

NL Health Services

Visual Identity Guidelines

Our Visual Identity

A visual identity is the sum of all visual impressions associated with a brand and the NL Health Services logo is a core element of that.

The impact of any identity relies on consistent and repetitive use. This document serves to provide the framework for that consistency.

Since it can be challenging to foresee all scenarios that may arise, we encourage you to get in touch should you have any questions about appropriate logo usage.

communications@NLHealthServices.ca

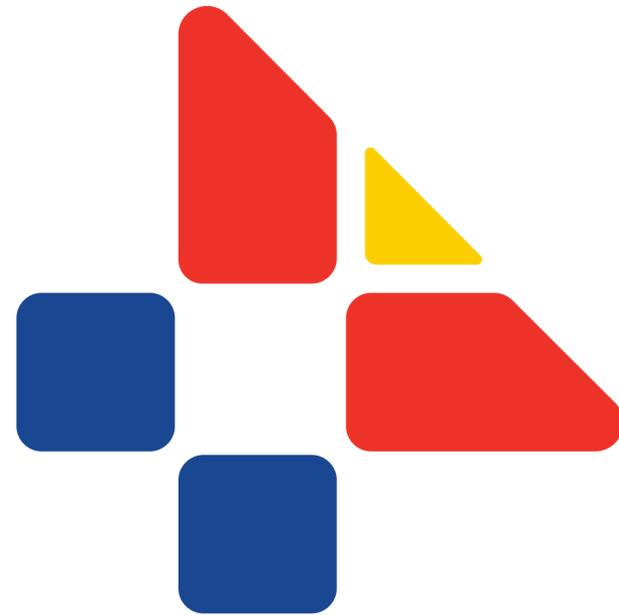
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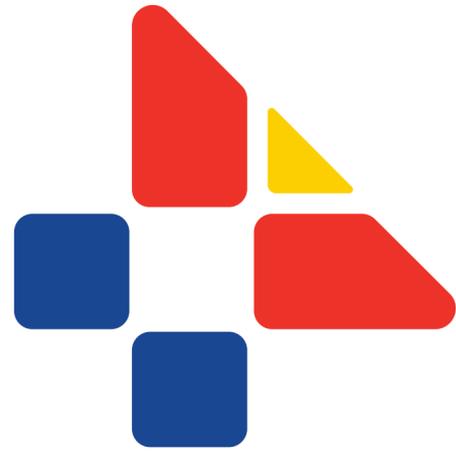
18 Typography





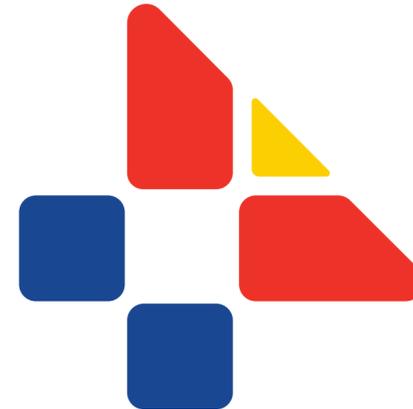
NL Health Services

Full Colour Logo



**NL Health
Services**

Vertical Logo



**NL Health
Services**

Horizontal Logo

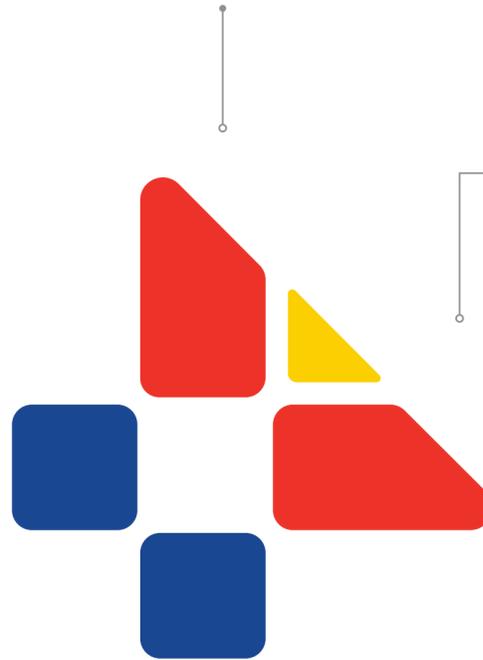
NL Health Services Logo – Story

The strong provincial connection in the logo represents our commitment to patient care and a modern health-care system.

The segments of the symbol represent the coming together of the four regional health authorities, and the Newfoundland and Labrador Centre for Health Information.

A simplified map of the province is created by the two red points of the cross and the yellow triangle.

“Health” is communicated by the health-care cross, which signifies our ongoing commitment to quality health care for the people of the province.



This unique palette reflects the colours of the provincial flag and establishes it as the provincial health authority. The colours are warm and optimistic, but grounded in deep tones to emphasize the seriousness of its purpose.

NL Health Services

The subtly rounded elements in the type mirror the symbol, which creates a balance and showcases the warmth of the people that make up NL Health Services.

The text is stacked so NL Health is more prominent.

NL Health Services Logo – One Colour

In certain cases, it may be necessary to use an all black version of the NL Health Services logo to ensure proper reproduction.

This should only be used when the full colour or reverse logos are not an option.



Vertical Logo



Horizontal Logo

NL Health Services Logo – One Colour

The reverse logo (in white) can be used on black, blue, or another brand colour that provides adequate contrast.



Vertical Logo



Horizontal Logo

NL Health Services Logo – Restrictions



In keeping a clean, uncluttered look, a minimum free space should be maintained around the logo on all sides, at all times. **Free space is equal to one of the red pieces of the icon.**



NL Health Services Logo – Restrictions

Proper logo size is vital in maintaining readability, as well as ensuring a consistent look throughout the brand.

Confirm the logo is applied at a reasonable size. This means the logo should never be overpowering (too large) or understated (too small) for the application.



Avoid reproducing the **vertical** logo below 0.5” wide in print and 36 pixels wide in web use.



Avoid reproducing the **horizontal** logo below 0.85” wide in print and 62 pixels wide in web use.

NL Health Services Logo – Restrictions



Do not skew the logo.



Do not change colours.



Do not add drop shadow
or other effects.



Do not change layout.



Do not replicate logo.



Do not rotate logo.



Do not place on background that
does not provide enough contrast.



Do not place on busy backgrounds.

NL Health Services Logo – File Usage Guide

Within the NL Health Services logo suite, there are many files supplied. Consult the chart below for reference. For any situation that will require professional printing, consult your printer to ensure you're sending the appropriate version of your file.

Filename Extension	Digital/ On-screen (RGB)	Printing (CMYK)	Transparent Background	Scalable	Microsoft Office
.pdf	✗	✓	✓	✓	✓
.eps	✗	✓	✓	✓	✗
.jpg	✓	✗	✗	✗	✓
.png	✓	✗	✓	✗	✓
.svg	✓	✗	✓	✓	✓

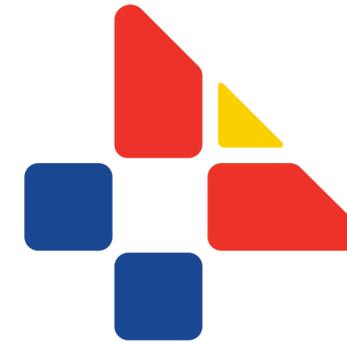
NL Health Services Logo – Bridgelines

Bridglines are unique names used along the main logo to link the broader organization to sites, departments or business units. The NL Health Services brand architecture allows for the use of bridgelines in special circumstances.

A bridgeline can not be used to denote partnerships or associations with third-party entities.

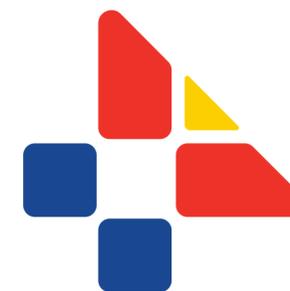
Bridgelines are authorized and developed by the communications team.

- Text is used in the brand font “Assistant” in 75% of the brand colour “Slate”.
- The text is positioned alongside/underneath the NL Health Services logo.
- The maximum number of lines is three.



NL Health Services

Infection Prevention
and Control



NL Health Services

Infection Prevention
and Control

 **NOTE:** Contact communications@NLHealthServices.ca to request a bridgeline. Do not re-create your own bridgeline.

Red

Pantone 179 C
Hex #ED3229
R 237 **G** 50 **B** 41
C 0 **M** 94 **Y** 94 **K** 0

50%

25%

Gold

Pantone 109 C
Hex #FFCF00
R 255 **G** 207 **B** 0
C 1 **M** 17 **Y** 100 **K** 0

50%

25%

Slate

Pantone 532 C
Hex #242A36
R 36 **G** 42 **B** 54
C 88 **M** 76 **Y** 30 **K** 82

50%

25%

Blue

Pantone 2133 C
Hex #194792
R 25 **G** 71 **B** 146
C 92 **M** 63 **Y** 0 **K** 0

50%

25%

Green

Pantone 7739 C
Hex #3F8F3D
R 63 **G** 143 **B** 61
C 74 **M** 9 **Y** 100 **K** 0

50%

25%

Grey

Pantone Cool Grey 11
Hex #555555
R 85 **G** 85 **B** 85
C 64 **M** 56 **Y** 55 **K** 31

50%

25%

Black

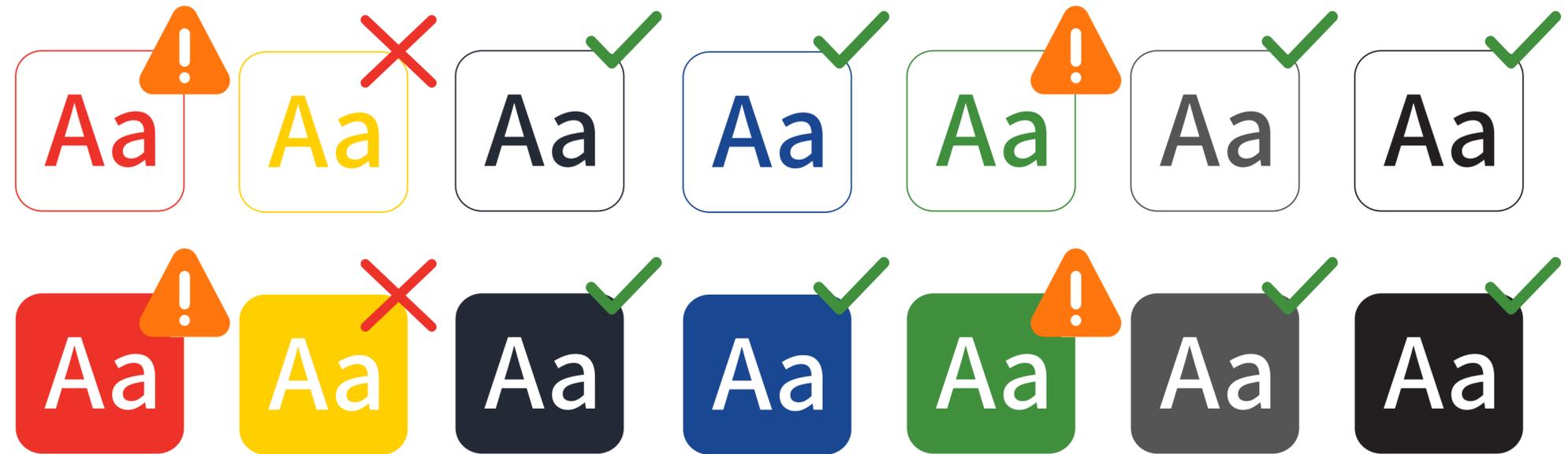
Hex #000000
R 0 **G** 0 **B** 0
C 76 **M** 67 **Y** 66 **K** 86

NL Health Services Colours – Accessibility

The [WCAG 2.1](#) provides clear recommendations on how to make content accessible for everyone, regardless of disability or device.

These recommendations are based on three levels of compliance—A, AA, and AAA. We are aiming for the AA rating, which allows an adequate usage of colour, while still keeping designs accessible. Colour pairings with a contrast ratio of 4.5:1 (AA) and above provide sufficient accessibility for use in normal text, large text, and graphics. This can be easily checked using an online tool.

Shown here are the primary and secondary brand colours and how accessible they are on a white background. Visit webaim.org/resources/contrastchecker/ to check other colour combinations as needed.



This colour combination is accessible for normal and large text*, as well as graphic elements.

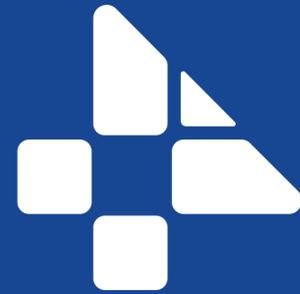


This colour combination works for large text* and graphic elements, but not for normal text size.



This colour combination is not accessible. Use Slate, Black, or another high contrast colour.

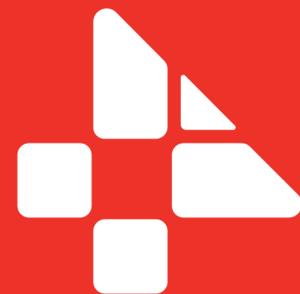
* Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



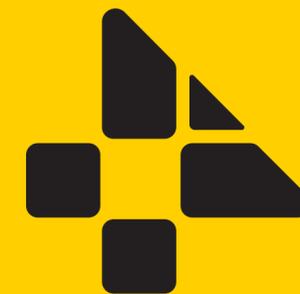
**NL Health
Services**



**NL Health
Services**



**NL Health
Services**



**NL Health
Services**

Aa

Typeface is also another key aspect of your visual identity.

The NL Health Services brand has one principal typeface that should be used for all marketing and brand materials. Assistant should be used for official marketing materials. Download typeface [here](#).

Assistant

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()+{}:”<>?

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()+{}:”<>?**

Aa

Arial

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()+{}:”<>?

BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@#\$%^&*()+{}:”<>?**

 **NOTE:** There may be times when your principal typefaces are not available (PowerPoint presentations, Word documents, email, etc.). In these instances, the alternative typeface to use should be Arial.



NL Health
Services