



Branding Guidelines – Getting it Right

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Why branding?

More than just a logo, our brand:

- ❑ Sets us apart from other health care organizations in the community and beyond
- ❑ Helps internal and external audiences understand who we are and what we do
- ❑ Makes a statement about our reputation, relationships and what we stand for



London Health Sciences Centre

LHSC Branding 101

Corporate Identity Standards

Where to find

LHSC intranet:

<https://intra.lhsc.on.ca/lhscs-corporate-identity>



Our logo



London Health Sciences Centre



London Health Sciences Centre



London Health Sciences Centre



London Health
Sciences Centre



London Health
Sciences Centre



London Health Sciences Centre

Elements of our logo

Symbol

Wordmark



London Health Sciences Centre

Corporate Signature

- The relationship between these two elements is fixed
- Symbol-only application can only be used with the approval of Corporate Communications & Public Relations

Do's and Don'ts



London Health Sciences Centre

www.lhsc.on.ca



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Logo file types

Which logo file should I use?

EMF	Specifically use on Microsoft Office documents (Word, Excel, PowerPoint, and Publisher)
PNG	First choice for use on web sites
EPS	First choice for professionally printed material. Seek the vendor's preference for Pantone (PMS) or CMYK versions of the logo

Logo files can be downloaded at: <https://intra.lhsc.on.ca/lhscs-corporate-identity/logo-files>

Corporate Fonts

Marketing, communications and educational materials:

- Formata and Adobe Garamond

Desktop productivity and everyday correspondence:

- Arial, Lucida Sans, Times New Roman, Garamond



Corporate Colours

	R	G	B
LHSC Blue	62	100	126
LHSC Yellow	255	179	0
Light Green	171	180	0
Dark Red	208	36	51
Light Blue	0	181	230
Gray	171	160	153
Off-white	227	220	192

What's in a name?

- London Health Sciences Centre can be referenced as:
 - LHSC
 - An acute care teaching hospital
 - An academic health sciences centre
- The sites of London Health Sciences Centre are:
 - University Hospital (UH)
 - Victoria Hospital (VH)
 - Children's Hospital
 - LHSC's Children's Hospital
 - Children's Hospital at London Health Sciences Centre



Program Signature



London Health Sciences Centre

Surgery Services

- The name of the program/department can appear as a secondary level of identification
- This option may be available to your department.
 - Please contact Corporate Communications & Public Relations



London Health Sciences Centre

Children's Hospital



London Health Sciences Centre

Tagline

Caring for You. Innovating for the World.®



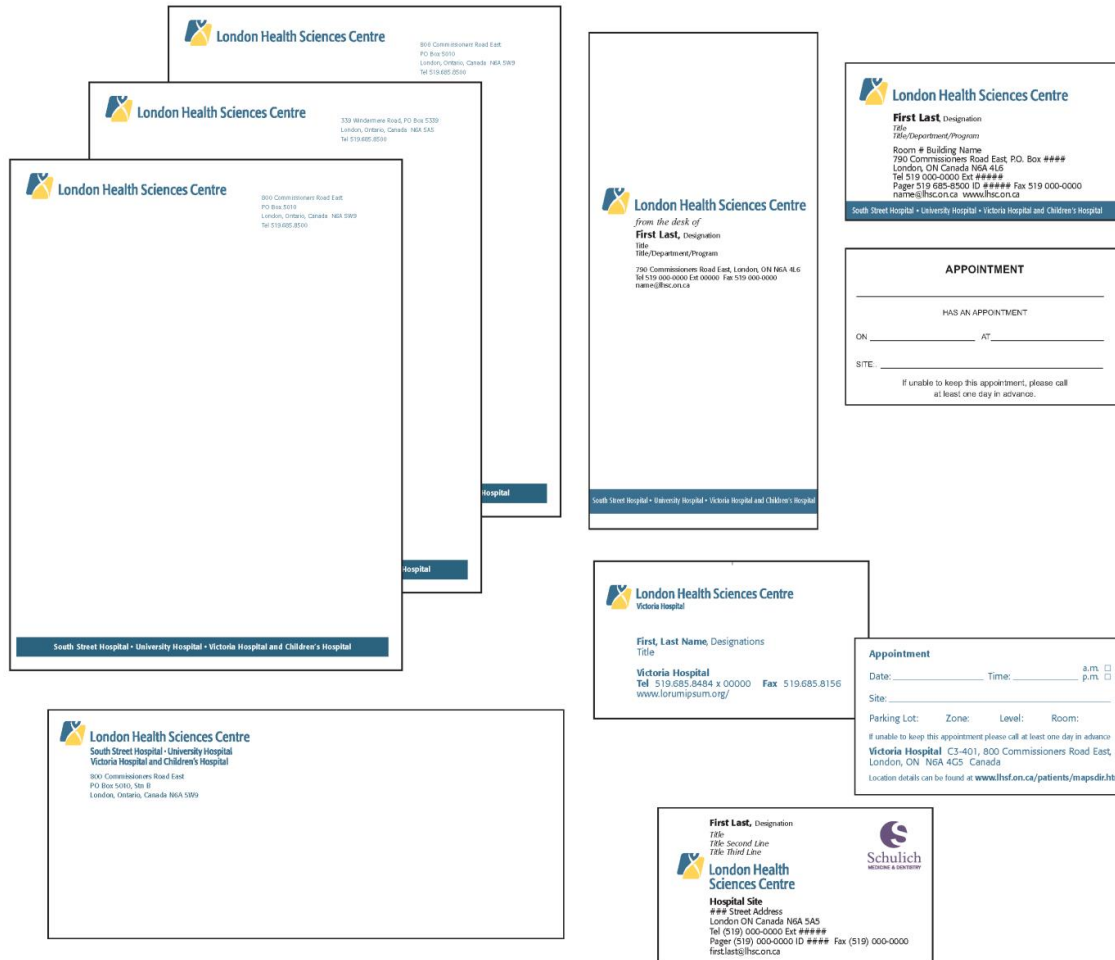
London Health Sciences Centre

- Our tagline is intended as a complement to our corporate signature
- Should be used in relation to the hospital as a whole – not programs or departments alone



London Health Sciences Centre

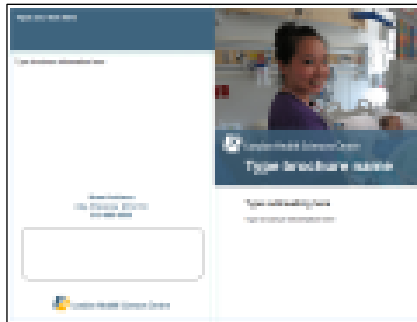
Stationery



London Health Sciences Centre

Templates

Standard templates for corporate letters, memos, faxes, brochures, presentations, and newsletters are available to all staff at <https://intra.lhsc.on.ca/lhscs-corporate-identity/document-templates>



Because our brand reflects who we are...
we ask that you follow our
Brand and Identity Guidelines.

Logos, tagline and signature



CARING FOR THE BODY, MIND & SPIRIT SINCE 1869

Renowned for compassionate care, St. Joseph's is one of the best academic health care organizations in Canada dedicated to helping people live to their fullest by minimizing the effects of injury, disease and disability through excellence in care, teaching and research.



sjhc.london.on.ca

CARING FOR THE BODY, MIND & SPIRIT SINCE 1869



St. Joseph's Health Care London Branding and Identity

Where to find detailed guidelines:

Intranet

- **Our St. Joseph's**
- **Brand and Identity Guidelines**

Internet

Our St. Joseph's

<https://www.sjhc.london.on.ca/branding>

St. Joseph's Logo

- Elements are not to be separated or altered
- Clear space – the “O” rule
- Minimum Sizes – 33 mm
- No stretching, shrinking etc.

Corporate Fonts

- **Sense:**

Caring for the body, mind & spirit

- **Sensibility:**

Caring for the body, mind & spirit

Templates and Stationery

- The St. Joseph's black and white and colour logos are available on the corporate wide G drive under the folder named St. Joseph's Logo
- You can also locate templates for PowerPoint and Word documents (fax, memos, brochures, letterhead):
 - File/New/On my computer
- Stationery including business cards are available through DATA

Corporate Colours

Blue – PMS 285

Green – PMS 577

To create these colours in a Microsoft Application:

- Blue: R – 0, G – 119, B – 212
- Green: R – 178, G – 200, B – 145

We also have a suite of secondary colours, please see branding guidelines

St. Joseph's Style

When do you use?

- St. Joseph's Health Care London
 - Anywhere as a first reference
- SJHC
 - Not applicable on anything
- St. Joseph's
 - As a second reference
- St. Joe's
 - Not on any formal document

St. Joseph's Sites

- St. Joseph's Hospital
 - St. Joseph's Hospital
- Parkwood Institute
 - Main Building
 - Mental Health Care Building
- Southwest Centre for Forensic Mental Health Care
 - Southwest Centre
- Month Hope Centre for Long Term Care
 - Mount Hope

A tale of two hospitals

- ❑ **Important to recognize that both organizations are separate and distinct, though they do share some integrated leaders**
- ❑ **There is no legal entity called 'London Hospitals'**
- ❑ **But – there are options:**
 - London Health Sciences Centre and St. Joseph's Health Care London
 - LHSC and St. Joseph's
 - Each organization
 - Both organizations
 - Boards of each hospital
 - In collaboration with...

Dual hospital graphic

- ❑ **Internal – if the presentation or material is for staff only and the area/department is across both hospitals. These areas are:**
 - Medical Affairs
 - Internal Audit
 - Pathology and Laboratory Medicine
- ❑ **External – It can be used on city wide initiatives/presentations where both organizations are represented**
- ❑ **We strive for 72 mm in print**

Dual hospital graphic

- ❑ **Anything related to patient information needs to come from the organization where the patient received care**
- ❑ **This is a liability issue**
- ❑ **Often the dual hospital graphic will end up on documents where it shouldn't be**
- ❑ **Always check with your Communications Department**

Questions?

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