



# **Brand Identity Guidelines**

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# Introduction

## The rules: they're there for a reason...

This document is a guide to the brand communication style for Immedicare.

It explains what our brand stands for, how it's expressed, and how the creative elements fit together in all our communications.

This guide will show you how to use the brand to its full potential and should be followed when designing or delivering any kind of communication.

Please take the time to read and understand the brand - everyone is responsible for upholding the brand!

A strong brand is one of the most valuable assets an organisation owns. To make it truly powerful it needs to be applied consistently so anyone dealing with the charity knows who we are and what we stand for.

Everyone has a part to play in doing this and bringing our brand to life.

These guidelines are to help you represent our brand consistently.

At the heart of any brand is a big idea. Simple. Memorable. True.

For us this big idea is - **Working to improve the lives of those living and working in care homes** Simple, yet powerful expression of our aspirations, beliefs and the focus of why we do everything we do.



# Logo Overview

Our logo- our most valuable asset - is instantly recognisable by the all-seeing eye, soft edges that don't quite meet but yet are connected representing the seven Immedicare services. The meaning is two-fold meaning, aperture, like the eye and the ripple effect of Immedicare radiating out. At the centre we have our wifi-heart icon – that sit within the lens of the eye – our enabler to care.

The colours are vibrant, friendly and positive, reflecting the energy and positivity at the heart of everything we do.

Our strapline 'Here for you' – to enable an emotional response to what you do – people will feel they are connected through the things you do, this emphasises that you are there to improve the lives of those living and working in care homes.

**Please always use the official versions of our logo supplied in the brand toolkit. Do not attempt to manipulate the artwork as this will confuse and dilute the brand.**





# Logo

## Logo variations

Our full colour logo should be used wherever possible. There are also black and white versions to use where needed.



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



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.



✗ Don't compress it or alter the proportions



✗ Don't change the colours



✗ Don't use on a background with poor colour contrast



✗ Don't use at an angle



✗ Don't change the fonts



✗ Don't draw a box around it



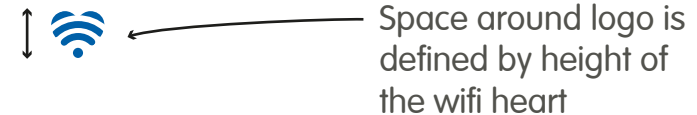
## Logo Size

The logo should always appear at a minimum size to make sure it is easily legible and clear:



## Logo 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 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.



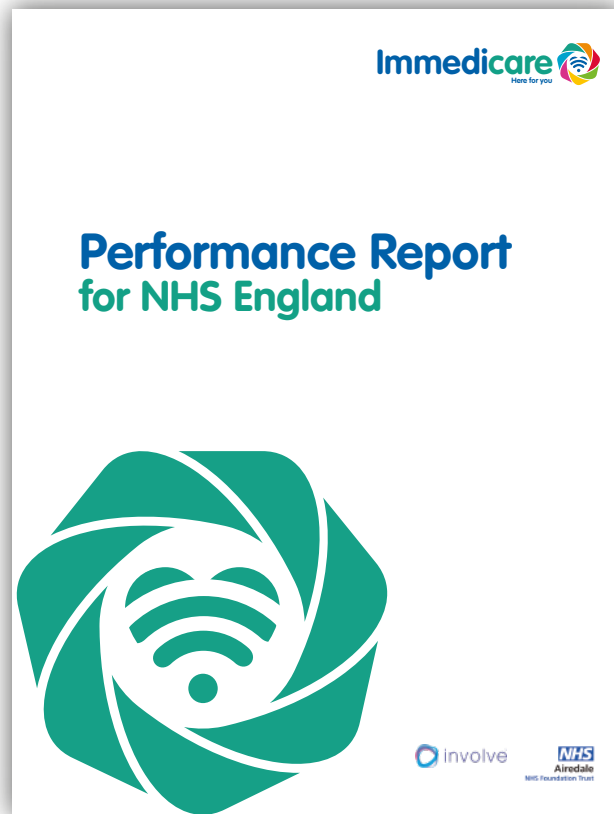




# Logo

## Joint branding

For external communications we only use the Immedicare logo unless insight suggests we use our partnership logos for assurance. In these circumstances, the Involve and Airedale NHS Foundation Trust logos should be used on the bottom right of the front or back pages of documents.



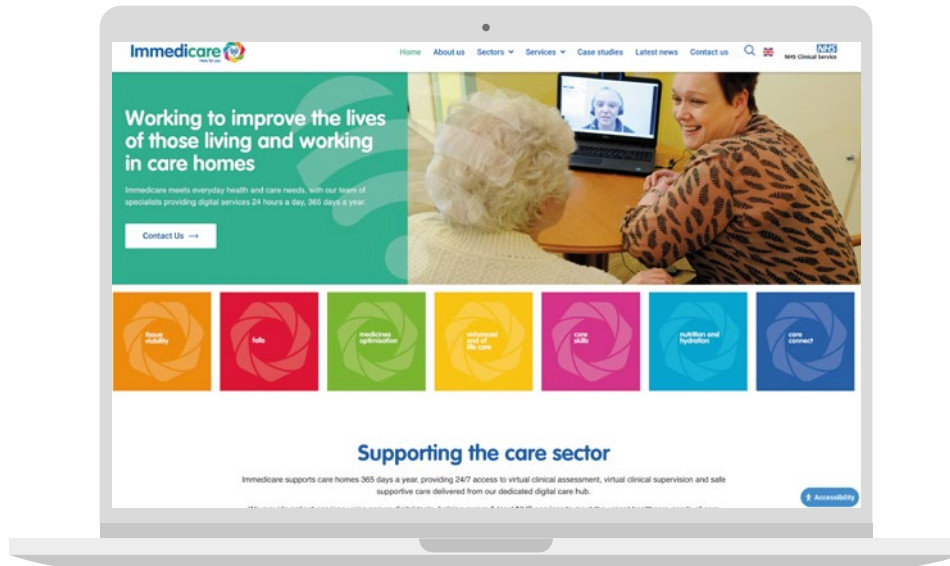


# Logo

## Websites and social media

### Websites

As people often expect to see the logo positioned top left and the search facility in the top right area of a website, our logo is positioned top left. The NHS lozenge is present on the top right to provide clinical assurance of the services.



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: 'Immedicare logo'



# Logo

## Websites and social media

### Social media

Social media profile pictures must use the Immedicare logo graphic to show that it is an official account.

Profile/account names and usernames should include the full charity 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.





# Logo

## Graphical elements

The graphical elements of our logo can be used separately to reinforce our brand where there is not space or need to use the full logo, or to add graphical interest.





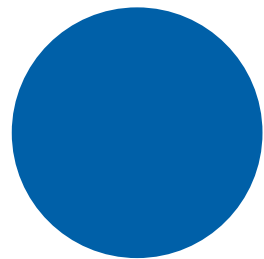
# Visual language

## Colour palette

Our brand colours – vibrant, friendly and fresh.

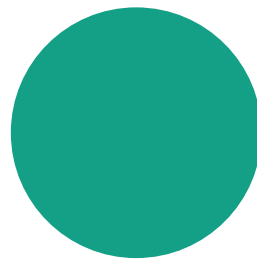
Use blocks of our colour palette to add interest to a document or page.

### Corporate brand colours



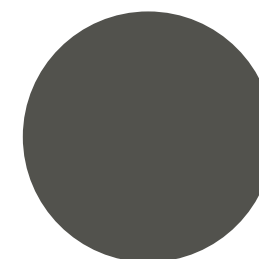
#### Blue

C:100 M:57 Y:5 K:1  
R:0 G:92 B:185  
#005cb9



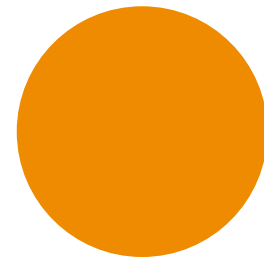
#### Teal

C:79 M:11 Y:56 K:0  
R:19 G:160 B:134  
#13a086



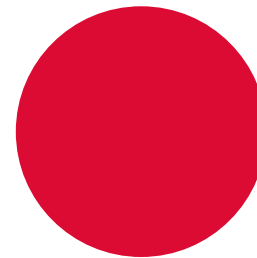
#### Text colour

C:60 M:49 Y:54 K:47  
R:82 G:82 B:76  
#52524c



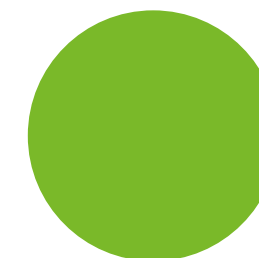
#### Orange

C:2 M:53 Y:99 K:0  
R:238 G:139 B:1  
#ee8b01



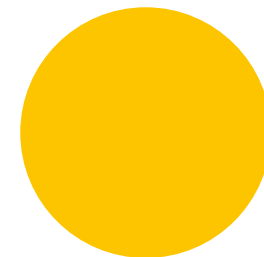
#### Red

C:5 M:100 Y:76 K:1  
R:219 G:0 B:50  
#db0032



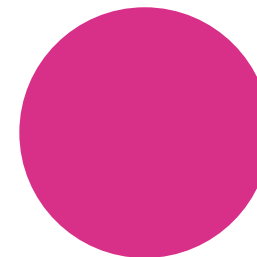
#### Green

C:59 M:0 Y:100 K:0  
R:122 G:185 B:41  
#7ab929



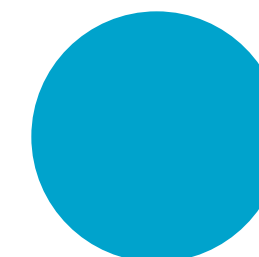
#### Yellow

C:0 M:24 Y:100 K:0  
R:255 G:198 B:0  
#ffc600



#### Pink

C:10 M:91 Y:0 K:0  
R:227 G:29 B:147  
#e31d93



#### Light Blue

C:93 M:0 Y:17 K:0  
R:0 G:166 B:206  
#00a6ce



# Visual language Services

Each of our services are represented by one of the colours included within our logo graphic - our Immedicare family . This is to make it easier for audiences to identify what's relevant to them. The choice of colours is based on proven psychology on how colours make you feel, interact and digest – connecting audiences on an emotional level – further emphasising the 'why' element of our brand.





# Visual language

## Typography

Our main fonts are:

### **Vag Rounded Black**

**abcdefghijklmnopqrstuvwxy**

For titles, decorative text and highlighted information in professionally produced documents

VAG Rounded Std Light

abcdefghijklmnopqrstuvwxy

**VAG Rounded Std Bold**

**abcdefghijklmnopqrstuvwxy**

For main content in professionally produced documents. Use Bold for highlighting words or lines of text or where you are using text in our brand colours.

For internally produced documents where the main fonts are not available, use Arial instead:

Arial Regular

abcdefghijklmnopqrstuvwxy

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

**Arial Bold**

**abcdefghijklmnopqrstuvwxy**

**(for titles and for highlighting important information)**



# Visual language

## Tone of voice

Our tone of voice should always speak in an approachable tone which is bold and confident. We should be seen as reliable and trustworthy. A solid, grounded organisation. Our values are reflected in our brand.

Our communications are very focussed to deliver clarity, consistency and impact by always linking back to the 'why' element of our brand.

### **It's not just the words we use**

What we say and write is as important as our visual language. The way Immedicare speaks to its audiences is an integral part of the brand – it defines the organisation.

Ensure that the correct words and appropriate language are used, whatever the application. Be clear and have confidence in your communications.

### **It's all in the tone of your voice**

Before you start writing, decide the main purpose of your communication and choose the style that best suits the audience you wish to engage.

**Action required:** Factual and direct but with a clear action call. Make it obvious what you want from your audience.

**Consultation:** Accessible, clear and involve audience. Be open in your style and encourage conversation with your audience.

**Informative:** Factual and direct. Be precise and present information in a concise manner.

**Promotion:** Inspiring. Excite your audience and leave them wanting to know more.

**'Working to improve the lives of those living and working in care homes'**

**'Providing video enabled NHS care to empower residents to live happy, healthy lives in the place they call home'**





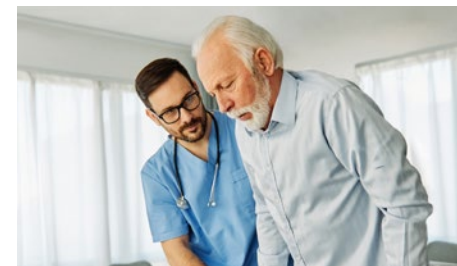
# Visual language

## 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 services and the care homes we support, 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.

Note: we will be updating our photo library throughout 2023.





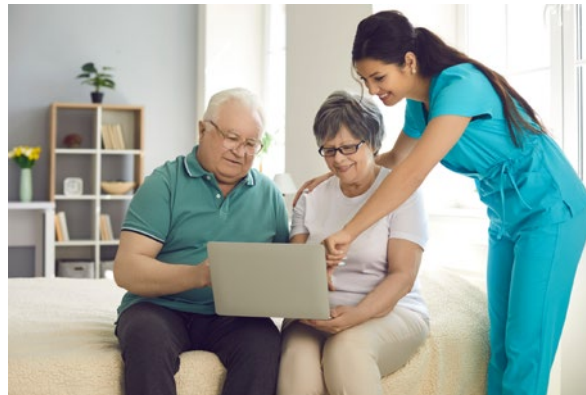
# Visual language

## Alt text in photography

When using photos for digital publications, presentations 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 below.



Alt text:  
Female carer giving patient medication with a glass of water



Alt text:  
Smiling female showing care home residents a computer screen



Alt text:  
Elderly female patient with her female carer having a video consultation with a clinician

**If you have any  
questions about our  
branding please  
contact:**

[hello@standoutmedia.co.uk](mailto:hello@standoutmedia.co.uk)