



BOCAhealth

B R A N D B O O K

This tool is the collection of all the fundamental rules for the use of BOCAhealth brand.

Its use helps to make all the communication tools coherent each other, reinforcing the image that the company gives of itself, towards employees, partners, customers and investors.

Indeed, the strength of a brand is perceived through internal and external communication tools. The more they are homogeneous, the greater is the recognition of BOCAhealth and its services.

It is therefore necessary to follow the guidelines indicated in this manual, not modifying them in any way and/or part.



OLD VERSION

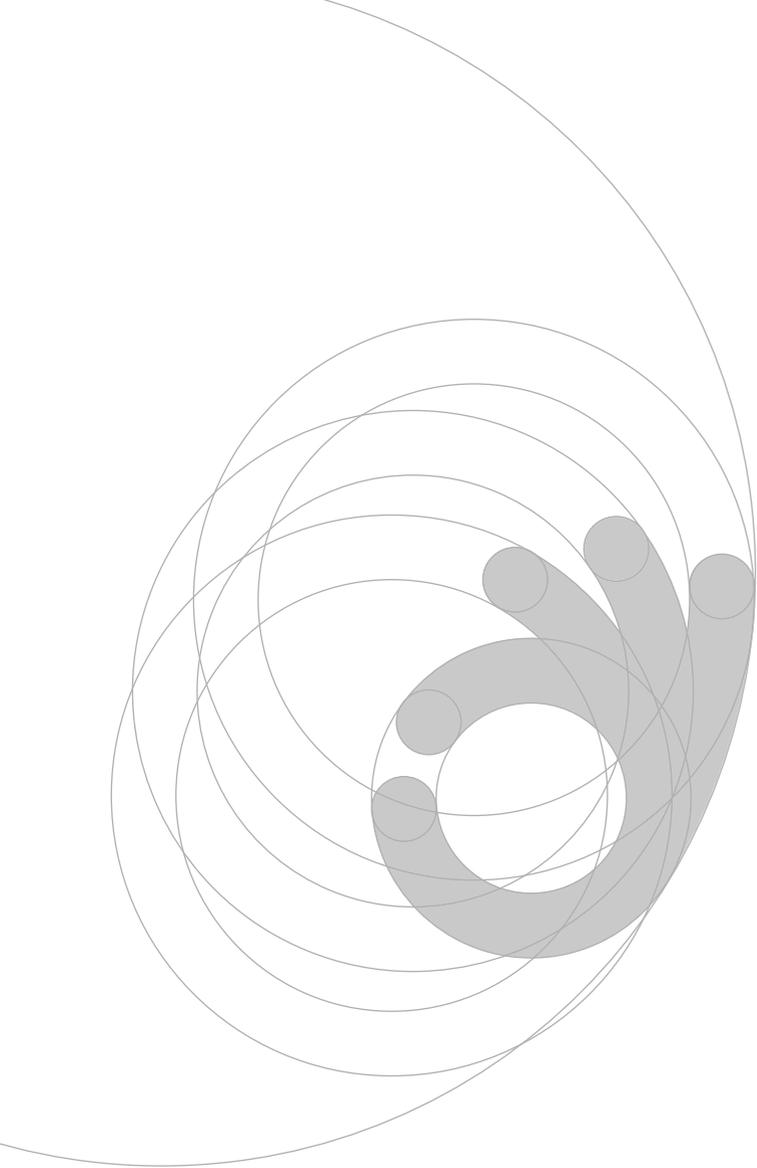
PROBLEMS AND ISSUES

The old version of BOCAhealth's logo presented a series of problems that affected its legibility, not allowing an optimal use at small sizes.

The aim of the image is to transmit company values such as simplicity and lightness (both in terms of usability as in communication) but also to remember the idea of liquids and water, which are the main subjects in the use of healthcare devices that the company develops.

The small details on the fingers, which aimed to recall the concept of fluidity, created enormous problems of legibility when the logo was used in small dimensions, becoming invisible in some cases, otherwise they were confused with the other elements.

Furthermore, the logo presented inconsistencies in terms of proportions between the pictogram and the logo, as well as continuity and homogeneity of the shapes.



NEW VERSION

CONSTRUCTION

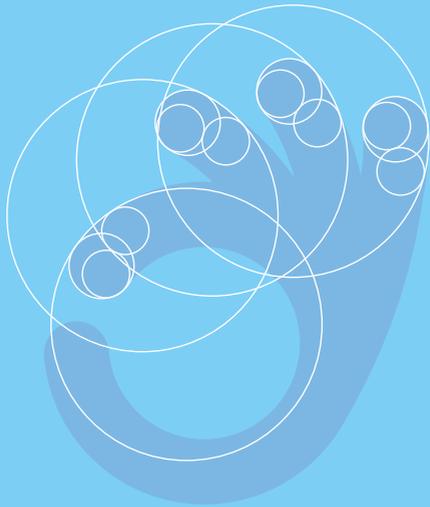
Rebuilding the architecture of the pictogram, it is given greater consistency and repetitiveness to the circumferences that describe the main shapes of the image.

A common rotation point has been identified, so that the unfolding of the fingers appears more regular.

Furthermore, a lack of continuity of the shape, which characterized the old version of the logo in the right part of the pictogram, was corrected through the identification of a tangent circumference to the most external elements.

A similar thinking, in terms of research of consistency and uniformity of the shapes, was carried out to make the drops on the fingers, eliminating those details that could have create problems.

In this way the whole forms and lines are much more simple and clean.



PICTOGRAM



PROPORTIONS

The realization of the entire logo followed the proportionality criterion in the spaces and in the dimensions. So both the pictogram and the logotype are in a very precise dimensional relationship, regarding both height and width.

The position of the writing is not centered in relation to the whole icon, but to the reference circumference, to give greater balance.

The distance between the two elements is equal to half the length of the pictogram: in this way, they both have a negative space sufficient to breathe, remaining in close relationship with each other.

The logo provides the use of two different versions: the one in which there is only the pictogram, to be used for elements such as favicon, and the complete one, to be used in most part of the cases, called standard version.



LOGOTYPE ADJUSTMENTS

Depending on the proportional ratios described above, the logotype has been the object of a series of adjustments which concerned, above all, an approach to the letters which becomes more and more evident towards the final part of the company name.

Lower, you can analyze how the final version of the logo (in blue) has a smaller distance between the letters, compared to the logo made simply by typing the company name, in gray.

This allowed to elaborate a logotype that was a proportional multiple of the pictogram.

BOCAhealth

RESPECT AREA

The logo needs a negative space in the surrounding area to maintain high readability and clarity in the distinction of the elements. The space that must be left empty around the trademark has the size of the height of the B of the logotype, corresponding to 4Y.



VARIATIONS

Not just standard version or pictogram of the logo. Different monochromatic variants have been studied and realized, to be used in specific cases.

Here, the fingers of the pictogram lose the detail of the drops on the tips, turning the icon into a uniform image: this was due to the fact that, for reasons of contrast with the background (as in the monochromatic version) the drops would not have been legible.

Again for reasons of legibility, the same can be said for the other three variants presented: the greyscale version is to be used for newspapers and press, presenting an equoluminous gray tint compared to the blue that belongs to the logo; the black version is designed for use it also on physical products, for engravings and relief; the white version, finally, is to be used in cases where the background has a brightness equal to that of the standard version logo color.



BACKGROUNDS BEHAVIOR

Aside, it is possible to see the behavior of the standard version compared to some background colors.

It is necessary to use a solution that always creates the greatest contrast of hue and brightness between the logo elements and the background, always allowing correct readability, regardless of the use of the pictogram or standard version, monochromatic or not.

The use on the white background of the standard version always remains the most appropriate choice, but it is possible to notice how backgrounds of opposite tints to those representative of the brand, always allow the image to stand out, being clear.



WHITE BACKGROUND



ORANGE/YELLOW BACKGROUNDS



RED/PINK BACKGROUNDS



BLACK BACKGROUND

SIZES

The smallest size possible, which you can use the logo are 100 px in length, equivalent to about 35 mm, for the standard version; for the version with the pictogram only, the minimum size are 16 px in height, about 5.6 mm, which represent the minimum size of the favicon. In both cases, the images maintain their readability and the recognizability of the details.



TYPOGRAPHY

The font chosen for the realization of the logo is the Montserrat, designed by Julieta Ulanovsky and inspired by the old posters and the writings on the walls of the homonymous district of Buenos Aires.

In addition to a wide choice of styles, the Montserrat turns out to be great for titles and large writing, has a management of the spacing always proportioned and the geometric pattern of the letters provides elegance and modernity together.

Moreover, significant is that the Montserrat is a Googlefont having excellent readability, both in the web and desktop, use and has a free-use license.

MONTSERRAT

Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

MONTSERRAT BOLD

ABCČĆDĎEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyzž
ĂÂÊÔŮŤăâêôů
1234567890
'?!"(%)[#]{}@/&\<-+÷×=>©\$€£¥¢;,:*.

COLOUR PALETTE

The revision of the color palette used for the creation of the company brand saw the maintenance of blue tints as primary colors, which were appropriate both for the healthcare context and for communicating the concept linked to fluid analysis.

However, some minor changes were necessary: we opted for very bright colors to better match the digital and technological nature that is behind the BOCAhealth products, communicating however, through the contrast of saturation of the blues, the same dynamic that is found in the behavior of the body's liquids.



HEX: e1f2fa;
HSB: 199°, 9%, 98%;
RGB: 225, 242, 250;
CMYK: 14%, /, 2%, /



HEX: 38b0e4;
HSB: 197°, 75%, 89%;
RGB: 56, 176, 228;
CMYK: 69%, 10%, 1%, /



HEX: ffffff;
HSB: 199°, 0%, 100%;
RGB: 255, 255, 255;
CMYK: /, /, /, /

DONT'S

A proper use of the logo, provides for its utilisation only in the formats indicated in the previous pages of this document: the pictogram version and the standard version, with all the variations related to it.

As a result, the use of the BOCAhealth logo in any other form or composition is **incorrect**. On the opposite page are some examples of the possible **incorrect** use to which the company logo may be subject.



VERTICAL ALIGNMENT OF
PART/WHOLE LOGOTYPE



STRETCH/COMPRESS



ANOTHER COLOUR/GRADIENT/
CONTRADICTION



ANOTHER TEXT



SHADOW/EXTRUSION

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info@boca-health.com

