



Community Information Point Network

Brand guidelines

About our brand

We have developed a clear identifiable brand identity for the Community Information Point Network. It is important that people recognise Community Information Points and that the brand we have developed isn't diluted or confusing for members of the public.

A clear brand identity is vital as it affects how people feel and how easily they recognise and relate to a brand. Communication of the brand is also important. It is important that all partners understand how to use the brand and that we all work together to reinforce the presence of our network.

Our brand identifies our network.

It should:

- Project a single, strong image of the network
- Increase our recognition
- Help us market our network more easily

Our brand values

Our brand is underpinned by a set of values which makes the network what it is. These values should be emphasised and highlighted in any communications that our partners produce.

Key elements of our brand values include:

- Information being available in trusted locations

- Easy, local access to a wide range of information
- Information which helps to improve lives, health and wellbeing and prevents crisis situations
- Providing a holistic information service
- Putting people at the centre of local services
- A quality, clear and consistent approach to information and signposting
- A friendly, quality customer experience for your clients

You can use these messages in your own communications including press releases, newsletters and on your website.

Our visual identity

The public need to recognise a clear identity that is consistent, they can relate to and that we can build the network around. A clear identity helps us stand out from the crowd and helps people identify our Community Information Points – whether from a sign in a window, a poster, a website, an advert etc.

It is very important that we all follow the brand guidelines which we have all developed together – this will help us to project a strong brand identity and consistent image.

Logo

Our logo is the cornerstone of our brand identity. It is our signature, the mark that signals the network's ownership of a service.

It needs to be used consistently and correctly.

The logo must always be reproduced from master artwork. We have produced a suite of different logos – for different uses. This artwork can be found at in your information champion zone at:

<http://healthwatchdudley.co.uk/dudley-information-points/information-champion-zone/> Your password is: **infochamp**

The logos are available in full colour with a black background and a reversed version with a white background.

The logos **CANNOT** be reproduced in any other colours, only in black, white and green. If a one colour logo is required it must be white reversed out in a black block, or a simple black logo.

For print purposes, the pantone reference for the green shade is #8DC73E or RGB R141 G199 B62.

The logo should never be too small to read, we've set a minimum size of 25mm deep.

The logo should never be stretched, altered, tampered with or adapted. Don't use gradients, tints or rotate the logo.

There must be sufficient clear space around the logo to create impact so an exclusion zone, $\frac{1}{4}$ of the height of the logo should appear around it.

The logo should only be used in relation to the network or the points. It should not be used anywhere that may cause offence, in a defamatory way or for any political purpose. Please consider the reputation of the network.

Logo use in partnership

If you use the logo on partner communications, the network logo should be as prominent as any other logos.