Graphic Charter

BCB Medical – the Nordic market leader in gathering and analyzing clinical data. We revolutionize the way clinical data impacts people's lives. Our aim is to ensure that current and future generations live healthier lives.

The purpose of the graphic charter is to present and guide the visual look and communication of our company. The charter specifies the use of the logo, colors, and typography. In addition, the charter presents (various communications applications in which the visual look is implemented in a manner consistent with the desired style.

Graphic guidance aims to ensure that all communication within our company uses the same unified principles. Thus, the visual expression forms a personal, controlled, and recognizable entity, which contributes to the way the message is received.

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Content

Logo 4

How to use logo 5

Typography 6

Colors 7

Accessibility of the colors 8

Examples of color accessibilities 9

Pictures 10

Word template 11

Powerpoint template 12

Logo

There is a light and dark version of the logo, as well as an entirely white and black version. Light logo version has a golden heart symbol and dark logo has a red heart symbol.

The primary logo to use is the dark or light version. The completely white or light version of the logo can be used over the photos and especially on a dark background to make the logo stand out more. The protection area of the logo is the width of the letter B. Text, images or other graphic elements may not be placed in this area of protection. The minimum height of the logo is 1.5 cm.

How to use logo

When you resize the logo remember to keep it’s dimension.

When the logo is used over a photo, make sure that the logo stands out effortlessly from the picture, the contrast should remain large enough between the elements and background colors.

Typography

In titles and lifting text on top of pictures the primary font is Franklin Gothic Demi. This font is also used when using the slogan Bringing Data To Life.

In basic forms and letters, the Franklin Gothic Demi font is used in the headings and the Franklin Gothic Book font in the body text. The basic form set includes an MS Word template for documents and memos and an MS PowerPoint template for presentations.

Franklin Gothic Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopgrstuvwxyzåäö
1234567890

Franklin Gothic Book
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopgrstuvwxyzåäö
1234567890

Colors

BCB Medical's characteristic colors are golden tones blood red, earth-brown, gray-coal ash, and sand.

The darker tones are mainly used in texts.
Light colors are accent colors and used for example in color soles, graphs, and charts.

The blood-red color reflects ambition and vitality. In addition, it is the color of the heart and help. Sand color signals human intimacy, hope, and human cause. The earth-brown and gray colors symbolize security, matter-connoisseurs, and balance. Golden colors radiate high quality, warmth, and uniqueness.

Black and white colors are exceptions. Tones are not in BCB color palette but always acceptable to use in texts.

Primary colors

LIGHT GOLD
C17 M18 Y67 K2
R219 G197 B106
#dbc56a

MID GOLD
C29 M36 Y86 K17
R171 G141 B55
#AB8D37

DARK GOLD
C33 M47 Y97 K30
R144 G109 B27
#906d1b

BLOOD
C29 M89 Y75 K32
R141 G45 B45
#8d2d2d

EARTH
C60 M60 Y53 K59
R70 G60 B60
#463c3c

Secondary colors

COAL
C64 M55 Y52 K54
R68 G68 B68
#444444

SAND
C9 M27 Y33 K1
R234 G196 B171
#eac4ab

ASH
C16 M11 Y13 K0
R221 G221 B221
#DDDDDD

Accessibility of the colors

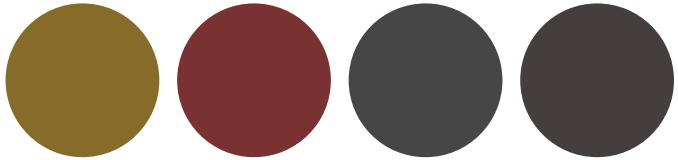
Accessibility colors

The contrast of these colors with white is strong enough for texts icons, charts, and infographics to stand out clearly. Important! Note that text sizen is big enough.

Combining colors

More achievable color combinations are obtained by utilizing colors of lighter shades. Please note that the contrast remains large enough between the elements and background colors.

We have four accessibility colors in BCB color palette.



Examples of color contrasts.

Lorem ipsum

Ur am, ipsam untia es autemporpos sum sim consectur, ut quam aut aut lam et que conem sintio. Dolecabo. Et quas aruptatur? Orpor sunt, tet in rehendi taessinctem inctio.

Examples of color accessibilities

When combining colors you need to take accessibility into account. The contrast between the colors should be large enough for the elements to clearly stand out from each other. Use the lighter shades of colors in color combinations when needed.

Color combinations are used, for example, in various digital user interfaces. When using colors, the color palette should always be taken into account and that the primary colors always play the main part. Secondary colors are used with discretion and according to need.

Examples of BCB colors accessibilities.

Pictures

The image world of BCB Medical highlights Nordic nature as well as selected details. The color scheme of the images is earthy, and the images show the brand colors of the company. The images want to emphasize Nordic quality and expertise.

The central theme of nature images is a flowing creek or river at different times of the year. It symbolizes the flow of information. In addition, the image world repeats details of gold nuggets, reflecting the grains of information and the analysis of data characteristic of BCB Medical. Gold nuggets also symbolize the dignity of the information being analyzed: BCB Medical's mission is that current and future generations will be allowed to live healthier lives.

Close-ups of human faces of different ages and especially eyes can be found in the picture world. These images symbolize BCB Medical's relationship with people and human health.

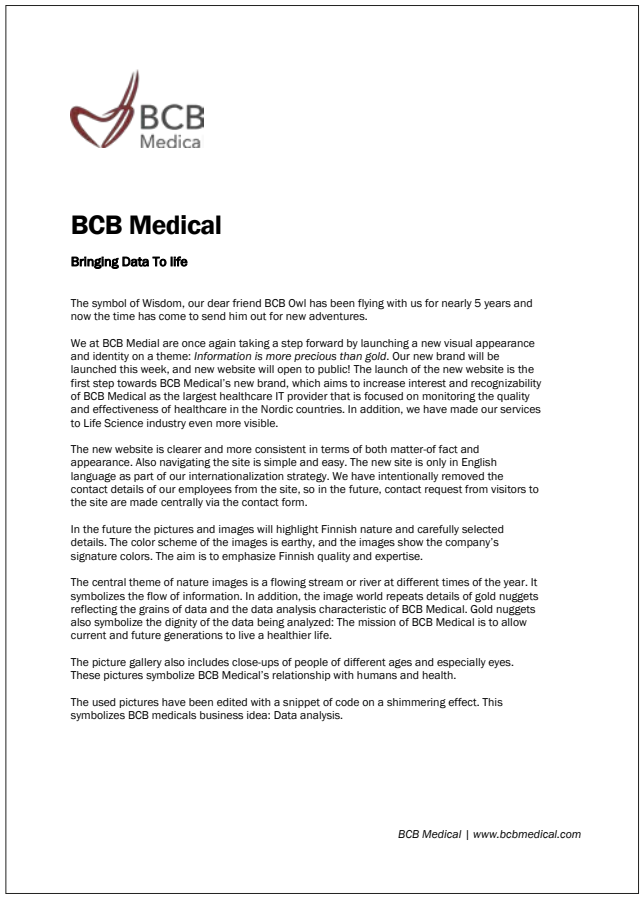
The photographs have been edited to combine an image of a snippet of code with a shimmering effect. This symbolizes BCB Medical's idea of action: data analysis.

Word template

The size of the form base is A4 and is suitable for Word. To keep the visual look uniform in all documents, please use the following instructed font sizes, colors, and styles in the forms.

The title or main header of the form base uses the Franklin Gothic Demi font and the Franklin Gothic Book font in the body text. If necessary, other cuts of the font (Bold, Italic) can also be used.

The templates have BCB theme set up in Design tab. Font sizes are ready for different heading levels and for body text in the Styles options. You can change the font size for more suitable one according to need.



BCB Medica

BCB Medical

Bringing Data To life

The symbol of Wisdom, our dear friend BCB Owl has been flying with us for nearly 5 years and now the time has come to send him out for new adventures.

We at BCB Medial are once again taking a step forward by launching a new visual appearance and identity on a theme: *Information is more precious than gold*. Our new brand will be launched this week, and new website will open to public! The launch of the new website is the first step towards BCB Medical's new brand, which aims to increase interest and recognizability of BCB Medical as the largest healthcare IT provider that is focused on monitoring the quality and effectiveness of healthcare in the Nordic countries. In addition, we have made our services to Life Science industry even more visible.

The new website is clearer and more consistent in terms of both matter-of fact and appearance. Also navigating the site is simple and easy. The new site is only in English language as part of our internationalization strategy. We have intentionally removed the contact details of our employees from the site, so in the future, contact request from visitors to the site are made centrally via the contact form.

In the future the pictures and images will highlight Finnish nature and carefully selected details. The color scheme of the images is earthy, and the images show the company's signature colors. The aim is to emphasize Finnish quality and expertise.

The central theme of nature images is a flowing stream or river at different times of the year. It symbolizes the flow of information. In addition, the image world repeats details of gold nuggets reflecting the grains of data and the data analysis characteristic of BCB Medical. Gold nuggets also symbolize the dignity of the data being analyzed: The mission of BCB Medical is to allow current and future generations to live a healthier life.

The picture gallery also includes close-ups of people of different ages and especially eyes. These pictures symbolize BCB Medical's relationship with humans and health.

The used pictures have been edited with a snippet of code on a shimmering effect. This symbolizes BCB medicals business idea: Data analysis.

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PowerPoint template

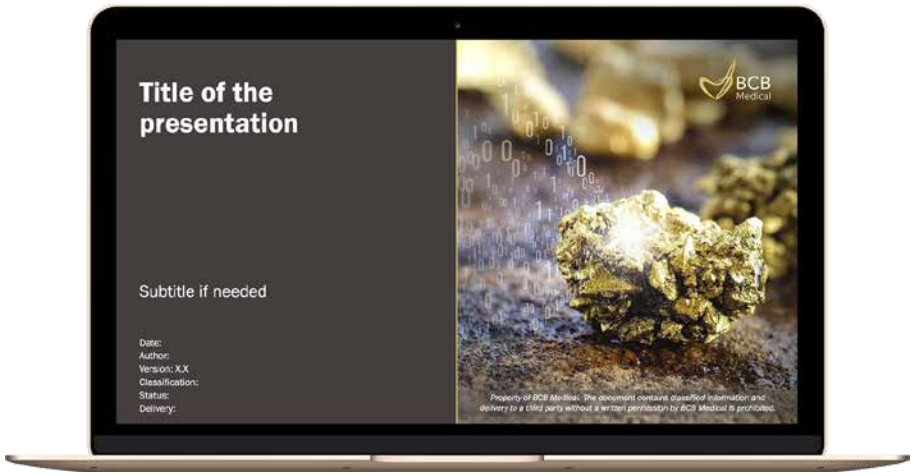
The presentation base is suitable for PowerPoint. In order to keep the visual look uniform in all presentations, the layouts, font sizes, or colors of the presentation base must not be changed.

The presentation template includes a header slide, a text slide on one column, a text slide with two columns, and a plain background slide on which images or diagrams can be placed, for example.

For titles of the presentation use the Franklin Gothic Demi font and in body texts use the Franklin Gothic Book font. If necessary, other cuts of the font (Bold, Italic) can also be used.

In all slides, the main header should primarily be a font size of 40 and the body text font size is 24. In text slides, the font size of the first level of the body text is 24, the font size of the second level is 22, and the font size of the third level is 20.

Notice! If you need to reduce the font size to much smaller than instructed above, consider whether you can summarize the text or transfer part of the text to another slide to keep readability and visibility clear.



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