Brand Guidelines
Overview
1.2 The Signature

Our signature system is comprised of two elements; the MUHC wordmark in English and French, and the logo/shield. The relationship of elements and colours must not be altered in any way, as both English and French names must appear. Removal of one language is strictly forbidden. The signature must be inserted into documents from official artwork files only.

The full colour signature is preferred. However there are applications where a 1-colour version is required, such as in a newspaper ad or a fax template.

The 2-colour reverse signature should be used against a medium grey, photographic or blended background. This will ensure the wordmark remains legible. Colour reverse on red and Reverse require special version of the shield, available upon request.
1.3 Minimum Clear Space

The MUHC signature should be isolated from other graphic elements to preserve its integrity and clarity. A minimum clear space should surround the signature separating it from any imagery, text or outside edges of the document. The minimum protected space is one-quarter the height of the shield.

Minimum size signature print application
For print reproduction, the minimum size of the signature is defined by the height of the shield. The minimum size for print reproduction has been set at 1/4", as illustrated above.
1.4 Typography

The primary typeface is Whitman. This is a refined serif face with a unique character, which lends a stately and distinguished quality to the MUHC wordmark. Whitman is used in combination with a secondary sans serif typeface Din, which is primarily used for signage. Din is a serious, neutral typeface and is technical in nature. The two typefaces complement each other creating a complete system of typefaces.

When using these typefaces, do not distort or alter them in any way, such as stretching or compressing.

These are the typefaces to be used for all official stationery. It is important to maintain consistency in our materials to differentiate ourselves and to create a professional and respected brand.
1.5 Colour Palette

**Primary palette**
- MUHC Red
  - Pantone 032
  - CMYK: C0 M91 Y87 K0, R242 G25 B18
- MUHC Blue
  - Pantone 287 C
  - CMYK: C100 M72 Y0 K10, R0 G62 B155

**Secondary palette**
- Montreal Children’s Hospital
  - Pantone 320 C
  - CMYK: C100 M72 Y31 K7, R0 G157 B170
- Montreal Chest Institute
  - Pantone 158 C
  - CMYK: C0 M62 Y95 K0, R245 G127 B41
- Cancer Centre
  - Pantone 369 C
  - CMYK: C59 M0 Y100 K7, R108 G179 B63
- Montreal General Hospital
  - Pantone Rubine Red C
  - CMYK: C0 M100 Y18 K3, R228 G3 B117
- Neuro
  - Pantone 416 C
  - CMYK: C0 M0 Y16 K50, R149 G148 B132
- Lachine Hospital
  - Pantone 527 C
  - CMYK: C73 M100 Y0 K0, R106 G44 B145
- Research Institute
  - Pantone 187 C
  - CMYK: C0 M100 Y79 K20, R196 G18 B48
- Royal Victoria Hospital
  - Pantone 7701 C
  - CMYK: C87 M16 Y0 K52, R0 G93 B131

**Signage backgrounds**
- Common neutral grey
  - Pantone 431 C
  - CMYK: C45 M27 Y17 K51, R94 G106 B113
- White
1.6 Additional Sub-Brands with Own Signature (Logo)

The Montreal Children’s Hospital and the Research Institute have always had their own signatures because of their uniqueness. In these cases the facility name takes precedent over the MUHC wordmark. The facility name is set in Din bold. The size relationship of the facility name and the MUHC wordmark should remain consistent in both sub-brands. This will result in an organized and uniform look and feel.
1.6.1 Minimum Clear Space for Additional Sub-Brands with Own Signature (Logo)

The sub-brands should be isolated from other graphic elements to preserve their integrity and clarity. A minimum clear space should surround the signature separating it from any imagery, text or outside edges of the document. The minimum protected space is one-quarter the height of the shield.

A space of $\frac{1}{4} \times$ is used between the facility name and the MUHC signature. This space should remain consistent in all sub-brand signatures. This will result in an organized and uniform look and feel for the sub-brands.
1.7 Partnership Branding

It is important to maintain the integrity and clarity of our logo in a partnership branded application.

**Horizontal partnership branding applications**
In a partnership branded horizontal application a minimum space of $1\frac{1}{2}x$ is preferred, as illustrated above. For clarity of presentation, align the top of the partner signature with the MUHC logo.

**Vertical partnership branding applications**
When the MUHC logo is used in a vertical partnership branded application, a minimum space of $\frac{1}{2}x$ is preferred. As well, align the partner logo with the MUHC logo to the left. Please note the above examples.
1.8 Restrictions

- Background colour too close to the blue or red of the logo.
- White outline around the shield over a red background.
- A logo designed for red background is available upon request.
- White area inside the shield must remain white.
- Tip: to avoid distorting the logo, enlarge or reduce proportionally for height and width to stay together. Click on image and use corner to drag and resize.

Changing the logo in any way is not permitted: changing font, colours or scale or position of elements, adding or removing elements or showing the logo in one language only. Simply insert logo into document as is.
It is important to maintain the integrity and clarity of our logo on MUHC uniforms. Mostly used internally, uniforms show the MUHC shield only and the personalized text (name of department or individual).

**Alignement of MUHC shield and personalized text**

The MUHC shield is positioned top left of the imprint area. A clear space of 1/4 x is left below the shield. The text, in Din Medium, is aligned left on the midline of the shield. Please note the above example.