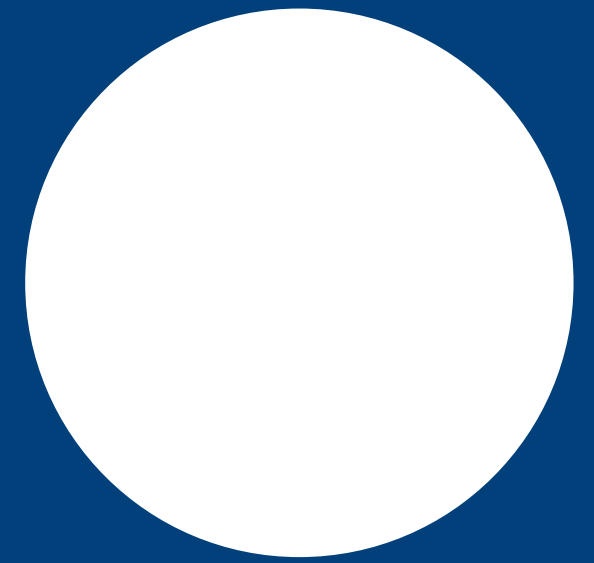
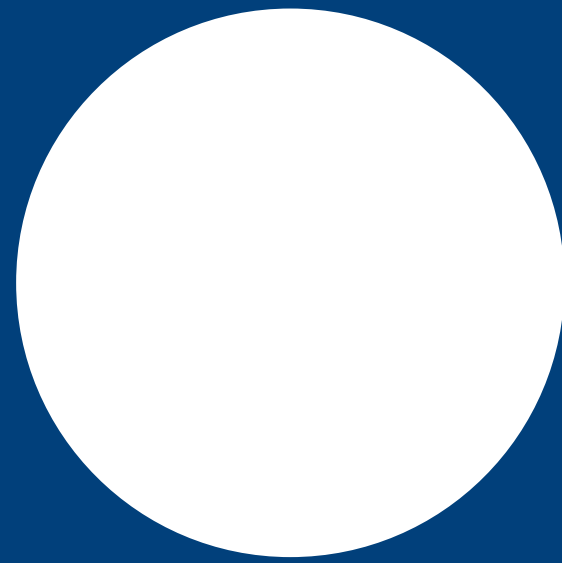
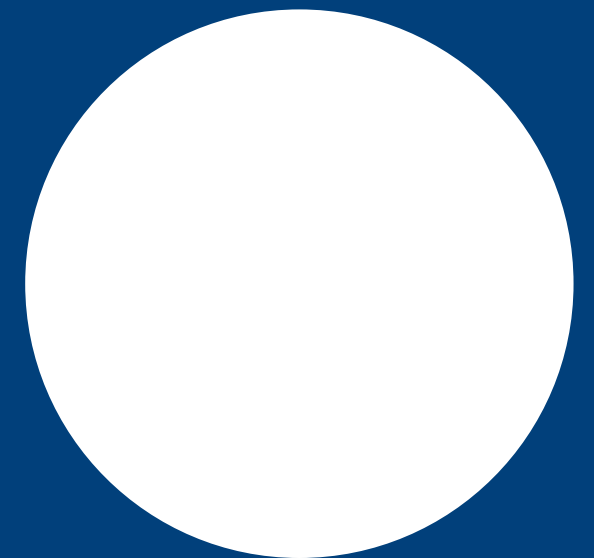




Knjiga grafičkih standarda

Brand Book



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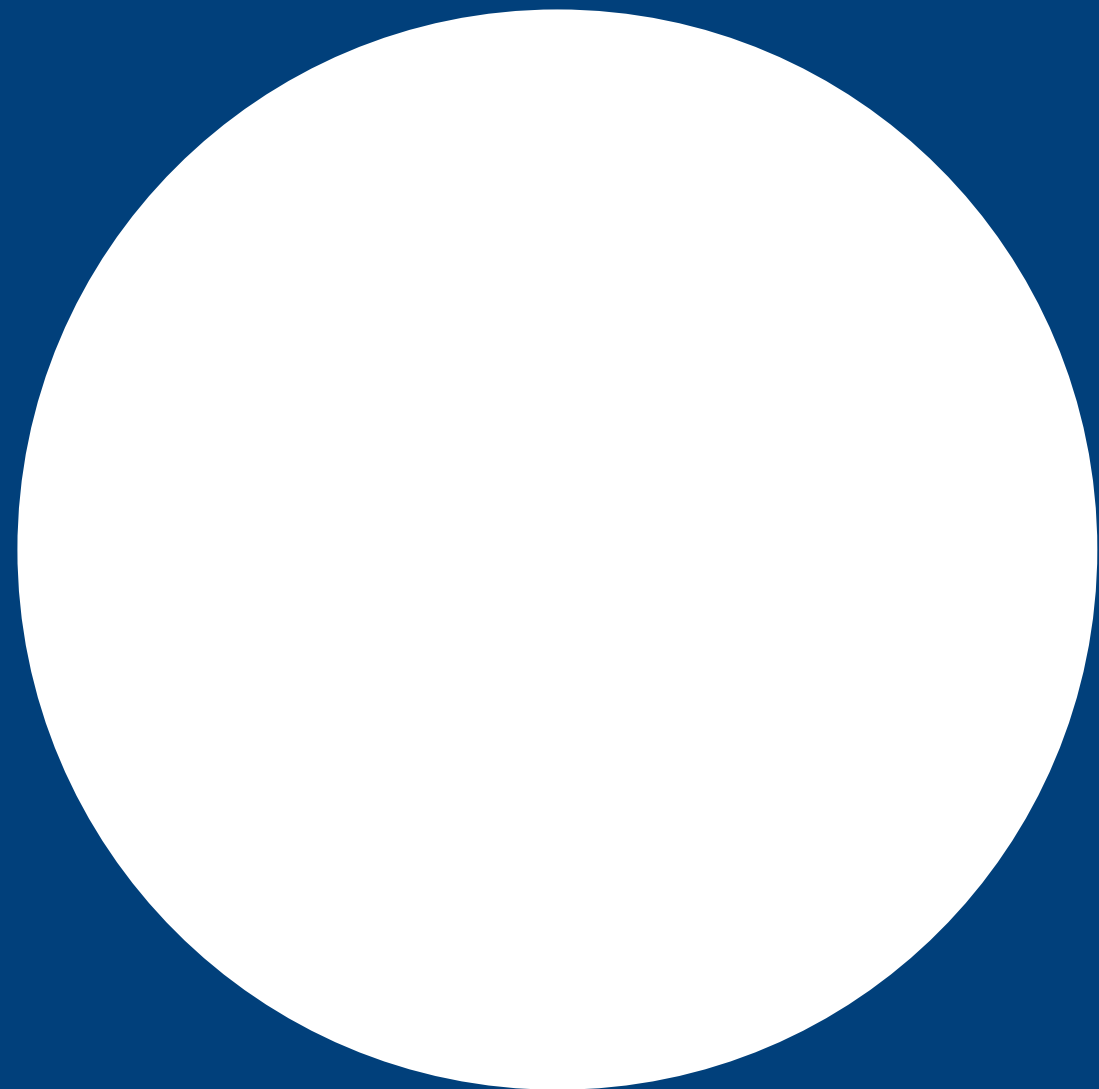
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Smjernice u knjizi grafičkih standarda osmišljene su kako bi osigurale dosljedan izgled i konzistentan izričaj u cijeloj komunikaciji Kliničkoga bolničkog centra Split.

KBC Split, kao javna ustanova koja obavlja bolničku i specijalističko-konzilijarnu zdravstvenu zaštitu te znanstveno-istraživačku i nastavnu djelatnost, komunicira izvrsnost i profesionalnost. Vizualni identitet oblikuje prvi dojam o KBC-u Split kod široke publike, bilo osobno ili korištenjem elektroničkih medija.

Naredne stranice pomažu u razumijevanju vizualnog identiteta KBC-a Split, što taj identitet simbolizira i kako ga koristiti na najbolji mogući način.

Guidelines in the Brand Book are designed to ensure consistent appearance and expression throughout the communication of the University Hospital of Split.

UH Split, as a public institution performing hospital and specialist advisory health care, as well as scientific research and educational activities, communicates excellence and professionalism. Visual identity gives the first impression of UH Split with the general public, whether in person or by using electronic media.

The following pages aim to help in understanding the visual identity of UH Split, what that identity symbolizes, and how to use it in the best possible way.



Svi elementi logotipa su u vlasništvu Kliničkoga bolničkog centra Split.

Prilikom korištenja zaštitnog znaka, logotipa, simbola, dizajna i/ili druge vizualne forme ove javne ustanove, potvrđujete da prihvaćate uvjete u smjernicama knjige grafičkih standarda.

All elements of this logo are the sole property of the public institution the University Hospital of Split.

By choosing to use the trademark, logo, symbol, design and/or other visual forms of this public institution, you acknowledge and accept the terms and conditions in the Brand Book.

01



O nama
About Us

Klinički bolnički centar Split je javna ustanova koja obavlja bolničku i specijalističko-konzilijarnu zdravstvenu zaštitu, znanstveno-istraživačku djelatnost iz područja medicinskih znanosti te organizira i pruža usluge za izvođenje nastave na Medicinskom fakultetu Sveučilišta u Splitu te višim i srednjim školama zdravstvenog usmjerenja.

KBC Split je najveći bolnički centar u Dalmaciji, koji zapošljava više od 4 000 djelatnika. Središnja je zdravstvena ustanova Županije splitsko-dalmatinske i cijelog južnog područja Hrvatske, a nalazi se na trima lokacijama u Splitu: Firulama, Križinama i centru grada, te na jednoj lokaciji izvan Splita, u podružnici u Zagvozdu.

Našoj ustanovi, kao regionalnoj bolnici, gravitira oko milijun državljana Republike Hrvatske i oko 500 000 stanovnika južnog dijela susjedne Bosne i Hercegovine, a tijekom ljetne sezone i 500 000 turista.

U ustanovi se godišnje hospitalizira preko 50 000 pacijenata koji ostvaruju više od 450 000 dana bolničkog liječenja, dok se u polikliničko-konzilijarnoj zdravstvenoj zaštiti godišnje prima preko 600 000 pacijenata kojima se pruža više od 2,5 milijuna usluga.

University Hospital of Split is a public institution performing hospital and specialist advisory health care, and scientific research activities in the field of medical sciences, as well as organising and providing services for teaching at the University of Split Faculty of Medicine, in addition to undergraduate and secondary education in health.

UH Split is the largest hospital centre in Dalmatia, employing just over 4,000 people. It is the central health institution of the Split-Dalmatia County and the entire southern part of Croatia, and is situated at three locations in Split: Firule, Križine and the City Centre, as well as one location outside Split, in the subsidiary in Zagvozd.

About 1 million citizens of the Republic of Croatia, and about 500,000 inhabitants of the southern part of neighbouring Bosnia and Herzegovina, gravitate towards the regional hospital as well as around 500,000 tourists during the tourist season.

Annually, UH Split cares for over 50,000 patients who receive more than 450,000 days of hospital treatment, while the outpatient health care clinic has over 600,000 patients a year receiving more than 2.5 million services.

Vrijednosti i usluge
Values and Services

Najviše vrijednosti KBC-a Split su pružanje pravovremene, kvalitetne i suvremene zdravstvene zaštite svojim pacijentima te stvaranje sigurnog, stabilnog i smirenog okruženja za bolji i brži oporavak.

UH Split's highest values are providing timely and modern health care of the highest quality, and creating safe, stable and calm surroundings for a better and faster recovery.

HUMANOST

HUMANITARIANISM

ŽIVOT

LIFE

ZDRAVLJE

HEALTH

POVJERENJE

TRUST

KVALITETA

QUALITY

Povijest

U Splitu već stoljećima postoje „hospitali“, manja lječilišta za siromašne, zatim vojne bolnice i leprozoriji, skloništa za izolaciju zaraženih kugom. Najraniji spomeni tih oblika liječenja u gradu datiraju još iz 14. stoljeća.

Razne su ustanove, javne i privatne, formalne i manje formalne, bile zadužene za brigu o zdravlju građana kroz stoljeća. KBC Split je nastao dugotrajnim i kompleksnim spajanjem civilne i vojne bolnice te splitskih toplica u jednu ustanovu.

Vojna je bolnica, kao zasebna institucija, u Splitu osnovana još 1657. godine. Kroz stoljeća seli na mnoge lokacije u gradu, a za dio njene povijesti nije poznato gdje se točno nalazila. Izgradnja prve bolnice, koja je to barem donekle bila u današnjem smislu tog pojma, u Splitu je započeta humanitarnom inicijativom građanina Ante Ergovca, koji je u tu svrhu 1783. godine oporučno ostavio 1 000 cekina, kako bi i siromašni sloj stanovništva bio zdravstveno zbrinut. Toj su posljednjoj želji, svojim zalaganjem i financijskim sredstvima, pomogla i njegova braća Frane i Petar Ergovac.

Civilna bolnica sv. Lazara je sagrađena 1794. godine po projektu splitskog graditelja Petra Kurira, unutar sjevernog gradskog bastiona Corner. Prema bolničkom statutu, primani su samo prosjaci i siromašni građani, a zatim, ako je bilo moguće, i mještani okolnih naselja, i ostali. Dolaskom austrijske vlasti 1797. godine, bolnica je prenamijenjena za liječenje vojnog osoblja, a ta se namjena nastavila i 1806. godine pod francuskom upravom. Povratkom austrijske vlasti, vojna je bolnica preseljena 1817. godine u Samostan sv. Arnira u kojem je ostala do 1941. godine, a Ergovčeva je zgrada vraćena svojoj prvotnoj, civilnoj namjeni.

Prvo kupalište na splitskim termalnim izvorima podignuto je 1821. godine, a 1903. je sagrađena nova zgrada u kojoj toplice djeluju i danas.

Civilna je bolnica kroz godine više puta proširivana i nadograđivana, a u 1910-ima i 1920-ima intenzivno otvara i nove odjele. Na Firulama 1931. godine počinje, a 1933. završava gradnja Paviljona za zarazne bolesti. Godine 1936. započeta je, a 1940. dovršena gradnja Kirurškog paviljona. Podiže se i gospodarska zgrada, i to 1939. godine. Zbog početka Drugoga svjetskog rata, bolnica nije uspjela useliti u zadnje dvije zgrade sve do oslobođenja od okupatorskih snaga. Tijekom rata, u bolnicu su slani zdravi ratni zatvorenici pod izlikom bolesti, kako bi im se spasilo živote.

Vojna je bolnica preseljena 1941. godine u prostore Klasične gimnazije i sjemeništa, u kojima je djelovala do sredine 1960-ih, kada je građena nova vojnomo­rnarička bolnica „Dr. Izidor Perera Matić“, današnje Križine.

Odjeli opće bolnice se kroz sredinu 20. stoljeća sele po raznim lokacijama u gradu, a tek su se 1975. godine svi našli na okupu, na Firulama.

Od 15. veljače 1993. bolnice na Firulama i Križinama te Splitske Toplice čine jednu cjelinu. Ministarstvo zdravstva i socijalne skrbi 29. kolovoza 2007. godine bolnici dodjeljuje status centra i ona dobiva svoj današnji naziv: Klinički bolnički centar Split.

Danom KBC-a Split proglašen je 15. veljače, koji se svečano obilježava od 2019. godine.

History

Split's long history of health care starts with shelters for the poor, military “hospitals”, and leprosaria, buildings for lepers' isolation. The earliest documents mentioning these forms of health care date back to the 14th century AD.

Throughout the centuries, various forms of public and private, formal and less formal, institutions were in charge of peoples' health. UH Split originates from a long and complex merging of the public hospital, the military hospital, and the spa. The military hospital, as an independent institution, was first founded in Split in 1657. Through time, it's been moved to many locations within the city, and for part of its history, its exact location remains unknown.

Construction of the first hospital, pertaining at least somewhat to today's meaning of the term, was started by a humanitarian activity of a citizen called Ante Ergovac. In his last will, he left a thousand sequins for the specific purpose of providing health care for the members of the poorest social classes. His brothers Frane and Petar Ergovac also gave their contributions to the cause, both in money and personal commitment.

The Civil hospital of St. Lazarus was raised in 1794 inside the north city bastion Corner, based on Split's builder Petar Curir's plans. According to the hospital's statute, beggars and poor citizens were primary patients, whilst all others were cared for if possible. With the arrival of the Austrian government, in 1797 the hospital was repurposed for the care of military patients, which continued during the French rule from 1806. When the Austrians re-established their authority, the military hospital was moved to the St. Arnir monastery in 1817, where it stayed until 1941. The Ergovac building was returned to its

original, civil purpose. In 1821, the first bath house was built over Split's thermal springs, and in 1903 a new building was raised, in which the spa still operates today.

The civil hospital's building in the city centre was upgraded and expanded many times. New departments were frequently established during 1910s and 1920s. The construction of the Infectious diseases pavilion started in 1931, and was finished in 1933, in the todays' location of Firule. From 1936 to 1940 the Surgery pavilion was built, and in 1939 the directorate building was raised. Due to World War Two beginning, the hospital was unable to start utilising the two latter structures until the liberation from occupying forces. During the war, healthy war prisoners were sent to the hospital under pretence of illness, in an effort to save their lives.

In 1941 the military hospital was moved to the premises of Classical Grammar School and Seminary, where it stayed until the middle of 1960s and the construction of the new military navy hospital “Dr Izidor Perera Matich”.

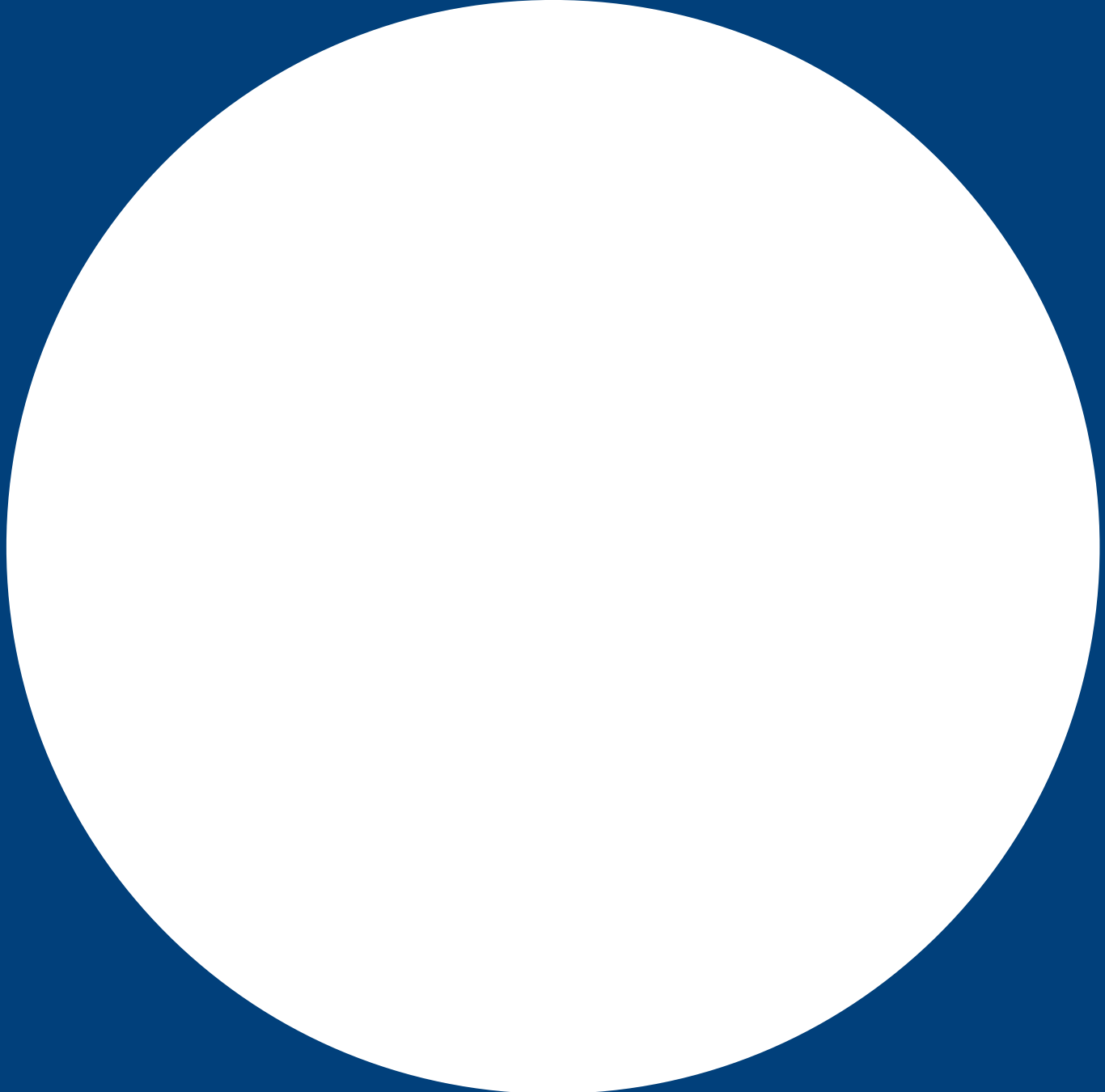
During the 20th century AD, the civil hospital's departments were moved from one city location to another, slowly gathering on Firule, where they all finally met in 1975.

The civil hospital gained the status of clinical hospital in 1986. It was merged into one, unique institution with the military hospital and the spa on February 15th 1993.

On 29 August 2007 the Ministry of Health and Social Welfare assigned the hospital with the status of a centre, giving it the name in Croatian it carries today: Clinical Hospital Centre Split. UH Split celebrates its day on 15 February, established in 2019.



02



Važnost vizualnog identiteta

Importance of Visual Identity

Suvremen vizualni identitet preduvjet je za stvaranje prepoznatljive slike KBC-a Split u javnosti, među partnerima i među donositeljima odluka. Jedinstveni simbol pomaže osjećaju pripadnosti ustanovi kod njenih djelatnika, što je posebno važno kod ustanova čija se djelatnost odvija na više lokacija, pa i u više mjesta.

Vizualni identitet predstavlja vrhunske stručnjake i tehnologiju koju KBC Split nudi svojim pacijentima, time im pružajući pomoć, njegu i rehabilitaciju na inovativan, suvremen i znanstveno utemeljen način.

A modern visual identity is a prerequisite for creating a recognizable image of UH Split in public, among its partners, and among decision makers. The unique symbol helps to create a sense of belonging to the institution for its employees, which is especially important given its activities are scattered over several locations.

The visual identity represents top experts and technology UH Split offers its patients, providing them with help, care, and rehabilitation in an innovative, modern and science-based manner.



Logotip prije redizajna

Logo Prior to Redesign

KBC Split je prije redizajna koristio grb Grada Splita kao svoj logotip, zajedno s prikazanom tipografijom.

Prior to redesign, UH Split used the City of Split's Coat of Arms as its logo, along with the typography shown.

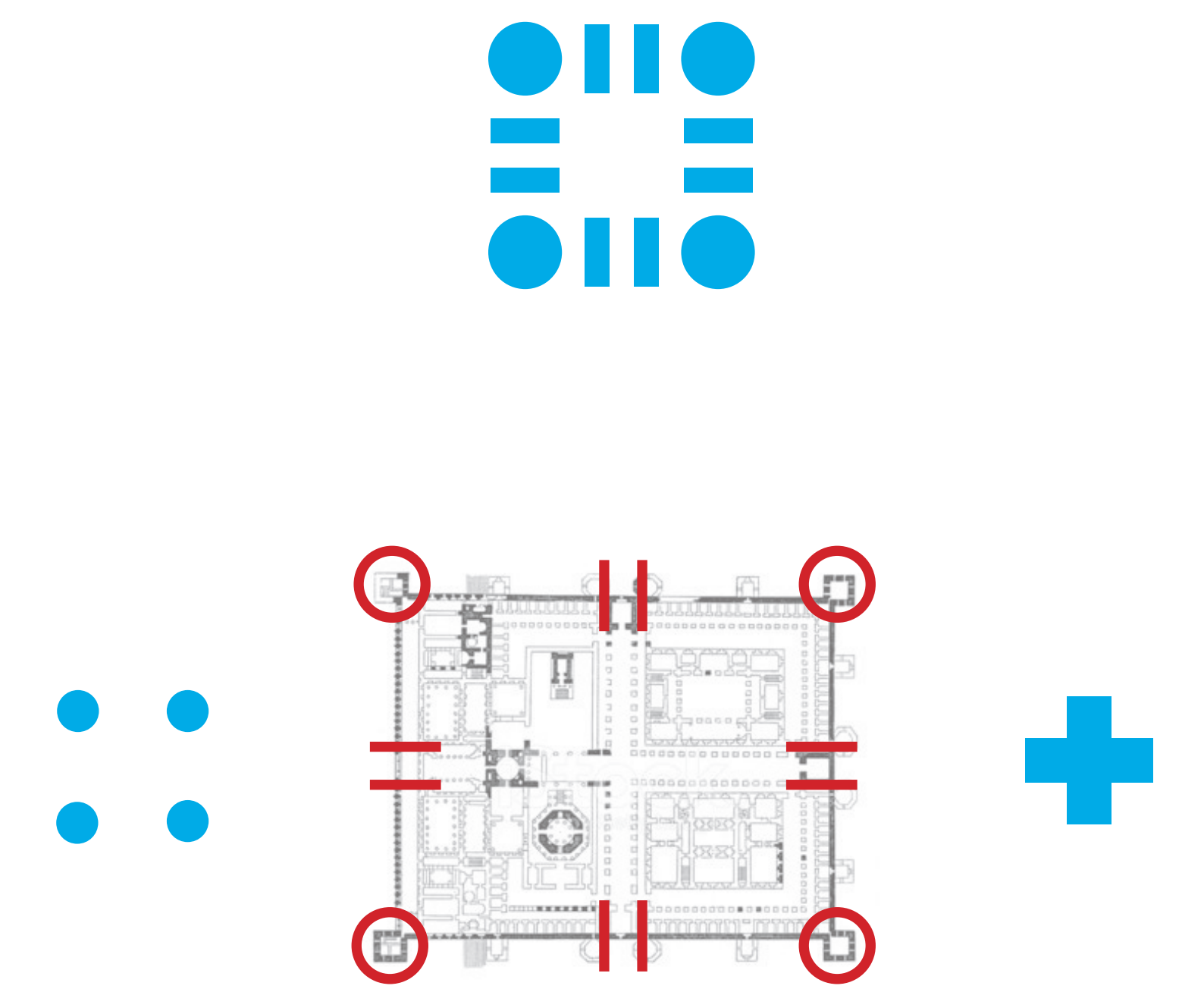


Redizajn logotipa

Logo Formation

Novonastali logotip u sebi sadrži pojednostavljene elemente koje povezujemo sa simbolom grada Splita, s Dioklecijanovom palačom, zatim s pojednostavljenim krvnim zrcima i općeprihvaćenim znakom za pomoć. Jednostavnost simbola u kombinaciji s odabranom tipografijom pruža mnogo mogućnosti apliciranja logotipa na raznim medijima, poput primarnih sredstava komunikacije, mrežnih stranica, uniformi, prijevoznih sredstava, pročelja zgrada, i slično, oblikujući time vizualni identitet kao smislenu i jedinstvenu cjelinu.

The newly created logo contains simplified elements associated with the symbol of the City of Split, the Diocletian's Palace as well as simplified blood cells and a generally accepted sign for help. The simplicity of the symbols combined with the chosen typography provide many opportunities for logo application on various media, such as primary means of communication, web sites, uniforms, means of transport, building fronts, and similar, thus shaping the visual identity as a meaningful and unique whole.



Pojednostavljena krvna zrnca | Kule
Blood Cells Simplified | Towers

Tlocrt Dioklecijanove palače
Cardo & Decumanus | 4 kule
Floor Plan of Diocletian's Palace
Cardo & Decumanus | 4 Towers

Križ — znak za pomoć
Cross — Sign for Help

Logotip

Logo



KBC Split

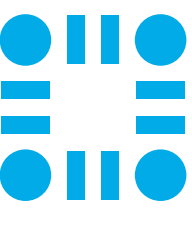
KBC Split

Logotip
Logo

 **Klinički bolnički centar Split**

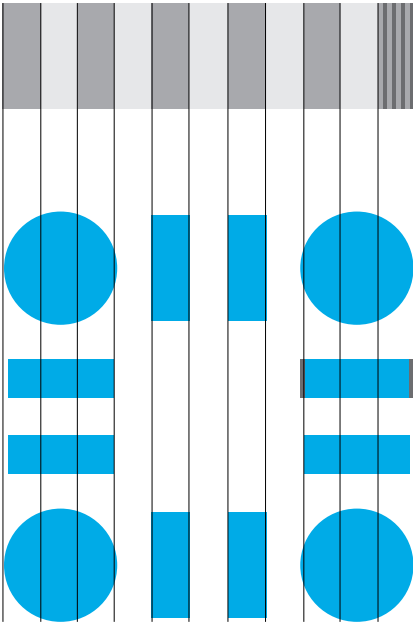
 **University hospital of Split**

Logotip
Logo

 **Klinički bolnički centar Split**
University hospital of Split

Logotip
Logo

1/8 Optičko poravnavanje
1/8 Optical alignment



Logotip
Logo



Logotip — zaštićeni prostor

Logo — Clear Space



Logotip — zaštićeni prostor

Logo — Clear Space



Logotip — zaštićeni prostor

Logo — Clear Space



 **Klinički bolnički centar Split**

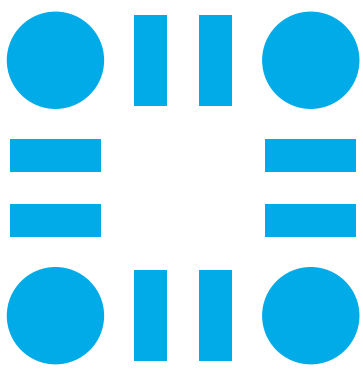
Logotip — zaštićeni prostor

Logo — Clear Space



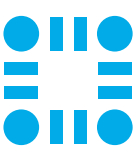
 **Klinički bolnički centar Split**
University hospital of Split

Logotip
Logo



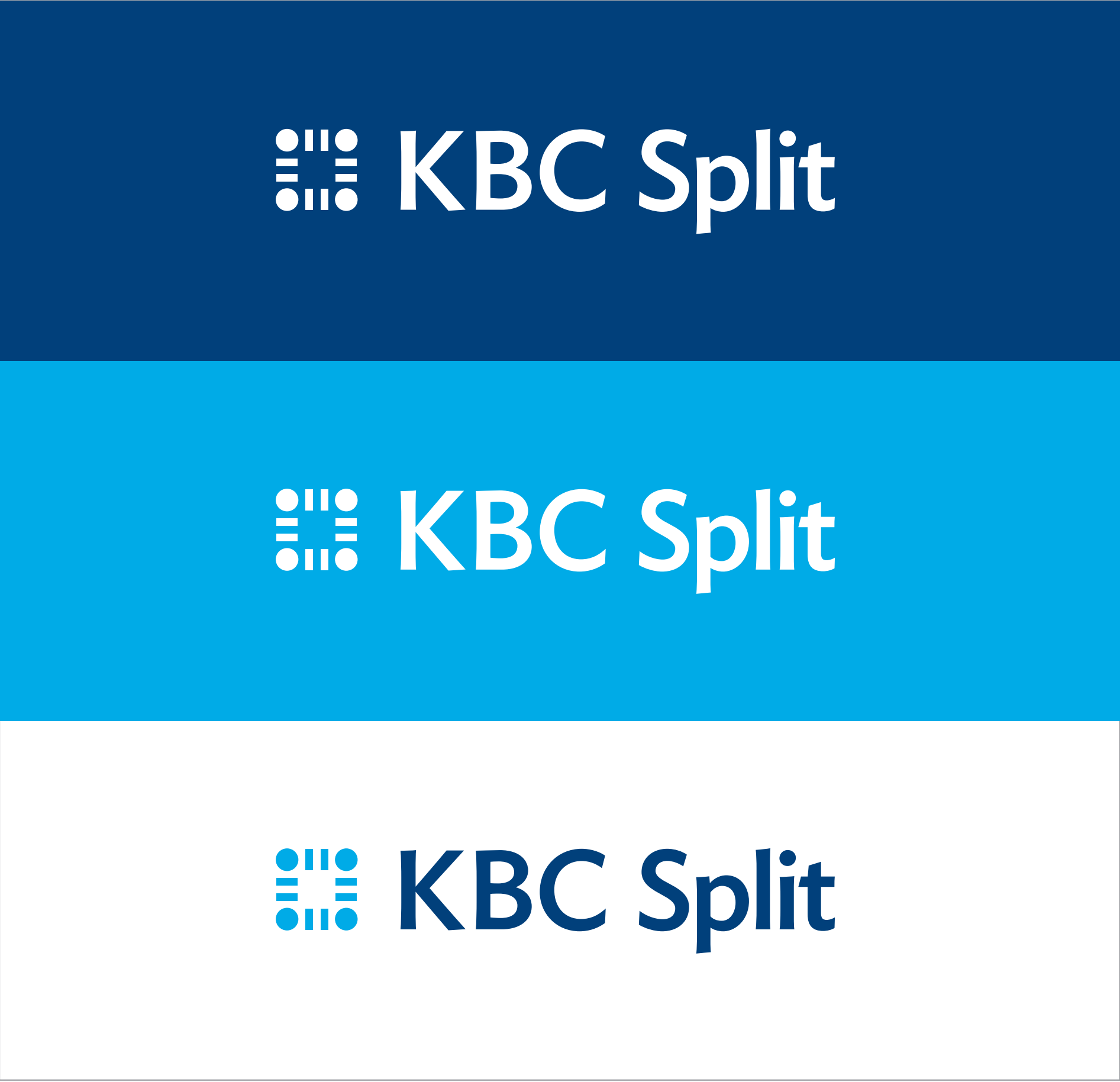
Klinički
bolnički
centar
Split

Logotip
Logo

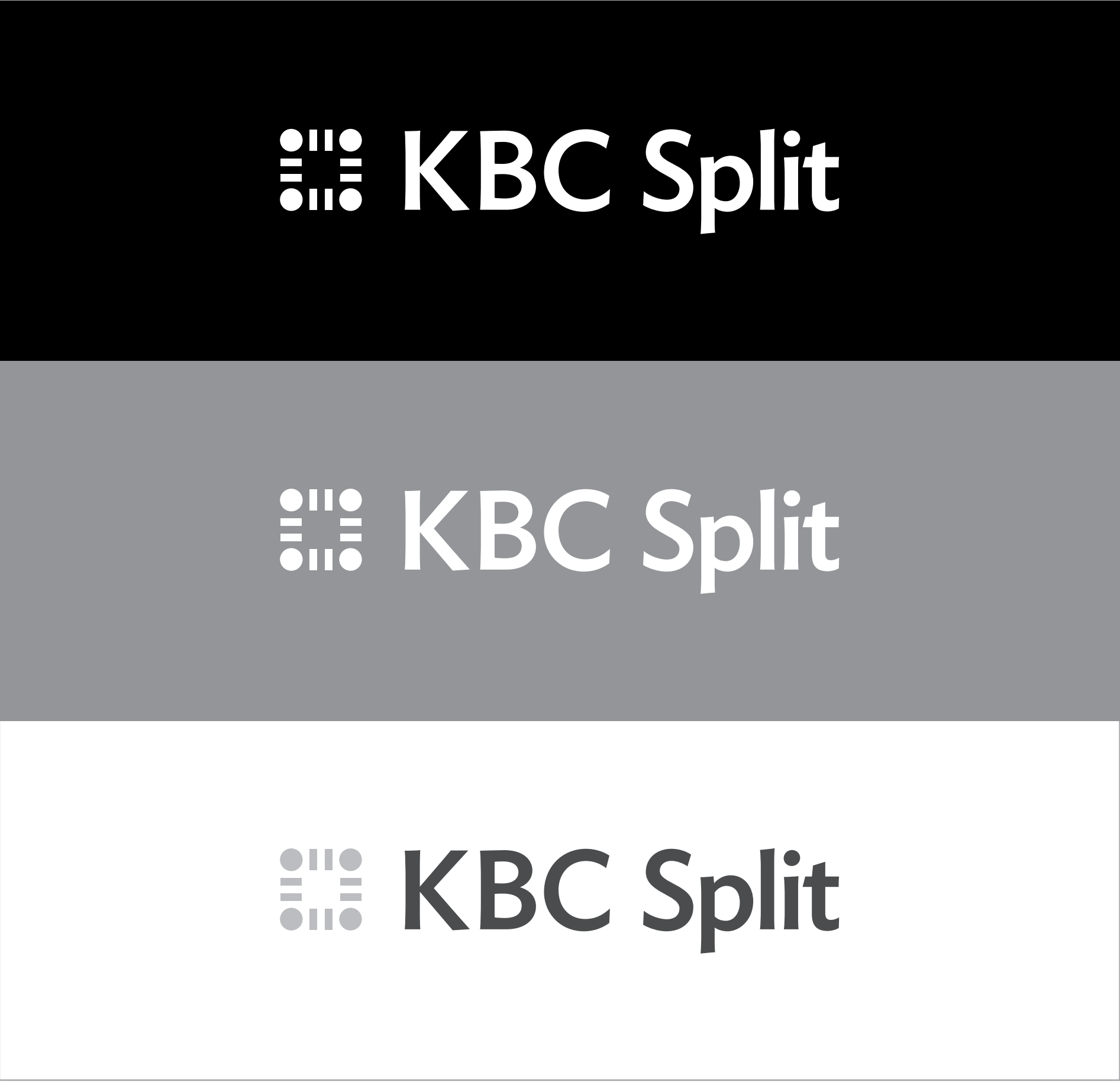


Klinički
bolnički
centar
Split

Logotip
Logo



Logotip
Logo



03



Tipografija | Pismo logotipa

Typeface

Hoefler&Co.

Ideal Sans je sans-serifno humanističko pismo s ciljem postizanja dojma topline i ručne izrade. Ideal Sans je nastao kao pokušaj povratka nestaloj ljudskosti. To pismo ima klasične, a ne industrijske proporcije: njegovi kapitali uvelike variraju u širini, od gotovo kružnog slova O do polu-kvadrata u slovu E, a daje i prednost tradicionalnim oblicima kao što su mala slova a i g. Za razliku od većine sans serifa, on ne trpi geometriju; dizajn ne sadrži gotovo nikakve ravne linije i ima vrlo malo simetrije. Ta pravila čine Ideal Sans privlačnim u velikim formama i pomažu mu da djeluje u malima, dajući dizajnu topao, organski i ručno izrađen dojam.

Ideal Sans is a sans-serif humanistic font with the goal of projecting warmth and craftsmanship. Ideal Sans originated as an attempt to bring back missing humanity. This font has classical rather than industrial proportions: its capitals vary greatly in width, from an almost circular letter O to a half-square in letter E, and it favours traditional forms such as lowercase letters a and g. Unlike most sans-serifs, it does not tolerate geometry; the design contains almost no straight lines and very little symmetry. These rules make Ideal Sans attractive in large sizes and help it work in small ones, giving the design a warm, organic and handmade impression.

Ideal Sans — Medium

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L
M	N	O	P	R	S	Š	T	U	V	Z	Ž	X	Y	Z
Q	W	a	b	c	č	ć	d	đ	e	f	g	h	i	j
k	l	m	n	o	p	r	s	š	t	u	v	z	ž	x
y	z	q	w	o	1	2	3	4	5	6	7	8	9	!
?	.	-	:	;	“	#	\$	%	/	(	)	=	*	—

Ideal Sans — Light

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L
M	N	O	P	R	S	Š	T	U	V	Z	Ž	X	Y	Z
Q	W	a	b	c	č	ć	d	đ	e	f	g	h	i	j
k	l	m	n	o	p	r	s	š	t	u	v	z	ž	x
y	z	q	w	o	1	2	3	4	5	6	7	8	9	!
?	.	-	:	;	“	#	\$	%	/	(	)	=	*	—

Tipografija | Pismo logotipa

Typeface

Rezovi pisma i korištenje

Za bolju komunikaciju, dosljednost i prepoznatljivost vizualnog identiteta, preporučuje se upotreba pisma “Ideal Sans” s odgovarajućim rezovima (stilovima). Pismo treba koristiti u dizajnu i promotivnim materijalima Kliničkoga bolničkog centra Split kad god je to moguće, u skladu s licencom pisma. U slučaju nemogućnosti korištenja pisma “Ideal Sans” zbog ograničenja licence ili nekog drugog razloga, treba koristiti tipografiju “Cabin” iz slovolivnice Google Fonts, koja je u trenutku izrade knjige grafičkih standarda imala otvorenu licencu.

For improved communication, consistency, and recognizability of the visual identity, it is recommended to use the “Ideal Sans” typeface with appropriate widths (styles). The typeface should be used in the design and promotional materials of the University Hospital of Split whenever possible, in accordance with the typeface license. In case the use of “Ideal Sans” is not possible due to licensing restrictions or any other reasons, the “Cabin” typography from Google Fonts Type Foundry should be used, as it had an open license at the time of creating the Brand Book.

Ideal Sans Thin

Ideal Sans Extra Light

Ideal Sans Light

Ideal Sans Book

Ideal Sans Medium

Ideal Sans Semibold

Ideal Sans Bold

Ideal Sans Black

Thin Italic

Extra Light Italic

Light Italic

Book Italic

Medium Italic

Semibold Italic

Bold Italic

Black Italic

Sekundarna tipografija

Secondary Typography

Google Fonts

Cabin je humanističko sans-serifno pismo, s dodatkom modernizma. Cabin uključuje moderne proporcije, optičke prilagodbe i neke geometrijske elemente. Ono je po svojim oblicima i proporcijama vrlo slično Ideal Sans pismu, te ga trebamo koristiti kao “zamjensko” pismo. Možemo ga upotrebljavati na svim bolničkim dokumentima, nalazima, memorandumima i svim promotivnim materijalima za KBC Split. Važno je napomenuti da se Cabin ne koristi u kombinaciji s Ideal Sans pismom, već se koristi samostalno i kao zamjensko pismo. Cabin ima licencu za komercijalnu upotrebu, a više informacija o licenci se može pronaći na njegovoj službenoj stranici.

Cabin is a humanistic sans-serif typeface, with a touch of modernism. Cabin incorporates modern proportions, optical adjustments, and some geometric elements. It closely resembles the Ideal Sans typeface in its shapes and proportions, making it a suitable “alternative” typeface. It can be used on all hospital documents, reports, memoranda, and promotional materials for UH Split. It is important to note that Cabin should not be used in conjunction with the Ideal Sans typeface; it should be used independently as a substitute typeface. Cabin is licensed for commercial use, and for more information about the license, please visit its official website.

Cabin — Regular

A	B	C	Č	Ć	D	Đ	E	F	G	H	I	J	K	L
M	N	O	P	R	S	Š	T	U	V	Z	Ž	X	Y	Z
Q	W	a	b	c	č	ć	d	đ	e	f	g	h	i	j
k	l	m	n	o	p	r	s	š	t	u	v	z	ž	x
y	z	q	w	O	1	2	3	4	5	6	7	8	9	!
?	.	-	:	;	“	#	\$	%	/	(	)	=	*	—

Cabin — Italic

<i>A</i>	<i>B</i>	<i>C</i>	<i>Č</i>	<i>Ć</i>	<i>D</i>	<i>Đ</i>	<i>E</i>	<i>F</i>	<i>G</i>	<i>H</i>	<i>I</i>	<i>J</i>	<i>K</i>	<i>L</i>
<i>M</i>	<i>N</i>	<i>O</i>	<i>P</i>	<i>R</i>	<i>S</i>	<i>Š</i>	<i>T</i>	<i>U</i>	<i>V</i>	<i>Z</i>	<i>Ž</i>	<i>X</i>	<i>Y</i>	<i>Z</i>
<i>Q</i>	<i>W</i>	<i>a</i>	<i>b</i>	<i>c</i>	<i>č</i>	<i>ć</i>	<i>d</i>	<i>đ</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>
<i>k</i>	<i>l</i>	<i>m</i>	<i>n</i>	<i>o</i>	<i>p</i>	<i>r</i>	<i>s</i>	<i>š</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>z</i>	<i>ž</i>	<i>x</i>
<i>y</i>	<i>z</i>	<i>q</i>	<i>w</i>	<i>O</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>!</i>
<i>?</i>	<i>.</i>	<i>-</i>	<i>:</i>	<i>;</i>	<i>“</i>	<i>#</i>	<i>\$</i>	<i>%</i>	<i>/</i>	<i>(</i>	<i>)</i>	<i>=</i>	<i>*</i>	<i>—</i>

Sekundarna tipografija

Secondary Typography

Google Fonts

Ostali rezovi (stilovi) pisma Cabin.

Other widths (styles) of the Cabin typeface.

Cabin Regular

Cabin Italic

Cabin Medium

Cabin Medium Italic

Cabin Semibold

Cabin Semibold Italic

Cabin Bold

Cabin Bold Italic

Usporedba tipografija

Comparison of Typefaces

Natpis: “Zdravlje i Tipografija” koristeći pisma Ideal Sans i Cabin, zajedno s njihovim preklapanjem.

The inscription: “Health and Typography”, utilizing the Ideal Sans and Cabin typefaces, along with their overlap.

Zdravlje i Tipografija

Ideal Sans - Book

Zdravlje i Tipografija

Zdravlje i Tipografija

Cabin - Regular

Paleta boja

Colour Palette

PANTONE 294C

R0 G47 B108

C100 M70 Y7 K30

PANTONE 299C

R0 G163 B224

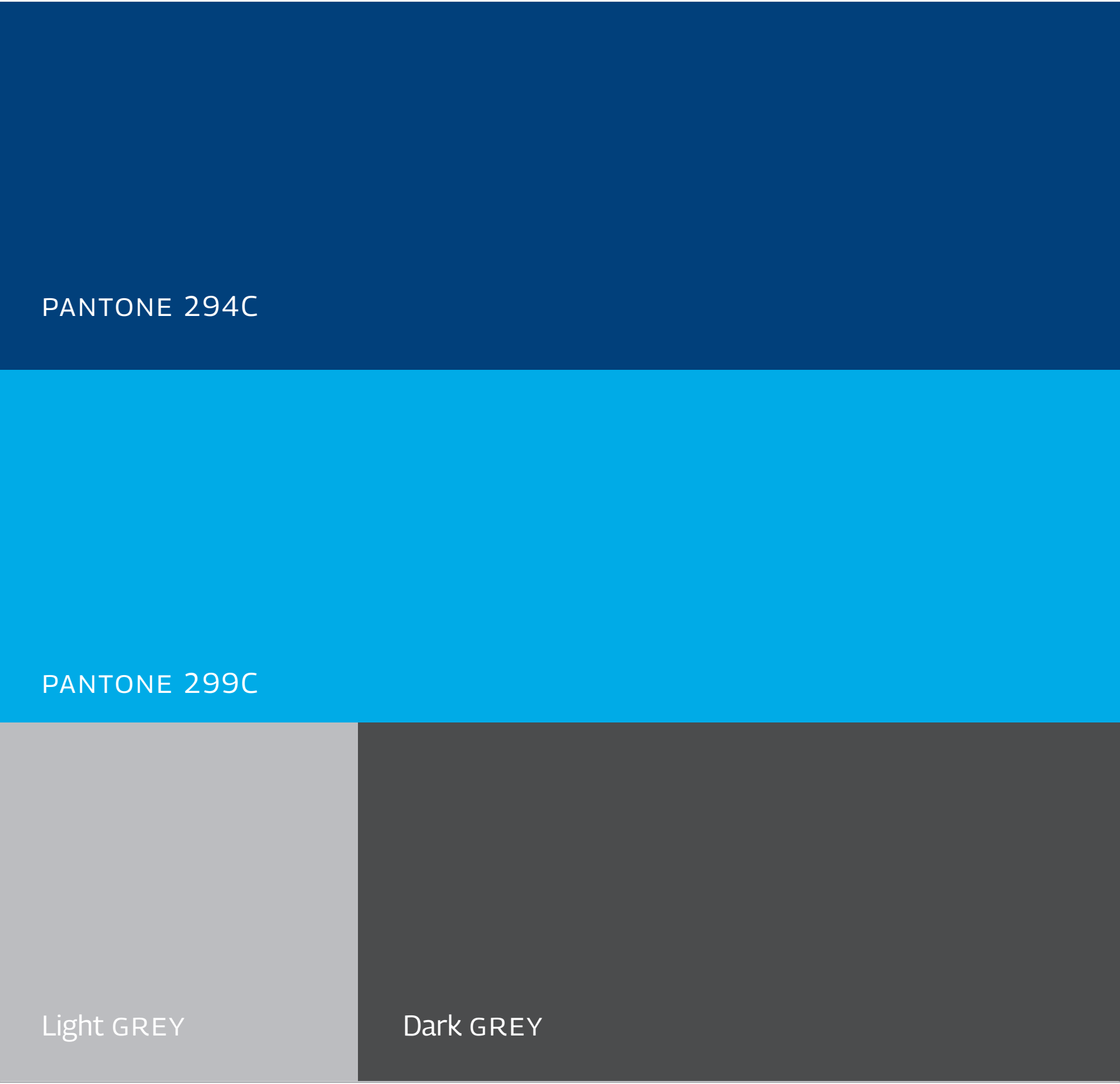
C85 M8 Y0 K0

Light GREY

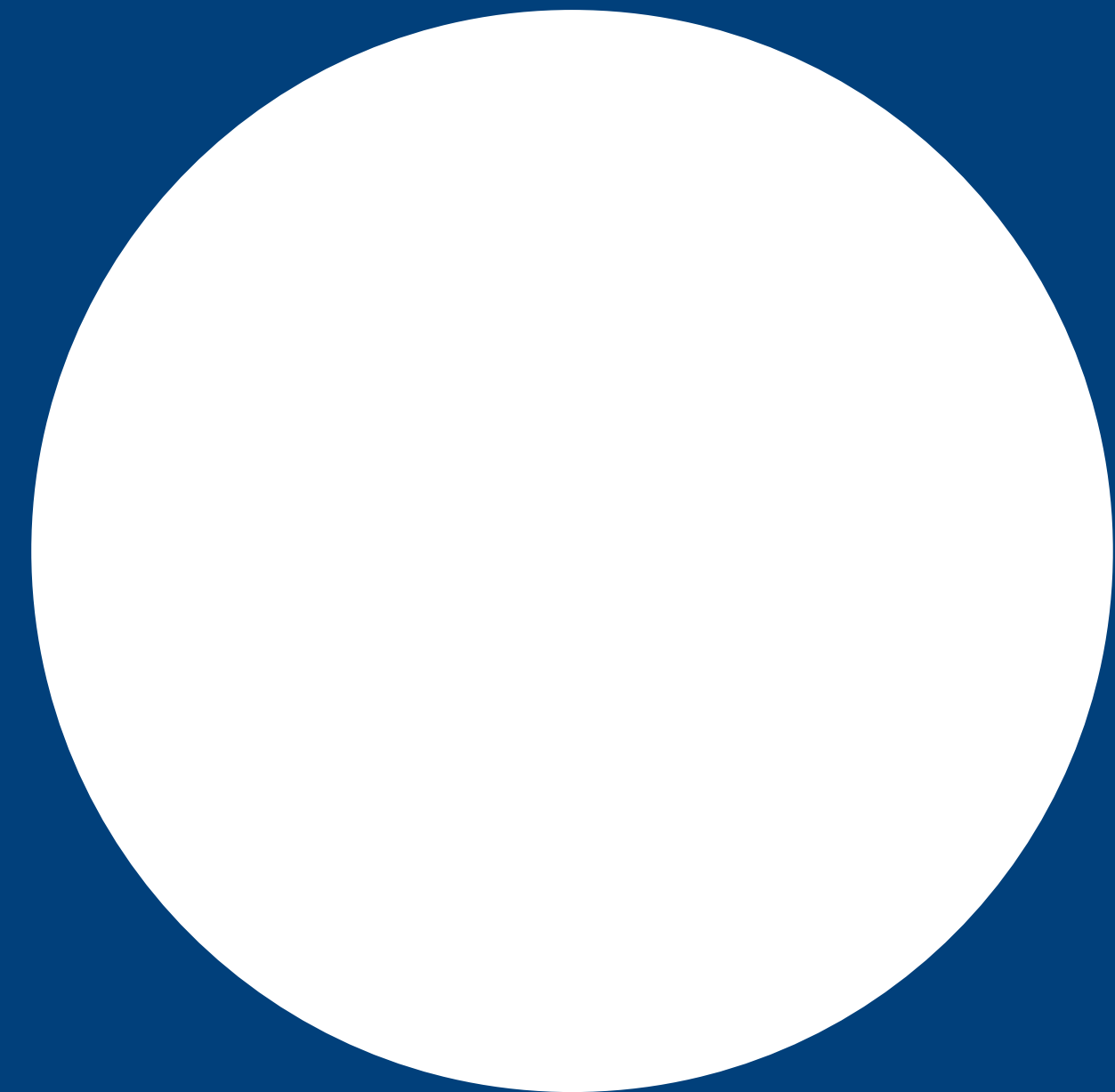
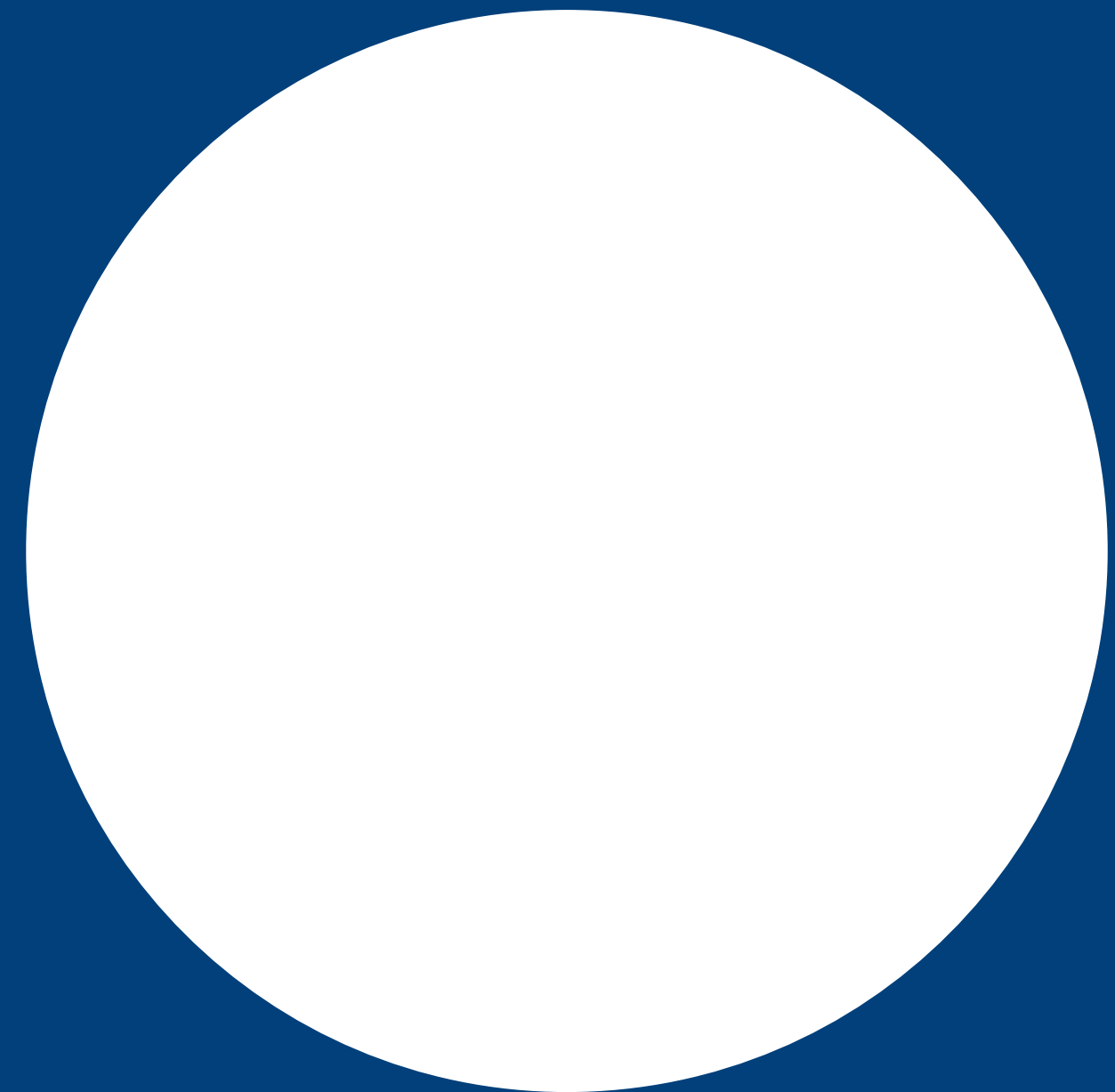
C0 M0 Y0 K30

Dark GREY

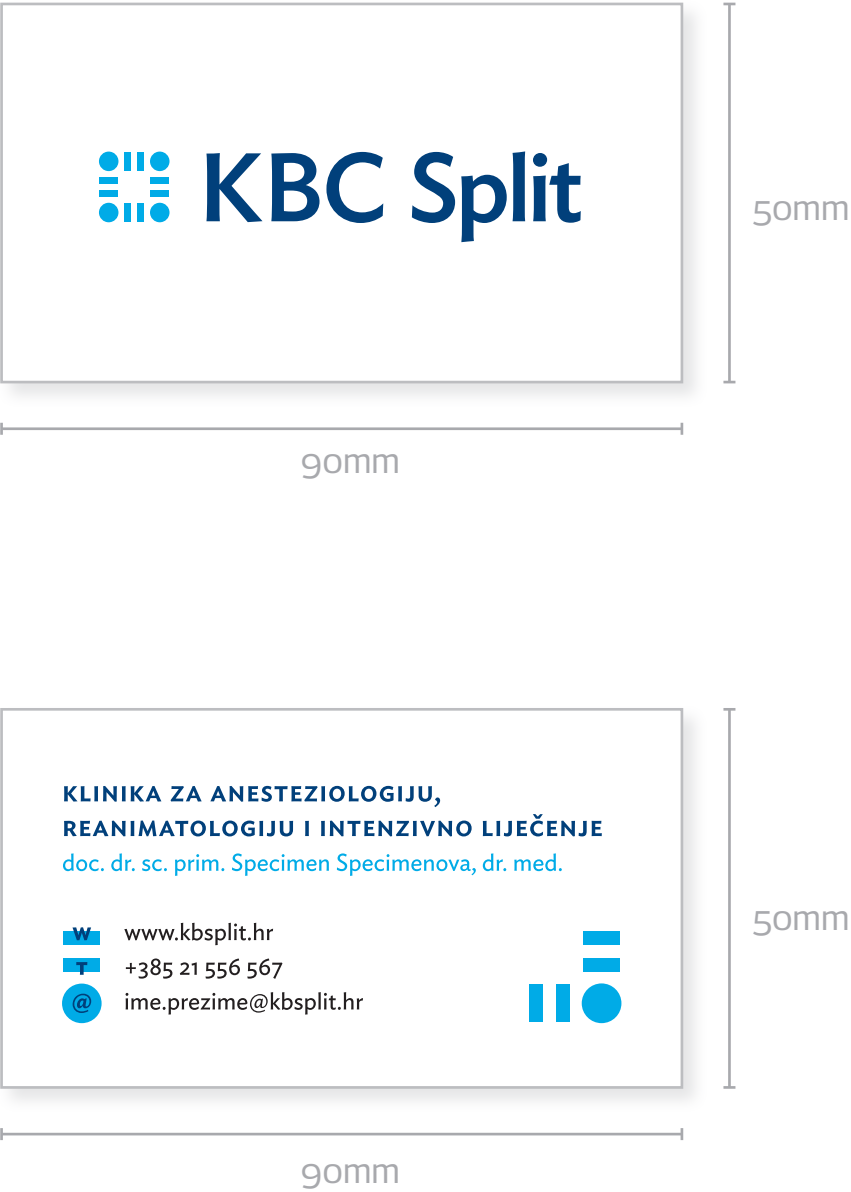
C0 M0 Y0 K85



04



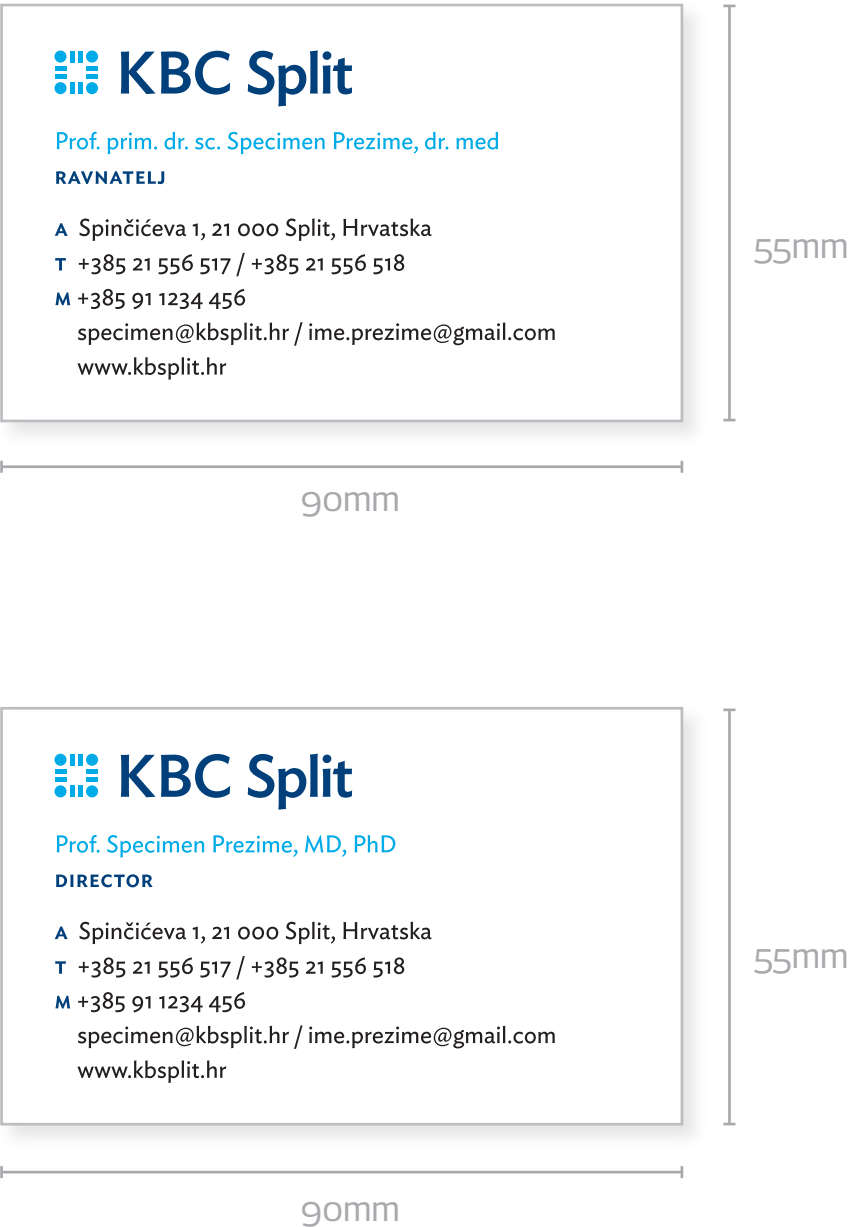
Posjetnice
Business Cards



Primjena posjetnice
Business Cards Application



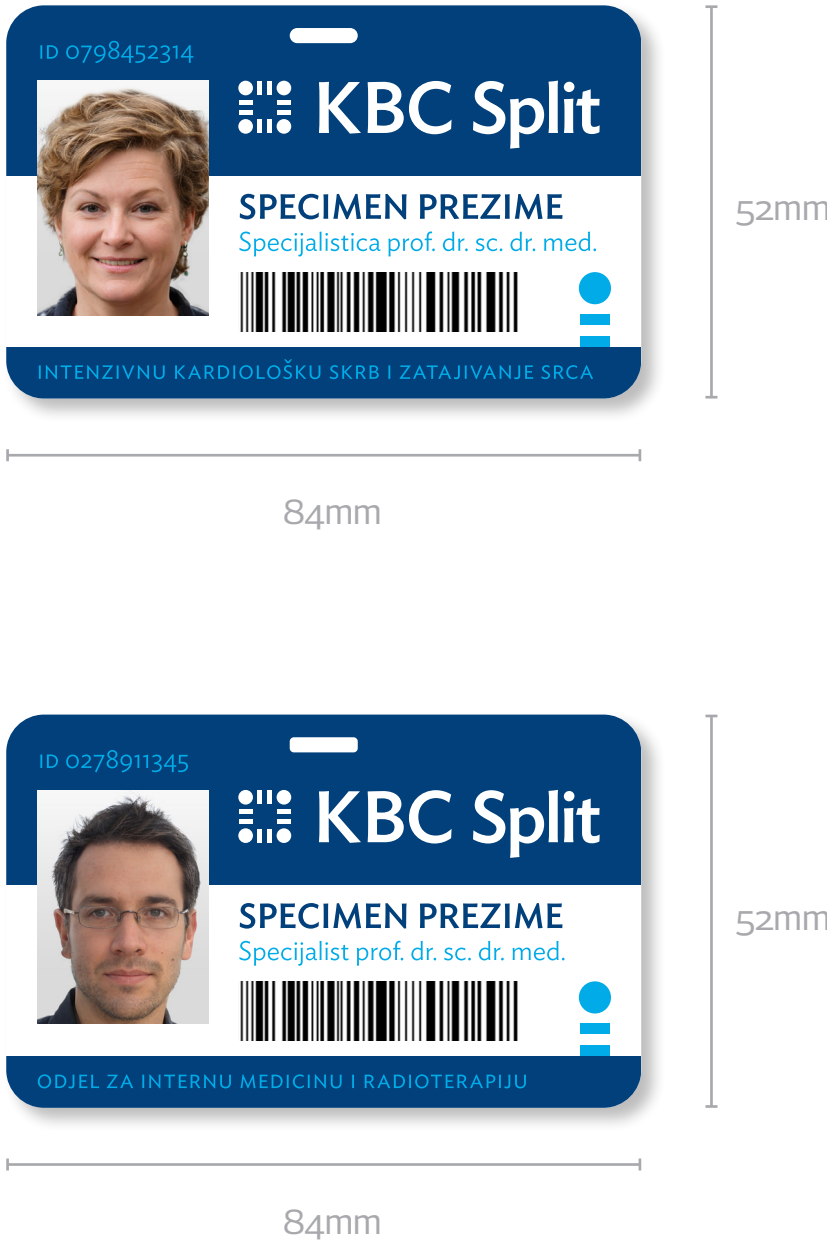
Posjetnice
Business Cards



Primjena posjetnice
Business Cards Application



Identifikacijske kartice
ID Cards



Primjena ID kartice
ID Cards Application



Specijalistički nalazi

Medical Reports



Klinika za unutraње bolesti
Predstojnik: doc. prim. dr. sc. Specimen Specimen Prezime dr. med

Zavod za gastroenterologiju
INT Poliklinika i dnevna bolnica Zavoda za gastroenterologiju te
druge zarazne bolesti i bolesti crijeva.

Adresa: Spinčićeva 1, Split | Telefon: +385 21 556 780 | E-mail: gastro_amb@kbsplit.hr

SPECIJALISTIČKI NALAZ

PODATCI O PACIJENTU/ICI	
IME I PREZIME: Specimen Prezime	BROJ PROTOKOLA: 12345678910
DATUM ROĐENJA: 10. 10. 1950.	MBOO: 123456789
SPOL: Ženski	ADRESA: Specimen specimen 12, specimen 21000 Split

DIJAGNOZA

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ANAMNEZA

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ZAKLJUČAK

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2 x reiusaperio, 1/2 x dignam cum quias - 12/24h

DATUM I VRIJEME	PEČAT ILI POTPIS
24. siječanj, 2022.	

Primjena nalaza

Medical Reports Application



Memorandumi
Memoranda



Klinički bolnički centar Split
OIB 51401063283
IBAN HR12 1001 0051 8630 0016 0

Datum: 15. srpanj 2022.
Klasa: 1234-5678/90-12
Urbr.: 456

Spinčićeva 1, 21 000 Split • www.kbsplit.hr • +385 21 556 780 • primjer_mail@kbsplit.hr

Poštovani direktore Horvat,

quis remporum apiet eum la inctae pedit incisim quosa doluptis sitaquidem volum quam etum aut laccusdam fugitiur am im de con re nihitatus. Uptae cus ea plaborae nis resenistion es dolecus ellenis volecus conseni scipietur, od magnis soluptumquam is ratem ditecatiate dolest aut enes aut diat uta proratia iminullab id que pedit et quiatecabo. Ent eum eum eventur aut rehent untius.

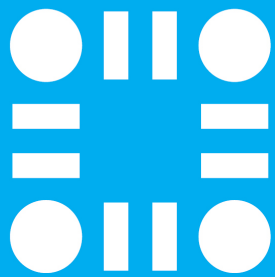
Ga. Ut ut a sam, quo blanis quae magnati onsernatum fugit eum voluptates nullamu sapiendisqui solor as et ilis et assenimet doloreperum, tores nis et autempo rerumqui re pellaut magnam nulparcid quodi non et es abo. Faccupatqui optat velenti umquisin non excest lam cone si diti odis eos et qui cone minis rem simodit atustem porrum alignia dolectur?

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S poštovanjem,
ravnatelj prof.prim.dr.sc. Ime Prezime, dr.med.

Klinički bolnički centar Split je proračunski korisnik državnog proračuna upisan pri Trgovačkom sudu u Splitu pod brojem 060018935. | Član društva - osnivač Ustanove: Republika Hrvatska. | Sjedište kliničkog bolničkog centra se nalazi u Splitu. | OIB: 51401063283 | Transakcijski račun: Račun Državnog proračuna IBAN: HR12 1001 0051 8630 0016 0 otvoren kod HNB d.d., SWIFT (BIC): NBHRHR2X, RKP: 26418

Memorandum ustrojstvenih
jedinica
Organizational Units
Memoranda



Klinički
bolnički
centar
Split

ADRESA
Spinčićeva 1, 21 000 Split

KONTAKT
+385 21 556 780
primjer_mail@kbsplit.hr

WEB
www.kbsplit.hr

Klinički bolnički centar Split je proračunski korisnik državnog proračuna upisan pri Trgovačkom sudu u Splitu pod brojem 060018935.

Član društva - osnivač Ustanove: Republika Hrvatska.
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OIB: 51401063283
Transakcijski račun: Račun Državnog proračuna IBAN: HR12 1001 0051 8630 0016 0 otvoren kod HNB d.d.

SWIFT (BIC): NBHRHR2X, RKP: 26418

KLINIKA ZA NEUROLOGIJU
Predstojnik: Doc.prim.dr.sc. Meri Matijaca, dr.med.

Datum: 15. srpanj 2022.
Klasa: 1234-5678/90-12
Ur.br.: 456

Poštovani direktore Horvat,

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Unt fugiatendam eum hiciet quo mil inctur aut illabore culparum es soluptam as prepuda ntibusa ndigniaapta doloreribus aut dolori ut delest, nis nissequ aeptaep udantin cum qui quo omnis cusa dignihitate liquide didident faceprem qui nonsedit, omnim dolupta tiumqui se prersperio in es molut est, quate nobit, sunt que etur aligeni hillaces etur, ut que nulluptate sam eaquas iumquia num laut repero dolum se plitatetur repratese verio.

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S poštovanjem,
ravnatelj prof.prim.dr.sc. Ime Prezime, dr.med.

Ostali medicinski dokumenti

Other Medical Documents



Datum: 15. srpanj 2022.
Klasa: 1234-5678/90-12
Ur.br.: 456
Adresa: Spinčićeva 1, 21 000 Split
E-mail: primjer_mail@kbsplit.hr
Telefon: +385 21 678 556
Podatak: Lorem ipsum inquem parequemo

Itis qui omnisim

oluptatemque soluptat. Hic ium sae non porerrio maio deniaepratum soluptat ipsuntur simus. Apercia simintia nobit volest, voloribus con conseces etur minciur, nitae rent aut faci od magnis et in cus, ad quiduntur? Sit quia volor remodit ullecep tatemquam, si nobis porehenias dolut molut ari asperum consecsolurestor et e aliqaaceped unte nobis doluptibus.

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Oloresto tenerum enducia dolupta delitas inodio ius est ipus dms du vel int quintum qui none cust, solupta spieruda doloherenit nit hillore explit de to exlab ium quae denebitio magni do euntia assim.

S poštovanjem,
ravnatelj prof.prim.dr.sc. Ime Prezime, dr.med.

Ostali medicinski dokumenti

Other Medical Documents



POŠILJATELJ
Datum: 15. srpanj 2022.
Klasa: 1234-5678/90-12
Ur.br.: 456
Adresa: Spinčičeva 1, 21 000 Split
E-mail: primjer_mail@kbsplit.hr
Telefon: +385 21 678 556
Podatak: Lorem ipsum inquam parequam

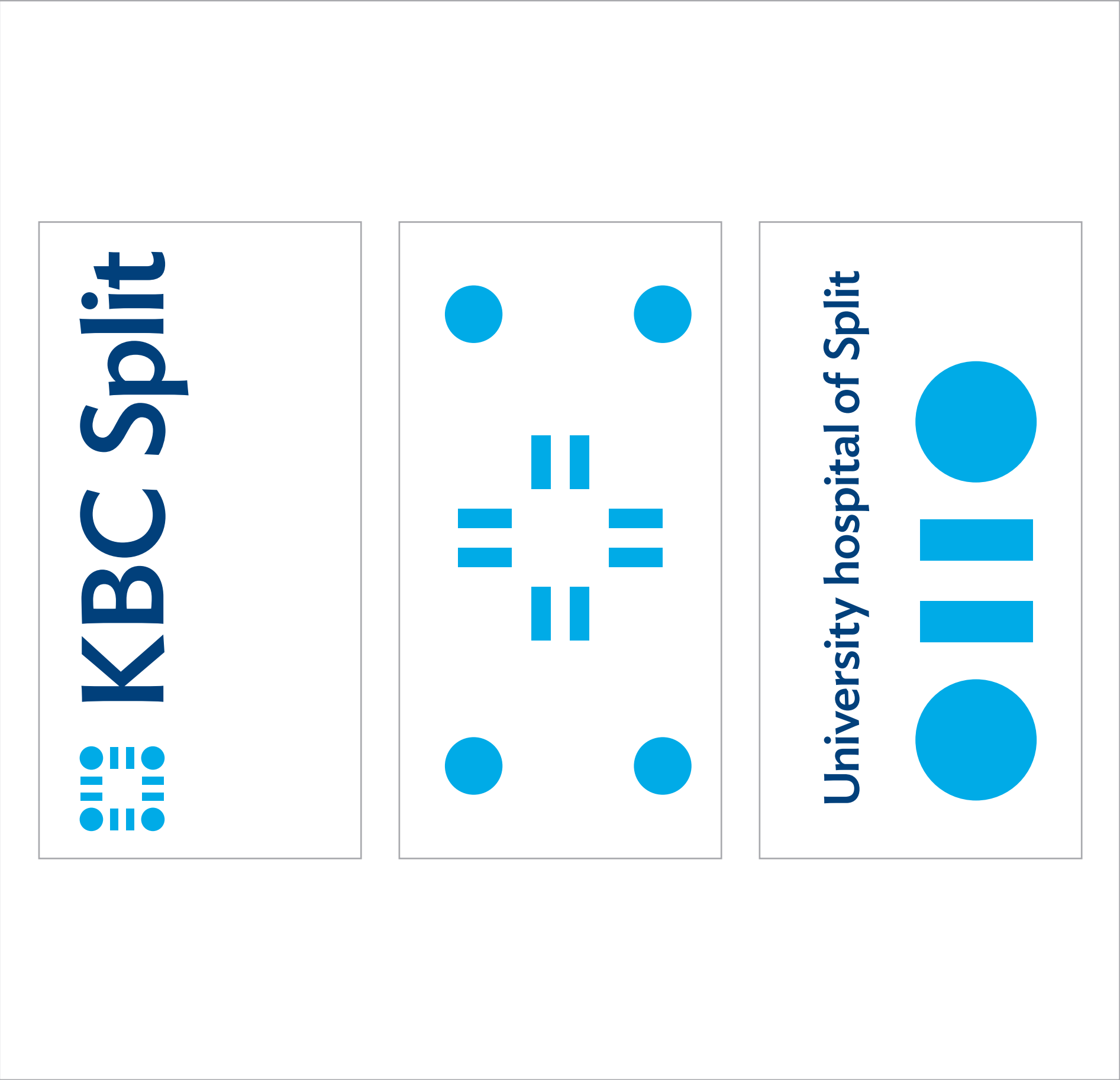
NARUČITELJ
Ime: Ivan
Prezime: Horvat
Adresa: Ulica Vladimira Nazora, 10 000 Zagreb
E-mail: primjer_mail@gmail.com
Telefon: +385_01 123 789
Podatak: Lorem ipsum inquam parequam

RAČUN BR. #8793856

ADRESA ZA DOSTAVU
Ime: Ivan
Prezime: Horvat
Adresa: Ulica Vladimira Nazora, 10 000 Zagreb
E-mail: primjer_mail@gmail.com
Telefon: +385 01 123 789

OPIS	KOLIČINA	JEDINICA MJERE	CIJENA
Medicinska oprema	1,000	KN 10,00	KN 10,000,00
Respirator	2	KN 500,000,00	KN 1,000,000,00
Maske	2,000	KN 1,00	KN 2,000,00
Dezinfikatori	500	KN 2,00	KN 1,000,00
Sterilizatori	15	KN 10,00	KN 150,00
TOTAL:			KN 1,013,150,00

Zastave
Flags



Primjena zastave
Flags Application



Medicinske uniforme
Medical Uniforms



Medicinske uniforme
Medical Uniforms



Predlošci komunikacije
Communication Templates



Privjesak
ID Card Strips



Prijevozna sredstva
Vehicles



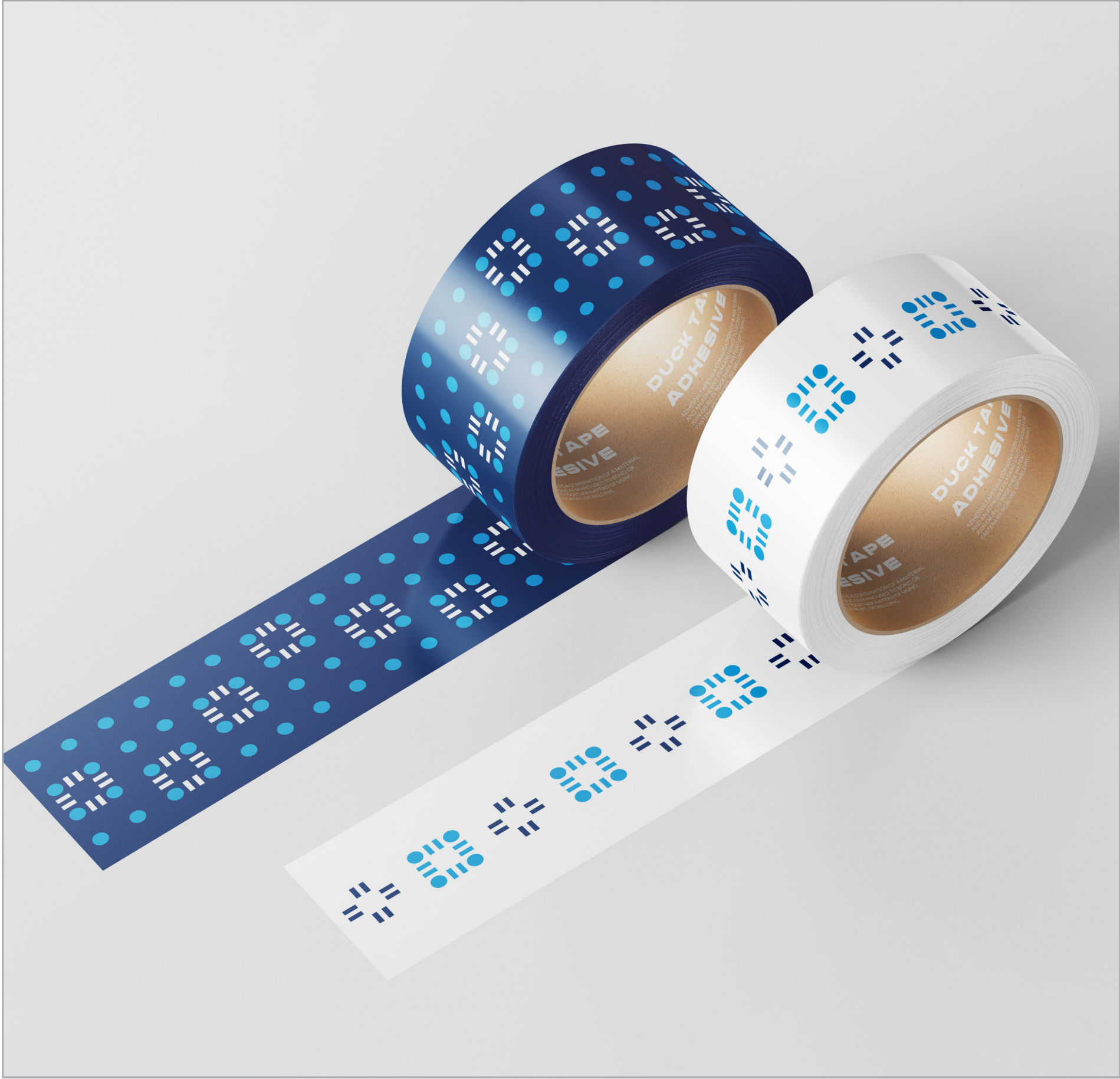
Prijevozna sredstva
Vehicles



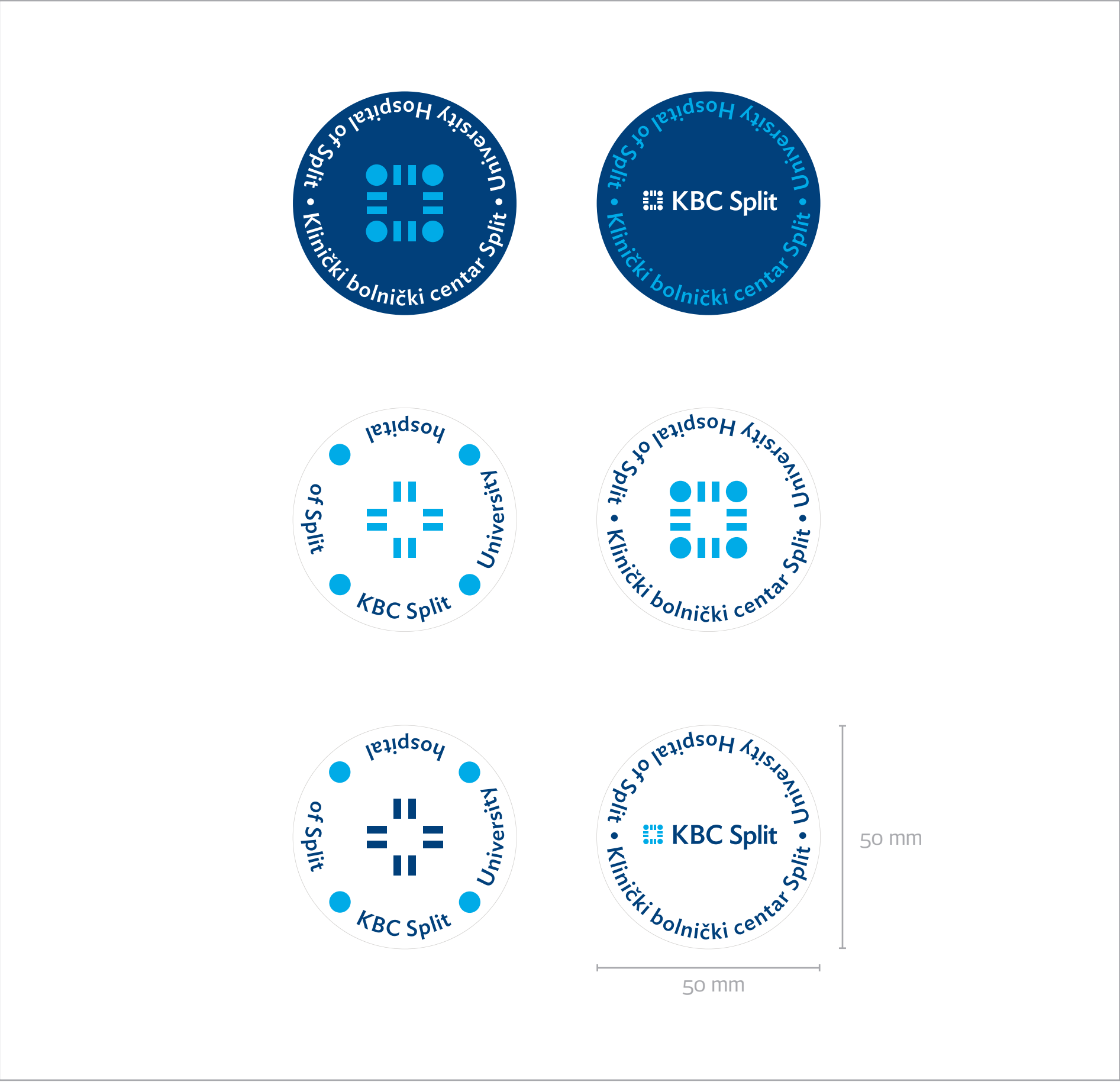
Ambalažne trake s tiskom
Packaging Tapes with Print



Ambalažne trake s tiskom
Packaging Tapes with Print



Naljepnice
Stickers



Naljepnice
Stickers



E-mail potpisi

E-mail Signatures

Informacije koje se nalazu u potpisu:

- 1. Ime i prezime, titula
- 2. Odjel i radno mjesto potpisane osobe
- 3. Logo KBC-a Split
- 4. Telefon, mobitel i adresa
- 5. Mrežna stranica, e-mail adresa
- 6. Društvene mreže

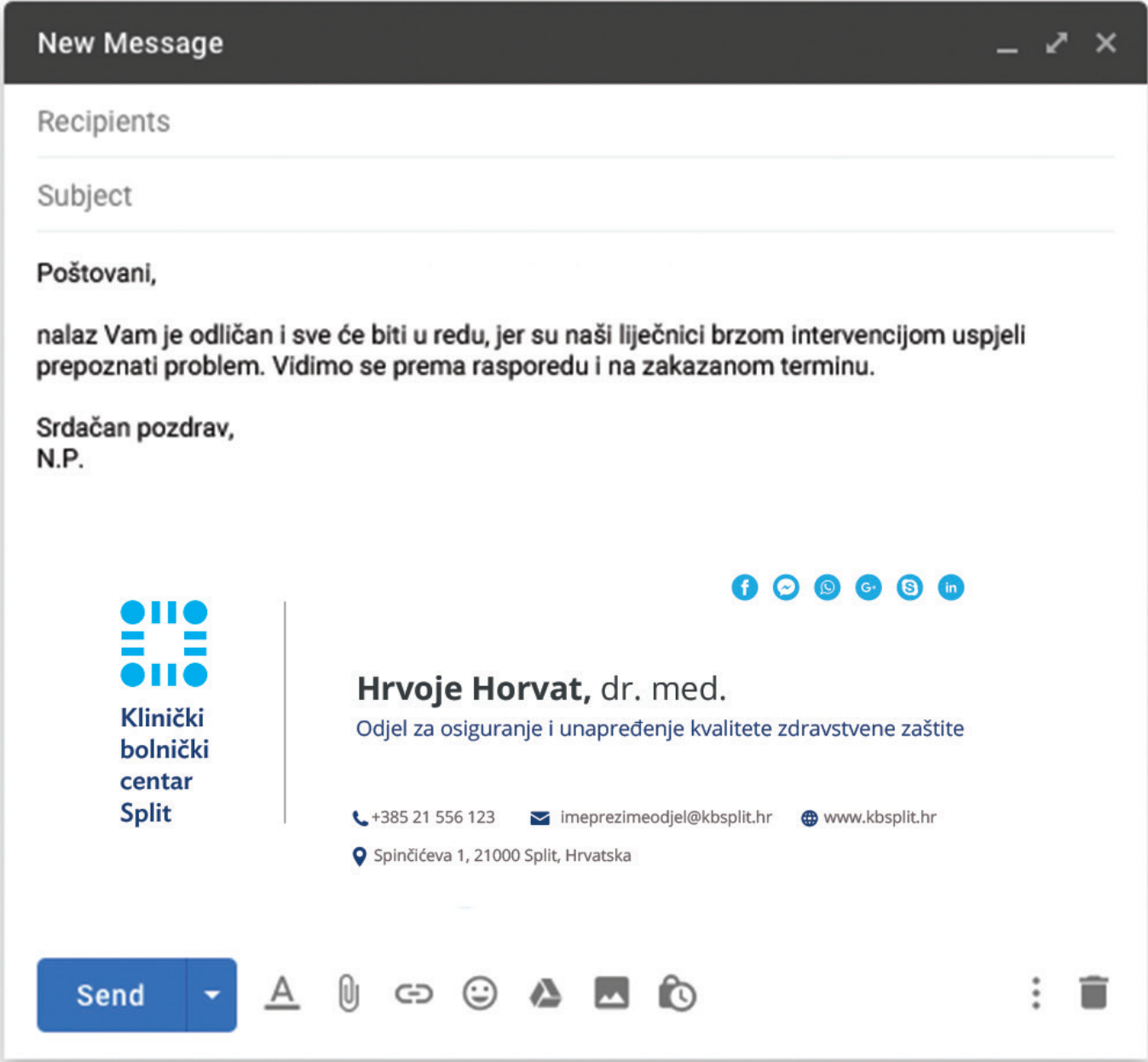
Information in the signature:

- 1. Name and surname, title
- 2. Department and work position of the person signed
- 3. UH Split's logo
- 4. Phone, mobile phone, and address
- 5. Website, e-mail address
- 6. Social networks



E-mail potpisi

E-mail Signatures



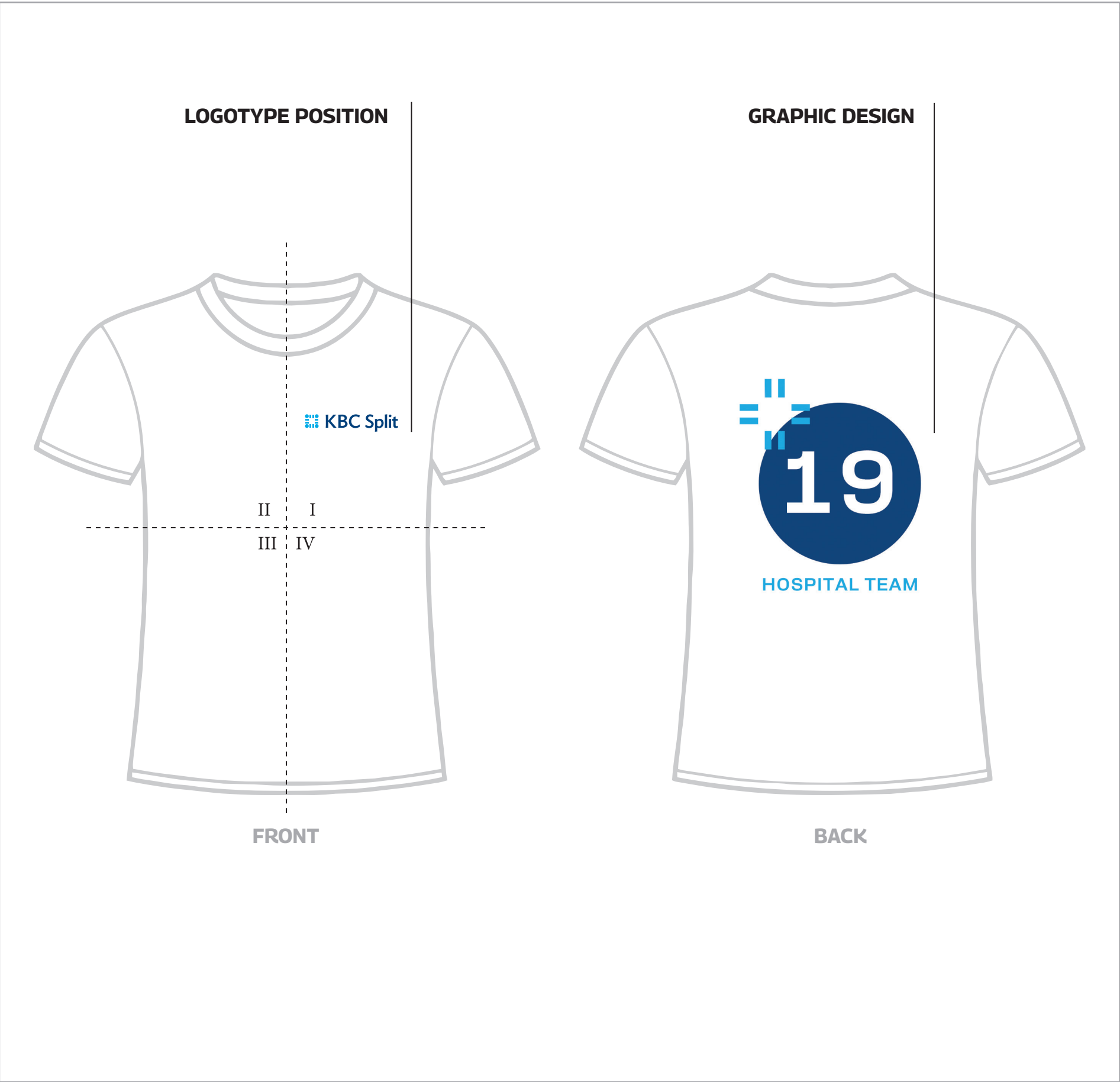
Majice kratkih rukava

T-Shirts

Sport

Djelatnici Kliničkoga bolničkog centra Split često sudjeluju na raznim humanitarnim i sportskim događanjima. Kod bijelih majica logo se aplicira na prednjoj strani u prvom kvadrantu, kao na slici. Grafika na stražnjoj strani majice je proizvoljna, ovisno o događaju, uz preporučeno korištenje boja logotipa svijetloplave i tamnoplave. Kod tamnoplavih majica logo se aplicira na način kao kod bijelih, s tim da se na prednjoj strani otiskuje u bijeloj, a na stražnjoj strani, ovisno o događaju, u svijetloplavoj i bijeloj boji.

UH Split's employees often participate in various humanitarian and sports events. For white T-shirts, the logo is applied on the front in the first quadrant, as shown in the picture. The graphics on the back are arbitrary depending on the event, with the colours of the logo light blue and dark blue recommended for use. For dark blue T-shirts, the logo is applied in the same manner as on the white T-shirts, with logo applied in white colour in the front, and light blue and white colours in the back, depending on the event.



Majice kratkih rukava

T-Shirts



Majice kratkih rukava
T-Shirts



Majice kratkih rukava
T-Shirt



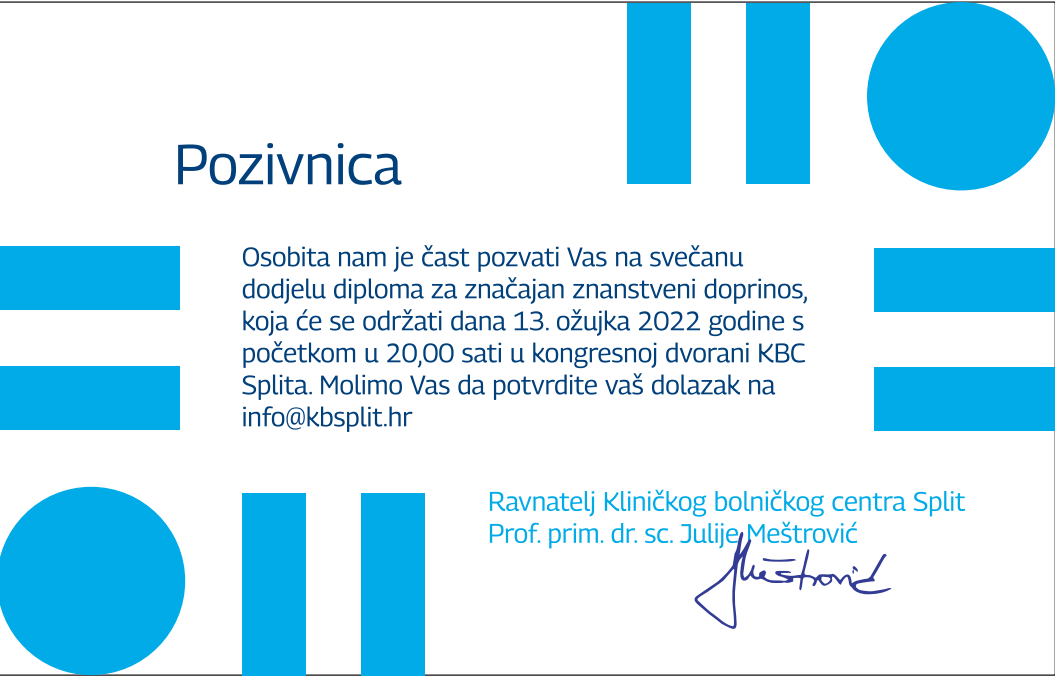
Diplome
Diplomas



Zahvalnice
Certificates of Appreciation



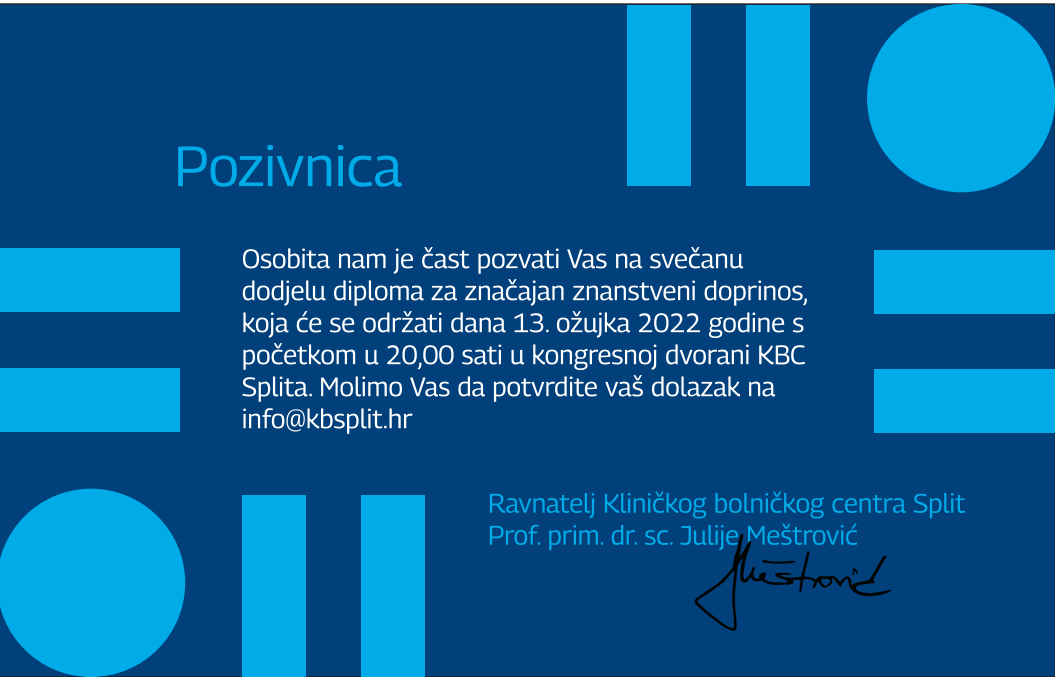
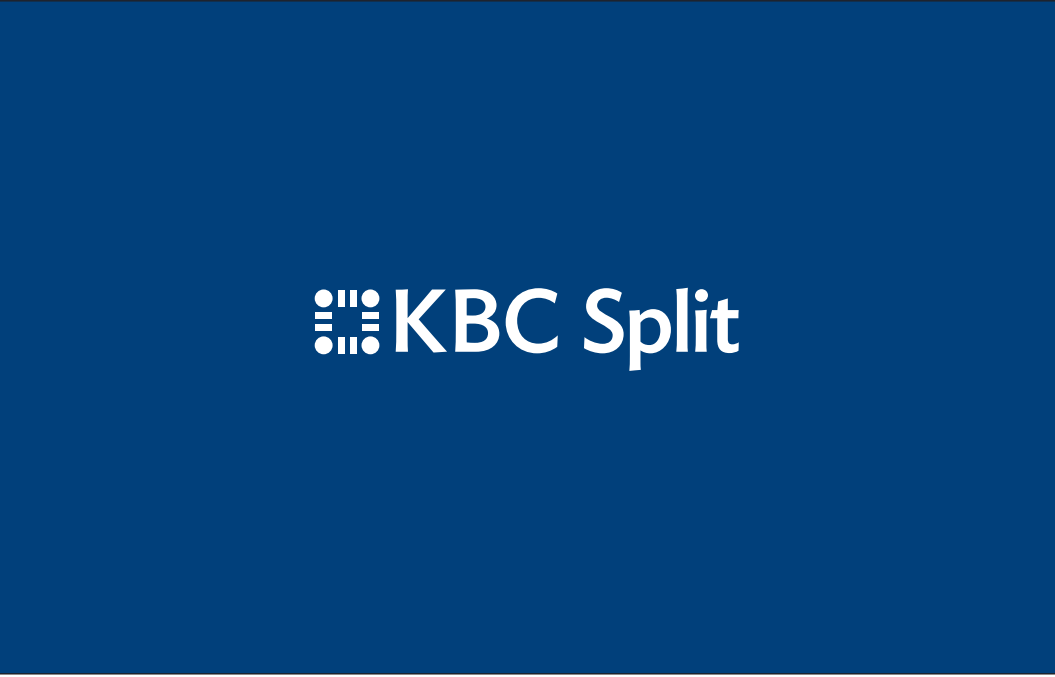
Pozivnice
Invitation Cards



90 mm

140 mm

Pozivnice
Invitation Cards



90 mm

140 mm

PowerPoint prezentacije

PowerPoint Presentations

Ratio 16:9

Prezentacija treba biti postavljena u omjeru 16:9 bez margina. Početni slajd treba sadržavati logotip u bijeloj boji na svijetloplavoj pozadini. Naslov prezentacije treba biti ispisan u tamnoplavoj boji na bijeloj ili svijetlosivoj pozadini (#F1F2F2), kao na primjeru.

The presentation should be set in a 16:9 ratio, with no margins. The opening slide should have a logo in white on light blue. The title of the presentation should be in dark blue on a white or light grey background (#F1F2F2), as shown in the example.

 **KBC Split**

Specijalističko usavršavanje doktora kirurgije i svečane dodjele priznanja za najbolji rad u 2022. godini.

Split, 21.05. 2022.

PowerPoint prezentacije

PowerPoint Presentations

Ratio 16:9

Svaki sljedeći prezentacijski slajd treba sadržavati podnožje s logotipom i informacijama, kao na primjeru. Informacije se mogu mijenjati.

Each following slide should contain a footer with a logo and information as shown in the example. Information may vary.



Specijalističko

Usavršavanje

Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

**Specijalističko**

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Usavršavanje**

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum.

 **KBC Split**

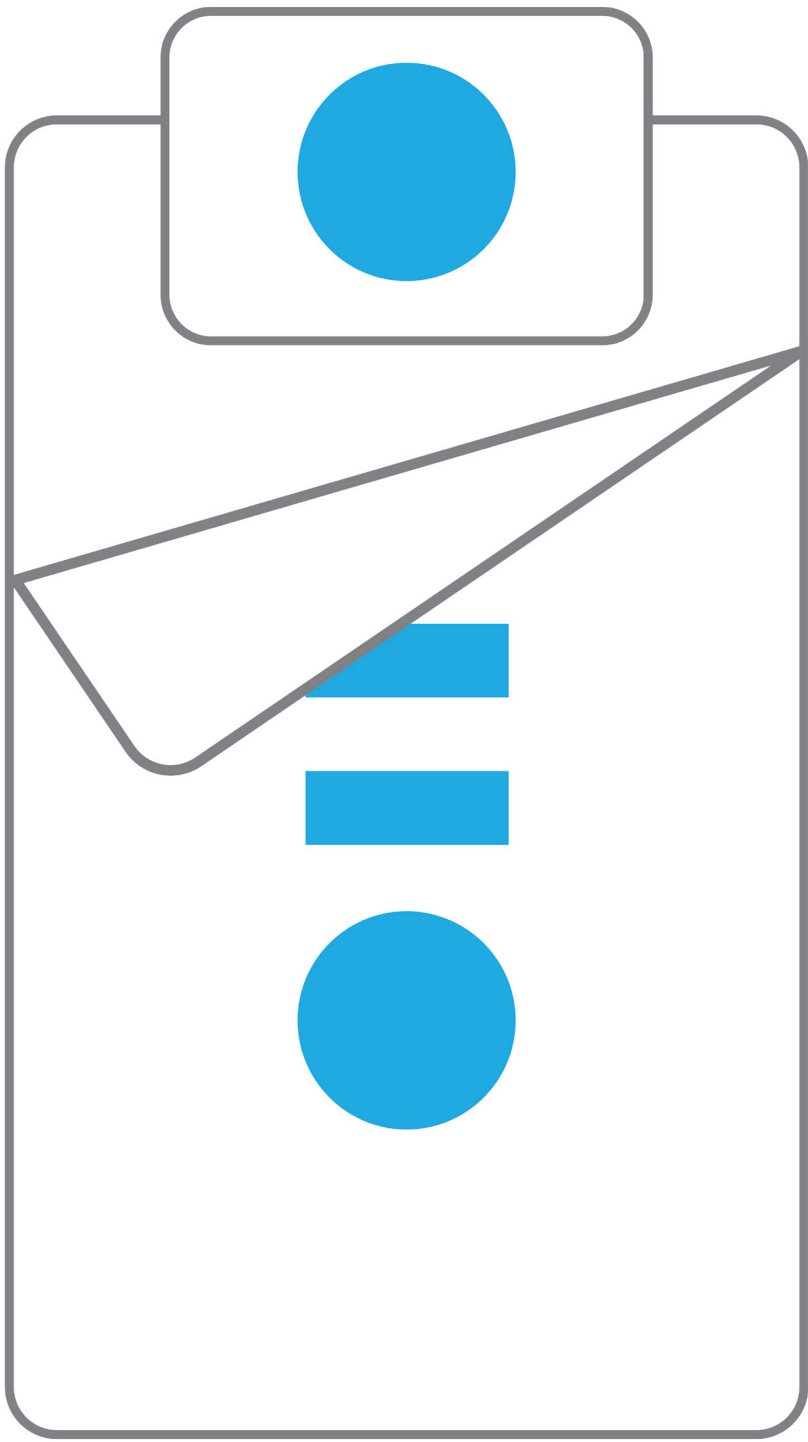
www.kbsplit.hr | office@kbsplit.hr | Spinčićeva 1, 21000 Split | +385 21 556 111

Plahte i jastučnice
Sheets and Pillowcases

Premium

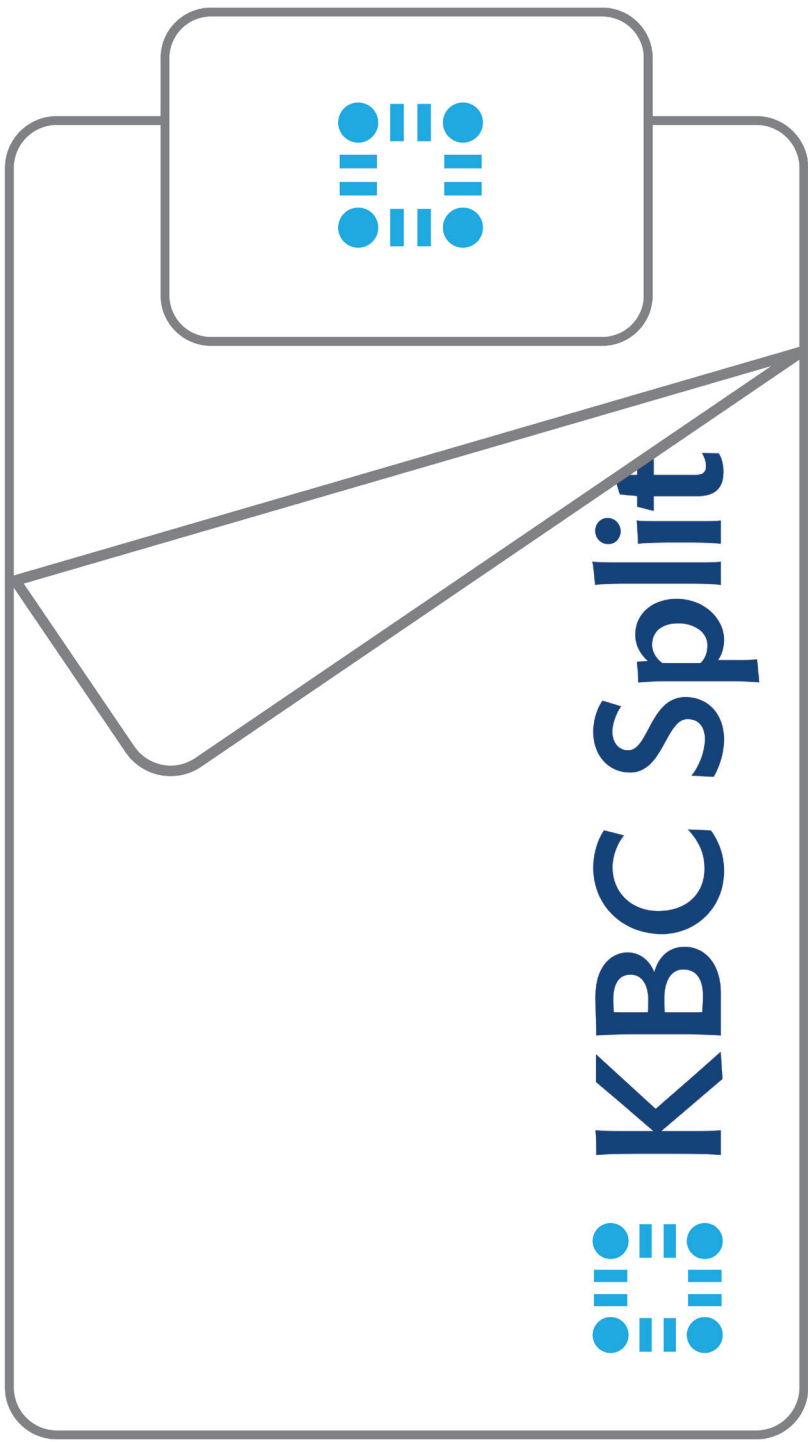
Plahte i jastučnice za sobe za goste i prostorije za spavanje u kojima se ne koriste standardne bijele plahte.

Sheets and pillowcases for guest rooms, and sleeping areas where the standard white sheets are not in use.



Plahte i jastučnice
Sheets and Pillowcases

Premium



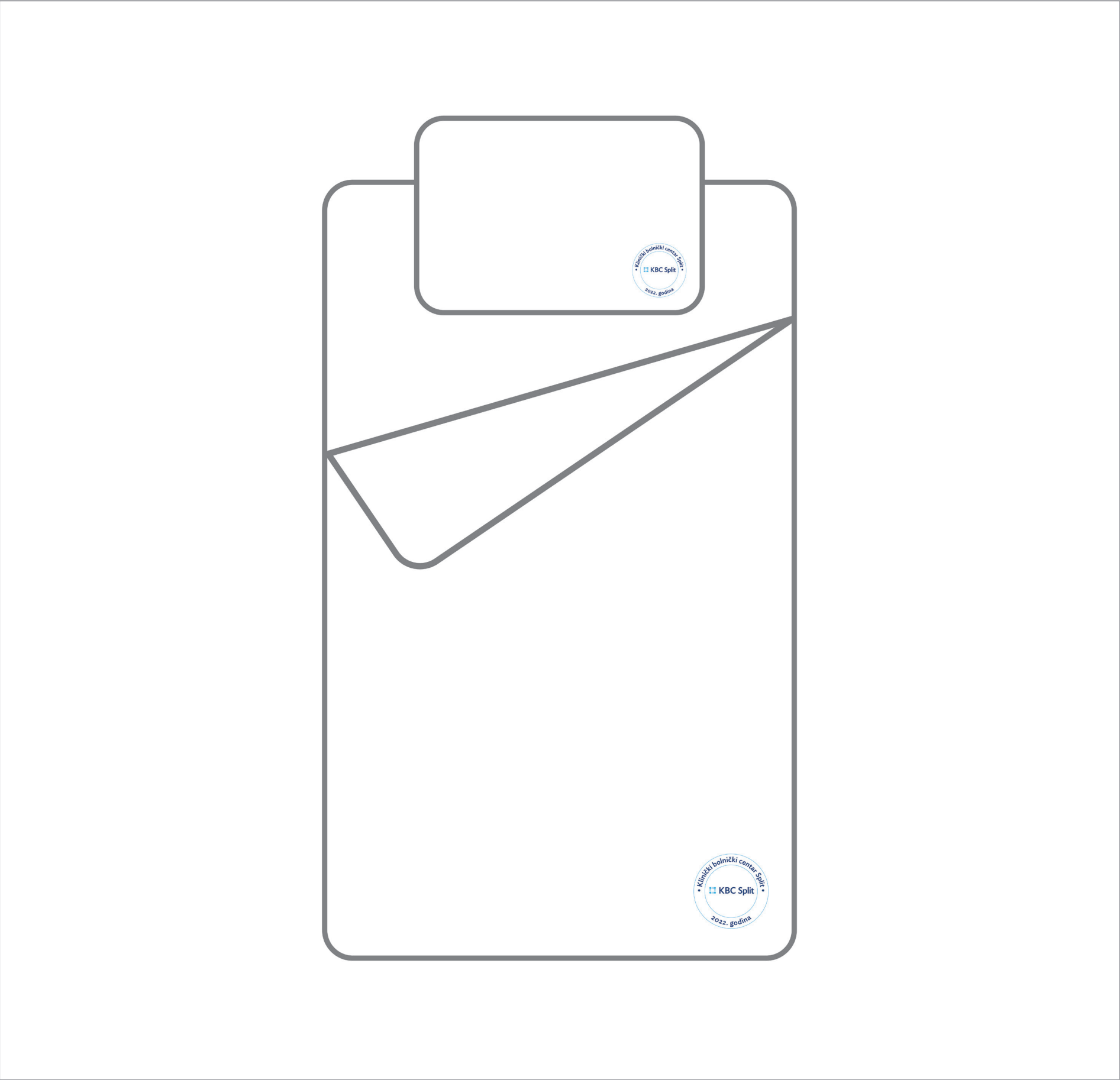
Plahte i jastučnice

Sheets and Pillowcases

Standard

Aplikacija na standardne plahte uz logotip sadrži i puni naziv bolničke ustanove i godinu izrade. Može sadržavati i serijski broj. Potrebno je aplicirati na donjem desnom uglu plahte i jastučnice.

The application on standard sheets has the full name of the hospital and the year of manufacture, along with the logo. It can also contain a serial number. It should be applied on the lower right corner of the sheet and pillowcase.



Plahte i jastučnice

Sheets and Pillowcases

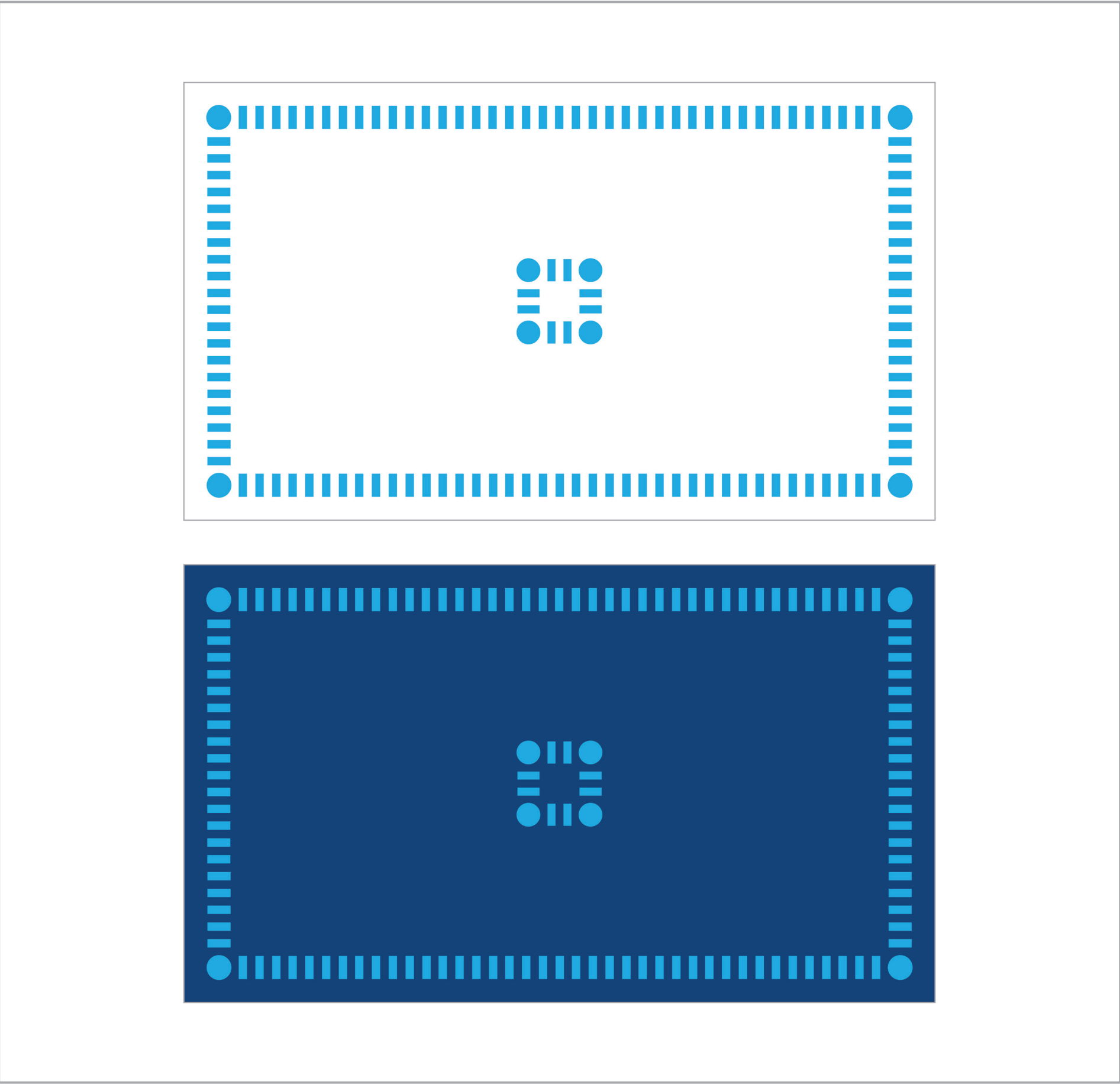
Standard

Prikaz logotipa i informacija potrebnih za posteljinu u mjerilu 1:1

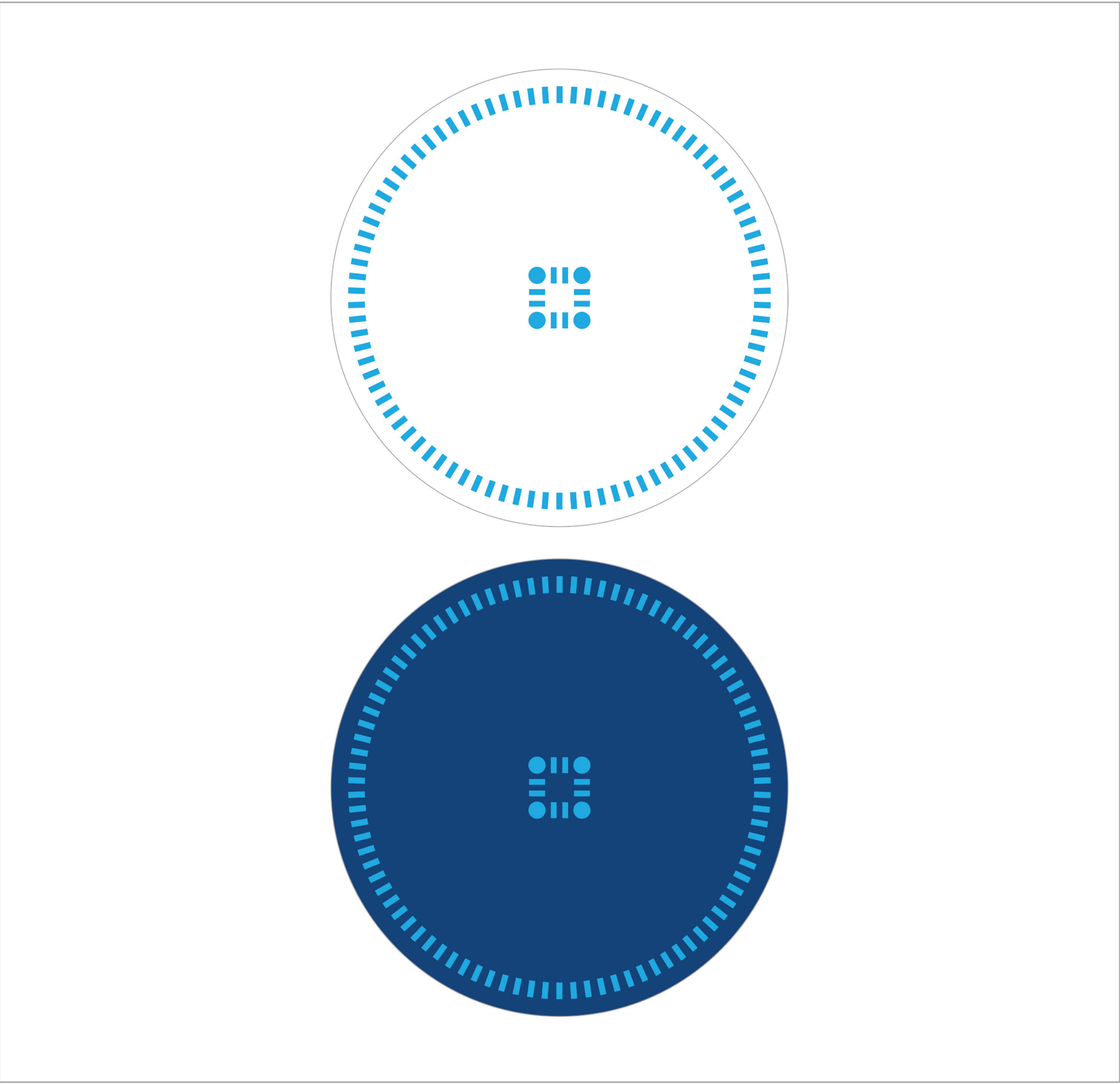
Example of logo and information required for bedding at a scale of 1:1.



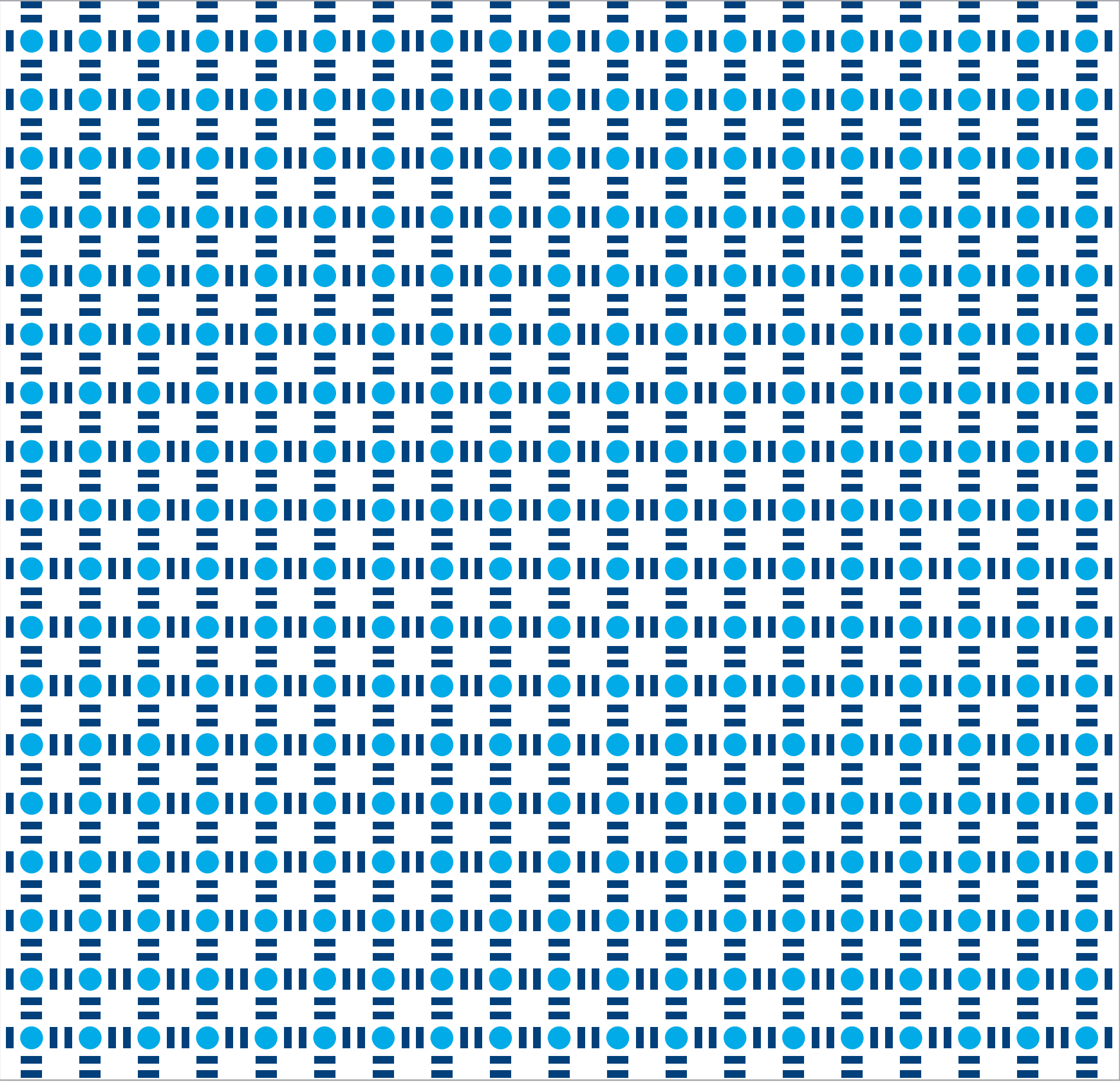
Stolnjaci
Tablecloths



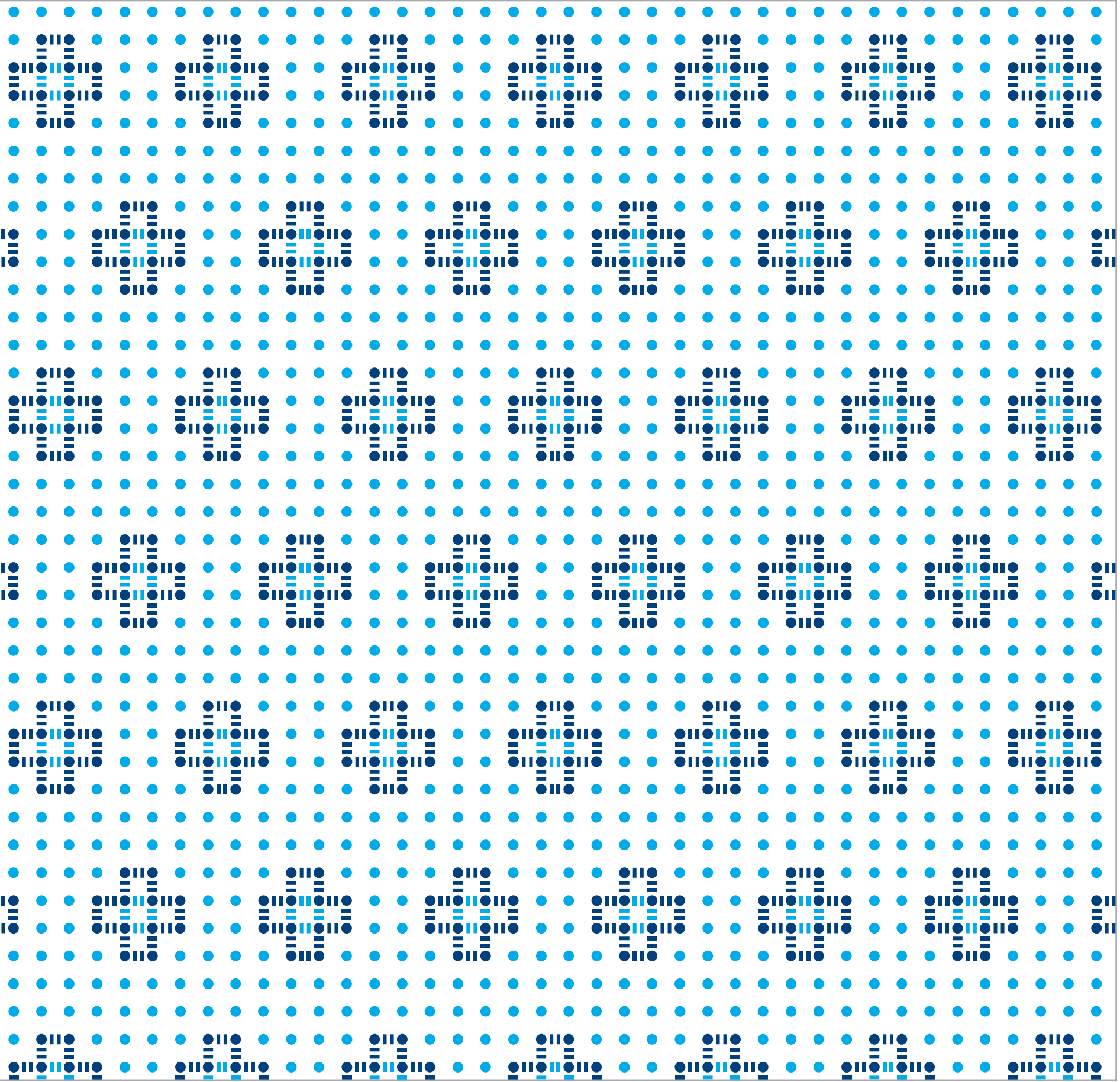
Stolnjaci
Tablecloths



Uzorak
Pattern



Uzorak
Pattern

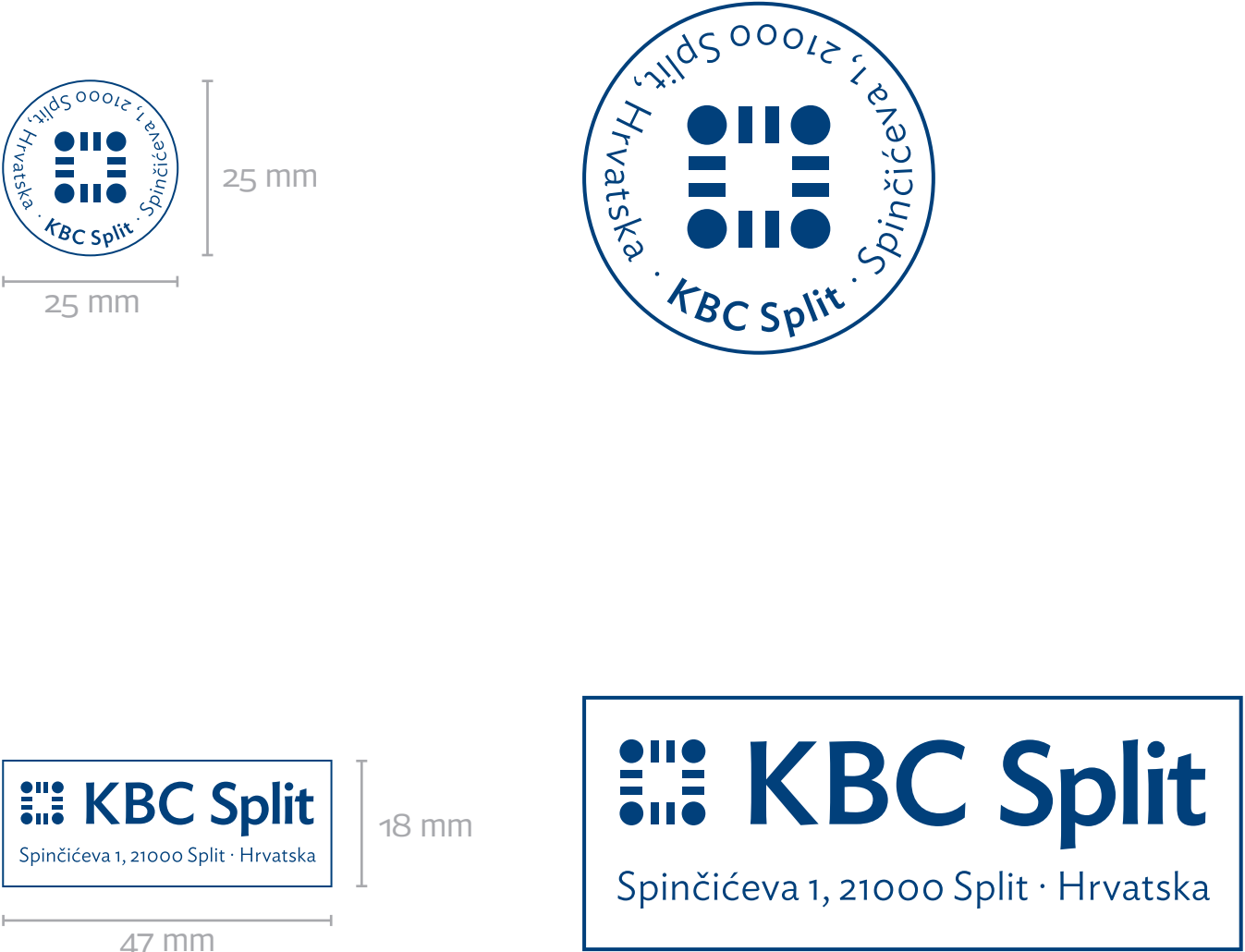


Pečati

Stamps

Pečat u okrugloj i pravokutnoj formi. Stvarni prikaz u mjerilu 1:1 i njegov uvećani prikaz.

Stamps in round and rectangular shape. Actual 1:1 view, and the enlarged view.

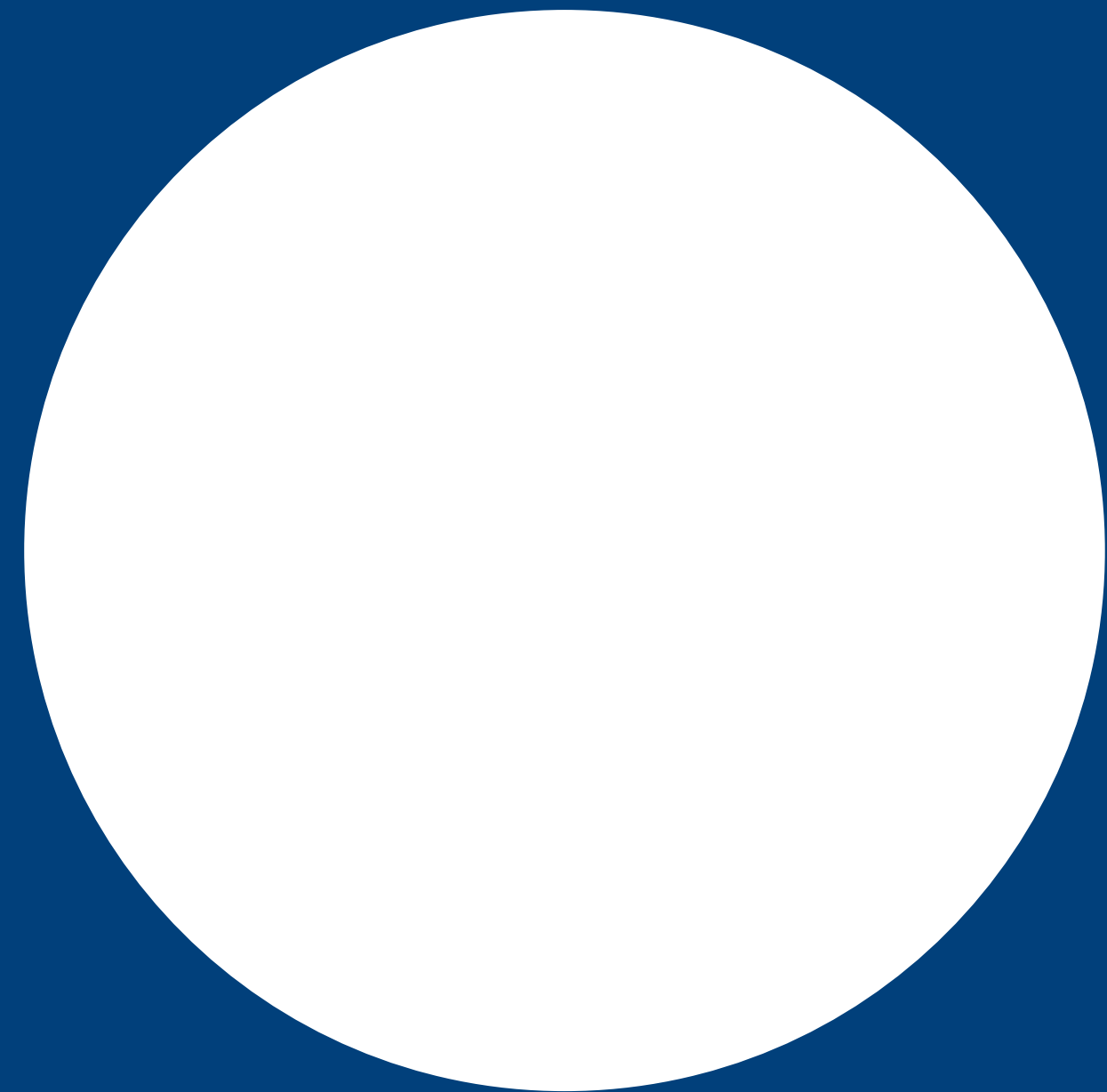
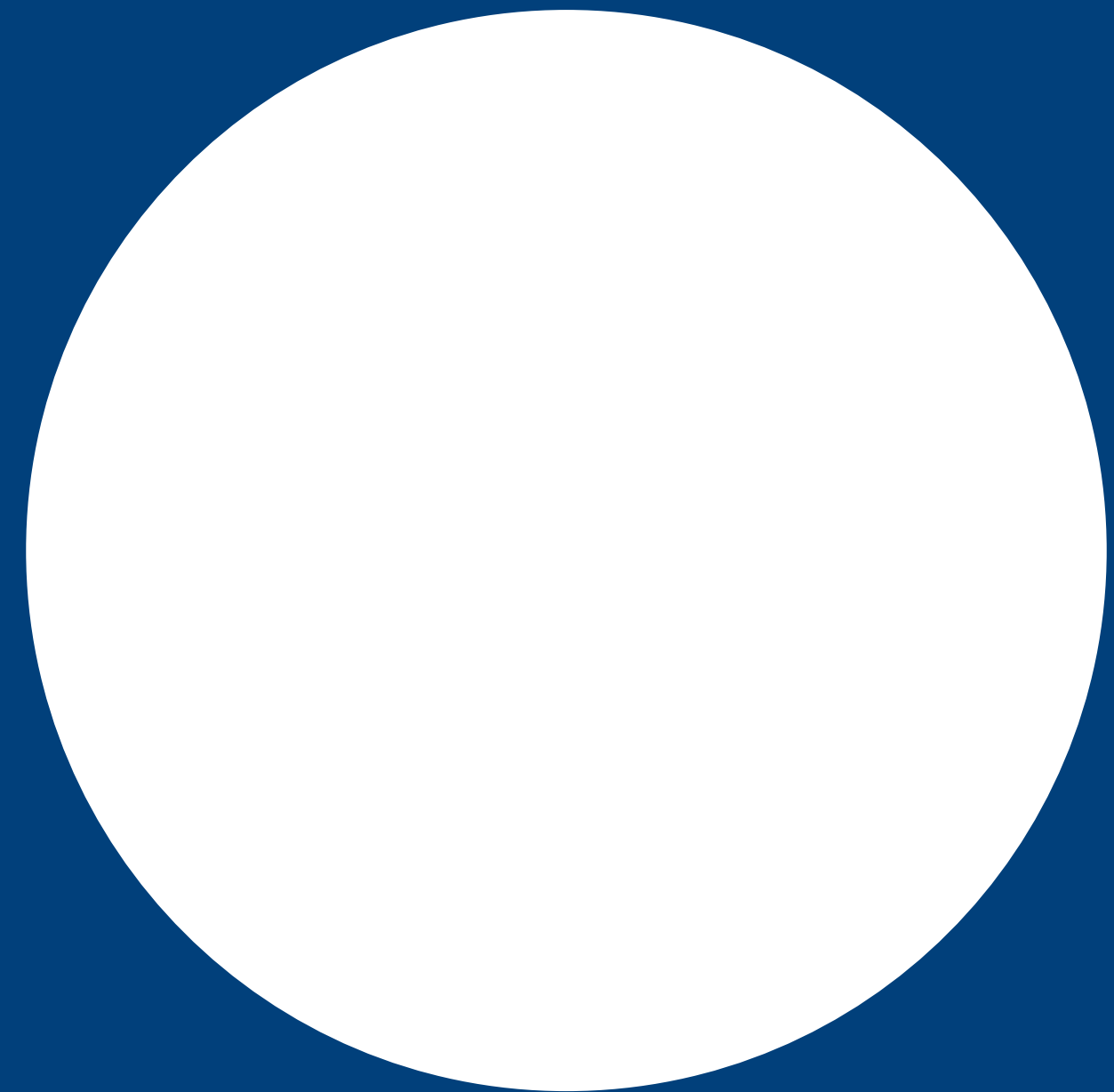


Pečati

Stamps



05



Zabrane: deformacija
Prohibited Use: Deformation

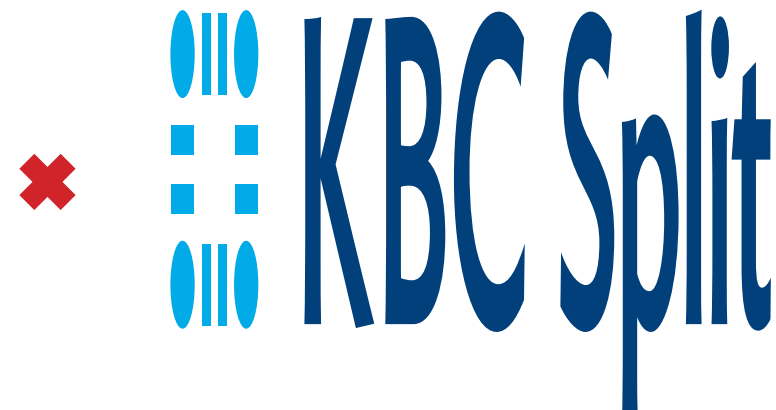
Stop ❌

Nedopuštene radnje! Logotip je zabranjeno rotirati u bilo kojem smjeru i deformirati njegov osnovni oblik kako se ne bi utjecalo na njegovu vidljivost i razumijevanje značenja.

Prikaz nekih od najučestalijih radnji koje nisu dopuštene prilikom korištenja logotipa.

Prohibited actions! It is forbidden to rotate the logo in any direction and to deform its axial shape so as not to affect its visibility and understanding of its meaning.

Examples of some of the most common actions not allowed when using the logo.



Zabrane: deformacija
Prohibited Use: Deformation

Stop ❌

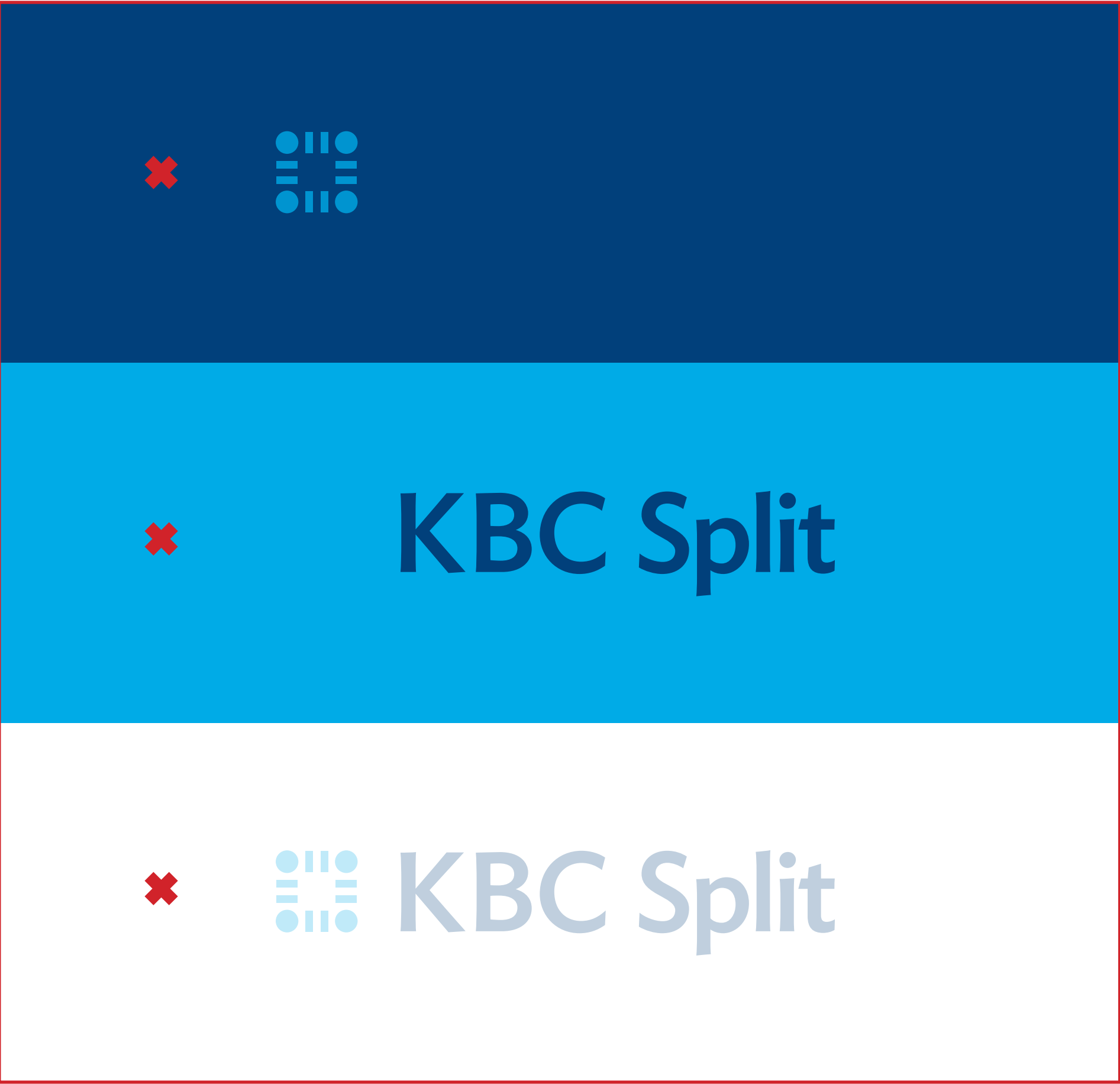


Zabrane: pozadina
Prohibited Use: Background

Stop ✖

Zabranjeno je koristiti logotip na podlogama koje su iste boje kao bilo koji od njegovih elemenata, ili mu povećavati prozirnost.

It is forbidden to use the logo on surfaces that are the same colour as any of its elements, or to increase its transparency.

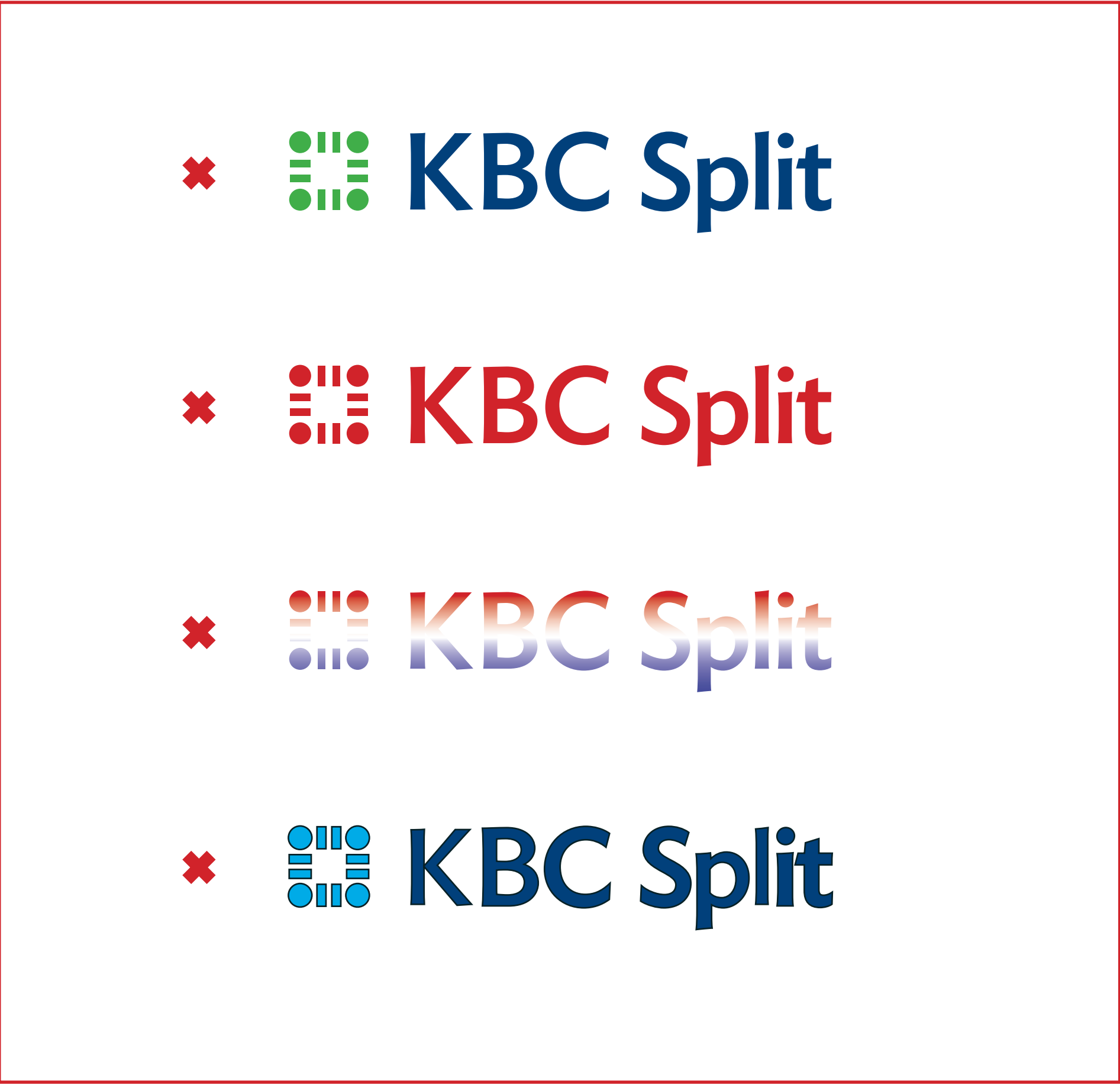


Zabrane: boje
Prohibited Use: Colours

Stop ✖

Nije dopušteno mijenjati boje logotipa.

Changing the colours of the logo is forbidden.



Zabrane: tekst
Prohibited Use: Text



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Zabrane: tekst
Prohibited Use: Text



Nije dopušteno koristiti logo bez zaštićenog prostora.

It is forbidden to use the logo without clear space.



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di optibustiur sequiatur accatibus ad et fugiaes eatem susa voluptas rem. Acepellabor atem qui aut autemqui conniamus dolorro videlecto eatium eiciandi quam fugit ped quia denias am aut por ad expelitaque ipis dolore es ent aut minctus, aut harume voles es debis dolum none ni bea nullore prepudae il ipidess untecea rcimperessi ini aces eliat od moluptatur magniam enditi odit omnis exped magnatu rehenime pos rerios dolor aut que voluptae est eria doluptamus et evelecae. Debis ulliquid mo temque cusae sit que num que es sequaepudam sim diorem quod excea nulpa velessit minusciam eveligendit, quia volenisto bla sitatis simpedi cus vera quae liquiduci blabore ictessitius aute in rem exceatibus aut et, to mossitia volorectur, culupt ibusdae eatur re elitis sum exernam aut dolorepel imus, cores molupta tusandissi nobis repro ipsam, quidelique aut alictio doluptatur? Qui acitis et resedit atquae dollati atiusae nesecae doluptat dita suntota del et erchicipsu qui ut destibea consedis simagnatent ulles re, sit oditet mossitatus, que nis dicitatis dernam, ventem. Et exerum etur, quat que et vero que net dolum voluptio excea asperia volutae. Sit aut volore vent aliquaie sed moluptas am rent utem init am quametur? Quia arum nis volesse rchiciendus aut dolorio blam expellor mosti dolupti reptat.

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