



# VAHLKAMP BRAND GUIDE

Collection of the brand identity and  
the corresponding visual communication

Guidelines for coherence



## CONTACT

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## BRAND IDENTITY

"We are there for the vulnerable"

"We have a special focus on the small disease groups"

"Safety, trust and peace"

"Simple, qualitative, affordable"

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## BRAND VOICE

### LANGUAGE/STYLE

Informal style but with an undertone of know-how. When technical terms are used, they are always explained to keep it simple and understandable for the reader.

### GRAMMAR/READABILITY

Simple words are used, grammar is used correctly so the professional look of the company is retained. Sentences are not made too long and a simple and clear font is used.

### VOICE

The tone of the text is always explaining, warm, personal and creates understanding and a feeling of safety with and trust of Vahlkamp.

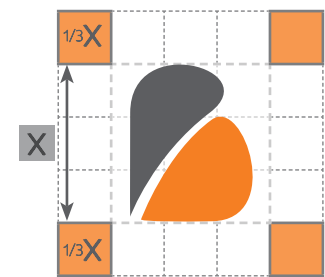
**Clear to be  
conveyed  
Vahlkamp  
brand identity**

We believe that the majority of the market is taken care for already. It is our duty to help those who need it most, the ones that fall by the wayside, the people in small disease groups. Especially those groups should be helped, so the burden of their sickness is lightened.

The essence of our brand is that we make simple but qualitative health care alarms that are available for those in these small disease groups and to meet the client's comfort need of safety, trust and peace.

We are always looking for new ways to help them and our profit is mostly used to invest in these searches and developments. We are affordable, our products are easy to use and have a free trial period to show customers that we are genuine.

# LOGO



Logo use on light & dark background

# Use of the Vahlkamp logo

The symbol stand for a supporting role in the market (orange supports grey). It also has a hint of a heart shape helping the caring and warm brand character.

The font makes a strong and soft impression at the same time, expressing the skilled but warm brand.

## INCORRECT LOGO USE



- 1) Do not invert the symbol
- 2) Do not change the proportions of the symbol
- 3) Do not place the symbol anywhere else than in the middle above the logo text
- 4) Do not use a frame around the logo
- 5) Do not use the logo text by oneself
- 6) Do not change the color of the logo text
- 7) Do not use the colorscheme for a dark background for a light background
- 8) Do not change the font of the logo text
- 9) Do not change the proportions of the logo text
- 10) Do not tilt the logo in any way

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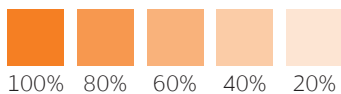
# COLOR SYSTEM



## PRIMARY COLOR ORANGE

### COLOR CODES

CMYK 0%, 48%, 86%, 4%  
Pantone 158C  
RGB 244, 126, 33  
Web #F47E21



### COLOR TONES



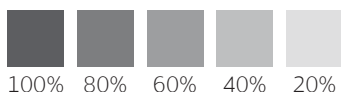
### GRADIENT



## PRIMARY COLOR ORANGE

### COLOR CODES

CMYK 4%, 3%, 0%, 62%  
Pantone 425C  
RGB 93, 94, 97  
Web #5D5E61



### COLOR TONES



### GRADIENT

## Color use in all visual communication

The primary colors should be used in such a way that the least amount of different colors and tones are shown. Preferably the two primary colors are used and when needed, the tones of first the color ORANGE and then the color GREY are used.

### DIVISIONS/EDGES



ORANGE  
aligned stroke 3  
rounded



ORANGE  
aligned stroke 5  
rounded



ORANGE, as block



ORANGE, as total width

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# TYPOGRAPHY

PRIMARY FONT  
GLOBER

DESIGNERS  
Ivan Petrov, Svet Simov

## GLOBER

Normal 12-15 pt

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USED FOR PIECES OF TEXT THAT ARE READ  
(COLOR BLACK, THIN, LOWER CASE, 0.1 PT STROKE)

HEADING 1 12-15 pt

---

USED FOR HEADINGS IN TEXT  
(COLOR BLACK, THIN, ALL CAPS, 0.1 PT STROKE)

Normal 2 18 pt

---

USED FOR TEXT THAT NEEDS EXTRA ATTENTION  
(COLOR BLACK, THIN, LOWER CASE, 0.1 PT STROKE)

HEADING 2 15-18 PT

---

USED FOR HEADINGS THAT NEED EXTRA ATTENTION  
(COLOR BLACK, BOLD, ALL CAPS)

Subtitle 2 20 pt

---

USED WHEN SUBTITLE 1 IS NOT READABLE  
(COLOR BLACK, THIN, LOWER CASE, 0.5 PT STROKE)

Subtitle 1 20 pt

---

USED FOR SUBTITLES BY TITLES  
(COLOR BLACK, THIN, LOWER CASE, 0.1 PT STROKE)

TITLE 22 PT

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USED FOR TITLES  
(COLOR GREY, THIN, ALL CAPS, 0.1 PT STROKE)

Bold

---

Thin

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Typography  
use in  
all visual  
communication

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  
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  
0 1 2 3 4 5 6 7 8 9 ! @ & ( ) / ?

(with 0.1 pt stroke)

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  
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  
0 1 2 3 4 5 6 7 8 9 ! @ & ( ) / ?

# IMAGE APPEARANCE



CARING  
SKILLED  
KNOWLEDGEABLE  
PERSONAL



Looks and conveyed feeling/mood of used images

The images show the Vahlkamp brand as skilled and knowledgeable (detailed and good quality images), caring and personal (real humans, real users), simple and calm (serene/non crowded settings) and modern (color scheme and quality of images).

DETAILED  
SIMPLE  
MODERN  
CALM



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## IMAGE USE



### SCENERY

50% opacity  
Vahlkamp logo in bottom right corner



### PRODUCT GROUPS

Image shows clearly the content of the product group  
92% opacity rounded orange banner with HEADING 2 product group name



### WEBSHOP PRODUCT PREVIEW

Informative angle of product (with help of lighting)  
White (studio) background

# How images are used in the visual communication

## ICONS



### FOR LOOSE USED ICONS

White icons on rounded or round orange background, between 60% - 80% opacity, depending on how striking it must be.

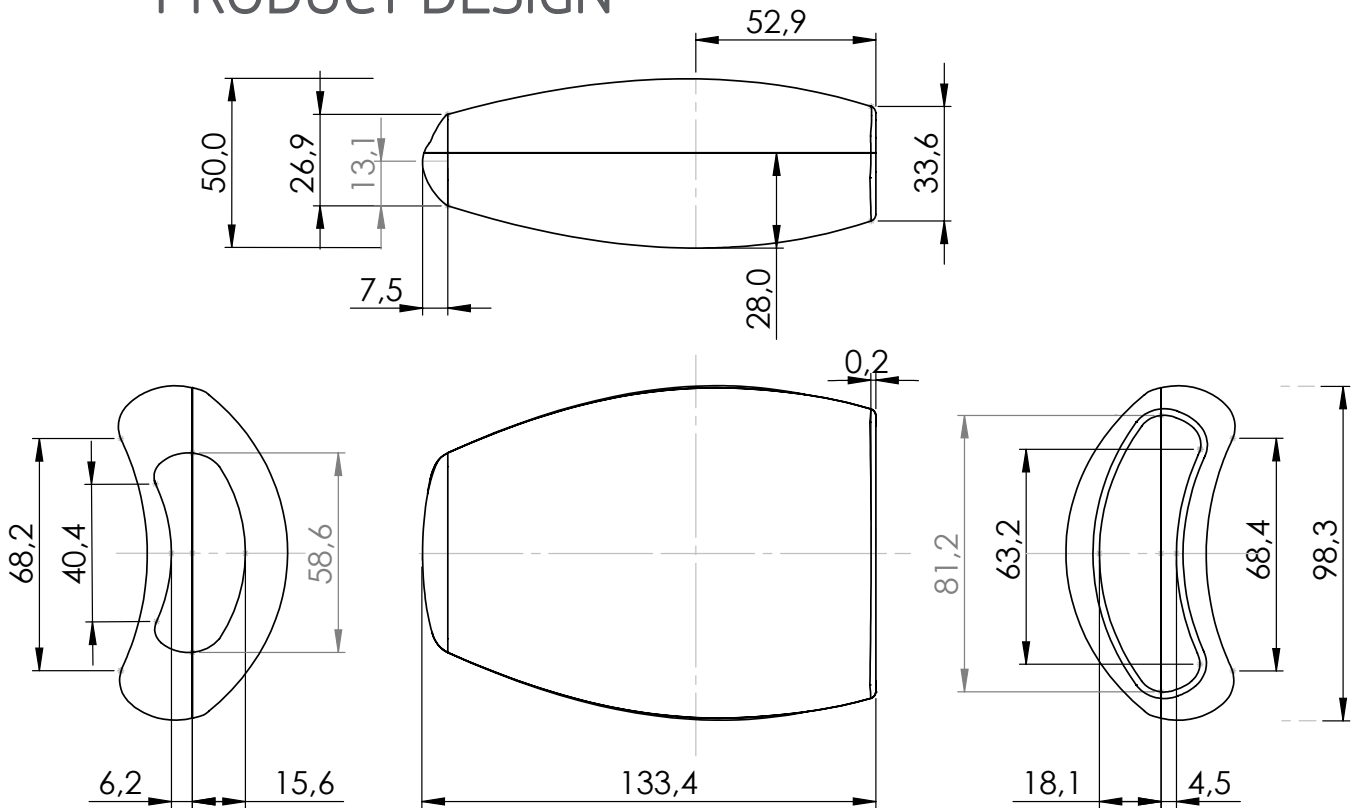
Orange icons on rounded or round grey background, between 80% - 100% opacity, depending on how striking it must be.

### FOR ICONS IN BLOCKS

White icons on orange background, 100% opacity.

Orange icons on grey background, between 80% - 100% opacity, depending on how striking it must be.

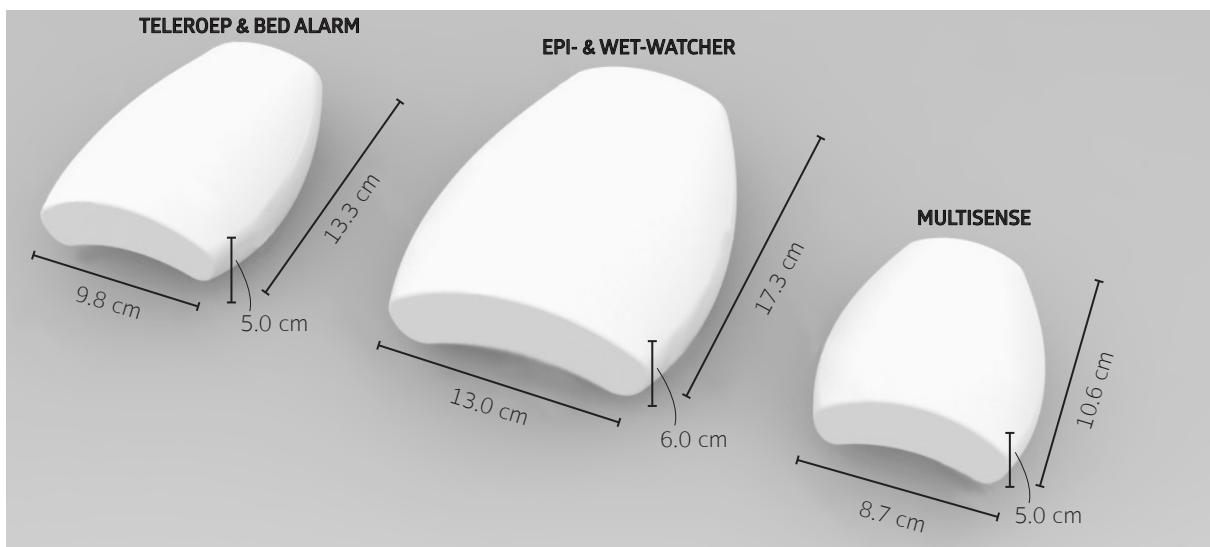
# PRODUCT DESIGN



Dimensions of the Teleriep & bed alarm\* case in mm

The product shape is determined by the cases. All cases are derived from the Teleriep & bed alarm case. Shapes needed for other products can be formed by stretching and contracting the Teleriep & bed alarm\* case in the length, width and depth. The ratio of these dimensions of the three different cases respectively is the following:

	<b>Teleriep &amp; bed alarm*</b>	Epi- & Wet-Watcher	Multisense
L, W, D	<b>1 : 1 : 1</b>	13 : 13 : 12	0,8 : 0,9 : 1



# Product shape, appearance and logo and color use

## PRODUCT APPEARANCE

### Product name

10 pt, bold, grey, all caps

WET-WATCHER

### ON OFF push button

orange, outer ring lights up when ON



### Stripe

1 pt, following the curve of the edge

### Light

Enclosed LED



### Text

10 pt, bold, grey, capitalized or lower case

BEDALARM

### Turning knob

Grey knob and orange indicator

1 MIN 5 MIN

### Assisting lines

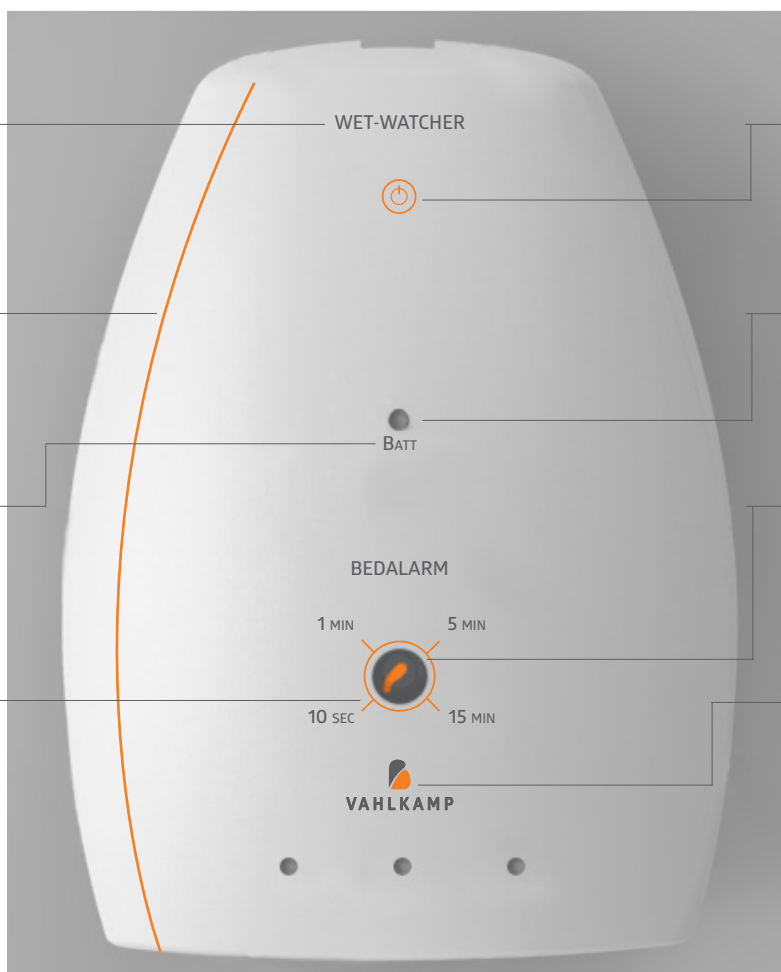
0,675 pt stroke, orange

10 SEC 15 MIN

### Logo

Size 21 x 9 mm. Centered in lowest quarter of product front (not though other parts as lights etc.)

VAHLKAMP



\*stands for the bed, floor and chair alarm all together, because these have similar cases.

# HOMEPAGE EXAMPLE

An example of usage of the guidelines, a Vahlkamp homepage redesign:



VAHLKAMP

WIJ ZIJN ER VOOR DE KWETSBAAREN

Contact

Zoeken

NL ▾



Home

Producten

Info

Webshop

Service

Downloads



Opmerkingen  
Proefinstallatie

EENVOUD

FUNCTIONALITEIT

BETAALBAARHEID



BEDALARM





Een fijne nachtrust. Met een gevoel van veiligheid. Het bedalarm is door Vahikamp ontwikkeld om een extra oogje te kunnen houden op patiënten die niet zonder hulp hun bed kunnen verlaten. Dit alarm is bijzonder gebruiksvriendelijk en betrouwbaar.



## WIE ZIJN WIJ

Al bijna 30 jaar is Vahikamp actief in het ontwikkelen en produceren van draadloze alarmsystemen. In onze bedrijfsfilosofie is ons streven er continu op gericht om ideale combinaties te maken tussen eenvoud, functionaliteit en betaalbaarheid, altijd vanuit de gedachte dat veiligheid en rust kernwaarden zijn als het gaat om de hulp aan de meest kwetsbare groepen in onze samenleving.



[Meer info →](#)

## NIEUWSTE PRODUCT

De Wet-Watcher: de oplossing voor bedplassen of incontinentie. Bedplassen wordt gedefinieerd als het ongecontroleerd doen van een volledige plas tijdens de slaap. Als bedplassers wakker zijn hebben ze nergens last van. Dit in tegenstelling tot incontinentiepatiënten die zowel overdag als 's nachts in hun broek plassen. Hoewel dit minder bekend is, komt bedplassen ook bij volwassenen nog frequent voor. Uit onderzoek blijkt dat ongeveer 1% van de volwassenen in bed blijft plassen. Bij mannen iets vaker dan bij vrouwen. Sommigen van hen plassen elke nacht in hun bed en anderen maar zo nu en dan. Bedplassen is geen ziekte, het is een lastig probleem. Bedplassen is voor degenen die daar last van hebben, erg ingrijpend. Zij schamen zich ervoor en durven er niet voor uit te komen. Uit angst om bij anderen in hun bed te plassen, durven ze niet bij anderen te logeren, niet op schoolkamp te gaan of geen relatie op te bouwen.



[Meer info →](#)

Wilt u op de hoogte worden gehouden?

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# PRODUCT VISUALS



TELEROEP



BED ALARM



FLOOR ALARM



CHAIR ALARM



MULTISENSE



EPI-WATCHER



WET-WATCHER



We are there for the vulnerable groups.

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