LOGO

The Fraser Health logo is the main element in the Fraser Health visual identity and is used to represent Fraser Health in all communications. The Fraser Health logo is a registered trademark and may be used only with permission.

There are three versions of our visual identity:

1. a full colour version for use in all colour reproduction

2. a black and white version

3. a reverse version where the visual identity appears white on a dark background

The visual identity should not be reproduced in any other colours.

1.

2.

3.

Logo Size

The **minimum size** for colour and black and white logos is 0.375 inches.

Our logo is to be used only as a signature and not as a graphical element or illustration.

The logo may not be used as a watermark.

0.375″

Logo Buffer Zone

The buffer zone refers to the area directly surrounding the logo. No other text or graphic elements should appear in the area immediately surrounding the logo. This buffer zone preserves the desired visual impact of the logo.

Co-Branding

The Fraser Health signature is the primary visual identity for all Fraser Health departments, programs, facilities and campaigns. Also, it may be used as a secondary mark by related organizations, such as foundations, to show their relationship with the Fraser Health facility or program they support. When Fraser Health is a sponsor or co-sponsor of any communication or initiative, the complete Fraser Health signature should be used to signify participation.

Visual Identity Hierarchy

Communication protocols may dictate placement and prominence of logos. Please contact Communications and Public Affairs at communications@fraserhealth.ca if you have questions about co-branding.

Generally speaking, where Fraser Health is the primary brand, the logo is placed to the left with the supporting secondary brand to its right. The reverse is true when Fraser Health is a secondary supporting brand. These guidelines will sometimes vary based on the graphic/brand standards of the partner brand.