

Brand guide

April 2019

This guide is for everyone who makes use of the Centre for Perioperative Care's brand. It will help you understand our core values and how you can express those values clearly.

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What we do

We work to facilitate closer and more effective cross-College and cross-organisation working on perioperative care for patient benefit.

Why we do it

To improve:

- The quality of care and the patient's experience and satisfaction of their care.
- The health of the population including patients' returning to home/work and quality of life.
- Reducing the per capita cost of healthcare through improving value.

How we do it

By leading on standard setting, training curricular, professional education, quality improvement, research and policy development in relation to perioperative care in the UK.

See following page for details.

Perioperative care should align with national priorities on public health, workforce and the effective integration of primary, secondary and social care.

How we do what we do

Excellence

We aim to deliver excellence in communicating the benefits of perioperative care to a wide range of medical specialties, relevant stakeholders and the public.

Partnership

We will work closely with partners across all medical specialties and relevant stakeholders to co-ordinate initiatives across the health and social care landscape.

Vision

We have a clear understanding of the values and benefits which perioperative care plays along the entire patient pathway. Our work is focused on delivering that vision across the UK.

Development

We will not stand still. We will always look for ways to stay ahead, and increase our reach and relevance to new partners, policy makers, medical staff, the broader healthcare community and the public.

Our personality

Expert

We must be expert in what we do in order to be effective. We aim for excellence in all our disciplines.

Positive

We are constructive, collaborative and proactive. We focus on achieving positive outcomes.

Inclusive

Our partnership is as diverse and vibrant as the community at large.

Forward thinking

We look for opportunities to innovate and improve. We want to stay ahead and set the agenda.

Ambitious

We want to become a world leader and an authoritative voice in perioperative care, and for our partners to understand and deliver our vision.

Tone of voice

Reflecting our personality

The tone of our language should reflect CPOC's personality. What we say, and how we say it, defines what people think of us and how they respond.

By writing with a tone of voice that's true to our brand, and consistently applied across our communications, we can bring to life all that's important about CPOC.

Our name in text

Use 'we' and 'our' wherever possible in text. When this is not possible or appropriate, use our full name in the first instance, ie 'Centre for Perioperative Care', followed by our initials 'CPOC' for subsequent uses.

Be down to earth

Use plain speaking language that does not confuse your audience with jargon or complicated terminology. Use everyday words, spell out abbreviations and choose the shorter word where there is one.

For example:

Use 'ask' rather than 'request', 'thanks' rather than 'acknowledge', 'get' rather than 'obtain' and 'need' rather than 'require'.

Be inclusive

Step into your reader's shoes and write as though you were speaking to them directly. Use you, your, yours, we, our, ours and us to create a sense of dialogue. Remember you are only ever talking to one person.

For example:

Use 'we' rather than 'the organisation', or 'the department'. Use 'you' rather than 'members', 'candidates', or 'stakeholders'.

Be a forward thinker

Use future-focused language and active words to say what is being done and what is going to happen. Stay optimistic and focus on the way forward. Avoid old fashioned terms and negative statements entirely.

For example:

Use 'our ambitions' and 'we are becoming'.

Be an expert

Write with clarity, using words and phrases that are certain and definitive. We are a leading authority on anaesthesia, what we say, and the confidence with which we say it, must support that.

For example:

Use 'we are' rather than 'we believe in' and 'A is more efficient than B' rather than 'A may provide a better solution'.

Brand marks

Master logo

This is the primary version of the CPOC logo. It contains both the initials and full name and should be used wherever possible.

The primary logo appears entirely in full colour and should only be used on white or very light colour backgrounds.

The logo consists of a graphic and descriptor. The descriptor states the intended name, while the graphic is made up of the initials of the name, arranged into a graphic 'roundel'.

The 'P' and 'O' of 'perioperative' are enveloped by the 'C' of 'care' and reflect/summarise the holistic nature of the piece.

The void/counter in the 'O' character is the centre itself, and denotes focus and the central theme of the patient. The concentric rings of the graphic give it a target-like appearance, suggesting goals and improvement.

Being compact and rounded, this graphic will work well across all media – traditional and digital. A circular holding device is commonplace in a host of digital media platforms.



Using the logo

In order for the logo to retain its visual impact, it is important to maintain a clear exclusion zone around it. No typography, imagery or other visual information should appear within this zone. The exclusion zone around the logo is defined by half the height of the logo.

The position for the logo is always top left. There are a few exceptions to this rule, such as stationery and PowerPoint slides. For guidance on placing the logo in alternative positions please contact the Royal College of Anaesthetists' communications team.

Place the full colour logo on white or very light colour backgrounds. Alternatives in black and white are available for lighter and darker backgrounds.

If the logo is being used over an image, please ensure there is sufficient contrast with the background to see the logo clearly.

Combining logos

When the logo is used next to other logos, for example when partnering with other organisations, scale all logos to the same height and create a gap between them of at least half the overall height.

All partnership materials must be approved by the Royal College of Anaesthetists' communications team.

Sizing guide

To maintain full legibility, please do not use the logo at widths smaller than 40mm for print or 472pixels for screen.

The alternative versions of our logo should not be applied to the standard page sizes shown here. There are no standard sizes for their use as these versions are limited to bespoke formats.

For media sizes not defined, scale our logo to 38% of the shortest page dimension down to the minimum size of 40mm wide. For applications where this does not work, use our alternative versions.



A1 (594 x 841 mm)
Logo width 225mm

A2 (420 x 594mm)
Logo width 159mm



A3 (297 x 420mm)
Logo width 112mm

Alternative versions

Portrait logo

This has been designed for use in situations where the primary logo's legibility is obstructed. For example where horizontal space is restricted, such as social media.

Graphic only

This version is reserved purely for use in extremely small formats such as digital icons and social media profile images.



Single colour versions

White logos

Our white logos are designed for use on coloured backgrounds and imagery where the colour version would not be legible.

Black logos

Our black logos are designed purely for use where colour reproduction is not available and should only be used against white or light backgrounds.



Improper usage

In order to maintain a strong and consistent brand, the logo must be used as is and kept intact without alteration. Do not add to or change anything about the logo, and do not add writing, borders or containers around it, even if the exclusion zone is respected. This means that you must not:

- 1 use the logo at widths smaller than 40mm for print or 472pixels for screen
- 2 rotate, shear or skew the logo or change its orientation
- 3 stretch or distort the logo disproportionately
- 4 change the logo's colours. Always use original artwork
- 5 display the logo with colour combinations not specified in this guide
- 6 rearrange or remove any text from the logo
- 7 stylise the logo with drop shadows, glows or any other special effects
- 8 outline the logo or text
- 9 use the logo on top of busy photography so as to make it illegible
- 10 display typography, imagery or other visual information within the logo's exclusion zone
- 11 crop the logo in any way
- 12 place the logo inside any boxes or holding shapes.



Design toolkit

Our fonts

Windows font

Century Gothic is the font we use internally in Office packages such as Word, Excel, PowerPoint and in email. It means digital files can be read by users who do not have the font Semplicita installed on their machine.

Design font

Semplicita is our primary design font and should be used for all professionally-produced and designed materials. It has a wide range of weights to provide flexibility across our corporate and marketing communications.

Semplicita is available on [Adobe Fonts](#) and can be used seamlessly across both print and online applications. For those not using Adobe Fonts, it may also be licensed for desktop and web from myfonts.com

Century Gothic Regular ABCdefg123&#?

Century Gothic Italic ABCdefg123&#?

Century Gothic Bold ABCdefg123&#?

Century Gothic Bold Italic ABCdefg123&#?

Semplicita Light ABCdefg123&#?

Semplicita Light Italic ABCdefg123&#?

Semplicita Regular ABCdefg123&#?

Semplicita Italic ABCdefg123&#?

Semplicita Medium ABCdefg123&#?

Semplicita Medium Italic ABCdefg123&#?

Semplicita Semibold ABCdefg123&#?

Semplicita Semibold Italic ABCdefg123&#?

Semplicita Bold ABCdefg123&#?

Semplicita Bold Italic ABCdefg123&#?

Using type

Please remember the below is for guidance and should be adjusted to suit the individual content and format of your communication piece.

Headers

36pt Semplicita Semibold on 40pt leading, left aligned.

Introduction

18pt Semplicita Regular on 22pt leading, left aligned.

Subheading 1

12pt Semplicita Semibold on 15pt leading, 1mm paragraph spacing, left aligned, green text.

Subheading 2

11pt Semplicita Medium on 14pt leading, 1mm paragraph spacing, left aligned, black text.

Body text

9pt Semplicita Light on 13pt leading, 2mm paragraph spacing, left aligned.

Bullet lists

9pt Semplicita Light on 13pt leading, 1mm paragraph spacing between bullets, left aligned, green square bullet (example below).

- Real bullets explode with destructive intensity. Such is not the case with dummy bullets.
- In fact, they don't explode at all. Duds. Dull thuds. Dudley do-wrongs.

Because great doctors are vital to the present and future of healthcare.

Use sentence case

Only use capitals to start sentences and for proper nouns. Avoid using all capitals, it looks like you are shouting.

We work to ensure that perioperative care continues to advance, and that doctors are provided information to enable them to deliver excellent perioperative care for their patients.

Line spacing (leading)

Spaces between lines of text should be adjusted to help readability, ie set between 100% and 150% depending on size and line length.

We work to ensure that perioperative care continues to advance, and that doctors are provided information to enable them to deliver excellent perioperative care for their patients.

Align left

Always align text to the left. This is far easier to read than centred or justified text.

Light
Regular
Bold

Create contrast

Use contrasting font weights to create emphasis and visual interest.

Perioperative ✗
Perioperative ✗
Perioperative ✓

Letter spacing (tracking)

Spacing between characters should not be too wide expanded or too tight.

Title
Subhead

This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text.

Develop a clear hierarchy

Use size, weight and colour to build clear styles of text that guide the reader through levels of information. Specifications for each level are detailed opposite.

Colour palette

CPOC **dark green** is our primary colour and an essential part of our visual identity. It is used in our logo and plays an integral part in our communications. Using this colour consistently and appropriately helps reinforce the CPOC brand.

Teal and **light green** are our highlight colours. They bring impact, variety and contrast to our communications. Grey and white provide a neutral base that lets our other colours breathe.

Keep it simple when combining colours for your application. Select one highlight colour to work alongside dark green, white and grey. Always make sure that when colours, tints and gradients are applied to text and graphics, there is a strong contrast between with the background colour to ensure legibility and readability.

Carefully follow the specifications shown to ensure correct reproduction of our colours across screen and print applications.

Tints

Tints of our colours may be used to provide depth and differentiation across applications.

Tints should always be used in limited quantities and never in greater volume than our full strength colours.

Gradients

Gradients bring depth and visual interest to our communications. They can easily be achieved in most graphics and image editing packages by defining two colour stops.

When creating gradients, blend from 100% dark green to another palette colour with a 50% mid-point. Follow the examples shown right, and don't create any gradients without dark green.

| | | | |
|--|--|--|--|
| <div>C=100 M=0 Y=45 K=15 R=0 G=138 B=139 Hex #008a8b Pantone 7717 C</div> <div>80% tint</div> <div>60% tint</div> <div>40% tint</div> <div>20% tint</div> <div>Dark green to white</div> | <div>C=65 M=0 Y=35 K=0 R=82 G=187 B=181 Hex #52bbb5 Pantone 3252 C</div> <div>80% tint</div> <div>60% tint</div> <div>40% tint</div> <div>20% tint</div> <div>Dark green to teal</div> | <div>C=50 M=0 Y=85 K=0 R=148 G=194 B=74 Hex #94c24a Pantone 368 C</div> <div>80% tint</div> <div>60% tint</div> <div>40% tint</div> <div>20% tint</div> <div>Dark green to light green</div> | <div>C=22 M=14 Y=18 K=45 R=136 G=138 B=136 Hex #898b89 Pantone 423 C</div> <div>80% tint</div> <div>60% tint</div> <div>40% tint</div> <div>20% tint</div> <div>Dark green to grey</div> |
|--|--|--|--|

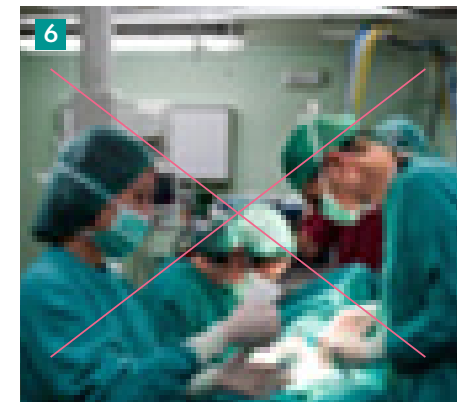
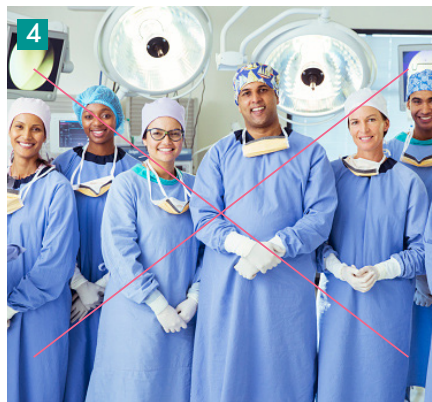
Imagery

Our image style is bright, clean and professional. It aims to capture the diverse role clinicians play in the real world of healthcare today.

Focus on patients, diversity and technology, illustrating the activities that clinicians are engaged in every day. Show modern healthcare environments and try to tell a story beyond the moment.

When sourcing royalty free stock images, use high quality online resources such as [istockphoto.com](https://www.istockphoto.com). Please ensure you:

- 1 choose genuine real world style images wherever possible that show everyday activities in UK healthcare environments
- 2 do not use overly posed images or clichéd stock photos of unrealistic models or obviously set-up situations
- 3 select images that provide breathing space for graphic elements and headlines
- 4 do not crowd the frame. Keep compositions simple, focusing on one situation and a small number of people
- 5 always use sharply focused, high resolution professional images and graphics
- 6 never use low resolution, poor quality or out of focus images
- 7 avoid covering key elements of images, such as faces, with graphic elements or headline text
- 8 avoid using images that display the back of people's heads
- 9 do not stretch or distort images disproportionately.



For artwork files, templates or further guidance about
using the CPOC brand, please contact:

comms@rcoa.ac.uk



Centre for
Perioperative Care