NL Health Services

Visual Identity Guidelines

▶ May 2, 2025

Visual **identity**

A visual identity is the collection of all visual elements associated with a brand and the NL Health Services logo is a core element.

At NL Health Services, we all have a responsibility to protect the integrity of the brand and everyone has an important role to play to ensure a consistent brand across the organization.

The logo is our visual identity. It represents and unites us all as colleagues who are working together under one shared vision.

The Visual Identity Guidelines is a living document that will evolve as we grow the brand and identity of NL Health Services. If you have any questions about how to use the logo, please email communications@nlhealthservices.ca.

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Introduction

The value of **brand**

Our logo is more than just a symbol — it's the first impression we make on patients, families, and the people of Newfoundland and Labrador.

A clear and consistent brand builds trust and recognition. In a complex system like NL Health Services, this consistency helps people easily identify our services, programs, and information — reinforcing confidence in the care we provide.

When our brand is unified and recognizable, it strengthens how people see us.

NL Health Services
brand framework

This framework is guided by best practices and research. It is designed to:

▶ provide guidance about how to properly present the NL Health Services brand;

▶ ensure people can easily recognize NL Health Services; and

▶ establish a sense of unity among employees, physicians, students, and volunteers—regardless of zone, department, or team.

The framework allows internal entities to have a distinct identity while ensuring they are clearly recognized as part of NL Health Services. This helps present a consistent, professional image that patients and the public expect from a provincial health authority.

A clear brand structure (also known as brand architecture) helps organize various services under one strong, trusted brand. This method is widely supported by experts, including organizational theorist Dr. David Aaker, who helped define this approach.

Brand **assessment tool**

The following multi-step assessment tool will guide you in evaluating the level of branding that is appropriate, and instructions on how to request or use the assets you may need.

STEP 1

Are you developing communications, including products, primarily from the perspective of NL Health Services as a whole?

YES   Refer to the **Primary logo and guidelines** section / page 9.

NO   Continue to **STEP 2**.

STEP 2

Are you developing communications, including products, for a time-bound event, campaign or initiative which may have specific design requirements?

YES   Refer to the **Campaign or initiative** section / page 16.

NO   Continue to **STEP 3**.

STEP 3

Are you developing communications, including products, that should reflect a partnership between NL Health Services and another organization?

YES   Refer to the **Partnership lockup** section / page 17.

NO   Continue to **STEP 4**.

STEP 4

Are you developing communications, including products, that should reflect a partnership between NL Health Services and the Provincial Government of Newfoundland and Labrador?

YES   Refer to the **Government lockup** section / page 18.

NO   Continue to **STEP 5**.

STEP 5

Are you developing communications, including products, from a subset (e.g. specific part or area) of NL Health Services?

YES   Refer to the **Bridgeline** section / page 19.

Individual logos for subsets—such as departments, programs, divisions, tools, and other key services or business lines—are not permitted under the brand framework.

NO   Please contact the Communications Department for further assessment and support: communications@nlhealthservices.ca.

Logo usage

Primary **brand**

The NL Health Services logo is the primary brand.

It should be used in most situations—especially when NL Health Services is the sole communicator. This logo represents the entire organization.

Please review the usage guidelines outlined in this document to understand how to use and apply the logo properly.

▶ Individual logos for subsets—such as departments, programs, divisions, tools, and other key services or business lines—are not permitted under the brand framework.

When it is necessary to highlight a specific subset within NL Health Services, a bridgeline should be used. Refer to the Bridgeline section / page 19.
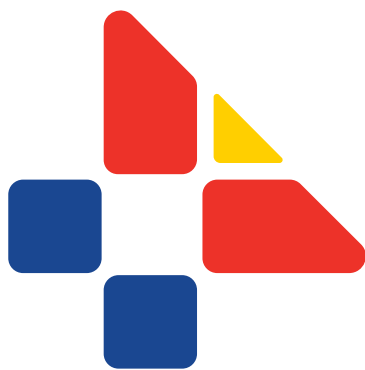
USAGE GUIDELINES

Logo **overview**

The NL Health Services logo reflects our commitment to the health and well-being of the people we serve.

Inspired by the provincial flag, it incorporates a medical cross that also forms a stylized map of Newfoundland and Labrador.

This identity symbolizes our pride, the dedication of health-care workers and the unification of five legacy health organizations.

For versatility, the logo is available in both horizontal and vertical formats. It consists of two main components:
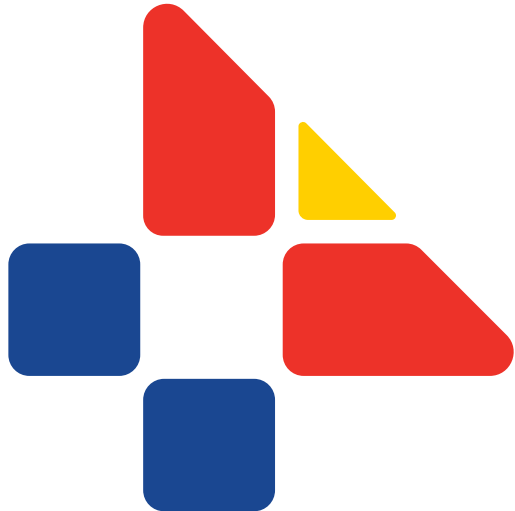
▶ **The icon:** This can be used in isolation as a watermark or background element but should never replace the full logo.

▶ **The wordmark:** This must never be used in isolation.

Horizontal logo
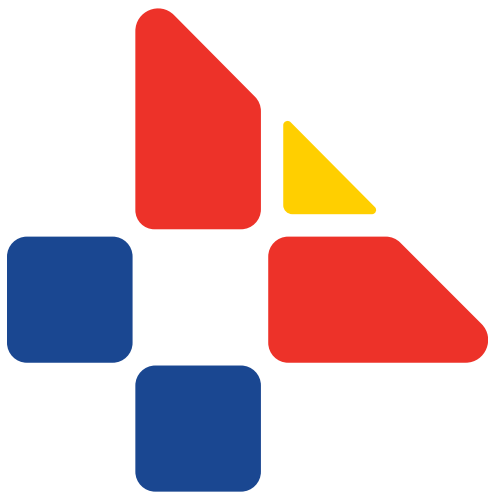
Vertical logo

Icon

Wordmark

USAGE GUIDELINES
Colour **variations**

Vertical logo

Horizontal logo

Full colour:
Used in all situations, where possible.
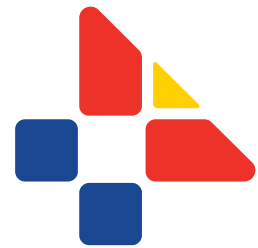
One colour white (reverse):
Used on dark backgrounds that provide adequate contrast.
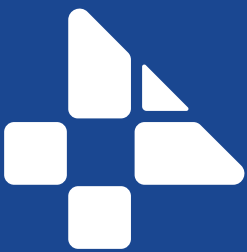
One colour black:
Used when the full colour or reverse format are not an option.
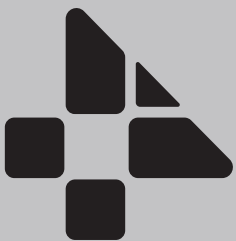
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Protection **area**

To keep the logo clear and uncluttered, always leave enough space around it.

This safety zone ensures nothing interferes with the logo and its readability.

On both vertical and horizontal versions, the safety zone is measured by the longest edge of the red elements of the icon.

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Proper **sizing**

Proper logo sizing is essential for maintaining readability and ensuring a consistent look across the brand.
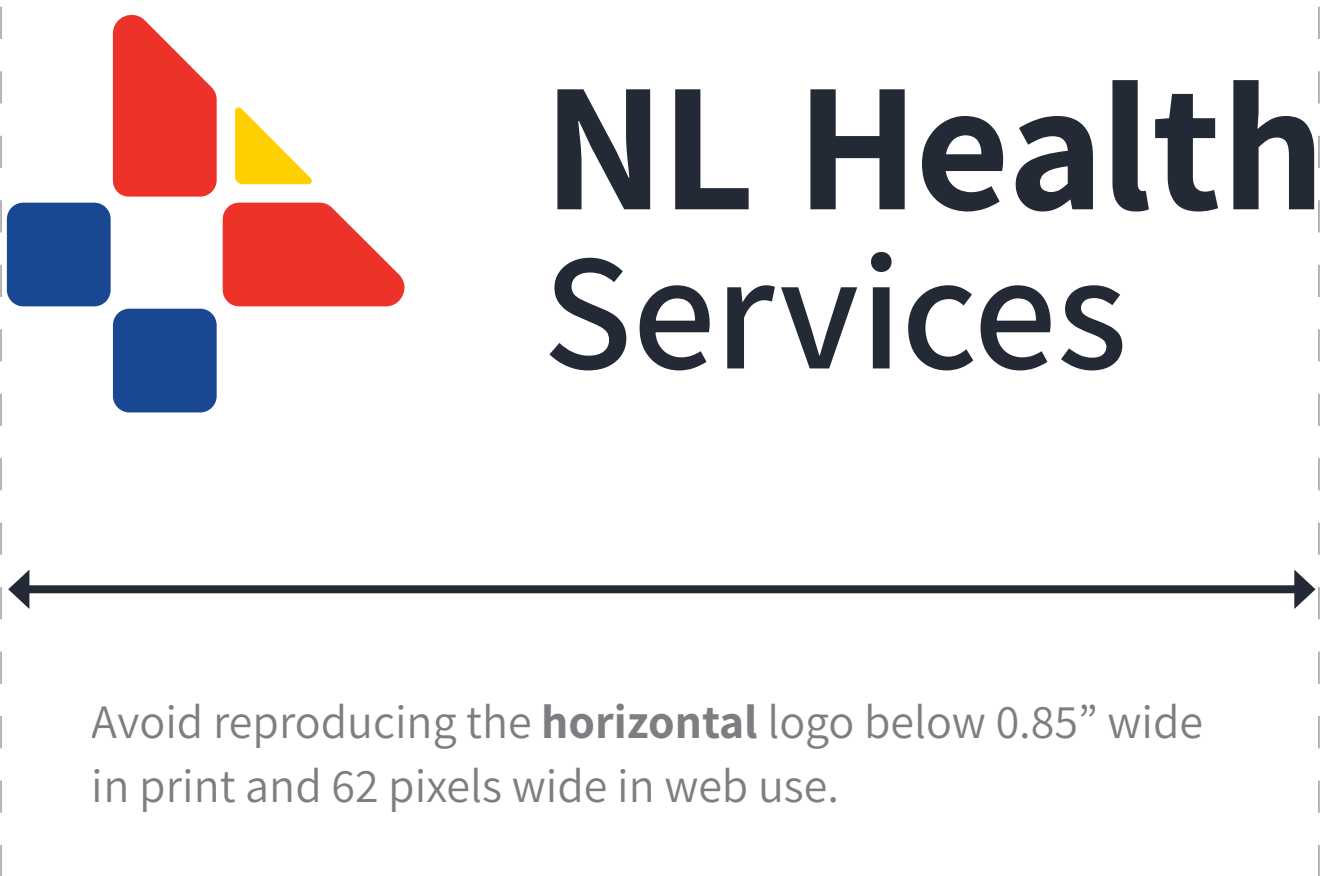
✅ Confirm the logo is applied at a reasonable size.

❌ The logo should never be overpowering (too large) or understated (too small) for the application.

⚠️ Always scale the logo proportionally. Never stretch, squish, or alter its proportions.

Minimum logo size - horizontal

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

Minimum logo size - vertical

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

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Unacceptable **usage**

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.

USAGE GUIDELINES

File **formats**

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

How to request a specific file format:

▶ Please email communications@NLHealthServices.ca and specify: **(1)** why the logo is needed, **(2)** where it will be used, **(3)** the required file format **(4)** confirmation of the respective director(s) and/or senior director(s) approval.

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

Campaign or initiative

A campaign or initiative refers to a planned series of communications activities undertaken to achieve a defined goal. Such efforts often involve coordinated actions, incorporate distinct creative visuals, and emphasize key messaging to convey their narrative, while clearly indicating that the campaign or initiative is led by, or falls under the umbrella of, NL Health Services.

A campaign or initiative is typically time-bound, with a clear start and end date, and is not intended for permanent use.

Rules of application:

▶ The NL Health Services logo should appear on all materials, at a size large enough to be identifiable but allowing the campaign brand to lead (50-75% of size).

▶ Short-term campaigns or initiatives are those running for 12 months or less or recurring yearly for a small burst of activity.

▶ If the campaign or initiative begins to shift to a permanent program, a decision will be made in consultation with the Communications Department regarding whether branding should be adjusted, and a transition plan developed.

How to request an assessment for a campaign or initiative:

▶ Please email communications@NLHealthServices.ca and specify: **(1)** the nature of the campaign or initiative, **(2)** the goals/objectives, **(3)** the anticipated campaign or initiative duration, and **(4)** confirmation of the respective director(s) and/or senior director(s) approval.

Partnership **lockup**

A partnership lockup is an authorized logo arrangement used when NL Health Services is working with an external partner that isn't affiliated or part of the organization. It ensures both brands are shown together clearly and consistently, while maintaining the NL Health Services' visual identity.

Rules of application:

▶ The NL Health Services logo should have prominence.

▶ Logos should be locked up horizontally, with a line separating them, centrally aligned, and following adequate spacing as shown on this page.

▶ The partner logo should never be taller than the NL Health Services logo and the maximum width should not be larger than 75% of the NL Health Services logo.

▶ Only the horizontal NL Health Services logo can be used in this instance.

▶ All logos should be presented in the same colour combination — full colour / black / white.

▶ Use of a partnership lockup requires approval from the Communications Department.

How to request authorization for a partnership lockup:

▶ Please email communications@nlhealthservices.ca and specify: **(1)** the nature of the partnership, **(2)** where the partnership lockup will appear, **(3)** the length of use, and **(4)** confirmation of the respective director(s) and/or senior director(s) approval.

Full colour - combination

One colour - combination

Government **lockup**

A government lockup is a logo arrangement used in scenarios where NL Health Services is presented alongside the provincial government. In the case that NL Health Services is the presenting participant, but the provincial government's role needs to be acknowledged, this presentation of the logos is the only version acceptable.

Rules of application:

▶ Logos should be locked up horizontally, with a line separating them, following the spacing shown on this page.

▶ Only the horizontal NL Health Services logo can be used in this instance.

▶ Both logos should be presented in the same colour combination — full colour, white or black.

▶ Use of a government lockup requires approval from the Communications Department.

How to request authorization for a government lockup:

▶ Please email communications@nlhealthservices.ca and specify: **(1)** the nature of the government's role, **(2)** where the government lockup will appear, **(3)** the length of use, and **(4)** confirmation of the respective director(s) and/or senior director(s) approval.

Full colour - combination

One colour - combination

Bridgeline

A bridgeline is a visual element that connects the main NL Health Services logo to a specific subset of the organization. This approach promotes brand consistency by offering a standardized method to visually represent departments, programs, divisions, tools, and other key services or business lines—without introducing separate logos.

Under the brand framework, individual logos for subsets are not permitted. When it is important to identify or highlight a particular subset, a bridgeline must be used.

Rules of application:

▶ Bridgelines are not zone-based, all requests must be coordinated and implemented provincially by the requestor(s).

▶ Requestor(s) are responsible for distributing and maintaining the integrity of their bridgeline.

▶ A bridgeline cannot be used to denote partnerships or associations with third-party entities.

▶ Bridgelines must not be altered in any way. Bridgeline owners must use the toolkit including the templates and assets provided.

▶ Custom design elements (headers, photos, graphics) are developed for use in bridgeline-specific materials to give audiences a visual shortcut to understanding the content. These elements do not constitute logos.

▶ Please do not create your own bridgeline. Bridgelines are authorized and developed by the Communications Department based on an approved system.
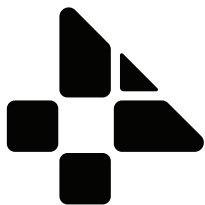
How to request a bridgeline:

▶ Please complete the Bridgeline Application Form and email it to: communications@nlhealthservices.ca.

▶ All requests will require confirmation of the respective director(s) and/or senior director(s) approval.

Horizontal lockup
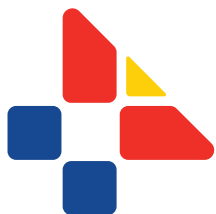
NL Health Services | Bridgeline sample

NL Health Services | Bridgeline sample

NL Health Services | Bridgeline sample
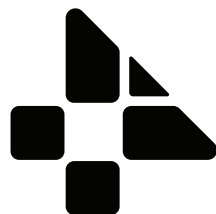
Vertical lockup

NL Health Services
Bridgeline sample

NL Health Services
Bridgeline sample

NL Health Services
Bridgeline sample

Colour palette

Primary **colours**

Colour is a key part of visual identity, and it is important to be consistent.

CMYK and Pantone colour values are specific to ink and should be used for anything that will be printed. RGB and Hex values should be used when the end materials will be displayed digitally or on screen.
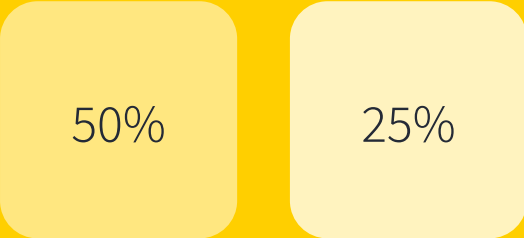
Red

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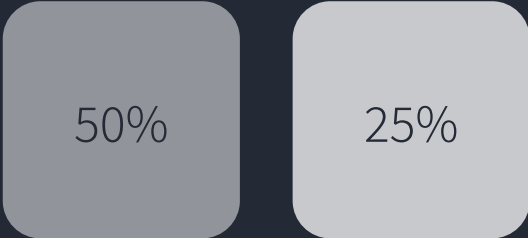**R** 237 **G** 50 **B** 41
C 0 **M** 94 **Y** 94 **K** 0

50% 25%
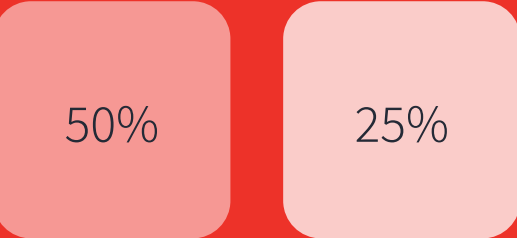
Gold

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%
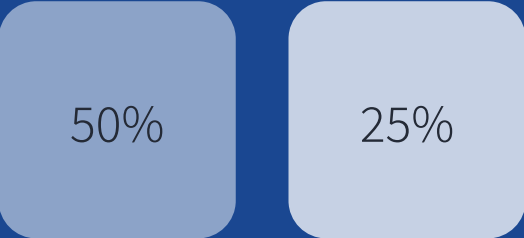
Secondary **colours**

Green

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

50% 25%
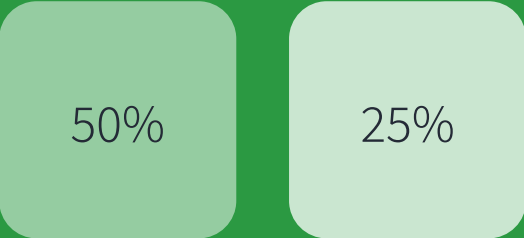
Grey

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

50% 25%
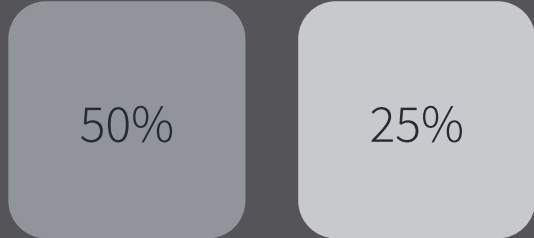
Black

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

Colour **usage**

Using a focused number of colours helps to strengthen and unify the brand's visual identity. A limited palette ensures designs remain clear, consistent, and engaging.

The primary colour palette should always be the foundation for representing NL Health Services. However, secondary and accent colours can be thoughtfully introduced to create a harmonious and visually appealing extension of the brand. These colours are carefully selected to complement the primary palette, enhancing creativity while maintaining consistency.

Secondary and accent colours should be used sparingly and always in combination with the primary colours to preserve the strength and integrity of the brand.
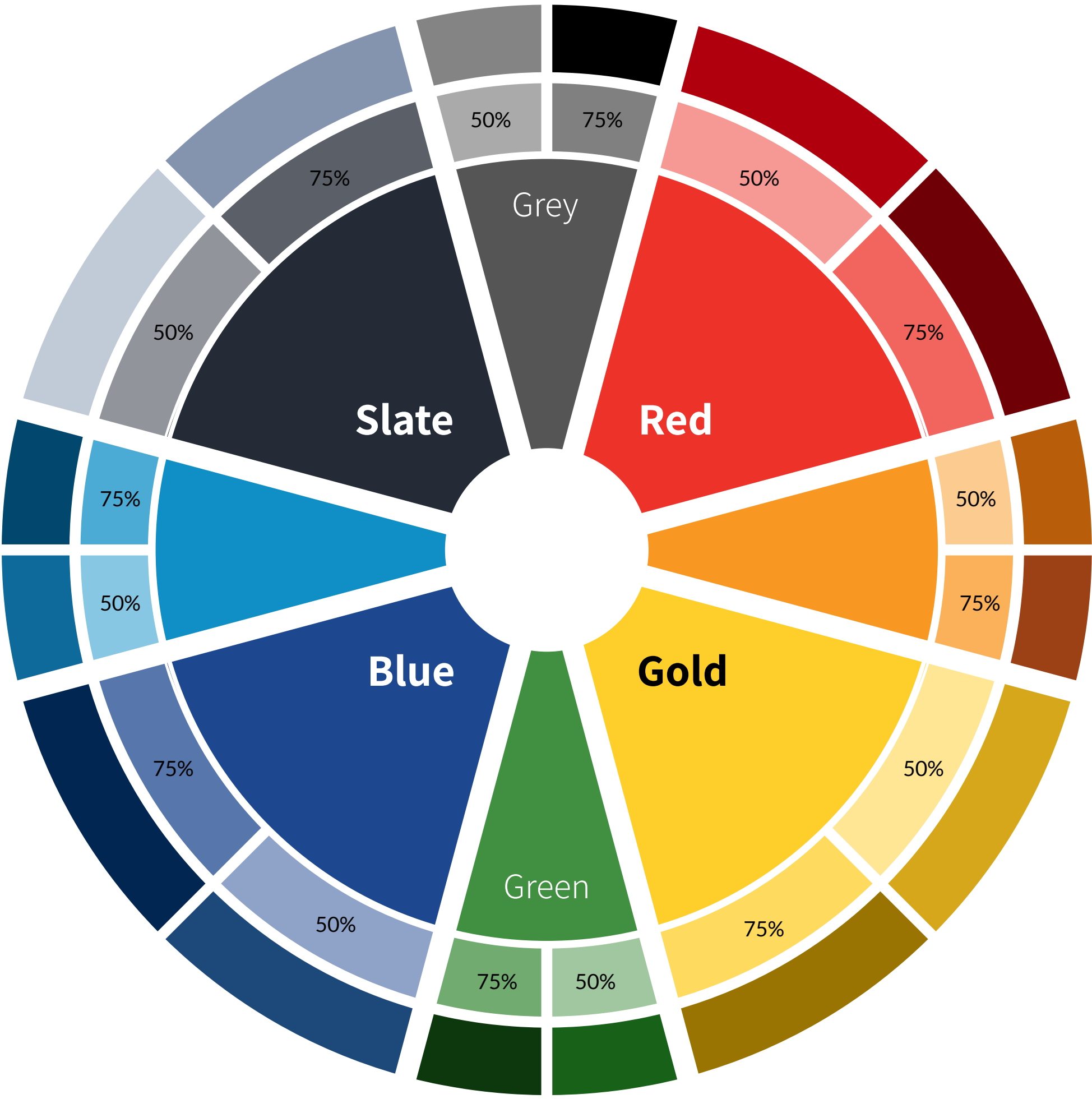
Primary colours

Secondary colours

Accent colours

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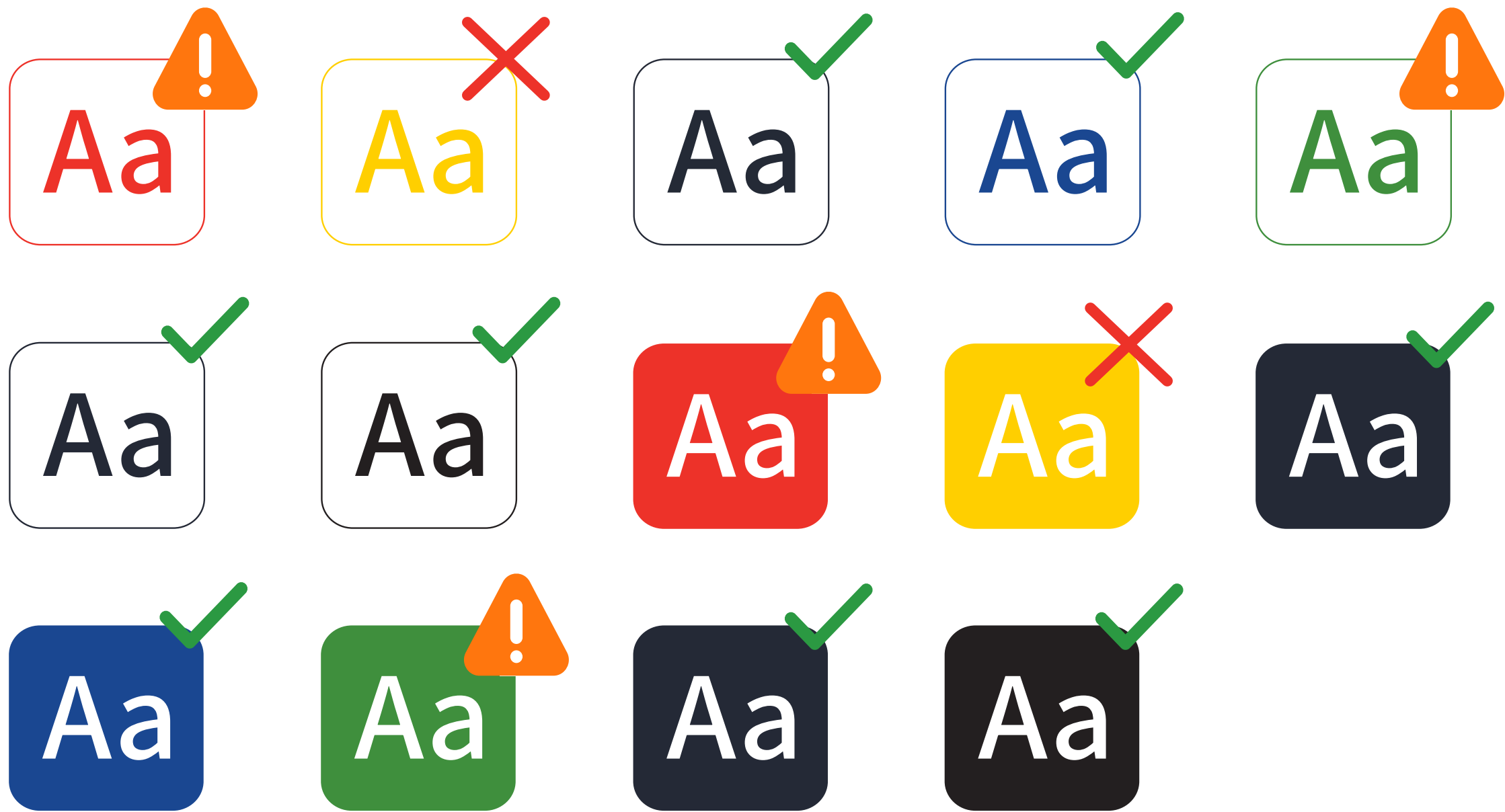
This colour combination is accessible for normal and large text*, as well as graphic elements.

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

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

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

Typography

Primary typeface

Typeface is a key aspect of any visual identity.

The NL Health Services brand uses one primary typeface: Assistant. This font should be used for all marketing and brand materials.

Download typeface:
https://fonts.google.com/specimen/Assistant

Aa
Assistant

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

!@#$%&*()+{}:"<>?

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

!@#$%^&*()+{}:"<>?

Alternative typeface

There may be times when the primary typeface is unavailable.

In these cases, use Arial as the alternative typeface.

Arial is a system font that comes pre-installed on Windows, macOS, and many Linux distributions, making it one of the most widely available and cross-compatible fonts.

Aa
Arial

REGULAR

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

!@#$%&*()+{}:"<>?

BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890

!@#$%^&*()+{}:"<>?

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