



Affinity Partnership
Brand Guidelines

May 2021

Strategic Narrative

Our “North Star” Affinity Purpose

Our overarching Affinity mission that unites us and informs everything we do and say

To
accelerate
and support
meaningful and
positive impact on
physicians' lives.

Why we exist / core belief

Our higher order beliefs that drive what we are looking to develop

To improve health and the medical
profession we must start with enhancing
the lives of individual physicians.

How we create value

How we create tangible value for physicians

Through a collaborative effort, the Affinity Partnership
creates tangible impact, empowers physicians' financial
futures, accelerates change and connects strengths.

What we do

How our actions drive meaningful benefits

We create strategic investments in impact initiatives that improve the
lives of physicians and provide access to a best-in-class financial
solutions tailored to physicians' unique needs.

The way we speak

The voice of our brand

Empathetic

Optimistic

Straight Talking

Forward Thinking

Creative Platform

Putting physicians first.

Physicians, their families and the entire medical community are known for putting the needs of others at the top of their list.

That's why the Canadian Medical Association, MD Financial Management and Scotiabank are firmly committed to supporting the medical profession and advancing health in Canada.

We're here to put physicians first, and to make a genuine impact in their lives both at work and beyond.

Logo Lock-Ups

The Affinity logo lock-up represents the partnership in its purest form. Carefully designed for equal and consistent visual weight, the Affinity lock-up should always be used in its original, unaltered state. Modifications, such as reordering or altering the logos' relative size, or changing colours, are not allowed. The full-colour version of lock-up should be used for most day-to-day scenarios. A reverse version has also been supplied for special situations, such as when printing in one colour, or when the lock-up requires placement on a dark-coloured background.

The integrity of the lock-up should also be maintained by surrounding it with ample clear space and never reproducing it below its recommended size.

Tri-brand lock-up

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



Scotiabank®

Reverse Version

ASSOCIATION
MÉDICALE
CANADIENNE



CANADIAN
MEDICAL
ASSOCIATION



Scotiabank®

Clear Space & Minimum Size



French Lock-Ups

The French logo lock-ups should be used on all French-language communications.

The French Affinity lock-up follows the same usage guidelines as the English version, including size, clear-space, and colour rules.

Tri-brand lock-up



Reverse Version



Clear Space & Minimum Size

