

Canadian Medical Hall of Fame **Brand Guidelines**

May 2024



Canadian Medical Hall of Fame
Temple de la renommée
médicale canadienne



Colour Palette



Pantone 187
CMYK 7 100 82 26
RGB 174 19 42
HEX AE132A



Pantone 188
CMYK 16 100 65 58
RGB 109 0 32
HEX 6D0020



Pantone 533
CMYK 95 72 15 67
RGB 0 30 69
HEX 001E45



Pantone 419
CMYK 86 70 69 95
RGB 33 35 34
HEX 212322



Pantone 7764
CMYK 46 29 84 68
RGB 63 70 28
HEX 3F461C



Pantone 7687
CMYK 100 78 0 18
RGB 0 66 140
HEX 00428C



Pantone 619
CMYK 17 14 93 38
RGB 146 137 34
HEX 928922



Pantone 416
CMYK 28 18 29 51
RGB 107 112 105
HEX 6B7069



Pantone 131
CMYK 2 39 100 10
RGB 221 151 26
HEX DD971A



Pantone 413
CMYK 9 5 12 14
RGB 201 203 195
HEX C9CBC3



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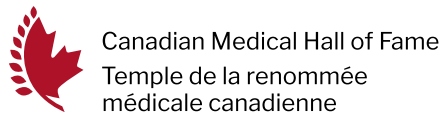
[Download logos here](#)

Logo Variations

Horizontal Logo

Full Colour Version

For use on white or light coloured backgrounds.



Red and White Version

For use on dark backgrounds that provide sufficient contrast with the logo. Legibility is paramount.



White Version

Limited-use reversed logo should only be used when background colour does not provide sufficient contrast with red icon.



Vertical Logo

Full Colour Version

For use on white or light coloured backgrounds.



Red and White Version

For use on dark backgrounds that provide sufficient contrast with the logo. Legibility is paramount.



White Version

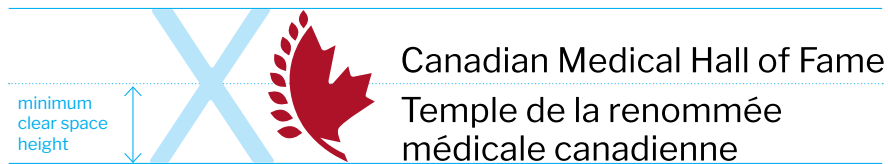
Limited-use reversed logo should only be used when background colour does not provide sufficient contrast with red icon.



[Download logos here](#)

Clear Space

For legibility and prominence, minimum clear space must surround the logo. This area must be kept free of any text or graphical elements. Minimum clear space is 1/2 the height of the icon.





Canadian Medical Hall of Fame

Discovery Days

in HEALTH SCIENCES

Presented by



Scotiabank®



Temple de la renommée
médicale canadienne

Journées Découvertes

en SCIENCES DE LA SANTÉ

Présenté par



Banque Scotia™

Logo Variations

Horizontal Logo

Full Colour Version

For use on white or light coloured backgrounds.



White Version

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Presented by



[Download logos here](#)



Canadian Medical Hall of Fame

Award for Medical Students

Sponsored by



Scotiabank.



Temple de la renommée médicale canadienne

Prix pour les étudiants en médecine

Commandité par




Banque Scotia.

Logo Variations

Horizontal Logo


Full Colour Version

For use on white or light coloured backgrounds.



Canadian Medical Hall of Fame
**Award for
Medical Students**

Sponsored by

<small>ASSOCIATION MÉDICALE CANADIENNE</small>  <small>CANADIAN MEDICAL ASSOCIATION</small>	 MD MD Financial Management	Scotiabank.
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Temple de la renommée médicale canadienne
**Prix pour les étudiants
en médecine**

Commandité par

<small>ASSOCIATION MÉDICALE CANADIENNE</small>  <small>CANADIAN MEDICAL ASSOCIATION</small>	 MD Gestion financière MD	Banque Scotia.
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White Version

Limited-use reversed logo should only be used when background colour does not provide sufficient contrast with the coloured icon.



Canadian Medical Hall of Fame
**Award for
Medical Students**

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[Download logos here](#)

Clear Space

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[Download logos here](#)

Typography

Both sans serif and serif fonts are recommended for the ‘corporate’ fonts - Libre Franklin and Lora. These fonts can be downloaded from Google Fonts and are appropriate for both print and online use. **Please note:** when creating a file that will be opened on computers that may not have your corporate fonts installed – eg. sending a Word document to someone outside of the organization or creating a PowerPoint file to be presented off of a third party’s computer – it’s imperative to use a standard system font that is installed on nearly every computer. The alternate font choice is Arial. Arial should only be used under these unique circumstances. Whenever possible, Libre Franklin and Lora fonts should be used.

Libre Franklin - <https://fonts.google.com/specimen/Libre+Franklin>

Lora - <https://fonts.google.com/specimen/Lora>

Libre Franklin (18 styles)

Thin
Thin Italic
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ‘?’“!”(%)[#]{}@}/&\<-+÷×=>®©\$€£¥¢;:,.*

Lora (4 styles)

Regular
Regular Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ‘?’“!”(%)[#]{}@}/&\<-+÷×=>®©\$€£¥¢;:,.*

Arial (4 styles)

Regular
Regular Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ‘?’“!”(%)[#]{}@}/&\<-+÷×=>®©\$€£¥¢;:,.*

Typography

Possible Font Combinations:

Sam id utem eumquo cus ant expelicit invelles verae voluptatisin re pedigent voloresto bea prati doluptas etur?

Adis iducilicem que volore sandignis eatio evelignam, con res dic test, sunt. Ga. Ducit quis volore, suntet verum esequam entiumet quas antia cullatqui to moditatectem aliciistem quo exerumquia cone maxim que perciis adi aut aut rem eatiorumquam si quas estrumqui nis est arum qui dit aciet, soloris suntur si dis militae iunt et, ipsaniatecto exeratis dolorem poratis illacestis nemperatur?

Ovidestis simuscime nimoditio derumendesti aut andic torumquunt ellignimi, est ad quatur, secatquis rehendam, sed quidemperunt dero voluptibusam rem audandi od eumquun tionseque ni alibusam exceraepra qui sin nis mos quis a consequ atempor ant fugia culparit fugiasition ratiam nes ratincia quisciis audae sitisit, ut estrum idissitatur saperfernat post.

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