

The new Care Opinion visual identity
MARCH 2020



**Visual
Identity
Guidelines**



We are Care Opinion, a non-profit social enterprise pioneering new, online approaches to consumer engagement with health and care services.

Previously, we operated as both Patient Opinion for health services and Care Opinion for aged care and social services for patients and consumers to share their experiences in care services and read feedback from others. Care service staff respond online, using public feedback to continuously improve their care.

As health and social care services across Australia continue their journey towards integration, we have merged to become Care Opinion, following in the footsteps of our parent company in the UK.

To pursue our mission of carrying people's voices into the heart of care, it is vital we raise public awareness of our service, so more people can benefit and help to create more impact. And we must make sure we are recognised by a wide range of stakeholders such as care providers, regulators, educators and policymakers.

So, we have devised a new brand identity that supports our evolving mission. This document is a brief guide to our new brand, which aligns with our global brand. We hope you enjoy getting to know us better.

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2 colour logo 03

This is the new Care Opinion logo. It is bold, uncomplicated and approachable. It visually reflects the aims and intentions of the Care Opinion brand – using the speech bubble graphics to reinforce the ideas of dialogue, communication and connections, in simple 'C' and 'O' letterforms.

The Care Opinion Australia logo should be used wherever possible throughout all our communications.

The master logo shown here uses the primary colour palette and should be used wherever possible on all communications.

When using any version of the logo, it is important to always use the supplied master artwork. Never re-create, re-scan or distort the logo in any way. Please use the most appropriate version for the production method you are using.



Master logo – 2 colour – Use on printed materials



Master logo – 2 colour – Use on websites



1 colour logo 04

The new Care Opinion logo also works as a single colour mark. This can be used where the 2-colour logo is not appropriate.

The White logo (Reverse-out) has been created to sit on coloured or dark backgrounds to ensure maximum legibility of the brand.

The Maroon logo (1 colour – CMYK and Pantone) uses just one of the primary brand colours. This can be used wherever a full colour logo is not required.

The Black logo (Mono) has been created to appear on communications where there is no use of colour.

Master artwork of all the logo versions shown are available.



White (Reverse-out)



CYMK/Pantone (1 colour – Maroon)



CYMK/Pantone (1 colour – black)

The Care Opinion logo should appear across all of our communications and be used in such a way that is clear and legible.

Minimum sizing

It is important that the Care Opinion logo is always legible and clear. Because this is so essential, we have created minimum sizes for the logo.

For legibility please ensure that the is must never be reproduced at a width less than 25mm.



Minimum 25mm

Exclusion Zone

To ensure the Care Opinion logo has sufficient space and can stand out, a recommended clearance area known as an exclusion zone has been created.

This exclusions zone is the height of the upper case 'O' from the word 'Opinion' (see visual diagram opposite). Don't worry, you don't have to measure it every time you use the logo, but we would like to ensure this rule is adhered to enable the logo to have an uncluttered look and room to breathe.



○ = the uppercase 'O' from the word 'Opinion'

The Care Opinion colour palettes have been specifically chosen to strengthen our identity. This selection of colours gives Care Opinion a fresh, bold look which helps project a professional image, while still being engaging and approachable.

Pantone Matching Systems (PMS)

Used for 1, 2 or 3 colour projects.

CMYK (Four Colour Process)

Used in full colour projects. Please note custom CMYK colour breakdowns have been selected for the tints to provide the best possible colour match in print.

RGB and Hexadecimals

Used for web applications, screen-based work and internal applications (e.g. PowerPoint Presentations).

Recommendations

- We recommend type should always appear in Pantone Black 7 or its equivalent CMYK, RGB or Hex colour breakdown.
- Please ensure you use the correct CMYK breakdowns for each colour.
- When applying colour to a design please ensure a sufficient contrast is maintained especially when text is involved.



Pantone 5115
C25 M80 Y10 K65
R91 G30 B69
HEX 5B 1E 45



Pantone 220
C0 M100 Y20 K30
R177 G0 B89
HEX B1 00 59



Pantone 109C
C0 M20 Y99 K0
R255 G204 B3
HEX FF CC 03

Primary colour palette



Pantone Black 7
C0 M0 Y0 K85
R77 G77 B79
HEX 4D 4D 4F



Pantone 5135
C10 M65 Y10 K50
R130 G68 B96
HEX 82 44 60



Pantone 205
C0 M80 Y15 K15
R208 G78 B124
HEX D0 4E 7C



Pantone 521
C10 M50 Y0 K20
R183 G123 B161
HEX B7 7B A1



Pantone 204
C0 M50 Y0 K10
R221 G140 B176
HEX DD 8C B0

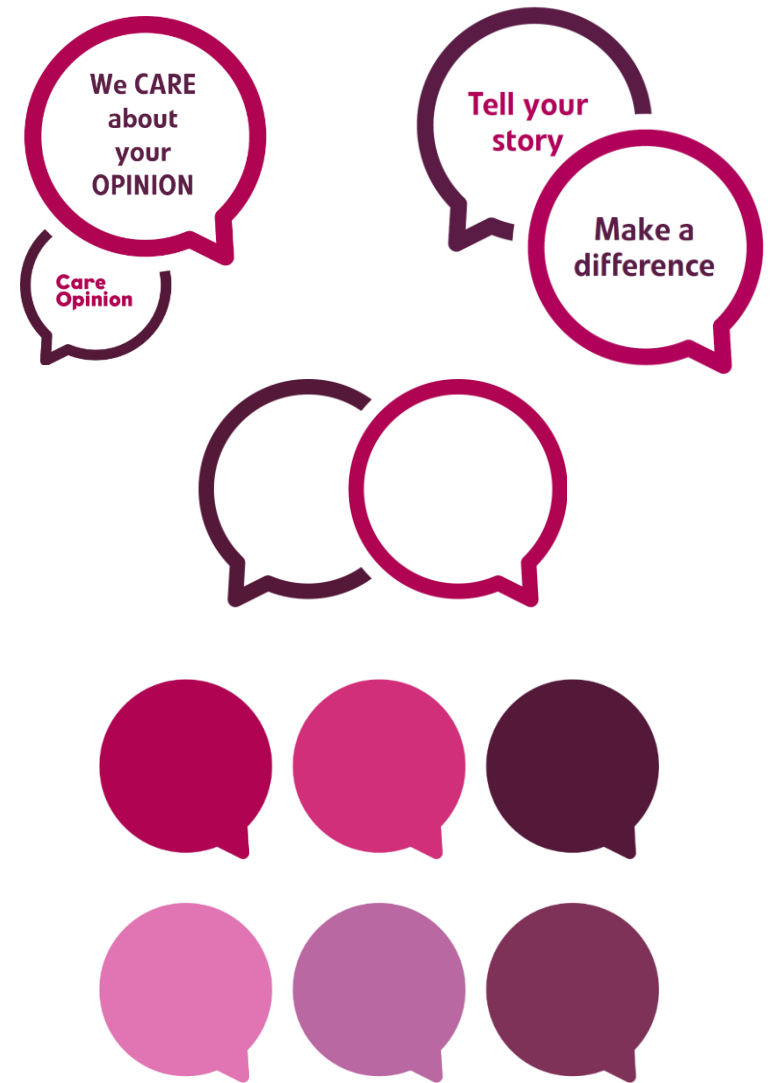
Secondary colour palette

As well as the logo and colour palette, Care Opinion also has a graphic device that can be used to bring the brand to life.

The speech bubbles of the logo – representing the 'C' and 'O' of Care Opinion – can be used as graphics to hold titles, quotes, testimonials or text of any sort.

The speech bubble graphics can be used in various ways – as shown to the right here – as a flexible brand graphic. Any combination of the brand colours can be used within the graphic device.

To keep the graphic looking like a speech bubble, it may not be rotated and the 'point' must always point downwards.



Graphic device examples

The following page aims to guide and inspire designers to implement the speech bubble graphic device in a creative and fitting way.

When photography isn't appropriate or available, the speech bubble device is used as a hero graphic. As a flexible graphic the device can work in a number of ways to offer a varied but consistent look across communication.

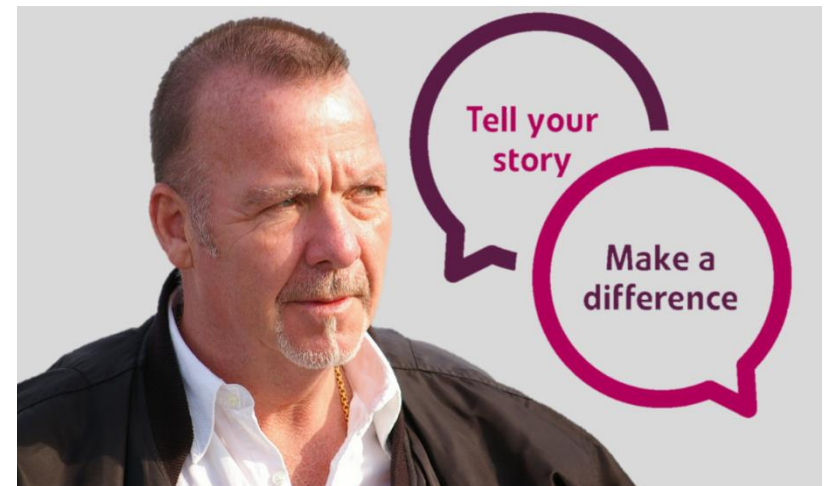
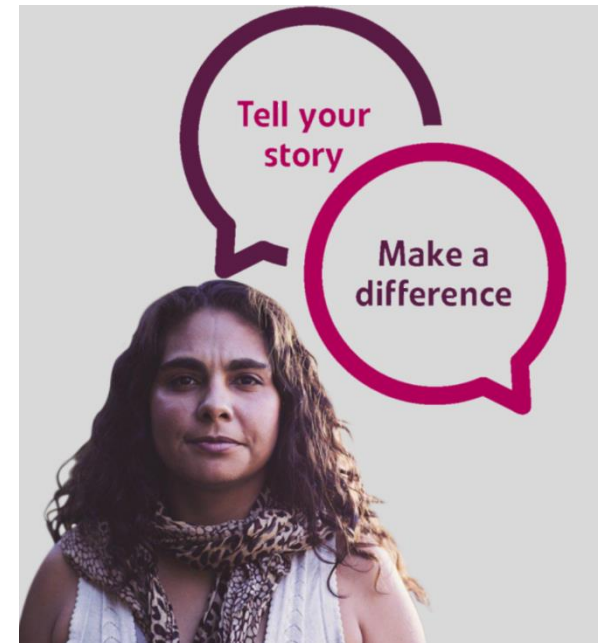
This image shows how the graphic device can also bring photography to life. Its ability to interplay with the images' subjects creates a playful feel. It also acts a holding device for text, bringing emphasis to the copy on the page.

For consistency in branding, Care Opinion uses two typefaces in its materials.

Veto Com is to be used for headings and Museo Sans is to be used in all body text when producing internal printed and online text.

External stakeholders are not required to use these fonts when co-branding or placing the Care Opinion Australia logo on their websites.







These guidelines may not cover every eventuality. For further guidance please contact the Care Opinion team.

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