COMMUNITY
INTEGRATED
PARAMEDICINE

WHAT IS CIP?

Across Michigan, communities, first responders, providers and health care systems are embracing an innovative, hands-on approach to public health: Community Integrated Paramedicine (CIP).

The goal of CIP is to reduce non-emergent emergency department visits, inpatient readmissions, and the inappropriate utilization of health care resources.

KEY MESSAGES

Community Integrated Paramedicine …

- is a proven approach to community health care that reduces local costs by providing standard community health care services outside of the emergency department.
- does not duplicate or compete with existing established services.
- provides a new approach to health care in rural communities and offers better access to services.
- is not a one-size-fits-all approach and instead offers health care services tailored to community needs.

LOGO USAGE

The refined Community Integrated Medicine logo is one graphic element that universally identifies our organization. Whenever the logo appears in print or digital communications, it should be reproduced in its complete form as shown in this manual.

Proper use of the logo gives CIP a clearly recognizable visual identity and strengthens our public image. The primary logo is the main identifier for CIP.

All logos are included in five different file types: PDF, EPS, JPG, PNG and SVG.

Each logo includes four color formats: CMYK, RBG and Reversed.

Logo may be used in full-color, grayscale, and reversed-out format. The grayscale and reversed-out logos should only be used when it's not feasible to use the full-color logo. For example, when color printing isn't available, use the grayscale logo; when printing on a dark color, use the reversed-out logo.

LOGO MARK

WITH TEXT

COMMUNITY INTEGRATED PARAMEDICINE

PRIMARY COLORS

C: 93 M: 69 Y: 45 K: 36 | R: 24 G: 63 B: 85 | Hex: 183f55

C: 77 M: 50 Y: 0 K: 0 | R: 64 G: 120 B: 189 | Hex: 4078bd

C: 54 M: 0 Y: 100 K: 0 | R: 128 G: 201 B: 41 | Hex: 80c929

C: 47 M: 39 Y: 40 K: 3 | R: 140 G: 140 B: 140 | Hex: 8c8c8c

C: 0 M: 0 Y: 0 K: 0 | R: 255 G: 255 B: 255 | Hex: ffffff

LOGO FILE TYPE GUIDE

EPS: Also referred to as vector-based files and graphics. Use when files need to be read but not edited by the recipient. For example, use when sending the file to a professional printer for a T-shirt, banner, etc.

PDF: Use when the file needs to be edited by the recipient with professional, vector-based software. PDFs can also be used instead of an EPS file when files need to be read but not edited.

PNG: Use only in digital environments (not for professionally printed materials). For example, on a website or social media graphic. A PNG is a pixel-based file format with the ability to store transparency, making it ideal for use when vector-based files will not work. This file type is not scaled to large sizes due to graininess. This file is suitable for use on the web, in RGB color space.

JPG: Use only in digital environments (not for professionally printed materials). A JPG is a pixel-based file format, which uses a different compression method that results in loss of quality. This file format is only suitable for use where no other formats are accepted and should only be used as such. JPG images do not support transparent backgrounds, causing the logo files to appear with a white box surrounding it.

SVG: Also referred to as sharable vector graphics, an SVG is suitable for high-quality images and can be scaled to any size. This file is suitable for use on the web, in RGB color space.

LOGO COLOR TYPE GUIDE

CMYK: Files in CMYK color space should be used when working with most printers — for full-color printing, internal or professional. Although there may be small color shifts that happen in printing, it provides the greatest amount of accuracy when printing designs that contain color photography. CMYK should be the color space of choice for any design that is more than four colors.

RGB: Files in RGB color space are for use exclusively in digital environments (not for printed materials). RGB color is used in computer screens, televisions and mobile devices. RGB is the color space of choice for any design used in digital environments.

Grayscale: Use files in black or grayscale color space when color printing is not available.

Reversed: Use files in Reversed color space when printing or displaying the logo on a dark color. This color space only includes EPS and PNG file types, as a transparency channel is required to see a white file on a dark background.
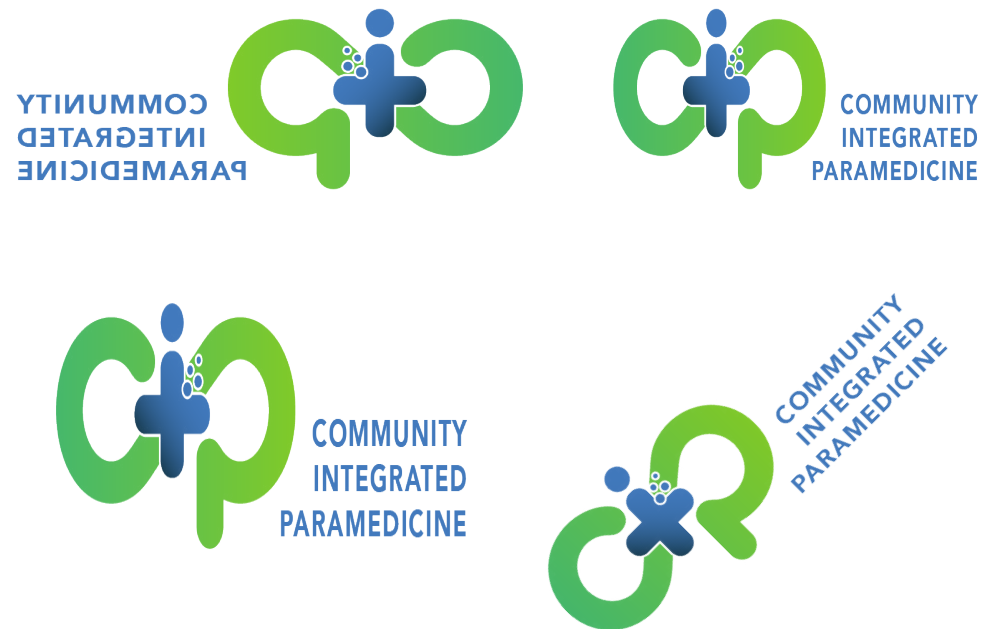
PROPER VS. IMPROPER LOGO USAGE

To help maintain a consistent visual brand for CIP, do not rotate the logo, use any colors other than the primary colors, embellish the logo in any way, attempt to recreate the logo, stretch the logo, or use any version of the logo other than what is shown as "correct" below.

CORRECT

INCORRECT

ADDITIONAL LOGO FILES

Logo variants are provided to offer versatility in the creation of program materials. Originally created for advertising and promotional materials, they can be used by partners as deemed appropriate. All business cards, letterhead and other "official" items, however, should use the traditional logo.
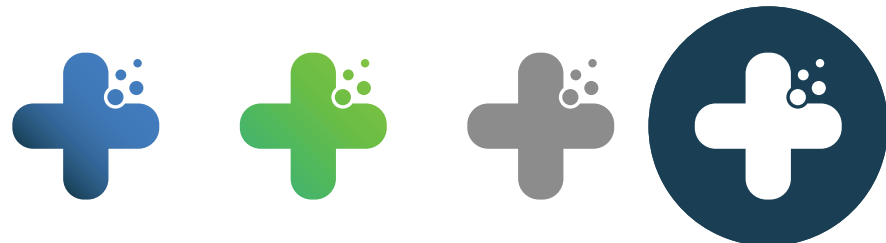
REVERSED

ONE COLOR

ICONOGRAPHY

The icon elements created for CIP can be used as a graphic overlay to enhance photography or a stand-alone icon.

FONT USAGE

FONT

The brand for Community Integrated Medicine consists of two fonts with multiple styles.

Urbane Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#!$%&

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#!$%&

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@#!$%&

USAGE

URBANE ROUNDED SEMIBOLD, ALL-CAPS CASE, IS USED IN MAIN HEADINGS

Avenir Black, CamelCase, is used for subheadings

Avenir book is used for body copy and messaging

The brand fonts are available for free as Google Font Kits.

PHOTOGRAPHY

When using photos to represent the CIP brand, select photos that highlight community care and include diversity in age, race, gender and culture to reflect the diverse audience CIP serves.

Full inspiration board: https://www.istockphoto.com/collaboration/boards/jzbtWdr050KLwhPF5TBd6w

PHOTOGRAPHY EXAMPLES