

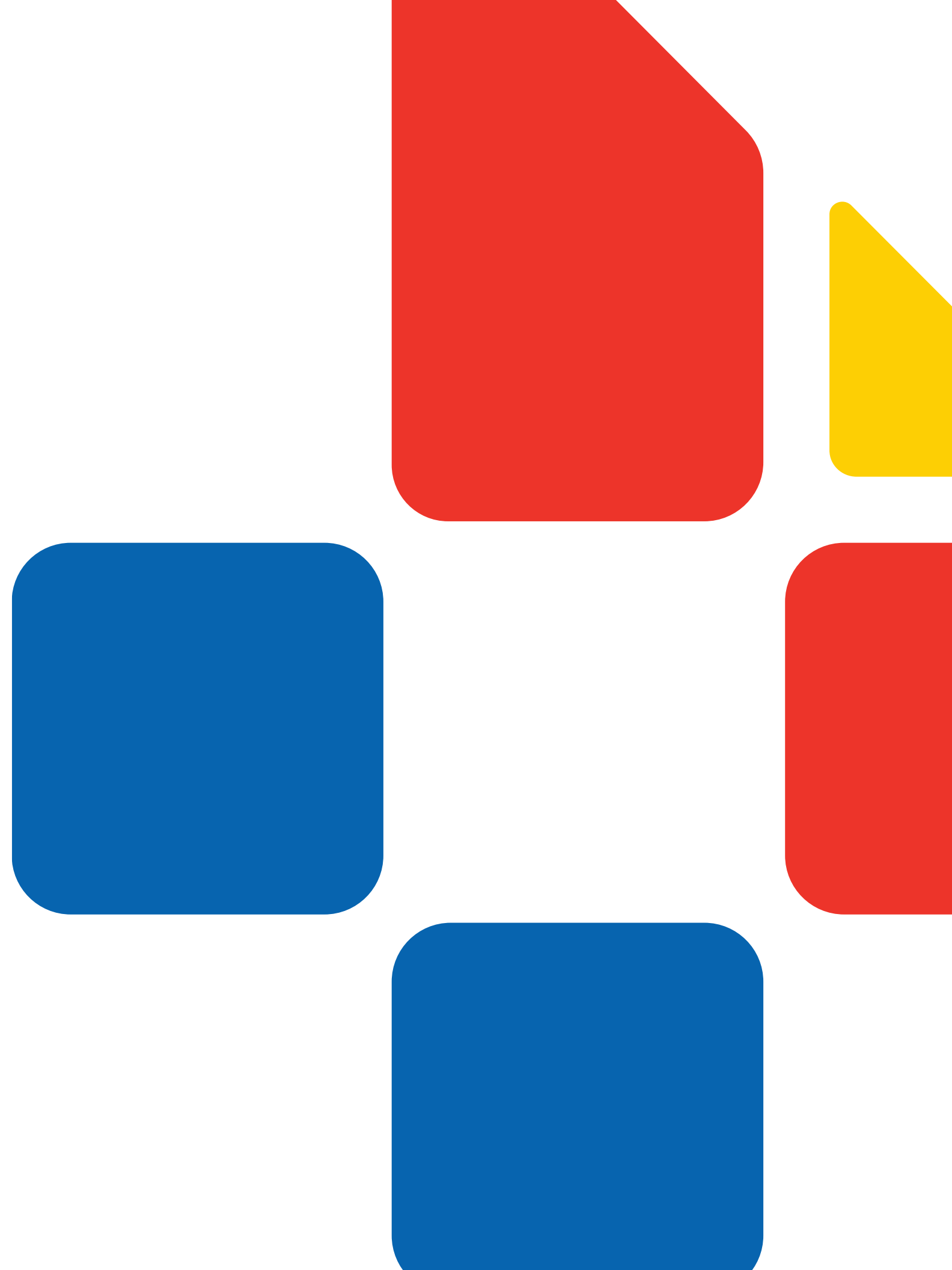
**NL Health  
Services**

# **Brand Updates for Site/Building Identification Signage**

September 16, 2024

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# Introduction

Newfoundland and Labrador (NL) Health Services was created in 2023 following recommendations from Health Accord NL.

As one provincial health authority, the goal is to update existing legacy branded signage to reflect the new brand and identity of NL Health Services. Clear and consistent signage is crucial for effective visibility, awareness and brand recognition, and it creates positive patient experiences. As a result, all signage should be aligned provincially, using the new logo, colours, typography, size and spatial relationships outlined in this document.

These guidelines are intended to help internal and external partners understand the branding requirements set by NL Health Services when updating identification signage for its facilities, sites, buildings, and/or properties.

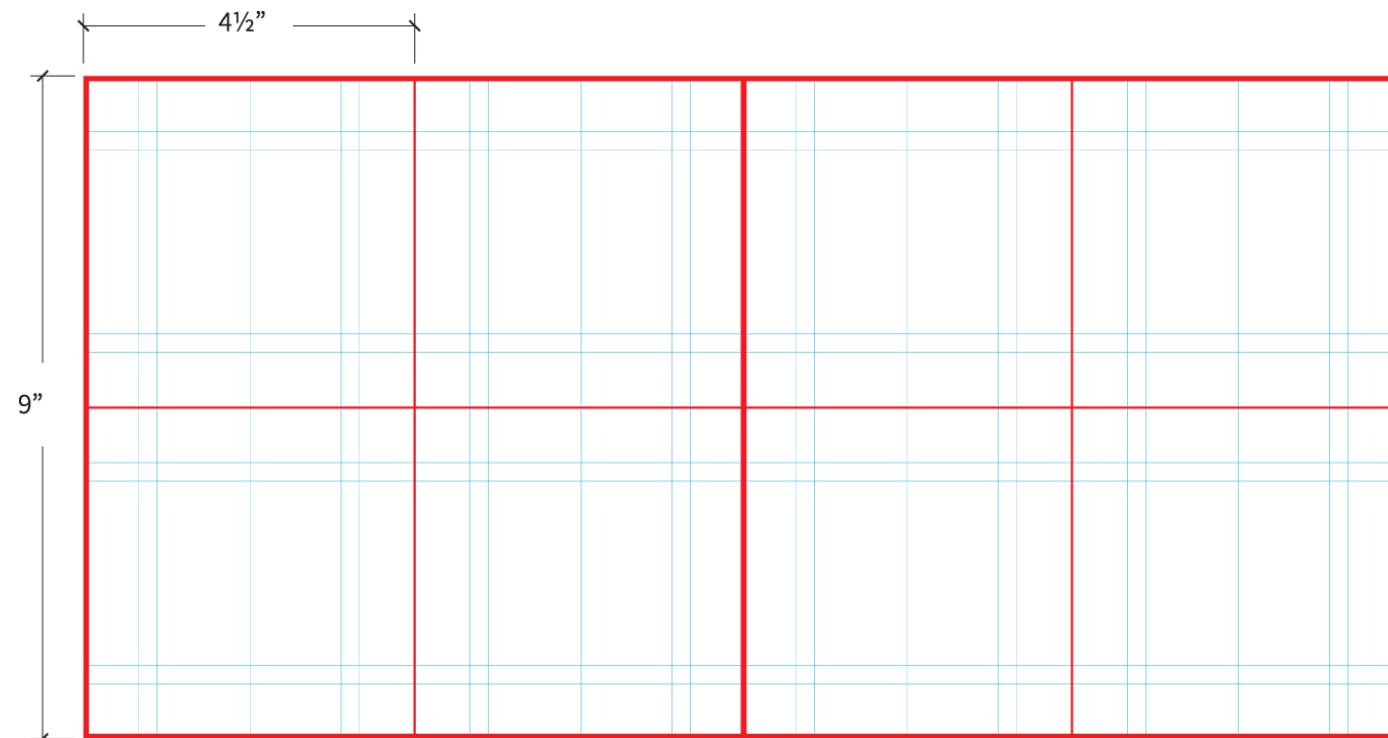
Because of the variations in size and architectural design of the existing signage and structures, there is no ‘one-size-fits-all’ approach to site/building identification. Consideration should be given to the appropriateness and condition of existing sign structures. In some cases, the graphics alone can be replaced, retaining the sign panel and mounting structure. In other cases, where budget and conditions allow, new structures and sign panels may require replacement.



# Signage Composition

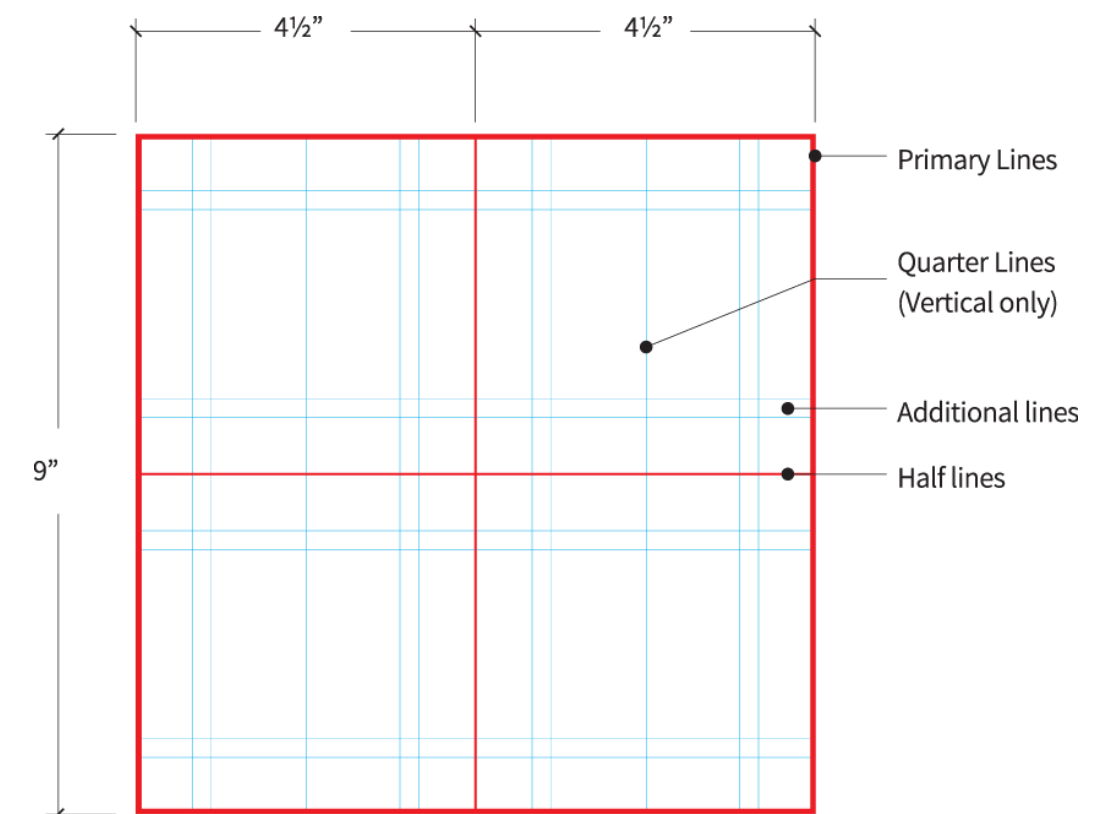
## Grid System

- NL Health Services site/building identification signage has been designed using a grid system. The grid is used to define a sign's layout including its margins, text, and placement of the logo.
- Though there may be instances where adjustments may be necessary, the grids should be used as a guideline when laying out any custom or modified sign content.
- If additional sign types are required to meet future conditions, they should be designed using the same grid system and conform to the established guidelines.



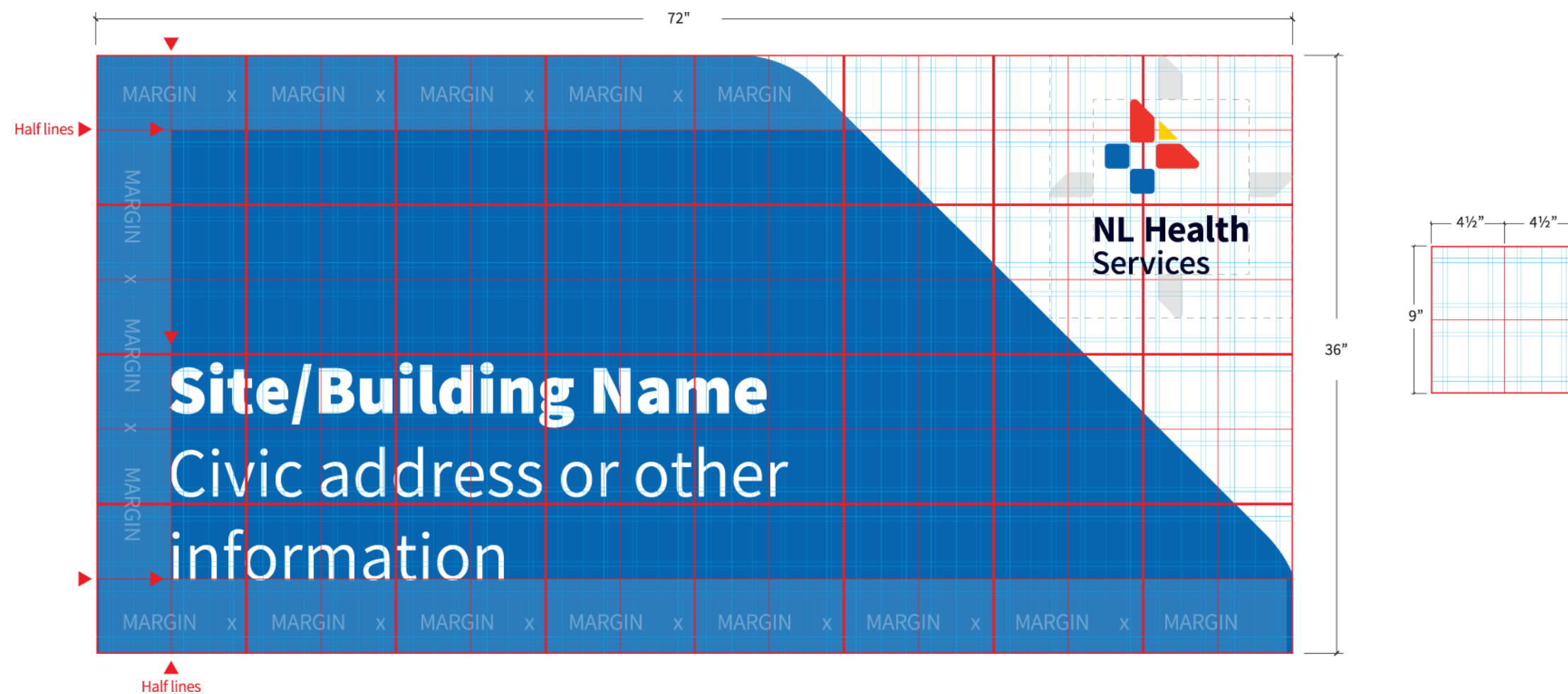
## Grid Lines

- The grid is broken down into lines that may be used to help align sign content. Use the primary lines and half lines wherever applicable, and only use the quarter lines or additional lines when the former doesn't work.



## Grid Application

- The grid is repeated in pattern, with grid edges conforming to a full grid square, or its half line. Margins typically allow for space from the edge and are often placed at the quarter, half, or primary lines.
- The logo, text and any other content are then added in, each conforming as best as possible to the grid lines in their respective sizes and placement. Graphic components typically align to grid lines, favouring the outer extents of the grid square, or one of its additional lines.
- When creating new or custom signs, use similar sign sizes/types as precedents for how to use the grid in terms of margins, layout, content, etc.



# Design and Specifications

As we continue to build on the brand and identity of the organization, it is important that the health authority is represented in a consistent and unified manner. All branding updates for site/building identification signage must follow the design and layout variations as outlined, always adhering to the corporate [visual identity guidelines](#).

## Site/Building Names

- Please use the formal site/building name only. Do not use abbreviations. E.g., ‘Dr. G. B. Cross Memorial Hospital’ instead of ‘GB Cross.’
- For all program/service-based signage, please consult with your counterparts to ensure that relevant names are consistent in all zones across the province. This should be approved by the appropriate senior director and/or vice president.

## Colour Application

- All site/building identification signage should be produced in full colour across the organization, using the **primary colour codes** referenced on the right.
- Please consult with Communications in circumstances where the full-colour application is not possible.
- For effective signage contrast, the background should always be **Blue** / Pantone 2133 C **or Slate** / Pantone 532 C, never Red / Pantone 179 C or Gold / Pantone 109 C.

**Blue**

Pantone 2133 C  
C 92 / M 63 / Y 0 / K 0

**Slate**

Pantone 532 C  
C 88 / M 76 / Y 30 / K 82

**Red**

Pantone 179 C  
C 0 / M 94 / Y 94 / K 0

**Gold**

Pantone 109 C  
C 1 / M 17 / Y 100 / K 0

## Logo



A minimum free space should be maintained around the logo at all times. Free space is equal to one of the red pieces of the icon.

## Text Size

**abc** ↕

Text size will vary depending on length of site/building names and signage size.

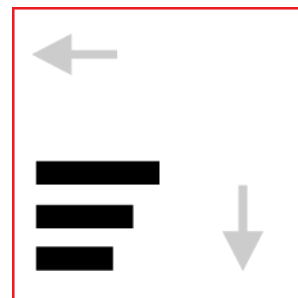
## Use of Other Logos



Program/service-based logos previously developed and/or used prior NL Health Services, or other logos, should not be used on any signage.

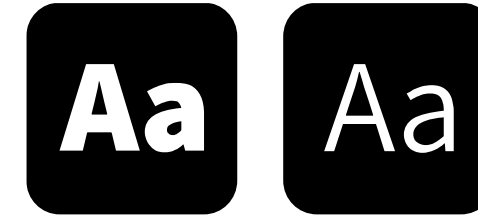
Please consult with Communications where partnership logos may be considered.

## Text Alignment



Align text to the bottom / left.

## Typography



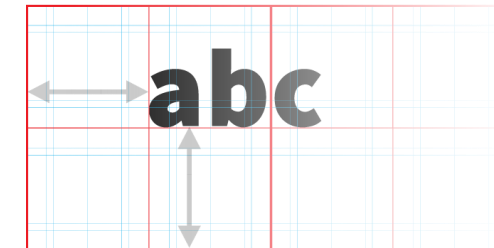
**Assistant  
Extrabold**

Assistant  
Regular

The NL Health Services brand has one principal typeface – Assistant. This typeface should be used for all marketing and brand materials, including signage.

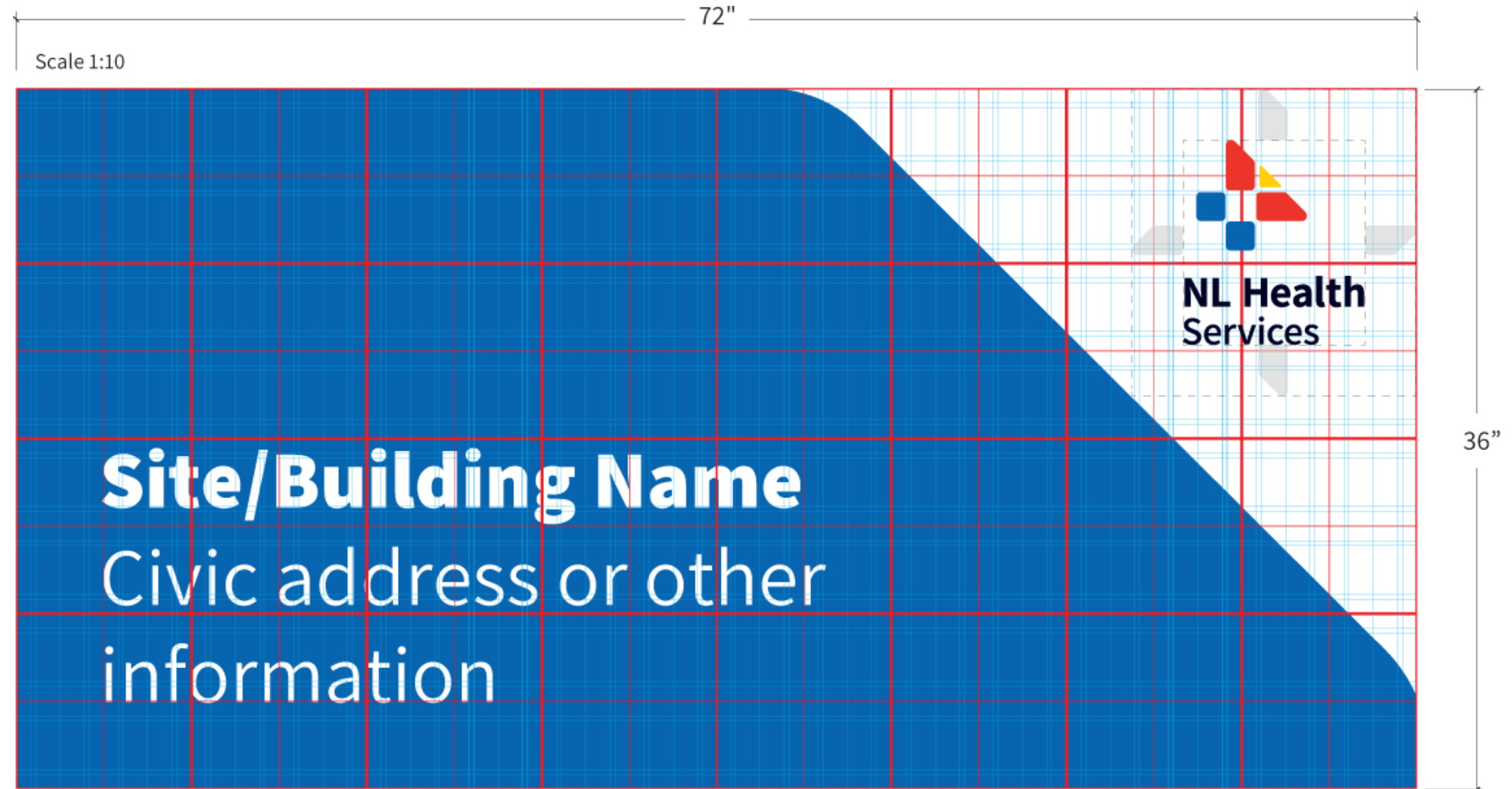
To download the typeface, visit:  
<https://fonts.google.com/specimen/Assistant>

## Text Margins



Use half lines to create margins around the text.

# Design Application Sample



- PANTONE REFERENCE:**
- Red:** Pantone 179 C
  - Gold:** Pantone 109 C
  - Slate:** Pantone 532 C
  - Blue:** Pantone 2133 C



# Design Application Sample

HORIZONTAL

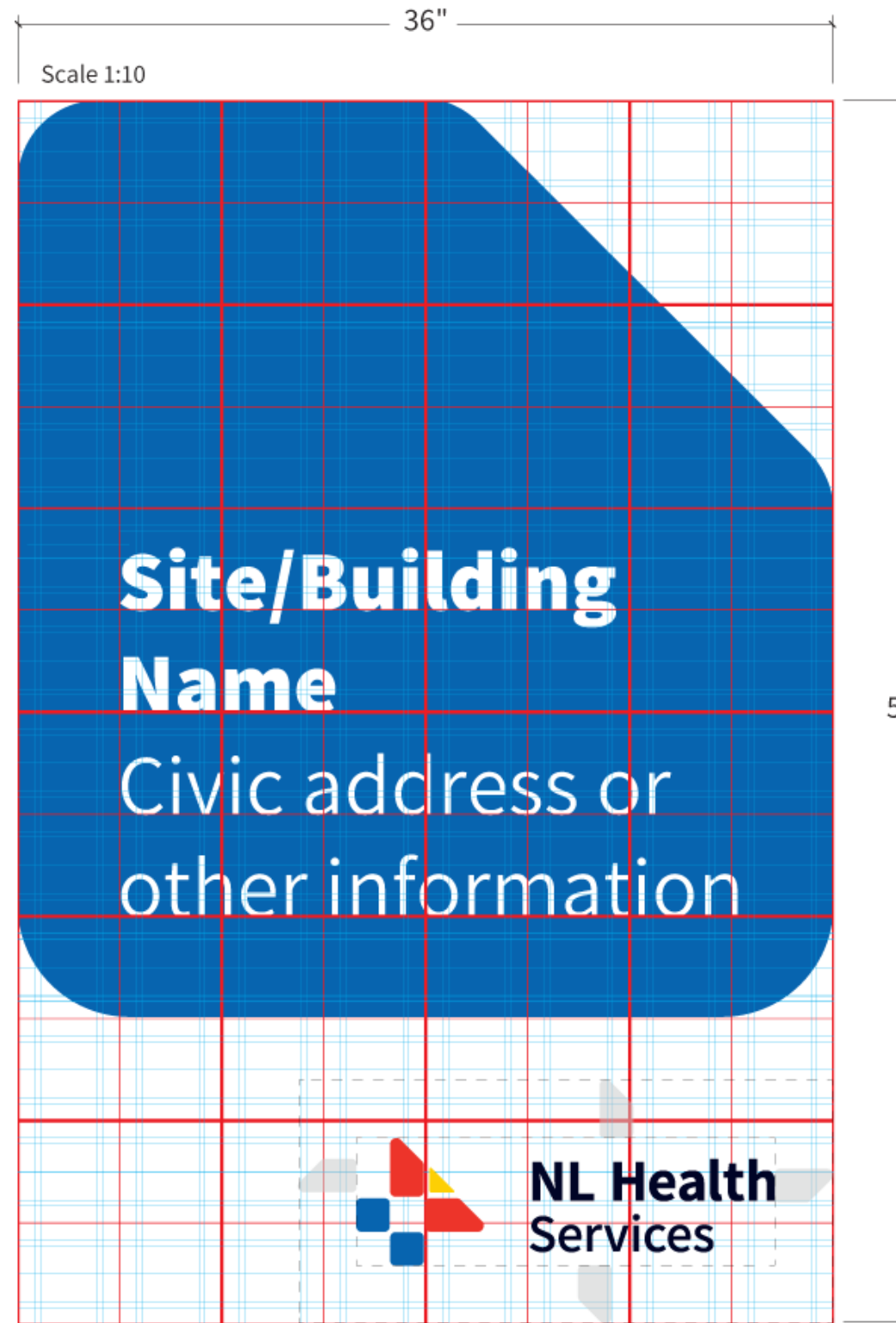
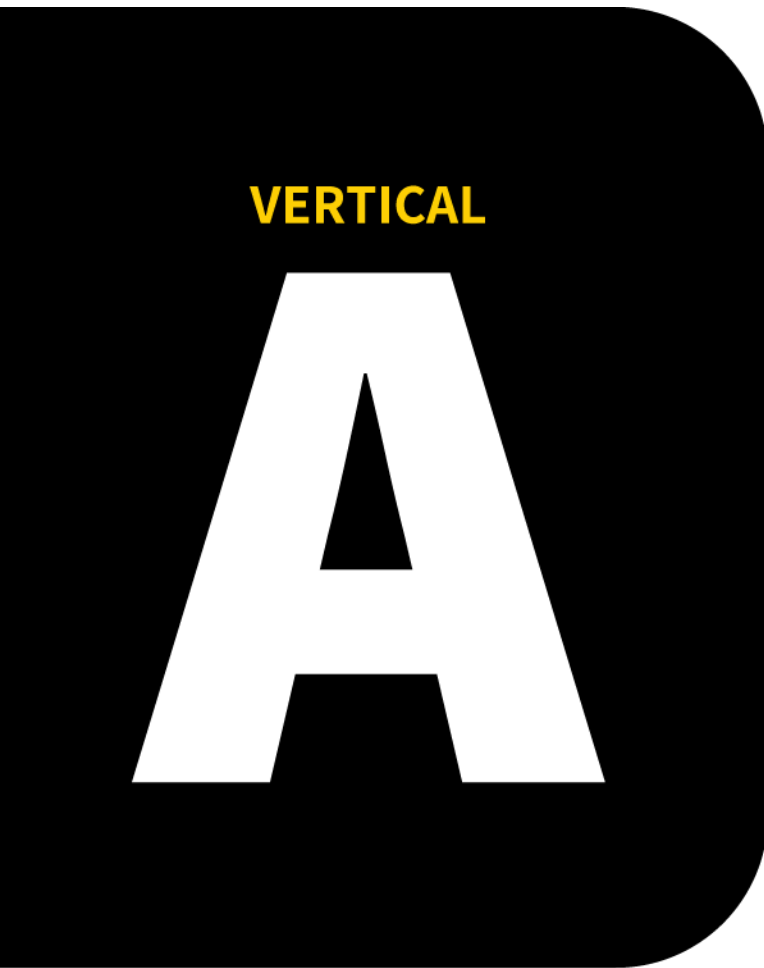
# B



#### PANTONE REFERENCE:

- Red: Pantone 179 C
- Gold: Pantone 109 C
- Slate: Pantone 532 C
- Blue: Pantone 2133 C

# Design Application Sample

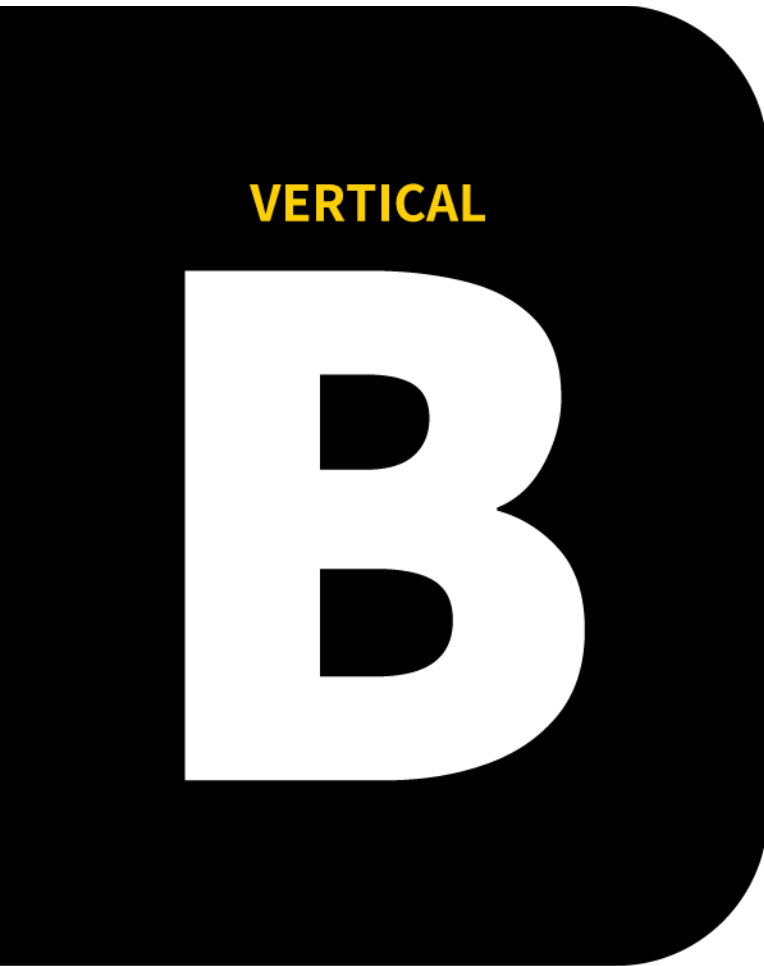


## PANTONE REFERENCE:

- Red:** Pantone 179 C
- Gold:** Pantone 109 C
- Slate:** Pantone 532 C
- Blue:** Pantone 2133 C



# Design Application Sample



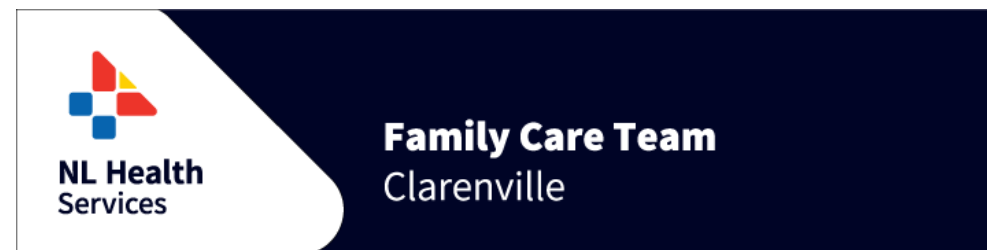
- PANTONE REFERENCE:**
- Red: Pantone 179 C
  - Gold: Pantone 109 C
  - Slate: Pantone 532 C
  - Blue: Pantone 2133 C



# Family Care Teams Signage Guidelines

The Communications Department manages all design requests for Family Care Teams' identification signage. To ensure your request is processed efficiently, please follow the signage request process in the next section. Of note:

- Family Care Teams reflect the NL Health Services site/building identification signage guidelines, using the colour **Slate / Pantone 532 C**.
- The Family Care Teams logo should not be used on NL Health Services site/building identification signage.
- Family Care Team identification signage must use the official name, as announced by the Provincial Government..
- Other public facing marketing and communications materials should, in addition to the NL Health Services logo, feature the Family Care Teams logo and adhere to the standards developed by the Government of Newfoundland and Labrador.



PANTONE REFERENCE:	
	<b>Red:</b> Pantone 179 C
	<b>Gold:</b> Pantone 109 C
	<b>Slate:</b> Pantone 532 C
	<b>Blue:</b> Pantone 2133 C

# Signage Request and Approval Process

- All requests for site/building identification signage must be reviewed and approved by both the **facility lead or designate** and the **respective director and/or senior director** prior to production.
- All branding updates for site/building identification signage must request a proof of artwork from the signage vendor before any printing. This artwork proof will provide a sample of what the sign will look like before it is printed, allowing for corrections or revisions if needed.
- **All proofs** should be reviewed and approved by Communications prior to production. Please forward the proof of artwork via email to: [communications@nlhealthservices.ca](mailto:communications@nlhealthservices.ca) and add 'signage request for review/approval' in subject line.
- **For Family Care Teams signage**, the site lead or designate should send an email to Communications, ([communications@nlhealthservices.ca](mailto:communications@nlhealthservices.ca)), with the following details: service location, zone, official recommended name, signage size and other relevant specs, timelines and approvers for Primary Health Care and Support Services.

Send	To	<a href="mailto:communications@nlhealthservices.ca">Communications;</a>
	Cc	
	Subject	Signage request for review/approval



## Use of Multiple Languages

- In cases where existing legacy branded signage uses multiple languages, please consult with the site lead about this ongoing need, and engage the Communications team ([communications@nlhealthservices.ca](mailto:communications@nlhealthservices.ca)) to request further support in applying these guidelines.
- A provincial working group will be exploring and making future recommendations around the use of multiple languages in signage and wayfinding, including French and Indigenous languages.

## Wayfinding or Directional Signage (interior/exterior)

- A **Provincial Wayfinding Strategy** provides additional instructions for larger sites/buildings that require wayfinding or directional signage (interior/exterior), including new builds.
- For more information, please contact the Provincial Capital Planning, Infrastructure and Engineering Department.

## New Site/Building Signage Developments

- All new site/building developments requiring signage must consult with Provincial Capital Planning, Infrastructure and Engineering for the proper guidance.



# Appendix: Design Templates for Vendors

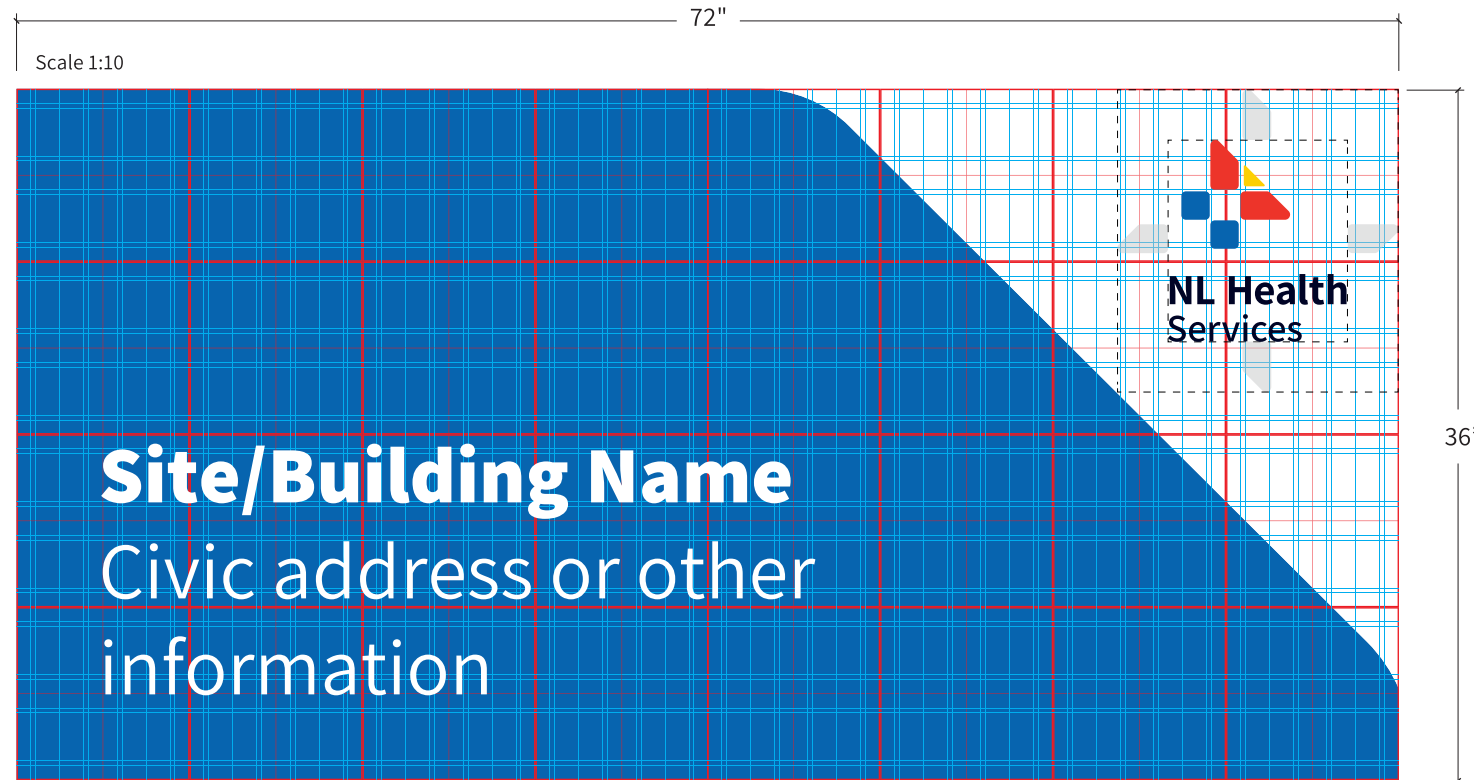
- 9 x 9 Grid Template
- Horizontal Templates
- Vertical Templates



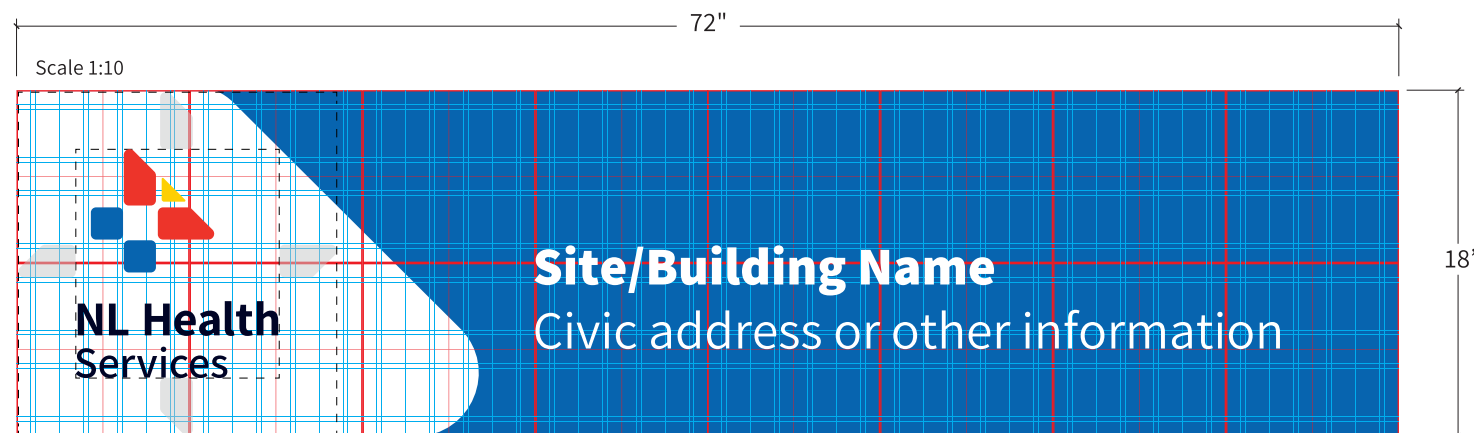


# Horizontal Templates

# A

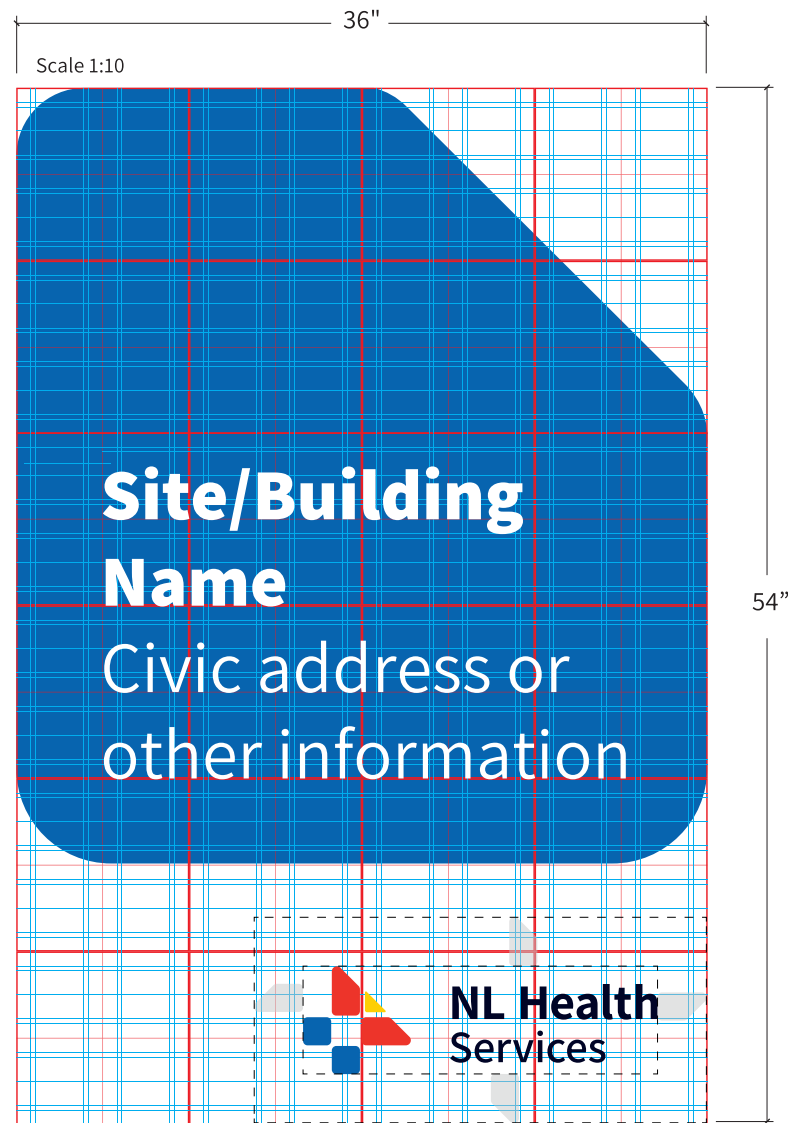


# B

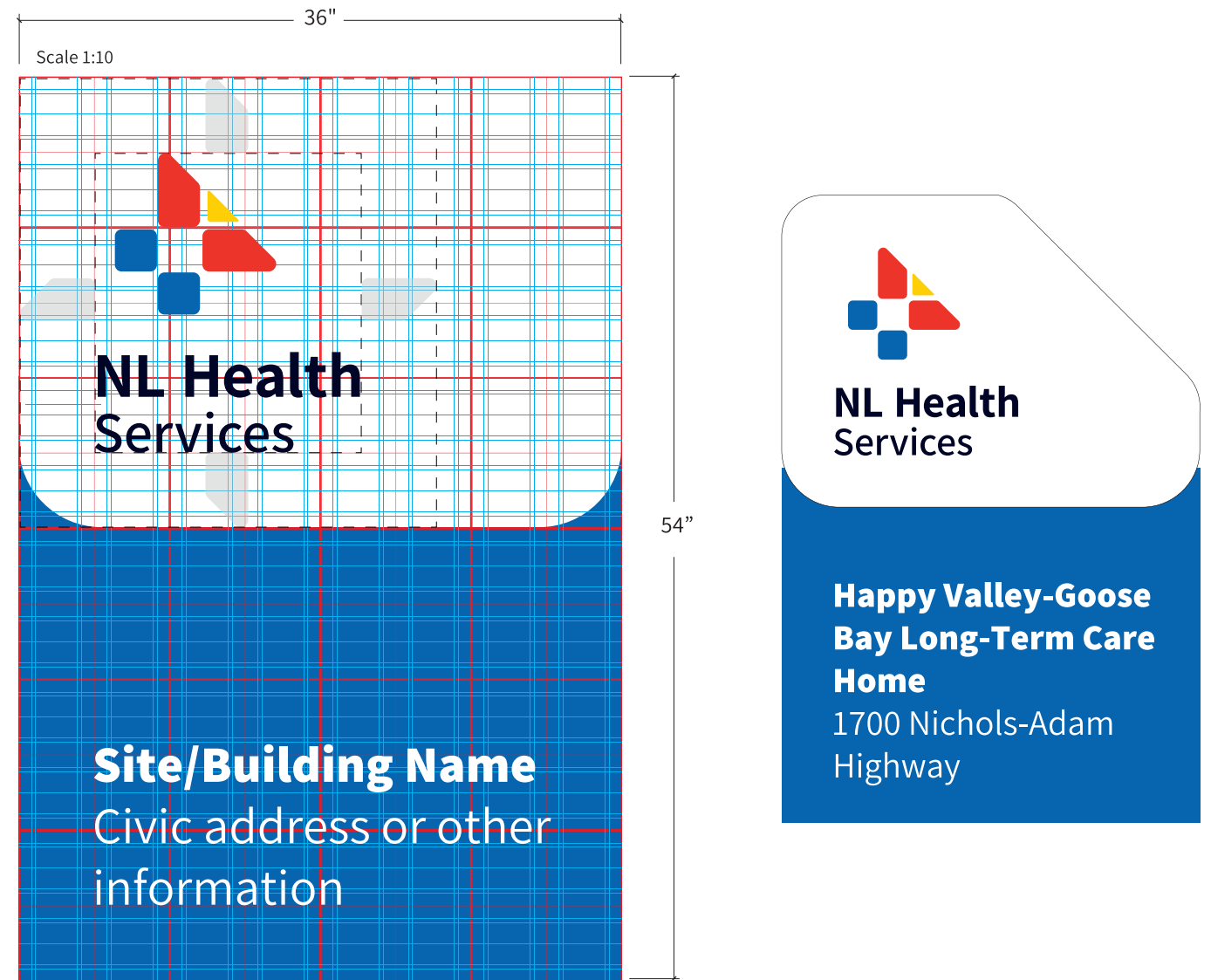


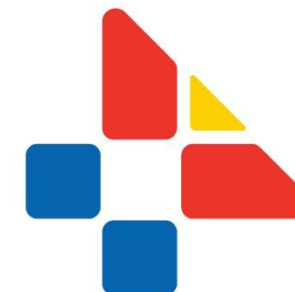
# Vertical Templates

# A



# B





# NL Health Services

▶ [NLHealthServices.ca](https://NLHealthServices.ca)

