



# University Health Network

## Our Visual Identity

University Health Network (UHN) represents the coming together of shared values and diverse expertise in patient care, research and teaching. Each of our facilities makes a unique contribution to the whole. Together, we create something far greater than the sum of our parts.

This visual identity program works the same way. Each graphic element that goes into defining our identity plays an important role in the program. When these elements work well together, they create an asset of far greater value.

Because it's a representation of who we are, our identity must be implemented with the same standards of excellence as our work. It requires the same level of attention and commitment that we bring to patient care, research and teaching.

*These guidelines give us the basic tools we'll need.*

## The Basic Rules

### Minimum Size

Minimum size restrictions ensure that our signatures are always clearly legible. Because the signatures vary slightly in length, the leaf symbol provides the common element by which signature size is determined.

Minimum size for the UHN signature is a symbol of 1.4 cm. Minimum size for the facility signatures is a symbol of 1 cm.

— 1.4 cm —



University Health Network

Toronto General Hospital Toronto Western Hospital Princess Margaret Hospital

— 1 cm —



Toronto General Hospital

University Health Network

— 1 cm —



Toronto Western Hospital

University Health Network

— 1 cm —



Princess Margaret Hospital

University Health Network

### Clear Zone

To make sure that our signatures stand out clearly, they are always framed with an area of unobstructed space. This space must be at least double the height of the name in the signature, shown in the diagram as X.



### Leaf Symbol

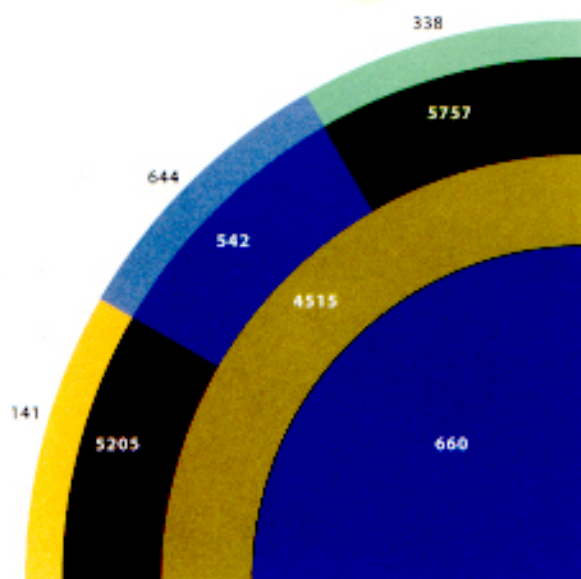
The leaf symbol can be used on its own as a graphic device. It can be used as a watermark, as seen here, where it appears slightly darker than the paper it's printed on, or as a tone-on-tone effect as we've done on the cover of this brochure. The symbol should be light enough that it won't interfere with text running on top of it. The signature itself should never appear over the image.

### Core and Secondary Colours

Our visual identity includes a palette of secondary colours that complement the UHN core colours, Blue and Gold, and allow for greater variety in our publications and promotional items.

Pantone 660	UHN Blue	CORE
Pantone 4515	UHN Gold	
Pantone 5757	Green	SECONDARY
Pantone 542	Steel Blue	
Pantone 5205	Purple	
Pantone 141	Lt. Orange	
Pantone 338	Lt. Green	
Pantone 644	Lt. Blue	

**Note:** The colours shown have not been evaluated by PANTONE for accuracy and may not match the PANTONE colour standards. Further, because of the reproduction methodology, the colours as actually shown in this document are only general approximations of the actual PANTONE colours. For an accurate indication of the specified colours, please refer to the PANTONE MATCHING SYSTEM and the appropriate colour chip. PANTONE is a registered trademark of Pantone Inc.



## Our Signature

The symbol in our graphic signature is composed of three leaves, which represent our three hospitals and our three primary commitments: patient care, research and teaching. They are linked to form a circle of continuity, cooperation and completion. Within the leaves you can see the human face of health science. The signature should always be reproduced from electronic artwork and the relationship of its components should never be altered.



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The University Health Network signature is used on communications by the corporate and administrative group, which operates system-wide (Senior Management, Finance, Human Resources, Public Affairs, SIMS, Research, etc.). The University Health Network signature always appears with the names of the three hospitals in the Network.

Each UHN facility uses the same UHN symbol, but with its own name as the primary brand, and the University Health Network as a secondary brand. Any communications coming directly from one of our hospitals should bear the graphic signature of that hospital.

## Colour

Whenever possible (budgets permitting), the signatures should be reproduced in both official colours: UHN Blue (Pantone 660) and UHN Gold (Pantone 4515).

When only one colour is possible, reproduce the signatures in either UHN Blue or black.

You can also reverse the signatures from a solid background colour (preferably UHN Blue). In a two-colour reverse, the symbol appears in UHN Gold and the name appears in white. In a one-colour reverse, the signatures should always appear in white.



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