



Thunder Bay Regional Health Sciences Centre

Graphic Standards Guide



Thunder Bay Regional
Health Sciences
Centre

Graphic Standards Guide

Thunder Bay Regional Health Sciences Centre Logo

The Thunder Bay Regional Health Sciences Centre (TBRHSC) corporate logo is the most immediate representation of our organization, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

Primary Logo



Secondary Logo



Clear Space

Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo. "X" represents the size of the wordmark in the box and is used as a measuring tool to help maintain clearance.

Horizontal logo Clear Space



Vertical logo Clear Space



Minimum Sizes

To maintain full legibility, never reproduce the logo at width smaller than 0.8 inches tall for print and 80 pixels tall for digital.

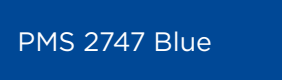
Minimum Size



Graphic Standards Guide

Colours

TBRHSC has three corporate colors. A precise visual match to the corporate colors must be achieved no matter which medium your project requires.



PMS 2747 Blue

C: 100 R: 19
M: 85 G: 61
Y: 0 B: 141
K: 13



PMS 144 Orange

C: 0 R: 248
M: 47 G: 153
Y: 100 B: 29
K: 0



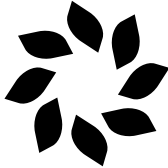
PMS 130 Yellow

C: 0 R: 254
M: 27 G: 190
Y: 100 B: 16
K: 0

Black and White Logo

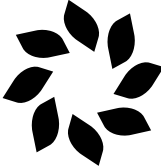
If the logo cannot be produced in full colour black and white is the only other option.

Primary Logo



**Thunder Bay Regional
Health Sciences
Centre**

Secondary Logo



**Thunder Bay Regional
Health Sciences
Centre**

Fonts

As with our logo, consistent use of our corporate typeface, Gotham®, reinforces TBRHSC's brand identity.

Gotham Book

**ABCDEFGHIJMN
OPQRSTUVWXYZ
1234567890
abcdefghijklmn
opqrstuvwxyz**

Gotham Light

ABCDEFGHIJMN
OPQRSTUVWXYZ
1234567890
abcdefghijklmn
opqrstuvwxyz

Gotham Medium

**ABCDEFGHIJMN
OPQRSTUVWXYZ
1234567890
abcdefghijklmn
opqrstuvwxyz**



**Thunder Bay Regional
Health Sciences
Centre**

For more information about the corporate identity please contact:

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Thunder Bay Regional Health Sciences Centre is a leader in Patient and Family Centred Care and a research and teaching hospital proudly affiliated with **Lakehead University and the Northern Ontario School of Medicine**.
Le Centre régional des sciences de la santé de Thunder Bay, un hôpital d'enseignement et de recherche, est reconnu comme un leader dans la prestation de soins et de services aux patients et aux familles et est fier de son affiliation à **l'université Lakehead et à l'École de médecine du Nord de l'Ontario**.