

**MICHAEL GARRON HOSPITAL  
TORONTO EAST HEALTH NETWORK**

# **BRAND BOOK**

## **BRAND STORY**

The Michael Garron Hospital's new brand is a visual representation of a hospital within a community, within a network. It is a reflection of the community on the hospital and shows the important role the hospital plays in the health of the community. The bold colours of 'greenery' evoke rebirth, revitalization and restoration.

Each of the MGH logos is a specifically drawn, original piece of artwork and should never be altered, re-drawn or reconfigured in any way. Any modification or alteration in any way will undermine their effectiveness.

Please refer to the MGH policy on Corporate Image for further guidance.

## LOGO

Master logo



Sub-logos



## Logo - Black and White

Primary use when printing black and white.

Master logo



Sub logos



## Stacked versions: Colour

Primary use: Social media.



**MICHAEL GARRON  
HOSPITAL**

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**TORONTO EAST  
HEALTH NETWORK**



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HOSPITAL**

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**F O U N D A T I O N**

## Stacked versions: Black



**MICHAEL GARRON  
HOSPITAL**

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HEALTH NETWORK**



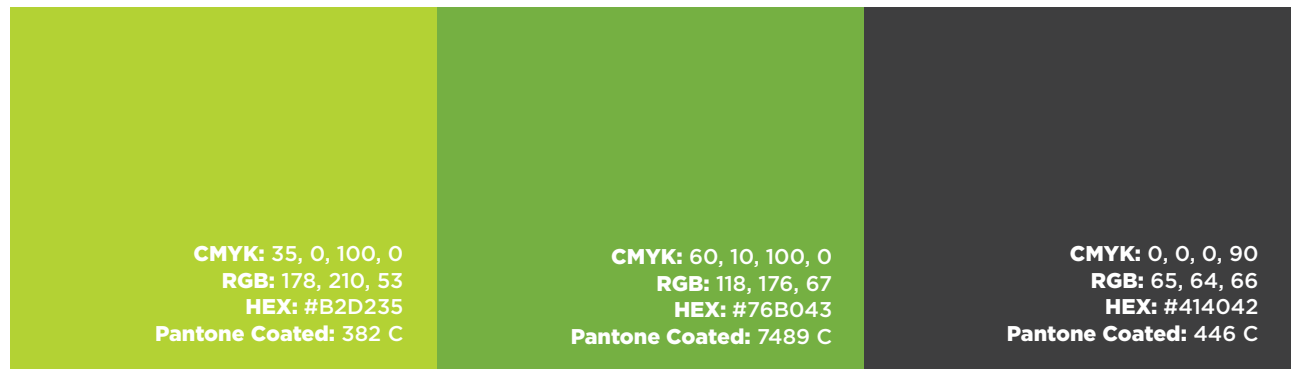
**MICHAEL GARRON  
HOSPITAL**

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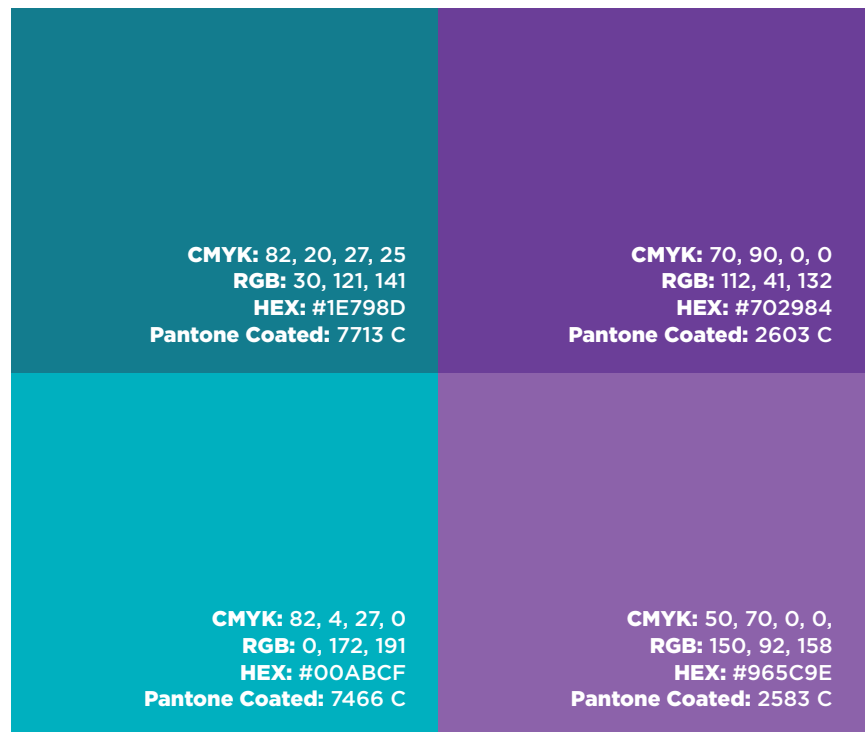
**F O U N D A T I O N**

## LOGO COLOUR USAGE

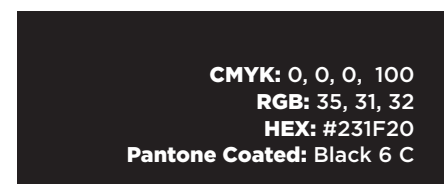
**Primary** - these three are the core logo colours.



**Secondary** - these colours can be used to add impact and variety to the design.



**Black and white** can be used with the above colours for added visual impact.



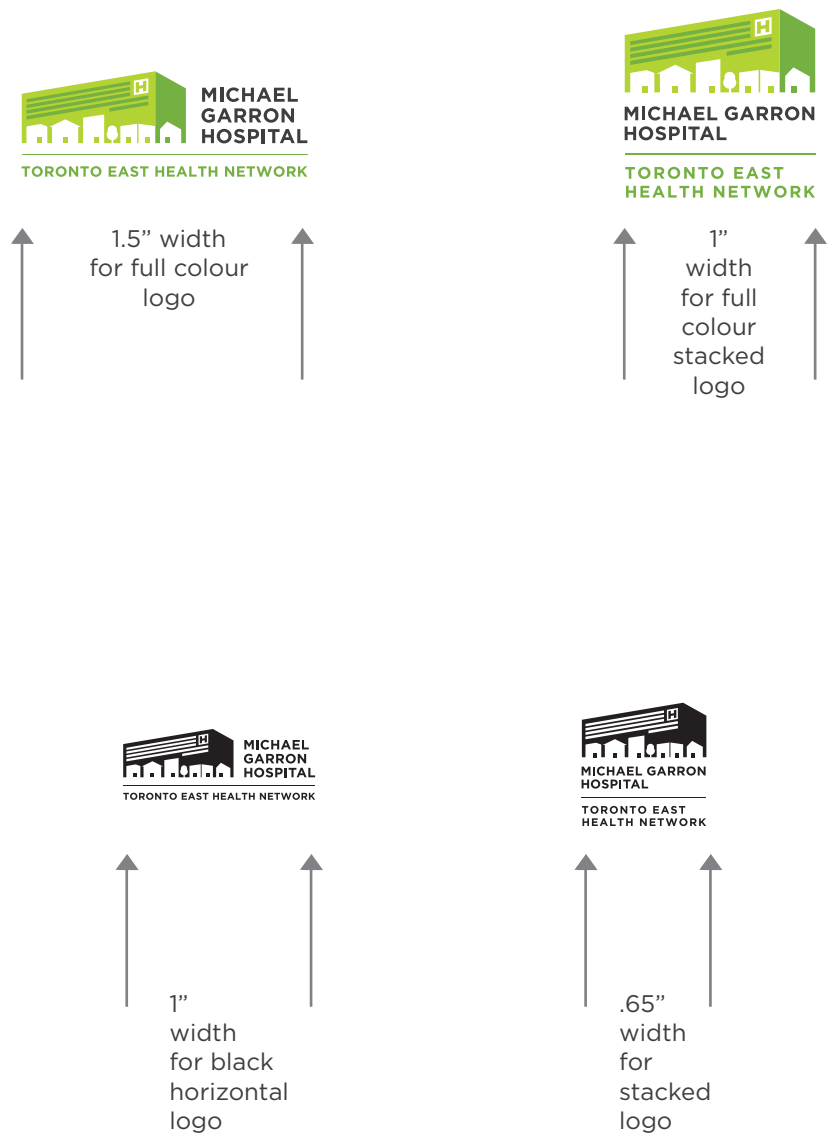
## SPACE

A minimum amount of protected space should always surround the logo.



SIZE

Minimum sizes for print reproduction are recommended.





## INCORRECT LOGO USAGE

Incorrect usage of the Michael Garron Hospital/Toronto East Health Network logo compromises our visual identity.

Below are examples of incorrect logo usage. These rules apply to each of the logos, in colour and black & white.



Don't stretch, skew or modify the proportions of the logo.



Don't change the font or alter any part of the logo from the original artwork.



Don't scale the logo elements separately from each other.



Don't change the order or placement of the logo elements.



Don't use any colours other than those specified.



Don't use poor reproduction of the logo.



Don't change the opacity of the logo.



Don't place the logo on a photo



Don't allow objects to intrude within the minimum clear space.



Don't delete any part of the logo or use the building icon on it's own.



Don't add any other text or tagline below or next to the logo



Don't rotate or apply any effects

## BACKGROUNDS

All elements of the logo must be clearly visible on any background.

Please contact Corporate Communications for artwork and guidance.



## FONTS

The Michael Garron Hospital/TEHN fonts are:

Default font available on most computers:

### **ARIAL**

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

**Arial Black**

Arial Narrow Regular

**Arial Narrow Bold**

***Arial Narrow Bold Italic***

Logo font:

### **GOTHAM**

Gotham Thin

Gotham Book

**Gotham Medium**

**Gotham Bold**

**Gotham Black**

# APPLICATION

Examples of Michael Garron Hospital/TEHN communications materials.




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• 825 Coxwell Avenue, Toronto, ON M4C 3E7 • (416) 461-8272 •


 TORONTO EAST HEALTH NETWORK		Create Health. Build Community.	
<b>FAX TRANSMITTAL</b>			
To:		Title:	
Organization:			
Date:		Fax #:	
From:		Title:	
Tel:		Fax #:	
Regarding:		Number of Pages (incl. cover):	
MESSAGE:			
825 Coxwell Avenue, Toronto, ON M4C 3E7 Tel: (416) 461-8272			
<small>IMPORTANT NOTICE: The contents of this document are confidential and intended to be received only by the individual or organization to whom it is addressed. If you have received this document in error, please do not print, copy, retransmit, or otherwise use the information contained herein. If you have received this document in error, please notify the sender in the same manner as you received it and delete the document from your system. Thank you for your cooperation.</small>			

Letterhead, envelope, fax and business card.

# APPLICATION

Examples of Michael Garron Hospital/TEHN communications materials.

## Posters



MICHAEL  
GARRON  
HOSPITAL  
TORONTO EAST HEALTH NETWORK

Create Health. Build Community.

## OUR STRATEGIC DIRECTIONS

**VISION**  
Setting a New Standard in Quality and Value

**MISSION**  
As Ontario's leading community teaching hospital, we achieve the highest standard of patient care, teaching, innovation, community partnership and accountability. Above all, we care.

**VALUES**  
•Excellence •Kindness •Respect

**SUCCESS FACTORS & PRIORITIES**

**PATIENT CENTRED**

- Partner with patients and families to achieve quality care.
- Keep patients safe.
- Ensure equitable access to care.
- Match our services to community needs.

**ENCOURAGE PEOPLE**

- Support leadership development in our people.
- Role model excellence in workplace safety, engagement and wellness.

**ENSURE VALUE**

- Streamline care processes.
- Advance capital redevelopment.

**CULTIVATE COLLABORATION**

- Work with partners for seamless care transitions.
- Enhance teaching and research.

**INSPIRE INNOVATION**

- Continuously achieve high levels of quality and safety.
- Enhance the culture of practical innovation to improve quality and value.

Updated May 2016



MICHAEL  
GARRON  
HOSPITAL  
TORONTO EAST HEALTH NETWORK

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## HEALTH & SAFETY

The leadership at the Michael Garron Hospital is vitally interested in the health and safety of its employees. We are deeply committed to protecting our employees from injury and occupational disease, and we will make every reasonable effort to provide a safe, healthy work environment. All supervisors and workers must also be dedicated to the continuing objective of reducing risk of injury.

As Chief Executive Officer of Michael Garron Hospital I give you my personal promise that every reasonable precaution will be taken for the protection of workers.

Supervisors will be held accountable for the health and safety of workers under their supervision. They are responsible for ensuring that machinery and equipment are safe and that workers are in compliance with established safe work practices and procedures. Supervisors will ensure that workers receive adequate training in their specific work tasks to protect their health and safety.

Workers must also assume responsibility for protecting their own health and safety and be in compliance with the law and with safe work practices and procedures established by Michael Garron Hospital.

We must all work together on this. Commitment to health and safety is integral part of our organization, from the Chief Executive Officer to every worker.

**Sarah Downey,**  
President & Chief Executive Officer  
Michael Garron Hospital,  
Toronto East Health Network

Updated May 2016



MICHAEL  
GARRON  
HOSPITAL  
TORONTO EAST HEALTH NETWORK

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## RIGHTS AND RESPONSIBILITIES

At Michael Garron Hospital, patients, family members, friends, staff, physicians, volunteers and learners are committed to working together to ensure care is safe, appropriate, patient-centred, and consistent with our values of excellence, kindness and respect.

**Patients, family members, friends, staff, physicians, volunteers and learners will:**

- Provide and receive fair and compassionate treatment regardless of religion, ethnic origin, age, sex, gender identity, gender expression, sexual orientation or disability.
- Welcome family and friends to be involved in care, as desired by the patient.
- Communicate clearly, openly and honestly.
- Share information that will assist in making informed care and treatment decisions.
- Listen to and value each other's viewpoints and choices.
- Respect each other's privacy.
- Create a safe place to have difficult conversations and to share successes and opportunities.
- Work together to provide a safe environment.
- Work together to continuously improve clinical programs, education, and the design of the care environment.

Updated May 2016



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**Sarah Downey,**  
President & Chief Executive Officer  
Michael Garron Hospital,  
Toronto East Health Network

Updated May 2016



## APPLICATION

Examples of Michael Garron Hospital/TEHN communications materials.

Powerpoint  
Templates available on  
icare.




**MICHAEL  
GARRON  
HOSPITAL**  
TORONTO EAST HEALTH NETWORK

# CLICK HERE TO ADD TITLE

Place subtitle here. All text are Arial. The colour bar and  
fonts size can be adjusted according to the length of the copy

Month 20, 2017

Create Health. Build Community.



**MICHAEL  
GARRON  
HOSPITAL**  
TORONTO EAST HEALTH NETWORK

## Click here to add title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In quo etsi est magnus, tamen nova pleraque et perpauca de moribus. Minime vero, inquit ille, consentit. -delector enim, quamquam te non possum, ut ais, corrumpere, delector, inquam, et familia vestra et nomine. Idem iste, inquam, de voluptate quid sentit? Quamquam te quidem video minime esse deterritum. Duo Reges: constructio interrete.

**Quod autem in homine praestantissimum atque**  
optimum est id deseruit. Fortitudinis quaedam praecepta sunt ac paene leges, quae effeminari virum vetant in dolore. Hunc vos beatum; Terram, mihi crede, ea lanx et maria deprimet. Recte, inquit, intellegis. Nihilò beatorem esse Metellum quam Regulum.


## Contact us:

**Name & Surname Here**  
optimum est id deseruit. Fortitudinis  
quaedam praecepta sunt ac paene  
esse Metellum quam Regulum.

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[www.tegh.on.ca](http://www.tegh.on.ca)



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This guide helps Michael Garron Hospital/TEHN its members and partners deliver a consistent, unified message in all graphic communications. Please help us communicate our brand in a positive, consistent manner by following these guidelines for usage, applications, colours and sizes. Should you require further information or guidance, or to download digital files, please contact Corporate Communications.

