



Brand style guidelines

June 2023

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Logo

The original Red Deer PCN logo is retained in the rebrand to maintain cohesion with the overall Primary Care Network umbrella.



Logo

Colour treatments



Use the full colour version against a **white** background.



Use the blue and reversed version against a **green** background.



Use the green and reversed version against a **navy** or **blue** background.

Logo

Clear space and minimum size

The minimum amount of space around the logo is equal to the **O** in **Network**.



Logo minimum height: ½"



Logo

Knockout

When colour isn't available, use either the **reversed** or **black** version.



Against **black** backgrounds, use the **reversed** version.



Against **white** backgrounds, use the **black** version.

Logo

Department logos



Logo

Department logo design

Use **Trade Gothic Bold No. 2** for department names to align with the typography of the Red Deer PCN logo.



Space the department name the height of Red Deer from the logo.

Align the department name with the word Network from the logo.

Logo

Don'ts

Please don't manipulate the logo in any way.



Don't change the fonts.



Don't stretch the logo.



Don't rearrange the logo lockup.



Don't place full colour logo on dark or vivid colours.



Use the **green** and **white** version of the logo.



Don't change the colours.



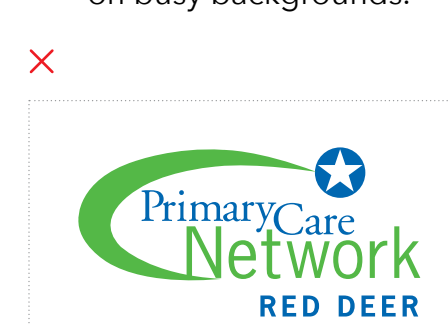
Don't place full colour logo on busy backgrounds.



Use **10% screen** of a **white** background pattern.



Don't add any effects or drop shadows to the logo.

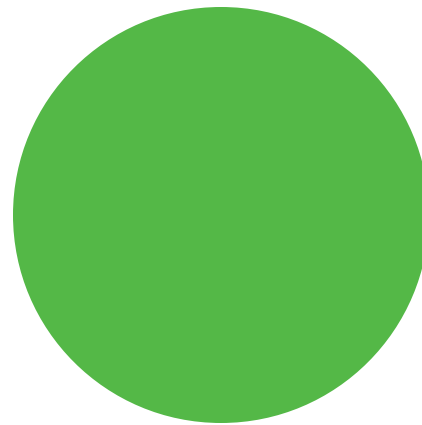


Don't add decorative elements to the logo.



Colours

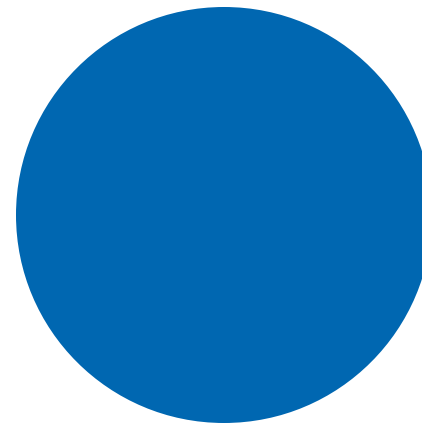
Primary Care Network **green** and **blue** are paired with two complementary colours (**navy** and **light blue**).



Print
CMYK: 69 0 100 0

Pantone
361 C
361 U

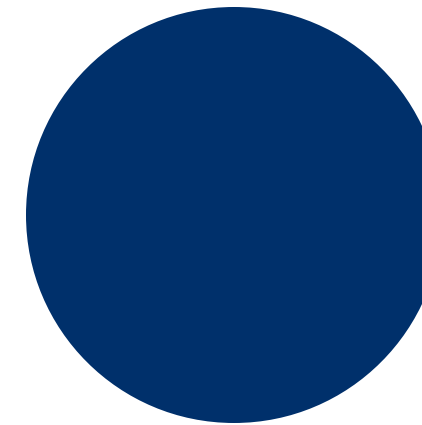
Screen
RGB: 84 184 71
HEX: 54b847



Print
CMYK: 100 57 0 2

Pantone
293 C
293 U

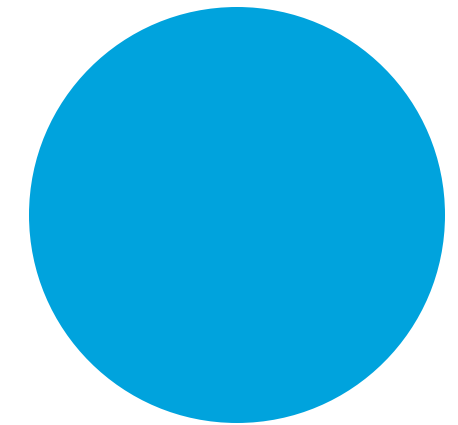
Screen
RGB: 0 102 177
HEX: 0066b1



Print
CMYK: 100 74 0 45

Pantone
294 C
294 U

Screen
RGB: 0 48 107
HEX: 00306b



Print
CMYK: 75 18 0 0

Pantone
2925 C
2925 U

Screen
RGB: 0 153 221
HEX: 00a3dd

Colours

Tonal values

Tonal values are intended to be used sparingly primarily in tables and graphs (see page 18).

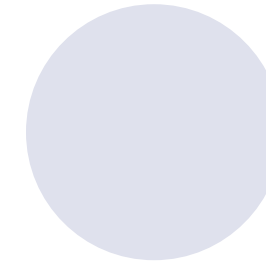
7% tonal value



Print
CMYK: 5 0 7 0
Screen
RGB: 241 248 237
HEX: f1f8ed



Print
CMYK: 7 4 0 0
Screen
RGB: 223 229 243
HEX: dfe5f3

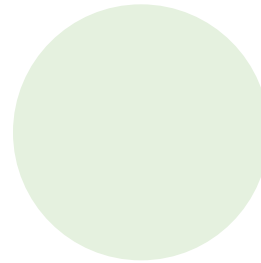


Print
CMYK: 7 5 0 3
Screen
RGB: 224 226 237
HEX: e0e2ed

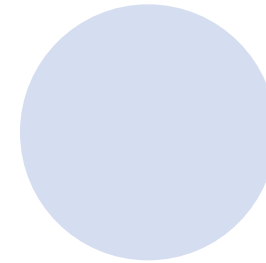


Print
CMYK: 5 1 0 0
Screen
RGB: 237 244 251
HEX: edf4fb

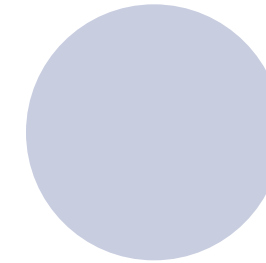
14% tonal value



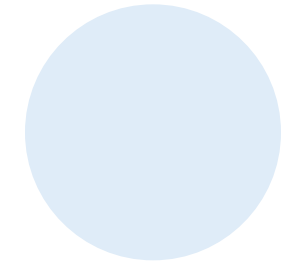
Print
CMYK: 10 0 14 0
Screen
RGB: 229 242 223
HEX: e5f2df



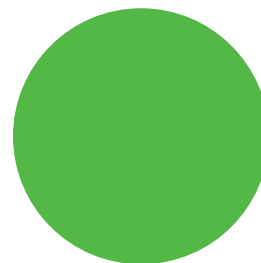
Print
CMYK: 14 8 0 1
Screen
RGB: 213 222 240
HEX: d5def0



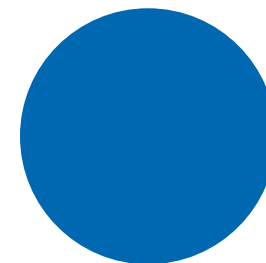
Print
CMYK: 14 11 0 6
Screen
RGB: 201 205 224
HEX: c9cde0



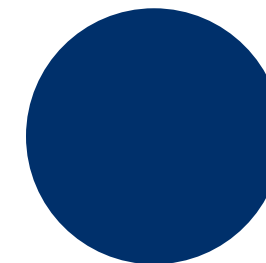
Print
CMYK: 11 2 0 0
Screen
RGB: 224 237 249
HEX: e0edf9



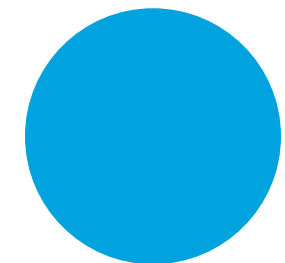
Print
CMYK: 69 0 100 0
Pantone
361 C
361 U
Screen
RGB: 84 184 71
HEX: 54b847



Print
CMYK: 100 57 0 2
Pantone
293 C
293 U
Screen
RGB: 0 102 177
HEX: 0066b1



Print
CMYK: 100 74 0 45
Pantone
294 C
294 U
Screen
RGB: 0 48 107
HEX: 00306b

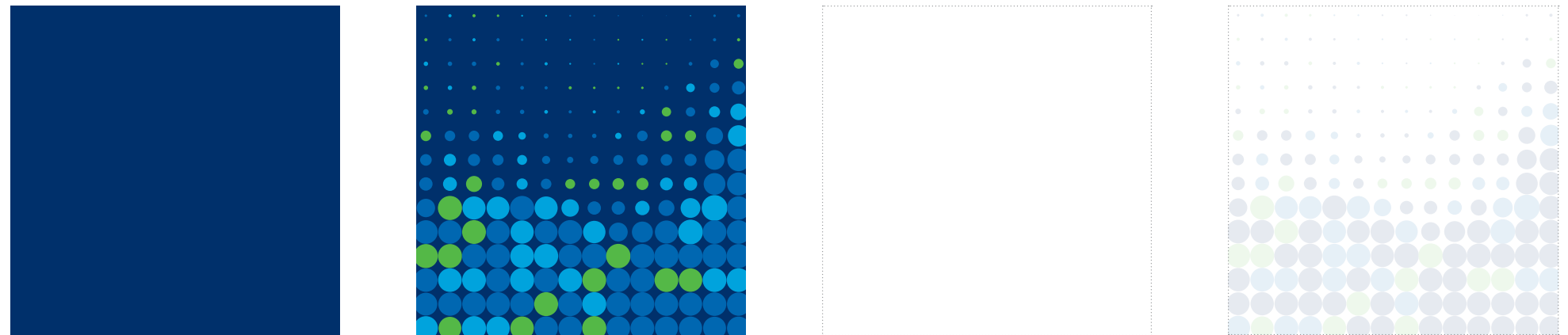


Print
CMYK: 75 18 0 0
Pantone
2925 C
2925 U
Screen
RGB: 0 153 221
HEX: 00a3dd

Colours

Hierarchy

Navy and **white** are the primary background colours.



Green, blue, navy and **light blue** are the main colours.



7% and 14% tonal values are used when softer treatments are required.

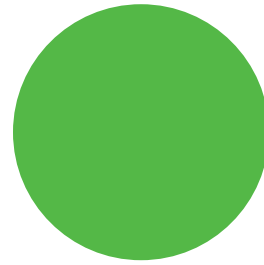


Colours

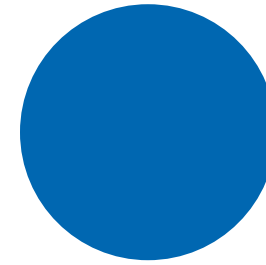
Secondary colours

When additional colours are required, use the secondary colour palette.

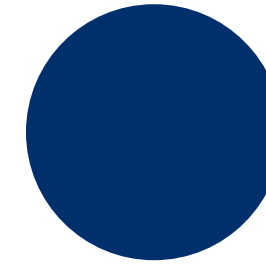
Primary colours



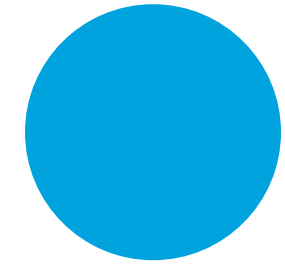
Print
CMYK: 69 0 100 0
Pantone
361 C
361 U
Screen
RGB: 84 184 71
HEX: 54b847



Print
CMYK: 100 57 0 2
Pantone
293 C
293 U
Screen
RGB: 0 102 177
HEX: 0066b1

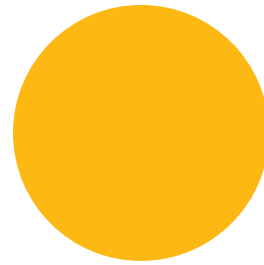


Print
CMYK: 100 74 0 45
Pantone
294 C
294 U
Screen
RGB: 0 48 107
HEX: 00306b

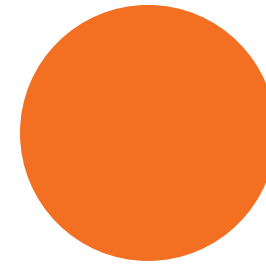


Print
CMYK: 75 18 0 0
Pantone
2925 C
2925 U
Screen
RGB: 0 153 221
HEX: 00a3dd

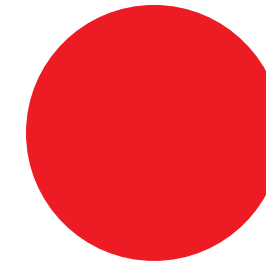
Secondary colours



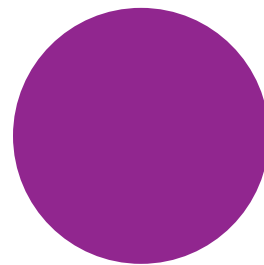
Print
CMYK: 0 30 100 0
Screen
RGB: 253 185 19
HEX: f7931d



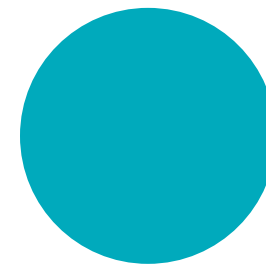
Print
CMYK: 0 70 100 0
Screen
RGB: 143 112 33
HEX: f36f21



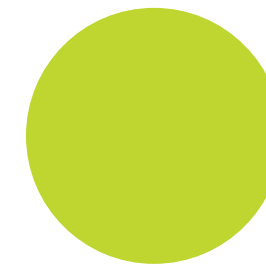
Print
CMYK: 0 100 100 0
Screen
RGB: 237 28 36
HEX: ed1c24



Print
CMYK: 50 100 0 0
Screen
RGB: 146 39 143
HEX: 91268f



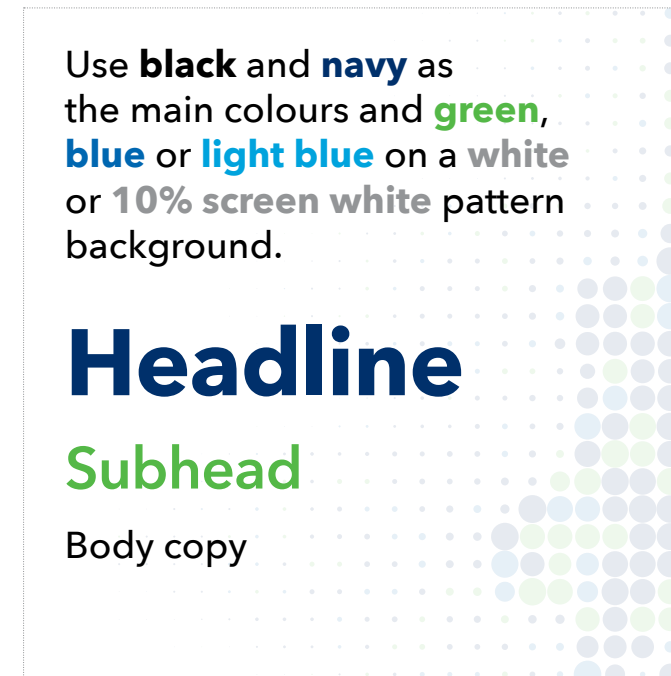
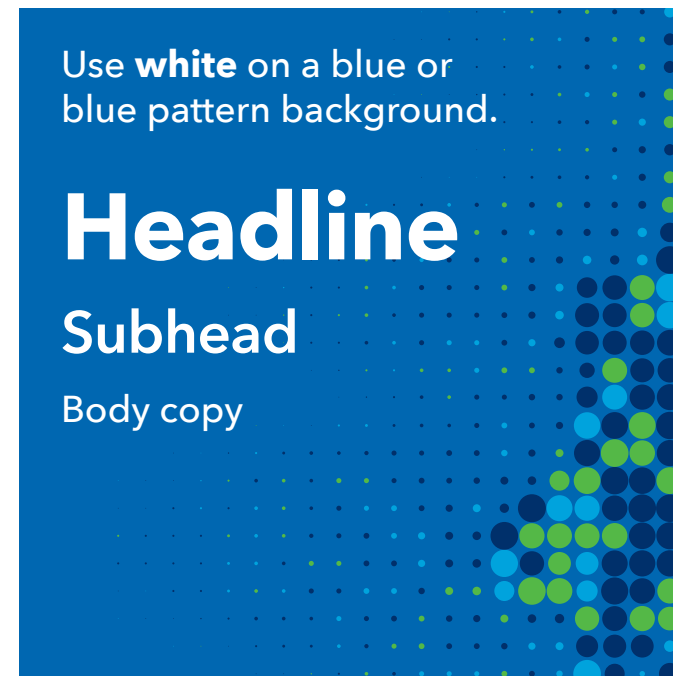
Print
CMYK: 100 0 30 0
Screen
RGB: 0 171 189
HEX: 00aabc



Print
CMYK: 30 0 100 0
Screen
RGB: 191 215 48
HEX: bed62f

Typography

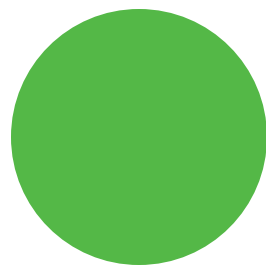
Colour and type



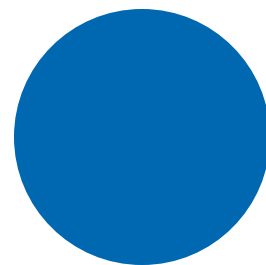
Use **green** for contact information.

For example, **reddeerpcn.com** and **403.343.9100** are green in this sentence.

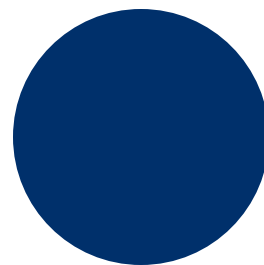
For other highlighted copy, use **black**, **blue**, **navy** or **light blue** to differentiate it from contact information.



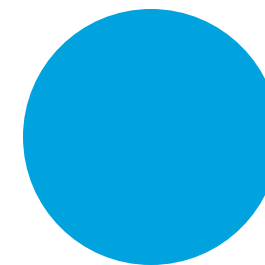
Print
CMYK: 69 0 100 0
Pantone
361 C
361 U
Screen
RGB: 84 184 71
HEX: 54b847



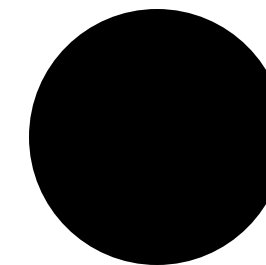
Print
CMYK: 100 57 0 2
Pantone
293 C
293 U
Screen
RGB: 0 102 177
HEX: 0066b1



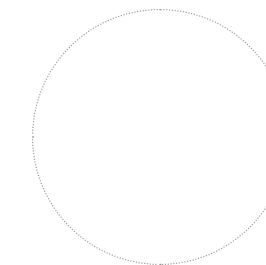
Print
CMYK: 100 74 0 45
Pantone
294 C
294 U
Screen
RGB: 0 48 107
HEX: 00306b



Print
CMYK: 75 18 0 0
Pantone
2925 C
2925 U
Screen
RGB: 0 153 221
HEX: 00a3dd



Print
CMYK: 0 0 0 100
Screen
RGB: 0 0 0
HEX: 000000



Print
CMYK: 0 0 0 0
Screen
RGB: 255 255 255
HEX: FFFFFFFF

Typography

Fonts

Avenir Next Heavy

Aa

Avenir Next Heavy Italic

Bb

Avenir Next Bold

Cc

Avenir Next Bold Italic

Dd

Avenir Next Demi Bold

Ee

Avenir Next Demi Bold Italic

Ff

Avenir Next Medium

Gg

Avenir Next Medium Italic

Gg

Avenir Next Regular

li

Avenir Next Italic

Jj

Avenir Next Ultra Light

Kk

Avenir Next Ultra Light Italic

Ll

Arial Bold*

Mm

Arial Bold Italic*

Mm

Arial Regular*

Mm

*Arial Italic**

Mm

Trade Gothic Bold No. 2**

Mm

* The fallback font when Avenir Next isn't available.

** Used for logos only (see pages 5 and 6)

Typography

Hierarchy

Use the **Avenir Next** family of fonts for headlines, subheadlines and other copy.

Avenir Next Heavy

A dramatic weight used for headlines, subheadlines and emphasized copy.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Avenir Next Bold

Used for headlines, subheadlines and emphasized copy.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Avenir Next Demi Bold

A subtle weight used for headlines, subheadlines and emphasized copy.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Avenir Next Medium

A more subtle weight used for headlines, subheadlines and body copy against dark backgrounds.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Avenir Next Regular

Used for body copy.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Avenir Next Regular

A subtle weight for body copy. Use sparingly.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Typography

Fallback option

When **Avenir Next** is not available, use the **Arial** family of fonts for headlines, subheadlines and other copy.

**Arial
Bold**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

Arial
Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789*

Typography

Logo font

Use **Trade Gothic Bold No. 2** for logos only (see pages 5 and 6).

**Trade Gothic
Bold No. 2**

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789**

***AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789***

Typography

Sizing

Create hierarchy through scale and weight.

The headline should be the first to draw the audience's eye, followed in order by the subhead, body copy, footnotes, captions, and smaller elements of the copy.

This is a headline

This is a subhead

This is a smaller subhead

This is body copy. La issimporrore iur aut hil ipisquas aut qui dunt aute conetur? At ad magnis susant magnam ellum ea et pa eum asi verum et etus, occatur, nonsed que cor simagnimo ad quasped que dita a nient rem ratem quas explitalia explaut quo.

To create emphasis, use a bolder weight. Corrovi delenis quis nobitin ctatemp oreperum apis quiatem sit ma sam utam, sunturiatet idigenis am, nos et dolo ium quos re quiam, apeles comnisque de et haritiur, sus atetur milicab illab iusa quae qua.

- This is an example of bullets. Sum faccus volorestio quaspelis arum alitatem quistia.
- Blab inullabore volorec tiores aut et debitaquame non nienditate nam sedi.
 - This is an example of sub-bullets. Mo occulpa vendel.
 - Esenimet volorera sim faccat anis.

Use bold and the green colour for websites **reddeerpcn.com**, phone numbers **403.343.9100**, email addresses and other contact information.

"This is an example of a pull quote."

This is a photo caption or secondary body copy.

¹ This is a footnote.

Typography

Table design

To keep content in tables easy to digest at-a-glance, use **7%** and **14% tonal values** and different font weights.

Dolorempor	Corero
Geni reprem	Num core nias etus, utestor modicipsam voluptatium apiendis dolo maionsent laboriate in ratur.
Nis ad ea	Neceper feribustis auditatae eum a debisimpori tem corero il id quos soluptas ex et que pore quae.
Rehenih	Gia cusae icipis autame il ipsam acipsa volupta ssinctotae plabo. Nem expercipis ex et alitatem nulparc.
Et omnis	Hitatestrunt arcu dios vit earchilisi sequi occus eatior magnatur mod quam lam quam fuga.
Rehenih	Ma sequiat emporeprat ea nossunturem at accus molupta volore mosseni dollabo.

Iqui ut	Perum	Estotatur	Modipsa
Pelestetur	1234	12	456
Modipsa	567890	345	7890
Sumquias	123	67	12
Officitem	456	890	34
Tiustotatum	7890	123	567

Test	Vidi	Volupic	Necaecte
Cerum nihiliqui	12	Omnita	
Si rem	34	At least once	
Ipictiustrum	56	1 dolupta	
Aliquiaspit	78	Omnita	
Laborro quis	90	Omnita	
Destiuris	12-34	2 dolupta	
Audit ex explabo Iquunt sitiae	56-78	3 dolupta	
Nihicimillam: <ul style="list-style-type: none"> Doloria Ut occum anis veligene 	90	4 dolupta	
Itatur alicatemo comnist <ul style="list-style-type: none"> Omnita dolupta 	12-34	5 dolupta	

Typography

Dos and don'ts

Type should be clean and easy to read with clear hierarchy established.



**THIS IS
DIFFICULT
TO READ.**



**This is easy
to read.**

Try to avoid using all caps unless necessary.



This is difficult
to read.



This is easy
to read.

Don't adjust kerning or tracking in an exaggerated way.



Headline
Subhead
Body copy



Headline
Subhead
Body copy



Headline
Subhead
Body copy



Headline
Subhead
Body copy

Don't use the same point size for different levels of hierarchy.

Don't reverse the weight hierarchy.



Headline
Subhead
Body copy



Headline
Subhead
Body copy



Headline
Subhead
Body copy



Headline
Subhead
Body copy

Don't place type over photographs and over focal points.

Use contrasting colours to ensure legibility.



Headline
Subhead
Body copy

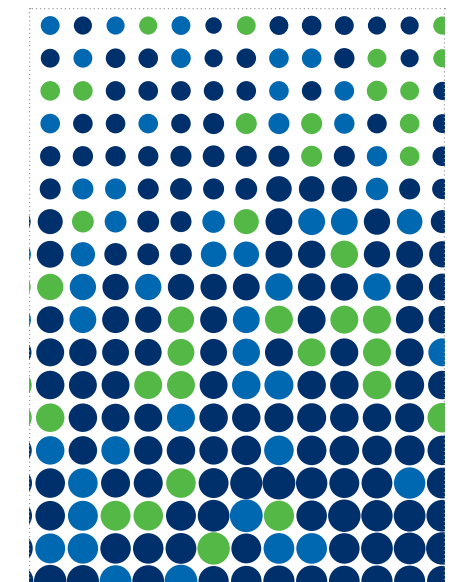
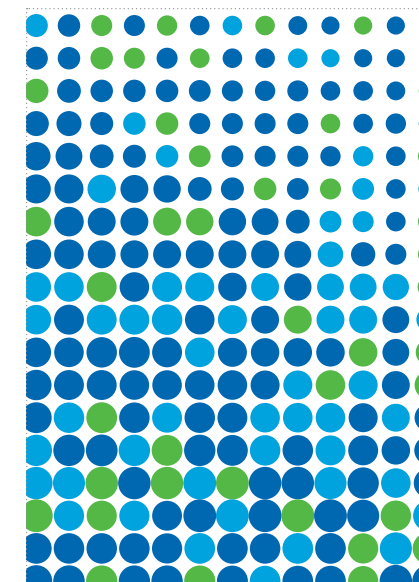
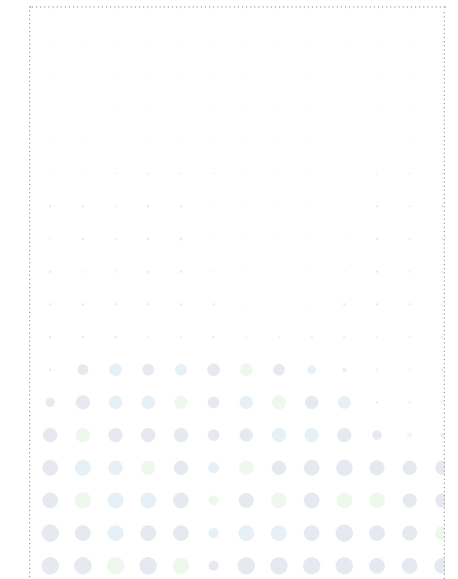
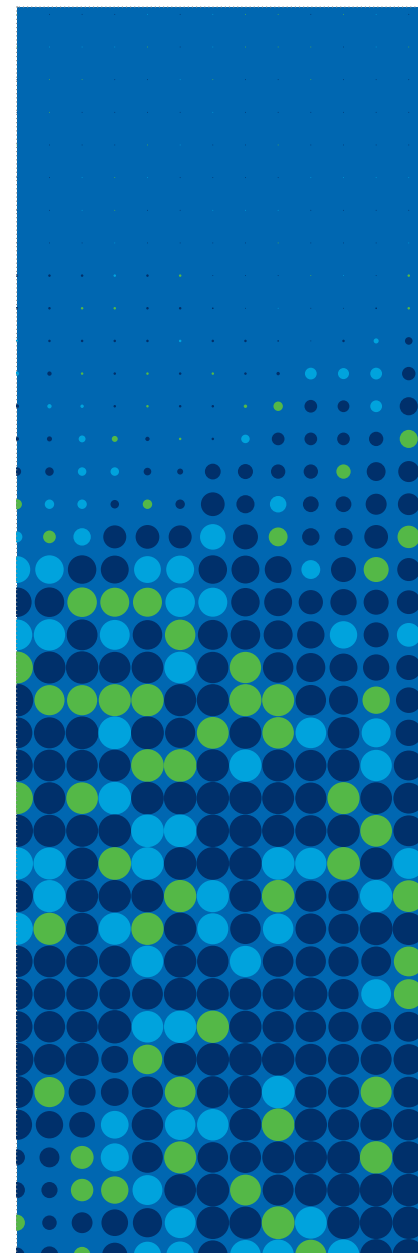


Headline
Subhead
Body copy

Don't place type over dot pattern.

Background pattern

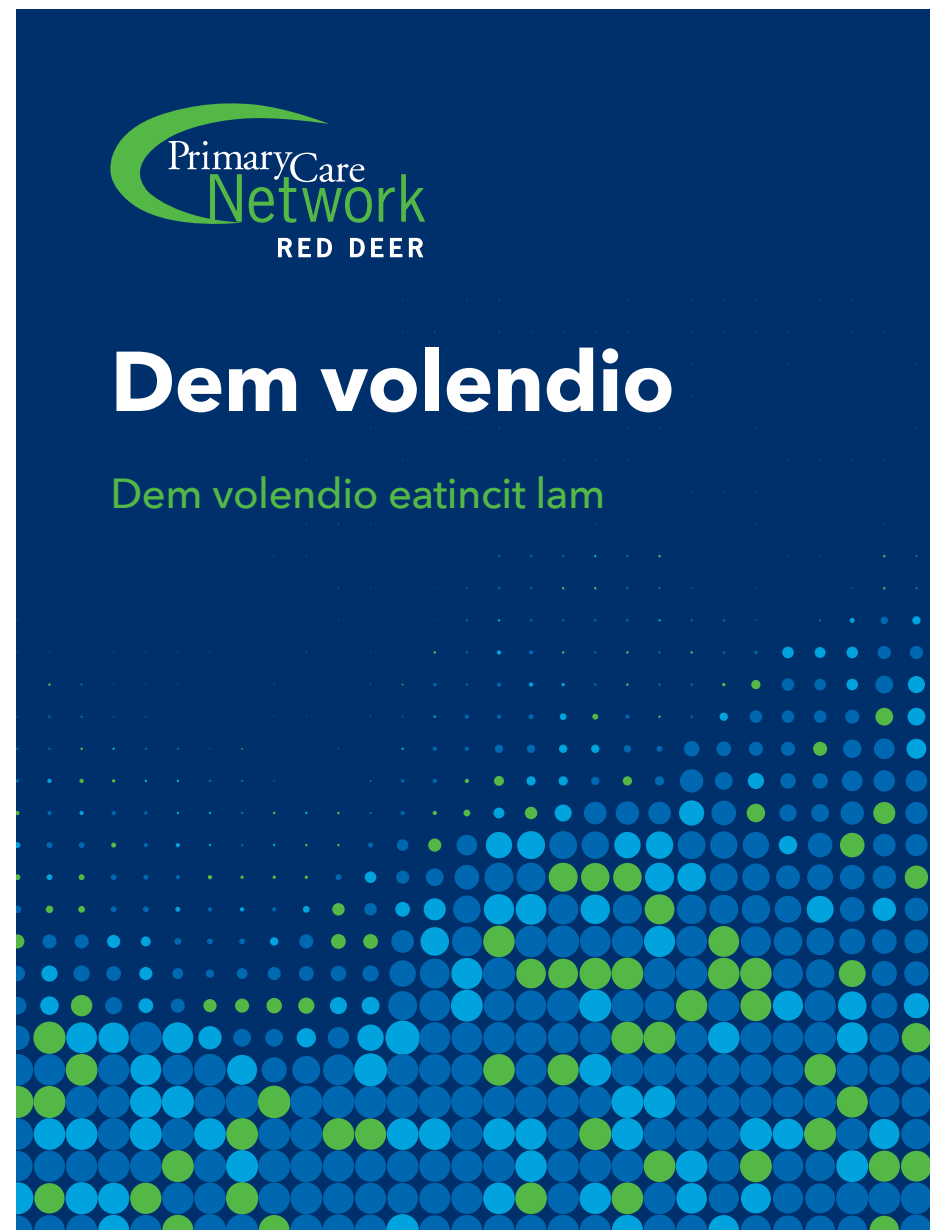
An abstract pattern of circles has been created using the colour palette for background treatments.



Background pattern

Usage

The **navy** background with **blue, light blue** and **green** dots is to be one of the most used. The pattern is intended to bleed off from either side or the top or bottom. Areas of the pattern with less or no dots should house the copy.

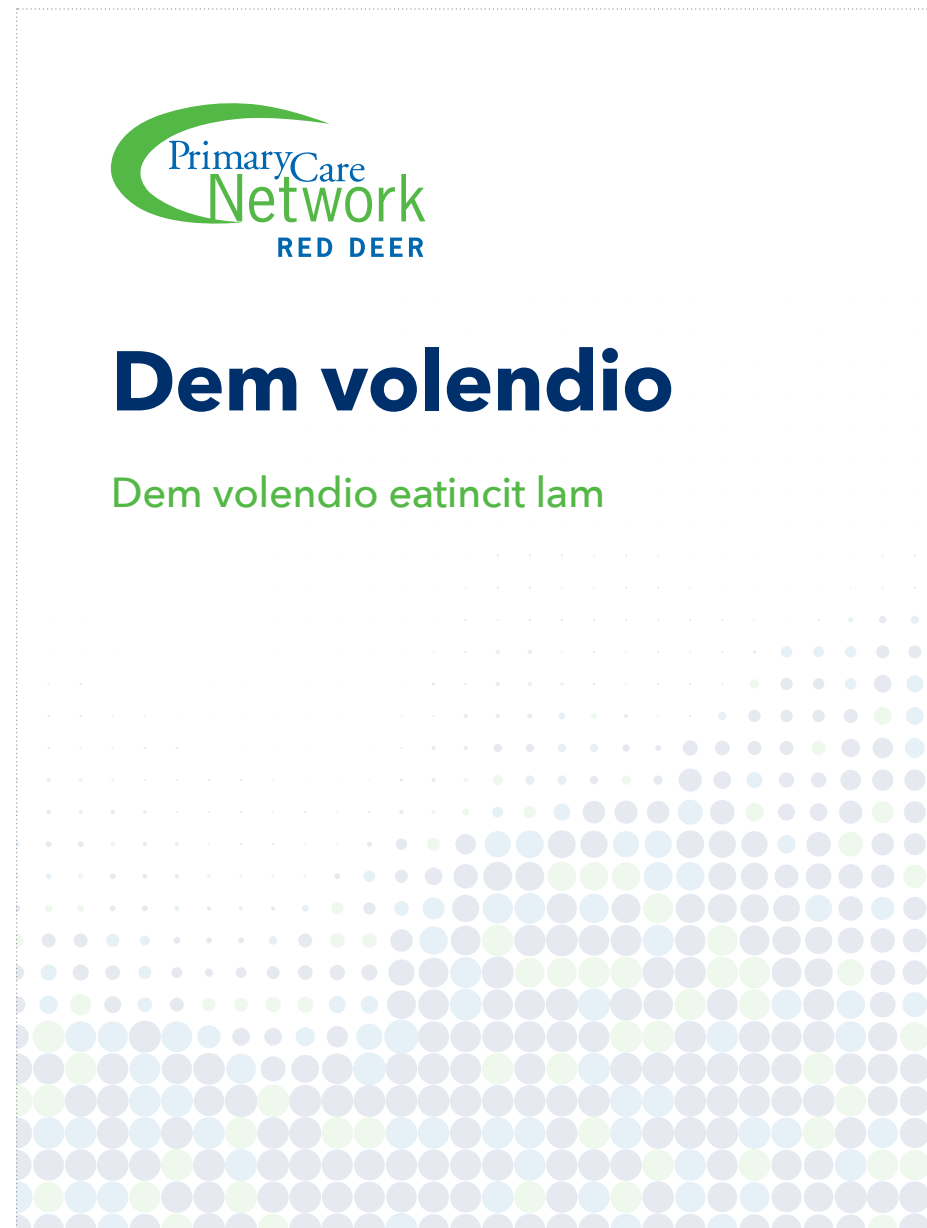


Background pattern

Usage

For a softer treatment a white background with a **10% screen** of the pattern can be used. There are two versions:

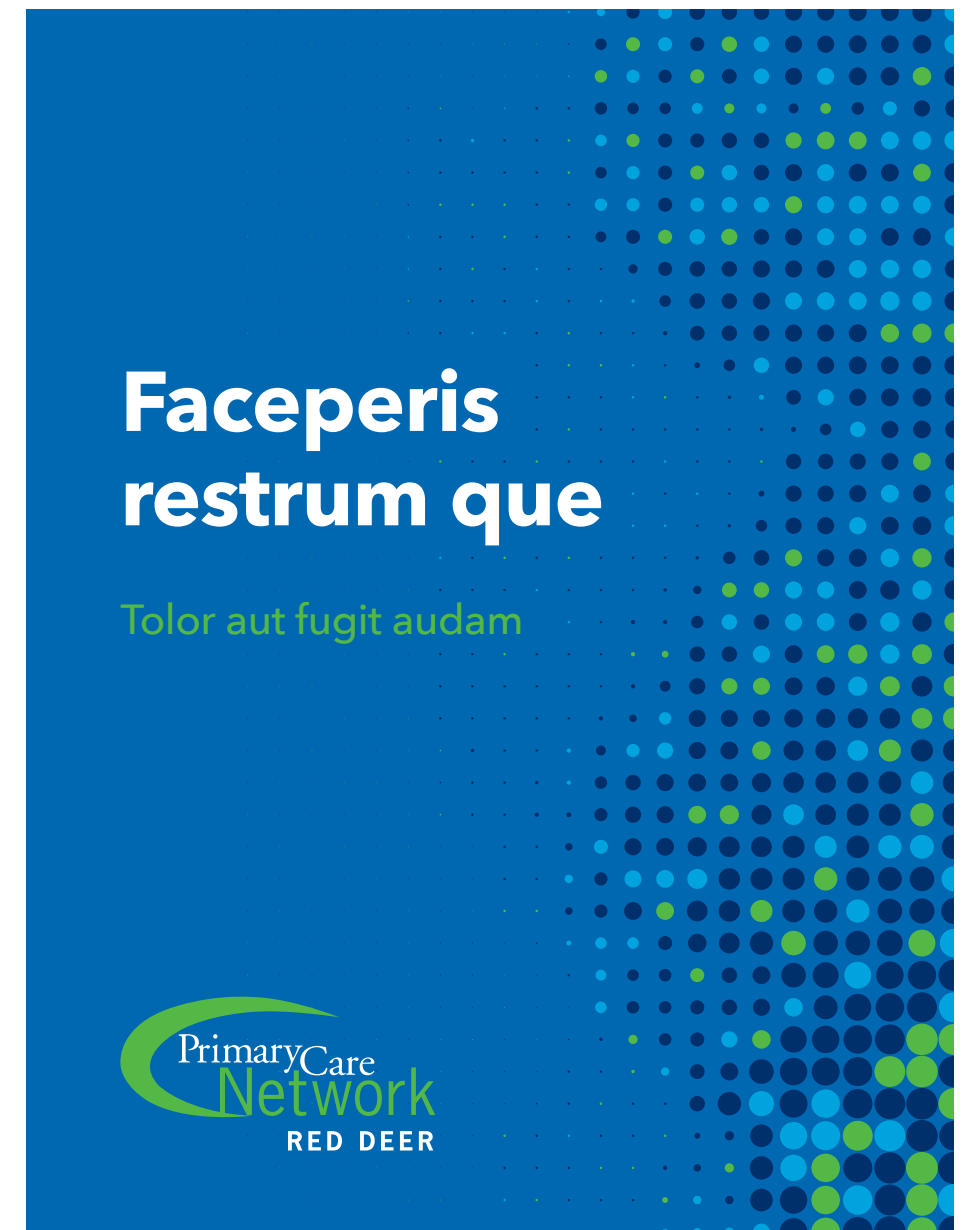
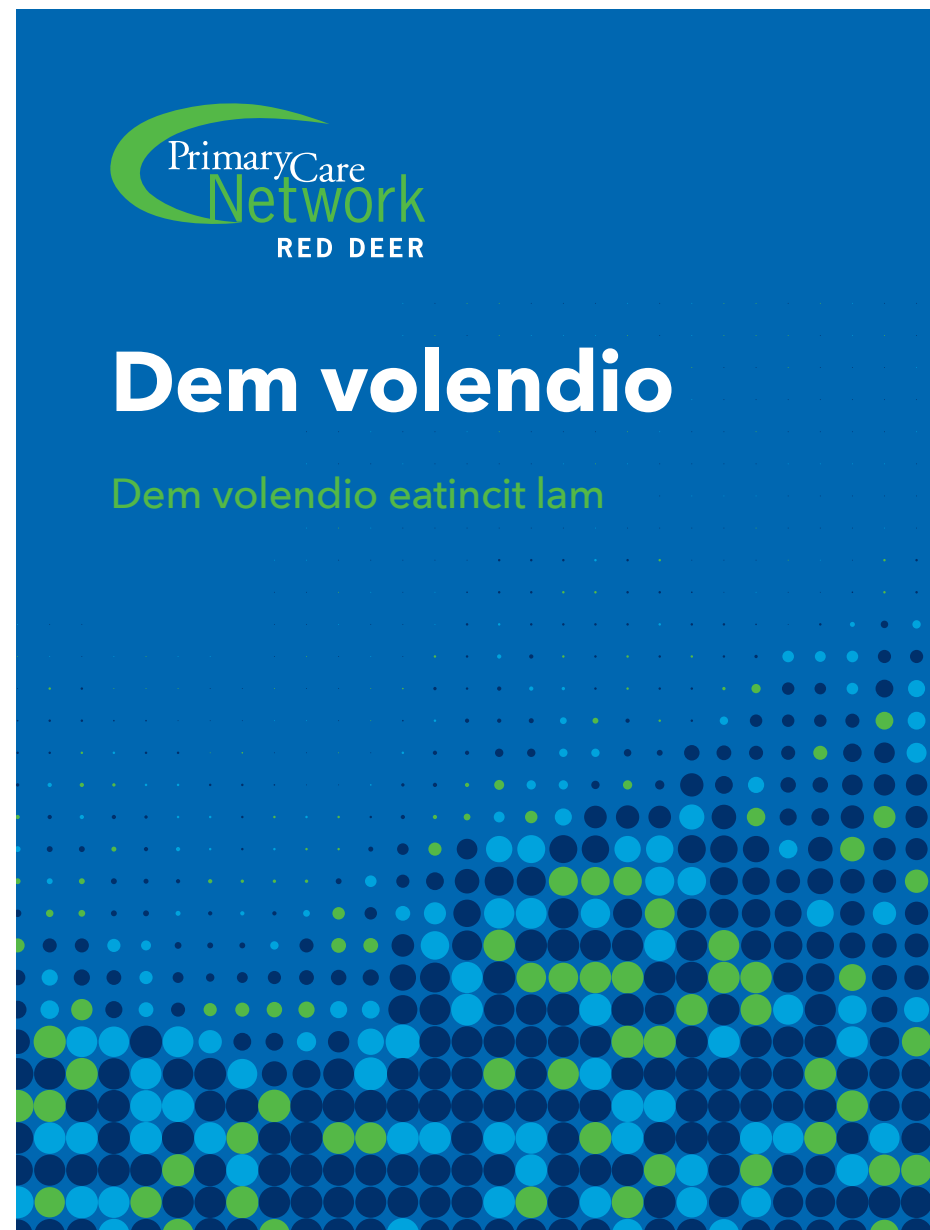
- **White** background with **navy**, **light blue** and **green** dots
- **White** background with **blue**, **light blue** and **green** dots



Background pattern

Usage

The **blue** background with **navy, light blue** and **green** dots can be used as a brighter alternative.

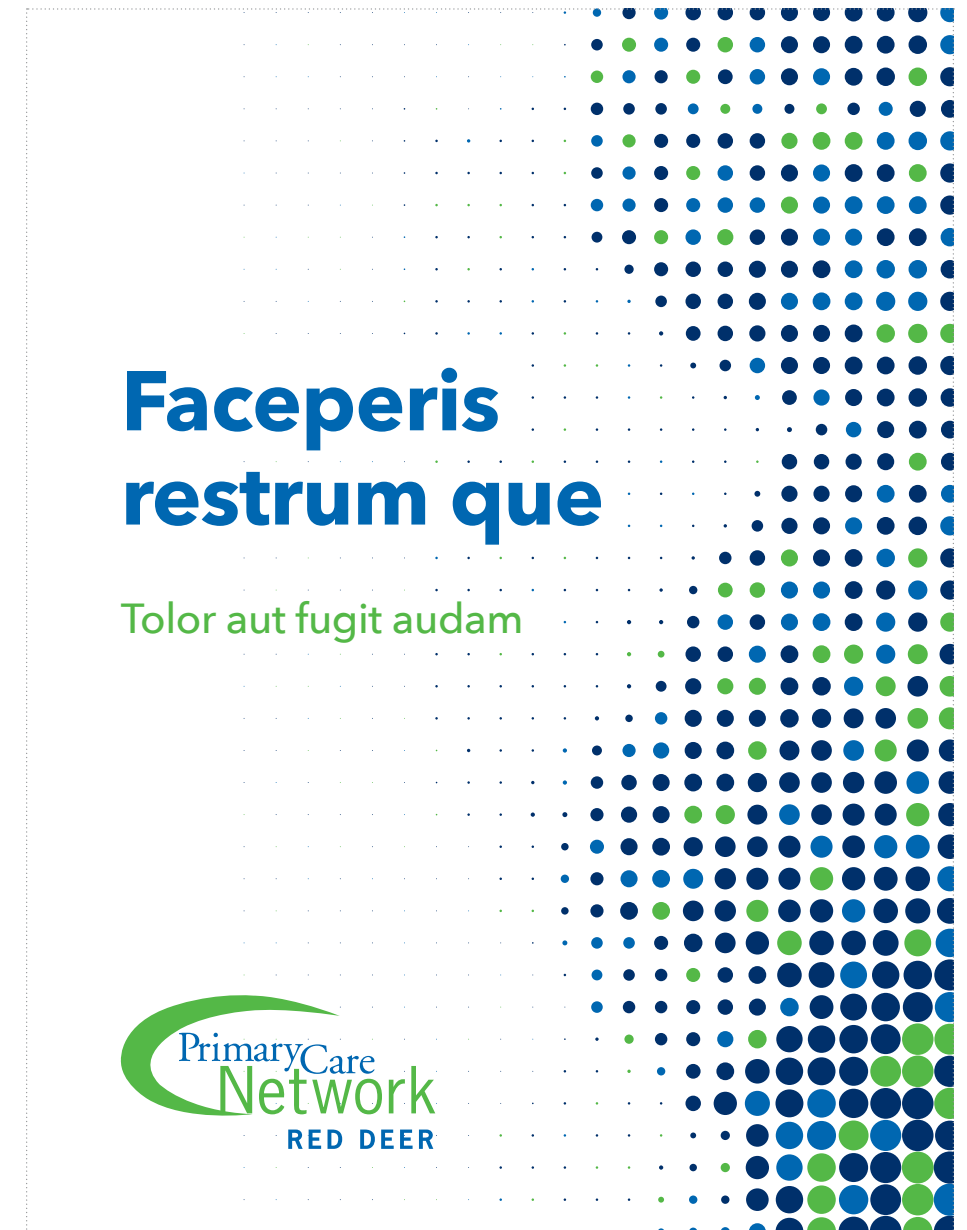
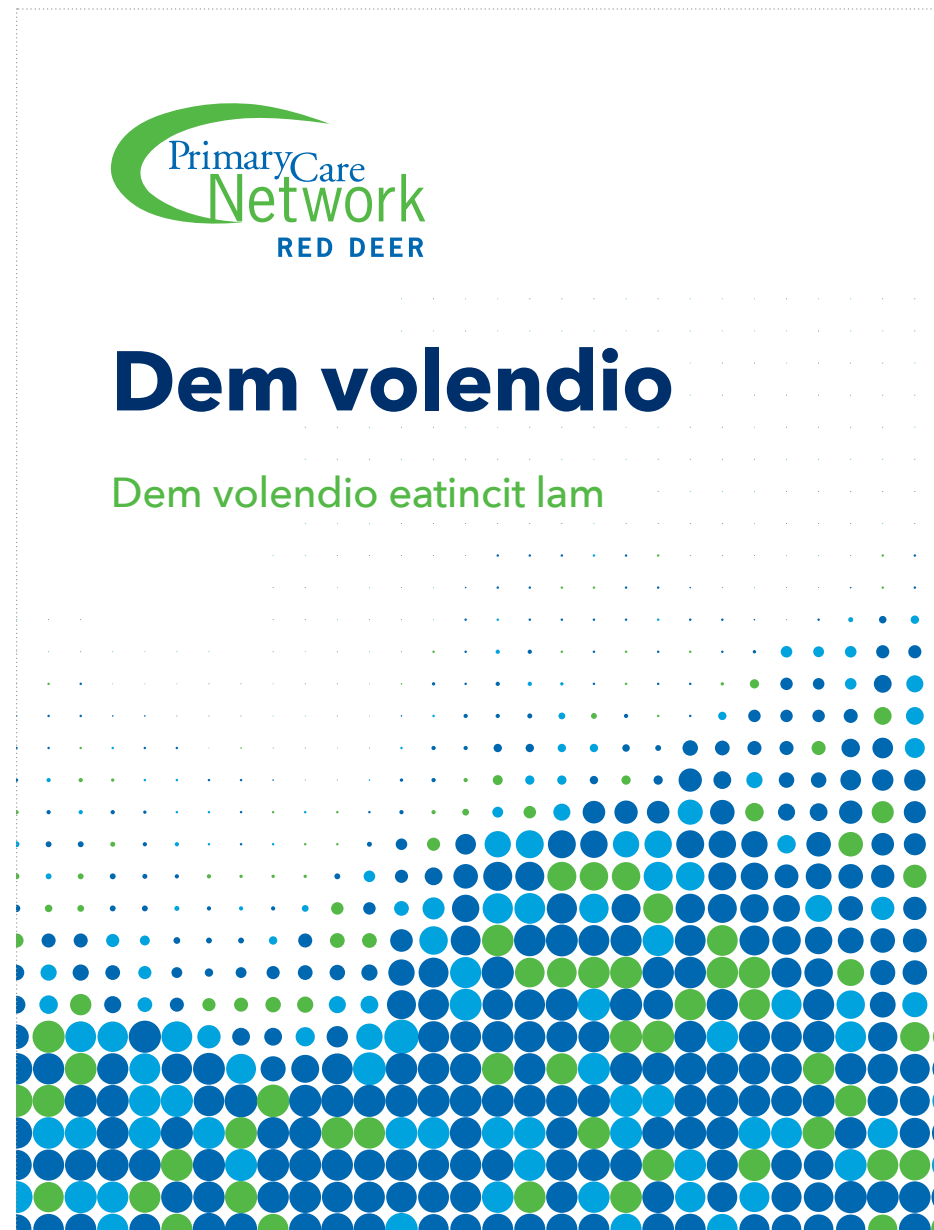


Background pattern

Usage

In cases when pops of colour are the most effective, these two options can be used:

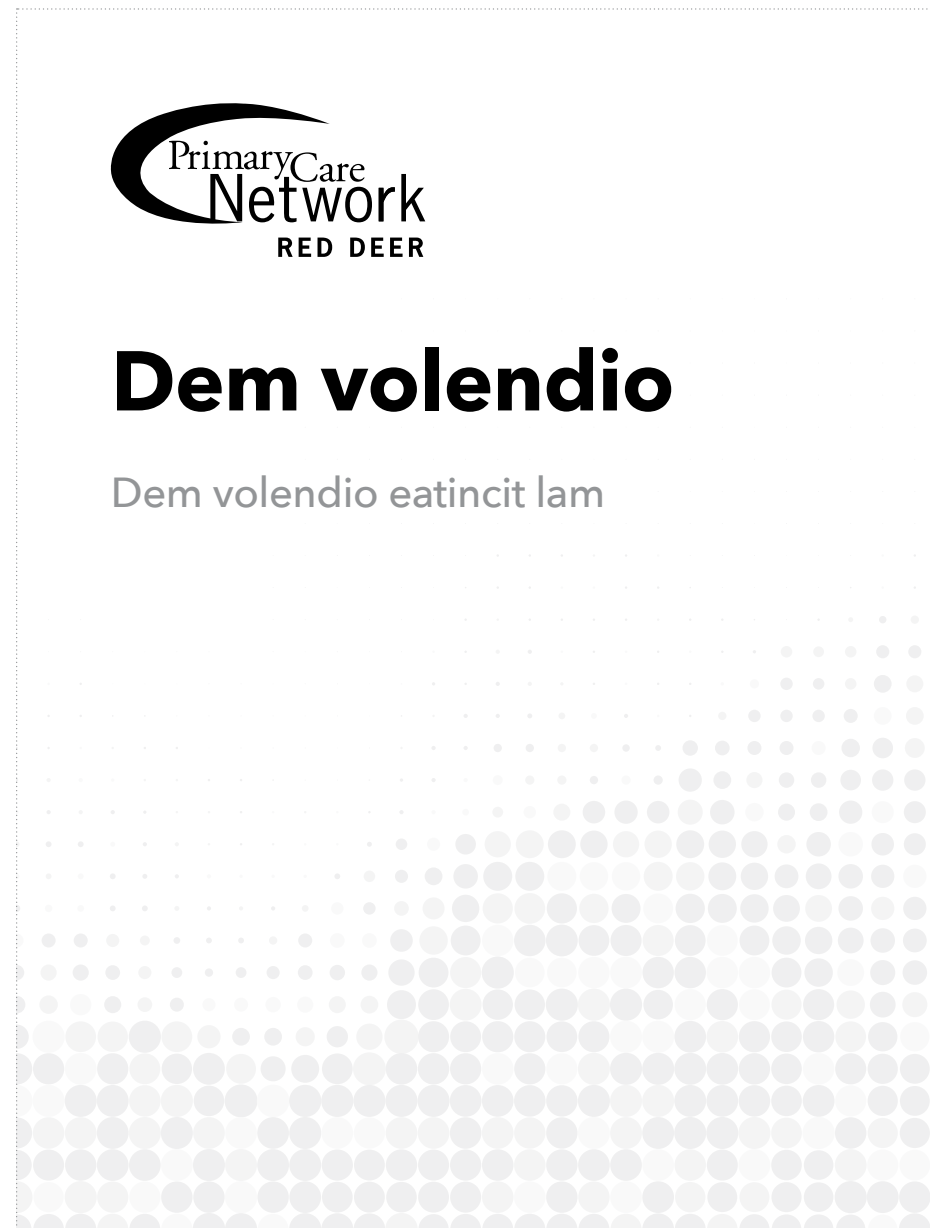
- **White** background with **navy**, **light blue** and **green** dots
- **White** background with **blue**, **light blue** and **green** dots



Background pattern

Usage

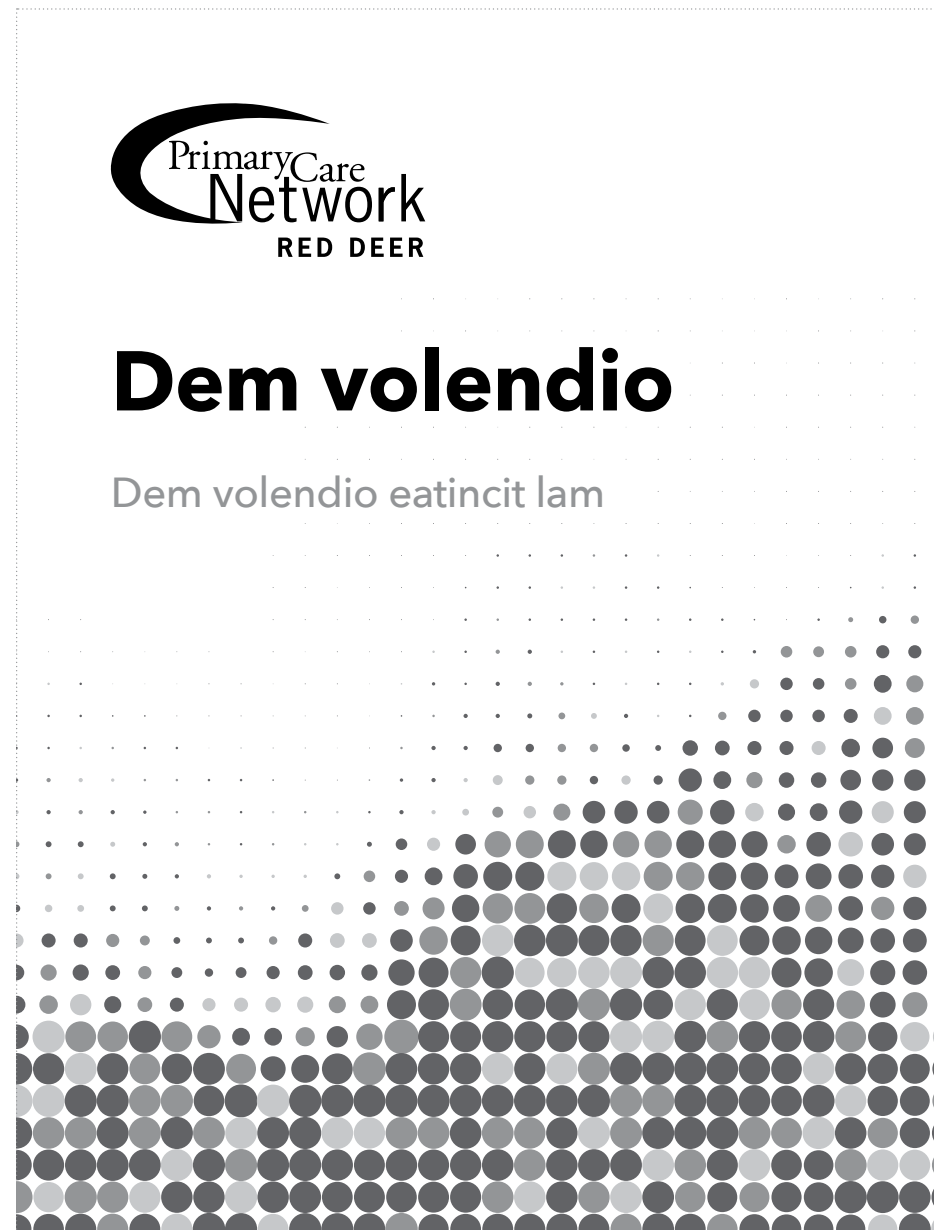
When colour isn't available, use the **10% screen** of the **greyscale** pattern.



Background pattern

Usage

When colour isn't available, use the **greyscale** version.



Background pattern

Dos and don'ts

Type should be clean and easy to read with clear hierarchy established.



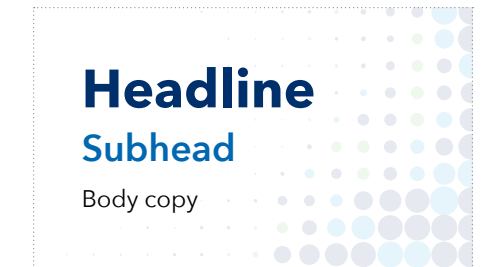
Don't place type over dot pattern.



Remove dots behind text to ensure legibility. Use at your discretion.



Don't use screened versions of the dot pattern with dark backgrounds.

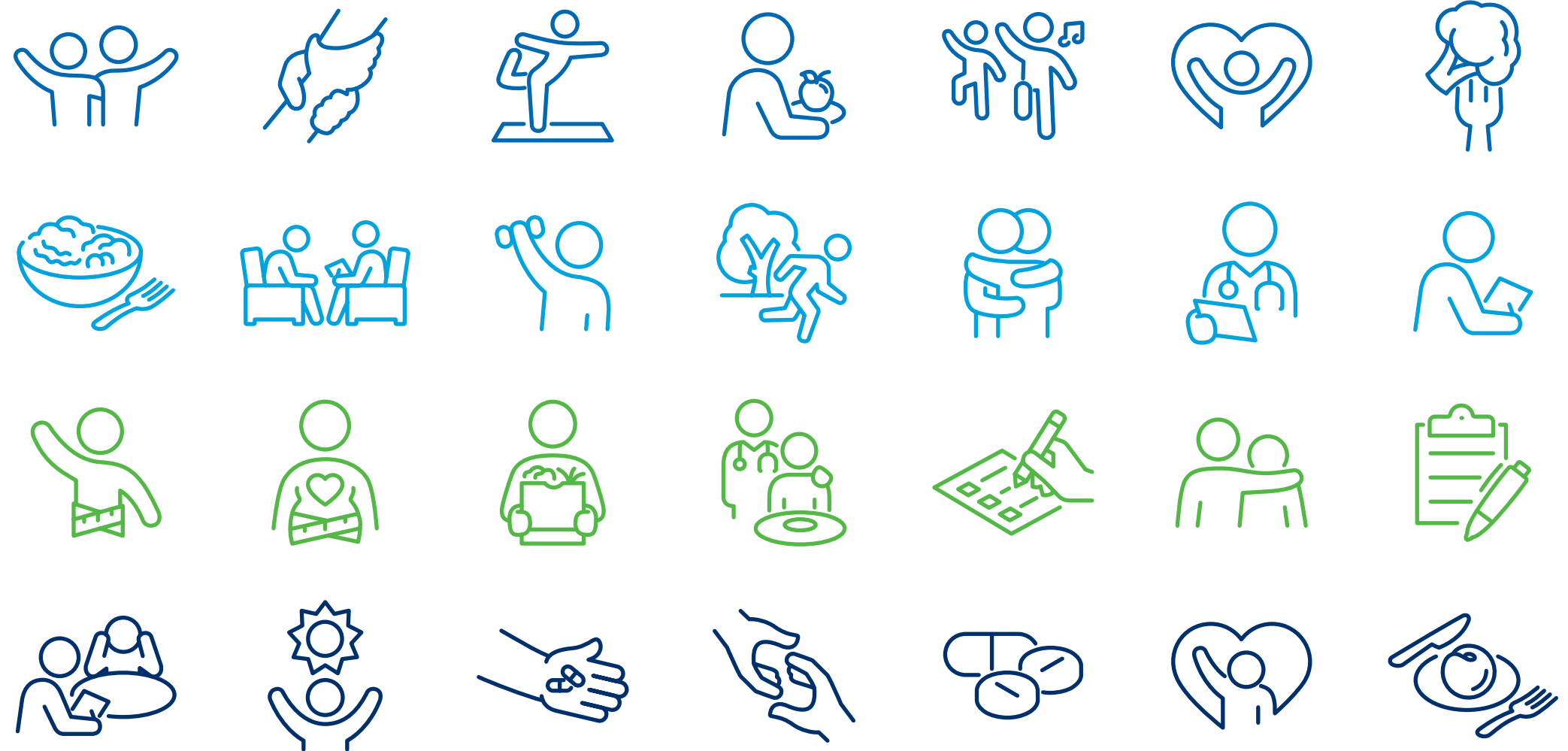


Use **10% screen** of a **white** background pattern.

Icons

Use icons to add visual interest and help communicate content to visual learners.

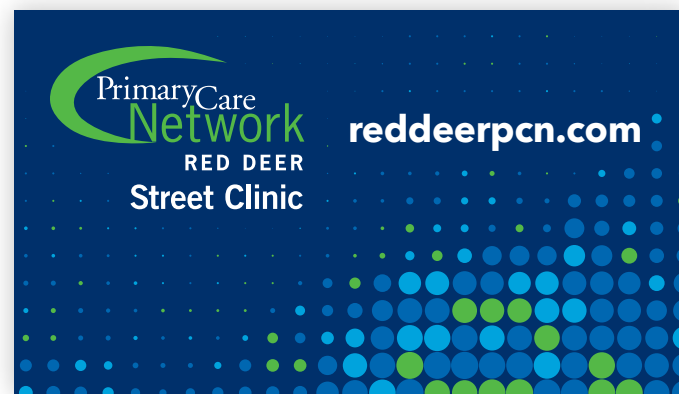
Try to purchase icons from [istockphoto.com/portfolio/appleuzr?mediatype=illustration](https://www.istockphoto.com/portfolio/appleuzr?mediatype=illustration) for style consistency.



Layout examples



Business cards



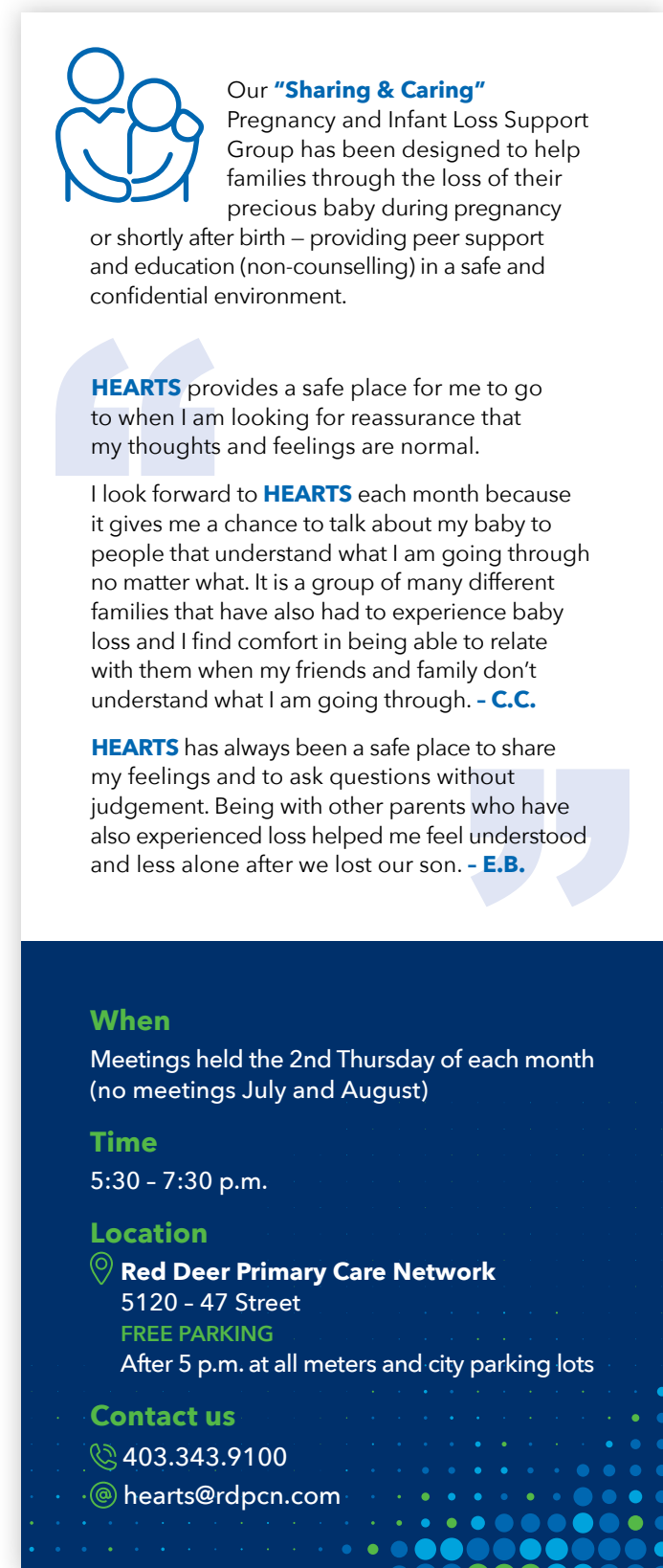
Alternate back of card




QR Code treatment and contact information




Leaflet



Layout examples




Where can I start?



Lana Hartmann, RN
Mental Health Liaison | 403.896.5039


You may never know what results come of your actions but if you do nothing there will be no result.
- Mahatma Gandhi

Notepad



Quitting tobacco isn't easy, finding help should be.

Reduce/quit chew, vaping, smoking or any other nicotine/tobacco products.



We can help you!
reddeerpcn.com



Ride to the market. Park for free!



We can help you!
reddeerpcn.com

Bus vinyl

Layout examples



MENOPAUSE

A 4 week series for pharmacists, registered nurses and counselors

Learn more about lifestyle, treatment options, what you might expect, and your health before, during and after menopause.

To register, call **403.314.3297** or visit reddeerpcn.com



Print ad



WESTERNER DAYS PANCAKE BREAKFAST

Wednesday, July 19
7:00 - 9:00 am

Red Deer PCN Office
5120 47 Street

Food and entertainment at the outdoor gym park, close to the parade route

All cash donations will provide necessities for Red Deer's vulnerable population.



Print ad



Programs and Services for You



These services will empower you to improve your health and wellbeing.

Speak to your family doctor, visit www.reddeerpcn.com or call **403.314.3297** for details about any of these programs.

Free Virtual and In-Person Workshops

ANYONE CAN REGISTER

- Alberta My Way to Health**
For people who want to live healthier. Lifestyle choices for diabetes, high blood pressure, chronic disease and weight management
Increase your motivation and put new skills into action... your way. You will eat healthier, become more active and develop positive physical and mental changes. Over 70% of participants increased their activity, improved their eating which improved their health conditions.
- Alberta Happiness Basics**
For people who want to want to be happier
Learn skills and create habits to boost your overall happiness and live a happier life. This program is for anyone who wants to be happier, and for those who live with mild to moderate depression. Results show a 24% increase in happiness after attending.
- Alberta Anxiety to Calm**
For people who live with anxiety
Challenge your thoughts, behavior and emotions while practicing proven and effective skills to manage anxiety and feel a sense of calm. Results show a 53% decrease in anxiety.
- Anxiety to Calm for Youth**
For youth 12-17 years old who live with anxiety
Learn proven skills and lifestyle habits to help manage anxiety and improve your mental health for years to come.
- Alberta Relationships in Motion**
For people who want to improve their relationships
Gain new perspectives and skills to improve how you communicate with others. Results show a 77% increase in ability to manage relationships.
- Alberta Moving on with Persistent Pain**
For people living with persistent pain
Focus on your life rather than your pain. Develop skills and engage in activities to manage your pain and improve your overall quality of life. Results show an average of 12% increase in mood, enjoyment, relationships, and the ability to walk, sleep, and work.
- Alberta Journeying Through Grief**
For people struggling with grief after the loss of a loved one
Explore your grief after the loss of a loved one. Learn and practice skills to begin healing and reinvesting in your life. Results show a 68% improvement in confidence in ability to cope with grief.
- Strong and Steady**
For people at risk of falling
You will learn core exercises which include strength and balance, both of which are vital to healthy ageing. 70% of participants had improvement in balance, performing daily activity and confidence in walking.
- Sleep**
For people struggling with insomnia
Use the insomnia coach app found on apple and android devices, or attend this 5 week self-directed learning with weekly sleep diary feedback. Results show that 73% of participants had an increase in hours of sleep.
- H.E.A.R.T.S. Helping Empty Arms Recover Through Sharing MONTHLY DROP-IN**
Support group for families touched with the loss of a baby during or after pregnancy.
- Menopause Series**
For all women, before, during or after menopause
Become proactive about menopause. This can improve your quality of life long before the transition occurs and help you to stay as healthy and comfortable as possible before, during, and after your "change of life."

Individual Appointments

ANYONE CONNECTED TO A RDPCN FAMILY DOCTOR CAN BOOK AN APPOINTMENT

- Counselling**
For people experiencing prolonged stress, anxiety, low mood, relationship issues, grief and other life challenges
Be empowered to face life's challenges and learn effective ways to strengthen your resiliency, maintain mental wellness and find solutions that are right for you. This is a brief and non-urgent service.
- Tobacco Reduction (and Vaping)**
For those using tobacco in any form including vaping
Support to help you to reduce or quit using tobacco or vaping products.
- Health Conditions**
For people living with diabetes, high blood pressure, cholesterol, non-alcoholic fatty liver disease, asthma, frailty, COPD, weight and nutrition concerns
Learn about your condition, resources, strategies and medications to improve your quality of life. You will set goals and make an action plan.
- Memory Screening**
For anyone who notices changes to memory, reasoning or perception or ability to perform usual daily tasks
A nurse will go through a variety of memory screening with you. Your doctor will review the results and discuss the findings with you.
- Connecting to Community Resources**
For help with housing, finances or meals
Help to connect with services that best support your needs or concerns to improve your overall health.
- Pregnancy & Babies**
For women wanting to become pregnant, during pregnancy, or after child birth and for infant care and pregnancy loss
Discuss your questions or concerns. Learn about healthy choices, community agencies and resources that can support you.
- Recreation Therapy**
For people who are having difficulty getting started with activities
Discover your interests and develop a personal plan to become active with recreation and leisure activities. Improve your physical and mental wellness while becoming socially connected to people in your community.
- Pharmacy**
For anyone who has medication related concerns
A pharmacist will review the medications you are taking to ensure they are the most appropriate for you based on your health conditions and treatment goals.

Referral Required

BY RDPCN FAMILY DOCTOR

- Nail Care**
For people who have limited financial resources and are unable to manage their own foot care
A nurse will check your feet, trim your toenails and remove callouses if needed.
- Insulin Management**
For people living with Type 2 diabetes
Meet with a certified diabetes nurse educator to develop a personalized plan to manage your diabetes with insulin or other medications.
- MINT Memory Clinic**
For adults having memory difficulties, living with dementia and for those who care for them
Meet with a team of health professionals who will assess memory concerns for you or the person you are helping to support. They will also connect you with resources and help you and your care partner to create a care plan that best fits your needs.

Other Services

- Preventative Screening**
For those due for screening
Nurses connect with patients in the clinic or by phone to ensure your preventative screening is up to date (e.g. Mammograms, FIT Testing)
- Police & Crisis Team (PACT)**
403.406.2505 or 911
For help in time of crisis
A Registered Psychiatric Nurse (RPN) and an RCMP officer respond to calls involving individuals/families experiencing mental health, addiction, or psychosocial crisis especially when a danger to themselves or the public exists.
- Street Clinic**
For people living in vulnerable circumstances
Appointment recommended but not required. Services include but not limited to: prescriptions, birth control planning and medication, blood work, wound care, high blood pressure and diabetes care, sexually transmitted infection testing and treatment, referral to specialists, and help obtaining an Alberta Personal Health Card.
- Street Clinic - Hepatitis C Treatment**
For people living with Hepatitis C
Testing and treatment for Hepatitis C.
- Street Clinic - Opioid Agonist Therapy**
For people struggling with opioid use
Prescribing of suboxone and methadone.



We want to hear from you.... Compliments, Comments, Concerns

5120 47 St | Red Deer, AB | T4N 1R9
403.343.9100 reddeerpcn.com

Poster

March 2023

Layout examples



The postcard features a dark blue background with a white and green illustration of a pregnant woman on the right side. The PrimaryCare Network Red Deer logo is in the top left corner. The title 'Pregnancy and Babies' is prominently displayed in white. Below the title, there is a section for 'Questions about...' with three bullet points. Further down, it encourages booking with a Family Nurse and provides a phone number. At the bottom left, it directs users to find patient resources and a prenatal package on the network's website, accompanied by a QR code.

PrimaryCare Network
RED DEER

Pregnancy and Babies

Questions about...

- Planning a pregnancy?
- Your current pregnancy?
- Caring for your baby under 12 months?

Book with a Family Nurse for support and get answers to your questions.

For an appointment, call 403.314.3297

Find **Patient Resources** and **Prenatal Package** here:
reddeerpcn.com/pregnancy-and-baby



Postcard



The infographic has a dark blue header with a pattern of light blue and green dots. The title '5 Benefits of Having a Family Doctor*' is in white. The main content area is white with five numbered points, each starting with a blue circle containing a white number. A QR code is located on the right side. The footer is dark blue with a pattern of light blue and green dots, containing the PrimaryCare Network Red Deer logo, address, phone number, and website.

5 Benefits of Having a Family Doctor*

- 1 More support** to achieve your personal health goals.
- 2 Preventative care and disease management.**
- 3 Health history and needs are known** to your doctor, reducing the number of times you have to tell your story or undergo duplicate tests.
- 4 Access to a team of health professionals and free programs that can connect you to other health and social services.**
- 5 Your knowledge and preferences are valued; you can play a greater role** in decision-making.

To find a **Family Doctor**, search here: reddeerpcn.com/clinics

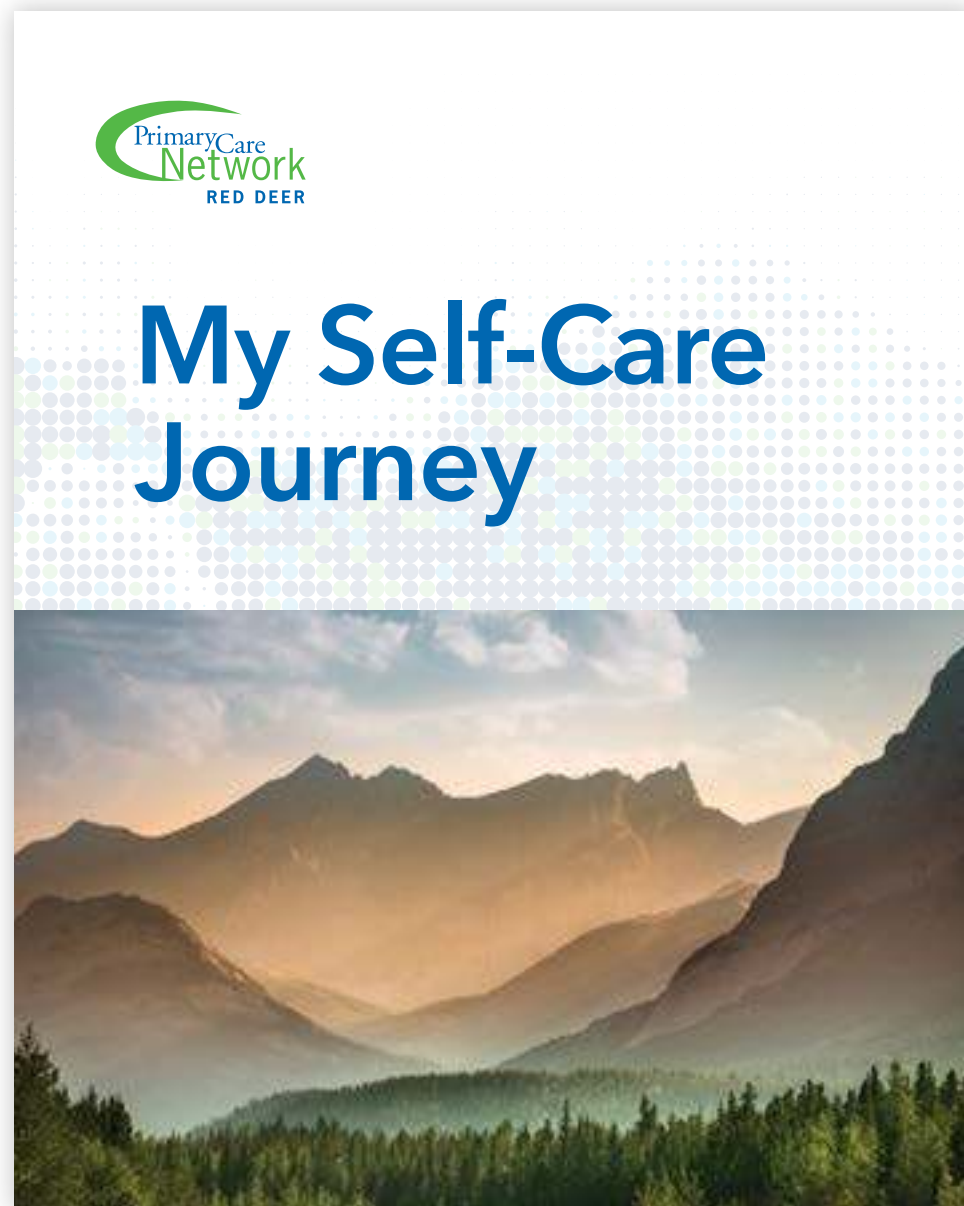


*Fact Source: www.albertafindadoctor.ca, retrieved on April 28, 2022

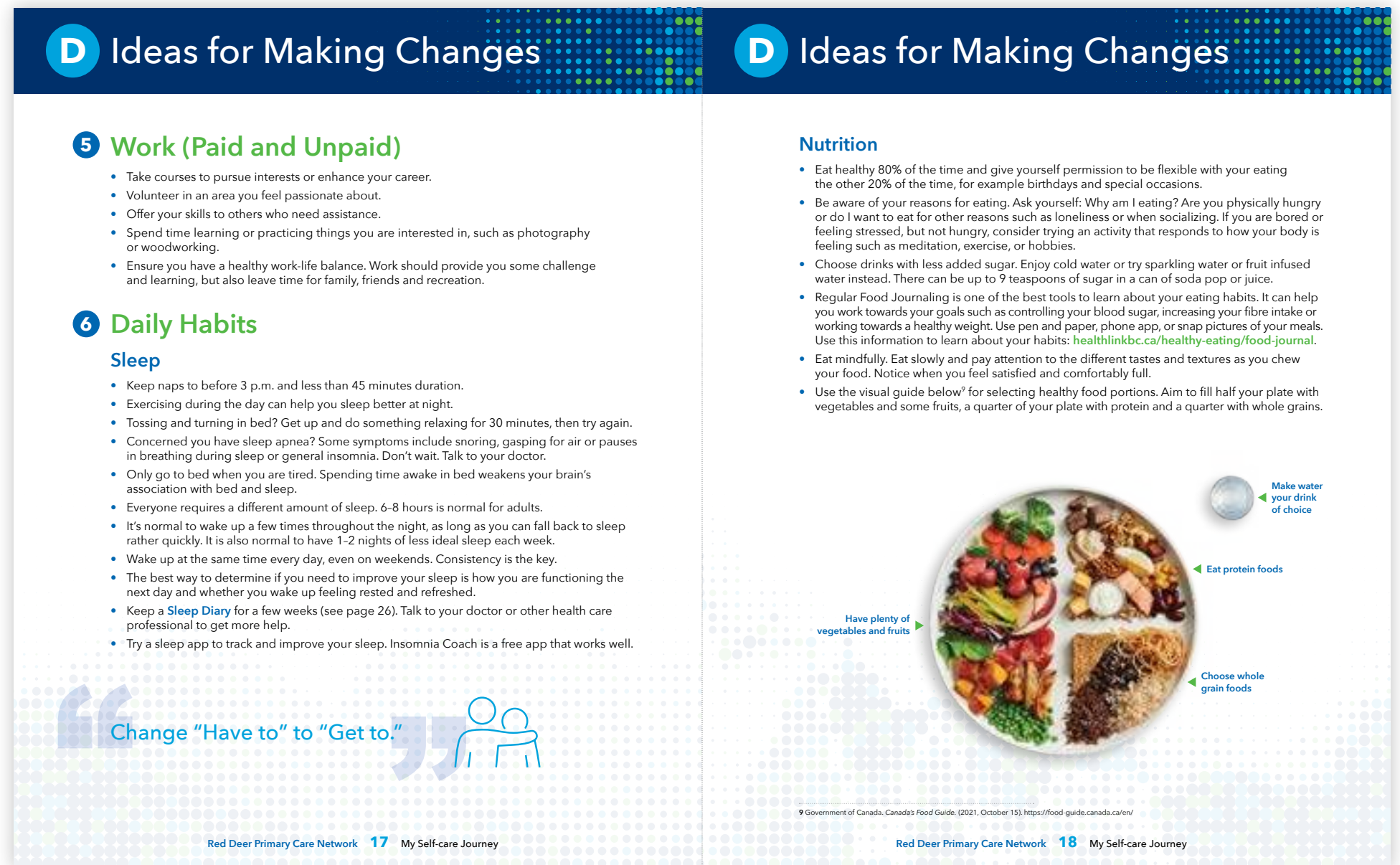
PrimaryCare Network
RED DEER

5120 47 St | Red Deer, AB | T4N 1R9
403.343.9100 reddeerpcn.com

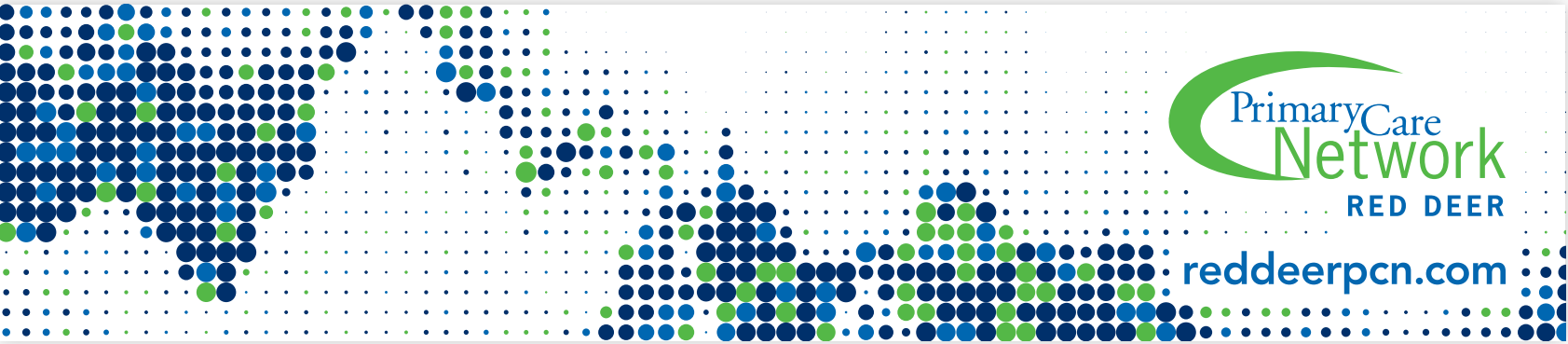
Layout examples



Document



Layout examples



Exterior signage

Layout examples



PowerPoint presentation



Word template