

This manual is meant as an introduction to the new **Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada** (CHLA/ABSC) logo, communications material and provides specific information about the files that are available and how they are to be applied to materials. Although the basic rules and applications are detailed, please keep in mind that these are only guidelines and there will certainly be instances in which good judgement will be called upon. You may refer to this guide when developing additional materials: in it you will find information about the logo varieties available, how to use the logos to their best advantage, typographic standards, colour schemes and basic stationery templates.

So why the change?

It was realised that CHLA/ABSC needed to present itself as a friendlier, less bureaucratic organisation. Where most organisations of a health or medical nature tend to use a caduceus or staff of Aesculapius, CHLA/ABSC required something distinct without sacrificing any sense of establishment or professionalism and while maintaining a Canadian flavour. A more contemporary, styled image will help set CHLA/ABSC apart from other professional institutions and provide its members with a unique and fresh vision toward the future.

What is it?

The new CHLA/ABSC identity is clean and dynamic. Classic and contemporary. Energetic and professional. Engaging and challenging. Many careful considerations have been made in the development of the logo: How would it be interpreted? Would it be easily recognised? Was it going to be readable at a variety of sizes? Is it unique? Could it be reproduced easily and affordably? The list continues. After considering several directions, the new mark was chosen and refined. This mark, with its pages curling to form the letter C and alluding to the maple leaf, would form the basis of the new identity for Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada.



Canadian Health Libraries Association

Association des bibliothèques de la santé du Canada

Several versions of the logo are available for you to choose from. It is important to use the correct logo for your purpose. This choice will largely be governed by the medium in which the material will be produced: a black and white newspaper advertisement, a full-colour brochure or a web page. Each of these situations require different technical considerations. Spatial allowance and design are other factors which will help you to determine which version of the logo will best suit the job.

The preferred logo is the English-preferred long-form which uses the graduated colours (colours ranging from light blue to dark). If space does not allow the use of the long-form logo, the acronym version may be used. It is recommended that if the acronym version is used, the complete bilingual name of the organisation should also be included nearby. This will put the acronym in context and help secure a strong relationship between it and the organisation.

There may be some instances in which a French-preferred logo is best suited to the task. An example situation might be an event that has a larger French-speaking audience than an English-speaking audience. Logos have also been developed to suit this purpose. Whichever logo is used, it is important to apply it with consistency and with careful consideration. For additional information about the logo versions available, refer to the charts included at the end of this manual beginning at page 10.



E_LFM_541C_G



E_ACM_541C_G



F_LFM_541C_G



F_ACM_541C_G



Do not remove or obscure any part of the logo or wordmark or use the logo in a unilingual manner. A bilingual logo must be used at all times. English-preferred and French-preferred versions are available.



Do not use a different typeface as part of the wordmark. Font-independent logos are provided and may be used with most image editing applications.



Do not change the colour of any part of the logo. Colour formulas are provided in this guide (Colour, p.5) and should be adhered to in order to obtain predictable and consistent results.



Do not rearrange any part of the logo. Doing so will break consistency and effect the organisation's credibility.



Avoid using the logo against busy or competing backgrounds as these tend to obscure the logo and affect readability and recognition.



Avoid using any part of the logo by itself. Whenever possible, the logo and wordmark should retain their original relationship with one another.



Do not use any part of the logo out of context. The logo has been developed for use by CHLA/ABSC and should not be used in any other application. Doing so will adversely affect the mark's equity.

When working with the logo, an empty space encompassing the mark should be accommodated. This will help to ensure that the logo remains readable and uncluttered, especially in instances where the logo is used alongside those of other organisations. The minimum negative or “white” space (also referred to as the safe area) surrounding the logo in any direction is equal to the width of the logo itself (excluding the wordmark). When available, more space is preferred.





For printed materials in which single, spot colour, Pantone® or PMS is requested, the colour specified is **PMS 541C**.



The spot colour specification for the darkest of the graduated or “screened” colours is **75% PMS 541C**.



The spot colour specification for the graduated or “screened” colour above is **50% PMS 541C**.



The spot colour specification for the lightest of the graduated or “screened” colours is **25% PMS 541C**.

If process, 4-colour or “full-colour” as it is sometimes referred to, is required, the colour formula is

Cyan **C: 100**
Magenta **M: 57**
Yellow **Y: 0**
Black **K: 38**

The process formula for the graduated colour pictured here may be described as

Cyan **C: 75**
Magenta **M: 43**
Yellow **Y: 0**
Black **K: 28**

The process formula for the graduated colour pictured here may be described as

Cyan **C: 50**
Magenta **M: 28**
Yellow **Y: 0**
Black **K: 19**

The process formula for the graduated colour pictured here may be described as

Cyan **C: 25**
Magenta **M: 14**
Yellow **Y: 0**
Black **K: 9**

Accurate colour reproduction online cannot be guaranteed. However, the best HTML equivalent seems to be **00 2C 5D**.

The HTML equivalent is **24 4B 7A**.

The HTML equivalent is **64 77 9F**.

The HTML equivalent is **AB B3 CB**.

The greyscale or “black and white” specification may be described as

100% BLACK or **K: 75**

The greyscale or “black and white” specification may be described as

75% BLACK or **K: 75**

The greyscale or “black and white” specification may be described as

50% BLACK or **K: 50**

The greyscale or “black and white” specification may be described as

25% BLACK or **K: 25**

ACaslon-Semibold (24 pt pictured below)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 \$%&(.,;:#!?)

The typeface used in the logo is ACaslon-Semibold. Designed by William Caslon in 1725, the alphabet contains qualities that make it elegant and bookish. This typeface has been carefully selected for use in CHLA/ABSC's logo and should not be altered or substituted in any way.



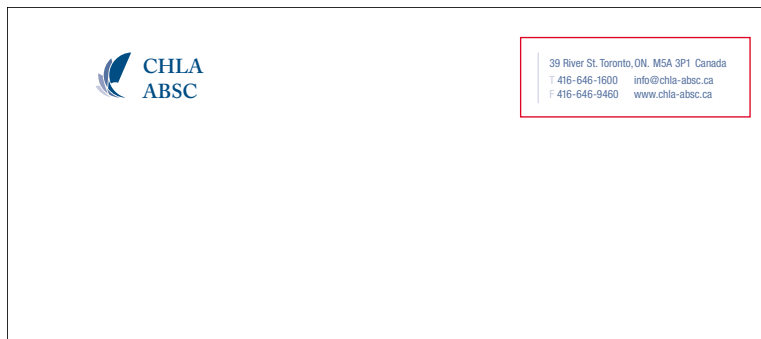
Canadian Health Libraries Association

Association des bibliothèques de la santé du Canada

Helvetica Neue 57 Condensed (24 pt pictured below)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Helvetica Neue 57 Condensed is used for the pre-printed contact information on letterhead and envelopes. The type occupies a minimum amount of space while maintaining maximum readability. This typeface has been carefully selected for this purpose and should not be altered or substituted in any way.



Section of letterhead illustrating use of Helvetica Neue 57 Condensed



Section of envelope illustrating use of Helvetica Neue 57 Condensed

Times (24 pt pictured below)

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Consistent use of type styles throughout all communications will present CHLA/ABSC as a single, cohesive and well-managed organisation. Microsoft Word templates have been developed to help adherence to this format. For optimum compatibility with a variety of computers and operating systems, the text suggested for use in all written communications is 10 pt Times or Times New Roman, left-justified, single-line spacing of 13 pt with 9 pt paragraph spacing. Information about typographic style can be read in the “Applications” section of this manual (p.8–9)

Style

When referencing **Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada** or **CHLA/ABSC** in print, the preferred style is to use a slash “/” between the English and the French. Any other mark should be avoided when possible.

Unless grammatically necessary, using the word “the” in front of the organisation’s name should be avoided. It is preferred to refer to the organisation simply as **Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada** or **CHLA/ABSC**.

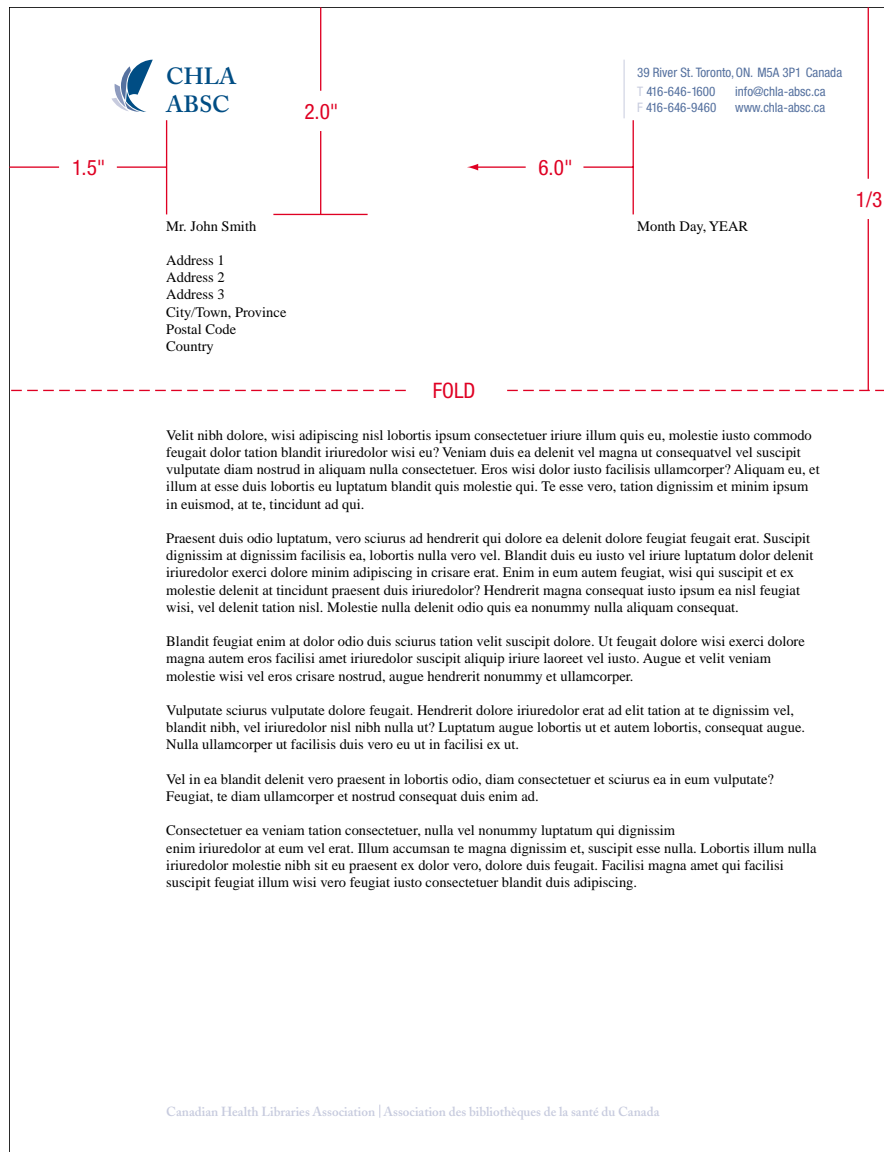
In written communications, titles of publications and languages foreign to that of the communication should be italicised. The exception to this is when referencing Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada or CHLA/ABSC.

Canadian Health Libraries Association/Association des bibliothèques de la santé du Canada

Journal of the Canadian Health Libraries Association

ASTED Section santé/Section des bibliothèques de la santé de l’ASTED

Ottawa Valley Health Libraries Association/Association des bibliothèques de la santé de la Vallée d’Outaouais



The sample letterhead illustrated here will help you create a consistent appearance in all of the organisation's communications. Microsoft Word templates have been developed to help adherence to this format.

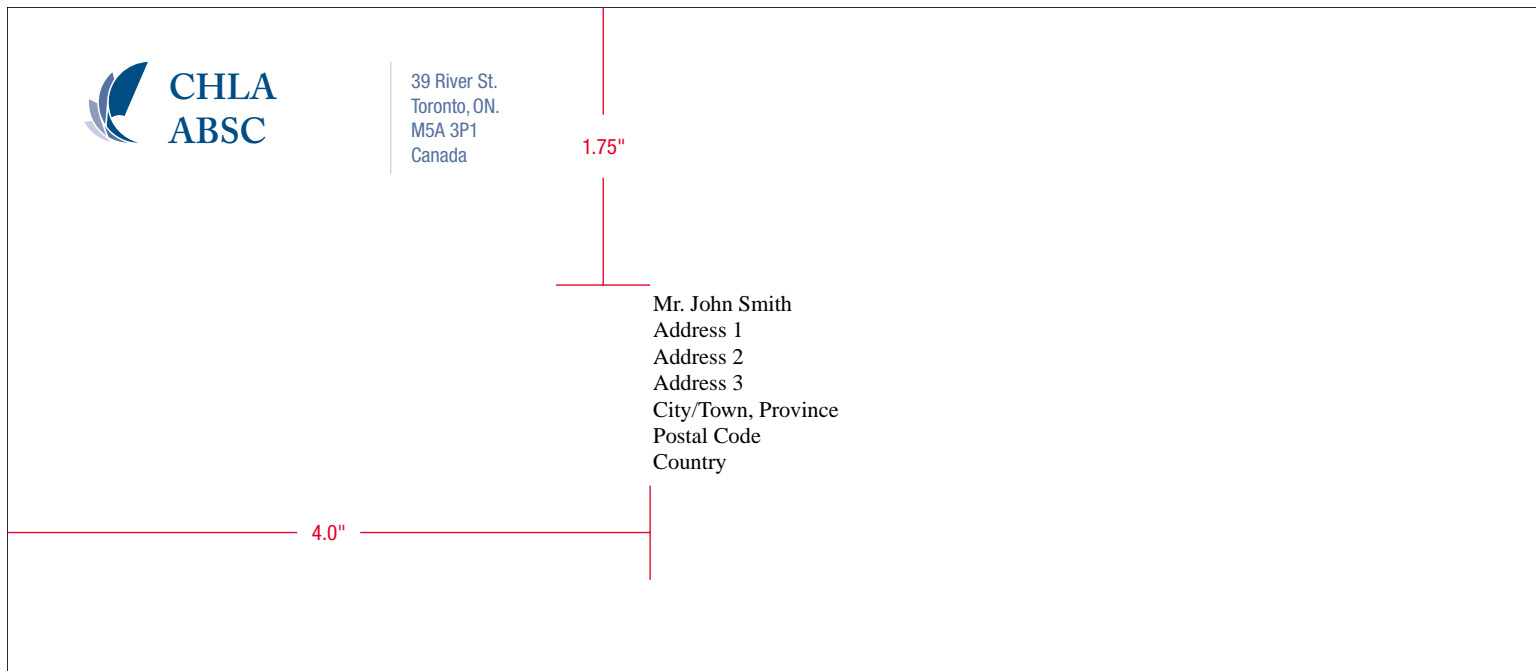
Address field begins at 1.5" from the left edge of the page and 2.0" below the top edge of the page to align with the wordmark.

Date field is situated 6.0" from the left edge of the page and 2.0" below the top edge of the page to align with the address printed on the letterhead.

First fold line is approximately 1/3 the height of the letterhead below the top edge of the page and should be centered between the last line of the address area and the first line of the body. This measurement is approximately 3-5/8" below the top edge.

For optimum compatibility with a variety of computers and operating systems, the text is set using 10 pt Times or Times New Roman, left-justified, single-line spacing of 13 pt with 9 pt paragraph spacing.

8.5" x 11.0" letterhead is printed on 60 lb. Plainfield Brite White Smooth Opaque; 1/0 (PMS 541C)



The sample envelope illustrated here used in conjunction with the letterhead pictured on the previous page, will help create a consistent appearance in all of the organisation's communications. Microsoft Word contains "Wizards" to aid the creation of envelopes.

Address field begins at 4.0" from the left edge of the envelope and 1.75" below the top edge of the envelope.

For optimum compatibility with a variety of computers and operating systems, the text is set using 10 pt Times or Times New Roman, left-justified and single-line spacing.

#10 envelope is printed on 24 lb. Plainfield Plus Brite White Smooth; 1/0 (PMS 541C)

Several logos are available to choose from. In order to make the process of locating the desired file easier, they have been named according to a system of “descriptors”. This method is described below with a sample illustration of the result.



E_ACM_541C_G.EPS



The first letter denotes the language preference. Options are **E** for English and **F** for French.

The second group of letters indicates the type of logo. **ACM** for the acronym logo and **LFM** for the long form.




The third grouping refers to the logo's colour. Available options are **541C**, **CMYK**, **HTML** and **K**.

The final descriptor indicates the style of logo. These are **G** for the graduated colour version, **S** for the solid version and **0** (zero) for the white or no-colour version. In the HTML version of the logo, this absence of colour is referred to as **F**.











The logo artwork is available in an industry standard format: EPS (Encapsulated PostScript) vector file. This format allows the logo to be accessed by most computer drawing applications, scaled and printed to any size without any loss of resolution or image quality.

Specifically, the files have been created on an Apple Macintosh platform using Adobe™ Illustrator® version 10.0 but saved as version 8.0 for broader compatibility. The logo artwork is not reliant upon any fonts or image files.

English-Preferred Long Form Logos (E_LFM)

 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada	 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada
E_LFM_541C_0	E_LFM_CMYK_0
 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada	 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada
E_LFM_541C_G	E_LFM_CMYK_G
 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada	 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada
E_LFM_541C_S	E_LFM_CMYK_S
 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada	 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada
E_LFM_HTML_0	E_LFM_K_0
 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada	 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada
E_LFM_HTML_G	E_LFM_K_G
 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada	 Canadian Health Libraries Association Association des bibliothèques de la santé du Canada
E_LFM_HTML_S	E_LFM_K_S



English-Preferred Acronym Logos (E_ACM)

 CHLA ABSC	 CHLA ABSC	 CHLA ABSC	 CHLA ABSC
E_ACM_541C_0	E_ACM_CMYK_0	E_ACM_HTML_0	E_ACM_K_0
 CHLA ABSC	 CHLA ABSC	 CHLA ABSC	 CHLA ABSC
E_ACM_541C_G	E_ACM_CMYK_G	E_ACM_HTML_G	E_ACM_K_G
 CHLA ABSC	 CHLA ABSC	 CHLA ABSC	 CHLA ABSC
E_ACM_541C_S	E_ACM_CMYK_S	E_ACM_HTML_S	E_ACM_K_S

French-Preferred Long Form Logos (F_LFM)

 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>	 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>
F_LFM_541C_0	F_LFM_CMYK_0
 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>	 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>
F_LFM_541C_G	F_LFM_CMYK_G
 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>	 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>
F_LFM_541C_S	F_LFM_CMYK_S
 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>	 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>
F_LFM_HTML_0	F_LFM_K_0
 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>	 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>
F_LFM_HTML_G	F_LFM_K_G
 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>	 <p>Association des bibliothèques de la santé du Canada Canadian Health Libraries Association</p>
F_LFM_HTML_S	F_LFM_K_S

French-Preferred Acronym Logos (F_ACM)

 ABSC CHLA	 ABSC CHLA	 ABSC CHLA	 ABSC CHLA
F_ACM_541C_0	F_ACM_CMYK_0	F_ACM_HTML_0	F_ACM_K_0
 ABSC CHLA	 ABSC CHLA	 ABSC CHLA	 ABSC CHLA
F_ACM_541C_G	F_ACM_CMYK_G	F_ACM_HTML_G	F_ACM_K_G
 ABSC CHLA	 ABSC CHLA	 ABSC CHLA	 ABSC CHLA
F_ACM_541C_S	F_ACM_CMYK_S	F_ACM_HTML_S	F_ACM_K_S

Contact Information

Any questions or requests for additional information may be directed to Canadian Health Libraries Association/
Association des bibliothèques de la santé du Canada (CHLA/ABSC) at:

39 River Street,
Toronto, Ontario
M5A 3P1
Canada

Telephone: 416-343-1600
Facsimile: 416-646-9460

Email: info@chla-absc.ca
Web: www.chla-absc.ca