



CORPORATE IDENTITY MANUAL



Introduction

Emed Rescue 24 is a proudly Namibian paramedical services company that offers emergency medical evacuation, event medical stand-bys, as well as customised first-aid and general safety training. Emed has been in operation since 2004, and has the largest medical evacuation fleet and infrastructure, as well as Advanced Life Support crew in the Namibian private sector. Emed has a world-class call center that is available 24 hours of the day, with two medically qualified call operators on standby at all times. The call centre services are also connected to the Emed panic alert app, which ensures that the call center will be notified of your emergency at the push of a button!

Emed's years of experience, as well as its diversified fleet and team of highly qualified medical professionals, has ensured Emed's expertise to access any terrain in Namibia. No matter where you may be, Emed has the capacity to rescue you. No terrain is unreachable for Emed.

Our training capacity is customisable, with courses being tailor-made to suit your business' safety needs. Moreover, Emed's event stand-by services are also personalised to suit the scope of any event. During the planning period of your event, Emed can also consult on the necessary safety precautions and procedures.

Emed is contracted with all medical institutions and medical aid schemes, to ensure that you get the best service available of your choice. Emed also operates within the prescribed benchmark tariffs, because we believe in fairness in value.





Brand Personality

Emed is a company made up of skilled professionals, who do extraordinary things. That is why our brand represents the everyday hero; because at Emed, we do not simply transport you, we take care of you. Therefore, our brand personality is that of professionalism, compassion, empathy, and care.

Emed Rescue 24's brand is also reflective of the importance of high-quality operations. Emed's biggest priority is people, both our patients and our crew, and we value safety and satisfaction during any rescue operation, event stand-by, or training course. Therefore, the standard that we uphold and with which we perform is of the utmost significance, and forms an integral part of our brand personality.

Brand Positioning Statement

Whatever your emergency, Emed Rescue 24 offers paramedical services, with 16 years of experience as the largest Namibian evacuation company in the private sector, and with our Advanced Life Support crew, we don't just transport you, we take care of you.





Logo Type

LOGO PROPORTIONS





Logo Type

LOGO BACKGROUND

ON WHITE



ON REFLEX BLUE



ON RED WITH BLUE BAND SKEWED 12.5°





Logo Type

COLOUR CODES

The following colours are the only ones that may be used for the logotype. No other colours may be used or substituted for the logo.

REFLEX BLUE

PANTONE SPOT : PAN Reflex Blue
PROCESS (CMYK) : 100C; 71M; 0Y; 6K
SCREEN (RGB) : 23R; 23G; 150B



RED

PANTONE SPOT : PAN Red 032
PROCESS (CMYK) : 0C; 91M; 87Y; 0K
SCREEN (RGB) : 230R; 40G; 38B



LIGHT REFLEX BLUE

PANTONE SPOT : 50% PAN PROCESS BLACK
PROCESS (CMYK) : 50C; 35M; 0Y; 3K
SCREEN (RGB) : 139R; 139G; 203B



BLACK

PANTONE SPOT : PAN PROCESS BLACK
PROCESS (CMYK) : 0C; 0M; 0Y; 100K
SCREEN (RGB) : 0R; 0G; 0B

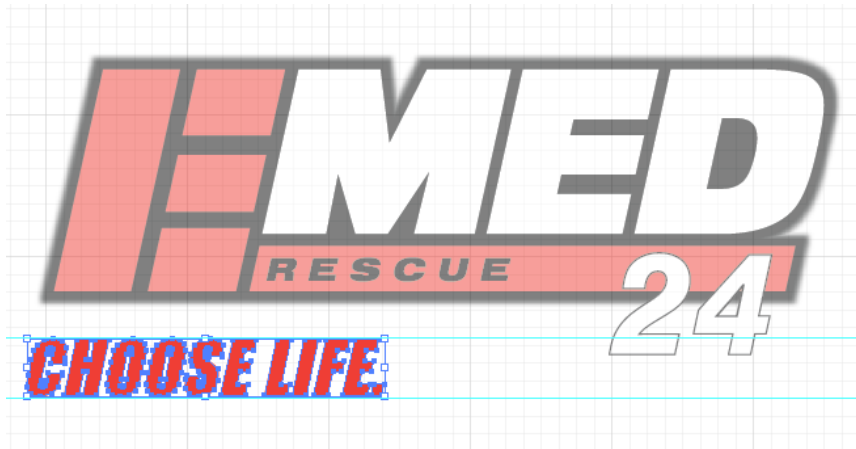




Typeface: Tagline

CORPORATE IDENTITY

FONT: IMPACT REGULAR (Uppercase) WITH A SKEW ITALIC 14°



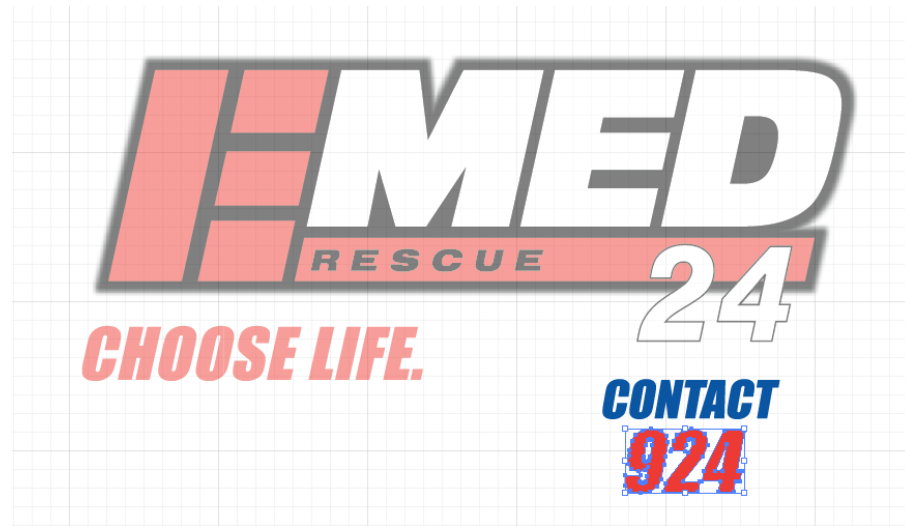
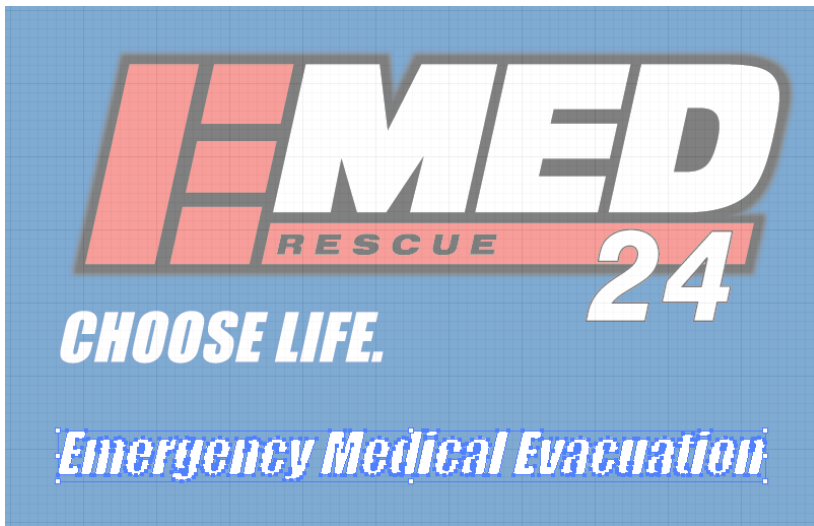


Typeface: Definition of the Logo

CORPORATE IDENTITY

FONT: IMPACT REGULAR (UPPERCASE) WITH A SKEW ITALIC 14°

| INCLUDING EMERGENCY NUMBER





Typeface font: Copy

FONTS:

- **Officina Sans** (18pt Normal)
- *Officina Sans* (18pt Book Italic)
- ***Officina Sans*** (18pt Bold Italic)
- ***Impact*** (18pt Normal, 12.5° skewed, 2+ kerning)
- Arial Narrow (18pt Normal)





Typeface

CORRECT USE OF THE LOGO





Voice and Tone

Emed sets a high standard of paramedical services in Namibia, therefore our voice should always be confident and professional. Through our voice and tone, we should come across as being the service of choice, as well as represent the quality of the services we provide. Emed will also use its voice to communicate clearly and effectively to inform about its vast service offering, including the Panic Alert App, the call centre, the fleet, and the crew.

Emed is performance-oriented, which should be portrayed using a voice that is warm, calm and engaging. The way in which Emed communicates should be relevant and understandable to all, and it should place emphasis on Emed's principles of high-quality service.

Traditional media: Our tone in traditional media will be reassuring and powerful. We will communicate our commitment to the Namibian people, as well as the quality in the services we provide. Through our commitment, we also portray our accessibility and affordability to all in need.

Digital media: Our online voice will be that of a leader and teacher. Emed will convey educational information in a confident and professional manner. This will serve to educate and inform the Namibian people, as well as build a positive view of Emed as the first choice for all Namibians. Emed will regularly communicate measures of emergency prevention, as well as the first steps to take in the case of any emergency, for the purposes of awareness and education.





Photography

E-Med is a company for the Namibian people, visitors and residents alike. The images that are associated with Emed in turn need to be representative of the Namibian condition & population. The photographs used in Emed's marketing content need to represent the diversity of the Namibian nation, and will need to portray strength, resilience, and courage – all of which are traits of Emed's persona.

Throughout our imagery, there should be a focus on the paramedics, who are the core of the company. The diversity of Emed's ability to save lives under all possible circumstances should also feature, so that the imagery portrays the uniqueness and high-quality of Emed's services.

Our company imagery will also include graphics and photographs that represent our Panic Alert App, as well as our fleet and call centre. These images should be striking and engaging, to accurately portray the impressive standard of our facilities and infrastructure. We will also make use of infographics to inform through the use of visual means about our services, particularly about our Panic Alert App.





Membership Cards

FRONT



BACK

Code	Name	Relation	DOB	Join Date
00	Name	Main	1986-09-26	1990-01-03
01	Name	Spouse	0000-00-00	0000-00-00
02	Name	Child	0000-00-00	0000-00-00

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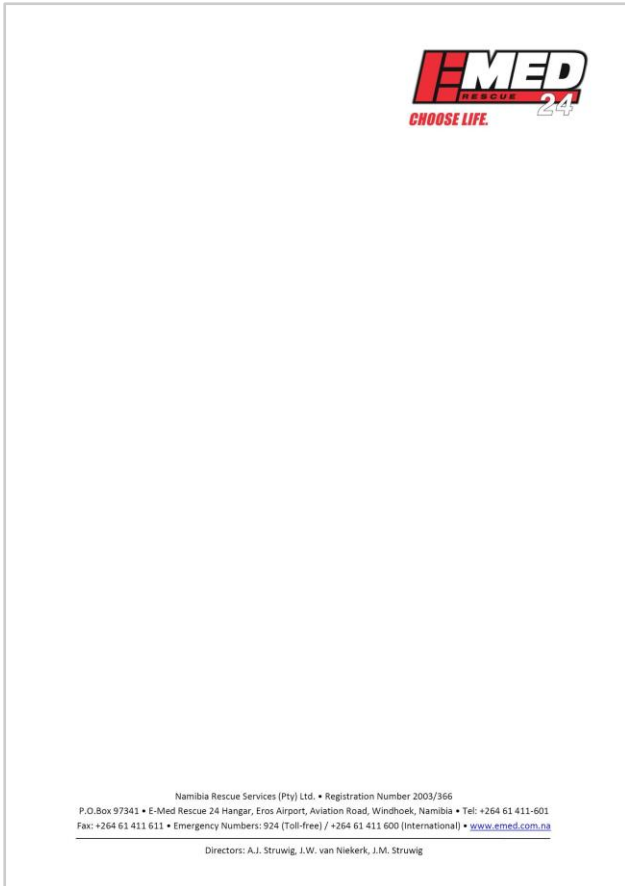


Brand Application





Letterhead





PowerPoint: Basic Slide

COVER SLIDE



COPY SLIDE

