

# Vancouver Coastal Health Brand Standards Quick Guide

For External Communications

Questions? Email [brand@vch.ca](mailto:brand@vch.ca)  
Download templates at [brand.vch.ca](http://brand.vch.ca)

Please review the full-length brand standards manual for details on application and design.

Last updated March 2020.

## Logo



## Graphic Symbol



At nearly all times the mountain graphic symbol should be used within the complete VCH logo. It should never be used alone to represent VCH externally. Occasionally, it may be used on its own (e.g. social media profile pictures) when Vancouver Coastal Health is written next to it. For questions regarding its use, please email [brand@vch.ca](mailto:brand@vch.ca).

## Logo Misuses



Do not reposition the components.



Do not stretch or distort the logo.



Do not place the colour logo on a colour background. Only place it over white.



Do not change the colours or the typeface.



Do not fill the logo with gradients or images. Do not add a shadow or other effects.



Do not use screen captures or pixelated logos.

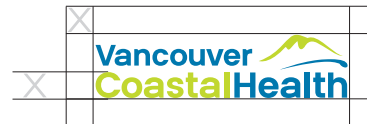
## Minimum Logo Size



Minimum width for print:  
0.75 inch | 1.9 cm | 54 pixels

Minimum width for screen:  
1 inch | 2.5 cm | 75 pixels

## Clear Space



Clear space around the logo is equal in size to the height of the "C" in Coastal. Keep this area clear of text, images and graphics.

## Typography

Az

PRIMARY FONT  
Proxima Nova

Az

ALTERNATIVE FONT  
Calibri

## Colours

### PRIMARY

Ocean Blue	
PMS	307 U/C
CMYK	100, 16, 0, 27
RGB	0, 120, 174
HEX	#0078AE

Cloud White	
CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#FFFFFF

### SECONDARY

Harbour Teal	
PMS	3155 U/C
CMYK	100, 45, 45, 20
RGB	0, 98, 113
HEX	#006271

Seaside Teal*	
PMS	7716 U/C
CMYK	87, 20, 48, 0
RGB	0, 151, 147
HEX	#009793

Rainforest Green*	
PMS	7482 U/C
CMYK	96, 8, 100, 0
RGB	0, 158, 78
HEX	#009E4E

Cyan Blue	
PMS	Cyan 15%
CMYK	15, 0, 0, 0
RGB	212, 239, 252
HEX	#D4EFFC

### ACCENT

Sunlit Green	
PMS	382 U,C
CMYK	29, 0, 100, 0
RGB	193, 216, 47
HEX	#C1D82F

Sea Star Purple	
PMS	512 U,C
CMYK	55, 95, 25, 5
RGB	132, 50, 117
HEX	#843275

Sunshine Yellow	
PMS	113 U,C
CMYK	0, 5, 80, 0
RGB	255, 232, 80
HEX	#FFE850

Cool Grey	
PMS	Cool Gray 11 U,C
CMYK	63, 52, 44, 33
RGB	83, 88, 95
HEX	#53585F

Sunset Orange	
PMS	171 U,C
CMYK	0, 79, 81, 0
Do not use this colour for digital applications.	

\*For digital applications, the colours marked with an asterisk must be set on white at a minimum font size of 14 point bold (18.66 px) or 18 point regular (24 px) for easier reading on screen.

Please refer to the full-length brand standards manual for guides on using each colour as text.

# oneVCH Brand Standards Quick Guide

For Internal Communications

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Last updated March 2020.

## Logo



## Logo Misuses



Do not isolate the one VCH part of the logo.



Do not reposition the components.



Do not place the colour logo on a colour background. Only place it over white.



Do not change the colours or the typeface.



Do not stretch or distort the logo.



Do not fill the logo with gradients or images.



Do not change the hierarchy of the logo.



Do not add a shadow or other effects.



Do not use screen captures or pixelated logos.

## Minimum Logo Size



Minimum width for print:  
1 inch | 2.54 cm | 72 pixels

Minimum width for screen:  
1.4 inch | 3.5 cm | 100 pixels

## Clear Space



Clear space around the logo is equal in size to the height of the "o" in oneVCH. Keep this area clear of text, images and graphics.

## Typography

**Az** PRIMARY FONT  
Proxima Nova

**Az** ALTERNATIVE FONT  
Calibri

## Colours

### PRIMARY

<b>Sky Blue*</b>	
PMS	305 U/C
CMYK	54, 0, 6, 0
RGB	0, 159, 212
HEX	#009FD4
	(Digital Sky Blue is darker for web accessibility).

<b>Ocean Blue</b>	
PMS	307 U/C
CMYK	100, 16, 0, 27
RGB	0, 120, 174
HEX	#0078AE

<b>Cloud White</b>	
CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#FFFFFF

### SECONDARY

<b>Harbour Teal</b>	
PMS	3155 U/C
CMYK	100, 45, 45, 20
RGB	0, 93, 113
HEX	#006271

<b>Seaside Teal*</b>	
PMS	7716 U/C
CMYK	87, 20, 48, 0
RGB	0, 151, 147
HEX	#009793

<b>Rainforest Green*</b>	
PMS	7482 U/C
CMYK	96, 8, 100, 0
RGB	0, 158, 78
HEX	#009E4E

### ACCENT

<b>Tulip Red</b>	
PMS	1785 U,C
CMYK	0, 85, 55, 0
RGB	240, 78, 94
HEX	#F04E5E

<b>Sea Star Purple</b>	
PMS	512 U,C
CMYK	55, 95, 25, 5
RGB	132, 50, 117
HEX	#843275

<b>Sunshine Yellow</b>	
PMS	113 U,C
CMYK	0, 5, 80, 0
RGB	255, 232, 80
HEX	#FFE850

<b>Surf Teal</b>	
PMS	3258 U,C
CMYK	65, 0, 39, 0
RGB	75, 192, 175
HEX	#4BC0AF

<b>Spring Green</b>	
PMS	360 U,C
CMYK	60, 0, 95, 0
RGB	113, 191, 75
HEX	#71BF4B

\*For digital applications, the colours marked with an asterisk must be set on white at a minimum font size of 14 point bold (18.66 px) or 18 point regular (24 px) for easier reading on screen.

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