

# VIHA logo guidelines

The Vancouver Island Health Authority's (VIHA) visual identity is an important part of its image. The logo represents the west coast in its graphic elements, as well as representing the three cornerstone areas of the health authority – north, central and south island – in the mountains.

The VIHA logo consists of three mountains, a wave and the VIHA wordmark. This trio of elements must appear as a unit, never altered.

## HOW TO USE THE LOGO

Please follow these guidelines when applying the VIHA logo:

- The VIHA logo should be clearly visible on all VIHA produced materials (in print or online).
- Logo placement should be prominent (i.e. upper left or right corners, bottom right or left corners), and is to be featured in front of other VIHA program logos.
- Do not place the logo sideways.
- Do not stretch, squash or otherwise distort the logo image.
- Enlarging and shrinking the logo to various sizes, in proportion with the size of the material being produced is entirely appropriate, while ensuring all wording associated with the logo is of a readable size.
- When using the 2-color format, do not print in any colours other than those described in the Reproduction Guidelines (see page 2).
- Do not run the mountains in one solid colour without distinguishing the different shades.
- When using a one-color format (black only) the mountains will appear as black and grey.
- Do not split apart the graphic elements of the logo, change the logotype, or run the logo without the name.
- Do not use the graphic elements of the VIHA logo (wave or mountains) in other logos or print materials.
- Do not add text or any other graphic element to the logo.

## TO OBTAIN AN ELECTRONIC VIHA LOGO

The logo is available in color and black & white and can be distributed in the following formats: eps, tif, jpg and gif.

Please contact Jen Morgan in Communications at [Jennifer.morgan@viha.ca](mailto:Jennifer.morgan@viha.ca) or (250) 370-8374.



## REPRODUCTION GUIDELINES

### TWO-COLOUR LOGO REPRODUCTION:

The standard two-color logo is to be used on any background that is lighter than 50% grey.

- A. Logotype “health authority” and the left mountain: 100% PSM 072 Blue
- B. Centre mountain: 50% PSM 072 Blue
- C. Right mountain and the wave: 70% PSM 072 Blue
- D. Logotype “VANCOUVER ISLAND”: 100% Black



### ONE-COLOUR LOGO REPRODUCTION:

In black and white reproduction, the following should apply:

- A. Logotype “health authority”: 80% Black
- B. Left mountain: 70% Black
- C. Centre mountain: 30% Black
- D. Right mountain and the wave: 50% Black
- E. Logotype “VANCOUVER ISLAND”: 100% Black



### INVERSION ON DARK BACKGROUND:

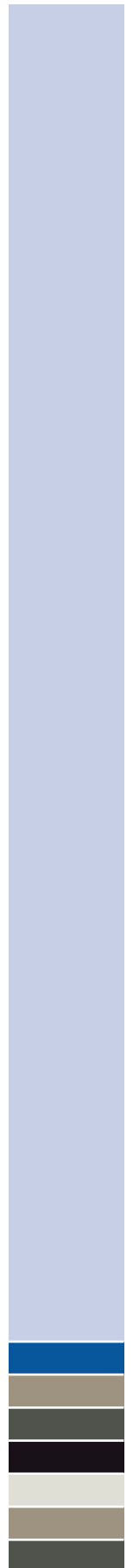
The inverted version may be applied on backgrounds darker than 50% grey.

- A. Left mountain: 50% Black
- B. Centre mountain and the wave: 20% Black
- C. Right mountain: 30% Black
- D. All logotype: 100% White



### PANTONE 072 BLUE:

- CMYK: 100/88/0/5
- RGB: 28/63/148
- HEX #: 1C3F94



# Examples of improper logo usage:



Example of stretched logo



Example of reconfigured VIHA logo



Example of elongated logo



Example of isolated logo elements in program logo



Example of framed logo



Example of isolated logo elements in program logo



Example of solid color logo (no gradient shading)



Example of re-colored logo



Example of logo with incorrect font