
Graphic Standards: Visual Identity of the Douglas

January 2007

Douglas

INSTITUT
UNIVERSITAIRE EN
SANTÉ MENTALE

MENTAL HEALTH
UNIVERSITY
INSTITUTE

Graphic Standards: Visual Identity of the Douglas

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Introduction

This guide is a tool for anyone using the visual identity of the Douglas.

The main graphic standards that govern the visual identity are meant to ensure uniform, consistent and standardized use of the Douglas brand and to reinforce its image. These standards must be adhered to strictly.

Any user or supplier who uses or reproduces the visual identity of the Douglas Institute must meet these standards. If these standards are not met, the Douglas reserves the right to refuse to pay for work that is not compliant with its design requirements or to demand that work be redone. It is therefore highly recommended that any design work be approved before printing or publishing online.

Modifications to this guide are prohibited. Any situation not specified in this guide must be submitted to the Communications and Public Affairs Department:

Douglas Mental Health University Institute

Dobell Pavilion, B-2124

6875 LaSalle Blvd.

Borough of Verdun

Montreal, Quebec H4H 1R3

comm@douglas.mcgill.ca

These graphic standards are also available on our Web site at:

www.douglas.qc.ca/logo

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Logo

The Douglas logo is the result of a creative process that emphasizes the following elements:

The Name – Strength and Visibility

The emphasis of the name—Douglas Mental Health University Institute—reflects the integration of care, research and teaching.

The Shape – Simplicity, Directness, Excellence

The shape is simple, linear and even. It expresses a clear message without the use of overt symbols. It also gives equal weight to the two official languages.

The Font – Action, Humanity, Difference

A resolutely human touch, the signature evokes a dynamic and active gesture. It reminds us that people are at the centre of the actions of the Douglas.

The Colour – Tradition and Continuity

The blue recalls the traditional colour of the Douglas as well as the evolutions and revolutions of our past. It also marks the continuity of our vision: To provide the best chances of recovery to those suffering from mental illness.

The graphic design of the logo has been officially approved by the different boards of directors at the Douglas (Hospital, Research Centre and Foundation). It can therefore not be changed in any way.

Staff members and representatives of the Douglas share the responsibility of protecting the image of the Institute, and they must respect these standards when using it.

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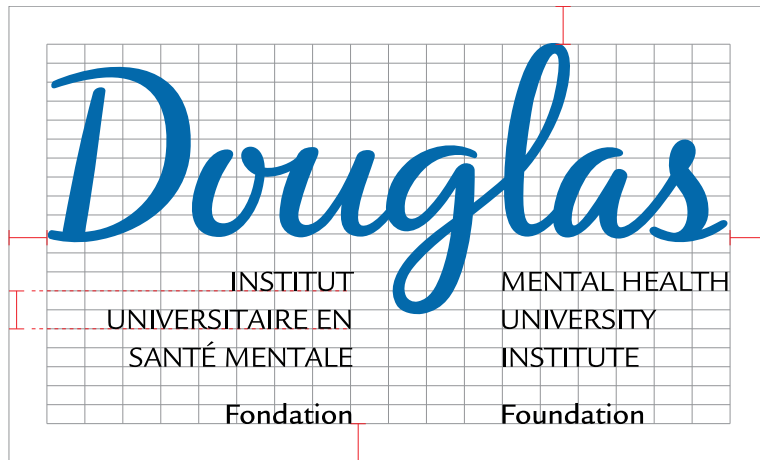
Design grid and protection zone

The logo has been created within a precise spacing grid.

The protection zone is indicated by the red markers. This space must always be free of any graphic or typographic element in order to ensure optimal visual impact.



Grid and protection zone of the Institute logo



Grid and protection zone of the Foundation logo

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Colours

The two official colours are
Pantone Blue 2945 and black.



BLACK



Pantone: PMS 2945
Process: C100 M52 Y2 K12
HTML: #00549F
RGB: R0 G84 B159



The logo features the word "Douglas" in a large, blue, cursive script font. Below it, the full name of the institution is written in a smaller, blue, sans-serif font, split into two columns: "INSTITUT UNIVERSITAIRE EN SANTÉ MENTALE" on the left and "MENTAL HEALTH UNIVERSITY INSTITUTE" on the right. A thin blue vertical line extends from the top of the "Douglas" text down to the top of the "INSTITUT" text.

INSTITUT MENTAL HEALTH
UNIVERSITAIRE EN UNIVERSITY
SANTÉ MENTALE INSTITUTE

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Using the different versions of the logo

(The names under the logos are the
EPS file names of the official logos)

Two-colour version

This is the main version of the
logo, which is to be used whenever
possible. The signature is blue
and the designation is black. To
be used on a pale background.

Black version

When the official blue cannot
be used, the logo should be
completely black (the “K”
denotes black) without the
use of half toning. To be used
on a pale background.

Reversed version

The reversed version (“W”
for White) is to be used on
dark backgrounds or on an
official blue background.



logo_douglas_2945.eps



logo_douglas_K.eps



logo_douglas_fondation_2945.eps



logo_douglas_fondation_K.eps



logo_douglas_W.eps



logo_douglas_W.eps



logo_douglas_fondation_W.eps



logo_douglas_fondation_W.eps

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Restrictions on using the logo

The integrity of the visual identity must be preserved in order to ensure maximum impact and consistency. The official layout must never be modified. The following examples illustrate the main prohibited modifications.

All of these restrictions also apply to the Foundation logo.



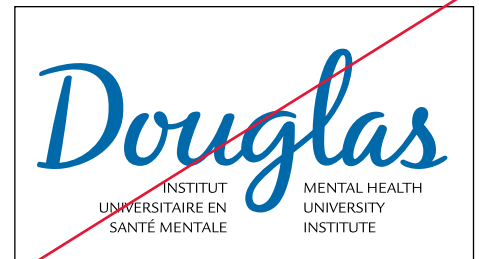
Never isolate the different elements



Never displace the different elements



Never distort the logo



Never modify the proportions of the different elements



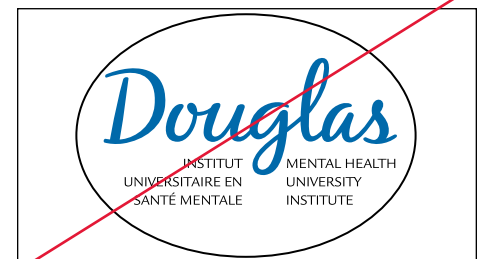
Never change or inverse the colours



Never substitute a different font



Never change the colour opacity



Never add graphic elements next to the logo

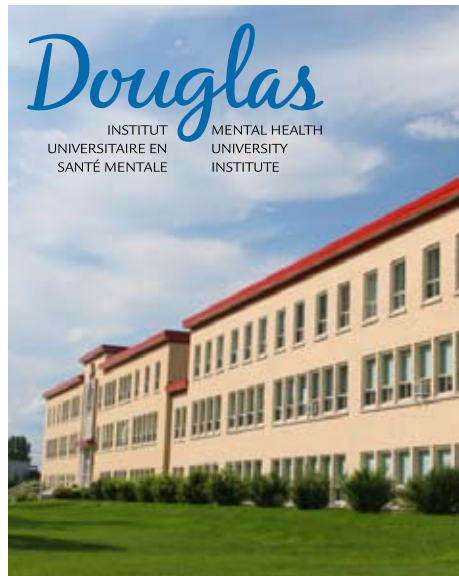
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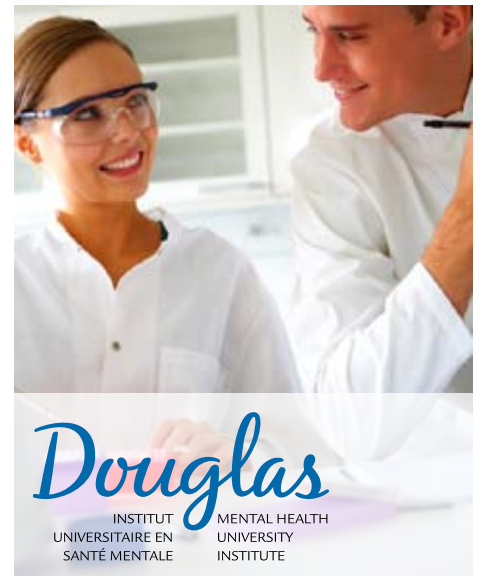
Positioning the logo on a background photo

To maintain legibility, it is best to place the logo in a neutral part of an image.

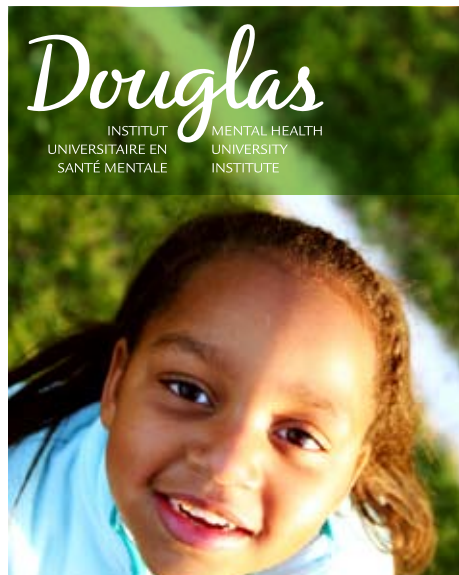
However, superimposing a different colour or a lightened section on the background can also improve legibility.



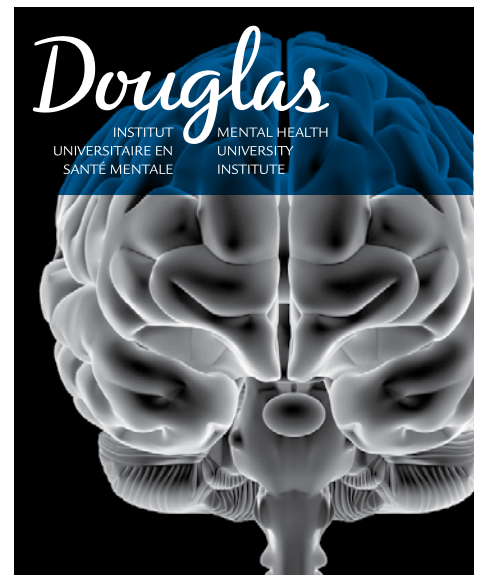
The neutral part of the image allows the two-colour logo to be used



The two-colour logo placed in a pale band



The reversed logo placed in a band of green



The reversed logo placed in a band of colour (here the official blue)

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Typography

The official font of the Douglas Institute is ITC Legacy Sans.

It is mainly used for all of the Institute's communications material.

This font is available from Adobe: <http://www.adobe.com/type>.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITC LEGACY SANS BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITC LEGACY SANS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

ITC LEGACY SANS BOLD

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Stationery standards

The stationery includes the following items: letterhead, envelopes, business cards, appointment cards, fax cover sheets and corporate folders.

Letterhead and fax cover sheets

The header is always reserved for the visual identity and the bilingual statement “Caring. Discovering. Teaching.”

The footer is always reserved for the address and affiliations (McGill University and the World Health Organization-WHO).

The text is always bilingual (except for the address, which is only in French).

Each entity has its own letterhead with its legal name (Douglas Hospital, Douglas Hospital Research Centre and Foundation) and its own telephone numbers.

There are two versions of the fax cover sheet: one with the address and one without the address. Both versions are available in French and English.

Envelopes

The left corner is reserved for the visual identity and the bilingual statement “Caring. Discovering. Teaching.”

The main address is on the back of the envelope in French only.

There is a generic “Institute” version of the envelope and a version for the specific needs of the Foundation.

Business cards and appointment cards

Business and appointment cards are bilingual: French on one side and English on the other.

The following elements must appear on the card:

- Name and professional titles of the person (initials and acronyms)
- Function at the Douglas
- Other functions (e.g.: at McGill University or the WHO Collaborating Centre)
- Corporate entity (Hospital, Research Centre, Foundation)
- Complete contact information (including e-mail)
- Douglas Web site address: **www.douglas.qc.ca**
- McGill University and WHO logos

Initials and acronyms must respect the typographical standards of each language (e.g.: French: M.D., Ph.D./English: MD, PhD).

Secondary Identification

Any secondary identification (other than those of McGill University and the WHO) must be located in the space reserved for this purpose and

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Stationery standards

be limited to a single additional logo.

No secondary logo may be reproduced on envelopes or fax cover sheets.

Special occasions

The Douglas reserves the right to modify its brand for special events.

Ordering stationery

Letterhead, envelopes and corporate folders:

Complete the “417–Purchase Requisition” form available on the intranet under “Tools> Administrative forms” and send it to the store by fax or internal mail.

Fax cover sheets:

Interactive and printable PDF versions can be found on the intranet under “Tools> Administrative forms.”

Business cards:

Complete the “Business card and appointment card order” form available on the intranet under “Tools> Administrative forms” and send by e-mail to the Department of Communications and Public Affairs: comm@douglas.mcgill.ca.

Appointment cards:

Complete the “Business card and appointment card order” form available on the intranet under “Tools> Administrative forms” and send by e-mail to the Department of Communications and Public Affairs: comm@douglas.mcgill.ca.

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Letterhead

The choice of font for letters is left to the judgment of the user. However, official page layout must be respected, meaning that all text must be justified to the left.

The diagram illustrates the layout and dimensions of the letterhead. The overall width is 2.75 inches and the height is 2.25 inches. The layout is divided into several sections:

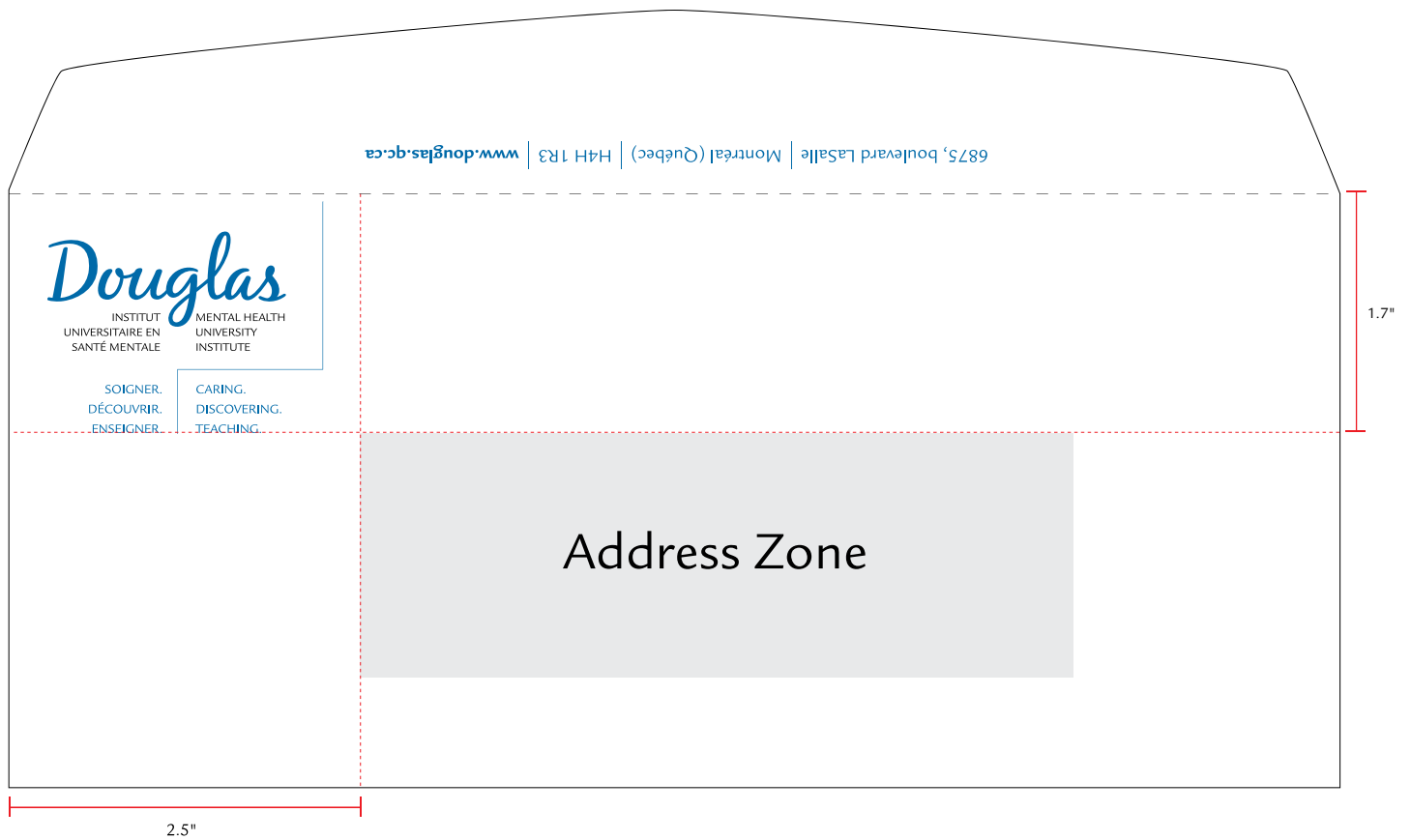
- Header:** A 2-inch high section at the top. It contains the Douglas logo (Institut Universitaire en Santé Mentale / Mental Health University Institute) in the center. To the left, the text reads "SOIGNER. DÉCOUVRIR. ENSEIGNER." and to the right, "CARING. DISCOVERING. TEACHING." The margins on either side are 1 inch.
- Address Block:** A grey-shaded area containing the date "January 15th 2009" and labels for "Name of recipient", "Address", "City, province", and "Postal code".
- Body Text:** A grey-shaded area containing the salutation "To Whom It May Concern:", two paragraphs of Lorem Ipsum text, and the closing "Sincerely,".
- Signature Block:** A grey-shaded area with labels for "Name" and "Status".
- Secondary Logo:** A brown-shaded rectangular area in the bottom right, with a callout indicating its placement: "Placement of secondary logo", "Maximum height: 1\"", and "Maximum width: 1.8\"".
- Footer:** A 1.25-inch high section at the bottom. It contains contact information: "Hôpital Douglas | 6875, boulevard LaSalle | Montréal (Québec) | H4H 1R3 | Téléphone : 514 761-6131 | www.douglas.qc.ca". Below this are logos for "Affilié à l'Université McGill / Affiliated with McGill University" and "Centre collaborateur OMS de Montréal pour la recherche et la formation en santé mentale / Montreal WHO Collaborating Centre for Research and Training in Mental Health".

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Envelope

The recommended style for the address area is black lettering on a white background. Avoid decorative or cursive fonts, italics, underlining or bold characters.



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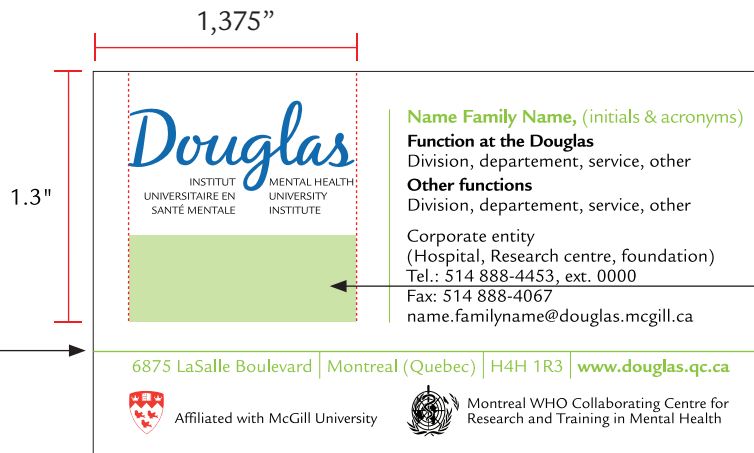
Business card and appointment card

The coloured zones
correspond to the Pantone
of the Douglas logo.



Card with secondary logo

The coloured zones correspond
to the dominant colour of
the secondary logo.



Placement of
secondary logo
Maximum height: 0.45"
Maximum width: 1.18"

Appointment card (interior)

The coloured zones
correspond to the Pantone
of the Douglas logo or the
dominant colour of the
secondary logo if applicable.

