

CGM one Brand Guidelines

Version 2.0 – April 2024

Public Use

CGMone

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Purpose

These brand guidelines help to maintain a clear visual identity and tone that resonates with both the target audience and the organisation itself.

They contain specific instructions for using logos, colors and other assets. By following these standards, we can represent CGM one in a way that is consistent with the values and aesthetics of the brand.

Mission

CGM one is an all-in-one solution for the modern practice – more digital, more efficient and more secure. CGM one was developed to revolutionise practice management.

It combines **everything** that doctors and medical assistants need on **one platform**: practice software, telematics infrastructure, hardware and add-ons.

With state-of-the-art technologies, intuitive user experience, innovative strength, uncompromising security in the processing of medical data and a **wealth of experience** that no competitor can offer, we want to contribute to faster decision-making and thus to **progressive, humane and sustainably improved patient care**.

01 Brand

Positioning within CGM

CompuGroup Medical has been working on the vision of a digitalised healthcare system since 1987. Since then, we have been constantly driving the development of new and decisive technologies and products.

CGM one is our new member of the CGM family, which bundles these technologies and products as a central platform to make them easily accessible to doctors. Always with the aim of making patient care better, safer and more efficient.



Brand Promise

This diagram breaks down the definition of our brand: Who CGM one is, what we do, how we do it, and ultimately why we do it.

The answer to these four questions is our brand promise. This is the big idea that serves as our internal mantra and rallying message. This short phrase captures the essence of our brand and provides inspiration for all we do.



Brand promise: We create the future of e-health.

What We Do: We provide software that improves processes and effectiveness within practices.

How We Do It: We are a common platform for all things digital within the practice.

Tonality

CGM one's communication tonality is friendly, accessible, and highly informative. The brand's tone emphasizes openness and curiosity, often inviting users to explore and discover while reassuring them of CGM one's reliability and ease of use. There is a conversational quality to CGM one's language, which tends to be straightforward, casual, and inclusive, making its technology feel approachable to a wide audience. Complex concepts are broken down with simplicity, fostering a sense of transparency and trust that reflects CGM one's mission.

Moreover, CGM one's tone is often optimistic and forward-looking, celebrating innovation and progress in a way that feels collaborative rather than exclusive.



Visual Principle 1: **Connection**

Today's user experiences come in many fluid shapes and sizes and serve as endlessly connecting and intersecting visual devices.

When unified in design, they can contain patterns, photography, colors, and copy to represent how something new can be forged through the combination of elements coming together.



Visual Principle 2: **Clarity**

Clarity is essential to building a memorable and trustworthy brand. Through clear brand design—consistent logos, colors, and typography—we make it easy for audiences to recognize and understand who we are and what we stand for.

A clear brand identity reinforces reliability, helping us build lasting relationships with our audience.



Visual Principle 2: Empathy

Empathy is foundational to building a brand that resonates with people.

By understanding our audience's needs, values, and experiences, we create a brand identity that feels relatable and human. When we design with empathy, we make choices that prioritize our audience's perspectives, creating stronger, more authentic connections.



02 Logo

Wordmark

The wordmark is based on our proprietary typeface PolySans and the original CGM wordmark.

Combining those parts, we shape the brand wordmark of CGM one.

Refrain from writing 'one' with a capital letter or even in uppercase letters in any written communication you make.

The image displays the brand wordmark 'CGM one' centered on a light beige background. The letters 'CGM' are rendered in a dark blue, bold, sans-serif font. The word 'one' is rendered in a lighter blue, lowercase, sans-serif font, with a lowercase 'o' and a lowercase 'e'.

Horizontal & Vertical Lockups

The logo may be used in two different configurations, with the icon and wordmark arranged horizontally and vertically. When possible, use the horizontal configuration. Use the vertical configuration sparingly, when the layout lends itself to a centered orientation or horizontal space is limited.

The horizontal lockup of the logo is displayed on a light beige background. The word "CGM" is in a bold, dark blue, sans-serif font, and "one" is in a lighter blue, lowercase, sans-serif font.

CGMone

The vertical lockup of the logo is displayed on a dark blue background. The word "CGM" is in a bold, white, sans-serif font, and "one" is in a lighter blue, lowercase, sans-serif font.

CGM
one

Logo Clear Space

To ensure the right amount of breathing space around the logo the following process should be applied:

With a headline

- Take the height of the logo as a reference
- Place it, also with a rotation of 90 degrees
- Leave the corresponding space as a minimum around the logo



One-Color Version

In situations when a background would not allow the full-color mark to have adequate contrast—such as placed over a flood of our brand Primary Blue, a gradient, a photograph or texture, or in special circumstances such as limited-color printing, embroidery or manufacturing—the one-color version of the logo can be used. Always choose a color that makes the wordmark have adequate contrast and legibility from the background.

If the logo is placed on a photo, make sure that it is an uncluttered image so that the mark is legible. Always place the logo in white or Primary Blue, whichever has the most contrast from the photo. Place the logo in a space of the photo that won't compete with the content, color, or composition of the image.



CGMone



CGMone



CGMone

Light and Dark Versions

Our logo's preferred color usage shows the CGM one wordmark in our brand colors Primary Blue and Secondary Blue.

On light-themed (White or Ecu) background fills, the center of the CGM one wordmark itself should always be rendered in Primary Blue and Secondary Blue.

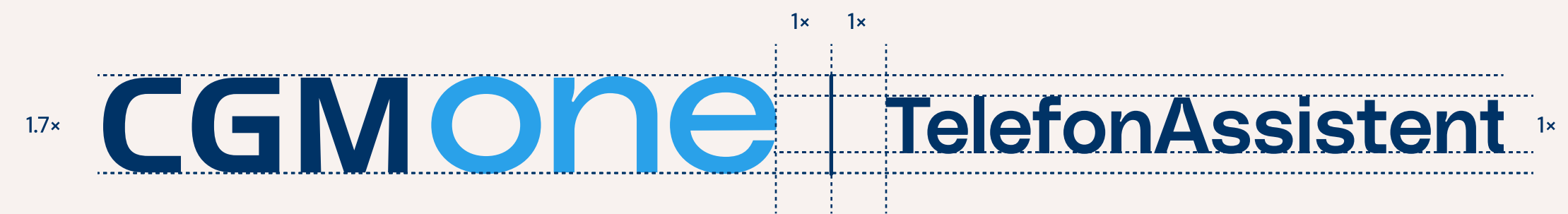
On dark-themed (Primary Blue) background fills, the center of the CGM one wordmark itself should always be rendered in White and Secondary Blue.

The logo 'CGMone' is centered on a light beige background. 'CGM' is in a dark blue font, 'one' is in a light blue font, and the 'o' in 'one' is white.The logo 'CGMone' is centered on a dark blue background. 'CGM' is in white, 'one' is in a light blue font, and the 'o' in 'one' is white.

Logo & Product: Placement

The horizontal version of the logo may be locked up with our product names e.g. "Telefonassistent" as shown. Use the provided files in the logo kit.

When using the tagline lockup, do not use the logo smaller than 180px or 2.5" wide.



Logo & Product: Light and Dark Versions

Our logo's preferred color usage shows the CGM one wordmark in our brand colors Primary Blue and Secondary Blue.

On light-themed (White or Ecu) background fills, the center of the CGM one wordmark itself should always be rendered in Primary Blue and Secondary Blue.

On dark-themed (Primary Blue) background fills, the center of the CGM one wordmark itself should always be rendered in White and Secondary Blue.

Colors of the pictograms also need to be adjusted to match the background colors. Primary Blue should be replaced by White or Secondary Blue – with an eye on visual balance. Therefore it's sometimes necessary to switch colors.

CGMone | TelefonAssistent

CGMone
TelefonAssistent



CGMone TelefonAssistent

CGMone
TelefonAssistent



Logo Misuse

This is a quick guide to common mistakes to avoid when using the logo. Avoiding these misuses helps to ensure the consistent integrity of the logo.



Do not stretch the logo horizontally or vertically.



Do not rotate the logo.



Do not apply drop shadows or other effects on the logo.



Do not change the placement, relationship or order of the icon and wordmark.



Do not write the product name in uppercase letters.



Do not add an outline stroke to the logo.

03 Color

CGM one's colors are iconic to the company. Primary blue is the main color of our brand and reflects our brand archetype and ethos.

Secondary blue and accent strong yellow are used to highlight specific elements or text.

Our brand also has a tertiary color palette of neutrals and color gradations with reduced saturation that work well with primary and secondary colors.

Primary

CMYK 100 50 0 50
 RGB 0 51 102
 Hex #003366

Primary 50

CMYK 55 32 20 4
 RGB 128 153 176
 Hex #8099B2

Secondary

CMYK 87 12 0 0
 RGB 43 161 234
 Hex #2BA1EA

Tertiary

CMYK 15 0 0 0
 RGB 225 243 255
 Hex #E1F3FF

Accent Strong

CMYK 0 21 70 0
 RGB 252 207 76
 Hex #FCCF4C

Accent Strong 50

CMYK 2 8 43 0
 RGB 253 231 165
 Hex #FDE7A5

Accent Weak

CMYK 0 2 18 0
 RGB 255 250 222
 Hex #FFFADE

Neutral Dark

CMYK 0 0 0 55
 RGB 145 145 145
 Hex #919191

Neutral Bright

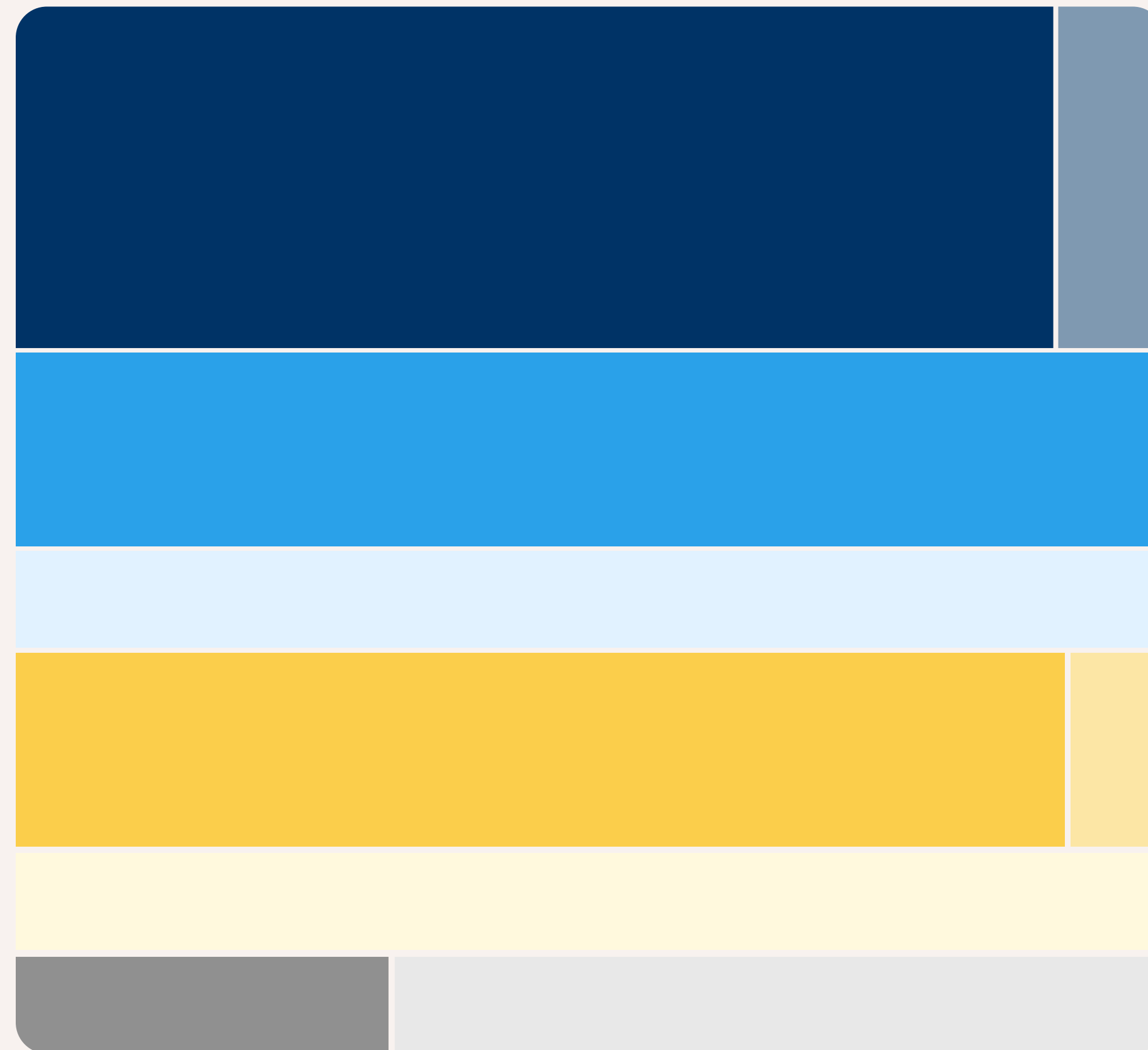
CMYK 10 8 8 0
 RGB 233 233 233
 Hex #E9E9E9

Usage and Ratios

In order to achieve a consistent look in CGM one branded materials, our color palette should be weighted with appropriate ratios.

On a light-theme design, the majority of the surface should use white as the background. Headline text should be set in primary blue while secondary blue should be used as a bold accent where appropriate.

On a dark-theme design, the majority of the surface should use primary blue as the background color. Headline text should be set in white, tertiary Blue or neutral bright grey. Accent strong yellow should be used as a bold accent where appropriate.



Gradients

We use the CGM one color gradients to create a subtle feeling of connection and modernism. They give us the stage to present the products properly.

The basis of the colors are filled, blurred circles. They always blend into each other.

Gradients can be:

- Made out of three colors
- Made out of two colors
- Covering the whole area
- Animated

Gradient should not be:

- Monochromatic
- Black and white
- Created without blur



Three color gradient



Two color gradient



Two color gradient



Two color gradient



Three color zoomed gradient covering the whole display area



Three color zoomed gradient covering the whole display area

Color Pairing

The CGM one palette comes to life when colors that both contrast and harmonize are paired together.

Please also keep legibility and accessibility in mind.

Text elements

Graphical elements

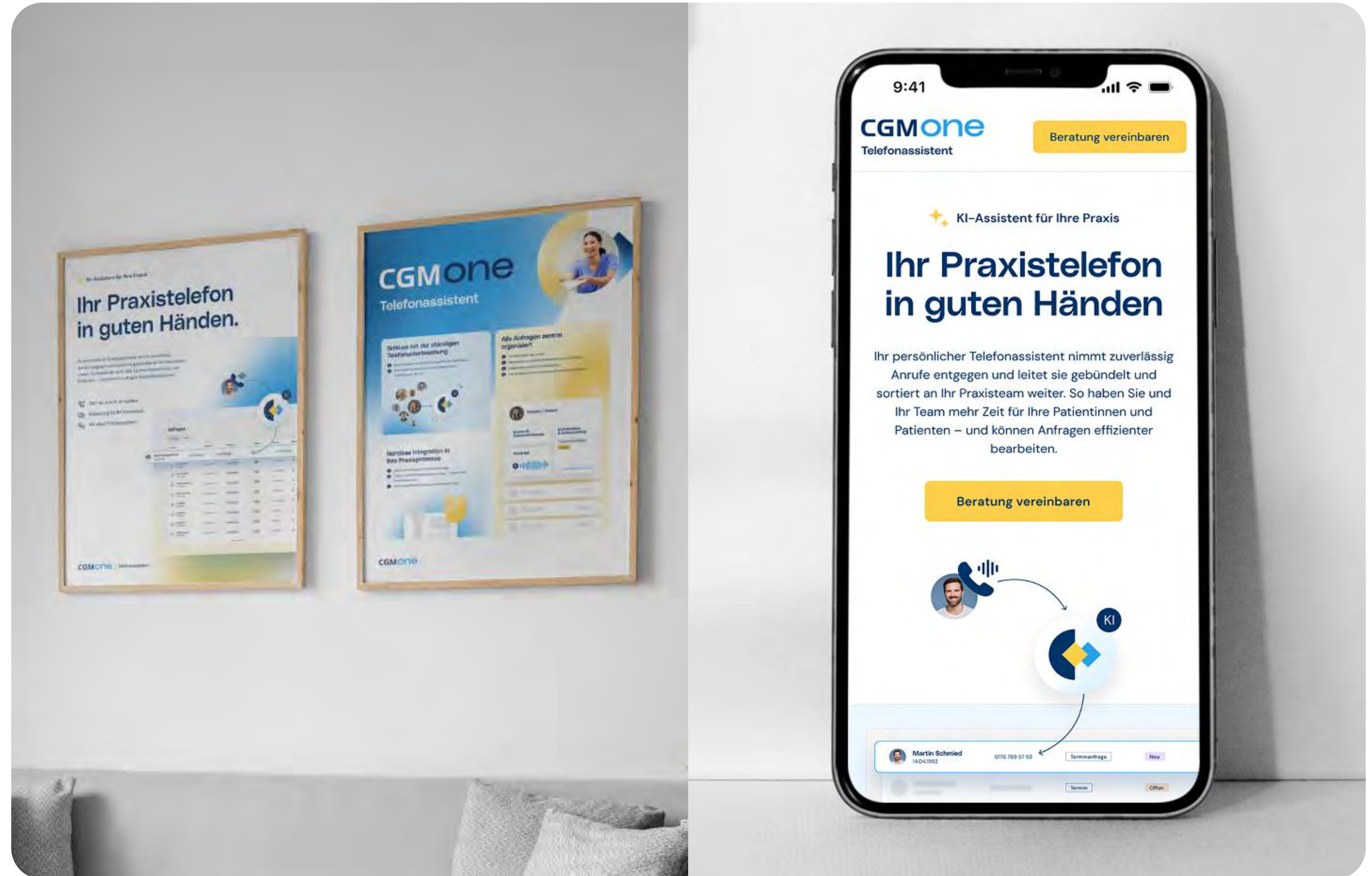
Background

Text elements

Graphical elements

Background

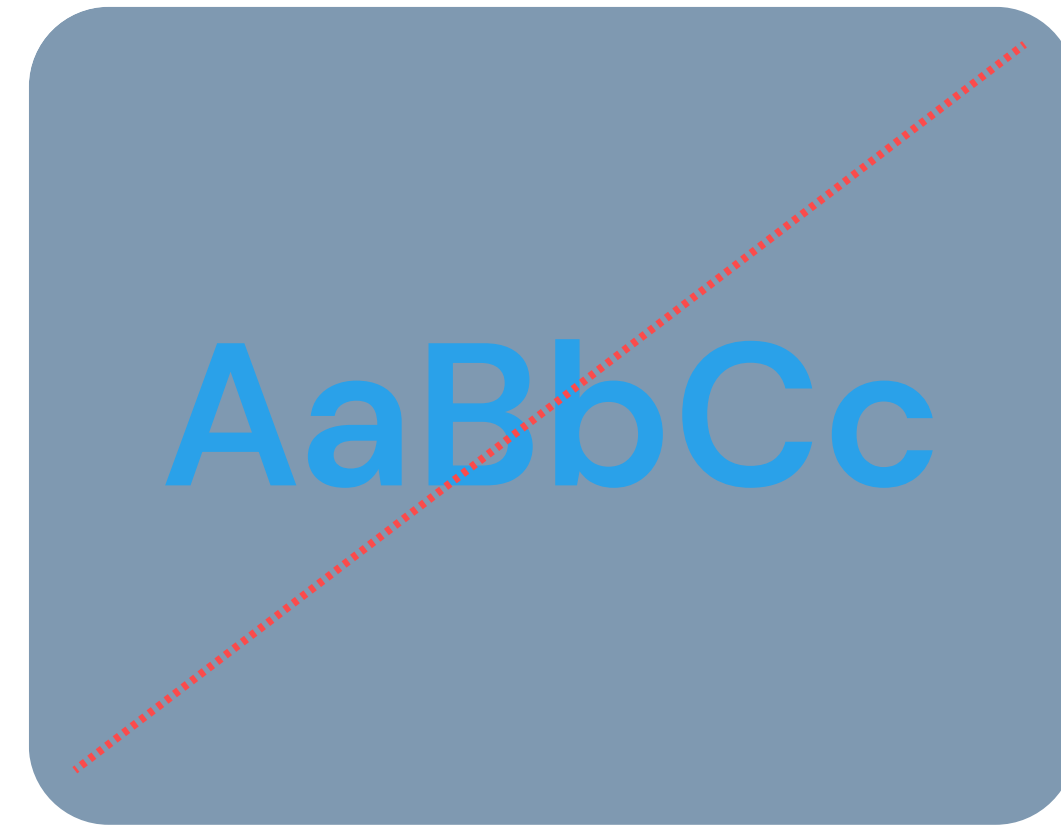
Examples



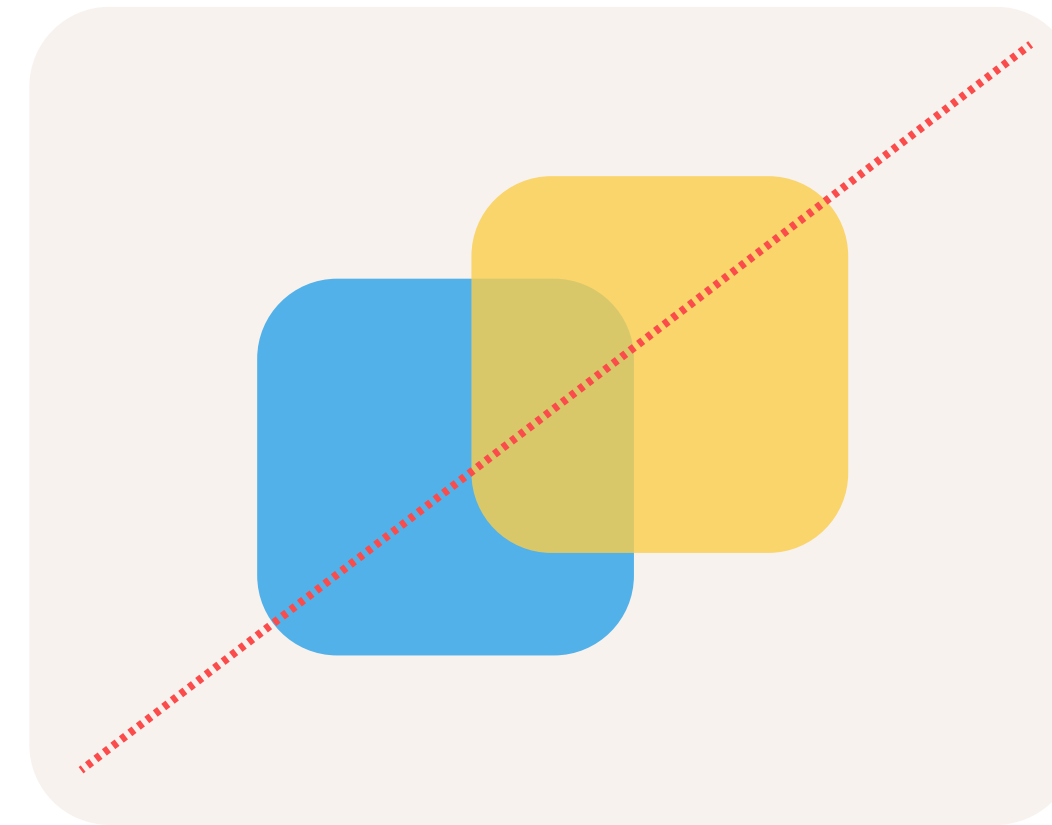
Color Misuse

This is a quick guide to common mistakes to avoid when choosing colors to create CGM one branded communications and materials.

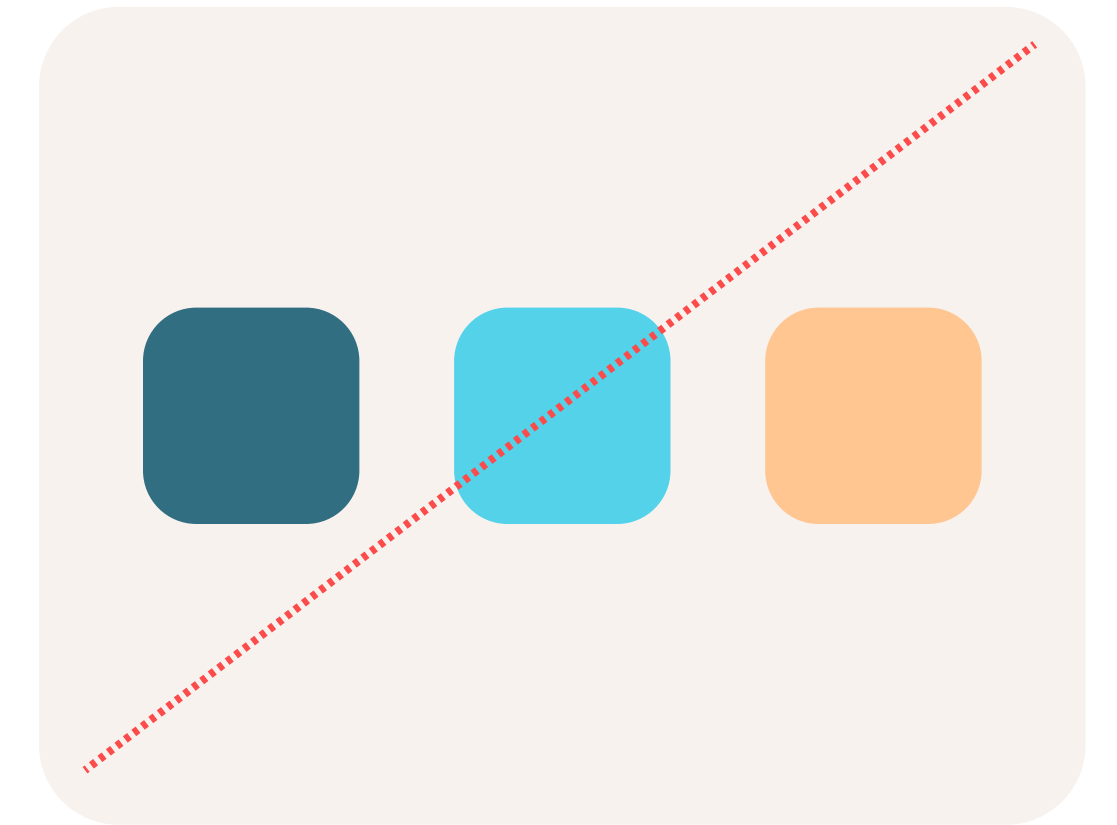
Avoiding this misuse of color helps to ensure legibility.



Do not use illegible color combinations.



Do not adjust color transparency.



Do not modify brand colors in tint or hue.



Do not use the logo on colors outside of our brand palette.



Do not use illegible color combinations over photography.



Do not modify logo colors.

04 Typography

PolySans

PolySans is a fresh take on mid-20th century classics, visually distinct from its predecessors by a subtle soft-edge inktrap feature. While the roman styles embrace conservative proportions and dynamic, its exaggerated italic forms break all genre rules to a degree where its concept almost takes the shape of a script serif, but still calmly rolls back to its non-italic interlocutor.

PolySans comes in proportional, monospaced and wide cuts which makes it a highly versatile companion to any design task.

What we use it for:

PolySans has its own character it's great to make a point and give guidance. But it's not for longer paragraphs.

- Headlines
- Chapters
- Titles



PolySans Weight

Underlining the simple usage of PolySans we use one font-weight which is **Median**.

Please do not use any other font-weights or set it manually to italic or bold. This will only deform the original font.

PolySans Weight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Median

DM Sans

DM Sans is a low-contrast geometric sans serif design, intended for use at smaller text sizes.

DM Sans supports a Latin Extended glyph set, enabling typesetting for English and other Western European languages. It was designed by Colophon Foundry (UK) and is available on Google Fonts as Open Source font.

What we use it for:

DM Sans is great for longer texts and interfaces. It provides multiple weights which make it very versatile in use.

- Paragraphs
- Descriptions
- User interfaces
- Sublines

A large, bold, blue sans-serif font sample reading "DM Sans" is centered on a dark blue rectangular background. The letters are thick and have a clean, geometric appearance.A yellow sans-serif font sample showing the characters "AaBbCcD" is centered on a light blue background. The text is positioned between two horizontal dashed lines, which serve as guides for the font's vertical alignment and height.

DM Sans Weights

DM Sans offers all flexibility we need to format texts accordingly.

We use it in the following font-weights:

- Medium
- SemiBold
- Bold

Depending on content and purpose.

DM Sans Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DM Sans SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

DM Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Hierarchy

When creating new designs and layouts it's important to stick to a certain hierarchy in font-style, weight and size.

General guides can be:

- Use DM Sans for subheadlines in the font size which is the x-height of the headline
- Use DM Sans for paragraph texts in roughly 40% of the headline size
- It's a **rule of thumb** as this ruleset cannot be linear and needs to be adjusted the smaller the text size is

Scale

Hierarchy can be achieved by ensuring that subheadlines are set no larger than the x-height of the headline above it, and that body copy is set to roughly 50% of the cap height of the subheadline above.

PolySans (original height)

Ihr Praxistelefon in guten Händen.

DM Sans (x-height)

KI-Assistent für Ihre Praxis

DM Sans (40% height)

Ihr persönlicher Telefonassistent nimmt
zuverlässig Anrufe entgegen und leitet sie
gebündelt und sortiert an Ihr Praxisteam
weiter. So haben Sie und Ihr Team mehr Zeit
für Ihre Patientinnen und Patienten.

Styling

Alignment

For most occasions, we advise aligning the text to the left edge. Center alignment should be used sparingly and reserved for display headlines and advertisements.

Letterspacing

This refers to the horizontal spacing between a range of characters that affects the overall density of a word or block of text.

As a general rule of thumb, letterspacing should increase as the type scales down in the hierarchy.

- Display headlines are set to -2%
- Subheadlines are set to -1%
- Body text is set to 0% (or auto)

Line-height

Line-height is the space between lines of text.

As a general rule of thumb, line height should increase as the type scales down in the hierarchy.

- Display headlines are set to 90-105%
- Subheadlines are set to 120%
- Body text is set to 150%

Left Align Text

**Ihr
Praxistelefon in
guten Händen.**

Ihr persönlicher Telefonassistent
nimmt zuverlässig Anrufe
entgegen und leitet sie
gebündelt und sortiert an Ihr
Praxisteam weiter. So haben Sie
und Ihr Team mehr Zeit für Ihre
Patientinnen und Patienten.

Letterspacing

Aa

Font-size >72px -2%

Aa

Font-size >48px: -1%

Aa

Font-size <48px: 0%

Line-height

**Ihr
Praxistelefon in
guten Händen.**

Headings 90-105%

**KI-Assistent für
Ihre Praxis**

Subheadlines 120%

Ihr persönlicher Telefonassistent
nimmt zuverlässig Anrufe
entgegen und leitet sie...

Body Text 150-175%

System Fallbacks

In emails and other technical circumstances where it is not possible to use our brand fonts, we have simple sans-serif fallbacks to lean on.

Use one of these two fallback typefaces. Do not use Helvetica or Arial on professionally designed materials such as the website, documents or presentations, brand campaigns, advertisements, social media, or any other external-facing communication.

Helvetica

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

05 Iconography

Font Awesome Icons

For CGM one, we use icons from the Font Awesome Pro set to maintain a consistent and professional design.

What we use it for:

Icons should have a consistent style to strengthen the brand recognition. They are used to highlight key information, enhance navigation, and guide users through the interface.

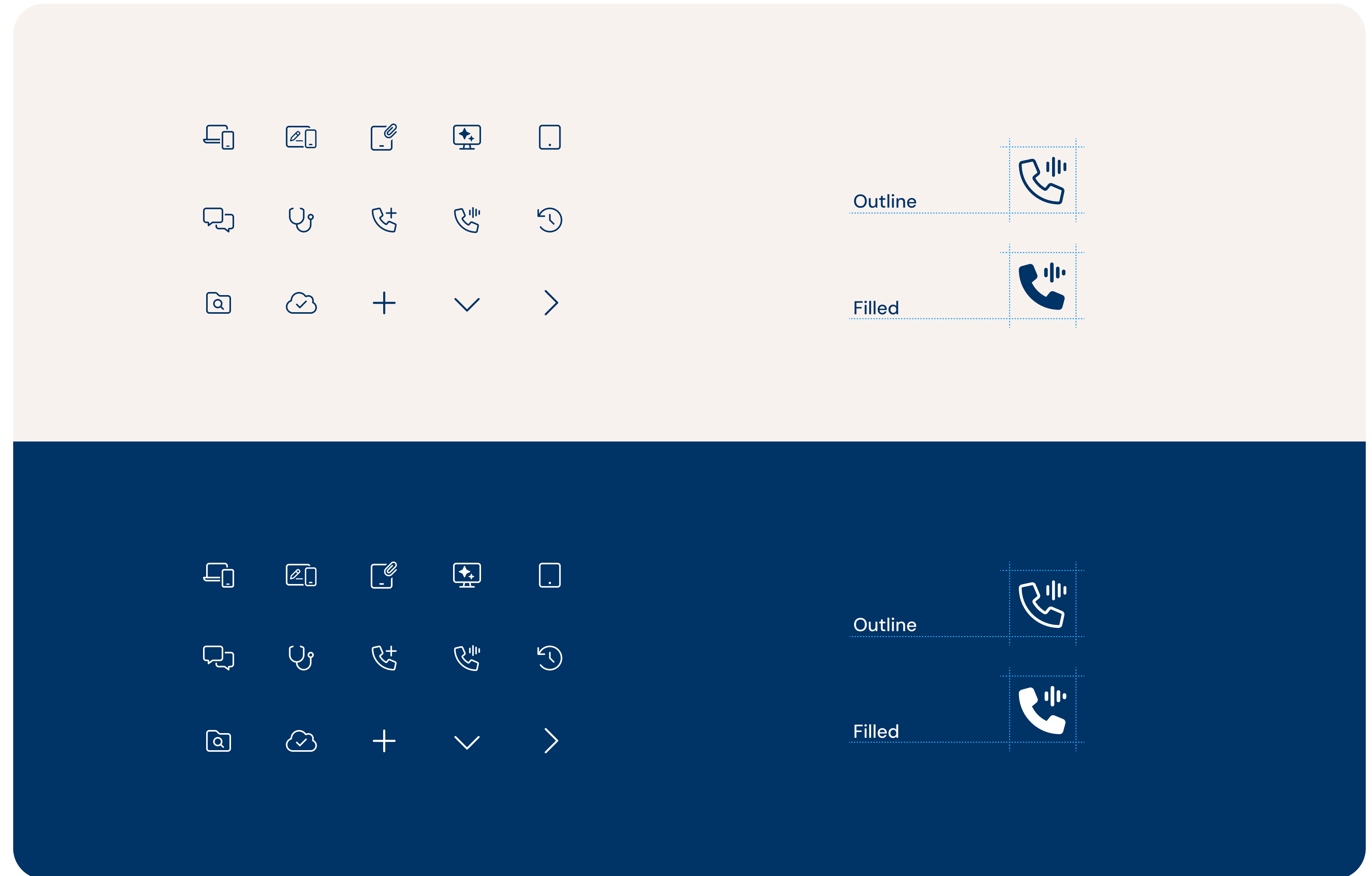
Styles:

Outline (Light)

- style for a clean and modern look
- mostly in small sizes, e.g. inside a button or in the navigation of the website

Filled (Solid)

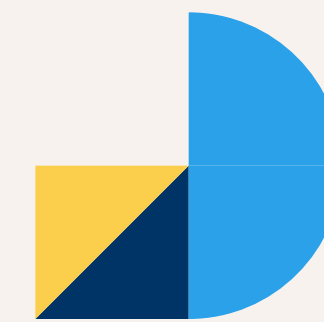
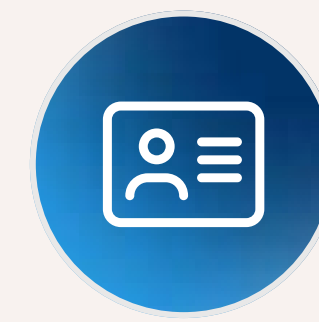
- style for a bold and strong appearance
- mostly in big sizes, e.g. for visuals
- in small size for bullet lists



Combinations

Icons can be used together with other visual elements – such as pictograms or rounded shapes – to improve the visual hierarchy and make the interface easier to understand.

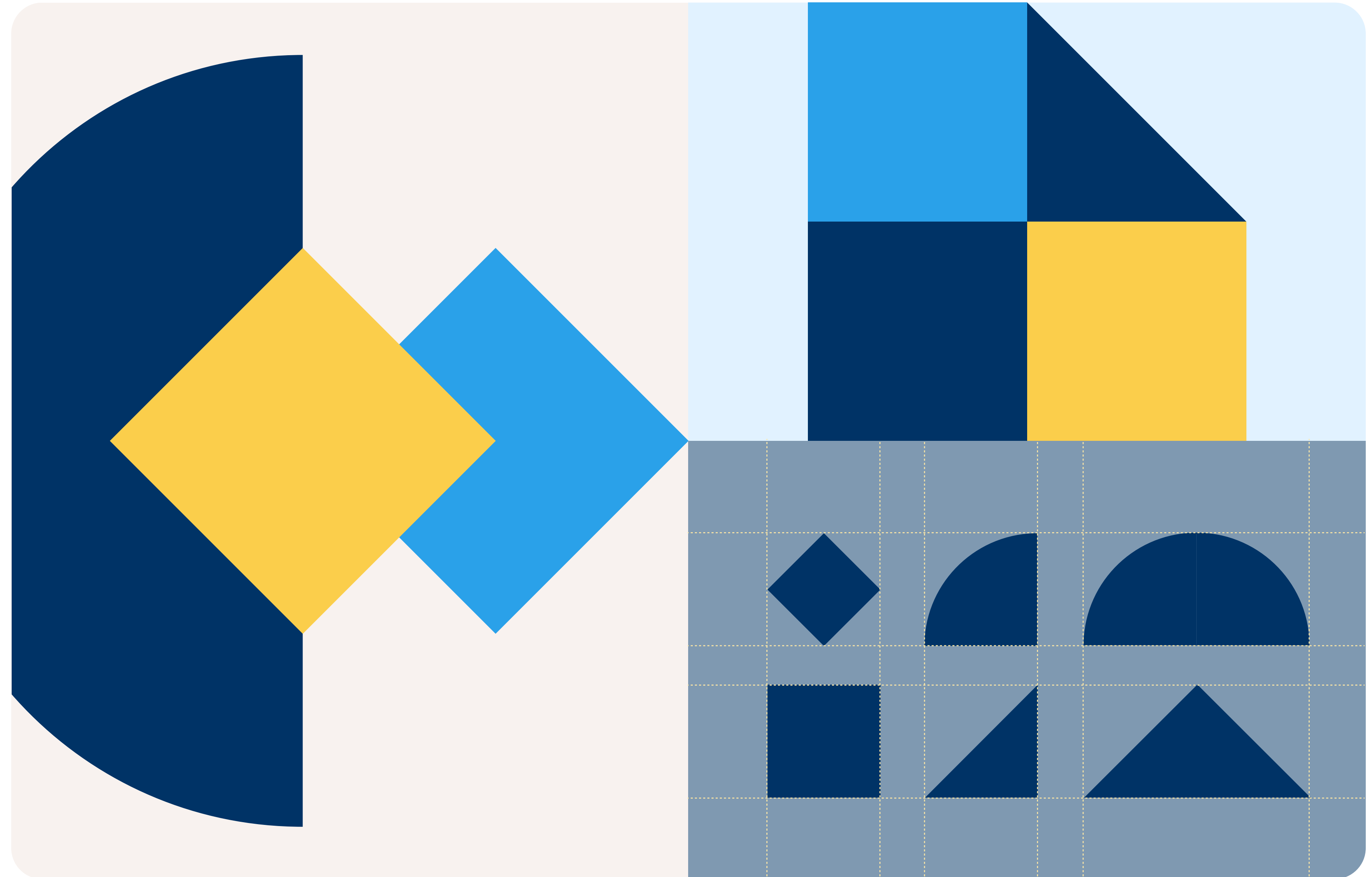
Rounded shapes that contain icons can be filled with the primary blue color or a gradient version of it to make them stand out and draw attention to key functions or content.



06 Visual Elements

Geometry

Our pictograms, illustrations, and other visual elements are inspired by a basic set of geometric shapes. While variations are sometimes needed to tell a specific story, these basic shapes should be used as a starting point.



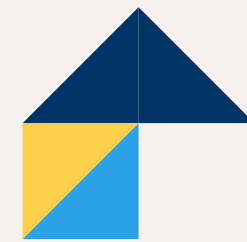
Pictograms

Pictograms in CGM one are the representation of our different services and should be abstractly connected to the main USP of the service itself.

We've created a first set of pictograms which are the foundation of CGM one.

In the future, if you need to create further ones please follow these instructions:

- Always use the given three colors (plus white on dark theme)
- Basic geometry should be used to create abstract representations of each idea – using shapes derived from our current set
- Make sure to only use 45° and 90° angles
- Use each shape in maximum two different sizes



Pictograms & Wordmark examples



Combinations

The geometric shapes can be filled with gradients and images.

Make sure that the direction of the color gradients is coordinated.

The gradients can have transparent parts or there is a corresponding white fill in the background if several elements overlap and this results in a better overall image.



07 Product Imagery

Product Abstraction

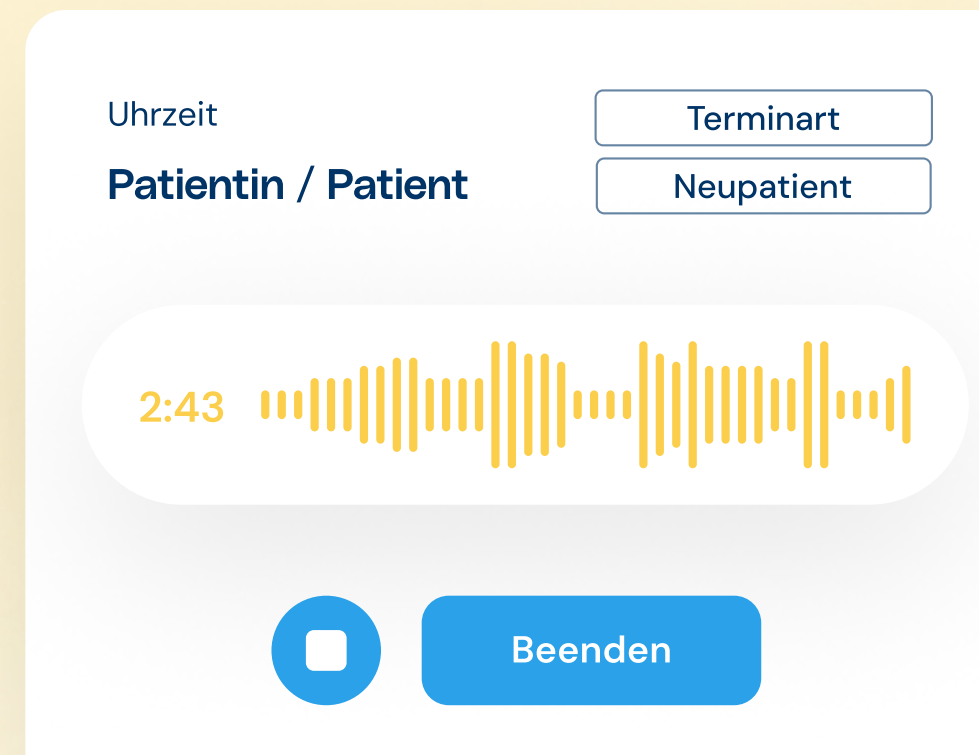
This abstraction of our products are achieved by simplifying complex screens with many lines of text in order to focus on a specific feature. An interface element can be enlarged or pulled out of a device frame to clarify the feature when the full view would be complicate the message that the visual is attempting to get across.

Considerations:

- An element that is enlarged and pulled away from the device frame should have dimensionality to call attention to itself and make it clear that it is abstracted and not a realistic representation. This can be achieved by applying a subtle shadow and glassmorphic effect.
- Lines of text can be abstracted with rectangles whose corner radiuses should be aligned with the visual elements.
- If abstracting the colors of the product in the simplified UI, do not deviate from the brand color palette. Non-brand colors can be used to represent a fictional company in the mockup.

Intuitive Bedienung und Integration

- ✓ Leichte Handhabung: nur Mikrofon und Internet notwendig
- ✓ Mögliche Anbindung an Ihr Primärsystem



Gewinnen Sie Stunden Ihres Arbeitstages zurück

- ✓ Reduzieren Sie den administrativen Aufwand
- ✓ Aufzeichnung und Analyse der Gespräche in Echtzeit

Die KI, die Ihre medizinische Dokumentation perfektioniert

- ✓ DokuAssistent versteht medizinische Zusammenhänge
- ✓ Die KI lernt aus Ihren Arbeitsabläufen und passt sich Ihren spezifischen Dokumentationsanforderungen an
- ✓ Schnelle Übertragung in Ihr Praxisverwaltungssystem

Verlauf

Neue Aufnahme



Patientin / Patient

Das Gespräch wurde erfolgreich erfasst und ausgewertet.

Daten validieren

Löschen

Aufnahme & Transkript

Strukturierte medizinische Dokumentation

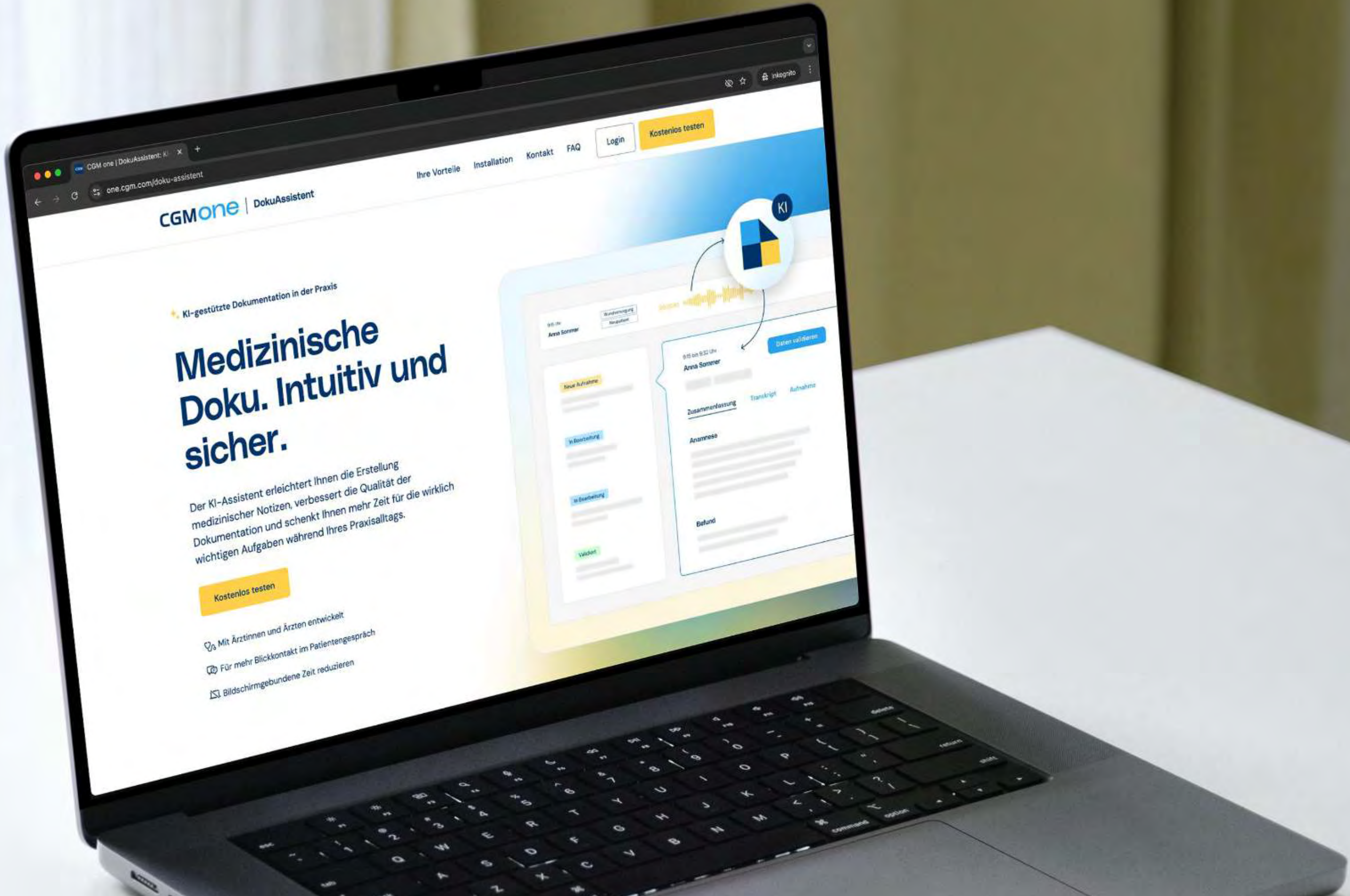
Product Abstraction Examples

The top section displays three screenshots of a medical software interface:

- Räume:** A room management screen showing a 'Wartezimmer' (waiting room) and 'Raum-1' (Room 1) with a 'Zuständiger Arzt' (Attending Physician) field. A patient card for 'Ronato Kaiser' (44 years old, female) is visible at the bottom.
- Kettentermin hinzufügen:** A screen for adding a chain appointment, featuring a search bar for 'Schwangerschaftswoche' (gestational week) and a calendar view for selecting dates and times.
- Tagesansicht:** A daily view of appointments for 'Mo 17.03.', showing doctors 'Dr. Martin Theiler' and 'Dr. Rita Steinburg' with their respective patient lists.

The bottom section contains two abstract diagrams illustrating the AI workflow:

- Left Diagram (Light Blue Background):** Shows a patient and a doctor interacting. Their conversation is processed by a 'KI' (AI) icon, resulting in a 'Patientin / Patient' card with the message 'Das Gespräch wurde erfolgreich erfasst und ausgewertet.' (The conversation was successfully recorded and evaluated.) and a 'Daten validieren' (Validate data) button. Below this is a play button and a 00:02:43 audio waveform.
- Right Diagram (Light Grey Background):** Shows a patient and a doctor interacting. Their conversation is processed by a 'KI' icon, resulting in a 'Patientin / Patient' card with a 'Terminanfrage' (Appointment request) button set to 'Offen' (Open). Below this are sections for 'KI-Zusammenfassung & Transkript' (AI Summary & Transcript) and 'Kontaktdaten & Statustracking' (Contact data & Status tracking).



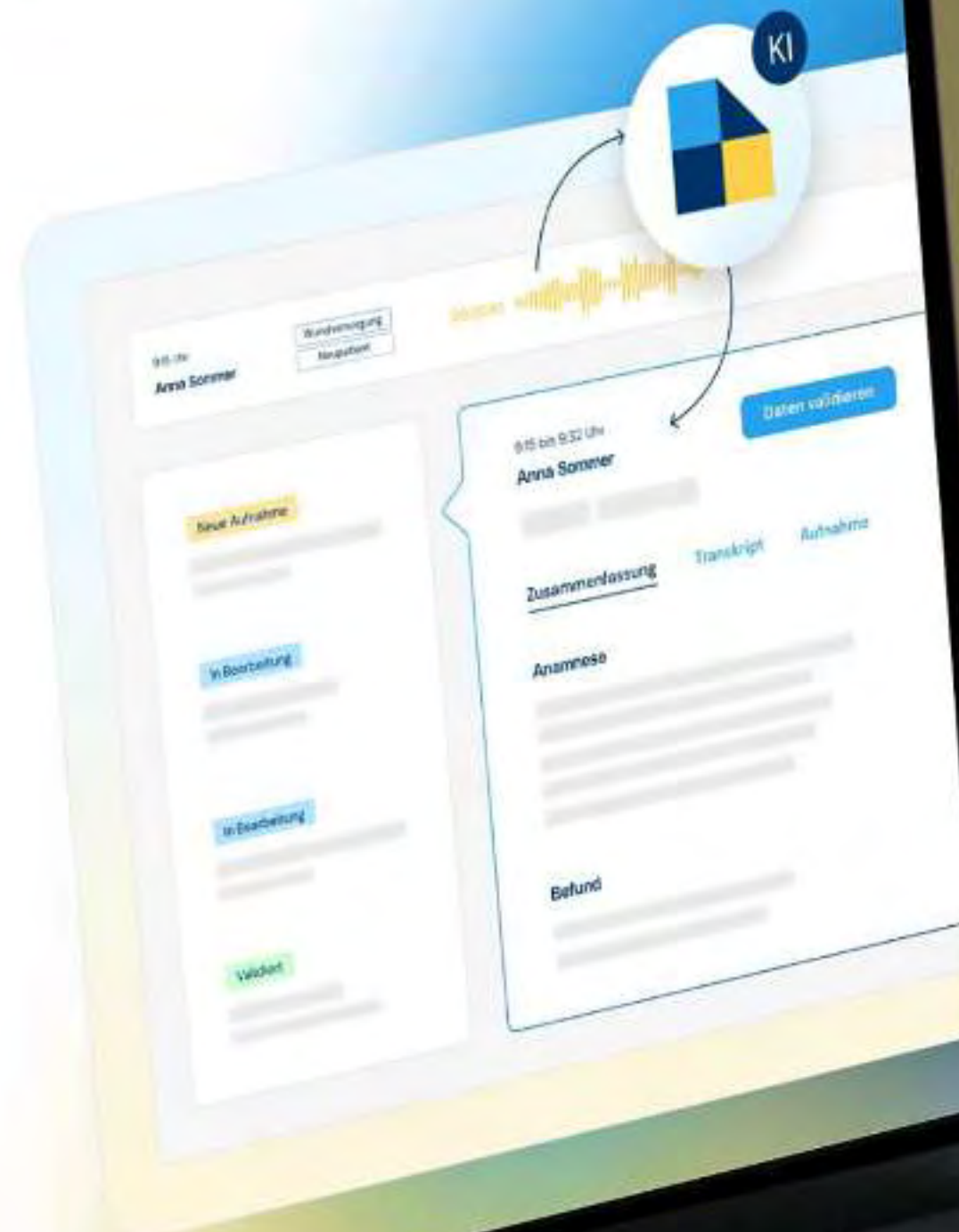
KI-gestützte Dokumentation in der Praxis

Medizinische Doku. Intuitiv und sicher.

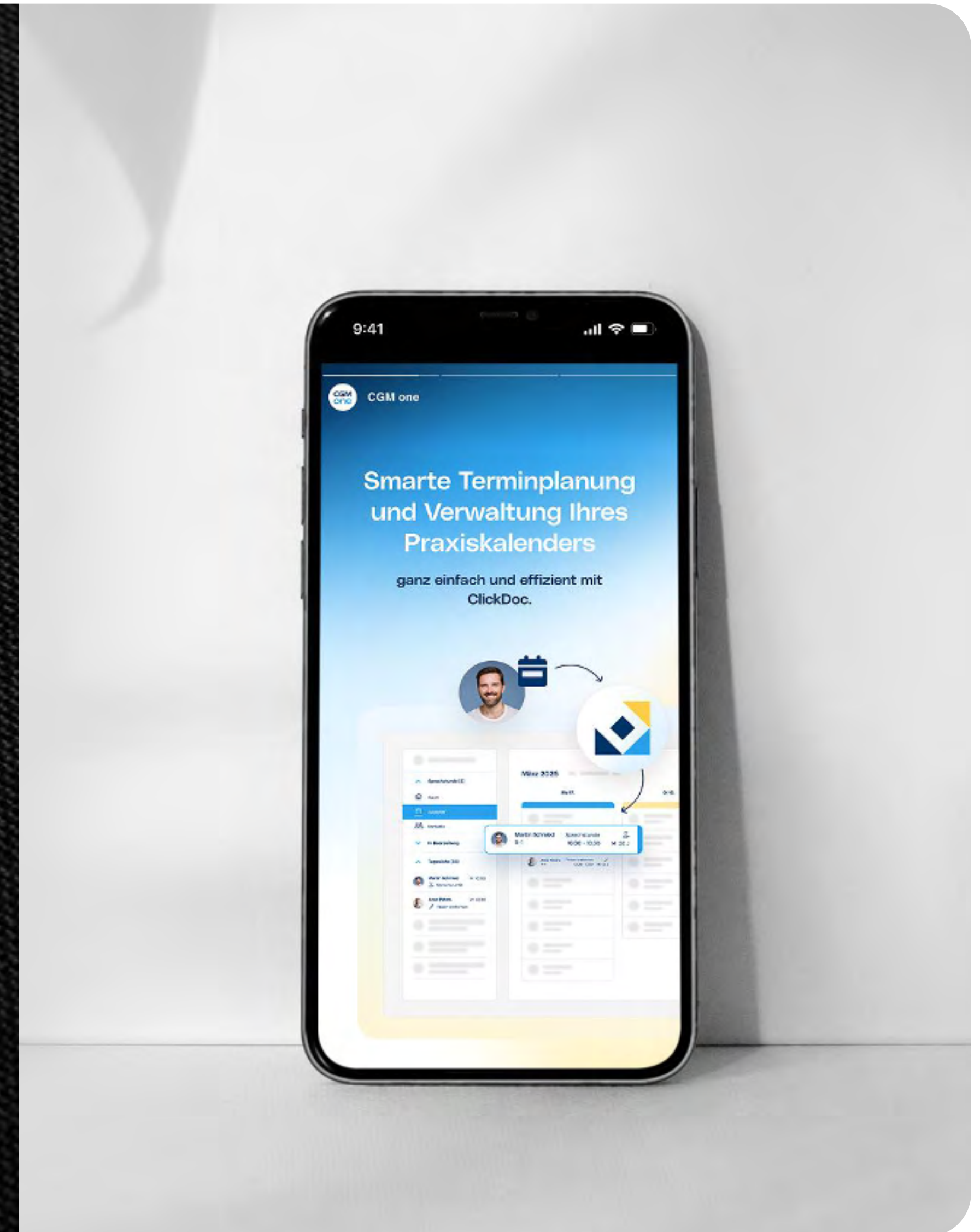
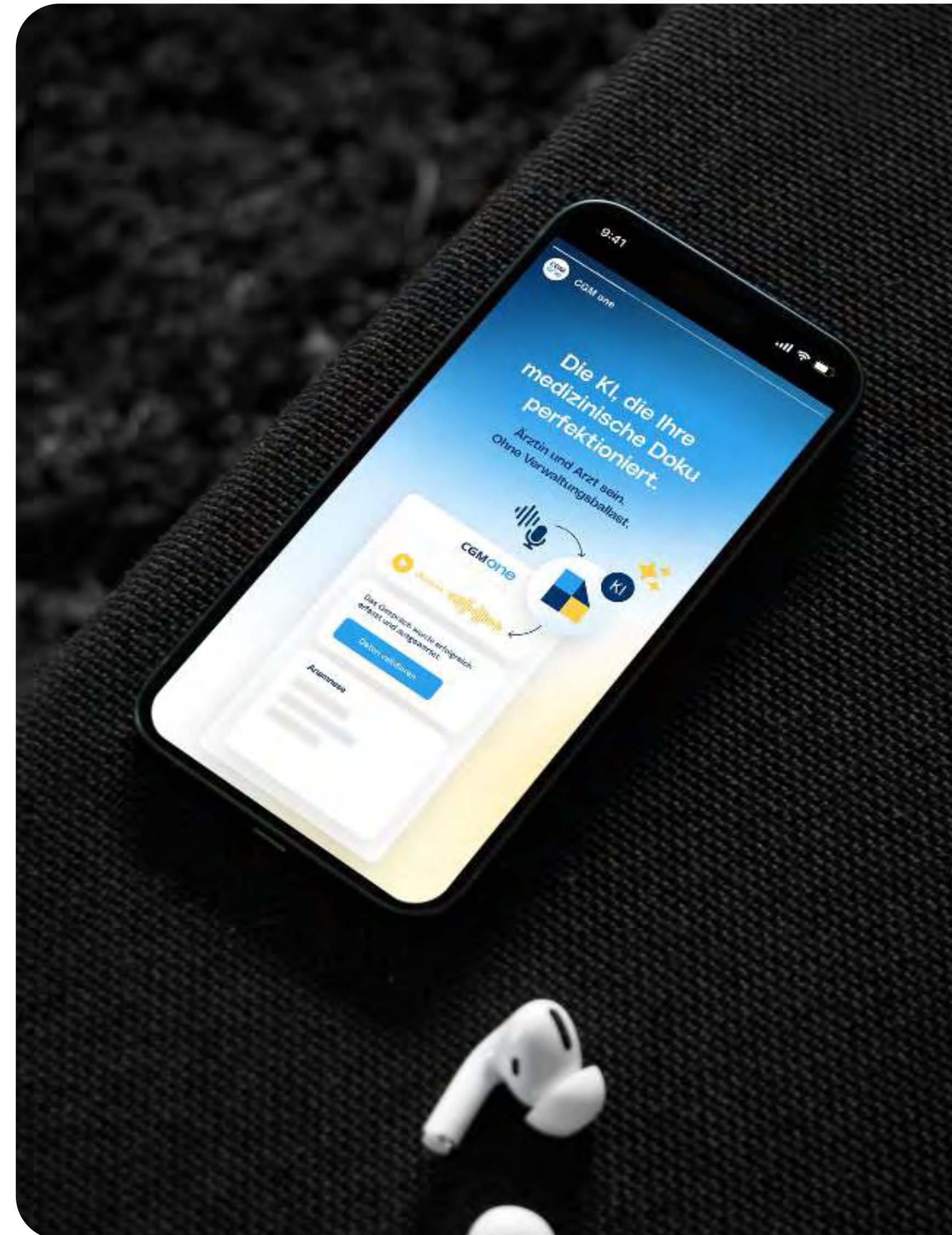
Der KI-Assistent erleichtert Ihnen die Erstellung medizinischer Notizen, verbessert die Qualität der Dokumentation und schenkt Ihnen mehr Zeit für die wirklich wichtigen Aufgaben während Ihres Praxisalltags.

Kostenlos testen

- Mit Ärztinnen und Ärzten entwickelt
- Für mehr Blickkontakt im Patientengespräch
- Bildschirmgebundene Zeit reduzieren



Product Abstraction Examples



08 Photography

Portraits

Our portrait photography should be bright and vibrant, focused on the persons with uncluttered backgrounds and shallow depth of field to ensure that they are brought to the forefront and stand out clearly.

We follow an editorial-style lifestyle photography approach. Minimal styling should be employed in an effort to showcase real people in real contexts that feel candid, unstaged, and authentic. Bright, natural light is always preferred for our photography, capturing a lifestyle-look for all campaign imagery rather than one that feels studio-lit or staged.

Space for headlines and/or graphic overlays should be considered when choosing an image.



Photo Best Practises

Relatable, human, warm.

Our images strive to make the complicated less complicated. They are streamlined to create a cohesive family of photographic content across our different deliverables.

Material for CGM one material should be bright and vibrant, focused on the persons with uncluttered backgrounds and shallow depth of field to ensure that they are brought to the forefront and stand out clearly.

Bright, natural light is always preferred for our chosen photography, capturing a lifestyle look for all campaign visuals rather than one that feels studio-lit or staged.

Photo post-processing can, for example, consist of adjusting the exposure slightly or adding a colour gradient in accent weak yellow.



Authentic – Pick authentic looking motifs and candid moments.



Connected – Focusing on the relation between medical assistant / doctor and patient.



Natural – Do not show artificial happiness.



Relation – Make sure that motifs are picked to match their purpose. The smaller the cleaner the imagery has to be.



Diversity – Feature your target group within your photography. Don't always show young "beautiful" people.



Inspired – Show people in action. This will help to make it more authentic and less static.

Photography Checklist

- ✔ Capture moments of fluid movement with natural posing.
- ✔ Feature people across a range of ages, abilities, body types, genders, races, ethnicities, industries, and nationalities.
- ✔ Use environments that are simple and not overly cluttered.
- ✔ Use natural or natural-appearing light with soft shadows and balanced, warm color.
- ✔ Avoid showing other brand logos unless approved or relevant for the image, such as for a partnership or integration.
- ✔ Keep it simple: Do not use photos with multiple focal points that make it difficult to crop or allow for type or graphic overlays.
- ✔ Keep it authentic: Avoid the use of lens flares, flashes, harsh studio lights that create dark shadows, or other special lighting effects.

Contact

Contact information

If you have questions or need more information or support, please approach us here:

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