

SafeCare Brand Guidelines

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Welcome

Welcome to the SafeCare Brand Guidelines Manual—a comprehensive resource to uphold and strengthen our brand identity across all channels. This manual guides license partners and stakeholders in promoting our brand with clarity, consistency, and creativity.

At SafeCare, our brand represents more than a logo or slogan; it reflects our commitment to accessible, equitable healthcare solutions worldwide. Every interaction—whether a campaign, event, or patient encounter—reinforces our values and fosters trust.

This manual outlines our brand identity, including logo, colors, tone, and imagery, ensuring consistent, professional communication. As our brand evolves with community and healthcare needs, these guidelines will be updated to reflect changes.

We invite all stakeholders to consult this manual for brand-related materials, helping us elevate SafeCare's impact and set new standards in healthcare quality improvement

Use of the SafeCare Logo



The SafeCare Logo

Main use SafeCare logo on colored background.
The cut marks indicate white outline



Do's

- Make sure that always the **official logo** as provided by SafeCare is used
- The license partner ensures that healthcare facilities are only allowed to use the SafeCare logo if they have achieved a SafeCare **level 4 or 5 certification** (website, flyers, billboards, etc.)

Don'ts

- Create variants with transparent background or other color schemes
- Cut the logo
- Change the shape or stretch the logo out of proportion
- Do not remove the descriptor "Healthcare Standards"
- Use the logo on a background with a lot of noise (visual interferences)
- Change the writing of SafeCare
- The logo should not be distorted or cut



Do not color differently



Do not straighten



Do not use transparent

Font:

The main font for external communication is **DIN 2014**, DIN (part of the DIN family).

Alternatively, you can use **Aptos** (Microsoft default font)

Please contact your account manager in case you are unsure of which font to use.

SafeCare Colors:

Typography and color serve as vital elements in conveying the essence and values of our brand. Our chosen fonts and color palette should resonate with our commitment to clarity, accessibility, and innovation in healthcare. The primary font for our brand is DIN 2014, meticulously selected for its readability, versatility, and modern aesthetic, which instills confidence and professionalism in our communications.

In tandem with typography, our color-coding scheme further enhances brand recognition and fosters a cohesive visual identity. Our primary brand colors, are RGB based, evoke a sense of

trust, warmth, and vitality, symbolizing our dedication to holistic care and community engagement. Meanwhile, accent colors, [Accent Color Name(s)], add vibrancy and depth to our brand communications, enabling us to highlight key messages and elements with clarity and impact.




When utilizing our SafeCare color scheme, it's essential to adhere to the following guidelines:

1. **Consistency:** Maintain consistency in the application of primary and accent colors across all brand materials, including digital platforms, print collateral, and physical spaces.
2. **Accessibility:** Ensure that color combinations meet accessibility standards, providing inclusivity and ease of comprehension for all audiences, including those with visual impairments.
3. **Hierarchy:** Utilize color hierarchy effectively to guide the viewer's attention and emphasize critical information, maintaining visual harmony and coherence throughout.
4. **Usage Guidelines:** Refer to our brand guidelines for specific color codes and usage instructions to ensure accurate representation and alignment with our brand identity across all channels.

By adhering to these guidelines, we harness the power of typography and color to elevate our brand presence, foster meaningful connections with our audience, and advance our mission of transforming healthcare for the betterment of all.

The SafeCare colors are as displayed below. In total there are seven colors. The SafeCare colors can be divided into **Primary SafeCare colors** and **Secondary SafeCare colors**. We provide you with this color scheme so that when you decide to print promotional material that includes the SafeCare logo you can provide your printer with the proper color coding.

These are the 3 Primary SafeCare Colors as displayed below:

<p>Main blue LAPIS LAZULI</p>	<p>Secondary blue RUDDY BLUE</p>	<p>Main red RASPBERRY</p>
		
<p># 00558F R.00 G.85 B.143 C.100 M.50 Y.00 K.30 PMS.7462</p>	<p># 70A4D8 R.112 G.164 B.216 C.55 M.25 Y.00 K.00 PMS.659</p>	<p># D4145A R.212 G.20 B.90 C.10 M.00 Y.50 K.00 PMS.1925</p>

These are the 4 Secondary colors as displayed below:

<p>Extra DOGER BLUE</p> <p># 0091F3</p> <p>R.00 G.145 B.243</p> <p>C.73 M.38 Y.00 K.00</p> <p>PMS.2925</p>	<p>Extra COLUMBIA BLUE</p> <p># CCDDE9</p> <p>R.204 G.221 B.233</p> <p>C.18 M.06 Y.04 K.00</p> <p>PMS.643</p>
<p>- WHITE</p> <p># FFFFFFF</p> <p>R.255 G.255 B.255</p> <p>C.00 M.00 Y.00 K.00</p> <p>-</p>	<p>- BLACK</p> <p># 000000</p> <p>R.00 G.00 B.00</p> <p>C.00 M.00 Y.00 K.100</p> <p>PMS. BLACK</p>

Use of SafeCare Fonts

Here's a practical guideline on how to use DIN 2014 in marketing communications: DIN 2014 is a contemporary version of the classic DIN typeface, which is known for its clean and readable style, making it ideal for a variety of marketing materials. DIN 2014 can significantly enhance the professional appearance of your marketing materials. Its clean, modern look is not only appealing but also improves the readability of your text, making it an excellent choice for newcomers to marketing who want to communicate effectively.

The Din 2014 font family consists of the following sub-types:

1. Din 2014
2. Din 2014 Bold
3. Din 2014 Demi
4. Din 2014 Extra Bold
5. Din 2014 Extra Light
6. Din 2014 Light

1. Choosing the Right Weight and Style

- **Weights:** DIN 2014 comes in various weights from light to black. Use lighter weights for body text and heavier weights for headings and subheadings to create a visual hierarchy.
- **Styles:** It also includes italic styles, which are useful for highlighting important pieces of information or for quotes within your content.

2. Using DIN 2014 in Different Formats

- **Print Materials:** For brochures, flyers, and posters, use DIN 2014 to ensure that your text is legible even from a distance. Consider the use of bold or black weights for headings.
- **Digital Media:** For online content, opt for a medium to bold weight to ensure readability on various devices. Keep line length comfortable, ideally between 50-75 characters per line.

3. Color and Contrast

- **Background and Text Colors:** Ensure high contrast between the text and the background. Black text on a white background is the most readable, but other high-contrast combinations can be effective and visually engaging.
- **Using Colors with Text:** Use color sparingly to draw attention to calls to action or key information. Ensure that the text color contrasts well with background colors.

4. Layout Considerations

- **Alignment:** Text set in DIN 2014 looks particularly good when aligned left or justified. Center alignment can be used for short texts or headings.
- **Spacing:** Pay attention to letter-spacing and line-spacing. Increasing these slightly can improve readability and aesthetics, especially in digital formats.

5. Incorporating Visuals

- **Complementary Visuals:** Choose imagery and graphics that complement the straightforward nature of DIN 2014. Clean, simple design elements work best with this typeface.
- **Consistency:** Maintain a consistent style throughout your marketing materials to reinforce brand identity. DIN 2014's versatility can help support a cohesive look across different media.

6. Testing and Feedback

- **User Testing:** Before finalizing any marketing material, test how your target audience responds to the typography. Ensure that they can read and understand the information easily.
- **Collect Feedback:** Use feedback to tweak and improve your designs. This might involve adjusting the font size, spacing, or even the weight used in certain applications.