



Planmed

Logo Identity

Guidelines

www.planmed.com

Planmed

Our corporate identity

The Planmed logo is the most powerful and visible symbol of our company's brand.

As our company moves into a new era, it is essential that the image of Planmed is protected, and effectively managed. Correct and consistent usage of the logo will strengthen the company's profile, and as a result will add impetus to all of our marketing efforts.

The need for rules

Our logo is the most important branding tool at our disposal, therefore we have a duty to treat it with care, attention, and respect. It is essential that use of the logo should follow the guidelines outlined in this manual.

Use of these guidelines and future developments

The objective of this logo guide is to help people who use the logo to understand the brand values, and provide detailed specifications and guidance of all aspects of the logo usage. We hope you find it useful.

Corporate logo

The Planmed logo is the single most identifiable part of the brand, consisting of a **blue logotype** on a **transparent background** used to state the trading name.

The following pages show the correct use of the logo in four, two, and single colour (Pantone 288).

Support typeface

The Sans ExtraLight and **The Sans ExtraLight Italic** typefaces combine well with the Planmed logo.

The Sans – this should be used for headings and emphasis.

The Sans ExtraLight – this should be used for all body copy.

The Sans ExtraLight should always be used with the Planmed logo. In case this is not possible, should Myriad Pro Light be used instead.

Planmed

The Sans

The Sans (Myriad Pro Light, Arial)

The Sans

The Sans Italic (Myriad Pro Light Italic, Arial Italic)

The Sans ExtraLight

The Sans ExtraLight (Myriad Pro Light, Arial)

The Sans ExtraLight

The Sans ExtraLight Italic (Myriad Pro Light Italic, Arial Italic)



Clear space is the area around the logo that should be free of all other logos, symbols, text, or other graphic elements.

Isolation zone

An area of clear space must always be left around the four edges of the logo, as shown on the right. The height of the area above and below, marked as 'x', should always be the same as the x-height of the logo font.

Minimum size

The logo must never be reproduced so small that it loses its clarity. 15 mm from edge to edge of the logo is the minimum recommended. When applied to certain promotional items, there may be exceptional circumstances when the logo appears smaller or in a slightly different format. Each item will be judged on its own merits, however in all cases the logo will be thoroughly checked for quality.

All materials utilising the Planned name or logo must be submitted in proof form to the Planned Marketing and Advertising Department for approval prior to production.



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Planned Oy

Asentajankatu 6, 00880 Helsinki, Finland

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(width 15mm)

3. BASIC PRINCIPLES – LOGO & COLOUR

Colour plays an important role in our identity system, facilitating brand recognition, and reinforcing the memorability of our graphic expression. With other visual elements, colour must be used correctly and consistently to be effective. All elements of the logo must be the same colour. Do not produce the logo in multiple colours, tints, or screens of the same colour.

Use of colour

Colour reproduction can be either by use of special colour or four process colours (cyan, magenta, yellow, black). If using special colours the blue logo is to match Pantone 288. For reproduction with the four process colours, use the following percentages: 100% cyan, 65% magenta, 0% yellow, 30% black.

Backgrounds

Use white background whenever possible. The logotype is then blue.



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4. LOGO VARIATIONS

Always use the corporate blue logo when possible.

Variations

In a few rare instances it will not be possible to use the corporate blue logo, i.e. if the background colours clash violently with the corporate blue logo, or only one colour is available.

On dark backgrounds, reversed-out white should be used for logo colour. Also when on blue or difficult backgrounds, use the corporate logo white out, the logotype is then white.



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5. THINGS TO AVOID

Protecting the integrity of the logo is important.

Never distort or change the relative proportions of the logotype.

Never reproduce the logo in any other colour than those stated in these guidelines.

Never allow other graphic elements or type to intrude into the isolation zone.

Never scan the logo.

Never recreate it yourself.

Never integrate it into a sentence.

Once you have downloaded the correct logo, do not be tempted to change it in any way.



6. DESIGN APPLICATIONS

The logo should be applied consistently on all products in order for the Planmed brand to achieve its maximum impact.

As it is so important to market individual products, we have created a consistent identity for every product through positioning of names. Outlined are examples of the Planmed's logo incorporating every product name.

Planmed
Nuance Manager

Planmed
Nuance Softview

Planmed
Nuance Acquire

Planmed
Nuance

Planmed
Nuance Classic

Planmed
DigiPad

Planmed
Nuance Acquire Station

Planmed
Sophie Classic

Planmed
Sophie Classic Mobile

Planmed
MaxView

Planmed
DigiGuide

Planmed

Summary

The Planmed logo is central to the way that we are perceived, and defines the business as a trading entity in its own right. Remember that our identity is a business asset and should be treated with respect.

Further information

There is a shared responsibility for the logo's correct application, hence the need for these guidelines. However, if you have any queries about usage or application, all brand identity affairs are managed by:

Planmed Marketing and Advertising Department

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