

## **HQIP Identity Guidelines**

### **January 2009**

---

Every HQIP communication is an opportunity to influence how external audiences see the organisation. To help make the most of this opportunity, our communications should convey HQIP's values and aims through their visual style and content.

This document contains guidance about the HQIP brand, including logos, colours, typefaces, fonts and the use of images. You will also find specific guidance about producing documents, reports, recruitment advertisements and collateral.

We have templates for letterheads, fax coversheets, PowerPoint presentations, reports, minutes and agendas.

Every organisation has a 'corporate' personality which is a core element of the brand.

HQIP's personality is defined by the way we behave as an organisation, the way we communicate with our various stakeholders and the way in which we present ourselves through publications and events.

The HQIP personality attributes are:

- Leadership
- Partnership
- Innovation
- Vision
- Trustworthiness
- High standards
- Openness
- Accountability

Expressing or communicating the HQIP brand to our audiences requires more than just applying the HQIP logo to our communications. What we say affects the way people see us.

The HQIP brand identity is made up of:

- Our values and beliefs
- Our aims and objectives
- Our capabilities, skills, achievements
- Our behaviour as an organisation

**The brand is communicated verbally through:**

- Articulation of our mission statement and key messages
- Our 'tone of voice' – the words and style of language we use to explain what we do

- How our activities are reported by others in the press or other materials (influenced by first two)

**It's also communicated visually, through:**

- Consistent use of the HQIP logo and branding
- Use of the HQIP colours
- The quality and style of imagery we use
- The style and design of our communications

**HQIP corporate logo**

The HQIP corporate logo should be used on all corporate communications. Recreating the logo or altering it in any way will undermine the impact and credibility of our brand.



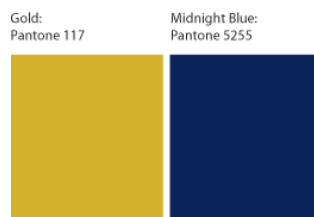
Use the **small logo** when the cap height of HQIP is less than 19mm and **large logo** when the cap height of HQIP is larger than 19mm.



Use the above logo for email signatures and electronic communications.

**Logo colours**

Wherever possible the HQIP logo should appear in the HQIP corporate colours: Gold – Pantone 117 and Midnight Blue – Pantone 5255.



Where using colour is not possible (eg, newspapers) the logo can be used in black or grey.

## File formats

There are various logo formats and it is important to use the correct one:

- **.ai** files are high-resolution and for use in printed items
- **.pdf** files can be used in printed items for people who don't have the correct software for working with .ai files (such as Illustrator, Quark and Photoshop)
- **.jpg** files are for use in powerpoint presentations, on websites, and for in-house, low-level printing – eg documents.

## Logo size

Logo size should always ensure that Healthcare Quality Improvement Partnership is legible. There is no maximum size - this will depend on the size of the document in which the logo is being used. Please refer to Alison Percival, Communications Manager, for guidance.

## Minimum clearance



The area of clear space to be left around the logo to ensure it remains clear and uncluttered should equal the height of the HQIP letters within the logo at the size it is to be reproduced.

Text or graphics should not appear within this area.

## Position

Where possible the logo should usually appear at the top right-hand corner of the front page or document. However this can vary - refer to Alison Percival, Communications Manager, for guidance.

## Joint branding

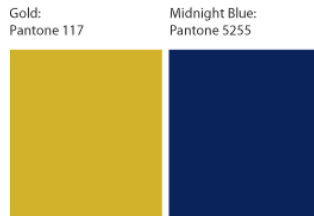
If you produce materials with other organisations that are jointly branded, the HQIP logo (corporate or unit) should appear at the top right or bottom left corner with other logos placed around it. There should be sufficient clear space around the logo – see minimum clearance.

All HQIP logos should be reproduced in Pantone 117 Gold and Pantone 5255 Midnight Blue, or alternatively in black or grey.

## Using colours

### Primary corporate colours

The HQIP primary colour palette comprises the main corporate colours Pantone 117 Gold, Pantone 5255 Midnight Blue and black.



Different tints of these can be used for secondary colours. This is achieved by reducing the percentage of the original colour.

Important: The HQIP logo should never be reproduced in secondary colours.

### Colour formats – print

CMYK is used for general printing; Pantone colours are used for precise colour matching by professional designers and printers.

### Colour formats – on screen

Colours may look slightly different on screen to printed documents.

### Typefaces and fonts

Arial has been chosen as the typeface for use on all externally produced and external facing print based materials.

Arial is the font to be used for internal materials. Arial should also be used for all screen-based communications such as websites, intranets, emails and slide presentations.

To create a sense of clarity and consistency, do not use any other typeface.

### Using typography in printed materials:

The main body text should always be **black**. Other coloured text should be kept to a minimum, i.e. headings or captions only.

Care should be taken to ensure good balance of white space to text areas as this is important to both the legibility and overall look and feel of the publications.

Do not set type:

With expanded or condensed characters

With any special effects, underlines, outlines or drop-shadows applied

In any typeface other than those specified in these guidelines.

### Choosing images

Choice of imagery is an important factor in achieving the correct visual style for HQIP

publications and publicity materials. Care should be taken to choose images that are interesting, dynamic and relevant and we have a library of images that meet this criteria.

Thought should be given to how images are cropped to create more visual impact and how they work with other elements such as the logo, title or text.

A small number of images are available from HQIP, for further information contact Alison Percival, Communications Manager.

### **Best practice**

Designing accessible communications can present a real challenge. Accessible print needs to be visually interesting to draw a reader to it and legible for people with sight problems and learning difficulties. We must aim to make our communications accessible to as many people as possible, whilst also being creative and visually stimulating.

**Type size:** Our recommended minimum size for body text is 11 point. However, if appropriate to the target audience, smaller typefaces are permissible. The RNIB See it Right guidelines recommend the use of 14 point if the audience has sight problems.

**Capital letters:** Setting text in large amounts of capital letters can be harder to read than lowercase letters and should therefore be avoided.

**Italics:** These should be treated in a similar way to capital letters. Many partially sighted people can find them difficult to read so they should not be used.

### **The use of bold copy is the recommended alternative.**

**Leading:** Leading (or line feed) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of 2 point sizes larger than the type size.

**Word spacing, letter spacing and horizontal scaling:** Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) should be avoided as it can make text illegible.

**Alignment:** Left aligned text with a 'ragged' right hand margin is the most legible as it is easier to find the start and finish of each line. The spaces between each word are also equal.

**Contrast:** There should always be high tonal contrast between the text and the background it is printed on. Contrast is greatest when dark colours are combined with very pale colours.

**Reversing out copy:** The background colour should be as dark as possible. White copy reversed out of a very dark colour or black are the most legible.

**Copy on images:** Setting text on an image can make it difficult to read. The background must always be even in tone with excellent contrast and should be digitally retouched, if necessary.

## **Our communications principles**

Does the communication support these principles:

Is it easy to read and easy to understand?

Does it support HQIP developments and aspirations?

Does it avoid gimmicks and over-complicated design or wording?

Does it avoid misleading information and false promises?

Does it withhold information that the receiver has a right to know?

Has it been tested with the target audience?

Are versions in other languages, symbols or formats needed? Is it easy to obtain?

Does it show respect for the receivers? Does that 'funny' drawing or headline risk offending anyone?

Does this communication support a positive reputation for HQIP?

Is it clear and relevant?