

The Hospice

Logo Guidelines



Hospice logo

The Hospice logo consists of the flying dove symbol, the Hospice logotype and the borderless white background.

Overview

Outstanding palliative care, an array of programs and services available at no cost to patients, families and caregivers, caring staff and devoted volunteers have become synonymous with The Hospice of Windsor and Essex County over the past 35 years.

The dove logo has long been the essential icon for enabling the public to identify The Hospice throughout the local community. The continued effectiveness of the Hospice logo depends on its consistent use whenever it appears on marketing and communications pieces. These guidelines will help you use the logo correctly on advertising, promotions, websites and other marketing and communications vehicles. These guidelines must be followed whenever the Hospice logo is used.

Requirements for third parties using the Hospice logo

The Hospice logo can be used by approved organizations, groups and community partners in advertising and communications. The Hospice logo can be used only by those who have signed and agreed to follow the guidelines in the Third Party Agreement and by Hospice employees who are responsible for the development of Hospice communications.

For more information, please contact Shannon Barnwell at sbarnwell@thehospice.ca or 519.251.2557.



Dimensional version
Colour



Dimensional version
Black & White



Dimension version
On colour, black or
photographic
background

The Hospice Logo

The Hospice logo consists of the flying dove symbol, the Hospice logotype and the borderless white background. These elements and their relative size and positioning must not be altered.

The ideal representation of The Hospice logo is the colour dimensional version. The Hospice strongly recommends its use on printed communications and web pages. The grayscale dimensional version is available for black and white printing. The black and white logo can also be used in media for which different print settings are used (such as silk-screen printed materials and newsprint). Always use the version that best suits the design and medium of your communication.

Artwork

Logo artwork is available in a range of sizes and on the agency S: server. Each size can be reduced to fit the requirements of your communication but cannot be enlarged.

Using The Hospice Logo

Colour printing

It is essential to apply the highest quality reproduction standards and strict-colour matching principles when reproducing The Hospice logo. Screen percentages for the colour matching process for printing are built into the logo.

Black and white printing

The greyscale version of the Hospice logo is for use when printing in black and white only, such as in newspaper articles and black and white ads and flyers. The screen percentages for black and white printing are built into the artwork. This version is also to be used when sending a fax.

Background colours

The white version of The Hospice logo can appear on black or other background colours and on photographic backgrounds as long as legibility is not diminished. The greyscale version can be printed only on white backgrounds. Do not alter or remove the white background behind the logo.

Minimum size

For most uses, the minimum size of The Hospice logo is 15mm high and printed materials and 35 pixels high on web pages. Use the logo at a larger size whenever possible.

Minimum clear space

The clear space surrounding The Hospice logo is an integral part of its design. Keep the area around the logo clean and uncluttered. The clear space should measure at least X on all sides, where X equals one-quarter the width of the logo box. Do not place any other trademarks, logo, logotype, graphic, text, photograph or illustration in the minimum clear space.

Avoid mistakes

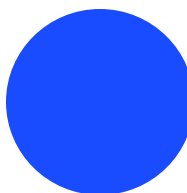
Do not alter The Hospice logo in any way. Do not animate or rotate the logo. Do not separate the elements. Do not add trademark symbols. Do not change, translate or localize the text and do not add version numbers. Never attempt to set the logotype yourself, change the font or alter the size, proportions or space between letters. Do not use any part of the logo as a decorative illustration, graphic element, background graphic or pattern.

Approved Logo Colours

Colour Logo

The approved Hospice colour logo should be reproduced in the appropriate colour whenever possible. The colour used for the Hospice logo is as follows:

CMYK- 90, 70, 0, 0
 RGB- 25, 76, 255
 LAB- 42, 52, -91
 HSB- 227, 90, 100
 HEX- 194CFF
 Pantone- 286U



Special Occasion Logos

35th Anniversary

Beginning in January 2014, The Hospice will enter into a year-long anniversary celebration. All events that take place, marketing material that leaves the agency and other specifically selected material will feature a 35th anniversary logo suite. Guidelines for these logos will follow a similar structure to the Hospice logo guidelines listed on Page 2.

The ideal representation of the 35th anniversary logo is the colour version. The Hospice strongly recommends its use on printed material and web pages. The black and white version is available for black and white printing. This version of the logo can also be used in media for which different print settings are used (silk-screen printed material and newsprint). A reversed white version of the logo is available for use on black, colour or photographic backgrounds only. Always use the version that best suits the design and medium of your communication.



Colour version

On white background and web



Black & white version

On white background for black & white printing



White version

On colour, black or photographic background



Colour version

On white background
and web



Black & white version

On white background
for black & white
printing



Black & white version

On white background
and web



Colour version

On white background
and web



Black & white version

On white background
for black & white
printing

Hospice for Life Foundation

The Hospice for Life Foundation is an entity separate from The Hospice and, therefore, has a separate logo to be used for marketing material and printed communication pieces. Guidelines for this logo will follow a similar structure to the Hospice logo guidelines.

The ideal representation of the Hospice for Life Foundation logo is the colour version. The Hospice strongly recommends its use on printed material and web pages. The black and white version is available for black and white printing.

3rd Party Event Logo

The Hospice uses a separate logo from our agency logo for events benefitting us, but being hosted by a 3rd party. This logo is to be the only logo used in advertising for such events unless permission is otherwise granted by Community Engagement and Advancement staff.

The ideal representation of the Hospice 3rd Party Event logo is the black and white version. The Hospice strongly recommends its use on printed material and web pages. For black or dark-coloured backgrounds a white version of the logo is available.

Alternate Hospice Logo

When referring solely to the Hospice's Windsor campus, the logo reading "The Hospice of Windsor & Essex County Inc." will be used in order to avoid confusion.

The ideal representation of this logo is the coloured version. The Hospice strongly recommends its use on printed material and web pages. The black and white version is available for black and white printing.



Colour version

On white background
and web



Black & white version

On white background
for black & white
printing



Black & white version

On white background
for black & white
printing



Colour version

On white background
and web



Black & white version

On white background
for black & white
printing

Hospice Logo Guidelines

January 2014

The Hospice of Windsor & Essex County- Erie Shores Campus Logo

Currently, The Hospice is preparing to build a residential home satellite location in Leamington. This campus will be an extension of The Hospice and will bring a presence to the county as approximately 40 per cent of patients who use our current residential home services are county residents.

The ideal representation of the Hospice Erie Shores Campus logo is the coloured version. The Hospice strongly recommends its use on printed material and web pages. As of this printing, the coloured version of the logo is the only available version.

Erie Shores 3rd Party Event Logo

The Hospice uses a separate logo from our agency logo for events benefitting us, but being hosted by a 3rd party. This logo is to be the only logo used in advertising for such events unless permission is otherwise granted by Community Engagement and Advancement staff.

The ideal representation of the Hospice 3rd Party Event logo is the black and white version. The Hospice strongly recommends its use on printed material and web pages. For black or dark-coloured backgrounds a white version of the logo is available.

French Language Logo

In order to better serve the local population demographic, The Hospice makes some necessary documents available in French. The French language logo is consistent with the agency logo, in still using the flying dove symbol, but the type face is printed in French. This logo is only to be used on specifically identified material to be made available in French.

The ideal representation of the French language Hospice logo is the coloured version. The Hospice strongly recommends its use on printed material and web pages. The black and white version is available for black and white printing.