



BRAND GUIDELINES

Version 01 November 2018



INTRODUCTION

These guidelines outline our branding and how we communicate. Our brand identity extends beyond our logo, encompassing everything from tone of voice, typography and colour, to imagery and layout. Our brand forms the impression we make on our team, our partners, clients and the community.

It is important that our brand identity is consistent across all that we do. These guidelines provide a framework and examples to assist those producing materials associated with the IMED PLUS brand.

It is important that these guidelines are followed, and materials comply with the standards outlined in these guidelines.

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Section 1.

OUR BRAND



1.1

WHO WE ARE

IMED Plus provides health services management incentives for a broad range of services designed to improve the quality of care for diverse medical environments. Currently, there are Twenty-Seven General Practitioner medical centres that are being managed under the management group. This includes normal hours medical centres, after hours clinics and allied health services.

IMED Plus will provide extensive support for medical practitioners, nursing staff and allied health professionals at all times. All the administration processes will aim to promote the health and well-being of the Australian communities. Therefore, our management professionals strive for excellence in the healthcare delivery, operations and many more administration requirements for on-going support and education to different healthcare providers.

OUR VISION

Our Vision is to be one of Australia's leading health service management group that provide essential support to a broad range of healthcare facilities.

OUR MISSION

Our Mission is for Australia's health professionals to work collaboratively through an elaborate network of health professionals for the promotion of health and well-being in the primary care setting.



1.2

OUR TONE OF VOICE

Our tone

The way we communicate is a powerful influence on how people experience our services at IMED PLUS.

IMED Plus is:

- Trusted, credible, honest
- Professional
- Supportive
- Encouraging, motivating, engaging

Effective, clear, non-judgemental communication assists in building rapport and developing trust.

IMED Plus provides professional, accurate, factual information in language that is easily understood.



Section 2.

BRAND ELEMENTS



2.1

OUR LOGO

The IMED PLUS logo is a very valuable asset.

Our logo is recognised and respected among our clients and staff and is a key contributor to building brand awareness.

File types and colours

The following file types are available:

- Low resolution files (png, and jpeg) for general use.
- High resolution files (eps, ai and PDF for professional printing, designers and sign makers.

Colour set-ups: RGB logos should always be used for online applications, and the CMYK coloured logos are to be used for print applications.

Do not attempt to recreate artwork. Always use the master artwork supplied. See Section 2.2 “Logo Use” for a more detailed explanation of the rules for file type use.



2.1

OUR LOGO

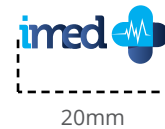
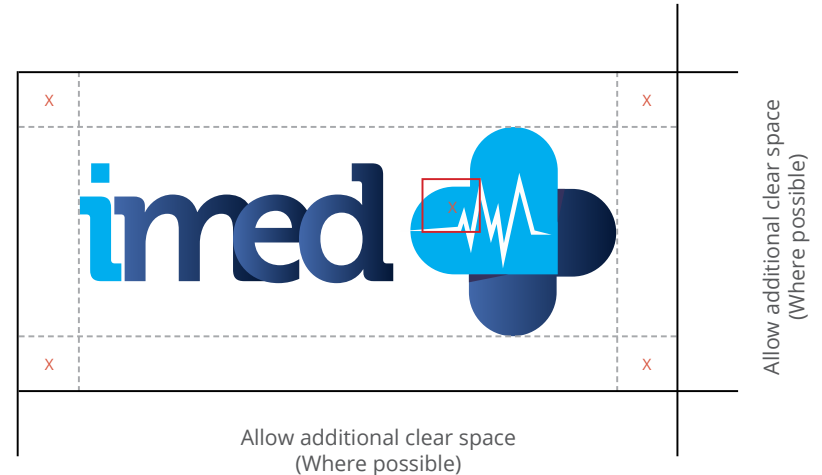
Clear Space

Clear space is the minimum surface area surrounding the outside of the logo that must remain free of any other graphic element or text. Clear space is designed to assist in maintaining the clarity and integrity of the logo. Wherever possible, maintain more clear space around the logo than the minimum specification.

The clear space for the logo is based on the height of the 2nd puls line.

Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at small sizes. The minimum size has been determined to maintain the integrity of the letter forms. The minimum size for the IMED PLUS logo is 20mm in print, and 76px in web.



2.2

LOGO USE

Never re-create the IMED PLUS logo, or alter design in any way. Size may be adjusted, with reference to minimum sizing.

Do

1. Use the logos on a white background, or light coloured photograph.
2. Place a white box behind the logo when using it on busy photographs, or high contrasting background colours.

Don't

1. Use the logo on a coloured or black background
2. Place the logo on top of high contrasting photographs, where the logo text cannot be read easily.
3. Change the colour of the logo
4. Add embellishments such as drop shadows to the logo
5. Rotate the logo
6. Reorder or change any scale within the logo.



2.3

COLOUR PALETTE

THE IMED PLUS logo is made up of 3 shades of blue- the light blue and 2 shades of darker blue which make up the gradient.

All branding is to be kept within these colour groups and no other colours are to be introduced to the branding.



LIGHT BLUE
CMYK 70/14/0/0
RGB 0/174/238
#00AEEE



MID BLUE
CMYK 82/62/5/0
RGB 65/103/169
#4167A9



NAVY BLUE
CMYK 98/87/46/60
RGB 3/22/54
#00AEEE



GRADIENT
Combine Mid blue
(location 0) and navy
blue (location 100)



2.4

FONTS

OPEN SANS

The supporting font for the IMED PLUS logo is 'Open Sans'.

OFFICE AND DEFAULT TYPEFACE

When Open Sans is not available; for example, on internal documents (email, Word and PowerPoint) and online applications (web), replace Open Sans with the system-based font Verdana.

OPEN SANS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(~!@#\$%^&*+) 0123456789

OPEN SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(~!@#\$%^&*+) 0123456789

OPEN SANS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(~!@#\$%^&*+) 0123456789

OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(~!@#\$%^&*+) 0123456789

OPEN SANS EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(~!@#\$%^&*+) 0123456789



2.5

USING OUR FONTS

Various font sizes and weights can be used to create contrast and guide the reader.

Employ a thoughtful use of elements that do not clutter the page. Less is often more. Keeping things simple is a good approach to composition.

Use organised layouts with considered compositions and a few variations of weight to create a clear information hierarchy. In addition, remember our eyes are drawn to the most striking element on the page.

Leaving some areas of a layout with clear white space (referred to as negative space) can increase the impact of the message.

1. Heading

Open Sans Light, 48pt over 57pt leading with +200 tracking, All caps, Colour: Navy Blue

2. Second Heading

Open Sans Bold, 25pt over 30pt leading with +50 tracking, All caps, Colour: Navy Blue

3. Sub Heading

Open Sans Bold, 12pt over 14.4pt leading with 0 tracking, Sentence case, Colour: Light Blue

4. Body Copy

Open Sans Regular, 10pt over 15pt leading. Align left, Colour: 80% Black. 8pt spacing in between paragraphs

5. Pull Quote

Open Sans Regular, 15pt over 20pt leading. Colour: Mid Blue

SAMPLE PARAGRAPH

1. — HEADING

2. — SECOND HEADING

3. — This is a sub heading

4. — Uciusam fuga. Itasitatem eos dolorep ernatem vel maios andi aspe labo. Officiunt, officit optaturepedi doluptissi aborume ndundunt doloreicia idit enient ende voluptatio. Nam, sitatur? Dandit, ulparciet is autem harchictatum qui con et, veligent el mo consece scideliati optusae volore omnihic totas vollendam faccollabo. Et eribus quuntio officur sit et dolum ut quatet aut quis etur?

5. — “Pull Quote: quoting something someone said here”

FILE TYPES

Low resolution for general use

PNG – This is a low resolution version for use in Microsoft® Word and Microsoft® PowerPoint. It also supports transparency, meaning it can be placed on a coloured background.

JPEG– This is a low resolution version for use in Microsoft® Word and Microsoft® PowerPoint. When placed on a coloured background a white box will appear behind the graphic.

High resolution for professional printing, designers, sign makers etc.

EPS/AI/PDF – This is the preferred format for printing. It also supports transparency, meaning it can be placed on a coloured background.

DESIGN APPROVAL

Please use these brand guidelines in conjunction with the design templates provided to ensure our brand and communications are presented as intended.

Please submit any questions, and all designs for approval, prior to production to our brand supervisor:

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