



**St. Paul's Hospital
& Foundation**

Brand Guide



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Our Brand

Welcome to the St. Paul's Hospital & Foundation brand identity. This brand guide is designed as an easy reference tool to ensure consistency in applying our visual identity in all communications and marketing materials.

When our brand is consistently implemented, we build trust and create a memorable impression for people when they see and hear our name.

Our Mission, Vision & Values

Shared Mission

A community of health, hope and compassion for all.

Shared Vision

Together, through community collaboration and a steadfast commitment to health equity, we are transforming health care. Guided by Catholic values, we deliver holistic, compassionate care that nurtures body, mind, and spirit - welcoming all with dignity, hope, and healing.

Shared Brand Statement

Together - For Good.

Honoring the legacy of the Grey Nuns, we advance health care with equity, education, and holistic well-being at the forefront. Through innovation and enduring solutions, we serve our community with intention - for good.

St. Paul's Hospital Values

Compassionate Care / Holistic Care

Collaborative Partnerships

Respect for All

Stewardship

St. Paul's Hospital Foundation Values

Innovation

Inclusivity

Integrity

Impact



*The Spirit and Intent
of Our Brand*



**St. Paul's Hospital
& Foundation**

Together, For Good

The Spirit and Intent of Our Brand

Rooted in faith and open to all, our new brand stands as a beacon of hope and healing in the heart of Saskatoon and across the province. It brings together St. Paul's Hospital and St. Paul's Hospital Foundation under one shared mission: to create a **community of health, hope and compassion for all**.

This is more than a new look — it is a living expression of who we are, the work we do and the light we share.

The Meaning Behind the Brand

The Cross

At the heart of our design is the Cross — Transformed by Christ from a symbol of suffering into a sign of life and love. It represents the faith that inspired the Grey Nuns, whose courage and compassion gave life to St. Paul's Hospital.

Today, that same light lives in each of us. Every act of care and every moment of service, continues their mission to heal the body, mind and spirit. Our cross is open, radiant and welcoming — a symbol of inclusion and dignity for all faiths and philosophies that honour human life.

Beams of Light

Rays of light emanate from the Cross signifying healing, hope, positivity and energy, serving as a welcoming beacon for the community. The beams represent you — our physicians, nurses, volunteers and community partners — who carry our message of holistic and dignified care into every encounter.

Each beam reminds us that our mission is not confined to the hospital, but shines where compassion lives.

The rays connect to the Cross symbolizing partnership and transformation. They reflect how clinical excellence, innovation, generosity and spirituality intersect to change lives. At St. Paul's, healthcare and philanthropy and science and soul meet for one purpose: to provide compassionate care for all.

The Ampersand (&)

The “&” is more than a connector — it's a bridge. It joins St. Paul's Hospital and the Foundation, but also the many “ands” that define us: science & spirit, compassion & courage, service & innovation.

It reminds us that we are not separate entities, but one community united **Together, for Good**.

The Gradient — Teal to Blue

The movement of color reflects transformation and peace: from illness to wellness, from isolation to community, from personal generosity to collective impact.

It's a visual reminder that healing is a journey — one we walk together.



The Call to Our Staff and Physicians

Every person who serves here is part of this story.

You are the light that extends from the Cross.

You embody our mission when you:

- Welcome every person with dignity and compassion.
- Bring creativity and hope into moments of suffering.
- Work across disciplines and differences to serve the whole person.
- Share in the generosity that fuels our healing ministry.

This brand belongs to you. It is our shared promise to carry forward the mission of the Grey Nuns: to heal, to accompany and to serve our community **Together, For Good.**



Section 1

Brand Components

A decorative graphic consisting of numerous white, elongated, rounded rectangular shapes that radiate from the right edge of the page towards the center. These shapes vary in length and angle, creating a sunburst or fan-like effect against the light gray background.

St. Paul's Hospital & Foundation: Brand & Logo Placement Guidelines

The Brand & Logo Placement Guidelines define when to use each logo and how they should be positioned across materials.

Consistent placement reinforces brand integrity, strengthens recognition, and clearly reflects St. Paul's mission and values.

The distinction between logos is informed by three simple terms: **Ask, Thank, and Inform.**

Ask — When inviting support, encouraging donations, or making fundraising requests, use the **St. Paul's Hospital Foundation** logo.



Thank — When expressing gratitude to donors, partners, or the community, use the **St. Paul's Hospital & Foundation** logo.



Inform — When sharing documents, use the logo of the organization where the information is coming from, considering both the subject matter and the primary audience — either the **St. Paul's Hospital** logo or the **St. Paul's Hospital Foundation** logo.



When information reflects the shared work, impacts, or initiatives of both St. Paul's Hospital and the Foundation—especially programs that are jointly funded, collaboratively delivered, or communicate a unified mission—use the **St. Paul's Hospital & Foundation** joint logo.



When to Use the St. Paul's Hospital Logo

Materials that are clinical in nature, related to hospital operations, or directly tied to healthcare delivery, should use the St. Paul's Hospital logo. Examples of such materials are:

- Communication with local council, or hospital board members
- Government communication (federal, provincial, and municipal)
- Patient care information, brochures, and educational materials
- Internal hospital memos, staffing updates, operational notices
- Media statements or events regarding sensitive issues about the hospital's operations or medical activity
- Clinical research publications or hospital-led academic content*

*Many research projects or academic content is funded by SPHF, in those cases, both logos would be used.

When to Use the St. Paul's Hospital Foundation Logo

Any materials involving donor gift agreements, donor proposals, and communication with the Foundation board should use the St. Paul's Hospital Foundation logo. Examples include:

- Receipting and tax documentation
- Board & Committee Agendas and Memos
- Donor Documents such as gift agreements, proposals, or direct mail solicitations.

When to Use the St. Paul's Hospital & Foundation logo

Use the combined logo when communicating on behalf of both entities, like projects that are funded by the Foundation and operationalized by the Hospital (i.e. the SHAReClinic). Any publications, documents, events or awareness campaigns that are collaboratively planned or jointly executed that highlight the integrated purpose and collaborative impact of the unified identity. Some specific examples include:

- Christmas cards
- Thank You letters and Impact Reports for donors
- Spirit Magazine, Kindred Spirit, Lifeline, Annual Review
- Major fundraising campaigns, case statement, case for support
- Mistletoe Ball, Prostate Cancer Symposium, Mission Week

Social Media Use Across St. Paul's Hospital & Foundation

St. Paul's Hospital and St. Paul's Hospital Foundation share a website and use joint social media platforms to communicate with our broader community. All digital content is planned, produced, and published through the organization's content management system (CMS). The guidelines in this document apply to all web and social media content and are overseen at the discretion of the Manager of Marketing & Communications. Because social media platforms are shared public-facing channels, all posts should clearly identify the speaking voice and intent. When content benefits from the credibility and visibility of both organizations—particularly stories reflecting our unified mission, values, and community impact—the combined brand should be used.

Branded Materials Approval Requirements

To ensure consistency, accuracy, and alignment with St. Paul's Hospital & Foundation brand standards, all externally facing and branded materials must be reviewed and approved by the Marketing & Communications department prior to publication or distribution. This oversight supports the integrity of our visual identity and messaging across all platforms. For approvals, guidance, or clarification, please contact John Allen, Manager of Marketing & Communications, at john.allen@sphfoundation.org or 306-227-2025.

St. Paul's Hospital & Foundation: Brand Assets & Resources

Access the full suite of St. Paul's Hospital & Foundation brand assets by scanning the QR code. These resources support you in sharing our story and strengthening our connection with the communities we serve.



or click here sphfsk.ca/media-brand-resources/

Logo

The St. Paul's Hospital & Foundation logo is the heart of our brand identity system. It comprises two parts, the Beam symbol and the wordmark.

The Beam symbol is made up of emanating rays of light. The representation of light is an essential component of our brand. It signifies healing, hope, positivity, and energy. It also serves as a welcoming beacon for the community. The rays of light meet in the centre to form the outline of a cross, which honours the faith and history of St. Paul's Hospital & Foundation.

Beam Symbol

The Beam symbol may be used on its own, provided that the Wordmark appears elsewhere in the brand application. The logo usage rules outlined in this document also apply to the symbol when used on its own.

Name

When used in text, "St. Paul's Hospital & Foundation" should be written in Title Case with an ampersand.

Beam
Symbol



**St. Paul's Hospital
& Foundation**

Wordmark

Logo

Horizontal Lockup (Preferred)

The **Horizontal Primary** lockup is the preferred logo. It should be used for most applications. Additionally, there are **Black**, and **White** versions of the logo.



Horizontal Primary
(use for most applications)



Horizontal Black



Horizontal White

Logo

Vertical Lockup

For some applications, a vertical logo may be needed. The following are the approved vertical lockups.



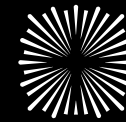
**St. Paul's Hospital
& Foundation**

Vertical Primary



**St. Paul's Hospital
& Foundation**

Vertical Black



**St. Paul's Hospital
& Foundation**

Vertical White

Logo

Hospital / Foundation

For some applications, a St. Paul's Hospital or St. Paul's Hospital Foundation specific logo may be desired. A complete range of horizontal and vertical lockups are available.

All usage rules outlined in this brand guide also apply to these logos.



Usage

Partner Logos

When using our logo alongside a partner logo, it is important to maintain distinction between the logos. The following steps outline how to create a partner logo lockup.

Step 1: Size the logos to have equal visual weight and be on a similar plane. Choose the logo orientation that works best with the partner logo.

Step 2: Add a dividing line. The dividing line's height should be equal to the height of the tallest logo. The stroke weight should be approximately the same as the thickest part of the ray on the St. Paul's logo. The dividing line colour should be 50% grey.

Step 3: Space the logos equal to the height of the dividing line. The dividing line should be at the centre.



Usage

Background Colours — Primary

For brand applications, a coloured background may be desired. The Primary versions of the logo should only be used on light colours, including the brand colour examples shown.



The Primary logo lockup can be used on Grey eh or Wheat, as well as on light areas of an image

The Primary logo lockup may also be used on the following tint values from the primary brand colour palette:
Care Teal: 10%
Healing Light Blue: 15%
Hope Blue: 5%

Usage

Background Colours — Other

Other logo lockups may be used on a variety of background colours. Choose the logo lockup that is most appropriate for the application and allows for sufficient colour contrast.



The White logo lockup may be used on Black, Hope Blue or Care Teal. It may also be used on dark areas of an image



The Black logo lockup may be used on Healing Light Blue or light areas of an image

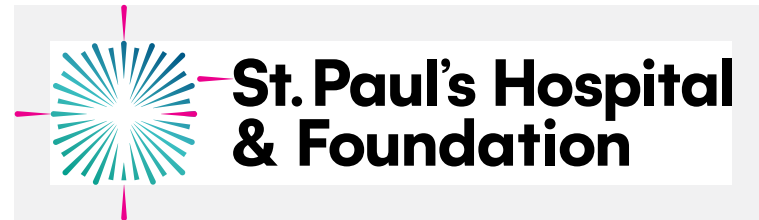
Usage

Clear Space

Always provide adequate clear space around the logo from other elements. The minimum clear space around the logo is defined by the ray on the right-centre side of the symbol.

Minimum Sizing

In order to maintain the integrity of the logo, it is important to use it at a size that is legible and does not cause the symbol to become distorted.



Minimum size:
1.25" / 300 pixels



St. Paul's Hospital
& Foundation

Minimum size:
0.92" / 220 pixels

Improper Usage

Consideration must be taken to ensure that our logo is never altered or misrepresented in any way. Here are several examples of treatments that our logo should never undergo.



Do not alter the colours of the logo



Do not place the logo on a busy or heavily patterned background



Do not alter the lockup of the logo



Do not alter or change the typeface used in the logo



Do not change or add text



Do not stretch the logo either horizontally or vertically



Do not rotate the logo



Do not add drop shadows, bevels, or any other effects

Colour

Primary Brand Colour Palette

Colour is an essential part of the St. Paul's Hospital & Foundation brand. It helps people identify our communications and connects with them on an emotional level. The primary palette is made up of three core colours.

Care Teal

C:81 M:15 Y:53 K:1
R:0 G:158 B:141
HEX: 009E8D
PANTONE: 3265C

Healing Light Blue

C:67 M:0 Y:27 K:0
R:0 G:203 B:204
HEX: 00CBCC
PANTONE: 319C

Hope Blue

C:98 M:69 Y:26 K:8
R:0 G:84 B:131
HEX: #005483
PANTONE: 3015C

Colour

Tints

The primary brand colours are best used at 100% opacity. However, tints of the colours may be used for backgrounds or to help with accessibility.



Colour

Secondary Brand Colour Palette

A range of secondary colours have been selected to complement the primary colours and provide variety and functionality to brand applications. These colours should appear as 100% solid and never be tinted.

Soybean

C:52 M:0 Y:100 K:0
R:135 G:197 B:64
HEX: 87C540

Pine

C:87 M:35 Y:100 K:29
R:24 G:101 B:51
HEX: 186533

Western Red Lily

C:0 M:69 Y:68 K:0
R:243 G:114 B:86
HEX: F37256

Grey eh

C:0 M:0 Y:0 K:5
R:241 G:241 B:241
HEX: F1F1F1

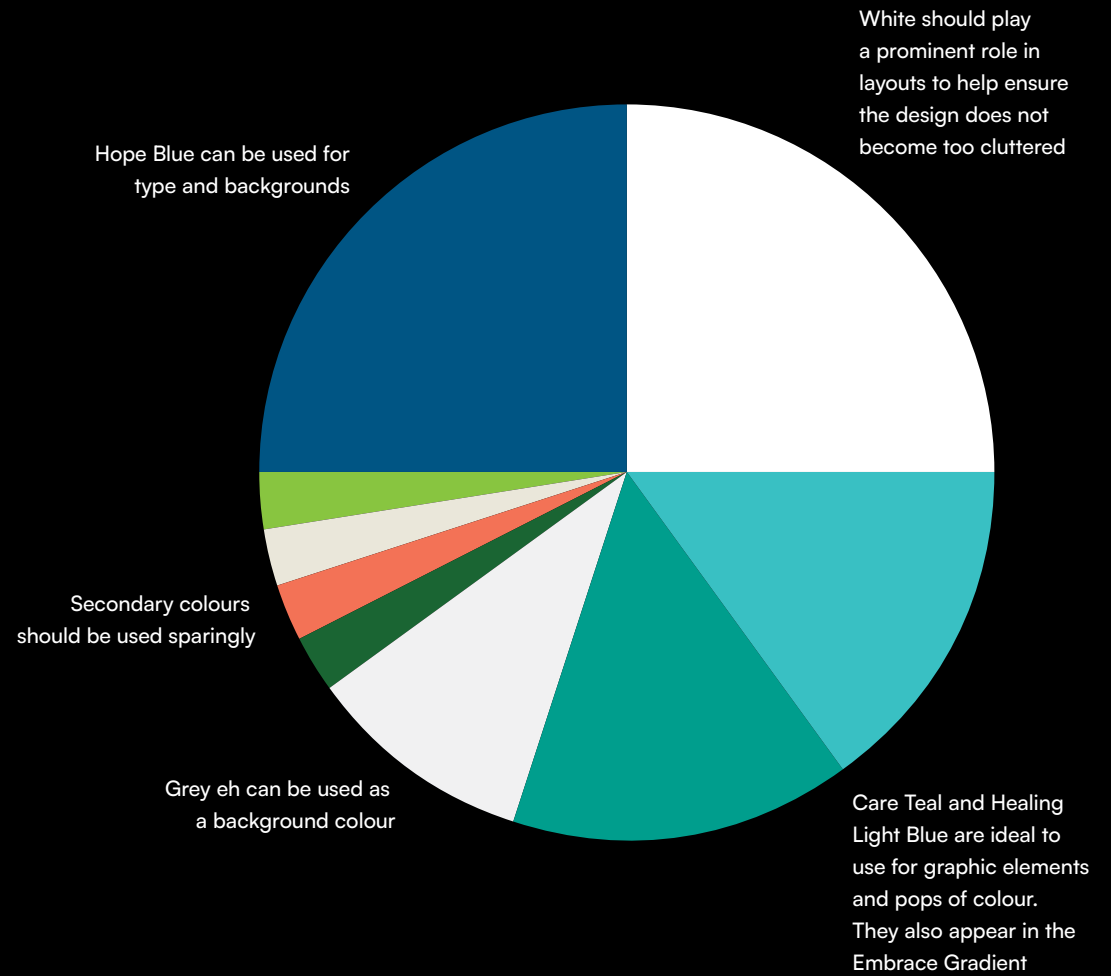
Wheat

C:3 M:3 Y:10 K:4
R:234 G:230 B:218
HEX: EAE6DA

Colour

Usage

The following chart shows how our brand colours should be used proportionally across all applications. Primary colours are to be used for all materials. Secondary colours should be limited to accents or where an expanded colour palette is required (e.g. website, infographics)



Typography

Primary Typeface

Our Primary brand typeface is Satoshi Variable. There are five approved font weights that may be used. Other font weights and custom weights should not be used. Satoshi Variable is available for free from Google Fonts.

Satoshi

Satoshi Variable Light

Satoshi Variable Regular

Satoshi Variable Medium

Satoshi Variable Bold

Satoshi Variable Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

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

Typography

Internal Typeface

For communications created in office applications (e.g. Microsoft Word, Google Sheets, Apple Keynote, Intuit MailChimp), the typeface Aptos may be used. Aptos was released in 2023, and has a wide range of type weights and styles. It is easy-to-read and suitable for both Heading and Body/Paragraph type settings. Aptos is bundled with the Microsoft Office suite or it may also be downloaded for free directly from Microsoft.

Aptos

Aptos Light

Aptos Regular

Aptos Semibold

Aptos Bold

Aptos Black

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

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

Typography

Headings

The use of consistent type styles greatly contributes to how our brand is perceived and remembered. Here are examples of the four Heading styles used in this Brand Guide. Type size should be determined based on the particular application, with consideration given for accessibility. Leading should neither be overly tight or generous. All type should employ metric kerning. All heading type should be set as Sentence case or Title Case. UPPERCASE should not be used.

Headings should predominantly be set to Align Left. Align Center and Justify settings should be avoided.

Heading 1

Satoshi Variable Bold / Size: 84pt / Track: -30

Heading 2

Satoshi Variable Bold / Size: 42pt / Track: -15

Heading 3

Satoshi Variable Bold / Size: 28pt / Track: -15

Heading 4

Satoshi Variable Bold / Size: 12pt / Track: -10

Typography

Body/Paragraph

Body type settings should contrast the heading type style through size and weight. Here are two examples of the Body type styles used in this brand guide.

Body copy should predominantly be set to Align Left. Avoid using Align Center and Justify settings.

Body/Paragraph Large

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vestibulum eget massa nec vestibulum.

Satoshi Variable Medium / Size: 15pt / Leading: 20pt / Track: 0

Body/Paragraph Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus vestibulum eget massa nec vestibulum. Cras sed sagittis elit, id pharetra quam. Maecenas egestas mi in dolor cursus, et interdum quam facilisis. Proin libero ligula, ornare sit amet vestibulum nec, egestas sit amet felis. Nam feugiat risus ut velit ullamcorper venenatis. Donec mi sem, convallis quis neque at, malesuada aliquet nunc. Praesent ac nisl velit. Fusce id aliquam nisi. Cras mi lectus, mattis eget tortor in, mattis imperdiet urna. Maecenas vel erat vel massa laoreet fringilla ut eget est.

Satoshi Variable Regular / Size: 9pt / Leading: 13pt / Track: 0

Imagery

Overview

Photography is an integral part of our brand. It demonstrates the work we do, who we help, and our commitment to our community. By choosing images that have a similar visual style, it creates a unified and consistent brand look.

The main types of photography we use fall into three categories: Healthcare Workers and Staff, Patients, and Detail shots.

The following pages outline guidance for creating new images or selecting stock imagery.

Healthcare
Workers
and Staff



Patients



Detail



Imagery

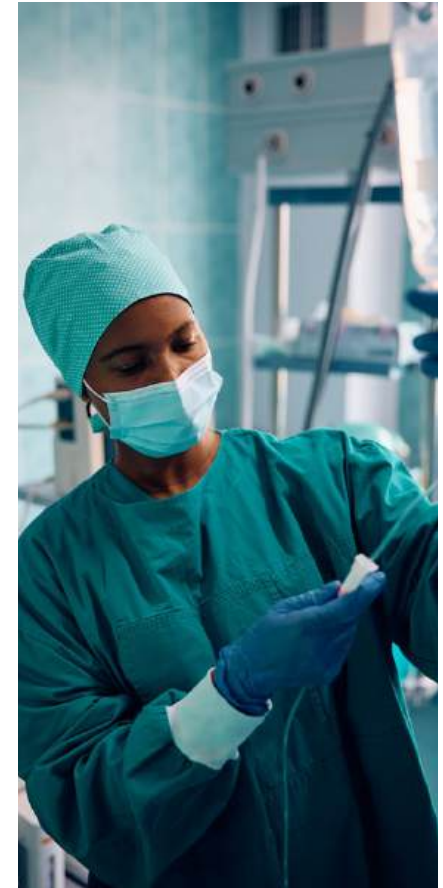
Healthcare Workers and Staff

Healthcare workers and staff are at the heart of St. Paul's Hospital & Foundation. Whenever possible, imagery should feature real staff to ensure authenticity and strengthen connection with our community. Stock photography may be used when necessary, but should closely reflect our environment and standards of care.

When creating or selecting images, the following principles should be followed:

- Whenever possible, feature real staff to reflect authentic experiences and reinforce credibility*
- Subjects should have natural, genuine expressions that convey compassion, professionalism, and approachability
- Subjects should appear engaged in their work or interacting meaningfully with others
- Environments and settings should feel realistic and representative of our facilities and services
- Diversity and inclusivity should be reflected across all imagery
- Colours should be rich and saturated, consistent with the brand palette
- Lighting should emphasize contrast, with a clear and purposeful light source where possible
- Cool or warm tones are acceptable, but should not be mixed within a single application
- Imagery should reflect a positive, respectful, and welcoming care environment

* All real photography must have a completed and signed consent/waiver form on file prior to use.



Imagery

Patients

Showing the diversity of people we serve helps to connect us with our community. Whenever possible, imagery should reflect real patients to ensure authenticity and credibility. When creating or choosing images, the following points should be kept in mind:

- Whenever possible, feature real patients to reflect authentic experiences and strengthen trust*
- Subjects should always be portrayed with dignity and respect in both setting and expression
- Environments and settings should appear realistic and representative of care
- As St. Paul's Hospital & Foundation does not provide pediatric care, images depicting children should not be used
- Diversity and inclusivity should be reflected across all imagery
- Colours should be saturated and consistent with the brand palette
- Light is an essential part of the brand—photographs should emphasize contrast between highlights and shadows
- Cool or warm toned photographs are acceptable, however they should not be mixed within a single application
- Having a visible or implied light source is encouraged (e.g., natural light through a window)
- The use of AI-generated people or imagery should be avoided

** All real photography must have a completed and signed consent/waiver form on file prior to use.*



Imagery

Detail

Detail shots can help tell a story or provide added interest. When creating or choosing images, the following points should be kept in mind:

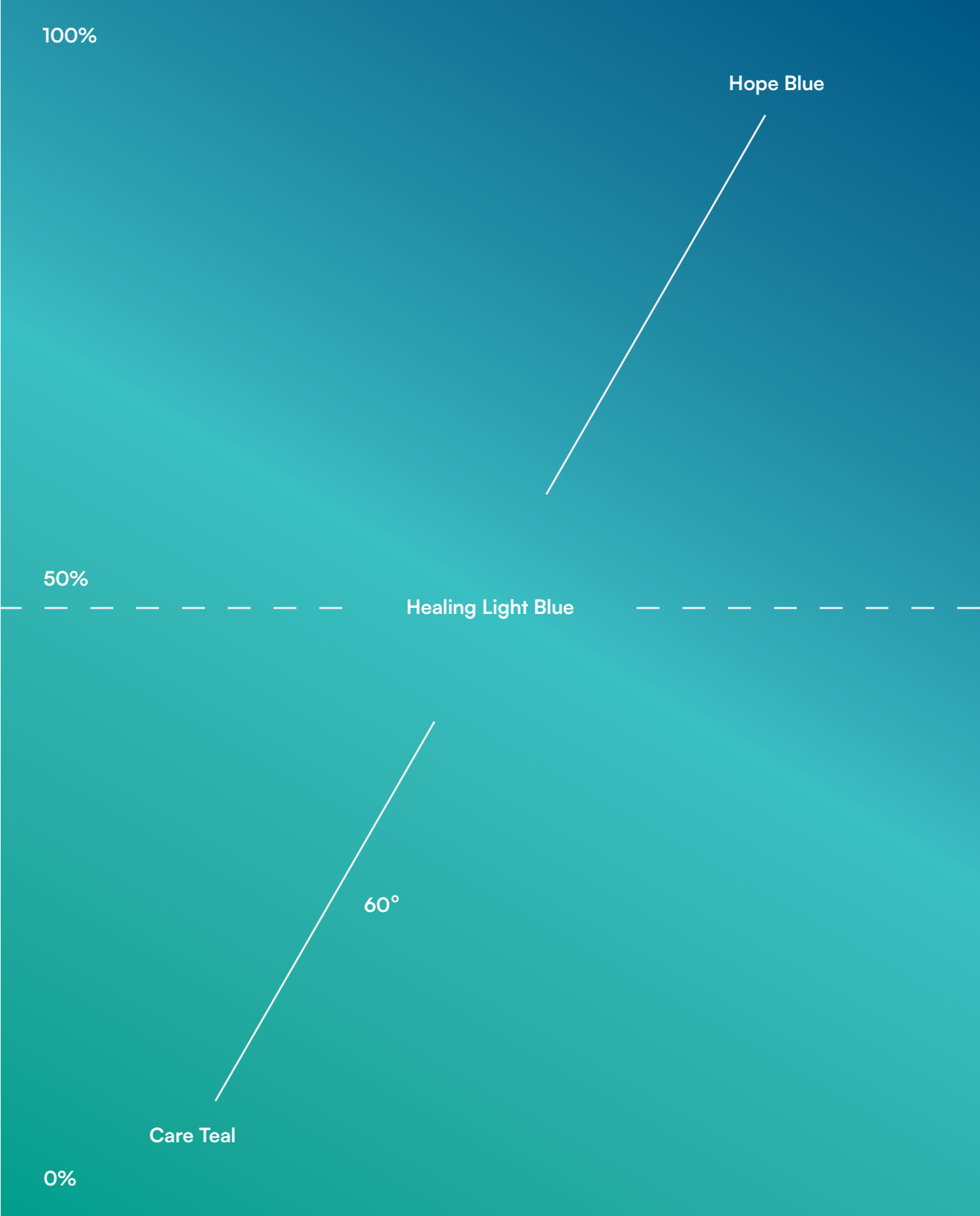
- Environments and settings should appear realistic
- Colours should be saturated
- Light is an essential part of the brand—our photographs should support this with bold contrast of highlights and shadows
- Cool or warm toned photographs are both acceptable, however they should not be mixed within a single application
- Having a conspicuous light source is encouraged (i.e. bright light shining through a window)
- Diversity is essential



Brand Elements

Embrace Gradient

An essential element to our brand is the Embrace Gradient. It is made up of the three primary brand colours. The gradient should primarily be used at a 60° angle. However, when applying it to type, it should be set to 0°.



Brand Elements

Embrace Gradient Type

The Embrace Gradient Type can be a recognizable and effective graphic device.

When applying this type style, it's important to use it on a background colour that allows for optimal readability. It must be used with a large type size (32pt and above). Only Bold or Black font weights should be used.

The angle of the gradient should be set to 0°.

Embrace

Embrace

Embrace Gradient Type is ideal on white, light colours, or tints of the primary brand colours

Embrace ✘

Embrace ✔

When using Embrace Gradient Type on Hope Blue, ensure the gradient extends beyond the type, so it does not blend into the background

Brand Elements

Beam Symbol Backgrounds

The Beam symbol serves as an essential graphic device. It should be used large and cropped to create a dynamic and energetic layout.

When using the Beam symbol with the Embrace Gradient applied, it should only be used on Hope Blue, Grey eh or white. The Beam Symbol may also be used as solid or translucent white on other brand colours.



- ✓ Use the Beam symbol large and cropped



- ✓ The Embrace Gradient Beam symbol works well on Hope Blue



- ✓ The white Beam symbol may appear on other primary and secondary brand colours



- ✓ The white Beam symbol may have reduced opacity



- ✗ The majority of the Beam symbol should be cropped off

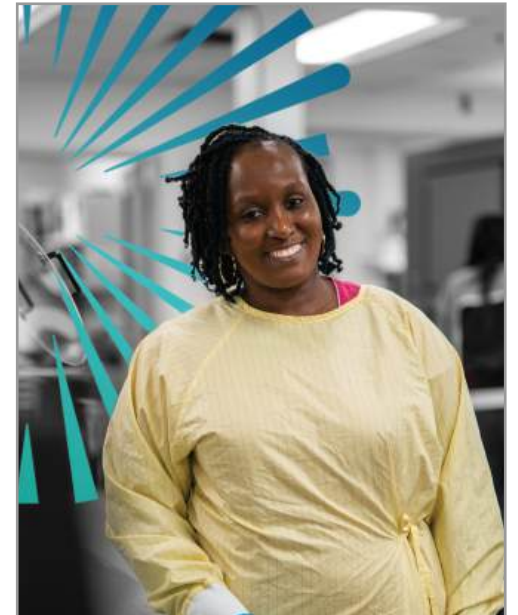
Brand Elements

Beam Symbol Image Application

The Beam symbol may also be integrated with imagery to give a unique branded look.

The Beam symbol may be placed on top of the image or layered within the image. When layering within the image, the subject should be close cropped and appear in full colour. The background should be desaturated to boost the visibility of the Beam Symbol.

The Beam symbol should not be used in a way that creates a halo effect around an individual, as this may unintentionally convey unintended meaning or detract from the authenticity of the image



Accessibility

In all of our communications, we strive to meet best practices for accessibility. Some of these practices include using type sizes that are appropriate, arranging content in an easy-to-follow way, and ensuring there is sufficient colour contrast for type to be readable.

The following are ways in which our brand colours may be used for all sizes of type while maintaining adequate colour contrast.

A light grey rectangular background with the text "Example Type" centered. "Example" is in a dark blue color and "Type" is in a dark green color.

Example Type

When used on white or light colours, type may be coloured as black, Hope Blue or Pine

A horizontal bar divided into two equal halves. The left half is dark blue and the right half is dark green. The text "Example Type" is centered in white across both halves.

Example Type

White type may be used on Hope Blue and Pine

A horizontal bar divided into five equal vertical segments of different colors: teal, lime green, orange-red, light grey, and light beige. The text "Example Type" is centered in black across the segments.

Example Type

Black type may be used on Healing Light Blue, Soybean, Western Red Lily, Grey eh, and Wheat



Section 2

Brand Applications

Business Card



Letterhead



January 1, 2024

Name Here
150 Main Street
Toronto, ON
PST CDE

Dear recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Quisque ultrices augue auctor mi rhoncus. eleifend dignissim est consequat. Sed suscipit odio ac ante placerat tristique. Etiam gravida sapien odio, vel dignissim nulla euismod eget. Ut posuere velit a fringilla tincidunt. Duis pharetra a neque quis sollicitudin.

Ut congue sollicitudin viverra. Etiam sit amet tempor nisi. Nunc bibendum magna quis tincidunt mollis. Aliquam erat volutpat. Nulla maximus porta risus, id placerat purus suscipit id. Donec facilisis placerat quam et commodo. Curabitur convallis suscipit pulvinar. Aenean in turpis ut odio consequat viverra. Donec eget ligula metus. Nunc nisi eros, vestibulum eget felis ac, consequat mattis justo.

Donec rhoncus nulla nisi, eget imperdiet ipsum dapibus nec. Donec eleifend justo ipsum, id varius augue venenatis non. Aenean varius neque et tellus efficitur molestie. Vivamus et urna euismod, tempor erat id, mattis sapien. Vivamus ut dolor nec est venenatis vehicula. Nam ultricies sapien eget fermentum posuere. Sed fringilla tortor vel tortor ullamcorper convallis. Maecenas non ex id felis dignissim interdum.

Sincerely,

Lorem Ipsum

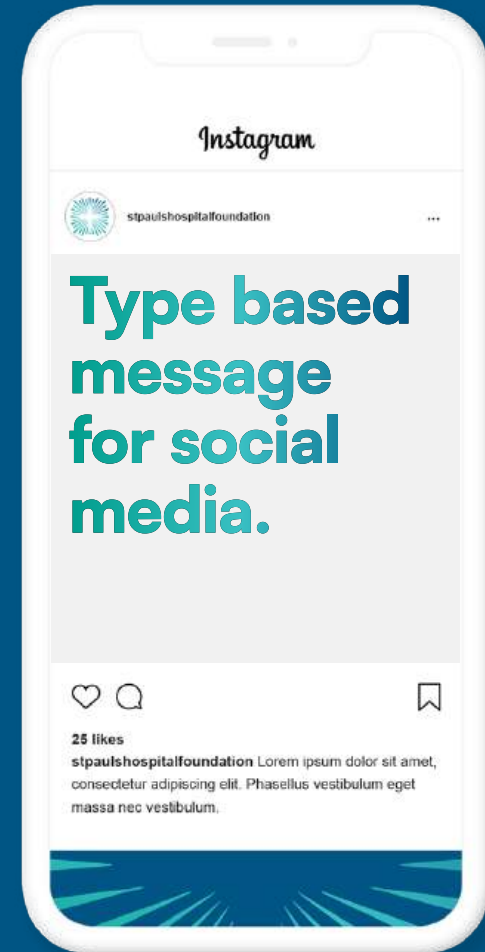
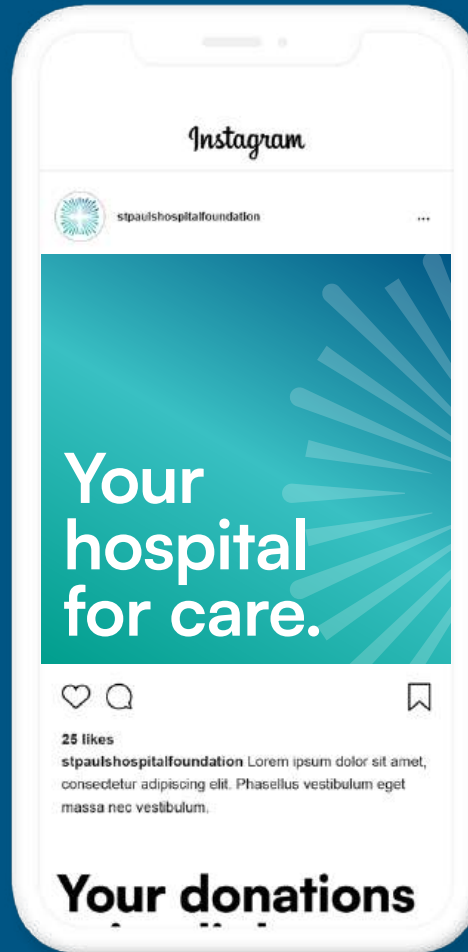
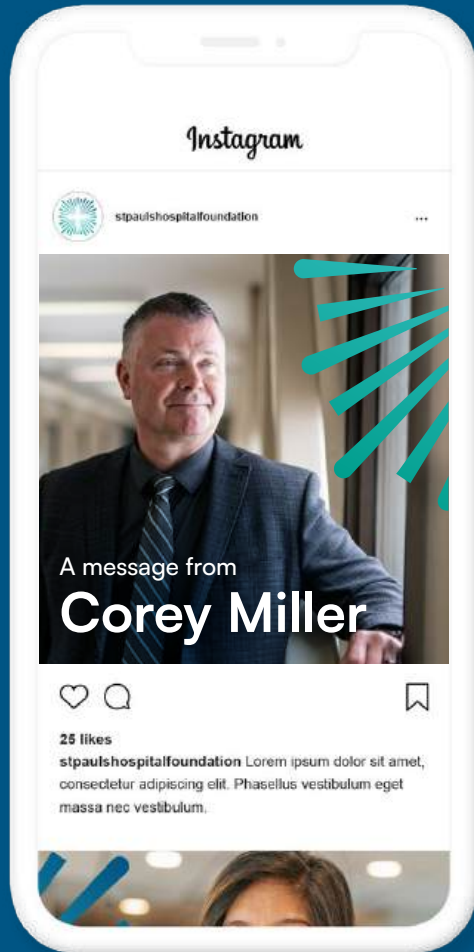
St. Paul's Hospital & Foundation
1702 20th St W, Saskatoon, SK S7M 0Z9
P 306.665.6821 TF 1.888.346.0330
stpaulshospital.org



Poster



Social Posts



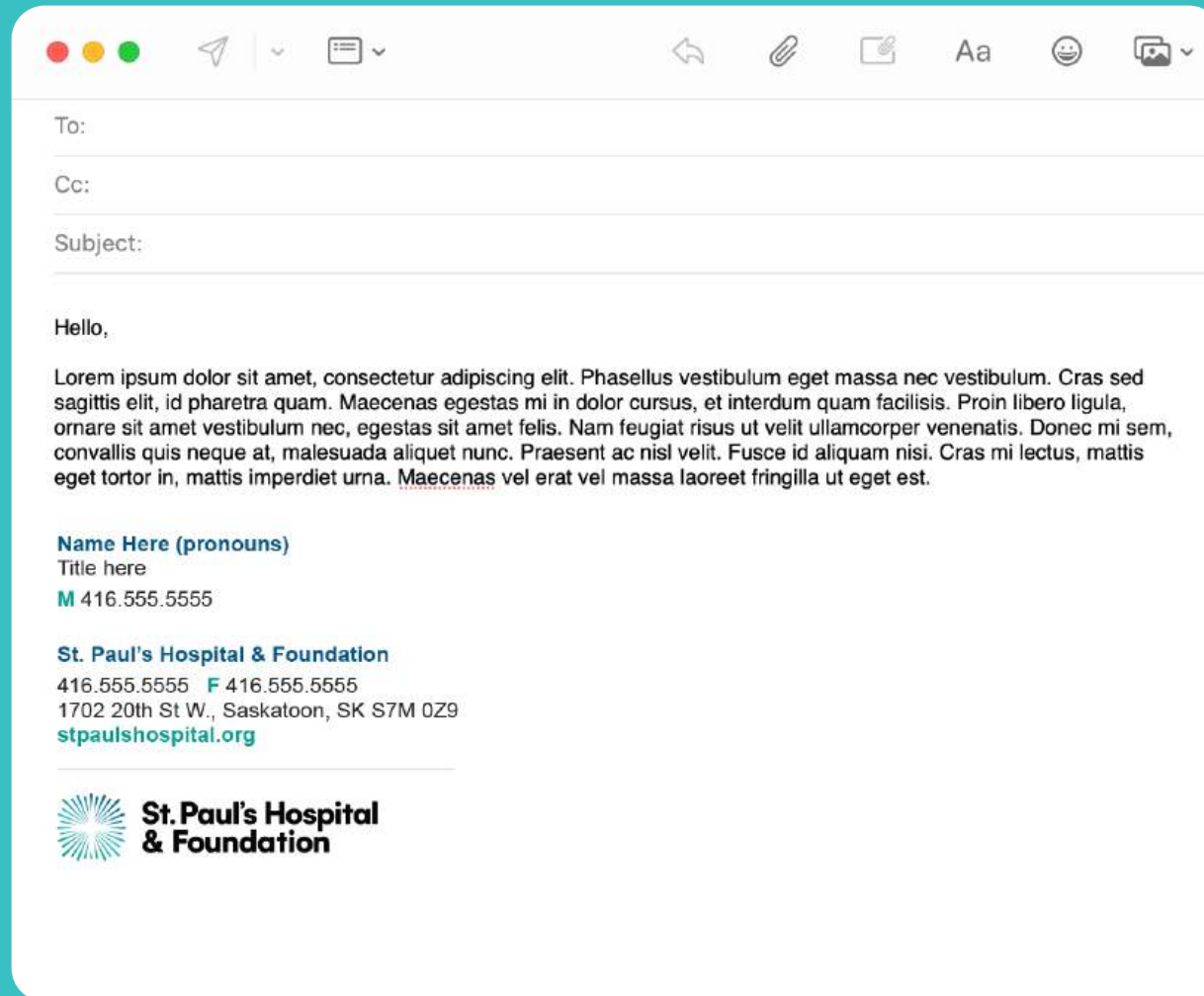
Banner



Standing
ready to
care for all.



Email Signature





St. Paul's Hospital & Foundation

For more information about the St. Paul's
Hospital & Foundation brand, please contact:

John Allen

john.allen@sphfoundation.org