

Identity Guidelines First Edition

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INTRODUCTION

About ECON Healthcare

Founded in 1987, ECON had gone beyond providing nursing home services to one-stop integrated healthcare services for elderly and their caregivers. In Singapore and Malaysia, the group owns and manages 10 Medicare Centres and Nursing Homes and manages a chain of 12 ECON Life! Centres. ECON also owns an acute and convalescent hospital with a 24-hour setting, West Point Hospital, which adopts a holistic approach and integrates Western medical advancements with the benefits of Eastern healing methods in the recovery process and promoting authentic East-West medicine.

The Group also provides professional care services such as Home Care, Ambulance, Physiotherapy & Rehabilitation, and Traditional Chinese Medicine (TCM). ECON is also the management and consultancy services provider in China, with its recent successful launched of the luxury retirement village in China Suzhou Industrial Park in April 2014.

ECON is proud to be the only private nursing home operator to receive the prestigious Healthcare Humanity Awards, presented by President of Singapore. The group has consecutively won 4 Healthcare Humanity Awards from 2009-2012. Adding to our latest accolades are, ECON had won the Best Active Ageing Programme and Best Dementia Care & Rehabilitation Programme in the 2nd Eldercare Innovation Awards 2014.

With more than 26 years of experience in the healthcare industry, ECON Healthcare is recognised by the community for its holistic approach, high quality and customer-focused services. Our key strength lies in our ability to provide a wide range of personalised healthcare, eldercare and rehabilitation services for our customers.

Our Vision

Econ's vision is to be a premium in healthcare services in the Asia Pacific region, and recognized by our customers for our holistic approach, personal touch and infrastructure advancement.

Our Mission

We are dedicated to providing high quality and customer focus healthcare services. To achieve this, we focus on:

Customer Needs

- Being sensitive to our customers' needs

Research & Development

- Improving our services through constant research and skills development

Quality System

- Continuing to be highly systematic and organised in our service delivery and quality control procedures

Networking

- Building up our local and international network with our partners in the healthcare industry

People Development

- Caring and grooming members of the EHG family to set and achieve higher goals

Our Commitment

We strive to give you a peace of mind when you entrust your loved ones to our care.

- To treat each resident with Dignity and Respect
- To deliver Appropriate and Quality Care in a cost-effective manner
- To provide a "Home-Away-From-Home" environment

Our Inspiration in Enhancing Lives

We are dedicated to provide high quality and customer focused healthcare services, adding years to life and life to years for the residents under our care.

THE LOGO - CORE ELEMENT

The ECON Logo represents a well-integrated and committed organisation that provides quality nursing care and excellent services in Healthcare.

The distinctive symbol of a “Green Sprout” which also symbolised a Heart, signifies professional medical services, as well as experienced and dedicated nursing care from the beginning.

The “ECON” in bold typeface positioned on the left of the symbol represents our organisation’s strong foundation and our corporate philosophy which we uphold with pride.

The “Healthcare” in fine typeface positioned on the right of the symbol represents our delication and attention to fine details for all our residents.

Using italic typeface for both “ECON” and “Heathcare” show our commitment to move forward in technological advance in medical treatment as well as in the approach in our medicare system.

The combination of the word ECON (Left Side - represent West), Green Sprout and Healthcare (Right Side - represent East) represents the well-balanced Eastern and Western medical approach that we adopt to better serve the healthcare needs of the community.



The three colours in the whole ECON logo signify:

- Pantone 356C - Good Health
- Pantone 375C - Energy and Dynamism
- Black - Lifelong commitment to community healthcare services

Each letter of ECON represents

- E - Excellent service standards
- C - Committed to doing our best
- O - On the dot, always
- N - Nimble mind at work

THE LOGO - RECOMMENDED SIZING AND EXCLUSION ZONE

We have determined the X-height as the height of the typeface in the logo and using that as the reference for our sizing guide.

Logo size consistency is important when producing a wide range of communications. Our logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is 5mm measured across the height of the logo.

In order to maximise its visual presence the logo requires a surrounding area clear of any other graphic elements or text.

The minimum exclusion zone is equal to the width of the X value. Always allow at least this amount of clear space around the logo. It is important that this rule is observed and the exclusion zone is maintained at all times.

The recommended minimum clearance is to protect the logo. The logo will appear on many different applications and formats and this will help to give it clarity and presence. This is not a placement guide. It is a minimum only.

Determine X Value



Recommended Minimum Size



Exclusion Zone



THE LOGO - POSITIONING TOP CENTER

The logo can appear in two set positions.
Either at the top of the area centre or
at the bottom left.

Logo size and position

DL - Landscape (220mmW x 110mmH)

Logo Height - 10mm

X-height - 5mm

A5 - Portrait (148.5mmW x 210mmH)

Logo Height - 10mm

X-height - 5mm

A4 - Portrait (210mmW x 297mmH)

Logo Height - 12mm

X-height - 6mm

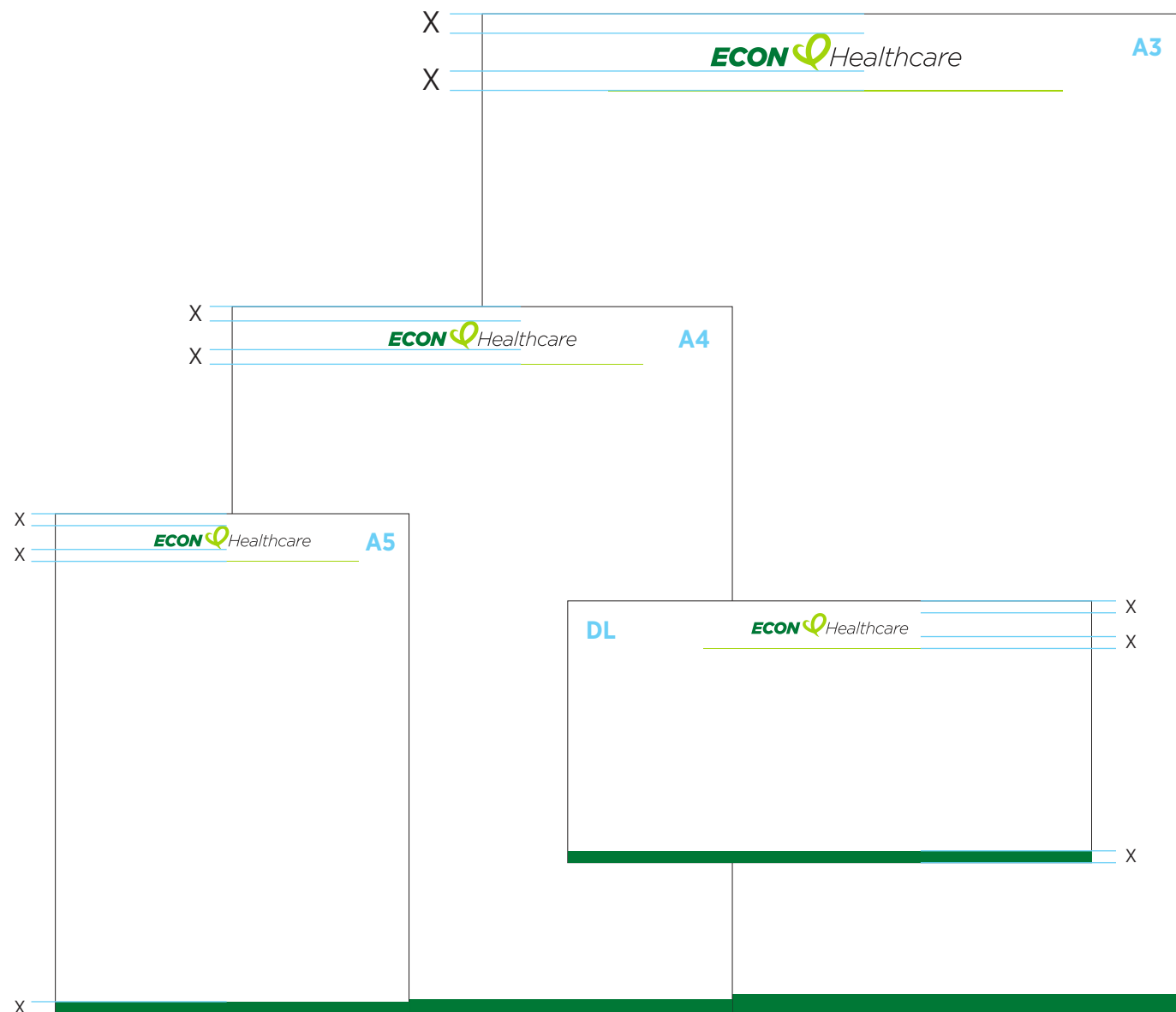
A3 - Portrait (297mmW x 420mmH)

Logo Height - 16mm

X-height - 8mm

Landscape formats

The top and bottom margins remain the same for
the corresponding landscape formats.



THE LOGO - SUBSIDIARY BUSINESS UNITS NAME PLACEMENT

Subsidiary Business Units names work with the logo as show. This relationship is designed for stationery applications only.

These size relationships are determined by the Subsidiary Business Unit name length. The unit name should not extend beyond the bounds of the logo.

ECON  *Healthcare*
0.5X | MEDICARE AND NURSING HOMES

ECON  *Healthcare*
0.5X | AMBULANCE SERVICES

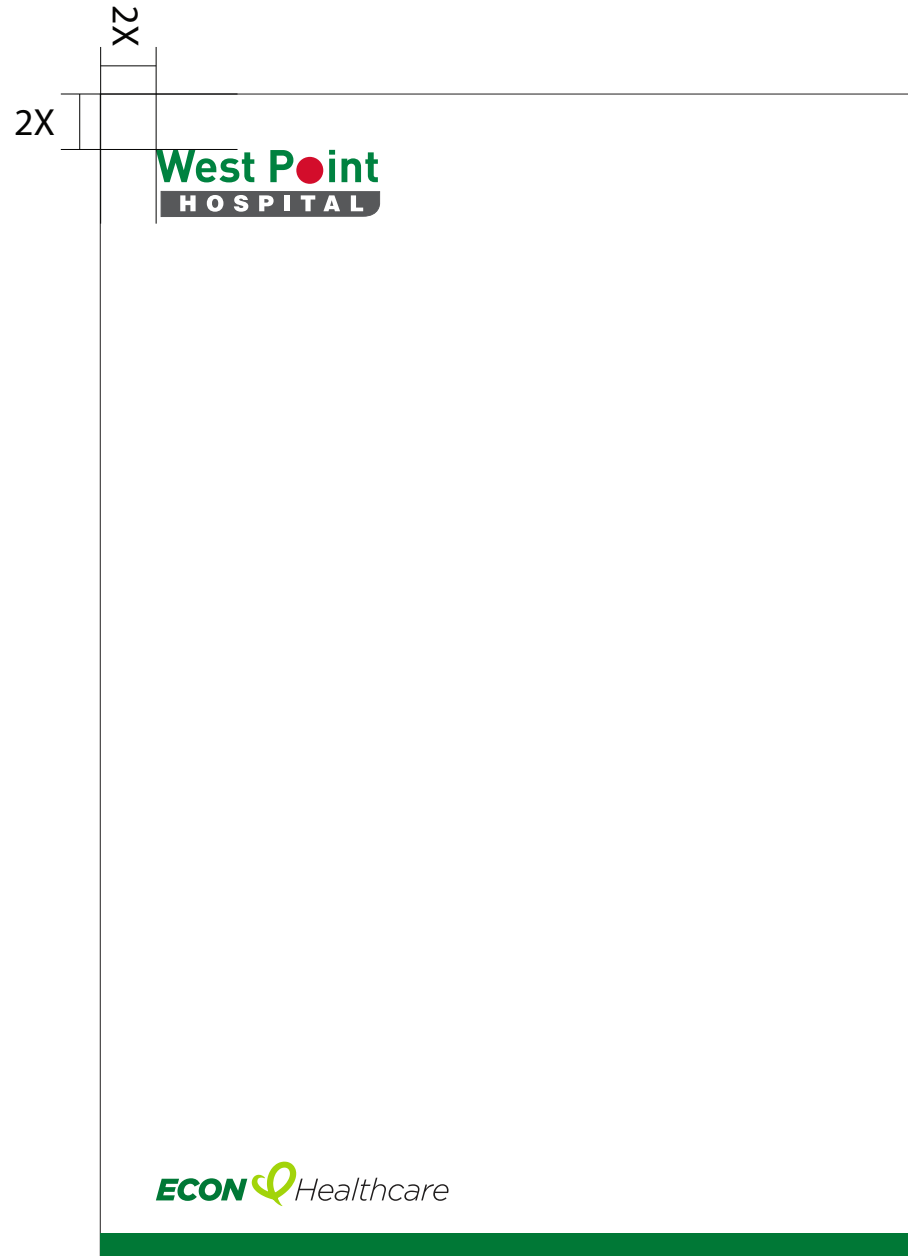
ECON  *Healthcare*
0.5X | TRADITIONAL CHINESE MEDICINE

ECON  *Healthcare*
0.5X | PHYSIOTHERAPY & REHABILITATION

ECON  *Healthcare*
0.5X | HOME CARE SERVICES

THE LOGO - SUBSIDIARY BRANDING / ADDITIONAL LOGOS

Recommended positioning for any additional partnership logos is at the opposite end of the page to the ECON Healthcare logo.



THE COLOR - PANTONE, CMYK, RGB, WEBSAFE & GREYSSCALE REFERENCES

The three colours in the whole ECON logo are



● Pantone 356C	C 95 M 25 Y 100 K 15
● Pantone 375C	C 45 M 0 Y 100 K 0
● Black	C 0 M 0 Y 0 K 100

● Pantone 356C	R 0 G 121 B 52
● Pantone 375C	R 150 G 201 B 61
● Black	R 0 G 0 B 0

● Pantone 356C	Websafe: #007934
● Pantone 375C	Websafe: #95D600
● Black	Websafe: #000000

When used on a dark background, for the color for the symbol remained and reversed white is preferred for the typeface.

For greyscale collateral, the color for symbol is replaced by 40% Black and black color is preferred for the typeface. While on a dark background, reverse white is preferred for both the symbol and the typeface.

Color Logo

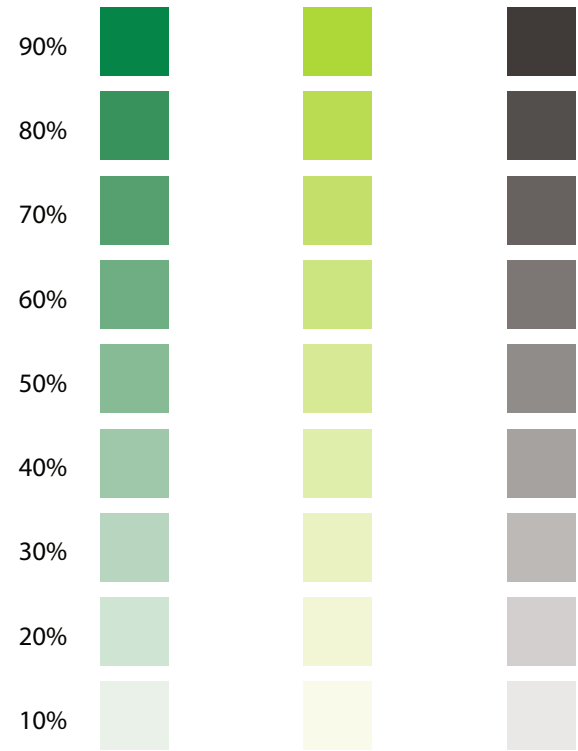
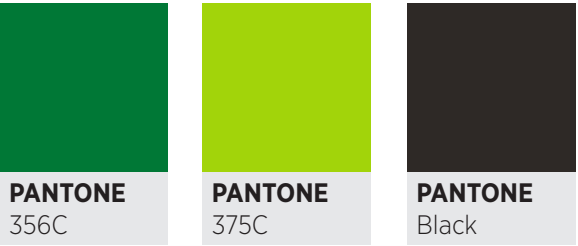


Greyscale Logo



THE COLOR - WORKSPACE COLOR REFERENCES

We can apply shades of the color palette from the 3 main color from the logo as part of the color theme on any collateral.



Acceptable background for logo placement

The Symbol color will always remain unless it is a greyscale artwork.
The background must always show the contrast in a complimentary way to the symbol color.



Unacceptable background for logo placement

This reference does not restrain the use of these color on the artwork layout, this is use to highlight logo must be avoided on suggested background colors. The Symbol color will always remain unless it is a greyscale artwork.
The background must not be contrasting in uncomplimentary way or too blending to the symbol color.



THE TYPOGRAPHY - TYPEFACE & READABILITY

GOTHAM Font has been selected as ECON Healthcare primary typeface, and is used for promotional materials that are produced in-house.

GOTHAM Font is a San Serif Font type which carries clean and simple stroke, thus portraying ECON Healthcare approach of professionalism and focus in healthcare industry.

Using the wide range of typeface available in the GOTHAM Font Family, we will be able to apply across many applications.

We take into consideration that GOTHAM Font is popular but is it not as widely available to all working platform, we are also suggesting Arial Font for alternate Sans Serif typeface for Web.

Garamond may be used where a Serif font is required for example in large bodies of text.

Minimum size of font size must be kept to ensure readability to avoid miscommunication when communicating with reader as information are critical in Healthcare industry.

- Minimum font size for Serif Font is set at **6pts**
- Minimum font size for Sans Serif Font is set at **5pts**

GOTHAM

GOTHAM Font Family has a wide range of typeface which allows flexible and various applications for all our internally produced collaterals.

GOTHAM	GOTHAM Narrow	GOTHAM XNarrow	GOTHAM Condensed
GOTHAM	GOTHAM Narrow	GOTHAM XNarrow	GOTHAM Condensed
GOTHAM	GOTHAM Narrow	GOTHAM XNarrow	GOTHAM Condensed

ARIAL

ARIAL alternate Sans Serif font for web or online collaterals.

Baskerville

Baskerville alternate Serif font for large bodies of text.

Minimum Font Size

Terms and conditions - 6pts Terms and conditions - 5pts

THE IMAGERY - OUR IMAGE STYLE

Photography is a powerful and dynamic tool. Our values and ethos are reflected in the images we use. They should communicate the diversity, energy and personality of what we do.

Photography should convey emotions and atmosphere. Look beyond the straightforward and typical to find a more inspirational perspective.

Consider detail or unusual angles to increase impact and create effective communications. Our images show natural, real-life people and situations. They should convey emotions, atmosphere and engage the audience.

Images must be and can only reproduced in full colour unless it is used on a newspaper or greyscale workspace.

Only use images that are positive and add value. Ensure the content does not offend or alienate.

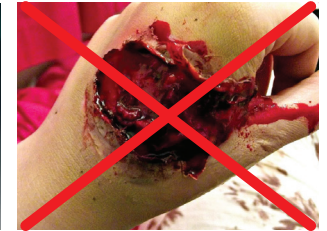
Images that are used in printed materials should be reproduced at print quality – 300 dpi.



THE IMAGERY - IMAGES TO AVOID

Avoid negative, bloodied, surgical, clichés, unhealthy habits, sexy, racial and gender stereotyping images.

Images that are used in printed materials should be reproduced at print quality – 300 dpi.



THE TEMPLATES AND EXAMPLES - OVERVIEW

Templates are available for the following communication materials that are produced in-house. They are specifically designed to enable consistent, time-efficient and economical in-house production when access to bespoke externally produced design facilities are unavailable or inappropriate.

The following templates are available:

Stationery

Business card

Letterhead

Memo

Envelopes: DL, A5, A4

Stationery



Design

Templates for Poster, Leaflet, PowerPoint Slides and Brochure.

Digital communications

Templates for website pages and HTML for electronic newsletters is also available.

Branding Advertisement



Brochure



Website



THE TEMPLATES AND EXAMPLES - STATIONERY

Stationery

Artwork shown are plotted
in **1 : 2 scale ratio** for references.

Business Card (85mmW x 55mmH)

Name - Gotham Bold 11pts

Designation - Gotham Light 6pts

Company Name - Gotham Bold 7pts (P 356C)

Sub Header - Gotham Narrow Medium 6pts (P 375C)

Text - Gotham Narrow Book 6pts

Memo A5 (148.5mmW x 210mmH)

Company Name - Gotham Medium 7pts (P 356C)

Sub Header - Gotham Narrow Medium 6pts (P 375C)

Text - Gotham Narrow Book 6pts

Letterhead A4 (210mmW x 297mmH)

Company Name - Gotham Medium 9pts (P 356C)

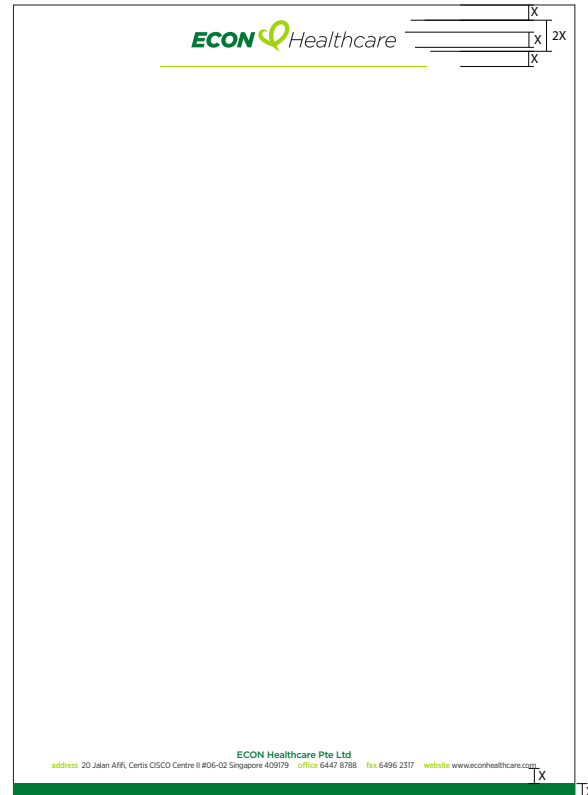
Sub Header - Gotham Narrow Medium 8pts (P 375C)

Text - Gotham Narrow Book 8pts

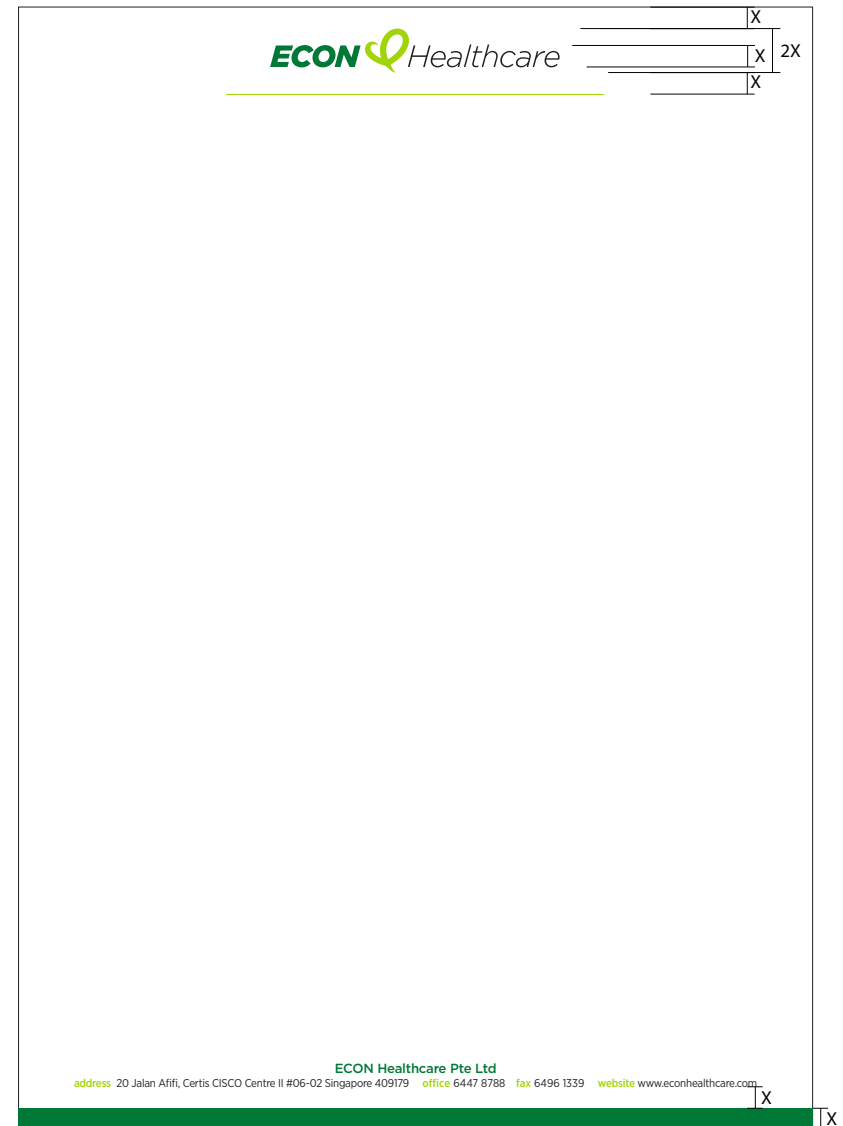
Business card



Memo A5



Letterhead A4



THE TEMPLATES AND EXAMPLES - STATIONERY

Stationery

Artwork shown are plotted
and scaled down for references.

DL Envelope (220mmW x 110mmH)

Company Name - Gotham Medium 9pts (P 356C)

Sub Header - Gotham Narrow Medium 8pts (P 375C)

Text - Gotham Narrow Book 8pts

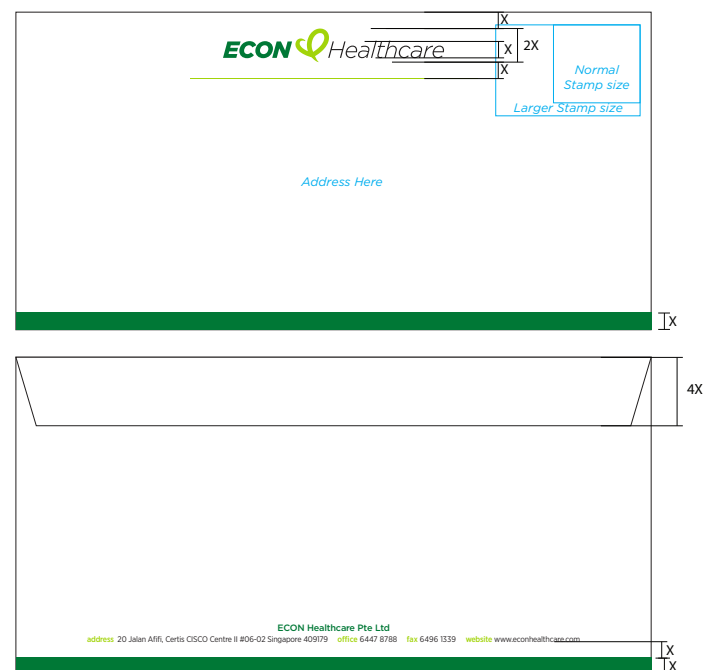
Envelope C5 (229mmW x 162mmH)

Company Name - Gotham Medium 8pts (P 356C)

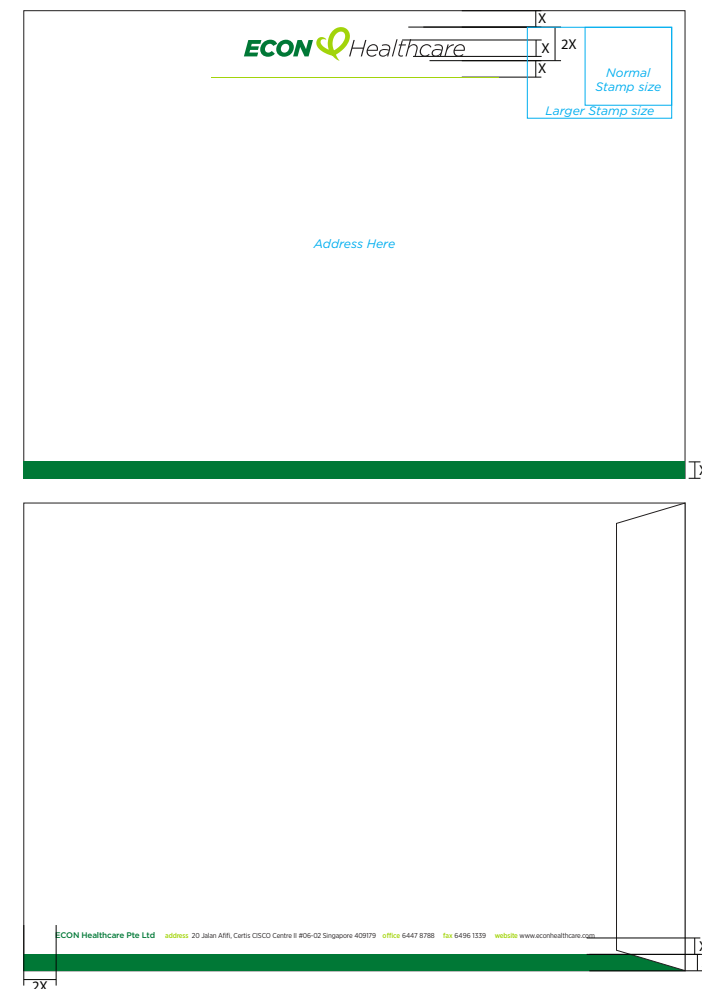
Sub Header - Gotham Narrow Medium 7pts (P 375C)

Text - Gotham Narrow Book 7pts

Envelope DL



Envelope C5



THE TEMPLATES AND EXAMPLES - STATIONERY

Stationery

Artwork shown are plotted
and scaled down for references.

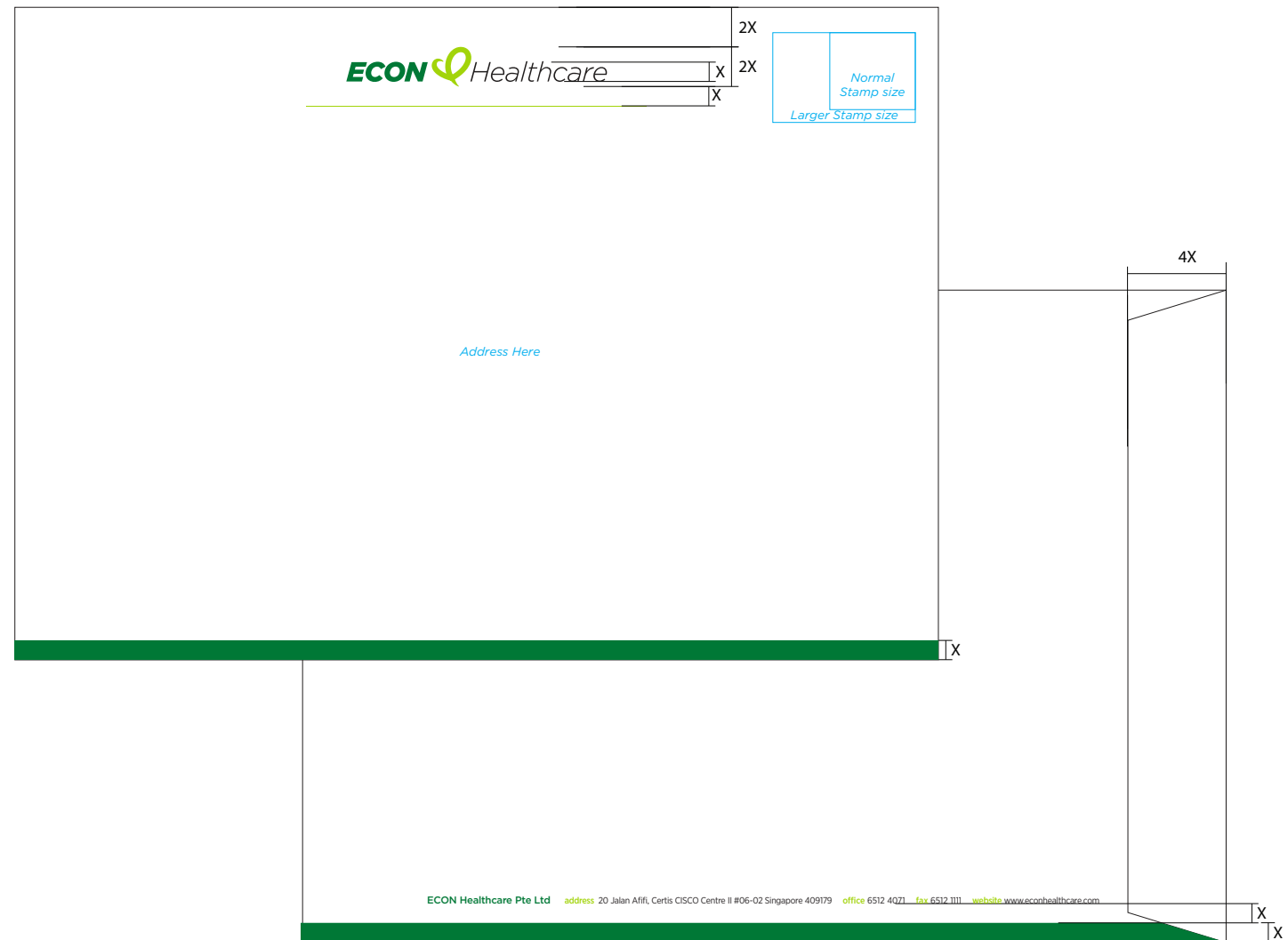
Envelope C4 (324mmW x 229mmH)

Company Name - Gotham Medium 10pts (P 356C)

Sub Header - Gotham Narrow Medium 9pts (P 375C)

Text - Gotham Narrow Book 9pts

Envelope C4



THE TEMPLATES AND EXAMPLES - POWERPOINT SLIDES

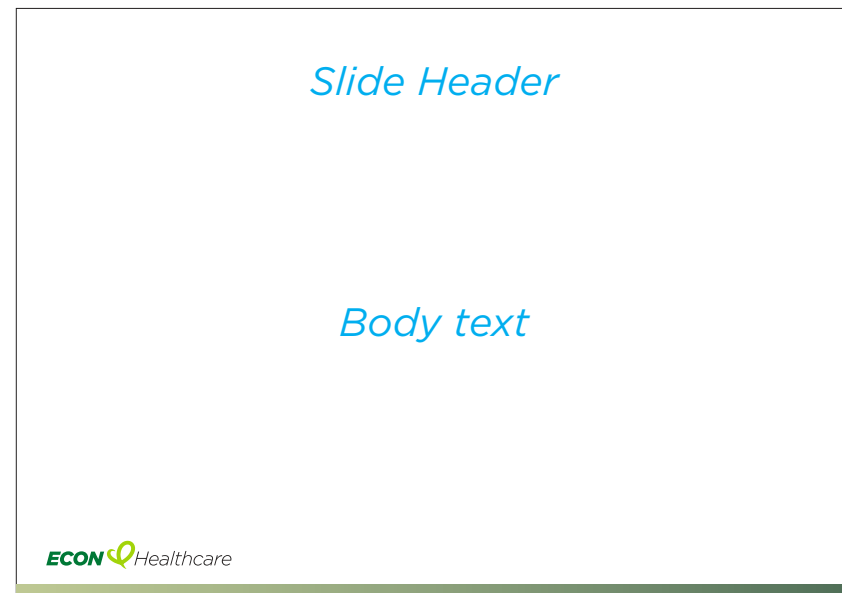
Powerpoint Slides

Basic application for presenting company related information when communicating with internal or external party.

Cover Page for Presentation Slide



Presentation Slide



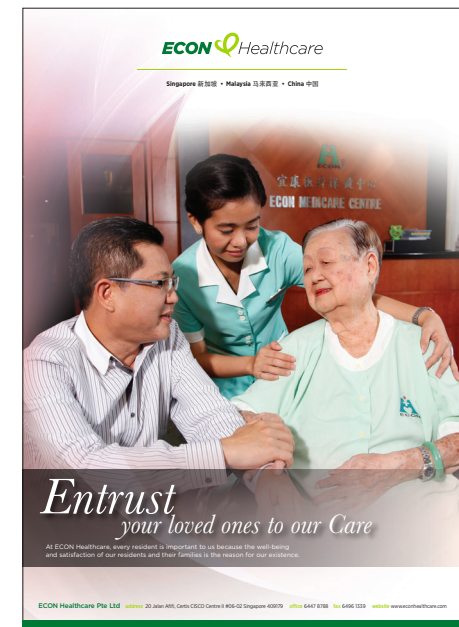
THE TEMPLATES AND EXAMPLES - BRANDING ADVERTISEMENTS

Branding Advertisements

BTL collateral for presenting company services with company's value incorporated. These branding advertisement is to create the awareness of ECON Healthcare approach in Healthcare industry. It is always important to create an emotional engaging communication collaterals to create the personal touch and warmth.

The branding advertisement will be placed in all nursing homes, training centres, wellness centres, hospital and orporate partner's premises.

A series of the Branding advertisement



THE DIGITAL COMMUNICATION - WEBSITE

Colour

Please use the websafe color from Page 9 and color palette & tints from Page 10.

Tints of these colours can be used, do make sure that:

- any text that sits on top of colour is of a sufficient contrast to be legible
- the tints that you use are also websafe

Font family

For the main body style in your css, please use the following font-family: Arial.

This font family has been tested as being the most legible on-screen font to read.

You can optionally use the following font-family in your css for large headings: Baskerville.

You should not use any other font styles.

Website Sample



Website Sample



THE DIGITAL COMMUNICATION - ELECTRONIC DIRECT MAILER

Electronic Direct Mailer (EDM)

Newsletter templates are available for printed and electronic newsletters.

The electronic template is suitable for use by people that have a basic understanding of HTML.

Header contains only the ECON Healthcare Logo

Footer contains copyright copy and the hyperlink to the ECON Healthcare Corporate Website.

The content of the EDM is subject to the purpose of the communication. The concept it keep the overall presentation clean and fresh.

The minimum and maximum width of the EDM must be kept at 600px width and 850px width respectively.

There is no restriction on the height of the EDM but the maximum height for each slice must be kept at 1600pc height.

EDM Sample



CARING FOR EVERYONE AT ECON Healthcare

Introducing the new addition of our **ECONLIFE! HUB** now at Havelock Road! This brings our services closer to you as we strive to bring not only convenience to you but a healthier and joyful lifestyle in your neighbourhood.



Join us for the Official Opening of our **ECONLIFE! HUB**

Date : 7 September 2014, Sunday
Time : 9.00AM - 5.00PM
Venue: **ECONLIFE! HUB,
51 Havelock Road #01-25 Singapore 161051**
R.S.V.P.: 6123 4567

LIMITED SEATS AVAILABLE
*Priority will be given guest that RSVP with us!

Opening Program Line up

- PhysioWorks & TCM exhibits
- Leisure Activities include: Croquet, Lawn Golf, Basketball Arcade, Prawning, Soccer Shootout and more!
- PhysioWorks & TCM talks

[Click here for the full program schedule!](#)

Getting to **ECONLIFE! HUB**

51 Havelock Road #01-25 Singapore 161051

We are 10 mins walking distance from Tiong Bahru MRT

Bus services No. 51, 64, 121, 186 are available



LOVE THE WAY YOU LIVE

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OTHER GUIDANCE - DECAL

Company Van

Artwork shown are plotted and scaled down for references.

Mobile branding such as Corporate vehicle are important to create awareness when the vehicle are traveling around islandwide.

The main objective is to create awareness, therefore the information on the vehicle should always be simple and straightforward. Company Logo and website is the critical element in this case.

VAN Decal Sample



USEFUL INFORMATION - BEST PRACTICES

Best Practices

Designing accessible communications can present a real challenge. Accessible print and digital communications material needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties.

People with sight problems and learning difficulties are often marginalised by design with the production of bland and uninteresting designs.

In reality, it is impossible to design something that is accessible to everyone. However, we must aim to make our communications accessible to as many people as possible, whilst also being creative and visually stimulating.

Type size

Our recommended minimum size for printed body copy is 10 point. However, if appropriate to the targeted audience, smaller typefaces are permissible. The recommend a minimum x-height of 2mm. (The x-height is the height of a lowercase 'x' in the typeface).

Large print documents should use a minimum x-height of 2.8mm.

**Minimum Normal
Body Text**  x 2mm

**Minimum Large
Body Text**  x 2.5mm

Capital letters

Setting text in large amounts of capital letters can be harder to read than lowercase letters.

Italics

These should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should be used minimally. Using bold copy or a strong colour to add emphasis is a good alternative.

Leading

Leading (or line feed) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

Word spacing, letter spacing and horizontal scaling

Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible.

Alignment

Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

Contrast

There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

Reversing out copy

The background colour should be as dark as possible. White copy reversed out of a very dark colour or black are the most legible. Attention should be paid to typesize and very light weights of type to ensure copy is always legible.

Copy on images

Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

USEFUL INFORMATION - CONTACT

Contact

The marketing and communications team provides advice and guidance on all ATL & BTL print and digital collateral.

They can recommend designers, production houses, photographers and printers, who are familiar with ECON healthcare's style.

The team also looks after the licensing of in-house stock images.

Further Information

econ@econhealthcare.com.sg



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