



CORPORATE GUIDELINES

A NEW SYMBOL FOR THE DIGITAL CIRCULATION SYSTEM.

There are significant challenges facing healthcare. Populations are increasing. People are living longer. Survival rates are ever higher. There is a growing need for care, but also a greater demand for high quality standards, good working conditions and satisfied patients and residents.

These challenges place new pressures on care delivery. Another important factor is that people are increasingly involved in their own healthcare and want new ways to interact with healthcare providers.

Cambio delivers innovative solutions that connect entire regions and enable healthcare services to work together smoothly. The result is increased efficiency and equality of care, wherever you happen to live.

Understanding users, patients and new technology is a key to

successful innovation. Cambio has extensive experience and deep understanding of Swedish care systems. Our open platforms promote cooperation and knowledge exchange, as well as enabling the integration of third-party solutions.

Our services already enable patients to take part in the planning, implementation and follow-up of their care. We also equip care providers with tools that make daily work significantly smoother. Through new technology, we can strengthen residents' opportunities for dialogue and involvement, while giving care providers outstanding support and solutions for productive work.

Our logotype is designed to reflect our role in the new healthcare landscape. It is a symbol of our mission to connect people and information, taking visual inspiration from neural pathways, networks and the blood circulation system.

THE RIGHT IMAGE

A clear and consistent look and feel makes it easier for our audiences to recognize us, which strengthens the Cambio brand.

Our graphic approach is a key aspect of the brand image we project. We all have a responsibility to make sure the visual elements are presented in the right way.

In the guidelines, you should find all the details you need to apply the graphical profile correctly. Please refer to them whenever you create external communications.

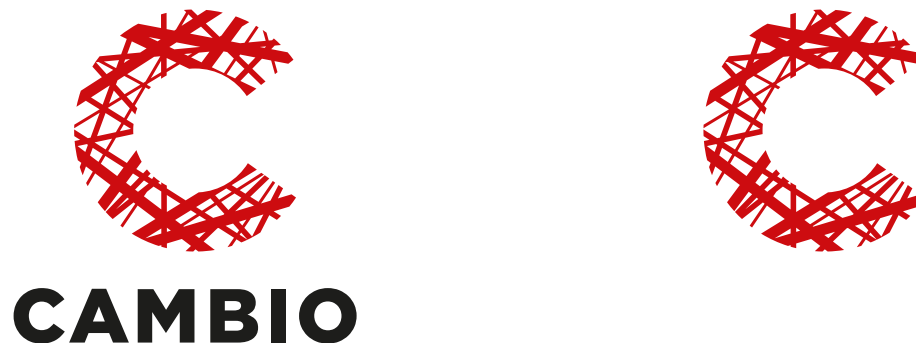
Contents:

- Logotype 4
- Logotype with subline 5
- Logotype in black and white 6
- Our pattern 7
- Colors 8
- Typography 9
- Imagery 10
- Language and tone of voice 11

Logotype

The Cambio logotype is our primary graphic element and should be included in all external communication. Doing this will help to maximize recognition.

There are three versions of the logotype: VERTICAL, HORIZONTAL and SYMBOL (just the 'C').



FILE FORMATS:

eps Vector-based.

Highly scalable without loss of quality.

Transparent background. Suitable for printed matter.

eps files can also be pixel-based; examples include files from image-editing programs such as Photoshop.

jpg Pixel-based. Background is NOT transparent. Suitable for digital applications.

png Pixel-based. Transparent background. Suitable for applications such as PowerPoint presentations, where the logotype is placed directly on a background color or image.

COLOR:

CMYK Four-color, both in offset and digital printing.

Pantone More exclusive printed material and giveaways.

RGB/HEX Digital and for screen.

Logotype with subline

Both the horizontal and vertical logotype versions are available with the subline “HEALTHCARE SYSTEMS”, “WELFARE SYSTEMS” or “SOFTWARE ENGINEERING”.

There are three versions of the logotype: VERTICAL, HORIZONTAL and SYMBOL (just the ‘C’).



FILE FORMATS:

eps Vector-based.

Highly scalable without loss of quality.

Transparent background. Suitable for printed matter.

eps files can also be pixel-based; examples include files from image-editing programs such as Photoshop.

jpg Pixel-based. Background is NOT transparent. Suitable for digital applications.

png Pixel-based. Transparent background. Suitable for applications such as PowerPoint presentations, where the logotype is placed directly on a background color or image.

COLOR:

CMYK Four-color, both in offset and digital printing.

Pantone More exclusive printed material and giveaways.

RGB/HEX Digital and for screen.

Logotype in black and white

ALL logotype versions are available in black and white, including those with subtitle (not shown here).

There are three versions of the logotype: VERTICAL, HORIZONTAL and SYMBOL (just the 'C').



FILE FORMATS:

eps Vector-based.

Highly scalable without loss of quality.

Transparent background. Suitable for printed matter.

eps files can also be pixel-based; examples include files from image-editing programs such as Photoshop.

jpg Pixel-based. Background is NOT transparent. Suitable for digital applications.

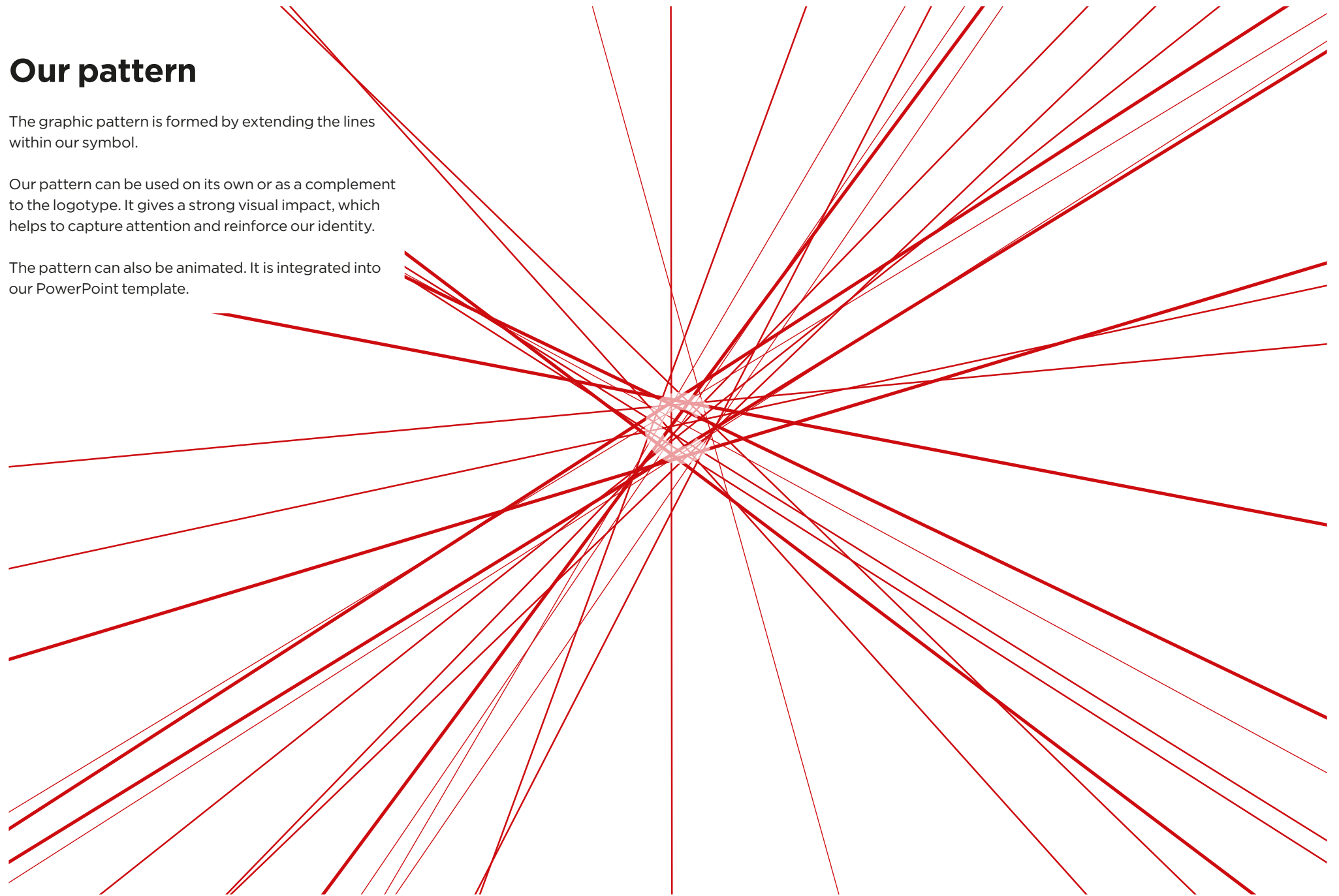
png Pixel-based. Transparent background. Suitable for applications such as PowerPoint presentations, where the logotype is placed directly on a background color or image.

Our pattern

The graphic pattern is formed by extending the lines within our symbol.

Our pattern can be used on its own or as a complement to the logotype. It gives a strong visual impact, which helps to capture attention and reinforce our identity.

The pattern can also be animated. It is integrated into our PowerPoint template.



Colors

Cambio's primary color is red. As a complement, we have a palette of secondary colors that work in harmony with each other.



-
- CMYK** Four-color, both in offset and digital printing.
 - Pantone** More exclusive printed material and giveaways.
 - RGB/HEX** Digital and for screen.

Typography

Our main typeface is Gotham, and we use different weights for different applications. Bold is preferred for headlines, which can be completely upper case (HEADLINE) or with an initial capital (Headline). Book and light are preferred for body text.

Main typeface: Gotham

abcdefghijklmnopqrstuvxyzåäö1234567890?!@
ABCDEFGHIJKLMNopqrstuvwxyzÅÄÖ1234567890?!@

Arial is a complementary typeface for internal office use. It is included, for example, in the Microsoft Office suite.

Aa Aa Aa Aa Aa Aa Aa

TYPOGRAPHIC SETTINGS:

Optical kerning CAPITALIZED WORDS/TEXT compressed approx. -20. All other text compressed approx. -25.

Justification Space between words should be 70, 80, 90.

Arial is a complementary typeface for internal office use. It is included, for example, in the Microsoft Office suite.

Arial (regular and bold)

abcdefghijklmnopqrstuvxyzåäö1234567890?!@
ABCDEFGHIJKLMNopqrstuvwxyzÅÄÖ1234567890?!@
abcdefghijklmnopqrstuvxyzåäö1234567890?!@
ABCDEFGHIJKLMNopqrstuvwxyzÅÄÖ1234567890?!@