Canadian Medical Hall of Fame
Brand Guidelines

September 17, 2020

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

Colour Palette

Pantone 187
CMYK 7 100 82 26
RGB 174 19 42
HEX AE132A

Pantone 188
CMYK 16 100 65 58
RGB 109 0 32
HEX 6D0020

Pantone 533
CMYK 95 72 15 67
RGB 0 30 69
HEX 001E45

Pantone 419
CMYK 86 70 69 95
RGB 33 35 34
HEX 212322

Pantone 7764
CMYK 46 29 84 68
RGB 63 70 28
HEX 3F461C

Pantone 7687
CMYK 100 78 0 18
RGB 0 66 140
HEX 00428C

Pantone 619
CMYK 17 14 93 38
RGB 146 137 34
HEX 928922

Pantone 416
CMYK 28 18 29 51
RGB 107 112 105
HEX 6B7069

Pantone 131
CMYK 2 39 100 10
RGB 221 151 26
HEX DD971A

Pantone 413
CMYK 9 5 12 14
RGB 201 203 195
HEX C9CBC3

Canadian Medical Hall of Fame
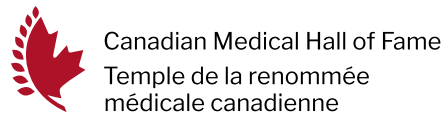
Temple de la renommée
médicale canadienne

Canadian Medical Hall of Fame

Temple de la renommée
médicale canadienne

Logo Variations

Horizontal Logo

Full Colour Version

For use on white or light coloured backgrounds.

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

Red and White Version

For use on dark backgrounds that provide sufficient contrast with the logo. Legibility is paramount.

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

White Version

Limited-use reversed logo should only be used when background colour does not provide sufficient contrast with red icon.

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

Vertical Logo

Full Colour Version

For use on white or light coloured backgrounds.

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

Red and White Version

For use on dark backgrounds that provide sufficient contrast with the logo. Legibility is paramount.

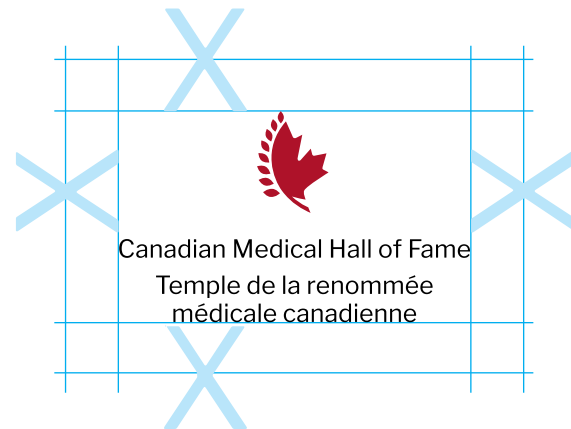Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

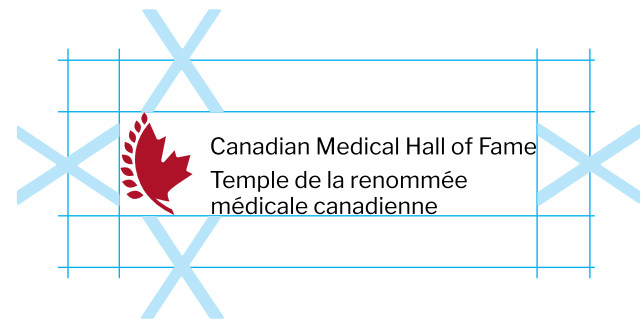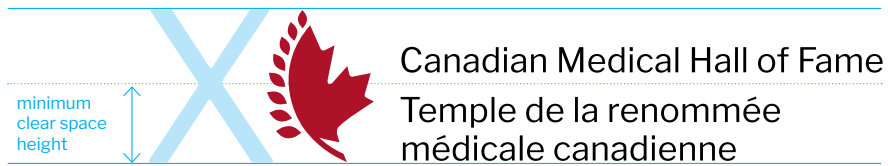### White Version

Limited-use reversed logo should only be used when background colour does not provide sufficient contrast with red icon.

Canadian Medical Hall of Fame
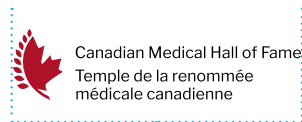Temple de la renommée
médicale canadienne

Clear Space

For legibility and prominence, minimum clear space must surround the logo. This area must be kept free of any text or graphical elements. Minimum clear space is 1/2 the height of the icon.

Canadian Medical Hall of Fame

Temple de la renommée médicale canadienne

minimum clear space height

Canadian Medical Hall of Fame

Temple de la renommée médicale canadienne

minimum clear space height

Canadian Medical Hall of Fame

Temple de la renommée médicale canadienne

Canadian Medical Hall of Fame

Temple de la renommée médicale canadienne

Minimum Sizing

To ensure the logo is always legible and clear, there are minimum size recommendations for print and digital use.
The logo can be scaled as large as needed, but should never be used at sizes smaller than noted here.
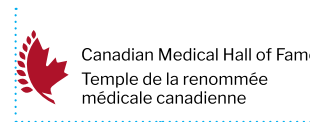
Minimum Print Size Width

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

1.5" inches
(38.1 millimetres)

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

1.25" inches
(31.75 millimetres)

Minimum Screen Size Width

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

220 pixels

Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne

175 pixels

Canadian Medical Hall of Fame

Discovery Days
in **HEALTH SCIENCES**

Temple de la renommée
médicale canadienne

**Journées
Découvertes**
en **SCIENCES DE LA SANTÉ**

Canadian Medical Hall of Fame

Discovery Days
in **HEALTH SCIENCES**

Temple de la renommée médicale canadienne

**Journées
Découvertes**
en **SCIENCES DE LA SANTÉ**

Logo Variations

Horizontal Logo

Full Colour Version
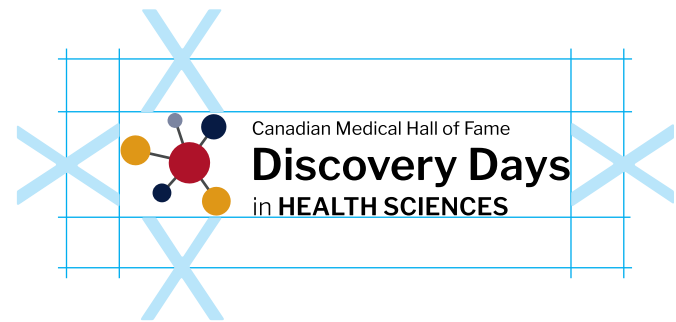
For use on white or light coloured backgrounds.

White Version

Limited-use reversed logo should only be used when background colour does not provide sufficient contrast with the coloured icon.

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Temple de la renommée médicale canadienne
Journées Découvertes
en **SCIENCES DE LA SANTÉ**

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Temple de la renommée médicale canadienne
Journées Découvertes
en **SCIENCES DE LA SANTÉ**

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Temple de la renommée médicale canadienne
Journées Découvertes
en **SCIENCES DE LA SANTÉ**

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Temple de la renommée médicale canadienne
Journées Découvertes
en **SCIENCES DE LA SANTÉ**

Clear Space

For legibility and prominence, minimum clear space must surround the logo. This area must be kept free of any text or graphical elements. Minimum clear space is 1/2 the height of the icon.

minimum
clear space
height

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

minimum
clear space
height

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Canadian Medical Hall of Fame
Discovery Days
in **HEALTH SCIENCES**

Minimum Sizing

To ensure the logo is always legible and clear, there are minimum size recommendations for print and digital use.
The logo can be scaled as large as needed, but should never be used at sizes smaller than noted here.

Minimum Print Size Width

Canadian Medical Hall of Fame
Discovery Days
in HEALTH SCIENCES

1.63" inches
(41.4 millimetres)

Temple de la renommée médicale canadienne
Journées Découvertes
en SCIENCES DE LA SANTÉ

1.66" inches
(42.1 millimetres)

Canadian Medical Hall of Fame
Discovery Days
in HEALTH SCIENCES

1.22" inches
(31.8 millimetres)

Temple de la renommée médicale canadienne
Journées Découvertes
en SCIENCES DE LA SANTÉ

1.45" inches
(36.8 millimetres)

Minimum Screen Size Width

Canadian Medical Hall of Fame
Discovery Days
in HEALTH SCIENCES

250 pixels

Temple de la renommée médicale canadienne
Journées Découvertes
en SCIENCES DE LA SANTÉ

255 pixels

Canadian Medical Hall of Fame
Discovery Days
in HEALTH SCIENCES

175 pixels

Temple de la renommée médicale canadienne
Journées Découvertes
en SCIENCES DE LA SANTÉ

200 pixels

Canadian Medical Hall of Fame

Award for Medical Students

Temple de la renommée médicale canadienne

Prix pour les étudiants en médecine

Clear Space

For legibility and prominence, minimum clear space must surround the logo. This area must be kept free of any text or graphical elements. Minimum clear space is 1/2 the height of the icon.

minimum
clear space
height

Canadian Medical Hall of Fame
**Award for
Medical Students**

Proudly sponsored by

MD MD Financial Management

Canadian Medical Hall of Fame
**Award for
Medical Students**

Proudly sponsored by

MD MD Financial Management

Temple de la renommée médicale canadienne

Prix pour les étudiants en médecine

Fièrement commandité par

MD Gestion financière MD

Temple de la renommée médicale canadienne

Prix pour les étudiants en médecine

Fièrement commandité par

MD Gestion financière MD

Minimum Sizing

To ensure the logo is always legible and clear, there are minimum size recommendations for print and digital use. The logo can be scaled as large as needed, but should never be used at sizes smaller than noted here.

Minimum Print Size Width

Canadian Medical Hall of Fame
Award for Medical Students

Proudly sponsored by

MD MD Financial Management
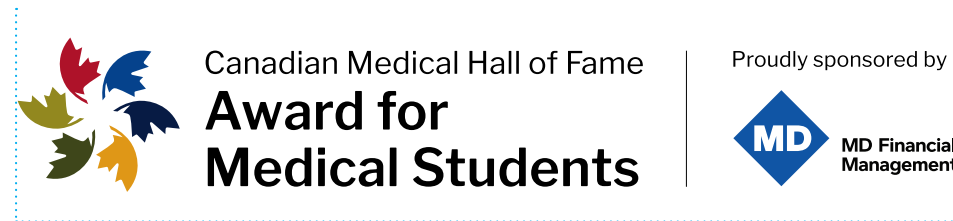
4.9" inches
(124 millimetres)

Temple de la renommée médicale canadienne
Prix pour les étudiants en médecine

Fièrement commandité par

MD Gestion financière MD

4.6" inches
(117 millimetres)

Minimum Screen Size Width

Canadian Medical Hall of Fame
**Award for
Medical Students**

Proudly sponsored by

MD MD Financial
Management

542 pixels

Temple de la renommée
médicale canadienne
**Prix pour les
étudiants en
médecine**

Fièrement commandité par

MD Gestion
financière MD

512 pixels

Typography

Both sans serif and serif fonts are recommended for the 'corporate' fonts - Libre Franklin and Lora. These fonts can be downloaded from Google Fonts and are appropriate for both print and online use. ***Please note***: when creating a file that will be opened on computers that may not have your corporate fonts installed – eg. sending a Word document to someone outside of the organization or creating a PowerPoint file to be presented off of a third party's computer – it's imperative to use a standard system font that is installed on nearly every computer. The alternate font choice is Arial. Arial should only be used under these unique circumstances. Whenever possible, Libre Franklin and Lora fonts should be used.

Libre Franklin - https://fonts.google.com/specimen/Libre+Franklin
Lora - https://fonts.google.com/specimen/Lora

Libre Franklin (18 styles)

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 '?'"!"(%)[#]{@}/&\<-+÷×=>®©$€£¥¢:;,.*

Lora (4 styles)

Regular
Regular Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 '?'"!"(%)[#]{@}/&\<-+:×=>®©$€£¥¢:;,.*

Arial (4 styles)

Regular
Regular Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890'?'"!"(%)[#]{@}/&\<-+:×=>®©$€£¥¢:;,.*

Typography

Possible Font Combinations:

Sam id utem eumquo cus ant expelicilit invelles verae voluptatisin re pedigent voloresto bea prati doluptas etur?

Adis iducilictem que volore sandignis eatio evelignam, con res dic test, sunt. Ga. Ducit quis volore, suntet verum esequam entiumet quas antia cullatqui to moditatectem aliciistem quo exerumquia cone maxim que perciis adi aut aut rem eatiorumquam si quas estrumqui nis est arum qui dit aciet, soloris suntur si dis militae iunt et, ipsaniatecto exeratis dolorem poratis illacestis nemperatur?

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Ovidestis simuscime nimoditio derumendesti aut andic torumquunt ellignimi, est ad quatur, secatquis rehendam, sed quidemperunt dero voluptibusam rem audandi od eumquun tionseque ni alibusam exceraepra qui sin nis mos quis a consequ atempor ant fugia culparit fugiasition ratiam nes ratincia quisciis audae sitisit, ut estrum idissitatur saperfernat post.