

Logo Usage Guidelines

and Reproduction Specifications



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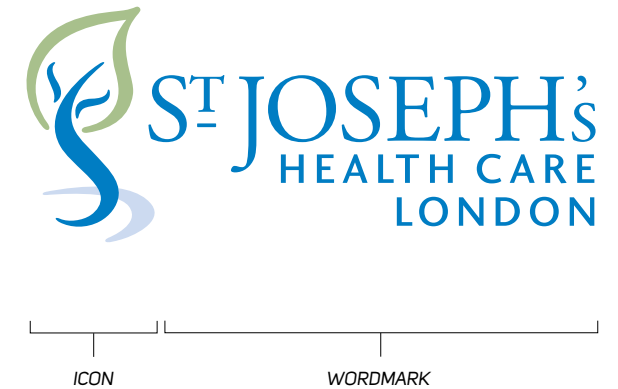
Logo Usage Guidelines and Reproduction Specifications

These guidelines outline the appropriate use of the St. Joseph's Health Care London logo, including usage information and colour specifications.

For more detail, see the full Corporate Brand Standard Guidelines.

Logo

The configuration shown is the only authorized logo for St. Joseph's Health Care London. It consists of an Icon (mustard seed leaf) and Wordmark (name of organization) which must appear together and in the proportions and positions shown. These design elements are not to be separated.



Logo Usage Guidelines and Reproduction Specifications | St. Joseph's Health Care London

Control Field

The corporate logo is an essential part of communication. To ensure its clarity and importance, adequate clear space must be left around the signature. This space is known as the control field.

The control field (or clear space) is indicated to the right. 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 signature.

The logo must be printed on a white background or one providing sufficient contrast for the colours to remain distinguished. If the background is too distracting, the black version of the logo can be used.

When working with a photographic background, be sure to place the logo on a part of the background that is free of distracting elements and provides sufficient contrast to allow for clear legibility.

The dignity of the signature should be enhanced by carefully integrating it into the overall design of the communication piece. It should never appear to have been an afterthought.

Size Limitations

Although the St. Joseph's logo has been designed to translate well into most applications, there are some instances where, due to various production limitations, stricter guidelines must be enforced to maintain integrity. The logo should always appear so that all text is legible. The minimum size that the logo can reach while keeping this legibility will vary depending on the medium being used to reproduce it. In most print applications, a minimum size of 1" should be adhered to, as shown.

Sizing

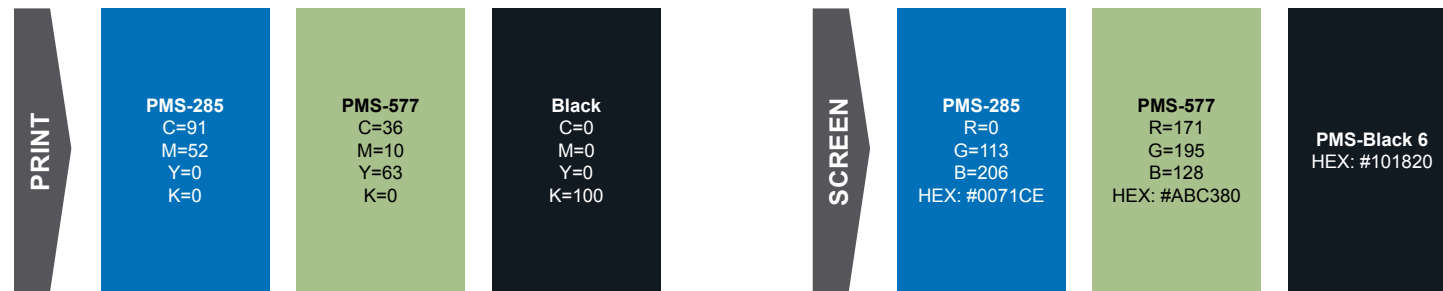
The control field is built into the logo space. If you need to resize the logo in a Microsoft Office program, hold the shift key and pull from a corner. This will keep the proportions in place.



Colour Specifications and Usage

Corporate Colour

The corporate colours of St. Joseph's are PMS-285 (Blue) and PMS-577 (Green).



Although every effort is made to ensure accuracy, process colour reproduction may not match Pantone identified solid colour standards. The proper breakdowns for printing with process inks (Cyan, Magenta, Yellow and Black) are indicated (above). It should also be noted that electronic presentations (such as websites and PowerPoint) can also differ. In these cases, the RGB scale (Red, Green and Blue) should be used, and the breakdowns indicated above should be observed.

Colour

Indicates the only proper colour signature, with the logo in PMS-285 and PMS-577. This combination must be printed on a white background or one providing sufficient contrast for the colours to remain distinguished.

Black

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



Colour



Black

File Types

.eps Used primarily by graphic design agencies and printers. Best for complex applications requiring higher resolution where the software supports .eps format (e.g. Adobe InDesign, Adobe Illustrator, Quark Xpress, PageMaker, Corel Draw, etc.). This format is vector based and files can be scaled to any size.

.tiff TIFF format is widely supported by image-manipulation applications, by publishing and page layout applications. Pixel based files should never be scaled up in size as quality decreases and this format produces larger files than .eps.

.bmp Similar to tif. If a universal file format is needed, bmp is best as long as file size is not a problem.

.png Best for use with Internet, and Microsoft applications. Files display well on screen and print, and are typically better quality than gif files, with smoother edges. They can also be placed well on coloured backgrounds.

.gif Alternative use in Internet applications only. Widely supported and thus well established as the default choice for simple graphics on the web. Can be used where the background of the logo needs to be transparent.

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Contact Information and Questions

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

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The logo versions shown throughout these guidelines are examples only and are not to be used for reproduction.