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%

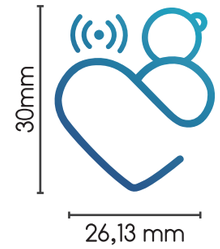
Signal blue:
HEX
#2a3076
RGB-color
16.47% red, 18.82% green and 46.27% blue
CMYK-color
Cyan: 100%, Magenta: 96%, Yellow 20%, and Black: 10%

Alice blue (Accent color):
De hexadecimale
#fffffc
RGB-color
100% red, 100% green and 98.82% blue
CMYK-color
Cyan: 0%, Magenta: 0%, Yellow 2%, and Black: 0%

Care &
Connect

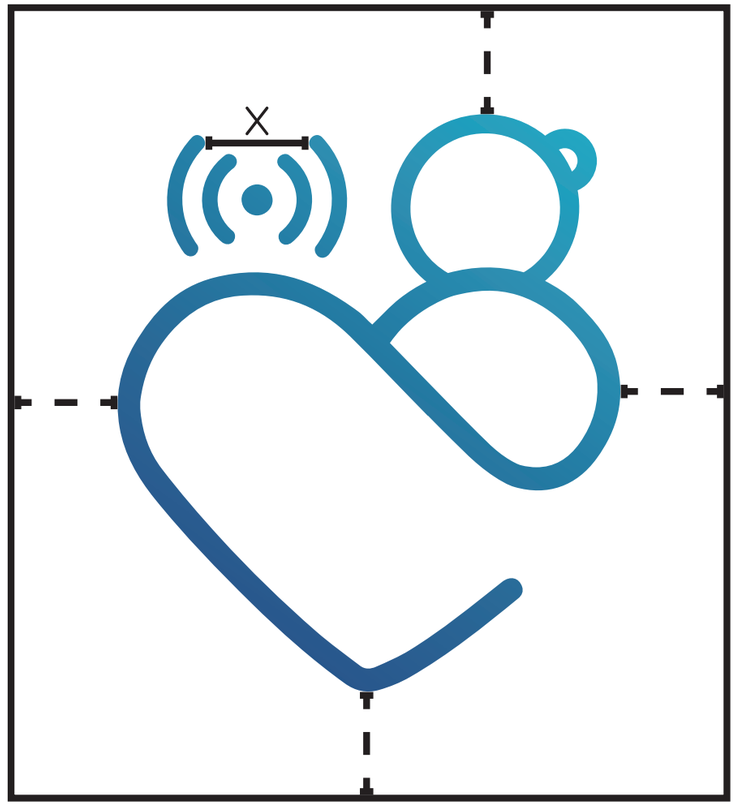
Size

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 their has to be enough space around the logo.
Text, photo’s or other may not come closer then 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

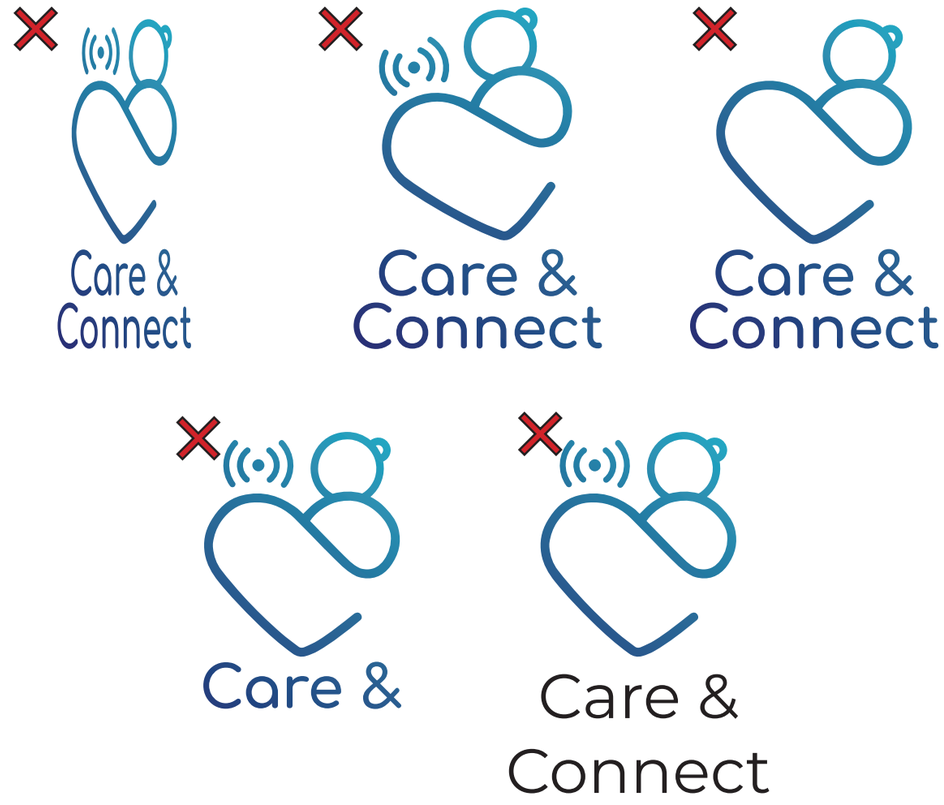
Color scheme

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

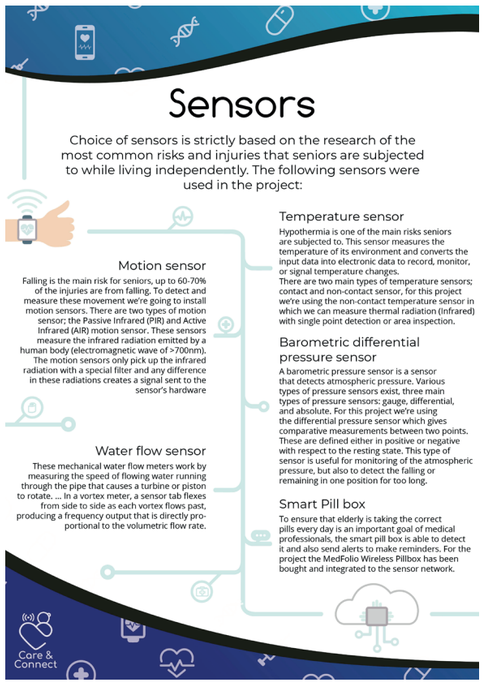
Format: 89 x 51 mm
The business cards are printed on both sides. The recto side bears the logo and the verso side contains the details of the Campus and details of our supervisor. The data follow a fixed order and have a fixed arrangement. Further on small graphic touches of lines are implemnted to depict 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



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

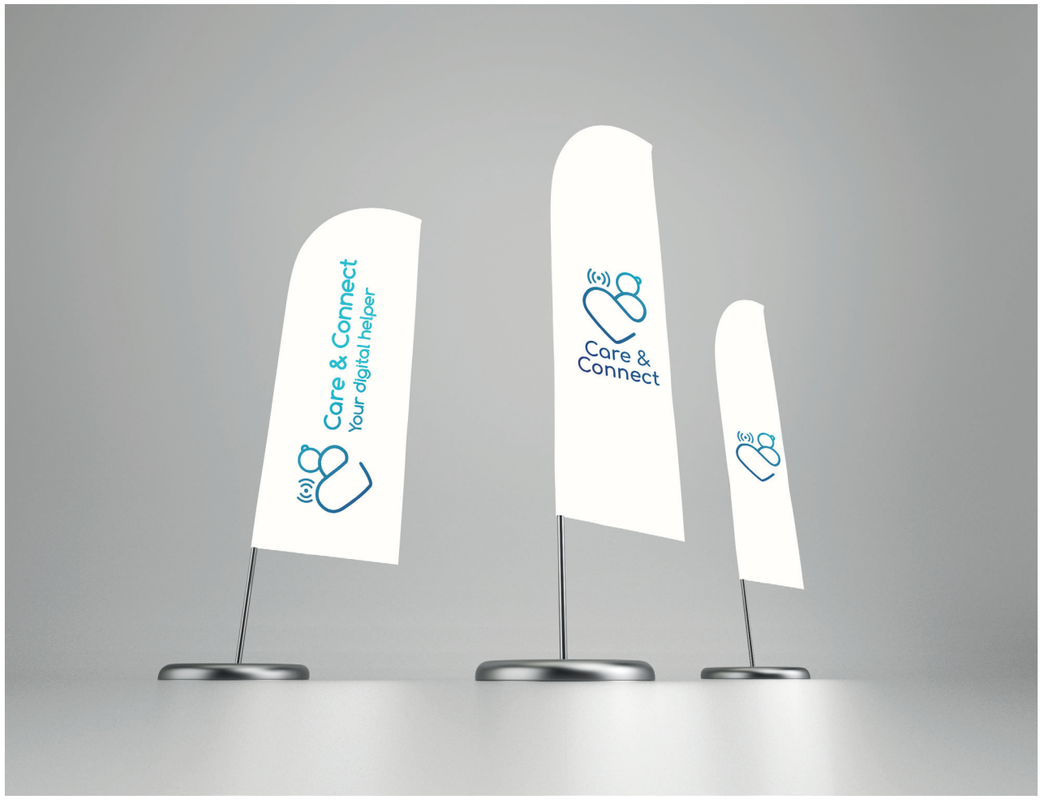
Elaboration of the visiting card explained above.

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

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Graphic and Digital Media Student
AP University

Academic year 2020-21

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