

DESIGN & BRAND GUIDELINES

For third party community fundraising events



BLUEWATER
HEALTH
FOUNDATION

IN SUPPORT
OF LOGO



TWO COLOUR LOGO



INVERTED LOGO

CORPORATE
COLOURS



C 99 R 0
M 75 G 83
Y 5 B 159
K 0
HEX #00539F



C 89 R 0
M 33 G 111
Y 76 B 83
K 21
HEX #006F53

LOGO
STAGING



A **minimum clear space** should be reserved around the entire perimeter of the logo. This space equals the height of the letters in the word 'BLUEWATER'.

Minimum size the logo can appear in print is 1".

TONE AND
MANNER

DO'S

The following are the correct use and spelling of Foundation names:

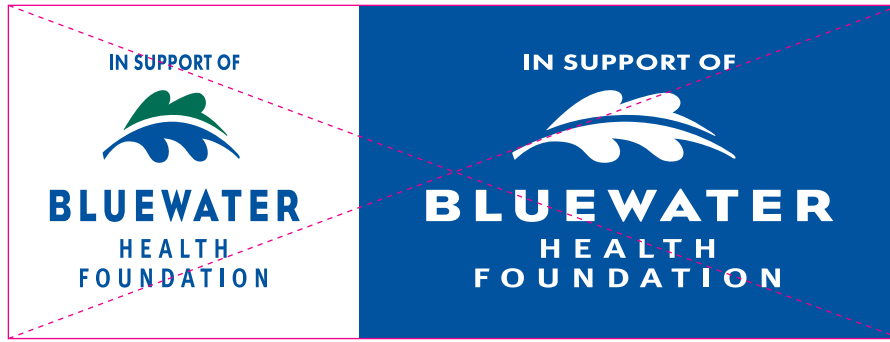
- Bluewater Health Foundation
- "The **F**oundation staff..."

DON'TS

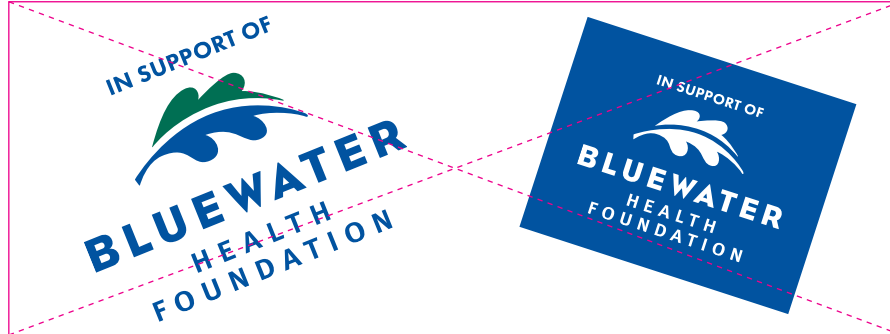
The following are incorrect examples of use:

- The Bluewater Health Foundation
- BWHF, BWH Foundation, BHF
- The Foundation of Bluewater Health
- The Bluewater Foundation
- "The foundation staff..."

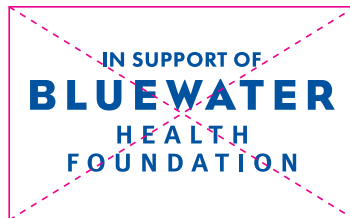
**LOGO
DON'TS**



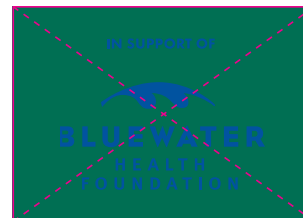
➔ Do not distort or stretch the logo in any way.



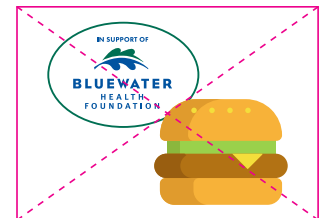
➔ Do not rotate the logo.



➔ Do not change, remove or separate elements of the logo.



➔ Do not place the logo on top of a background that hinders visibility and legibility.



➔ Do not place the logo so close to a product that it looks like an endorsement.



➔ Do not place the logo (or any part of it) into any bodies of text (including titles). It should never be incorporated into another logo.

**GOT
QUESTIONS?**

For any questions regarding our brand, including use of logo, contact Danielle Cooper at 519-464-4421 or dacooper@bluewaterhealth.ca