



BRAND
GUIDELINES



HÔTEL-DIEU GRACE HEALTHCARE

*A great brand is a story
that is never completely told*



HERITAGE

Dear Colleagues, Partners and Friends of Hôtel-Dieu Grace Healthcare,

Over the past year, we have undertaken a careful and deliberate process to evaluate our entire Hôtel-Dieu Grace Healthcare (HDGH) branding program and approach. With this, our hospital name, programs and services, and slogan did not change. However, looking at HDGH and how it has come to be represented, we realized that our almost 130 year history of healthcare service delivery in Windsor-Essex was a story that needed to be told; and told proudly.

Physically, our location has changed but our unwavering commitment to the values and mission established so many years ago through the visionary and committed work of our founding bodies, The Religious Hospitallers of St. Joseph and the Salvation Army, remain a steady constant for all of us here at HDGH.

Our brand story is more than our logo or name. It is the coming together of our history and our mission. It stands for the trust we earn with our patients, staff, physicians, partners, and community. It guides our direction, motivates our employees and strives to fulfill our vision of cultivating a healthier community. It is our legacy and our future and as such it is an asset of great value and managing it well is a sound and necessary commitment.

We are pleased to bring a new focus and energy to telling our story of a one-of-a-kind community-based hospital. A hospital that remains dedicated to providing safe and high quality holistic care for all patients. One that is forging a purposeful path forward so we can continue to provide for the healthcare needs of the most at-risk, vulnerable and marginalized; the roots upon which we have grown and flourished.

I look forward to working together to build consistency, recognition and trust. Most of all, I look forward to continuing our steady path of changing (and saving) lives together.

Jan Kaffer

Janice Kaffer
President and CEO





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OVERVIEW

THE HDGH BRAND AUTHORITY

For over 100 years, Hôtel-Dieu Grace Healthcare (HDGH) has been a symbol for health, wellness, grace, hope, faith and love. We have been changing lives in our community since 1888, and our commitments to compassion, trust, respect and social responsibility have never wavered and never will.

Our hospital's vision is to transform healthcare and cultivate a healthier community. We aim to be a leader in creating a high-functioning integrated healthcare system where our patients, families, staff, community partners and stakeholders all look to the future of healthcare in unison.

Simply put, this document exists to provide, clear, reliable and enduring guidance on how to use the HDGH brand elements and how to design for our Brand Identity in Windsor-Essex and beyond. Our HDGH Brand Identity is the totality of all touch points (media, platforms, channels). Our brand identity should be experienced and felt, not just seen by all who come into contact with our brand. It also will influence opinions about our organization. For these reasons, we all need to communicate in a way that provokes excitement, confidence, and a desire to participate in our mission.

*Design is
the silent
Ambassador
for your
Brand.*

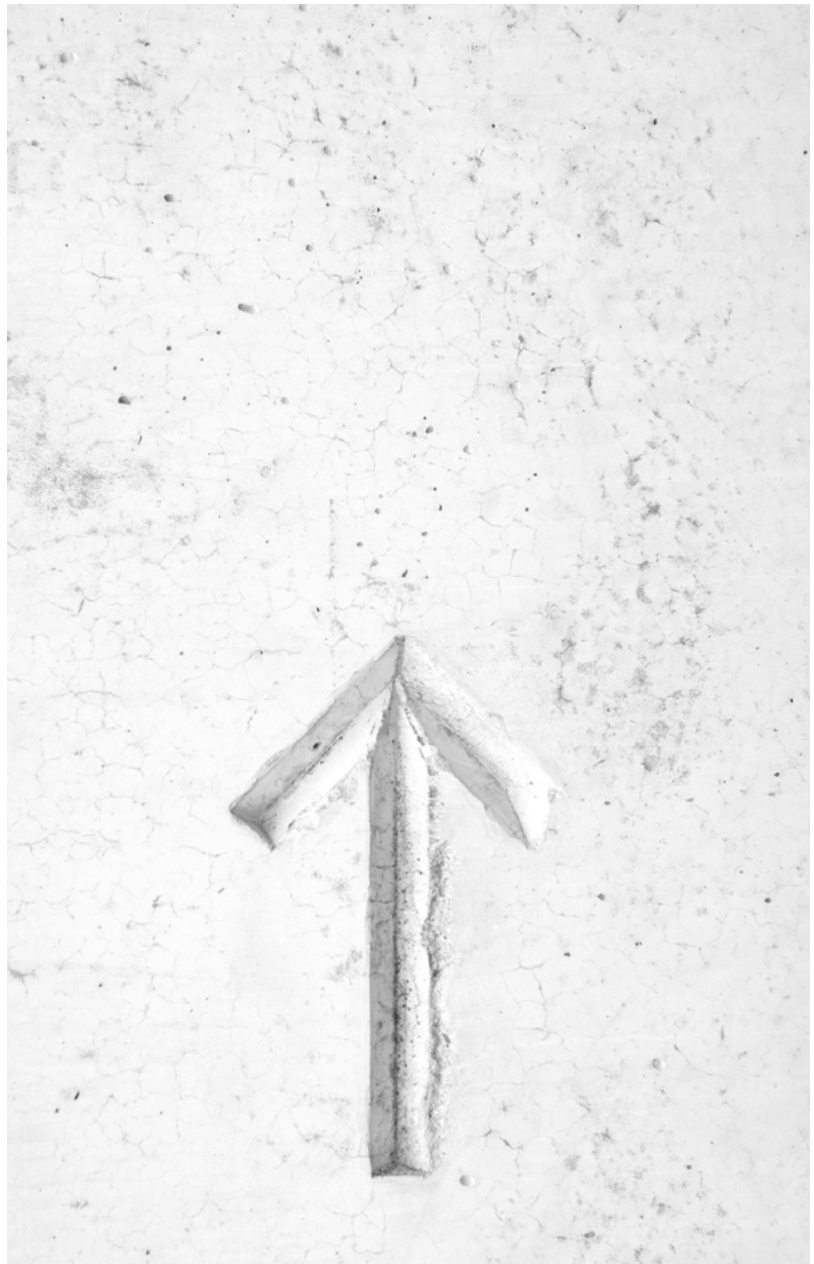
-Paul Rand

WHAT WILL THESE GUIDELINES HELP US DO

These guidelines will help us tell an important story; one of the strong foundation upon which HDGH was established, one that is forward-thinking and about the entire HDGH experience.

They are for anyone who communicates on HDGH's behalf and will allow us to maintain authenticity, consistency and protect our brand from dilution and confusion. System-wide identity and design standards are an integral part of the work gone into the 2018 brand refresh and essential to building a strong brand and place in our local and provincial healthcare system.

The tools of these guidelines should inspire each of us to take part in the HDGH story while collectively and individually benefitting from being a strong part of it.





HÔTEL-DIEU GRACE HEALTHCARE

HDGH

THE ICON
LOGOTYPE &
TYPOGRAPHY

The **Hôtel-Dieu Grace Healthcare** Logo is the primary asset for our brand and is the preferred logo to represent the brand. The **HDGH** Logo represents our organization at the very highest level and in itself tells our story. It should **ALWAYS** be the most consistent portion of our communications.



LOGO | PRIMARY LOGOS & USAGE

The HDGH Logo should never be recreated. Only approved files should be used in communications. The primary colour option for our logo is PANTONE 525 (purple) and a gradient rose gold swatch. It should be used on lighter backgrounds and images to maintain legibility. The icon should always sit above the type.



HÔTEL-DIEU GRACE
ESTD HEALTHCARE 1888

Primary logo



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE

Primary logo stacked

HDGH DARK PURPLE | PANTONE 525



ROSE GOLD | GRADIENT SWATCH

04



LOGO | DARKER BACKGROUNDS

Another acceptable colour option is the white type version; suitable for a darker background or image. Whether to use the primary or primary stacked logo will be at the discretion of the HDGH Communications Department, however both are acceptable and can be used interchangeably.



HÔTEL-DIEU GRACE
ESTD HEALTHCARE 1888

Primary logo



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE

Primary logo stacked



SECONDARY

LOGOS & LOGOTYPES

The secondary logo options will be used on a case by case basis. These versions of the HDGH Logo should be used for letterhead or where space is limited or predetermined by a vendor and maximum impact is required.



HÔTEL-DIEU GRACE HEALTHCARE
ESTD 1888



HÔTEL-DIEU GRACE
ESTD HEALTHCARE 1888



HDGH
ESTD 1888

ESTD HÔTEL-DIEU GRACE HEALTHCARE 1888



LTD. USE

CLINICAL FORMS & POLICIES

The primary usage option is always preferred but for casual use, such as forms, polices, some swag and merchandise, the logo may appear in all black or all white. These should be used only for black-and-white and grayscale scenarios. Variations of this logo will also be used only for clinical form purposes and when needed by our print vendor. It is designed to maintain consistency with current space limitations on clinical and medical forms.



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE

ICON

—

& USAGE

The HDGH Icon is an important part of our heritage. It is our intent that the icon will eventually be seen and represent HDGH without inclusion of the type.

****NOTE**** The Rose Gold swatch should only ever appear in the HDGH Logo or at the discretion of the HDGH Communications Department. It should not be used on its own or as a text colour.



ICON + ABBR

—

ABBREVIATION

The abbreviated logo should be used when space is particularly limited. The intended use for this logo version will be mostly used for swag and apparel.



HDGH

ESTD 1888



NO NO'S &

ALTERING THE BRAND

Here are a few examples of practice to avoid.



*Stretching, condensing
or changing dimension.*



*Using it on unapproved
backgrounds that make
it difficult to read.*



*Altering the place of
the type or scaling
elements of the logo.*



Rotating the logo.



*Cropping or covering
any part of the logo.*



*Moving the icon
or rearranging
placement.*

U H O H ' S



*Changing fonts
or converting to
lowercase.*



*Adding drop shadow
or other effects.*



*Faded or as a
watermark on a
background*



*Adding a border or
frame around brand*



*Changing or adding
colours to individual
elements.*

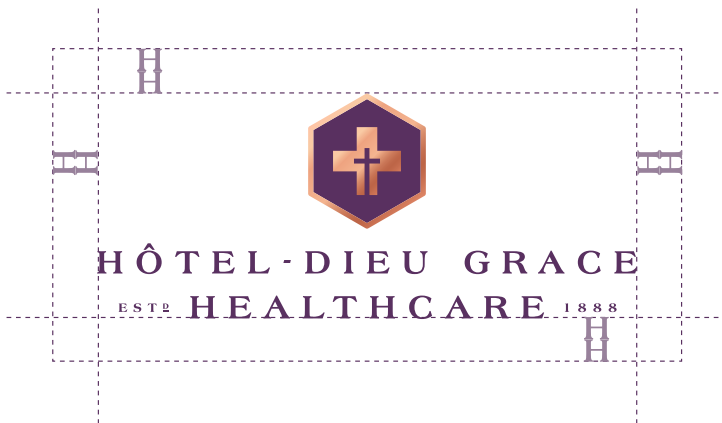


Adding visual effects.

SIZE &

CLEAR SPACING

Regardless of logo size, a clear spacing of two Hs must be adhered to around the logo. This spacing will maintain the visual clarity of the logo. To maintain full visibility and legibility, never reproduce the logo at widths smaller than listed below. To protect the integrity of the logo, you must not scale below the minimum size as listed below. There is no maximum size limit for logo use but please use discretion.



LTD. USE

PARTNERSHIP LOGO | PART 02

On materials where the HDGH logo will be placed alongside the Changing Lives Together Foundation and/or that of community partners the following combination should be used.



HÔTEL-DIEU GRACE
ESTD HEALTHCARE 1888

CHANGING LIVES
TOGETHER
foundation



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE

CHANGING LIVES
TOGETHER
foundation



HÔTEL-DIEU
ESTD GRACE 1888
HEALTHCARE



University
of Windsor



ST. CLAIR
COLLEGE



CHANGING LIVES
TOGETHER
foundation

COLOUR

PANTONE, CMYK, RGB & HEX

Beyond our logo, colour is the most recognizable aspect of our brand identity. Using colour appropriately is one of the easiest ways to make sure our materials reflect a cohesive HDGH image or visual story. The HDGH Colour Palette has two layers: primary and secondary palettes. Please note: Print vendors should connect with HDGH communications department to ensure the consistency of HDGH Purple.

The primary palette is the two colours represented in our logo. Our primary colours, purple and rose gold, were chosen purposely and both have rich meaning. Purple combines the calm stability of blue and the energy of red. Rose gold is a symbol of love and is the mixture of two of our former colours (gold and maroon). It is pleasing against many skin tones. These will remain our colours in corporate marketing and promotional materials. The black and dark grey should be used to add emphasis within the graphic language of the design and also for occasional headlines and call out text but not considered primary colours.

HDGH PURPLE

PANTONE
525

C - 71
M - 91
Y - 33
K - 23

R - 89
G - 48
B - 96

HEX
593060

ROSE GOLD

CUSTOM
SWATCH

C - /
M - /
Y - /
K - /

R - /
G - /
B - /

HEX
/

BLACK

PANTONE
BLACK

C - 0
M - 0
Y - 0
K - 100

R - 30
G - 30
B - 30

HEX
1E1E1E

DARK GRAY

PANTONE
BLACK - 80% TINT

C - 0
M - 0
Y - 0
K - 80

R - 88
G - 89
B - 91

HEX
58585b

SECONDARY

SUPPORTING COLOURS

Using colour to the correct proportions is an important part of our visual identity. HDGH Purple is our lead colour and as such should appear in all communications.

Across the HDGH Brand, the use of any colour from the secondary palette should never overwhelm or dominate the use of the primary palette. The secondary colour palette should be used only when designing for that particular stream of service. Colours were given to each stream and were given names that reflect their inspiration.

Colours can speak louder than words



GREENERGY

Pantone - 368

C - 47
M - 0
Y - 100
K - 9

R - 136
G - 185
B - 56

HEX
87b837



ROCK

Pantone - CG9

C - 56
M - 48
Y - 47
K - 14

R - 113
G - 113
B - 113

HEX
717171



TAXI

Pantone - 130

C - 5
M - 41
Y - 93
K - 0

R - 238
G - 161
B - 48

HEX
eda12f



BUBBLEGUM

Pantone - 240

C - 20
M - 92
Y - 0
K - 0

R - 198
G - 55
B - 148

HEX
c63794



CORAL

Pantone - 710

C - 0
M - 85
Y - 60
K - 100

R - 240
G - 78
B - 88

HEX
ef4e58



RIVER

Pantone - 563

C - 51
M - 0
Y - 25
K - 25

R - 94
G - 162
B - 160

HEX
5da2a0

SECONDARY

A COLOUR FOR ALL STREAMS

These colours will be most commonly used in brochure or patient communication material for programs and departments within each stream.



TERTIARY

DEPARTMENT DESIGNATIONS

Department designation within each service line will reflect each corresponding colour. For example, when showing all programs and services within Corporate Services, Rose Gold or HDGH Purple will be used. Each department or program will build into the hexagon structure and carry their own icon representation.



OUR NAME

HOW IT'S WRITTEN

Because of our rich heritage in Windsor-Essex as well as diverse journey to our Prince Road campus, several names are commonly used to represent our hospital. This section's objective is to clarify the proper use of the Hôtel-Dieu Grace Healthcare name. In first reference within the same publication, use:

Hôtel-Dieu Grace Healthcare (HDGH)

HÔTEL-DIEU GRACE HEALTHCARE (HDGH)

In subsequent references within the same publication, use: HDGH

Note When referring to the Regional Children's Centre, it should always first appear as Hôtel-Dieu Grace Healthcare's (HDGH) Regional Children's Centre (RCC). In subsequent references within the same publication, please refer to this service as HDGH's RCC.

The accent must
ALWAYS be
on the ô Ô

ALT

147

0244

0212

— Lowercase ô

— Lowercase ô

— UPPERCASE Ô



DO NOT USE:

Hôtel-Dieu Grace Hospital

Hôtel-Dieu

Grace Hospital

Hotel-Dieu Grace Healthcare (no accent on the ô)

The Dieu

H.D.G.H.



TYPEFACES

FONT SELECTION & PAIRING

When fonts/typography are used consistently, they have the ability to unify messages, command attention, elicit emotions and create a powerful voice of our HDGH Brand. The guidelines for typography are intended for marketing communications, such as advertising, brochures, magazines and websites. Routine business communications need not adhere to font guidelines. Examples of such documents include grant applications, internal reports, and memos.

Primary Typeface:

AMERICANA is our primary typeface chosen to reflect the impact and character of HDGH in the logo and headlines.

Custom Typeface: Specialty Font

CORNERSTONE

The Cornerstone Typeface was designed with the intention to recreate the founding etched building cornerstone depicted the year the original Hôtel-Dieu of St. Joseph's was erected. The typeface is meant to represent preservation, history and an ever-lasting sentiment. It has been created with weight to anchor the logo and headline text where applicable.

C O R N E R S T O N E

TYPEFACES

FONT COLOURS

Font Colours:

Our primary font colour across titles and body text is 80% Black. This should be used against white and grey backgrounds. Anytime HDGH is written, it appears in 100% Black.

Our secondary font colour is dark grey. This should be used less frequently and should only be used for subtext or text that sits close to headings. Our tertiary font colour is White and should only be used when placing text on dark backgrounds.



Details make the Difference

EB GARAMOND:

Our primary typeface for paragraph and body copy. Quotes & phrases will use the Medium Italic version of this font and ligatures used to give a feeling of a historic type quality. Regular, Medium Italic and Bold are primary weights used within this font family. Use **GARAMOND** if you do not have this font.

MONTSERRAT:

Used for headings, not titles. Bold and Light are the primary weights used within this font family. Use **ARIAL** if you do not have this font.

TYPEFACES

PARAGRAPH FONT

EB GARAMOND FAMILY

Aa

EB Garamond - Regular

EB Garamond - Italic

EB Garamond - Medium

EB Garamond - Medium Italic

Aa

EB Garamond - SemiBold

EB Garamond - SemiBold Italic

Aa

EB Garamond - Bold

EB Garamond - Bold Italic

EB Garamond - Extra Bold

EB Garamond - Extra Bold Italic

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890-=!@#\$%^&*()_+

~`. / ; ' [] \ < > ? : " } |

*Ligatures are to be used for
Quotes & phrases*

TYPEFACES

HEADING FONT

MONTSEERRAT FAMILY

Aa
Aa

MONTSEERRAT - Thin
MONTSEERRAT - Thin Italic
MONTSEERRAT - Extra Light
MONTSEERRAT - Extra Light Italic
MONTSEERRAT - Light
MONTSEERRAT - Light Italic
MONTSEERRAT - Regular
MONTSEERRAT - Italic
MONTSEERRAT - Medium
MONTSEERRAT - Medium Italic
MONTSEERRAT - Semibold
MONTSEERRAT - Semibold Italic
MONTSEERRAT - Bold
MONTSEERRAT - Bold Italic
MONTSEERRAT - Extra Bold
MONTSEERRAT - Extra Bold Italic
MONTSEERRAT - Black
MONTSEERRAT - Black Italic

ABCDEFGHI
JKLMNOPQR
STUVWXYZ
abcdefghijkl
lmnopqrstu
vwxyz
1234567890
-=!@#\$%^&*()
_+~`.,/;'
[]\<>?:"{}|

FORTUNE FAVOURS THE BOLD

1453 PRINCE ROAD

WINDSOR, ONTARIO | 519.257.5111

WWW.HDGH.ORG



CHANGING LIVES TOGETHER



QUESTIONS?

Please contact our Communications Department at 519.257.5234

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