



Trillium Health Centre Design Standards

introduction

Trillium Health Centre has established itself as a health care innovator and driver of change. As we surge ahead in our mission *to transform the health care experience* with new patient-centred programs, services and facilities, our accomplishments will reflect the ambition, commitment and excellence of our staff, physicians and volunteers. More importantly, they stem from a compelling desire to provide our patients with an exceptional health care experience.

The Trillium Health Centre logo is a visual symbol of that experience – of everything we are as a health care organization. To those who come to us for care, and to those who seek our expertise at every level, it represents a commitment to innovation and excellence – a reflection of our vision as an organization and of our values as a team of dedicated and highly motivated professionals.

Trillium's logo has become increasingly significant as the hospital's growing reputation continues to attract new employees and donors, and bring enhanced opportunities for marketing our innovations, presenting at major conferences, and engaging in new partnerships. *Every one of us at Trillium Health Centre is accountable for preserving and maintaining the integrity of that identity.*

The following set of design standards has been developed to assist you in appropriate applications of our logo. These standards apply to anyone who uses the Trillium name and logo, including employees, physicians, volunteers, students, partners and suppliers. Whether the logo is applied to signage, powerpoint presentations, poster presentations, print materials, promotional pieces or video productions, these guidelines will serve to preserve the look and feel of our identity no matter how or where it is applied.

Trillium name

Whenever you are using Trillium Health Centre's name, it should be referred to using the full name 'Trillium Health Centre' or if referring to one of our two locations 'Trillium Health Centre – Mississauga' or 'Trillium Health Centre - West Toronto'.

Secondary references should be identified as 'Trillium', 'Trillium – Mississauga', 'Trillium – West Toronto', 'Mississauga location' or 'West Toronto location'. The name 'Trillium' should never be used on its own, unless a reference to the full name has appeared previously. The acronym, 'THC', should never be used.

When referencing the Trillium Health Centre Foundation, it should be referred in first reference as 'Trillium Health Centre Foundation'. In secondary references, it should be identified as 'the Foundation'. It should never be referenced as 'Trillium Foundation'.

master logo

Colour and design were critical elements in the design of Trillium Health Centre's 'master logo'. The clean, sharp image, highlighting our name and symbol were designed to reflect a progressive, dynamic health care organization. Its strength lies in the complementary colours of green and blue, and in the Trillium symbol.

Our logo is available in electronic format on Trillium's external website and internal portal. It is also available on disc from Trillium's Communications and Marketing department. The logo should always be reproduced using original artwork. In print materials, a high resolution version of our logo should always be used. It should never be recreated by simply 'typing' the words over two coloured bars.

Our Corporate Colours

When printed in colour, the logo should be reproduced in Pantone 280 CVC (blue) and Pantone Reflex Blue and in Pantone 348 CVC (green) or Pantone Green.

The words 'Health Centre' are part of the logo and *must always* be included.



Pantone 348 CVC



Pantone 280 CVC

The bar on top should always be blue and the bar on the bottom always green. The font for 'Trillium' is 'Gryphon'. The font for Health Centre is 'Frutiger Roman'.

RIGHT



WRONG









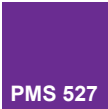





Black and White (or can be printed in Pantone 280 CVC or Pantone Reflex Blue)



the colour palette

While our Primary Colour Palette (corporate colours of Trillium blue and green) provides the foundation for print, electronic and audio visual materials, our Secondary Colour Palette highlights additional complementary colours that can be used to further enhance these materials.

If using any additional colours other than the Trillium blue or green, your selection of colour(s) should come from the Secondary Colour Palette.

Trillium Brand Colours	 PMS 280	 PMS 348			
Bright Secondary Palette	 PMS 130	 PMS 151	 PMS 376	 PMS 640	 PMS 527
Muted Secondary Palette	 PMS 131	 PMS 7413	 PMS 7489	 PMS 7468	 PMS 520
	Yellow	Orange	Green	Teal	Violet

complementary fonts

When typing letters on letterhead, or when developing poster presentations, powerpoint presentations, flyers or brochures, the typefaces deemed most complementary to Trillium's logo are:

Times New Roman

Arial

Frutiger

Adobe Garamond

The full family of these fonts can appear in bold, italics and underline. Ideally, you should never use more than two fonts in a print, electronic or audio visual piece. The use of too many fonts will detract from the message that is being conveyed.

background colour

Appropriate and consistent use of background colour on print, electronic and audio visual materials helps to reinforce the Trillium visual identity.

Full Colour Logo

When the Trillium Health Centre visual identity is printed in full colour on paper or in a slide presentation, it should always appear on a white background.



Exception:

In advertisements or on powerpoint presentations, if the logo is to appear on a black or blue background, the master logo may appear as is. For secondary logos, the name of the program or service may appear in white lettering rather than blue. The green line below the wording should remain intact.



Black and White Logo

If the logo is printed in its black and white version, it may appear on any colour of paper.

clear space and the Trillium logo

Protected or Clear Space

To ensure the greatest visual impact, the Trillium Master logo must always be framed at the top, bottom and sides with a zone of clear space, separating it from headlines, text and imagery, so that the integrity of the logo is not diluted or interfered with. Whenever possible, use more than the minimum amount of clear space around the logo. The minimum protected space is the area defined by the cap height of the letter “T” from the name Trillium in the symbol. This cap “T” height (or technically the X height) space should always be maintained around the corporate logo. The clear space relationships surrounding the logo apply to the graphic bar and rule treatments. The clear space between the bars and the logo is equivalent to 1/4 the X height, while the full X height is used around the logo.

Trillium logo, Tagline and Clear Space

There is only one logo and tagline configuration shown below and it complies to the same surrounding clear space proportion based on the cap “T” height (or X height). The distance of the tagline is one X height below the bottom of the Trillium symbol. The font size of the tagline is based on 1/2 of the X height. Adhering to these clear space relationships ensures that when the logo is either increased or decreased in size, the visual and proportional relationship between the two elements always remains consistent.

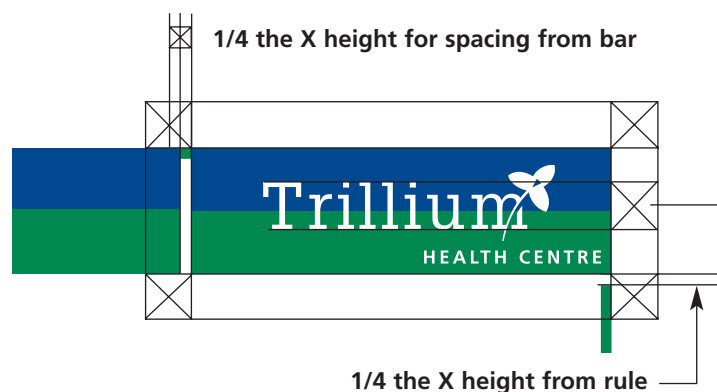
Trillium Master logo and Clear Space

Logo showing clear space and spatial relationships based on cap height of letter “T” in symbol or X height.



Trillium logo with Tagline and Clear Space


Logo with tagline showing clear space and tagline proportion relationships based on 1/2 the cap height of letter “T” in symbol.



Trillium logo with double bar graphic and Clear Space

there is a 1/4 of the X height of clear space between the Trillium logo, graphic bar and rule

the Trillium symbol

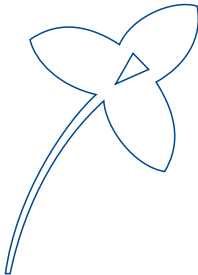
The trillium , also available electronically, is made available for use on powerpoint slide presentations, poster presentation displays, brochures and videos. It should never be used in isolation without the Trillium Health Centre master logo. The Trillium on its own is *not* a logo, and cannot be used to represent Trillium Health Centre. The master logo should always appear on a document, electronic or audio visual presentation before using the Trillium symbol on its own.

The Trillium symbol is available in the following versions:

Version 1



Version 2



Blue Line Trillium



Blue Trillium



Black Trillium



Green Trillium

Reminder:

Please ensure that all Trillium materials (print and audio-visual) always bear the Trillium Health Centre logo as well as our address and contact information. If you see an opportunity to market the product you are developing, please ensure this information is included, as well as copyright, when appropriate.

Misuse of the Logo

Do not try to modify the logo. It must not be stretched, squashed or re-drawn in any way. If you need to adjust sizing, select the logo by clicking on it once, then position the cursor at the lower right corner of the logo and hold down the shift key on your keyboard while moving the cursor inwards or outwards. This will ensure that the logo proportions are maintained. If you are unsure or need assistance, please contact Communications and Marketing at 905-848-7538.

The following examples indicate misuse of the Trillium Health Centre logo:



Stretched



Condensed



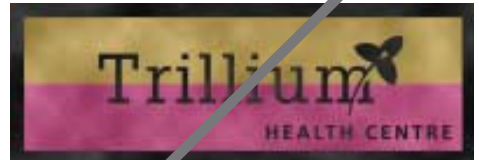
No Health Centre



Wrong background



Light reflection



Wrong background



Black outline on letters



Wrong colours



Contorted

secondary logos

Secondary Trillium Health Centre logos maintain the integrity of the master logo, while lending visibility to other names, whether they be representative of donors, programs and services or partnerships. All secondary Trillium Health Centre logos must be approved and ordered through Communications and Marketing.

Sponsor/Donor Names and The Trillium Logo

When a sponsor or donor name is used in conjunction with a Trillium Health Centre program, service or wing the integrity of the Trillium Health Centre visual identity will remain consistent with the Health Centre's master logo.

The Sponsor's or Donor's name will appear flush right in Frutiger Condensed below the Trillium logo in the same font size as the words 'Health Centre'. In the two-colour version of the logo, the Sponsor's or Donor's name will appear in Pantone 280 CVC, complemented by a 1 point line in Pantone 348 CVC.



If you need to create a Sponsor/Donor name in association with the Trillium Health Centre logo, please contact Communications and Marketing at 905-848-7538.

Co-Branded Partner

If Trillium Health Centre partners with a company or organization to deliver a program or service, the logo will receive the same treatment as the Sponsor/Donor, with the option of adding the partner's visual identity as a third element. The co-branded partner's visual identity will appear on the far right of the logo. *There are financial considerations associated with this option so it should not be offered for consideration without prior consultation with Communications and Marketing at 905-848-7538.*

Trillium Health Centre reserves the right to approve the co-branded partner's logo that is to be associated with the Health Centre's master logo to ensure compatibility as a visual element.



Sub-Contracted Service

Trillium Health Centre may sub-contract its services to other organizations. For this purpose, the visual identity of the organization sub-contracting the services will appear above the Trillium Health Centre logo as demonstrated in the following example:



Trillium Programs/Services/Health Systems/Strategic Business Units

Trillium Health Centre programs, services, Health Systems and Strategic Business Units wishing to apply their respective area's name to the Trillium logo for application to print, electronic or audio visual materials may do so with prior approval from Communications and Marketing. This version of the logo is not to be used for personalizing letterhead or business cards. These two mediums must always display Trillium Health Centre's master logo with exceptions as noted under the section 'Stationery'. This process will ensure we are able to maintain the integrity of the Health Centre's visual identity.

The name of the program/services/Health System/SBU shall appear flush right below the master logo in *italicized* Frutiger Condensed Italics font in Pantone 280 CVC and in the same font size as the words 'Health Centre'. The name will be underscored with a green line. This line is part of the overall logo and should never be removed. There are no exceptions.



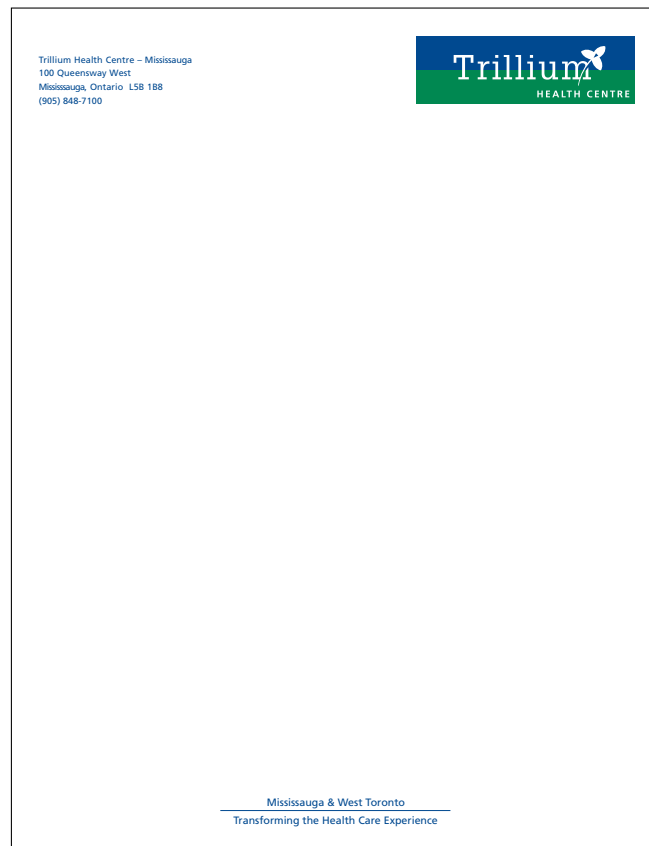
stationery

Trillium Health Centre produces a variety of standardized stationery items including letterhead, envelopes and business cards. These items conform to specific visual identity standards and should be ordered through Trillium Health Centre's Printing Services.

Letterhead

Letters being sent outside the Health Centre should be printed on standard pre-printed full colour Trillium Health Centre letterhead. Trillium Health Centre has two letterheads – one with the Mississauga location address and one with the West Toronto address. Letterhead for those services that are at other locations are custom orders that can be placed through Printing Services. The name of the service should appear on the letterhead above the address.

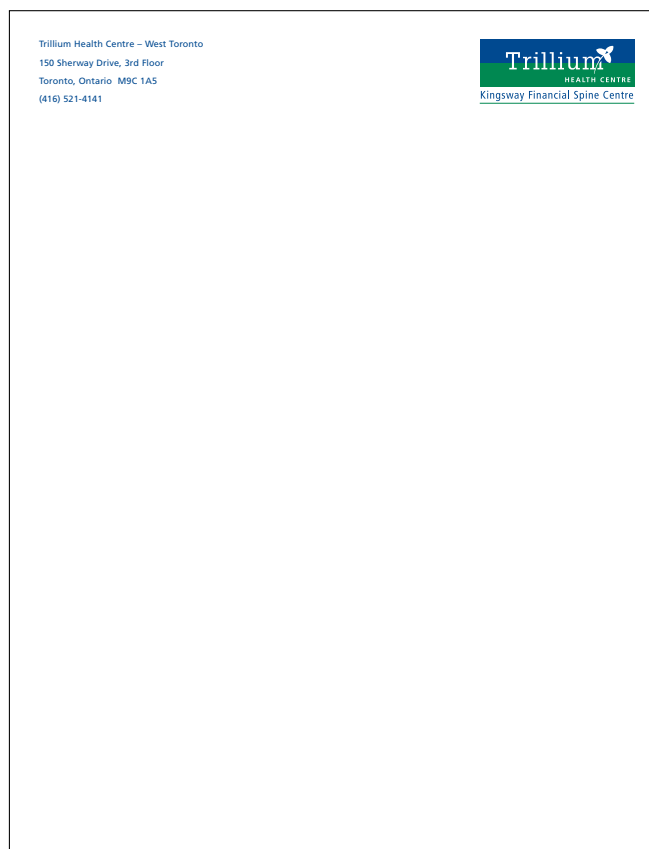
Electronic versions of the letterhead are available in the Communications Toolkit on iCare for the purposes of sending correspondence via e-mail. Owing to the varying printing qualities of printers, electronic versions of the letterhead should not be used to send out hard copy letters externally.



Customized Letterhead for Programs and Services

Programs and services that have been named after a donor may have customized letterhead developed using the Sponsor/Donor or Co-Branded Partner version of the Trillium Health Centre logo. The letterhead design follows the same design as the Trillium Health Centre letterhead. Please contact Communications and Marketing to coordinate the appropriate artwork for customized letterhead.

All other services, including Health Systems and Strategic Business Units, must use the Trillium Health Centre letterhead for all correspondence, unless permission has been granted by Communications and Marketing to do otherwise.



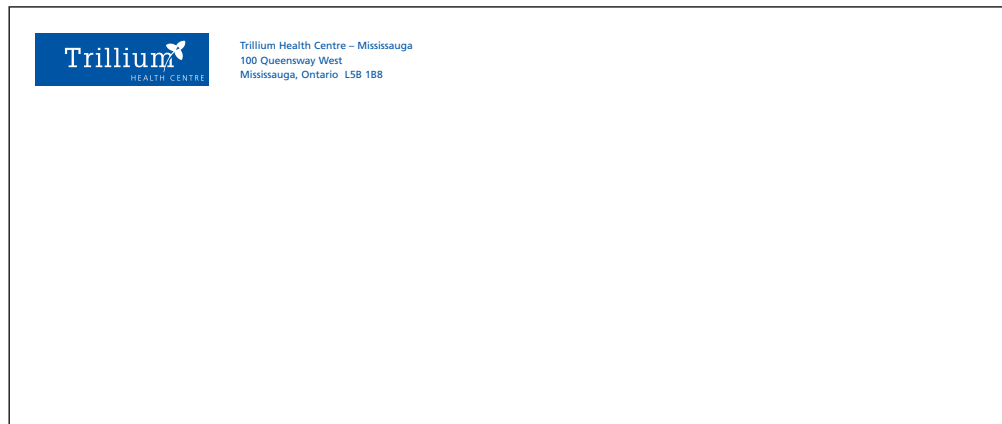
Envelopes

Standardized Trillium Health Centre envelopes exist for letter envelopes, window envelopes and manilla envelopes. These envelopes can be ordered with either the Mississauga or West Toronto Site address on them.

Programs and services that reside at locations other than those of the two main Health Centre locations, may order envelopes in the standardized format with the appropriate address reflecting the location of the service. In these instances, the name of the service should appear on the envelope above the address.

Programs and services that have been named after a donor may have customized envelopes developed using the Sponsor/Donor or Co-Branded Partner version of the Trillium Health Centre logo. The design follows the same design as the Trillium Health Centre standardized envelopes. Please contact Communications and Marketing to coordinate the appropriate artwork for customized envelopes.

All other services, including Health Systems and Strategic Business Units, must use the standardized Trillium Health Centre envelopes for all correspondence, unless permission has been granted by Communications and Marketing to do otherwise.



Business Cards

Trillium Health Centre business cards follow a standard template format and should consistently include the following information:

- Employee/Physician Name
- Position/Title
- Department Name/Program/Service (if applicable)
- Full Address (including floor and/or suite number, if applicable)
- Phone Number
- Trillium Health Centre website

At the employee's/physician's discretion, the business card may also include the following:

- Credentials
- Fax Number
- E-Mail Address
- Pager Number/Cell Number/Back-line Number

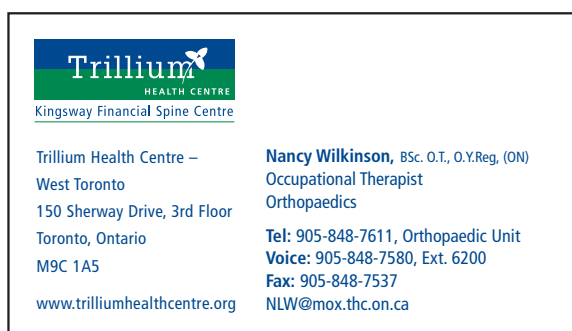
At no time should any other symbols, logos, awards, or slogans appear on the business card unless required by legal standards. Only the master version of the logo may be used on business cards with the exception of sponsor/donor, co-branded or sub-contracted versions of the master logo.



Master Logo



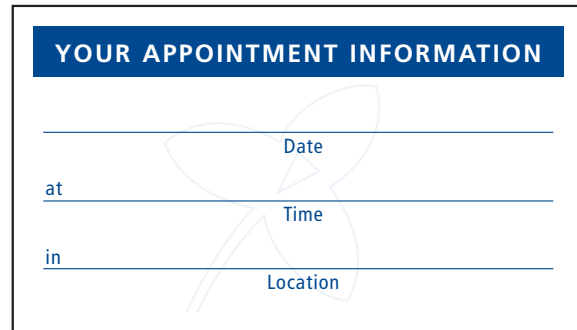
Back of card



Sponsor/Donor Logo



Sub-Contracted Logo



Appointment Card

Forms

Forms should be produced in black and white and consistently include the black and white version of the master logo in the upper right hand corner.

If you are designing a new form, please keep in mind who will be using the form, and keep it simple, readable and practical. If the form will be used by an office from outside our organization (i.e. family physician), please ensure that pertinent information for the patient is included on the form (i.e. Trillium site name and address, phone number, location for service/test).

powerpoint presentations

Increasingly, Trillium Health Centre staff, physicians and volunteers are being called upon to present at external meetings, conferences, workshops and seminars. Maintaining a professional and consistent look to Trillium Health Centre presentation materials is critical to how we are perceived as an organization.

Trillium Health Centre has developed two powerpoint templates that reflect a professional look and feel. These templates should be used anytime you are preparing a presentation.

If neither of these templates meets your needs, please contact Communications and Marketing.



TEMPLATE 1



TEMPLATE 2

promotional materials

Trillium Health Centre's master logo can be applied to a variety of promotional items, including jackets, T-shirts, caps, mugs, pens and fridge magnets. If you are planning a special event and require promotional items, Communications and Marketing will be happy to assist you in selecting an item that meets your budget and needs.

Full Colour

When printed in colour on promotional items, the full Trillium Health Centre logo must be used, with the exception of embroidered logos. Because the words 'Health Centre' in the full logo will not register on embroidered clothing such as T-shirts, hats and sweatshirts, a version of the logo excluding the words 'Health Centre', is available through Communications and Marketing when you place your clothing order.

If applied to clothing, it is widely recommended that the background colour be a dark blue, a dark green or white to most effectively display the logo.



Black and White (or can be printed in Pantone 280 CVC or Pantone Reflex Blue)

Promotional items carrying the logo in black and white or in solid blue should be printed on a white background.



Silver *(for promotional item applications only)*



Keyline *(for promotional item applications only)*

A version of the logo exists in keyline format for promotional item applications. It can be printed in black and white on a white background, in the Trillium Health Centre blue (Pantone 280 CVC) on a white background, or in white on a dark blue or green background that most closely reflects Trillium Health Centre's colours. A copy of the keyline logo is available through Communications and Marketing when you place your order for a promotional item.



website-based materials

All material posted to Trillium Health Centre's external website or internal portal must comply with the Health Centre's Design Standards and Visual Identity Guidelines. For ease of visibility, all text should be developed in the font Arial. All material that is to be made available for download from the web, must include the Trillium Health Centre logo.

external suppliers

If you are working with an external organization that requires the use of our logo for promotional/partnership purposes, please ask the organization to familiarize themselves with our brand guidelines located on our external website or call Communications and Marketing at 905-848-7538. We will provide the organization with our design standards and with the accompanying artwork in electronic format.

for more information

If you have any questions about the application of our logo on print, electronic or promotional materials, or if you wish to apply the logo in an application not covered by these guidelines, please contact Communications and Marketing at 905-848-7538. If you require a copy of original artwork in electronic format, Communications and Marketing can provide this to you on disk, or you can obtain a copy from the Communications Toolkit on the internal portal or external website.