

Font Usage

Restrictions are placed on fonts to ensure a consistent and recognizable look for all Saskatchewan Health Authority materials produced throughout the province. The following font has been selected for corporate documents.

Font Name - Calibri

Calibri regular can be used for:

Use this font style for regular body copy, when space is not an issue • Secondary subheads • Charts and tables.

Calibri Bold can be used for:

Headline • Titles • Subheads • Emphasis in body • Quotes • Type as a design element

Calibri Bold Italic can be used for:

Emphasis in body • Quotes

Calibri Light can be used for:

This font is to be used for type in exceptional design circumstances only. Please contact Communications for further direction on use.

Font Size:

- It is recommended that all text in the body of the document be 11 point in size.
- Headers or main titles be 18 point or higher in size.
- It is recommended that subtitles/subheads be 13 point in size.

Contact us:

Communications
info@saskhealthauthority.ca

Improper Logo Usage



Do NOT crop the logo



Do NOT change the font



Do NOT change the transparency



Do NOT rotate the logo



Do NOT change the colour



Do NOT compress the logo



Do NOT rearrange the logo



Do NOT stretch the logo

Logo Use on Coloured Backgrounds

The full colour logo should be used on white or light coloured backgrounds only. Use the white logo variation on dark or black background.



Logo Usage Guidelines

The Saskatchewan Health Authority logo acts as a visual symbol that represents and distinguishes the organization for the public, communities and employees. It is important that the logo be used correctly to ensure a consistent and reliable visual identity. All internal and external material should use the logo as per the guidelines in this pamphlet.

Approved Versions



This is the official logo of the Saskatchewan Health Authority (SHA) and is the one you see on our website. It is to be used on all digital applications (social media channels, websites, PowerPoint templates, etc.). It should be used in provincial campaigns or literature approved by Communications where full, multi-colour printing application is required (e.g. full-colour brochures with photography).



The green logo is the preferred logo for colour printed materials, with the exception of those above. This includes colour printed materials used by the board, executive and senior leadership teams. The green coloured-version of the logo is to be used on business cards, envelopes and letterhead when colour printing is the preferred



option.

The **black logo** is the preferred logo for all black and white printed materials. A **white logo** variation has been created for use on dark print materials with a dark or black background.

Embroidery logos have been developed and are available for use. The black variation is the preferred version when used on a light or white material. The white or 'reversed' version of the logo should be used for embroidery on dark or black materials only.

Usage Requirements



Clear Zone

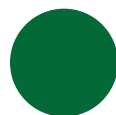
To ensure that the logo stands out clearly when used, it should always be framed within a clear zone. The clear zone must be the height or width of the cross in the symbol. This applies to placement of the logo relative to the edge of a page, sign, TV screen, advertising items, merchandise, etc. It is unacceptable to have any part of the logo adjacent or overtop of any other text or graphic element.



Minimum Current Size

The minimum size of the logo ensures that the logo is never produced at a size that is too small for legibility. The minimum size is 1.5 x 0.39 inches, or 175 x 45 pixels.

Colour Palette



Pantone: 349
CMYK: C-90 M-33 Y-100 K-26
RGB: R-3 G-105 B-54



Pantone: 369
CMYK: C-67 M-12 Y-100 K-1
RGB: R-98 G-167 B-68



Pantone: 114
CMYK: C-2 M-10 Y-86 K-0
RGB: R-253 G-222 B-63

Logo Do's

- Only use the most current versions of the logo.
- Only use high quality versions of the logo.
- Keep the symbol and the wordmark together.
- Ensure that the clear zone is respected.
- Ensure the logo is legible against all backgrounds.

Logo Don'ts

- Do not use the logo if you do not have permission to do so.
- Do not use a copied logo from the SHA website or another document.
- Do not add elements to the logo.
- Do not alter or skew the logo in any way.
- Do not crowd the logo.
- Do not change the font of the logo.

Logo Files

For optimal reproduction of the SHA logo, it is recommended that vector files such as **EPS** be used. In some circumstances a high resolution **PNG** can be substituted.

Please note **EPS** files in a new document may appear black and jagged, but produce crisp and clean printouts.

PNG files are raster graphics. When these images are enlarged, the quality of the image will degrade.

Contact the Communications Department for logo files.