

Corporate Identity Usage Guidelines

Prepared by Vision Creative Inc.
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Identity

This Corporate Identity Usage Guide will help ensure consistency by providing standards and specifications for use of the MIC corporate identity.

This guide should be followed for all print and electronic communications.

The MIC logo must be used to identify MIC on all internal and external communications.

The integrity of the logo must be respected at all times. Do not recreate or modify in any way.

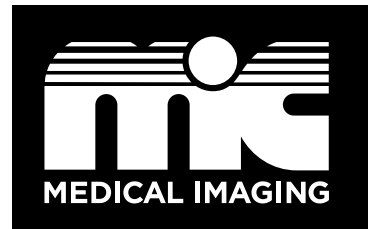
Do not attempt to reproduce copies of the logo directly from this manual. Always use the approved electronic files provided with this guide.



MIC Logo – Colour



MIC Logo – Black



MIC Logo – White (reverse)

Identity Colour Palette

Colour versions of the logo are provided with these guidelines. To ensure optimal quality when reproducing the logo, attention to the background, surrounding imagery and production parameters should be considered.

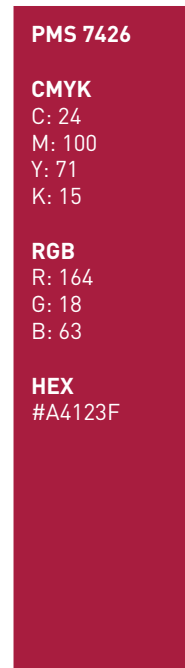
Pantone (PMS): The preferred way to reproduce the logo is using the Pantone Colours from the Pantone Colour matching system (PMS) version as shown in the chart.

Process colour printing (CMYK): If Pantone colours are not available, the CMYK version can be used for printing.

One colour printing: When printing specifications will not permit the use of colour printing, the black version of the logo should be used.

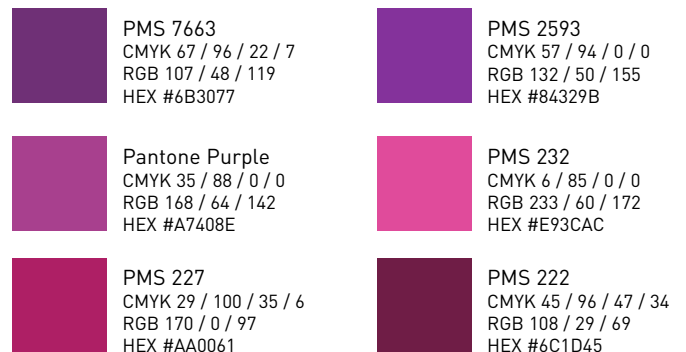
RGB*: RGB is a colour model comprised of red, green and blue. RGB colours should be used when producing the identity in digital mediums, web, television and slide presentations.

* RGB / Hex colours are generated using the Pantone Color Bridge Coated, The Plus Series. 2014. 2nd Edition, 2nd Printing.



Secondary Colour Palette

The secondary colour palette is intended to accentuate the primary colour without overshadowing its application.



Reverse (White)

The reverse (white) image to the right is shown against a screen (tone) of 60% black and a solid (100%) black background.

Caution must be used when reversing the logo out of light background colours, a 60% screen is the minimum background tone that a reversed logo should be displayed against. However, consideration must also be given to the choice of background colour. Use darker colours that allow for a background intensity that is similar to the greyscale example shown on this page. Lighter colours, such as yellow, will not allow the background intensity required to adequately display the logo.



60% Black (minimum)

100% Black

Typography

Typography is a key component of the MIC identity and plays a major role in creating a consistent look for MIC.

The MIC logo is a stylized typeface. The descriptor type uses a Gotham HTF Bold typeface.



Typeface

Gotham HTF Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

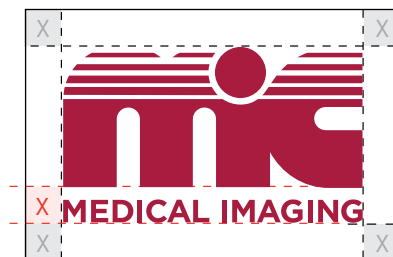
1234567890!@#\$%^&*()_-

Clear Space Guidelines and Minimum Size

Minimum clear space: To protect the logo and ensure it is not crowded by other elements, a minimum clear space has been set. The minimum clear space of **X** (where **X** is equal to the space from the baseline of MIC to the baseline of MEDICAL IMAGING), is required around all sides of the logo. No other visual elements or type should infringe on this area. The **X** measurement is **X** standard for all reproduction sizes and variations of the MIC logo.

Minimum size: The minimum size refers to the smallest allowable reproduction size while preserving the integrity of the MIC logo. There are values for both print and online applications.

Please note these are minimum – *not preferred* – regular sizes and should be used only when space is very limited.



Minimum clear space



Minimum size 3/4" wide

Minimum size

The minimum size of the MIC logo in printed materials is 3/4" wide / 19.05mm wide.

The minimum size of the MIC logo for screens displayed at 72 DPI width = 72 pixels or 3/4" / 19.05mm

File Formats

Different file formats exist for various computer programs. File formats are cross-platform compatible. Below is a list of popular computer programs and the file formats most often used.

Adobe Indesign: eps, jpg, tif.

Adobe Photoshop: eps, jpg, tif.

Adobe Illustrator: eps, tif.

Microsoft Office (Word, Excel, PowerPoint): jpg, png, tif.

QuarkXpress: eps, jpg, tif.

EPS (Encapsulated PostScript): EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot) and process colour (CMYK). EPS files should be used for all **print applications**. EPS files are vector graphics which can be scaled without loss of quality.

JPEG (Joint Photographic Experts Group): JPEG files are raster graphics which means detail is composed of pixels. The image quality of raster graphics will degrade as they are enlarged. Use JPEG files when web pages and email files need to be very small, the JPEG format can be useful for web pages, allowing the logos faster loading times. JPEG files may also be used in Word documents and PowerPoint presentations. JPEGs are not transparent – meaning the image cannot be placed over a coloured background. JPEG logos are not suitable for commercial printing and must not be scaled to larger sizes, scaling will result in a loss of quality.

PNG (Portable Network Graphics): is a preferred format for reproducing logos for web/on screen applications. The PNG format is preferred because it incorporates low-resolution logos that load quickly, without losing their quality. Unlike a JPEG file, PNGs can be transparent – meaning the image can be placed over a coloured background. Similar to JPEG files, PNG files are raster images, the quality will degrade as the image is enlarged.

TIF (Tagged Image File): TIF / TIFF are used to store high quality raster graphics. Because these are raster graphics, the image quality will degrade as the image is enlarged.

When using or providing logo files to a third party, the table (below) is a helpful guideline as to which logo format to use or supply.

Project type	Recommended format			
	EPS	JPEG	PNG	TIF
Banners	✓			✓
Books	✓			✓
Newsletters	✓			✓
Print <i>(digital, offset, web press)</i>	✓			✓
Posters	✓			✓
Signage	✓			✓
Stationery	✓			✓
Television and video	✓			✓
Vinyl graphics	✓			
Online	✓	✓	✓	

Program type	Recommended format			
	EPS	JPEG	PNG	TIF
Desktop publishing	✓			✓*
Drawing programs	✓			
Illustration programs	✓			
Page layout	✓			✓*
Video editing	✓	✓		
Online		✓	✓	
Word processing	✓	✓	✓	✓

* TIF files should have minimum resolution of 300 dpi when used in these programs.

✓ Recommended logo format

✓ Acceptable logo format

Identity Misuse

Improper use: The MIC logo should be presented in a consistent manner. The following are examples of improper use.

1. Do not change the logo orientation.
2. Do not present the logo in an "outline only" version.
3. Do not place the logo on a patterned or photographic background.
4. Do not place the logo on a "vibrating" colour background.
5. Do not add any visual effects to the logo.
6. Do not distort the logo in any way.
7. Do not change the logo colour.
8. Do not place the logo within a white box on a coloured background.
9. Do not reconfigure logo elements.
10. Do not crop the logo in any way.
11. Do not reverse the logo from a light coloured background

