

London Health Sciences Foundation Corporate Identity Standards

About London Health Sciences Foundation's Logo

London Health Sciences Centre (LHSC) and London Health Sciences Foundation (LHSF) share a common logo design and architecture. This helps make the link between the Hospital and the Foundation, which raises money to support its highest-priority needs.



London Health Sciences Foundation's and LHSC's symbol reflects the scientific and human core of our Hospital's mission in caring for patients, conducting research and teaching the next generation of health care providers. The symbol is based on the partial double helix DNA strand that, as the basis of life, carries the cell's genetic information and hereditary characteristics. Within this symbol is the link between science and life, science and health.

The DNA strand assumes the form of a stylized human figure. The figure's fluid movement and upward motion communicates progress, positive energy, innovation and the dynamic future of health care to which we all contribute and make possible. The human form also places people – patients, physicians, staff, volunteers, donors – at the centre of everything we do.

How to Use London Health Sciences Foundation's Logo for Community Events

In the case of third-party fundraising events (which are not organized by LHSF) in support of LHSC, the more integrated LHSF's name is to the fundraising activity name, the more clearly it communicates the purpose of the activity.

In these situations, the Foundation name and identity are used as an endorser or sponsor and our guidelines around our corporate logo should be applied (see enclosed Checklist). To ensure the design integrity of LHSF's corporate identity is maintained, uses and applications of LHSF's logo must be approved by the Foundation (please allow three business days for approval).

For approvals or more information, please contact:

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Shannon Digby, Development Officer, Community Events & Celebration Giving

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London Health Sciences Foundation's Corporate Identity Standards Checklist

In fundraising activities for a specific LHSC program, only LHSF's logo should be used with the Hospital program name appearing as supportive text (e.g. "Help us support London Health Sciences Centre's London Regional Cancer Program" with LHSF's logo).

To ensure the greatest visual impact, LHSF's logo should always be framed within a zone of clear space as defined by the example below. Note the measurement "x" in these examples is equal to the wordmark lower-case height. No other graphic element (photography, typography, illustration, etc.) should appear in this space.



To ensure legibility, LHSF's logo should never be reproduced with a symbol less than 0.25 inch (6.5 mm) in width for print applications or 37 pixels in width for digital applications.



Minimum Size – *Print Applications*
Imperial: .25 inch | Metric: 6.5 mm



Minimum Size – *Digital Applications*
37 pixels in width

London Health Sciences Foundation's corporate colours are:

LHSF Blue Pantone 5405 C or 5405 U Digital (RGB) 62-100-126

LHSF Yellow Pantone 1235 C or 129 U Digital (RGB) 255-179-0

Whenever possible, LHSF's logo should be reproduced on white, in the two-colour version. When the logo is applied on other light fields, ensure the desired contrast between the LHSF Yellow and the field is not compromised. In one-colour positive applications, the logo must appear in LHSF Blue or Black.

One-Colour: LHSF Blue



One-Colour: Black



London Health Sciences Foundation's logo plays an important role in our identity and should never be modified in a way that diminishes its impact or significance. When using the corporate logo, do not:

Encroach on the logo's clear space



Use outlining or other graphic devices



Rotate, flip or otherwise alter the symbol



Apply alternate colours or fonts



Apply drop shadows or other dimensional effects



Alter proportions or switch positions of the symbol and wordmark



Place logo on a complex or non-contrasting background, or otherwise impair legibility



A vertical format of the logo is available from LHSF. The vertical format is only for when space does not permit a horizontal version.



For more information, please get in touch with your contact at LHSF.



London Health
Sciences Foundation

why
we care