



**Richmond  
Hospital  
Foundation**  
列治文醫院基金會

**Joyful Giving. Joyful Living.**

Logo Usage Guidelines



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## Clear space & minimum size

The simple and consistent application of the Richmond Hospital Foundation logo is of the utmost importance.

As a general rule, the logo is to be used as a premium branding device and should be used in a considered and deliberate way.

If there are instances for which no precedent exists, all applications must be approved by Richmond Hospital Foundation.

For the Richmond Hospital Foundation logo to appear in its optimal format, there must be an area around it that remains clear of any graphic, photographic or illustrative elements.

With this in mind, a clear space has been set so that no other elements may encroach upon it. The clear space around the logo is based on the height of the heart shape.

The logos need to be of sufficient size to reproduce accurately and maintain clear legibility. Therefore, a minimum size for all print applications has been established. (When exemptions need to be made, please review printer proofs to ensure that all information appears in the icon and wordmark.)



### MINIMUM CLEAR SPACE

The clear space around any version of the logo should be equal to or greater than the width of the heart.



### LOGO MINIMUM SIZE – 1"

The minimum size of the logo lock-up should always be above 1."



### ICON MINIMUM SIZE – .25"

The icon version without gradients may be used on its own for supporting assets (such as pins, stamps, etc.).



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## Logo violations

The simple and consistent application of the Richmond Hospital Foundation logo is of the utmost importance.

As a general rule, the logo is to be used as a premium branding device and should be used in a considered and deliberate way.

If there are instances for which no precedent exists, all applications must be approved by Richmond Hospital Foundation.

Please do not adjust, alter or redraw any parts of the Richmond Hospital Foundation's logo.



DO NOT ALTER THE COLOUR OR TINT OF THE LOGO



DO NOT REMOVE ELEMENTS FROM THE LOGO



DO NOT ALTER OR STRETCH THE PROPORTIONS OF THE LOGO



DO NOT ALTER THE CONFIGURATION OF THE LOGO ELEMENTS



DO NOT USE ANY OTHER FONT FOR THE WORDMARK



DO NOT ADD A DROP SHADOW OR OTHER EFFECTS TO THE LOGO



DO NOT ADD ELEMENTS TO THE LOGO



DO NOT ADD COPY TO THE LOGO



DO NOT CHANGE THE WORDMARK CONFIGURATION



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Ensure that the appropriate resolution is considered for each brand application. EPS files (often saved as PMS or CMYK colour format for print) are vector art that may be scaled up or down without any degradation to the quality of graphic detail.

PNG files (saved in RGB colour format for on-screen viewing) are pixel-based and require sufficient detail for a given size to be viewed clearly.

Although 72 dpi (dots per inch) is a minimum standard for website graphics, higher resolution is sometimes necessary for HD flat screens or for art scalability.

## Logo file formats explained

When using these logos in print or on-screen environments, the correct file format should be used whenever possible to ensure optimum reproduction quality. Using the incorrect file format in a given application may result in poor resolution, jagged edges, file size problems, legibility issues or inability to link up to computer documents.

Below is a general guideline of formats and when to use them.

FORMAT	FULL NAME	DESIGNED FOR	USE FOR	EXAMPLES
EPS (Vector)	Encapsulated PostScript	PostScript Printers	Commercial and in-house print pieces	Brochures, letterhead, envelopes, posters, signage, banners, labels
PNG (Raster)	Portable Network Graphics	Website and digital display	Online and other digital publishing	PowerPoint or Keynote presentation, website, mobile app, social media