



Brand Guidelines

Visual Identity



1.2 The Signature

Colour version

Centre universitaire
de santé McGill



McGill University
Health Centre

Black

Centre universitaire
de santé McGill



McGill University
Health Centre

Colour reverse

Centre universitaire
de santé McGill



McGill University
Health Centre

Reverse

Centre universitaire
de santé McGill



McGill University
Health Centre

Colour reverse on red

Centre universitaire
de santé McGill



McGill University
Health Centre



Shield alone

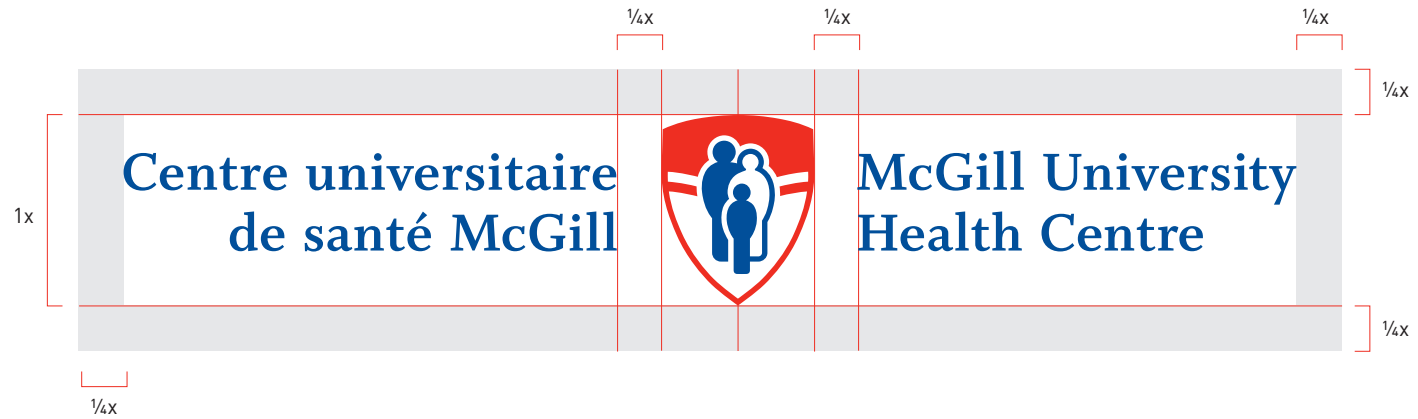
Our signature system is comprised of two elements; the MUHC wordmark in English and French, and the logo/shield. The relationship of elements and colours must not be altered in any way, as both English and French names must appear. Removal of one language is strictly forbidden. The signature must be inserted into documents from official artwork files only.

The full colour signature is preferred. However there are applications where a 1-colour version is required, such as in a newspaper ad or a fax template.

The 2-colour reverse signature should be used against a medium grey, photographic or blended background. This will ensure the wordmark remains legible. Colour reverse on red and Reverse require special version of the shield, available upon request.



1.3 Minimum Clear Space



Minimum size

The MUHC signature should be isolated from other graphic elements to preserve its integrity and clarity. A minimum clear space should surround the signature separating it from any imagery, text or outside edges of the document. The minimum protected space is one-quarter the height of the shield.

Minimum size signature print application

For print reproduction, the minimum size of the signature is defined by the height of the shield. The minimum size for print reproduction has been set at $\frac{1}{4}$ ", as illustrated above.



1.4 Typography

Whitman Bold-LF

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Whitman Regular-LF

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

DIN Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The primary typeface is Whitman. This is a refined serif face with a unique character, which lends a stately and distinguished quality to the MUHC wordmark. Whitman is used in combination with a secondary sans serif typeface Din, which is primarily used for signage. Din is a serious, neutral typeface and is technical in nature. The two typefaces complement each other creating a complete system of typefaces.

When using these typefaces, do not distort or alter them in any way, such as stretching or compressing.

These are the typefaces to be used for all official stationery. It is important to maintain consistency in our materials to differentiate ourselves and to create a professional and respected brand.



1.5 Colour Palette

Primary palette



MUHC Red
Pantone 485 C
C0 M95 Y100 K0 R238 G49 B36



MUHC Blue
Pantone 287 C
C100 M72 Y0 K10 R0 G62 B155

Secondary palette



Montreal Children's Hospital
Pantone 320 C
C100 M0 Y31 K7 R0 G157 B170



Montreal Chest Institute
Pantone 158 C
C0 M62 Y95 K0 R245 G127 B41



Cancer Centre
Pantone 369 C
C59 M0 Y100 K7 R108 G179 B63



Montreal General Hospital
Pantone Rubine Red C
C0 M100 Y18 K3 R228 G3 B117



Neuro
Pantone 416 C
C0 M0 Y16 K50 R149 G148 B132



Lachine Hospital
Pantone 527 C
C73 M100 Y0 K0 R106 G44 B145



Research Institute
Pantone 187 C
C0 M100 Y79 K20 R196 G18 B48



Royal Victoria Hospital
Pantone 7701 C
C87 M16 Y0 K52 R0 G93 B131

Signage backgrounds



Common neutral grey
Pantone 431 C
C45 M27 Y17 K51 R94 G106 B113



White



1.6 Additional Sub-Brands with Own Signature (Logo)

**Centre universitaire
de santé McGill
Institut de recherche**



**McGill University
Health Centre
Research Institute**

**Hôpital de Montréal
pour enfants
Centre universitaire
de santé McGill**



**Montreal Children's
Hospital
McGill University
Health Centre**

The Research Institute and the Montreal Children's Hospital have always had their own signatures because of their uniqueness. The facility name is set in Din bold.



1.6.1 Minimum Clear Space for Additional Sub-Brands with Own Signature (Logo)



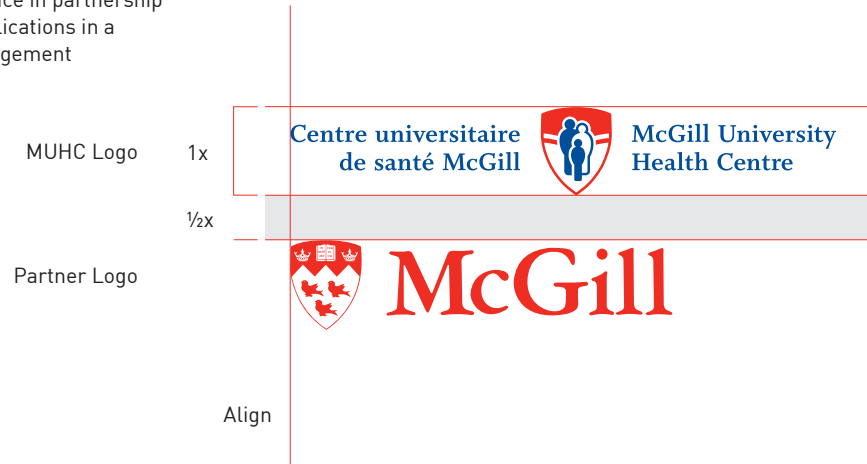
The sub-brands should be isolated from other graphic elements to preserve their integrity and clarity. A minimum clear space should surround the signature separating it from any imagery, text or outside edges of the document. The minimum protected space is one-quarter the height of the shield.

A space of $\frac{1}{4}x$ is used between the facility name and the MUHC signature. This space should remain consistent in all sub-brand signatures. This will result in an organized and uniform look and feel for the sub-brands.

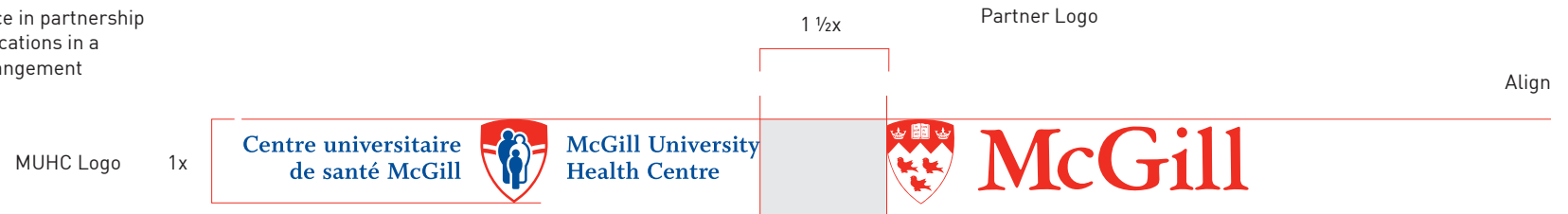


1.7 Partnership Branding

Minimum Space in partnership branding applications in a vertical arrangement



Minimum Space in partnership branding applications in a horizontal arrangement



It is important to maintain the integrity and clarity of our logo in a partnership branded application.

Horizontal partnership branding applications

In a partnership branded horizontal application a minimum space of $1\frac{1}{2}x$ is preferred, as illustrated above. For clarity of presentation, align the top of the partner signature with the MUHC logo.

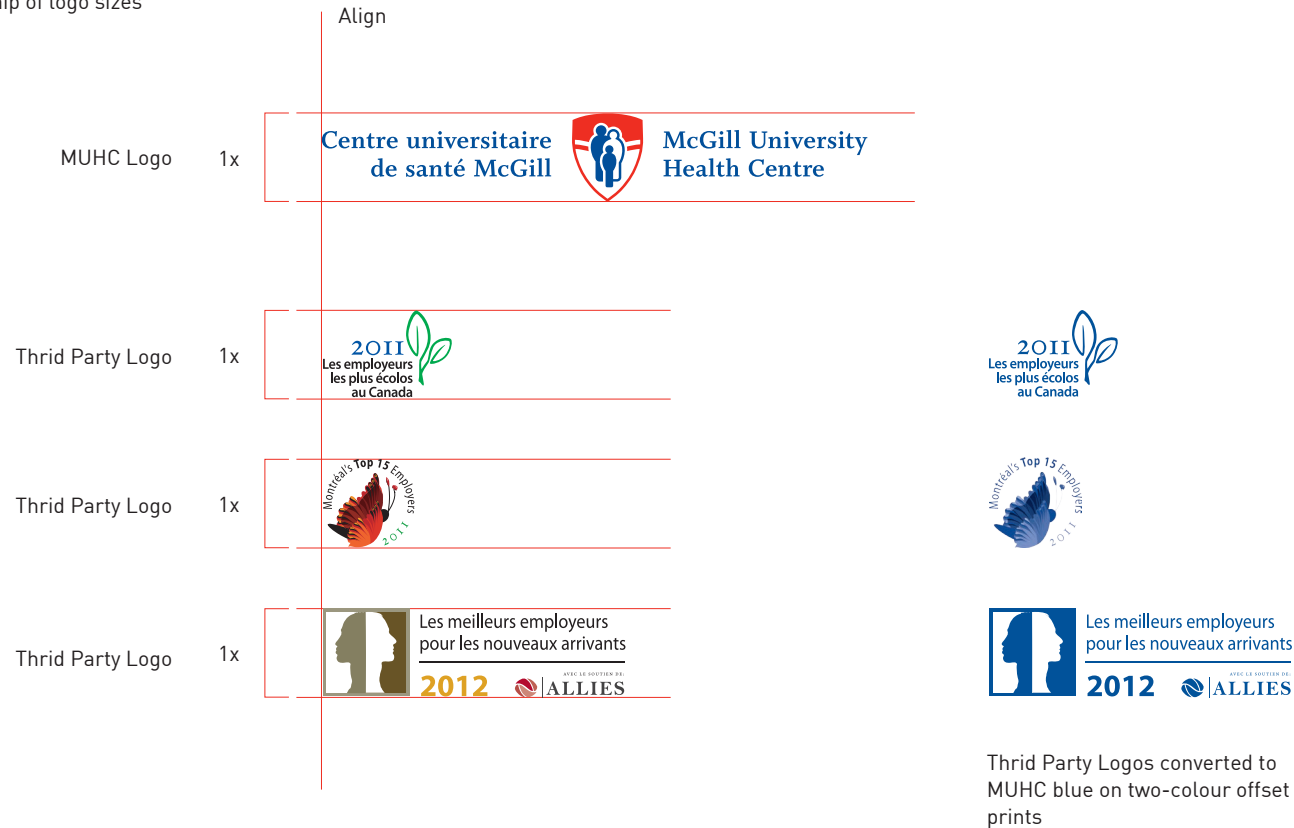
Vertical partnership branding applications

When the MUHC logo is used in a vertical partnership branded application, a minimum space of $\frac{1}{2}x$ is preferred. As well, align the partner logo with the MUHC logo to the left. Please note the above examples.



1.7 Third Party Branding

Relationship of logo sizes



It is important to maintain the integrity and clarity of our logo in a third party branded application.

Third party branding applications

In a third party branding application, the height of the third party logo is preferably the same height as the MUHC logo or smaller, as illustrated above. Should the third party logo display too strongly and override the MUHC logo, its size or its colour tone is then reduced.

Two-colour offset prints (e.g. letterhead)

When the MUHC logo is used with a third party logo on a two-colour print, such as offset printed letterhead, the third party logo must be converted to one of the two official MUHC colours as shown above.

Third party logo on MUHC website

The third party logo displays on the web page pertaining to the relationship (e.g. Top Employers in the Human Resources/career section) and not on the home page. The preferred position is on the left side, below the cluster of navigation tabs.



1.8 Restrictions



McGill University
Health Centre



Centre universitaire
de santé McGill
McGill University
Health Centre

Les meilleurs soins pour la vie
The Best Care for Life

Centre universitaire
de santé McGill



McGill University
Health Centre

Centre universitaire
de santé McGill



McGill University
Health Centre

Logo distortion

Tip: to avoid distorting the logo, enlarge or reduce proportionally for height and width to stay together. Click on image and use corner to drag and resize.



CUSM
MUHC

Acronym only

Centre universitaire
de santé McGill
Institut de recherche



McGill University
Health Centre
Research Institute

Background colour too close to the blue or red of the logo



White outline around the shield
over a red background
**A logo designed for red
background is available
upon request.**



White area inside the shield must
remain white

text over washed-out logo
text over washed-out logo
text over washed-out logo
text over washed-out logo

Text over washed-out logo



A background photo that impairs legibility



Changing the logo in any way is not permitted: changing font, colours or scale or position of elements, adding or removing elements or showing the logo in one language only. Simply insert logo into document as is.



Uniforms



It is important to maintain the integrity and clarity of our logo on MUHC uniforms. Mostly used internally, uniforms show the MUHC shield only and the personalized text (name of department or individual).

Alignement of MUHC shield and personalized text

The MUHC shield is positionned top left of the imprint area. A clear space of 1/4 x is left below the shield. The text, in Din Medium, is aligned left on the midline of the shield. Please note the above example.