SCARBOROUGH HEALTH NETWORK

CORPORATE ID MANUAL

Introduction

Scarborough Health Network is a hospital network that serves its diverse community with patient care and medical assistance. Its ability to accommodate the needs of different people and cultures is a characteristic maintained from its days as The Scarborough Hospital; addressing the needs of a local community from all over the world, while being an example to the world what listening and caring is all about. Care for people comes from listening and meeting them halfway to come up with a wellness plan together. By introducing a reworked corporate identity, we can reintroduce the value of care and how patient care is built from the patient voice, while making the brand more distinct from others. While the organization is still finding its feet in the transition, the revised brand wants to do better at communicating the idea of organic connection, flexibility and participation. It is meant to embody a rounder and friendlier appearance than its current brand. Its visual identity needs a more distinct presence to solidify its restructuring as the Scarborough Health Network and bring clarity to what it is. This is why a fluid identity makes sense for SHN. It can encompass the growing network and create greater meaning in how the organization presents itself to the patients, partners, leaders and staff that make up the community it takes pride in.

This new fluid identity will include a logo and both corporate and promotional materials. The manual will explain how its typography, colours, and visual elements work together to follow the strategy SHN set out for itself and achieve a consistent quality. It will go over the practical applications of its materials, explaining measurements as well as proper and improper use. By following what is in the manual, SHN's new identity will bring a fresh outlook on its vision, mission and values.

Taking your healthy future to heart

The slogan above is a statement that expresses a desire to help others and work towards a better future in the area of health and wellness as a hospital network. Distinguishing "your" healthy future places value in people as individuals and taking it "to heart" is an expression of caring while also making reference to SHN's specialty in cardiovascular rehabilitation.

VISION

Canada's leading community teaching health network— transforming your health experience

It's a Vision that reflects the opportunities before us to work with our extensive network of community partners to become a leader within our health system and a trusted ally among those we collaborate with. Our Vision also serves as a commitment to our patients to deliver more than just treatment, but a health experience that responds to our patients' needs along their entire journey – from when they access our services, to the care we provide, and when they transition from our care.

MISSION

Inspiring the support necessary to become Canada's leading community teaching health network

It is a guarantee of what patients and families can expect each and every time they walk through our doors. They can expect a place where patients and families feel welcomed and where staff take pride in their work. A place where providing exceptional care is our core business and reason for being, and where it's delivered with a broader community health perspective that truly improves the lives of our patients.

VALUES

Compassionate, Inclusive, Courageous, Innovative

Being *Compassionate* means we show empathy for our patients, families, and each other. We listen openly and speak respectfully. Being *Inclusive* means we are inspired by the diversity of our community. We make everyone feel welcome, respected, supported, valued and able to fully participate. Being *Courageous* means we inspire each other to act boldly, to make a difference. We advocate for each other and the needs of our community. We work together to overcome challenges. We take accountability for our actions. Being *Innovative* means we demonstrate excellence by embracing new ways of thinking, acting, leading, and teaching.

Scarborough Health Network
Corporate ID Manual

Manual Contents

A: Logo

A.1
Symbol

This logo contains an S shape, traveling between two blending circles. The idea is to represent healthcare and bridging the gap between patient and caregiver. Scarborough is a diverse place with many different cultures and backgrounds; but people all the same. Scarborough Health Network prides itself on its ability to accommodate patient needs and foster community. Accommodating patient needs isn't a linear approach, hence the squiggled line, that works out to be in the shape of the letter S to represent Scarborough. The organic curves to the logo define the patient/caregiver relationship as something unique and real as opposed to something rigid and procedural. It also vaguely resembles fluid in a way. The squiggled S shape is like a wave which is a vague reference to the Scarborough Bluffs, which is a relevant location in Scarborough's identity.

3 LINE VARIATION

SCARBOROUGH
HEALTH
NETWORK

2 LINE VARIATION

SCARBOROUGH
HEALTH NETWORK

GREYSCALE

The 2 line variation is used when the space is constrained to a short vertical height and a wide area. This makes use of the wide space while maintaining a balance between the logo and the wordmark. There is no 1 line variation. If it is arranged to be in a single line, the workmark is considered separate from the logo and should never represent the brand on its own.

S + ◯◯ + 〰〰 + ✦⟶ = ⧗

Scarborough   Intersection   Bluffs   Bridge
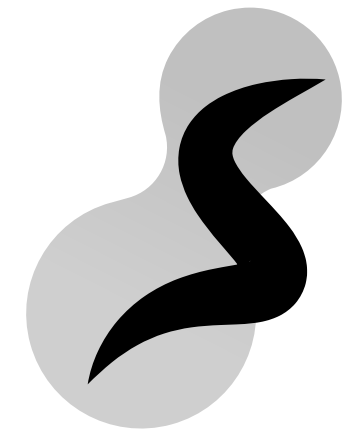
A.2
Wordmark

SCARBOROUGH HEALTH NETWORK

The name "Scarborough Health Network" is a long name to work with, alongside varying word lengths. It can be awkward to use in a vertical arrangement as a result. There are different configurations of the three words to provide the greatest flexibility in a layout. The first wordmark configuration with the three words stacked left aligned is the primary wordmark. This is the preferred appearance when applying the wordmark to a design. It gives each word their own equal emphasis while uniting them as a greater whole through the left alignment. If a different configuration would be suited better, then the designer may make that decision in consultation with an art director or someone in a similar management position.

Scarborough Health Network has a foundation component to the organization that concerns itself with fostering community and working towards funding in order to keep a stable infrastructure to the organization and its activities. To distinctly represent the foundation from the healthcare side, the wordmark includes 'foundation' in small caps using regular weighted Avenir Next. In colour, it should be the same black used for Scarborough and Network.

SCARBOROUGH HEALTH NETWORK

SCARBOROUGH HEALTH NETWORK
FOUNDATION

SCARBOROUGH HEALTH NETWORK

SCARBOROUGH HEALTH NETWORK
FOUNDATION

SCARBOROUGH HEALTH NETWORK

A.3
Safety Zone

In order to present the logo and wordmark with clarity and avoid crowing or obscurity, a safety zone must be established. The safety zone describes the area surrounding the logo and/or wordmark where no other visual elements other than the background should be present. The 'X' represents the height of the characters in the wordmark and the safety zone is consistent all around the logo or wordmark. The safety zone presented here is the minimum amount of space. Wherever possible, this space should be as larger.

SCARBOROUGH HEALTH NETWORK

X

SCARBOROUGH HEALTH NETWORK

SCARBOROUGH HEALTH NETWORK

A.4
Foundation Safety Zone

SCARBOROUGH
HEALTH
NETWORK
FOUNDATION

The rules for the safety zone when including the Foudation component are the same as the logo without it. The 'X' space is based on the height of the letters of 'Scarborough Health Network'.

SCARBOROUGH
HEALTH
NETWORK
FOUNDATION

SCARBOROUGH
HEALTH NETWORK
FOUNDATION

A.5
Incorrect Usage

DO NOT
stretch the logo or wordmark
vertically or horizontally

DO NOT
shear the logo or wordmark

DO NOT
do not crop the logo
or wordmark

DO NOT
use the logo over a similarly
coloured background

DO NOT
use the logo in just black
and white

DO NOT
use colours other than what was
specified for the wordmark

DO NOT
add a stroke to the logo
or wordmark

DO NOT
bevel the logo or wordmark on
print and digital material

DO NOT
reduce the opacity of the logo
or wordmark

DO NOT
use the coloured wordmark
in greyscale

DO NOT
typeset the wordmark in
typefaces other than Lao MN

DO NOT
rotate the logo

DO NOT
use the logo or wordmark for
clipping masks

DO NOT
separate the parts of the logo

The listed applications of the logo and wordmark
depict ways in which they should not be used.
This is outlined for the purpose of presenting the
organization's identity with clarity and consistency.

A.6
Minimum Size

When considering the application of the logo and/or wordmark, keep in mind the minimum size before readability is compromised. The logo and wordmark should be applied to be as large as reasonably possible within the design and avoid the minimum size. Note that the smaller the wordmark gets, the better it is for the words to be coloured all black, whether it is pure black or cool grey. This is done for legibility considerations.

Minimum Print Size
Logo Height: ⅜ inches
Type Size: 5.5pt

Minimum Digital Size
Logo Height: 48px
Type Size: 7.5pt

B: Fluid Visual Elements

B.1
Visual System

Fluid elements are components to SHN's visual identity to be used in unifying its materials under a familiar aesthetic that contributes to the way people perceive the corporate identity. The shapes are round and malleable, reflecting the importance of "bridging the gap" and the value in accommodating patient needs. These shapes may be applied on layouts using the identity's colours and gradients, in any size and orientation as it makes sense for the design. The visual system is used in support of the content of a layout and should not overwhelm said content.

STEP 1
create at least two circles; preferably of different sizes

STEP 2
draw an hourglass shape, connecting the circles

STEP 3
round out the corners pointing inwards and flatten the shape
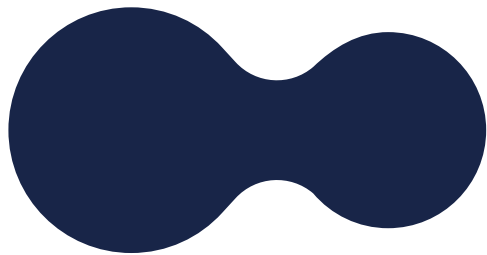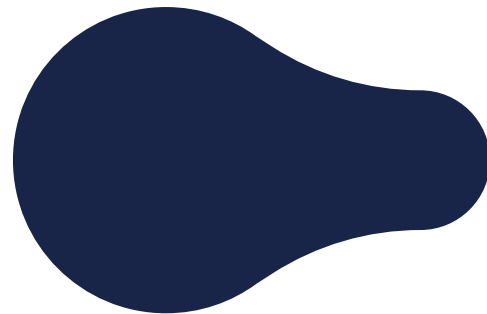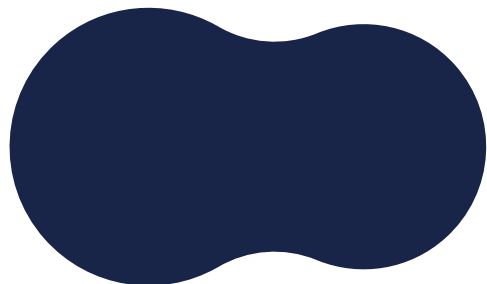
The existing shapes should be sufficient for most applications, however a designer may need shapes of a larger variety, or shapes that fit for a specific design. In this case, a designer may create their own shapes to suit their needs as long as it aligns with the visual direction already established in the visual identity.

These instructions pertain to the Adobe Illustrator workspace. Every organic shape is composed of at least two circles. To connect them, use the pen tool to create an hourglass shape with just straight lines. As long as the lies do not cut into the circle and that the center part has some width to it, the hourglass will be fine. Do this as many times as needed between pairs of circles. To round the corners in the middle, use the direct selection tool and click a corner. A circle will appear on the outside of the shape by the selected corner. Click and drag the circle out to curve the corner as much as is allowed. Do this for each corresponding corner. Do not forget to merge the shapes once it is done.

SHAPE 1

SHAPE 2

SHAPE 3

SHAPE 4

B.2
Incorrect Usage of Fluid Elements
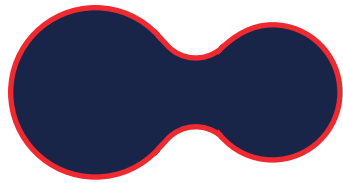
DO NOT
add a stroke to the shapes

DO NOT
obstruct typography with the shapes

DO NOT
bevel the shapes on print and digital media
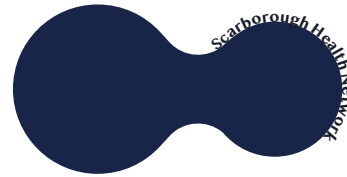
DO NOT
type along the path of the shape

Similar to the incorrect usage of the logo and wordmark, these are examples of how to not use the fluid elements. Compared to the logo, there is more freedom in how to manipulate the shapes for particular purposes and ideas. However, there are still some ways in which the fluid elements should not be used or manipulated in.

C: **Typography**

C.1
Display

LAO MN

Lao MN is a humanist Asian serif typeface that SHN will be using as its primary display fonts. This serves to give a more empathic appearance to the typographic language, while representing Scarborough's diversity as a location known to welcome many immigrants of different backgrounds; primarily from Asia.

Lao MN Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Lao MN Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Lao MN Regular

Sample Title 72pt

Sample Title 48pt

Sample Title 24pt

Lao MN Bold

Sample Title 72pt

Sample Title 48pt

Sample Title 24pt

C.2
Subheadings & Body

AVENIR NEXT

Avenir Next is a geometric sans serif that will be used for subheadings and body copy. This is a neutral appearing typeface that will contrast the display typeface and be easier to read at smaller sizes and in greater quantities.

Avenir Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Avenir Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
*1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)*

Avenir Demi Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Avenir Demi Bold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Avenir Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Avenir Bold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Avenir Regular 10pt

Across our three hospitals and eight satellite sites, our programs and services are designed around the needs of one of Canada's most vibrant and diverse communities. We offer full-service emergency departments, diagnostic, surgery, rehabilitation, and geriatric care, as well as advanced birthing centres for moms, newborns, and growing families. We are leaders and partners in specialty paediatric, mental health, and oncology services.

Avenir Demi Bold 10pt

Across our three hospitals and eight satellite sites, our programs and services are designed around the needs of one of Canada's most vibrant and diverse communities. We offer full-service emergency departments, diagnostic, surgery, rehabilitation, and geriatric care, as well as advanced birthing centres for moms, newborns, and growing families. We are leaders and partners in specialty paediatric, mental health, and oncology services.

C.3
Alternative

ACUMIN

Acumin is a neo-grotesque sans serif that functions as an alternative to Avenir Next when it is not available, this typeface will be used. In addition, Avenir Next has less OpenType options and Acumin can be used to fill in missing glyphs.

Acumin Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Acumin Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
*1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)*

Acumin Semibold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Acumin Semibold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Acumin Black

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Acumin Black Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 (. , ; " " " / ? ! @ $ & *)

Acumin Regular 10pt

Across our three hospitals and eight satellite sites, our programs and services are designed around the needs of one of Canada's most vibrant and diverse communities. We offer full-service emergency departments, diagnostic, surgery, rehabilitation, and geriatric care, as well as advanced birthing centres for moms, newborns, and growing families. We are leaders and partners in specialty paediatric, mental health, and oncology services.

Acumin SemiBold 10pt

Across our three hospitals and eight satellite sites, our programs and services are designed around the needs of one of Canada's most vibrant and diverse communities. We offer full-service emergency departments, diagnostic, surgery, rehabilitation, and geriatric care, as well as advanced birthing centres for moms, newborns, and growing families. We are leaders and partners in specialty paediatric, mental health, and oncology services.

D: Colours

D.1
Primary

The primary palette will consist of a lighter and darker blue with a mustard yellow. From The Scarborough Hospital brand, the blue has been maintained as a colour that represents trust, sensitivity and wisdom. Taking from the first SHN logo, the use of two different blues is an expression of greater depth and complexity of the same ideas. The yellow was a sign of warmth that was present in the original brand that was less emphasized in the current one and something to be introduced in the new one to bring back a positive human element to what would be something too cold and sterile if it were just blue.

TEAL

HEX: #11BCBF   CMYK: 72, 0, 29, 0
RGB: 17, 188, 191   Pantone: 3262 C

YELLOW

HEX: #EBD150   CMYK: 9, 13, 21, 0
RGB: 235, 209, 80   Pantone: 610 C

INDIGO

HEX: #1E2649   CMYK: 95, 88, 42, 42
RGB: 30, 38, 73   Pantone: 3262 C

D.2
Secondary

The secondary palette will consist of colours drawn from the primary colours made warmer. This includes green from blue and orange from yellow. These pair up with colours from the primary set to be used with their counterparts together either as separate solid colours, or as gradients. The secondary palette should not be used on its own. They compliment the primary palette only.

GREEN

HEX: #8BC39A   CMYK: 47, 5, 49, 0
RGB: 139, 195, 154   Pantone: 558 C

ORANGE

HEX: #E5A026   CMYK: 9, 40, 99, 0
RGB: 229, 160, 38   Pantone: 7563 C

D.3
Gradients

4–Colour Black

This brand identity sometmes makes use of gradients to reinforce the idea of "bridging the gap". The gradient in the logo is an extreme example, mixing two of the primary colours. In other conditions and applications, a primary colour will blend into its corresponding secondary colour.

Under normal circumstances where 4–colour printing is available, do not use pure black. Instead, use the cool black for anything that would be coloured black. This is meant to support the dominantly cool colour palette.

COOL BLACK

HEX: #1C1F2A   CMYK: 81, 73, 56, 68

RGB: 28, 31, 42   Pantone: 532 C

Scarborough Health Network
Corporate ID Manual

E: Corporate Stationary

E.1
Business Card
3.5" x 2"

The 2-sided business card can be distributed for organization recognition as well as identifying the specific person a visitor is in contact with. There is contact information about the specific card owner as well as contact details for the branch they are from.

FRONT

SCARBOROUGH
HEALTH
NETWORK

John Smith
Pediatrition | Department
email@gmail.com | 444-444-4444

Birchmount Hospital
3030 Birchmount Rd
Scarborough ON
M1W 3W3
416-495-2400

⅛" | 11/32" | 9/32" | 9/16" | 11/16"

⅛" | ¼" | 7/16" | 2 5/16" | ¼" | ⅛"

BACK

SCARBOROUGH
HEALTH
NETWORK

www.shn.ca

⅛" | ⅜" | 1⅜" | ⅛"

⅛" | 1⅞" | 1⅜" | ⅛"

Type Specifications
Name: Lao MN | size 10pt
Job Title/Department: Lao MN | size 7.5pt
Contact Info: Avenir Next | size 6.5pt
Branch Info: Avenir Next | size 6pt | leading 7pt

Type Specifications
Wordmark: Lao MN | size 10pt
Website Link: Lao MN | size 7.5pt

Letterhead
8.5" x 11"

Birchmount Hospital
3030 Birchmount Rd
Scarborough ON
M1W 3W3
416-495-2400

HEADLINE

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NAME
Role

¾"
¼"
1¾"
¾"
6"
1"
½"

½"   1"   2¾"   2⅞"   1⅜"

This document is used for formal messages being written to specific people. The top right will have contact information and there is space at the bottom for a handwritten signature above the typed name.

Type Specifications
Branch Info: Avenir Next | size 8pt | leading 9pt
Headline: Lao MN | size 25pt
Body: Avenir Next | size 10pt | leading 14pt
Name/Role: Avenir Next | size 10pt | leading 12pt

*size not as shown

E.3
2nd Page Letterhead
8.5" x 11"

½"
¼"

2"

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6¾"

NAME
Role

1"

½"

½"   1"   2¾"   2⅞"   1⅜"

This is the second page of the letterhead for when more space is needed to write the message. The name, signature and role is moved over to this page. Note that the wordmark and the contact info is absent from this page.

Type Specifications
Body: Avenir Next | size 10pt | leading 14pt
Name/Role: Avenir Next | size 10pt | leading 12pt

*size not as shown

E.4
General Fax Sheet
8.5" x 11"

SCARBOROUGH
HEALTH
NETWORK

FAX
GENERAL USE

TO:
FAX:
PHONE:
DATE:
SUBJECT:

FROM:
FAX:
PHONE:
# of PAGES:

Comments:

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¾"
¼"
1¾"
¾"
½"
4½"
1¼"

½"   1"   2½"   2½"   ⅝"   1⅜"

This is the document used for faxing things. The top has all the sender and receiver information and the message goes down in the bottom half.

Type Specifications
Fax: Lao MN | size 50pt
Usage: Lao MN | size 15pt
Sender/Receiver Info: Avenir Next | size 11pt | leading 22pt
Comments: Avenir Next | size 10pt
Body: Avenir Next | size 10pt | leading 14pt

*size not as shown

E.5
Medical Fax Sheet
8.5" x 11"

SCARBOROUGH
HEALTH
NETWORK

FAX
MEDICAL USE

¾"

¼"

1¾"

1¾"

TO:
FAX:
PHONE:
DATE:
SUBJECT:

FROM:
FAX:
PHONE:
# of PAGES:

½"

Patient Name:
Identifier:
Medical Record #:
Comments:

1"

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consec- tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commo- do consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

4"

IMPORTANT: This facsimile transmission contains confidential information, some or all of which may be protected health information as defined by the federal Health Insurance Portability & Accountability Act (HIPAA) Privacy Rule. This transmission is intended for the exclusive use of the individual or entity to whom it is addressed and may contain information that is proprietary, privileged, confidential and/or exempt from disclosure under applicable law. If you are not the intended recipient (or an employee or agent responsible for delivering this facsimile transmission to the intended recipient), you are hereby notified that any disclosure, dissemination, distribution or copying of this information is strictly prohibited and may be subject to legal restriction or sanction. Please notify the sender by telephone (number listed above) to arrange the return or destruction of the information and all copies.

1"

½"   1"   2½"   2½"   ⅝"   1⅜"

This version of the fax document is meant for sending patient information. There is an added section for the patient details and a blurb at the bottom expressing the importance of strict confidence with the information on the document.

Type Specifications
Fax: Lao MN | size 50pt
Usage: Lao MN | size 15pt
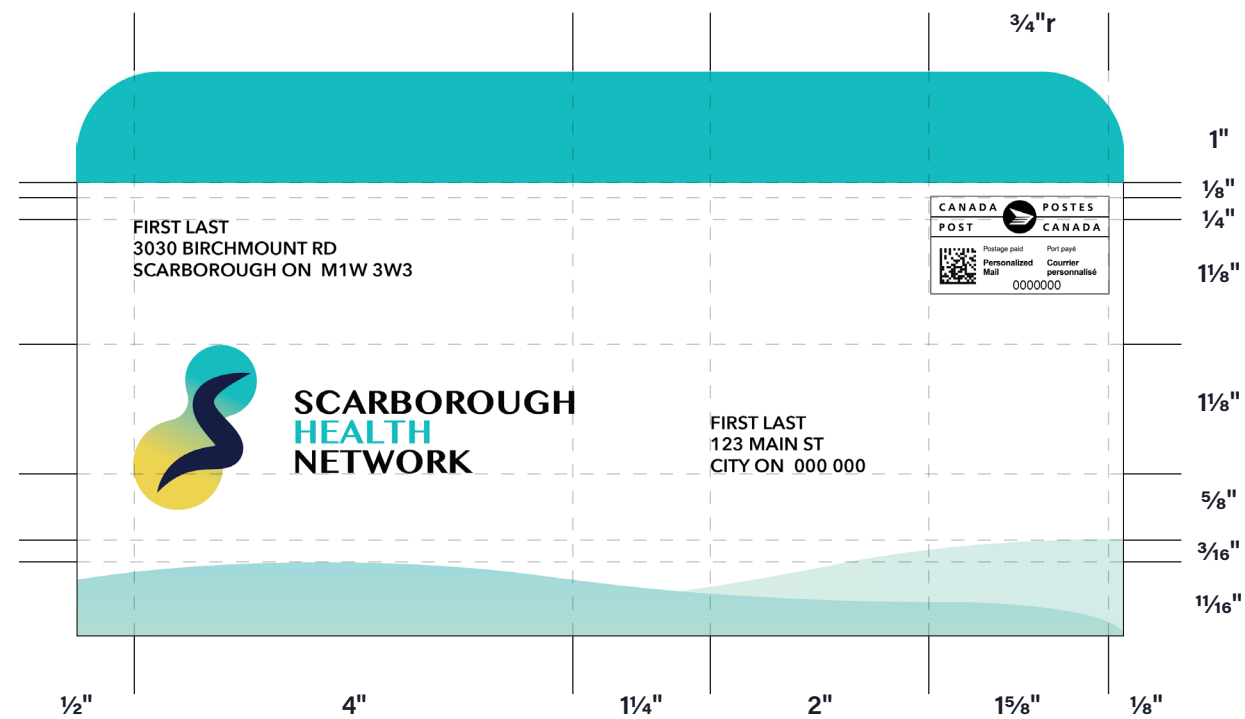Sender/Receiver Info: Avenir Next | size 11pt | leading 22pt
Patient Info/Comments: Avenir Next | size 11pt | leading 18pt
Body: Avenir Next | size 10pt | leading 14pt

*size not as shown

E.8
Envelope
9.5" x 4.125" (+ 1" flap)

FRONT

¾"r

1"

⅛"

¼"

1⅛"

FIRST LAST
3030 BIRCHMOUNT RD
SCARBOROUGH ON M1W 3W3

CANADA   POSTES
POST   CANADA

Postage paid   Port payé
Personalized   Courrier
Mail   personnalisé
0000000

1⅛"

SCARBOROUGH
HEALTH
NETWORK

FIRST LAST
123 MAIN ST
CITY ON 000 000

⅝"

³⁄₁₆"

11⁄16"

½"   4"   1¼"   2"   1⅝"   ⅛"

Type Specifications
Address/Return: Avenir Next | size 10pt | leading 14pt
*Postage stamp is a reference; do not print

BACK

¾"r

1"

2⁷⁄₁₆"

1"

11⁄16"

This is the standard sized envelope for mail coming from SHN. There is no window so the addressee information in printed directly on the envelope. Please note that the postage stamp as visible in this manual is not on the envelope design. This applies to the oversize envelope as well.

*size not as shown

*size not as shown

E.9
Oversize Envelope
13" (+ 1" flap) x 10"

FRONT

FIRST LAST
3030 BIRCHMOUNT RD
SCARBOROUGH ON M1W 3W3

CANADA POSTES
POST CANADA
Personalized Courrier
Mail personnalisé
0000000

FIRST LAST
123 MAIN ST
CITY ON 000 000

SCARBOROUGH
HEALTH
NETWORK

¾"r   ¾"r   ⅜"
                                                         ⅞"

                                                         3¼"

                                                         2¼"

                                                         1⅛"

                                                         ½"
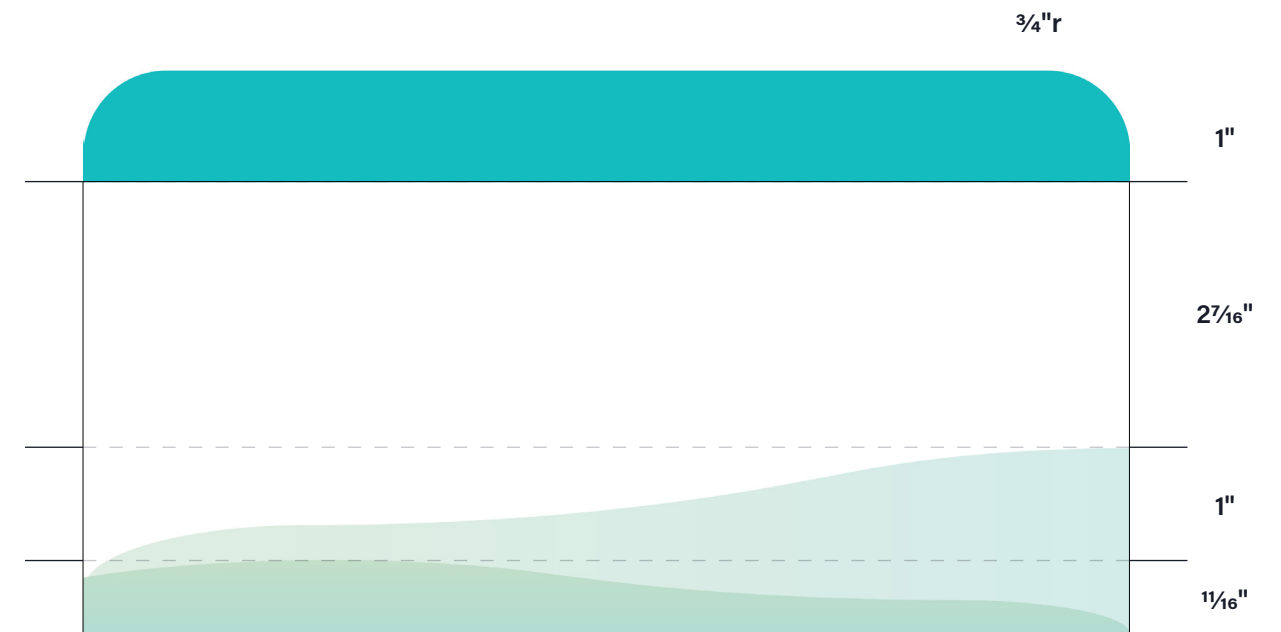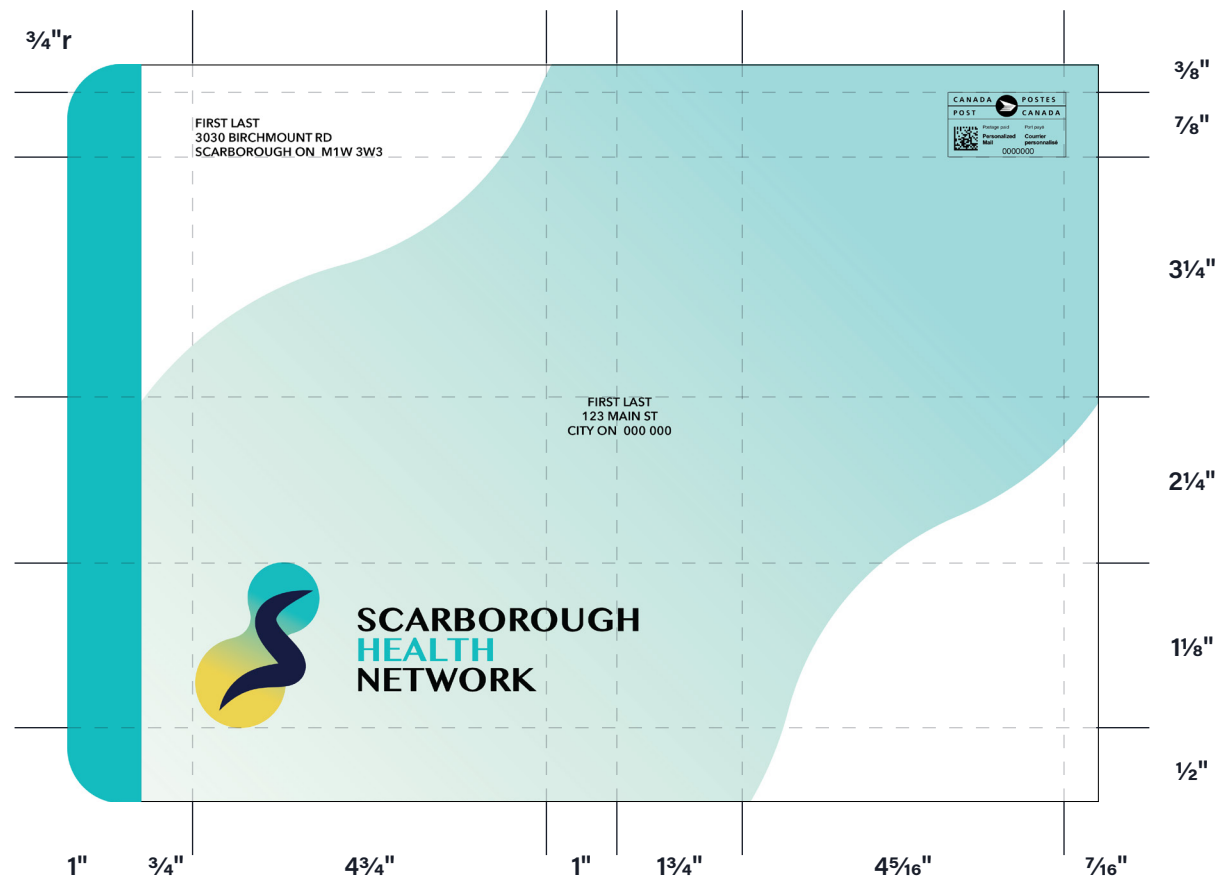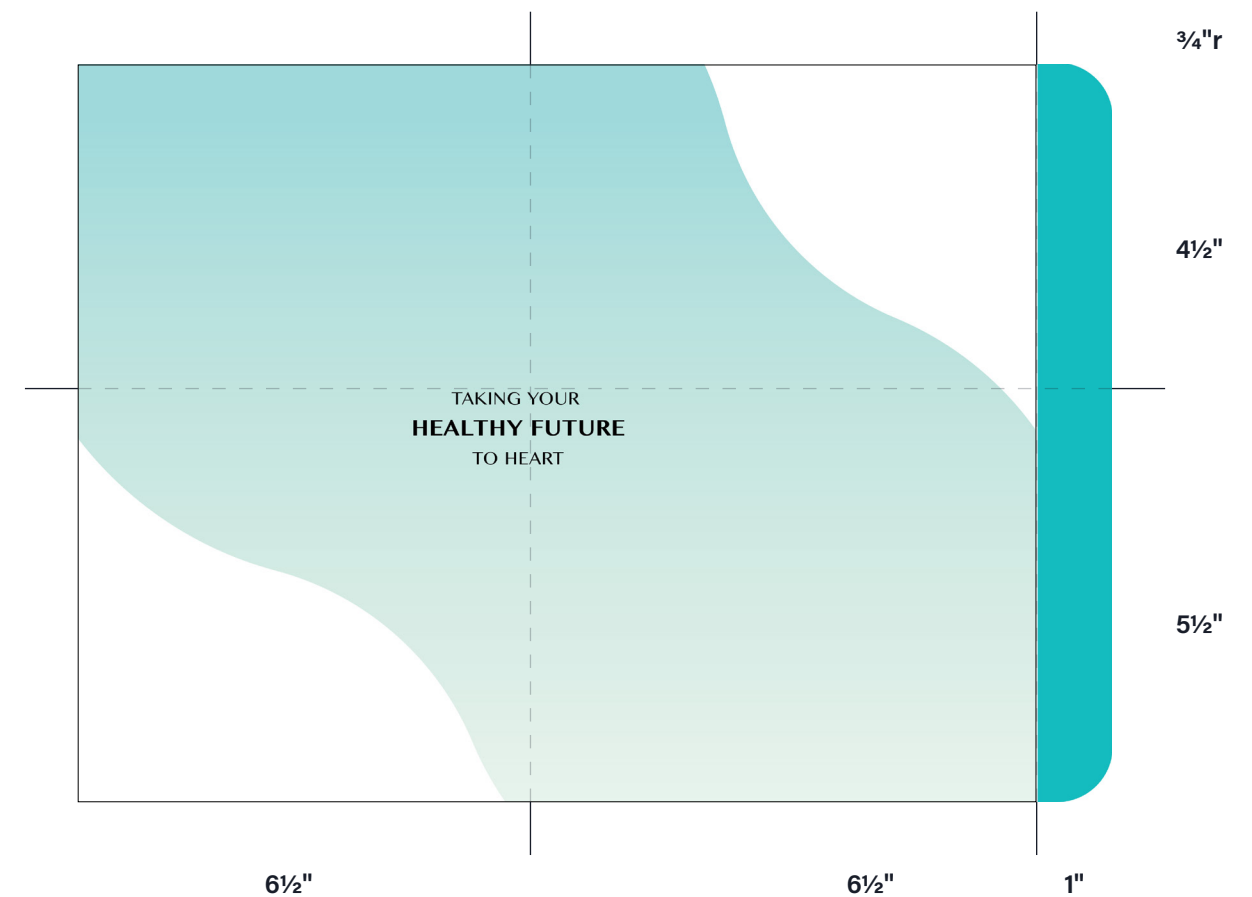
1"   ¾"   4¾"   1"   1¾"   4⁵⁄₁₆"   ⁷⁄₁₆"

Type Specifications
Address/Return: Avenir Next | size 12pt | leading 14pt
*Postage stamp is a reference; do not print

BACK

TAKING YOUR
HEALTHY FUTURE
TO HEART

¾"r   ¾"r

                                             4½"

                                             5½"

6½"   6½"   1"

Type Specifications
Line 1: Lao MN | size 26pt
Line 2: Lao MN | size 32pt | leading 30pt
Line 3: Lao MN | size 26pt | leading 28pt

*size not as shown

*size not as shown

F: Corporate Communications

F.1

Interoffice Memorandum
8.5" x 11"

MEMO
INTEROFFICE

SCARBOROUGH
HEALTH
NETWORK

TO:
FROM:
CC:
DATE:
SUBJECT:

Comments:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consec-tetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commo-do consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

¾"
¼"
1¾"
¾"
½"
4½"
1¼"

½" | 1" | 5" | ⅝" | 1⅜"

Structured in a similar way to the fax documents, this one is used specifically for internal communications that needs to be spread en mass.

Type Specifications
Memo: Lao MN | size 50pt
Usage: Lao MN | size 15pt
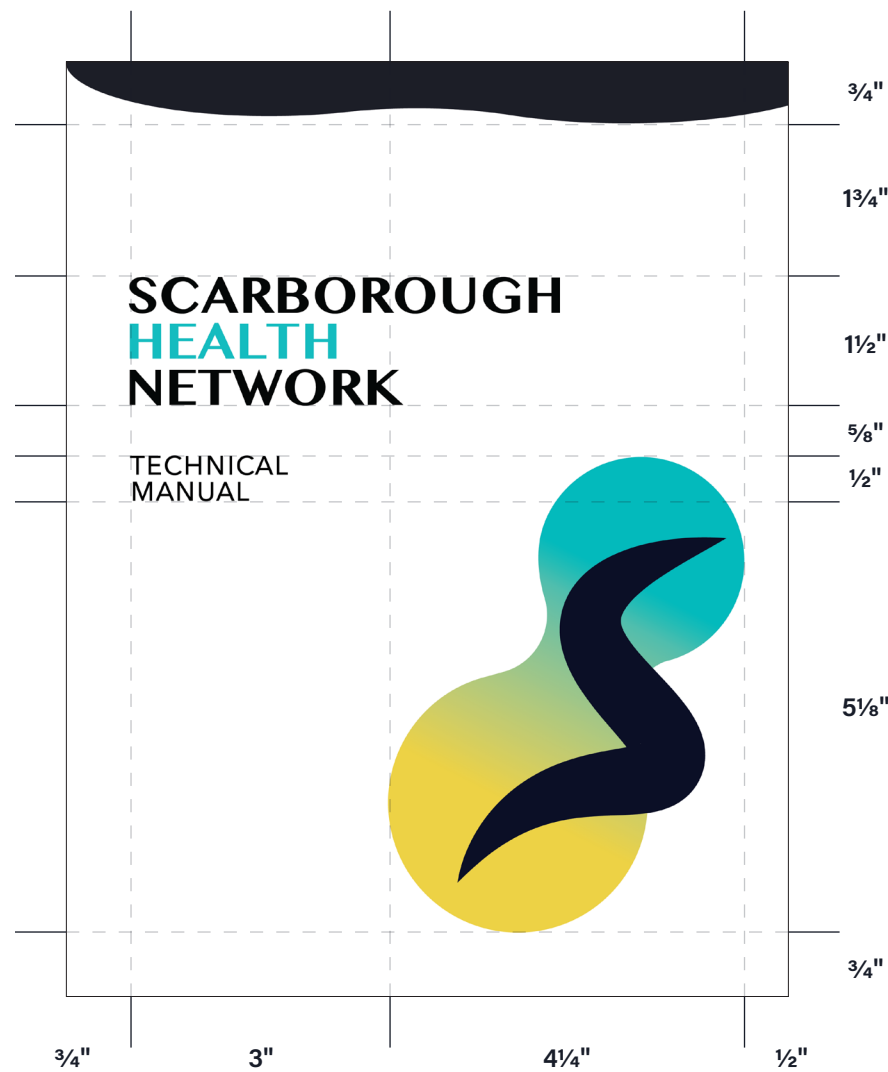Sender/Receiver Info: Avenir Next | size 11pt | leading 22pt
Comments: Avenir Next | size 10pt
Body: Avenir Next | size 10pt | leading 14pt

*size not as shown

F.2
Technical Manuals
8.5" x 11"

FRONT COVER

SCARBOROUGH HEALTH NETWORK

TECHNICAL MANUAL

¾"

1¾"

1½"
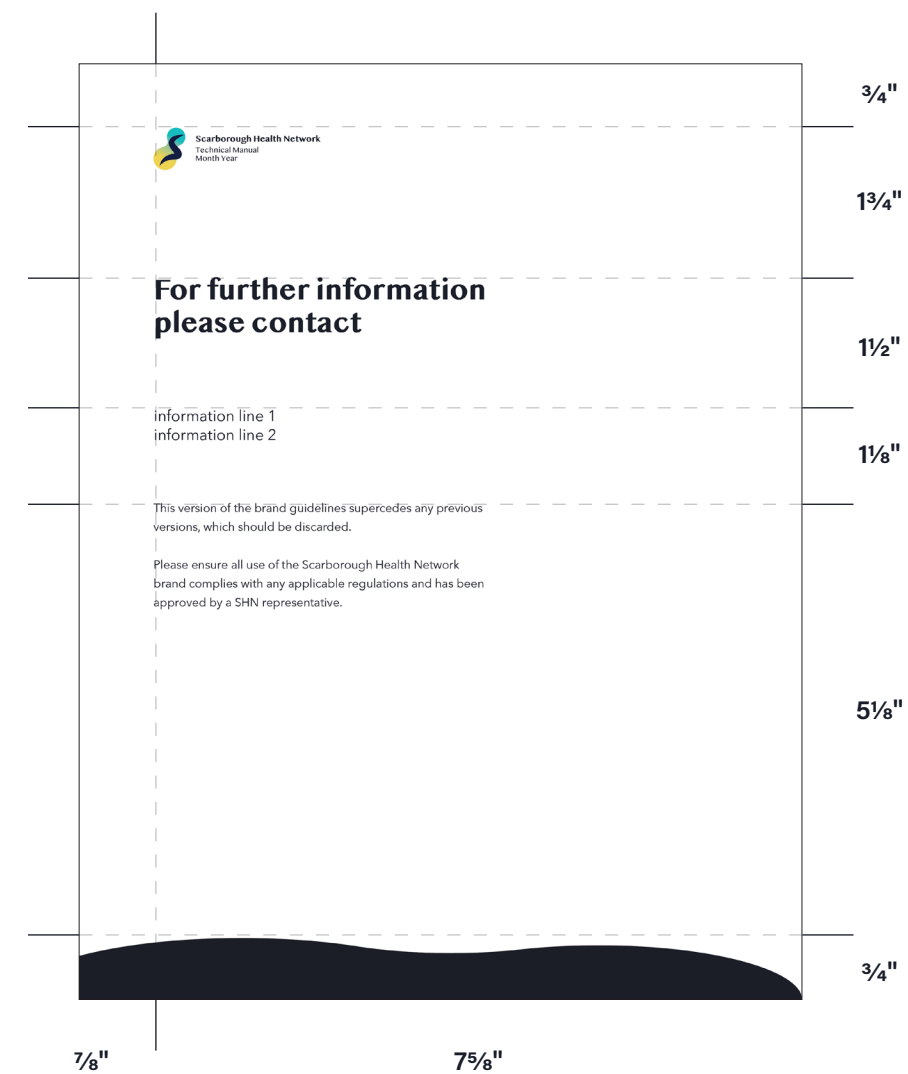
⅝"

½"

5⅛"

¾"

¾"   3"   4¼"   ½"

SHN is structured with many procedures and works with many technologies. This means there is a need for many different technical manuals and these are the covers to be used.

Type Specifications
Wordmark: Lao MN | size 45pt | leading 39pt
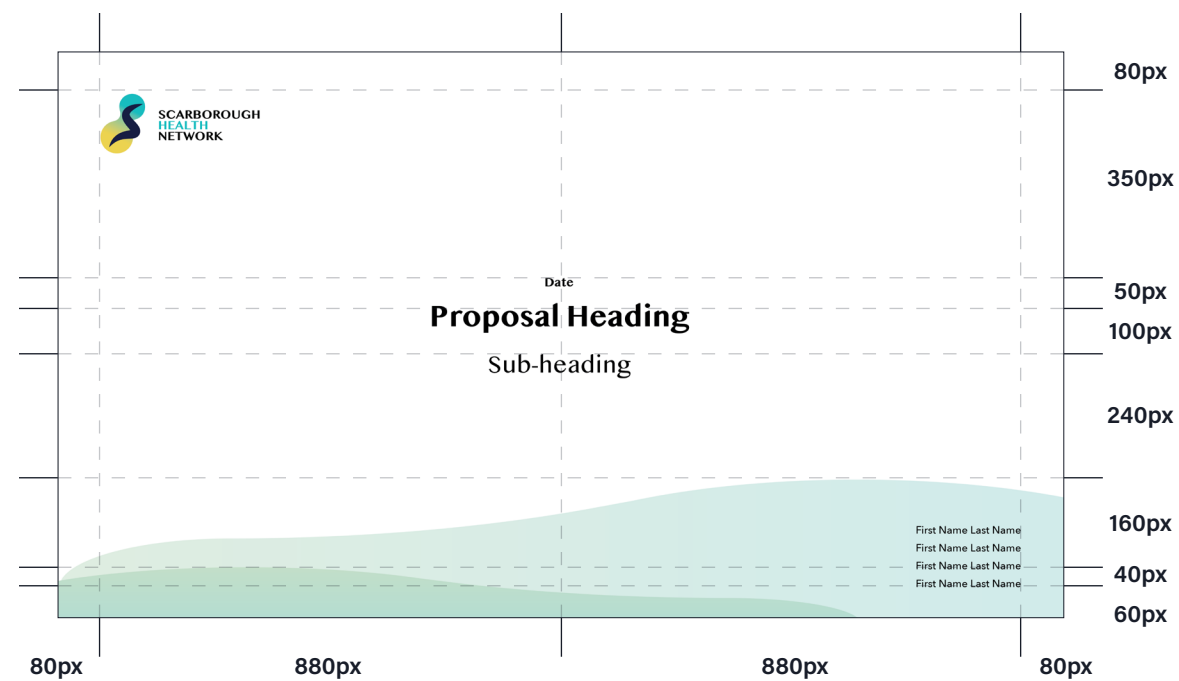Manual: Avenir Next | size 30pt | leading 22pt

*size not as shown

BACK COVER

Scarborough Health Network
Technical Manual
Month Year

For further information please contact

information line 1
information line 2

This version of the brand guidelines supercedes any previous versions, which should be discarded.

Please ensure all use of the Scarborough Health Network brand complies with any applicable regulations and has been approved by a SHN representative.

¾"

1¾"

1½"

1⅛"

5⅛"

¾"

⅞"   7⅝"

Type Specifications
Contact: Lao MN | size 25pt | leading 28pt
Information: Avenir Next | size 13pt | leading 16pt
Body: Avenir Next | size 10pt | leading 16pt

*size not as shown

Proposal Deck Cover
1920 x 1080 pixels

SCARBOROUGH
HEALTH
NETWORK

Date

Proposal Heading

Sub-heading

First Name Last Name
First Name Last Name
First Name Last Name
First Name Last Name

80px

350px

50px
100px

240px

160px

40px
60px

80px   880px   880px   80px

This is the cover to be used in presentations. Most presentations are done digitally whether it is projected or shared on a screen. It is measured in pixels to accommodate a design for screens at a 16:9 aspect ratio.

Type Specifications
Date: Lao MN | size 24pt
Heading: Lao MN | size 58pt
Subheading: Lao MN | size 46pt
Names: Avenir Next | size 20pt | leading 34pt

*size not as shown

F.4
Name Cards/Tents
8.5" x 2.75"

During meetings and disccssions, these tents are used to identify participants/ representatives of SHN. This will be outlined in the Section I but the tents will be coated on a single side for visual design and the uncoated underside will be useful for writing things down without distracting from the content of the coated side.

FRONT

SCARBOROUGH HEALTH NETWORK

First Name Last Name
Job Title | Department

¾"
½"
⅜"
1⅛"

½"   6"   2"

BACK

SCARBOROUGH
HEALTH
NETWORK

1¹¹⁄₁₆"

2¹⁄₁₆"

¾"   1³⁄₁₆"   6¹⁄₁₆"   ½"

Type Specifications
Wordmark: Lao MN | size 22pt
Name: Lao MN | size 26pt
Title/Department: Lao MN | size 13pt

*size not as shown
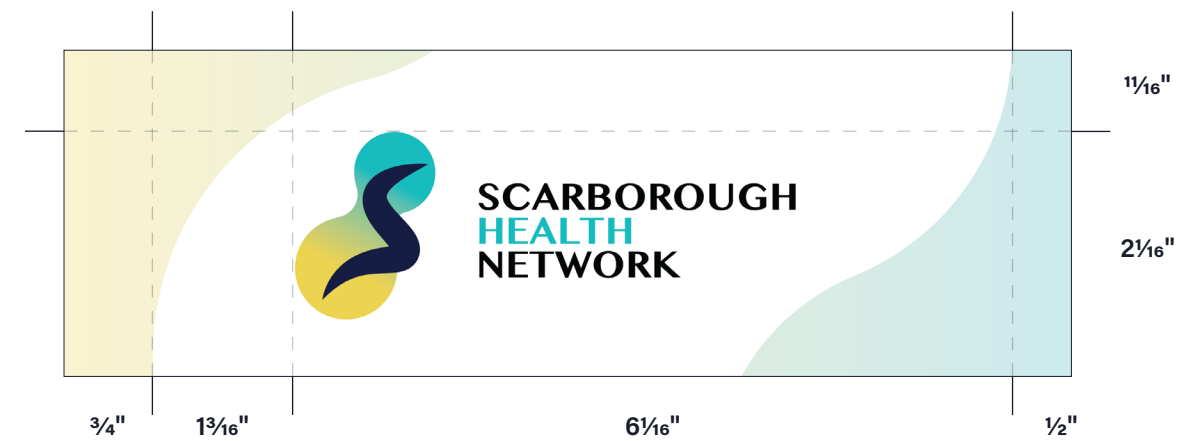
*size not as shown

G: Signage & Icons

G.1
Icons

SHN makes use of iconography in its wayfinding system to support the information graphically. This is done to make listed items distict from each other and more easily identifiable. Each illustration is framed in a square with rounded corners that helps keep the icons proportionate and allows layouts to be modular. These icons should only be used in cool grey, black, or white. The icons are not a comprehensive set and needs additional icons to accommodate the specific needs of the hospital.

DIRECTIONAL ARROW	STAIRS	ELEVATOR	GENDER NEUTRAL WASHROOM	FEMALE WASHROOM	MALE WASHROOM
REGISTRATION	INFORMATION/ INQIRY	EMERGENCY	PARKING	CAFE	NO CELLLAR SIGNAL ZONE
PHARMACY	SURGERY ROOM	PATIENT RECOVERY	MATERNITY WARD	WAITING AREA	
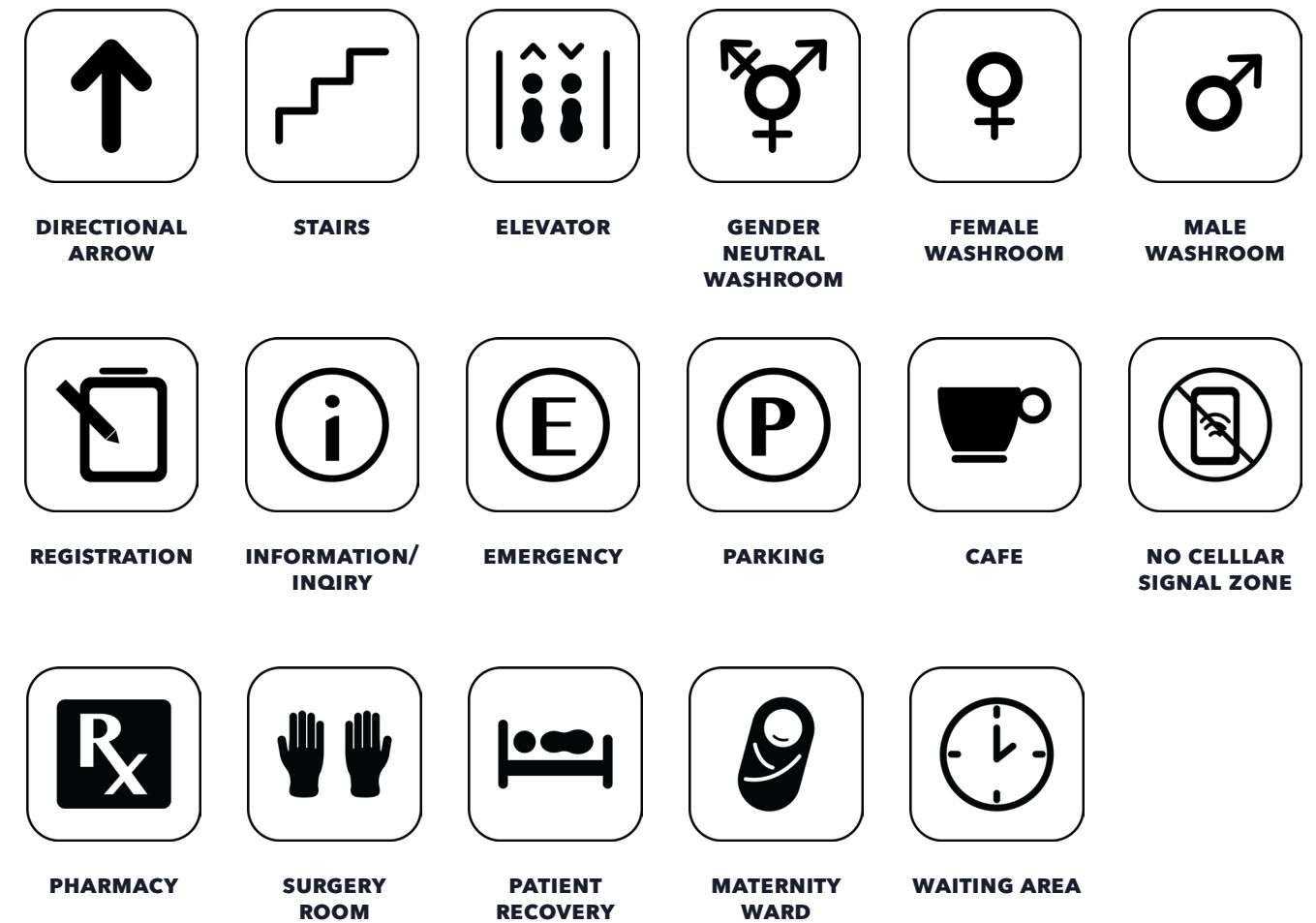
G.2
Signage

The application of the icons in SHN's wayfinding system will be on different kinds of signage around the premise. The signage will be dedicated to identifying information that will keep visitors from getting lost moving around outside and inside.

SCARBOROUGH
HEALTH
NETWORK

↑ Ⓔ **Emergency**

↑ **Outpatient Entrance**

→ **Hospital Entrance**

→ Ⓟ **Parking**

Floor 2

			Information/Inquiry
↑ ⓘ			Information/Inquiry
↑			Surgery Room
←			Waiting Room

				Washrooms
→ ♂ ♀				Washrooms
↓				Stairs & Elevator

WARD NAME
You are on floor **1**

←	⬓	Registration
←		Billing Department
↑	℞	Pharmacy
↑	☕	Cafe
→	♂ ♀ ⚥	Washrooms
→	👥 ⌐	Stairs & Elevator

*size not as shown

*size not as shown

G.2

Scarborough Health Network
Corporate ID Manual
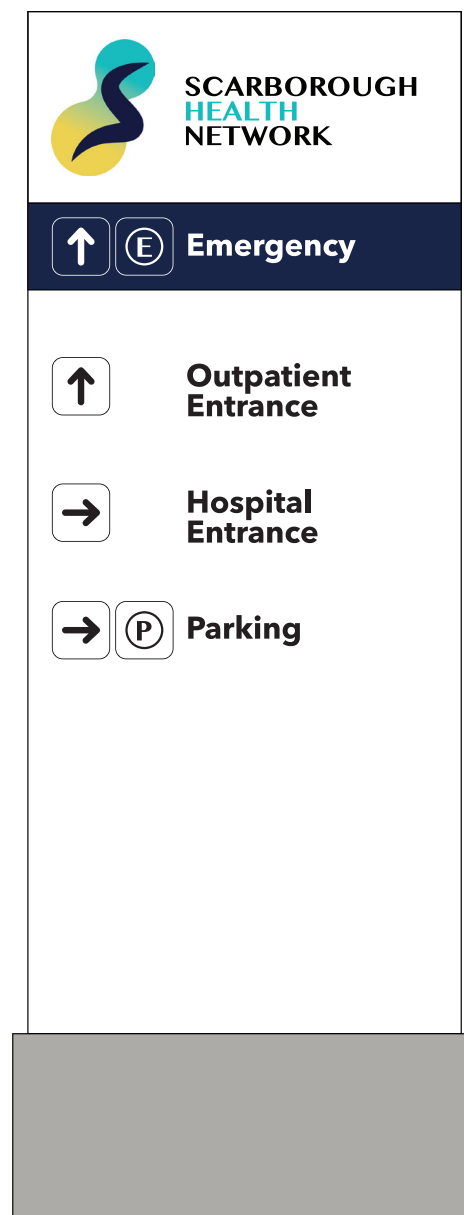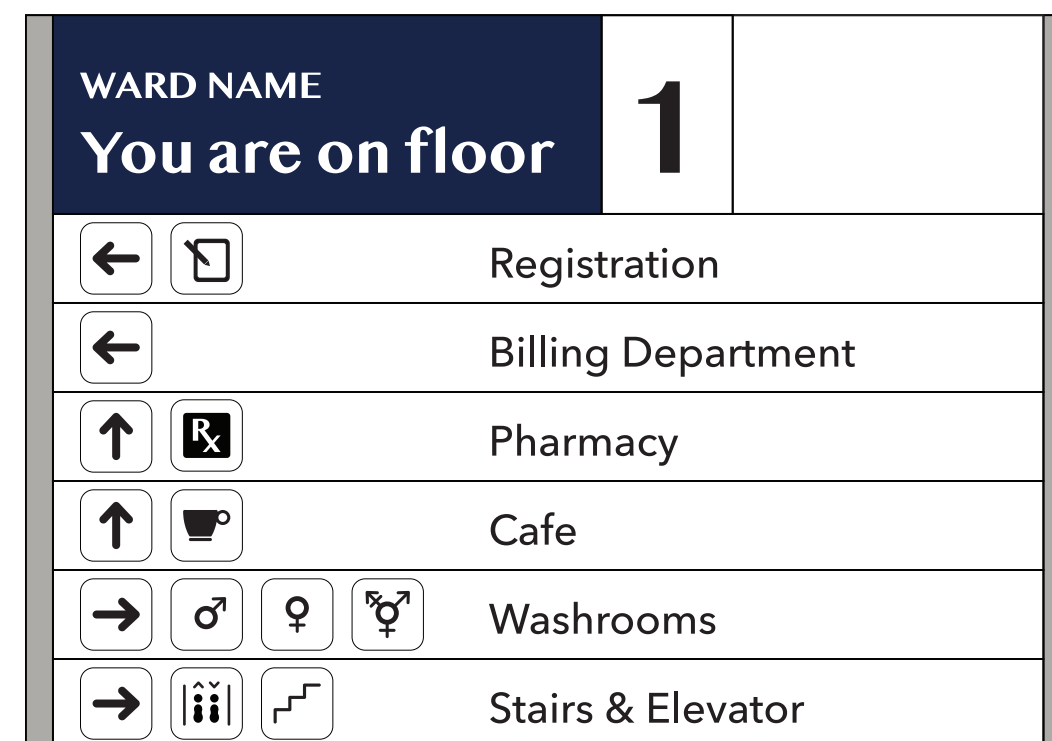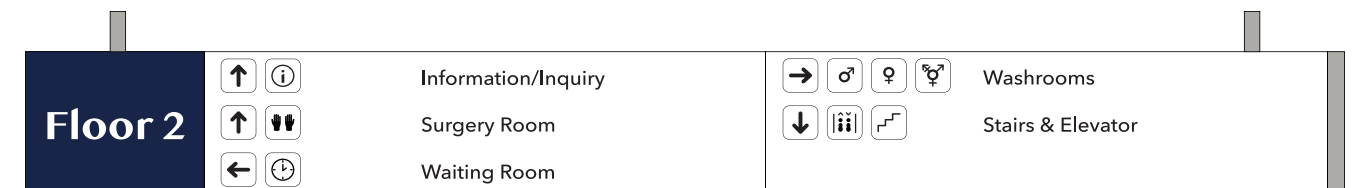
H: Collateral Applications

H.1
Marketing Materials

1. Digital Banners

2. Posters

3. Notebooks

4. Pocket Tissues

5. Pocket Sanitizers

6. Water Bottles

7. Touch Tools

8. Pens
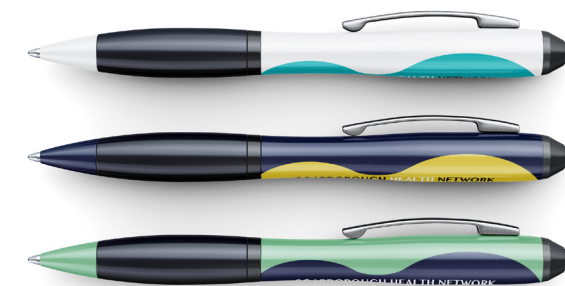
1. Digital Banners

Using digital ad space for campaigns and general awareness of the SHN would be an effective avenue considering how digitally integrated society is now. There are different sizes to consider as listed bellow.

Banner Sizes (px)
Medium Rectangle: 300x250
Halfpage: 300x600
Leaderboard: 728x90
Mobile Leaderboard: 320x50

Image Credits
https://unsplash.com/photos/qLzWvcQq-V8
https://unsplash.com/photos/pTrhfmj2jDA

Leaderboard

Medium Rectangle

Halfpage

Mobile Leaderboard
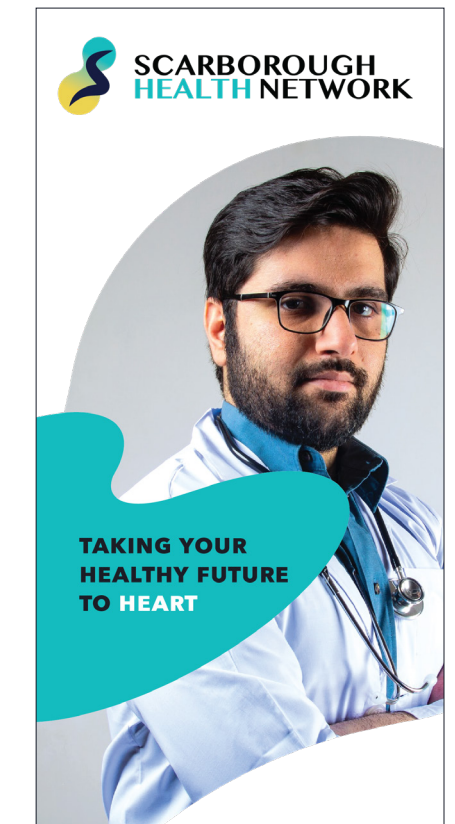
*size not as shown

2. Posters

Traditional print ads still have their place in campaigns and promotion. Some people respond to these ads better than those by digital means and just like the digital banners, the print posters come in different sizes to consider.

Image Credits
https://unsplash.com/photos/n37MJK1dswA
https://unsplash.com/photos/uN8TV9Pw2ik

Poster Sizes (inches)
Small: 11x17
Medium: 18x24
Large: 24x36

Medium

Large

Small

*size not as shown
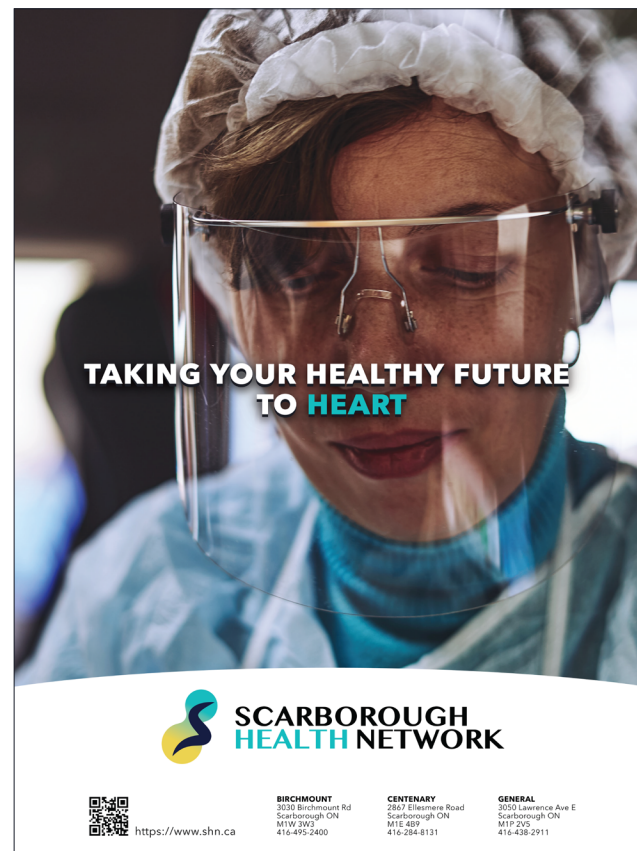
*size not as shown

3. Notebooks

Notebooks are integral in the hospital environment where commnicaton is always moving and people need to keep track of the information.

Mockup Credit
https://country4k.com/product/free-spiral-notebook-mockup-in-4k-2/

SCARBOROUGH HEALTH NETWORK
NOTEBOOK
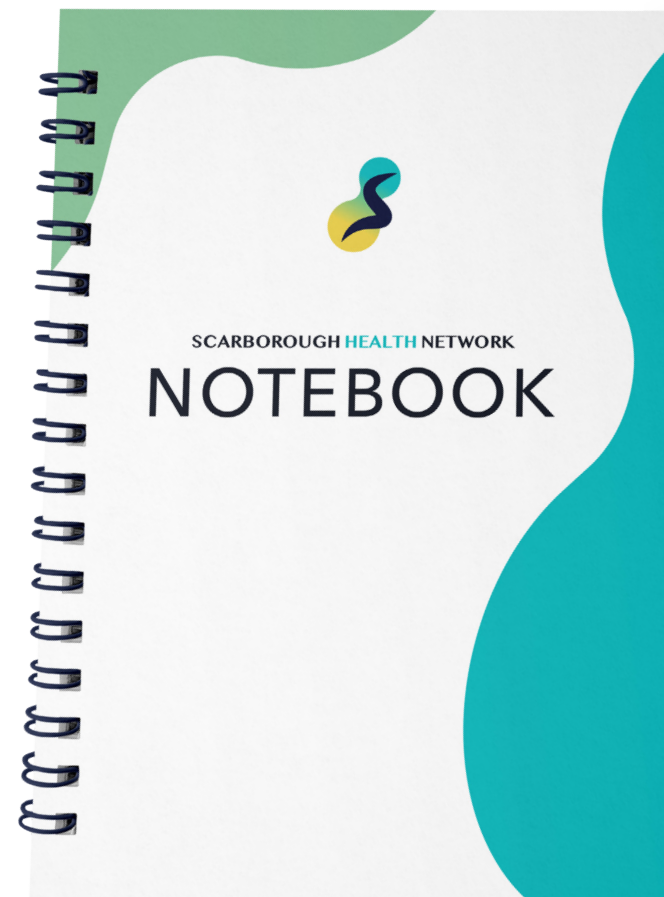
*size not as shown

4. Pocket Tissues

To promote a clean and safe environment, SHN can make their own packaging for objects such as tissues and wet wipes. The presence of the brand adds to the sentiment that we care about the comfort of our visitors.

Mockup Credit
https://www.freepik.com/free-psd/wet-wipes-package-mockup_14722208.htm?query=wet%20wipes

SCARBOROUGH
HEALTH
NETWORK

POCKET TISSUES

*size not as shown

5. Pocket Sanitizer

6. Water Bottles

This is another piece of customized collateral that contributes to promoting cleanliness and presence.

Mockup Credit
https://www.graphicsfuel.com/2020/08/hand-sanitizer-bottle-mockup/

The hospital is a busy working environment and has need for metallic water bottles to keep the staff going in a convenient and sustainable manner.

Mockup Credit
https://free-psd-templates.com/free-metallic-water-bottle-mockup-set/

SCARBOROUGH
HEALTH
NETWORK

GEL
HAND SANITIZER
kills harmful bacteria and germs

provided by

59mL

SCARBOROUGH
HEALTH
NETWORK

*size not as shown

*size not as shown

7. Touch Tools

8. Pens

This uncommon item in custom collateral is a touch tool, used to assist in minimizing contact with the use of everyday things. It will be assistive in conjunction with other collateral that contributes to a healthy environment.
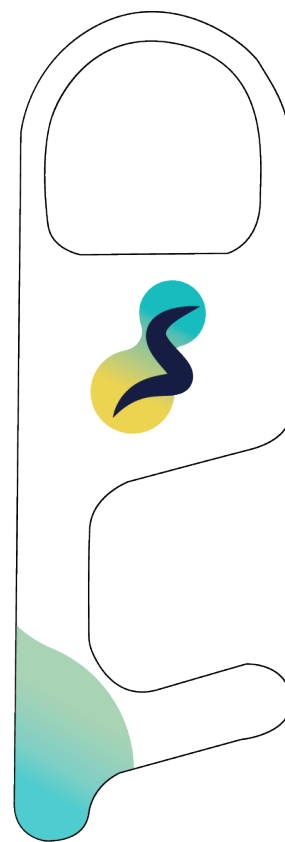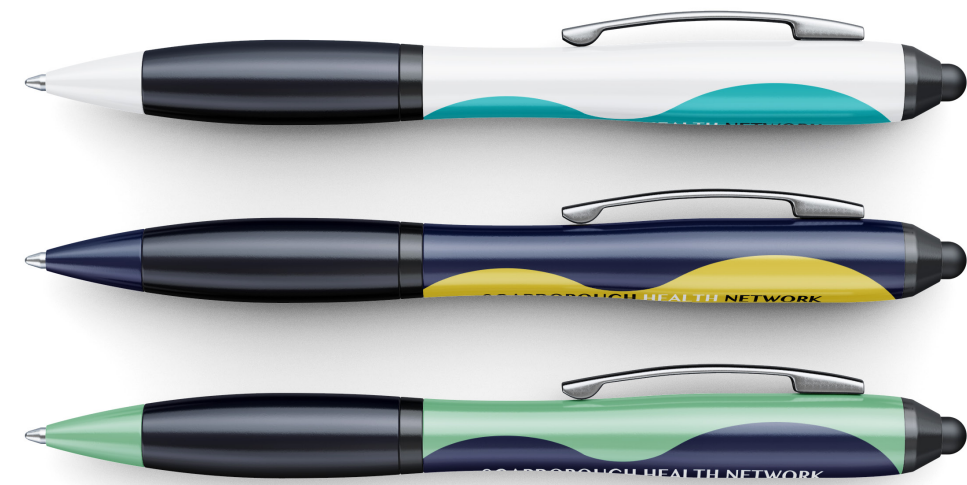
These twist retractible pen designs are fun little pieces that anybody can find useful in the hospital environment, as well as day to day life. These are available in three different colours, all equipped with a touch screen tip on the backside.

Mockup Credit
https://mockups-design.com/free-pen-mockup-2/

SCARBOROUGH HEALTH NETWORK

FRONT

BACK

*size not as shown

*size not as shown

H.2
Wearables

1. Generic and Staff Shirts

2. Reusable Masks

3. Lanyards

1. Generic and Staff Shirts

While doctors, nurses, and other healthcare workers need specific uniforms for the work they do, other roles in the organization can make use of staff T-shirts that identify their role and promote the brand and its slogan.

Mockup Credit
https://graphicburger.com/t-shirt-mockup-psd/

FRONT

BACK

*size not as shown

*size not as shown

2. Reusable Masks

In response to the Covid-19 pandemic, face masks have been adopted for general public use and has a place in the hospital as important protective gear while working. This reusable mask is meant for general use and can be distributed among staff and visitors.

Mockup Credit
https://leondsgn.gumroad.com/l/leondsgn-FaceMask1

3. Lanyards

Practical for both hospital and everyday use, the branding will help promote the organization.

Mockup Credit
https://graficzny.com.pl/mockup-smycz/

*size not as shown

*size not as shown

I: Paper & Materials

I.1
Materials Breakdown

In addition to the design specifications of the things that make up the brand, here are recommended papers and materials to consider for SHN's different stationary and signage. The objective of these recommendations is to ensure the type of material is suitable for their intended use. Also to encourage the use of sustainable resources, all the paper should be labeled with FSC Mix. This means that the paper is a mix of recycled material alongside wood sourced from sustainably managed forests. The cost of the paper will increase, however it will allow SHN to do its part in helping the environment.

Business Card	100# Cardstock C2S Gloss
Letter Size Paper (8.5"x11")	60# Paper C2S Satin
Envelopes	70# Paper C2S Satin
Cover Pages	65# Cardstock C2S Satin
Name Cards/Tents	80# Cardstock C1S Gloss
Indoor Posters	65# Cardstock C2S Gloss
Outdoor Posters	80# Cardstock C2S Gloss (Acid Free)
Signage	Foamcore
	Ultraboard
	Wood
	Polystyrene
	Aluminum
	Dibond
	PVC
	Coroplast
	Acrylic

FSC
www.fsc.org
MIX
From responsible sources
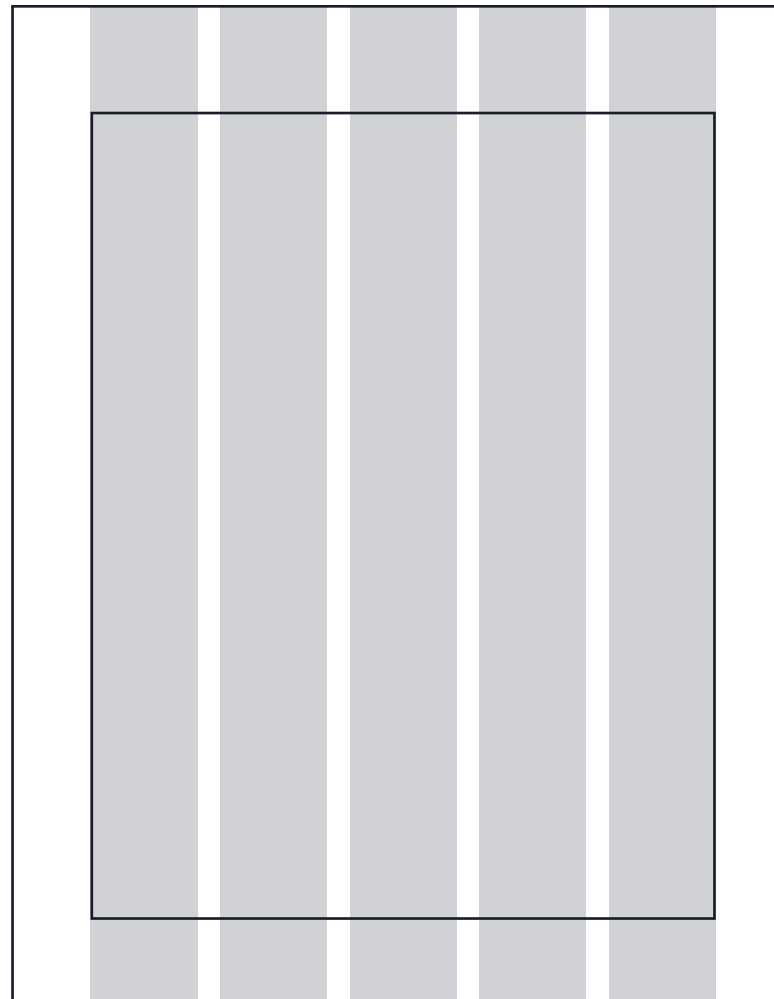FSC® C000000

Image Credit
https://fsc.org/en/fsc-labels

J: Grid Systems

A.1
5 Column

6 Column

This grid is used for asymmetrical layouts. Usually elements will be arranged in 3 and 2 columns or they can be 2 and 2 with one column open on the left or right side.

This grid is used for symmetrical layouts. It can accommodate two columns of 3 or three columns of 2. While a layout with open columns can be made, the 5 Column grid should be used instead.

Grid Specifications
Outside Margin: 0.875"
Inside Margin: 0.75"
Column Width: 1.1781"
Alley Width: 0.25"

Grid Specifications
Outside Margin: 0.875"
Inside Margin: 0.75"
Column Width: 0.9406"
Alley Width: 0.25"
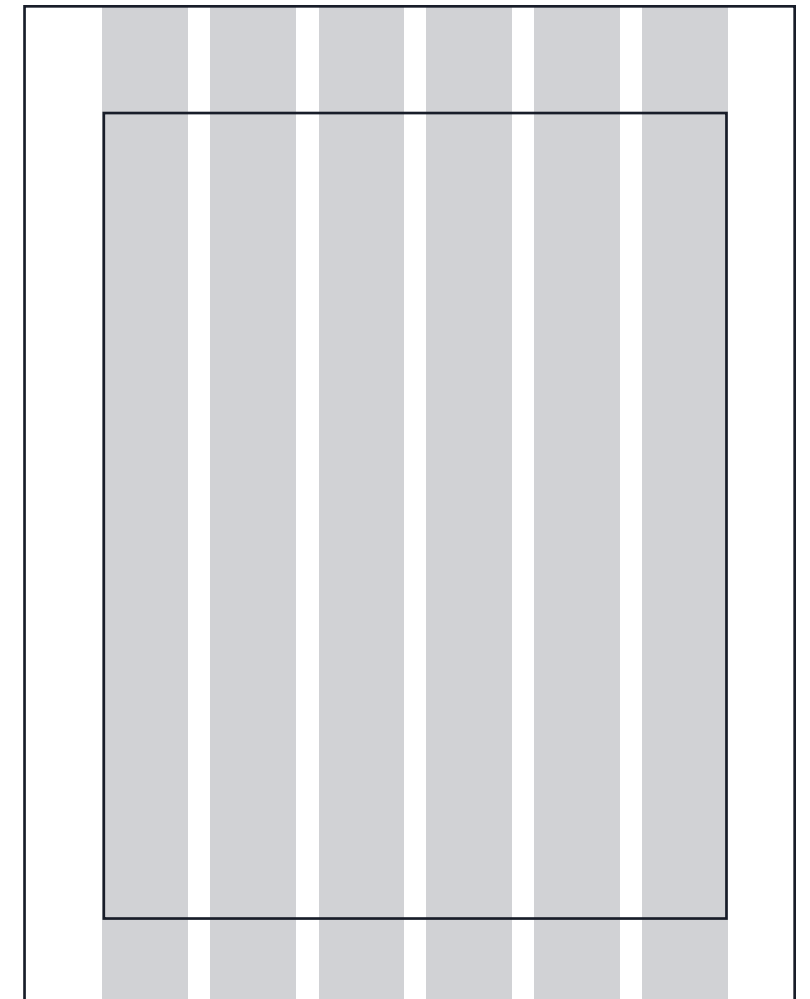
J.2
Single Column

With only a single column, this is used for single text heavy documents such as the letterhead and fax forms.

Grid Specifications
Outside Margin: 1.5"
Inside Margin: 1.375"
Column Width: 5.625"
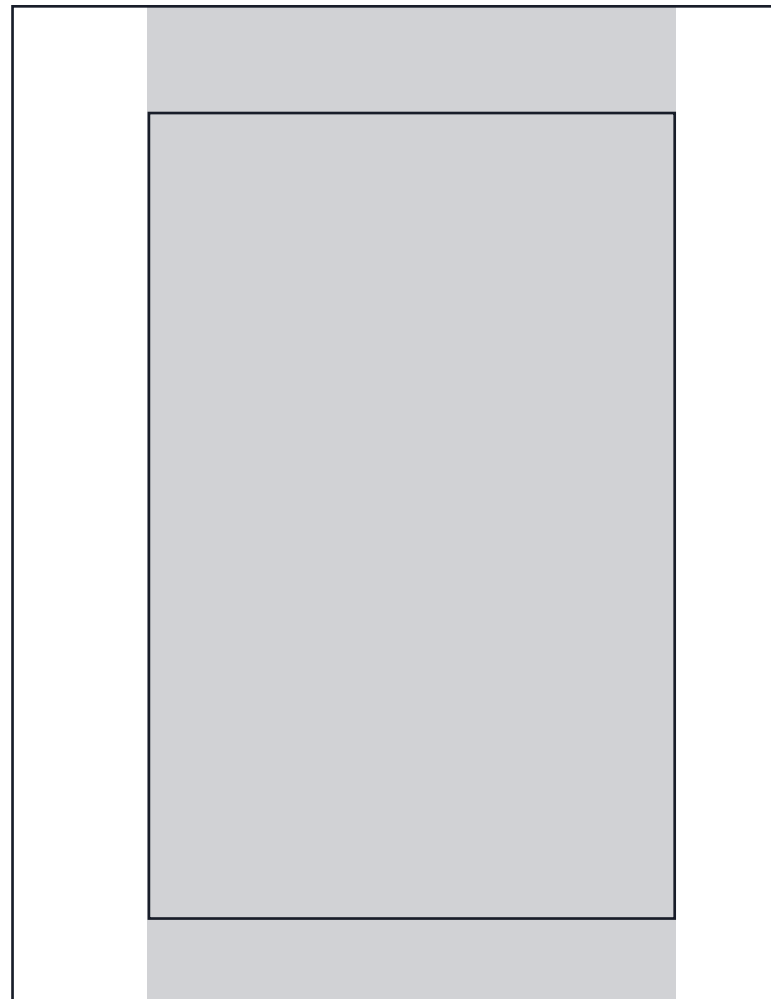
For further information please contact

thetadsn846@gmail.com
https://sabadot.github.io

This version of the brand guidelines supercedes any previous versions, which should be discarded.

Please ensure all use of the Scarborough Health Network brand complies with any applicable regulations and has been approved by a SHN representative.