



Bath and North East Somerset,
Swindon and Wiltshire Together

Brand Guidelines

2022 – V.2



Bath and North East Somerset,
Swindon and Wiltshire Together

Introduction

This document sets out the brand identity guidelines for Bath and North East Somerset, Swindon and Wiltshire Together and shows how we need to present ourselves to the public, members, partners and other stakeholders.

These guidelines should be used in conjunction with the NHS Identity Guidelines, which provides further detail on implementing that brand on signage, in recruitment and advertising etc.

<https://www.england.nhs.uk/nhsidentity/>

Why are brand identity guidelines important?

We need clarity, simplicity and consistency in all of our communications. The way we look and present ourselves is part of this – it is important that the public and our partners see a consistent and professional image from us and can easily identify who we are.

If you are in any doubt about how to use these brand identity guidelines, please contact the BSW ICB Communications and Engagement Team using bswicb.communications@nhs.net

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Bath and North East Somerset,
Swindon and Wiltshire Together

The logo

Our logo was designed in response to a series of key words that represent BSW Together and what it aims to achieve. These key words were formed from interviews with BSW Together's Executive team members. The triangle is key to the logo as it represents the locations of the partners as well as the three localities collaborating in order to create a connected, health and care community.

To protect our brand, the logo must never be altered or replaced by any other variation.

Frequency

The logo should only appear once on a single sheet. This helps to maintain the integrity of the identity and ensures its strength is not diluted by duplication.

Position

When producing printed materials, you should position our logo in the top left-hand corner of a printed page. If this is not possible, use the bottom right-hand corner instead.

Standard logo



Bath and North East Somerset,
Swindon and Wiltshire Together

White logo



Bath and North East Somerset,
Swindon and Wiltshire Together

If you need to use the logo on a dark background, you can use the white version as above.





Bath and North East Somerset,
Swindon and Wiltshire Together

Logo breakdown

Our logo is made up of two key elements that together combine to create the standard logo. The key elements are:

- The BSW Together name
- The logo icon

The standard logo should be used wherever possible, however there are occasions where it may be applicable to separate the two logo elements to create variations of the standard logo.

Logo icon

This version of the logo should only be used as an accompanying graphic. It can be used as a stand alone image, where the BSW Together title may appear prominent as text nearby on the design, for example as a social media profile image.

Standard logo



Bath and North East Somerset,
Swindon and Wiltshire Together

Logo icon





Bath and North East Somerset,
Swindon and Wiltshire Together

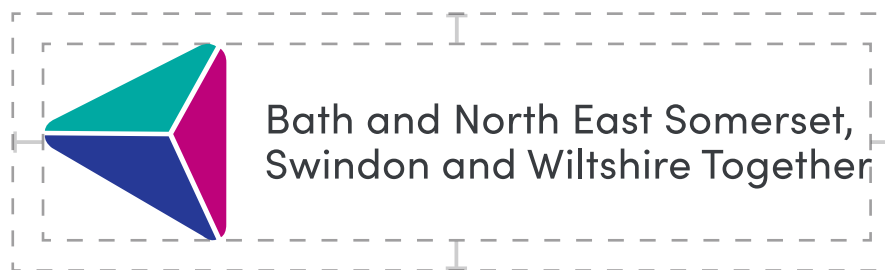
Usage

Exclusion zone

The exclusion zone is the clear area around our logo in which nothing else should appear.

This clear area (marked 'T' in the picture on the right) is proportional – it must be equal to the full height of the 'T' in 'Together', no matter how large it is.

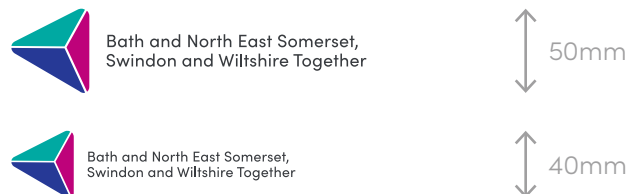
It helps to ensure clarity and readability, and improves the overall impact of our logo. You must not insert any additional words, images or graphic details within the exclusion zone.



Size

The recommended sizes for the BSW ICB logo are:

- The standard logo should be used at no smaller than 60mm high.





Bath and North East Somerset,
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Logo misuse

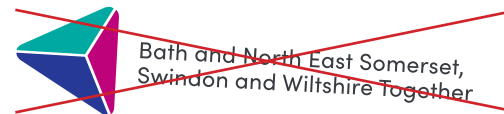
It is important that the public and our partners see a consistent and professional image from us and can easily identify who we are, and how the logo is used is key to that.

To help ensure the clarity and readability of our logo and keep its overall impact, it is vital that we do not reproduce the logo in any other way than in its supplied properties and proportions.

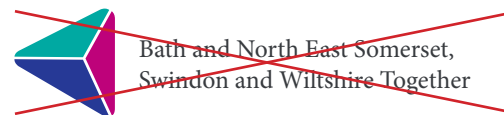
To protect our brand, the logo must never be altered or replaced by any other variation.



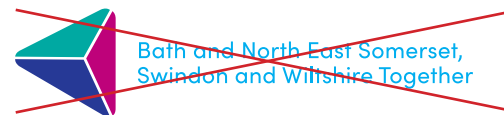
Do not edit the logo in any way.



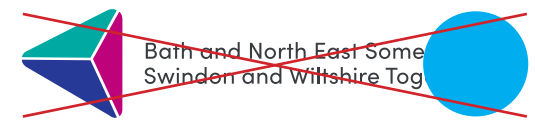
The logo should always be horizontal.



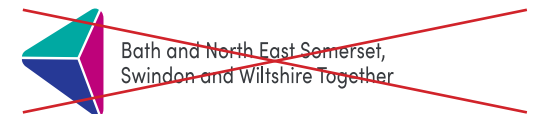
The copy and font used in the logo should always stay as outlined in these guidelines.



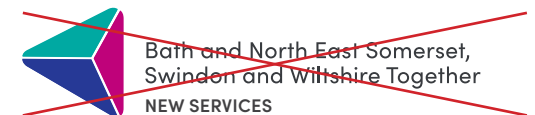
Do not change the colour of any part of the logo.



Do not place anything over the logo.



Don't distort the logo in any way.



Don't add extra words or graphics to the logo.



Do not place the logo on a complicated or dark background.





Bath and North East Somerset,
Swindon and Wiltshire Together

Joint branding

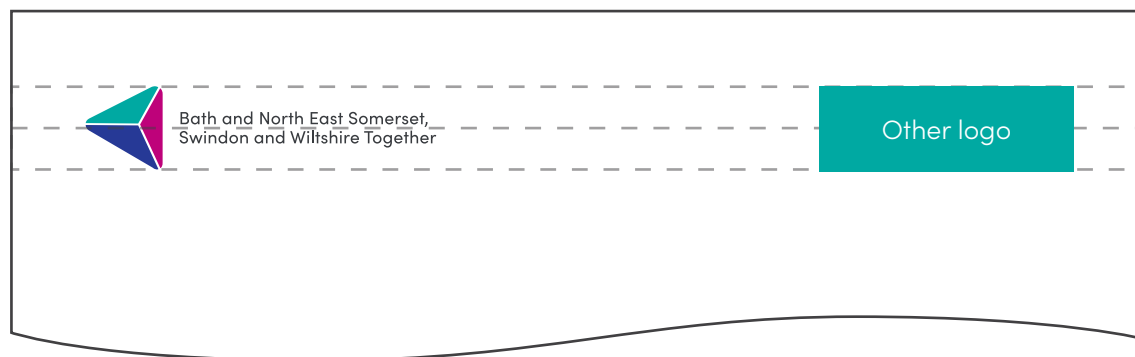
There are a number of key partners of Bath and North East Somerset, Swindon and Wiltshire Together.

If we are communicating about a jointly commissioned service, project or event, we need to apply joint branding.

When adding joint branding:

- The BSW Together logo must be in the top left-hand corner.
- The other logo must be in the top right-hand corner.
- The two logos must be vertical-centre aligned.
- The size ratio of the two logos is flexible, but the height of the other logo must not be bigger than that of BSW Together's.
- The clear space rules for each logo must still apply.

If you are uncertain about whether the brand should be included, or if you have any other questions relating to the brand please email the BSW ICB Communications and Engagement Team using bswicb.communications@nhs.net





Bath and North East Somerset,
Swindon and Wiltshire Together

Alliance branding

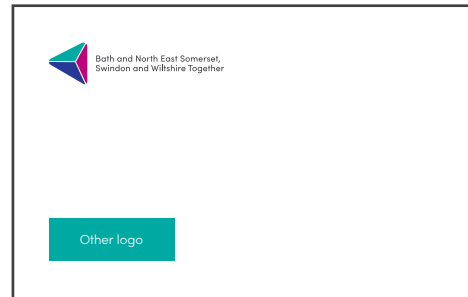
Forming alliances with other public, private and not-for-profit stakeholders can present challenges to the brand. This page will help you work out where logos should be placed so the type of alliance is clearly communicated.

Remember, you may not need to add all partner logos to a resource. It may be better to just refer to them in text, especially if there are lots of organisations working together. Think of the reader and keep the design clean and clear.

Please liaise with the BSW ICB Communications and Engagement Team about whether brands should be included on any work by emailing bswicb.communications@nhs.net

Positioning

The position of our logo in relation to partners' logos affects the way an audience understands the relationship between the organisations. Different situations are shown on the right.



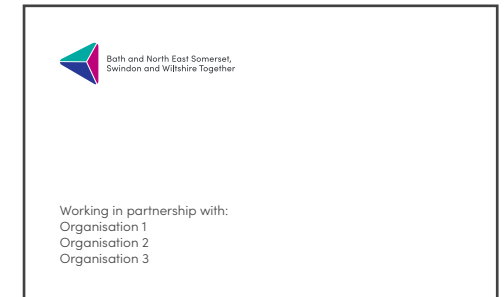
BSW Together is the lead partner:

If BSW Together is the lead partner in the relationship, the logo should be positioned in the top left-hand corner.



BSW Together is a secondary or supporting partner:

If BSW Together is a secondary or supporting partner, the logo should be positioned in the bottom left-hand corner.



Working with multiple partners:

If you have multiple alliances, consider whether it is visually confusing to include all of their logos. You may want to reference their contributions in other ways. For example, by listing the partners in text in the foreword of a document, or adding 'Working in partnership with' as shown above.





Bath and North East Somerset,
Swindon and Wiltshire Together

Our brand fonts

The Bath and North East Somerset, Swindon and Wiltshire Together logo is set in Sofia Pro regular with the strapline set in Sofia Pro light. Sofia Pro is a widely available, high legibility font.

Sofia Pro is the preferred font for all copy, including headers, titles and body text. Where possible headers and titles should be set in Sofia Pro regular while body copy should be set in Sofia Pro light.

Sofia Pro is available in a variety of weights, which can be used where appropriate, however care should be taken to keep the text balanced and not overwhelm readers with a lot of bold, dark text.

Where Sofia Pro is unavailable or where a more universal font is required, such as on email newsletters, Arial should be used as a replacement.

By using these standard fonts consistently, you will help to maintain recognition and trust in our communications.

Primary fonts

Sofia Pro is the primary font of BSW Together and should be used wherever possible.

Sofia Pro Regular

Sofia Pro Regular is suitable for use on headers and titles.

abcdefghijklmn
opqrstuvwxyz

Sofia Pro Light

Sofia Pro Light is suitable for use in body text and where large amounts of text are used.

abcdefghijklmn
opqrstuvwxyz

Sofia Pro weights

Sofia Pro is available in a variety of other weights. Where appropriate these can be used to enhance communication, however care should be taken to keep text balanced.

Sofia Pro Ultra Light

Sofia Pro Extra Light

Sofia Pro Light

Sofia Pro Regular

Sofia Pro Ultra Medium

Sofia Pro Semi Bold

Sofia Pro Bold

Sofia Pro Black

Alternative/web-safe font

Where Sofia Pro is unavailable or where a more universal font is required, such as on email newsletters, Arial should be used as a replacement.





Bath and North East Somerset,
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Accessibility

The Bath and North East Somerset, Swindon and Wiltshire Together visual identity has been designed to work within accessibility guidelines.

In both Sofia Pro and Arial all copy should be set up using the following parameters.

Where header colours have been indicated we suggest that any of the three primary brand colours or black can be used.

Document Title

Sofia Pro Semi-bold / Arial Bold 36pt, brand colour or black

Heading 1

Sofia Pro Regular / Arial Regular 20pt, brand colour or black

Heading 2

Sofia Pro Regular / Arial Regular 16pt, brand colour or black

Heading 3

Sofia Pro Semi-bold / Arial Bold 14pt, black

Body Text

Sofia Pro Regular / Arial Regular 12pt, black

Page Number/Footer

Sofia Pro Regular / Arial Regular 9pt, black





Bath and North East Somerset,
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Our brand colours

There are three primary colours that are used in the BSW Together brand. These three primary colours, shown on the right, should be used as the main colours when designing communication materials.

These colours will become easily recognised and helps to identify the communication is from BSW Together.

These primary colours can be supported by a vibrant secondary colour palette of colours, shown on the right. This will help your designs to stand out and appeal to different audiences. However, these secondary colours should be used sparingly so as not to dilute the primary colours, which should always be dominant in any design/ graphic/asset.

By using these standard colours consistently, you will help to maintain recognition and trust in our communications.

Primary brand colours



Purple

CMYK: 100 | 94 | 0 | 0

RGB: 40 | 58 | 150

#2c2f88



Aqua Green

CMYK: 100 | 0 | 47 | 0

RGB: 0 | 168 | 160

#009a98



Dark Pink

CMYK: 8.5 | 100 | 0 | 15

RGB: 190 | 0 | 122

#c10071

Secondary brand colours



Dark Red

CMYK: 0 | 87 | 43 | 30.5

RGB: 147 | 22 | 56

#931638



Orange

CMYK: 0 | 47 | 100 | 0

RGB: 226 | 140 | 5

#e28c05



Yellow

CMYK: 1 | 15 | 85 | 0

RGB: 255 | 214 | 50

#ffd632



Green

CMYK: 100 | 0 | 91 | 6

RGB: 0 | 158 | 73

#009e49



Blue

CMYK: 100 | 43 | 0 | 0

RGB: 0 | 114 | 198

#0072c6





Bath and North East Somerset,
Swindon and Wiltshire Together

Imagery

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colours and fonts. The images we use in our communications need to reflect our organisation as one that not only strives to make people well, but also supports them to be healthy while also involving them in the planning of their own healthcare. When selecting images for use in communications, think about whether they:

- Tell people that we value professionalism, equality and accessibility.
- Enhance the reputation of BSW Together and reflect the pride in our work.
- Adhere to our communications principles.
- Are colour balanced (colours should appear fresh and bright, without any colour filters).

Images and illustrations can enhance our publications when used correctly and in line with our principles. The points and examples shown right give some guidance.

Avoid using clip art and do not crop or copy images from the internet unless you are sure they are from a royalty-free site. In general, photography offers a stronger and more accurate representation of real life. Please email the BSW ICB Communications and Engagement Team on bswicb.communications@nhs.net for support with sourcing or taking your own photographs.

Good Examples



Health and care

Pictures that support, or don't contradict, our messages about healthy lifestyles.



Positive people

Pictures of real and happy people, engaged in healthy and friendly activities.



Accessible and clear

Straight forward and clear diagrams, sharp pictures, well-drawn maps.

Bad Examples



Bad role models

People enjoying smoking, or taking risks that might lead to accidents.



Endless pictures of buildings or equipment

If possible choose a picture of a person over a building.



Poor quality images

This applies mostly to images that are intended to give information.





Bath and North East Somerset,
Swindon and Wiltshire Together

Useful Links

There are many useful resources available for helping in the design and writing of material and we would encourage you to explore the following:

www.plainenglish.co.uk/files/howto.pdf

If you would like advice on external communications, please talk to the BSW ICB Communications and Engagement Team or email bswicb.communications@nhs.net

Please refer to the NHS Identity Guidelines for more information:

<https://www.england.nhs.uk/nhsidentity>

Get in touch

If you have any questions about anything that appears in these guidelines, or how to use them, please send an email to bswicb.communications@nhs.net