Bradford District and Craven
Health and Care Partnership

ACTasONE

# Brand identity guidelines

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# Introduction

## Background

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’.

Our health and care partnership for Bradford District and Craven serves a population of around 650,000 people with a health and care workforce of around 33,000 supported by over 5,000 voluntary and community sector organisations and groups. The partnership is made up of NHS, local authority, Healthwatch, community and voluntary sector organisations and independent care providers.

From 1 July 2022, our Partnership Board will be responsible for arranging and delivering health and care services for Bradford District and Craven. Our ambitions will contribute to our efforts to tackle inequalities by taking a population health approach that is rooted in intelligence and knowledge of our communities.

We are committed to being community-centred in everything we do, so the key partners are the individuals that make Bradford District and Craven a great place to live and work.

We are proud to be part of the West Yorkshire Health and Care Partnership.

# Logo
## Overview

**Bradford District and Craven**
Health and Care Partnership
ACTasONE

The logo uses the Act as One graphic alongside the name Bradford District and Craven Health and Care Partnership (HCP). This represents the continuity between the work of Act as One and the new HCP.

The logo's strong typographic element is consistent with NHS branding.

The Act as One graphic with interlinking figures demonstrates:

- working closely together
- bringing together different parts of the community
- a joined up approach to everything we do

On documents with multiple pages a version of the logo without the ACTasONE text can be used on inner pages which takes up less space:

**Bradford District and Craven**
Health and Care Partnership

**Please always use the original logo supplied.**

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

# Logo

## Logo variations

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

### Full colour

Bradford District and Craven
Health and Care Partnership
ACTasONE

This version should be used wherever possible.

### Black

Bradford District and Craven
Health and Care Partnership
ACTasONE

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
Health and Care Partnership
ACTasONE

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

# Logo
## Using the logo

The logos should be used correctly and consistently to ensure the integrity and legibility of the brand.

Opposite are some examples of how to avoid bad practice when using the logo.

If you have any questions about how to use the logo, please contact a member of the team.

**X Don't compress it or alter the proportions**

**X Don't change the colours**

**X Don't use on a background with poor colour contrast**

**X Don't use at an angle**

**X Don't change the fonts**

**X Don't draw a box around it**

# Logo

## Size

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

## 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:

## 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.

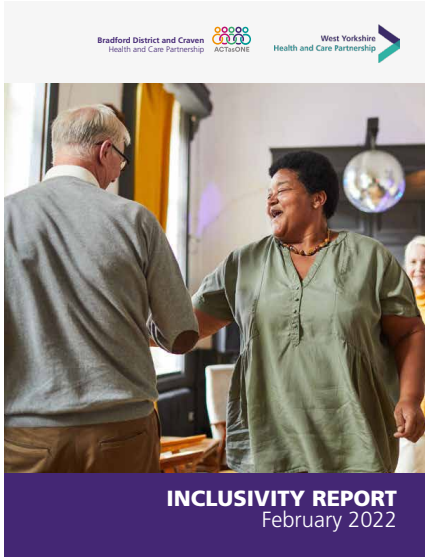
# Logo
## Joint branding

For external communications we only use the BDC HCP logo unless insight suggests we use one of our statutory logos for assurance, for example the NHS lozenge.

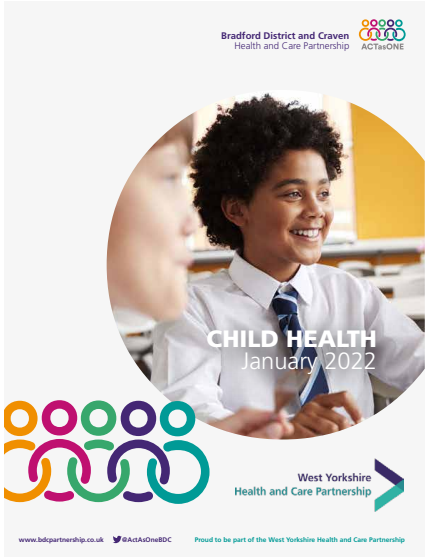
When using the logo alongside the NHS lozenge please follow the NHS guidelines:
www.england.nhs.uk/nhsidentity/identity-guidelines/nhs-logo

The NHS lozenge should always be in the top right for print materials and top left for digital.

For joint projects, logos should be at the top right side by side in alphabetical order by organisation name.




For material published in conjunction with another organisation the other organisation's logo should be bottom right.



# Logo
## Websites and social media

### Websites

As people often expect to see the search facility in the top right area of a website, there is the option to position the Bradford District and Craven Health and Care Partnership logo top left. The Bradford District and Craven Health and Care Partnership logo and type would then need to be ranged left.

The correct and full partnership name and descriptor should be used (Bradford District and Craven Health and Care Partnership), without any abbreviations. When designing a website, the top banner should be white and kept free of all graphic devices, straplines and non-essential content.

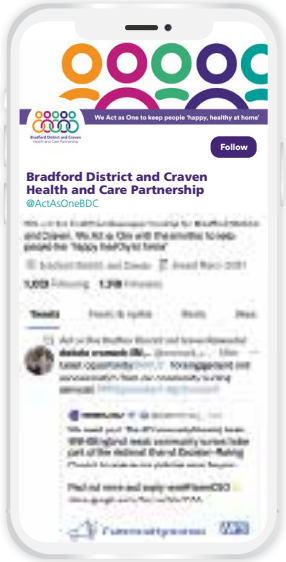
**When using the logo for digital publications and online, please ensure that you attribute an alternative text description (ALT text) to the logo. The alt text should describe what the image is so that screen-reading tools can describe images to visually impaired readers. For the logo we recommend you use the Alt text: 'Bradford District and Craven Health and Care Partnership logo'**

# Logo
## Websites and social media

### Social media

Social media profile pictures must use the Bradford District and Craven Health and Care Partnership logo to show that it is an official account for the partnership. There is usually not enough room to include the correct and full NHS organisational, service or partnership logo, therefore any social media accounts must use the logo types and headers provided.

Profile/account names and usernames should include the full service/partnership/programme name or as much of the full name as possible. Abbreviations should make sense and enable the user to recognise the owner/purpose of the account.




**Digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller minimum exclusion area equivalent to the size of the heads in the logo is accepted.**

Bradford District and Craven
Health and Care Partnership
ACTasONE

# Logos for priority areas

## To use for internal audiences only

There are logo versions for each of our priority areas. Please only use these for internal updates/programme boards, not to external audiences.

Bradford District and Craven
Health and Care Partnership
**Improve as One**

Bradford District and Craven
Health and Care Partnership
**Healthy communities**

Bradford District and Craven
Health and Care Partnership
**Access to care**

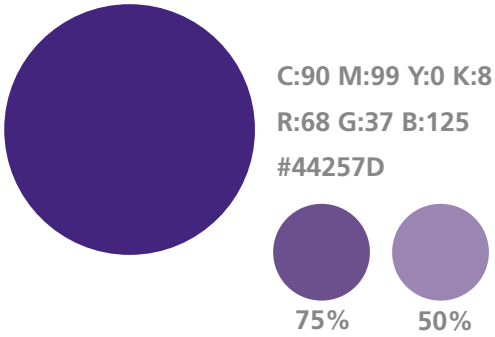
Bradford District and Craven
Health and Care Partnership
**Healthy minds**

Bradford District and Craven
Health and Care Partnership
**Children, young people and families**

Bradford District and Craven
Health and Care Partnership
**Workforce**

# Visual language
## Colour palette

### Primary brand colour – dark purple



C:90 M:99 Y:0 K:8
R:68 G:37 B:125
#44257D

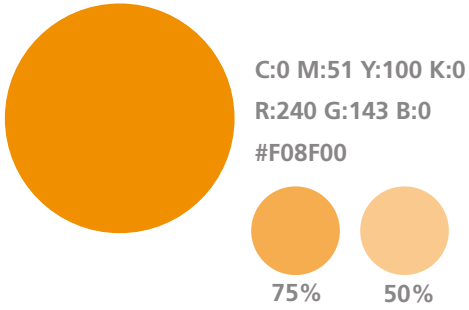
75% 50%

Purple 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 dark purple or pink as demonstrated on page 11.

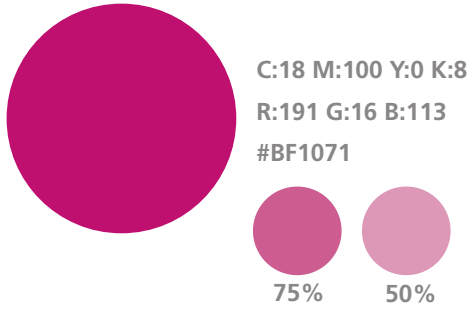
The secondary colours can be used to highlight areas of text, to represent different sections of a document and in any way you like – just as long as text remains legible at all times.

### Secondary colours



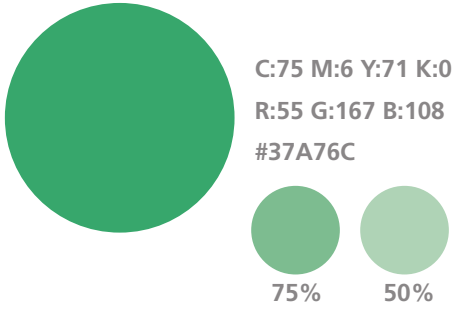
C:0 M:51 Y:100 K:0
R:240 G:143 B:0
#F08F00

75% 50%



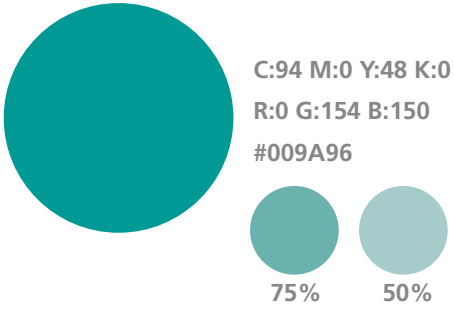
C:18 M:100 Y:0 K:8
R:191 G:16 B:113
#BF1071

75% 50%



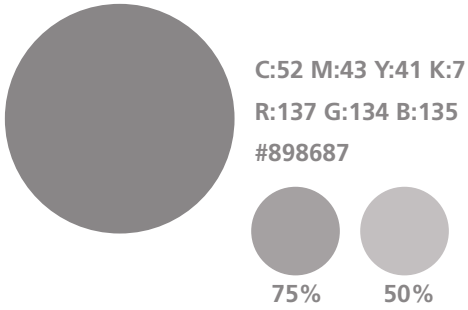
C:75 M:6 Y:71 K:0
R:55 G:167 B:108
#37A76C

75% 50%



C:94 M:0 Y:48 K:0
R:0 G:154 B:150
#009A96

75% 50%



C:52 M:43 Y:41 K:7
R:137 G:134 B:135
#898687

75% 50%

# Visual language

## Coloured text and text on coloured backgrounds – ensuring accessibility

White text should only be used on ‘dark purple’, ‘pink’ and ‘NHS blue’ backgrounds.

**Purple text**

White on purple

**Pink text**

White on pink

Black text should be used on ‘orange’, ‘green’ and ‘teal’ which are the secondary brand colours. White text on these three secondary colours can be difficult to read as there isn’t very high contrast so keep use to a minimum and use a large point size.

This will ensure a good colour contrast and that the design passes Web Content Accessibility Guidelines Level AA Conformance (WCAG AA): https://webaim.org/resources/contrastchecker

**Orange text**

Black on orange

**Green text**

Black on green

**Teal text**

Black on teal

# Visual language
## 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

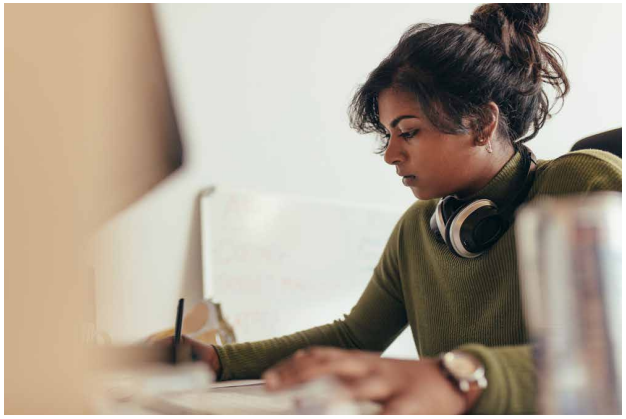
**abcdefghijklmnopqrstuvwxyz**

(for titles and for highlighting important information)

# Visual language
## Photography

Photography can be a powerful visual communication tool and as such should be carefully considered. Any photographs used in print materials, on websites or in internal documents should reflect the diversity of our community, be relevant to the content and have a feeling of sincerity, warmth and honesty.

Please ensure you have consent for any photos and adhere to GDPR rules.



# Visual language

## Alt text when using photographs online

When using photos for digital publications and online please ensure that you attribute an alternative text description (ALT text) to the photos. The alt text should describe what the image is so that screen-reading tools can describe images to visually impaired readers. Examples can be seen under each image in this section.

**Alt text:**
Young child in headscarf hugging her mum also in headscarf

**Alt text:**
Two pupils in school, white child and Black child, smiling and eating lunch

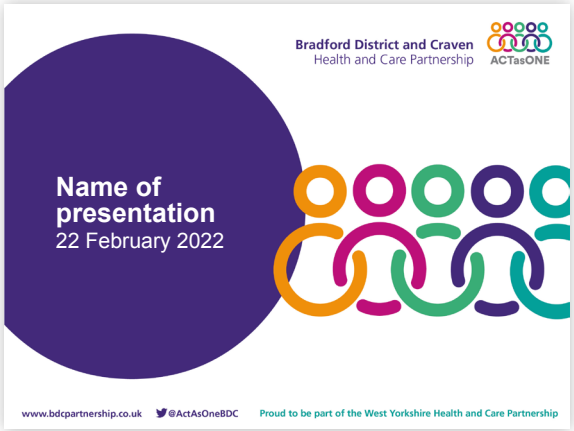
**Alt text:**
Female care worker in kitchen smiling

# The branding in use

## Professionally branded documents

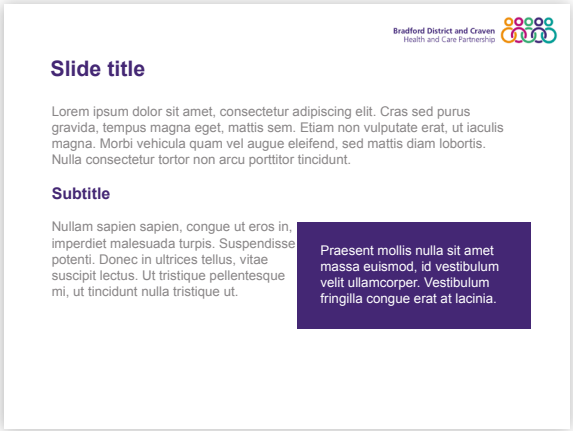
# The branding in use
## Powerpoint template

### Front slide – option 1

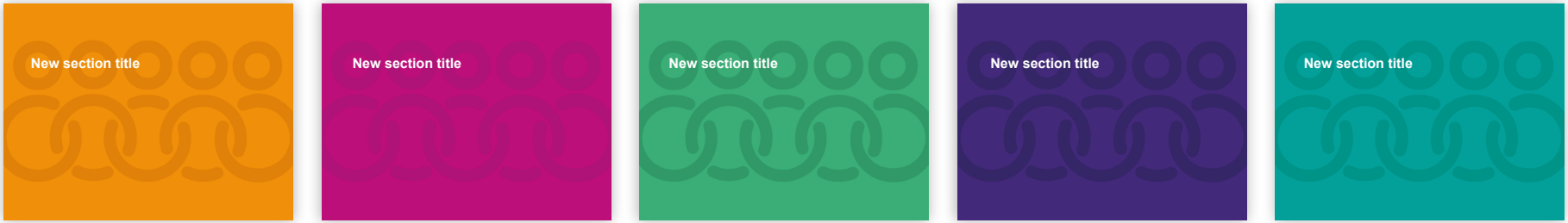



### Front slide – option 2

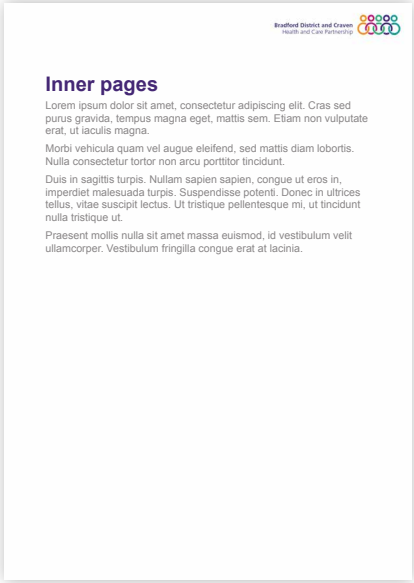
### Content slide

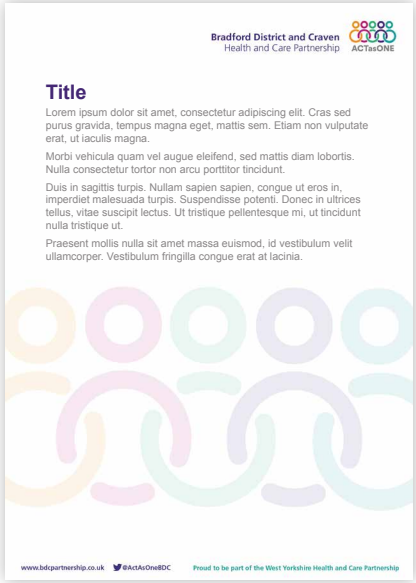


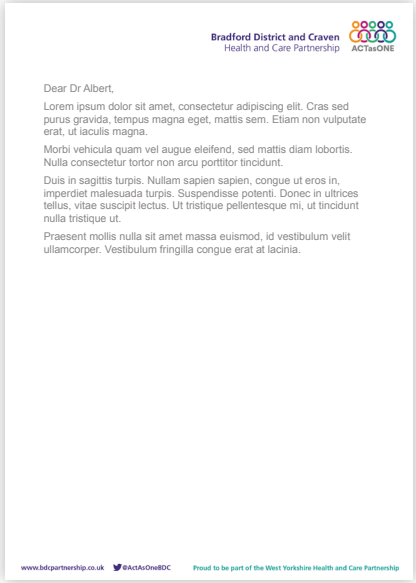

### Title slides for new section



# The branding in use
## Word documents



# West Yorkshire Integrated Care System
## NHS West Yorkshire Integrated Care Board

When producing communications for the work of the NHS West Yorkshire Integrated Care Board please ensure you include the NHS logo in the right hand corner of all information – either top or bottom right. This also includes website information.

When using the NHS logo please follow the NHS brand identity guidelines:
https://www.england.nhs.uk/nhsidentity/identity-guidelines/nhs-logo

**When working on any programmes or projects on behalf of the NHS West Yorkshire Integrated Care Board we must use the NHS West Yorkshire Integrated Care Board logo and adhere to the NHS brand identity guidelines. The Bradford District and Craven Health and Care Partnership logo should not be given primacy or be more dominant than the NHS West Yorkshire Integrated Care Board. If you need advice please contact communication colleagues at the NHS West Yorkshire Integrated Care Board.**

The naming conventions is as follows.

### Integrated Care Board

Legal name: NHS West Yorkshire Integrated Care Board

Public identity: NHS West Yorkshire, proud to be part of the West Yorkshire Health and Care Partnership

### Integrated Care System

West Yorkshire Health and Care Partnership (see page 19)

### Integrated Care Partnership

West Yorkshire Health and Care Partnership [Board].

### Place based partnerships

Bradford District and Craven Health and Care Partnership is one of five place based partnerships for West Yorkshire. Our brand assets will all include the following reference ‘proud to be part of the West Yorkshire Health and Care Partnership’

# West Yorkshire Integrated Care System
## West Yorkshire Health and Care Partnership

West Yorkshire Health and Care Partnership is a large integrated care system (ICS) that supports 2.4 million people living in urban and rural areas. 770,000 are children and young people. 530,000 people live in areas ranked in the most deprived 10% of England. 20% of people are from minority ethnic communities. There are an estimated 400,000 unpaid carers, as many don't access support. Together we employ over 100,000 staff and work alongside thousands of volunteers.

There are six councils, six hospital trusts, three mental health trusts, community health providers, ambulance service, police, fire and rescue services, universities and many others.

More detailed brand guidelines for the West Yorkshire Health and Care Partnership are available by contacting karen.coleman21@nhs.net

**When working on any programmes or projects on behalf of the Bradford District and Craven Health and Care Partnership that support the wider West Yorkshire Health and Care Partnership we must use the West Yorkshire Health and Care Partnership logo. However there is greater flexibility in logo use and placement as demonstrated on page 08.**

# Bradford District and Craven's Reducing Inequalities Alliance

When producing communications for the Reducing Inequalities Alliance you can also use The Alliance logo in conjunction with the BDC HCP logo.

**For external communications we only use the BDC HCP logo unless insight suggests we use one of our statutory logos for assurance, for example the NHS lozenge.**

Reducing Inequalities Alliance

The Alliance logo is visually aligned with our partnership logo and has taken queues from the brand with each segment of the custom 'a' acting as a different colour from the partnership logo. We also have an icon version of the logo which can be used anywhere with a smaller space.

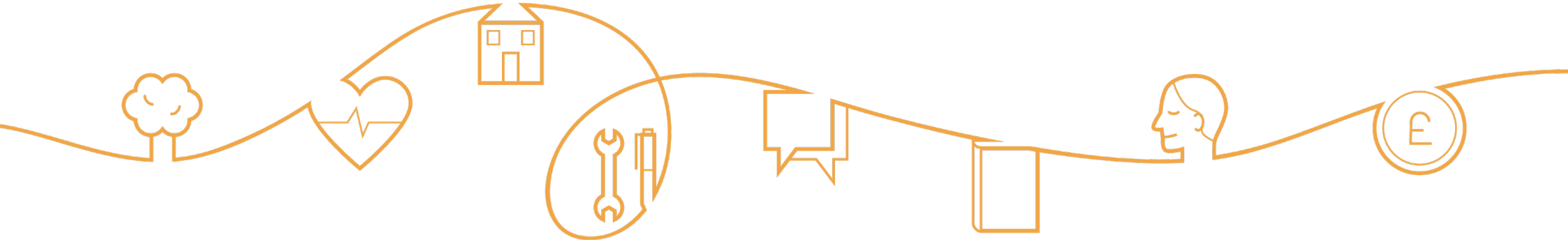
We refer to the Reducing Inequalities Alliance as The Alliance for short. Avoid the use of any other shorthand references to us in written or verbal form, such as RIA, as this can be confused with RIC, the Reducing Inequalities in Communities programme.

Find out more about The Alliance:
https://bdcpartnership.co.uk/strategic-initiatives/ria

# The Golden Thread

The aim of the Reducing Inequalities Alliance is to have work to reduce inequalities run as a golden thread through all we do. We also have imagery that include icons we use to highlight the inequalities in Bradford District and Craven.

The Golden Thread and icons can be used together or separately.



Icons

The Golden Thread

If you have any questions about our branding please contact:

Shak Rafiq – Strategic Communications and Stakeholder Engagement Lead

shak.rafiq@nhs.net

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