

October 1988

Introduction
Logomark
Typography
Letterhead
Forms
Labels
Product Graphics

Toronto Medical Graphic Standards

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Logomark
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To implement any identity program, it must be recognized that the impressions made by a company through its use of logomarks, stationery, persuasive and informational material and advertising creates an identity for the entire organization. All of these elements contribute to the image that the public develops when it chooses a product or service from that company.

When a company institutes a coordinated identification program, one in which each visual element is integrated with all others, it projects a unified posture which works effectively to reinforce all of the company's activities.

Graphic standards not only enhance effective communication, they create benefits in cost savings as well. In today's highly competitive medical products environment, strong name and logo identification is an essential element in achieving a company's overall desired image.

How clearly and how quickly a name is known and recognized is accomplished by repetition of a consistent and unified visual impression, through form, style and color.

Likewise, the other visual manifestations of a company provide significant opportunity for enhancing the company's efforts. Advertising offers an excellent forum in which to communicate the values and benefits the company extends to its publics. Printed material also promotes the strengths and services of the company. Neither advertising nor collateral are put to best use unless they are based on a consistent, coherent set of editorial and graphic standards.

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Color Control/Reverse Usage

A logomark is a unique combination of the mark and logotype in a specific size and position relationship. Since the logomark is the constant thread in the standards system, it must never be altered in any manner.

Demonstrated below is the logomark used for identification of Toronto Medical. It is to be printed in the color scheme of Pantone 293 (blue) for the mark, and Pantone 425 (grey) for the logotype. The logomark should never be reproduced in only one of Pantone 293 or 425. Single color reproduction should be done in black only. As well, screens should never be used in reproducing the logomark. It is allowable, however, to reverse the logomark out of Pantone 293, 425 or black.



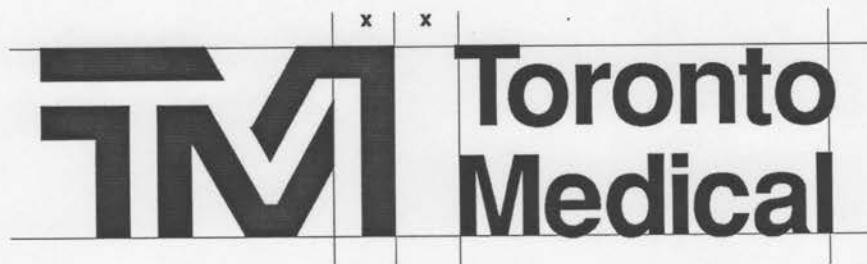
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Configuration Control

In order to maintain the design integrity of the logomark and to maximize its effectiveness as an identifier, it must always be applied as a complete unit, the only exception being that the mark can be used without the logotype in exceptional instances (a knob on a product or other restricted spaces where the logotype might not be effective). However, the logotype cannot be used without the mark. As well, the phrases "Corp" or "Inc" should never be used in conjunction with the logomark.

The quality of reproduction is an essential ingredient in creating favorable impressions. Demonstrated below is the means to create consistent art for the logomark.

Using the mark as a given, the logotype is to always be the same height, with a space between the two elements as indicated below. The logotype is to always be set in Helvetica Bold (as shown in the example), "solid" (the line dimension being the same as the character). In addition, the kerning of the two lines of type should be such that the two words are visually the same width (as shown).



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Helvetica typestyle has been selected because of its highly legible qualities, its availability in a variety of sizes, and to maintain a consistency with past Toronto Medical work. An uncluttered and systematic appearance results when Helvetica is used consistently in all areas of application. A few simple rules should be followed in order to maintain a consistent typographic impression.

Make use of upper and lower case typography (do not use flush right setting). Regular and bold weights of Helvetica can be used to establish degrees of emphasis. Kerning (or character spacing) should always be specified as "tight" or "track 2".

Also shown are weights of rules which should be used throughout.

Helvetica
Regular

abcdefghijklmnopqrs
ABCDEFGHIJKLMN
1234567890

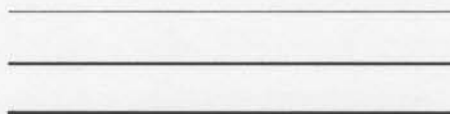
Helvetica
Bold

abcdefghijklmnop
ABCDEFGHIJKLM
1234567890

Hairline

1 point

2 points



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Formats

Since stationery items have broad exposure and represent a personal form of communication, it is important that they make impressions which are consistent and are accurate reflections of the company's personality. In order to do this, it is important that the design elements are applied only in their authorized manner. This section deals with the methods of producing all stationery items which will result in a related appearance.

The typewritten message should also be interpreted as an additional design element. When used as specified it creates a unified message. Following is an example of a sample letter. Using the baseline of the logomark as a starting point, return four spaces for the date, then return two spaces to begin the name and address. The salutation should be located four returns further, the letter to begin two spaces after that. Likewise, addressing of envelopes and labels should be done so information is flush left with the logotype and address as shown.

Artwork

Artwork for stationery requires a mark approximately 2 picas in height which prints Pantone 293 (blue). The logotype is 14 point solid Helvetica Bold, printing Pantone 425 (grey). The logotype is located 9 picas from the left edge of the sheet. This dimension is the margin along which all typing and the name and address block are located. The logomark is located 3 picas down from the top of the page. 3 picas up from the bottom of the page is the name/address/phone number block. It is 8 point on 10 point Helvetica, and prints in Pantone 425 (grey). Paper specifications for the stationery are: Strathmore Writing Bright White, 24 pound, Wove finish. Strathmore Writing Bright White, 65 pound cover, Wove finish is recommended for the business cards.

TMC stationery
TMI stationery
TMC #10 envelope
TMI #10 envelope
TMC business card
TMI business card
TMC mailing label
TMI mailing label



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27 Golden Gate Court
Scarborough, Ontario
Canada M1P 3A4

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Bingenheimer Design Communications, Inc.
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Yellow Springs, Ohio 45387



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As with the other elements of the Toronto Medical identity, forms should be created so that there is a consistency with all printed pieces.

Following is a typical purchase order. It has been designed to be used with a standard number 10 window envelope.

The Toronto Medical logomark should be used with as much consistency as possible. Therefore, specifications for forms are an expansion of those for the letterhead. Large type is 14 point solid (bold for the logotype, regular for the name of the form), small type is 7/10 point (regular for address, phone and paragraph at top, bold for the rest).

The horizontal grid lines below the information at the top define the space necessary for use in a window envelope. This part of the grid would not be necessary in any other kind of form.

Basically, the grid is an 8 column grid with 1 pica gutters. Margins around the form are 4.5 picas for the left (to allow for 3-hole punching), 2 picas for the rest. Rules used are 1 point for the heavier, hairline for the lighter. The tone used is 20%.



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 Scarborough, Ontario
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416.293.1296
 416.293.2550 FAX
 065.26271 TELEX

Purchase Order

Show this Purchase Order Number on all correspondence, invoices, shipping papers and packages.

Sold to	Date of Order	Req. No.
	Ship to	

When Ship	Ship via	F.O.B. Point	Terms
-----------	----------	--------------	-------

Qty. Ordered	Qty. Received	Stock Number and Description	Unit Price	Total

- 1. Please send _____ copies of your invoice
- 2. Order is to be entered in accordance with prices, delivery and specifications shown above.
- 3. Notify us immediately if you are unable to ship as specified.

Authorized by _____

10/10/10

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As forms are based on similar but simpler printed pieces, so are labels. This is a way to achieve consistency: to build on what you have. Product labels can be the same size as the regular mailing labels, with the same treatment of the logomark and the address.

Type sizes are 14 solid for the logotype, 7/10 point for the address, 16/20 point bold for the model information, 16/18 point regular for the product name. The label would print one color (black), bleeding the band at the top to emphasize the product name. The label would be the same 5 inch by 4 inch size of the mailing label.

Mobilimb L2
Lower Limb CPM

- L2-100-110V
- L2-100-220V
- With Thigh Support
(Avec Support De Ceuisse)
Serial Number:

TM Toronto
Medical

Toronto Medical Corp
27 Golden Gate Court
Scarborough, Ontario
Canada M1P 3A4

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In product graphics applications, the logomark can be used in conjunction with the product name. A .5 point rule should be used to separate the logomark from the product name. The logomark should never be used in such a way to be confused with other type.

To keep the use of the logomark as consistent with other materials as possible, it should appear in the same size as it does in the letterhead, form and label application. The logotype should be reproduced in its 14 point size, using corresponding 14 point solid Helvetica Regular for the product name.

Color guidelines for a product graphics application should be the same as with other printed matter. The rule and mark should be in the color scheme of Pantone 293 (blue), and Pantone 425 (grey) for both the logotype and the product name. Product graphics should never be reproduced in only one of the two Pantone colors. Single color reproduction should be done in black only. As well, screens should never be used in reproducing product graphics.



Mobilimb H1
Hand CPM

1 pica

| 4.5 picas |

9 picas |