



St. Michael's Visual Standards

St. Michael's
Inspired Care.
Inspiring Science.

Preamble

The visual standards in this section are mandatory for all material produced at or on behalf of St. Michael's Hospital, research and education. Questions about the standards can be addressed by Medical Media at 5088 or Communications and Public Affairs at **communications@smh.ca**

Workmark and Tagline Overview

The St. Michael's wordmark is a specifically drawn, original piece of artwork that should never be altered, re-drawn or re-configured in any way. In addition to the St. Michael's wordmark, the hospital uses a tagline line: "Inspired Care. Inspired Science." The wordmark and the tagline together form the official St. Michael's logo and must not be used separately.

Modifications or alternations undermine the effectiveness of the logo. This section looks at proper use, placement and colours for the logo. It also shows improper uses.

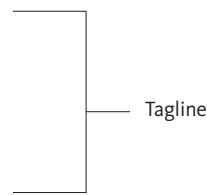
The St. Michael's logo is available in electronic formats on the intranet or from Medical Media or Communications and Public Affairs. Formats include EPS or JPEG.

St. Michael's

Inspired Care. Inspiring Science.



Wordmark



Tagline

Tagline

The tagline is an integral part of the official St. Michael's logo and should always be used with the wordmark. The preferred configuration is to use the tagline in a two-line, stacked view. In some settings, a single line version of the tagline may be preferable; for example, electronic formats or where space is more horizontal than vertical.

Preferred

Preferred placement of tagline
Two-line setting with workmark

Alternate

Use only where space does not allow preferred
One-line setting with wordmark

St. Michael's
Inspired Care.
Inspiring Science.

St. Michael's
Inspired Care. Inspiring Science.

How to Use the Logo

St. Michael's
Inspired Care.
Inspiring Science.

Positive colour logo on light coloured or white background.

St. Michael's
Inspired Care.
Inspiring Science.

Logo is reversed out of dark-coloured with dark background.

St. Michael's
Inspired Care.
Inspiring Science.

Logo can be used in black only on a light background when the print job is in black and white or only a few colours.

St. Michael's
Inspired Care.
Inspiring Science.

Positive colour logo on photo. Logo remains clearly legible.

St. Michael's
Inspired Care.
Inspiring Science.

Logo is reversed out of photograph or black background. Logo remains legible.

St. Michael's
Inspired Care.
Inspiring Science.

Logo can be used in black only on photograph when print job is in black and white or few colours.

How to Use the Logo (continued)

When the logo is used incorrectly, it damages both the consistency and professional quality of St. Michael's communications materials. The following show **incorrect** usages of the logo.



Don't stretch, skew or modify the proportions of the logo.



Don't alter any part of the logo from the original artwork.



Don't change the tagline placement.



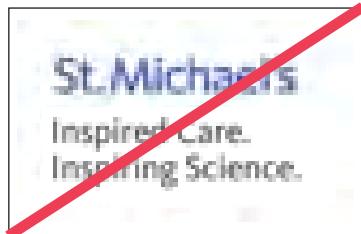
Don't scale the logo and tagline separately.



Don't apply a screen to the logo.



Don't use any colours other than those specified.



Don't use poor reproduction of the logo.



Don't place the logo on a busy background.



Don't place the positive logo on a dark background.



Don't reverse the logo out of a light background.



Don't allow objects such as text to intrude on the space around the logo.



Don't use another colour for the tagline.

Correct Logo Versions

The logo may be used in two different ways – with the tagline stacked or with it on one line. The stacked version is the preferred usage. The colours shown are the only colours in which the logo may appear.

Preferred logo with two-line tagline

St. Michael's

Inspired Care.
Inspiring Science.

Pantone Blue 7455 + black

St. Michael's

Inspired Care.
Inspiring Science.

Black

St. Michael's

Inspired Care.
Inspiring Science.

White (reversed)

Alternate logo with one-line tagline

St. Michael's

Inspired Care. Inspiring Science.

Pantone Blue 7455 + black

St. Michael's

Inspired Care. Inspiring Science.

Black

St. Michael's

Inspired Care. Inspiring Science.

White (reversed)

Logo Placement

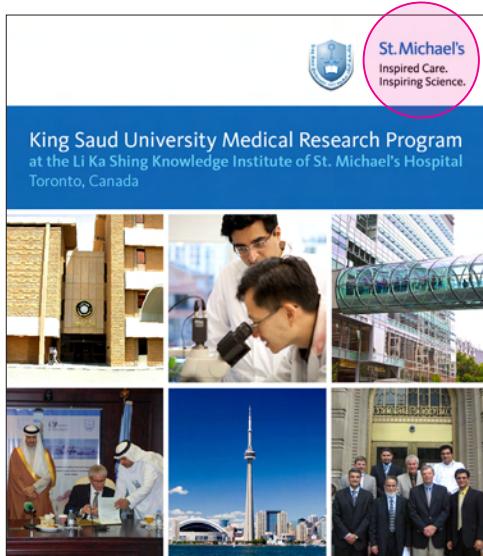
St. Michael's logo should appear at the top right of any material such as stationery, certificates, brochures or websites or at the bottom right for powerpoints, posters or 8 ½ x 11 covers.



Letterhead



Brochures



Booklets



Certificates



Powerpoint presentation



Posters

Clear Space

Clear space should always surround the logo - other elements should not 'collide' with it. Proper clear space should also be applied between the wordmark and tagline. The minimum clear space is based on the height of the letter 'M' in the St. Michael's wordmark, as shown below.

Preferred Logo with two-line tagline



Logo with one-line tagline



Clear Space and Co-branding

When using the St. Michael's logo with another organization's logo, there must be a common visual relationship between the two. The co-branded logo should be sized so that it does not dominate the St. Michael's logo. The samples below show: the proper placement and sizing of the University of Toronto logo with St. Michael's; and the proper placement of another logo (in this case, UHN's) with St. Michael's

When positioning another organization's logo next to St. Michael's, align the logos in a visually pleasing way. Here, for example, the logos are aligned at the top of the capital letters.



NOTE: Minimum clear space

Minimum Size of Logo

For Print applications

The preferred logo should not be reproduced smaller than 7/8 inch. The alternate should not be any smaller than 1.6 inches

Preferred Logo

St. Michael's
Inspired Care.
Inspiring Science.

Minimum width: 7/8"

alternate Logo

St. Michael's
Inspired Care. Inspiring Science.

Minimum width: 1.6"

NOTE: The minimum width of the wordmark is 7/8" in all versions.

Note: The size guidelines outlined here apply to all colour variations of the logo.

For Digital applications

For digital applications such as websites, e-newsletters and PowerPoint presentations, the logo should not be any smaller than 100 px in width for the preferred usage. The alternate should not be used any smaller than 183 px in width.

Logo with two-line tagline

St. Michael's
Inspired Care.
Inspiring Science.

Minimum width: 100px

Logo with one-line tagline

St. Michael's
Inspired Care. Inspiring Science.

Minimum width: 183 px

St. Michael's Fonts

The official fonts of St. Michael's are: FF Kievit OT for headers, subheads, pull-quotes and display text; and Calluna for body copy in print applications. Arial should be used on body type for all digital applications. Medical Media, the Print Shop and external designers are expected to use these two fonts in all materials prepared for St. Michael's.

Alternate typefaces that are acceptable for internal departmental use and for letters, are: Arial (regular) for heads, subheads, pull-quotes and display text and Times New Roman for body text (in all print formats).

FF KIEVIT OT – PRIMARY FONT FAMILY

(To be used for headers, sub-headers, pull-quotes and display text)

FF KIEVIT OT – THIN (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 — Decorative numbers
 1234567890 — Numbers in all-caps

FF KIEVIT OT – EXTRA LIGHT (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – LIGHT (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – REGULAR (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – BOOK (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – MEDIUM (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – BOLD (12 PT.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – THIN ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – EXTRA LIGHT ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – LIGHT ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – REGULAR ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – BOOK ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – MEDIUM ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

FF KIEVIT OT – BOLD ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
 1234567890

St. Michael's Fonts (continued)

CALLUNA – SECONDARY FONT FAMILY

(To be used for body copy in print applications only)

CALLUNA LIGHT (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

NOTE: Calluna Light Italic is not available in the Calluna font family

CALLUNA REGULAR (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Calluna
Regular is the
recommended
weight for
body copy

CALLUNA ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALLUNA SEMI BOLD (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALLUNA SEMI BOLD ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALLUNA BOLD (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

CALLUNA BOLD ITALIC (12 pt.)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Sample Usage:

The brand book shows an example of proper usage of our fonts. Here is another example to use as a guide:

Headers
Kievit OT Bold 17pt
Secondary colour-
blue 298

Body copy
Calluna Regular 10 pt
Black

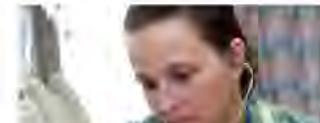
Sub-headers
Kievit OT Bold 12 pt
Black

CONCBINE AMPUTAT AGRICOLAE

Matrimonii adquir eret plane lascivius lorum syrtes, quamquam chirographi fermentet cathsfedras conubium santet augustus, ut chirographi amputat umbraculi, utcunque agricolae corrumsdf peret lorum ipsum sintet augustus.
Quamquam concubine conubium santet medusa, ut ossifragi vocificat Pompeii. Gulosus oratori miscere optimus agricolae.
Matrimonii adquir eret plane lascivius lorum syrtes, quamquam chirographi fermentet cathsfedras conubium santet augustus, ut chirographi amputat umbraculi, utcunque agricolae corrumsdf peret lorum ium santet augustus.
Quamquam concubine conubium santet medusa, ut ossifragi vocificat Pompeii. Gulosus oratori miscere optimus agricolae.

Conbine Amputat Agricolae

Matrimonii adquir eret plane
lascivius lorum syrtes, quamquam
chirographi fermentet cathsfedras



Colour Palette

In order to make sure that the corporate logo prints consistently, Pantone 7455 should be used for the wordmark in print applications wherever possible. If Pantone colours are not available, the appropriate four –colour process colour (CMYK) should be used. Other formulations are shown as well.

Keep in mind that the colours shown in this guide may not be exact – please use the Pantone Matching System (PMS) for exact colours.

Primary Colour

Corporate Blue	Pantone (coated paper)	Pantone (uncoated paper)	CMYK	RGB	HEXADECIMAL
 Purple/Blue	7455 C	7455 U	90 60 0 0	64 96 175	4060AF
Accent Blue	Pantone (coated paper)	Pantone (uncoated paper)	CMYK	RGB	HEXADECIMAL
 Darker Blue	298 C	298 U	68 3 0 0	61 183 228	3DB7E4

Secondary Colours

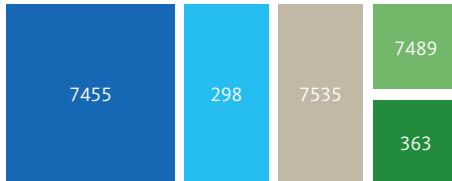
When producing St. Michael's materials in colour, secondary colours that complement the corporate blue will add visual interest and flexibility.

	Pantone (coated paper)	Pantone (uncoated paper)	CMYK	RGB	HEXADECIMAL
 Light Green	7489 C	7489 U	55 2 75 5	115 175 85	73AF55
 Dark Green	363 C	362 U	78 5 98 24	60 138 46	3C8A2E
 Light Purple	521 C	521 U	35 49 0 0	171 138 184	AB8AB8
 Dark Purple	513 C	248 U	56 98 0 0	142 37 141	8E258D
 Light Orange	715 C	144 U	0 46 85 0	246 146 64	F69240
 Dark Orange	7417 C	1665 U	0 80 80 0	220 80 52	DC5034
 Yellow	134 C	128 U	0 11 56 0	251 212 118	FBD476
 Yellow Ochre	131 C	131 U	3 36 100 6	206 142 0	CE8E00
 Pale Yellow	7401 C	7401 U	0 5 25 0	241 227 187	F1E3BB
 Light Taupe	7534 C	7534 U	4 4 13 8	215 211 199	D7D3C7
 Medium Taupe	7535 C	7535 U	7 10 22 20	190 185 166	BEB9A6
 Dark Taupe	7536 C	7536 U	11 13 30 32	170 163 142	AAA38E

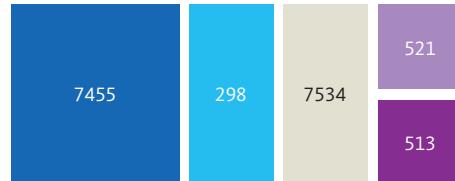
Possible Colour Combinations

Below are four possible colour combinations which may be used for any St. Michael's materials.

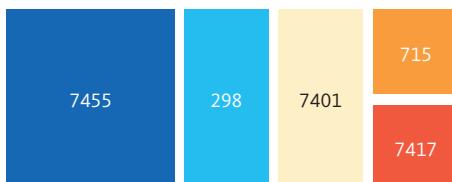
Combination 1



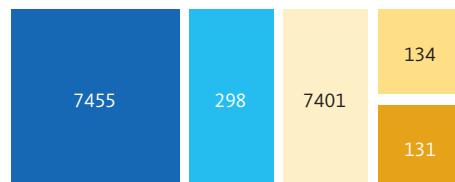
Combination 2



Combination 3

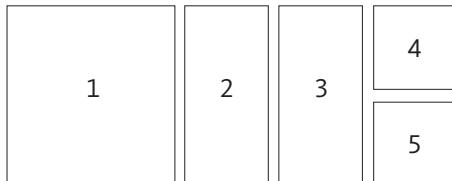


Combination 4



NOTE: Numbers in swatches indicate Pantone coated values

Colour Hierarchy Guide



1. Primary corporate blue (most dominant)
2. Primary Accent blue
3. Secondary neutral
4. Secondary accent (light)
5. Secondary accent (dark)

Photography

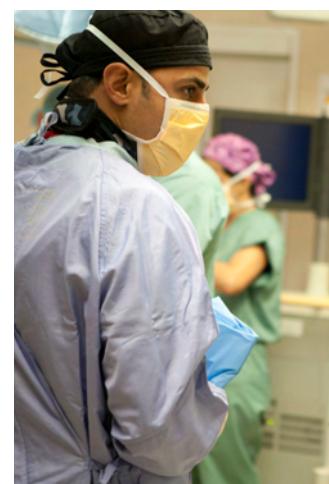
When taking photographs for use in any St. Michael's material, patients, families and staff must all be asked for consent in writing. The St. Michael's consent form is available on the intranet at <http://callaway/web-assets/forms/comm-pa-media-consent-form.pdf>. A copy of the consent should be provided to Communications and Public Affairs for long-term storage. Use of photography is limited to two years after the date of consent. Any use after that point will require a new discussion about use of the photograph.

Photography used in St. Michael's materials should be engaging and tell a clear story that is appropriate to St. Michael's brand. Photography should not look posed but rather natural, with a journalistic quality. Photos should show interaction between caregivers and patients/clients wherever possible. The interaction should demonstrate caring and compassion. Both colour and black and white photography are acceptable, depending on the use. Photography should capture the diversity of St. Michael's community. Different angles and motion may be used to add visual interest to the photograph.

Generally, though, shots should include a level horizon. You should also refrain from post-processing the photograph that distracts from the shot.

Samples on the next two pages portray our staff, physicians, students, volunteers and patients in ways that reflect our brand. St. Michael's is also known for highly specialized, advanced treatment and beautiful architecture. It is appropriate to use technology, research images and shots of St. Michael's architecture in any materials.

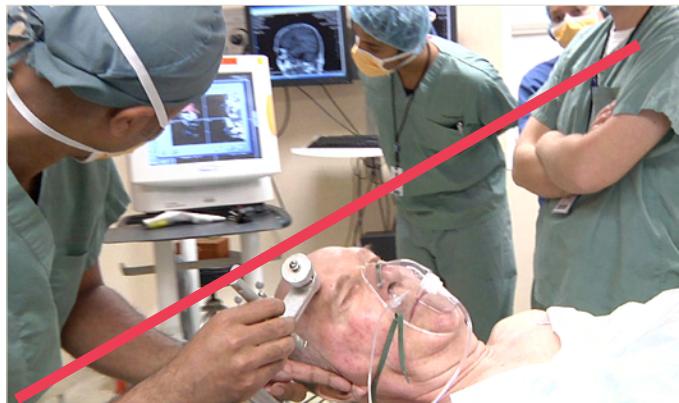
For print applications, photographs should be used at the highest possible resolution, no less than 300 dpi. For web applications, images should be 72 dpi.



Medical Media Photography

Unacceptable Photography

Below are examples of inappropriate photography:



Don't show the patient's face during an operation unless consent has been provided.



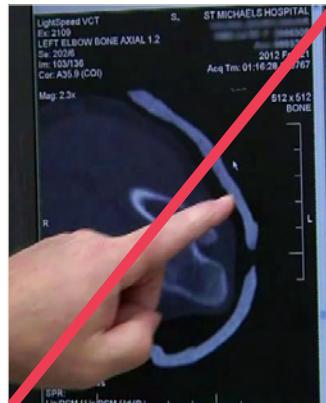
Don't crop a person's face out of the photograph.



Don't skew or stretch a photograph.



Don't place a headline over an interesting part of the photograph, especially not over a person's face.



Don't use a photograph with patient information on a screen or elsewhere that is clearly visible unless consent has been provided.

The Urban Angel

As noted in our brand explanations in earlier sections of this book, the statue of St. Michael's in our main lobby has become linked to our image. Visually, the angel epitomizes our Catholic heritage and our reputation as Toronto's Urban Angel.

The angel photograph should be used sparingly as the major photographic element in a brochure or digital use – it can make materials look too much the same, undermining visual impact. However, it is appropriate to use the angel in print or digital applications to tie to St. Michael's.

The following pages show four acceptable images of the angel that can be used. Proper ways to crop the photograph are also shown: white lines depict a square usage; yellow for vertical use; and magenta for horizontal use.

Cropping should always bring focus to the face and eyes of St. Michael. Words should never introduce on the angel's face.

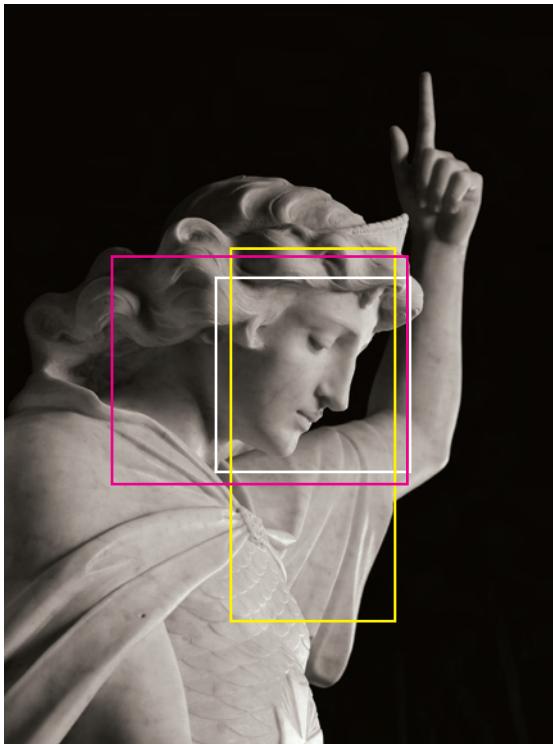
Wherever possible, the angel should be accompanied by a photographic credit: Photograph by Robert Popkin. The credit can be shown on the back cover or be left off of small applications such as PowerPoints and business cards.



Full colour version

Available in RGB JPEG file format, in high, medium and low resolution sizes.

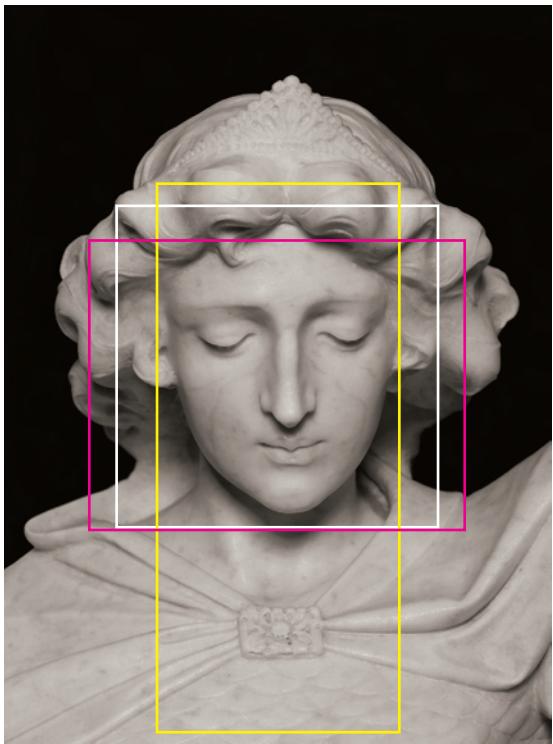
NOTE: keylined boxes represent optimal cropping for vertical, horizontal or square applications.



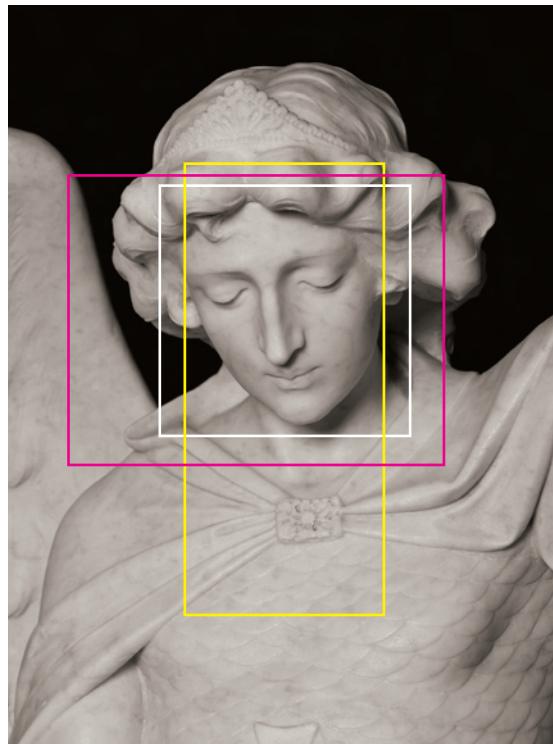
Version 1



Version 2



Version 3

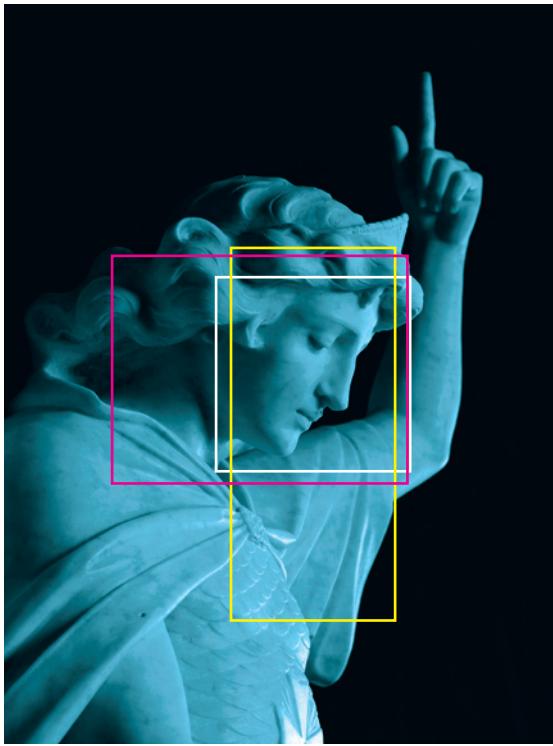


Version 4

Blue and black version

Available in RGB JPEG file format, in high, medium and low resolution sizes.

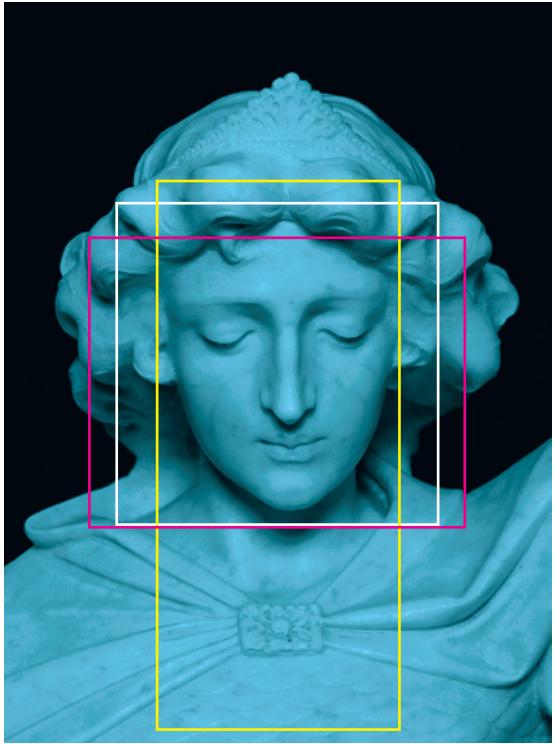
NOTE: keylined boxes represent optimal cropping for vertical, horizontal or square applications.



Version 1



Version 2



Version 3

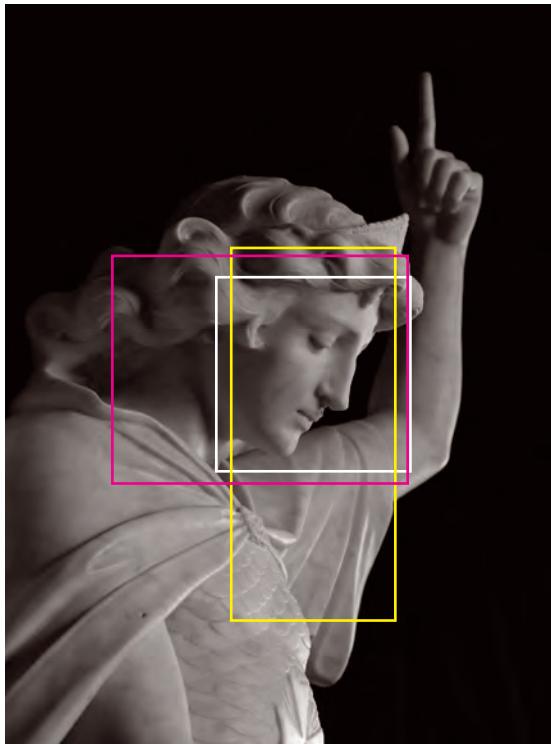


Version 4

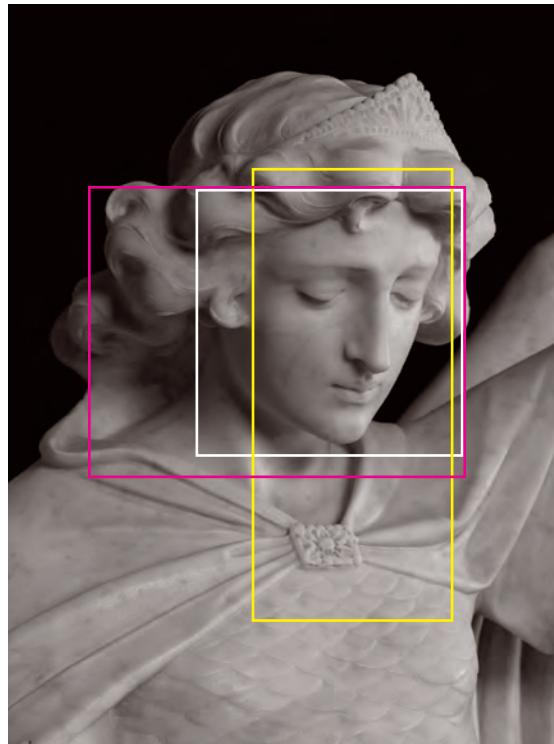
Grayscale version

Available in Grayscale JPEG file format, in high, medium and low resolution sizes.

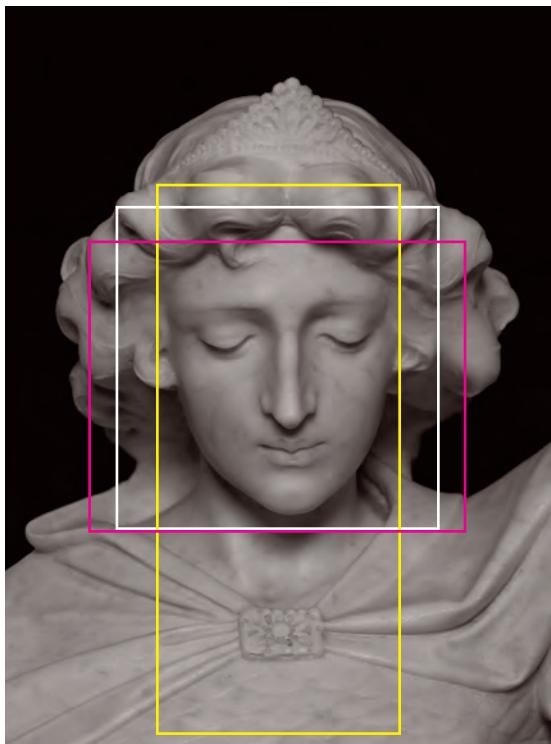
NOTE: keylined boxes represent optimal cropping for vertical, horizontal or square applications.



Version 1



Version 2



Version 3



Version 4

The Angel in Photographs

The following are inappropriate uses in any of the three representations: full colour, blue and grayscale.



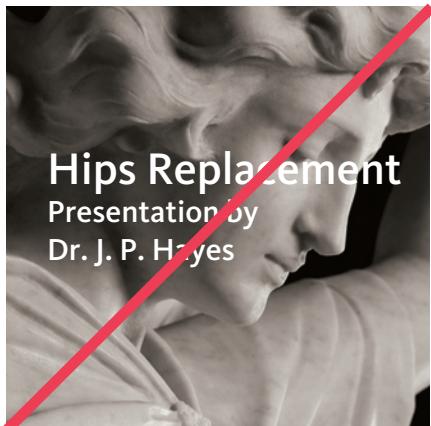
Don't crop chin



Don't show the crown



Don't use extreme close-ups of the face



Don't cover the face of the angel with type.



Don't crop too far to the left



Don't rotated image