



STEVENSON

MEMORIAL HOSPITAL

GRAPHIC DESIGN STANDARDS MANUAL

1. Logo Overview
2. Colour Palette
3. Hospital Fonts
4. Stationery & Templates

AUGUST 2010



1. LOGO OVERVIEW

The Stevenson Memorial Hospital logo consists of two elements: a graphic element and a wordmark. These elements exist in fixed proportions, which must never be separated or altered without the written consent of the Community Relations Department.

The graphic element is abstract and symbolizes two different natural or organic representational elements. Firstly, it is a bird in flight which signifies the Hospital soaring high and striving for excellence. Secondly, it appears to be a heart, which not only symbolizes a part of the human body requiring medical attention at times, but an icon of compassion. This element of the graphic corresponds to the Hospital's values and mission to "respond to patients' needs with empathy and understanding." The graphic element is also visually open at the bottom which denotes the Hospital being open to change and, similar to the outstretched arms of someone initiating a hug; it "embrace[s] teamwork."

The wordmark at the bottom is in a sans serif typeface which denotes the Hospital's new and improved Vision, Mission and Values Statement. The font is also modern and has clean lines which reflects the clean, hygienic and sanitary environment of the Hospital. The typeface or font family itself has a wide variety of fonts including light, book, roman, oblique, medium, heavy and black and is therefore flexible for multiple applications including, business cards, letterhead, brochures, and more.



LOGO VARIATIONS STANDARD

NOTES

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way. Contact the Community Relations Department with any questions you may have or to obtain the digital artwork.

2-COLOUR STANDARD

Whenever possible, the Stevenson logo should appear in the 2-colour standard version. When printing for professional applications Pantone 2995 C (lighter blue) and 308 C (darker blue) are to be used. See Colour Palette for more information. This version is restricted to these applications and should not, under any circumstance, be replaced with the 1-colour greyscale or black standard unless the application dictates it.

1-COLOUR/GREYSCALE STANDARD

When colour printing is not available or advised, such as in one colour applications, the logo should appear in gradations of black. This should be printed on a stock that will show the lighter gradation of grey. This version is restricted to these applications and should not, under any circumstance, be used on print material and other corporate material that would be better served by using the 2-colour standard.

1-COLOUR/BLACK STANDARD

In instances when the logo is being used in engraving, embroidery or other applications where a simplified graphic is necessary, this simple black version can be used. This version is restricted to these applications and should not, under any circumstance, be used on print material and other corporate material that would be better served by using the 2-colour standard.



OTHER ENTITIES





LOGO VARIATIONS HORIZONTAL

Alternate horizontal versions have been created for use in extreme applications where standard logos will not fit the shape of the surface, such as in promotional materials. These logo variations should only be used in these situations and permission must be granted by the Community Relations Department.

The greyscale and black artwork for these versions is available. Please contact the Community Relations Department with any questions you may have or to obtain the digital artwork.



LOGO VARIATIONS REVERSED

Where a reversed version is required, the logos should appear white on a Pantone 308 C (darker blue) or black background.



LOGO CLEAR SPACE

To ensure the logos are represented in the best possible way, they must always be framed within an adequate amount of space.

The width of the border around the logo must be equal to the height of the words 'Memorial Hospital.' No other graphic elements (e.g, photography, typography, illustration) should appear within this space.



LOGO MINIMUM SIZE

To ensure legibility and readability the logos should never be smaller than 1.5" wide for print media and 450 pixels for digital media.

1.5" actual size



450 pixels



NOTES

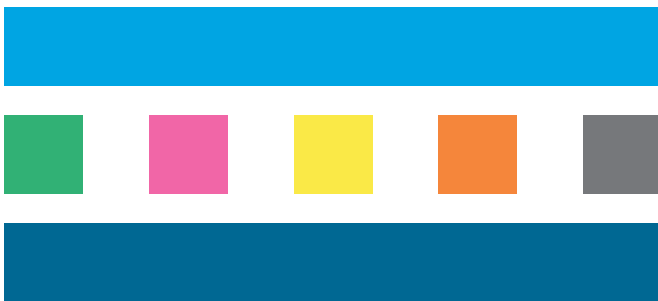
Should for any reason these minimum sizes not be adequate for a specific use (i.e., web use or cellular device application development), please contact the Community Relations Department with any requests you may have and to obtain altered digital artwork.



NOTES

The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® colour standards. For colour matching, always refer to the PANTONE MATCHING SYSTEM®. PANTONE® is a registered trademark of Pantone, Inc.

COLOUR RELATIONSHIPS



2. COLOUR PALETTE

PRIMARY COLOUR PALETTE

The logos' primary colours are Stevenson Dark Blue and Stevenson Light Blue. These are represented by the Pantones 2995 C (lighter blue) and 308 C (darker blue).

PANTONE

308 C (Stevenson Dark Blue)



CMYK EQUIVALENT

100 - 0 - 0 - 48

RGB EQUIVALENT

0-104-146

PANTONE

2995 C (Stevenson Light Blue)



CMYK EQUIVALENT

100 - 0 - 0 - 8

RGB EQUIVALENT

0-164-228

SECONDARY COLOUR PALETTE

The logos' secondary colours exist to complement the primary colour palette (e.g. colour of t-shirts, signage, etc.) These colours are not intended to replace the colours of the logo itself.



CMYK

74 - 4 - 73 - 0



CMYK

0 - 75 - 0 - 0



CMYK

2 - 4 - 83 - 0



CMYK

0 - 58 - 85 - 0



CMYK

0 - 10 - 0 - 65

3. HOSPITAL FONTS

Stevenson's font family for the development of all professionally-produced materials is Avenir. As mentioned before, the font is modern and has clean lines which reflects the clean, hygienic and sanitary environment of the Hospital. The typeface or font family itself has a wide variety of fonts including light, book, roman, oblique, medium, heavy and black and is therefore flexible for multiple applications including, business cards, letterhead, brochures, and more.

Most professional designers will have access to the Avenir font. Should this not be the case, direct them to the Community Relations Department to obtain the font.

HEADLINES/MAIN HEADINGS

As a rule, 11 to 13 point Avenir 85 heavy in uppercase should be used for main headlines or titles with a tracking of 600 unless space is limited.

SUBHEADINGS

Subheadings should be 9 to 11 point Avenir 45 book. In uppercase with a tracking of 200 unless space is limited.

PARAGRAPH TEXT

9 to 11 point Avenir 45 Book should be used for body text in all brochures and informational print work.

Avenir

AVENIR 85 HEAVY
AVENIR 85 HEAVY
AVENIR 85 HEAVY

AVENIR 45 BOOK
AVENIR 45 BOOK
AVENIR 45 BOOK

Avenir 45 Book
Avenir 45 Book
Avenir 45 Book

AVAILABLE WITHIN THE AVENIR FONT FAMILY

AVENIR 95 Black Oblique
AVENIR 95 Black

AVENIR 85 Heavy Oblique
AVENIR 85 Heavy

AVENIR 65 Medium Oblique
AVENIR 65 Medium

AVENIR 55 Oblique
AVENIR 55 Roman

AVENIR 45 Book Oblique
AVENIR 45 Book

AVENIR 35 Light Oblique
AVENIR 35 Light

SUBSTITUTE FONT - ARIAL

ARIAL Bold Italic
ARIAL Bold
ARIAL Italic
ARIAL Regular

NOTES

Hospital-wide use of a standard font creates a consistent visual image for the organization.

As Avenir is not readily available on most Hospital computers, Arial is the font that must be used in all daily correspondence and electronic communications (e.g., business letters, reports, memos, forms, e-mails, etc.) as it is readily available on all computers using Microsoft software.

4. STATIONARY AND TEMPLATES

4.1 HOSPITAL LETTERHEAD

Shown below is the letterhead for Stevenson Memorial Hospital. Formal letterhead must be used for business matters of the organization or its affiliate organizations and may never be used for personal use. The letterhead is preprinted on an uncoated stock with the two-colour logo in the top left-hand corner and address and contact information in the top right-hand corner. Graphic or word elements of the letterhead must never be altered, and attempted duplication is not permitted.

Requests for additions to existing letterhead, such as departmental name, or creation of special letterhead for offsite clinics will be evaluated by the senior leadership team and the Community Resources Department on an individual basis. An MS Word letterhead template is available through the Community Resources Department. It must never be altered or manually reproduced in any way.

NOTES

When writing a business letter, please use the letter format shown here. The standard font and size for business letters is 11 point Arial (10 point can also be used if preferred or required). Ensure that all business letters are single-spaced, flush left, ragged right with a line space between paragraphs and no indentations as shown.

Letters should always be centred in the middle of the page so that an even amount of space exists at the top and bottom of the page. With longer letters, continue on to a second page rather than typing beyond the maximum depth of message line that is shown. When it is necessary to continue to another page, always start the page with a new paragraph rather than split a paragraph between two pages. It is recommended that all business letters bear the original signature in blue ink. Although exceptions arise, it is also recommended that electronic signatures only be used on letters of mass distribution and only with the approval of the person whose signature is being used. Always print business letters on pre-printed, two-colour stationery. Photocopying is only acceptable for courtesy or file copies.

Stevenson Memorial Hospital letterhead template showing the layout and spacing for a business letter.

Header:

Stevenson Memorial Hospital logo and contact information: 200 Fletcher Crescent, PO Box 4000, Alliston, Ontario L9R 1W7. Phone: (705) 435.6281, Fax: (705) 434.5138, www.smhosp.on.ca

Letter Content:

December 1, 2010

Jane Smith
123 First Street
Toronto, Ontario
M4S 1Z2

Dear Ms. Smith:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse molestiae cillum. Tia non ob ea soliad incom dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda et tam. Neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliqua is nostrud exercitation ullam mmodo consequet. Duis aute in voluptate velit esse cillum dolore eu fugiat nulla pariat.

At vver eos et accusam dignisum qui blandit est praesent. Tia non ob ea soliad incom dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda et tam. Neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore.

Irure dolor in reprehenderit in voluptate velit esse molestiae cillum. Tia non ob ea soliad incom dereud facilis est er expedit distinct. Tia non ob ea soliad incom dereud facilis est er expedit distinct. Nam liber te conscient to factor tum poen legum odioque civiuda et tam. Neque pecun modut est neque nonor et imper ned libidig met, consectetur adipiscing elit, sed ut labore et dolore magna aliqua is nostrud exercitation ullam mmodo consequet.

Sincerely yours,

Jonathan Doe, RN BScN(C)

4.2 OTHER ENTITIES LETTERHEAD

The letterhead for the Foundation and Auxiliary follow the same style principles as the Hospital's letterhead.



ALSO

Please note that the Hospital's letterhead includes a large section of the logo's two-colour graphic element at 30% transparency. This is echoed in the other print materials; however, the graphic element on the Foundation's letterhead appears in all dark blue and the Auxiliary's appears in all light blue. This colour codes each entity and subtly distinguishes them from one another in print.

4.3 BUSINESS CARDS

NOTES

Orders for business cards are handled by Administration and any special requests for information to be added should be approved by the Hospital's Community Relations Department. Due to the amount of space available, the department reserves the right to modify the information to make the information fit on the card.

Stevenson Memorial Hospital, Foundation and Auxiliary business cards are one sided and should be printed on uncoated cardstock and with the proper Stevenson colours in Pantone ink. Names, degrees, titles or occupations are to be limited to 3 lines and contact information, including the Hospital's website is restricted to 5 lines.



3 lines

4 - 5 lines
(5 spaces if pager/cell phone
information is requested
to be included.)



Simple version from a word template when advanced printing processes are not available.

4.4 ENVELOPES


The Stevenson envelopes are preprinted on an uncoated stock with the two colour logo in the top left-hand corner and the return address included beside it. For other envelope templates, please contact the Community Relations Department.

Note that the horizontal version of all logos are being used in this application because it better suits the horizontal orientation of the envelope shape.



4.5 F A X & M E M O

The fax and memo pages are available for each entity as electronic templates. All text boxes are preset with correct font and all graphic elements are in all black so that they are highly visible and don't degrade after being scanned, copied or sent via fax. They must never be altered or manually produced in any way. Foundation and Auxiliary fax and memo pages follow the same scheme but are not showed here.


STEVENSON
MEMORIAL HOSPITAL

200 Fletcher Crescent
PO Box 4000
Alliston, Ontario L9R 1W7


t: (705) 435.6281
f: (705) 434.5138
www.srnhosp.on.ca

Fax Transmission

To:
From:
Dept:

Date:
Fax:
Fax:
Pages:

[Type here]


STEVENSON
MEMORIAL HOSPITAL

200 Fletcher Crescent
PO Box 4000
Alliston, Ontario L9R 1W7

t: (705) 435.6281
f: (705) 434.5138
www.srnhosp.on.ca

Memorandum

Date:

To:
Copy:
From:
Subject:

[Type here]