Raymedy
smart healthcare

Brand book Raymedy

Table of contents

The four aspects to health and longevity

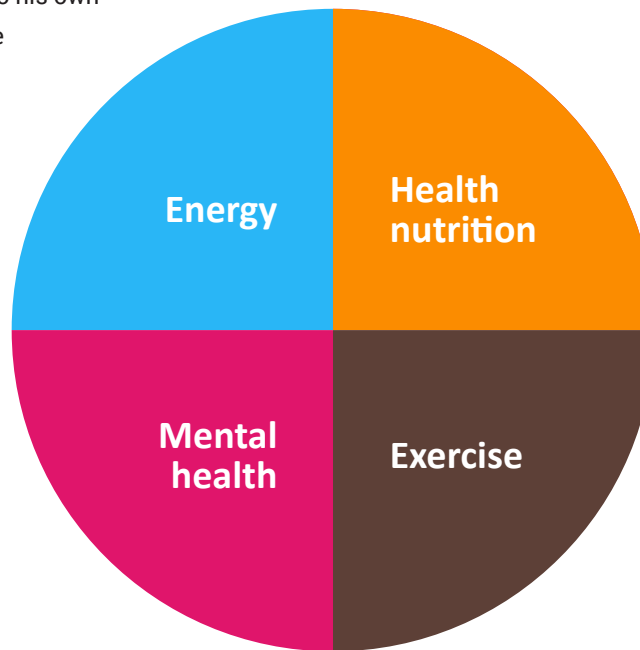## Body tissues & organs functions harmonization

Everything that goes on inside our body, can happen due to energy. So it is important that we have sufficient energy. Raymedy's system measures the energy that flows through our 24 most important meridians. Meridians are known for hundreds of years from chinese medicine and are considered to be the preferred energy paths. Merididans are also closed electrical circuits that can be measured accurately with modern technology. We measure the start and end points of these meridians to get insight on how the meridians function. Each meridian has a unique flow and provides energy to his own body functions. Longmeridian for example regulates our immune system, our skin and our lungs. Meridians that transports insufficient energy are being stimulated with light, magnetic fields or microcurrent. The stimulations are achieved with low current and is perfectly safe. Because the signals we use resonate with our healthy frequencies, coherence is created which leads to an increase of energy. This stimulates our self-healing ability.

Healthy nutrition

Everyone knows that we only stay healthy when we eat sufficient, various and fresh food. Preferably biological and non-altered food. After illness we can become intolerant for certain foods and we need to adjust our eating pattern. A Raymedy therapist is able to advise about nutricion and the effect of orthomolecular medicine can be tested.

Mental health

The special thing about the network of meridians is that it responds to our emotions. Rage en frustration are known to stimulate our bile and liver. The measurements of our meridians not only gives insight to the nature of our physical problems, but also gives insight in the kind of emotions and stress that play a major part in creating our physical problems. Continuous stress will eventually weaken our body. A Raymedy therapist can create awarness of our unilateral emotions, how to handle them effectively and how to reduce stress.

Exercise and close to nature

Enough exercise is essential for good health. Everyone should keep moving. The older we get, the more discipline it requires. Modern way of living leads to a lack of exercise. Raymedy therapists or coaches advise and stimulate exercises. Challenging your body, providing that it's not overdone, is healthy. It balances the meridian network and it's energy level.
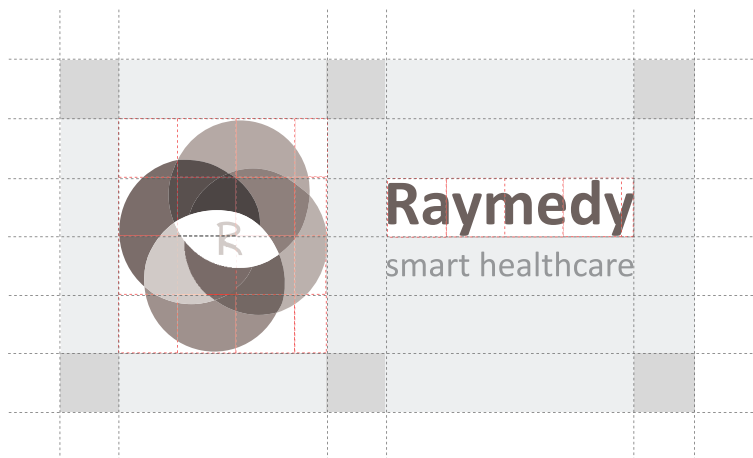
1

Explanation logo

Elements of logo

The logo consists of a figurative mark, a word mark and a subrule "smart healthcare". The proportions of these elements are fixed; one can not deviate from these ratios.

Proportions logo

Applying the logo

The logo will always be applied the way it's displayed on the left. Adjustments on the logo are not allowed. In case of lack of width, causing the logo to be unreadable, you can use a logo variant which is better suitable for vertical placement (see page 2).

| Don't use image as background | Don't use colored background | No transformations (scale, skew, rotate) | Don't use different alignments | Don't use different colors |

Frame

In case of placing the logo on a dark or colored background, the logo will be placed in a white frame. The bottom corners are rounded. The frame is always aligned to the top op the dark or colored background element.

Explanation logo variant

Logo variant

In case of lack of width, causing the logo to be unreadable, you can use this logo variant which is better suitable for vertical placement. The proportions of these elements are fixed.
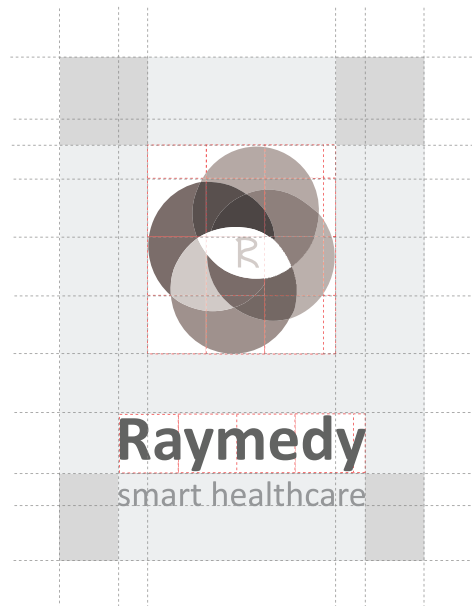
Raymedy
smart healthcare

Frame

In case of placing the logo on a dark or colored background, the logo will be placed in a white frame. The bottom corners are rounded. The frame is always aligned to the top op the dark or colored background element.

Raymedy
smart healthcare

Elements of logo

The logo consists of a figurative mark, a word mark and a subrule "smart healthcare". The proportions of these elements are fixed; one can not deviate from these ratios.

Proportions logo

Raymedy
smart healthcare

Explanation logo in combination with location

Raymedy
smart healthcare
Arnhem

Raymedy
smart healthcare
Eindhoven

Raymedy
smart healthcare

Arnhem

Raymedy
smart healthcare

Eindhoven

Logo in combination with location

Preferably, the logo is used with no additional information about location. All extra information about location leads to segmentation. Which is the opposite of what a strong brand represents: unity and a consistent visual representation. In some cases it's allowed to only add the location to the logo. When it is really necessary to add the location (f.i. in print or web where information is shared about this specific establishment), there are some simple rules to observe:

1. the logo and location are divided by a hairline
2. the margin between the logo and the hairline and the location and the hairline are equal to the margin between the word mark and figurative mark
3. the bottom of the text is aligned with the bottom of the word mark
3. the location is always placed in Calibri Bold, in the same font size as the subrule "smart healthcare"
4. only the location can be added. Extra information as "centrum" or a specific district is unnecessary and is not allowed to be added.

Logo variant in combination with location

The logo variant is also preferably used with no additional information. When it is really necessary to add the location (f.i. in print or web where information is shared about this specific establishment), there are some simple rules to observe for the logo variant:

1. the logo and location are divided by a hairline
2. the margin between the logo and the location is equal to the margin between the word mark and figurative mark. The hairline is aligned in the centre
3. the location is always placed in Calibri Bold, in the same font size as the subrule "smart healthcare". The text is center-aligned.
4. only the location can be added. Extra information as "centrum" or a specific district is unnecessary and is not allowed to be added.

Explanation color use

Main colors

The first two main colors are blue and orange. They origin from the figurative mark, where they are opposite of each other. The two colors are contrasting. The first, blue color is mainly used as a background color. The second, orange color is mainly used as background color for call-to-actions. The third and fourth color are mainly used as background color.
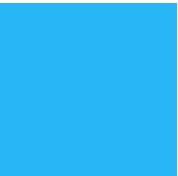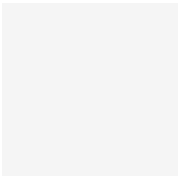
PMS
298 C
CMYK
67 / 10 / 0 / 0
RGB
041 / 182 / 246
Hex
#29b6f6

PMS
144 C
CMYK
0 / 54 / 95 / 0
RGB
251 / 140 / 0
Hex
#fb8c00
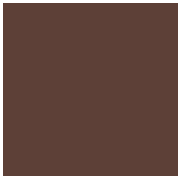
PMS
7596 C
CMYK
42 / 61 / 60 / 57
RGB
93 / 64 / 55
Hex
#5d4037

PMS
663 C
CMYK
5 / 4 / 4 / 0
RGB
245 / 245 / 245
Hex
#F5F5F5

When one of the first three colors are used as background, a distracted color can be used for elements which are placed on top of this background.

PMS
279 C
CMYK
73 / 35 / 0 / 0
RGB
33 / 150 / 243
Hex
#2196f3

PMS
150 C
CMYK
0 / 36 / 70 / 0
RGB
255 / 181 / 89
Hex
#ffb559

PMS
7614 C
CMYK
33 / 41 / 40 / 19
RGB
161 / 136 / 127
Hex
#a1887f

Complete color scheme

the complete color scheme consists of the first two main colors, extended with the colors used in the figurative mark of the logo.

PMS
213 C
CMYK
2 / 97 / 27 / 0
RGB
226 / 16 / 106
Hex
#e2106a

PMS
259 C
CMYK
70 / 100 / 11 / 3
RGB
111 / 31 / 121
Hex
#6f1f79

PMS
7685 C
CMYK
93 / 67 / 4 / 0
RGB
28 / 85 / 159
Hex
#1c559f

PMS
660 C
CMYK
83 / 43 / 3 / 0
RGB
21 / 123 / 188
Hex
#157bbc

PMS
298 C
CMYK
72 / 14 / 4 / 0
RGB
43 / 168 / 219
Hex
#2ba8db

PMS
368 C
CMYK
55 / 2 / 100 / 0
RGB
135 / 186 / 23
Hex
#87ba17

PMS
7741 C
CMYK
84 / 30 / 100 / 19
RGB
36 / 114 / 41
Hex
#247229

PMS
395 C
CMYK
19 / 2 / 93 / 0
RGB
223 / 219 / 22
Hex
#dfdb16

PMS
144 C
CMYK
2 / 49 / 97 / 0
RGB
240 / 147 / 9
Hex
#f09309

PMS
179 C
CMYK
2 / 91 / 82 / 0
RGB
227 / 48 / 46
Hex
#e3302e

Besides the use in the figurative mark, the complete color scheme is also used in the demarcation line, which is applied in cover and hero images.
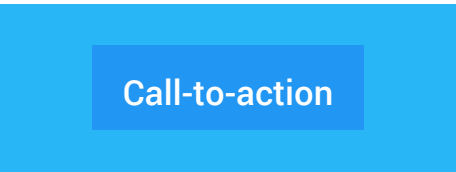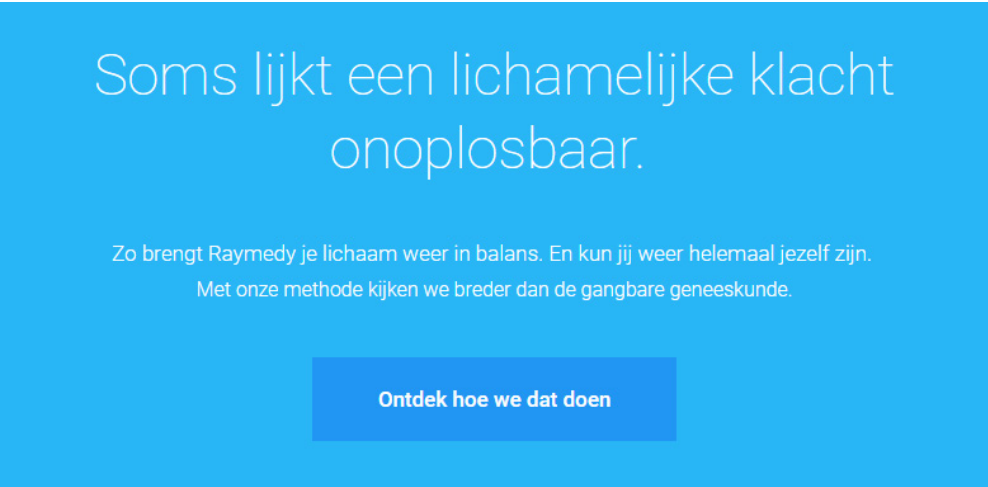
# Explanation color use

Call-to-actions

Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate action, such as "Write Now," "Call Now," or (on Internet) "Click Here." A retail advertisement or commercial without a call-to-action is considered incomplete and ineffective.

To create attention value for call-to-action buttons, the following combinations of background colors and colors for call-to-actions must be used.

Call-to-action is edited in Roboto Medium; cohesion between body text and call-to-action is guaranteed, while the call-to-action is emphasized.

Sta weer volop in het leven

Daar kunnen we je bij helpen!

Soms lijkt een lichamelijke klacht onoplosbaar.

Zo brengt Raymedy je lichaam weer in balans. En kun jij weer helemaal jezelf zijn. Met onze methode kijken we breder dan de gangbare geneeskunde.

Ontdek hoe we dat doen

Call-to-action (blue background)

	BACKGROUND	BUTTON	BUTTON HOVER
PMS	298 C	279 C	278 C
CMYK	67 / 10 / 0 / 0	73 / 35 / 0 / 0	69 / 30 / 0 / 0
RGB	041 / 182 / 246	33 / 150 / 243	44 / 161 / 255
Hex	#29b6f6	#2196f3	#2ca1ff

Call-to-action (brown background)
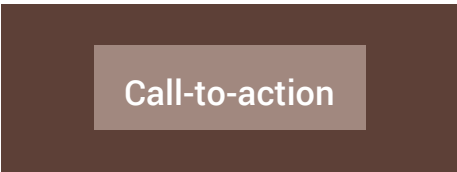
	BACKGROUND	BUTTON	BUTTON HOVER
PMS	7596 C	7614 C	4725 C
CMYK	42 / 61 / 60 / 57	33 / 41 / 40 / 19	27 / 40 / 40 / 14
RGB	93 / 64 / 55	161 / 136 / 127	176 / 144 / 133
Hex	#5d4037	#a1887f	#b09085

Call-to-action (white background, orange button)

	BACKGROUND	BUTTON	BUTTON HOVER
PMS	N/A	144 C	1375 C
CMYK	0 / 0 / 0 / 0	0 / 54 / 95 / 0	0 / 44 / 84 / 0
RGB	255 / 255 / 255	251 / 140 / 0	255 / 163 / 48
Hex	#ffffff	#fb8c00	#ffa330

Call-to-action (white background, blue button)
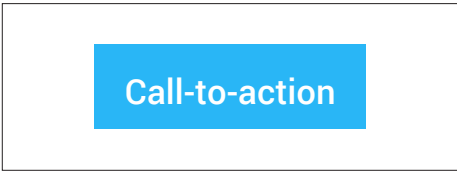
	BACKGROUND	BUTTON	BUTTON HOVER
PMS	N/A	298 C	292 C
CMYK	0 / 0 / 0 / 0	67 / 10 / 0 / 0	57 / 8 / 0 / 0
RGB	255 / 255 / 255	041 / 182 / 246	97 / 195 / 255
Hex	#ffffff	#29b6f6	#61c3ff

Call-to-action (orange background)
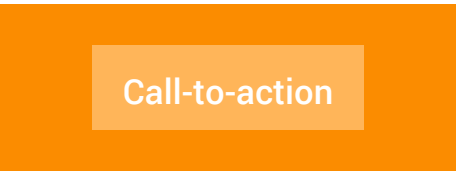
	BACKGROUND	BUTTON	BUTTON HOVER
PMS	144 C	150 C	1355 C
CMYK	0 / 54 / 95 / 0	0 / 36 / 70 / 0	0 / 30 / 66 / 0
RGB	251 / 140 / 0	255 / 181 / 89	255 / 192 / 101
Hex	#fb8c00	#ffb559	#ffc065

Call-to-action (image background)

	BACKGROUND	BUTTON	BUTTON HOVER
PMS	Image	144 C	1375 C
CMYK		0 / 54 / 95 / 0	0 / 44 / 84 / 0
RGB		251 / 140 / 0	255 / 163 / 48
Hex		#fb8c00	#ffa330

Explanation image usage

There are three different examples of image usage:
- images used for covers/hero- or header images
- product related images
- content related images

Images used for covers/hero- or header images

Images for covers and big images for use on internet (hero- and header images) are always stretched to fill the complete cover/area. Contentually, the images have a "feel good" appearance: family, friends, in nature, active, happy, cheerful. The images are a visual reflection of the effects of a treatment and the recovery. Also the slogan used on covers or heros and headers respond to the feeling of being healthy again/no restrictions caused by health issues.

Explanation image usage

Cover and hero-images have a consistent layout, based upon four elements:

- the actual image
- a demarcation line, divided into smaller color levels
- a semi-transparent blue square
- text elements (headers, subheaders) placed in the semi-transparent blue square

image

demarcation line

text element

Leven zonder pijn
en zorgen kan!

semi-transparent
blue square

Leven zonder pijn
en zorgen kan!

Lees het verhaal van Hans
en kom er achter hoe energie geneeskunde werkt.

ENERGIE GENEESKUNDE VOOR IEDEREEN

Raymedy
innovative health care

Explanation image usage

Some rules apply to cover and hero-images:

- the image is always stretched to fill the complete cover/area
- the demarcation line is always placed on top of the semi-transparent blue square
- the demarcation line is always full-width
- the proportions of the demarcation line's width and height are 100:1
- the semi-transparent blue square never covers more than 50% of the complete surface
- the semi-transparent blue square is always full-width
- the text elements inside the blue square have at least a padding of 10% of the full width left and right
- the text elements inside the blue square are vertically center-alligned

50%

50%

10% **Main header in font Calibri Bold** 10%

Subheader in font Calibri Regular

Explanation image usage

Product related images

Product related images are stretched to fill the complete cover/area (in print) or stretched over the complete width in headers (digital applications). Product related images are being used in combination with text dealing with function or treatment. The images are being placed unworked. The images focus on the product and/or operation.

Explanation image usage

Content related images

Content related images serve as visual support for the text. The content of these images must always relate to the corresponding text. The text is always wrapped around the image. The image has sufficient margin, so that a serene layout is guaranteed. Placement of image is free of choice. Placed on the left, right beneath the (sub)header is preferred.

CHINESE GENEESKUNDE

2500 jaar geleden heeft de Gele Keizer opdracht gegeven om de kennis van de geneeskunde schriftelijk vast te leggen. In eenvoudig Chinees (Jinpin), om het voor zoveel mogelijk mensen toegankelijk te maken, zijn de geneeskundige kennis in dit leerboek vastgelegd en ook de gedachten van het Daoisme en bijbehorende levenswijze.

NEIJING

Het boek "De Keizer's innerlijke canon" of "Neijing" bestaat uit twee delen waarvan elk in 81 hoofdstukken is onderverdeeld.

"Fundamentele Vragen" heet het eerste deel. In een vraag-en-antwoord vorm behandelen de legendarische Gele Keizer en zes van zijn ministers het theoretische fundament van de Chinese Geneeskunde en van de diagnostische methodes.

In het tweede deel wordt de acupunctuur behandeld. De Neijing verlaat het oude sjamanistische geloof dat ziekte wordt veroorzaakt door demonische invloeden. In plaats daarvan is de logische oorzaak van ziektes en klachten te vinden in
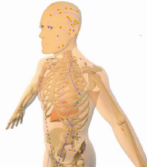
DE CEL

"Ik begin met het laatste. Iedere cel is niet alleen een uiterst gecompliceerde chemie werkplaats, maar ook een energie-centrale. Een gezonde cel levert een klein, maar meetbaar elektrisch vermogen van ongeveeer 70 milliVolt.

Als de cellen meer dan normaal actief zijn, zoals bij koorts dan is dat vermogen tijdelijk hoger. Als de cellen te weinig energie produceren dan wijst dat op een tekort aan enzymen, mineralen, of op de aanwezigheid van toxinen, een defect zo-als een doorbloedingstoornis of een ander storing.

DE 24 MEETPUNTEN

De 24 meetpunten zijn zo gekozen dat elk meetpunt informatie geeft over de hele meridiaan, d.w.z. over alle functies en hun hele verzorgingsgebied.

Dankzij uitvoerig onderzoek zijn de normwaarden voor iedere meridiaan bekend en is deze meet-methode zo ontwikkeld dat de pro-cessen in het lichaam nauwelijks worden verstoord. Daardoor geeft iedere meting weer wat er in het lichaam gebeurt met de energieproductie en de verdeling over de meridianen.

De energie van jouw milt-pancreas en lever meridianen is beneden de maat en de long- en circulatie meridiaan zijn flink uit evenwicht.

CHINESE GENEESKUNDE

2500 jaar geleden heeft de Gele Keizer opdracht gegeven om de kennis van de geneeskunde schriftelijk vast te leggen. In eenvoudig Chinees (Jinpin), om het voor zoveel mogelijk mensen toegankelijk te maken, zijn de geneeskundige kennis in dit leerboek vastgelegd en ook de gedachten van het Daoisme en bijbehorende levenswijze.

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De energie van jouw milt-pancreas en lever meridianen is beneden de maat en de long- en circulatie meridiaan zijn flink uit evenwicht.

Demarcation line

- the demarcation line is divided in 10 equal strokes
- these 10 equal strokes all have different colors, the order of colors is
  determined
- the demarcation line is always full-width
- the proportions of the demarcation line's width and height are 100:1
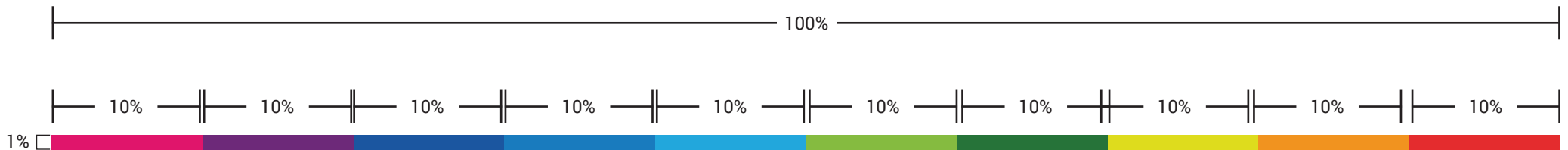
Explanation icons

The icon set applied in Raymedy's corporate identity is an existing set by Font Awesome.

"What's special about an icon font. Icon fonts are vector-based: they load fast and are completely scalable (w/ a little CSS). An example of an icon font is Font Awesome. There are tons of different fonts depending on the style/type of icons you are looking for.
What is Font Awesome? Font Awesome is a fully open source collection of 400+ icons to use on your next web project.
…These icons are scalable vectors, which means they will load faster on your page than a pixel-based image.

Easy-to-set up. If you know HTML/CSS then you will have no trouble using Font Awesome :) There's no JavaScript involved.

Use CSS to style them however you please without worrying about compromising the quality of the icon."

https://medium.com/black-tech-diva/font-awesome-is-awesome-1905156da1f

The existing set by Font Awesome is very complete and is regularly adjusted and extended.

Download Font Awesome

Explanation typography

Typography web and print

By using headings you're able to apply headers and subheaders in text. Headers must be distinguished from the actual text so a short, summarizing header creates a quick scannable layout.

Calibri Bold

**A B C D E F G H I J K L M N O P Q R T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0**

Calibri Regular

A B C D E F G H I J K L M N O P Q R T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

By applying a semantic order in documents for print and digital media, different font sizes represent a visual rendering of this semantic order.

Purchase Calibri Bold

Purchase Calibri Regular

Header 1

Sometimes a physical complaint seems unsolvable.

Header 2

Sometimes a physical complaint seems unsolvable.

Header 3

Sometimes a physical complaint seems unsolvable.

Header 4

Sometimes a physical complaint seems unsolvable.

Header 5

Sometimes a physical complaint seems unsolvable.

Header 6

Sometimes a physical complaint seems unsolvable.

Explanation typography

Body text

Body text is the text forming the main content of a book, magazine, web page or other printed matter. This is as a contrast to both the headings on each page, and also the pages of front matter that form the introduction to a book.

Body text is always edited in Roboto Regular. Roboto Regular is a sans serif font. The font is very pleasant to read, both for print as digital media. For correct rendering on the internet one can use Google Font API.

Roboto Regular

A B C D E F G H I J K L M N O P Q R T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Download Roboto Regular and Medium

Call-to-action

Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate action, such as "Write Now," "Call Now," or (on Internet) "Click Here." A retail advertisement or commercial without a call-to-action is considered incomplete and ineffective.

Call-to-action is edited in Roboto Medium; cohesion between body text and call-to-action is guaranteed, while the call-to-action is emphasized.

Roboto Medium

A B C D E F G H I J K L M N O P Q R T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Examples call-to-actions

Zo brengt Raymedy je lichaam weer in balans. En kun jij weer helemaal jezelf zijn. Met onze methode kijken we breder dan de gangbare geneeskunde.

Ontdek hoe we dat doen

Met dit handige apparaatje meet je
Je ziet meteen op je smartphone v

Lees meer over de ReadMe pen

Shop nu 🛒

Explanation tone-of-voice

Tone of voice can make or break your content, especially when you're dealing with subjects that are sensitive for your readers. Be especially empathetic to the user's needs and feelings. Too much humor might give them the impression that you don't understand what they're going through. On the other hand, extreme formality might make them feel uncomfortable and alone. It's best to strike a positive but understanding tone, somewhere in the middle of the formality scale.

Raymedy's tone profile

Funny	Neutral	Serious

Casual	Neutral	Formal

Irreverent	Neutral	Respectful

Enthusiastic	Neutral	Matter-of-fact
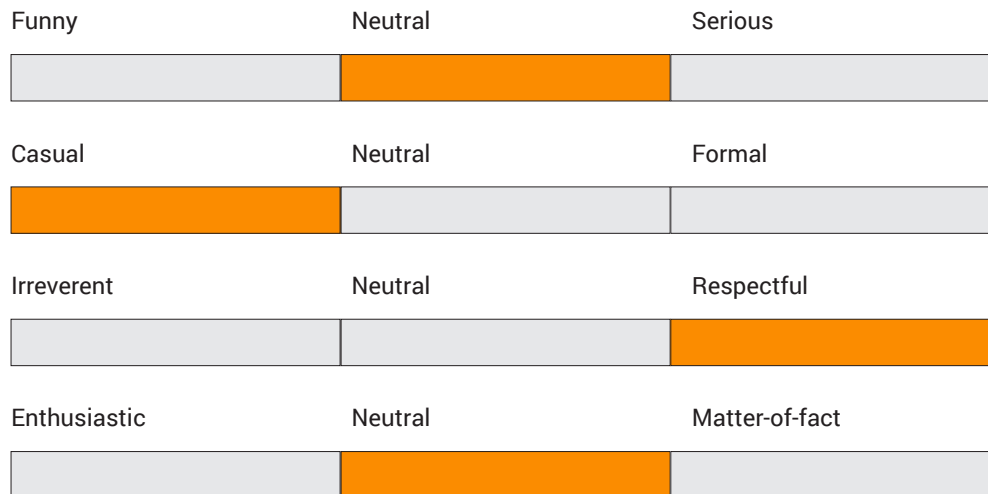
A few guidelines that always should be followed to write with a consistent voice:

- always address the reader with the polite V-form
- try to avoid healthcare jargon. When it's really necessary, try to explain in text or with a footnote what the specific term means
- when writing, always make sure to use Raymedy's tone profile: not to funny but also not to formal, casual, respectful and neutral
- your text, if spoken out loud, should sound like it's being addresses to an individual
- Use 'we're' instead of 'we are' and 'let's' instead of 'let us'. It's a quick way to make your writing less formal
- Try and avoid using too many words like 'amazing', 'stunning' and 'breathtaking' . Too many adjectives can become meaningless.

Explanation social media

The layout of social media transmission corresponds to the layout of cover and hero-images. The layout of social media transmissions is based on the same basic elements and lay-out principles. The transmission consist of an image, logo, a demarcation line, and text elements placed on a semi-transparent blue square.
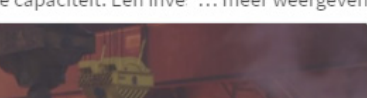
Example Facebook ad

image

demarcation line

semi-transparent
blue square

logo

text elements (Calibri Bold)
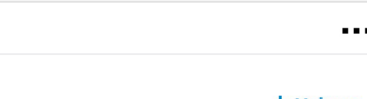
Explanation social media

Example LinkedIn display ad
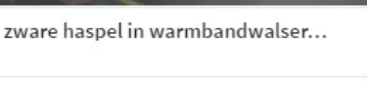
Example LinkedIn sponsored content ad

Explanation social media

20% text rule Facebook

Previously, if 20% of an ad image was text, it wouldn't be approved to run on Facebook or Instagram. This policy is widely know as the 20% text rule of Facebook. While ads with minimal text are still preferred, Facebook has adopted a new system that allows you to run ads that would've been rejected under their old policy. With this new system, ads with higher amounts of text will receive less or no delivery at all.

How does it work?

Whenever you submit an ad that features an image, Facebook runs that image through their 20% text grid. This grid measures 5×5, breaking your image down into 25 individual boxes. For your ad to be approved, you can only fill five of these boxes up with text.

When a submission consists of more than 20% text it's likely to have an negative effect on his reach. Facebook uses 3 categories:

– Image text OK: your ad will normally
– Image text Low: your ad's reach may be slightly lower
– Image text Medium: your ad's reach may be much lower
– Image text High: your ad may not run

To guarantee the highest reach on Facebook, we created a grid for Facebook ads. When using this grid you'll always meet with Facebook's advertisement rules plus a proper use of the corporate identity is insured.

Contact

 In order for any brand to be effective, it needs to be consistent. Consistency is the key to making your brand powerful and recognizable. We tried to be as complete and clear as possible while setting up the rules for a correct use of the brand. However, when you're applying this brand book and in doubt of correct use, or you have a suggestion for an addition to this brand book, we're more than happy to hear from you.

Please contact the Division of Communications and Marketing at info@raymedy.nl