SHRF
SASKATCHEWAN
HEALTH RESEARCH
FOUNDATION

2016
SHRF Visual Identity Guide

**Usage guidelines for logo,
colour, fonts and layout**

Logo on White Background

You can use any of three versions:

1. Logo in Pantone #300 and acronym/text in black

2. All black

3. All Pantone #2695

1.

2.

3.

Logo on Dark Background

Use the all white version only. Print logo on dark backgrounds that have enough contrast to clearly read the logo.

Minimum Size

The minimum size recommendation to ensure clarity for the logo is 1" for the full name version and 5/8" wide for the acronym only version.

Logo Proximity

The minimum distance between the logo and any adjacent element should be no less than the height of the letter 'F' in the acronym (for both logo versions).

Do not use the logo this way.

The examples below illustrate a number of incorrect uses and are NOT intended to be a complete list. NEVER apply these examples.

Do not stretch the logo

Do not alter the typography

Do not use over a complex photo or patterned background if legibility is compromised.

Do not change logo colours.