

## Program Letterhead

Electronic Program Letterhead is available. Please contact Communications or the Program Head.

## Envelopes and Mailing Labels

Envelopes are available in #11 or 9x12 (fig. 5)

Mailing labels (fig. 6) are available.



Figure 5

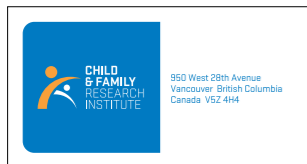


Figure 6

C&W Print Shop has the approved artwork for CFRI letterhead, envelopes, mailing labels and business cards.

## Questions & Assistance

Please contact the CFRI Communications Department if you have questions about the approved use of the CFRI logo or before using the logo on publications being distributed externally.

## Naming Conventions

### Getting the names right

- 1 The correct name for CFRI is **Child & Family Research Institute** (with an ampersand).
  - Internal Abbreviation upon second usage is **CFRI**
  - External Abbreviation upon second usage is **CFRI**
- 2 BC Women's, Children's and Sunny Hill, are agencies of the Provincial Health Services Authority. Any public materials must include the correct agency name, plus the tagline "**an agency of the Provincial Health Services Authority**", upon initial reference.
  - The correct name of BCCH is **BC Children's Hospital**
    - Internal Abbreviation upon second usage is **BCCH**
    - External Abbreviation upon second usage is **Children's**
  - The correct name for SHHC is **Sunny Hill Health Centre for Children**
    - Internal Abbreviation upon second usage is **SHHC**
    - External Abbreviation upon second usage is **Sunny Hill**
  - The correct name of BCW is **BC Women's Hospital & Health Centre**
    - Internal Abbreviation upon second usage is **BCW**
    - External Abbreviation upon second usage is **BC Women's**
  - The correct name of BCCH Foundation is **BC Children's Hospital Foundation**
    - Internal Abbreviation upon second usage is **BCCHF**
    - It should not be abbreviated for external use
  - The correct name for C&W is **Children's & Women's Health Centre of British Columbia** (with an ampersand and with BC spelled in full)
    - Internal Abbreviation upon second usage: **C&W**
    - External Abbreviation upon second usage: **Children's & Women's**

- C&W should be referenced only in those cases that are not specific to a single agency; either Children's, Sunny Hill or BC Womens'

# Graphic Standards Guide



CYAN MAG YEL BLACK

Docket: BCH-COR-Z69000  
Client: BCCH - CFRI Graphic Standards  
Size: 14" x 8.5" trim – 4C  
Fold to: 4.75" x 8.5"  
OUTSIDE SPREAD  
**TBWA\VANCOUVER**  
86849\_BCCH-CFRI\_GSM-v5

## The Logo

The symbol (fig. 3) and the wordmark reversed out of blue (fig. 4) are for use by the CFRI Communications Department only.



figure 3



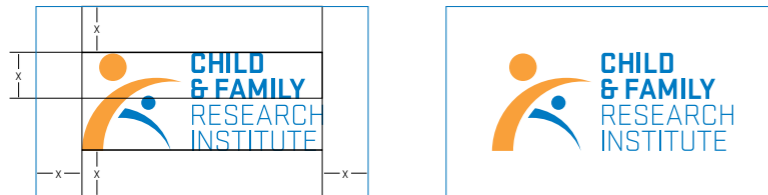
figure 4 - CFRI\_Logo-2cRev.eps

Before using the CFRI logo (fig. 1) on brochures, annual reports or other publications for external distribution, please consult the Communications Department.

The CFRI logo (fig. 1) cannot be applied to any business card or letterhead other than the official CFRI stationery. Your cooperation is appreciated.

### Safety Area

Minimum space around the CFRI logo is based upon the height of the Child & Family portion of the logo.



### Minimum size

The CFRI logo must not be placed into an area of less than 1/4" in height.

Do not distort logo. Remember to use proper clearance around logo.



## Business Cards



Common front



Corporate Business Card



University appointment

- Refer to the University of British Columbia Visual Identity Guidelines for correct use of the UBC name and logo.

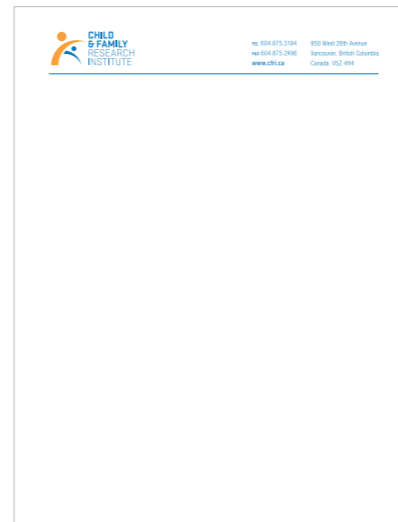
### Other organizational affiliations

If you wish to indicate affiliations or appointment with other organizations (i.e. Children's or Women's), the reverse of the card may be used to print the other organization's business card.

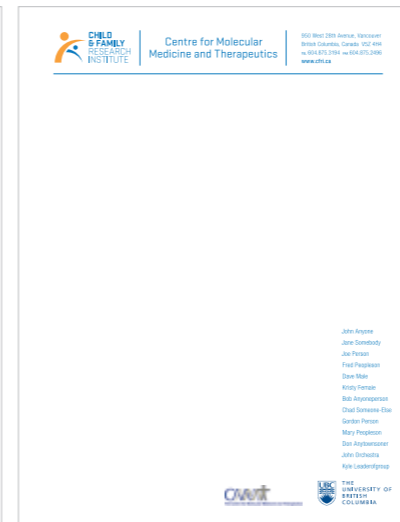
### C&W Print Shop has the approved artwork for CFRI business cards

- Typeface for business cards is Stratum and Helevetic
- Contact is Kevin
- Font color is PMS 300 C

## Corporate Letterhead



Corporate Letterhead



Program Letterhead  
• Member names and additional logo

Recommended body copy type is Helvetic. When Helvetic is not available, use Arial.

Electronic versions of the letterhead and headers suitable for memo and fax sheets are available from the Communications Department.

## Colour

### Full Colour

#### Print & Screen Values



Blue  
Primary Colour  
Pantone® 300C  
Web 0067C5  
R 0 G 103 B 197  
C 100 M 56 Y 2 K 0



Orange  
Secondary Colour  
Pantone® 151C  
Web FF7300  
R 255 G 115 B 0  
C 0 M 68 Y 100 K 0



CFRI\_Logo-PMS151\_PMS300.eps  
CFRI\_Logo-CMYK.eps  
CFRI\_Logo-RGB.eps

### Grayscale

Newsprint and misc. black & white applications



Black  
Primary Colour  
K 100



CFRI\_Black\_Logo.eps



Grey  
Secondary Colour  
K 60



CFRI\_Logo-Reverse.eps



White  
Secondary Colour  
K 0



CFRI\_Logo\_Greyscale.eps

CYAN MAG YEL BLACK

Docket: BCH-COR-L71930  
Client: BCCH - CFRI Graphic Standards  
Size: 14" x 8.5" trim - 4C  
Fold to: 4.75" x 8.5"  
INSIDE SPREAD  
**TBWA/VANCOUVER**  
87800\_BCCH-CFRI\_GSM\_2007