a better u

Brand Guidelines

2022

Contents

The Brand

The a better u brand is part of a health and wellbeing campaign based in South Tyneside.

Our aim is to encourage a positive attitude towards mental and physical health and we believe keeping patients as independent and motivated as long as possible is the key to good health and wellbeing.

We want to help people to help themselves by giving them the knowledge, skills and confidence to look after their own health. Little things can make a big difference and a simple conversation with our community is a step towards them taking up positive behaviours and lifestyles.

The Logo

The Logo

The a better u logo is the key representation of our organisation, values and goals. It expresses our positive values and highlights what we aim to achieve in South Tyneside.

The full colour version should be used on light backgrounds and the white version should be used on darker backgrounds wherever possible. These can be used on solid colour backgrounds or images, providing the logo remains legible.

Note: The lettering and the stroke have been designed specifically for this brand. Please do not manipulate this in any way that is not specified in this document.

White

a **better** u

Full Colour

a **better** u

Variations

These are 3 main colour ways to display the logo so it is versatile for web and print. We have specifically placed them over certain colour variations to ensure the logo is clear and the background colour is complimentary.

Exclusion Zone

There should be a minimum of space specified around the logo to optimise its placement on a document. Make sure this is equal to 1/2x the size of the logo.

A4 Placement

The minimum print size of the logo should be 30mm with a spacing of at least 1/2x the size of the logo between edges.

Minimum Size

The minimum size for the logo is 30mm. The vector based logo can be proportionally enlarged to any size.

Variations

When creating artwork for a specific campaign the logo should be used alongside their corresponding group colours.

Do's & Dont's

The full colour logo can be used on light background like this

Logo can be used on different colours / images, drop shadow can be used to make it stand out more

Do not alter the shape of the logo

Do not use the coloured logo over coloured images

Do not compress, stretch or rotate the logo

Do not use any non brand colours for the logo

Partner Logo Layout

When using an additional logo to 'a better u' (for example; Health or Public Organisations / Institutions) make sure to size it proportionally alongside. *Always check the accompanying Brand Guidelines for best practise.

Typography

Poppins

About

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition. With support for the Devanagari and Latin writing systems, it is an internationalist take on the genre.

Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical. The Devanagari design is particularly new, and is the first ever Devanagari typeface with a range of weights in this genre. Just like the Latin, the Devanagari is based on pure geometry, particularly circles.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic colour. The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high.

Mixing the weights and sizes can highlight key information and create hierarchy within materials.

Poppins Bold

All Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?.,:-="@£$%^&*()

Weights Available

123456789   123456789

Headings

Poppins Bold

Poppins Extra Bold

Poppins Black

Copy

Poppins Regular

Poppins Light

Poppins Extra Light

Colour Palette

Colour Palette

The colours reflect the brand in every way. The colour palette is bright and varied to help communicate with the different age groups around South Tyneside. The colours chosen are colour blind safe.

Keppel

HEX – #3CA3A3

RGB – 60 163 163

CMYK – 72 15 39 1

PANTONE 2234 C

Main Brand Colour

Candy Pink

HEX – #EC6D7A

RGB – 236 109 122

CMYK – 1 69 39 0

PANTONE 709 C

Older Adults

Amazon

HEX – #346E50

RGB – 52 110 80

CMYK – 80 34 73 23

PANTONE 555 C

Community Groups / Services

Carrot Orange

HEX – #ED8924

RGB – 237 137 36

CMYK – 3 54 91 0

PANTONE 715 C

Children and Young People

Liberty Blue

HEX – #405BA5

RGB – 64 91 165

CMYK – 84 66 1 0

PANTONE 3590 C

Health / Clinical Services

Maximum Purple

HEX – #7A327F

RGB – 122 50 127

CMYK – 64 93 11 2

PANTONE 7663 C

Adults

Spanish Yellow

HEX – #F7BB0C

RGB – 247 187 12

CMYK – 3 29 94 0

PANTONE 7408 C

Families

Secondary Colours

Dune

HEX – #323131

RGB – 50 49 49

CMYK – 69 64 62 60

PANTONE BLACK C

Porcelain

HEX – #F2F2F3

RGB – 242 242 243

CMYK – 4 3 2 0

PANTONE 663 C

Colour Palette in Use

Below are some ways in which the colours can be matched to each of the age groups. Orange (Children and Young People), Pink (Older Adults), Green (Community Groups / Services) and Purple (Adults)

a better u
Insert Title Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididun.

a better u
Insert Title Here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididun.

a better u
Insert Title Here
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a better u
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididun.

Iconography

Iconography

One of the ways to create consistent branding across all artwork is by using our bespoke set of icons. These can be recreated on Procreate with the Nikko Roll brush then made into a vector in Illustrator. The graphics are useful to use alongside imagery and colour to support key messages. These can be used in full colour or white. For more subtle use, they can be taken down to Opacity 20.

a better u