SafeCare
HEALTHCARE STANDARDS

SafeCare
Brand Guidelines
for
License Partners

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Welcome

Welcome to our SafeCare Brand Guidelines Manual – a comprehensive resource designed to uphold and empower the essence of our brand identity across all channels and touchpoints. This manual serves as a beacon, guiding public and private license partners, and stakeholders in championing our brand with clarity, consistency, and creativity.

At SafeCare, we recognize that our brand represents more than just a logo or a slogan; it embodies our unwavering commitment to providing accessible, equitable healthcare solutions to communities worldwide. Each interaction, whether it's a digital campaign, a community event, or a patient encounter, is an opportunity to reinforce our brand's values and foster trust with those we serve.

This manual is a testament to our commitment to excellence and uniformity in branding. It outlines the fundamental elements of our brand identity, from our logo and color palette to our tone of voice and imagery guidelines. By adhering to these guidelines, we ensure that every SafeCare brand related communication reflects the integrity, uniformity and professionalism of our brand, regardless of the medium or context.

Our brand is dynamic, evolving in tandem with the evolving needs of our communities and the healthcare landscape. As such, this manual will be regularly updated to reflect any shifts or enhancements in our brand identity. We encourage all stakeholders to immerse themselves in the contents of this manual and to consult it whenever crafting or disseminating brand-related materials. Together, let's continue to elevate and amplify the SafeCare brand, setting new Standards of excellence and distinction in the Healthcare Quality Improvement landscape.

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Use of the SafeCare Logo:

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

There is only one-color variant.

Don't create variants with transparent background or other color schemes.

Do not color differently

Do not straighten

Do not use transparent

Don't:

- 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 other than as is!

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More examples of how NOT to use our SafeCare logo:
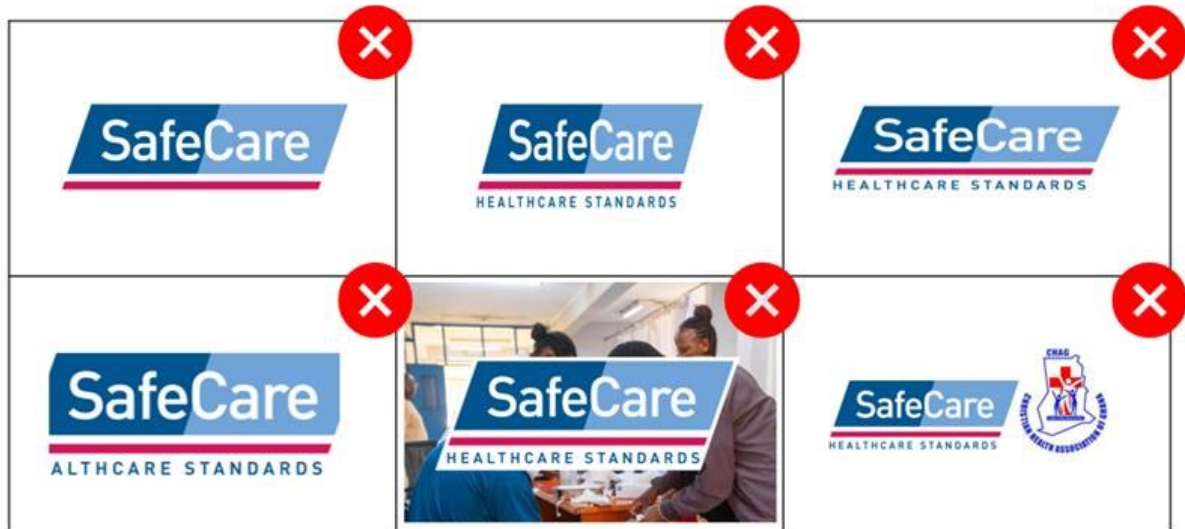
You as a License partner need to ensure that Healthcare facilities are only allowed to use the SafeCare logo if they have achieved a SafeCare level 4 or 5 certification. This entails any means of communication material such as website, flyers, and billboards.

Make sure that you always use the official logo set as provided by SafeCare!

Use of 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:

Main blue	Secondary blue	Main red
LAPIS LAZULI	**RUDDY BLUE**	**RASPBERRY**

# 00558F	# 70A4D8	# D4145A
R.00 G.85 B.143	R.112 G.164 B.216	R.212 G.20 B.90
C.100 M.50 Y.00 K.30	C.55 M.25 Y.00 K.00	C.10 M.00 Y.50 K.00
PMS.7462	PMS.659	PMS.1925

These are the 4 Secondary colors as displayed below:

Extra
DOGER BLUE

0091F3

R.00 G.145 B.243

C.73 M.38 Y.00 K.00

PMS.2925

Extra
COLUMBIA BLUE

CCDDE9

R.204 G.221 B.233

C.18 M.06 Y.04 K.00

PMS.643

-
WHITE

FFFFFF

R.255 G.255 B.255

C.00 M.00 Y.00 K.00

-

-
BLACK

000000

R.00 G.00 B.00

C.00 M.00 Y.00 K.100

PMS. BLACK

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3. 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

We provide you with the details about this Font type so that if you decide to print promotional material, that includes the proper font type which you can provide your printer.

1. Understanding DIN 2014
   - Background: DIN 2014 is part of the DIN family, originally developed for road and railway signage. It's known for its straightforward, no-frills character, which lends a sense of clarity and professionalism to texts.
   - Characteristics: This typeface features a more geometric, condensed look compared to the traditional DIN. It is suitable for both headlines and body text, thanks to its legibility and modern appeal.

2. 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.

3. 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.

4. 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.

5. 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.

6. 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.

7. 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.

Use of the SafeCare Digital Level Badge

The SafeCare level badge is only to be used on websites of health facilities that have completed and received a SafeCare level 4 or 5 certification. The digital Level Badge can be added to the website of a Health Facility to increase visibility about the SafeCare quality standards and achievements. The Digital Level Badges are complimentary to the physical SafeCare Certificates.

The use of the digital badge is restricted to the following screen size height of 120 pixels. Furthermore, the badge should not exceed 5% of the total viewscreen and should always be displayed either on the bottom left or bottom right-hand corner of the website. Make sure the background used does not interfere with the digital level badge's image.

Note: The Digital Level Badges are exclusively designed for websites and screen displays. *For proper display of the Digital Level Badge the following size needs to be used as displayed in the image below 'HEIGHT OF 120PX'! The Digital Level Badge is a RGB file and thus the color might appear slightly different in color from the Certificates as shown in this Manual. However, the color is the same.*

Look at the template examples as displayed below that illustrate the sequence of the date setup is DAY|Month|Year. Furthermore, there are two files for Level badges. One for level 4/5 and one for level 5/5.

The proper level badge file to share with a facility is the Level Badge -> **SC_Badge_Final_V1 + SC_Badge_Final_V2 + SC_Badge_Final_V3 + SC_Badge_Final_V4**

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Certificate of Achievement:

This certificate is distributed through SafeCare Amsterdam. And will be distributed to you as a License partner once available.

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Use of the Certificate of Appreciation:

The official certificate of Appreciation design that you can use is displayed below. As shown in the template below you will know precisely where to place the Partnership logo and the name of the representative and their organization.

You're only allowed to change the following elements in the file before distributing the certificate:
- The name of the SafeCare License Partner
- The name of the Healthcare facility
- The legal representative of the organization
- The signature of this representative
- The assessment date

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The SafeCare certificate

Each SafeCare certificate for health facilities includes a QR-code which provides the visitor of the health facility access to more information about SafeCare and the possibility to check the certificate validity on the safe-care.org website. On this specific webpage the meaning of each certificate level 1 through 5 is briefly explained, as shown in the illustration below.

CERTIFICATE

Ruaraka Uhai Neema Hospital
Nairobi, Kenya

5/5
SAFECARE
QUALITY LEVEL

Scan for info about SafeCare and Certificate Validity

PUBLICATION DATE: 01/01/2024   VALID UNTIL: 01/01/2025   CERTIFICATE NO: 12345

Aafke de Graaff
Head of SafeCare

Roelinde Bakker
Head of SafeCare Quality Expansion

A SafeCare certificate is an award given to healthcare providers if they meet certain SafeCare standards related to a specific level during their Quality Journey. SafeCare however bears no responsibility for treatment performed by the healthcare provider.

BECAUSE QUALITY SAVES LIVES | WWW.SAFE-CARE.ORG

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Heartfelt Appreciation and Future Endeavors

We would like to extend our heartfelt thanks for your continued support and dedication as a valued License Partner. Your commitment to promoting and enhancing the quality of our services is truly appreciated and instrumental in our shared success.

These guidelines have been crafted to provide you with the essential tools and insights needed to excel in your market endeavors. We are confident that with these resources at your disposal, you will be well-equipped to achieve remarkable results and further our mission of delivering exceptional healthcare quality.

Your success is our success, and we are here to support you every step of the way. Should you have any questions, need further assistance, or require additional resources, please do not hesitate to reach out to our team.

Thank you once again for your unwavering support and partnership. Together, we will continue to make significant strides in improving healthcare standards and achieving excellence.

Warm regards,
Our SafeCare Quality Improvement Team

Questions about our SafeCare Brand guidelines?
Feel free to contact us at info@safe-care.org we will get back to you on short notice.

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