



# Health PEI

## VISUAL IDENTITY GUIDELINES

# LOGO

01

Just like people, Health PEI will grow, change and transform over time. This natural progression is necessary to better position itself in the ever-changing minds of Islanders. No brand should ever be left static. This is especially true when it comes to our logo.

Logo evolution has been practiced in brand development for decades. All major brands have been continuously refined and updated to keep up with the times, while still maintaining the overall look and feel.

Changing "PEI" in the logo to the corporate WARM GREY is only a slight modification of the existing logo to keep it fresh, contempo-

rary and visually appealing. It also is subtle enough that existing material does not need to be re-branded. The 2010 and 2020 versions can exist in unison, with any new implementation having the 2020 version.

Seven years ago the ONE ISLAND HEALTH SYSTEM was added as a tag-line. This was to re-inforce the advantages associated with the adoption of an island-wide health system.

***Removing that tag-line, simplifies the logo to capitalize on the strength the brand has achieved since 2010. The words Health PEI are now strong enough to be celebrated on their own.***

2010

# Health PEI

2013

# Health PEI

One Island Health System

# Health PEI

Rather than Revolution, the next generation is an evolution.  
We do not want to lose the brand equity or brand awareness that government has worked so hard to build.

## The Logotype



Carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters in gray.



### 1) The Next Generation Logo (2020)

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

1

### 1) First Generation Logo (2010)

The one-colour green version is still acceptable and does not require changes for items already in use.

2

## Logo Dark Version

## Logo Light Version



3

4

### 3) The Logo Dark Version

will be used when the background color is light colored.

### 4) The Logo Light Version

will be used when the background color is dark colored.

### Recommended formats are:

.eps | .ai | .png | .jpg | .tiff

### Attention:

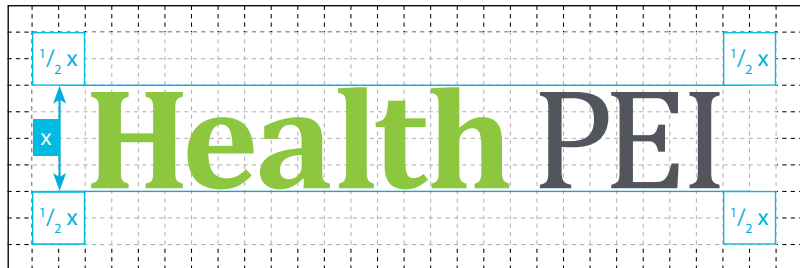
Use of any stylized, animated, hand drawn or other versions of an unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Communications and Public Affairs if you have any questions or need further help.

## Logo Construction, Clearspace And computation

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the wordmark – it has a fixed relationship that should never be changed in any way.

### Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



### Minimum Logo Sizes

#### Full Logo

Minimum Size: 20mm x 3.33 mm

Health PEI

40 mm

Health PEI

30 mm

Health PEI

20 mm

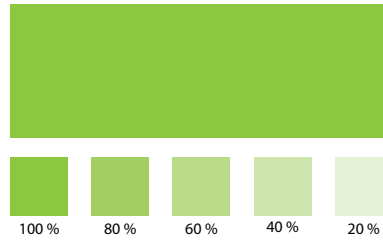
# Colour system

## Explanation:

Health PEI has two official colors: Green and Gray (Warm Grey). These colors have become a recognizable identifier for Health PEI.

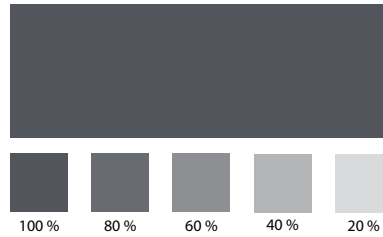
## Usage:

Use them as the dominant color palette for all internal and external visual presentations of Health PEI.



Primary Colour: **Green**

CMYK : C56 M0 Y100 K0  
Pantone : 376C  
RGB : R132 G189 B0  
Web : #84bd00



Secondary Colour: **Warm Grey**

CMYK : C062 M051 Y046 K040  
Pantone : 11C  
RGB : R84 G86 B90  
Web : #54565a

**White**  
Colored Version

Health PEI

**Black**  
Colored Version

Health PEI

**Black**  
Colored Version

Health PEI

**Warm Grey**  
Colored Version

Health PEI

## PRIMARY FONT

# Cambria

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#<>?

This font is the same used by Health PEI since 2009.

## ALTERNATE FONTS

# Myriad

sans-serif - alternate is Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#<>?

This font is the same one used in the Government of Prince Edward Island Brand Guidelines.

# 02

## Sub-Unit Logos

Consistency in appearance is vital when building equity in our visual identity. For this reason alone it is always preferable to use the main Health PEI logo as it represents the most recognizable mark at the highest level possible within our logo system. However, it is understood that in some instances the need for sub-branding is also important, and this system was designed to provide a consistent approach for this need.

The subunit logo is based on an endorsed brand approach and as such has specific rules surrounding the hierarchy of information. The subunit logo is built on a three tier model. The first tier is always reserved for the "Health PEI" wordmark and cannot be altered in any way. The second tier allows for approved units, divisions and significant projects to be identified.

The third tier is only to be used when it is essential to identify an additional level of administration within the logo. Due to its complicated and unwieldy visual appearance, this option should only be used when it is critical to the communication that a third level of hierarchy be identified.

Sub-Unit Logos - Two Tiers

Sub-Unit Logos - Three Tiers

**Health PEI**  
EMERGENCY HEALTH SERVICES

**Health PEI**  
EMERGENCY HEALTH SERVICES  
Ambulance Services



**1) Second Tier**  
Myriad Light, all upper case.  
100% PMS Warm Grey.

**2) Second Tier**  
Myriad Light, capitalized upper case.  
50% PMS Warm Grey.

# CO-BRANDING

It is important that Islanders recognize that Health PEI and the Government of Prince Edward Island work together.



# Health PEI

03

## The Health PEI Logo, used with the Prince Edward Island Wordmark

In the approved brand guidelines for the provincial government it indicates that we will refer to ourselves as the Government of Prince Edward Island instead of individual departmental or branches. This communicates to Islanders that we are one government with the common goal of serving citizens.

The integrated version of the logo includes the provincial government wordmark in a circle, following the government brand standards. The circles help convey change and friendliness. Combined they convey the social and personal brand personality.

The government wordmark, and the Health PEI logo should **never be used as two separate logos** on any document, advertisement or sponsorship materials. Whenever the two are needed, this version must be used, to support the idea that Health PEI is part of government.



It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the logo – they have a fixed relationship that should never be changed in any way.

## The Logotype



The circle for this logo must be in the same corporate green as the health PEI logo.

### 1) Government Health Logo

1

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

### Logo Dark Version



3

### Logo Light Version



4

### 3) The Logo Dark Version

will be used when the background color is light colored.

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# LOGO USAGE

These brief guidelines will assist you with logo usage, whether it be on a website or on a tote bag. If the logo will appear externally (public facing), a draft copy showing how the logo will be used needs to be submitted to the Communications officer. There are situations when the primary logo doesn't work due to space constraints (ie. shirts, social media). In these cases, any variation from the primary or approved logo formats must be submitted to your communications officer to get approved by Strategic Communications.

The logo consists of the word "Health" in a bold, green, sans-serif font, followed by "PEI" in a dark grey, serif font.

Health PEI announcements and communication material related to health care service delivery.

- Service and program updates.
- Signage
- Annual Reports
- Strategic Plans
- Stationary

The logo consists of the Prince Edward Island logo on the left, followed by the word "Health" in a bold, green, sans-serif font, and "PEI" in a dark grey, serif font.

Government announcements related to corporate messaging, policy and funding.

- Public Health campaigns and PSA's (public service announcements)
- Health related content from the the Department
- Announcing policy, new services, investments.
- Consultations
- Recruitment & HR
- Sponsorships

# Health PEI

SUPPORTING IMPROVED HEALTH FOR ISLANDERS

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## When would I only use Health PEI?

This is generally reserved for corporate communication (e.g. email signatures, letter headings, reports).

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## I don't believe the health campaign I'm working on requires the government circle. Can I forgo it?

All government campaigns and Communications should be government branded to ensure transparency and accountability. The circle must be included at least one time for almost all communication. The Health PEI wordmark may take precedence when the document is internal or corporate in nature.

If you wish to have an exemption, please include in your communications plan or contact [creativeservices@gov.pe.ca](mailto:creativeservices@gov.pe.ca)

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## Why is there no tagline?

We can't express our brand story in a meaningful way in a single tagline. There are too many personality attributes to be captured in one or two short phrases. Not using a tag line allows us to be more flexible and targeted in how we communicate our story to key audiences.

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## Will all our communication materials need to change?

These design standards were developed to work seamlessly with previous branding. As items are started or re-printed they should have these standards applied, but there is no need to change existing materials.

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