Connecting with the Southlake Brand

A Graphic Standards Guide
for Southlake Regional Health Centre

Last Updated: January 30, 2014

SOUTHLAKE
REGIONAL HEALTH CENTRE

2.0 Logo Overview

The Southlake Regional Health Centre logo consists of two graphic elements: the Symbol and the Wordmark. These elements exist in fixed proportions, which must never be altered.

The exception to this rule is for special promotional items where space is limited, such as on a watch face, golf ball or key chain. In these instances there are two options: you can use the stacked version of the logo (refer to Section 2.2) or the Southlake symbol can be used on its own as a graphic element.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.

Please contact Corporate Communications with any questions or to obtain the digital artwork.

Important Note – Under no circumstances can the YCH or York County Hospital logos be used and no document bearing those logos can be shared or distributed.

2.1 Logo Variations (Standard)

2-Colour Positive Standard Logo without Gradient

2-Colour Positive Standard Logo with Gradient

1-Colour Positive Standard Logo without Gradient

1-Colour Positive Standard Logo with Gradient

2-Colour Logo
Whenever possible, the Southlake logo should appear in the 2-colour positive version *without gradient* on a white background.

When printing on an uncoated stock use Pantone 129 yellow and Pantone 072 blue. On a coated stock, use Pantone 143 yellow and Pantone 072 blue (see Section 3.0 Colour Palette). These are the only acceptable colours for reproduction of the corporate signature.

1-Colour Logo
Where colour is limited, such as in one-colour applications, the logo should appear entirely in black.

1- and 2-Colour Logo with Gradient
In special circumstances when the logo is placed on a background and the quality of the symbol is not guaranteed, the *gradient* logo may be used.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.

Contact Corporate Communications with any questions or to obtain the digital artwork.

2.2 Logo Variations (Stacked)

2-Colour Positive Stacked Logo without Gradient

2-Colour Positive Stacked Logo with Gradient

1-Colour Positive Stacked Logo without Gradient

2-Colour Positive Stacked Logo with Gradient

Alternate stacked versions of the Southlake logos have been created for use in extreme applications where standard logos will not fit the shape of your surface, such as in signage or promotional materials. Use of the stacked logos should be limited to these special situations only.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.

Contact Corporate Communications with any questions or to obtain the digital artwork.

2.3 Logo Variations (Reverse)

2-Colour Reverse Logo with Gradient out of Southlake Blue

2-Colour Reverse Logo with Gradient out of Southlake Gold

2-Colour Reverse Logo with Gradient out of Black

Where a reversed application is necessary, the logos should appear in two colour, with gradient, on a solid background of Southlake Blue, gold or black.

All acceptable versions of the logo are available as digital artwork. They must never be altered or manually reproduced in any way.

Contact Corporate Communications with any questions or to obtain the digital artwork.

2.4 Logo Clear Space and Minimum Size

Standard Logo Clear Space

1.5x
x
1.5x
1.5x
x

Stacked Logo Clear Space

x
x
x
x
x

Print Minimum Size = 1.5"

Digital Minimum Size = 380 pixels

Print Minimum Size = 1"

Digital Minimum Size = 245 pixels

Clear Space
To ensure the greatest visual impact, the logo must always be framed within a zone of minimum protected clear space. The clear space, for the left and right side of the standard logo, is equal to or greater than x – the height of the word Southlake in the logotype – and 1.5x above and below the logo.

The clear space for the stacked logo should be equal to or greater than x on all sides of the logo.

No other graphic element (e.g., photography, typography, illustration) should appear within this space.

Minimum Size
In order to ensure legibility, the standard logo should never be reproduced smaller than 1.5" for print media or 380 pixels in width for digital media.

The stacked logo should never be reproduced smaller than 1" for print media or 245 pixels in width for digital media.

In special situations where the minimum size logo (in standard or stacked format) may not fit, please contact Corporate Communications.

3.0 Colour Palette

Primary Colour Palette

Southlake Yellow

On coated stock specify:

PANTONE 143

CMYK
0 - 32 - 86 - 0

RGB
238 - 175 - 48

On uncoated stock specify:

PANTONE 129

CMYK
0 - 27 - 86 - 0

RGB
247 - 180 - 70

Southlake Blue

On coated and uncoated stock specify:

PANTONE 072

CMYK
100 - 79 - 0 - 0

RGB
28 - 63 - 148

632

CMYK
93 - 2 - 13 - 6

RGB
0 - 155 - 187

3262

CMYK
71 - 0 - 33 - 0

RGB
0 - 188 - 180

376

CMYK
53 - 0 - 96 - 0

RGB
122 - 184 - 0

1505

CMYK
0 - 72 - 100 - 0

RGB
255 - 108 - 0

7599

CMYK
20 - 90 - 100 - 10

RGB
183 - 62 - 37

Primary Colour Palette
Southlake's primary colours are Southlake Yellow (equivalent to Pantone 143) and Southlake Blue (equivalent to Pantone 072). The prominent use of these colours helps to reinforce our visual identity.

Secondary Colour Palette
A secondary colour palette has been created to complement the primary colours and provide visual interest and variety.

Important Note – When printing on a coated stock use Pantone 143 yellow and Pantone 072 blue. On an uncoated stock, use Pantone 129 yellow and Pantone 072 blue.

The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® colour standards. For colour matching in printing, always refer to the PANTONE MATCHING SYSTEM®. PANTONE® is a registered trademark of Pantone, Inc.

4.0 Fonts

Southlake Fonts

Stone Sans

Stone Sans Italic

Stone Sans Semibold

Stone Sans Semibold Italic

Stone Sans Bold

Stone Sans Bold Italic

Stone Serif

Stone Serif Italic

Stone Serif Semibold

Stone Serif Semibold Italic

Stone Serif Bold

Stone Serif Bold Italic

Substitute Font

Times New Roman

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

Southlake's fonts are Stone Sans and Stone Serif. As a general guide, Stone Sans should be used for headlines and small amounts of text and Stone Serif should be used for body text in professionally-produced material. Please consult with Corporate Communications for font use in these situations.

Substitute Font
In your daily correspondence and electronic communications, including the use of electronic templates (e.g., Microsoft Word), you can use Times New Roman. However, Stone Sans and Stone Serif should be used whenever possible.

Times New Roman is readily available on most computers using Microsoft software.