



Hôpital St-Boniface Hospital

**Brand and Visual
Identity Guide**

October 2, 2009

ST-BONIFACE HOSPITAL **SIGNATURE**

The St-Boniface Hospital Signature



Hôpital St-Boniface Hospital

Symbol

Bilingual Signature type

Signature

The St-Boniface Hospital Signature consists of the Symbol and St-Boniface Hospital Bilingual Signature type set in a modified version of the Myriad Pro Semi-Bold typeface.

Signature safe area/minimum size



Signature protected space



1.25" minimum size of signature

Always use digital versions of artwork supplied by St-Boniface Hospital

Protected space

The signature has a unique configuration and orientation, which must never be altered in any way and must always maintain established proportions and spacing. These proportions also include a preset 'safe area' around the signature in which no other elements can appear. Note how the "H" in the word "Hospital" is the unit of measurement that dictates the correct signature configuration and safe area.

Minimum size

A minimum allowable size has been established to ensure legibility of the signature in which the length of the signature is no less than 1.25". However, on very small specialty items such as pens and pins, the signature may be scaled to fit appropriately.

Signature colours



Hôpital St-Boniface Hospital



Pantone 300



Pantone Cool Gray 9

The St-Boniface Hospital signature is comprised of two specific Pantone colours. They are:

Pantone 300

Pantone Cool Gray 9

Signature usage

Preferred Use



The full colour signature is the preferred version and should be used wherever possible. See next page.

Black and White Use
and One Colour Use



The black version for use in black and white applications or where a one colour use is required.

Reverse Use



A reverse white version for use in black and white applications or on dark coloured backgrounds has also been created. The signature may be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.

The colour signature

The signature can be printed on any solid colour, texture or photographic background that provides sufficient contrast for clarity and legibility.



When a piece is produced in colour, the St-Boniface Hospital signature should appear in full colour, as long as the colour and texture of the photographic or solid background provides sufficient contrast for clarity and legibility.

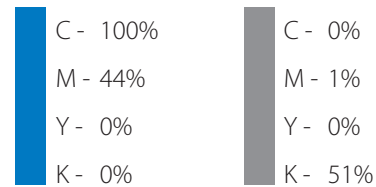
In the case of newsprint or dark coloured backgrounds, the reverse white version of the signature may be used.

Four-colour process



Hôpital St-Boniface Hospital

Four-colour process:



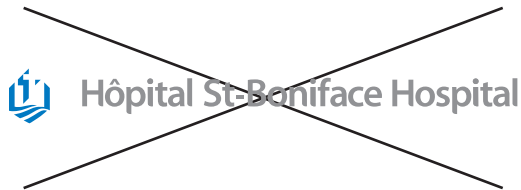
Four-colour process

When printing in four-colour process (CMYK), the proper colour specifications are as above.

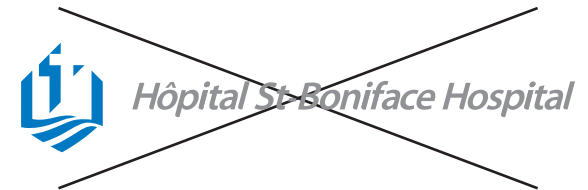
Incorrect uses



Improper logotype treatment:
Do not stack the logotype. The logo should appear in its horizontal format only and should never be altered.



Improper proportion:
Reduce and enlarge the Signature proportionately. The size of the Symbol in relationship to the logotype should not be altered.



Different type face:
The modified Myriad Pro Semi-bold is the only typeface allowed in the signature format. Others (i.e. Myriad Italic or non-modified versions of the correct typeface) are not allowed.

To establish and maintain consistent and effective use of the St-Boniface Hospital signature, it is essential to follow the standards set in this manual.



Framing:
The signature should never be framed in a restricting box, shape or specific area.



Improper alignment of shield:
In the signature format, the alignment of the symbol relative to the logotype should not be altered.

The examples on these pages illustrate how the signature may not be used.

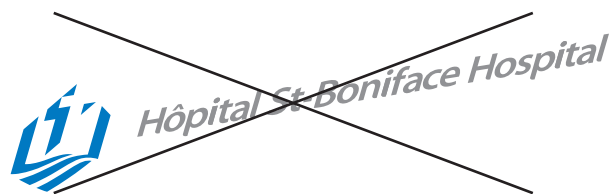
Such misuse will undermine the hospital's effort to present a strong and unified image, and will alter the perception and meaning of the signature itself.

Although only one version of the signature is used in these illustrations, all the official versions are subject to these parameters.



Overlapping or alignment of visual elements:

The signature should not be encumbered by other visual elements. Avoid the use of any copy, slogans, symbols or images overlapping or aligned with the signature.



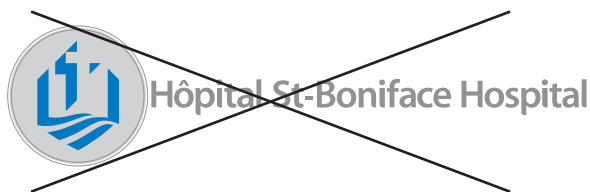
Distortion:

The signature should not be subject to distortion or manipulation (i.e. slanting, stretching, twisting or curving).



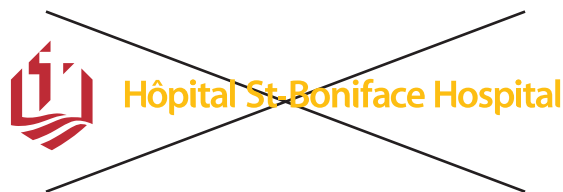
Distracting background:

The signature should never be placed on backgrounds that distract or overpower.



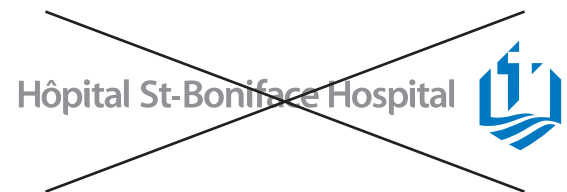
Enclosure and framing:

The symbol should not be encumbered or contained by other visual elements. It should never be partially or fully enclosed or framed in a restricting oval, circle, square or any other specific shape or area.



Improper colour:

The signature should never be reproduced in any other combination other than the official colours.



Improper placement of the shield:

In the signature format, the placement of the cross relative to the logotype should not be altered. That is, it must be above or to the left of the word mark.

Signature placement

Signature placement should be considered upon laying out any page. As a rule, the bottom right is considered the 'sign-off' area.



An effort should always be made to protect the bottom right hand area of the page. The St-Boniface Hospital signature should be consistently applied there.

In any piece printed in full colour, the St-Boniface Hospital signature should appear in full colour as well.




Making health a priority

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis velit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien. Nam consectetur.

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 Hôpital St-Boniface Hospital
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John Smith,


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Sincerely,

Tom Smalling

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Espoir et guérison
Hope and Healing

When other logos are to appear on a St-Boniface Hospital piece, it should appear in a secondary position, away from the St-Boniface Hospital signature. In any given situation, the St-Boniface Hospital signature must be given more prominence than the unit signature. That is, its size and visual weight must be greater than the unit signature. As always, the St-Boniface Hospital signature should appear in the sign-off area as earlier indicated.

ST-BONIFACE HOSPITAL

DIVISIONS

St-Boniface Hospital Divisions



Hôpital St-Boniface Hospital



Hôpital St-Boniface Hospital

RECHERCHE • RESEARCH



Hôpital St-Boniface Hospital

FONDATION • FOUNDATION



Hôpital St-Boniface Hospital

AUXILIAIRE • AUXILIARY

The proper St-Boniface Hospital division signature should appear on all corresponding division collateral material.

St-Boniface Hospital is divided into four divisions; Hospital, Foundation, Research and Auxiliary. The division signatures have been designed to properly communicate the four separate parts of the one unified St-Boniface Hospital. Always use digital files supplied by St-Boniface Hospital.

St-Boniface Hospital Division Colours



Pantone 300
C = 100
M = 44
Y = 0
K = 0

Hospital



Pantone 322
C = 100
M = 0
Y = 33
K = 35

Foundation



Pantone 349
C = 100
M = 0
Y = 91
K = 42

Research

The primary brand colour of the St-Boniface Hospital is blue, as is the Hospital division of the brand.

In addition to the three division signatures, three different colours have been chosen to represent each corresponding division. These colours are: blue for Hospital, blue-green for Foundation, and green for Research. Each colour should be predominant on all material belonging to that division.

St-Boniface Hospital
Theme line

Espoir et guérison Hope and Healing

Inspired by the St-Boniface Hospital brand platform, “Hope and Healing” is the Hospital’s formal theme line.

Designed to directly reflect the cooperative relationship forged between health research and patient care, “Hope and Healing” can be further applied more broadly – to represent for example the search for a cure, for good health, for acceptance and for peace.

And because of its succinct format, the St-Boniface Hospital theme line works well when applied in a bilingual context or as an evocative and fitting sign-off to any internal or external communications execution.

St-Boniface Hospital logo with Theme line



The St-Boniface Hospital
Theme line is set in Minion
Pro-Medium.

A version of each division logo has been developed to incorporate the Theme line. Hierarchy and space relationships have been carefully considered. In no way should this logo be altered or reset. Always use digital files supplied by St-Boniface Hospital.

St-Boniface Hospital Theme line Configuration

Espoir et guérison · Hope and Healing

Espoir et guérison Hope and Healing

When applying the Theme line apart from the logo, the it must always appear in a bilingual format. However, the order in which the english or french line appears will be determined by the language of the piece.

The theme line must always appear in one of the two configurations appearing above (each colour variation can be applied to each configuration of the Theme line), unless the Theme line is being used in a headline. The following page shows examples of the different ways in which the theme line can be applied.

St-Boniface Hospital Theme line as a Graphic Element



Hope and Healing

The graphic should always appear either 20% lighter, or darker than the background it lays on.



Espoir et guérison

Where adequate space is provided, it is also acceptable to use the Theme line as a graphic or watermark. When used, the font chosen is Scriptina. Always use this graphic element as subtly as possible. Note: This approach is not a substitute for the primary Theme line applications described on the previous two pages. Always use one of the primary Theme line applications in conjunction with this stylized approach. The primary Theme line application must always have more prominence than this graphic element.

Examples of theme line placement




Helping point you in
the right direction.



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Sincerely,

Tom Smalling



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Colour Palette/Typography

Hospital



Pantone 300
(Primary)



Pantone 639



Pantone 297

Foundation



Pantone 322
(Primary)



Pantone 320



Pantone 319

Research



Pantone 349
(Primary)



Pantone 347



Pantone 346

Secondary Colours



Pantone
Cool Gray 9

Grayscale



Black 100%



Black 44%



Black 33%

Colour palette

A broad palette of soft and vibrant colours is a fresh new brand look to St-Boniface Hospital material.

Myriad Pro

abcdefghijklmnopqrstuvwxy

Myriad Pro light

abcdefghijklmnopqrstuvwxy

Myriad Pro regular

abcdefghijklmnopqrstuvwxy

Myriad Pro bold

abcdefghijklmnopqrstuvwxy

Myriad Pro Condensed

abcdefghijklmnopqrstuvwxy

Myriad Pro Bold Condensed

Minion Pro

abcdefghijklmnopqrstuvwxy

Minion Pro Medium

abcdefghijklmnopqrstuvwxy

Minion Pro Semi-Bold

abcdefghijklmnopqrstuvwxy

Minion Pro Bold

Fonts

The fonts that make up the brand look and feel, are Myriad Pro, and Minion Pro. Note: not all parts of each font family are shown here.

For internal use, Helvetica 55 and/or Times New Roman should continue to be used for memos, letters etc.

Using the St-Boniface Hospital URL

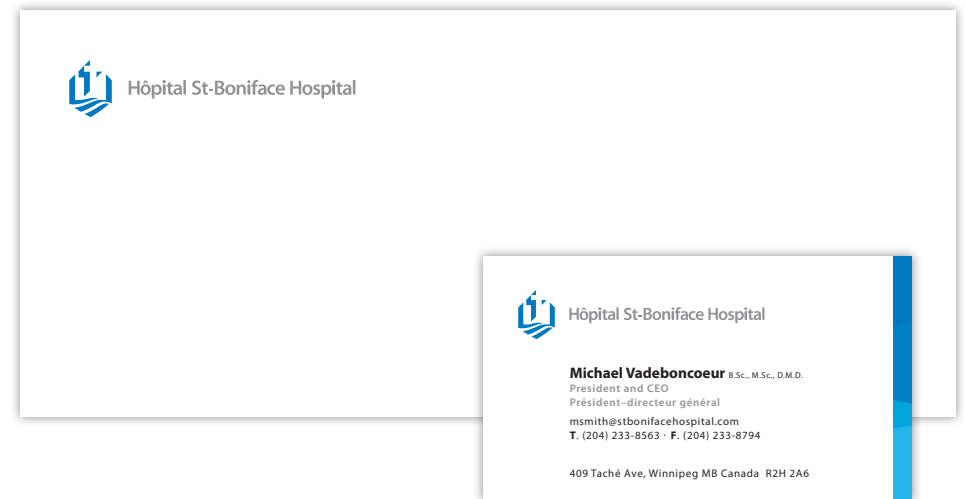
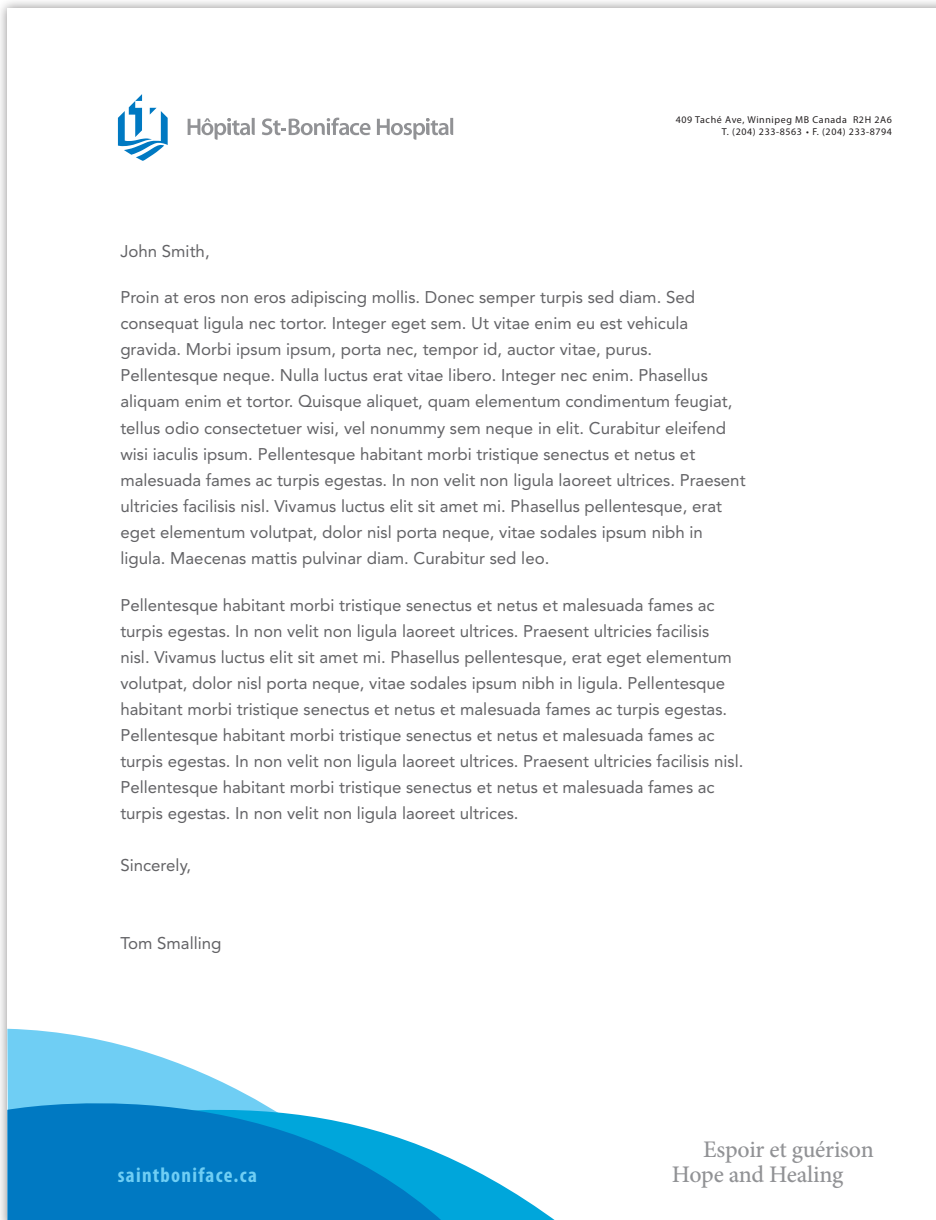
saintboniface.ca

Myriad Pro Bold Condensed

When type setting the St-Boniface Hospital URL, the typeface used is Myriad Pro Bold Condensed. The type then is tracked out to 60 pts to give the URL a sophisticated stylized approach.

The preferred placement for the URL is the bottom left of all St-Boniface Hospital material, accompanied by the Primary Graphic Element. When this is not possible, other alternative placements are allowable. The examples on the next page show other allowable placements, as well as the URL colour options.

St-Boniface Stationery



Stationery packages have been created for the three different divisions of the St-Boniface Hospital to implement the design system. The package shown above is for the Hospital division of St-Boniface Hospital.