

Collaborative Care Algoma

Brand Standards Manual

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1.1 Manual Description

This brand manual edition is to be followed by anyone intending on using CCA graphic elements. This will ensure a visual consistency. It serves as importance to our visual brand identity. ARCH and related programs seek professionalism for every use of the brand's graphic elements. Everyone following this manual is to adhere to the objective of maintaining consistency and professionalism throughout the brand.

1.2 Brand Description and Qualities

Collaborative Care Algoma is a team of Early Resource Nurses who offer education and ongoing support to community members, healthcare partners, and patients and families on Advance Care Planning, End of Life Planning, and Palliative care. The logo represents the inclusivity and compassion that the Early Resource Nurses offer to these groups of people.

2.1 About the Logo



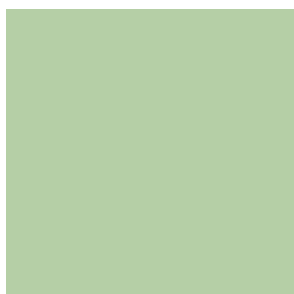
Collaborative Care Algoma

Collaborative Care Algoma helps support all types of community members. The outer circle represents the Early Resource Nurses and the support they provide. The inner circle represents those receiving the care and support. The heart represents the love and compassion provided by the Collaborative Care program.

2.2 Colours



Blue
C67 M37 Y38 K5
R94 G133 B142
#5E858E

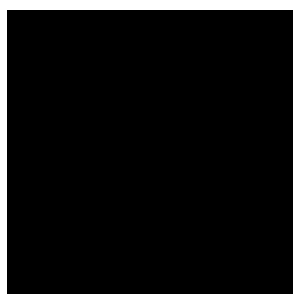


Green
C31 M7 Y42 K0
R181 G206 B165
#B5CEA5

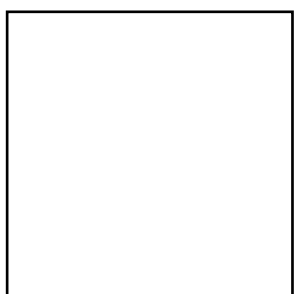


Gradient from Magenta to Pale Pink
C30 M47 Y22 K0
R127 G26 B84
#7F1A54

C30 M48 Y22 K0
R181 G141 B162
#B58DA2



Black
C100 M100 Y100 K100
R0 G0 B0
#000000



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

2.3 Colour Variations



Full Colour

The full colour version of the logo is to be used when this colour is most suitable.



Green

The green version of the logo is to be used when this colour is most suitable.



Blue

The blue version of the logo is to be used when this colour is most suitable.

2.4 Black & White Variations



Black

The black version of the logo is to be used only when usage of full colour is not permitted. Only use this version when black is required on a light background.



White

The white version of the logo is to be used only when usage of full colour is not permitted. Only use this version when white is required on a dark background.

3.1 Typefaces

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890%\$#@&

Headers: Rubik Semi-Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890%\$#@&

Body: Rubik Regular

