GENERAL BRAND AND STYLE GUIDE

With our visual identity, writing style and the consistent application of the graphic standards, we are building an image of our organization that reflects our purpose, vision, values and commitment. For any questions about this guide or the Fraser Health brand, please contact Communications and Public Affairs at communications@fraserhealth.ca

The Name

Spoken or written, Fraser Health is our standard. In legal documents, our full name Fraser Health Authority should be used. Avoid acronyms FH or FHA unless space is restricted (e.g. in a table or graph).

The Logo

The Fraser Health logo is the main element in the Fraser Health identity and is used to represent Fraser Health in all communications.

The **minimum size** for colour and black and white logos is 0.375 inches as shown on the right. The logo may not be used as a watermark.

Visual Tone

The images and colours we choose should be associated with feelings of warmth, caring and safety. They must reflect our professional image policy and diversity of our patients, clients and residents. Wherever possible, use images of real people as opposed to overly staged stock photos.

Written Style

Be specific and think of your audience. The more varied your audience, the more simply and generally you should write. Using action verbs with an active voice will create a stronger impact.

For example:
We made a decision. (weak)
We decided. (strong)

Write with plain language:
• friendly, personal tone
• use common vocabulary (eg. cancer rather than oncology)
• spell out acronyms
• grade six readability level
• present most important information first

0.375"

Colour and Font

Fraser Health Blue
coated: pantone 301C
uncoated: pantone 301U
CMYK: 100, 46, 5, 18
RGB: 0, 82, 147
Hexadecimal: #005293

Fraser Health Orange
coated: pantone 166C
uncoated: pantone 166U
CMYK: 0, 74, 100, 0
RGB: 224, 82, 6
Hexadecimal: #E05206

Arial is the font family that is preferred for most Fraser Health communications.

Palatino is the preferred body font when a document is intended to be printed and read.

Commonly Misspelled Words:

health care	inpatient
home care	counselling
organization	email
centre	per cent
Tri-Cities	benefited
dietitian	AIDS