

Bradford District and Craven Health and Care Partnership: Consumer brand

Brand guidelines

Bradford District and Craven
Health and Care Partnership



Introduction

We are the health and care partnership for Bradford District and Craven. We 'Act as One' with the ambition of keeping people happy, healthy at home. Find out more about the work we do by visiting <https://bdcpartnership.co.uk/>



Background to the partnership's consumer brand

We have developed a consumer brand that will be used for all of our public facing materials. This means if you are doing a piece of work under the partnership and it involves developing public facing materials ie poster, flyer, and / or social media graphics for an event / campaign you will be able to download the templates from the partnership website (<https://bdcpartnership.co.uk/staff-resources-area/>). This will help us to keep all of our materials consistent and accessible.

We have provided examples in this document on the usage of the templates.

- **The consumer brand applies to all five priorities for the partnership:**
 - **Access to Care**
 - **Healthy Children and Families**
 - **Healthy Communities**
 - **Healthy Minds***
 - **People Development**

*The Healthy Minds priority has existing resources that this consumer brand is based on.



Difference between the partnerships corporate and consumer brands

The corporate brand for the partnership will continue to be used internally (no changes to this), this includes templates for:

- Meetings (including board meetings)
- Reports
- Meeting backgrounds
- PowerPoint templates
- Word templates

We will also continue to use the corporate branding for the five priority boards however, the consumer brand is solely for public facing materials which our wider colleagues from across our partnership are able to use so that we have a consistent and accessible approach to communicating with our communities.

Recently we have had feedback on the sheer number of logos appearing on our resources, by using the partnership logo we can reduce this. Of course, we understand and recognise there will be times when a lead partner logo needs adding however we should look to keep this to a minimum. This reduces additional unnecessary spend on creating new designs. It is worth noting that the consumer brand we have developed is based on the work we've done on Healthy Minds, to support our wider promotion of the website. The iconography and design has been tested with our communities.

Our consumer brand helps us in terms of accessibility, consistency and efficiency, with ready to use resources that require limited additional input beyond adding key information for any events, key messages or signposting you're looking to do.



Where to find the different templates

All of the templates can be downloaded from the partnership website on the 'Staff resources area' page

<https://bdcpartnership.co.uk/staff-resources-area/>

The page includes templates for:

- Corporate brand for Bradford District and Craven Health and Care Partnership
- Priorities board templates
- Consumer brand
- Healthy Minds resources and style guide (this has been specifically developed as it covers the healthy minds website).



Logo

Bradford District and Craven
Health and Care Partnership



Size

The logo should always appear at a **minimum width of 50mm**. This is to make sure it is always easily legible and clear.



Please always use the original logo supplied.

Don't attempt to manipulate the artwork as this will confuse and dilute the brand.

Positioning

Always position the logo **top right** on printed and digital materials. The exception to this is when it is used in a jointly branded piece. Some examples can be found on the following page.

Clear space

Clear space around the logo guarantees it will be legible and make an impact.

The clear space is defined by the height of the linked figures, as demonstrated below:



Logo variations

Three colour variations of the logo have been created for use in different situations.

Full colour

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This version should be used wherever possible.

Black

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The black logo should be used when in a monochrome design and the full colour logo can't be used.

White

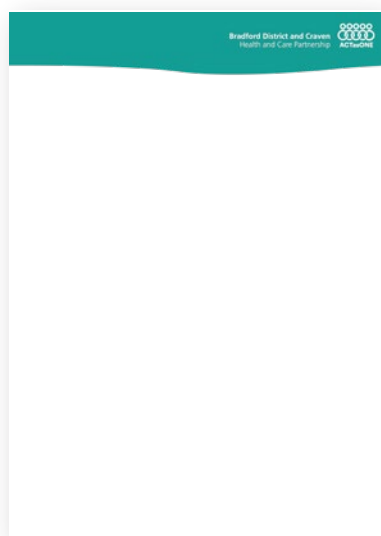
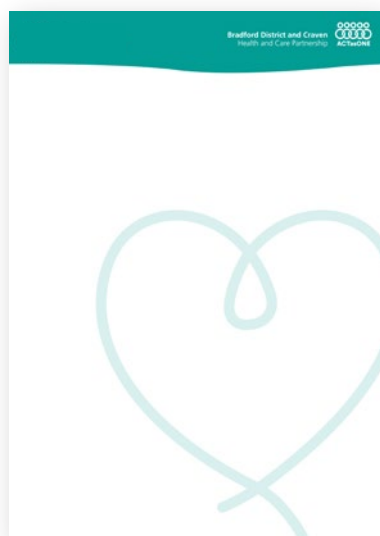
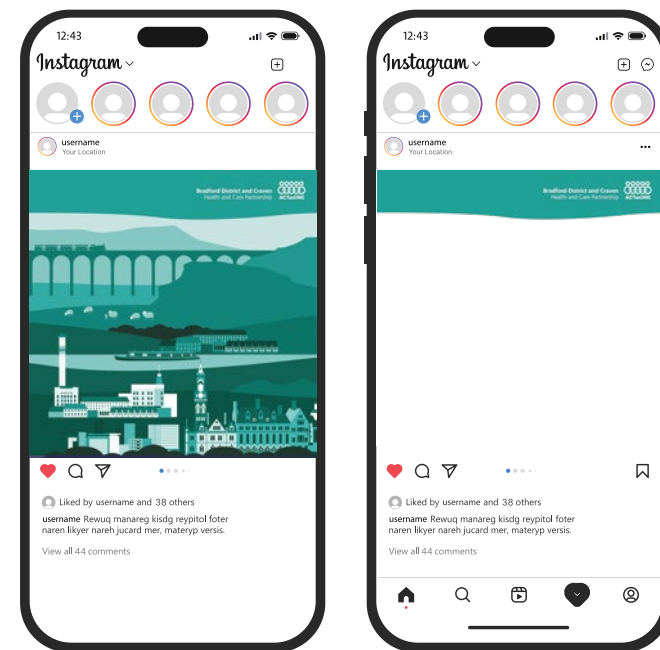
Bradford District and Craven
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The white logo should be used when on a coloured background. Please only use it on a colour with a high colour contrast.

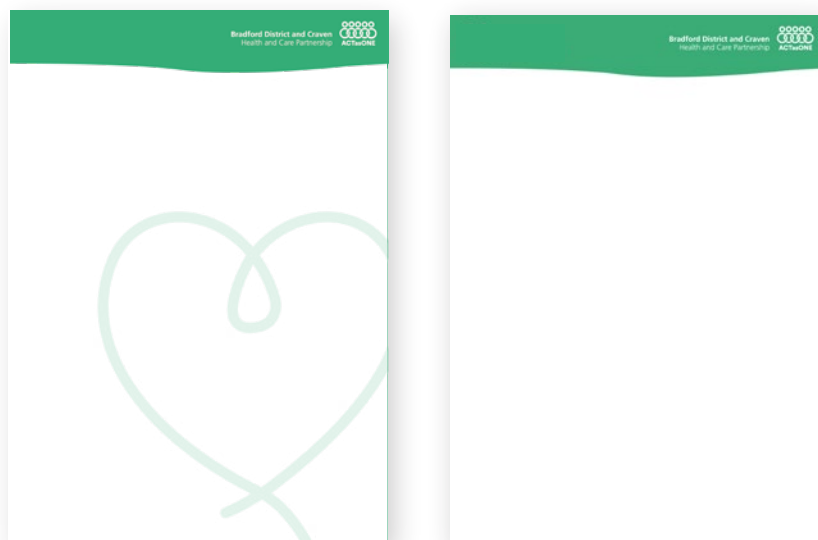
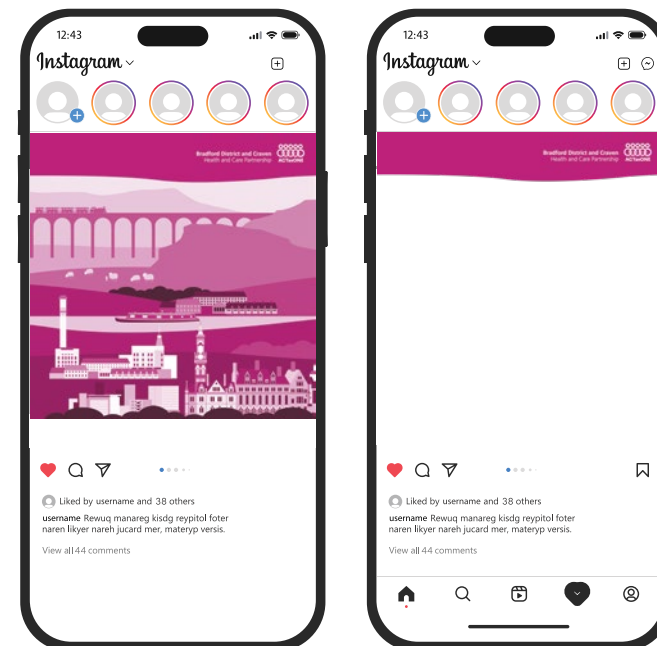


Examples of the new templates for the consumer brand (with the dominant colour)



Examples of the new templates for the consumer brand with empty bellies. Icons and people can be added to these templates to add visual interest. We have a library of these that can be accessed on the 'Staff resources area' page
<https://bdcpartnership.co.uk/staff-resources-area/>

Examples of the new templates for the consumer brand (with the other colours)



Examples of the new templates for the consumer brand with empty bellies. As with the dominant colour templates, icons and people can be added to these templates to add visual interest. We have a library of these that can be accessed on the 'Staff resources area' page

<https://bdcpartnership.co.uk/staff-resources-area/>

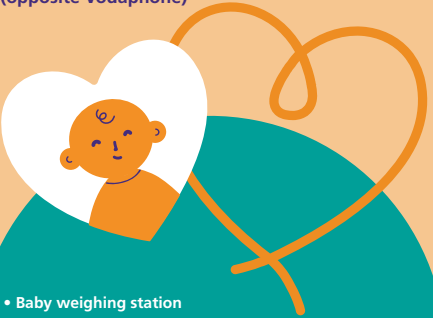
Examples of designs with the consumer brand

Bradford District and Craven Health and Care Partnership 

Baby wellbeing event

Date: Thursday 11 Jul, 9am-1pm

Location: Airedale Shopping Centre (opposite Vodaphone)



- Baby weighing station
- Childhood immunisations
- Walk-in MMR vaccines for children and adults
- Health and wellbeing advice and information
- Local services

Bradford District and Craven Health and Care Partnership 

Sadia

Age: 37
Occupation: Support worker (part-time)
Housing: Lives with husband and 9-year-old son in mortgaged home
Income: Household income £36k
Area: West Bowling



Insights

“Online appointment systems and sending photographs for certain symptoms is hard for our family members so I help them do this.”

“I have to be strong for the family and everyone around me, but it's sometimes tough in terms of my own wellbeing.”

Health and care needs

Sadia is in good health. She helps care for her older grandmother who lives nearby with her parents, and takes family members to hospital appointments etc.

Behaviours

Uses GP online services to book appointments and manage prescriptions for her family. Sadia is active in her local community, for example helping out at her son's school.

Influences

Confident accessing online services. Sadia frequently uses social media and is part of several WhatsApp community groups.



Bradford District and Craven Health and Care Partnership 

Maternity Circles Launch

Date: Thursday 18 July, 12:00-2:30

Location: BYO Centre, 52 Cornwall Road, BD8 7JN

Are you pregnant?

Do you have a baby 0-2?

Come along to our launch day



- Baby weighing station
- Topics on all things maternity
- Activities and information
- Meet and connect with services

NHS Bradford District Care NHS Foundation Trust 

Early Language Support for Every Child (ELSEC)



ELSEC is a new national programme that provides free speech, language and communication support for children aged two-and-a-half to seven years old. The ELSEC team in Bradford forms part of the Children's Speech and Language Services at Bradford District Care NHS Foundation Trust and is working with nine nurseries and schools across Bradford up to August 2025 that asked to take part in the programme.

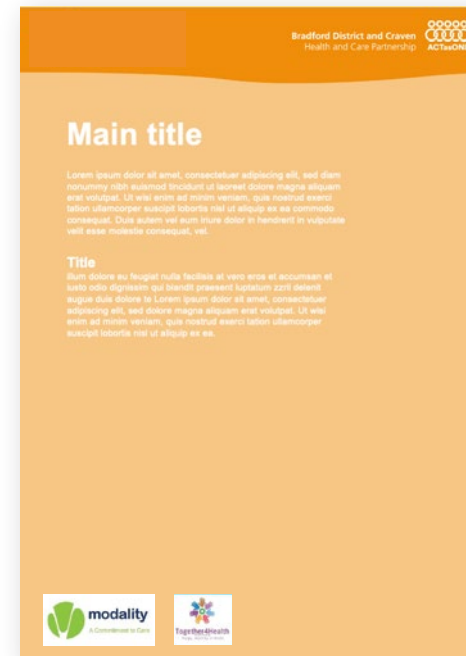



Examples of what the templates should not look like



Too much text can flood a page and make the messaging unclear.

Try and stick to shorter text where possible to give it space to breathe and give you more room to add icons and other design elements for visual interest.



White text should only be used on the 100% colours in the palette it should not be used on the tinted backgrounds or it is no longer accessible.

Other logos should not be added to templates as these will dilute the brand and confuse audiences.

Supporting graphics

We have created a library of supporting graphics, characters and heart illustrations that can be used to add visual interest to templates.

Our icons



Our heart

This is a shape that appears in all of the logo marks of this brand and pulls together the brand visually. It can be used at full opacity like this or in lower opacities to sit in the background to documents that are text heavy.



Our people

We have a diverse range of characters to be used in the brand.



Typography

Bradford District and Craven Health and Care Partnership uses two main fonts: Circular Std Black and Frutiger.

Circular Std Black is used for titling and highlighted text in professionally produced documents:

Circular Std Black

abcdefghijklmnopqrstuvwxyz

Frutiger, the font of the NHS, is used for body copy:

Frutiger LT Std 45 Light

abcdefghijklmnopqrstuvwxyz

(for body copy, use 11pt font size or larger)

Frutiger LT Std 65 Bold

abcdefghijklmnopqrstuvwxyz

(for highlighting body copy, use 11pt font size or larger)

When Frutiger can't be used, Arial should be used instead:

Arial Regular

abcdefghijklmnopqrstuvwxyz

(for body copy, use 11pt font size or larger)

Arial Bold

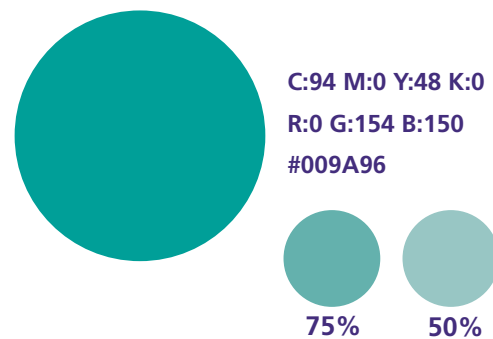
abcdefghijklmnopqrstuvwxyz

(for titles and for highlighting important information)

Colours

The colours have been taken from the partnership branding, as well as the Healthy Minds branding so that we have the same colours running through the consumer brand. Teal is our dominant colour that will be used for the consumer brand, the other colours will need to be used sparingly ie for specific campaigns so that there's differentiation.

Primary brand colour – Teal

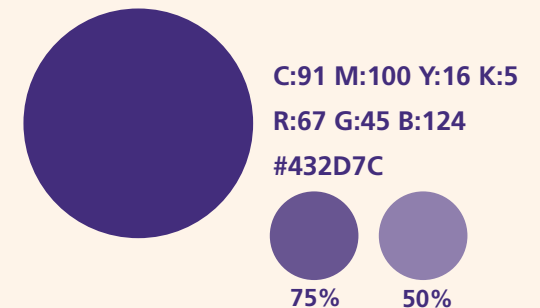
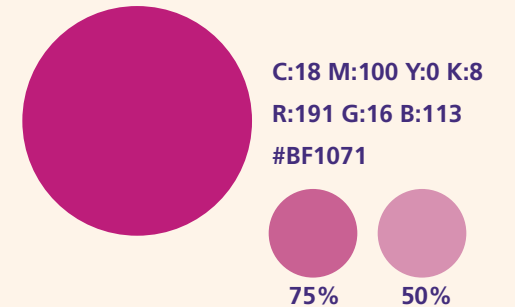
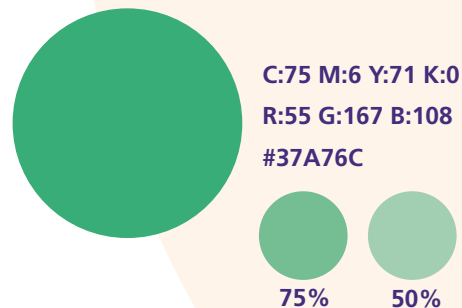
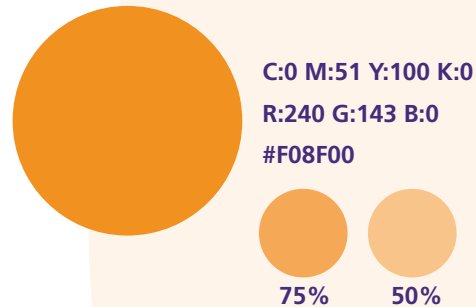


Teal is the main brand colour. Strong and distinctive, it can be used for titles on a white background or as a background colour with white text on top.

For good accessibility the only brand colours that should be used for text on a white background is the teal, dark purple or pink.

The secondary colours can be used to highlight areas of text, to represent different sections of a document and in any way you like – just as long as text remains legible at all times.

Secondary colours



**For queries / further information,
please contact the communications and
involvement team at the partnership
communications@bradford.nhs.uk**