

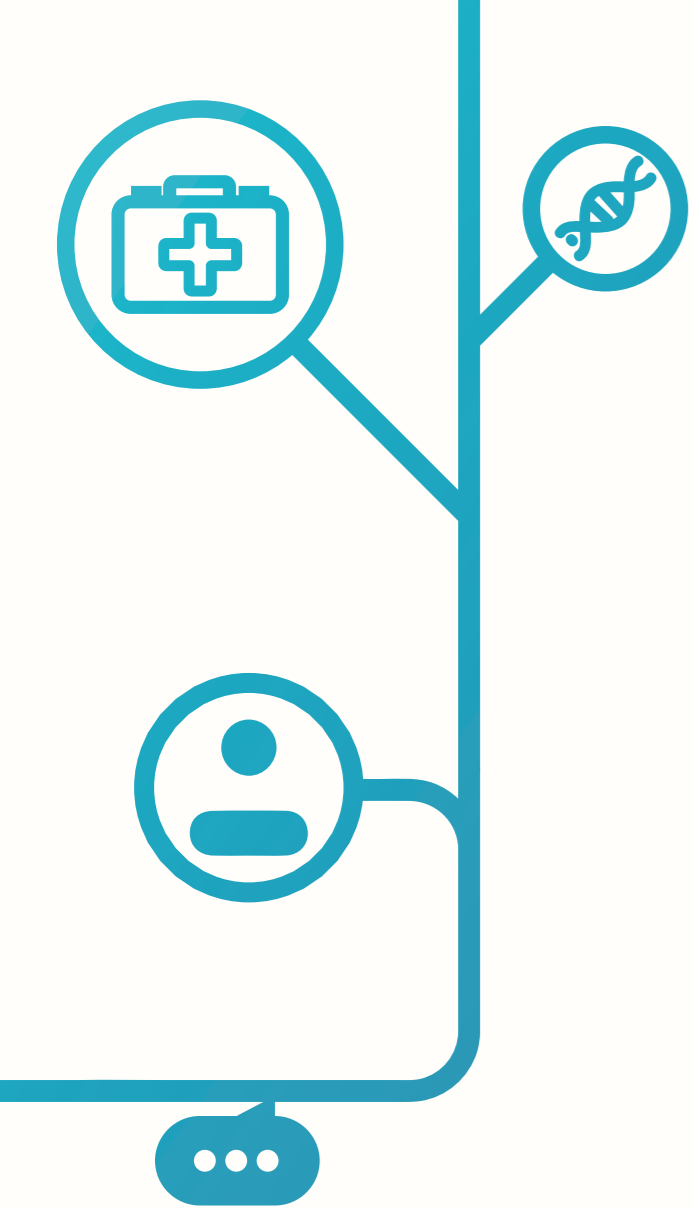


Care & Connect

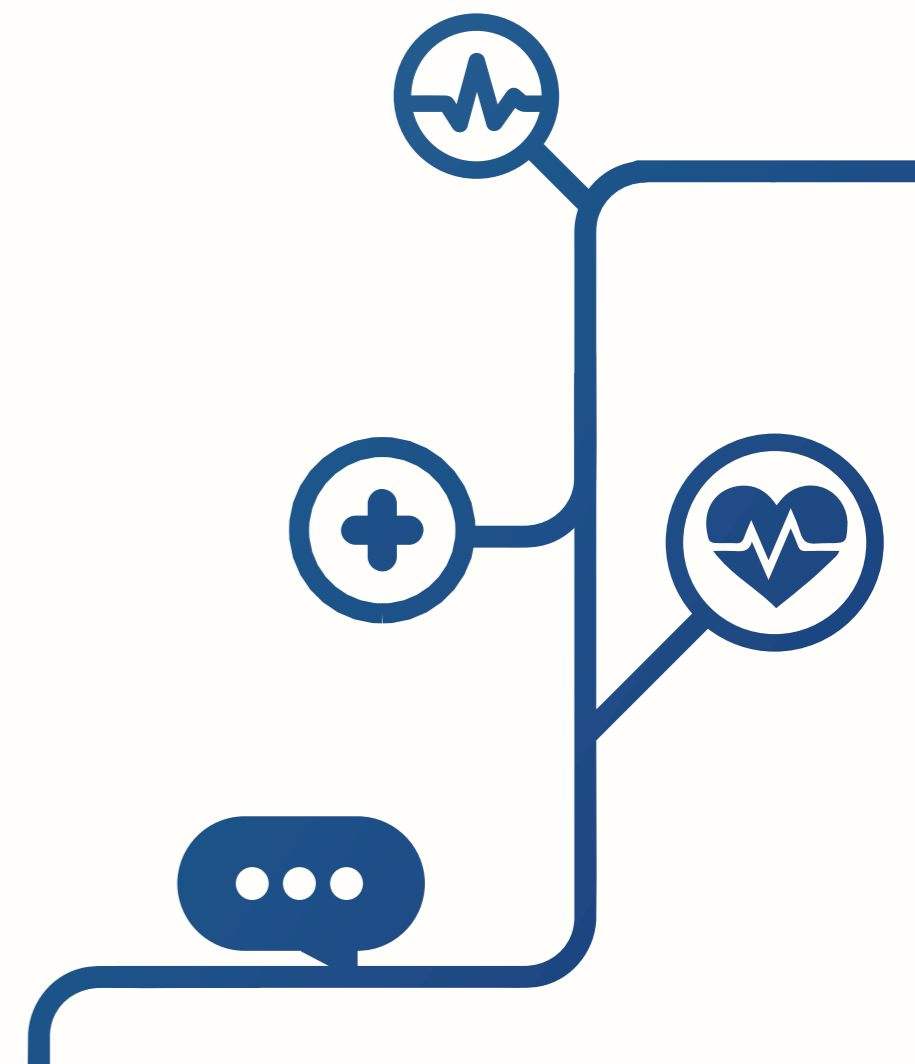
Corporate Identity Handbook

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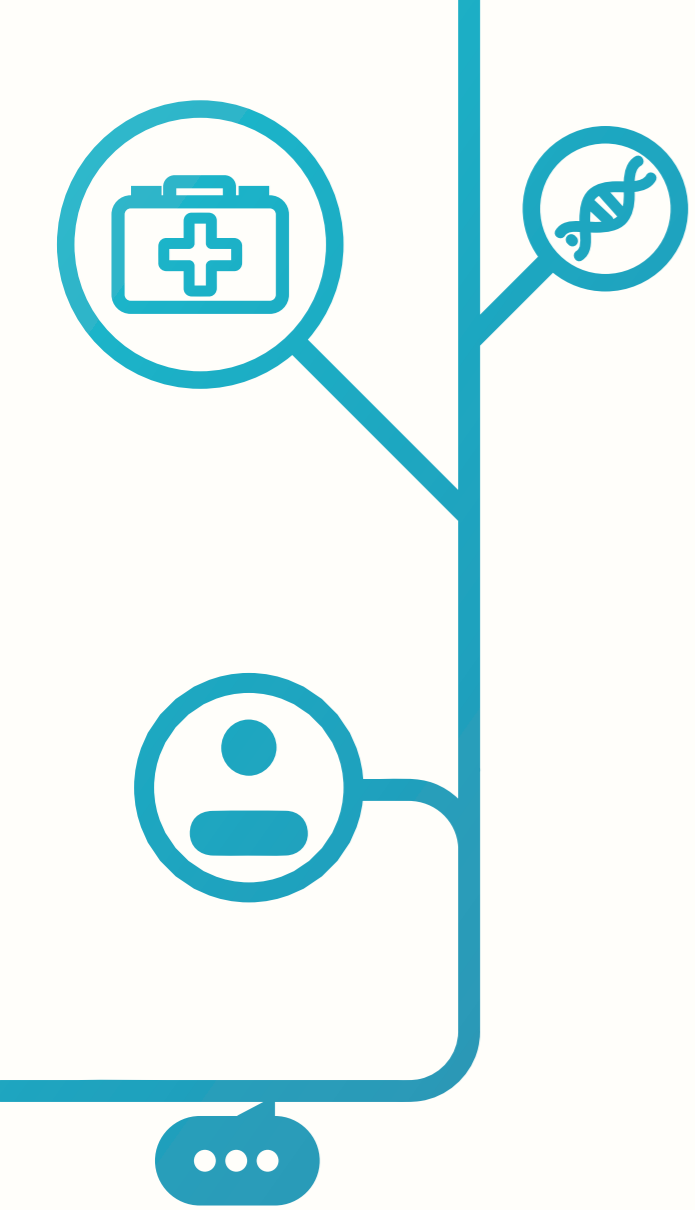
Abstract



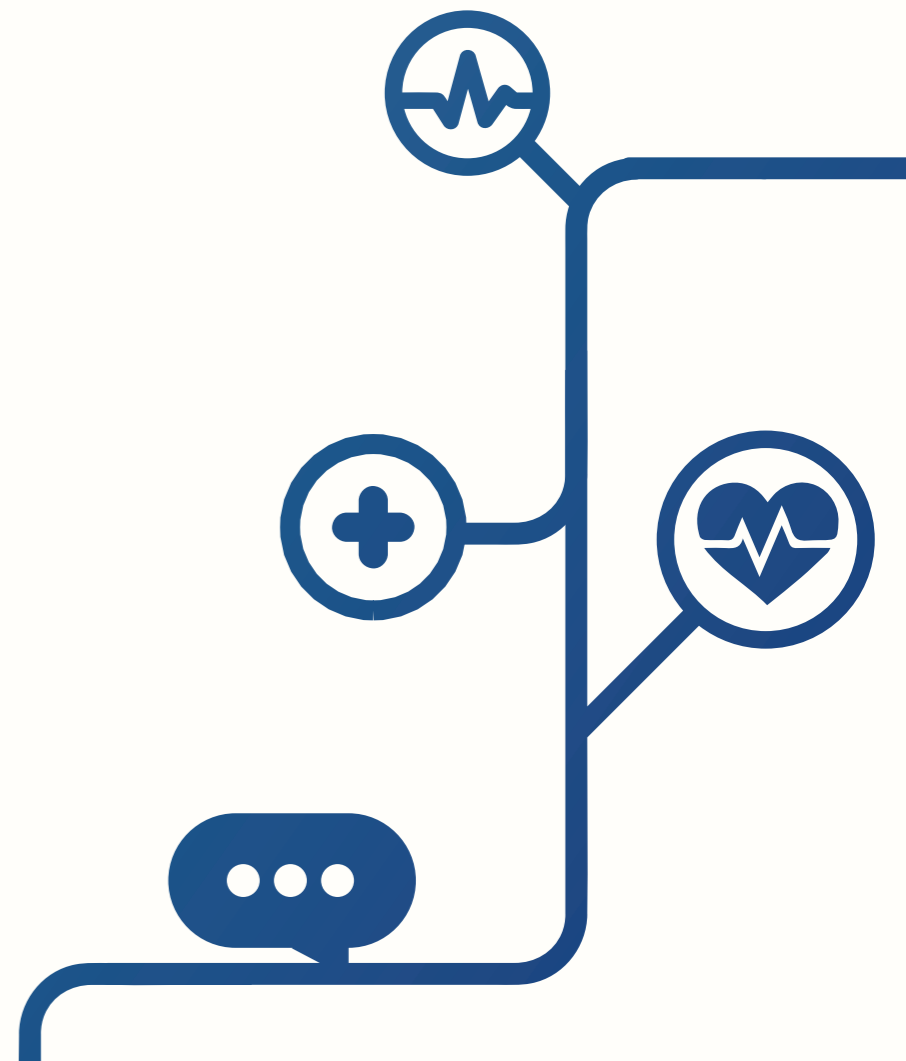
The population worldwide is aging rapidly. According to the research, by 2050 the proportion of the population will have reached 65 years and more is expected to peak at 25%. The majority of elderly people live independently, notwithstanding, the decrease of mobility, strength, and reduced sensory cognition makes it unbearably difficult.

Various support systems are required to preserve independence without influencing the sense of privacy and safety. For the above-mentioned reasons, smart homes utilizing various sensors are being developed nowadays. In the project described further in this report, the emphasis was put on implementing and interconnecting the following sensors: pressure, air quality (gas and humidity), motion, temperature, light, and flame. Performance of sensors was examined in a specially designed room being a simulation of an apartment. Moreover, proper marketing strategy was invented to educate future healthcare workers and nurses about the possibilities the sensors' technology brings.

To sum up, the network of sensors was created and installed in the simulation room. What is more, different marketing approaches were taken to educate future caregivers and nurses.



Logo

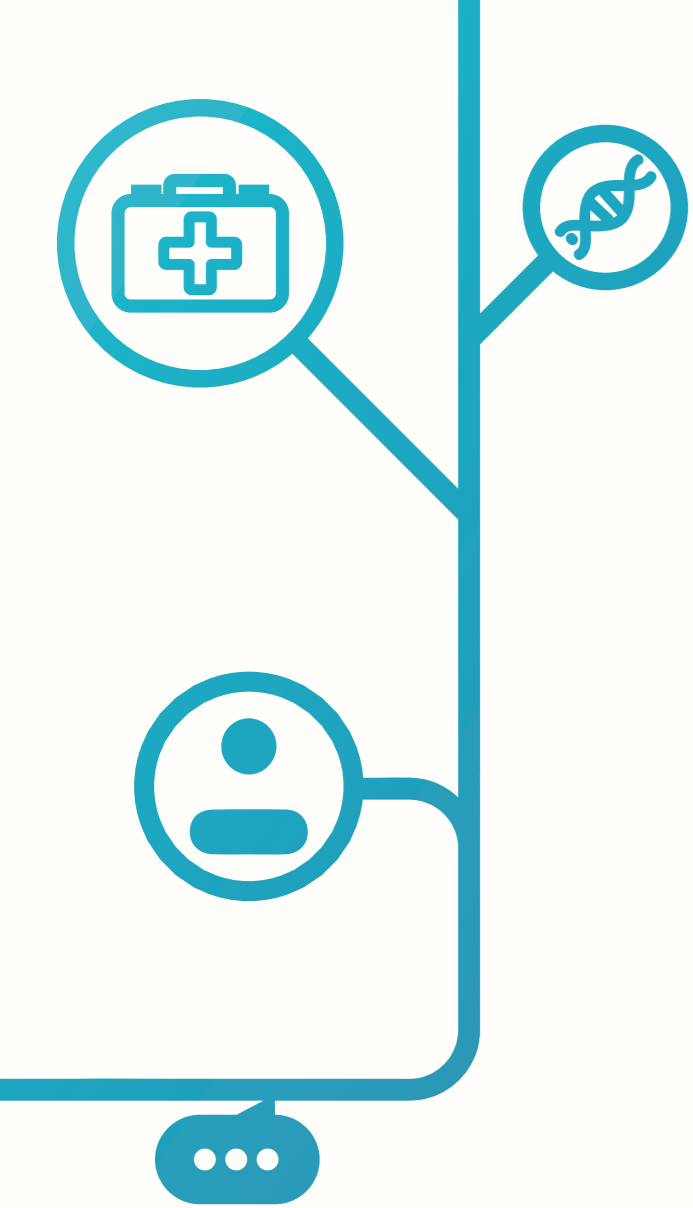


Correct and consistent use of the logo is essential. The logo consists of two parts: the pictorial logo and the word picture. The combination of the pictorial logo and the word picture is constructed in such a way that the character of Care & Connect is communicated as efficiently as possible.

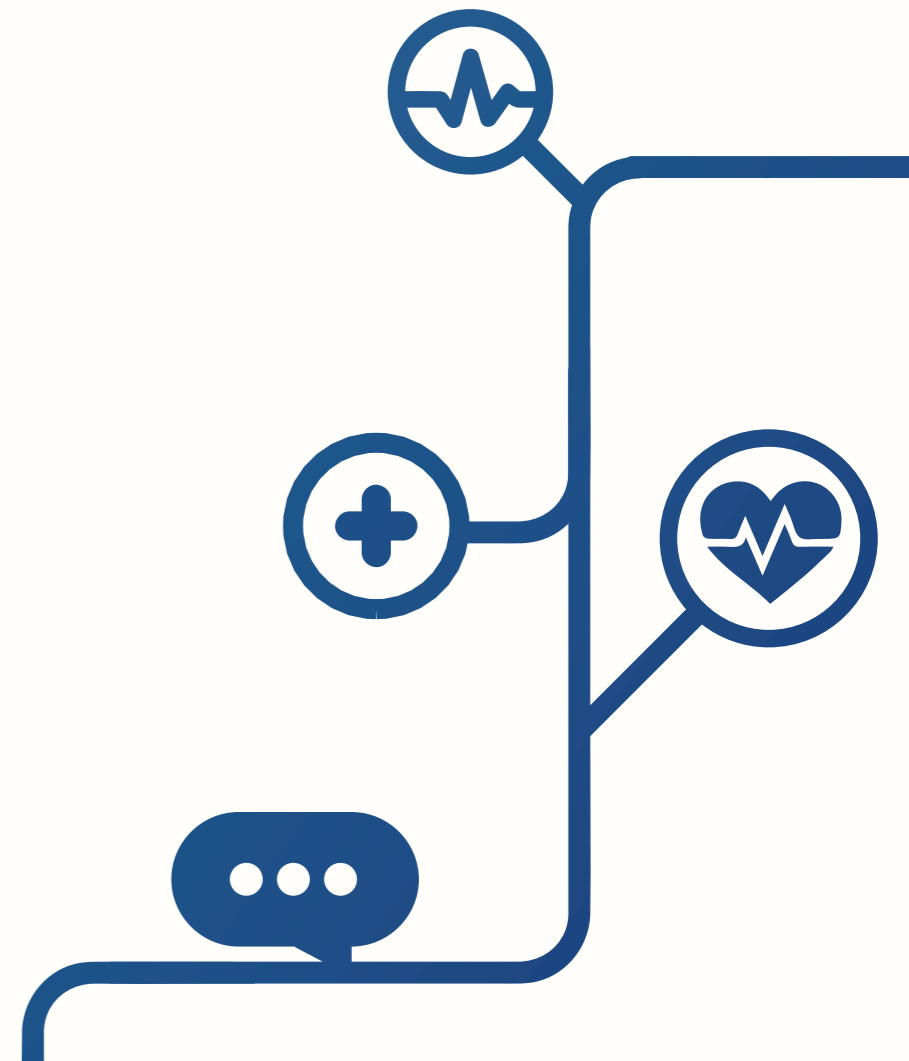
The relationship between the logo and the word image must always be respected.

Finally, the colours, size and position of the logo are determined and described and may not be freely adapted. This is further explained in this house style manual.





Design



The Care & Connect logo has a modern and caring feeling to it, this was done to clearly show that sensors are not dangerous for older people.

The logo is made up of two parts, the artwork and the word image. The artwork consists of an elderly couple hugging, one of the heads has been converted into a sensor and you can also see a heart in the embrace.

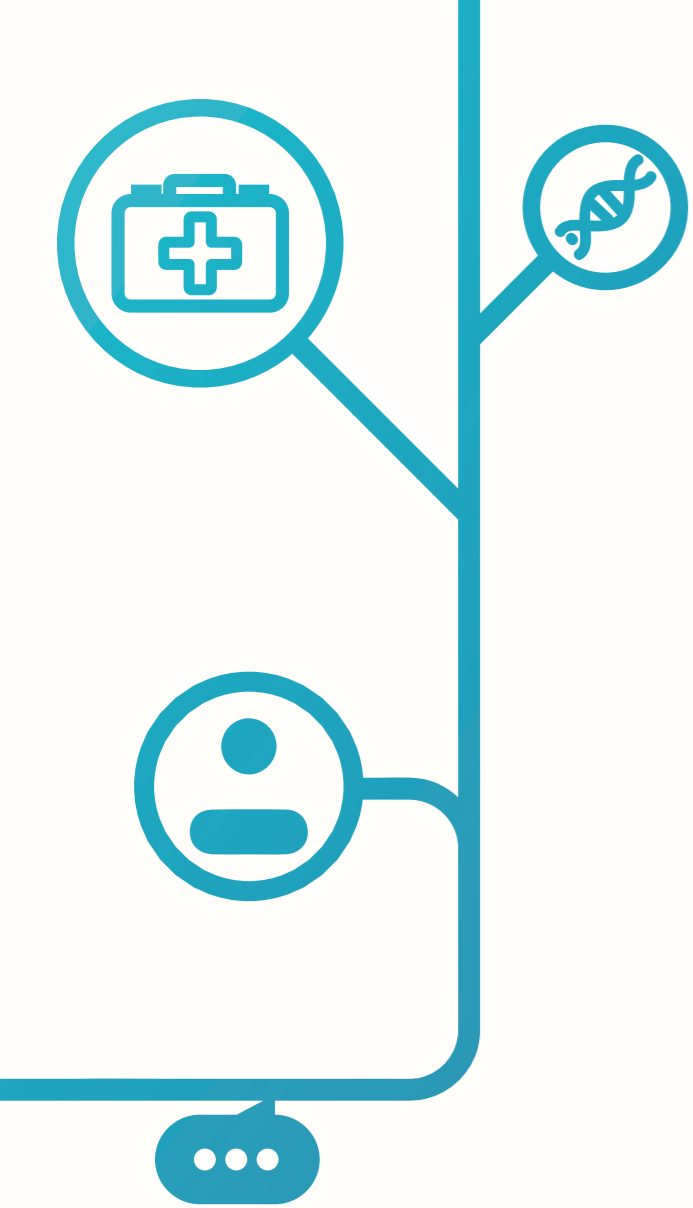
The word picture consists of the words Care & Connect, to briefly and powerfully let you know who the association is.



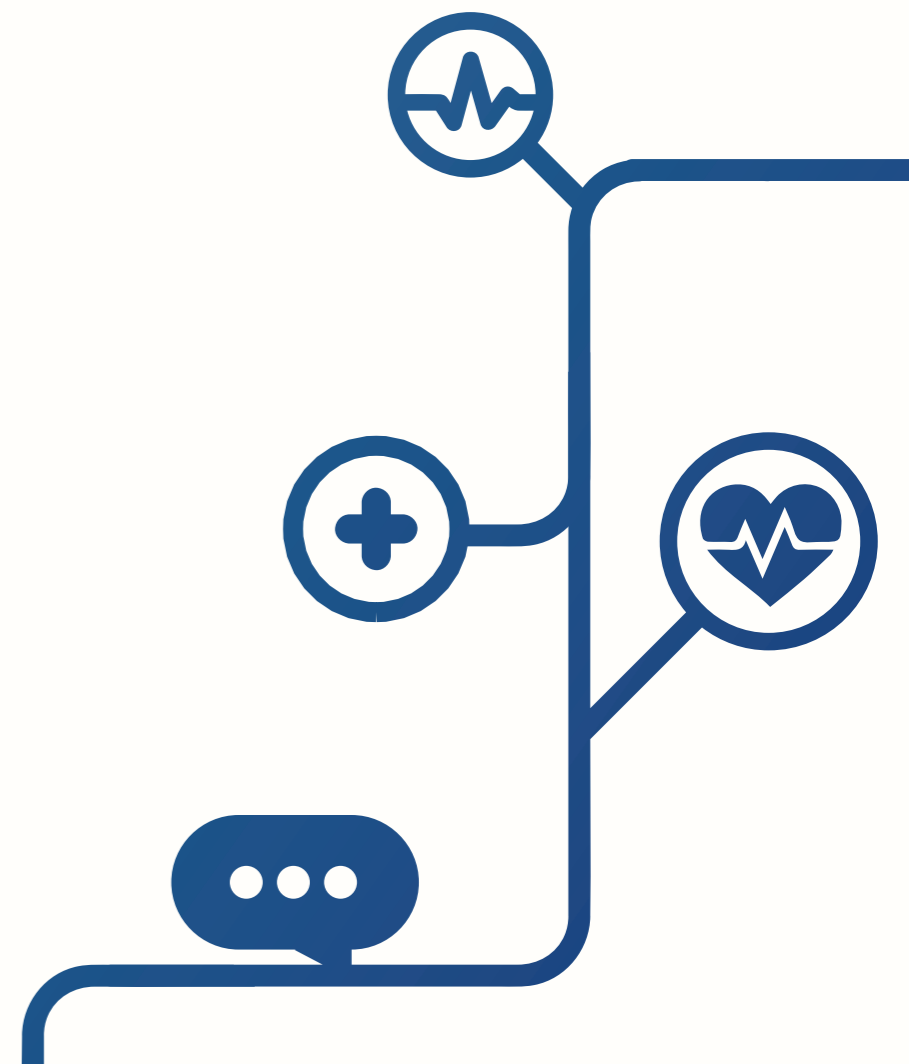
Care &
Connect



Care & Connect
Your digital helper



Colors



The logo is designed in 3 colors, which create recognition . The gradient of dark turquoise to signal blue will be mainly used for the logo and background touches.

Gradient (Main color) Consisting out of:

Dark turquoise:

HEX

#25c0d3

RGB-color

14.51% red, 75.29% green and 82.75% blue

CMYK-color

Cyan: 68%, Magenta: 0%, Yellow 17%, and Black: 0%



Signal blue:

HEX

#2a3076

RGB-color

16.47% red, 18.82% green and 46.27% blue

CMYK-color

Cyan: 100%, Magenta: 96%, Yellow 20%, and Black: 10%



Alice blue (Accent color):

De hexadecimale

#ffffffc

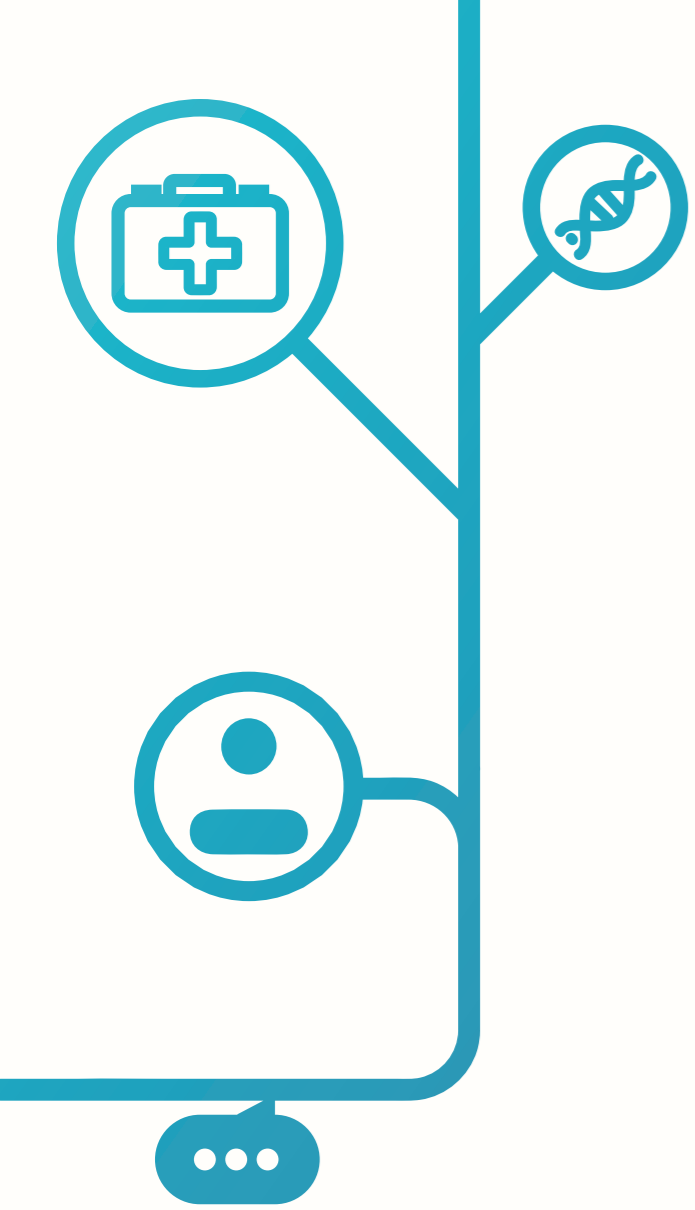
RGB-color

100% red, 100% green and 98.82% blue

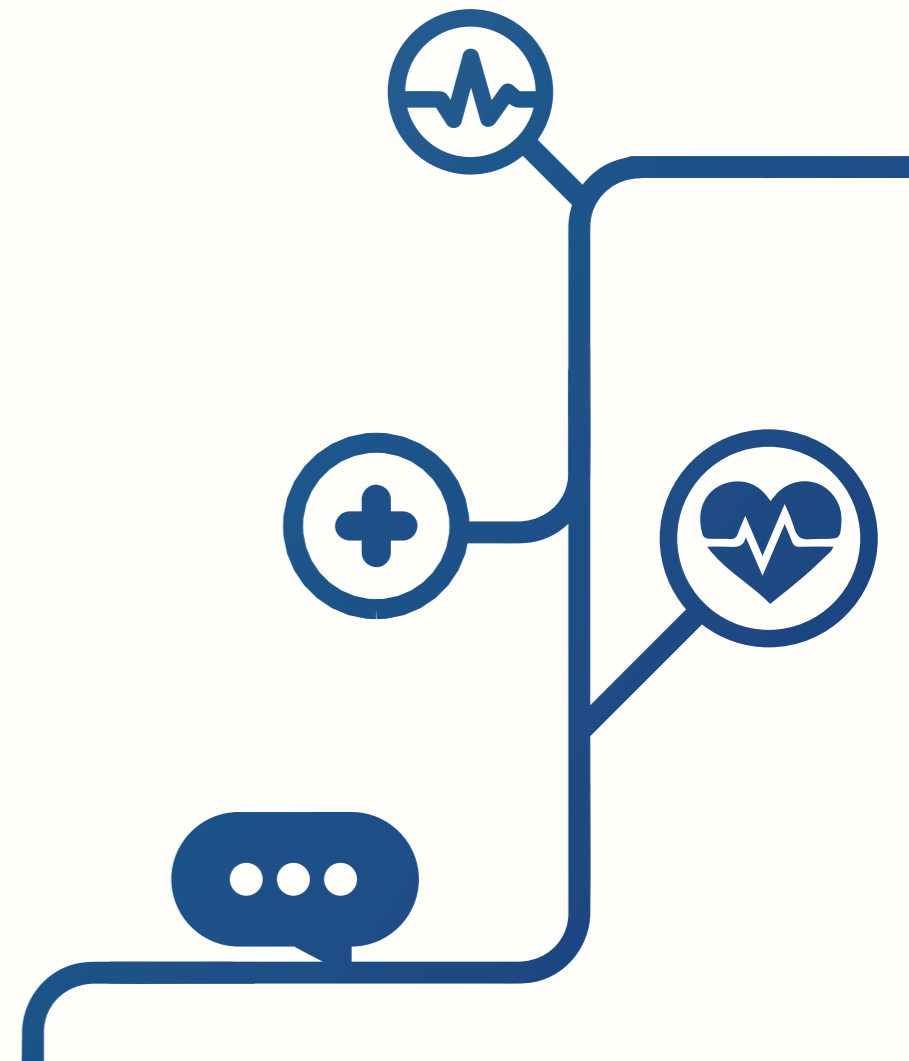
CMYK-color

Cyan: 0%, Magenta: 0%, Yellow 2%, and Black: 0%





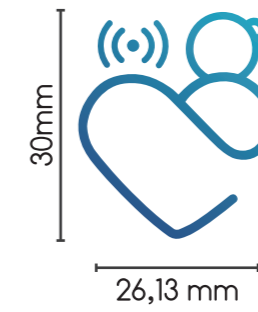
Size

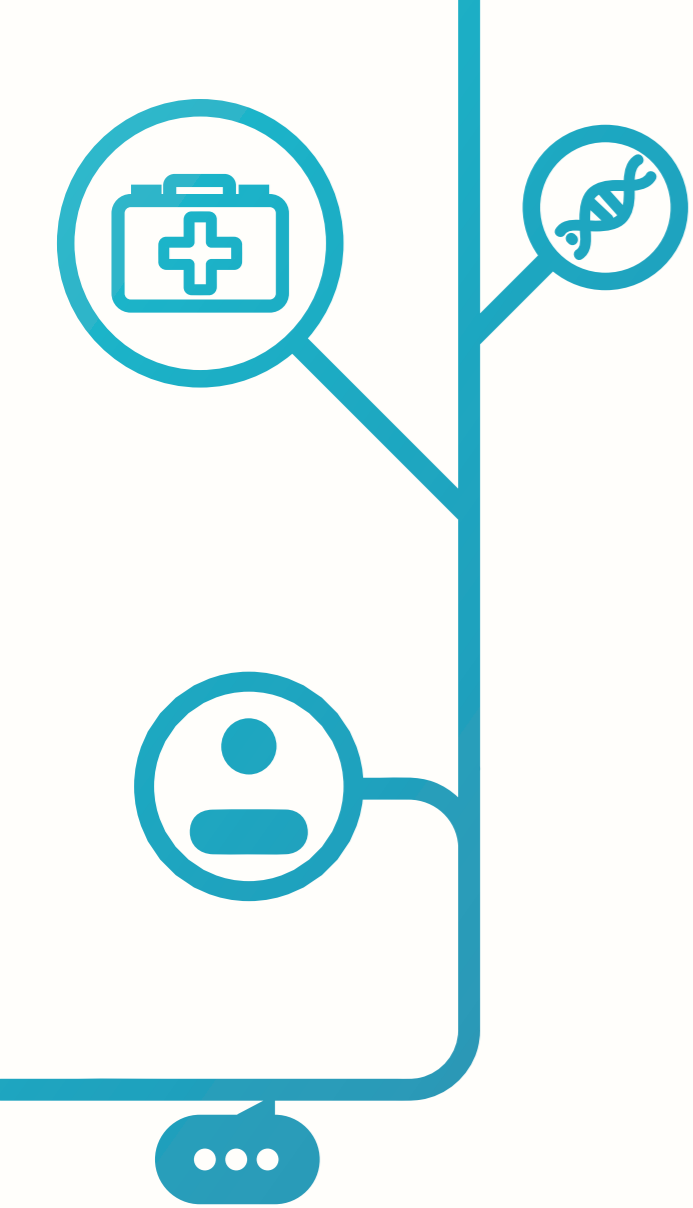


Standard size

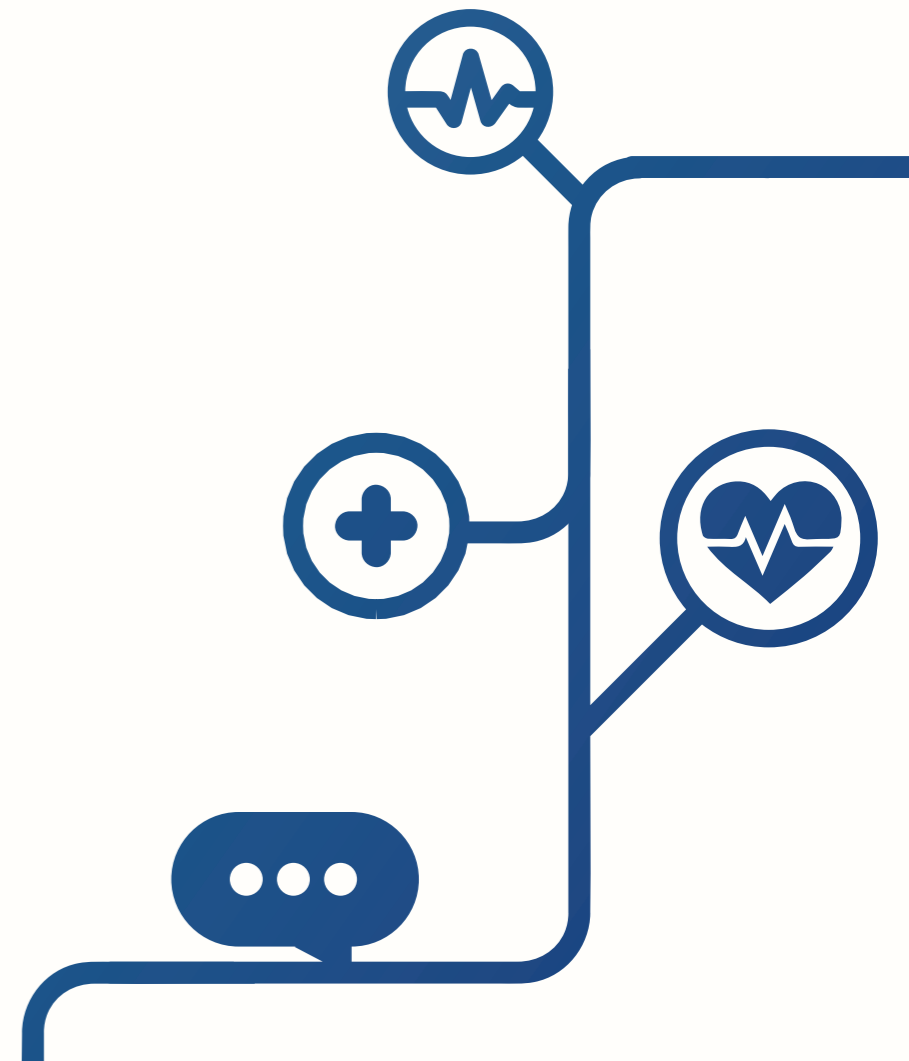
The logo beside here is based on the standard use of A4. The size depends on the material used for communication.

Depending on that the logo has to be in the same ratio as the material used for the communication.





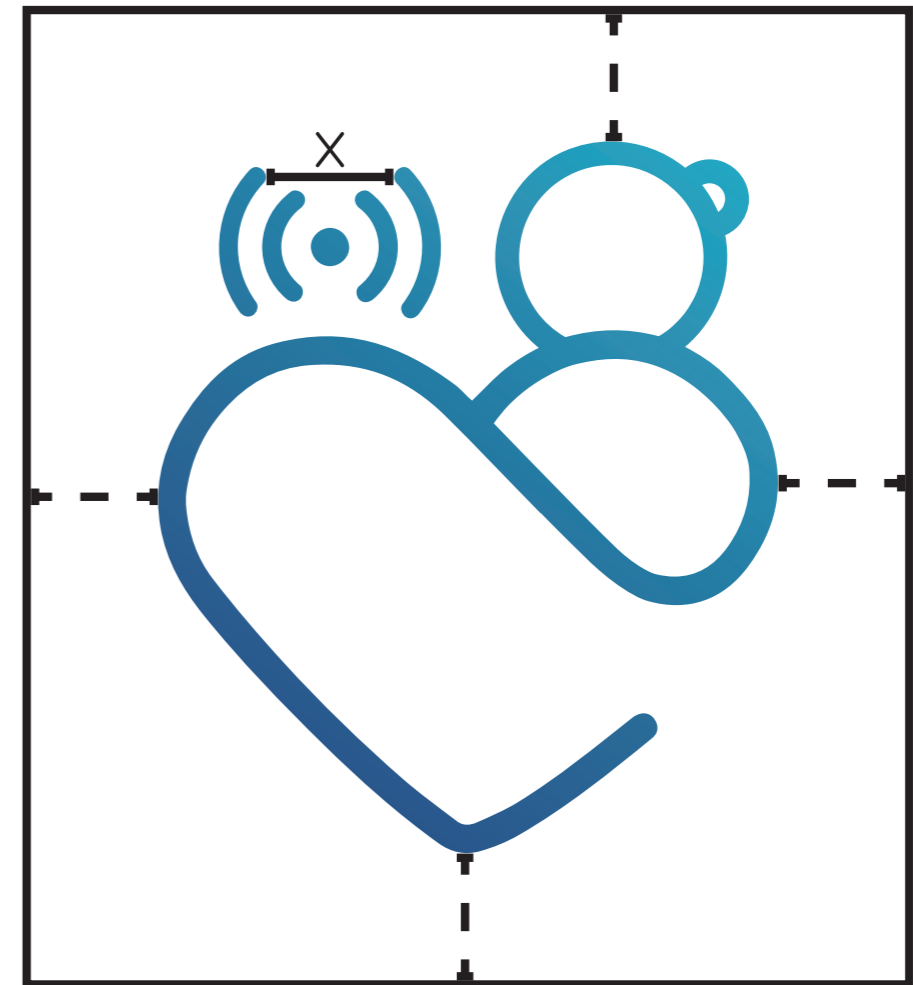
Space in between logo

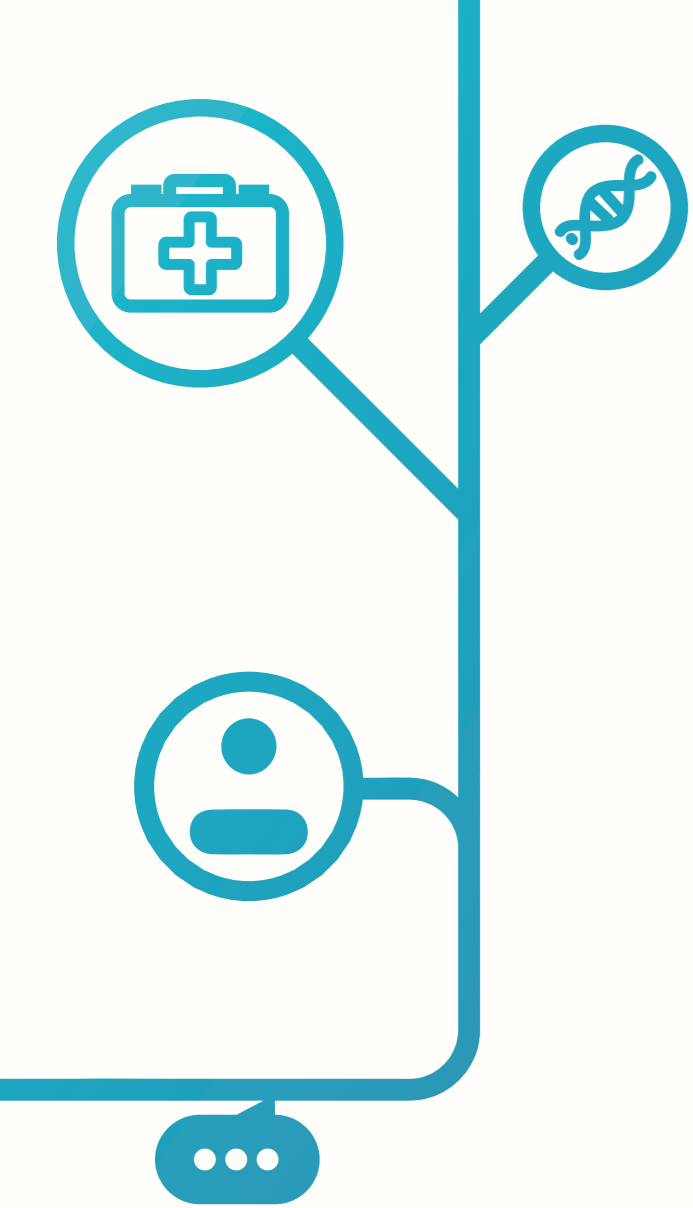


To make the logo look nice on every screen or media there has to be enough space around the logo.

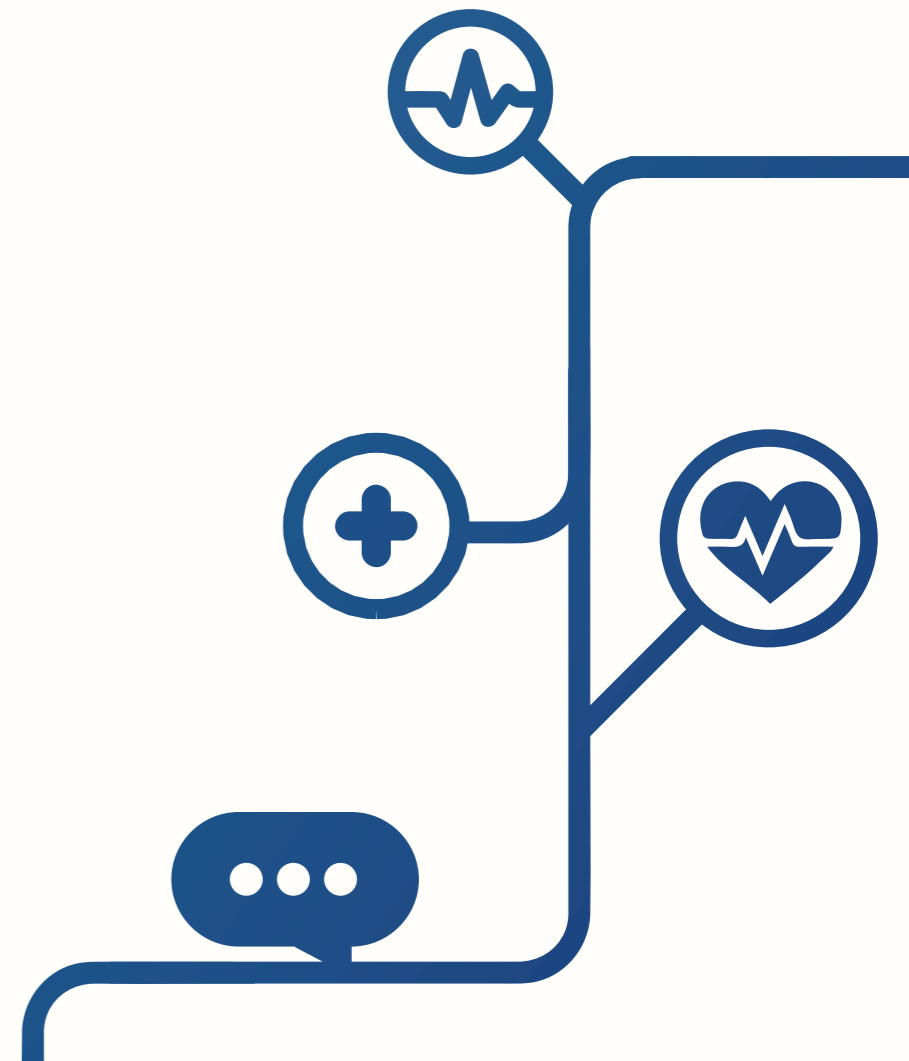
Text, photos or other may not come closer than the area seen in the example.

To determine the space around the logo you have to look in between the space of the two biggest lines of the sensor, this is determined by X.





Typography



For printed communication, we use the Comfortaa font, which is a stylish sans serif font that is suitable for titles and headers. The font is very clear and readable.

For text we use Open sans with font size 11pt and line spacing 14pt.

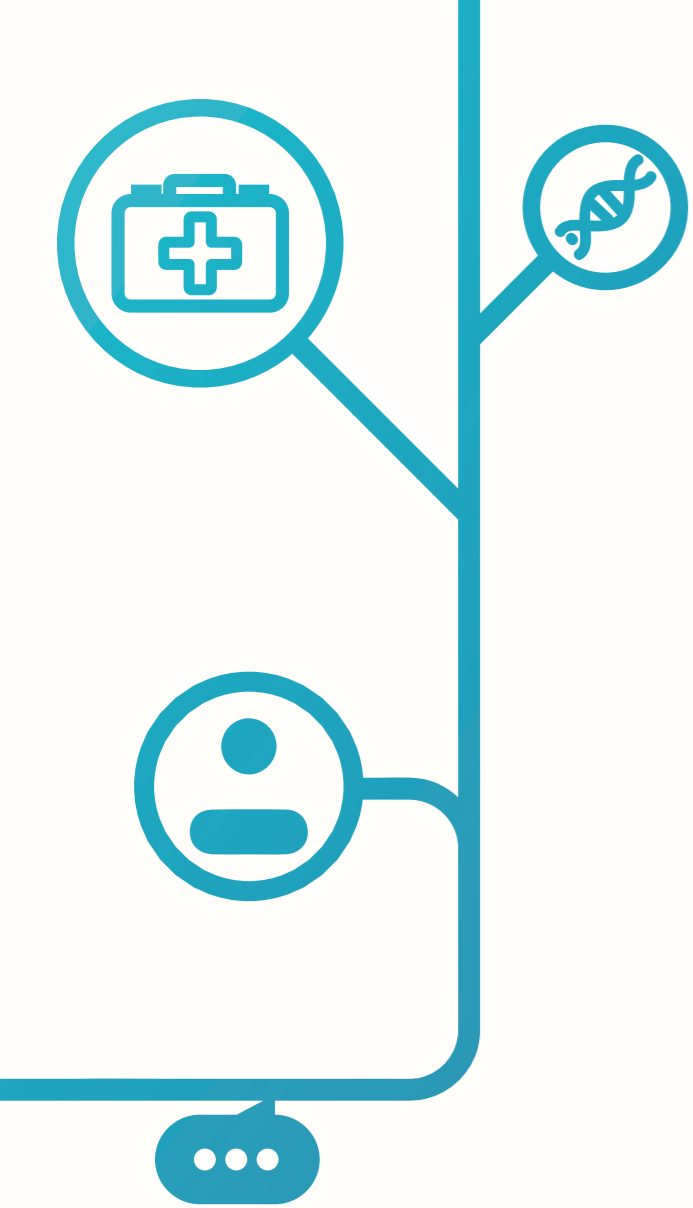
For the website Roboto is used. Roboto is an extremely suitable font for websites. It is very readable and looks contemporary.

Comfortaa - **Title**
abcde abcde

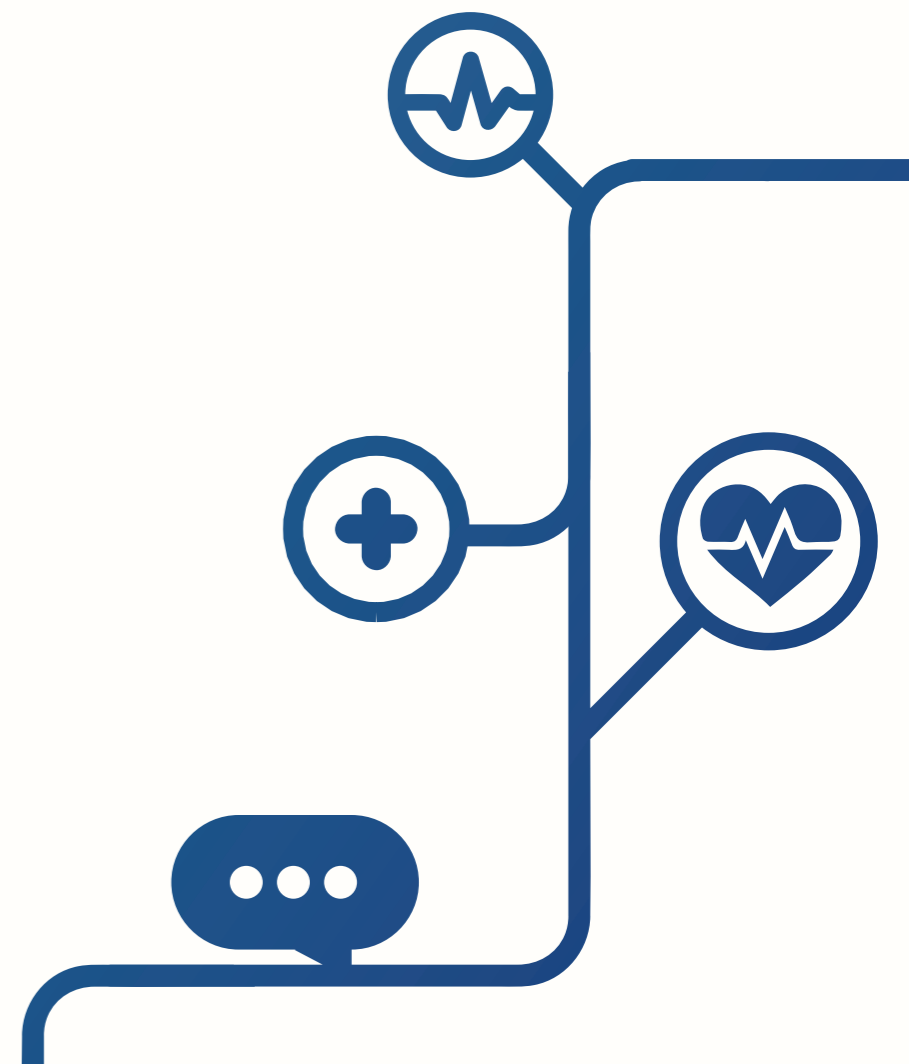
Montserrat - Sub titles
abcde abcde

Open sans - Text
abcde abcde

Roboto - Website text
abcde abcde



Don'ts



Distortion

The logo is made in such way that changes don't have to be made, these include;

- Do not scale disproportionately
- Do not rotate
- Do not leave elements out
- Moving words around and/or leaving them out
- Use other fonts for the logo

Color scheme

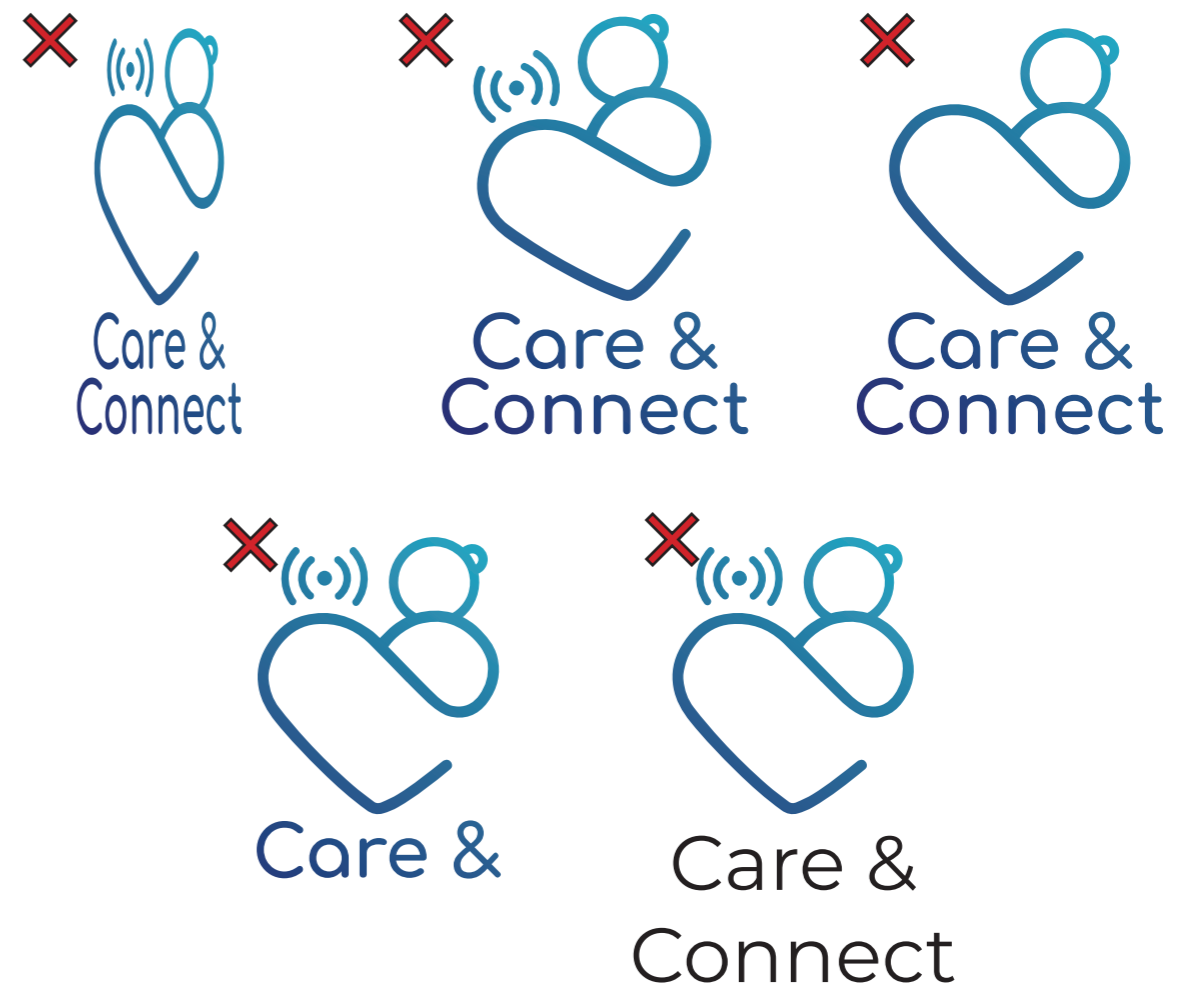
The colors have been chosen with care.

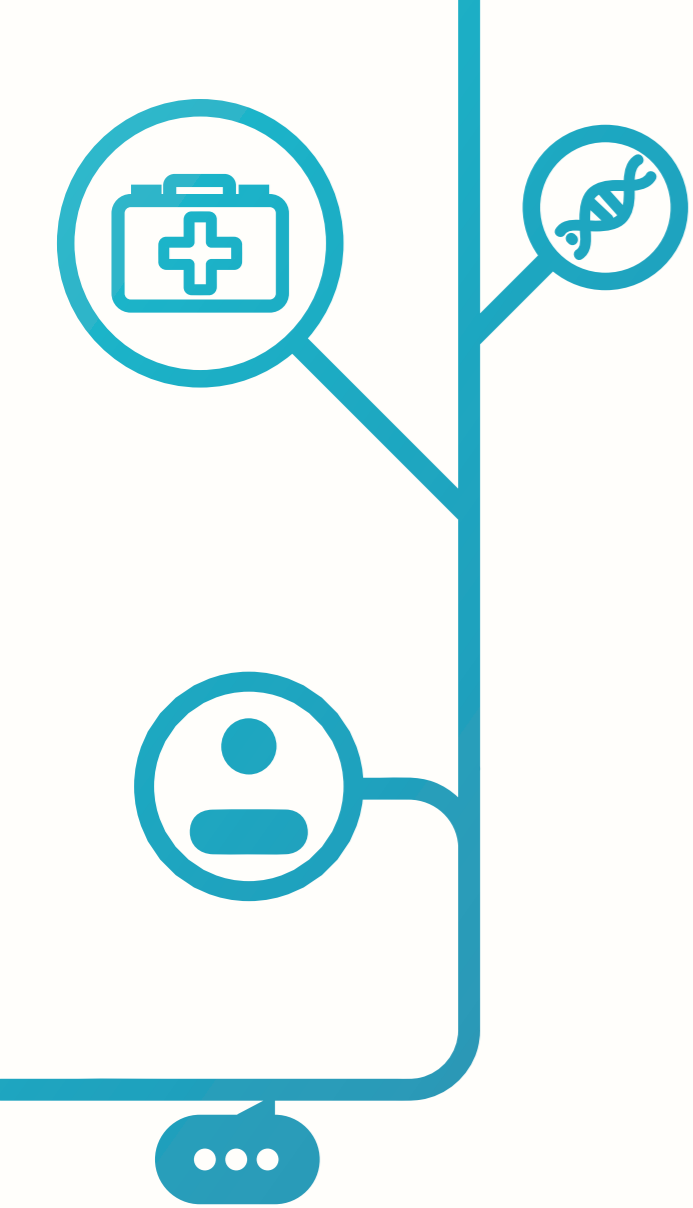
So there is no need to introduce or try new colors. These are the colors you are restricted too.

Photos

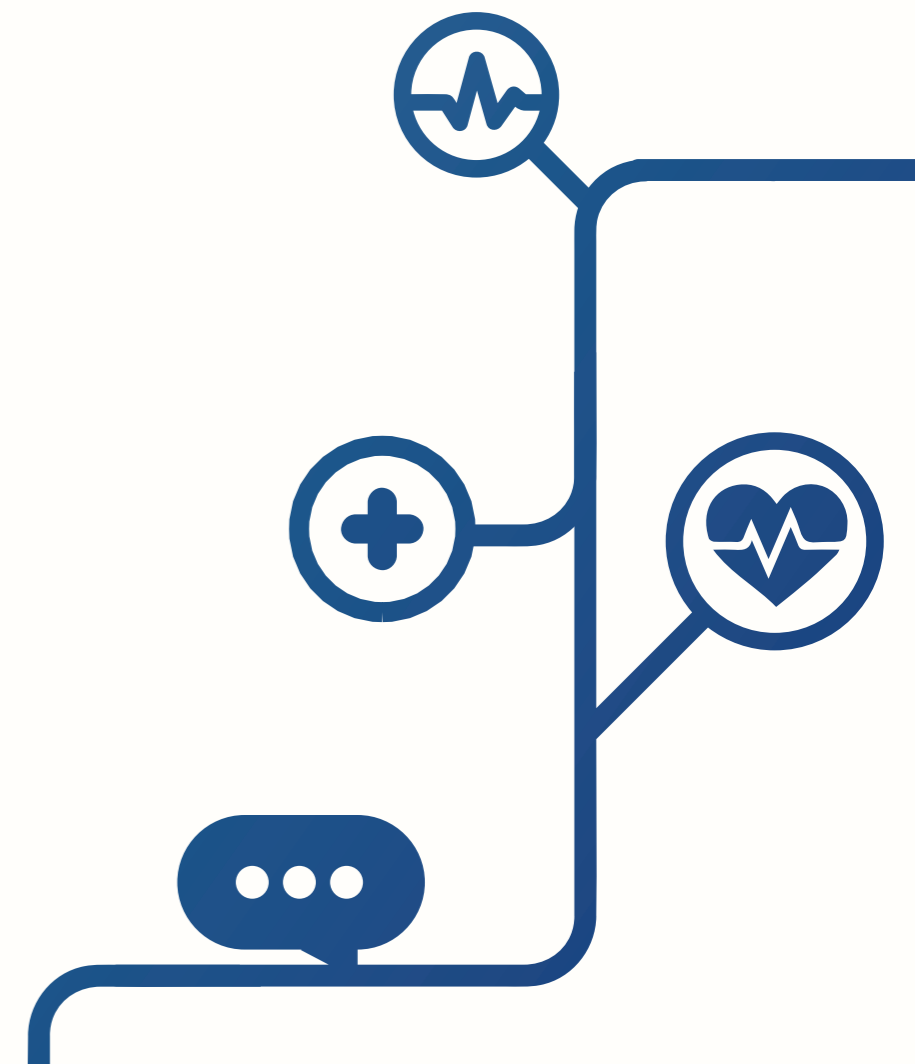
Photos are permitted, BUT there are some rules regarding them.

- Only the logo without words is used on photos.
- The logo has a fixed place at the bottom left of the photo.
- Photos must have room for the logo.
- The logo must still use the same colours as mentioned above.





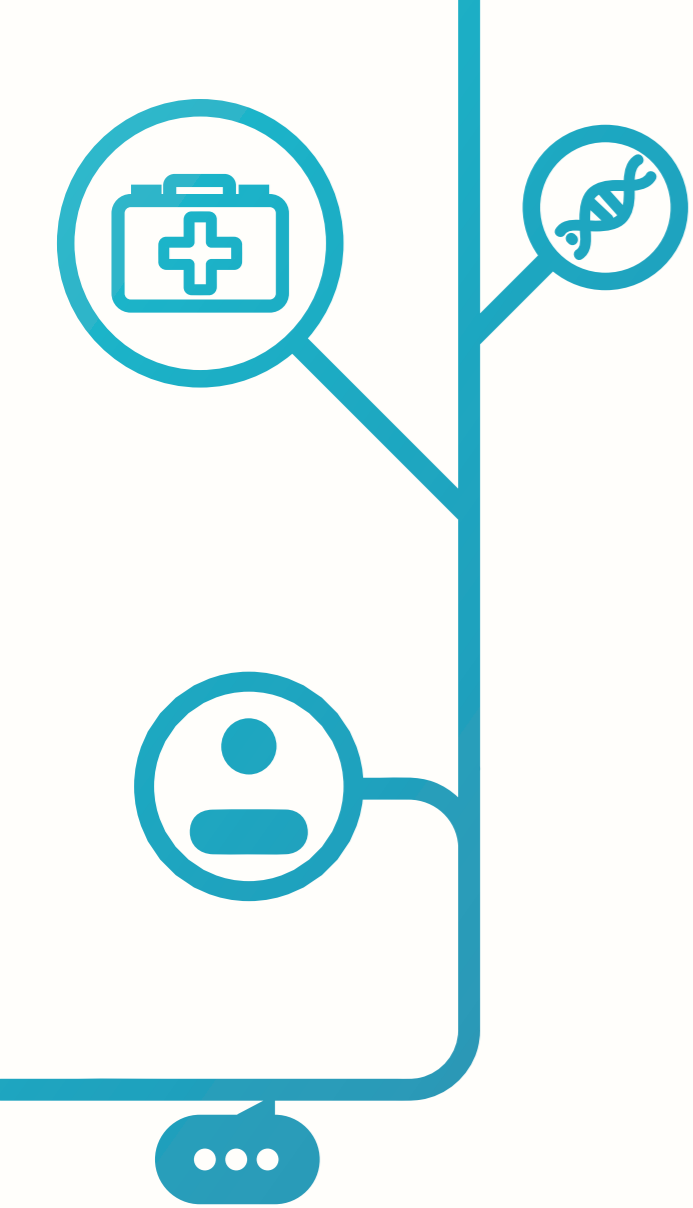
Bussines card



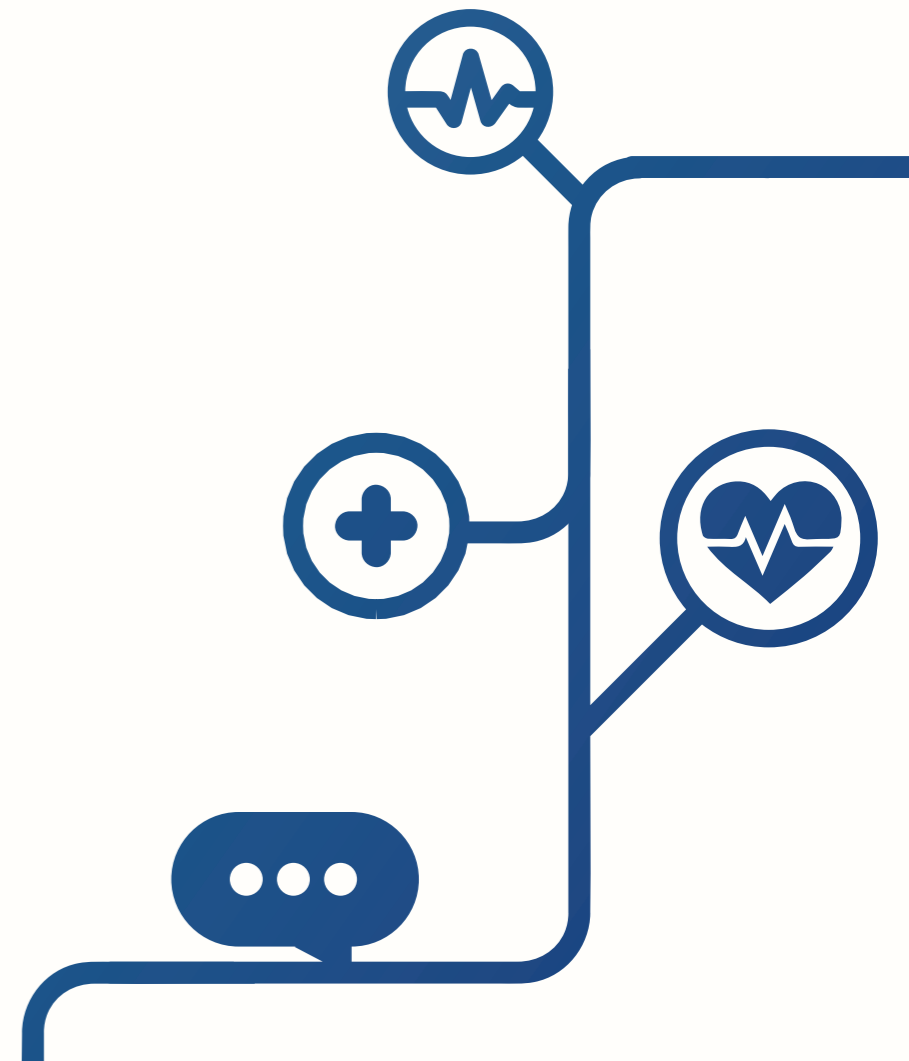
Format: 89 x 51 mm

The business cards are printed on both sides. The recto side bears the logo and the verso side contains the details of the Campus and details of our supervisor. The data follow a fixed order and have a fixed arrangement. Further on small graphic touches of lines are implemented to depict the sensors

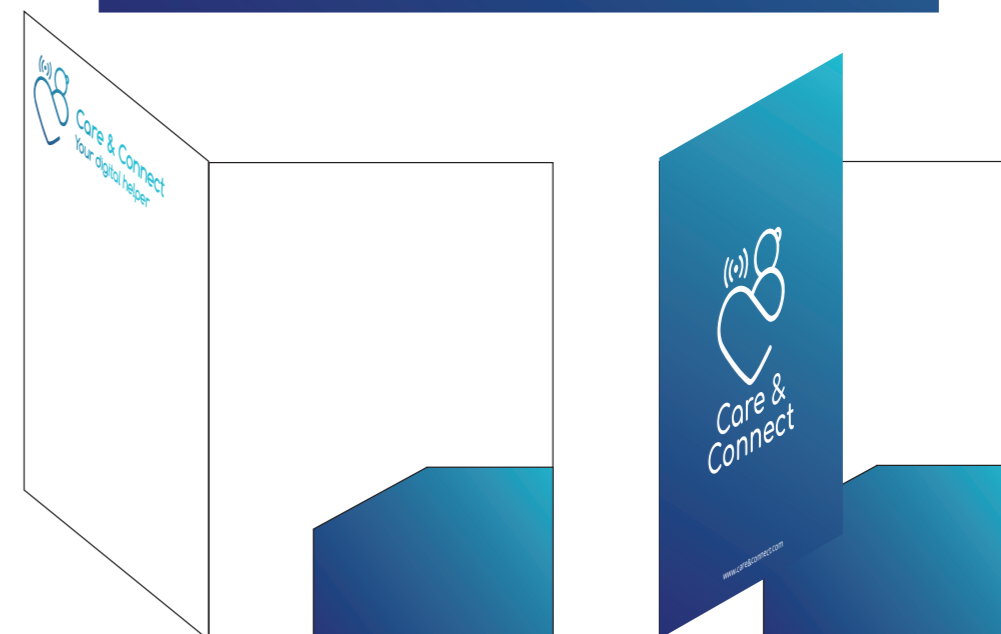


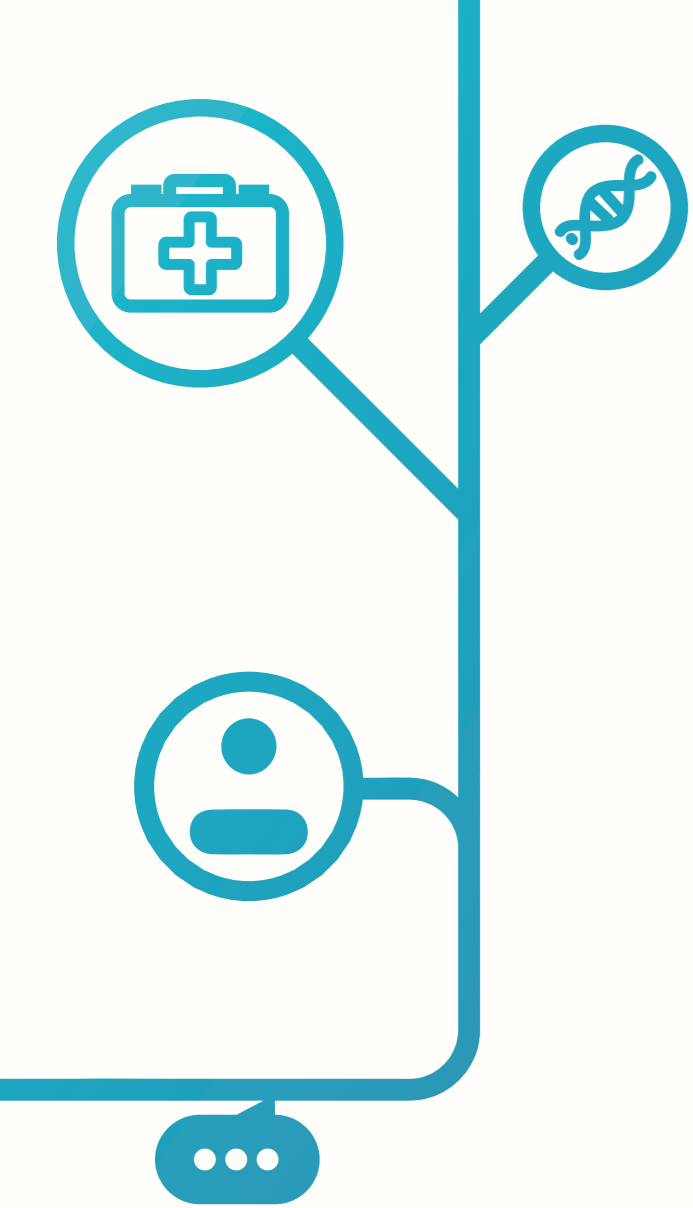


Folder

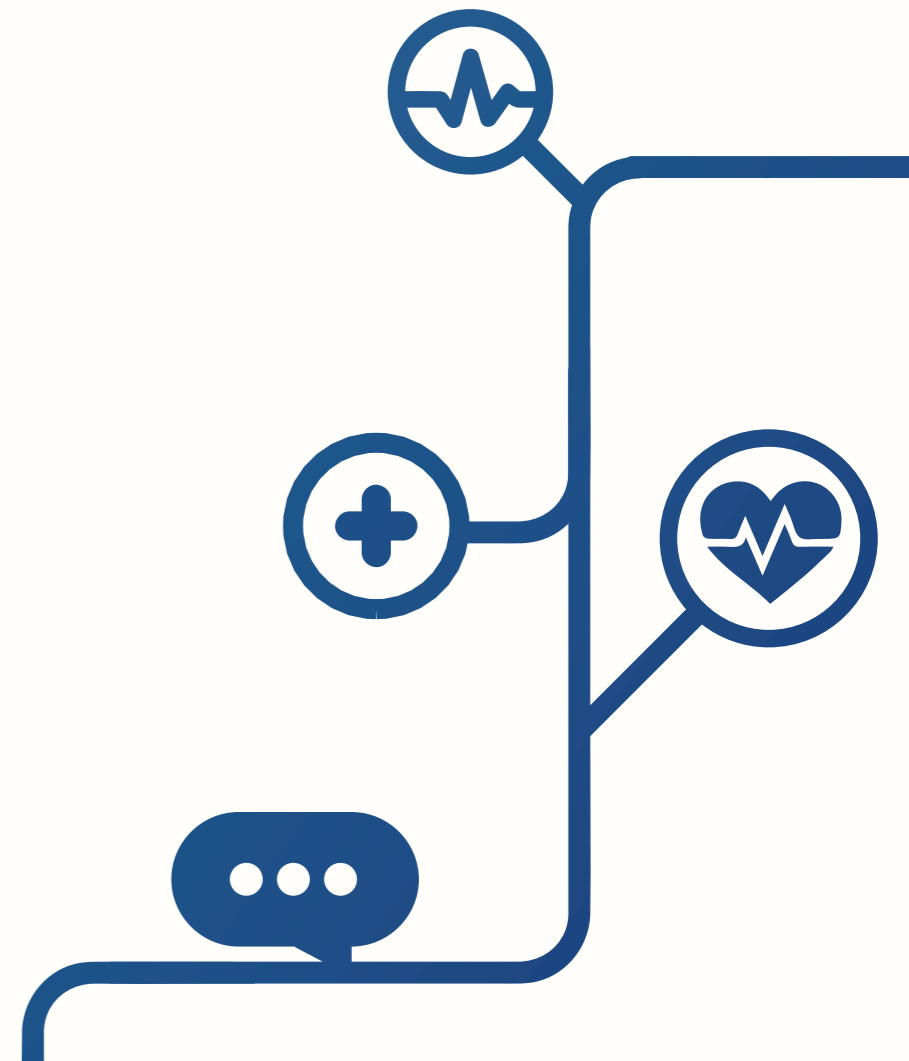


Closed format: 220 x 305 mm
This is an example of a document folder,
which has the function of keeping papers
together. In addition, there is space on the
inside to insert a business card.





Poster



To be determined



Care & Connect
Your digital helper

Introduction

Care & Connect is a project realized within the European Project Semester program at Novia University of Applied Sciences in Vaasa. For 4 months, the group of six students from around the Europe has been working on development of a novel technology that could be used in homes of seniors. The main goals of the project were as follows:

- Choosing appropriate sensors;
- Implementing them in the simulation room;
- Creating the network of interdependent sensors;
- Introducing the technology to nursing students and future healthcare workers;
 - Providing safe environment and independence for seniors in the future;
 - Designing of the packaging for the sensors;
 - Inventing corporate identity of the project.

#ProjectCareAndConnect

Sensors

Choice of sensors is strictly based on the research of the most common risks and injuries that seniors are subjected to while living independently. The following sensors were used in the project:

Motion sensor

Falling is the main risk for seniors, up to 60-70% of the injuries are from falling. To detect and measure these movement we're going to install motion sensors. There are two types of motion sensor: the Passive Infrared (PIR) and Active Infrared (AIR) motion sensor. These sensors measure the infrared radiation emitted by a human body (electromagnetic wave of >700nm). The motion sensors only pick up the infrared radiation with a special filter and any difference in these radiations creates a signal sent to the sensor's hardware

Water flow sensor

These mechanical water flow meters work by measuring the speed of flowing water running through the pipe that causes a turbine or piston to rotate. ... In a vortex meter, a sensor tab flexes from side to side as each vortex flows past, producing a frequency output that is directly proportional to the volumetric flow rate.

Temperature sensor

Hypothermia is one of the main risks seniors are subjected to. This sensor measures the temperature of its environment and converts the input data into electronic data to record, monitor, or signal temperature changes. There are two main types of temperature sensors: contact and non-contact sensor, for this project we're using the non-contact temperature sensor in which we can measure thermal radiation (infrared) with single point detection or area inspection.

Barometric differential pressure sensor

A barometric pressure sensor is a sensor that detects atmospheric pressure. Various types of pressure sensors exist, three main types of pressure sensors: gauge, differential, and absolute. For this project we're using the differential pressure sensor which gives comparative measurements between two points. These are defined either in positive or negative with respect to the resting state. This type of sensor is useful for monitoring of the atmospheric pressure, but also to detect the falling or remaining in one position for too long.

Smart Pill box

To ensure that elderly is taking the correct pills every day is an important goal of medical professionals, the smart pill box is able to detect it and also send alerts to make reminders. For the project the MedFolio Wireless Pillbox has been bought and integrated to the sensor network.

CO and CO2 sensors

A carbon monoxide or carbon dioxide sensor is an instrument for the measurement of carbon monoxide and carbon dioxide gas. The most common principles for CO2 sensors are infrared gas sensors (NDIR) and chemical gas sensors. Measuring carbon dioxide is important in monitoring indoor air quality, while CO is a colourless, tasteless and odourless gas produced by incomplete combustion of carbon-containing materials and is often referred to as the 'silent killer'.

Pressure sensor

Falling during the night can be one of the most dangerous risks elderly may have, for this reason, pressure sensors on the bed and armchair to detect if there is someone or not during the night is a good solution. The working principal of the pressure sensor used is based on the piezoresistive effect that generates an electrical charge proportional to the applied force.

Humidity sensor

Humidity is a factor that hugely influences the physical well-being in the longer term - both high and low humidity have negative effect on your health. There are two main types of humidity sensors: relative humidity (RH) sensors and absolute humidity (AH) sensors. For this project we're using a DHT22 relative humidity sensor, this sensor works by detecting changes that alters the electrical current or temperature changes in the air.

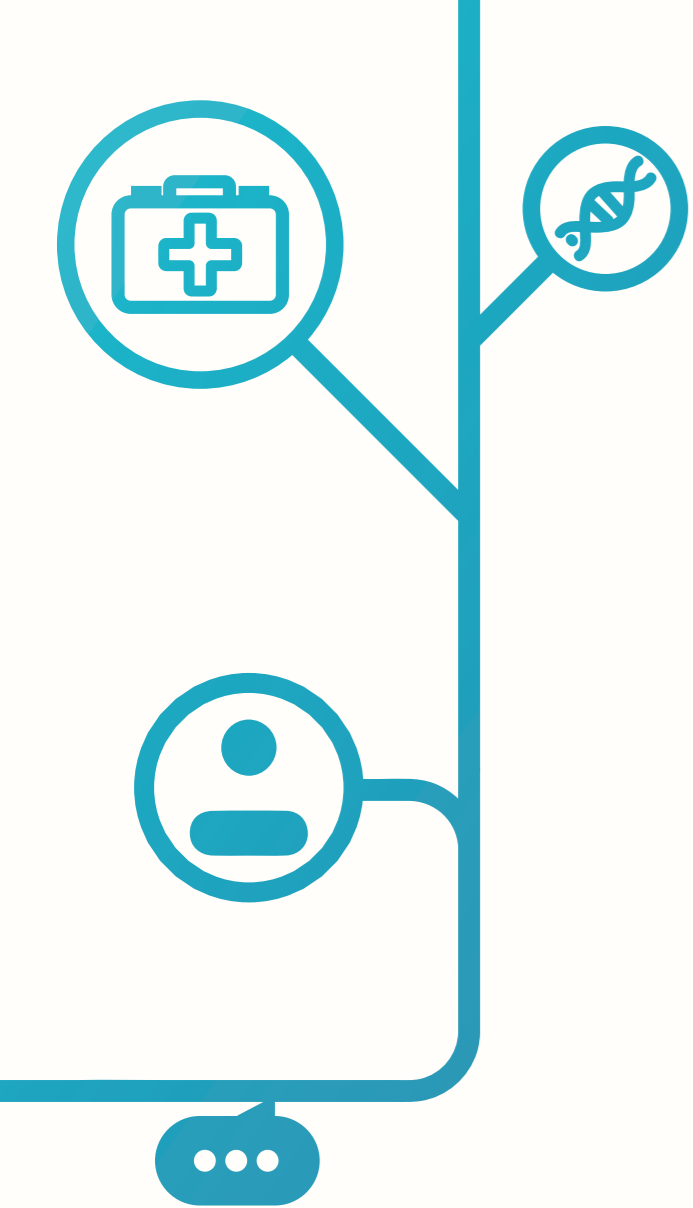
Weight sensor

Nutritional problems can cause several complications in the immune system, in the energy levels or chronic health. For this reason, it is important elderly does not make big changes in their weight. In this project a sensor is used to detect and plot the weight in order to see if there are large variations. The sensor used consists of four strain gauges of 50 kg each connected by a Wheatstone bridge.

Door sensor

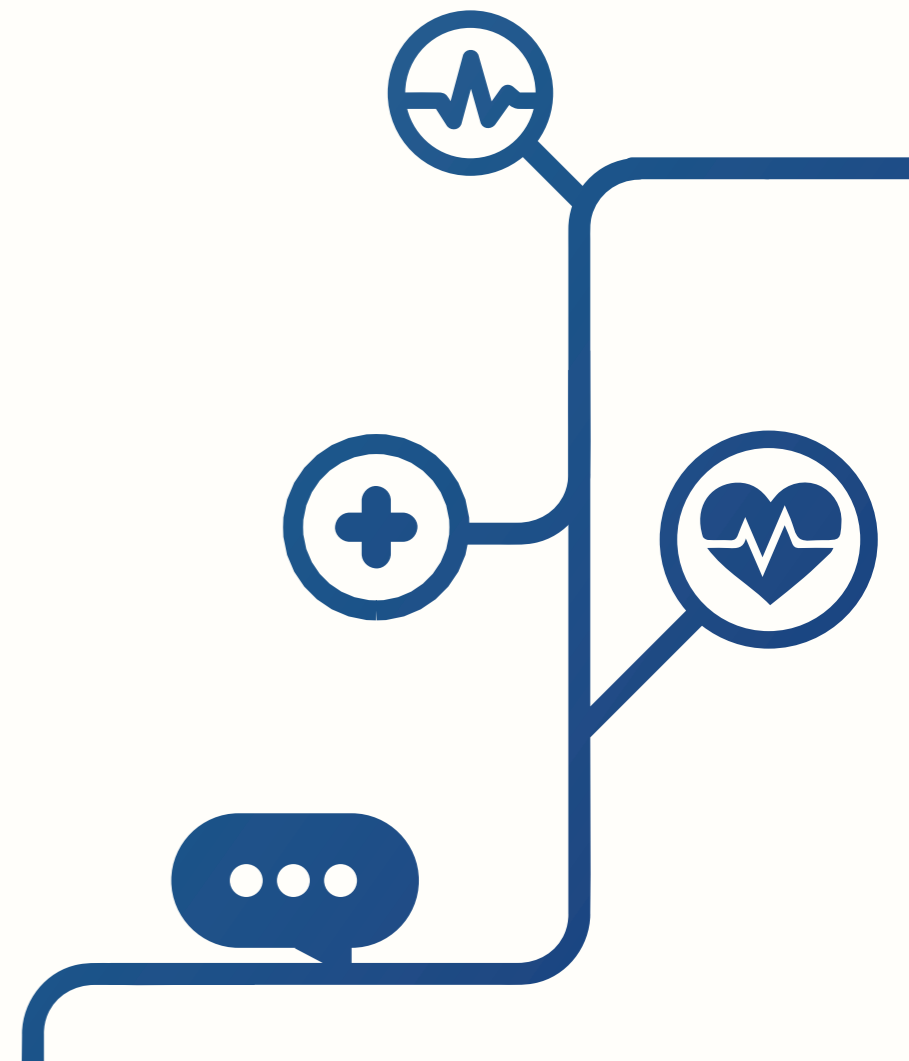
A door sensor is a device that can be attached into any type of door to detect if it is open or close, it works based on a magnet. When the door is closed, the two components are in contact and the circuit is closed. This kind of sensor can be useful for different things, such as detecting the door fridge, window doors or to detect the movement of the seniors around the house. In this project it is used to detect if they forgot the main door open or they are living the house in an anomaly time usually caused by dementia.



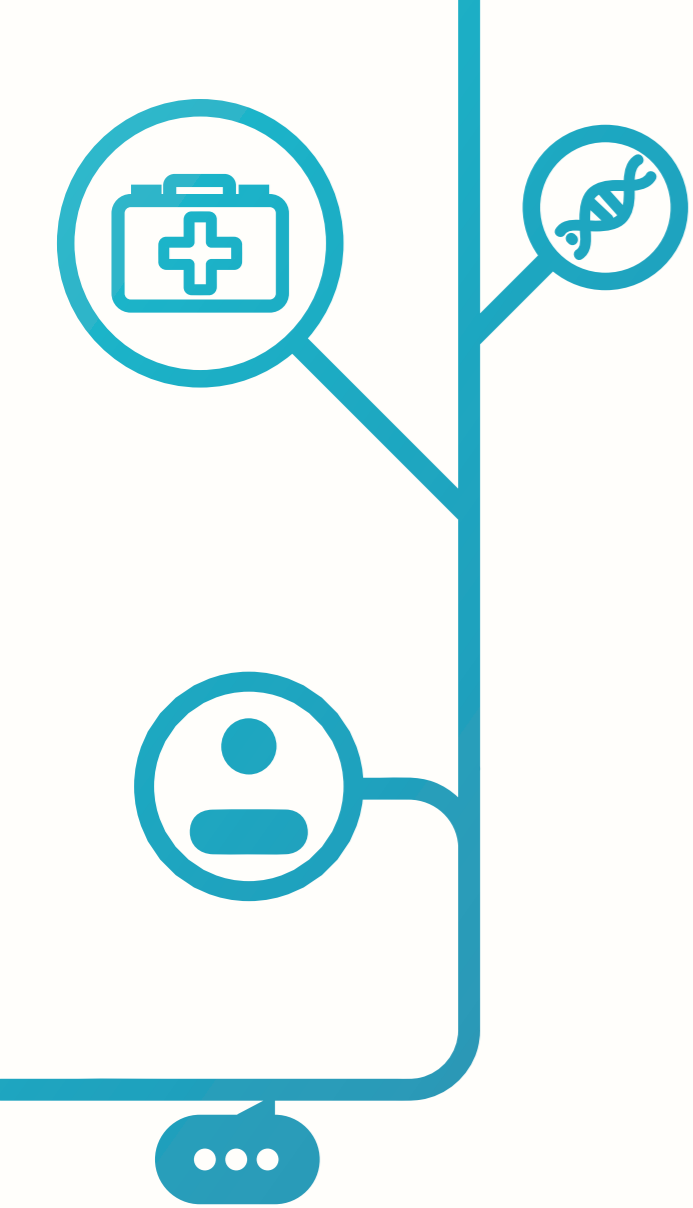
Design charter

Vehicle

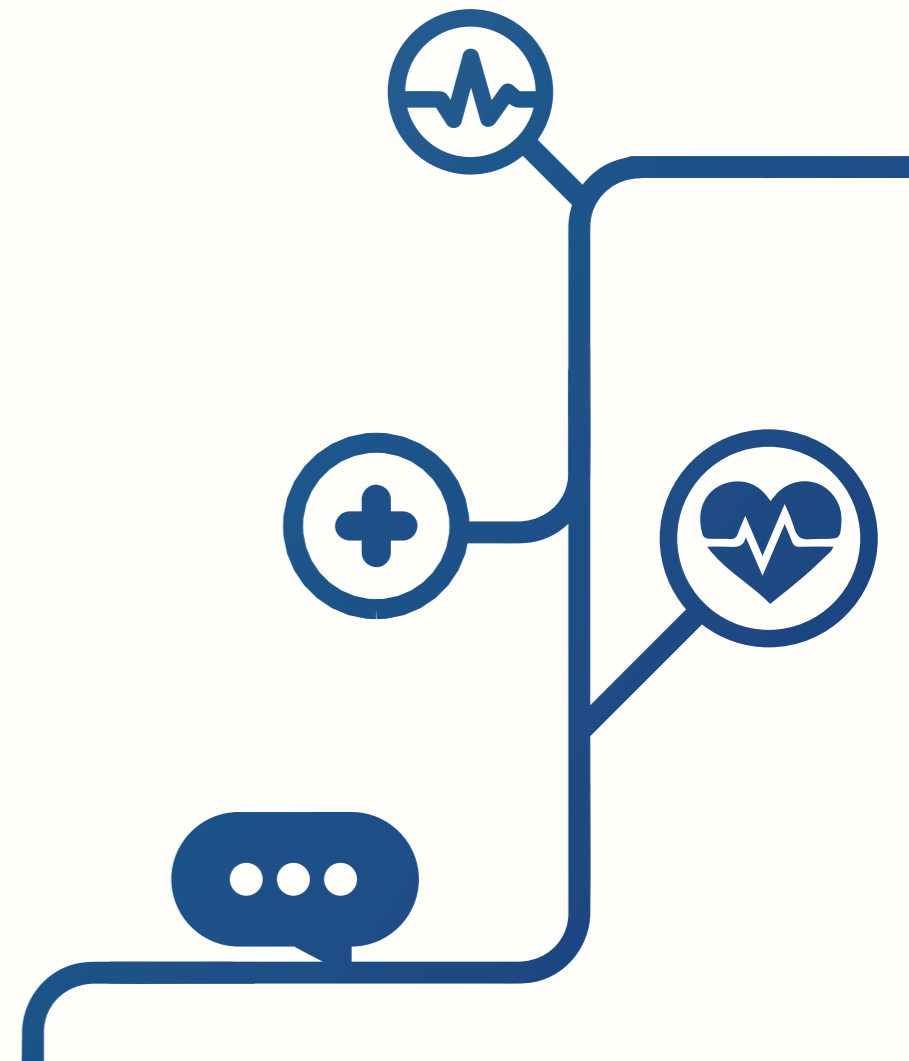


To move certain displays or for installing the sensors you will need something to move it in. There for a van design is provided with the broken white as base color and the logo in the given gradient explained in colors.





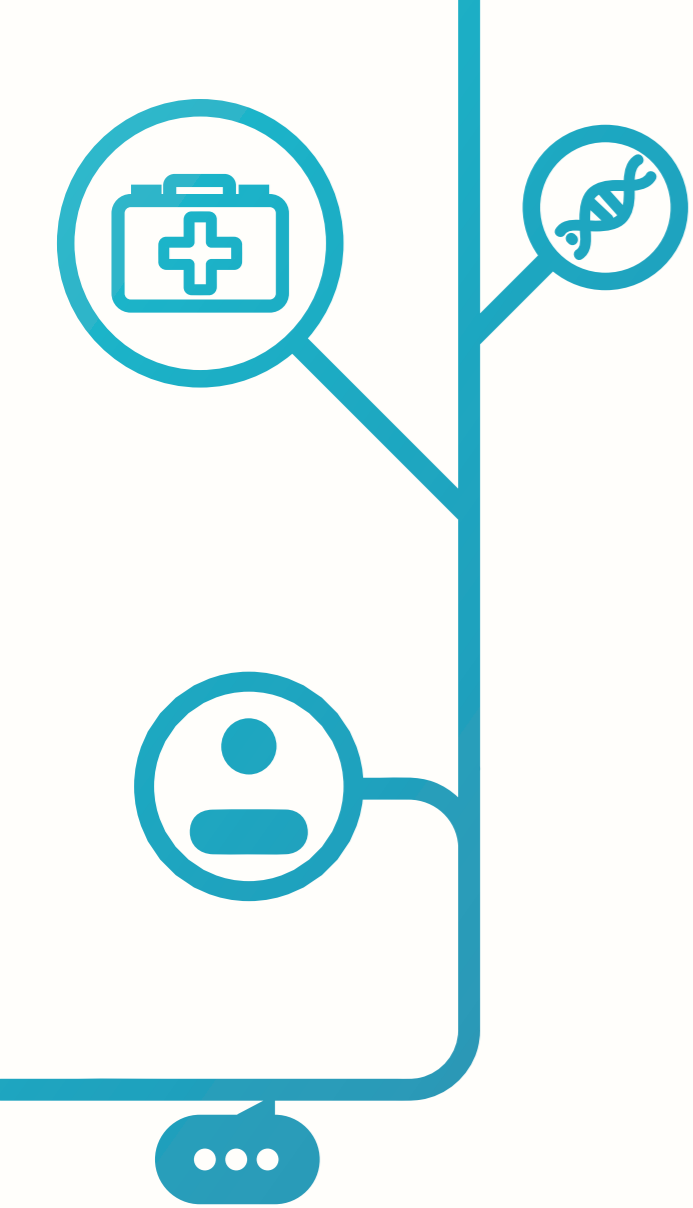
Stamp



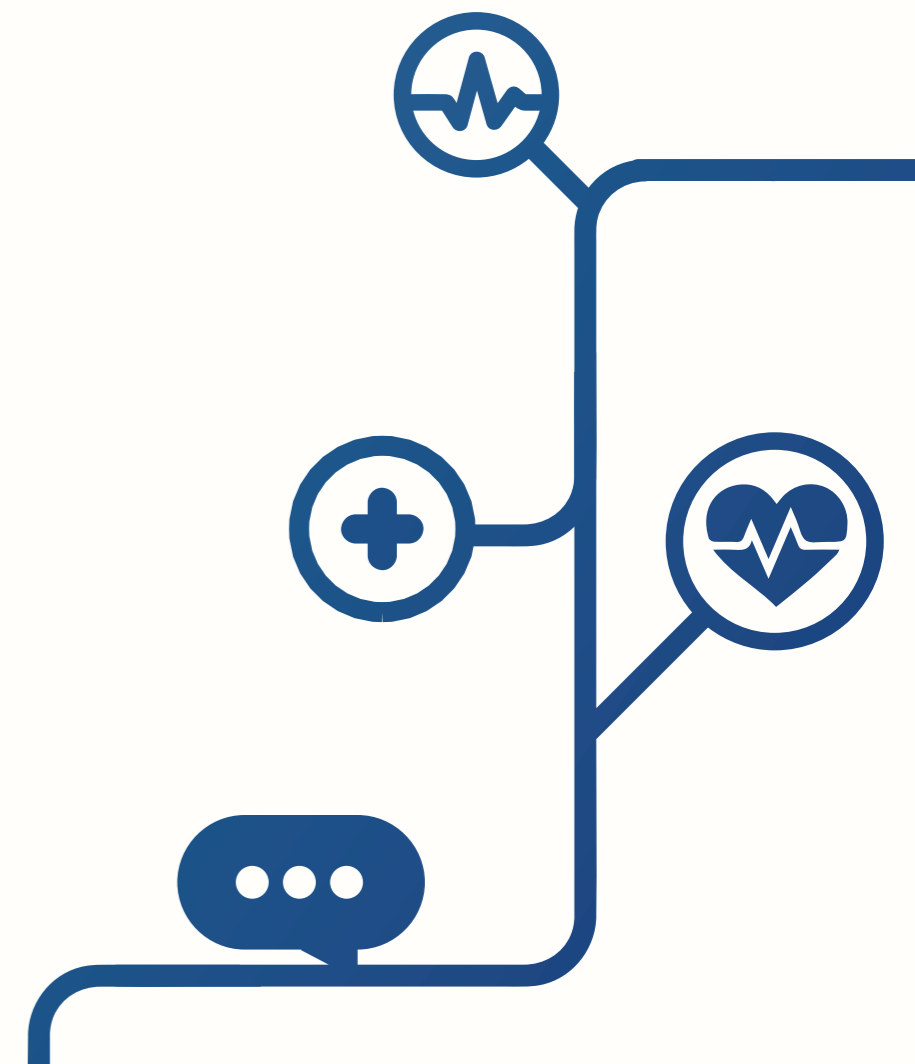
A stamp with the logo on it, which can be used to give an invitation card more personality.

The logo shown here is an example, the other 2 logos may also be used.



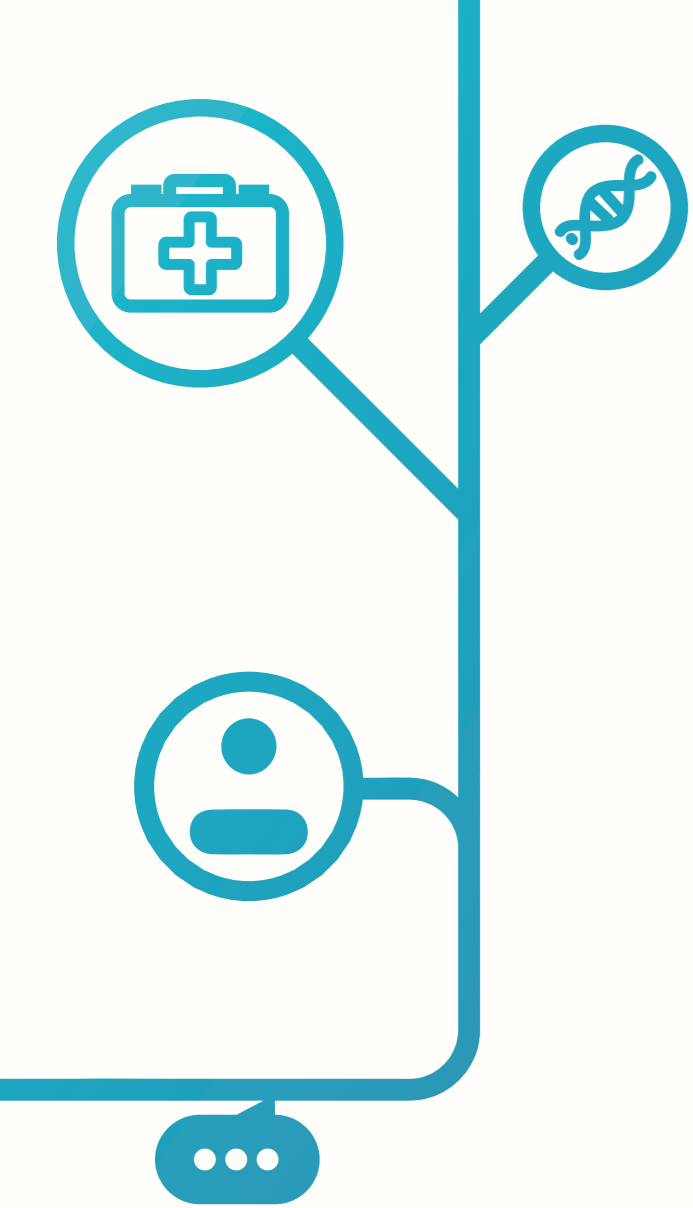


Bussines card

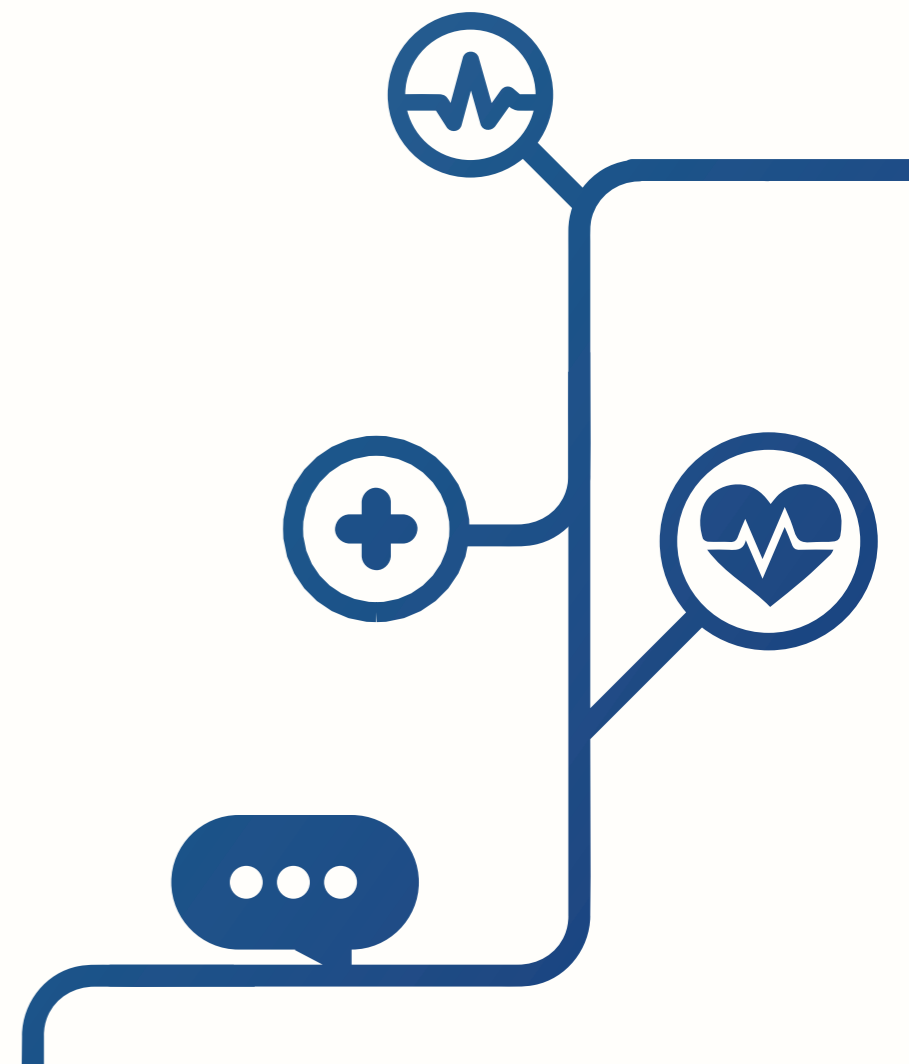


Elaboration of the visiting card explained above.



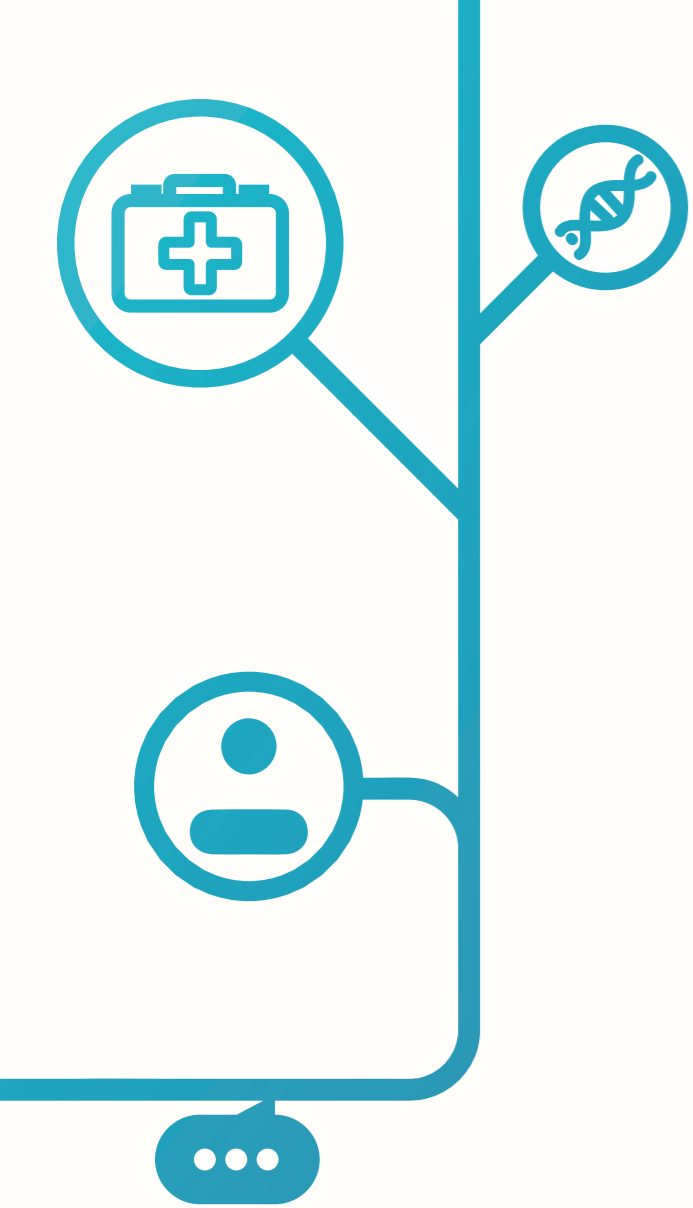


Clothing

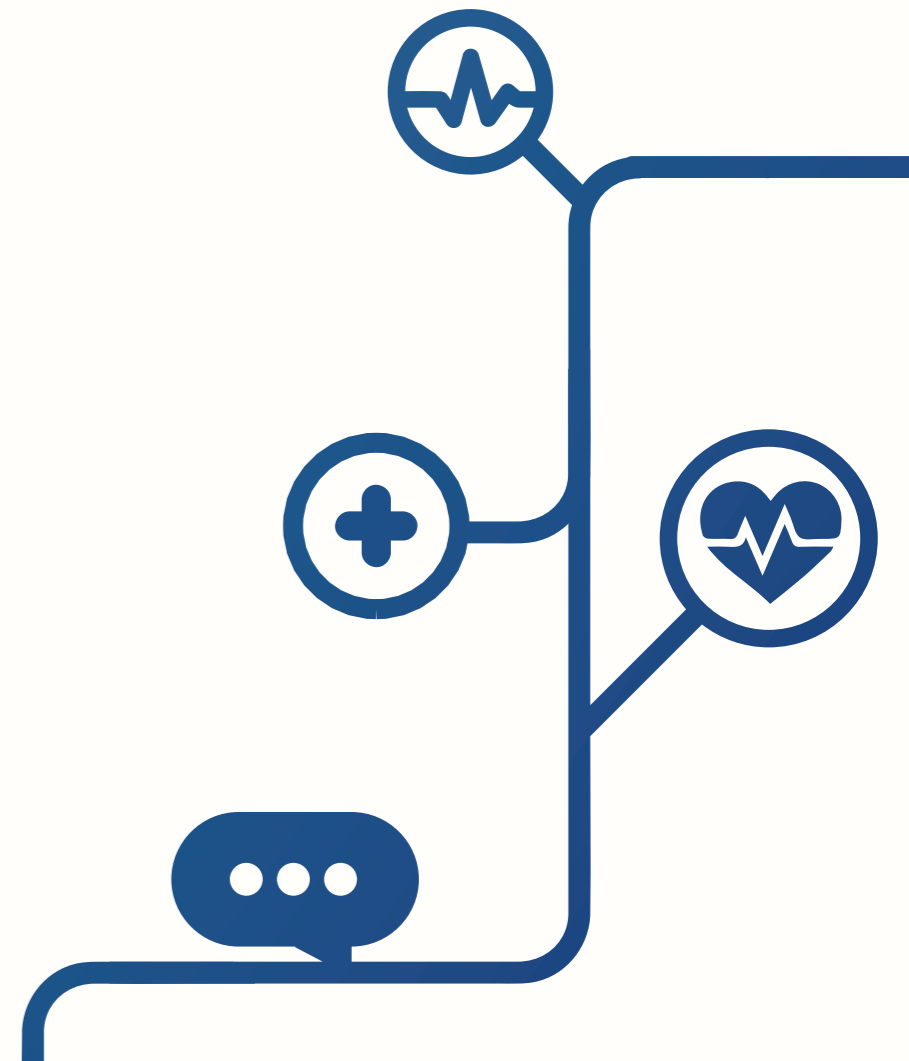


On the white shirts the logos will be placed 75mm high and 65,325mm wide with the gradient defined in colors.
The T-shirts will be the off white with the defined gradient in colors, with the logo that is 75mm high and 65,325mm wide.



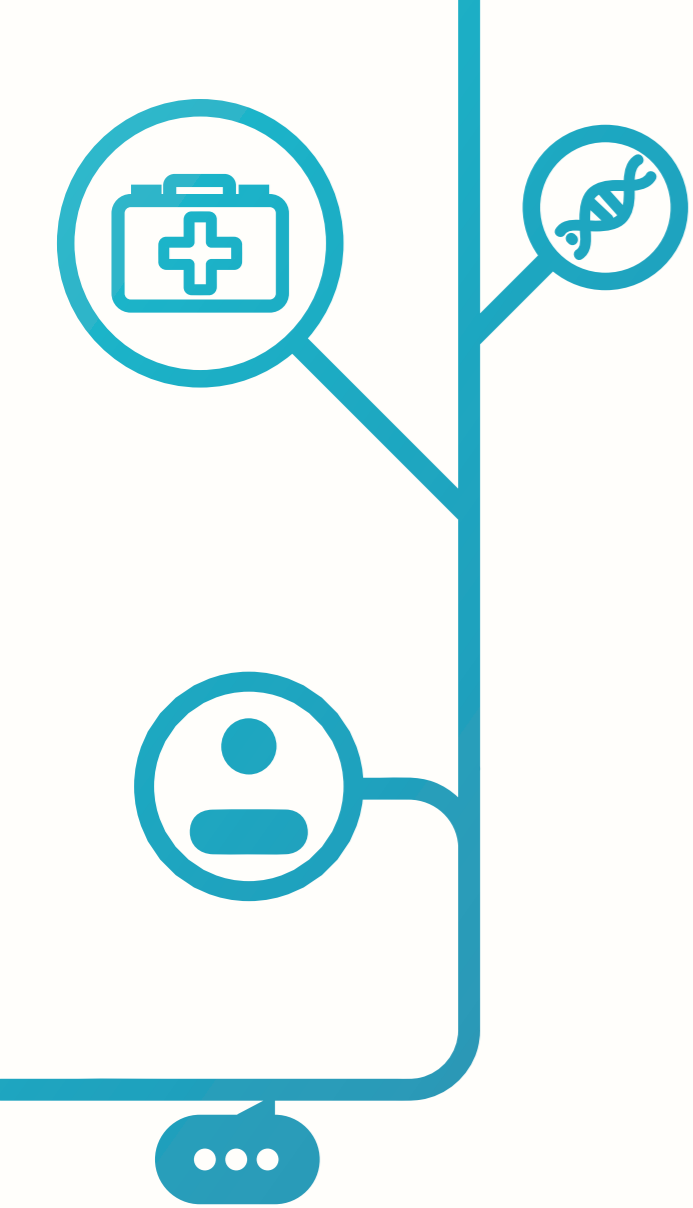


Flag posts

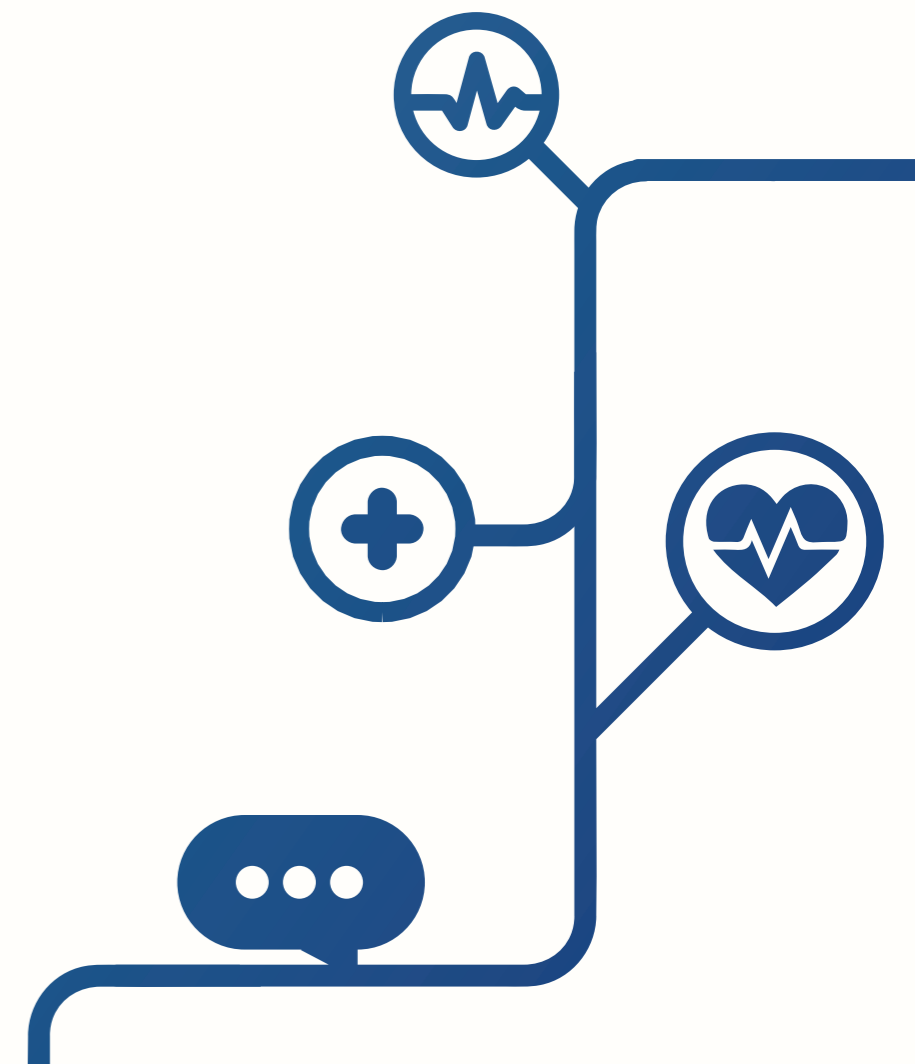


The beach flag can be used, for example, on open days, sales days,... or as signage. There are different variants possible in which the logo is prominently seen.



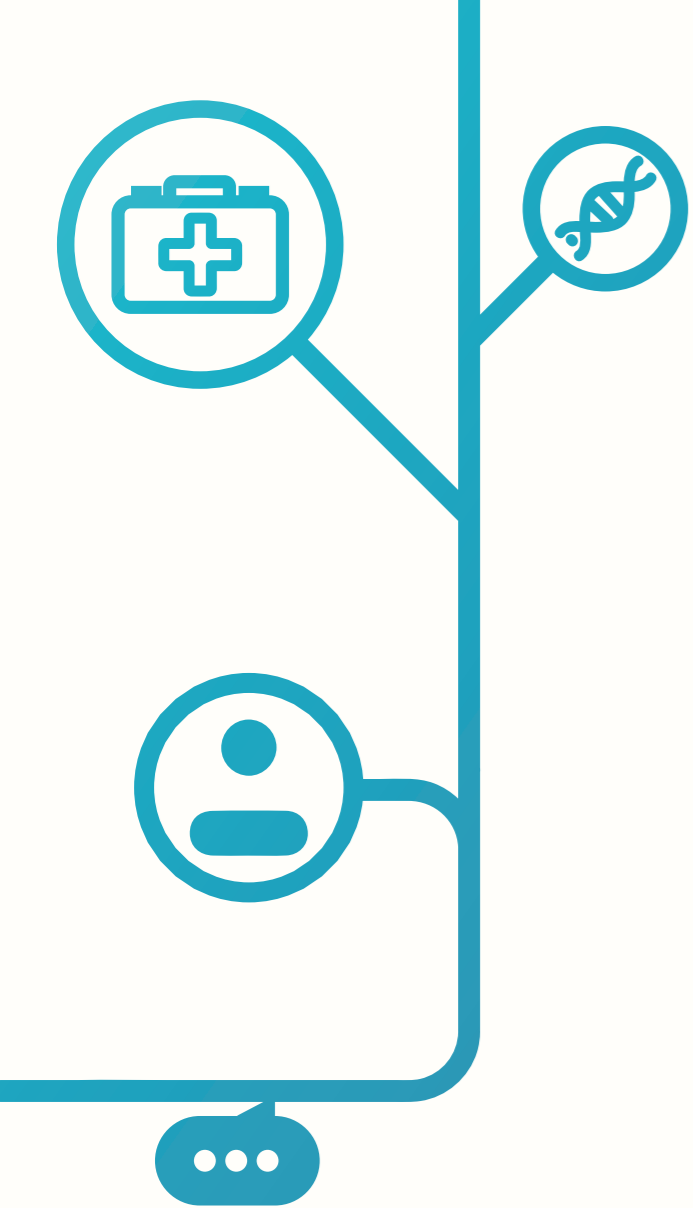


Window sticker

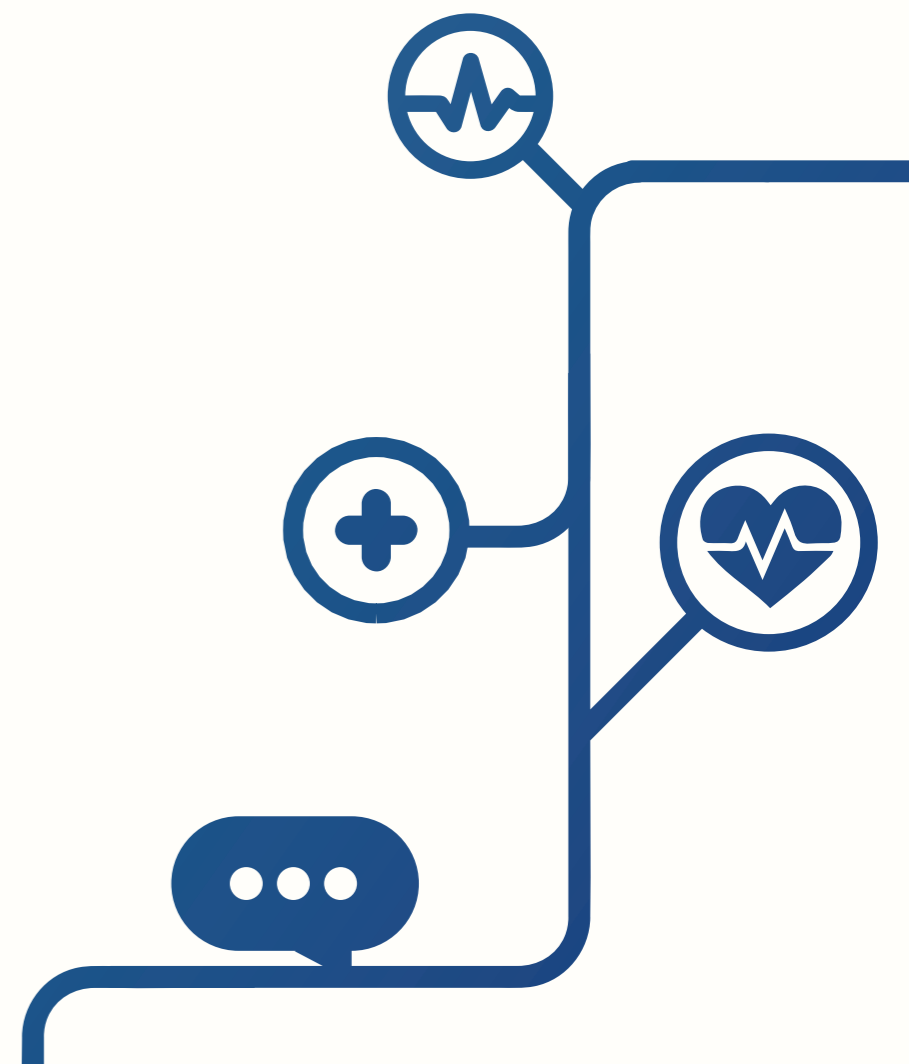


To decorate the room, stickers with the logo of Care & Connect can be placed on the windows or doors.





Credits



Author: Jim Van den Troost

Graphic and Digital Media Student
AP University

Academic year 2020-21



Care & Connect

Your digital helper