

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.



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

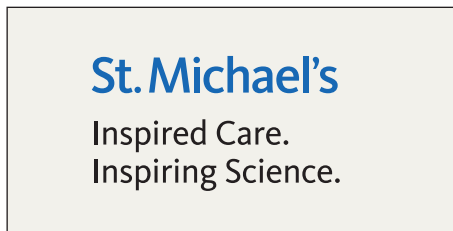
St. Michael's
Inspired Care.
Inspiring Science.

Alternate

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

St. Michael's
Inspired Care. Inspiring Science.

How to Use the Logo



Positive colour logo on light coloured or white background.



Positive colour logo on photo. Logo remains clearly legible.



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



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



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.



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.



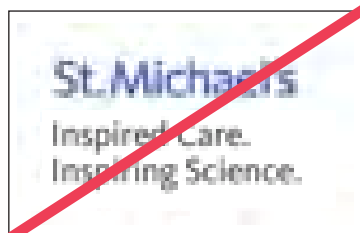
Don't scale the logo and tagline separately.



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



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.

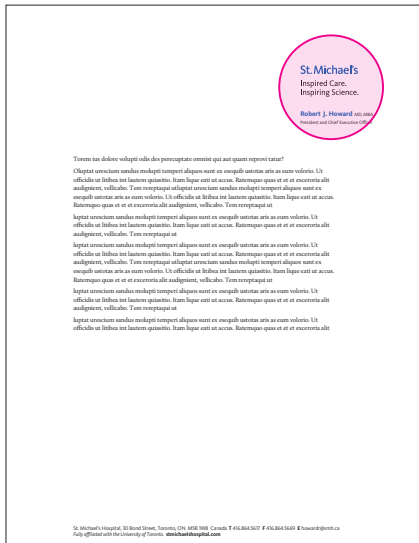
Black



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



alternate Logo



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



Logo with one-line tagline

