



our brand guidelines

V1 | May 2024

contents

Our brand: vision, mission and values.

Our logo: correct usage, sizes, variations and misuse.

Our brand elements: colour palette, typefaces and assets

Our brand in action: examples of print and digital application.

Our imagery: photography and icon styles.

Our NVS sub brand: Northumbria Volunteer Service sub brand logo

More information: approval process and contact details.

introduction

Bright Northumbria is a registered charity which was formed in 1998 and donations make it possible for us to support a number of projects which can make a huge difference to our patients.

We aim to bring a little brightness to the world and improve the patient experience for those accessing Northumbria NHS' services as well as allowing our staff to provide the very best care.

Our brand represents who we are, we are bright.



we are
bright.

our brand...

vision | mission | values | tone of voice

our vision

The vision is our inspiration, what we want to achieve. It is a clear emotional insight into what drives us.

We want to ensure that our local communities receive the best care and experience when accessing our services. We play our part in this by supporting life-changing projects and providing the little extras that make a real difference to patients and allow our staff to provide the very best care.

***“going the extra
mile for our
communities”***

our mission

The mission is our focus. It describes our role in bringing about the vision.

We seek to support and develop a number of important initiatives which benefit our present and future communities. ???

“to support and deliver a number of projects and initiatives which can make a huge difference to our patients, staff and communities.”

our values

Our values are the qualities that define the way we conduct our work. They describe our culture – the very essence of who we are.



Passionate

We're passionate about enhancing patient care, supporting staff wellbeing and serving our healthcare communities.



Ambitious

We want to push boundaries of what we do, help the trust to be at the forefront of medical care, and work with communities to support wellbeing.



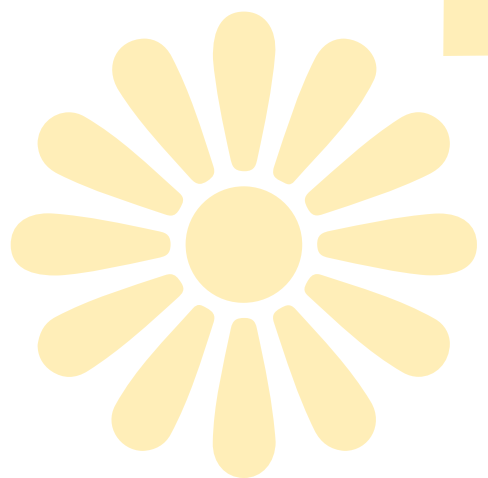
Innovative

We strive to be forward-thinking and innovative, developing new connections, opportunities and approaches to enhance service provision for our patients and provide new ways to support people.



Committed

We're committed to helping others, and addressing health inequalities, through improved healthcare and wellbeing initiatives – locally and internationally – and are committed to supporting our volunteers.



our tone of voice

Our personality comes across in our tone of voice and our attitude. All our communications should reflect our personality.

Awareness

We will be communicating with a wide range of audiences so we must show clear understanding and appreciation for equality, diversity and inclusion and ensure effective communication for all groups.

Caring

We always put people first and aim to provide the extras that really make a difference. We communicate with care, empathy and compassion when communicating on sensitive topics.

Enthusiastic

Our work is exciting and innovative and we believe that any idea which comes to life should be valued and promoted with enthusiasm.

Inspiring

Our projects aim to help as many people as possible and we want to inspire a number of audiences to engage in the charity and our work.

Authentic

We will show exactly what we're doing with our donations and why. We'll do this by communicating efficiently and professionally - being fact-driven, using statistics, and being honest.

our logo...

correct usage | sizing & space | placement | misuse

our logo



correct usage

Where possible we recommend using the full colour logo. However where this isn't possible i.e. where print restrictions apply, you may use one of our variants.

1a. Preferred colour logo

For use on white or very light backgrounds

1b. Preferred colour logo

For use on yellow or dark backgrounds.

2. Mono logo

For use when printing in black and white.

3. Reversed out white logo

For use on very dark coloured backgrounds and when printing in black and white.



space and size

In order to protect our logo and ensure it is being used and seen in a consistent way, we have included a 'clear zone' to keep our brand from being cropped off a page or having something else being placed too near it that it becomes too cluttered and visually confusing.

Always stick to the clear area as shown opposite. This clear zone is the height measurement of the word bright.

There is also a minimum size we can make the logo whilst ensuring that all of it is still clearly legible. That is 20mm in height.

Clear zone



Minimum size



placement

Our logo should be placed in the same place where possible on all printed and digital materials.

This ensures the logo will be instantly recognisable and our brand will always be where people expect to see it.

1. Preferred placement - top left.
2. Alternative placement - bottom left.

1.



A4 document example

2.



A4 document example

logo misuse

Please follow our simple rules when using our logo. None of the examples shown opposite are acceptable. If in doubt, please contact us.

1. Don't stretch or distort our logo
2. Don't change our logo colours
3. Don't attempt to edit, recreate any part of the logo or create any new versions. Always use the assets supplied.
4. Don't change the angle of our logo
5. Don't use our logo on a background where it would not be legible or accesible.



stacked logo

We also have a logo to be used online only for things such as a social media profile images.

This version of our logo has been created to aid legibility online in small spaces and is only to be used as a social media profile image and never in any other context (in either print or online).



our brand elements...

colours | typefaces | assets

colours

We have four core colours in our palette.

These colours will allow our communication materials to be as bright and engaging as possible while still being instantly regonisable as our brand.

Tints of these colours can be used too.

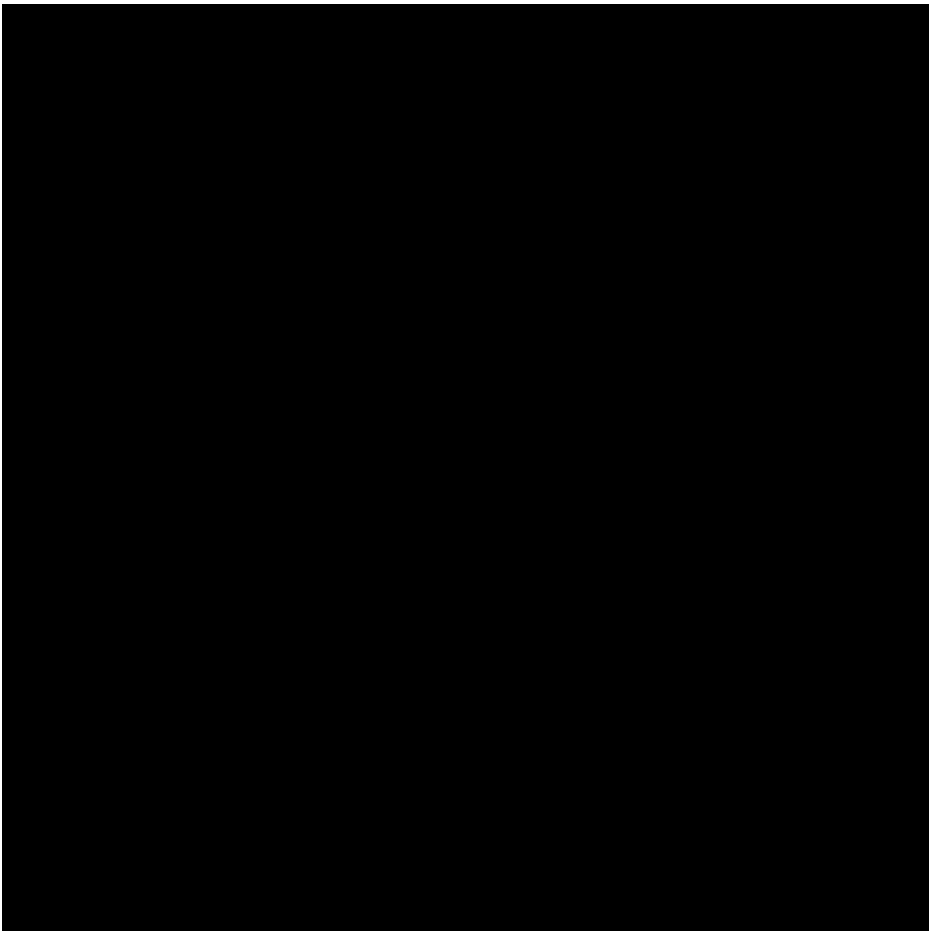
Yellow

Pantone: 7548
CMYK: 0/24/93/0
RGB: 255/196/41
#FFC429



Black

Pantone: Black 6
CMYK: 100cmyk
RGB: 0/0/0
#000000



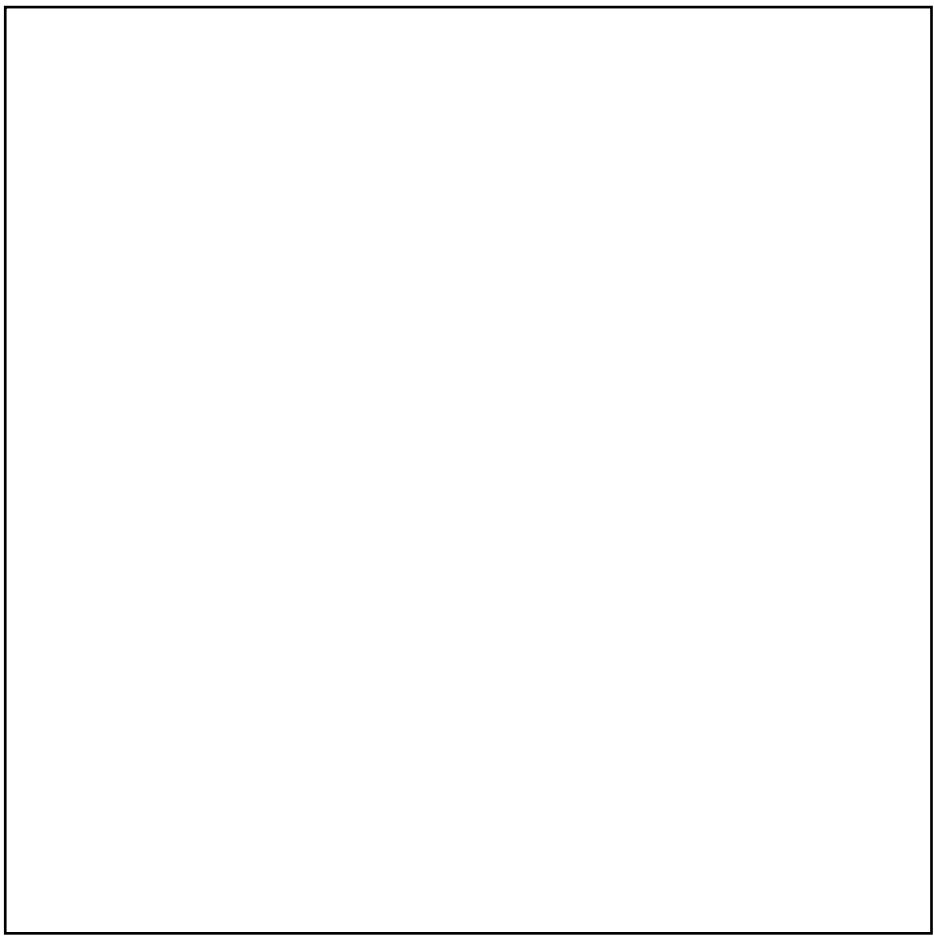
Magenta

Pantone: 2041
CMYK: 27/100/55/14
RGB: 164/34/78
#A1224E



White

CMYK: 0/0/0/0
RGB: 255/255/255
#FFFFFF



typefaces

We use three typefaces which have different roles and uses:

1. For large headers, we use Lemon Milk Pro in either medium or regular weights in lowercase only.
2. For supporting and body text we use Museo Sans in either 300, 500 or 700 weights.
3. For standard office use i.e. using on a word documents and PowerPoint, we use Arial.

1. **lemon milk pro
medium**

www.myfonts.com/collections/lemon-milk-pro-font-marsnev

2. **Museo sans 500**

www.myfonts.com/collections/museo-sans-font-exljbris

3. **Arial**

assets

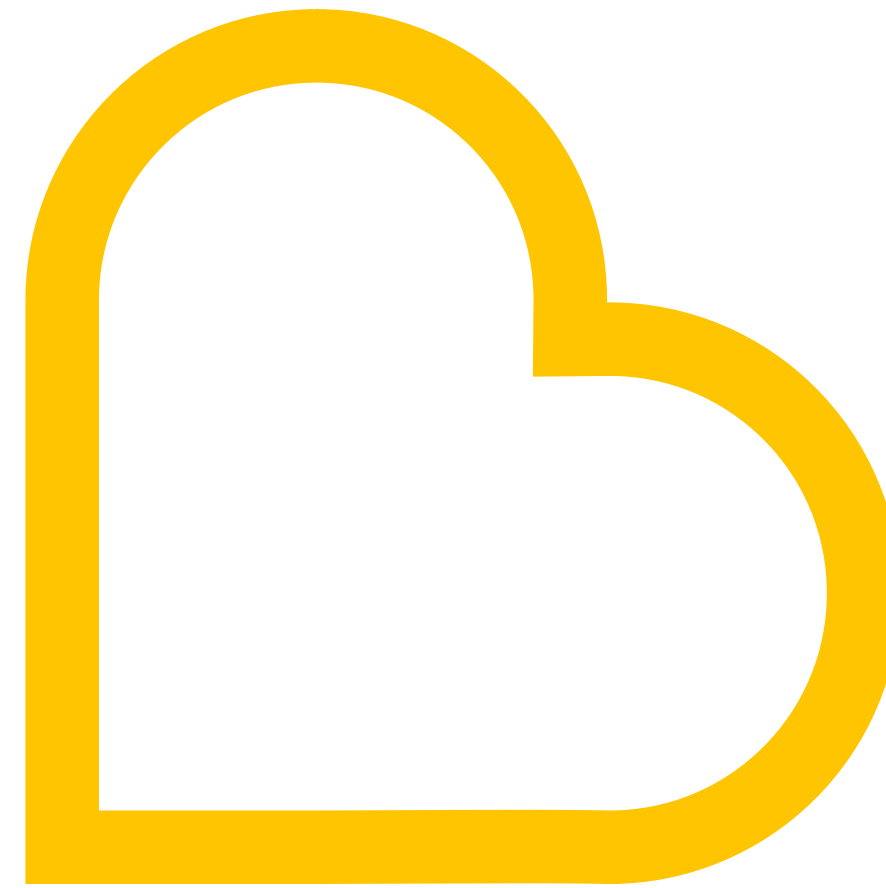
There are a couple of visual icons that make up part of our logo that we can include as part of a design style.

These are:

1. The heart
2. Sunshine

These can be used separately or together. For examples of how they can be applied, please see our examples section.

1.



2.



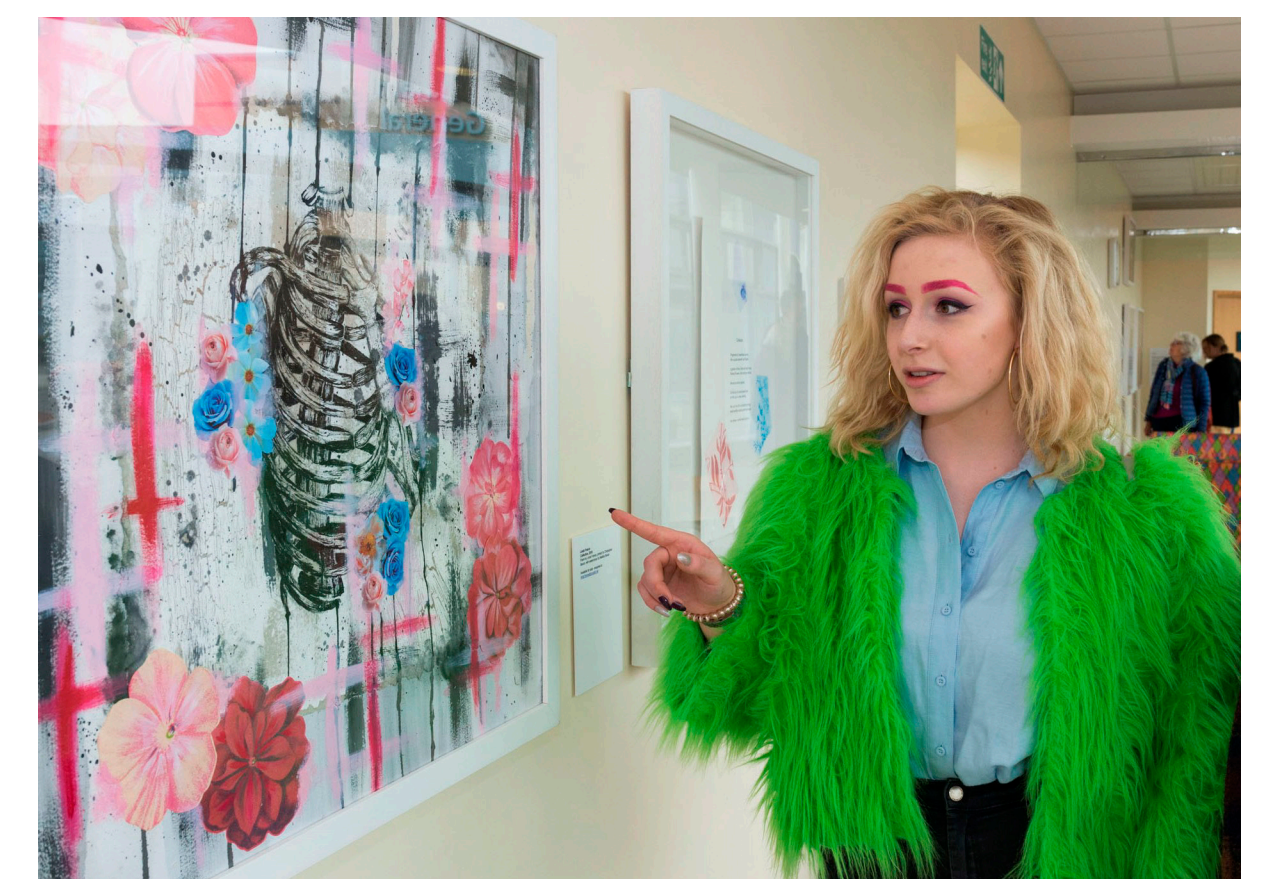
our imagery...

photography | icons

photography

Our photography should capture real places, real moments with real people in a positive, bright, colourful and engaging way.

Here are some examples:

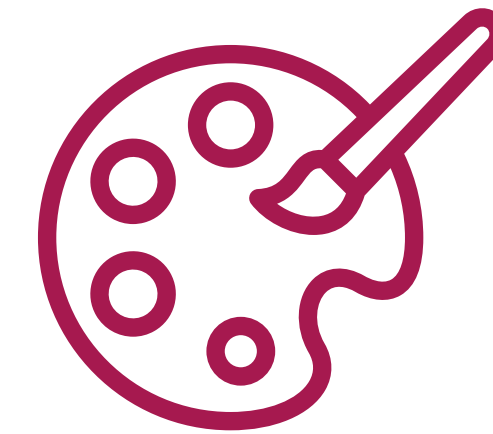


icon styles

Icons are small visual symbols that represent an object, action, or concept - we use these when using a photograph isn't appropriate.

We understand new icons will need to be created for different purposes, however it is important to keep the style consistent.

These are some examples are ones we've used so far.



NVS

sub brand

logo | correct usage

**** all other guidelines in this document apply to this sub brand ****

NVS logo



northumbria
volunteer service

correct usage

Where possible we recommend using the full colour logo. However where this isn't possible i.e. where print restrictions apply, you may use one of our variants.

1a. Preferred colour logo

For use on white or very light backgrounds

1b. Preferred colour logo

For use on yellow or dark backgrounds.

2. Mono logo

For use when printing in black and white.

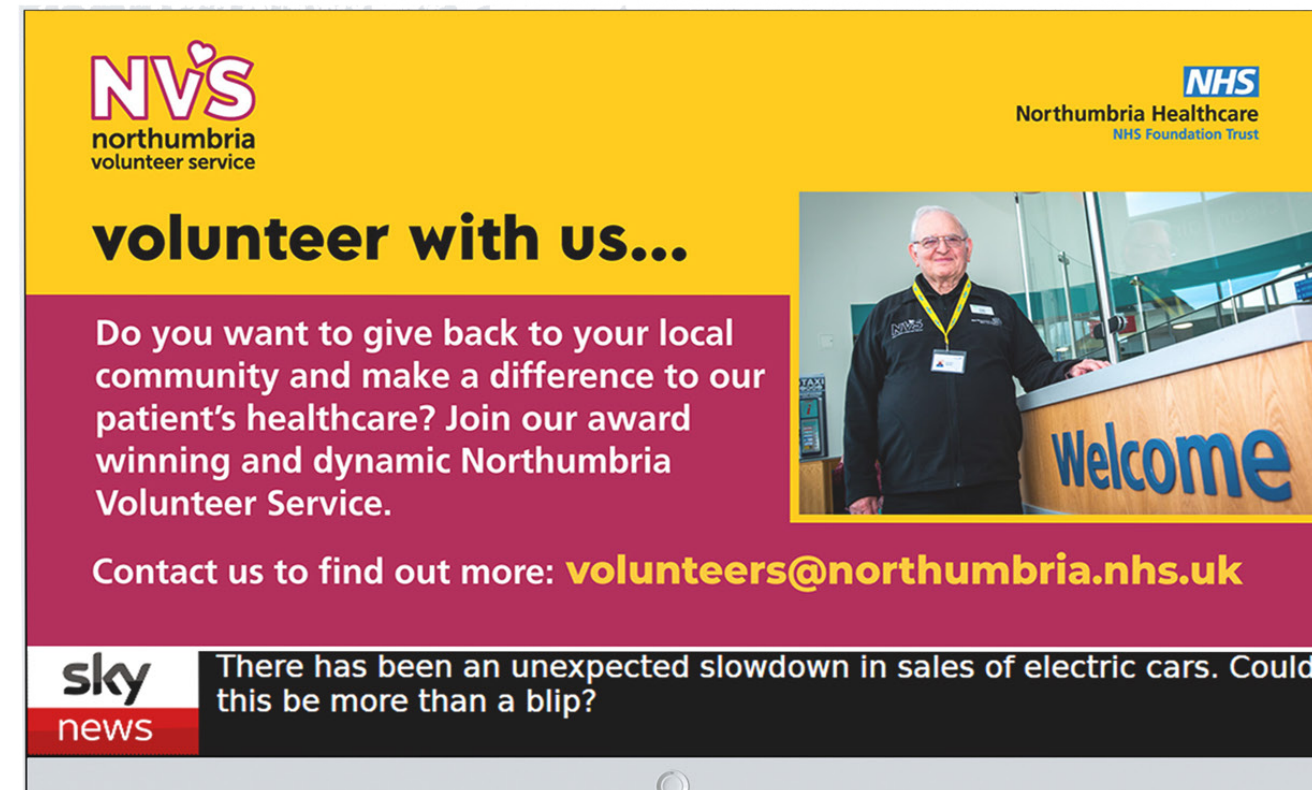
3. Reversed out white logo

For use on very dark coloured backgrounds and when printing in black and white.



our brand in action...

examples of our brand in use



additional information...

accessibility guidelines | approvals and contacts

accessibility guidance

Colours:

There needs to be enough contrast when using text on coloured backgrounds. This is based on our core colours (not tints). See guidance opposite:

- ✓ Black on yellow background: AAA
- ✓ Magenta on yellow background: AA
- ✗ White on yellow background: FAIL
- ✗ Black on magenta background: FAIL
- ✓ Yellow on magenta background: AA
- ✓ White on magenta background: AAA

Text size:

The minimum font size on external publications is 11pt.

- ✓ Yellow on black background: AAA
- ✗ Magenta on black background: FAIL
- ✓ White on black background: AAA
- ✓ Magenta on white background: AAA
- ✗ Yellow on white background: FAIL
- ✓ Black on white background: AAA

approvals and contacts

For further guidance on these guidelines and for approval of use, please contact a member of the team, or our creative designer.

Laura Hutchinson
Creative Designer
laura.hutchinson@nhct.nhs.uk

Bright Charity team
bright.charity@nhct.nhs.uk

