

# Corporate Brand Standards



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Consistent and purposeful use of St. Joseph’s brand elements is instrumental in accurately and effectively communicating the promise St. Joseph’s makes to its stakeholders, each and every day.

## Corporate Brand Standards | Identity Elements | Logos

### The corporate logo is an essential part of any form of communication.

The configuration shown here is the only authorized logo for St. Joseph's Health Care London. It consists of an icon and wordmark locked together. Elements are not to be separated.

The control field (or clear space) is indicated here. The "O" in "Joseph's" represents the minimum space to be left clear around the logo in any application, and should be strictly adhered to. When possible, the addition of more white space will add greater legibility and distinction to the logo.

The logo must be printed on a white background or one providing sufficient contrast for the colours to remain distinguished.

### Minimum Sizing

The logo should be no smaller than an inch wide on all materials (excluding some forms and business cards where room is at a premium.)

**TIP:** To resize the logo hold the "shift" key on your keyboard while clicking on a corner of the logo to size it proportionately.

#### NOTE:

Rotating, stretching, compressing, screening, encroaching, or any other modification is to be avoided in order to maintain the integrity of the St. Joseph's brand.



## Corporate Brand Standards | Identity Elements | Logo Versions

### Colour

The identity here indicates the only proper colour signature, with the logo in PMS-285 (blue), PMS-577 (green) or their respective CMYK or RGB equivalent. This combination must be printed on a white background or one providing sufficient contrast for the colours to remain distinct.

### Black

For single-colour applications, the logo should appear as 100% black.



Full-colour



Black

### Primary Brand Colours

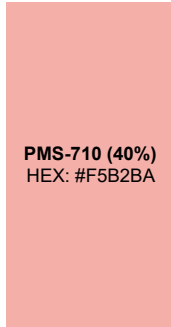
Beyond our logo, colour is the most recognizable aspect of our brand identity. Using the primary and secondary colour palettes in a thoughtful and consistent manner is key to maintaining the integrity of the St. Joseph brand across all applications.

The corporate colours for St. Joseph's Health Care London are PMS-285 (Blue) and PMS-577 (Green).

PRINT	PMS-285 C=91 M=52 Y=0 K=0	PMS-577 C=36 M=10 Y=63 K=0	Black C=0 M=0 Y=0 K=100
SCREEN	PMS-285 R=0 G=113 B=206 HEX: #0071CE	PMS-577 R=171 G=195 B=128 HEX: #ABC380	PMS-Black 6 HEX: #101820

**Secondary Brand Colours**

The secondary colours have been chosen to compliment the primary palette, and have been further expanded to include light and dark colour extensions. This will offer a stronger range of colour options that can be used digitally and comply with Accessibility for Ontarians with Disabilities Act (AODA) accessibility standards.

	<b>PRIMARY</b>						
							
<b>PMS-285 (50%)</b> HEX: #7FB8E6	<b>PMS-577</b> RGB: 171-195-128 HEX: #ABC380	<b>PMS-527 (40%)</b> HEX: #CDADDC	<b>PMS-710 (40%)</b> HEX: #F5B2BA	<b>PMS-715 (35%)</b> HEX: #FDD7B5		<b>Cool Grey 3</b> RGB: 209-208-206 HEX: #D1D0CE	
<b>PRIMARY</b>						<b>PRIMARY</b>	
							
<b>PMS-285</b> RGB: 0-113-206 HEX: #0071CE	<b>PMS-7490</b> RGB: 115-153-75 HEX: #73994B	<b>PMS-527</b> RGB: 129-61-151 HEX: #813D97	<b>PMS-710</b> RGB: 233-60-81 HEX: #E93C51	<b>PMS-715</b> RGB: 246-141-45 HEX: #F68D2D	<b>PMS-7404 (75%)</b> RGB: 249-225-119 HEX: #F9E177	<b>PMS-Black 6</b> HEX: #101820	<b>Cool Grey 11</b> RGB: 85-85-85 HEX: #555555
							
<b>PMS-7462</b> RGB: 0-90-149 HEX: #005A95	<b>PMS-574</b> RGB: 77-95-47 HEX: #475F2F	<b>PMS-7664</b> RGB: 106-50-124 HEX: #6A327C	<b>PMS-201</b> RGB: 164-43-57 HEX: #A42B39	<b>PMS-7512</b> RGB: 172-97-32 HEX: #AC6120	<b>PMS-7404</b> RGB: 246-218-64 HEX: #F6DA40		

Like logos, colours and consistent design structure, proper font usage is an integral part of maintaining brand identity.

**Arial** is one of the most widely used fonts. Because it's easy to read at large and small sizes and in a variety of applications, Arial has been a staple font for decades and will be used as the primary digital font.

**Calibri** is the primary print font for St. Joseph's. It's a modern sans serif font family with subtle roundings, providing a warm and soft character. It features real italics, small caps, and multiple numeral sets and language glyphs. Its proportions allow high impact in tightly set lines of big and small text alike. Available in two weights with their respective italics, it allows us to communicate effectively with all levels of stakeholders.

Arial and Calibri are standard system fonts, allowing for ease of use on both PC and MAC platforms.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* ?

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* ?

Calibri

**Photography is a key tool for showing the diverse and dynamic community of St. Joseph's.**

Imagery should be consistent with the tone of St. Joseph's content. Photography needs to demonstrate diversity in individuals and within the care we provide. It should always be candid and natural, never forced or appear staged, drawing the viewer in through a genuine, authentic quality.

When taking photos of patients, the proper consent form must be filled out and added to the patients record. the 'Consent for Photography, Video and/or Sound Recordings of Patients' form can be found on the intranet or contact Communications and Public Affairs for assistance.

**Clip-Art** is not a professional form of imagery and therefore not permitted.

**Stock Photography**

Stock photos are not to be used except in rare circumstances. Please contact Communication and Public Affairs to ensure proper usage. If stock is needed, it cannot use faces. If photography is needed that uses a face, call Communication and Public Affairs at 519-646-6034 to discuss options.

**Orientation**

Most of the photography used across St. Joseph's is in a landscape (or horizontal) format. This is important for web and social media platforms. Portrait (or vertical) is used primarily for newsletters and brochures. Consider taking multiple versions in different orientations to address all possible applications.

Photography captures the spirit of our care, connecting with our audience in ways that words can't.



## Corporate Brand Standards | Site Names and References

### Corporate Names

St. Joseph's Health Care London is the official name of the overall organization.

The short form of St. Joseph's Health Care London is St. Joseph's. Our family of facilities includes:

- Mount Hope Centre for Long Term Care
- St. Joseph's Hospital
- Parkwood Institute
- Southwest Centre for Forensic Mental Health Care
- St. Joseph's Family Medical and Dental Centre

**Below are the proper references and short forms for the various sites in the St. Joseph's family.**

The full name of the location should be used on first reference, after which the short form may be used.

- St. Joseph's Hospital (St. Joseph's Hospital)
- Mount Hope Centre for Long Term Care (Mount Hope)
- Parkwood Institute (Parkwood Institute)
- Southwest Centre for Forensic Mental Health Care (Southwest Centre)
- St. Joseph's Family Medical and Dental Centre (Family Medical and Dental Centre)

## Corporate Brand Standards | Site Names and References

### Building References

Parkwood Institute is comprised of two buildings, the Mental Health Care Building and Main Building.

Mount Hope Centre for Long Term Care is comprised of two sections, Marian Villa and St. Mary's.

When referencing a St. Joseph's site or facility, include St. Joseph's in the site name if the document does not formally refer to St. Joseph's. For example:

- St. Joseph's Parkwood Institute (first reference)
- Parkwood Institute (second reference)

### When referencing a care unit/program name and site name.

- The Palliative Care Unit at St. Joseph's Parkwood Institute (first reference)
- The Palliative Care Unit at St. Joseph's Parkwood Institute Main Building (alt. first reference)
- If the logo is present on the document, that would take the place of "St. Joseph's", so it would read, the Palliative Care Unit at Parkwood Institute's Main Building
- Or the Palliative Care Unit at Parkwood Institute (second reference)

The use of an ampersand (&) will be limited to design elements where space is at a premium and other special circumstances. It should not be used in website content, on brochures or in program names.

Short forms are not acceptable terms when referencing our organization or one of our facilities. Do not use:

- SJHC
- St. Joe's
- Grosvenor site
- Parkwood site/campus
- PIMHCB
- SWC

## Corporate Brand Standards | Templates

### **Templates are available that adhere to brand standards.**

There are a number of existing resources available to the St. Joseph's staff. All templates have been formatted to best suit needs, and maintain ongoing brand continuity.

The templates can be found by opening either PowerPoint or Word and selecting:

File > New > Custom > Corporate templates > St. Joseph's templates.

Below is a list of some of the tools and templates that are available:

- |   |                      |
|---|----------------------|
| A. Presentation Templates<br>(PowerPoint, in both 16:9 and 4:3)                                 | G. Cover Page (Word) |
| B. Letterhead Template (Word)   | H. Agenda (Word)     |
| C. Fact Sheet Template (Word)   | I. Minutes (Word)    |
| D. Poster Templates (Word)  | J. Memo (Word)       |
| E. Brochure Template (Word)   | K. Fact Sheet (Word) |
| F. Program Brochure (Available in InDesign only<br>– contact Communications and Public Affairs) |                      |

Communication and Public Affairs is to review and approve all materials that are used externally.

**Legacy Identity**

Roth McFarlane Hand & Upper Limb Centre has been granted an identity that marks the legacy of the two founders of the program.

This identity is limited to this program and will not be extended to any other programs at St. Joseph's.

For more information, please see the Roth | McFarlane Hand & Upper Limb Centre (HULC) guidelines.

**ROTH | M<sup>C</sup>FARLANE**  
**HAND & UPPER LIMB CENTRE**  
**ST. JOSEPH'S HEALTH CARE LONDON**

## Corporate Brand Standards | Identity Elements | Program Logos

### Program Logos

***Program logos or identities are not allowed as part of the St. Joseph's brand.***

It is important that programs identify with St. Joseph's Health Care London to ensure consistency and understanding of the programs we have and the services we carry.

Our care areas make us unique from other organizations so it is pivotal in telling our patients who we are. Individual logos or identities for clinical areas or patient care programs are not permitted, this includes team logos used for internal purposes.

At right are samples of options for applying a program name to the St. Joseph's logo.

Please contact Communication and Public Affairs with any questions about a specific application.

Horizontal Format



ADOLESCENT  
PSYCHIATRY  
PROGRAM



SPECIALIZED GERIATRIC  
SERVICES PROGRAM  
Cognitive Neurology Clinic

Vertical Format



ADOLESCENT PSYCHIATRY PROGRAM



SPECIALIZED GERIATRIC  
SERVICES PROGRAM  
Cognitive Neurology Clinic

**Affiliated Identities**

These are programs or services that St. Joseph’s Health Care London is a primary partner of and/or that may be uniquely funded outside of the organization.

These identities use elements of St. Joseph’s corporate brand (typically font and colour), but don’t reference St. Joseph’s directly in their identity.

These identities will support their affiliation to St. Joseph’s by naming them in copy and by using the corporate logo as a secondary element in collateral pieces.

These identities are developed by Communication and Public Affairs in partnership with the funding partners.

Affiliated identities are limited to special funding and circumstances.



**St. Joseph's Health Care Foundation**

St. Joseph's Health Care Foundation assists the St. Joseph's family by providing a critical link between care, research, philanthropy and the community. Through donor support the Foundation contributes to research initiatives, specialized equipment, advances in care delivery, and capital funds for hospital building projects.

Please refer to their guidelines for details on usage and applications.



### Lawson Health Research Institute

Lawson Health Research Institute (Lawson) is the research institute of London Health Sciences Centre (LHSC) and St. Joseph's Health Care London. The configuration shown is the authorized signature for Lawson Health Research Institute.

Within Lawson are numerous different Research Groups. Group titles can be added to the corporate signature as per the sample shown.

Please refer to their guidelines for full details on usage and application.

As the research institute of LHSC and St. Joseph's, Lawson positions their research within the defined missions and visions of both hospitals. The Institute's corporate identity represents the research taking place within hospital walls across all sites.

Lawson has a corporate positioning statement that succinctly articulates who they are and what they do. This statement can be used to complement the logo.



The Research Institute of London Health Sciences Centre  
and St. Joseph's Health Care London.

### Lawson Research Group (example)



*Parkwood Institute Research*

### Lawson Corporate Positioning Statement

As the research institute of London Health Sciences Centre and St. Joseph's Health Care London, and working in partnership with Western University, Lawson Health Research Institute is committed to furthering scientific knowledge to advance health care around the world.



St. Joseph's is an academic teaching hospital affiliated with the **Schulich School of Medicine & Dentistry at Western University**. We are committed to education and training to support the future generations of health providers.

If the brand of Lawson and/or Schulich/Western needs to be added to your materials, please contact Communication and Public Affairs, to work with you.



### Dual Hospital Graphic

In some cases it is appropriate to use the dual hospital graphic on collateral. It is never to be used on patient care communication or materials, as St. Joseph's and London Health Sciences Centre (LHSC) are two separate and distinct organizations. Presentations at conferences or where findings are presented as part of a joint initiative are the most common use. Please contact the communication department at either organization for more information. It is imperative that the Dual Hospital Graphic is used appropriately as to not confuse audiences. Please see the full Dual Hospital Graphic guide for more information.

### Integrated Programs and Departments

Programs/departments of St. Joseph's Health Care London and London Health Sciences Centre that have been identified as integrated areas are allowed to use an integrated signature.

This graphic consists of the logos for each of the two health care organizations, a horizontal graphic separator and text that identifies the integrated department.



Dual Hospital Graphic



Existing LHSC and St. Joseph's Integrated Programs and Departments as approved by CEOs

Medical Affairs



Internal Audit Department



Pathology and Laboratory Medicine

## Corporate Brand Standards | St. Joseph's Health Care London

### Contact Information and Questions

The information in this booklet is a guideline for common brand applications. However, should a unique situation arise, please contact us for guidance on best practices.

Communication and Public Affairs, St. Joseph's Health Care London  
519 646-6034  
[commdept@sjhc.london.on.ca](mailto:commdept@sjhc.london.on.ca)

