Bradford District and Craven
Health and Care Partnership

ACTasONE

Campaign Guidelines.

About our campaign.

Together, we can make women's health a priority.

Our commitment to improving women's health and improving healthcare experiences inspires us to drive meaningful change within our communities.

While we can't erase historical inequalities overnight, we can work together to build a better, more equitable future for women in Bradford District and Craven.

That's why we're launching this movement to inspire and activate people and partners who will join us as allies, advocates, and ambassadors.

We have created a visual identity to bring together different strands of work on women's health as part of one recognisable movement across Bradford District and Craven.

Our visual elements.

Typography.

We use two core typefaces in our campaign communications.

Sofia Sans is bold, condensed and full of character so we use it for large, impactful headlines.

DM Sans is our body copy font Bold is used for sub-headers and call out information.

Both fonts are available to download from Google fonts.

Remember typography should always be fully legible, clear and have good stand-out from the background it sits on.

Our headline font is Sofia Sans Extra Condensed Bold

Our sub-header font is DM Sans Bold

Our body copy font is DM Sans Regular

Colours.

We have a range of colours to use across our campaign.

To give us flexibility we have created 4 distinct tonal areas, using colour in this way allows us to create brightness and depth without our campaign feeling too playful and multi-coloured.

Please try to stick to the tonal areas provided and do not mix the colours.

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C82 M94 Y26 K13

#b38ec0
R179 G142 B192
C30 M48 Y0 K0

#93416e
R147 G65 B110
C42 M87 Y33 K9

#dd83b0
R221 G131 B176
C9 M60 Y4 K0

#ffc5e5
R255 G197 B229
C0 M28 Y0 K0

#4f5c03
R78 G91 B3
C65 M44 Y100 K35

#7b9318
R123 G147 B24
C56 M26 Y100 K7

#b9d31e
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C33 M1 Y100 K0

#4372aa
R67 G114 B170
C79 M53 Y10 K0

#3c8ad6
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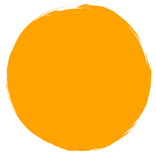

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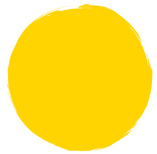

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#ffe576
R255 G229 B118
C1 M7 Y65 K0

Photography.

Our photography captures real women from right across the different communities in our region.

They are the faces of our movement, all of our representatives are shot in a natural way and are used in a proud way as a focal point of our campaign.

Making our mark.

Our campaign representatives have all made their mark on our campaign by hand drawing a series of individual ‘W’s’ to represent themselves and different women all over the region.

Some of our representatives have also signed their name as a way to demonstrate their commitment to our movement.

Our backgrounds.

Our backgrounds are created by layering up and overlapping multiple hand drawn ‘W’s’.

This is a powerful visual representation of lots of individual women coming together as part of our movement.

Our backgrounds.

To give us flexibility we have created our background pattern in four different colour options.

There are no rules around which colour to use, just pick the one that lets the photography stand out the most. Please only use the backgrounds provided do not try and create your own versions.

Note: All our backgrounds have been created in both landscape and portrait formats.

Creating space.

Inspired by our hand drawn W’s we also have a bush stroke we can use to create clear areas or as holding shapes for different types of content and messaging.

Clear areas

Holding shapes

Creating space.

Our photography can either overlap or sit behind our brush stroke texture to create depth and help deliver our distinct, layered look.

Show your support.

We have a graphic badge to allow our supporters to show that they are backing our movement.

It comes in two versions one with the website address and one with just our W icon which should only be used for social media avatars or when the website address becomes illegible.

On the primary version where possible please leave at least half the size of the central W as a clear area.

Clear area

Avatar/ Small usage

Bringing it all together.

Photography posters.

Together, we can make women's health a priority.

We're starting a movement to inspire action on women's health – and you can be involved.

Visit our online resource centre to:

- Discover trusted information on women's health
- Find local community support
- Join us in making a difference

Find out more at betterhealthwomen.co.uk

Questions about your health? Here's where you find the answers.

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Photography posters.

Message posters.

Social posts.

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Thank you.

Please contact communications@bradford.nhs.uk
for assets or information about this campaign.