



the hospital research
foundation group

finding cures improving care

Visual Style Guide

Logo

The Hospital Research Foundation Group (THRFG) logo is our signature. This signature is the key building block of our identity. It must be at all times consistent. It reinforces the message of a clear, strong identity for THRFG. Every aspect of THRFG's activities on view internally and externally should be identified by use of the logo.

All elements of the logo have a fixed relationship and this must never be adjusted, redrawn or modified in any way, and must always be reproduced by using approved digital versions.

Horizontal version is the preferred version of the logo. Vertical can be used when horizontal is not possible.

The form of the logo must not be changed.
Elements may be neither added nor removed.
Only those logos that are provided digitally may be used. The logo may not be reconstructed independently.

Preferred horizontal logo



Secondary vertical logo



Colour Variations and Backgrounds

The Hospital Research Foundation Group logo can be used in three different variants.

- The colour original logo on white background is the preferred logo and shall be used where possible.
- The reversed variant can be placed on collateral with coloured background.
- The black mono version is only used in exceptional cases, if the use of colour is not possible, e. g. on faxes or in black-and-white newspapers. In cases where neither colours nor shades are technically possible, such as screenprint or etching, a lineart version shall be used.

Preferred horizontal logo



Secondary vertical logo



Colour

Reverse

Black

Size Specifications

For diverging paper formats, the standard size is increased or reduced proportionally.

If a logo size smaller than the minimum size is required, the tagline may be omitted in exceptional cases. Applications of this type include for example small promotional items such as pens and matches, plus logo lines in which The Hospital Research Foundation Group logo appears along with other companies' logos.

Minimum Size



Minimum Size



Minimum Size



Minimum Size



Example of the use of the logo without tagline

Logo Clearance

To ensure the integrity of The Hospital Research Foundation Group Logo, no design elements such as typography or graphics may intrude on the logo clearance. The logo clearance is equivalent to the inside of the bow as marked x below.



Logo Usage

The Hospital Research Foundation Group Logo

is used for umbrella occasions where we are describing our multiple charity brands ie the website, Impact Report.



The sole The Hospital Research Foundation Logo is used for communications where we are representing THRF as a charity in its own right.



Logo Usage Non Compliant

the hospital research
foundation group
finding cures improving care



Displacing the logo items



The Hospital Research
Foundation Group
finding cures improving care



Modifying the logos font



the hospital research
foundation group
finding cures improving care



Changing the proportions of the logo



the hospital research
foundation group
finding cures improving care



Changing the logos colours



the hospital research
foundation group
finding cures improving care



Putting the logo on an angle



the hospital research
foundation group
finding cures improving care



Using logo at too low res



the hospital research
foundation group
finding cures improving care



Distorting the logo



the hospital research
foundation group
finding cures improving care



Modifying the logo icon



the hospital research
foundation group
finding cures improving care



**Place logo in coloured or
patterned background**

Logo Icon

We limit the use of the icon used on its own without text. One example of appropriate use is for social media avatars where the text element of the logo is replaced with the title of the brand displayed in full on the social media platform next to the icon.



Colour Palette



Pantone 233 C
C 19 M 100 Y 14 K 0
R 203 G 0 B 124
HEX #cb007c



Pantone 2915 C
C 57 M 13 Y 0 K 0
R 95 G 180 B 229
HEX #5fb4e5



Pantone 123 C
C 0 M 23 Y 91 K 0
R 255 G 199 B 42
HEX #ffc72a



Pantone 527 C
C 60 M 91 Y 0 K 0
R 131 G 50 B 167
HEX #8332a7



Pantone 186 C
C 12 M 100 Y 91 K 3
R 207 G 16 B 45
HEX #cf102d



Pantone 390 C
C 35 M 12 Y 100 K 0
R 181 G 190 B 0
HEX #b5be00



Pantone 425 C
C 0 M 0 Y 0 K 80
R 88 G 89 B 91
HEX #58595b

Corporate Typefaces

Three font families are used in The Hospital Research Foundation Group's texts in digital and print documents: Sansation, Calibri and Cambria.

Sansation

Used for headings.

Calibri

Used for body copy for producing print and digital collateral, externally and internally.

Cambria

Used for appeals. **Minium font size for appeals is 12pt.**

Be cautious with coloured backgrounds!

Good readability should always be ensured when using typography. White text on coloured surfaces shall therefore only be used sparingly, with an appropriately large font size and a good contrast ratio.

Headings - Sansation

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#€%^&*()

Body - Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#€%^&*()

Body Appeals - Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#€%^&*()

File Formats

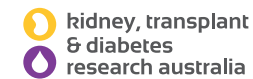
Please see below the suitable logo formats to use for print and online.

		Colour	Black (Mono)	White (Reverse)
Print	eps Vector based file. Easily resized for any requirement. Transparent background. Can only be viewed in vector specific programs – you may not be able to open this file. First choice of file to be sent to agency, printer or stakeholder along with a jpg or tiff.	✓	✓	✓
	tif or tiff Primarily used for images in printing as the file does not lose information or quality like a JPEG. TIF files are not recommended for online use, due to size and load time. TIF has a transparent background.	✓	✓	✓
	jpg or jpeg Primarily used for the web but can also be used for print. JPEG files are typically smaller in file size and has a solid background.	✓	✓	
Online	jpg or jpeg Primarily used for the web but can also be used for print. JPEG files are web friendly because the files are typically smaller. JPG has a solid background.	✓	✓	
	png Used for the web not suitable for print. The main difference between a PNG and a JPG is that a PNG file can have a transparent background and is generally larger and of higher quality.	✓	✓	✓

Group Logo Usage

Below is how The Hospital Research Foundation Group charities, fundraisers and services should be represented visually when appearing together under The Hospital Research Foundation

Group umbrella. The order and layout of charity, fundraiser and service logos should be consistent and not altered.



Individual Logo Usage

Lockup logos (which include the THRFG logo) for our charities, fundraisers and services exist for use when The Hospital Research Foundation Group

umbrella is not present or able to be used. These lockups are the preferred logos for the charities, fundraisers and services. Please see the individual style guides for more detailed explanation on use.





the hospital research
foundation group

finding cures improving care

(08) 8244 1100

hospitalresearch.com.au

