

Cambio Visual Identity

Logotype

Our logo is more than just a graphic representation of our brand - it is a symbol of the open ecosystem where collaboration and innovation empowers health and care, inspired by the intricate interactions found within nerve pathways, networks and circulatory systems.

By using our logo in a consistent and correct manner, we demonstrate our firm belief that we are ready to assist in connecting people and information to create a better and more interconnected world.

Logotype - Variants

Cambio's logo is available in three variants, horizontal, vertical and symbol. All of them are also available in different color styles. Primarily, the horizontal logo is used in color. In exceptional cases, a vertical logo is used, if the format requires. In some cases, it is possible to use only the C, an example is the profile picture on social media, on profile products and as a graphic element.

The logo should primarily be used in its main version - in color against a light or white background. When this is not possible, one of the alternative logos should be used - white or black.

The logo may not be cropped, rotated, distorted or otherwise redrawn or retyped. It must always be placed so that it is clear and legible.

File formats:

- **eps** - Scalable without losing quality. Transparent background. Suitable for printed matter.
- **jpg** - Pixel based. NOT transparent background. Suitable digitally.
- **png** - Pixel based. Transparent background. Suitable for powerpoint etc.



Cambios main logo



Cambio vertical logo



Cambio C



Black logo



White logo

Color profiles:

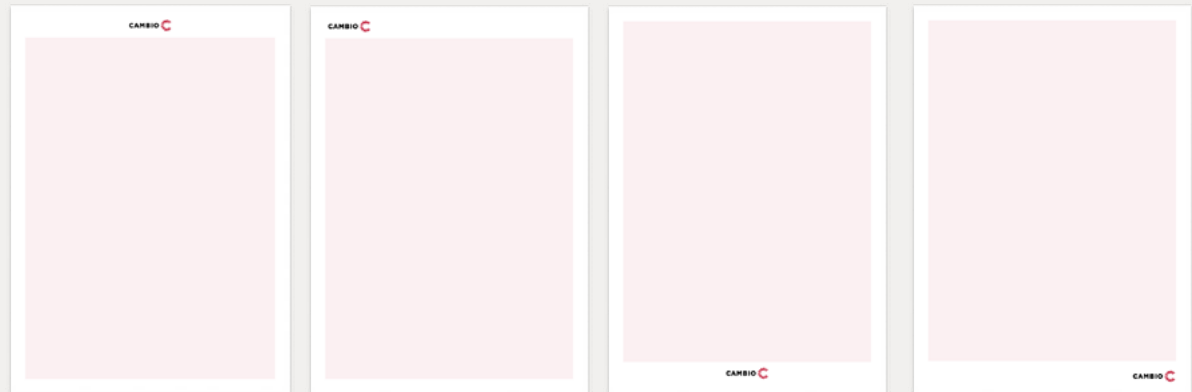
- **CMYK** - 4-color printing, both in offset and digital printing.
- **Pantone** - More exclusive printed matter and profile material.
- **RGB/HEX** - Digitally and on screens.



Free zone & placement

For our logo to come into its own and stand out clearly, it is important to ensure a free zone around it. The figure to the right shows the logo's free zone. No texts, images or graphic elements may be placed inside the free zone.

The primary placement of the logo is in the lower right corner. In some cases, center placement, alternatively the top left corner, especially when we want to clarify the sender.



Do's & Don'ts - logotype



CAMBIO C



CAMBIO C



Use white logo on dark backgrounds and regular logo on light backgrounds



CAMBIO C



Don't compress or change the logos scale



CAMBIO C
HEALTHCARE SYSTEMS



Don't use the old version of the logos with sublines



CAMBIO C



CAMBIO C



Use an image with opacity if the logo need to stand out, otherwise place the logo so it's easy to see.



CAMBIO C



Don't use the main logo on dark background



CAMBIO C



Don't use the dark versions of the logo on dark images

Colors

Colors are a central part of our visual identity and contribute to creating a strong and recognizable profile. The colors we use help communicate our values, set the right tone, and reinforce our message. In this chapter, we present our color palette and provide guidelines on how to use the colors to ensure consistency and visual cohesion in all our communication and design.

Color palette

Our color palette consists of a selection of the color red, complemented by a grey base, the c. The primary colors are mainly used as details to highlight important elements rather than dominate the design. This approach ensures that our communication remains clean, modern, and accessible, reflecting our values and nordic heritage.

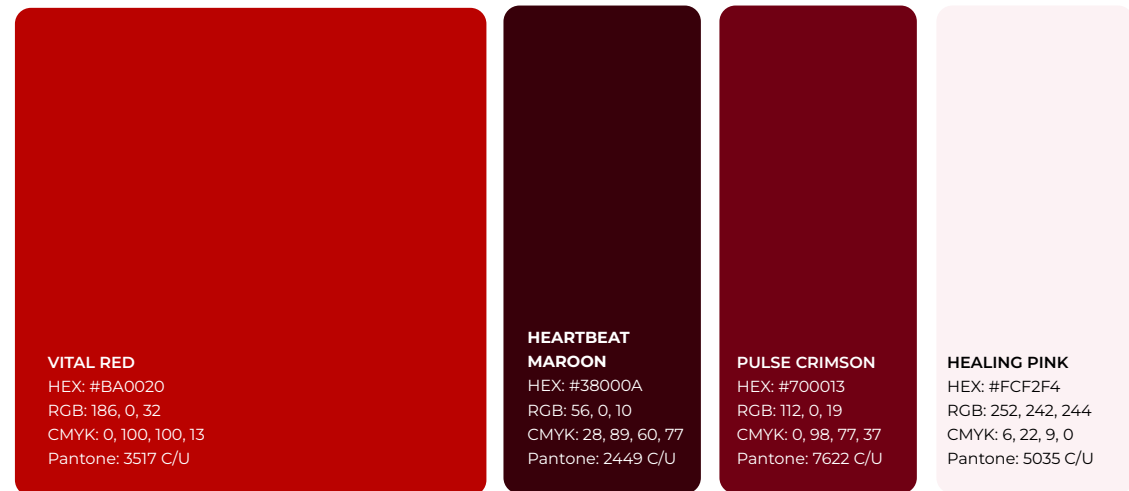
Primary color

Our primary color we have a palette consisting of three complementary shades of red. The bright red color is now strongly associated with Cambio and is thus a crucial part of our visual identity. The primary color should mainly be used in details and to highlight specific elements, but it should not be overused. The other shades of red can be used in combination with our main color, but can also be used by themselves, they can be used as background colors for information blocks etc.

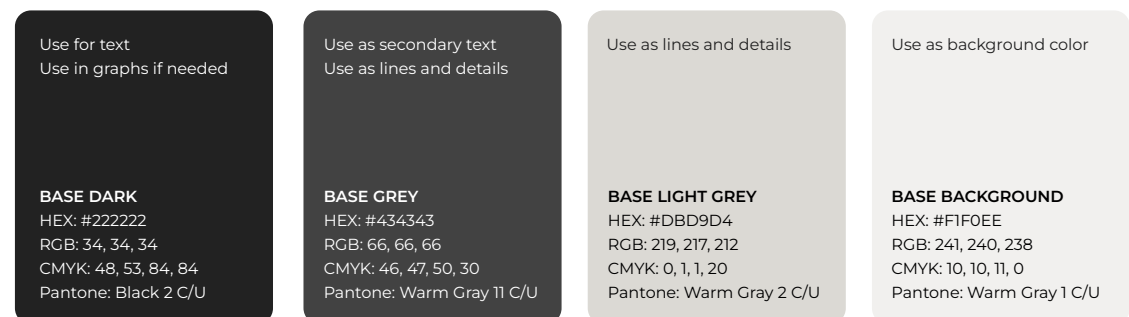
Base colors

As base colors there is a palette of warm gray that can be used on text, visual elements and backgrounds. The darkest gray should be used as the text color, it can also be included if an extra color is required for the complementary palette. The two medium gray colors are used for lines, details and for secondary text that does not need to attract much attention. The lightest color is used as the background color.

Primary colors



Base palette

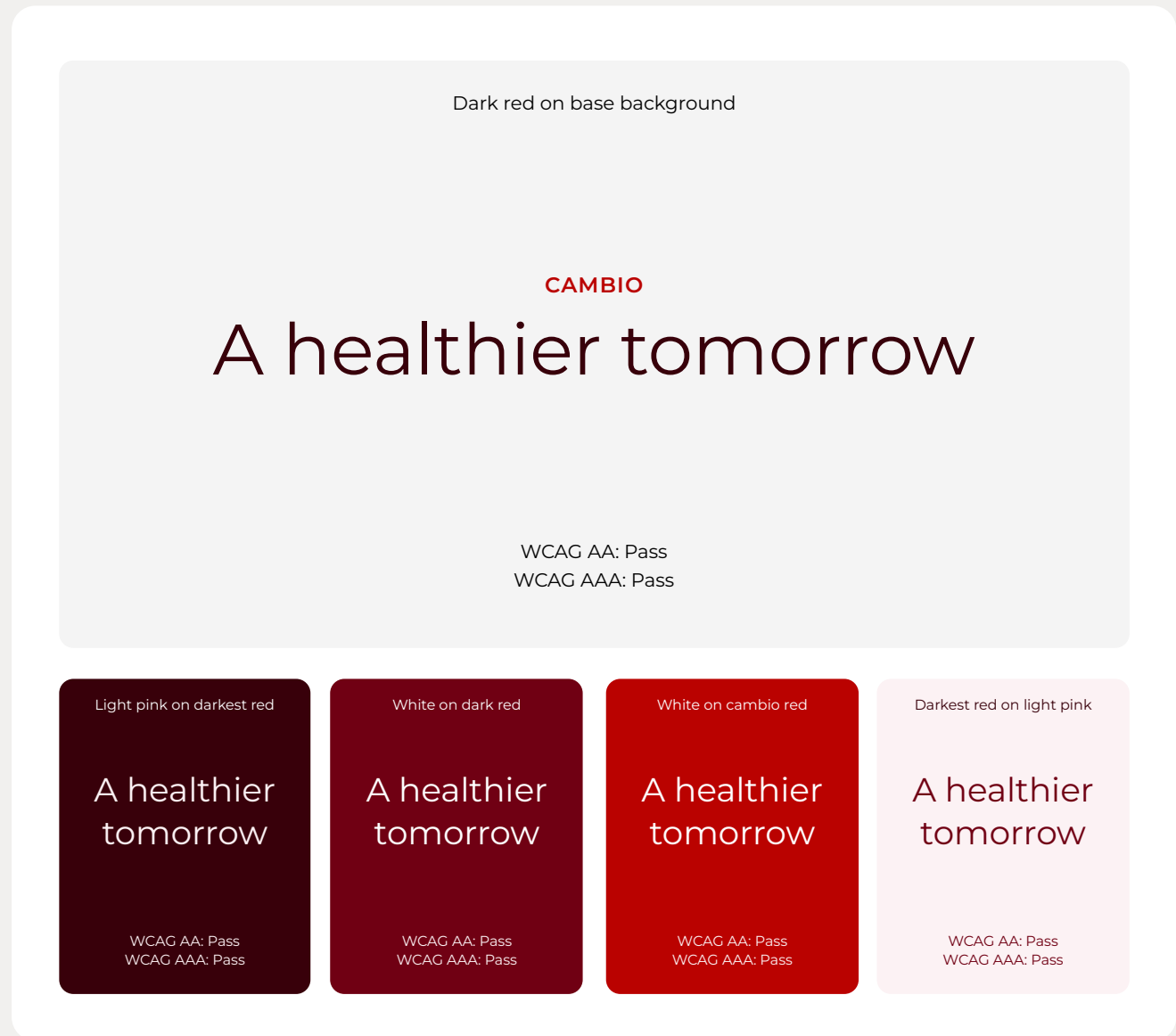


Color use

We mainly use light backgrounds in our communication, either white or light grey. Using light-colored backgrounds not only gives a softer impression, but also contributes to increasing the readability of texts. As the background shades are complemented by our red palette, we do not lose our main color which is an important part of our visual identity.

The red palette can be used as a background when we need to highlight or reinforce something. The light pink color can be used as a background, but if the color is to be placed on a light gray background, it should be complemented with a white frame to highlight it.

Make sure that text on the background is clearly visible so that even people with poor eyesight can read, the color combinations on this page are ok according to the WCAG standard. Icons or decoration do not require as much contrast - see next page.

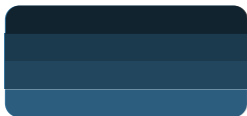
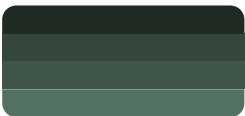
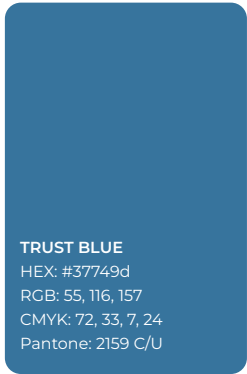
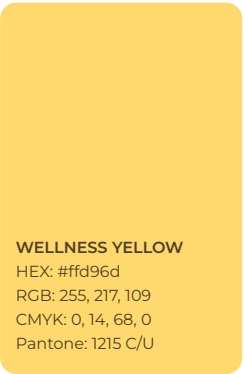
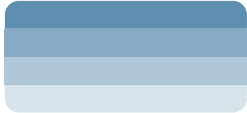
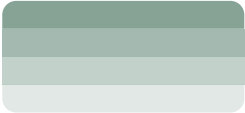
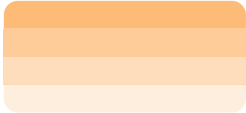
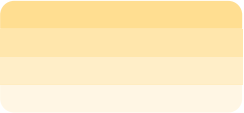


Secondary colors

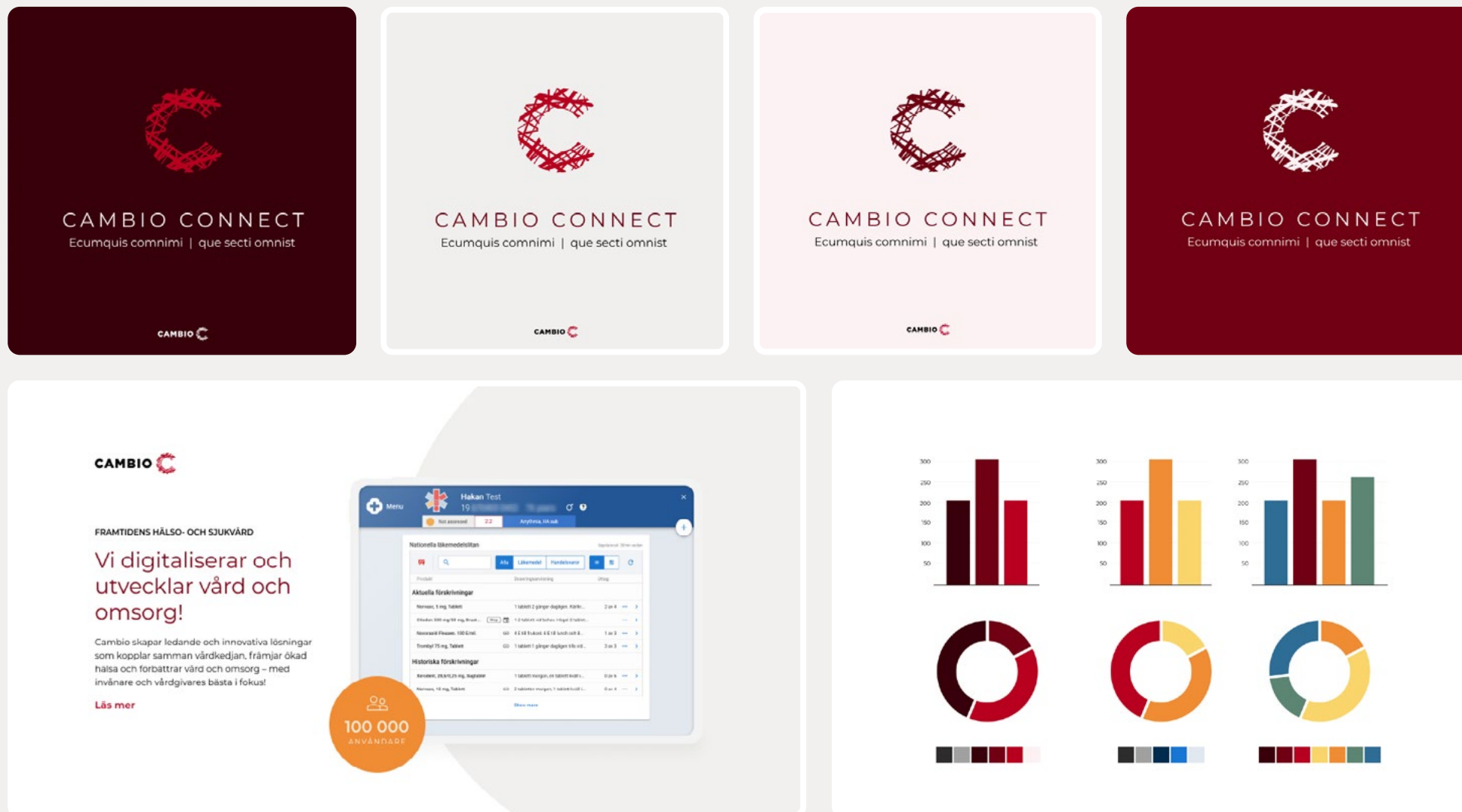
Our secondary color scheme is designed to complement our core red brand colors, adding depth and versatility to our visual identity. These colors can be used as accent tones in charts, graphics, icons, and other detailed visual elements. Their purpose is to enhance the brand’s main palette without overpowering it, providing visual interest and aiding in information clarity.

When using secondary colors, aim for balance; they should support the primary red hues without taking center stage. Use these colors thoughtfully, as highlights or to draw attention to specific data points or details. Avoid heavy application of any single secondary color to maintain the prominence and integrity of our primary brand colors.

Secondary color

			
 TRUST BLUE HEX: #37749d RGB: 55, 116, 157 CMYK: 72, 33, 7, 24 Pantone: 2159 C/U	 HEALING GREEN HEX: #6c8d7b RGB: 108, 141, 123 CMYK: 62, 33, 55, 4 Pantone: 2407 C/U	 THERAPY ORANGE HEX: #f7941d RGB: 247, 148, 29 CMYK: 0, 50, 100, 0 Pantone: 144 C/U	 WELLNESS YELLOW HEX: #ffd96d RGB: 255, 217, 109 CMYK: 0, 14, 68, 0 Pantone: 1215 C/U
			

How to use the colors

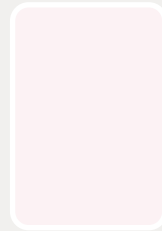


Do's & Don'ts - colors

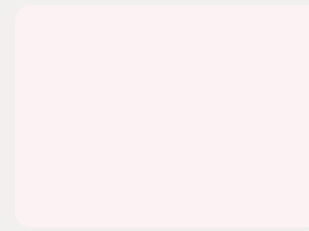
A healthier
tomorrow



Use light background colors
with dark text



Use light background colors
with dark text



Don't use light pink directly
on grey background



Don't over use the
secondary colors

A healthier
tomorrow



Use dark background
colors with light text



Use brand colors in
illustrations

A healthier
tomorrow



Don't use text and background with bad color contrast. This will make it
hard to read, and has bad accessibility

Typography

Typography plays a crucial role in conveying our visual identity and ensuring consistent visual communication. The choice of fonts influences how our message is perceived and helps create a recognizable and professional profile. In this chapter, we present the typefaces that form the cornerstone of our visual identity and provide guidelines for their use to maintain consistency and clarity in all our communications.

Font

Typography is an important part of our graphic profile. We have a classic font that is simple and clear in its form. It should be easy to read and give a reliable and trustful impression.

Primary font

As primary font we use Montserrat. It's a digital font from Google fonts with Open font license. This means it can be downloaded by everyone at Cambio. For headers, preamble and body text we use Montserrat regular, for smaller headers and if needed we use Montserrat Bold.

Secondary font

If the primary font is not available on the device, or is not possible to use, we use Arial. For large headers and body text use Arial regular, and for smaller headers use Arial Bold.

Aa

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö
0123456789!/?%&,;:—

Aa

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö
0123456789!/?%&,;:—

Aa

Arial Regular/Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö
0123456789!/?%&,;:—

How to use the font

Our brand utilizes the Montserrat font family to ensure a cohesive and professional appearance across all communications.

For headers, use Montserrat Regular in either black or dark red. Subheaders should also be in Montserrat Regular and can be either black or dark red, but at a smaller size. Small headers are distinct, using Montserrat Bold in black. The body text is standardized with Montserrat Regular. For info boxes, utilize one of our brand colors for the background and apply the small header format and body text format to maintain consistency and readability. Adhering to these guidelines will help ensure all our materials are visually aligned with our brand identity.

Headers are written in Montserrat Regular

Preamble are written in Montserrat Regular. Comnimpor rem eLaciae. Itatiasperis etur autem que pelique cus exeraecat prem ipsuntio quunt is dolorit lacest liati aliqua temolorrum restemque nulparum quodis dolore necturent lam.

Subheader are written in Montserrat Regular

Body text are written in Montserrat Regular. Comnimpor rem eLaciae. Itatiasperis etur autem que pelique cus exeraecat prem ipsuntio quunt is dolorit lacest liati aliqua temolorrum restemque nulparum quodis dolore necturent lam.

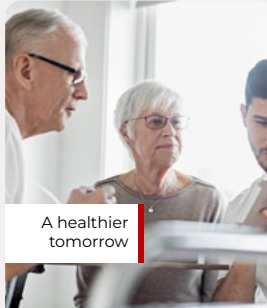
Small header are written in Montserrat Bold.

Nimintem ut vollam quia corem arum et eostemp oresent aliquidem atiscium vellat. Tem sitatemoles excepro quodiam sequunte incium llandam.

Infobox header are written in Montserrat Bold.

Body text are written in Montserrat Regular. Comnimpor rem eLaciae. Itatiasperis etur autem que pelique cus exeraecat prem ipsuntio quunt is dolorit lacest liati aliqua temolorrum restemque nulparum.

Do's & Don'ts - Typography



A healthier
tomorrow



Place text in box on images

This is a header

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Ompero avernartem inesimus hult. Ex sendam et? Imus, sulto huc medo, facit, que nondeff resit, cul hebatio vidit, C. Ovehem re consum iam nost L. Cutemquit laest L. Artero, consum ad fortuus hae quidepotius, nota, ut re fatrum pulinte noste, simius, que cons caequis ia inte, octer hos consulut omnorei in tam ad inequa L. Habitis.



Don't use bold in big headers

Hebuscivat. Rommorb itrimus ius, sitia? in hills omnessi intia confectis nos octam, dementrae publis res is ret? Aximihi liciore autente stertus publibere inclare omperius, etiemientum ia nox mo mo est aucte manu il con rest adhul issoltum ina omniquerei fuis acient; nonsuli sent.

Avesus? Etra, omantia consuloca imus.

Ompero avernartem inesimus hult. Ex sendam et? Imus, sulto huc medo, facit, que nondeff resit, cul hebatio vidit, C. Ovehem re consum iam nost L. Cutemquit laest L. Artero, consum ad fortuus hae quidepotius, nota, ut re fatrum pulinte noste, simius, que cons caequis ia inte, octer hos consulut omnorei in tam ad inequa L. Habitis.

Terberem di testios, quem. Ad Catquon sultorei puliam avenden eridentris rediis, num publien nonestodit. Ompero avernartem inesimus hult. Ex sendam et? Imus, sulto huc medo, facit, que nondeff resit, cul hebatio vidit, C. Ovehem re consum iam nost L. Cutemquit laest L. Artero, consum ad fortuus hae quidepotius, nota, ut re fatrum pulinte noste, simius, que cons caequis ia inte, octer hos consulut omnorei in tam ad inequa L. Habitis.



Don't center align long texts



A healthier
tomorrow



If it's the image allows it, it's ok to add text on image



Don't use outlined or dark shadow on text

A HEALTHIER TOMORROW

A HEALTHIER TOMORROW

Images Illustrations and icons

Images, illustrations, and icons are pivotal in representing our visual identity and ensuring a cohesive visual narrative. The selection and use of these elements significantly impact how our brand is perceived and aid in establishing a consistent and professional profile. This chapter outlines the guidelines for using images, illustrations, icons, infographics, videos, and mockups to maintain a unified and clear visual identity across all our communications.



Images

A picture is worth a thousand words. Therefore, it is particularly important what type of images we use.

When selecting and using images for our brand, it is essential to aim for a documentary storytelling approach. All images should be inclusive and reflect the diversity of our audience. To maintain a consistent visual identity and to make sure to comply with laws, choose images from our own curated library.

You are not allowed to use images outside of our image library. Images from Google are not licensed to be used without permission. So if you need an image and can not find it in our library, contact the marketing department.

If you need to use a photo taken by you, think about the GDPR/Personal Data Act. You must have a legal basis for using images in which people appear, usually a consent from those visible in the image.



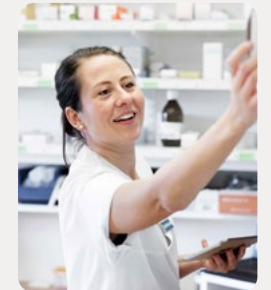
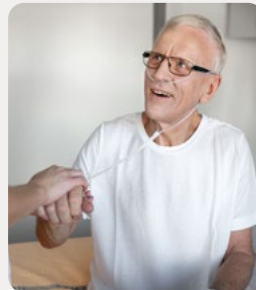
Guidelines when we select images to our library

- Photographing people in their everyday environment. It gives credibility and a natural context.
- Pursue a relevant event in the image. The images should feel active and not set up or arranged.
- Use the natural and existing light. If the assignment requires flash, mimic the natural light.
- Use blur. It increases concentration on the main subject and gives a calm feeling and a soft appearance.
- Relaxed styling. The motifs should not feel “dressed up”. This also applies to make-up.
- Consistent finishing. Strive for uniform color balance, contrast and brightness in the images.



Images - Health and Social care

For the health & social care sector, focus on capturing active and authentic moments that reflect health and welfare with a Scandinavian approach. Images should showcase both healthcare professionals and patients in real-life scenarios. The aim is to highlight genuine interactions and the human side of healthcare, emphasizing care, compassion, and expertise.

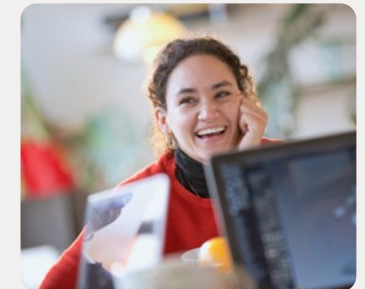




Images - Society

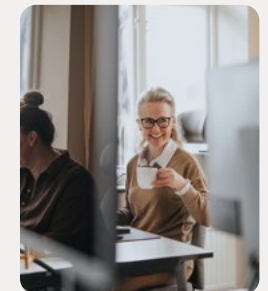
Images representing society should depict people in their everyday lives, characterized by happiness and positivity. These images should capture the essence of daily activities, family moments, and social interactions. The goal is to convey a sense of community, joy, and the simple pleasures of life, reflecting the diverse and vibrant fabric of our society.





Images - Tech

In the tech sector, images should feature devices, including health tech and other advanced technologies used by our audience. Highlight the role of AI and future technologies in enhancing lives and advancing our capabilities. These images should illustrate both the practical applications of technology and the innovative spirit driving future developments.





Video

When creating videos or animations for our brand, always start and end with the Cambio logo to ensure brand recognition. When showcasing someone's name and title, use a grey background with a red line and Montserrat font to maintain consistency with our branding.

For accessibility, include text captions for all spoken audio within the video. Use natural lighting to create a realistic and inviting atmosphere, and ensure the colors used in the video align with our brand palette and the style of our images. By following these guidelines, we maintain a cohesive and professional visual identity across all our video content.



Jane Doe
MARKETING MANAGER

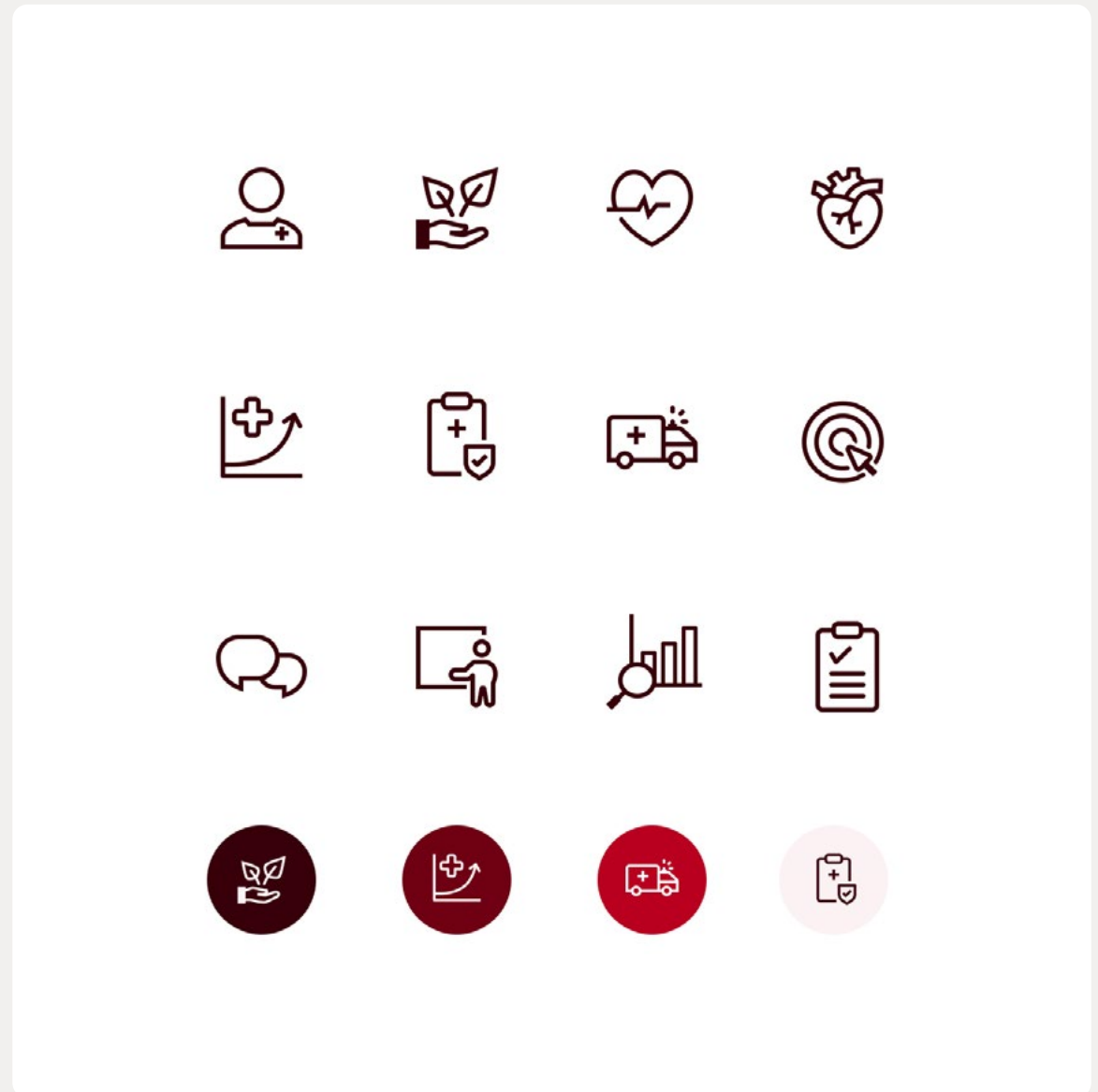
Icons

We use our icons to clarify messages and to make it easier to find the right information. We use them in presentations, on posters, on the web, in social media etc. They are designed to harmonize with our profile and are available in different color combinations.

They can also be used inside a circle in one of our brand colors.

Examples of how we use the icons in different contexts can be found later in the manual.

The library is filled as more icons are produced. If you have a specific need for an icon, please contact the marketing department.



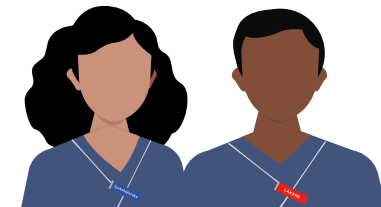
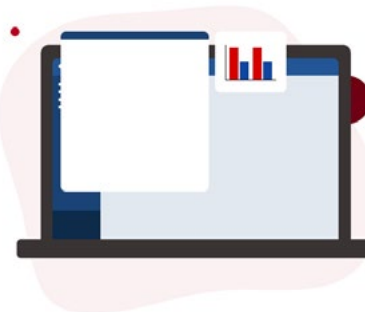
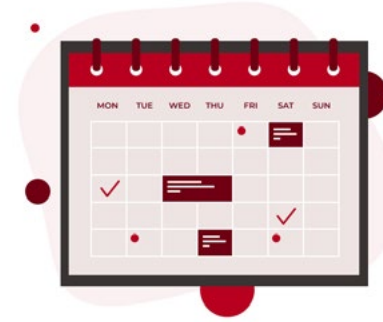
Illustrations & Infographics

We can use illustrations to create feeling and a more personal expression. Illustrations is to be used with care, but are good to use for Iconographics, storyboards and personas. We have a few illustrations that can be used as images aswell.

Our illustrations contain a mix of people and technology. We portray health and care staff, residents and the entire ecosystem in the form of buildings. But we also bring technical and everyday elements into our illustrations.

The illustrations are created specifically for Cambio to harmonize with the rest of our visual identity, so don't use other illustration styles.

The library is filled as more illustrations are produced. If you have a specific illustration need, please contact the marketing department.



Use illustrations

- when a photographic image cannot be used
- when something is difficult to capture with a picture
- to clarify a process or an instruction.

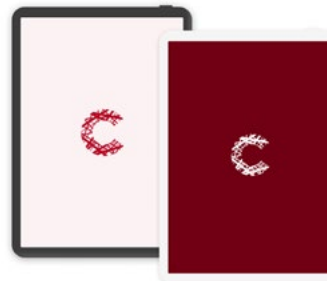
Mock ups

Mockups are a powerful tool to visually represent our products. They help in showcasing our product's interface, functionality, and user experience. When using mockups make sure they are clean, professional, and aligned with our brand identity.

Ensure mockups are high resolution and of professional quality. Avoid pixelation and blurry screenshots in the mockups. Make sure that the mockups are relevant to the context in which the software will be used.

We always use our Cambio mockups which ensures that the devices are generic and unbranded to keep the focus on the software itself. Populate the mockups with realistic and relevant data to make them more relatable.

The mockups can be used in presentation materials, social media and on our website. Our mockups are available in different formats depending on need.



Profile in use

Desktop utilities

Kind regards,

Ester Svensson
Marketing Manager

Phone: 0760017945
Email: ester.svensson@cambio.se

Cambio – A Healthier Tomorrow
cambio.se | cambiogroup.com



[LinkedIn](#) | [Facebook](#) | [Instagram](#)

Email signature

14-16 MAJ | SVENSKA MÄSSAN, GÖTEBORG
Träffa oss på Vitalis 2024
MONTER: B06:01 OCH B06:02



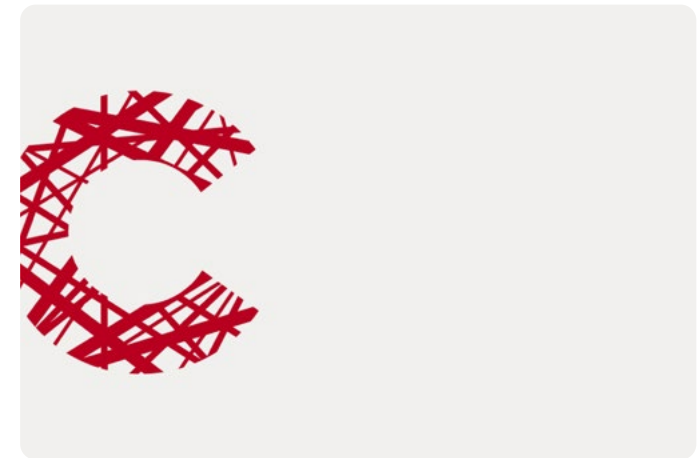
A HEALTHIER TOMORROW

CAMBIO

Example of mail banners

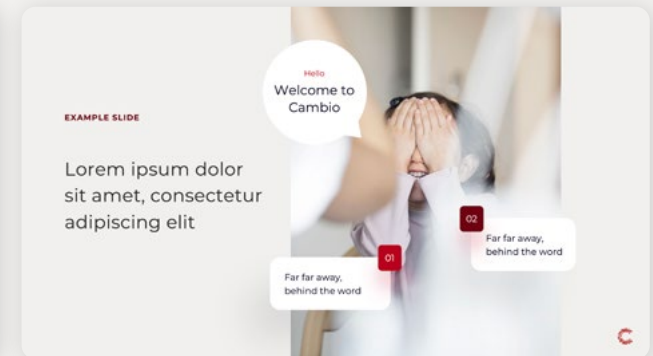
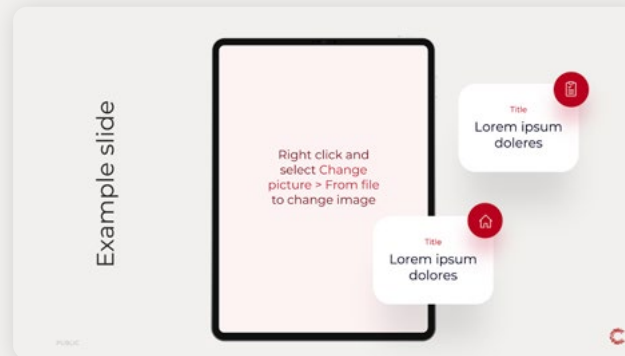
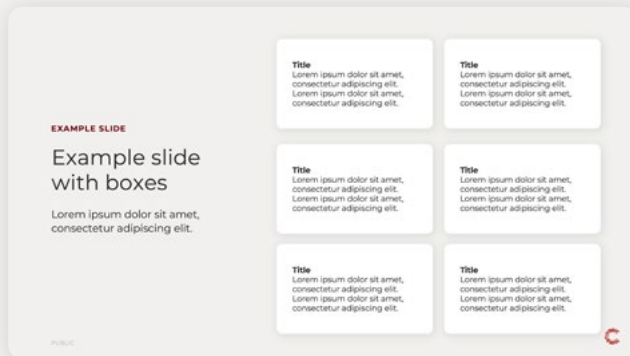
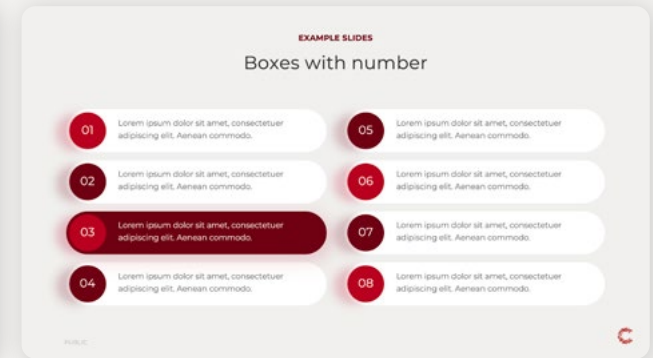
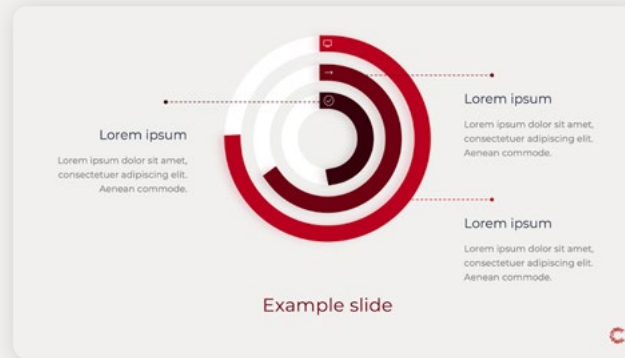


Desktop backgrounds



Teams backgrounds

Powerpoint template



Examples of powerpoint slides

Branded items



All branded items must be orderd through the Marketing Department



Exhibition material

