Brand Standards Manual

A guideline for external and internal Vancouver Coastal Health branding.

Last updated August 17, 2020

External vs. Internal Use

Before using this manual, please take note of the difference between external and internal use and the associated logos.

External Use

Any document intended for **people outside of Vancouver Coastal Health** is considered external use and should use the Vancouver Coastal Health logo below. External audiences include the general public, other health authorities, the media, government, clients, patients, other organizations, etc.

Internal Use

Documents intended for **Vancouver Coastal Health internal stakeholders** should include the oneVCH below.

Note: Use the external VCH branding if your document is intended for both external and internal audiences.

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Vancouver Coastal Health Brand Standards Manual

FOR EXTERNAL COMMUNICATIONS

Logo

Any document intended for people outside of Vancouver Coastal Health is considered external use and should use the Vancouver Coastal Health logo below. External audiences include the general public, other health authorities, the media, government, clients, patients, other organizations, etc.

Logo Colours

Ocean Blue

Pantone	307 C, U
CMYK	100, 16, 0, 27
RGB	0, 120, 174
Hex	#0078AE

Sunlit Green

Pantone	382 C, U
CMYK	29, 0, 100, 0
RGB	193, 216, 47
Hex	#C1D82F

You may download the logo files at **brand.vch.ca**

Logo – Graphic Symbol

The graphic symbol consists of a mountain and wave. Follow the specifications below to ensure proper use of the graphic symbol.

Graphic Symbol Colours

Ocean Blue

Pantone	307 C, U
CMYK	100, 16, 0, 27
RGB	0, 120, 174
Hex	#0078AE

Sunlit Green

Pantone	382 C, U
CMYK	29, 0, 100, 0
RGB	193, 216, 47
Hex	#C1D82F

Specifications

- At nearly all times, the graphic symbol should be used within the complete VCH logo, as shown on page 5.

- The graphic symbol may not be used alone to represent VCH externally.

- Occasionally, it may be used on its own (e.g. internally between health authorities, or as social media profile pictures) as long as Vancouver Coastal Health is written on the same page, slide or similar component. If you have questions regarding your intended use for the graphic symbol, please email **brand@vch.ca**.

You may download the graphic symbol at **brand.vch.ca**

Clear Space

Clear space is the required amount of space around an object that is clear of any other logos, text, symbols or artwork. Maintaining the adequate clear space around a logo ensures the logo can be seen quickly and prevents it from being crowded or overlapped by other content. The clear space (X) around the logo is equal to the height of the "C" in Coastal. The same clear space is applied to all versions of our logo.

Logo Application with Partner Logos

Always maintain adequate distance between logos when displaying our
VCH logo with partner logos. Do not add divider lines between the other logos.

Maintain a minimum distance
between logos that is as wide
as the mountain and wave
graphic symbol.

Note: When logos are differently shaped
from one another, aim to display them
with equal visual weight.

Example

Note: You may place the logos on any corner of
a layout, as long as they are grouped together in
one line, as shown in this example.

Minimum Logo Size

To ensure our logo is always legible, do not produce it smaller than the sizes shown here. This sizing applies to all colour versions of our logo.

For Print

Vancouver CoastalHealth

Minimum width:
0.75 inch | 1.9 cm | 54 pixels

For Screen

Vancouver CoastalHealth

Minimum width:
1 inch | 2.5 cm | 75 pixels

Logo Misuses

Follow these guidelines to avoid misusing the provided assets.
Below are some examples of how not to use the logo.

Do not reposition the
components

Do not stretch, skew or
distort the logo

Do not add a shadow,
bevel, glow or effect
to the logo

Do not place full colour
logo on a solid colour
background

Do not use screen captures or
pixelated logos

Do not change the
logotype

Do not change the colours
of the logo

Do not fill the logo with
gradients or images
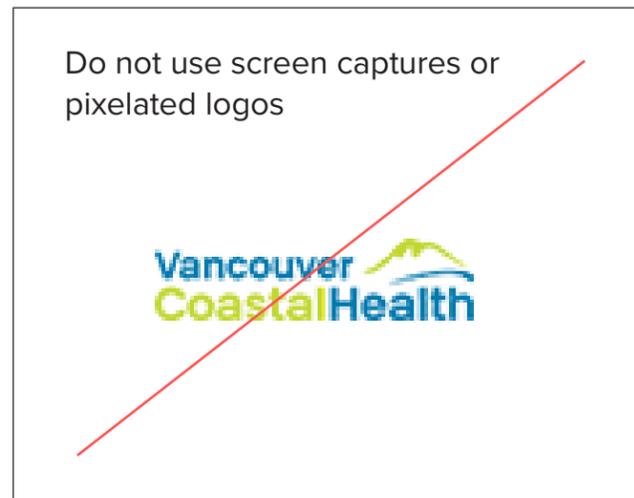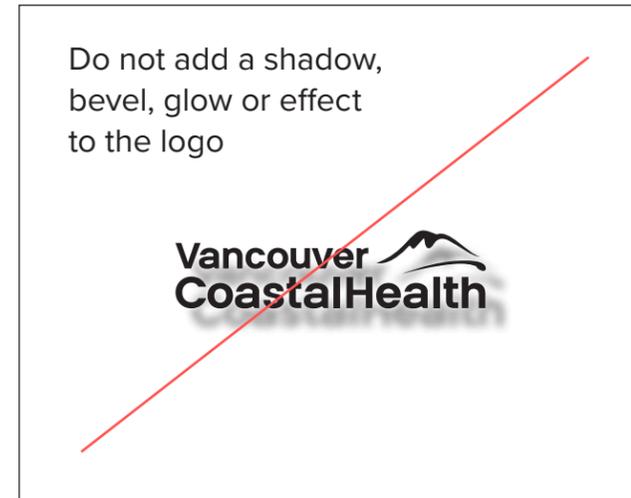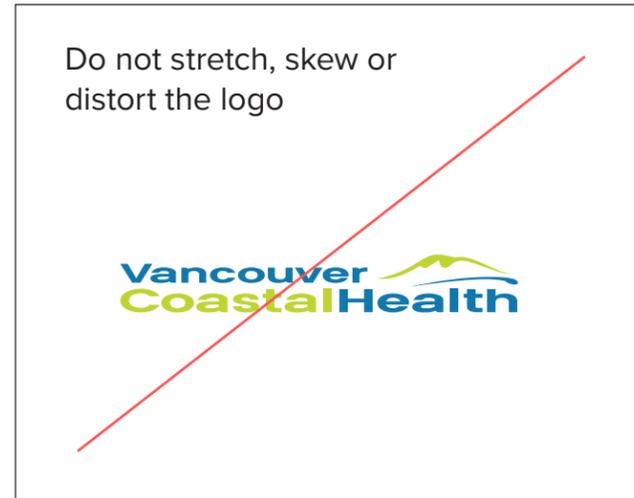
Logo Application – Backgrounds

Follow these guidelines to know which backgrounds can pair with our logos.

Do not place the full colour logo on a solid-colour background.

Placing the full colour logo on a solid white background is permitted.

You may place the full colour logo on a photograph that is bright white or white with slight tonal variations, providing it is easily legible in all its parts (see contrast guide on next page).

Do not place any of the logo versions on a pattern.

Use the reverse logo on medium to dark solid-colour backgrounds (see contrast guide on next page).

Use the reverse logo on medium to dark photographic backgrounds with little to no tonal variation, providing it is easily legible in all its parts (see contrast guide on next page).

Use the black logo on light to medium solid-colour backgrounds (see contrast guide on next page).

Use the black logo on light photographic backgrounds with little to no tonal variation, providing it is easily legible in all its parts (see contrast guide on next page).

Logo Application – Contrast

Follow these guidelines to determine whether to use our black or white logo over a solid colour or photograph. Be sure the contrast, colour, and clear space is appropriate.

Solid-Colour Backgrounds

Background is equivalent to the darkness of 65% black

Solution 1: Use the reverse logo.

The Problem: The background is equivalent to the darkness of 65% black, therefore there is not enough contrast and the logo is not easily legible.

Background is equivalent to the darkness of 20% black

Solution 2: Lighten the background.

Photographic Backgrounds

Background is equivalent to the darkness of 10% black

Solution 1: Use the black logo.

The Problem: The background is equivalent to the darkness of 10% black, therefore there is not enough contrast and the reverse logo is not easily legible.

Background is equivalent to the darkness of 75% black

Solution 2: Change the photo to one with a darker background.

Contrast Guide

| 0% black | 10% black | 20% black | 30% black | 40% black | 50% black | 60% black | 70% black | 80% black | 90% black | 100% black |
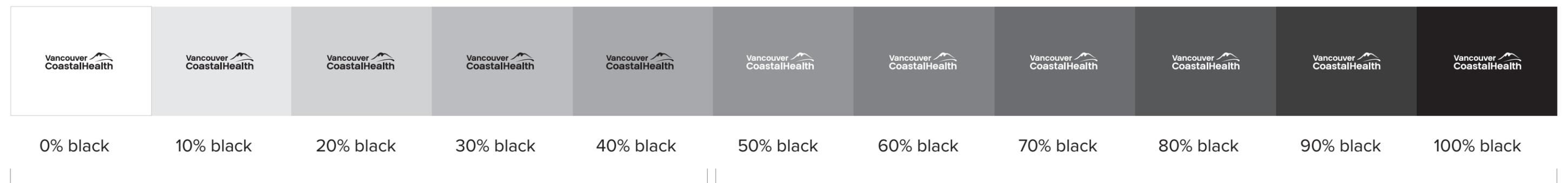
Use the black logo on a background that is lighter than 50% black

Use the reverse logo on a background that is 50% black or darker

Tip: For legibility purposes, avoid putting the logo on backgrounds that have a darkness of 40 to 50% black.
Using backgrounds with lower or higher percentages allow for greater contrast with the logo and better legibility.

Logo Application on Photography

This example shows a common problem that arises when placing logos with photography and the correct options for solutions.

The Problem: The colour logo is not easy to see or read because of the colourful photo background.

The reverse logo is still not easy to see or read because of the tonal variation of the background.

The background is not light enough to use the black logo.

Solution 1: You may use the full-colour logo on a photo background if the area is bright white or white with slight tonal variations. The entire logo should be visible and readable with proper space around it.

Solution 2: Place the colour logo on a white solid background.

Solution 3: Place the reverse logo on a medium to dark solid-colour background.

Solution 4: Place the black logo on a light solid-colour background.

Print vs. Digital

Please take note of the difference between print and digital applications to ensure you are using the correct colour codes listed on the following pages.

Print Applications

Print applications include materials such as brochures, posters, business cards, printed billboards, letterhead, books, magazines, pull up banners and more. Printed materials also include printing on non-paper materials such as vinyl or textiles. CMYK colours are most often used for print and Pantone colours are used for special print jobs.

Digital Applications

Digital applications include anything that is primarily viewed/accessed on a screen, such as a computer, mobile device, tablet, TV, digital billboard, and more. Digital applications use RGB or HEX colours.

Please follow the text and font sizes noted for each colour. These guides help create web accessibility (or text that is easier to read) for those who are visually impaired by meeting the contrast requirements for each colour.

Primary Colours

Below are the primary colours for VCH's visual identity. To keep VCH's brand cohesive, use these colours first for all purposes.

Ocean Blue

Print

Pantone	**307 U**
	307 C
CMYK	**100, 16, 0, 27**

Digital

HEX	**#0078AE**
RGB	**0, 120, 174**

- Use Ocean Blue text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.
- Due to these sizing rules, this text colour works well for small to medium-sized text, and large text.

Cloud White

Print

CMYK	**0, 0, 0, 0**

Digital

HEX	**#FFFFFF**
RGB	**255, 255, 255**

- Include white for clean, fresh layouts to allow for photography, logos, small text or other colours to stand out.
- Black text on white is the easiest text colour combination to read, therefore it is ideal for smaller text or text-heavy layouts.

Web accessibility rules when using this colour for digital text:

- Use white text on dark backgrounds in any font size, as long as it's easy to read.

Secondary Colours

Our secondary colour palette can be used when a range outside of the two primary colours is required. For example, for a series of web banners or VCH icons.

Harbour Teal

Print

Pantone	3155 U
	3155 C
CMYK	100, 45, 45, 20

Digital

HEX	#006271
RGB	0, 98, 113

- Use Harbour Teal text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.
- Due to these sizing rules, this text colour works well for small to medium-sized text, and large text.

Seaside Teal

Print

Pantone	7716 U
	7716 C
CMYK	87, 20, 48, 0

Digital

HEX	#009793
RGB	0, 151, 147

- Use Seaside Teal text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- Use this colour text on white, or white text on this colour at the font size of at least 14 point (18.66 px) and bold, or at least 18 point (or 24 px).
- Due to these sizing rules, this text colour works best as a headline.

Rainforest Green

Print

Pantone	7482 U
	7482 C
CMYK	96, 8, 100, 0

Digital

HEX	#009E4E
RGB	0, 158, 78

- Use Rainforest Green text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- Use this colour text on white, or white text on this colour at the font size of at least 14 point (18.66 px) and bold, or at least 18 point (or 24 px).
- Due to these size rules, this text colour works best as a headline.

Cyan Blue

Print

Pantone	Cyan 15%
CMYK	15, 0, 0, 0

Digital

HEX	#D4EFFC
RGB	212, 239, 252

- Use Cyan Blue text on dark backgrounds.

Web accessibility rules when using this colour for digital text:

- You may use this colour text on black, or black text on this colour in any font size, as long as it's easy to read.
- Black text on Sky Blue works well for smaller text or text-heavy layouts.

Accent Colours

You may use the colours below as accents when contrast to primary or secondary colours is needed. Accent colours are intended for smaller design elements, not for large blocks of colours.

Sunlit Green

Print

Pantone	382 U
	382 C
CMYK	29, 0, 100, 0

Digital

HEX	#C1D82F
RGB	193, 216, 47

Web accessibility rules when using this colour for digital text:

• You may use this colour text on black, or black text on this colour in any font size, as long as it's easy to read.

Sea Star Purple

Print

Pantone	512 U
	512 C
CMYK	55, 95, 25, 5

Digital

HEX	#843275
RGB	132, 50, 117

Web accessibility rules when using this colour for digital text:

• You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.

Sunshine Yellow

Print

Pantone	113 U
	113 C
CMYK	0, 5, 80, 0

Digital

HEX	#FFE850
RGB	255, 232, 80

Web accessibility rules when using this colour for digital text:

• Do not use this colour for text on digital applications.

Cool Grey

Print

Pantone	Cool Gray 11 U
	Cool Gray 11 C
CMYK	63, 52, 44, 33

Digital

HEX	#53585F
RGB	83, 88, 95

Web accessibility rules when using this colour for digital text:

• You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.

Sunset Orange

Print

Pantone	171 U
	171 C
CMYK	0, 79, 81, 0
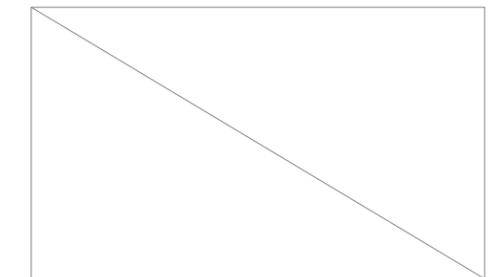
• Due to web accessibility requirements, we do not recommend this colour for digital applications. Sunset Orange is intended for print applications.

Colour Proportions

Below are examples of using the colour palettes proportionally when using multiple brand colours in a single project.

Example 1 – Print
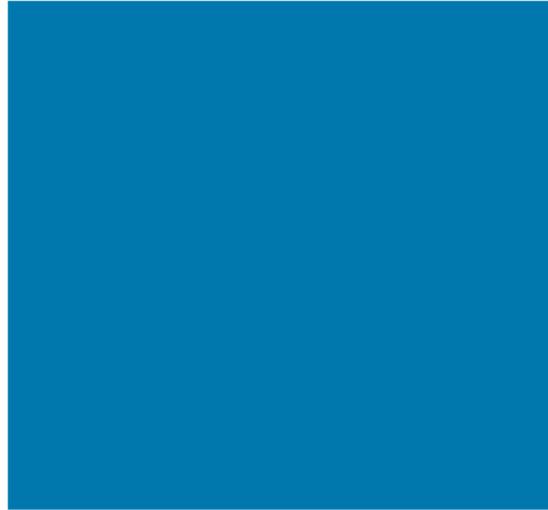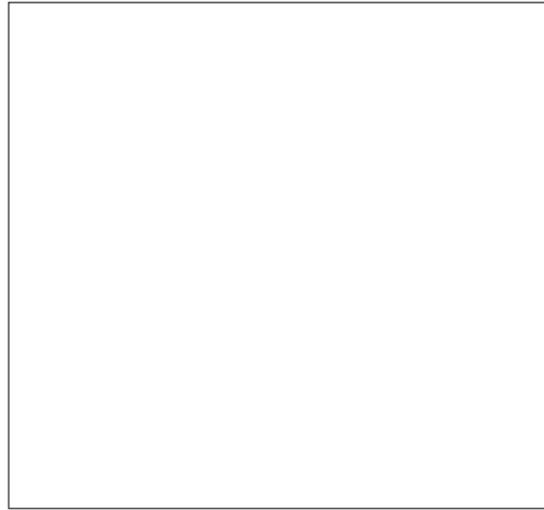
PRIMARY COLOUR

PRIMARY COLOUR

SECONDARY COLOUR

ACCENT COLOUR

Choose 1 or 2 secondary colours to add range. Use less than the primary colours.

Choose 1 accent colour to use minimally in the project. Use less than the secondary and primary colours.

It is best practice to use at least one primary colour in a project.

One of the two main colours in the project.

One of the two main colours in the project.

Example 2 – Digital

PRIMARY COLOUR

SECONDARY COLOUR

SECONDARY COLOUR

ACCENT COLOUR

Choose 1 or 2 secondary colours to add range. Use less than the primary colour.

Choose 1 or 2 secondary colours to add range. Use less than the primary colour.

Choose 1 accent colour to use minimally in the project. Use less than the secondary and primary colours.

The main colour in the project.

Colour Combination Recommendations

Below are examples of VCH brand colour combinations that work well together and maintain brand recognition. These examples use CMYK colours.

OCEAN BLUE   **HARBOUR TEAL**   **SUNLIT GREEN**

CLOUD WHITE   **OCEAN BLUE**   **SUNLIT GREEN**

OCEAN BLUE   **SEASIDE TEAL**   **SEA STAR PURPLE**

OCEAN BLUE   **CYAN BLUE**   **RAINFOREST GREEN**

CLOUD WHITE   **OCEAN BLUE**   **COOL GREY**

OCEAN BLUE   **CYAN BLUE**   **SUNSHINE YELLOW**

OCEAN BLUE   **SEASIDE TEAL**   **SUNLIT GREEN**

CLOUD WHITE   **OCEAN BLUE**   **SEA STAR PURPLE**

OCEAN BLUE   **CYAN BLUE**   **SUNSET ORANGE**

Patterns

Our VCH pattern is inspired by our region's winding coastlines and varied topography. This pattern can be applied to the edges of layouts or solid shapes when the appropriate colour, clear space, sizing and placement is applied.

Examples of the pattern across the edges of a layout:
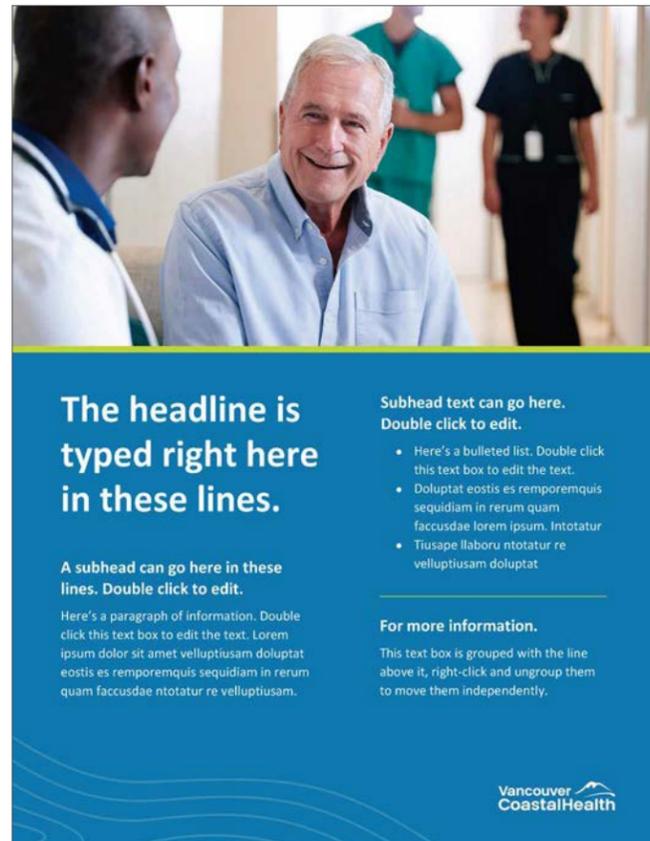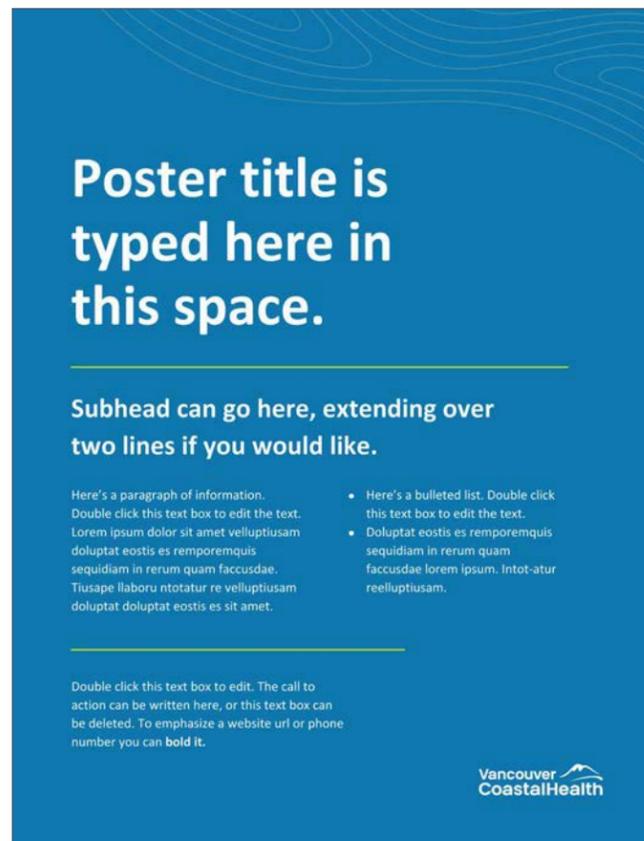
Examples of the pattern contained within a solid colour shape:
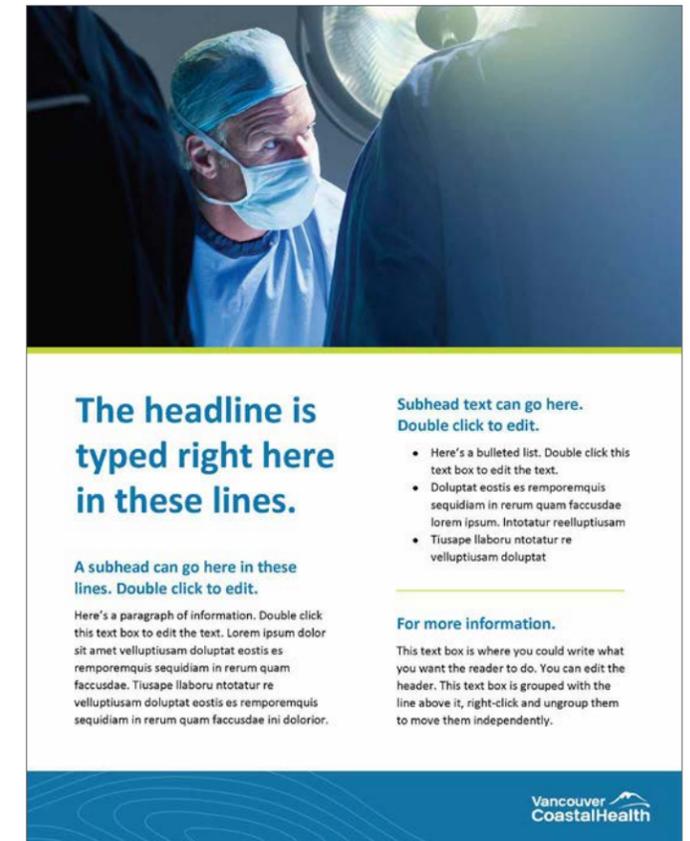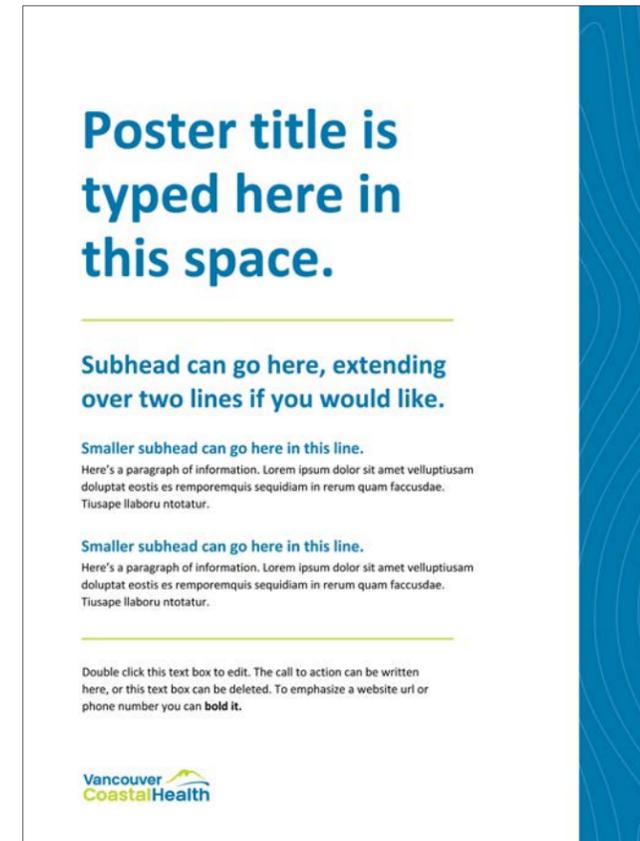
Note:

• The pattern is already applied to the VCH templates.

• Contact **brand@vch.ca** if you would like to use the VCH pattern beyond what is provided in the templates. All designs must be approved before using.

• If you are working with a graphic designer and require the full pattern file, please contact **brand@vch.ca**.

Pattern Application – Colour

The pattern is already applied to the VCH collateral templates. Graphic designers should follow this guide to learn how to apply the correct pattern and background colours to their projects.

Colour Usage:

- Only use the VCH pattern with the following background colours:

Ocean Blue	Harbour Teal
Seaside Teal	Rainforest Green

- The VCH pattern files are pre-tinted to 80% so they are lighter and visible on top of a background colour untinted at 100%.

Only use the Ocean Blue pattern over an Ocean Blue background.

Only use the Seaside Teal pattern over a Seaside Teal background.
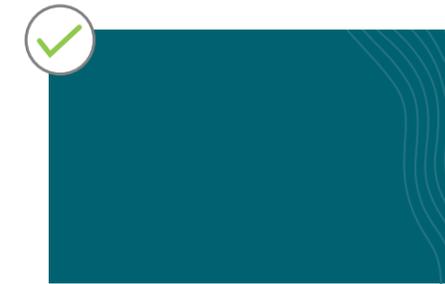
Only use the Harbour Teal pattern over a Harbour Teal background.

Only use the Rainforest Green pattern over a Rainforest Green background.

Misuses:

Do not alter the pattern colour or use it on a background that deviates from the background colours above.

Do not combine a pattern with a background of a different colour.

Do not place the wave pattern over white.

Do not alter the tint or opacity of the patterns. They have been set with the appropriate contrast to be visible but not distract from the content in the layout.

Do not alter the pattern or make your own.

Pattern Application – Clear space

Using correct clear space means not crowding text or imagery and not overlapping content. Follow this guide for how to use our patterns with correct clear space. The pattern is already applied to the VCH collateral templates with appropriate clear space.
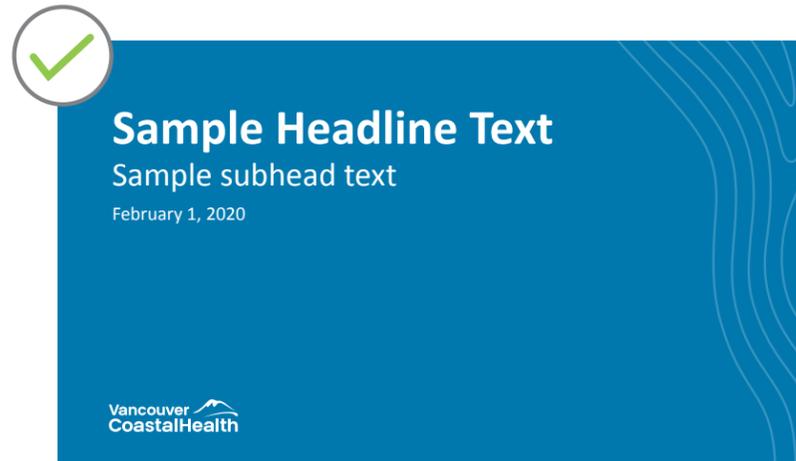
Use appropriate clear space for the pattern.
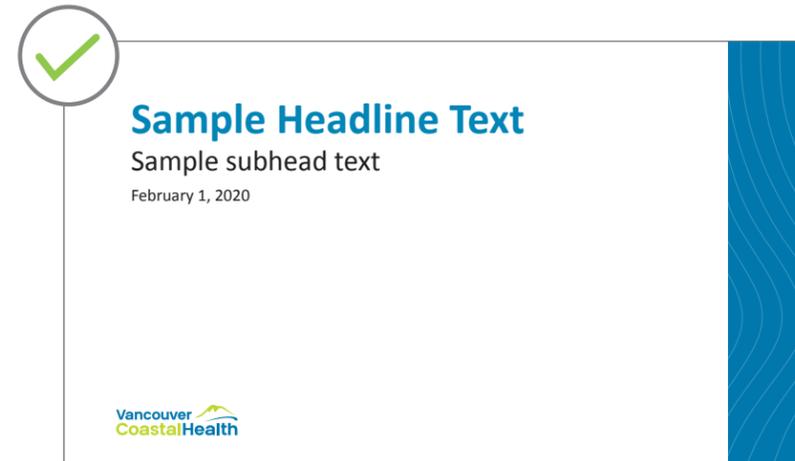
If the pattern is contained within a shape, be sure there is enough clear space between the shape and the content to ensure it does not crowd or visually distract from the content.
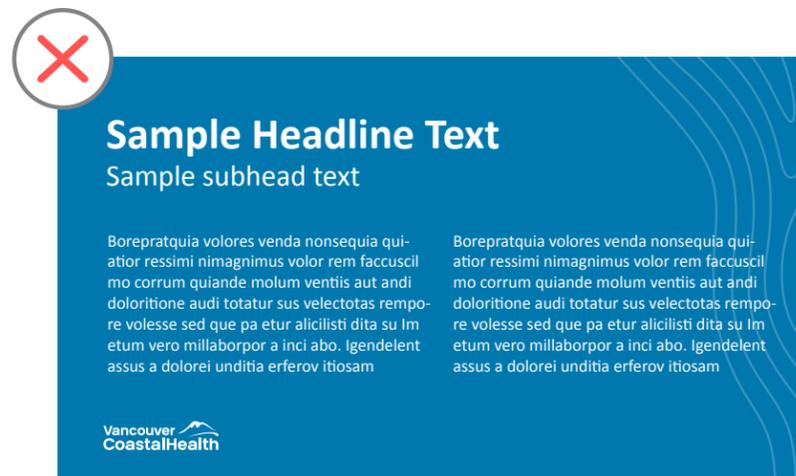
Do not place small text over a pattern because this decreases the legibility of the text.
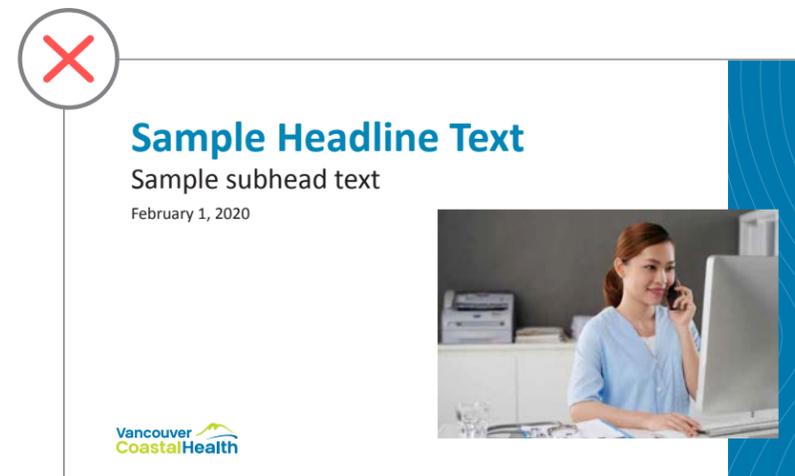
Do not place images over the pattern.

Note:

The VCH pattern is not required to be in all VCH branded layouts. The pattern is intended to be used as a design element to enhance the brand but only when spacing permits and the design layout benefits from its use.

Pattern Application – Size

Follow these guidelines on the correct sizing for our pattern. The pattern is already applied to the VCH collateral templates at the appropriate sizes.

8.5" x 11" Letterhead

Do keep the patterns at the size provided in the templates. The patterns have been set to a size that works well for the specific layout.

8.5" x 11" Letterhead

Do not shrink the patterns in the provided templates.

If you are designing a layout with a lot of content and there is not enough clear space for a pattern, leave the pattern out. Creating legible, user-friendly content takes priority over using patterns.

8.5" x 11" Letterhead

Do not increase the size of the patterns in the provided templates.

In this example, this oversized pattern distracts from the content of the layout and interferes with the clear space required.

You may download the letterhead template at **brand.vch.ca**

Pattern Application – Placement

Follow these guidelines on the correct placement of our pattern. Do not reposition the patterns provided in the VCH collateral templates.
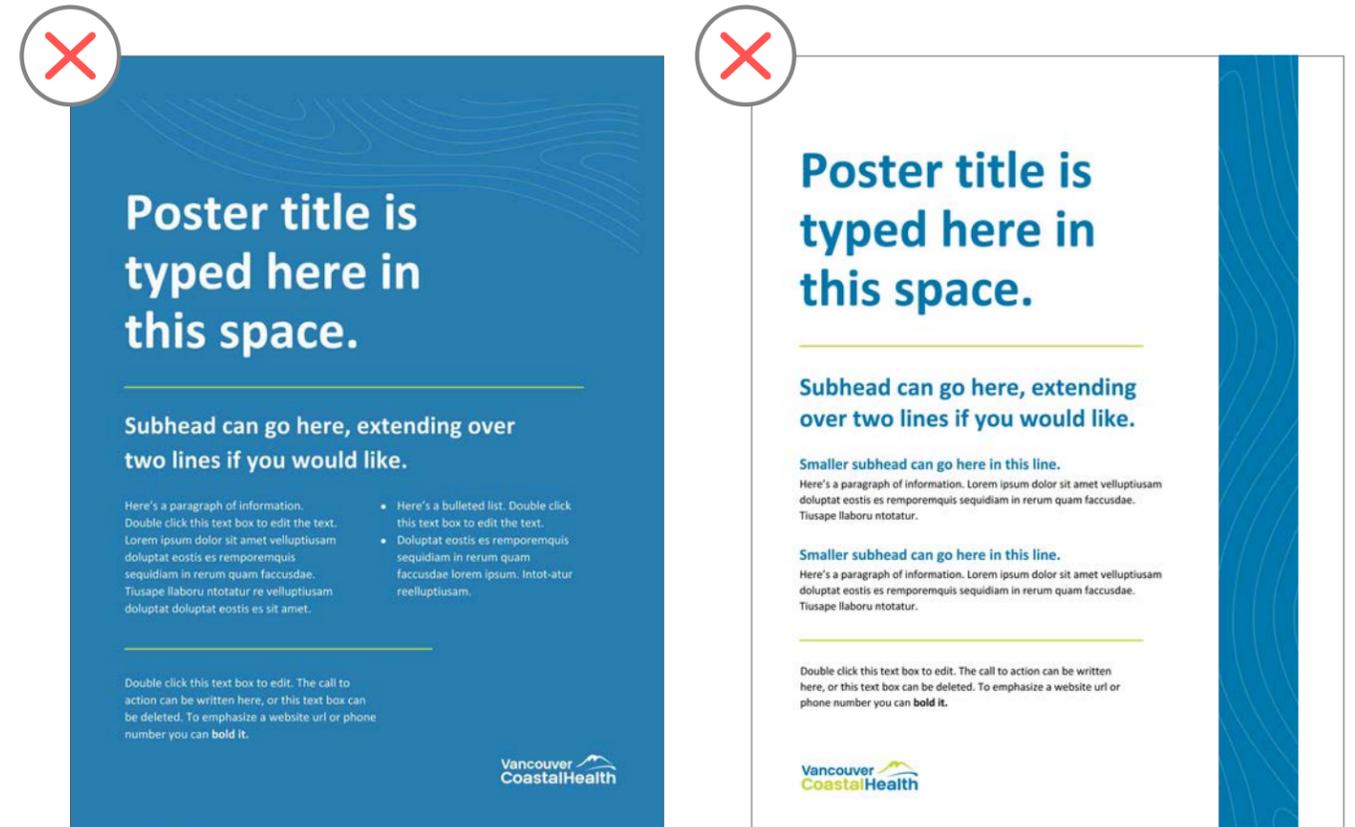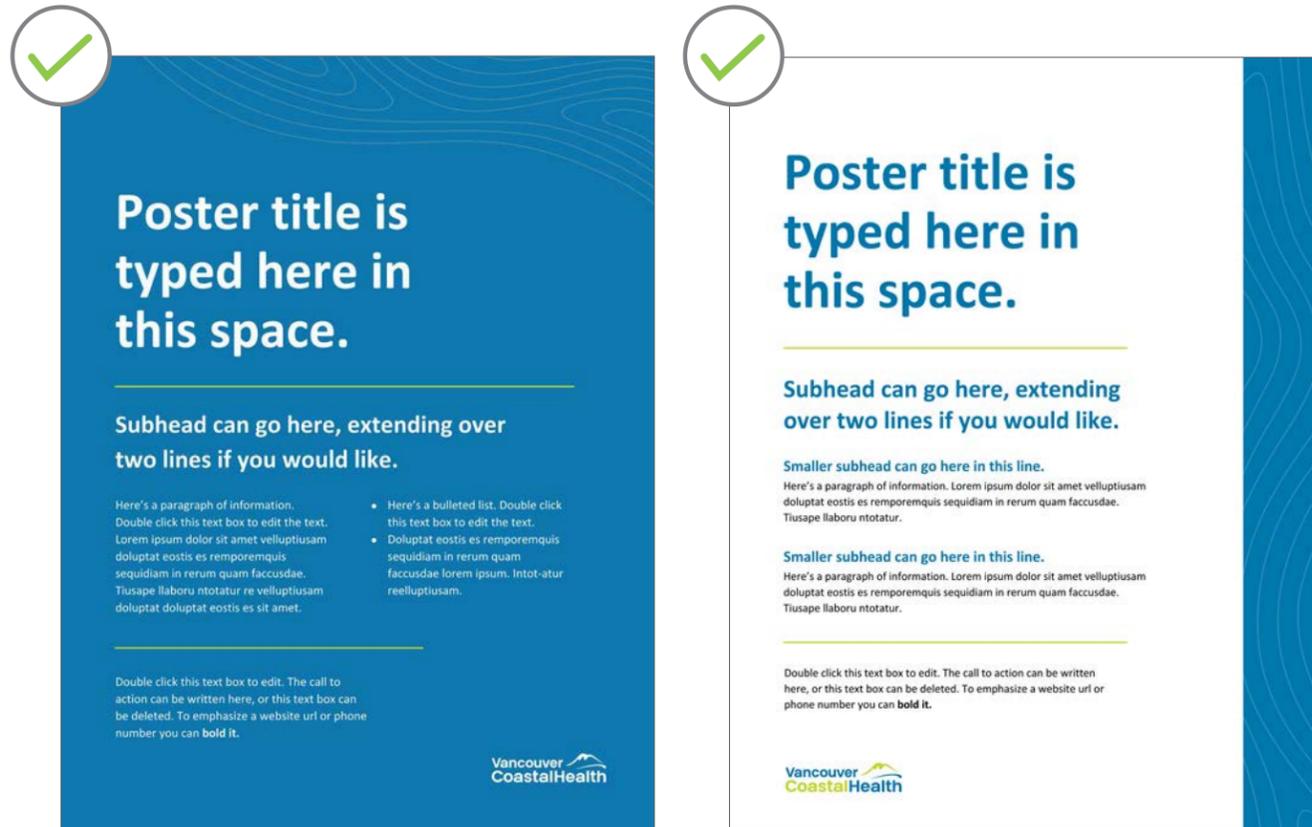
Keep the pattern in the position it is provided in the template.

Do not reposition the patterns. VCH patterns should remain against the edge of the layout.

What We Look Like

Aim to use photography as a first choice for all imagery, as opposed to clip art or other illustrations. The photography should capture team members naturally working together and connecting with patients. In terms of quality, look for images that are bright, look naturally lit, and are warm or neutral coloured. Avoid images with unnatural coloured tints, special effects, or distortion.

These images shown are examples only.
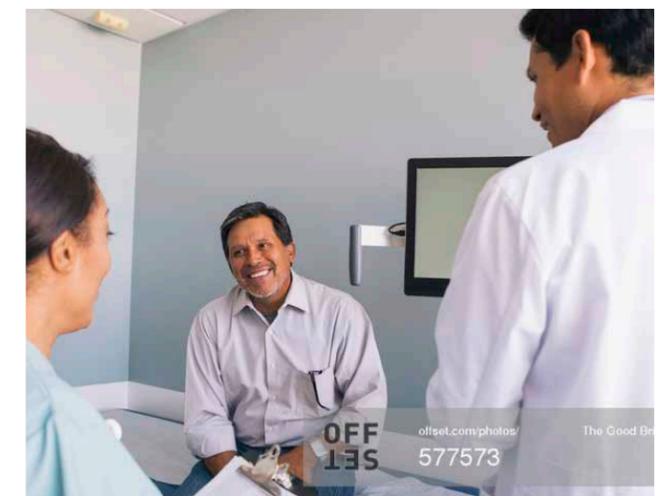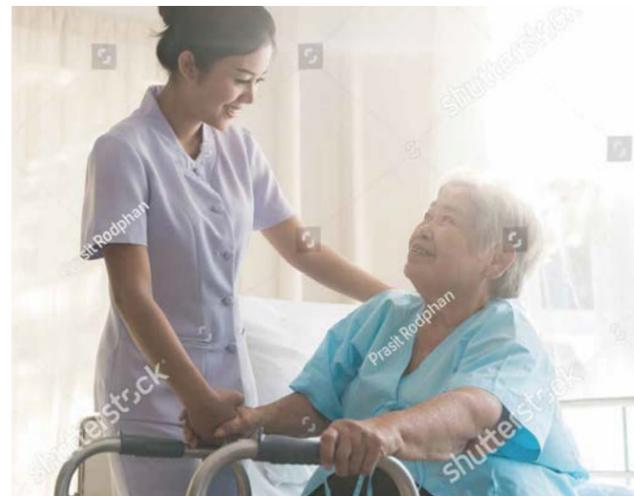
Keywords

Calm, peaceful, clean, connected, natural

Brand Font

Proxima Nova, designed by Mark Simonson, is a geometric yet modern typeface suitable for myriad uses. This is the typeface we use when creating formal collateral, such as posters and signage.

Available in:

Thin, Thin Italic, Light, Light Italic, Regular, Italic, Medium, Medium Italic, Semibold, Semibold Italic, Bold, Bold Italic, Extrabold, Extrabold Italic, Black, Black Italic

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Note: Do not use the fonts Proxima Nova and Calibri together in the same layout or document. Use only one font.

Note: If you are creating a document with large amounts of text for people with visual difficulties, you may use the serif font family Palatino Linotype for the body copy because it is designed to be very readable. Larger header fonts should remain either Calibri or Proxima Nova. Palatino Linotype should not be used for corporate communications.

General Use Font

Calibri, designed by Luc De Groot, is a modern sans serif typeface accessible through Microsoft Suite. This is the typeface we use for casual internal documents, such as presentations and emails.

Available in:

Light, Regular, Italic, Bold, Bold Italic

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Note: Do not use the fonts Proxima Nova and Calibri together in the same layout or document. Use only one font.

Note: If you are creating a document with large amounts of text for people with visual difficulties, you may use the serif font family Palatino Linotype for the body copy because it is designed to be very readable. Larger header fonts should remain either Calibri or Proxima Nova. Palatino Linotype should not be used for corporate communications.

Naming Convention for Site and Facility Signage

All sites and facilities within the VCH organization should look like they belong to the same family, while featuring the individual site or facility. Consistent use of the logo, colours, fonts, size and spatial relationships as established here will reinforce public recognition.

Vancouver CoastalHealth

1.5 X — X

Name of — 1.25 X

1.5 X —

Facility/Site

Examples:

Vancouver CoastalHealth
Vancouver General Hospital

Vancouver CoastalHealth
Squamish General Hospital

Vancouver CoastalHealth
Richmond Hospital

Vancouver CoastalHealth
Lions Gate Hospital

Specifications:

Each naming convention consists of two components:

1) The VCH logo – smaller and always situated above the name of the facility or site.
2) The name is larger and always situated below the logo.

Facility or site name:

- Proxima Nova Bold
- Colour: PMS 307 or CMYK 100, 16, 0, 27
- X-height of the facility or site name is 1.25 times the x-height of "Coastal Health"
- Left-aligned
- Up to 2 lines
- Top line length is a maximum of two VCH logo widths

Spacing:

- The space between the VCH logo and the facility or site name is 1.5 times the x-height of "Coastal Health".
- The space between the first and second line of the facility or site name is 1.5 times the x-height of "Coastal Health".

Departments:

- Departments, programs or teams within VCH should not create their own unique sub-brands, logos, type-settings or identities. Departments may follow the naming convention shown here for site and facility signage.

Naming Conventions for Departments, Programs and Teams

Departments, programs or teams within VCH should not create their own unique sub-brands, logos, type-settings or identities. Please refer to the examples below on how to add names to the letterhead.

Department, team or program name can be typed in bold in the first line with the address and/or contact info below.

8.5" x 11" Letterhead
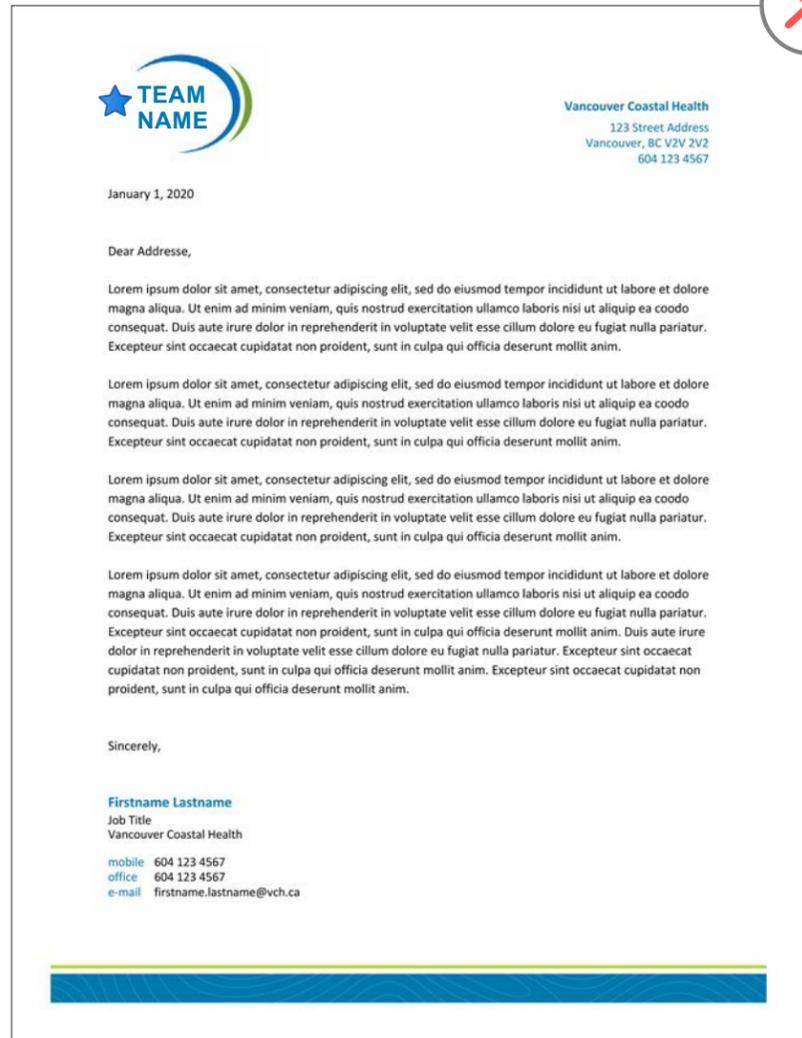
Do not create unique logos for departments, teams, or programs, and do not use them in place of the Vancouver Coastal Health logo. This includes previously created logos.

8.5" x 11" Letterhead
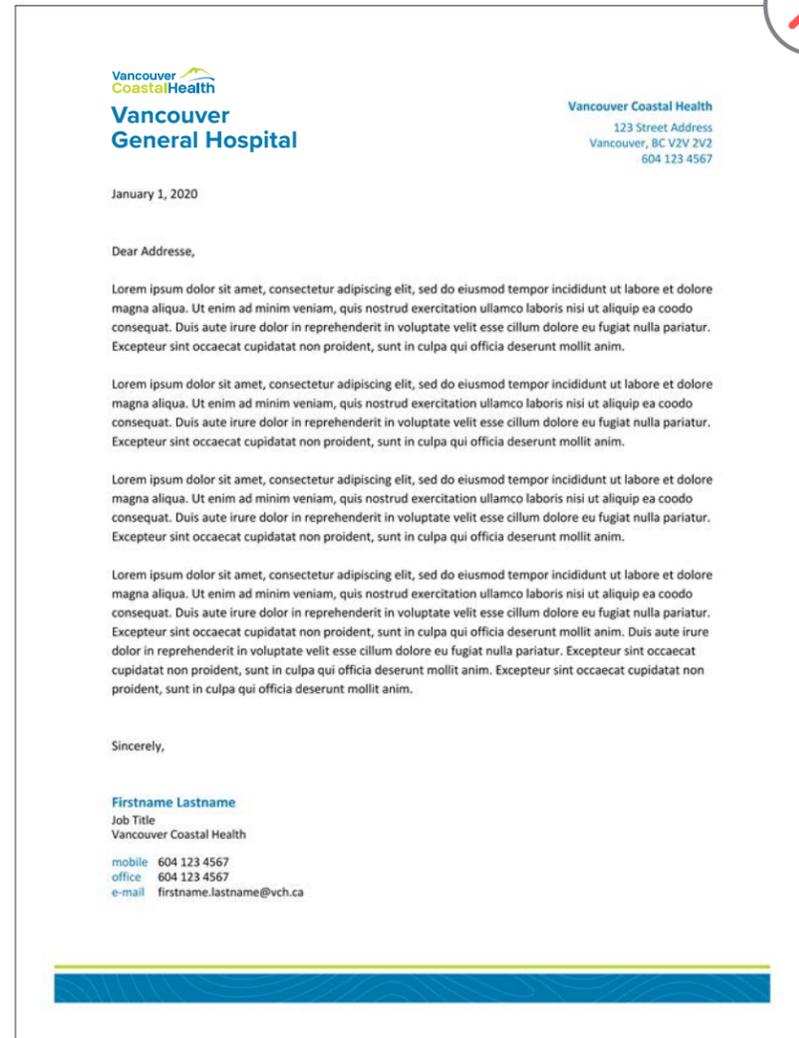
Do not replace the Vancouver Coastal Health logo in documents with the naming convention that is intended for site and facility signage.

8.5" x 11" Letterhead

You may type the name of your team, program, or department in the text provided in the top right corner of the template documents.

Naming Conventions for Departments, Programs and Teams (Continued)

Please refer to the examples below for how to apply a department, team or program name to PowerPoint title slides if needed.

Department, team or program name can be typed in the subtilte line of PowerPoints if needed.

PowerPoint Title Slide

VCH Brand Standards
Communications and Public Affairs
April 2, 2020

TEAM NAME

Do not create unique logos for departments, teams, or programs, and do not use them in place of the Vancouver Coastal Health logo. This includes previously created logos.

PowerPoint Title Slide

Click to add title
Click to add subtitle
Month Day, Year

Vancouver CoastalHealth
Vancouver General Hospital

Do not replace the Vancouver Coastal Health logo in documents with the naming convention that is intended for site and facility signage.

PowerPoint Title Slide

VCH Brand Standards
Communications and Public Affairs
April 2, 2020

Vancouver CoastalHealth

You may type the name of your team, program, or department in the subtitle text available on the title slide of our PowerPoint templates.

E-mail Signature

Follow this format for e-mail signatures to keep VCH's brand cohesive.

You may download the e-mail signature template at **brand.vch.ca**

Firstname Lastname
Job Title
Vancouver Coastal Health

mobile   604 123 4567
office   604 123 4567
e-mail   firstname.lastname@vch.ca

I acknowledge that my place of work lies on the unceded traditional homelands of the Musqueam, Squamish and Tsleil-Waututh Nations.
The content of this e-mail is confidential and may be privileged. If you receive this e-mail in error, please contact the sender and delete it immediately.

Name is set in black bolded Calibri at the font size 11.5. ⟶ **Firstname Lastname**

The job title is set in black regular Calibri at the font size 9.5. ⟶ Job Title

Vancouver Coastal Health is set in blue (RGB 0, 120, 174) bolded Calibri at the font size 9.5. ⟶ **Vancouver Coastal Health**

1 space here at the font size 5

Mobile, office and e-mail colour is blue (RGB 0, 120, 174). Contact info is black. All set in regular Calibri at the font size 9.5. ⟶ mobile   604 123 4567
office   604 123 4567
e-mail   firstname.lastname@vch.ca

1 space here at the font size 5

The First Nations acknowledgement and confidentiality statement are grey (RGB 113, 113, 113) regular Calibri at the font size 7.5. ⟶ I acknowledge that my place of work lies on the unced
The content of this e-mail is confidential and may be p

Note:

- Please change the First Nations listed in the acknowledgement to align with your specific location. The First Nation Recognition Protocols document lists the First Nations of each community.

- Do not add your own images, logos, background patterns, quotes, links or extra text to the signature.

E-mail Signature – Shorter Option

After using the longer e-mail signature shown in the previous page for your initial correspondence, you have the option to use this shorter version for replies and forwards involving the same contact. Please follow the format below to keep VCH's brand cohesive.

Firstname Lastname
Job Title
Vancouver Coastal Health

mobile   604 123 4567

The content of this e-mail is confidential and may be privileged. If you receive this e-mail in error, please contact the sender and delete it immediately.

Name is set in black bolded Calibri at the font size 11.5. —— **Firstname Lastname**

The job title is set in black regular Calibri at the font size 9.5. —— Job Title

Vancouver Coastal Health is set in blue (RGB 0, 120, 174) bolded Calibri at at the font size 9.5. —— **Vancouver Coastal Health**

1 space here at the font size 5

You may narrow down your contact information. Mobile, office and/or e-mail colour is blue (RGB 0, 120, 174). Contact info is black. All set in regular Calibri at the font size 9.5. —— mobile   604 123 4567

1 space here at the font size 5

Confidentiality statement is grey (RGB 113, 113, 113) regular Calibri at the font size 7.5. —— The content of this e-mail is confidential and may be p

E-mail Signature Misuses

Review the examples of e-mail signature misuses below. Do not add your own images, logos, background patterns, quotes, links or extra text to the signature.

Do not add quotes.

Do not add logos. Do not create team or program logos, and do not add them to e-mail signatures.

Do not add any images, backgrounds, or extra information

Do not include social media information or icons.

Firstname Lastname
Job Title
Vancouver Coastal Health

mobile   604 123 4567
office   604 123 4567
e-mail   firstname.lastname@vch.ca

"Choose a job you love, and you will never have to work a day in your life." — Confucius

TEAM NAME

I acknowledge that my place of work lies on the unceded traditional homelands of the Musqueam, Squamish and Tsleil-Waututh Nations.
The content of this e-mail is confidential and may be privileged. If you receive this e-mail in error, please contact the sender and delete it immediatel

It's mindfulness awareness week! Learn more at mindfulnesswebsite.com

Follow us on Facebook, Twitter, and Instagram

Design Examples

The following pages show examples of applying the Vancouver Coastal Health graphic standards to various imagery and layouts.

Print Layout Example 1

These examples show how the VCH branding can be applied to posters with images. Please note that poster templates will print with a white border around them.

8.5" x 11" Poster

8.5" x 11" Poster

The bar is the accent colour Sunlit Green

Headline and subhead are set in Ocean Blue.

The headline is typed right here in these lines.

A subhead can go here in these lines. Double click to edit.

Here's a paragraph of information. Double click this text box to edit the text. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae. Tiusape llaboru ntotatur re velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae ini dolorior.

Subhead text can go here. Double click to edit.

- Here's a bulleted list. Double click this text box to edit the text.
- Doluptat eostis es remporemquis sequidiam in rerum quam faccusdae lorem ipsum. Intotatur reelluptiusam
- Tiusape llaboru ntotatur re velluptiusam doluptat

For more information.

This text box is where you could write what you want the reader to do. You can edit the header. This text box is grouped with the line above it, right-click and ungroup them to move them independently.

Keyline set in accent colour Sunlit Green.

All text is set in white on the Ocean Blue background.

Keyline set in accent colour Sunlit Green.
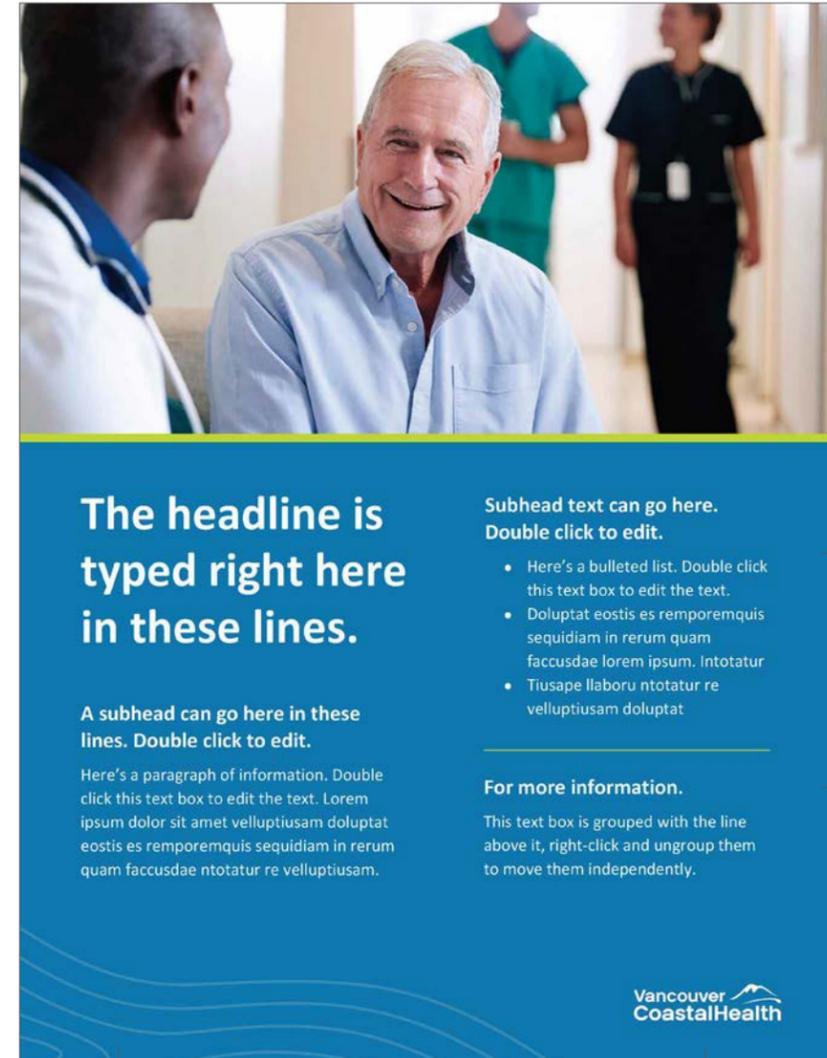
The headline is typed right here in these lines.

A subhead can go here in these lines. Double click to edit.

Here's a paragraph of information. Double click this text box to edit the text. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae ntotatur re velluptiusam.

Subhead text can go here. Double click to edit.

- Here's a bulleted list. Double click this text box to edit the text.
- Doluptat eostis es remporemquis sequidiam in rerum quam faccusdae lorem ipsum. Intotatur
- Tiusape llaboru ntotatur re velluptiusam doluptat

For more information.

This text box is grouped with the line above it, right-click and ungroup them to move them independently.

Wave pattern contained inside Ocean Blue rectangle

Reverse logo on Ocean Blue background

Wave pattern used on the edge of the solid colour Ocean Blue background.
It does not overlap or interfere with other text or imagery.

Reverse logo on Ocean Blue background

You may download poster templates at **brand.vch.ca**

Print Layout Example 2

These examples show how the VCH branding can be applied to posters without images.
Please note that poster templates will print with a white border around them.

8.5" x 11" Poster

Headline and subhead are set in Ocean Blue.

Keylines are set in accent colour Sunlit Green.
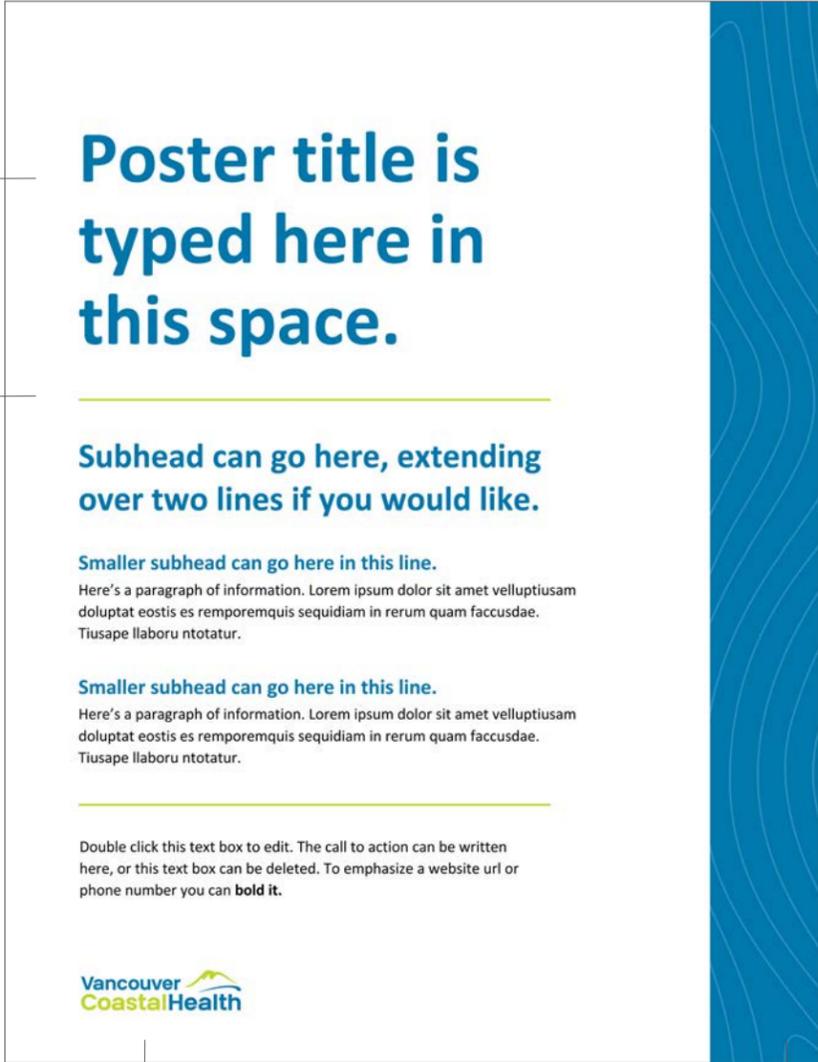
Poster title is typed here in this space.

Subhead can go here, extending over two lines if you would like.

Smaller subhead can go here in this line.
Here's a paragraph of information. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae. Tiusape llaboru ntotatur.

Smaller subhead can go here in this line.
Here's a paragraph of information. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae. Tiusape llaboru ntotatur.

Double click this text box to edit. The call to action can be written here, or this text box can be deleted. To emphasize a website url or phone number you can **bold it.**

Vancouver CoastalHealth

Correct use of the full colour logo on a white background.

Wave pattern contained inside Ocean Blue rectangle

8.5" x 11" Poster

Wave pattern used on the edge of the solid colour Ocean Blue background. It does not overlap or interfere with other text or imagery.

Poster title is typed here in this space.

Subhead can go here, extending over two lines if you would like.

Here's a paragraph of information. Double click this text box to edit the text. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae. Tiusape llaboru ntotatur re velluptiusam doluptat doluptat eostis es sit amet.

- Here's a bulleted list. Double click this text box to edit the text.
- Doluptat eostis es remporemquis sequidiam in rerum quam faccusdae lorem ipsum. Intot-atur reelluptiusam.

Double click this text box to edit. The call to action can be written here, or this text box can be deleted. To emphasize a website url or phone number you can **bold it.**

Vancouver CoastalHealth

Keylines are set in accent colour Sunlit Green.

All text is set in white on the Ocean Blue background.

Reverse logo on Ocean Blue background

Note: Posters with white backgrounds are best for office printing because they use less ink. Posters will full blue backgrounds are better for posters that will be professionally printed or posters intended to be shared mainly as PDFs.

Print Layout Example 3

This example shows how the VCH branding can be applied to a layout with multiple partner logos.

Example – VCH logo with other health authority logos

Example – VCH logo with foundation logos

The bar is Ocean Blue.

Headline and subheads use Ocean Blue.

Small text is black for improved legibility.

Sample text headline here

Subhead can go here in this line.

Lorem ipsum dolor sit amet

Udit fugit im lorem re nonsequi dolupta tatiur? Iberro omni asincipidi cus as perit que lant. Es versped ipsapitatur aut resti dit. Cus, sequi omnihilis et, tem.

Cae laborehende volum que nonse nonsequae evendam dolorem eum ut lique prentor errum. Cius esecerf eritati nventiatest.

Lorem ipsum dolor sit amet

Udit fugit im lorem re nonsequi dolupta tatiur. Iberro omni asincipidi cus as perit que lant. Denias sum fugiam et vende non rerum explit aut lacim evel ese voluptatur antecto conet utem volorestem facepudi re prat. Osamus nuscim ra que nem. Ventiaest, est fugia atem. Nem dolorum essitat. Ugiandig namusaest, num inctem

Sample text headline here

Subhead can go here in this line.

Lorem ipsum dolor sit amet

Udit fugit im lorem re nonsequi dolupta tatiur? Iberro omni asincipidi cus as perit que lant. Es versped ipsapitatur aut resti dit. Cus, sequi omnihilis et, tem.

Cae laborehende volum que nonse nonsequae evendam dolorem eum ut lique prentor errum. Cius esecerf eritati nventiatest.

Lorem ipsum dolor sit amet

Udit fugit im lorem re nonsequi dolupta tatiur. Iberro omni asincipidi cus as perit que lant. Denias sum fugiam et vende non rerum explit aut lacim evel ese voluptatur antecto conet utem volorestem facepudi re prat. Osamus nuscim ra que nem. Ventiaest, est fugia atem. Nem dolorum essitat. Ugiandig namusaest, num inctem

The logos are adequately spaced apart with enough clear space around them.

The logos are adequately spaced apart with enough clear space around them.

Digital Layout Example 1

This example shows how the VCH branding has been applied to the Powerpoint template.

You may download PowerPoint templates at **brand.vch.ca**

Title Slide Option 1

Click to add title
Click to add subtitle
Month Day, Year

Vancouver CoastalHealth

Reverse logo on dark background

White text on Ocean Blue background

Wave pattern applied over background

Title Slide Option 2

Click to add title
Click to add subtitle
Month Day, Year

Vancouver CoastalHealth
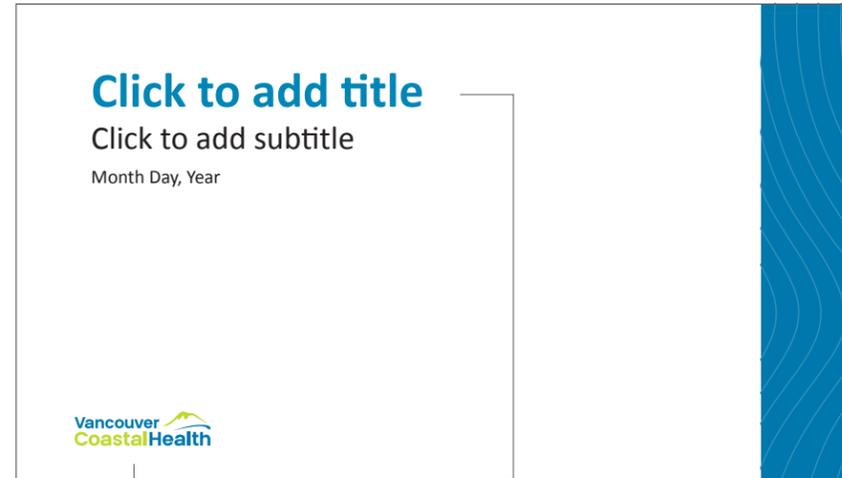
Colour logo on white background

Title in Ocean Blue, smaller subtext in black

Wave pattern contained inside shape

Inner Slide – Image

Click to add title

Vidia dollanda nimus porrum adicianti dolores aut quasit qui debita dolore, quaessinusae velent optia dolorepe mod quias pos eos maion.

Nostionsed ma vent occum eveni officidelit labor mi, aceste vel il. Maion nitaquiaspis sediam sequo eius etur minciissit evelect ibuscid elles iur.

Vancouver CoastalHealth

Colour logo on white background

Inner Slide – Bulleted Text

Click to add title

- Lorem ipsum nimus porrum adicianti dolores aut quasit qui debita dolore, quaessinusae velent optia dolorepe mod

- Pos eos maion nostionsed a vent occum eveni officidelit labor mi, aceste vel il.

- Vidia dollanda nimus porrum adicianti dolores aut quasit qui debita dolore, quaessinusae velent optia dolorepe mod.

- Lorem maion nostionsed ma vent occum eveni officidelit labor mi, aceste vel il maximporerro blabor si duciam extin resequati rem escitatur.

Vancouver CoastalHealth

Colour logo on white background

Section Header Slide – Seaside Teal

Section Break Title

Vancouver CoastalHealth

White title is large enough therefore it follows web accessibility rules for this colour combination.

Digital secondary colour Seaside Teal used for background

Section Header Slide – Rainforest Green

Section Break Title

Vancouver CoastalHealth

White title is large enough therefore it follows web accessibility rules for this colour combination.

Digital secondary colour Rainforest Green used for background

Digital Layout Example 2

This example shows how the VCH branding can be applied to an online ad or social post.

Used a naturally-lit photograph of a staff member connecting with a patient.

The bar is the digital accent colour Sunlit Green.

Headline uses the digital primary colour Ocean Blue.

Sample text headline here

Lorem ipsum sed enis non pe eatatur ma dolesse diorum re cus quam, inctatis etur solorehenest mos dipid etur? Qui dolessiti oditatis voluptamus.

Button uses digital primary colour Ocean Blue with small white text.

Learn more

Vancouver Coastal Health

Correct use of the full colour logo on a white background.

oneVCH Brand Standards Manual

FOR INTERNAL COMMUNICATIONS

Our Story

We're all here, a part of Vancouver Coastal Health, for the very same reasons.

We felt a calling. A sense of purpose. An irresistible pull. To help. To heal. And deliver compassion to whoever needs it.

We are over 15,000 strong, across 86 disciplines and 112 locations.

Together, our potential is great and our knowledge vast.

With many heads, we can solve more problems. With many hands, we can save more lives.

We are not divided departments or rival teams. Or, we don't have to be. Do we?

And though we all have a role, we are the sum – greater than our parts. We are one.

And as oneVCH, we are a powerful, hopeful, unstoppable force for good.

VOICE
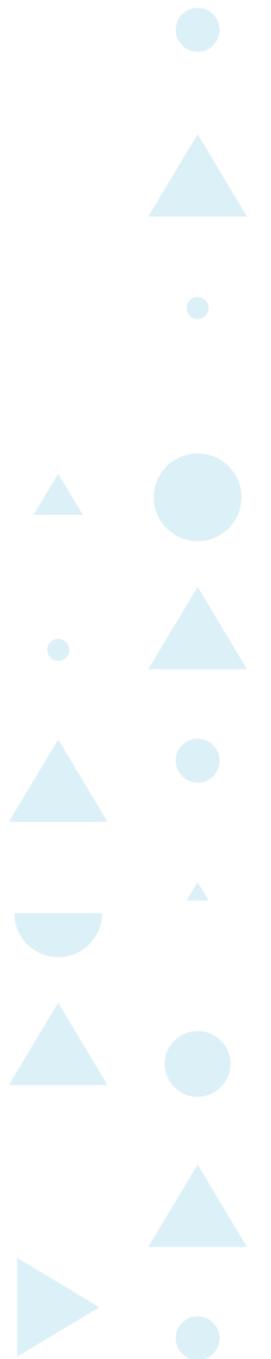
Icons – Strategic Goals

Our plan to succeed in the future of health care is built around three strategic goals. You may use these icons with text that communicates our strategic goals. Take care to pair the icons with their associated strategic goals. The icons are not to be used as independent logos or as a part of logos.

Exceptional Care
High quality, culturally safe care for the best health outcome, in the best setting: hospital, community or home.

Innovation for Impact
Evolving how we deliver services to stay at the forefront of health care.

Great Place to Work
Coming together to build a better workplace.

Note: If you require the individual icon files to communicate our strategic goals, please contact **brand@vch.ca**.

Icons – Core Values

Three core values are at the heart of everything we do as an organization. You may use these icons with text that communicates our core values. Take care to pair the icons with their associated core value. The icons are not to be used as independent logos or as a part of logos.

We Care for Everyone

We believe being caring is at the heart of what we do, caring for our patients, their families, our colleagues and ourselves.

We are Always Learning

We believe in staying curious, always open to innovative ideas and ways to improve health care.

We Strive for Better Results

We believe in achieving better results across all functions of health care, leading to better patient outcomes and improving health care.

Note: If you require the individual icon files to communicate our core values, please contact **brand@vch.ca**.

Voice

What is Voice and Why Does it Matter?

Voice helps translate an organization's personality and attitude into a verbal style. It helps the reader quickly understand the tone and feel, whether it is on a website, letter or poster. It's important to consider how text is written, so the voice accurately and consistently reflects the organization's characteristics.

Our Voice

Our voice is welcoming, inclusive and compassionate. We want every person that is part of Vancouver Coastal Health to feel inspired by what we're saying and how we're saying it. This is achieved through our honest and transparent approach to communication, the uplifting and encouraging vocabulary we use, and by avoiding technical jargon that could alienate different departments.

To maintain our consistent tone of voice and the feeling of one cohesive organization working together to solve problems, we always speak in first person plural (we, us, our, ours). This should be conversational in tone, as we want to speak with the members of Vancouver Coastal Health on their level, and not at them.

We Are

Compassionate
Inclusive
Supportive
Purposeful
Open-minded
Respectful
Curious
Knowledgeable

Voice

Here are examples of how oneVCH's voice and tone are applied.

What we want to say

OneVCH is working with frontline staff to determine better processes and procedures to help patients.

How we say it

We aim to provide exceptional care across the entire organization with the goal of meeting the needs of our patients.

What we want to say

OneVCH is investing in the latest technology to improve the standard of care provided.

How we say it

We are innovating for impact because that's how breakthroughs in health care happen.

Voice

Here are examples of how oneVCH's voice and tone are applied.

What we want to say

OneVCH is looking at future trends to discover new ways to increase the level of care provided.

How we say it

We are always learning new ways to raise the standard of our health care.

What we want to say

OneVCH is working with different health care departments to integrate fluid guidelines for improved care.

How we say it

We are collaborative in our approach to health care.

Voice

Here are writing style examples where oneVCH's voice and tone are applied.

Old

Who can I talk to?

Each and every one of the changes on the horizon is worthy of its own "announcement" so we're brainstorming ways to keep you informed and have everything make sense – and to keep channels open for your continued feedback. In the meantime, we have strong leaders in place who have come forward to assume regional responsibilities and work together on a cohesive plan that honours CoC-specific needs while creating a high-quality care experience right across our health authority:

Bradley Smart
Keith Jones
Natalie Clark
Steph Murray

If you have questions about the changes coming to Home and Community Health, please reach out to them directly. Otherwise, stay tuned!

New

We've made a lot of changes recently to ensure everyone is kept in the loop, including developing a new platform to house all the information you need to know. While this is being built, we've appointed a team who will work together to answer any questions you may have.

Bradley Smart
Keith Jones
Natalie Clark
Steph Murray

Stay tuned for more updates.

Rationale

• Don't use jargon or abbreviations.

• Our audience is busy and distracted, so it's important to keep our communications as concise as possible. This will ensure a higher level of recall and engagement.

Voice

Here are writing style examples where oneVCH's voice and tone are applied.

Old

First of all, "thank you"

Let's start with appreciation - for the all of the work that you and your home and community health colleagues do every day, and for the way so many of you have come forward in recent months to share ideas about how we can further improve the services for our clients and invest in our own people and infrastructure.

New

Thanks to everyone involved.

We want to start this month off by thanking each and every one of you for the exceptional and inspiring work you do every single day. This includes the recent suggestions and ideas on how we, as oneVCH, can further improve the services for our clients and invest in our own people and infrastructure.

Rationale

• To ensure the message that is being conveyed is clearly understood, use punctuation to break up key points.

• Use uplifting and encouraging language whenever praising employees for their ongoing hard work.

Logo

Our logo is designed with a geometric typeface with a friendly, open feeling to reflect oneVCH moving forward. Uppercase and lowercase are paired at the same scale, with "one" representing employees and "VCH" representing the organization. For logo application, please review pages 11 – 13 of the guide.
You may download the logo files at **brand.vch.ca**.

Logo Colours

Ocean Blue

Pantone	307 C, U
CMYK	100, 16, 0, 27
RGB	0, 120, 174
Hex	#0078AE

Sunlit Green

Pantone	382 C, U
CMYK	29, 0, 100, 0
RGB	193, 216, 47
Hex	#C1D82F

Sky Blue

Pantone	305 C, U
CMYK	54, 0, 6, 0
RGB	89, 203, 232
Hex	#59CBE8

Note:
The Sky Blue RGB and HEX shown here only apply to the "one" in the RGB version of the oneVCH logo.
All other digital instances of Sky Blue should follow the colours on page 57 (RGB 0, 159, 212 and HEX #009FD4).

Clear Space

Clear space is the required amount of space around an object that is clear of any other logos, text, symbols or artwork. Maintaining the adequate clear space around a logo ensures the logo can be seen quickly and prevents it from being crowded or overlapped by other content. The clear space (X) around the logo is equal to the height of the "o" in oneVCH. The same clear space is applied to all versions of our logo.

Logo Application with Partner Logos

Always maintain adequate distance between logos when displaying our oneVCH logo with partner logos. Do not add divider lines between the other logos.

X

X

X

Maintain a minimum distance between logos that is as wide as the 'vch' text.

Note: When logos are differently shaped from one another, aim to display them with equal visual weight.

Example

Note: You may place the logos on any corner of a layout, as long as they are grouped together in one line, as shown in this example.

Minimum Logo Size

To ensure our logo is always legible, do not produce it smaller than the sizes shown here. This sizing applies to all colour versions of our logo.

For Print

Vancouver CoastalHealth | one VCH

Minimum width:
1 inch | 2.54 cm | 72 pixels

For Screen

Vancouver CoastalHealth | one VCH

Minimum width:
1.4 inch | 3.5 cm | 100 pixels

Logo Misuses

Follow these guidelines to avoid misusing the provided assets.
Below are some examples of how not to use the logo.

Do not isolate the oneVCH logo

Do not reposition the logos

Do not add a shadow, bevel, glow or effect to the logo

Do not place full colour logo on a solid colour background

Do not stretch, skew or distort the logo

Do not change the hierarchy of the logo

Do not change the colours of the logo

Do not fill the logo with gradients or images

Note:
Departments within VCH are prohibited from pairing their department name with the oneVCH logo.
Please follow the naming conventions shown on pages 28 – 30.

Brand Font

Proxima Nova, designed by Mark Simonson, is a geometric yet modern typeface suitable for myriad uses. This is the typeface we use when creating formal collateral, such as posters and signage.

Available in:

Thin, Thin Italic, Light, Light Italic, Regular, Italic, Medium, Medium Italic, Semibold, Semibold Italic, Bold, Bold Italic, Extrabold, Extrabold Italic, Black, Black Italic

AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyz

AbcdefghijklmnopqrstuvwxyzAbcdefghijklmnopqrstuvwxyz

Note: Do not use the fonts Proxima Nova and Calibri together in the same layout or document. Use only one font.

Note: If you are creating a document with large amounts of text for people with visual difficulties, you may use the serif font family Palatino Linotype for the body copy because it is designed to be very readable. Larger header fonts should remain either Calibri or Proxima Nova. Palatino Linotype should not be used for corporate communications.

General Use Font

Calibri, designed by Luc De Groot, is a modern sans serif typeface accessible through Microsoft Suite. This is the typeface we use for casual internal documents, such as presentations and emails.

Available in:

Light, Regular, Italic, Bold, Bold Italic

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Abcdefghijklmnopqrstuvwxyz

Note: Do not use the fonts Proxima Nova and Calibri together in the same layout or document. Use only one font.

Note: If you are creating a document with large amounts of text for people with visual difficulties, you may use the serif font family Palatino Linotype for the body copy because it is designed to be very readable. Larger header fonts should remain either Calibri or Proxima Nova. Palatino Linotype should not be used for corporate communications.

Print vs. Digital

Please take note of the difference between print and digital applications to ensure you are using the correct colour codes listed on the following pages.

Print Applications

Print applications include materials such as brochures, posters, business cards, printed billboards, letterhead, books, magazines, pull up banners and more. Printed materials also include printing on non-paper materials such as vinyl or textiles. CMYK colours are most often used for print and Pantone colours are used for special print jobs.

Digital Applications

Digital applications include anything that is primarily viewed/accessed on a screen, such as a computer, mobile device, tablet, TV, digital billboard, and more. Digital applications use RGB or HEX colours.

Please follow the text and font sizes noted for each colour. These guides help create web accessibility (or text that is easier to read) for those who are visually impaired by meeting the contrast requirements for each colour.

Primary Colours

Our primary colour palette is inspired by the serene surroundings of the West Coast and the calm, harmonious tone that extends to oneVCH's philosophies. To keep oneVCH's brand cohesive, use these colours first for all purposes.

Sky Blue

Print

Pantone	305 U
	305 C
CMYK	54, 0, 6, 0

Digital

HEX	#009FD4
RGB	0, 159, 212

- For web accessibility purposes, the digital version of this colour looks different from its print colour because it has been altered to be better viewed on screen.
- Use Sky Blue text on white backgrounds, as long as it's easy to read.

Web accessibility rules when using this colour for digital text:

- Use this colour text on white, or white text on this colour at the font size of at least 14 point (18.66 px) <u>and</u> bold, or at least 18 point (or 24 px).
- Due to these size rules, this text colour works best as a headline.

Ocean Blue

Print

Pantone	307 U
	307 C
CMYK	100, 16, 0, 27

Digital

HEX	#0078AE
RGB	0, 120, 174

- Use Ocean Blue text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.
- Due to these sizing rules, this text colour works well for small to medium-sized text, and large text.

Cloud White

Print

CMYK	0, 0, 0, 0

Digital

HEX	#FFFFFF
RGB	255, 255, 255

- Include white for clean, fresh layouts to allow for photography, logos, small text or other colours to stand out.
- Black text on white is the easiest text colour combination to read, therefore it is ideal for smaller text or text-heavy layouts.

Web accessibility rules when using this colour for digital text:

- Use white text on dark backgrounds in any font size, as long as it's easy to read.

Secondary Colours

Our secondary colour palette can be used when a range outside of the two primary colours is required. For example, for a series of web banners or oneVCH icons.

Harbour Teal

Print

Pantone	3155 U
	3155 C
CMYK	100, 45, 45, 20

Digital

HEX	#006271
RGB	0, 98, 113

- Use Harbour Teal text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.
- Due to these sizing rules, this text colour works well for small to medium-sized text, and large text.

Seaside Teal

Print

Pantone	7716 U
	7716 C
CMYK	87, 20, 48, 0

Digital

HEX	#009793
RGB	0, 151, 147

- Use Seaside Teal text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- Use this colour text on white, or white text on this colour at the font size of at least 14 point (18.66 px) and bold, or at least 18 point (or 24 px).
- Due to these sizing rules, this text colour works best as a headline.

Rainforest Green

Print

Pantone	7482 U
	7482 C
CMYK	96, 8, 100, 0

Digital

HEX	#009E4E
RGB	0, 158, 78

- Use Rainforest Green text on white backgrounds.

Web accessibility rules when using this colour for digital text:

- Use this colour text on white, or white text on this colour at the font size of at least 14 point (18.66 px) and bold, or at least 18 point (or 24 px).
- Due to these size rules, this text colour works best as a headline.

Accent Colours

You may use the colours below as accents when contrast to primary or secondary colours is needed. Accent colours are intended for smaller design elements, not for large blocks of colours.

Tulip Red

Print

Pantone	**1785 U**
	1785 C
CMYK	**0, 85, 55, 0**

Digital

HEX	**#F04E5E**
RGB	**240, 78, 94**

Web accessibility rules when using this colour for digital text:

- Do not use this colour for text on digital applications.

Sea Star Purple

Print

Pantone	**512 U**
	512 C
CMYK	**55, 95, 25, 5**

Digital

HEX	**#843275**
RGB	**132, 50, 117**

Web accessibility rules when using this colour for digital text:

- You may use this colour text on white, or white text on this colour in any font size, as long as it's easy to read.

Sunshine Yellow

Print

Pantone	**113 U**
	113 C
CMYK	**0, 5, 80, 0**

Digital

HEX	**#FFE850**
RGB	**255, 232, 80**

Web accessibility rules when using this colour for digital text:

- Do not use this colour for text on digital applications.

Surf Teal

Print

Pantone	**3258 U**
	3258 C
CMYK	**65, 0, 39, 0**

Digital

HEX	**#4BC0AF**
RGB	**75, 192, 175**

Web accessibility rules when using this colour for digital text:

- You may use this colour text on black, or black text on this colour in any font size, as long as it's easy to read.

Spring Green

Print

Pantone	**360 C**
	360 U
CMYK	**60, 0, 95, 0**

Digital

HEX	**#71BF4B**
RGB	**113, 191, 75**

Web accessibility rules when using this colour for digital text:

- You may use this colour text on black, or black text on this colour in any font size, as long as it's easy to read.

Colour Proportions

Below are examples of using the colour palettes proportionally when using multiple brand colours in a single project.

Example 1 – Print

PRIMARY COLOUR

PRIMARY COLOUR

SECONDARY COLOUR

ACCENT COLOUR

It is best practice to use at least one primary colour in a project.

Choose 1 accent colour to use minimally in the project. Use less than the secondary and primary colours.

Choose 1 or 2 secondary colours to add range. Use less than the primary colours.

One of the two main colours in the project.

One of the two main colours in the project.

Example 2 – Digital

PRIMARY COLOUR

SECONDARY COLOUR

SECONDARY COLOUR

ACCENT COLOUR

Choose 1 or 2 secondary colours to add range. Use less than the primary colour.

Choose 1 or 2 secondary colours to add range. Use less than the primary colour.

Choose 1 accent colour to use minimally in the project. Use less than the secondary and primary colours.

The main colour in the project.

Colour Combination Recommendations

Below are examples of oneVCH brand colour combinations that work well together and maintain brand recognition. These examples use CMYK colours.

OCEAN BLUE   **HARBOUR TEAL**   **SURF TEAL**

CLOUD WHITE   **OCEAN BLUE**   **SURF TEAL**

OCEAN BLUE   **SEASIDE TEAL**   **SEA STAR PURPLE**

OCEAN BLUE   **RAINFOREST GREEN**   **SPRING GREEN**

SKY BLUE   **OCEAN BLUE**   **SUNSHINE YELLOW**

OCEAN BLUE   **HARBOUR TEAL**   **SEASIDE TEAL**

OCEAN BLUE   **SEASIDE TEAL**   **SPRING GREEN**

SKY BLUE   **OCEAN BLUE**   **SEA STAR PURPLE**

CLOUD WHITE   **OCEAN BLUE**   **TULIP RED**

Patterns

Our patterns draw from the geometry of the logo. These patterns can be applied as framing devices to oneVCH layouts when appropriate colour, clear space, sizing, and placement is applied.

Narrow Pattern

Corner Pattern
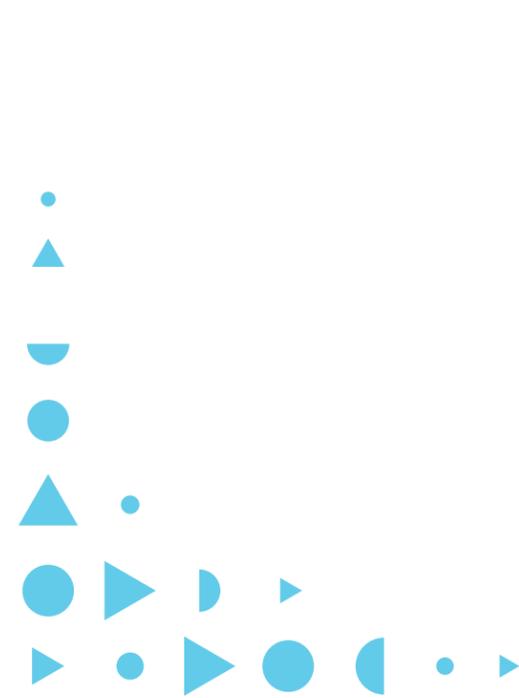
Title Page Pattern
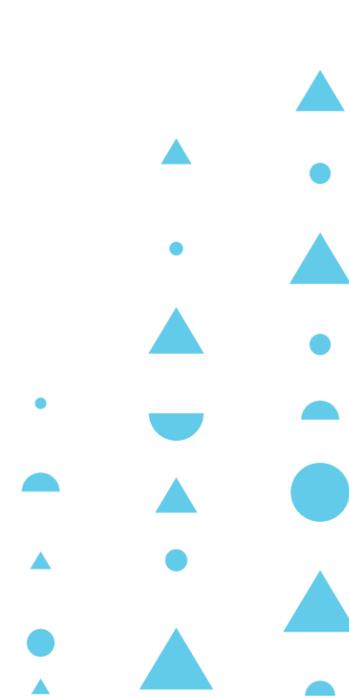
Spread Out Corner Pattern
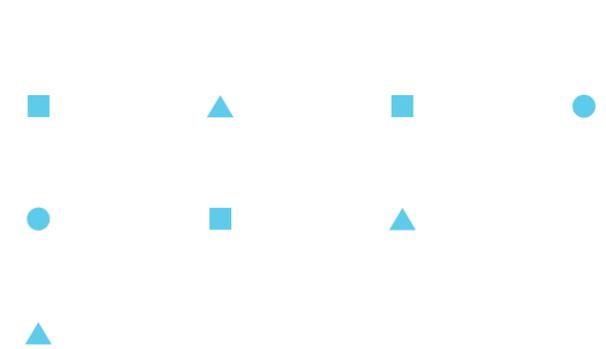
Note:

- These patterns are already applied to the oneVCH templates.
- Contact **brand@vch.ca** if you would like to use a oneVCH pattern beyond what is provided in the templates. All designs must be approved before using.
- If you are working with a graphic designer and require the pattern files, please contact **brand@vch.ca**.

Pattern Application – Colour

The oneVCH patterns are already applied to the oneVCH collateral templates. Graphic designers may follow this guide to learn how to apply the right pattern colours to projects.

Pattern Colour Options:

Sky Blue

Ocean Blue

Harbour Teal

Seaside Teal

Rainforest Green

Surf Teal

Spring Green

Tip: Remember to use the appropriate Sky Blue depending on if it will be used for print or digital applications.

Colour Usage:
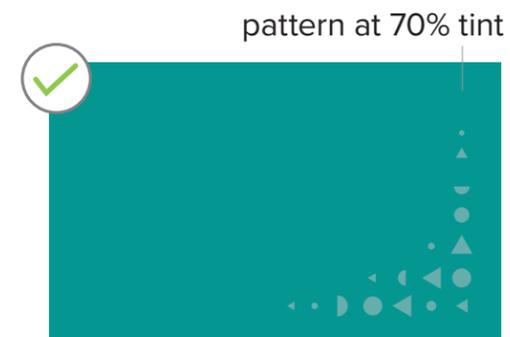
pattern at 70% tint

If using a pattern that is the same colour as the background, the pattern must be tinted to 70% so it is visible. This example shows a Seaside Teal pattern at 70%, and a Seaside Teal background at 100%.
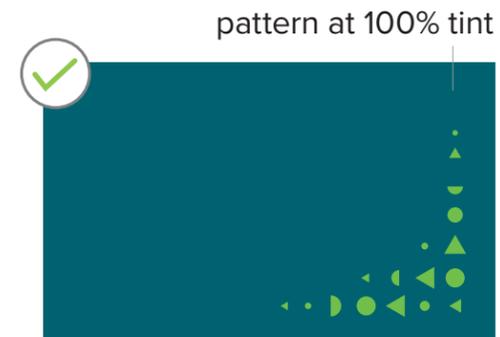
pattern at 100% tint

When combining *different* colours, the patterns should be at 100% to keep the colours looking vibrant.

pattern at 35% tint
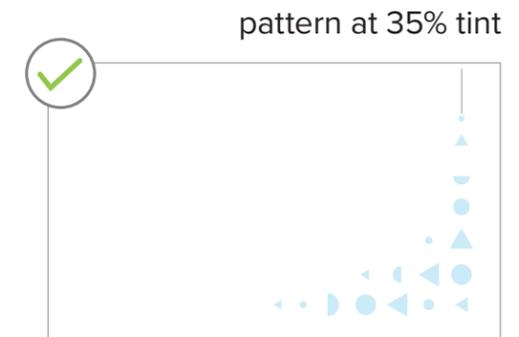
Patterns on white backgrounds may be tinted lighter. For example, certain oneVCH templates with white backgrounds have tinted patterns so they do not distract from the content of the layout.

Colour Misuses:

Do not use multiple colours within a pattern.

Do not use varying tint percentages or transparencies within one pattern. All parts of a pattern should have the same tint percentage or opacity.

Do not make patterns white.

Pattern Application – Colour Combinations

The oneVCH patterns are already applied to the oneVCH collateral templates with correct colour combinations. Graphic designers may follow this guide to combine patterns and backgrounds. These combinations were selected to combine nicely together with enough contrast to be easily viewed.

Pattern Colour:

Background Colour Options:

Sky Blue on

Ocean Blue on

Harbour Teal on

Seaside Teal on

Rainforest Green on

Surf Teal on

Spring Green on

Tip: Match the pattern colour to a colour that is used elsewhere in the layout to achieve a more consistent look.

Example:

Title of document is set in white.

Subhead is in Spring Green.

Subhead is in Spring Green.

Subhead is in Spring Green.
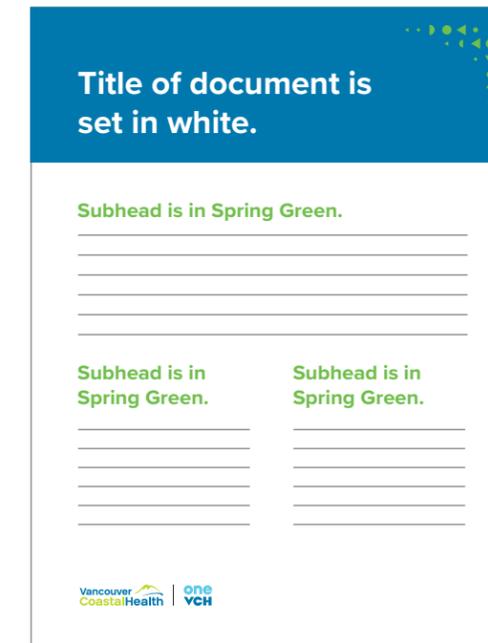
The subheads and the pattern are the colour Spring Green.

Example:

Title is in Ocean Blue.

Subtitle is in Sky Blue.

Subhead is in Sky Blue

The subtitle, subhead and pattern are the colour Sky Blue.

Pattern Application – Clear space

Using correct clear space means not crowding text or imagery and not overlapping content. Use these guidelines on how to use our patterns with correct clear space. Patterns are already applied to the oneVCH collateral templates with appropriate clear space.
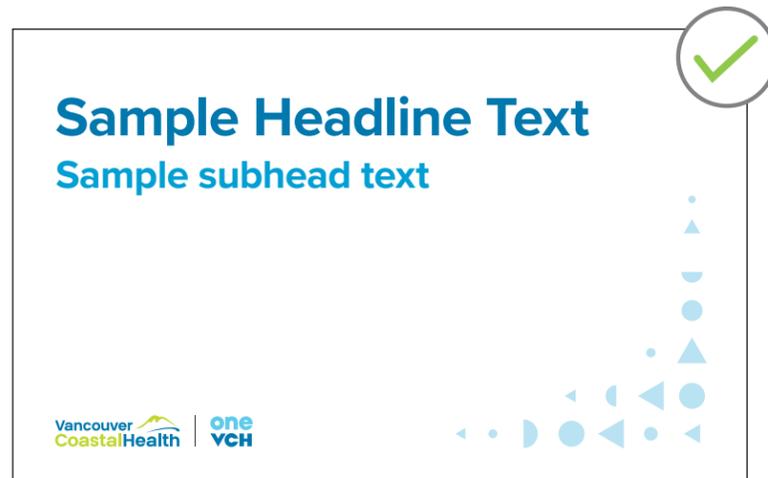
Use appropriate clear space for the pattern.
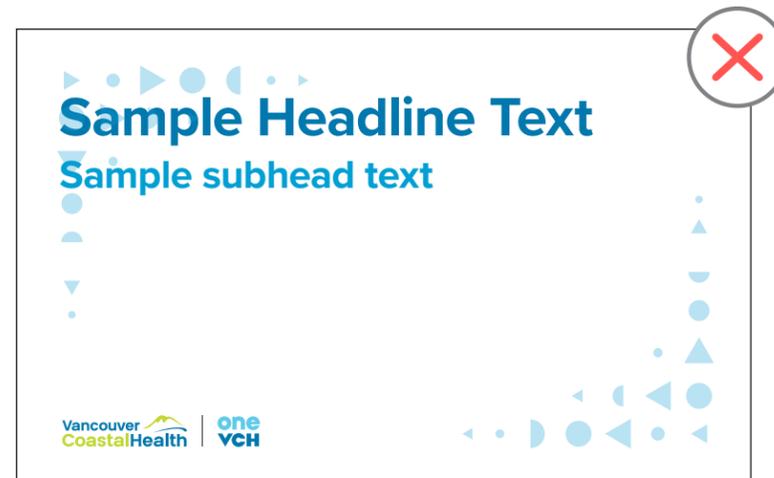
Do not overlap the pattern with text.
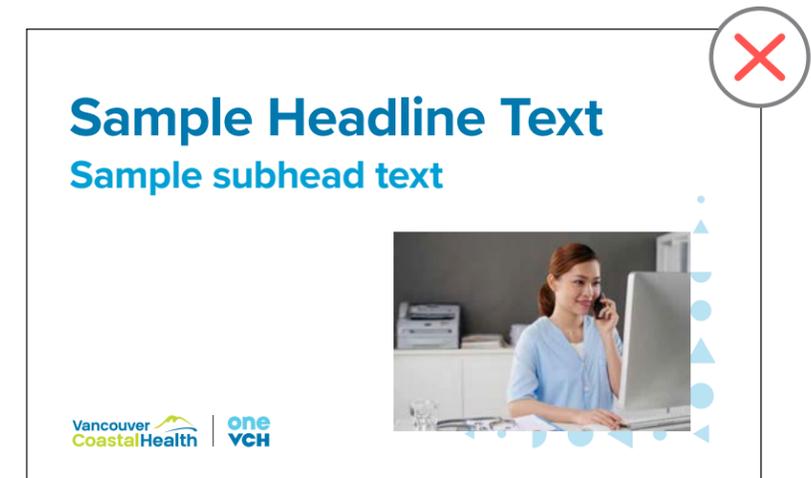
Do not place images over the pattern.

Note:

The oneVCH patterns are not required to be in all oneVCH branded layouts. The patterns are intended to be used as design elements to enhance the brand but only when spacing permits and the design layout benefits from its use.

Pattern Application – Size

The oneVCH collateral templates already include patterns at the appropriate size for the layouts.
Follow these guidelines on the correct sizing for our patterns.

Example: 8.5" x 11" letterhead

Keep the patterns at the size provided in the templates.

The patterns have been set to a size where the shapes are large enough to be easily distinguishable while remaining at a size that works well for the specific layout.

Example: 8.5" x 11" letterhead

Do not shrink the patterns in the provided templates.

If you are designing a layout with a lot of content and there is not enough clear space for a pattern, leave the pattern out. Creating legible, user-friendly content takes priority over using patterns.

Example: 8.5" x 11" letterhead
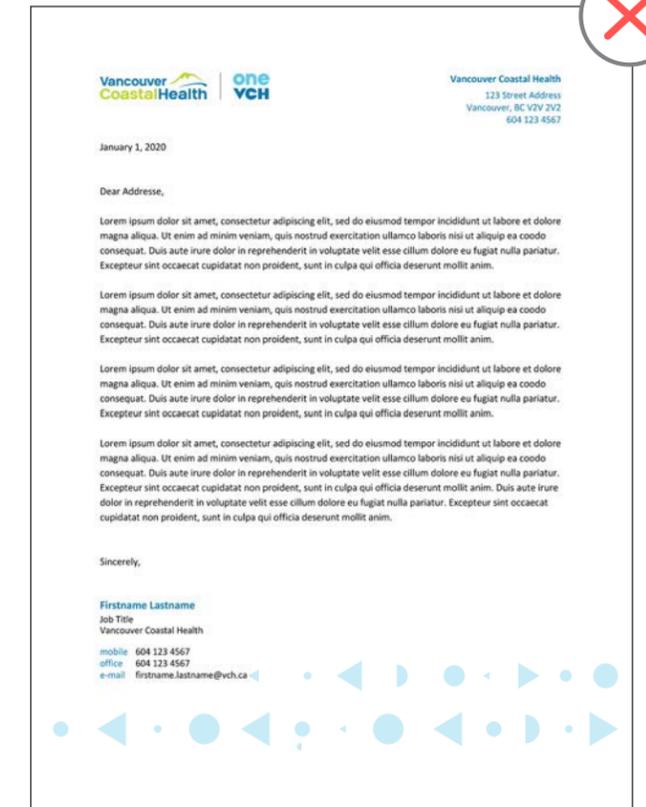
Do not increase the size of the patterns in the provided templates.

In this example, this oversized pattern distracts from the content of the layout and interferes with the clear space required.

You may download the letterhead template at **brand.vch.ca**

Pattern Application – Placement

Follow these guidelines on the correct placement of the oneVCH patterns. Do not reposition the patterns provided in the VCH collateral templates.
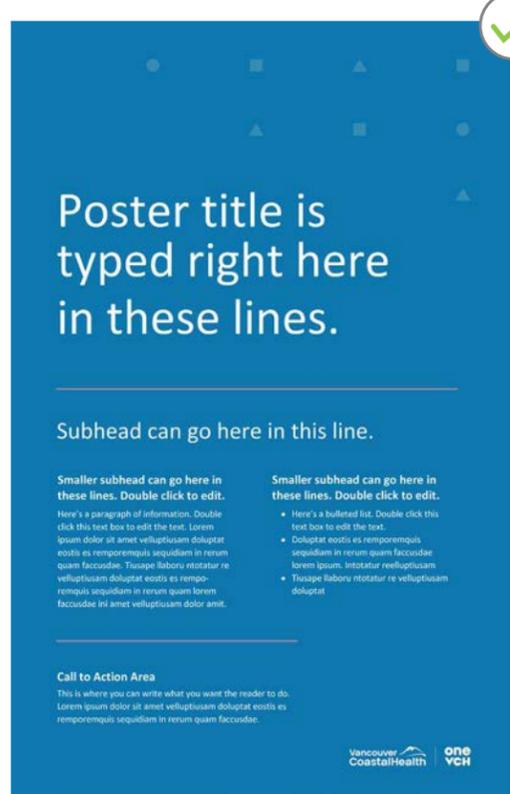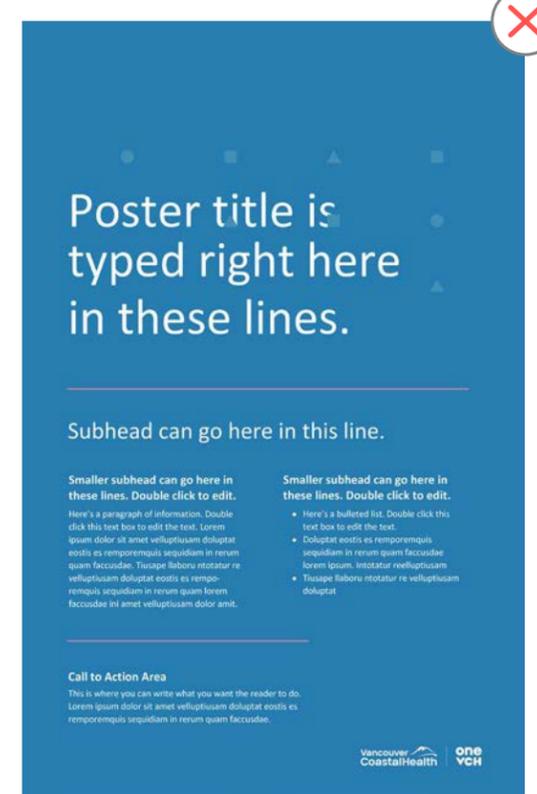
Example: 11" x 17" poster   Example: oneVCH PowerPoint

Keep the pattern in the position it is provided in the template.

Example: 11" x 17" poster   Example: oneVCH PowerPoint

Do not reposition the patterns.

Tip: Corner patterns look best with an even margin, away from the edge. In layouts where bleed is possible, you may bleed the Title Page pattern or the Narrow Pattern off the edge (as seen in the oneVCH PowerPoint title slide).

You may download templates at **brand.vch.ca**

Design Examples

The following pages show examples of applying the oneVCH graphic standards to various imagery and layouts.

Print Layout Example 1

These examples show how the oneVCH branding can be applied to posters with images. Please note that poster templates will print with a white border around them.

8.5" x 11" Poster

8.5" x 11" Poster
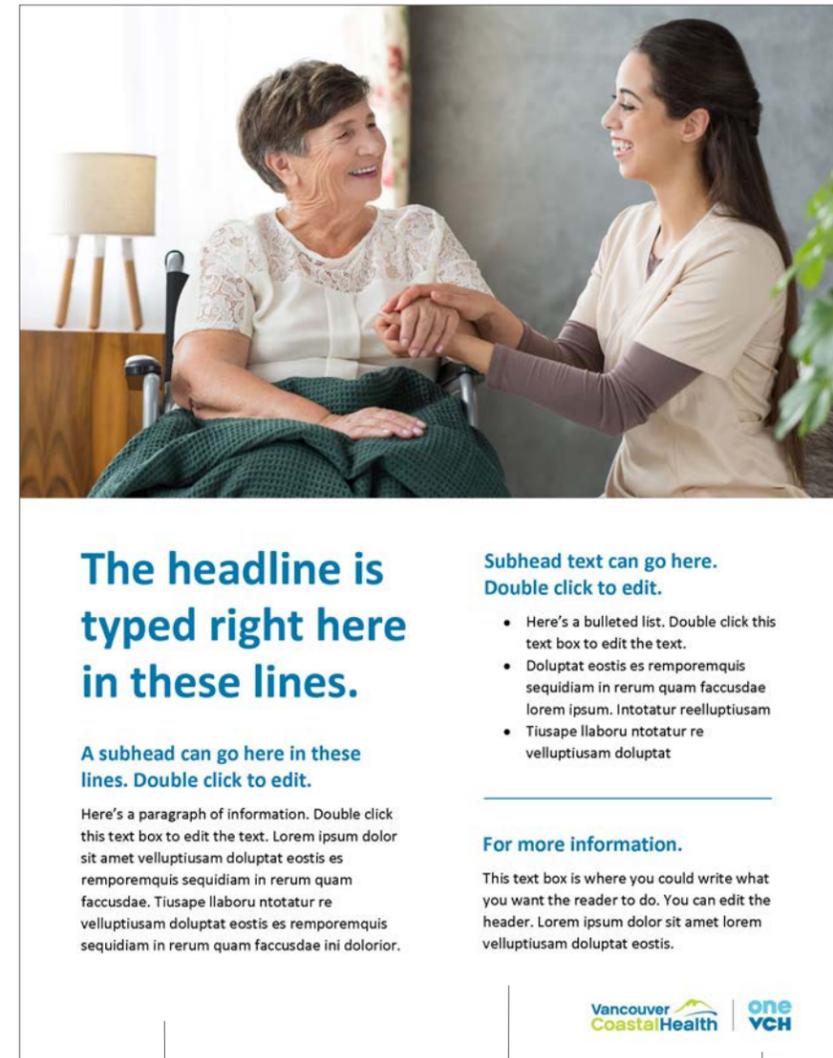
8.5" x 11" Poster

Headline and subheads are set in Ocean Blue. Small text is set in black for improved legibility.

Keyline set in Ocean Blue

Full colour logo on white background
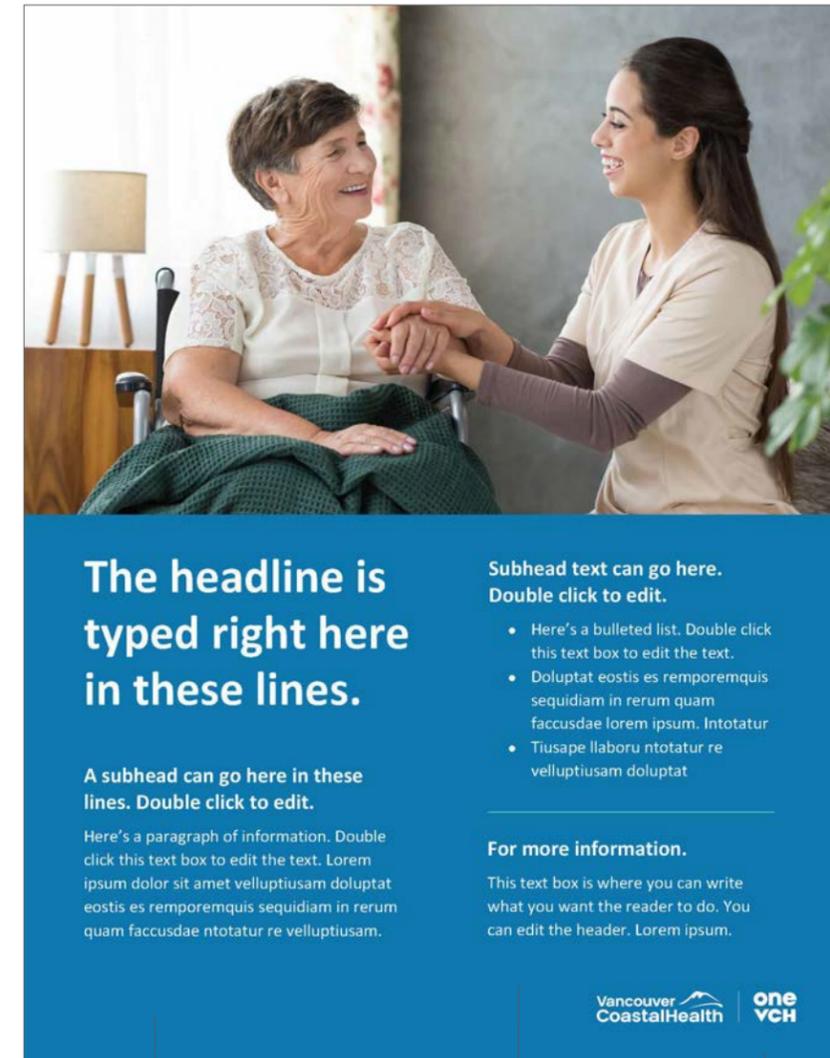
Headline and subheads are set in white on an Ocean Blue background.

Keyline set in Surf Teal.

Reverse logo on Ocean Blue background
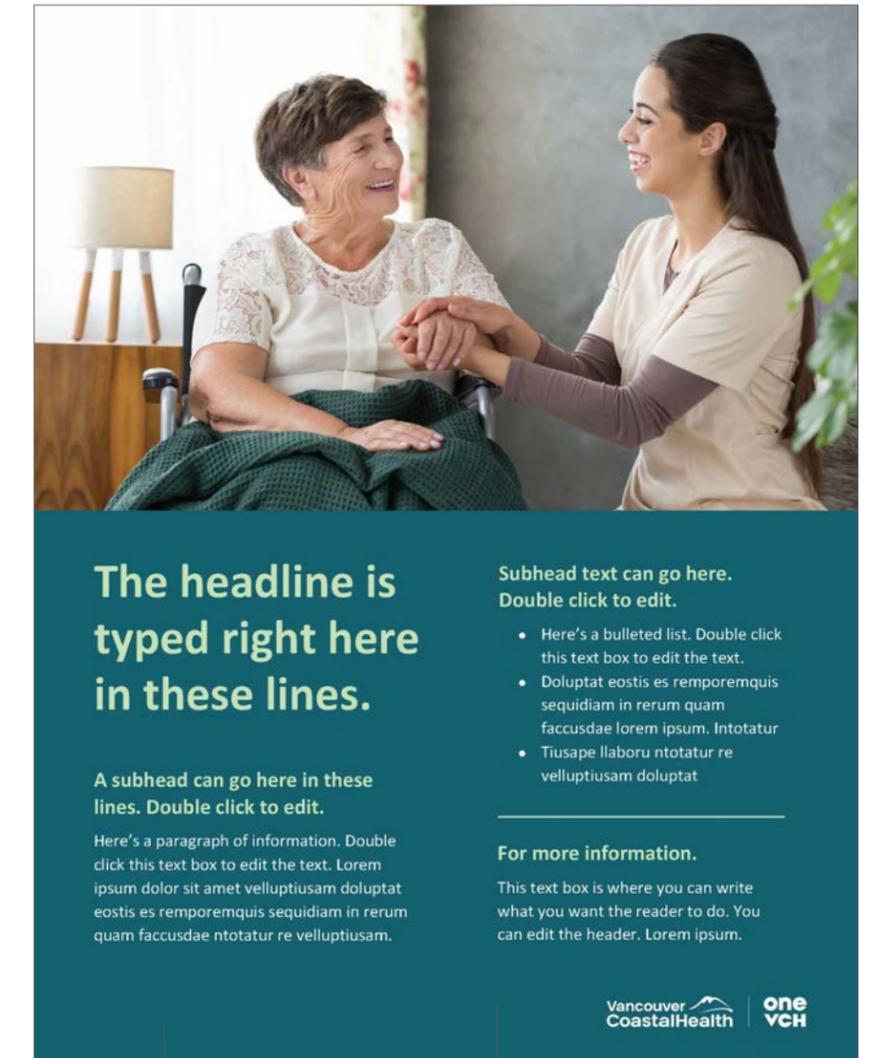
Headline and subheads are set in tints of the accent colour Spring Green. Small text is set in white for improved legibility.

Keyline set in tint of the Spring Green.

Reverse logo on Harbour Teal background.

Note: Posters with white backgrounds are best for office printing because they use less ink. Posters will full dark backgrounds are better for posters that will be professionally printed or posters intended to be shared mainly as PDFs.

Print Layout Example 2

These examples show how the oneVCH branding can be applied to posters without images. Please note that poster templates will print with a white border around them.

11" x 17" Poster

11" x 17" Poster

Pattern colour is Ocean Blue at a 70% tint.

Pattern colour is Harbour Teal at a 70% tint.

All text is set in white on Ocean Blue background.

All text is set in white on Harbour Teal background.

Keyline is set in a tint of the accent colour Tulip Red.

Keyline is set in a tint of the accent colour Spring Green.

Poster title is typed right here in these lines.

Subhead can go here in this line.

Smaller subhead can go here in these lines. Double click to edit.

Here's a paragraph of information. Double click this text box to edit the text. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae. Tiusape llaboru ntotatur re velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam lorem faccusdae ini amet velluptiusam dolor amit.

Smaller subhead can go here in these lines. Double click to edit.

- Here's a bulleted list. Double click this text box to edit the text.
- Doluptat eostis es remporemquis sequidiam in rerum quam faccusdae lorem ipsum. Intotatur reelluptiusam
- Tiusape llaboru ntotatur re velluptiusam doluptat

Call to Action Area

This is where you can write what you want the reader to do. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae.

Poster title is typed right here in these lines.

Subhead can go here in this line.

Smaller subhead can go here in these lines. Double click to edit.

Here's a paragraph of information. Double click this text box to edit the text. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae. Tiusape llaboru ntotatur re velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam lorem faccusdae ini amet velluptiusam dolor amit.

Smaller subhead can go here in these lines. Double click to edit.

- Here's a bulleted list. Double click this text box to edit the text.
- Doluptat eostis es remporemquis sequidiam in rerum quam faccusdae lorem ipsum. Intotatur reelluptiusam
- Tiusape llaboru ntotatur re velluptiusam doluptat

Call to Action Area

This is where you can write what you want the reader to do. Lorem ipsum dolor sit amet velluptiusam doluptat eostis es remporemquis sequidiam in rerum quam faccusdae.

Reverse logo on Ocean Blue background

Reverse logo on Harbour Teal background

Digital Layout Example 1

This example shows how the oneVCH branding can be applied to digital graphics.

Headline text is white at 30 point font size – which is larger than the 18 point minimum required for white text on this colour.

Subhead is at 18 point font, the minimum allowed for white text on this colour.

Corner pattern is the colour of the digital Sky Blue at an 70% tint. It is the correct placement of a pattern because it has adequate clear space (it is not crowding text or imagery and not overlapping or covered by any other content).

Sample text headline here
Lorem ipsum dolor quis et qui atet ut quaesti.

Vancouver CoastalHealth | oneVCH

The digital primary colour Sky Blue is used for background.

Correct use of the reverse logo because it is on a medium to dark solid-coloured background

Digital Layout Example 2

This example shows how the oneVCH branding has been applied to the Powerpoint template.

You may download PowerPoint templates at **brand.vch.ca**

Title Slide Option 1

Click to add title
Click to add subtitle
Month Day, Year

Reverse logo on dark background

White text on Ocean Blue background

Shape pattern applied over background

Title Slide Option 2

Click to add title
Click to add subtitle
Month Day, Year

Colour logo on white background

Title in Ocean Blue, smaller subtext in black

Shape pattern applied over background

Inner Slide – Image

Click to add title

Vidia dollanda nimus porrum adicianti dolores aut quasit qui debita dolore, quaessinusae velent optia dolorepe mod quias pos eos maion.

Nostionsed ma vent occum eveni officidelit labor mi, aceste vel il. Maion nitaquiaspis sediam sequo eius etur minciissit evelect ibuscid elles iur.

Colour logo on white background

Inner Slide – Bulleted Text

Click to add title

- Lorem ipsum nimus porrum adicianti dolores aut quasit qui debita dolore, quaessinusae velent optia dolorepe mod

- Pos eos maion nostionsed a vent occum eveni officidelit labor mi, aceste vel il.

- Vidia dollanda nimus porrum adicianti dolores aut quasit qui debita dolore, quaessinusae velent optia dolorepe mod.

- Lorem maion nostionsed ma vent occum eveni officidelit labor mi, aceste vel il maximporerro blabor si duciam extin resequati rem escitatur.

Colour logo on white background

Section Header Slide – Sky Blue

Section Break Title

White title is large enough therefore it follows web accessibility rules for this colour combination.

Digital primary colour Sky Blue used for background

Shape pattern applied over background

Section Header Slide – Seaside Teal

Section Break Title

White title is large enough therefore it follows web accessibility rules for this colour combination.

Digital secondary colour Seaside Teal used for background

Shape pattern applied over background

Design Glossary

Application Types

Print

Print applications include materials such as brochures, posters, business cards, printed billboards, letterhead, books, magazines, pull up banners and more. Printed materials also include printing on non-paper materials such as vinyl or textiles. Printing applications use Pantone or CMYK colours.

Digital

Digital applications include anything that is primarily viewed/accessed on a screen, such as a computer, mobile device, tablet, TV, digital billboard and more. Dimensions are measured in pixels. Digital applications use RGB or HEX colours.

Colour Spaces

CMYK

CMYK stands for Cyan, Magenta, Yellow, and Black – the four basic colours used for printing. CMYK is also referred to as full-colour, process colour, or 4-colour printing. The 'K' is used for Black to avoid confusion with the Blue 'B' in RGB. These four colours are layered as dots to create an image.

Pantone

Pantone colours (also known as PMS or 'spot' colours) serve as standard colour codes to guide printers. Pantone printing ensures the printed colour precisely matches the colour required for the project. This process lays down the ink as a single pre-mixed Pantone colour, unlike the CMYK process of layering dots. Pantone colours offer a greater variety of colours than what CMYK can provide. The 'C' and 'U' stand for Coated and Uncoated surfaces. A printing company or design professional will be able to help you choose whether you should use Pantone colours, and if they should be coated or uncoated based on your project.

RGB

RGB stands for Red, Green, Blue. These colours are mixed together to create digital colours.

HEX

Hex is short for hexidecimal and it is another way of communicating RGB values. Hex codes are 6 digits (usually a combination of letters and numbers) and preceded with a # symbol. They are often used for websites.

Common File Formats

JPEG

Jpegs are a popular file format for photographs. They are compressed images and work well for emailing, inserting in powerpoints, or uploading to websites. Jpegs are rasterized images, meaning they have size limits, which is why they become pixelated if they are increased beyond their file size. Unless they are very large, they are not ideal for printing. Jpegs are solid images without transparency.

PNG

Pngs are compressed images, often used for web. They can have transparencies (e.g. clear backgrounds). They are best for images with limited colour. They can offer better compression quality than jpegs, so they can be a better choice for graphics with text or detailed linework. Since they are rasterized images they also have size limits and become pixelated if increased beyond their file size. Pngs are not for print.

TIFF

Tiff files are typically used for printing and editing photos. Tiff files are often very large in size to preserve quality. Tiffs are not for web.

EPS

Eps files are typically used for vector artwork, such as logos. Vector artwork is excellent for printing because it does not have a size limit (it can increase in size without becoming pixelated). Eps files can be inserted into documents but can only be edited with Adobe Illustrator software. Eps files are best for printing, not for web, but can be converted to svg files for web.

AI

Ai is short for files created with Adobe Illustrator. These files can only be opened and edited with this software. However, Adobe Illustrator can export eps files that can be shared and inserted into documents.

PDF

Pdfs are highly sharable file formats that open in all types of computer platforms. High quality, print-ready pdfs can also be used for printing. If you do not want your document easily editable, pdfs are preferred over sharing documents like Word.

VCH achieves a positive and instantly recognizable identity, internally and externally, through the consistent application of its corporate identity and brand. The VCH and oneVCH corporate identity and brand must be used in accordance with the Brand Standards Manual and the guidelines outlined in the Corporate Identity and Branding Policy D-00-11-30008 | CC_200.

For questions, clarifications or for official VCH and oneVCH assets and files, please contact **brand@vch.ca**.

Templates can be downloaded at **brand.vch.ca**.