



BRAND GUIDELINES

01

LOGO



The central logo design is comprised of several key elements – tick, heart, arrow and arc – which can be used in isolation as recognisable motifs of the campaign. The logo is fresh, bold, positive and icon driven, designed in such a way that it can be used as a signpost for campaign messaging and supporting activity with or without the campaign name.



LOGO



POSITION

Where possible the logo should appear at the bottom right of any material diagonally opposite the NHS lozenge.



CLEAR SPACE

A clear space x which is calculated as 50% of the height of the logo must be maintained at all times.



02

TYPOGRAPHY

Frutiger is the primary font. It is a contemporary and flexible sans serif font, which is designed to be clear and easy to read at a distance and in small sizes. It has also been the primary NHS font since 1999 and people recognise and associate it with the NHS.

When Frutiger is not available, the secondary font is Arial. Arial is a sans serif font with good clarity and legibility and all users should have easy access to it. Given its availability, Arial will generally be used for internally produced documents like letters, reports and PowerPoint presentations.

PRIMARY FONT

Frutiger Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Frutiger Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Frutiger Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Frutiger Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()&^%\$£@!*

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Frutiger Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()&^%\$£@!*

SECONDARY FONT

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()&^%\$£@!*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?/{}()*&^%\$£@!

03

COLOUR

The colour palette is fresh, modern and positive with a broad range of colours to bring flexibility to the brand, so that it doesn't tire when used multiple times in multiple applications.

When using gradients the preferred option is to move from dark colour to light which echoes the shift we want to see from negative to positive. When applied in broader applications, we can use this colour mechanism in backgrounds to reinforce the move from challenging statement to positive behaviour change.

However, there may be applications and circumstances where this direction of colour is not possible. In these instances a light to dark gradient is acceptable.

As there may be times when gradients are not possible, we have also included solid colour options within the palette.

Both black and white can be used where mono reproduction is required.





CMYK: 100, 85, 22, 0	CMYK: 79, 88, 16, 0	CMYK: 47, 85, 14, 0
RGB: 35, 60, 125	RGB: 91, 58, 128	RGB: 152, 65, 132
HEX: #233C7D	HEX: #5B3A80	HEX: #9B4184




CMYK: 89, 28, 97, 16	CMYK: 72, 18, 93, 0	CMYK: 43, 0, 87, 0
RGB: 0, 117, 56	RGB: 83, 154, 65	RGB: 167, 201, 66
HEX: #007538	HEX: #539A41	HEX: #A7C942




CMYK: 100, 85, 38, 38	CMYK: 88, 54, 19, 0	CMYK: 67, 7, 0, 0
RGB: 27, 44, 79	RGB: 29, 105, 158	RGB: 62, 182, 233
HEX: #1B2C4F	HEX: #1D699E	HEX: #3EB6E9

CMYK: 0, 85, 100, 0	CMYK: 0, 55, 100, 0	CMYK: 0, 31, 85, 0
RGB: 231, 64, 17	RGB: 241, 135, 0	RGB: 251, 186, 51
HEX: #E74011	HEX: #F18700	HEX: #FBBA33



CMYK: 30, 100, 10, 0	CMYK: 28, 83, 16, 0	CMYK: 15, 60, 0, 0
RGB: 184, 17, 120	RGB: 189, 71, 132	RGB: 214, 130, 181
HEX: #B81178	HEX: #BD4784	HEX: #D682B5



CMYK: 88, 38, 50, 34	CMYK: 83, 27, 41, 11	CMYK: 73, 0, 23, 0
RGB: 1, 93, 97	RGB: 0, 130, 138	RGB: 0, 181, 200
HEX: #015D61	HEX: #00828A	HEX: #00B5C8

04

ICONS

The four icons are graphic symbols used to highlight and reinforce messaging for material and campaigns featuring the Let's Get Better brand.

The icons should be used only in the brand colours and, as specified previously, the preferred colour option is a gradient moving from dark to light.



TICK – POSITIVE REINFORCEMENT

The tick is an instantly recognisable symbol of positive affirmation. It should be used to highlight options, within checklists and to highlight good decision making and processes.



HEART – EMOTIVE MESSAGING

The heart should be used whenever the campaign messaging is appealing to the audiences' emotions, in terms of empowering them, understanding the impact of their actions and driving behavioural change as a result of good decision making.



ARROW – DIRECTIONAL MESSAGING

The arrow element of the logo should be used for directional messaging, whether it be signposting healthcare options or driving audience groups to engage with a key message. It signifies positive momentum and moving forward with clarity and purpose.



ARC – FRAMED ASSETS AND MESSAGING

Using the flexibility of the top of the heart, the arcs should be used as a graphical element to house images, key messaging, statistics and any other primary assets. It can also be inverted to form a smile, which would be used to reinforce positive messaging in a similar manner to both the tick and the heart.

05

EXAMPLE APPLICATIONS

On the following pages some usage examples of the Let's Get Better brand and its elements are shown.

These are included to provide direction and act as a reference point for how the brand can be applied. They show the correct implementation of the colour palette, typography and iconography to ensure clear and consistent communication.

POSTCARD



PRINT ADVERTISING



MMR vaccination – the 1-2-3 of protecting your children from serious, preventable illnesses

One vaccine
The MMR vaccine is a single injection that is administered into the thigh of young children or the upper arm of older children or adults. It is a live vaccine, which means that it contains weakened versions of measles, mumps and rubella viruses. These have been weakened enough to produce immunity without causing disease.

Two doses
The MMR vaccine gives long lasting protection with just two doses of the vaccine. The first dose is given at the age of 12 months and the second dose is given at around three years and four months, before starting school. Having both doses gives long lasting protection against measles, mumps and rubella. In adults and older children the two doses can be given with a one month gap between them.

Three infections
The MMR vaccine protects against three infections; measles, mumps and rubella. These are viral infections that can quickly spread to unprotected children and adults – they spread more easily than flu or the common cold.

Long-lasting protection
The MMR vaccine is the safest and most effective way to protect yourself against measles, mumps and rubella. Since the vaccine was introduced in 1988, these conditions have become rare in the UK. However, outbreaks of disease, especially measles, have occurred when the number of people having the vaccine has dropped. If you are unsure whether you have previously had the vaccine or not, you can check with your GP, having further doses will not cause any harm.

Find out more about the MMR vaccine by visiting letsgetvaccinated.co.uk



HAVE YOUR CHILDREN HAD BOTH THEIR MMR VACCINATIONS?

The best protection we have from these serious, preventable illnesses is the MMR vaccine.



MEASLES, MUMPS AND RUBELLA ARE SERIOUS BUT PREVENTABLE WITH THE MMR VACCINATION

BROCHURE



OUTDOOR – ADSHEL



OUTDOOR – 96 SHEET



ROLLER BANNER STANDS

Humber and North Yorkshire Health and Care Partnership

NHS

Let's get better.

A new local NHS website. Find all the information you need to live a healthier and more active life.

Visit letsgetbetter.co.uk to find out more, or scan the QR code, using your smartphone.



LET'S GET BETTER. letsgetbetter.co.uk

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LET'S GET BETTER. letsgetbetter.co.uk

SOCIAL MEDIA

Let's Get Better
Sponsored · 🌐

Last year over 6,000 under 5s in England were hospitalised by flu, and many more needed care in accident and emergency. The vaccine reduces a child's chance of needing hospital care for flu by around two thirds.

All children aged 2 or 3 years old or between 6 months to 2 years with certain health conditions, are eligible for a flu vaccination appointment at their GP surgery.

So, when they're offered a winter flu vaccination, please book an appointment as soon as possible.



**FLU CAN KILL
GET WINTER STRONG
GET VACCINATED**

6,000 under 5s ended up in hospital last year because of flu.

When they're offered a winter flu vaccination, please book an appointment as soon as possible through your GP practice.

letsgetvaccinated.co.uk

letsgetvaccinated.co.uk
Flu can kill. Get winter strong. Get vaccinated. [Learn more](#)

👍 Like 💬 Comment ➦ Share

657 5 comments 1 share

Let's Get Better
Sponsored · 🌐

While flu is usually not life threatening for school age children, it can be unpleasant and spread to others who may be more vulnerable. For these, flu can be serious and even life-threatening.

All school age children from reception to year 11 have been prioritised to receive the flu vaccination through their school.

You can give consent for your child to receive their vaccine online. To find out how click the link.



**FLU CAN KILL
GET WINTER STRONG
GET VACCINATED**

Children have been prioritised to get the flu vaccine both to protect them and stop the virus spreading to other possibly more vulnerable people.

Find out how to give consent for your child to receive the vaccine through their school by clicking the link.

letsgetvaccinated.co.uk

letsgetvaccinated.co.uk
Flu can kill. Get winter strong. Get vaccinated. [Learn more](#)

👍 Like 💬 Comment ➦ Share

657 5 comments 1 share

Let's Get Better
Sponsored · 🌐

For some, flu is unpleasant. But for many, particularly those with certain health conditions, older people and pregnant women, it can be very dangerous and even life-threatening.

Every winter, thousands die from flu and vaccination is our best protection. Getting the flu vaccine ahead of winter is one of the most important things you can do to keep yourself and others around you safe and 'get winter strong'.

So, if you're offered a winter flu vaccination, please book an appointment as soon as possible through your GP practice, a local pharmacy or the NHS app.



**FLU CAN KILL
GET WINTER STRONG
GET VACCINATED**

For people with certain health conditions, older people and pregnant women, flu is a serious and sometimes life-threatening illness.

If you're offered a winter flu vaccination, please book an appointment as soon as possible through your GP practice, a local pharmacy or the NHS app.

letsgetvaccinated.co.uk

letsgetvaccinated.co.uk
Flu can kill. Get winter strong. Get vaccinated. [Learn more](#)

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**LET'S
GET
BETTER.**

letsgetbetter.co.uk