These brand guidelines were developed to ensure consistency in the usage of the new Emmanuel brand. Adherence to these guidelines will protect the integrity of our logo as well as the other brand elements and ensure the strong growth of our brand. Consistent representation of our brand, across all touchpoints, will create a positive and memorable experience for our audience and reinforce the ideas behind our mission, vision and values.

LOGO

◀ Symbol

◀ Wordmark

MINIMUM SIZE

1"

Print

154 pixels

Online

To maintain the integrity of the logo, never place the logo at a size smaller than the measurements specified in this document.

CLEARSPACE

The clearspace surrounding the logo must always be equivalent to the height of the capital E in "Emmanuel" no matter what size the logo appears. Adequate clearspace ensures that no other graphic elements infringe on the logo in a layout.

E = X

COLOURS

PMS 234	c:35 m:100 y:35 k:10 r:173 g:9 b:116 hex#: ad0974

80% BLACK	c:0 m:0 y:0 k:80 r:88 g:88 b:91 hex#: 58585B

The colours of the logo have been carefully chosen to work harmoniously together. When using the brand colours, it is important to adhere to the specifications listed in this document.

FLAT LOGO

The flat logo is used only on applications where the gradation cannot be accurately reproduced (e.g. 1-colour applications)

LOGO COLOURS

Full colour

One colour

Recommended applications

print, on screen (Word documents, PPT presentations)

print, online, on screen, advertising, 1-colour screen printing, merchandise, signage

1-colour screen printing, embossing, engraving, merchandise, signage

Only use approved electronic artwork files to represent the Emmanuel Care logo.

FONTS

Milo LF Regular

ABCDEFGHIJ
abcdefghijklm
1234567890

Milo LF Italic

ABCDEFGHIJ
abcdefghijklm
1234567890

Milo LF Medium

ABCDEFGHIJ
abcdefghijklm
1234567890

Milo LF Extra Bold

ABCDEFGHIJ
abcdefghijklm
1234567890

Milo LF is the primary font to be used in all external applications. Arial may be used as a substitute when Milo LF is not available (e.g., internal and online applications).
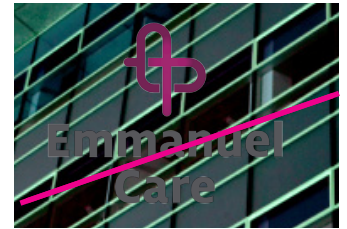
IMPROPER LOGO USAGE

Never stretch or distort the logo in any way in animated or still applications.

Never place the logo on an angle.

Never use a colour that is not specified in these guidelines for the logo.

Never place the logo on a coloured or textured background or an image without sufficient contrast.

TAGLINE

With you.

Our tagline "With you." is inspired from the meaning of Emmanuel which is "God is with us". The tagline is optional and can be used on collateral such as websites, brochures and other communications pieces. The tagline is not meant to appear in a formal lockup with the logo. It should only appear on documents that include the Emmanuel Care logo.

SYMBOLS

The "E", shepherd's staff, heart and cross are all symbols found within the Emmanuel Care logo. These symbols are to be used as supporting elements in the visual style for Emmanuel Care. They are not to be used as a substitute for the logo.

E
Emmanuel Care

Shepherd's staff
Under the leadership of the Bishops of Saskatchewan and through our network of leading Catholic health facilities...

Heart
We deliver compassionate care...

Cross
Rooted in the healing ministry of Jesus Christ

BRAND ENDORSEMENT LOCKUP

◀ Endorsement lockup

To strengthen the relationship between Emmanuel Care and the facilities it owns in the minds of the public, this endorsement lockup must appear on all applications produced by the facilities listed below.

The Emmanuel Health portfolio currently consists of a number of freestanding brands including:

- St. Peter's Hospital, Melville
- Radville Marian Health Centre, Radville
- St. Joseph's Hospital, Estevan
- St. Paul's Hospital, Saskatoon
- St. Joseph's Hospital / Foyer d'Youville, Gravelbourg
- St. Anthony's Hospital, Esterhazy

- Foyer St. Joseph Nursing Home, Ponteix
- Providence Place for Holistic Care, Moose Jaw
- St. Ann's Senior Citizens' Village Corporation, Saskatoon
- Trinity Manor, Saskatoon
- Samaritan Place, Saskatoon
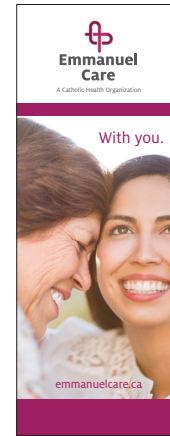- Santa Maria Senior Citizens Home, Regina

EXAMPLES OF USE OF THE TAGLINE, LOGO AND SYMBOL
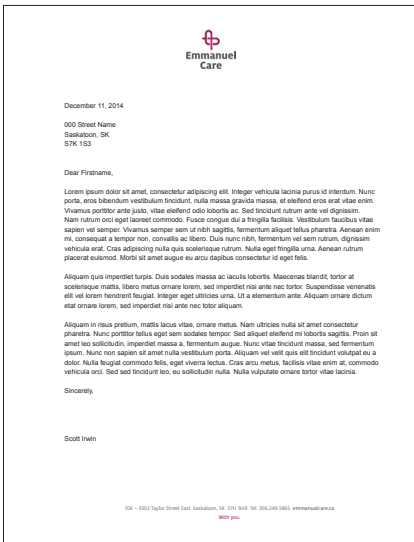
Letterhead
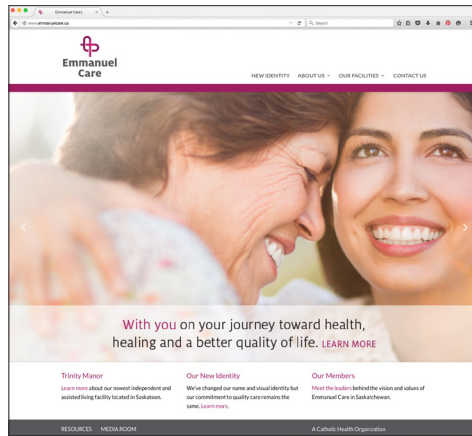
Website

Banners

Business card

The symbol may be used as a watermark over images in various applications. It may appear in either pms 234 purple, 80% black or transparent white.