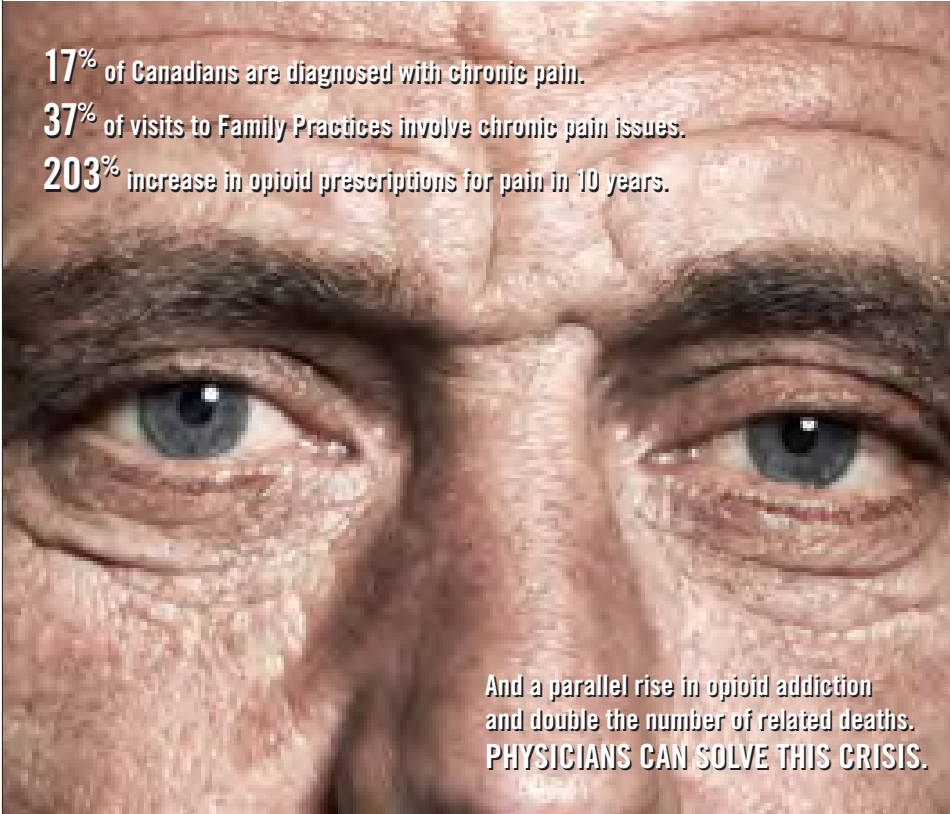
Medical Assistant

416 603 5790 | megan.atienza@uhn.ca

Email Signature with
multiple Admin Assistants

CPD CORE SIGNATURE APPLICATIONS BANNERS & POSTERS

 UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development



17% of Canadians are diagnosed with chronic pain.
37% of visits to Family Practices involve chronic pain issues.
203% increase in opioid prescriptions for pain in 10 years.

And a parallel rise in opioid addiction
and double the number of related deaths.
PHYSICIANS CAN SOLVE THIS CRISIS.

**SAFE OPIOID
PRESCRIBING
PROGRAM**

MULTIMODAL APPROACH TO CHRONIC PAIN AND OPIOIDS

Assessing Complex Chronic Pain • Prescribing Opioids for Chronic Pain • Addressing Opioid Challenges & Addictions • Skills for Safe Opioid Prescribing

REGISTER NOW FOR MARCH 15th, 2014

(From left, clockwise) Course Poster/Print,
Banner, Course Registration Banner

 UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

**TRANSFORMING
HEALTHCARE
IN ONTARIO
AND BEYOND**

cpd.utoronto.ca

 UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development



REGISTRATION

**NORTH AMERICAN
REFUGEE HEALTH
CONFERENCE**

Health Means the World to Us

CPD CORE SIGNATURE APPLICATIONS WEBSITE

On the CPD website, related subsites or course specific sites, the same signature, style, font and colour palette usage guides should be followed with allowance for the U of T Accessibility Guidelines and Policies (see link in Section V).



UNIVERSITY OF TORONTO
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[ABOUT](#)
[CLUSTERS](#)
[Register](#)



CURRENT
LEAD STORY
OR CONTENT

For CPD learners, current courses, registration, blogs, archives, features on courses, course directors, etc.

LEARN

For course directors • Accreditation • Event Management • InfoServices • Communications

EDUCATE

For CPD Research and pertinent content from CPD Academic Dev and Global and Indigenous Health, etc.

RESEARCH

1+ e content, other innovations from any department with CPD

INNOVATE

Academic Dev, CPD Programs, Vice Dean, Senior Staff Blogs/Reports /Docs

INSPIRE

Indigenous and Global Health, Program, International Events, News & Info

TRANSFORM

Latest From CPD

RESEARCH

13 Sep, 2015
Researcher Discusses Latest Paper

13 Sep, 2015
Researcher Discusses Latest Paper

13 Sep, 2015
Researcher Discusses Latest Paper

28 October, 2013
Director of Research Discusses Latest Paper

13 September, 2013
Research Department Presents to AMEE

LEARN

Search Events

13 Jun, 2014
Organ Imaging 2014

13 Jun, 2014
Frederick W. Thompson Anxiety Disorders Centre Series

22 October, 2014
IFPA 2013, Of Mice and Women: Models for molecular understanding of placental development and associated disorders.

13 Jun, 2014
Organ Imaging 2014

13 Jun, 2014
Frederick W. Thompson Anxiety Disorders Centre Series

22 October, 2014
IFPA 2013, Of Mice and Women: Models for molecular understanding of placental development and associated disorders.

EDUCATE

13 November 2015
Audience Response Systems Defined

3 September, 2013
Accreditation in 3 Steps

TRANSFORMING HEALTHCARE IN ONTARIO AND BEYOND

Webpage

CPD COMMUNICATIONS APPLICATIONS COURSE MATERIALS

CPD often creates communications for other departments within the Faculty of Medicine or for other faculties.

For these applications, the same principles of simplicity, clarity, colour, fonts and visual usage apply as well as using only one presenting signature where possible.

If and when co-presentation or co-branding are required, please see Section IV. *Co-branding* of this guide.



Course Registration Banners

CPD COMMUNICATIONS APPLICATIONS COURSE MATERIALS



UPDATE IN GENERAL SURGERY

54th ANNUAL COURSE FOR PRACTISING SURGEONS
April 10–12, 2014 | Hilton Toronto

[FACULTY](#) [ACCREDITATION](#) [FEES](#) [MORE](#) [REGISTER](#)



COURSE DIRECTOR
ANDY SMITH MD, MSc, FRCSC, FACS
Bernard & Ryna Langer Chair
Division of General Surgery
Professor, Department of Surgery
Faculty of Medicine
University of Toronto

[DOWNLOAD BROCHURE](#)
[ADD TO CALENDAR](#)

WELCOME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

SUBHEAD 1

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

SUBHEAD 2

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

CPD Continuing Professional Development

Webpage

CPD CORE SIGNATURE APPLICATIONS MEDIA BACKDROP



Media Backdrop

CPD POSITIONING STATEMENT

The CPD Positioning Statement is meant to capture both our role and goal as professional educators. It is not just a tag line, but can be used when introducing CPD to those who may not know us, to contextualize CPD content or in certain CPD applications such as our website.

**TRANSFORMING
HEALTHCARE
IN ONTARIO
AND BEYOND**

Positioning Support

There are a number of support statements as to why CPD is a transformative unit within the Faculty of Medicine at U of T. They include:

- CPD is the largest provider of accredited Continuing Professional Development courses in Canada
- Over 300 accredited courses and over 30,000 health professionals per annum
- CPD Research is a leading edge group with global impact, with over 250 publications, 144 Research Grants and \$45M in funding over the last 5 years
- Faculty of Medicine is ranked 17th in the world (QS)
- U of T is ranked 17th in the world (QS) and 16th in reputation (THES)

These statements and other supports may be used where applicable or impactful in CPD external communications.

BRAND BASICS: USAGE, COLOURS AND FONTS

TECHNICAL SPECIFICATIONS SUCH AS SIZE, SPACING,
ALIGNMENT AND CORRECT USAGE OF FONTS, COLOURS
AND SIGNATURES ARE ESSENTIAL TO CLEAR
AND CONSISTENT COMMUNICATIONS.

SIGNATURE SIZE

For the Official Signature, in print, the suggested width of the crest is .25" (0.7 cm) whenever possible. In digital formats, the suggested height of the crest is 80 pixels.

PRINT
.25" crest width



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

DIGITAL
80 pixels crest height



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

SIGNATURE CLEAR SPACE

For the Official Signature, the suggested clear space around the signature is equal to 50% of the height of the crest whenever possible.



SIGNATURE LAYOUT ALIGNMENT & PLACEMENT

The Official Signature should be aligned with the left margin of the page whenever possible. The upper left alignment of the signature is the preferred placement. If this is not an option, right alignment is recommended as the next best option. Do not use the signature centred on the page.



PREFERRED ALIGNMENT & PLACEMENT Left aligned at top corner



Right aligned at top corner





Left aligned at bottom corner



Right aligned at bottom corner

INCORRECT SIGNATURE USAGE

Below are samples of incorrect signature usages.

 <p>Do not distort or stretch the signature disproportionately.</p>	 <p>Do not separate or rearrange the signature elements.</p>	 <p>Do not alter the proportions of the signature elements.</p>
 <p>Do not tilt or rotate the signature.</p>	 <p>Do not alter the signature's colours.</p>	 <p>Do not add effects to the signature.</p>
 <p>Do not add text or slogans to the signature.</p>	 <p>Do not add shapes or graphics to the signature.</p>	 <p>Do not change to white to reverse out. Please use the proper reversed signature.</p>
 <p>Do not place the signature on a busy background or photography.</p>	 <p>Do not truncate.</p>	 <p>Do not use the signature as a pattern or other repeated device.</p>

SIGNATURE COLOURS

The CPD Official Signature should be reproduced in Pantone® 655 (Dark Blue) or its CMYK equivalent. It is also available in black for one-colour print applications. To reproduce on a dark background, use the version specifically created for reversed applications. It is highly recommended that the reversed signature appear in white on a dark background: Pantone® 655 (or CMYK equivalent) or black.



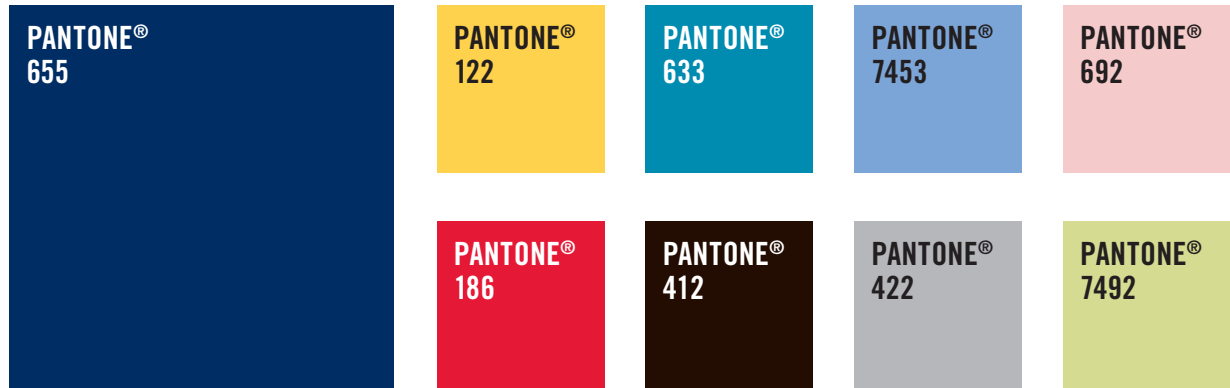
PLEASE NOTE:










The U of T shield is blue in the reversed signature.



COLOURS

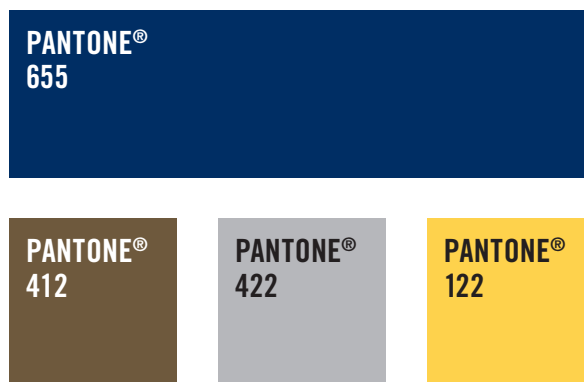
CPD's official colour is Pantone® 655 (Dark Blue)
and should be the dominant colour whenever possible.
The range of colours within the CPD colour palette,
depending on usage, complement or contrast
Pantone® 655.



PANTONE	C	M	Y	K	R	G	B	WEB
 655	100	70	3	56	0	42	92	002A5C
 122	0	17	80	0	255	228	152	FFE498
 186	0	100	81	4	227	24	55	E31837
 633	100	0	10	25	0	139	176	008BB0
 412	0	30	66	98	39	17	0	271100
 7453	50	26	0	15	123	164	217	7BA4D9
 422	0	0	0	33	206	207	203	CECFCB
 692	0	23	10	2	234	202	205	EACACD
 7492	12	0	50	7	218	229	205	DAE5CD

COLOURS: AWARDS

The recommended Awards Palette is Bronze (70% of Pantone® 412), Silver (Pantone® 422) and Gold (Pantone® 122). These colours are intended to complement Pantone® 655 which should be the dominant colour.



Awards Palette: Dark Blue (Pantone® 655), Bronze (70% of Pantone® 412), Silver (Pantone® 422) and Gold (Pantone® 122).

CPD has two core fonts: TRADE GOTHIC CONDENSED, a sans serif font, is recommended for headers and signage. BEMBO, a serif font, is recommended for text.

For Microsoft Office users who do not have access to these fonts, the recommended sans serif font is ARIAL NARROW or HELVETICA MEDIUM CONDENSED. The recommended serif font is TIMES NEW ROMAN.

While all typefaces in the Trade Gothic font family may be used, Condensed No. 18 and Bold Condensed No. 20 are the two strongly recommended.

Trade Gothic Condensed No. 18
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Trade Gothic Bold Condensed No. 20
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

While all typefaces in the Bembo font family may be used, regular, italics, bold and bold italics are recommended.

Bembo Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bembo Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bembo Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bembo Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

CO-BRANDING, SPONSORSHIP AND APPLICATIONS

MANY CPD COMMUNICATIONS PIECES HAVE MULTIPLE PRESENTERS AND/OR SPONSORS AND PARTNERS. FOR INTERNAL CO-BRANDED MATERIALS, THERE MUST NEVER BE MORE THAN ONE U of T SIGNATURE BESIDE OR IN CLOSE PROXIMITY ON THE SAME PAGE.

FOLLOWING IS A GENERAL GUIDE ON CO-BRANDING HIERARCHY.

FOR SPECIFIC INSTANCES OR ANY CLARIFICATIONS, PLEASE CONTACT

cpdcommunications@utoronto.ca

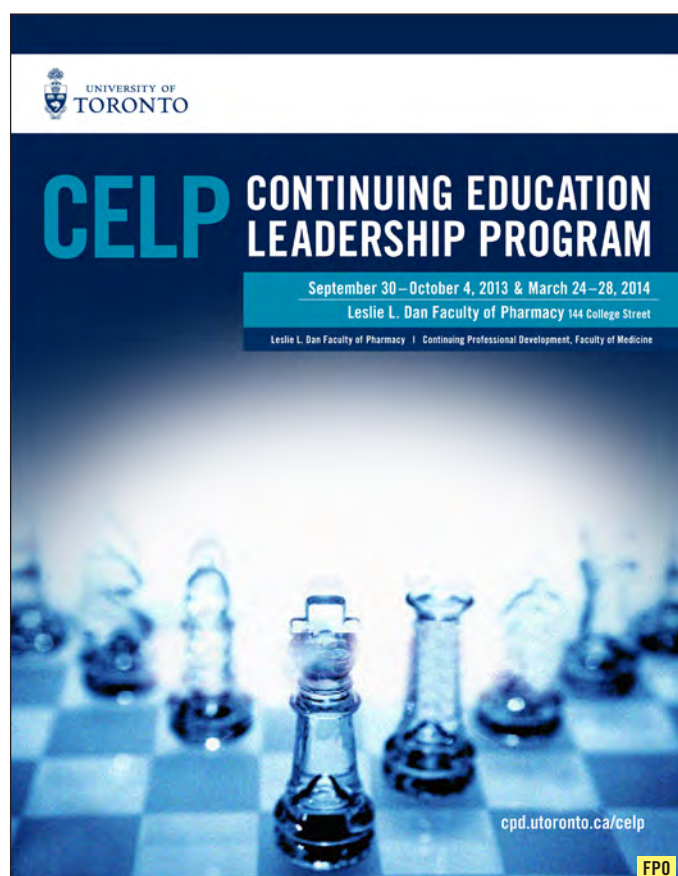
INTERNAL CO-BRANDING	EXAMPLE	SIGNATURE
Multiple Departments, FoM	Surgery + Medical Imaging	FoM
Multiple Divisions within Department	General Surgery + Vascular Surgery	Department of Surgery
Multiple Divisions, different Departments	Gastroenterology + General Surgery	FoM
CPD + Department and/or Division	CPD + DFCM	FoM
FoM + other Faculties	Medicine + Pharmacy	U of T

EXTERNAL CO-BRANDING	EXAMPLE	SIGNATURE
Hospital Affiliate + U of T	Signature* + Hospital logo	U of T
Professional Societies	Signature* + Society logo	U of T
Multiple Partners	Signature* + Partner logo	U of T

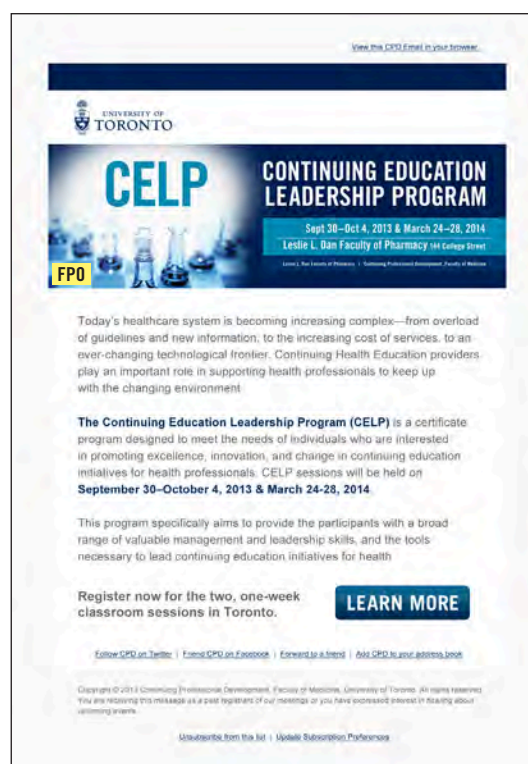
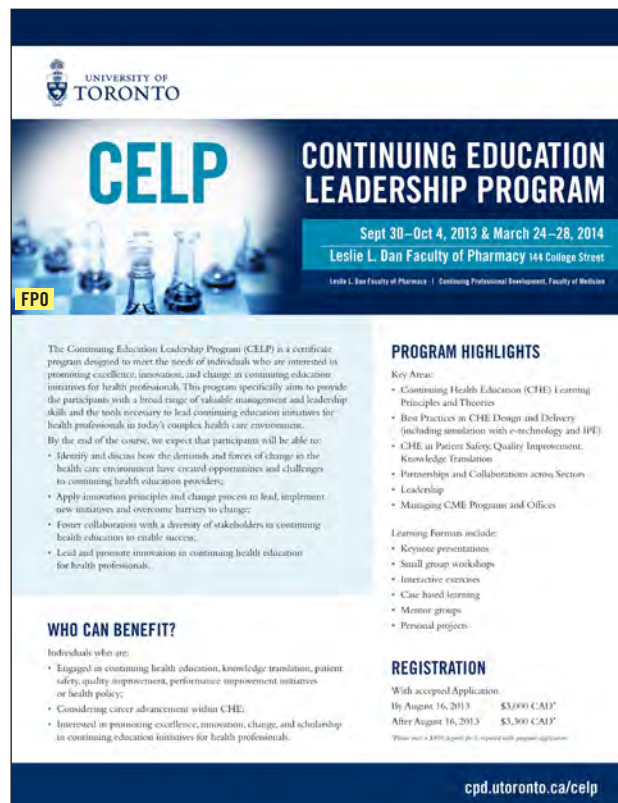
* Signature = appropriate signature as per U of T hierarchy

CO-BRANDING APPLICATIONS FACULTY LEVEL

As a general guideline, when two or more faculties are co-presenting, the signature hierarchy should be a level up (i.e. core U of T signature). The presenting faculties can be identified in type, if necessary.




(From top, clockwise) Brochure Cover, Handout/Mailer, Email



CO-BRANDING APPLICATIONS FACULTY LEVEL

Brochure Cover & Inside Spread with presenting
faculties/departments identified in type only



CELP CONTINUING EDUCATION LEADERSHIP PROGRAM

September 30–October 4, 2013 & March 24–28, 2014
Leslie L. Dan Faculty of Pharmacy 144 College Street

Leslie L. Dan Faculty of Pharmacy | Continuing Professional Development, Faculty of Medicine

cpd.utoronto.ca/celp

FPD

TODAY'S HEALTHCARE SYSTEM IS BECOMING INCREASINGLY COMPLEX—

from overload of guidelines and new information, to the increasing cost of services, to an ever-changing technological frontier. Continuing Health Education providers play an important role in supporting health professionals to keep up with the changing environment.

The Continuing Education Leadership Program (CELP) is a certificate program designed to meet the needs of individuals who are interested in promoting excellence, innovation, and change in continuing education initiatives for health professionals. This program specifically aims to provide the participants with a broad range of valuable management and leadership skills and the tools necessary to lead continuing education initiatives for health professionals in today's complex health care environment.

By the end of the course, we expect that participants will be able to:

- Identify and discuss how the demands and forces of change in the health care environment have created opportunities and challenges to continuing health education providers;
- Apply innovation principles and change process to lead, implement new initiatives and overcome barriers to change;
- Foster collaboration with a diversity of stakeholders in continuing health education to enable success;
- Lead and promote innovation in continuing health education for health professionals.

PROGRAM FORMAT

This program will provide an interactive, learning environment using a variety of formats. Participants are encouraged to explore, experiment, and apply subject matter with the guidance of expert faculty.

The overall program will consist of the following elements:

- Two, one-week classroom sessions in Toronto (September 30–October 4, 2013 and March 24–28, 2014)
- "Innovation project" conducted at participants' home organizations
- Supplementary self-directed educational activities between residential sessions
- Project coaching support
- Online community of practice to encourage peer coaching and support

DISCLOSURE

Speakers have been requested to disclose to the audience any real or apparent conflict(s) of interest that may have a direct bearing on the subject matter of this program.

For a full listing of speaker disclosures, please refer to the event website at: cpd.utoronto.ca/celp

HOW TO APPLY

The Continuing Education Leadership Program (CELP) aims to build leadership abilities on a foundation of innovation, education and management in continuing health education.

WHO CAN BENEFIT?

Individuals who are:

- Engaged in continuing health education, knowledge translation, patient safety, quality improvement, performance improvement initiatives or health policy;
- Considering career advancement within CHE;
- Interested in promoting excellence, innovation, change, and scholarship in continuing education initiatives for health professionals.

KEY AREAS

- Continuing Health Education (CHE) Learning Principles and Theories
- Best Practices in CHE Design and Delivery (including simulation with e-technology and IPE)
- CHE in Patient Safety, Quality Improvement, Knowledge Translation
- Partnerships and Collaborations across Sectors
- Leadership
- Managing CME Programs and Offices

APPLICATION PROCESS

To apply to the Continuing Education Leadership Program, please complete the following steps:

1 Application Requirements include:

- Background Questionnaire
 - Copy of your CV/Resumé
- Download the application from the course website: cpd.utoronto.ca/celp

2 Deadline for Submission: August 1, 2013

3 Notification of Acceptance: Applicants will be notified approximately 2 weeks after Application Submission.

4 Registration: The registration process will open upon notification of acceptance. Those accepted will be provided with a link for online registration.

ACCREDITATION

Continuing Professional Development (CPD), Faculty of Medicine, University of Toronto, is fully accredited by the Committee on Accreditation of Continuing Medical Education (CACME), a subcommittee of the Committee on Accreditation of Canadian Medical Schools (CACMS). This standard allows CPD to assign credits for educational activities based on the criteria established by The College of Family Physicians of Canada, and the Royal College of Physicians and Surgeons of Canada.

Additionally, the Accreditation Council for Continuing Medical Education of the United States (ACCME) maintains a reciprocity relationship with CACME, which the American Medical Association (AMA) recognizes for the purpose of allowing Canadian medical schools the ability to accredit activities for AMA PRA Category 1. As a result of a reciprocal agreement between the AMA and the European Accreditation Council for CME (EACCME), this agreement permits CPD to assign EACCME credits.

Upon successful completion of this 10-day intensive continuing education program, participants will receive a Certificate of Completion from the CPD offices of The Faculty of Medicine and The Leslie Dan Faculty of Pharmacy at the University of Toronto.



FEE (CAD dollars)

Payment by August 16, 2013 \$3,000
Payment after August 16, 2013 \$3,300

Cancellation Policy

Please visit the website for details.

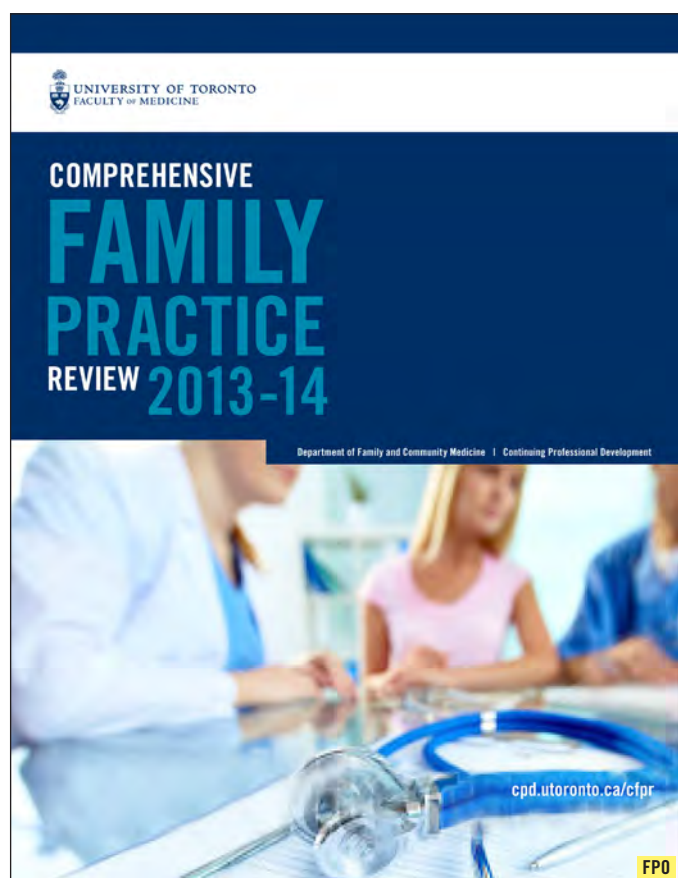
This program is geared towards leaders in continuing education who are in a position to influence innovation in continuing education including those engaged in patient safety initiatives, quality improvement initiatives, knowledge translation and performance improvement initiatives.



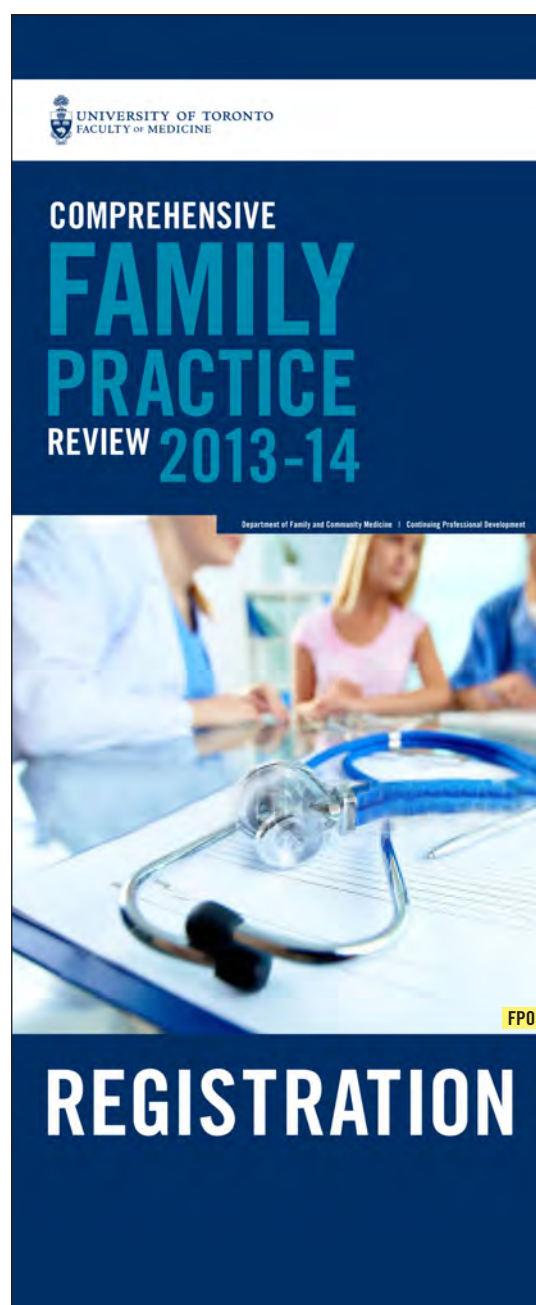
Leslie L. Dan Faculty of Pharmacy | Continuing Professional Development, Faculty of Medicine

CO-BRANDING APPLICATIONS DEPARTMENT LEVEL

As a general guideline, when two or more departments within the same faculty are co-presenting, the signature hierarchy should be a level up (i.e. faculty signature). The presenting departments can be identified in type, if necessary.



(From top, clockwise) Brochure Cover, Banner



CO-BRANDING APPLICATIONS PARTNER ORGANIZATIONS



Postcard Front & Back

ACCREDITATION/ PRESENTATION OF CPD

An example of generic accreditation text and official CPD signature used on CPD managed course event websites and brochures when formal approval and accreditation through CPD's peer review process has not yet been received.

ACCREDITATION

Continuing Professional Development (CPD), Faculty of Medicine, University of Toronto, is fully accredited by the Committee on Accreditation of Continuing Medical Education (CACME), a subcommittee of the Committee on Accreditation of Canadian Medical Schools (CACMS).

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As a result of a reciprocal agreement between the Royal College of Physicians and Surgeons of Canada, The American Medical Association, and The European Union for Medical Specialists, CPD is permitted to assign respective credits.



UNIVERSITY OF TORONTO
FACULTY OF MEDICINE
Continuing Professional Development

SPONSORSHIP

Acknowledgement of sponsors in communication materials are bound by policies set by the Faculty of Medicine and the University (Please see Section V for a link to the policies).

COURSE BROCHURES

Commercial sponsors may not be listed in any part of: the schedule of activities or any material related to the academic content, the list of faculty (including planning committee members and speakers), the course objectives, or on the front of brochures. Educational grants are documented in course brochures under “Acknowledgements.”

POSTERS, FLYERS AND ONE-PAGE BROCHURES

Acknowledgements may be listed at the bottom in a font not larger than the text of the brochure.

WEBSITES AND OTHER ELECTRONIC FORMATS

In a one-page or one-screen format, acknowledgements may be listed in a font not larger than the text of the brochure. In a multi-page or multi-screen format, acknowledgements may not be on the main (home) page, on a list of faculty or with the learning activities.

Advertisements and promotional materials are not permitted on websites for CE programs. “Pop-ups” are not allowed. Links must open a new window, leaving the educational site open in the background.

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Advertisement and promotional materials must not be inserted within the pages of the CE content. They may be inserted at the end of the syllabus, not facing any content, and must be clearly marked as advertising or promotional content.

LIVE ACTIVITIES

Commercial displays and materials must be in a separate room from educational activities. Providers may not allow representatives of commercial interests to engage in sales or promotional activities during the accredited program. In acknowledgement of commercial sponsors, e.g. presentation slides or announcements, only the company name may be used. The use of product names is strictly prohibited.

Advertising for commercial products by name or by indication is not permitted. For a complete guide, please see the *Policy on Sponsorship* in this guide.

CONTACTS, MATERIALS AND LINKS

- A. UNIVERSITY OF TORONTO VISUAL IDENTITY STYLE GUIDE
- B. FACULTY OF MEDICINE DEPARTMENT & RELATED SIGNATURES
- C. POLICY ON SPONSORSHIP
- D. UNIVERSITY OF TORONTO ACCESSIBILITY GUIDELINES

For more information or to discuss any specific
CPD applications and usage, please contact
cpdcommunications@utoronto.ca

UNIVERSITY OF TORONTO VISUAL IDENTITY STYLE GUIDE

To see the full U of T Visual Identity Style Guide, please go to:
<https://www.cepdtoronto.ca/cpd/utstyleguide.pdf>

FACULTY OF MEDICINE DEPARTMENT & RELATED SIGNATURES



POLICY ON SPONSORSHIP

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