Wakefield District Health & Care Partnership

Wakefield District Health and Care Partnership

Brand identity guidelines

Contents

Introduction

Wakefield district enjoys a strong position in partnership working, with a shared understanding of our collective responsibility to improve the health and wellbeing of local people.

A brand identity has been developed for our partnership, under the name of Wakefield District Health and Care Partnership (WDHCP). This identity will help our staff, stakeholders and members of the public to understand our collaborative approach as a partnership and our commitment to improving the health and wellbeing of local people. It also reflects our position within the wider West Yorkshire Health and Care Partnership.

This brand identity and guidelines replaces all previous names, logos and brand guidelines which have previously been used for Wakefield partnership.

Naming conventions for Integrated Care Systems

In the Health and Social Care Act, several terms are used to describe different aspects of Integrated Care Systems. A glossary of terms can be found on the About NHS West Yorkshire Integrated Care Board webpage. Key references include:

West Yorkshire Health and Care Partnership (technical term, Integrated Care Partnership): statutory partnership committee which agrees the wider Integrated Care Strategy, built from place-based strategies.

West Yorkshire NHS Integrated Care Board: the statutory organisation which is responsible for developing a plan to meet the health needs of the population and secure the provision of health services. Directly accountable for NHS spend and performance within the system.

Place based partnerships: technical term for local health and care partnerships (previously referred to as Integrated Care Partnerships). There are five in West Yorkshire, which are Bradford District and Craven, Calderdale, Kirklees, Leeds and Wakefield District.

Our identity

Our identity helps to illustrate who we are, what we do and how we work together for local people. This includes our brand, which is the visual illustration of this. Written aspects include our name, strapline, vision and priorities.

1.   Our name

Our partnership should always and only be referred to as **Wakefield District Health and Care Partnership**. This replaces any previous names*.

Wakefield District Health and Care Partnership should be spelt out in full for titles and for the first mention in body text. It can then be abbreviated to Wakefield District HCP, or WDHCP.

*The Connecting Care name and logo is retained only for use by the Connecting Care Hubs, as a sub brand of Wakefield District HCP. It must not be used to represent Wakefield District HCP as a whole (see 3.2.1).

2.   Our strapline

Wakefield District HCP is one of five place-based partnerships which make up West Yorkshire Health and Care Partnership. This is reflected in the following strapline, which is used by all places in West Yorkshire, and is incorporated in our branded templates:

Proud to be part of West Yorkshire Health and Care Partnership

3.   How we describe who we are

How we describe our partnership is an important part of our identity, and it is important we do this in a consistent way. The following paragraph can be included on key documents and will also be used to describe our partnership to the media:

Wakefield District Health and Care Partnership works to improve the health and wellbeing of local people, by reducing health inequalities, providing continuity of care

and improving our services. Our partnership includes NHS organisations, Wakefield Council, Healthwatch Wakefield, housing, voluntary and community sector organisations. We are proud to be part of West Yorkshire Health and Care Partnership.

4.   Our brand

Our brand is the visual aspect of our identity. Several elements come together to form the brand for our partnership, including our logo, local design style and our agreed fonts and colours. This guide explains how our logo and design style should be used to represent our partnership. It also establishes when our logo can also be appropriately used alongside other logos.

Description: Our logo is an abstract letter W featuring overlapping components which also form a continuous flowing shape. This symbolises working in partnership. The shape also forms three figures, the curvaceous forms of which create a caring feel. The logo shape and colours follow through into our local design style, creating organic flowing shapes which imply evolution and growth. These shapes can be used to frame images, showcasing people from all walks of life across the district.

4.1   Our logo

Our logo is a standalone logo to represent Wakefield District HCP and all its partners. It should be used on all work undertaken by and on behalf of Wakefield District HCP.

By adopting a partnership name and logo for Wakefield District HCP, it is agreed that the logos of individual partners should **not** be included on documents created in relation to the work of the partnership*.

All documents created in relation to the work of the partnership should include our logo to provide a visual positioning as part of the partnership. Documents should not be left unbranded.

Wakefield District HCP's logo should **not** be used on documents relating to the work of an individual partner unless this work is undertaken on behalf of the partnership. In this instance, only the partnership logo should be used, however the following wording may be included if required in the body text: undertaken by [*name of partner*] on behalf of Wakefield District Health & Care Partnership.

> * The organisations which make up the partnership will be identified in the 'About Us' section of the partnership website.

4.2   Our local design style

Our local design style provides our brand identity with a look and feel which extends beyond the logo. The logo shape and colours follow through into our local design style, creating organic flowing shapes which imply evolution and growth. These shapes can be used to frame images, showcasing people from all walks of life across the district.

Our local design style ensures there is a consistent theme in place across our key materials, helping to illustrate the purpose and key messages of our partnership. It should be used on key documents wherever possible; a set of key templates has been produced.

5.   Dual branding

Although Wakefield District HCP's logo should primarily be used as a standalone logo, there are a small number of instances where it may be required to use the logo in conjunction with another.

5.1   Sub brands

A small number of sub brands of Wakefield District HCP may be permitted within our overall brand identity, to represent a particular area of work.

The creation of a sub brand must be requested and agreed via Wakefield District HCPs Senior Responsible Officers (SRO) group, with a business case as to why this is required. Please note this consent must be achieved prior to any work being undertaken to develop a sub brand for work which sits within the remit of Wakefield District HCP.

When a sub brand is agreed, the partnership logo must also be used, to illustrate how the work sits within Wakefield District HCP.

Examples of sub brands which have been agreed can include, Connecting Care*, Wakefield Families Together and Wakefield Research Hub.

> *The Connecting Care name and logo (the original design) will be retained only for use by the Connecting Care Hubs, as a sub brand of Wakefield District HCP. It must not be used to represent Wakefield District HCP as a whole (see 3.2.1).

5.2   Wakefield District HCP Committee

Our committee is a sub-committee of West Yorkshire NHS Integrated Care Board. As such, documents relating to committee meetings will need to include the ICB logo positioned top right, with our Wakefield logo positioned top left.

5.3   West Yorkshire Health and Care Partnership

West Yorkshire Health and Care Partnership also has clearly defined brand guidelines for the use of its logo and design style. These guidelines should be adhered to in instance s where we need to use the West Yorkshire Health and Care Partnership (HCP) logo, for example when promoting a West Yorkshire wide campaign in Wakefield District.

If there is an occasion where the Wakefield District and West Yorkshire HCP logos need to be used together, Wakefield District HCP should maintain its primary position top left, with West Yorkshire HCP positioned top right.

A copy of West Yorkshire's brand guidelines can be requested from WestYorkshire.ICS@nhs.net

6.   How our brand identity should be used

6.1   Our logo

Our logo can be used to represent our partnership by itself, or with our local design style (see 6.2).

Our logo is available for use in four styles:

- Positive (colour): for use in colour documents on white backgrounds, or light-coloured backgrounds if there is sufficient contrast.
- Reversed (white): for use on dark coloured backgrounds.
- Monochrome (black): for use in black and white documents on a white background.
- Monochrome reversed (white on black): for use in black and white documents on a dark background.

Our logos files can be found in the resources section of the Wakefield District Health and Care Partnership website: Brand identity guidelines - Wakefield District Health and Care Partnership (wakefielddistricthcp.co.uk)

Positive (colour)

Reversed (white)

Monochrome (black)

Monocrhome reversed

(white on black)

The position of our logo

For Microsoft Office documents, such as Word and Excel, our logo is position in the top left of the document. This will be included in our shared partnership templates.

Where a second logo is included, for example the West Yorkshire NHS Integrated Care Board, or one of our agreed sub brands, this should be positioned on the top right of the document. No other logos should be used to represent our partnership (see 3.1).

For other materials, such as PowerPoint presentations and illustrated document covers, some variation is permitted on the positioning of your logo, to allow flexibility within the local design style.

Exclusion zone

Our logo needs to have space around it, so that it can be viewed clearly. Always ensure you leave a margin of 10mm on all sides of the logo.

Logo size

The minimum size for our logo is 50mm wide (250px for online use). This ensures our name is presented at a minimum of 12 point.

To insert our logo correctly into a document:

- Place your cursor in the correct position on the page (top left). Please do not place the logo in a header, as this isn't accessible.
- Click on insert / picture / this device, then locate the logo file from the files.
- To resize the logo correctly, click on it so the handles appear, then click and drag from the corner handle whilst holding the shift key. This will ensure the proportions of the logo are maintained as you resize it.

Please ensure the logo is alt tagged, for accessibility purposes. To do this:

- Right click on the logo, then select Edit Alt Text.
- Add a written description of the image in the text box (you do not need to prefix this with the words 'picture of').
- If the image is purely decorative, leave the text box blank and select the Mark as Decorative tick box.
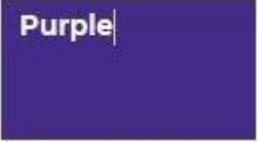
6.2   Our colours

Our colours have been chosen from the NHS colour palette. The full colour palette can be viewed on the [NHS England identity guidelines webpage](#).

Four colours have been chosen as the primary colours for our partnership brand identity. To use these colours in Microsoft Office documents (eg Word, Excel, PowerPoint):

- Click on the down arrow next to the A in the tool bar (for text), or the paint jug (for a fill colour)
- Select more colours / custom
- Add the RGB colour reference

Purple	**Purple** RGB: 51 / 0 / 114 (for use in Microsoft Office) CMYK: 90 / 99 / 0 / 8 Pantone: 2685; Hex code: #330072
Bright Blue	**Bright Blue** RGB: 0 / 114 / 206 (for use in Microsoft Office) CMYK: 90 / 48 / 0 / 0 Pantone: 285 / Hex code: **#0072CE**
Green	**Green** RGB: 0 / 150 / 57 (for use in Microsoft Office) CMYK: 91 / 0 / 100 / 0 Pantone: 355; Hex code: #009639
Dark Green	**Dark green** RGB: 0 / 103 / 71 (for use in Microsoft Office) CMYK: 93 / 10 / 75 / 43 Pantone: 342; Hex code: #006747

6.3   Our fonts

Our standard font for body text is Arial, size 12 point. This should be used for all documents.

Our logo font is **Montserrat**. This is an open source font which is available to download. It can be used for document titles and headings to provide emphasis.

6.4   Our document settings and templates

All documents for our partnership should be branded with our logo and formatted in a consistent, accessible style:

Logo position: (see 5.1)

Alignment: body content should be left aligned for ease of reading and scanning.

Headings and sub-headings: these should be in sentence case and in bold. Our brand identity colours (see 5.3) can be used to add emphasis to titles, headings and key words or phrases. Do not use italics or underline.

Accessibility: All our partnership documents should written and presented in an accessible format. Please view our Guide to Producing Accessible Content and Documents in the resources section of the partnership website.

A set of key **branded document templates** has been developed for our partnership, set to current accessibility standards and preset with our style settings, such as bullets and headings. These are available, along with our logo files, in the resources section of the partnership website: Brand identity guidelines - Wakefield District Health and Care Partnership (wakefielddistricthcp.co.uk)

If you encounter any difficulties using these templates, please contact wyicb-wak.communications@nhs.net

6.5   Our local design style

Our local design style is part of our brand identity. It uses a combination of shapes and colours which draw our logo and its themes through into our local design, creating organic, flowing shapes which can be used in a variety of combinations. It also includes the use of real images, showcasing people from all walks of life engaging in day to day activities, health and care staff and also reflecting some of our local landmarks from across the district. This style will be incorporated into our key documents and templates.

6.6   Print and design

A set of logos in different file types and formats is available for use when purchasing materials, along with more detailed brand guidelines. Please contact
 wyicb-wak.communications@nhs.net