



HospitiumRIS

Innovative . Centralized . Proactive

Brand Guidelines





Brand Introduction

HospitiumRIS represents trust, innovation, and clarity in healthcare IT. The logo is clean and minimal, projecting a professional yet approachable identity. It's designed to be instantly recognizable while symbolizing the brand's commitment to simplifying complex healthcare processes.

Our Objective:

Understanding both systems, leveraging interoperability standards and protocols, implementing bespoke integrations, and ensuring accurate metadata mapping and synchronisation are all necessary when integrating a Hospitium RIS with DSpace.

This integration improves the management and distribution of research findings, making research more visible and accessible.





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01

Brand Introduction

This page provides an overview of our brand. We are committed to delivering quality services that meet the needs and expectations of everyone.



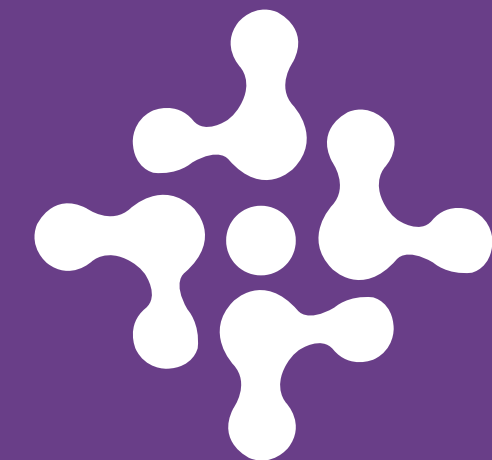
Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and white space around it.



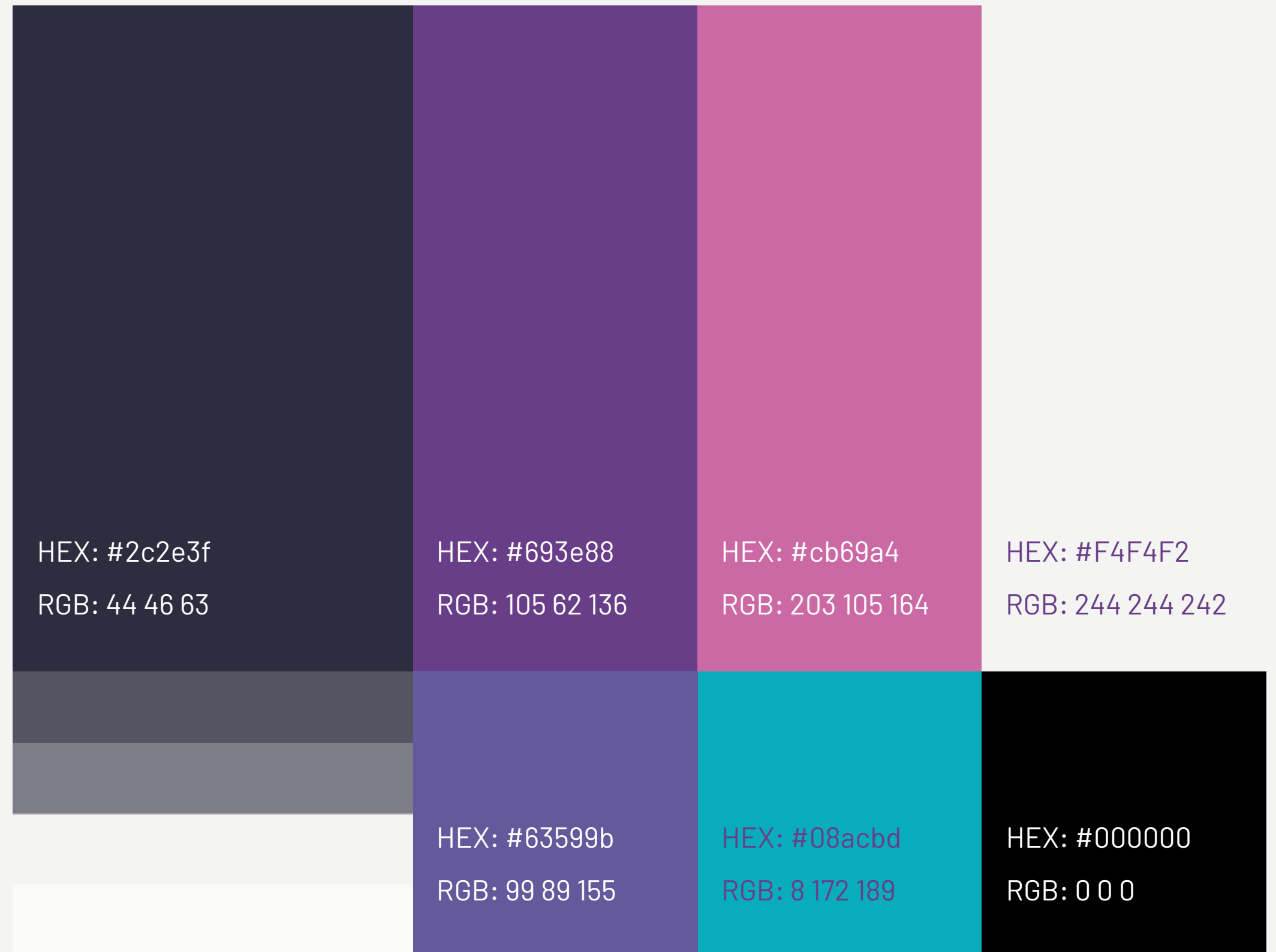
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Color Palette

The HospitiumRIS palette blends dark grey, grey, purple, pink, and blue. Greys add stability, purple signals innovation, pink brings warmth, and blue conveys trust together creating a modern, professional yet approachable identity.



Typography

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

Headings

**Glacial
Indifference**

Aa

Italic

Medium

Bold

Body

Barlow

Aa

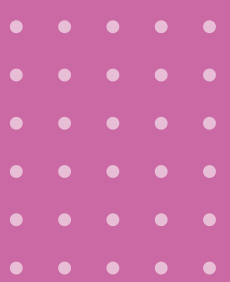
Italic

Medium

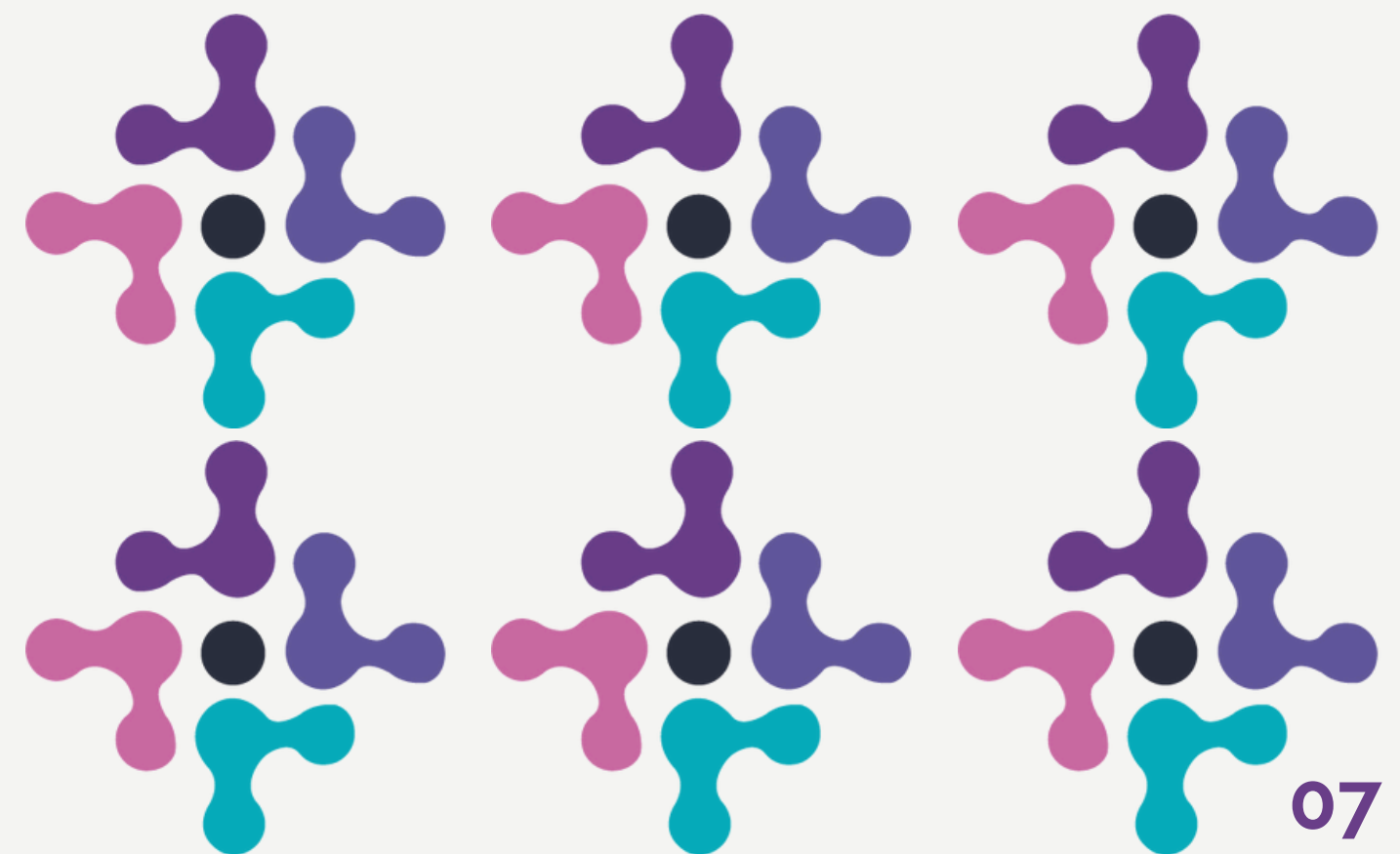
Bold

Voice And Tone

HospitiumRIS speaks with a confident yet approachable voice. The tone is clear, professional, and empathetic, avoiding unnecessary jargon. All communications should reassure users and partners, reflecting the same sense of clarity and trust that the logo conveys.



Pattern Design



Brand Applications

Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.



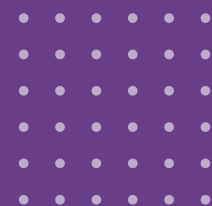
Do's and Don'ts



✓ Do

Use Official Color Palette

Ensure you use the brand's specified colors in all assets.



✓ Do

Typography Consistency

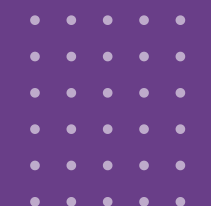
Use the specified fonts and styles in the brand guidelines for all written communications.



✓ Do

Follow Imagery Style

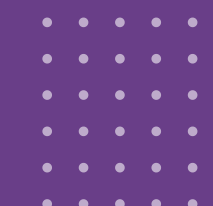
Use photography and illustrations that match the brand's aesthetic.



✓ Do

Consistent Messaging

Ensure the message delivered is aligned with our brand values.



✗ Don't

Modify the Logo

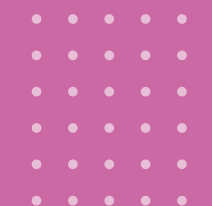
Do not alter, distort, or change the logo colors without permission.



✗ Don't

Misuse Design Elements

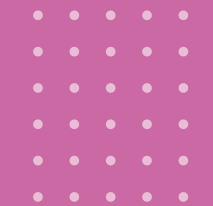
Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



✗ Don't

Inappropriate Color Usage

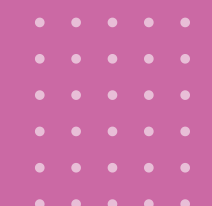
Do not use colors that are not included in the brand's official palette for brand representation.



✗ Don't

Conflicting Messages

Avoid communications that contradict or obscure our brand message.





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**Thank You
So Much**