

Real-Time Virtual Support

v1.3



Brand development: Sep, 2021
Brand revamp: Dec, 2022
Brand system redesign: Apr, 2026

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0.0

Introduction

Real-Time Virtual Support (RTVS) connects people in many different ways. It's a dynamic, evolving network with multiple touchpoints and audiences. This visual identity system is designed to unify the brand under the Rural Coordination Centre of BC (RCCbc) — creating a framework that is cohesive, flexible, and built to evolve.

Non graphical use of name:

When using the RTVS name in text applications, such as in an email, an article or letter, it should always be represented by spelling it out in full at first mention and then including the acronym in brackets afterwards. There is a hyphen between Real and Time.

First mention:

Real-Time Virtual Support (RTVS)

Afterwards: RTVS



1.0

Primary Logotype

The primary logotype is the most recognizable and widely used representation of the RTVS brand.



Update: The logotype is set in *Source Sans Pro* and rendered in RCCbc brand blue (#007EA5), aligning it more closely with the RCCbc visual identity.



1.1

Black & White Logotype

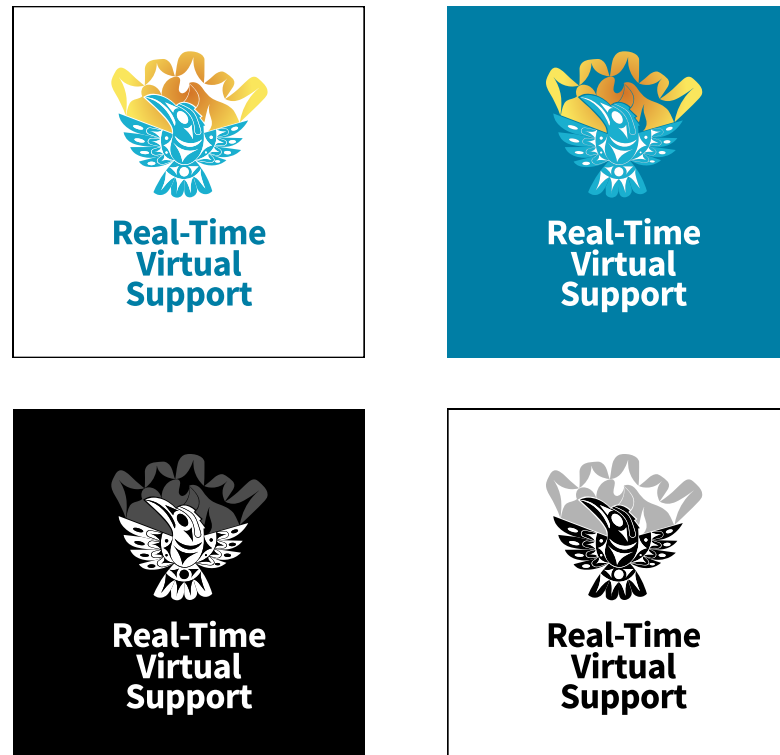
Use the black logotype on light backgrounds and the white logotype on dark backgrounds. The sun should appear as a solid fill at 30% opacity to clearly define the hummingbird's overall form.



1.2

Stacked Logotype

The stacked version of the logotype should be used in restricted spaces where the horizontal logo would appear too small.



1.3

Hummingbird Symbol

The RTVS hummingbird symbol was created by Coast Salish artist Douglas “Bear” Horne. It is recognizable within the RTVS community and symbolically rich. The hummingbird is considered a messenger while the sun symbolizes peace and healing. As a core brand asset, it should always be present alongside the RTVS pathways to preserve continuity and meaning.



1.4

Logotype Clearance

To ensure legibility and to prevent any obstruction always maintain a minimum space around the RTVS logotype and symbol. The amount of clear space required is roughly the same width and height of the o in the “Support” of Real-Time Virtual Support.

Logo placement: For printed materials and reports, position the RTVS logo at the top of the page and maintain adequate clear space from the page edge.



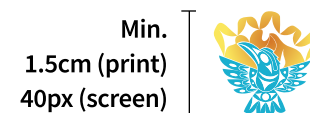
1.5

Logotype Minimum Sizes

The minimum size for the RTVS logotype in print is 2 cm high.

The minimum size for the RTVS symbol is 1.5 cm high.

For screen applications, a minimum of 40 pixels in height is required for both versions.



1.6

Logotype Do's and Don'ts

The correct variations of the RTVS logotype are supplied in the Brand Library. Always use the source files provided. The logotype should not be altered in any way.

DO NOT resize or change the position of the logomark.



DO NOT use any other font, no matter how close it might look to Source Sans Pro.



DO NOT stretch the logotype. Any resizing must be in done in proportion.

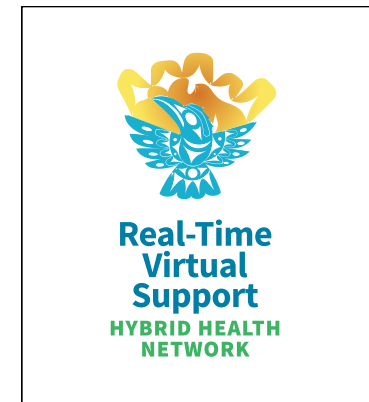


DO NOT change the colours even if they look similar.



1.7 Hybrid Health Network – Intermediary Stage

As an interim step to introduce the new name, the primary logotype will combine *Real-Time Virtual Support* with *Hybrid Health Network* underneath in RCCbc brand green.



1.8

Hybrid Health Network – Final Stage

Eventually, the primary logotype will transition completely to *Hybrid Health Network* and leave *Real-Time Virtual Support* behind.



1.9

Hybrid Health Network without Tagline – Final Stage

Eventually, the primary logotype will transition completely to *Hybrid Health Network* and leave *Real-Time Virtual Support* behind.



2.0

RTVS Pathways Colour Palette

The RTVS colour palette extends RCCbc's primary palette, incorporating "nature-infused" tones chosen for their serene, harmonious, and cohesive appearance grounded in land, water, and natural systems. Each peer pathway has its own unique colour in the system.

Instant Access

CHARLiE	MaBAL	ROCCI	VERRa	RUDi	Front Door
Deep Waters HEX #003649 RGB 0-54-73 PMS 547 C	Tidal Flow HEX #005975 RGB 0-89-117 PMS 7700 C	Ocean Spirit HEX #002BA5 RGB 0-43-165 PMS 2736 C	Night Sky HEX #00135B RGB 0-19-191 PMS 2757 C	Sky Water HEX #007EA5 RGB 0-126-165 PMS 7704 C	Lagoon Tide HEX #0045F6 RGB 0-69-246 PMS 2728 C

Quick Reply & Consultation to Conversation

Quick Reply Pathways	Consultation to Conversation
Cedar Grove HEX #007C5B RGB 0-124-91 PMS 335 C	Forest Floor HEX #00553E RGB 0-85-62 PMS 3305 C



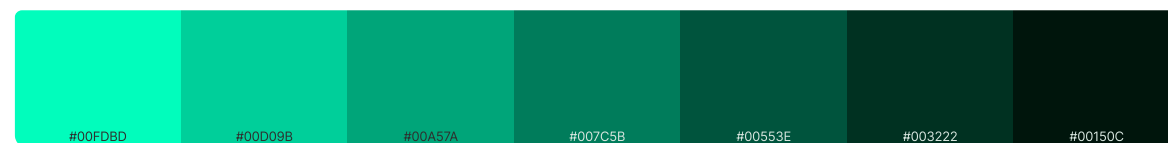
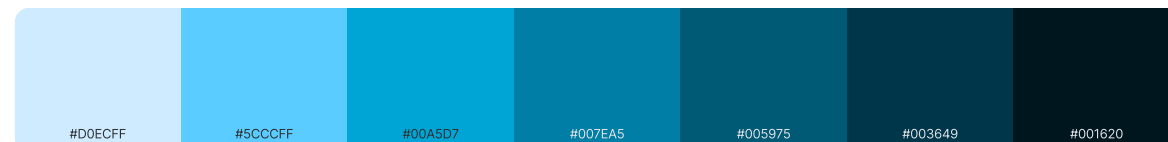
All colours meet or exceed WCAG Contrast level AA requirements when combined with white text.



2.1

Analogous Colour Palette

RTVS pathway colours were selected from an analogous colour palette comprised of three base colours located directly next to each other on the colour wheel. Colour selections for future pathways should be derived from this palette ensuring they meet or exceed WCAG Contrast level AA requirements when combined with white text.



3.0

Typography

RTVS will use *Source Sans Pro*, RCCbc's established brand typeface. This shared typographic foundation strengthens cohesion while allowing for flexibility. It should be applied consistently across all communications, including stationery, web design, brochures, and general correspondence.

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Source Sans Pro (renamed *Source Sans 3*) can be downloaded and installed from **Google Fonts**.

Source Sans Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!@#\$%^&*()



4.0

Hexagon

The hexagon is widely recognized as a symbol of balance, harmony, and structure. Its six equal sides create a sense of equilibrium and stability — qualities that reflect the interconnected nature of the RTVS peer pathways.

RTVS Peer Pathways uses the hexagon as a foundational shape. When paired with the hummingbird, it adds visual interest and conveys connection within a structured system.



4.1

Hexagonal Pathway Variations

RTVS Peer Pathways appear across posters, brochures, presentations, and websites. Each pathway must include the hummingbird symbol, a title or acronym, and a subtitle, presented in one of the following three formats.

Large Badge



Use to display a peer pathway with a description.

Medium Badge



Compact variation used to display a peer pathway without a description.

Pill



Compact, horizontal variation used to display a peer pathway without a description.

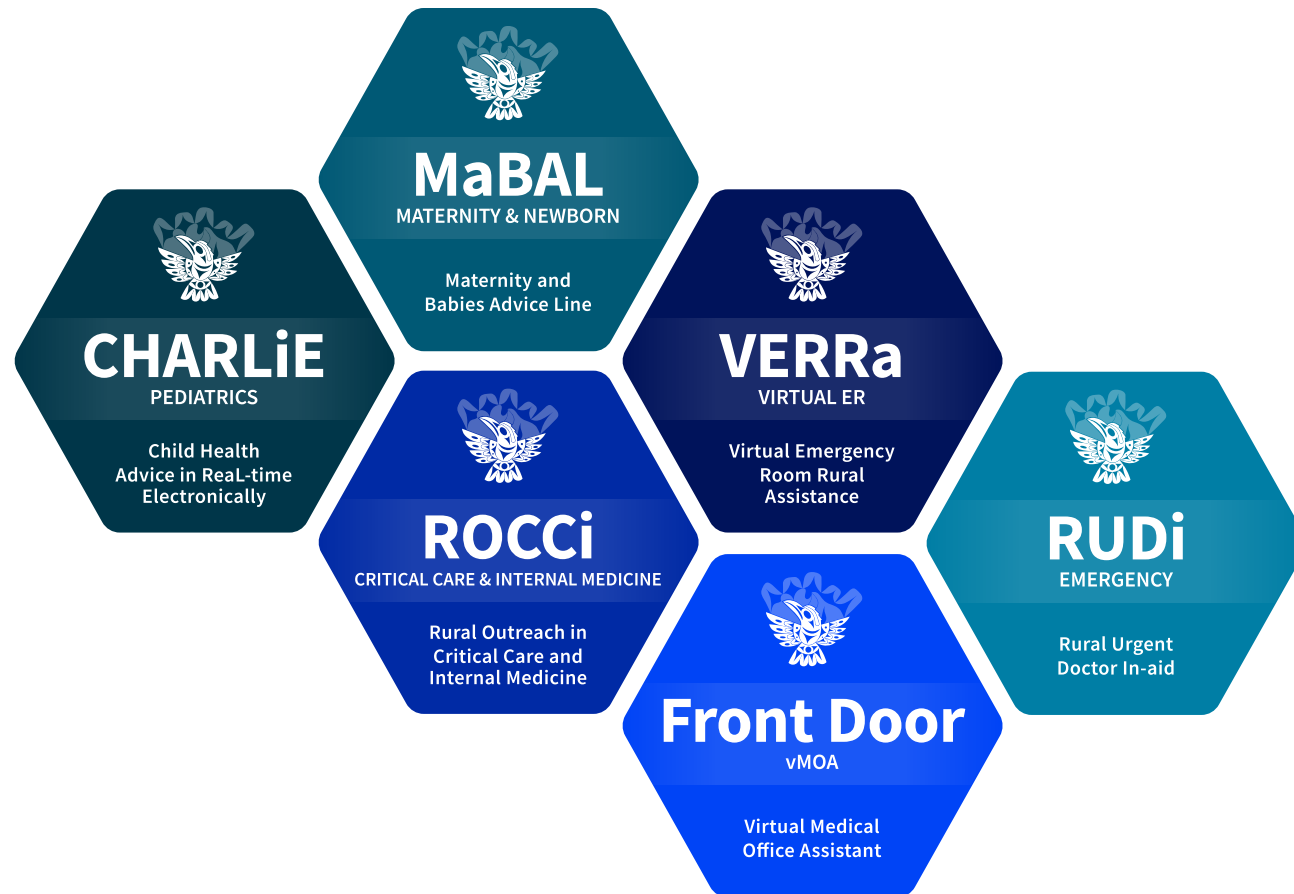


4.2

Instant Access

Large Badge / Honeycomb Pattern

Arrange pathways in a non-traditional hexagonal (honeycomb) formation to express a connected system. Each element stands alone while remaining part of a larger network, allowing pathways to function independently when needed.



4.3

Quick Reply**Large Badge / Honeycomb Pattern**

4.4

Consultation to Conversation

Large Badge / Honeycomb Pattern



4.5

Instant Access

Medium Badge / List

Arrange pathways in a traditional list view to ensure key information is clearly visible and well organized.



Add Zoom contact:
charlie1@rccbc.ca
Phone: 236-305-5352



Add Zoom contact:
mabal1@rccbc.ca
Phone: 236-305-7364



Add Zoom contact:
rocci@rtvs-bc.ca
Phone: 604-256-2728



Add Zoom contact:
verra@rtvs-bc.ca
Phone: 604-256-2728



Add Zoom contact:
rudi1@rccbc.ca
Phone: 236-305-9302



Add Zoom contact:
frontdoor@rtvs-bc.ca
Phone: 236-305-9302



4.6

Quick Reply Medium Badge / List

**Dermatology**

Add Zoom contact:
rrderm@telus.net
Phone: 604-266-5353
Call MOA with contact # to make appointment.

**RheumVision (Rheumatology)**

Add Zoom contact:
rheum.vmoa@rccbc.ca
Call or message through Zoom with contact # to make appointment.

**Neurology**

Add Zoom contact:
neurology@rtvs-bc.ca
Call or message through Zoom with contact # to make appointment.

**Oncology**

Add Zoom contact:
pamedical_rtvs@protonmail.com
Phone: 236-305-6300
Text MOA with contact # & MSP # to make appointment.

**myoLIVE (Myofascial Pain)**

Add Zoom contact:
info@anatomicmedicine.org
Phone: 250-744-6334
Text physician with contact # to make appointment.

**RTVS SCI Nav**

Add Zoom contact:
sci-nav@rtvs-bc.ca
Call or message through Zoom with contact # to make appointment.

**Pharmacists**

Add Zoom contact:
pharmacists@rtvs-bc.ca
Call or message through Zoom with contact # to make appointment.

**RTVS Orthopaedics**

Add Zoom contact:
orthopaedics@rtvs-bc.ca
Call or message through Zoom with contact # to make appointment.

**Thrombosis**

Add Zoom contact:
thrombosis-clinic@rccbc.ca
Phone: 604-655-1758
Text physician with contact # to make appointment.

**Hematology**

Add Zoom contact:
hematology@rtvs-bc.ca
Check Zoom for who is on call and text physician with contact # to make appointment.

**RTVS POCUS**

Add Zoom contact:
virtual-pocus@rtvs-bc.ca
See Zoom for who is on call and then text physician with contact # to make appointment.



4.7

Peer Pathways

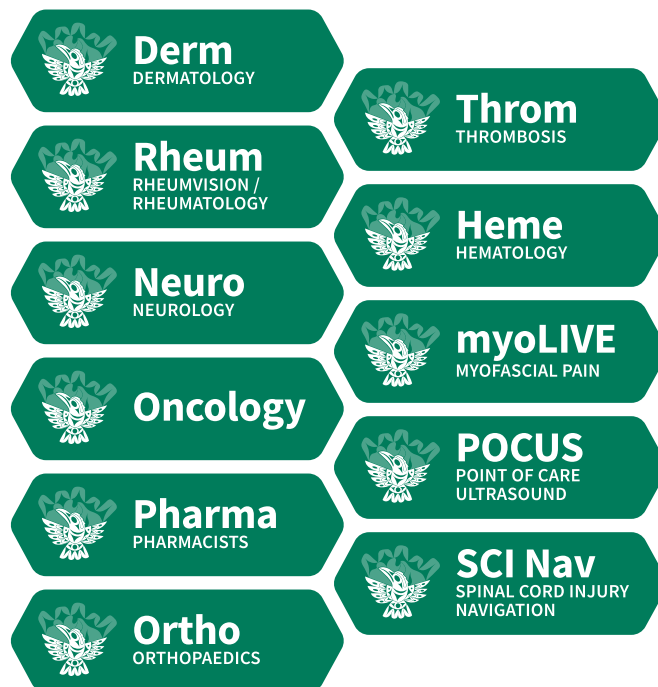
Pills / Stacked

When space is limited, arrange pathways in a stacked pill pattern.

Instant Access



Quick Reply



Consultation to Conversation

