



PALLIATIVE CARE

Symbol Usage Guide

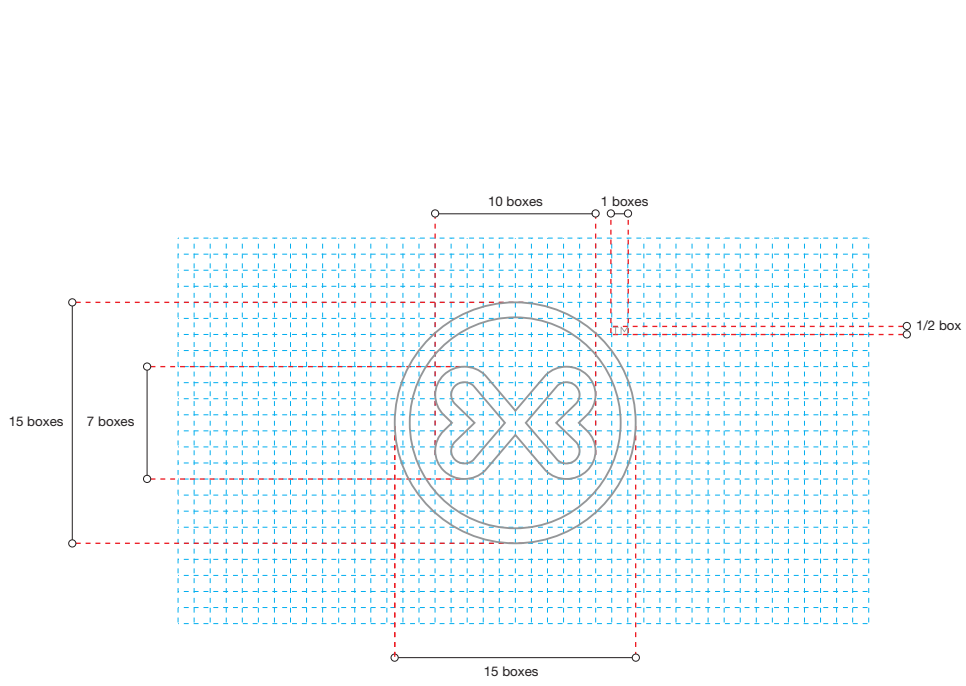
THE STORY BEHIND THE SYMBOL



Our symbol shows two hearts connected, representing the bond between the patient and his/her caregivers. The joined hearts also resemble the infinity loop- suggesting that while a person passes on, relationships live on. The circle completes the symbol and derives its origin from the Latin 'Pallium', the root word of Palliative, which means to cloak or shield.



R.1.1 Symbol Dimensions



R.1.2 Symbol Colour Guide

The palliative care symbol naturally comes in blue but can also be applied in black or white.



Symbol

Spot Colour:
■ Pantone Solid Coated
Blue 072C

4-Colour Process(CMYK):
C100% M88% Y0% K5%



Symbol

Greyscale:
■ Black 100%

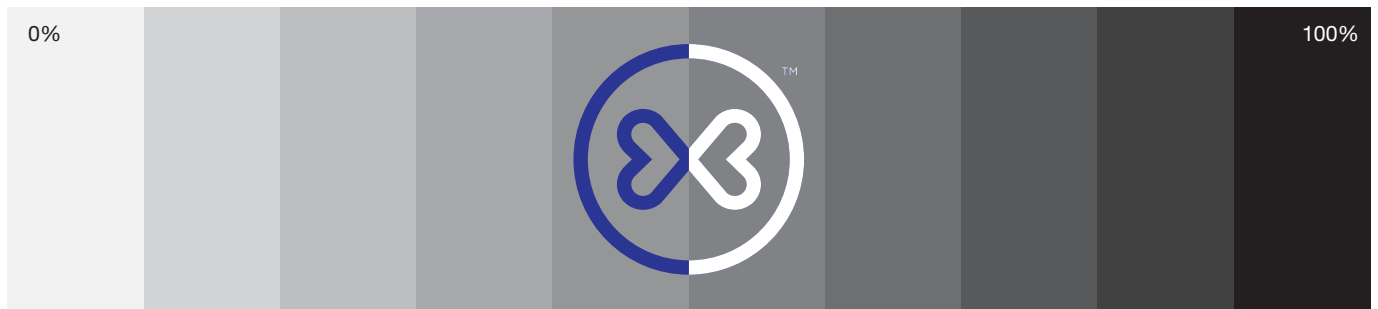


Symbol

Reverse White:
□ White 100%

R.1.3 Symbol Colour Guide - Backgrounds

Please note, the palliative care symbol's background is ALWAYS transparent. It does not have an accompanying or mandatory background. The symbol can be applied in blue, white or black.



(On lighter or white backgrounds)

White
(On blue or darker backgrounds)



■ Black 100%



White
(On black or darker backgrounds)



White
(On blue or darker backgrounds)

R.2.1 Do's & Don'ts - Incorrect Symbols

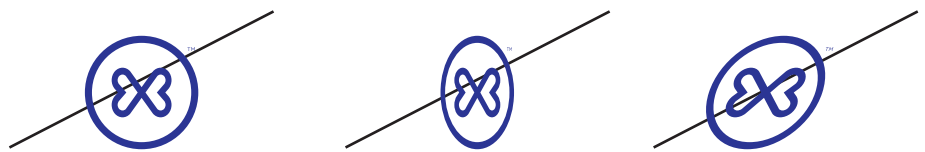
DO NOT change the colour of the symbol elements



DO NOT adjust the proportion or position of the elements in the symbol



DO NOT stretch or distort the symbol



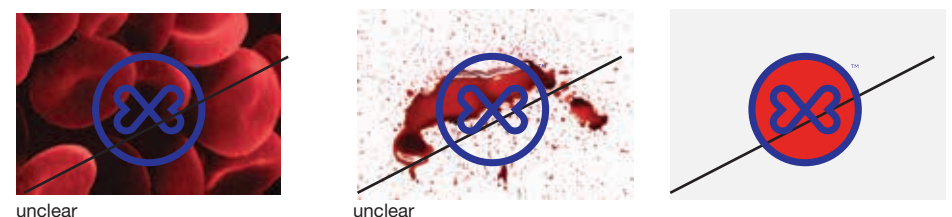
DO NOT add additional elements to the symbol



DO NOT position the symbol in boxes or onto clashing backgrounds



DO NOT place the symbol onto photographic imagery or complex backgrounds



R.2.2 Do's & Don'ts - Backgrounds

When applying the symbol, select between the blue or white symbol to ensure maximum visibility. Blue is generally used on lighter backgrounds and white on darker backgrounds.

Blue logo

White logo

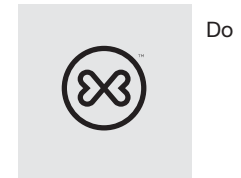
Black logo



Do



Don't



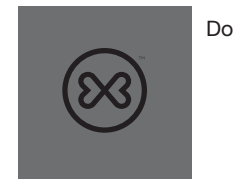
Do



Don't



Do



Do



Don't



Do



Don't



Don't



Do



Don't



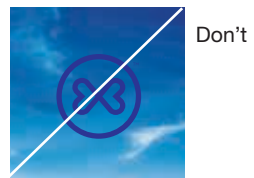
Do



Don't



Do



Don't



Do



Don't



Don't



Do



Don't

R.2.3 Do's & Don'ts - Backgrounds

When applied to items with colour limitations, the symbol should still be clearly visible in the artwork.

Blue logo

White logo

Black logo



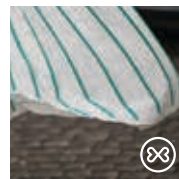
Don't



Enlarged view



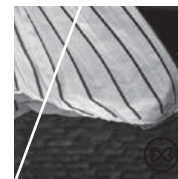
Do



Enlarged view



Don't



Enlarged view



Don't

Limited to yellow on black. You cannot apply blue symbol.



Enlarged view



Don't

The white symbol is not clearly visible on a light background.



Enlarged view



Do

The black symbol is clearly visible and meets the colour requirements.



Enlarged view



Do

The blue symbol is clearly visible and meets colour requirements.

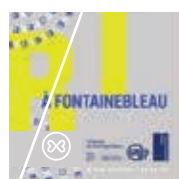


Enlarged view



Don't

The white symbol is not clearly visible on a light background.



Enlarged view



Don't

The blue symbol is clearly visible in this artwork as compared to the black symbol and meets the colour requirements.



Enlarged view

R.3.1 Minimum Symbol Size

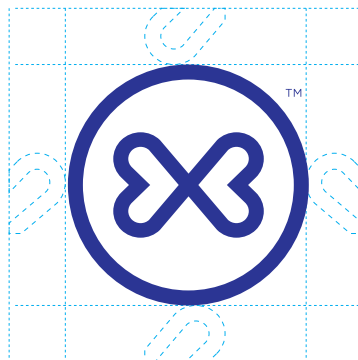
To ensure visibility, the diameter of the palliative care symbol should not be less than 2cm wide.



R.3.2 Clear Space

This refers to the empty area that should be around the symbol.

The clear space is generally half-a-heart wide around the outer circle (refer below).



R.4.1 Usage on Uniforms

You can also incorporate the palliative care symbol into your uniform's design.

Choose the appropriate symbol colour based on your uniform to ensure maximum visibility.



R.4.2 Usage on Corporate Vehicles

Below are some Hospis Malaysia examples of how you can brand corporate vehicles with your own corporate logo and website. Again, choose the palliative care symbol colour that ensures maximum visibility.



R.5 Advertising

No matter which advertising medium is utilised, this guide serves to standardise the symbol placements for overall consistency.

R.5.1 Vertical Layout

The palliative care symbol should be placed at the top right corner.



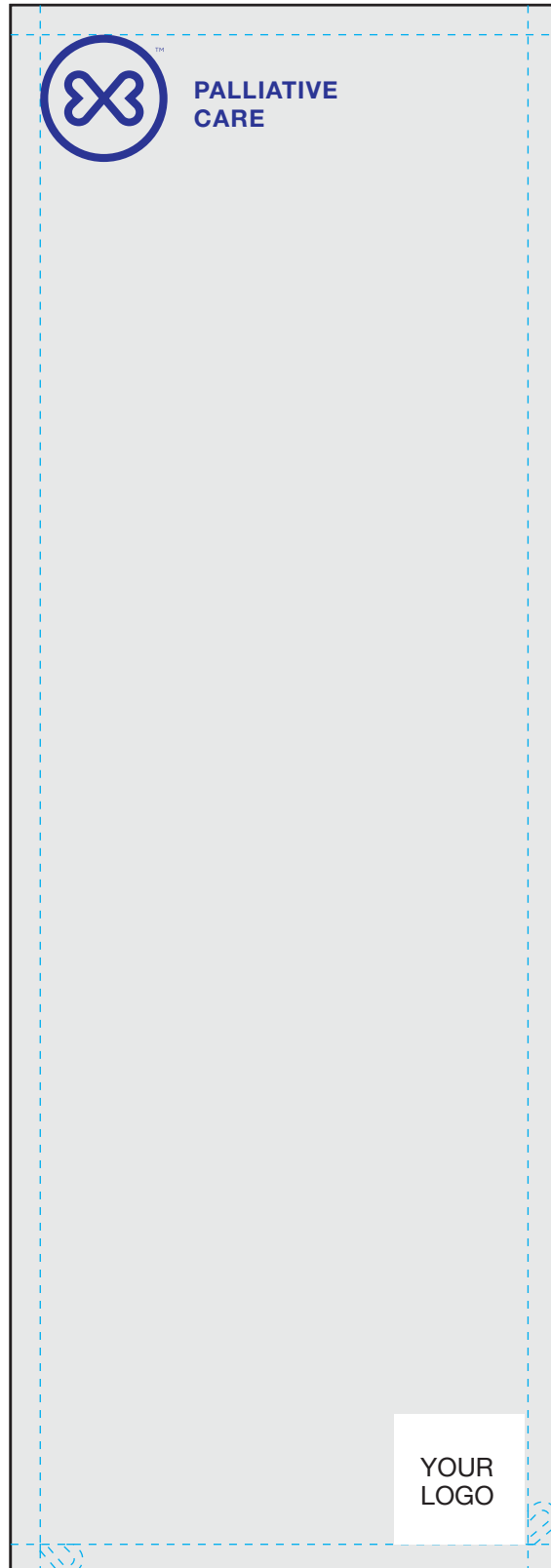
 临终关怀

Headline to be placed here.

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima.

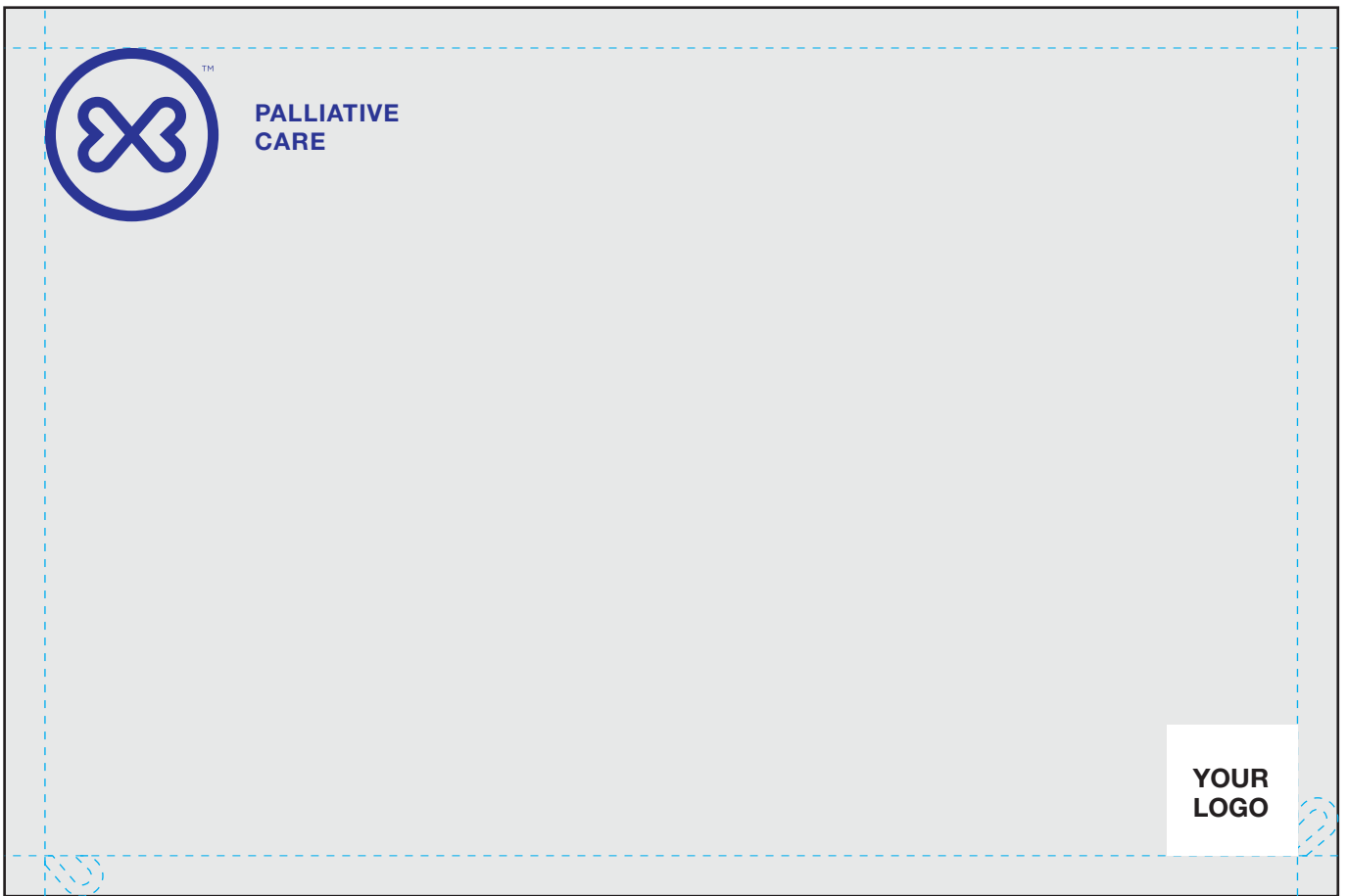
**YOUR
LOGO**

R.5.2 Vertical Layout (cont.)



R.5.3 Horizontal Layout

The palliative care symbol should be placed at the top right corner.



An initiative by

