

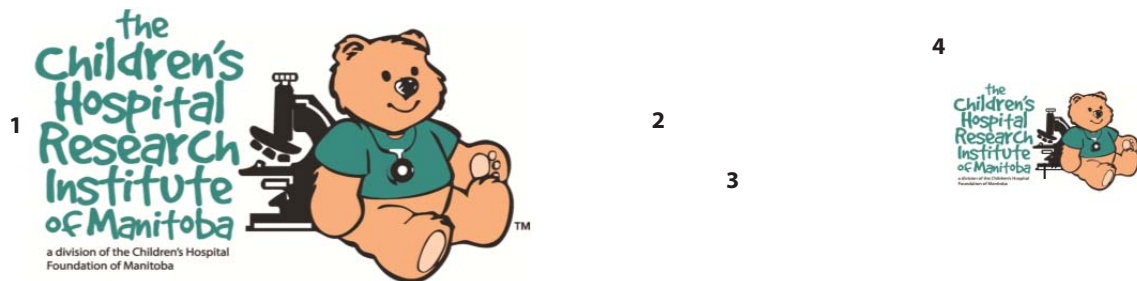


LOGO STANDARDS GUIDE

INTRODUCTION

This Graphic Standards Manual covers the basic guidelines for the Children’s Hospital Research Institute of Manitoba identity and how to maintain consistency of the established brand.

THE IDENTITY



- The primary elements of this logo are the word mark [1] and the graphic. [2] These components must always appear together and maintain the proper proportions as shown.
- The TM symbol [3] must always appear to the direct right of the bear’s foot (as indicated in the above logo representation).
- No segments may be removed from the logo (ie. name, microscope) and must exist as a whole.
- The font (used for the words Children’s Hospital Research Institute of Manitoba) constitutes an official part of the logo and cannot be altered or changed.
- No additions may be made to this logo (ie. alterations to Dr. Goodbear’s face or apparel).
- The minimum size to maintain legibility is 1 inch. [4]

NAME APPLICATIONS

OFFICIAL NAME: The Children’s Hospital Research Institute of Manitoba Inc.

OTHER APPROVED NAMES: The Children’s Hospital Research Institute of Manitoba

No other applications are acceptable without the written consent of the Children’s Hospital Research Institute of Manitoba.

APPROVED ABBREVIATIONS

CHRIM - The CHRIM acronym may be used on second reference in written communications as long as the first reference clearly states the full name followed by the acronym in parenthesis, ie. “The Children’s Hospital Research Institute of Manitoba (CHRIM) is the research division of the Children’s Hospital Foundation of Manitoba.”

The Institute - A shortened form of the full name may be used in written communications on second reference with the letter “I” being capitalized. The first reference must clearly state the full name followed by the shortened form in parenthesis, ie. “The Manitoba Institute of Child Health (the Institute) is a pediatric research facility located in Winnipeg, Manitoba.”

Neither the acronym “**CHRIM**” nor the shortened form “**the Institute**” can appear by themselves in written communications without first referencing the full name.

IMPORTANT TO NOTE: When using either abbreviation it is **not** acceptable to switch back and forth between abbreviations in any single reference, ie. “CHRIM is dedicated to excellence in pediatric research. At the Institute, more than 220 world-class pediatric medical researchers, technical staff, students and support staff are involved in over \$8 million of research and clinical trial activities each year.” Rewritten maintaining a single choice for abbreviation, the statement would read, “The Institute is dedicated to excellence in pediatric research. At the Institute, more than 220 world-class pediatric medical researchers...”

PRINT AND WEB APPLICATIONS

PRINT

The ideal format for printing is a vector image (Freehand EPS). Vector images are ideal as they can be scaled to any size and maintain their sharpness and integrity. They are also saved with a transparent background which allow for placement on coloured backgrounds with ease. If you cannot use a vector file, a TIFF or JPEG will suffice, but only if they are 300 DPI (dots per inch). NEVER enlarge a TIFF or JPEG beyond their given size as it will distort the quality. Scaling down however, does not affect the look of the logo. Also keep in mind these files will have a flattened, non-transparent background.

WEB

Anything used for a web application can be as small as 72 DPI. Please note that if you receive a logo that is 72 DPI, you cannot use it for print and should request a larger file.

COLOURS



The Children's Hospital Research Institute of Manitoba logo uses a very specific colour scheme. This colour scheme consists of two main colours plus black. The primary colour used is Pantone 327 and the secondary colour is Pantone 472. The full colour version [6] is meant for light coloured backgrounds and full colour documents; grayscale [8] and 100% black [9] versions are available for use as well. If it all possible, avoid placing the logo on a dark background.

6



7



8



The Pantone colours should be used only in situations where Pantone inks are being printed. For alternate colour breakdowns, please refer to the guide below.

9

	M	Y	K	G	B		HTML E39B6C
	0	44	53	1	227		
	M	Y	K	G	B		HTML 008770
	2	49	14	135	112		

It is acceptable to use tints or lighter versions of these colours for design purposes, but NEVER in the logo. In the case of a two colour job, always use PMS 327 and black.

TYPEFACES

The main typeface used for the Children's Hospital Research Institute of Manitoba logo is Good Dog [10] which only has one format. It is also used in other collateral material to maintain consistency. The main supporting typeface is Trade Gothic [11] and all its various styles including condensed and italic. Other acceptable supporting fonts are Myriad Pro [12] and Univers [13] and all their various styles. Altering the fonts in anyway will detract from the brand consistency.

10 Good Dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



11 Trade Gothic – MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Trade Gothic – BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

12 Myriad Pro – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

13 Univers – 55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

IMPROPER USES

The guidelines on Page 2 should be followed at all times with no variations. In any case you are unsure of the proper use of the logo, please contact Adrian Alleyne at aalleyne@chrom.ca



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