



Brand Guidelines

June 2018

Introduction

We need to ensure that every time someone interacts with Radar, they experience the brand in a consistent way which requires strict dedication to standards.

This guidelines document has been created for our team, partners and stakeholders to keep the brand focused and unique.

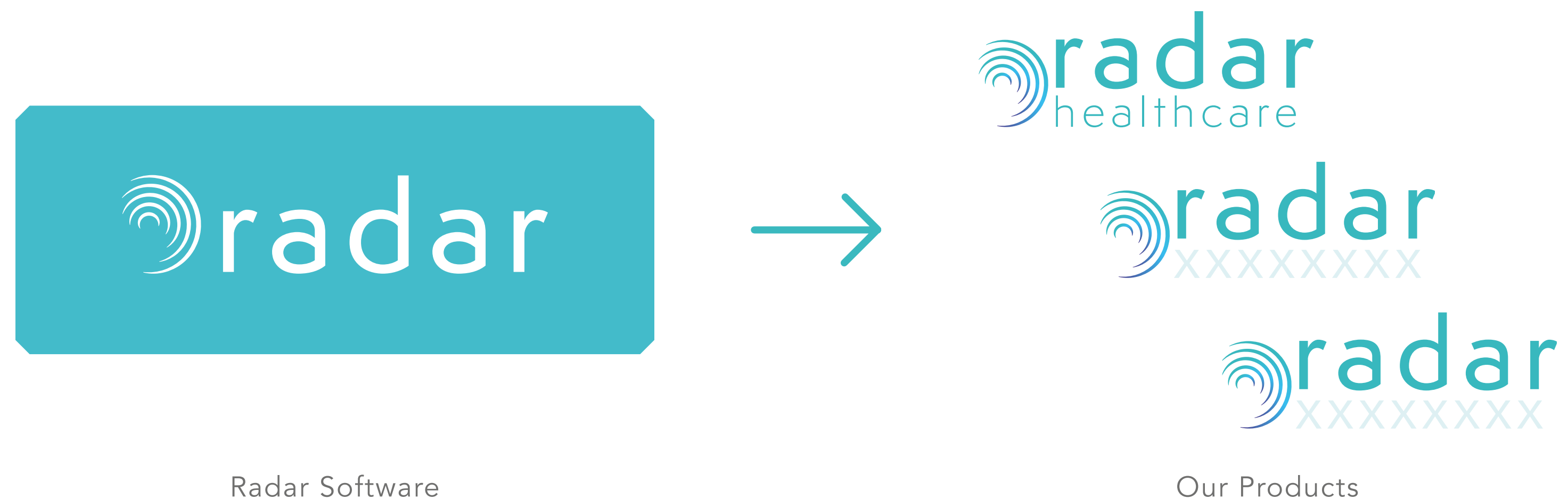
If you have any questions about the brand or its visual application, please contact:

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Our Brand Architecture

The structure of brands within an organisational entity is like a family tree - it helps make sense of a company's various brands, products and services

Our parent brand is Radar - to represent 'Radar Software', the entity that was created to deliver our products. This umbrella identity gives us the ability to move the Radar brand into other verticals in the future but does not really have a place when we talk about what we do. Our current product brand is Radar Healthcare - this is our public facing identity that all our stakeholders engage with.



Our Vision

Radar will become the most widely adopted quality and compliance software recognised for supporting organisations to deliver the highest level of service

Our Vision is a projection of our hopes and aspirations. It captures the life force that provides a brand with an identity and a destiny. It reveals our brand's reason for existing and also what will motivate people to engage with us.

Our Mission

To instil a culture of quality and compliance within organisations through the provision of smart and personalised software

Our mission represents what we come to work to do every day and encapsulates what we want people to understand our organisation is all about.

Our Tone Of Voice

Voice Characteristics How we would like people to describe us – their ‘takeout’ from reading our communications.	Brand Voice Descriptors Words that further enhance our understanding of the brand voice’s characteristics	Description What we are seeking to achieve in order to create the right ‘takeout	Do	Don’t
HONEST	Transparent, Authentic, Fair, Genuine, Trustworthy, Sincere	Be open about who we are, what we know and what we can deliver to demonstrate that we have no hidden agenda.	Keep it simple. Be clear speaking.	Lie. Communicate information you can’t evidence. Respond to a question if you don’t know the answer.
RESPONSIVE	Knowledgeable, Expert, Aware, Perceptive, Proactive	Use our customer’s knowledge and our expertise to translate their business processes into standardised behaviours.	Ask RELEVANT questions. Manage expectations.	Over-promise. Provide advice outside our area of expertise.
EMPATHETIC	Understanding, Sensitive, Supportive, Generous	Be the organisation that understands the challenges and works collaboratively to reach a solution.	Immerse ourselves in their worlds. Make it about them. Listen.	Claim to be able to solve ALL their problems. Pretend the customer won’t have to do any work.
COMMITTED	Dedicated, Motivated, Driven, Enthusiastic, Passionate, Dynamic	Demonstrate a progressive but responsible approach to business and product development in order to instil confidence.	Bring energy to every conversation. Go above and beyond where you believe there will be a reward for doing so.	Be dissuaded by challenging situations - there’s always a way around a problem.
ENGAGING	Thought Leaders, Captivating, Interesting	Become thought leaders in quality and compliance to encourage people to find out more.	Make people feel like they’re the only one you’re talking to. Demonstrate our knowledge. Encourage questions. Take a consultative approach.	Be too ‘salesy’.

Our Umbrella Logo

The Radar logo should only be used in instances when we need to present ourselves as industry agnostic. Ensure that if you're referring to any products that you don't use this logo.



Our Logomark

A versatile graphic device



The logomark can be used independently, in situations such as social media profile photos and favicons, where the legibility of the logo as a whole would be affected.

Our Brand Colours

Our colours are representative of our personality. They exude our values and are harmonious with the industry in which we operate

Teal has a natural dignity that is not contrived or ‘in your face’. Its understated elegance demonstrates a unique and smart approach to business. Blue supports the Teal by creating a sense of professionalism, security and trust and Purple adds warmth, depth and creativity to the palette. These colours can be used either alone or as gradients to add more emphasis where required. Grey should be used sparingly, primarily on copy - we should never use black!

Teal

#1ECAD3

C:67 M:0 Y:23 K:0

R:30 G:202 B:211

Pantone 319 C

Light Blue

#3CB4E5

C:68 M:8 Y:2 K:0

R:60 G:180 B:229

Pantone 298 C

Deep Purple

#592C82

C:81 M:96 Y:4 K:1

R:89 G:44 B:130

Pantone 268 C

Copy Grey

#706F6F

C:0 M:0 Y:0 K:70

R:112 G:111 B:111

Three Colour Gradient - This should comprise of the three colours above

Our Fonts

Our choice of typefaces should reflect the same values as the logos and colours we use, whilst being both legible and versatile

Semplicita Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Semplecita Pro is the font that we use in our logo, should also be used on all headers throughout our collateral.

Its use alongside the Avenir Family is to add a modern touch.

The font is minimal, and geometric, which will give the brand a very fresh, eye catching feel.

Avenir Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The Avenir Font Family is a classic geometric sans serif typeface, known for its simplicity and legibility.

The Family is available in 12 weights from Light to Heavy.

This Typeface should be used across everything apart from headers, which is where the Semplicita font should be used.

Tahoma Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

The Tahoma Font Family is a humanist sans-serif typeface which is widely available on most operating systems.

This typeface should only be used as a fallback in situations where either of our other fonts are unavailable.

Our Font Styling

How the typefaces should be used properly

Leading

Leading is the distance between each line of type, and should be set at approximately 180% or x1.8 of the font size where possible. For example if the font size is 10pt, the leading should be 18pt.

Tracking

Tracking is the degree of space between letters in a word or sentence. It affects the density and therefore readability of a line or block of text.

A B

Tracking should be set at 75 for Headers

and should be set at 50 on body copy

This is a Heading

Header should always be Teal

This is a Sub Heading

This is body copy, sum as sit et molent aborepe ratur, alibus quas num, ium dis aute reicitatis sime nonse vel mossedi atatque nihit, to ma aut hariorio estiunt omnisin cipsum

Using Strokes to Seperate Sections

When using more than one sub header in a section it might be useful to use a stroke that seperates one part from the next (as shown above), this stroke should always be in the Radar Healthcare gradient swatch (as seen on page 14) and be no thicker than 4pt.



Radar Healthcare Product Brand

Our Brand Narrative

Our healthcare system will support us all at some point in our lives

We believe that by helping healthcare organisations to improve their quality and compliance, it will drive effective change that will pave the way for a sustainable future.

And when these healthcare organisations flourish, we will all benefit from better care as a result.

To facilitate this, we've developed Radar Healthcare; intuitive quality and compliance software that captures organisational challenges and turns them into standardised behaviours, helping healthcare organisations to meet and manage regulatory requirements so they can concentrate on providing the best possible care.

Our Lexicon

We have developed a lexicon that is to be used by all employees and agencies when writing on behalf of Radar Healthcare.

We refer to our product as **software**. It is not a system, program, platform or an application.

The organisations that buy our product are our **customers**, not 'clients' as we are selling more than professional services.

We highlight that Radar Healthcare is **intuitive**, because saying that it is easy to use, basic or simple devalues the proposition.

Whilst **quality** and **compliance** are an important driver for the purchase of Radar Healthcare, we should never say that the software will *make* them compliant. Compliance is an outcome of the effective use of our software and each implementation is bespoke to our customers' processes and requirements.

We should always be clear that our customers will get the best value from the software if it is implemented **collaboratively** so we can help them on every step of their journey.

Our Product



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Logomark Logotype



The logo is made up of both a logomark and a logotype. The logomark should always be on the left of the logotype, with the logomark in line with the top of the 'r' in radar and bottom of the 'h' in healthcare. The full colour version as shown above should be used wherever possible, with the CMYK versions being used for print, and the RGB and HEX versions used on screen only.

Our Logo

Logo Clear Space



The clear space for Radar Healthcare's logo is the lowercase 'r'.

This should always be from the very edge of the space taken up by the logo.

Our Logo

One colour knockout versions



When displaying the logo on top of images or solid fills please use the one colour knockout versions instead of the full colour versions. These can be displayed in any of the colours in the brand palette. And can also be used in white when used over images or solid colour fills.

Our Logo

Incorrect usage examples



Don't rotate elements



Don't move elements around



Don't change line thickness



Don't remove strokes



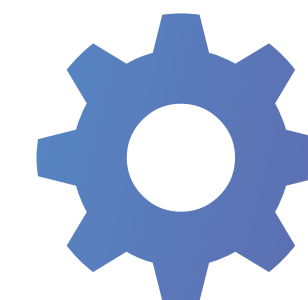
Don't change composition

The composition of logo is essential for it to function correctly. If any of the elements of the logo are moved or scaled incorrectly it will affect how balanced the logo is, and could have a negative impact on the brand.

Our Iconography

Our iconography style is clear and simple, yet retains the warmth and creativity of the brand through the use of our brand colours.

To stay consistent with the Radar Healthcare system, the icons used should come from Bootstrap (a free and open-source front-end library). The stroke thickness of our icons/illustrations should be such that it is viewable at smaller sizes.



General Photography

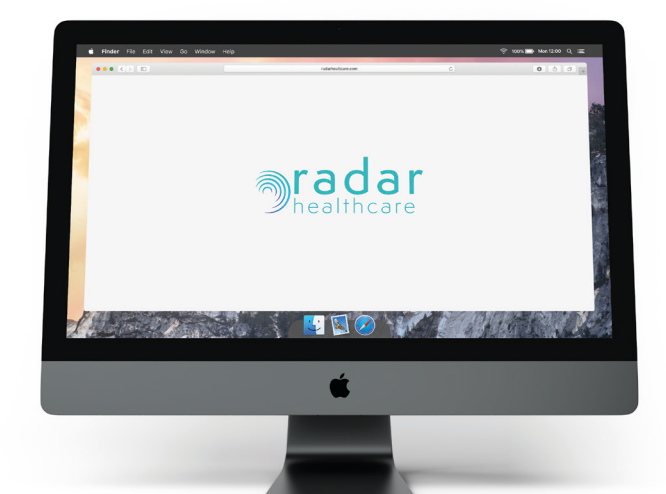
Our photography should be light, soft, friendly and include people where possible.

Because there isn't just one type of healthcare organisation, our general photography style must appeal to a wide range of stakeholders, prospects and customers.

For this reason, in our general marketing and communication material, we steer away from corporate office shots, medical shots or images of staff in specific uniforms.

Photography does not necessarily have to include our product but should always infer that we are selling software so the presence of a device (preferably a desktop computer) in an image is preferred.

Where we include screen shots of our product, they should always be displayed within a computer or tablet screen.



Sector Specific Photography

Where there is a targeted communication piece that will only be seen by the desired audience i.e. online advert targeted at GPs, imagery relevant to this specific segment of our target audience may be used to contextualise our proposition.

Photography should always look natural, and never be overly staged, for example don't use photos with too much artificial light, or with the subject people lined up and looking into the camera.

