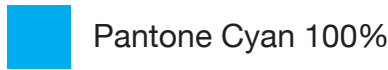


Style Guide

The Cognitive Impairment Identifier

Guidelines for Usage

Colour Palette



Pantone Cyan 100%



Pantone 2747



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Size and Orientation

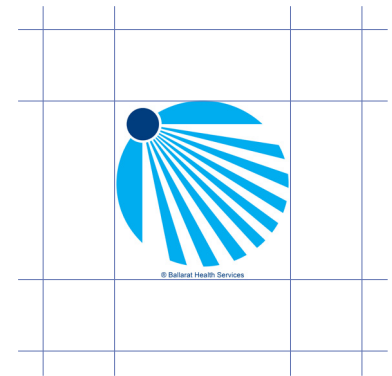
- The CII bedside alert required dimensions 120mm x 120mm
- Orientation - Dark blue (Pantone 2747) circle to be oriented at the top left when CII in place
- Thickness of plastic must be at least 1.7mm and of high-grade white plastic to allow cleaning and prevent deterioration of the image
- The Key Communication Points should be printed on the back of the CII
Font: Futura Bold Condensed Size: 14 point Colour: Black

Points to remember

To protect the clarity and visual integrity of the logo, it has an exclusion zone. This must be a minimum of 33% of the overall width of the logo.

It must always appear on a white background.

No drop shadows or other embellishments.



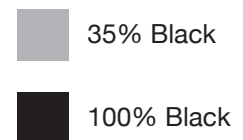
CII Location:

The CII (plastic identifier sign) must always be placed above the patient's bed in full view of all hospital staff. Positioning the CII at the bedside allows staff to modify their approach to communication and carer engagement.

Promotional Material:

The Registered Trademark symbol ® and the words Ballarat Health Services should be used on full form usage of the logo. On smaller applications it is acceptable to use the version with just the ® symbol.

Whilst it is preferred to always use the logo in its coloured form, for those occasions when the printed material can only be produced in black and white, the breakdown should be:



In conjunction with other logos:

Wherever possible, the CII logo should be given equal prominence with other logos.

Formats:

The CII logo is available in a number of digital file formats best suited for its intended use. This includes low resolution jpeg files suitable for emails, high resolution jpeg files for desktop publishing applications, and Adobe Illustrator files suitable for high quality signage and large format usage.

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