



**Lakeridge
Health**

Let's get started

Lakeridge Health Identity Guide

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Our Logo is a blend of our aspirational, can-do spirit and the strong belief that we achieve excellence by coming together.

The logo is a blend of our aspirational, can-do spirit and the strong belief that we achieve excellence by coming together. The visual identity is laid out in a way the pulls the eye upward representing our aspirational spirit of becoming the safest hospital in Ontario and the leading community hospital for quality, research and innovation.

The intersecting circles represent the coming together of the organization—whether that's the communities we represent, the various sites we run, the various medical programs we offer (cancer, surgery, medicine etc.) or the various skills all the members of our team bring (nurses, doctors, physiotherapists, volunteers etc.)

We achieve Excellence—every moment, every day by bringing all of those elements together, delivering leading edge 21st century health care.



Primary logo

The Lakeridge Health logo is the most important element of our identity system, will be the most visible and widely reproduced version of the logo. This Guide has been produced to illustrate how to use and represent the logo in a variety of circumstances. For most applications, a white background is required.

Our primary logo



Our primary Foundation logo



Special case horizontal logo variation

The horizontal version can **only** be used in horizontal spaces when it's necessary, such as on horizontal banners.

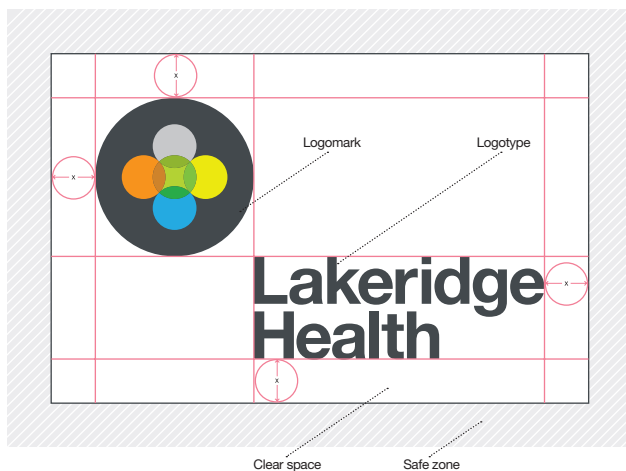


Special case horizontal logo variation / Foundation

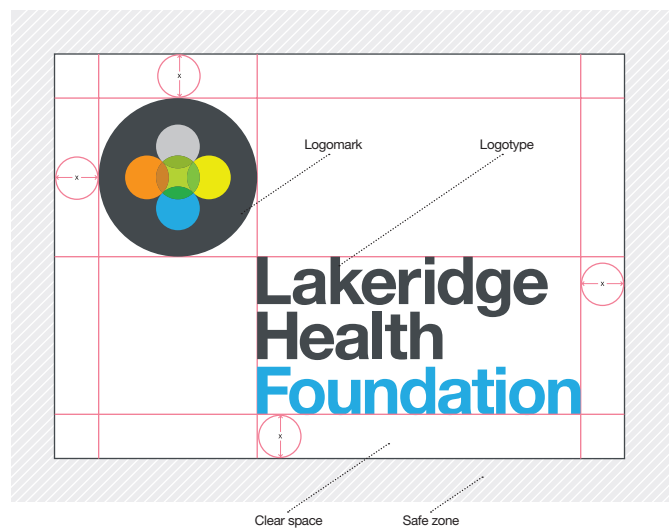
The horizontal version can **only** be used in horizontal spaces when it's necessary, such as on horizontal banners.



Primary logo isolation

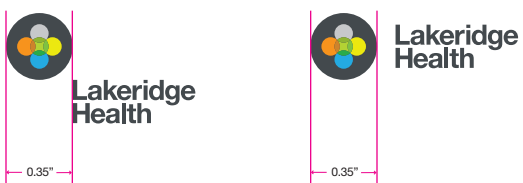


Primary logo isolation / Foundation

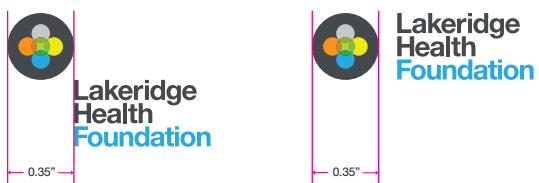


The Identity must be placed within a specific isolation area. This will give the Identity presence when used in combination with other identities or graphic elements. White indicates clear space which must be kept free of other elements. The minimum clear space is defined by the measurement "x" equal to the diameter of an inner circle in the logomark. Grey padding indicates safe zone.

Minimum logo size



Minimum logo size / Foundation



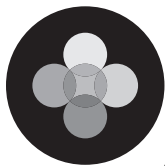
A minimum size for the logo has been established to ensure legibility. The minimum size for the logomark is 0.35 inch/25.2 points for all our logos.

One colour logo

The one colour version logo should only be used in black where colour is not permitted. The logo in black can be used on stainless steel water bottles or wayfinding and signage and other ephemera, as well as, exceptional print circumstances (newspapers, black and white digital reproduction, etc.) A white background is always required for the one colour version.

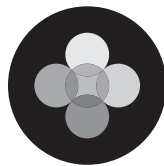
No new logo version should be developed without consulting Lakeridge Health communications department.

One colour primary logo



**Lakeridge
Health**

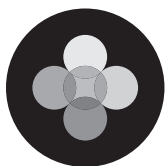
One colour Foundation logo



**Lakeridge
Health
Foundation**

Special case one colour horizontal logo variation

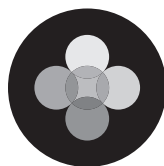
The horizontal version can **only** be used in horizontal spaces when it's necessary, such as on horizontal banners.



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Special case one colour horizontal logo / Foundation

The horizontal version can **only** be used in horizontal spaces when it's necessary, such as on horizontal banners.



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Foundation**

Special applications

When the logo is used on coloured branded merchandise, such as clothing, this constitutes a special case where the logo is not expected to maintain a white background. Below are basic guidelines for such applications using the colour range outlined in the brand colour palette.



Service location logos

Lakeridge Health offers primary, secondary, tertiary and post-acute care in inpatient and ambulatory settings. The service location logos have strong connections to the primary logo, they must be used with the primary logo all the time.

No new logo configurations should be developed without consulting the Lakeridge Health communications department.

Hospital site logos



**Lakeridge
Health**
Bowmanville



**Lakeridge
Health**
Oshawa



**Lakeridge
Health**
Port Perry



**Lakeridge
Health**
Whitby

Service logo examples



**Lakeridge
Health**

Gap width
matches
height of
text block
**Ambulatory
Rehabilitation
Centre**



**Lakeridge
Health**

**Diabetes
Education
Program**



**Lakeridge
Health**

**Central East
Prehospital Care
Program**



**Lakeridge
Health**

**Pinewood Centre
and Mental Health
Services**



**Lakeridge
Health**

**Community
Respiratory
Services**



**Lakeridge
Health**

**Follow-Up
Clinic for Neonates
(FUNN Clinic)**

Colours

Lakeridge Grey is the base colour for the Lakeridge Health identity, along with five companion colours. The extended colour palette may be used as an accent to the primary colour palette, as required.

The restrained colour palette is essential to capturing and conveying the Lakeridge Health identity. Never use unapproved colours, or create a new colour palette. The PANTONE® Colour Standards is a colour matching tool used by industry for reproducing colours consistently across various printing mediums.

Primary colours



Lakeridge Grey
Pantone: Cool Grey 11
CMYK: 20 10 10 80
RGB: 68 73 77
HEX: 44494d



Lakeridge Blue
Pantone: 2171
CMYK: 70 15 0 0
RGB: 39 170 225
HEX: 27aae1



Lakeridge Orange
Pantone: 2011
CMYK: 0 50 100 0
RGB: 247 148 29
HEX: f7941d



Lakeridge Green
Pantone: 899
CMYK: 35 0 100 0
RGB: 178 210 53
HEX: b2d235



Lakeridge Yellow
Pantone: 396
CMYK: 10 0 100 0
RGB: 238 232 9
HEX: eee809



Lakeridge Silver
Pantone: Cool Grey 3
CMYK: 0 0 0 25
RGB: 199 200 202
HEX: c7c8ca

Extended colours



Emerald Green
Pantone: 362
CMYK: 80 5 100 0
RGB: 35 170 74
HEX: 23aa4a



Tan
Pantone: 7412
CMYK: 20 55 100 0
RGB: 206 131 45
HEX: ce832d



Lime Green
Pantone: 377
CMYK: 40 0 100 15
RGB: 143 180 48
HEX: 8fb430



Grass Green
Pantone: 368
CMYK: 55 0 100 0
RGB: 128 195 66
HEX: 80c342



Charcoal
Pantone: Cool Grey 8
CMYK: 6 2 2 50
RGB: 137 142 146
HEX: 898e92



Black
Pantone: Black
CMYK: 0 0 0 100
RGB: 35 31 32
HEX: 231f20

Fonts

The typographic treatment is an integral part of the Lakeridge Health identity's design and must therefore be followed closely. Helvetica Neue is the primary branding font used in the Lakeridge Health logo. When Helvetica Neue is not available, Arial is an approved substitute.

Primary font: Helvetica Neue

ABCDabcd1234 Helvetica Neue Light
ABCDabcd1234 Helvetica Neue Light Italic

ABCDabcd1234 Helvetica Neue Roman
ABCDabcd1234 Helvetica Neue Italic

ABCDabcd1234 Helvetica Neue Medium
ABCDabcd1234 Helvetica Neue Medium Italic

ABCDabcd1234 Helvetica Neue Bold
ABCDabcd1234 Helvetica Neue Bold Italic

ABCDabcd1234 Helvetica Neue Heavy
ABCDabcd1234 Helvetica Neue Heavy Italic

Helvetica Neue Roman is the preferred weight for body copy in publications.

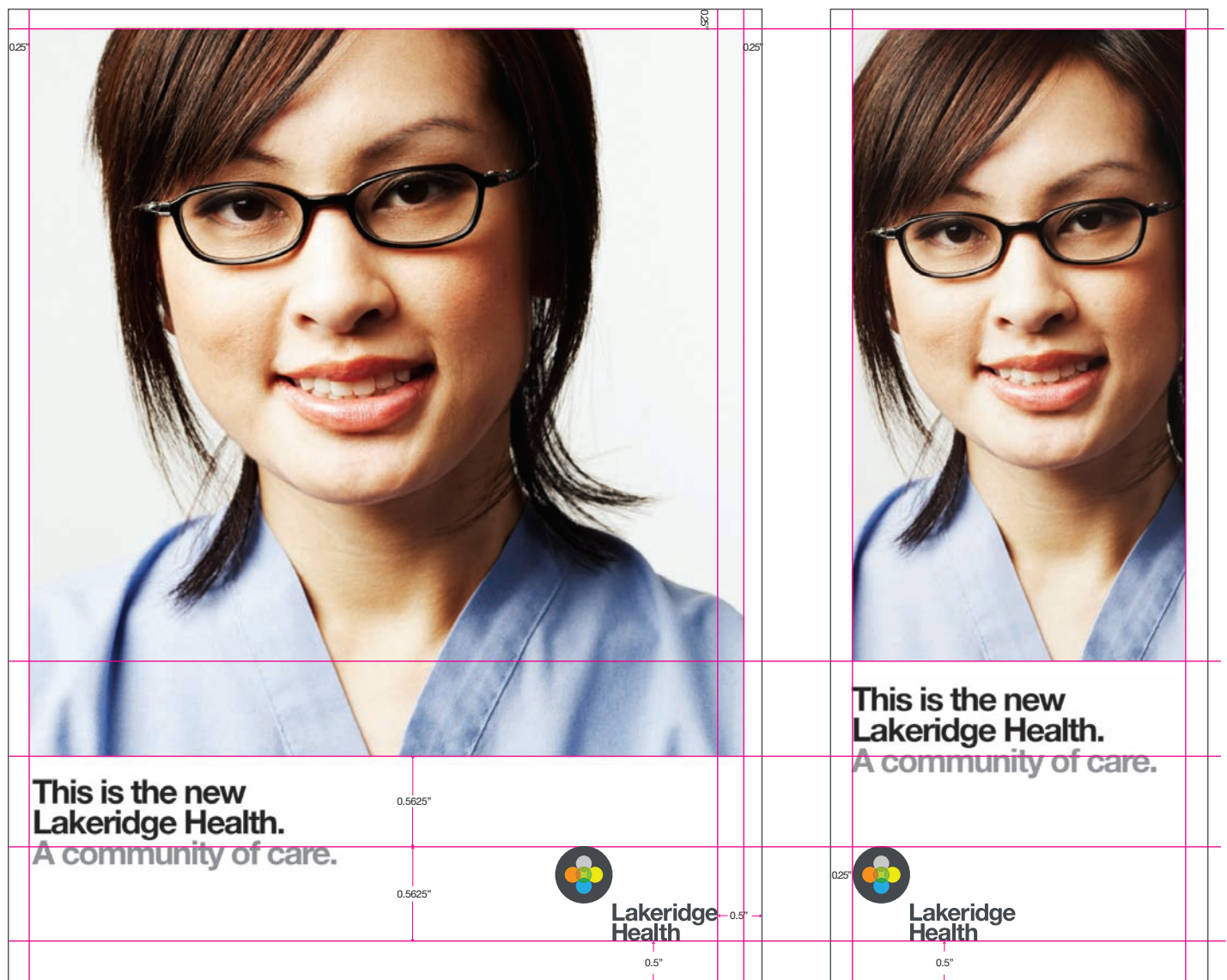
Helvetica Neue Medium and Bold should be used for heads, sub-heads and call-outs.

Do not set entire documents or paragraphs in Helvetica Neue Medium or Bold.

Logo applications for publications and advertising

On publications and in advertisements, the Lakeridge Health and Foundation logos are placed in a signature position. The position of the logo shifts depending on the format of application. On wide or standard sized publications or advertisements (8.5 x 11 for example), the logo is positioned bottom-right. In the case of a narrow format (such as a three-panel pamphlet), the logo position shifts to the bottom-left.

Sample publication/advertisement layouts with Lakeridge Health logo



Sample publication/advertisement layouts with Lakeridge Health Foundation logo



This is the new
Lakeridge Health.
A community of care.




1.125"

0.5"



This is the new
Lakeridge Health.
A community of care.



1.6875"

0.5"

A 2x2 grid of four panels, each featuring a portrait of a woman with glasses and a blue top. The top-left panel is the largest, while the top-right, bottom-left, and bottom-right panels are smaller. Each panel contains a different size of the text "This is the new Lakeridge Health. A community of care." and the Lakeridge Health logo. The text and logo are positioned in the bottom-left corner of each panel. The grid is defined by pink lines, and various dimensions are labeled along the edges.

Logo applications for forms and documents

Sample document with Lakeridge Health logo



Incorrect Usage

Do not alter the Lakeridge Health or Lakeridge Health Foundation logos in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

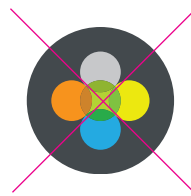
Don't move or reposition elements



Don't apply any effects



Icon cannot be used separately except within approved contexts



Don't use typography separately



Don't use the logo at an angle



Don't attempt to make the logo 3-dimensional in any way



Don't make a pattern or texture out of the logo



Don't change the colours of the logo



Don't skew or distort the logo



Co-branding

In instances of co-branding, the partner logo is positioned next to the Lakeridge Health logo, separated by a hairline vertical divider line.

Ultimately, the objective is a balanced and equal relationship between the two logos. The example below depicts the pairing of Lakeridge Health with a partner logo that shares a similar size and use of space.

Pairing partner logos

The Identity must be placed within a specific isolation area. This will give the Identity presence when used in combination with other identities or graphic elements. White indicates clear space which must be kept free of other elements. The minimum clear space is defined by the measurement “x” equal to the diameter of an inner circle in the Lakeridge Health logomark. Grey padding indicates safe zone.





**Lakeridge
Health**

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