



### **Brand Content** Print What is a brand?...... 04 Letter Head. Print layout..... Call Cards ..... Logo Email ..... Logo configurations & tagline..... Stationery ..... 26 09 Logo compsition..... Primary and Secondary logos ...... 10 Press ..... Dos and Don'ts 11 Social Media ......29 Colour Brand colors..... Flier ..... Correct colour application ..... Pull Up ..... Black and white logos...... 15 Gift Items ..... **Typography** Brand typefaces......17 Photography Photography.....20







### What is a brand?

The best way to define a brand is how "Your company differentiates itself from its peer brands or the place you want to occupy in the hearts and minds of your audience."

A brand can be considered the personality of a company, conveyed through an identifying mark, logo, name, tagline, voice, and tone.

In this competitive world, a brand is ultimately the culmination of all interactions an individual has with it – from physical encounters to messaging in paid media or articles in the press. As a bustling hospital, certain interactions remain beyond our control.

Nevertheless, the brand empowers us to shape all the messages we generate. Equity, diversity, and inclusion stand as the central pillars of our institution (TBH), and this ethos is evident in all our endeavors.

Our brand maintains message consistency and adheres meticulously to a unified visual and tonal identity.





### **Brand Voice**

- Professional: Staff consistently communicate with patients and their families, showcasing empathy, respect, and professionalism.
- **Empathetic:** Demonstrate compassion, understanding, and sensitivity towards patients and their families.
- **Innovative:** Our state-of-the-art, well-equipped facilities are tailored to deliver the best possible medical care for our patients.
- **Trustworthy:** Cultivate trust by providing precise and dependable information, including contact details and location.
- **Reassuring:** Offer solace and support to patients and their families, assuring them of their well-being post-treatment by our specialists.
- **Approachable:** Encourage friendly and welcoming conversations, inviting audiences to reach out or visit the facility at their convenience.
- **Informative:** Deliver precise and comprehensive details about the hospital's services, specialties, and amenities. Share informative content on social media, such as health tips, to educate the audience.



### **PRIMARY LOGO**



This is our primary, or "umbrella" logo, and consists of three elements:

The Letter "H" as a smybol for Hospital, the Bank Hospital's name, and the yellow circle.

Together they form our logo, the primary visual identifier of our brand.

### Space that must be left blank around the Logo at all times



Tagline: Good Health for All

### TBH Logo

### **Construction of Secondary Logo**

### **Horizontal Version**



**Vertical Version** 



X XX XXX XXX XXX XXX

XXXX

Where "xxxx" is the width of the "P" in the HOSPITAL
Where "XX" is the height of the (THE BANK)
Where "X" is the height of the (HOSPITAL)
Where "xxxxx" is half of height of the circle of the logo
Where one third of "xxxxx" is the height of the (THE BANK)

Where "xxxx" is the width of the "P" in the HOSPITAL Where "XX" is the height of the (THE BANK)

Where "X" is the height of the (HOSPITAL)

Where "xxx" is the height of the "S" in SERIVCE

### **PRIMARY LOGO**



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Together they form our logo, the primary visual identifier of our brand.

### **SECONDARY LOGOS**

The hospital's name in caps "THE BANK HOSPITAL" has been added to the primary logo. **Under no circumstance should the name be written in low Caps.** 

**Horizontal Version** 



**Vertical Version** 



Under no circumstances should individuals create their own logos. Every TBH logo is a component of our brand architectural system. If you need a logo or logo Mockup TBH is happy to provide you with approved files to meet your requirements.

### The dos and don'ts of TBH Logo

### **HORIZONTAL LOGO**



















### The dos and don'ts of TBH Logo

### **Application of The Bank Hospital Logo on various Artworks**







The placement of "The Bank Hospital" should consistently be on the left-hand side of artworks, except in the case of an Invitation Card, a Pull-Up Banner, the Cover of a Flyer/Brochure, the Annual Report, and Gift items.



Invitation







Pullup

PATIENT WELCOME

### COLOUI

### **TBH Colours**

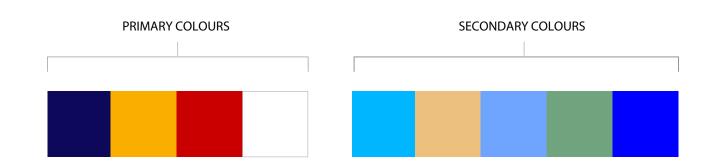
Primary and Secondary

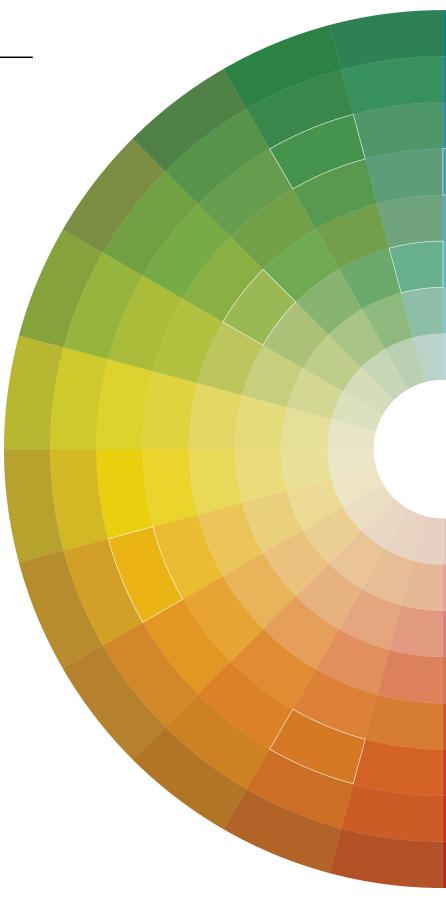
### THE COLOURS

Our colours are as important as the logo itself. Our colours are also our brand's presonality.

There are 4 primary colours:

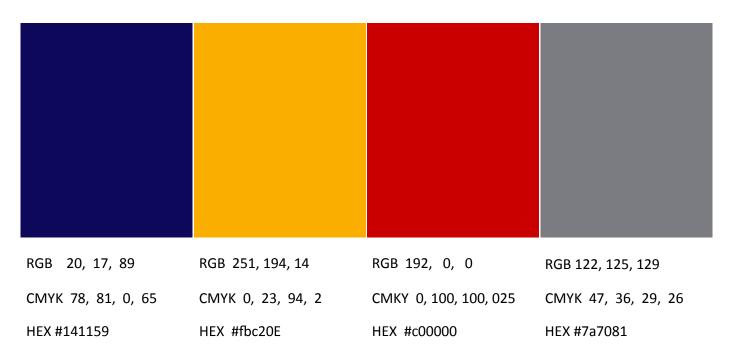
Navy Blue, Golden Yellow, Red and white. Our secondary colours can however be used for online design. You are at liberty to use more colours as far as it does not conflict with the logo colours.





### TBH Correct application of Brands Colours —

### **Colour Palette and Pantone breakdown**







### Correct application of Brands Colours with Logo

### Logos in black only when applying monochrome printing



Use all white logo when printing on black, very dark or textured backgrounds Reverse Logo



Logos in blue only when applying monochrome printing to linen



### Logo on dark Background







# Typography

### Typography

Typography | Primary Typeface

### **Century Gothic family**

Century Gothic is the designated typeface for official use and should be employed whenever feasible. Its compatibility with the TBH brand is noteworthy, and it also aligns with the font used in crafting the logo.

Typography | Secondary Typeface

### **Calibri family**

Calibri serves as the secondary typeface and should be utilized whenever practicable. Its compatibility with the TBH brand is evident.

### **CENTURY GOTHIC**

abcdefghijklmno pqrstuvwxyz ABCDEFGHIJKLMNO PQRSTUVWXYZ 1234567890!"£\$%&()

### Calibri Designer: Luc(as) De Groot

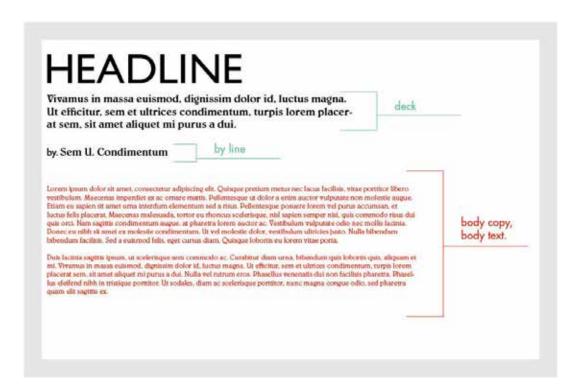
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890~!@#\$%^&\*(){[}]'"?

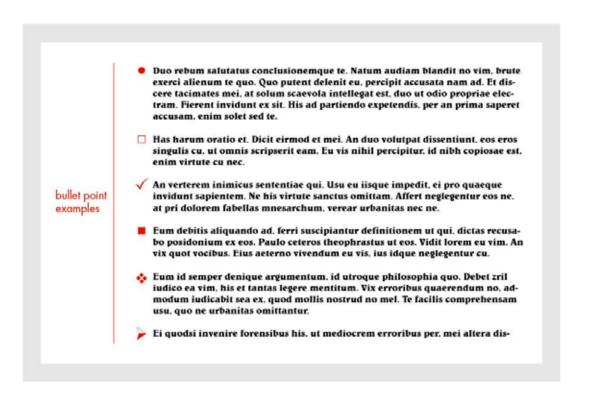
The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

### Typography





### **External Communication Application**

### **HEADLINE**

Century Gothic Bold | All capitals Font Size 12

### **SUB-HEADING**

Century Gothic Regular | Sentence case Font Size: 10

### **BODY TEXT**

Calibri
Regular | Sentence case
Font Size: 10 or 11

### **BULLETS**

Calibri Regular | Sentence case Font Size: 10 or 11

Level 1

- Level 2
- Subsequent levels

### LOREM IPSUM DOLOR SIT AMET

### LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit

Lorem ipsum dolor sit amet, onsectetur adipiscing elit. Pellentesque condimentum velit id lobortis aliquet. Donec vitae eros a augue congue feugiat ut ac nulla.

Lorem ipsum dolor sit amet, onsectetur adipiscing elit.

- Pellentesque condimentum velit id lobortis aliquet.
  - Donec vitae eros a augue congue feugiat ut ac nulla.

### **Internal Communication Application**

### HEADLINE

Calibri Light
Regular | All capitals
Font Size 14 or 16

### **SUB-HEADING**

Calibri Regular | All capitals Font Size 12 LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPISCING ELIT

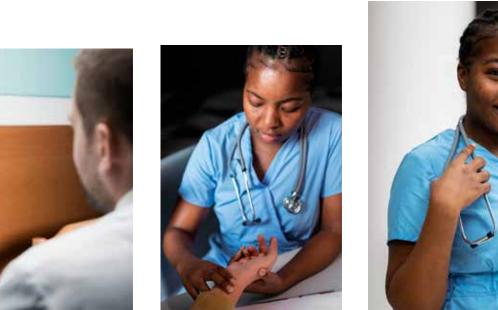
## Photography

### Photography

Imagery should be calm, Patient - centred; creating a feeling of care, quality and trust.

Graphic medical images that have the potential to cause offense or distress to the viewer will be avoided. Only appropriate visuals, such as illustrations, will be employed.















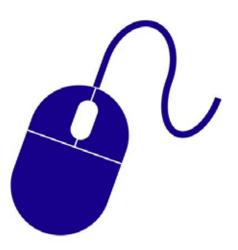
### Photography



















### Letter Head

### **MARGINS:**

TOP: 5,5 cm
BOTTOM: 4 cm
LEFT: 3 cm
RIGHT: 2 cm

### **HEADLINE**

Century Gothic Bold | All capitals Font Size 12

### **SUB-HEADING**

Century Gothic Regular | Sentence case Font Size: 10

### **BODY TEXT**

Calibri
Regular | Sentence case
Font Size: 10 or 11

### **BULLETS**

Calibri
Regular | Sentence case
Font Size: 10 or 11

Level 1

- Level 2
- Subsequent levels

### LOREM IPSUM DOLOR SIT AMET

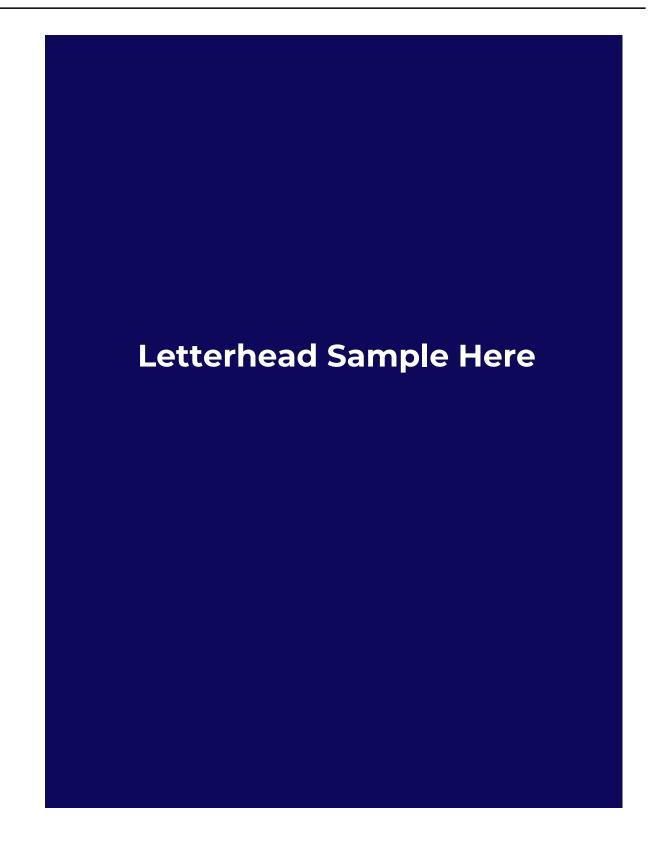
### LOREM IPSUM DOLOR SIT AMET

Consectetur adipiscing elit

Lorem ipsum dolor sit amet, onsectetur adipiscing elit. Pellentesque condimentum velit id lobortis aliquet. Donec vitae eros a augue congue feugiat ut ac nulla.

Lorem ipsum dolor sit amet, onsectetur adipiscing elit.

- Pellentesque condimentum velit id lobortis aliquet.
  - Donec vitae eros a augue congue feugiat ut ac nulla.



### Call Cards-

### **CONTACT DETAILS**

**HEADINGS:** Calibri, bold, all

capitals, 8,5, Blue

**NUMBERS AND EMAIL ADDRESS:** 

Calibri, sentence case, 9,5, Black

**ADDRESS DETAILS** 

Calibri, sentence case, 8.5 Blue

### **COLOURS**

BLUE: RGB 20, 17, 89
YELLOW: RGB 251, 194, 14

**FONT** 

NAME: Century Gothic, sentence

case, 11 Blue

POSITION: Calibri, sentence case,

9,5, Black



WIDTH: 85mm HEIGHT: 55mm

### **Front**



WIDTH: 88mm HEIGHT: 58mm

SAFE ZONE: 3mm BLEED: 3mm

**Back** 

### Email Signature \_\_\_\_

This is the official email signature that will appear on all hospital emails.



### **Insert Name**

Position | The Bank Hospital

TEL: (000) 000 000 000 CELL: (000) 000 000 0000

EMAIL: john@thebankhospital.com.gh

Block F6, Shippi Road Cantonments, Accra

MANAGED BY HMS (HALCOM MANAGEMENT SERVICES LTD)

No changes or alterations to this are permitted. This includes:

Font changes (size, colour, other fonts, bold or regular, italics etc)

No stretching, condensing, realigning.

Additional information only with permission of management The following disclaimer must appear at the end of all emails.

### **DISCLAIMER**

This communication is confidential and privileged and access to it by anyone else is not authorised. If you are not the intended recipient of this communication any disclosure, copying, distribution, or any action taken in reliance in it is prohibited and unlawful. If you have received this communication in error, please return it immediately to the sender then delete the message from your computer.

### Stationery

### For use to attach short note to an item

May be neatly hand written or typed.

If typed the same typography rules apply as for letterhead.

### **HEADLINE**

### Century Gothic Bold | All capitals Font Size 12

### **BODY TEXT**

Calibri
Regular | Sentence case
Font Size: 10 or 11

Lorem ipsum dolor sit amet, onsectetur adipiscing elit. Pellentesque condimentum velit id lobortis aliquet. Donec vitae eros a augue congue

LOREM IPSUM DOLOR SIT AMET

feugiat ut ac nulla.

### **DESIGN**

### **DIMENSIONS**

HEIGHT: 130mm WIDTH: 260mm

**LOGO DIAMETER**: 250mm

### **FONT**

COMPANY REGISTRATION NUMBER: Calibri | All capitals | 4 ADDRESS DETAILS: Calibri Regular | Sentence case | 9



### **Employee Identity Badges**

Employee identity badges must be legible and identify both employee and The Bank Hospital.

It must contain the following elements:

**Company Logo** 

**Employee First name and Surname** 

**Position** 



### **BADGE DIMENSIONS**

WIDTH: 70mm HEIGHT: 20mm

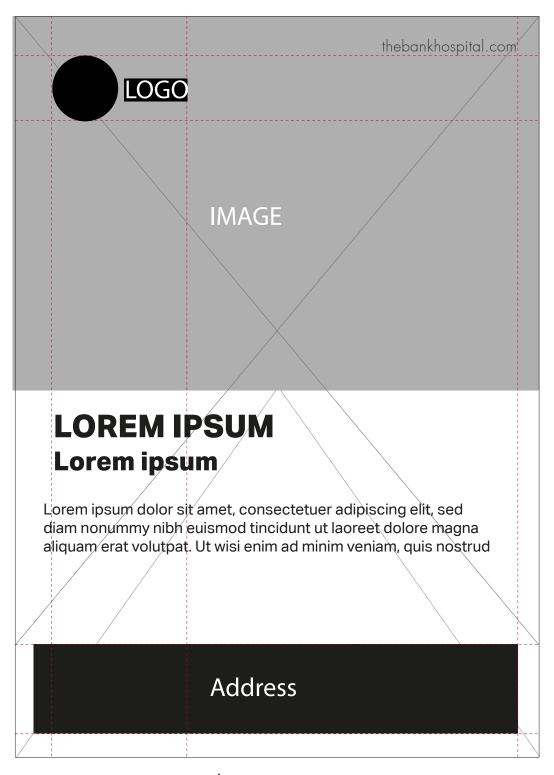
**FONT** 

NAME: Arial 10,5 TITLE: Arial 9

### **COLOURS**

BLUE: RGB 20, 17, 89
YELLOW: RGB 251, 194, 14

### Press Layout



Press / Poster Layout



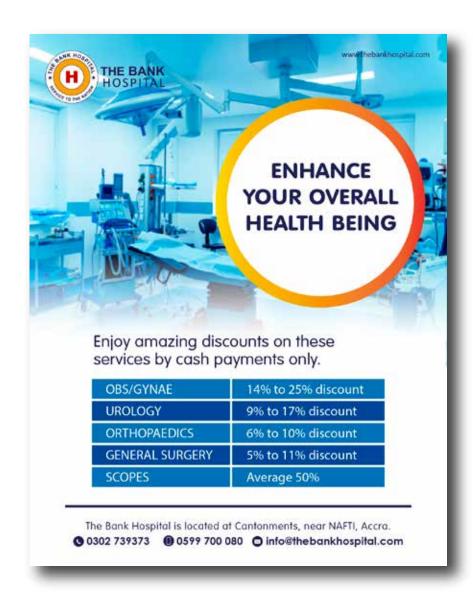
54 mm

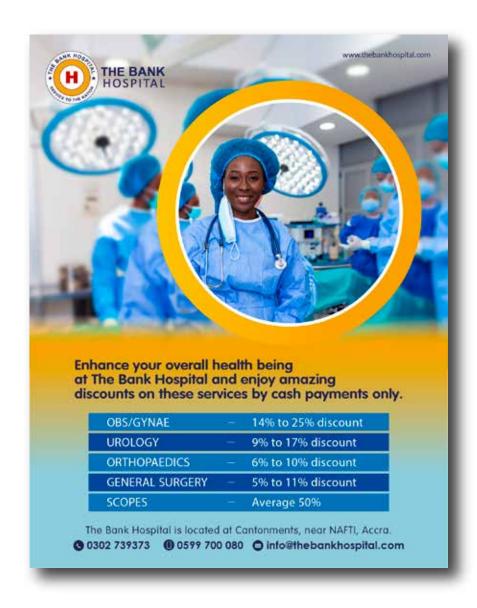
### Poster Layout

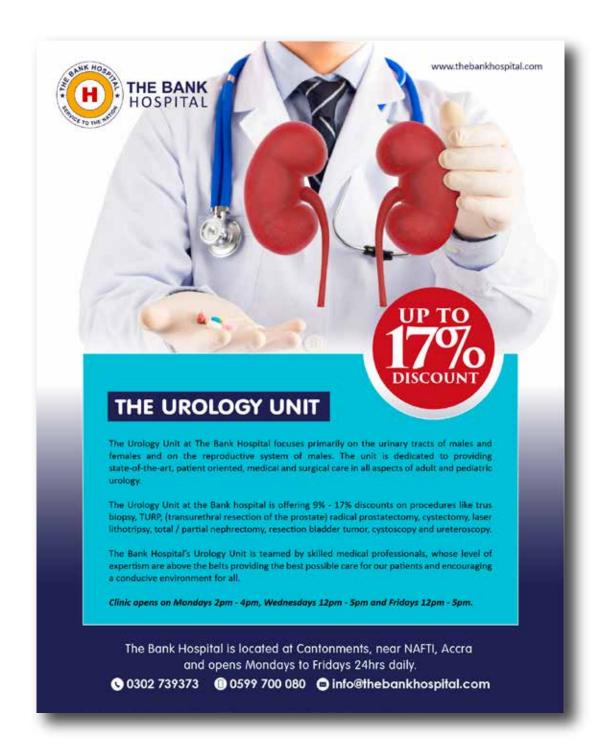


















### Gift Items

### Caps & Umbrella













### Gift Items



