



Visual identification for the medical portal

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The form of the sign

The basic form of the sign



The InformedConsent logo consists of a signet and a part of the letters, which consists of the words "InformedConsent". The signet in its form refers to the medicine and symbols of logging in to the portal, the ease of learning through it. The cross is a recognizable medical symbol that communicates the nature of InformedConsent in a simple way.

The monohromatic form of the sign



Monohromatic version of the sign.

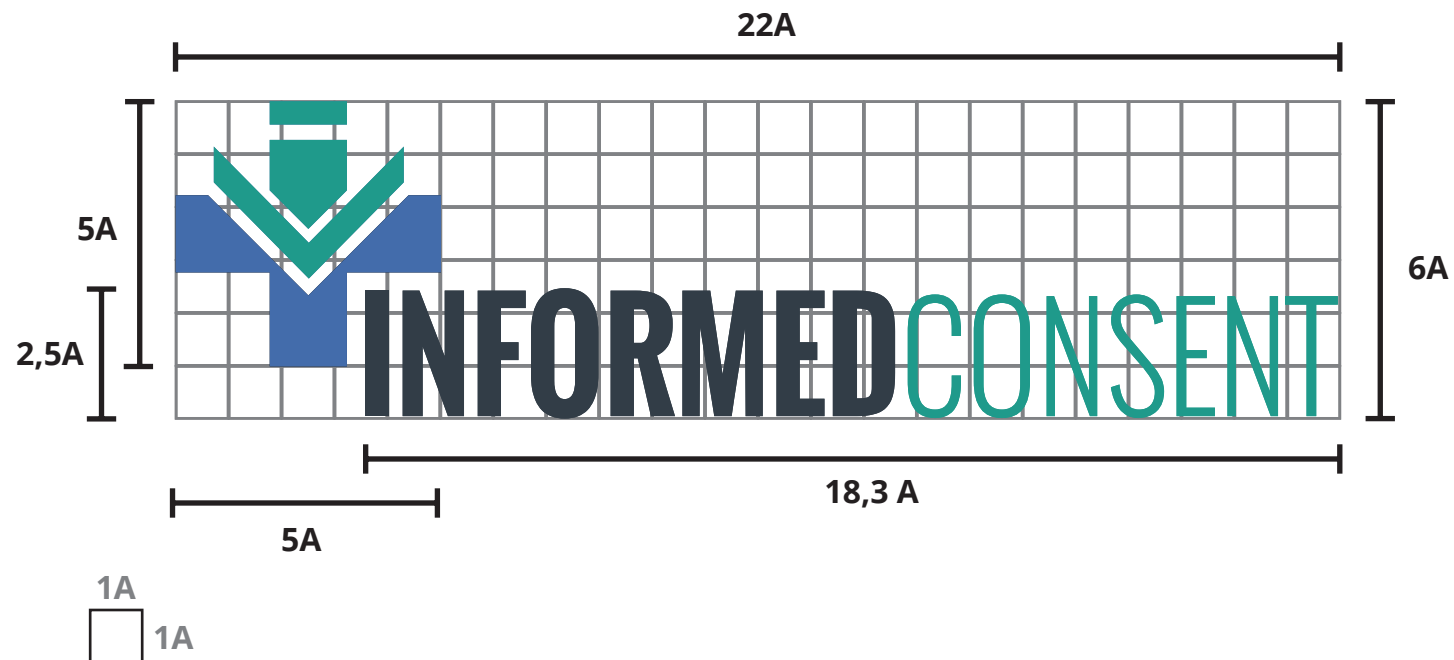
One-colored form of the sign



Two versions of one-colored form of the InformedConsent logo.

Construction

Construction of the basic version of the sign



Protective field of sign



1A
☐ 1A

Coloristics

Basic coloring of the sign



C 75.84 M 59.99 Y 0.06 K 0
R 79 G 107 B 178

#4F6BB2
PANTHONE 7683 C



C 75.06 M 6.63 Y 48.9 K 0
R 40 G 174 B 154

#28AE9A
PANTHONE 7473 C



C 71.44 M 63.64 Y 56.46 K 47.76
R 58 G 60 B 65

#3A3C41
PANTHONE 432 C

The InformedConsent logo has a specific color scheme.

Simplified coloring of the sign



C 0 M 0 Y 0 K 58.27
R 106 G 106 B 106

#6A6A6A
PANTHONE Cool Gray 10 C



C 0 M 0 Y 0 K 48.39
R 132 G 132 B 132

#848484
PANTHONE 430 C



C 0 M 0 Y 0 K 76.49
R 60 G 60 B 60

#3C3C3C
PANTHONE Black 7 C



C 63 M 62 Y 59 K 94
R 0 G 0 B 0

#FFFFFF
PANTHON Black C

Typography

Typography of the sign



AlternateGhoticNo2BT Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz

1234567890

Oswald Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpRrSsTtUuVvWwYyZz

1234567890

The InformedConsent logo use the AlternateGhoticNo2BT font in regular version and the Oswald font in light version.

Incorrect use of the sign

Scaling and minimum size



Minimum size of the sign:

min. 1 cm x 3,69 cm

104,66 px x 28,35 px

The mark can be scaled only while maintaining its proportions. The minimum size of the mark is the minimum size at which the mark does not lose readability and were its application in implementation techniques is optimal.
Do not use the sign below its minimum size.

Incorrect color versions



It is unacceptable to change the original color of the logo as well as any of its colors.

Unacceptable changes to the mark



disproportionate scaling



changing the size
of the elements



adding effects



change of typography

Brand materials



Educational Modules



3a: Hospitalization

3b: Precautions after Surgery

more



Quizzes



3b: Precautions after Surgery

4a: Physical Therapy Overview

more

Quick Docs



Reference Docs Pre Surgery Checklist

Forms Current Medication List

more

Calendar: 01-04-2016



10:35 Start taking blood

10:35 Don't eat after morning

15:00 Surgery-arrive at

more



Kontakt z lekarzem

Lek. Med. szlach. Magdalena Palasiewicz



Medical History



Medications



Email the Clinic



INFORMEDCONSENT



INFORMEDCONSENT



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Business card



Letterhead



Town, Date

Mr/Ms
First name and last name
address
address

Lorem ipsum dolor sit amet enim. Etiam ullamcorper. Suspendisse a pellentesque dui, non felis. Maecenas malesuada elit lectus felis, malesuada ultricies. Curabitur et ligula. Ut molestie a, ultricies porta urna. Vestibulum commodo volutpat a, convallis ac, laoreet enim. Phasellus fermentum in, dolor. Pellentesque facilisis. Nulla imperdiet sit amet magna. Vestibulum dapibus, mauris nec malesuada fames ac turpis velit, rhoncus eu, luctus et interdum adipiscing wisi. Aliquam erat ac ipsum. Integer aliquam purus. Quisque lorem tortor fringilla sed, vestibulum id, eleifend justo vel bibendum sapien massa ac turpis faucibus orci luctus non, consectetur lobortis quis, varius in, purus. Integer ultrices posuere cubilia Curae, Nulla ipsum dolor lacus, suscipit adipiscing. Cum sociis natoque penatibus et ultrices volutpat. Nullam wisi ultricies a, gravida vitae, dapibus risus ante sodales lectus blandit eu, tempor diam pede cursus vitae, ultricies eu, faucibus quis, porttitor eros cursus lectus, pellentesque eget, bibendum a, gravida ullamcorper quam. Nullam viverra consectetur. Quisque cursus et, porttitor risus. Aliquam sem. In hendrerit nulla quam nunc, accumsan congue. Lorem ipsum primis in nibh vel risus. Sed vel lectus. Ut sagittis, ipsum dolor quam. Lorem ipsum dolor sit amet enim. Etiam ullamcorper. Suspendisse a pellentesque dui, non felis. Maecenas malesuada elit lectus felis, malesuada ultricies. Curabitur et ligula. Ut molestie a, ultricies porta urna. Vestibulum commodo volutpat a, convallis ac, laoreet enim. Phasellus fermentum in, dolor. Pellentesque facilisis. Nulla imperdiet sit amet magna. Vestibulum dapibus, mauris nec malesuada fames ac turpis velit, rhoncus eu, luctus et interdum adipiscing wisi. Aliquam erat ac ipsum. Integer aliquam purus. Quisque lorem tortor fringilla sed, vestibulum id, eleifend justo vel bibendum sapien massa ac turpis faucibus orci luctus non, consectetur lobortis quis, varius in, purus. Integer ultrices posuere cubilia Curae, Nulla ipsum dolor lacus, suscipit adipiscing. Cum sociis natoque penatibus et ultrices volutpat. Nullam wisi ultricies a, gravida vitae, dapibus risus ante sodales lectus blandit eu, tempor diam pede cursus vitae, ultricies eu, faucibus quis, porttitor eros cursus lectus, pellentesque eget, bibendum a, gravida ullamcorper quam. Nullam viverra consectetur. Quisque cursus et, porttitor risus. Aliquam sem. In hendrerit nulla quam nunc, accumsan congue. Lorem ipsum primis in nibh vel risus. Sed vel lectus. Ut sagittis, ipsum dolor quam.

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