

IWK Health

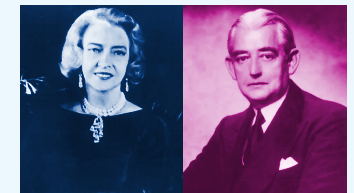
Brand Identity Guide

UPDATED JULY 21, 2020



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In 1967 Mrs. Dorothy J. Killam donated \$8 million toward a new pediatric hospital in the memory of her late husband Izaak Walton Killam. This replaced the *Halifax Children's Hospital* (1907). The *Izaak Walton Killam Hospital for Children* (1970) and *Grace Maternity Hospital* (1922 with beginnings as *Harrow House*, 1906) merged in 1996 to become the *IWK Grace Hospital for Women, Children and Families*. The name was simplified to *IWK Health Centre* in 2001.

IWK HEALTH
MISSION & VALUES



MISSION

*To passionately pursue a healthy future
for women, children, youth and families.*

VALUES

*Safe, compassionate care through leadership,
innovation, integrity, and partnerships.*



DIRECTION
REFRESH RATIONALE



Enduring nearly 20 years, the familiar blue and pink logo has built considerable brand equity as a stalwart of compassionate health care in Atlantic Canada. The logo refresh aims to preserve those professional and emotional ties while incorporating some modern refinements.

Guided by research, the word *Centre* has been dropped to better encompass the wider reach of the organization — beyond a single building.

The three panels are now one cohesive shape with the roughened edges traded for a malleable contour to flow with the dynamic figures. This active shape is a nod to adaptation and progression.

Other modifications include the softer yet heavier typeface and vibrant colour palette.

LOGO STRUCTURE



Structure & terminology

Journeys in health care are welcomed by the fortunes of serendipity and discovery. This undefined shape looks to capture that natural optimism.

While perhaps appearing naive or whimsical upon first look, the underlying structure of the logomark is thoughtfully composed for an unspoken balance and flow.

The wordmark hints at the curves and friendliness of the logomark but maintains a sturdy professionalism to ground the logo.

LOGO SPACE & SIZE



Pro tip: the logo should not fill the majority of a PowerPoint slide.

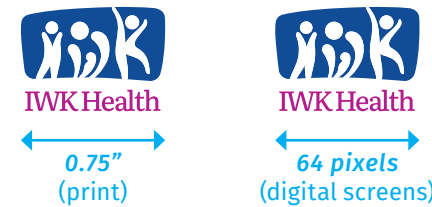
MINIMUM CLEAR SPACE

Ample clear space around the logo is necessary to maintain clarity and ease of recognition. This space also buffers visual tension and unintended associations with any surrounding design elements.

Use the **H** character as a handy visual gauge to maintain this space when using the logo. This space is the minimum. Being generous with space greatly improves control of emphasis, association, and aesthetic.

MINIMUM SIZE

For the purpose of legibility and recognition, these sizes are the minimum acceptable.



LOGO
CORRECT USE



While the official full colour logo is the preferred go-to style, for flexibility these variations are also acceptable.

Usage of the variations should be determined based on context, aesthetic quality and/or reproduction limitations.



Official, full colour



Black, single colour



Black, single colour



White, single colour

Note that the figures are not transparent in the official full colour logo while those in the single colour variations are transparent.

LOGO
INCORRECT USE



Whoa...

Extra care should be taken to avoid any of these treatments.

Straying from the standard consistency risks legibility and professionalism. It can also distract from the core messaging.

 IWK Health	 IWK Health	 IWK Health
 Stretch or squish	 Tilt or skew	 Drop shadow
 IWK Health	 IWK Health	 IWK Health
 Transparent family	 Alter colours	 Tight spaces & boxes
	 IWK Health	
 Remove logo type	 Poor contrast, busy background	 Abandon family

LOGO

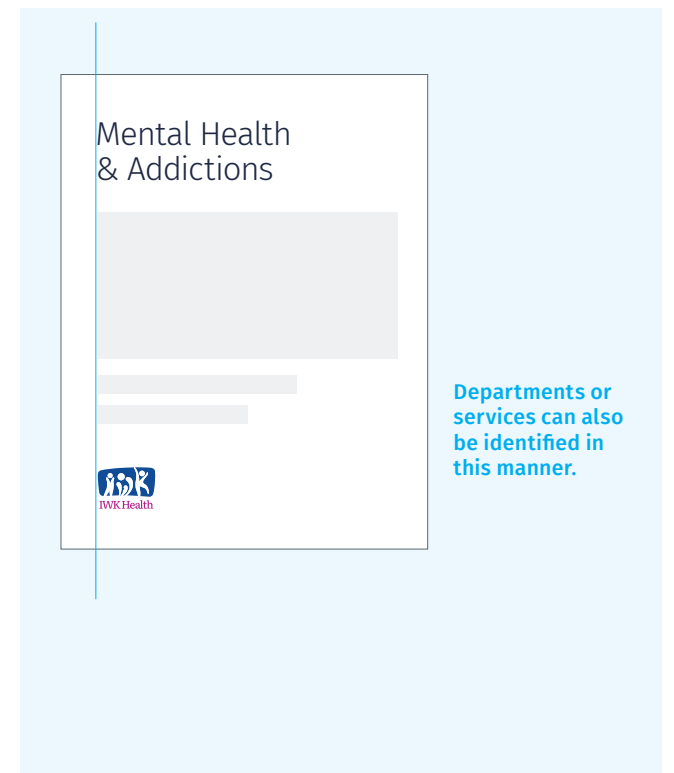
DEPARTMENT/SERVICE LOCKUP



These are examples only.

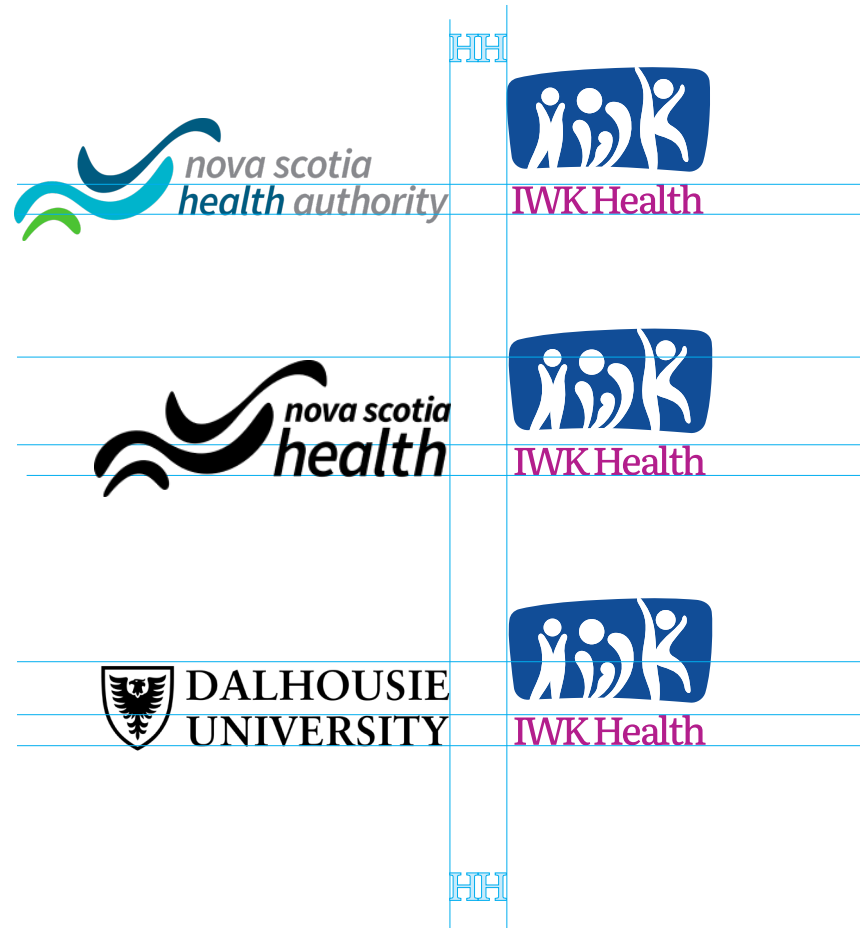
DEPARTMENTS & SERVICES

The department/service logo lockup can accommodate any length of titling. Contact *Communications & Public Affairs* if you require a logo combination for your area.



LOGO

PARTNERSHIP LOCKUP



BALANCE IS KEY

The square area of each logo should feel optically balanced. Keep an eye on spacing. Logos should be close enough to indicate an association but not so close it's uncomfortable or confusing.

Using the baseline of any lettering or weighted graphic elements is helpful to establish an anchor axis, especially for non-uniform shapes.

Using a fixed height or width for both/all logos may create an unbalanced composition and hierarchy.

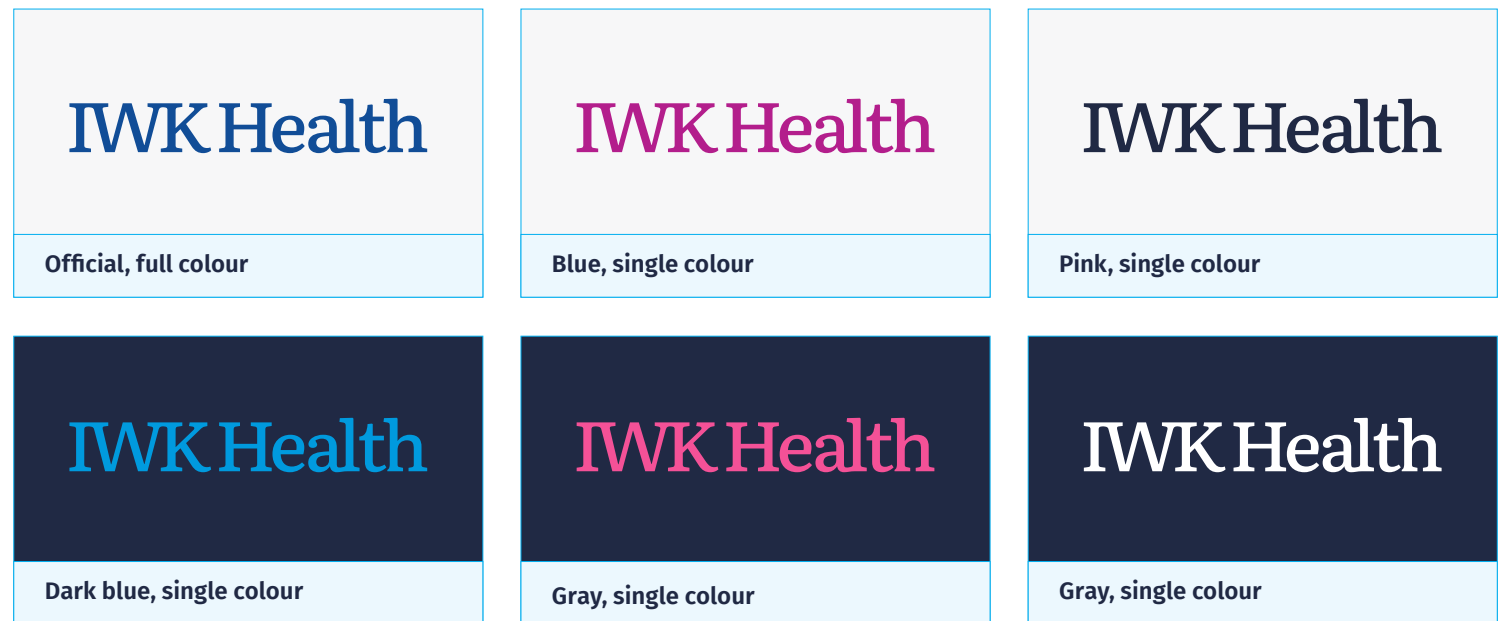


Layout example.

LOGO
WORDMARK

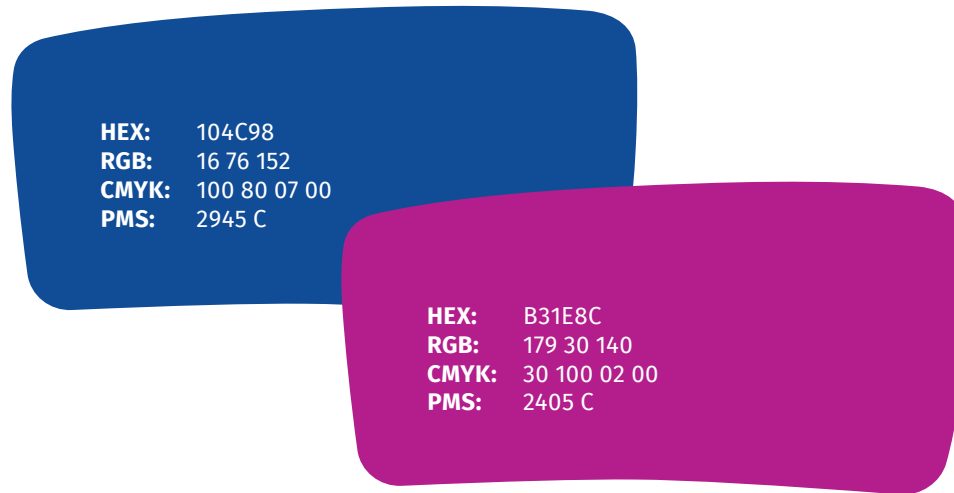
IWK Health

The wordmark can be used in special circumstances where context, layout or reproduction requirements deem it beneficial. The full logo should be considered first.



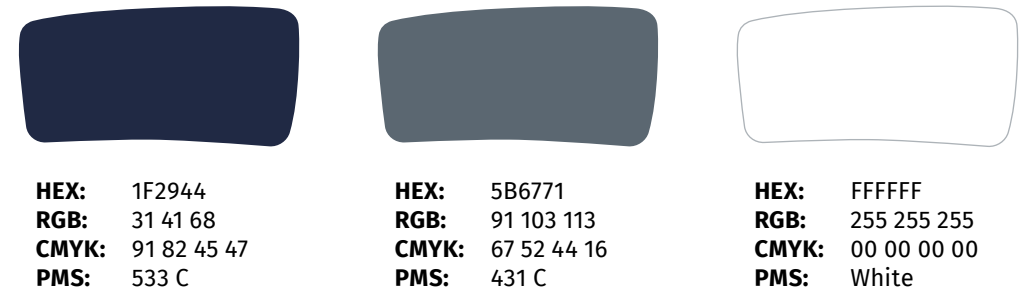
COLOUR

PRIMARY PALETTE



PRIMARY

The IWK's long-standing blue and pink have each been updated to bolster a richer tone for a more lively and dynamic vibe — especially in digital media. This vibrancy encapsulates the healthy energy and ever-active atmosphere of the IWK.



SUPPORTING

These three supporting colours, including white, introduce a grounding sophistication and professionalism to balance the vibrant energy of the primary colours.

COLOUR

EXTENDED PALETTE



HEX: 3AAE2A
RGB: 58 174 42
CMYK: 76 04 100 00
PMS: 361 C



HEX: 6A1F74
RGB: 106 31 116
CMYK: 70 100 20 07
PMS: 2613 C



HEX: CF152D
RGB: 207 21 45
CMYK: 12 100 92 03
PMS: 186 C



HEX: AD441D
RGB: 173 68 29
CMYK: 23 84 100 14
PMS: 1675 C



HEX: 0082CB
RGB: 00 130 203
CMYK: 82 41 00 00
PMS: Process Blue C



HEX: FCB600
RGB: 252 182 000
CMYK: 01 31 100 00
PMS: 7549 C



HEX: 94D600
RGB: 148 214 64
CMYK: 47 00 100 00
PMS: 375 C



HEX: 9163CC
RGB: 145 99 204
CMYK: 54 69 00 00
PMS: 265 C



HEX: F05097
RGB: 240 80 151
CMYK: 00 84 04 00
PMS: 212 C



HEX: FE6B00
RGB: 254 107 000
CMYK: 00 72 100 00
PMS: 1505 C



HEX: 00ADBA
RGB: 000 173 186
CMYK: 76 09 27 00
PMS: 7466 C



HEX: F8CB8A
RGB: 248 203 138
CMYK: 02 21 51 00
PMS: 148 C

This palette is intended for accents or highlights for the purpose of differentiation and emphasis within information design.
These colours should not replace the primary logo colours.

COLOUR

GRAY PALETTE



HEX: 1F2944
RGB: 31 41 68
CMYK: 91 82 45 47
PMS: 533 C
ALT: 100% K/Black



HEX: 5B6771
RGB: 91 103 113
CMYK: 67 52 44 16
PMS: 431 C
ALT: 80% Black



HEX: 747C85
RGB: 116 124 133
CMYK: 58 45 38 07
PMS: 80% 431 C
ALT: 60% Black



HEX: 90959C
RGB: 144 149 156
CMYK: 47 36 32 01
PMS: 60% 431 C
ALT: 50% Black



HEX: A0A2A9
RGB: 160 162 169
CMYK: 40 32 27 01
PMS: 50% 431 C
ALT: 40% Black



HEX: B1B3B8
RGB: 177 179 184
CMYK: 31 24 22 00
PMS: 40% 431 C
ALT: 35% Black



HEX: CACBCF
RGB: 202 203 207
CMYK: 20 16 13 00
PMS: 25% 431 C
ALT: 25% Black



HEX: E9E9EB
RGB: 233 233 235
CMYK: 07 05 04 00
PMS: 10% 431 C
ALT: 10% Black



HEX: F3F4F5
RGB: 243 244 245
CMYK: 03 02 02 00
PMS: 5% 431 C
ALT: 5% Black



HEX: FFF FFF
RGB: 255 255 255
CMYK: 00 00 00 00
PMS: White

TYPOGRAPHY

PRIMARY FONT

Fira Sans is the official font for use in most communication applications as available. It is selected for its humanist structural qualities and functional versatility in print, digital and environmental applications. Bold and italic should be used constructively for emphasis and contrast.

DOWNLOAD:

<https://fonts.google.com/specimen/Fira+Sans>



DEFAULT ALTERNATIVES

1. Corbel, Arial (templates, Microsoft Office)
2. Open Sans, Arial (web)
2. Arial (email)

For use when the primary font is unavailable.



Fira Sans

Aa Aa Aa

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Extra-Bold

Extra-Bold Italic

Black

Black Italic

TYPOGRAPHY

ACCENT FONT

Literata Book is primarily intended for the logo type. It's modern yet classic design lends itself well to the direction of the logo refresh. It can also be used in strict moderation as an accent feature such as pull quotes or titling.

DOWNLOAD:

<https://fonts.google.com/specimen/Literata>



DEFAULT ALTERNATIVES

1. Georgia (templates, Microsoft Office, web)
2. Georgia, Times New Roman (email)

For use when the primary font is unavailable.



Literata Book

IWK

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

Regular

Regular Italic

Medium

Medium Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

PHOTOGRAPHY STYLE DIRECTION

For both authentic and stock photography, the composition and posing should feel natural. Compositions should be active and not overly posed or rigid. Portraiture is an exception.

Consider interesting cropping and ensure selected photography supports the core messaging.

Stock photography should feel like it's the IWK. That is, it shouldn't include obvious elements or locations that might indicate otherwise.



ILLUSTRATION SAMPLER

Supporting illustrations should be friendly, accessible and contemporary in design. Simplicity is recommended for easy comprehension. Avoid stereotypes and be mindful of your target audience.

Consider using or adjusting colours to the extended palette if possible.



ICONOGRAPHY



Icons should be simple and universally understood. Labels should accompany icons in most cases for optimal understanding.

An IWK icon library is being constructed and will be made available in the near future. Google's material icon library is a good starting place to borrow from or utilize as a reference.

Icons can be loose or may be bound by a square or circle container to assist in creating uniform associations and meanings.



IWK Health