



# Brand Standards Manual 2024





# Maintaining Consistency



Consistently delivered, a brand's logo will establish a memorable recognition, and can become the icon by which the organization itself is seen. For this reason, it is critical that brand standards be established and that adherence to these standards is strictly enforced.

**WE Spark Health Institute** has developed this Brand Standards Manual to assist in building the identity by which we will be recognized both internally and externally. This brand will be reflected across all communication materials, and we must ensure that there is no deviation from these standards. The purpose of this guide is to assist in maintaining the design and appearance of the **WE Spark Health Institute** logo in all visual materials.





# Our History



In 2009, community stakeholders in the Windsor-Essex region united to explore ways to enhance local health research capacity. Over the next decade, extensive consultations and studies revealed a strong interest in creating a collaborative health research enterprise. After a year of planning by the Executive Committee, WE-SPARK Health Institute became a chartered senate-approved institute under the University of Windsor. In March 2020, WE-SPARK celebrated its official launch, solidifying partnerships with founding institutions: Hotel-Dieu Grace Healthcare, St. Clair College, the University of Windsor, and Windsor Regional Hospital. Continuing its growth, Erie Shores HealthCare joined WE-SPARK as an official partner in November 2022, further strengthening the institute's commitment to collaborative health research in our community.

Our colour palette originates from the founding organizations comprising the WE Spark Health Institute. The chosen palette emphasizes the connection, collaboration, unity and partnership amongst **St. Clair College, Windsor Regional Hospital, University of Windsor and Hôtel-Dieu Grace Healthcare.**



**Represents**  
St. Clair College



**Represents**  
Windsor Regional  
Hospital



**Represents**  
University of  
Windsor



**Represents**  
Hôtel-Dieu  
Grace Healthcare



# Our Logo



A brand is not simply the visual register of an organization, it is the identity by which people recognize that organization.





# Minimum Size



Minimum size refers to the smallest size at which the logo may be reproduced to ensure its legibility. To protect the integrity and impact of the logo, it must never be reproduced smaller than 1.5” in width. For Web usage, the logo should never appear at a size where the total width is less than 108 pixels wide.



The logo should never be smaller than 108px in digital or 1.5” in print.



The icon should never be smaller than 21px in digital or 6mm in print.

## Exclusion Zone

Always maintain the minimum protective space around the logo to maintain visual clarity and to provide maximum impact. The minimum exclusion zone is equal to the width of the **WE Spark icon**. This applies to both positioning around other printed elements, as well as from background field edges, trim and rules.





# Colour Reproduction



## Full-colour (CMYK)

The logo should appear in its full-colour version whenever possible.

## One-colour Grayscale/One-colour Solid

When printing specifications or budget restrictions will not permit the use of colour or grayscale printing, the one-colour solid black version can be used. The symbol and wordmark appear in 100% black. There is also a reversed (white) version available when the logo is to be used on a dark background.

## Pantone (PMS) colour

In some instances, printing specifications may require that Pantone colours be used. This version mirrors the CMYK colour logo, but is made up strictly from spot colours.

## Colour palette

Inclusive of the founding organizations comprising the **WE Spark Health Institute**, the chosen palette emphasizes the connection, collaboration, unity and partnership amongst St. Clair College, Windsor Regional Hospital, University of Windsor and Hôtel-Dieu Grace Healthcare.

The consistent use of these core colours defines and reinforces the distinctive character of the entity and should be used on all materials.

We have conformed to the standards of the Pantone Matching System (PMS) which is a universally recognized colour-matching system based on lithography printing inks. The colour palette includes specific spot colour references for both coated and uncoated paper stocks (please note that PMS numbers differ between coated and uncoated due to the way inks appear on different stocks). Additionally, process match breakdowns (CMYK) are included for printing applications with limited budgets. RGB equivalents for use in Word, Excel or PowerPoint applications are also included.

Keep in mind that these colours, while essential for media-based branding campaigns, may not always be appropriate for all uses.



**Represents**  
St. Clair College



**Represents**  
Windsor Regional  
Hospital



**Represents**  
University of  
Windsor



**Represents**  
Hôtel-Dieu  
Grace Healthcare



# Colour Reproduction



CMYK



C 0 M 21 Y 91 K 0  
R 255 G 202 B 47  
#FFCA2F



C 100 M 0 Y 33 K 35  
R 0 G 123 B 133  
#007B85



C 100 M 58 Y 0 K 21  
R 0 G 85 B 150  
#005596



C 71 M 91 Y 33 K 23  
R 89 G 48 B 96  
#593060

PANTONE



PMS 123 C



PMS 322 C



PMS 7462 C



PMS 525 C

One Colour



Grayscale





# Proper Use



To successfully reinforce a consistent brand, it is important that the logo is presented accurately when used.



Black logo on white background.



White logo on black background.



Colour logo on white background.



Logo on brand palette background.



Logo on background image



# Improper Use



Under no circumstances should any component of the logo ever be redrawn, modified or altered in any way.

Reproduction of the logo must always be completed using the approved electronic file provided by **WE Spark Health Institute**. The following are examples of **UNACCEPTABLE** usage. They are provided as examples of what **NOT** to do.



The colour of the logo cannot be changed.



The logo should not be rotated in any way.



The logo should not appear smaller than 1.5" wide.



Do not increase the size of one element of the logo.



Do not use substitute fonts.



The logo should not appear within frames or borders.



# Typography



Typography is a strong extension of our brand’s personality and plays a major role in creating a consistent look across all communications and promotional materials.

To support communications through various media, supporting typefaces may be implemented when preparing collateral materials, advertising, signage, promotional items, web, etc.:

## Display Font

### Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

## Supporting Font

### Source Sans Pro — (Light/Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ abcdefghijklmnopqrstuvwxyz  
123456789

## Example Use of Typography

### Igniting Discovery, Living Better.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut fringilla odio **vehicula augue finibus**, ut viverra arcu luctus. Aliquam erat volutpat. Ut turpis arcu, ullamcorper non justo ut, ornare tempor quam.



# Mood Board





# Contacts



For more information, please contact WE Spark at: [wesparkhealth@uwindsor.ca](mailto:wesparkhealth@uwindsor.ca)

