Impact on Urban Health

Contents

Using the guidelines

These guidelines are a solid foundation to build upon, showing how to express the Impact on Urban Health brand in a creative way. Think of it less as a rulebook, more a platform for checking ideas and getting inspiration to visually capture our mission and personality.

This document is designed to ensure the Impact on Urban Health brand is presented with clarity and consistency. What follows are the general brand principles intended to enable and direct.

These guidelines are here to help you use, and bring to life the Impact on Urban Health brand. Please follow them carefully, and speak to a member of the communications team if you have any questions.

1

Our brand values and personality

These are the elements that inform our individuality.

They help develop communications and language in a consistent and distinctive way.

Personality is our character.

Values are the things we care about / 'value'.

Tone of voice is how we 'speak' - which is as important as what we say.

Style guides the visual expression of the brand - working in hand with the detailed guidelines in this document.

Personality	Progressive Proactive Focused Ambitious Inquisitive Human
Values	Fairness Expertise Inclusivity
Tone of voice	Authentic Professional Conversational
Style	Non-Conformist Surprising Modern

1.1

About us

Who we are

We are a pioneer in urban health

We focus on improving health in inner-city areas, like London.

We are at the forefront of understanding and changing how our inequalities impact our health.

Why we are here

So that we achieve health equity

We believe we can improve global health by focusing on cities.

The places that we grow up, live and work impact how healthy we are.

We know that there are more extreme health outcomes in urban areas in the UK.

London, like other cities, is home to the best and worst health – often side by side.

We're committed to achieving health equity by helping urban areas become healthier places for everyone to live in.

What we do

Unlocking the potential for cities to be healthier.

We tackle complex health issues that disproportionately impact people living in urban areas.

We use this focus to build our understanding of how cities can be shaped to support better health.

How we do it

Improving global health by making cities healthier.

From our home in Lambeth and Southwark, we fund and support organisations, groups and individuals who are committed to achieving health equity in inner-city areas.

We seek to understand the deep causes of these complex issues and explore different ways of addressing them through combining the best sources of data, robust evidence, lived experience and practical interventions.

We learn through testing new ways of tackling these complex issues, sharing our rich thinking and practical learning to improve health in London, and other global cities.

1.2

Talking about Impact on Urban health

The boilerplate text on this page can be used when communicating in detail about our brand.

Please note, we never abbreviate our name in our communications.

Impact on Urban Health. Unlocking the potential for cities to be healthier

The places that we grow up, live and work impact how healthy we are. Urban areas, like inner-city London, have some of the most extreme health outcomes. Alongside their vibrancy and diversity sit stark health inequalities.

At Impact on Urban Health, we want to change this. We believe that we can remove obstacles to good health, by making urban areas healthier places for everyone to live.

The London Boroughs of Lambeth and Southwark are our home. They are some of the most diverse areas in the world. It is here that we invest, test, and build our understanding of how cities can be shaped to support better health. We're focused on a few complex health issues that disproportionately impact people living in cities, and we work with local, national and international organisations, groups and individuals to tackle these.

Our place is like so many others. So we share our insight, evidence and practical learning to improve health in cities around the world.

Impact on Urban Health is a part of Guy's and St Thomas' Charity.

1.3

Key brand elements

Our core elements make our brand instantly recognisable. They create the basis for our visual identity – what we look like.
These elements are:

• our logo lock-up
• our typeface
• our colour palette
• our photography

1.4

The logo lock-up

Impact on **Urban Health**

The Typeface

GraphiK

Light

Regular

Semibold

The Colour Palette

TEAL   LIGHT TEAL   WARM GREY

ULTRAVIOLET   DARK GREEN   BURNT ORANGE   BRIGHT YELLOW

The photography

Primary Logo

For the brand to communicate clearly and powerfully, it is essential the Impact on Urban Health logo is reproduced correctly and consistently.

The logotype is a specially drawn wordmark and must not be typeset, traced, respaced, redrawn or modified in any form by either manual or electronic methods.

Please ensure you always use the master logo artwork.

Within copy

When Impact on Urban Health appears in copy it should be written in upper and lowercase as it appears in the logo, ie Impact on Urban Health.

The acronyms IUH or IoUH should not be used under any circumstances.

2

Impact on Urban Health

Secondary logo

The primary logo should always be the first choice. The Impact on Urban Health secondary logo, which is on two lines, is only to be used when vertical space is at a premium and the primary logo does not fit.

All secondary logo usage must be approved before reproduction.

Impact on
Urban Health

2.1

Partnership accreditation

Where the Impact on Urban Health plays a supporting role in an project or activity, the relationship descriptor should attach to the logo as shown.

The relationship descriptor has been positioned and sized carefully and this relationship must not be altered in any way.

X   In partnership with

2X

Impact
on **Urban**

3X   **Health**

X   Supported by

2X

Impact
on **Urban**

3X   **Health**

2.2

Exclusion zone

The logo needs to be seen clearly, so it should never be crowded by other elements.

To prevent this, it should always have an area of clear space around it – called an exclusion zone. This is equal to the height of an uppercase 'H' around all sides. The exclusion zone should always be adhered to.

Smallest size

The smallest size the Impact on Urban Health logo lock-up can appear is 25mm wide.

2.3

Logo misuse

The Impact on Urban Health logo should never be altered, squashed, broken or changed in any way.

Do not —
Skew, rotate or distort

Do not —
Alter the scale, colour or alignment of the elements

Do not —
Obscure the legibility on a dark or confusing background

Do not —
Contain in a shape

Do not —
Add special effects

Do not —
Add a sub-brand or service area name

Do not —
use an unspecified colour

2.4

Logo colourways

The primary and secondary logos must always be used either in black on a white or pale background, or white reversed out of a solid mid to dark background.

Always ensure there is enough contrast for the logo to be clearly legible.

When using the logo over an image make sure the logo sits on a part of the image that will not disrupt the logo.

2.5

Logo position

The primary logo should be positioned in a corner dependent on the chosen application and content used.

The size of the logo should be appropriate to the application and sit within a design grid, obseving the minimim size (see 2.3).

2.6
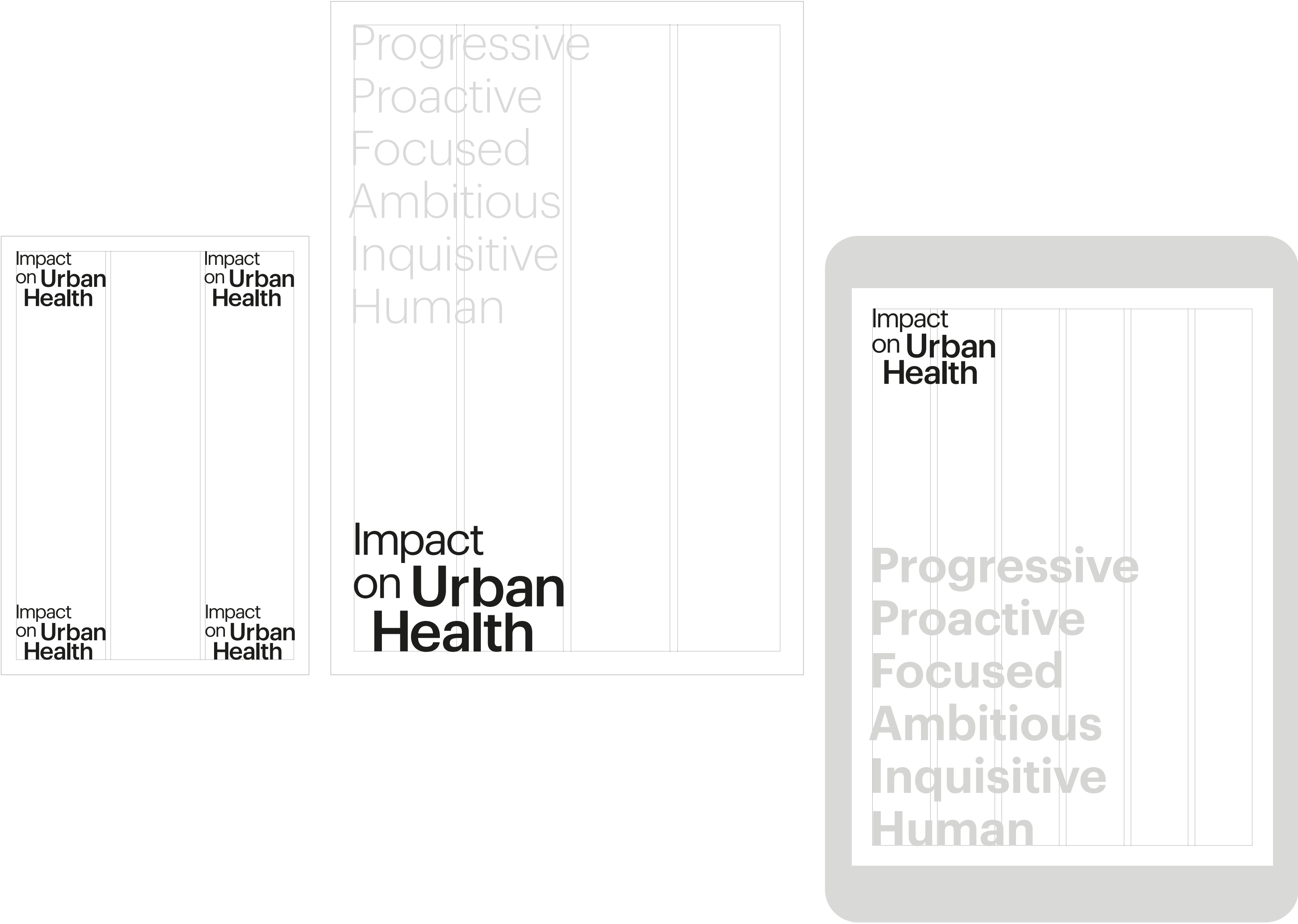
Logo lock-up with partners (co-branding)

When adding a partner's logos to the Impact on Urban Health logo - please use a black dividing line of 3pt thickness when the logo is 80mm wide.

The distance between the logos and the dividing line is measured by the height of the 'H' in 'Health'.

Please maintain the exclusion zone when using the dividing line.

Make sure all the logos have the same visual presence on the page, align the centre of each logo and space them equally.

Try to maintain the exclusion zone.

2.7

Our colours

Applying our colour palette with care and careful consideration will help create strong visual communication in everything we design, from wayfinding signage to our e-mail signatures.

The brand colour palette shown here, in addition to black and white should be all you need.

Our primary and secondary colours can be used for all pieces of communication.

Black is the predominant choice for text and headings. Black can also be used as a background colour where impact is required. White is used as a background page colour and for text that is revered out from a dark or black background.

Our programme specific colours are used when designing content for each of these areas of work, and are used as accents on other outputs.

Primary colour

TEAL

C100 M0 Y39 K4
Hex 00939D
Pantone 3541C
R0 G147 B157

Secondary colours

LIGHT TEAL

50% tint teal

WARM GREY

C45 M44 Y47 K31
Hex 7b6e66
Pantone warm grey 10C
R123 G111 B103

Programme specific colours

ULTRAVIOLET

C75 M77 Y14 K2
Hex 5f4b8b
Pantone 7678C
R95 G75 B139

DEEP GREEN

C79 M42 Y99 K41
Hex 335525
Pantone 2266C
R51 G85 B37

BURNT ORANGE

C4 M69 Y100 K0
Hex e6680c
Pantone 4010C
R230 G104 B12

BRIGHT YELLOW

C0 M5 Y70 K0
Hex ffe964
Pantone 2003C
R255 G234 B100

Childhood Obesity

Multiple Long Term Conditions

Adolescent Mental Health

Air Pollution

3

Colour families and ratios

Urban Health
For generic or corporate urban health material you can use a range of colours from the palette. The top example on this page shows the approximate ratios. Always lead with primary teal, using twice as much as all the other colours to preserve the strength of the brand.

Apply the correct colour to any programmatic content within your communication to strengthen the association. You do not have to use all the colours.

Childhood obesity
Lead with the programmatic colour, ultraviolet, followed by the other colours, observing approximate ratios. For this programme, orange can be used as an accent colour.

50% primary teal   5% 5% 10% 10% 10% 10%

50% ultraviolet   25%   15%   10%

3.1
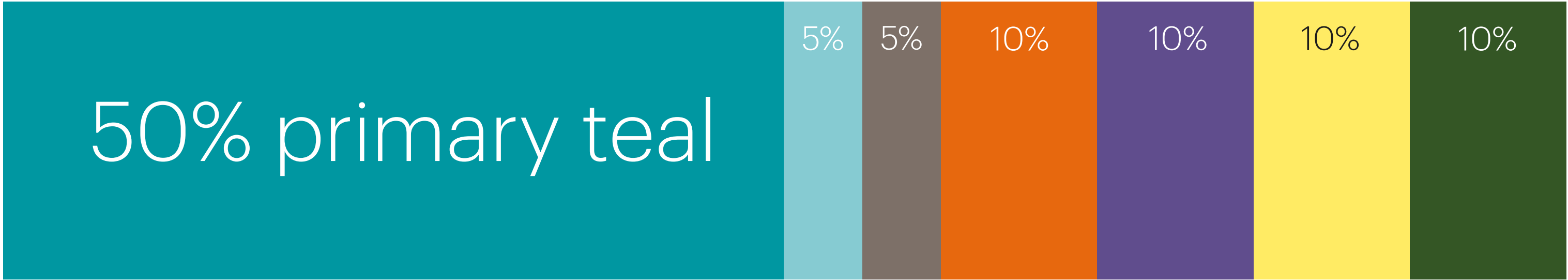
Colour families and ratios

Multiple long-term health conditions
Lead with the programmatic colour, deep green, followed by the other colours, observing approximate ratios. For this programme, yellow can be used as a small accent colour.

Air pollution
Lead with the programmatic colour, bright yellow, followed by the other colours, observing approximate ratios. For this programme, ultraviolet can be used as a small accent colour.

Adolescent mental health
Lead with the programmatic colour, burnt orange, followed by the other colours, observing approximate ratios. For this programme, green can be used as a small accent colour.

50% deep green   25%   15%   10%

50% bright yellow   25%   15%   10%

50% burnt orange   25%   15%   10%

3.1

Colour ratio examples

Here you can see how a piece of communication can use bands of colour alongside images.

These examples are dealing with generic urban health topics so they lead with the primary teal colour, with a choice of supporting colour from the palette.

Some options for placement of the logo are also shown.

3.2

Headline relating to urban health placed here

Headline relating to urban health placed here

Headline relating to urban health placed here
subheading if required

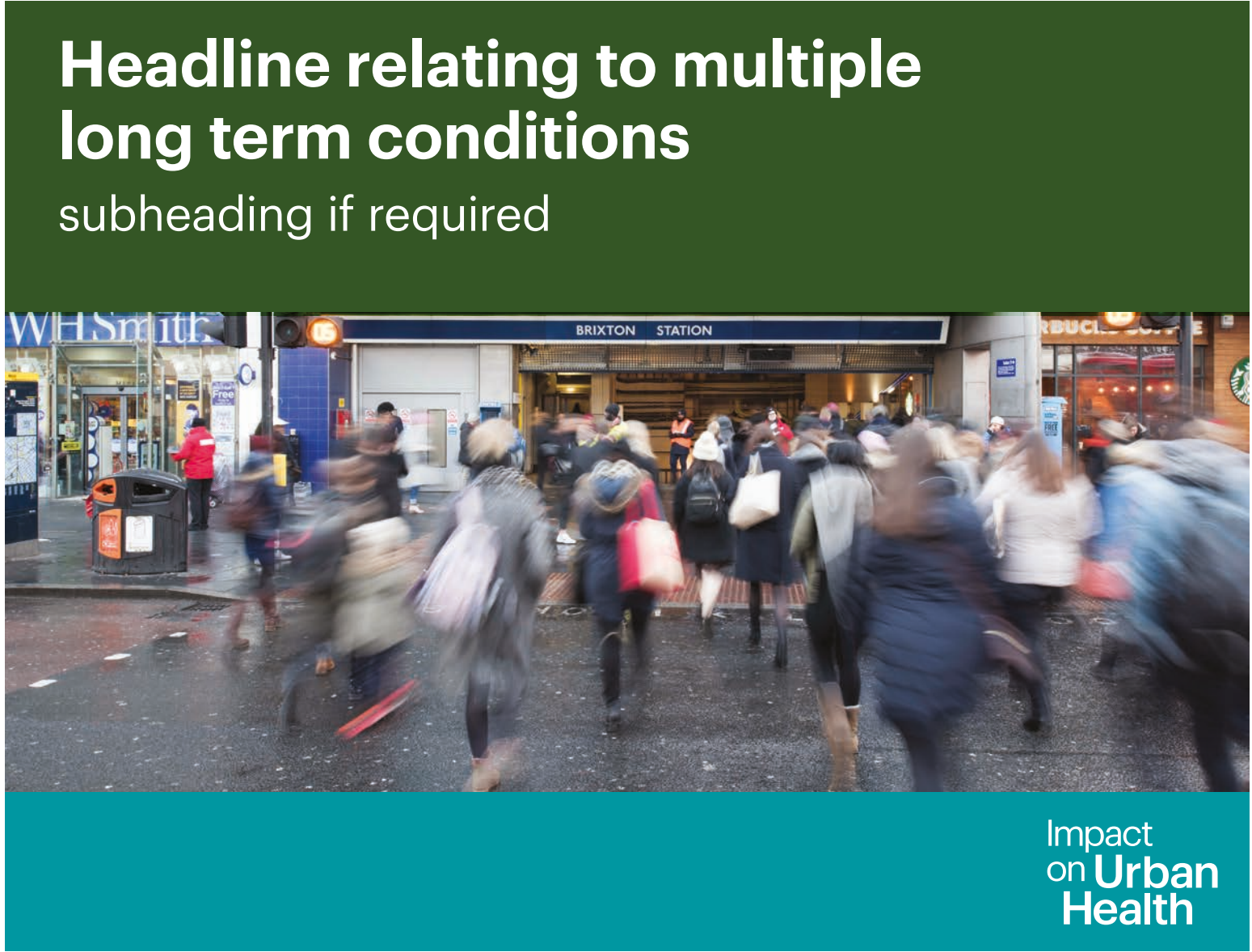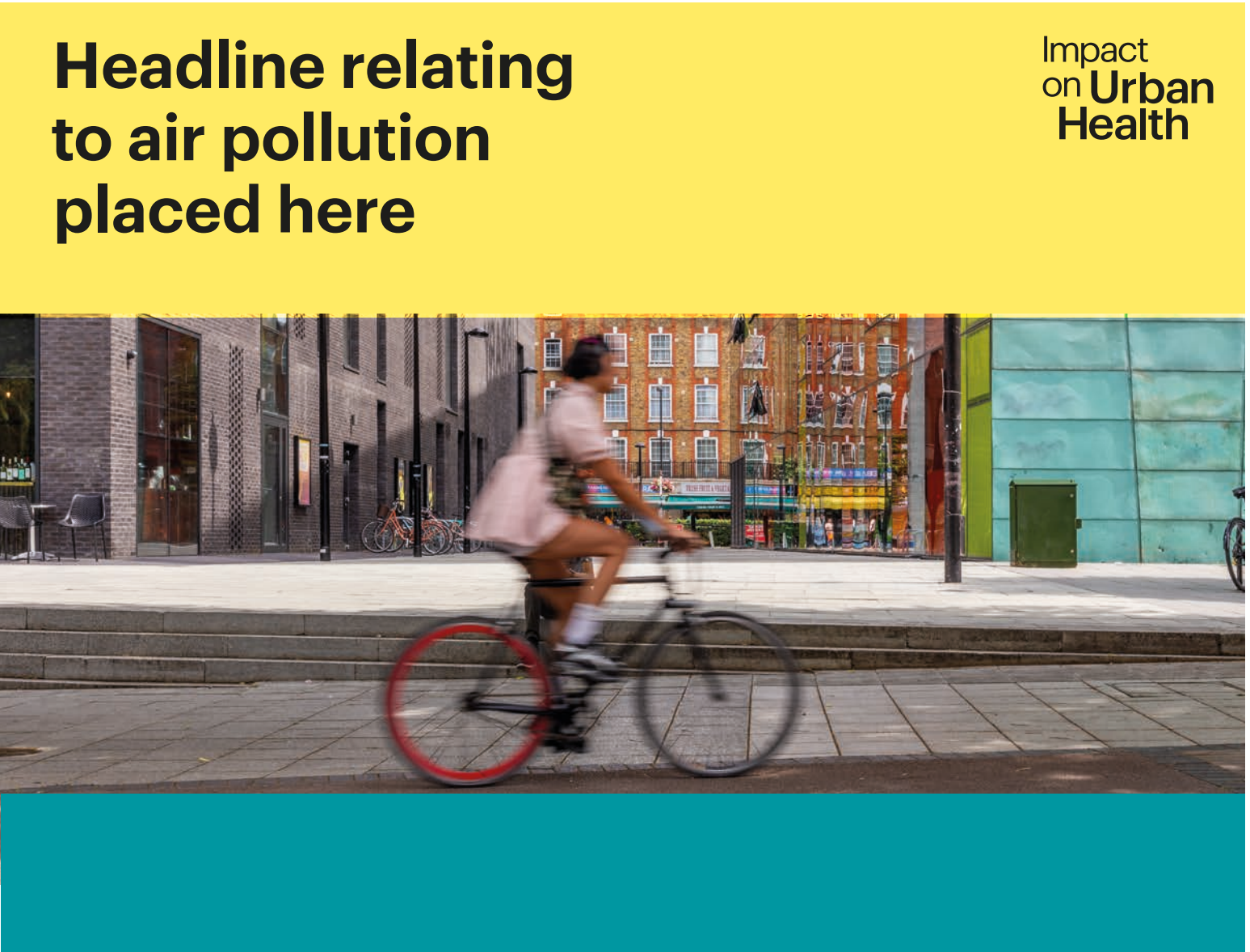**Headline relating to urban health placed here**
subheading if required

Colour ratio examples

The examples on this page are dealing with programme specific content so the associated programme colour leads, with teal supporting in proportion.

This enables the communication to have a specific identity whist not losing sight of the fact that the programme is a part of the Impact on Urban Health.

Some options for placement of the logo are also shown.

3.2

Headline relating to child obesity placed here

Impact on **Urban Health**

Headline relating to air pollution placed here

Impact on **Urban Health**

Headline relating to multiple long term conditions
subheading if required

Impact on **Urban Health**

Headline relating to adolescent mental health
subheading if required

Impact on **Urban Health**

Using transparency

On occasion, coloured blocks can overlap part of an image to add visual interest and to integrate the elements further.

The example on this page is for a **generic urban health** communication and follows previously stated colour ratios.

To maintain a strong brand look, transparency effects should not be overused. They should be confined to lead cover imagery or larger sectional photos within items like reports.

Careful consideration should be given to which parts of the image are overlaid with colour so that the focal point or subject matter are not obscured.

When using Adobe InDesign set the colour to Multiply - Opacity 100%

Headline relating to urban health

Impact
on **Urban Health**

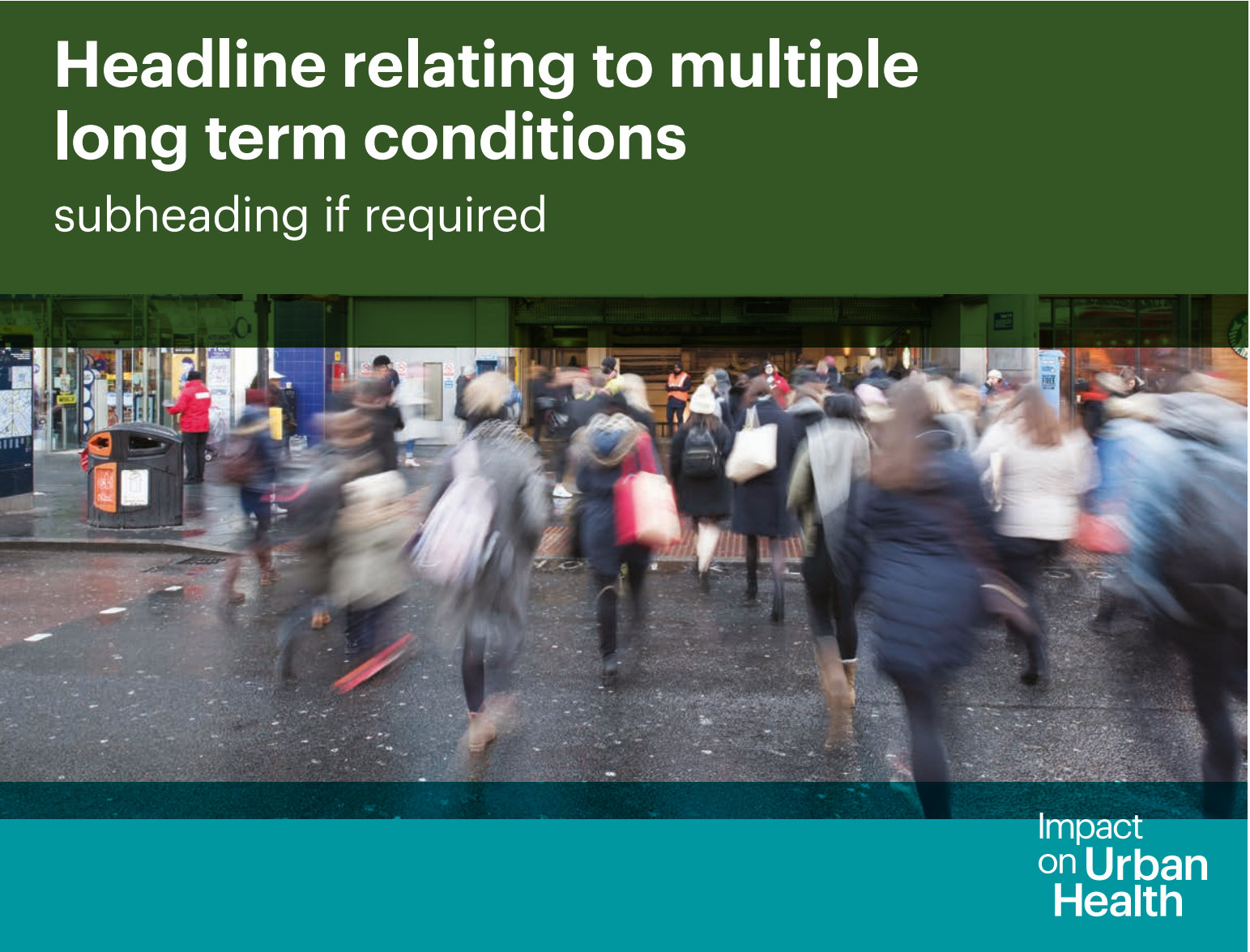Coloured bars can overlap images

3.3

Using transparency

Here you can see how to apply transparency in programme specific communication materials.

These examples illustrate how the amount of transparency can be adjusted to suit the content of the photo as long as overall ratios remain proportional.

The colour bands shown here are horizontal, but vertical bands could be used if the content suits this.

3.3

Headline relating to child obesity

Impact on **Urban Health**

Headline relating to air pollution

Impact on **Urban Health**

Headline relating to multiple long term conditions
subheading if required

Impact on **Urban Health**

Headline relating to adolescent mental health

Impact on **Urban Health**

Typography

Typography plays an integral role in building a visual vocabulary that makes the Impact on Urban Health a distinctive and recognisable brand.

4

Our typeface

Graphik is our brand typeface and should be used throughout **all** design communications [internal and external] whenever possible.

The Graphik typeface was chosen because it is clean, modern and highly legible. It has a unique character, enabling it to reflect the brand personality by being human, inclusive, authentic, surprising and modern. We use it boldly and confidently across all applications.

3 weights of the font [along with italics] have been chosen to allow a good range of options to achieve a clear hierarchy of information.

If Graphik is unavailable please use **Jost** as an alternative. Jost is a Google font and free to download from https://fonts.google.com/

In circumstances where a default Windows font is required then Arial Nova should be used.

Graphik

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/%()?!©®+= .[]{}

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/%()?!©®+= .[]{}

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/%()?!©®+= .[]{}**

Graphik Light — Urban
Graphik Light Italic — *Urban*
Graphik Regular — Urban
Graphik Regular Italic — *Urban*
Urban
Urban
Graphik Semibold — **Urban**
Graphik Semibold Italic — ***Urban***
Urban
Urban

4.1

Information hierarchy

Each typographic element contributes to the successful rendition of the overall style. Consider the text arrangement, line spacing and letter spacing carefully, together with methods of emphasis and hierarchy.

Our typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read.

Line spacing has a major effect on legibility and influences the look of the final piece. It should be carefully considered and well executed to achieve a clean result.

Information can always be emphasised in a variety of ways by using devices such as colour, contrast, composition, weight and underlining. Avoid using too many methods together as this will simply confuse the layout and make the message less effective.

4.2a

Document or report covers

Main Titles can vary in size but must be set in Graphik Semibold Leading +25%

→

Personal perspectives on urban health and wellbeing

Sub heading to be 50% size of heading also set in Graphik Semibold or Graphik Regular depending on the emphasis required.

Be consistent with which weight is selected

Leading +25%

→

Insights on the assets and risks of urban environment, diversity and deprivation

Insights on the assets and risks of urban environment, diversity and deprivation

Information hierarchy

Always assess the information you are working with and establish a clear and logical hierarchy of information. These pages show how emphasis is attributed through the use of contrasting weight, colourand /or typesize. The number of type sizes and weights used within a document should be kept to a minimum.

As basic rules of thumb, headings and support headings should be all lowercase or with an initial capital on the first word. Subheadings and smaller headings should use sentence case.

For legibility, body copy should be a minimum of 9.5pt and usually appear in black on white.

Page numbers, if required, should be easy to locate, ie at the top or bottom of the outer edge of a page.

4.2b

Document or report interiors

Chapter Titles can vary in size but must be set in Graphik Semibold or Regular, and always ranged left.

Chapter 1
Data: insights on the importance of place

Chapter 1
Data: insights on the importance of place

Heading to be set between 14-24pt Graphik Semibold or Regular, ranged left.

Coping with the 'busyness' of a city
Coping with the 'busyness' of a city

Smaller headings to be set between 12-18pt Graphik Semibold.

Attitudes to air pollution

Body copy to be set between 9.5-12pt. Leading +33%. Graphik Regular and ranged left.
Graphik Semibold used to highlight specific words

Interestingly but unsurprisingly due to the poor public awareness of the impacts of air pollution, when speaking to residents most of them did not feel that pollution was a major issue **impacting on their health**. Air pollution is often deemed the invisible killer and people felt that it was part of the payoff of **living in a city**.

Highlighted text or pull quote to be set between 14-24pt Graphik Regular ranged left.

Local rate of noise complaints is higher than London, and higher still than smaller cities of Leicester and Nottingham

Information hierarchy

To add impact to text you can sometimes use larger sizes of Graphik Light.

You can also add interest to headings, subheadings and pull quotes using another appropriate colour from the palette.

Never use bright yellow for text colour due to legibility issues. The use of yellow should be limited to coloured boxes and opacity effects.

4.2c

Document or report interiors

Select font sizes, weights and colour carefully to reflect hierarchy of information and to help guide the user.

Remember to use the primary colour widely and reflect programmatic content by using the correct associated colours.

Strong quotations can be set in 14-24pt Graphik Regular, ranged left. They can be indented within a stepped coloured box (see 4.3).

Chapter 1

Data: **insights on the importance of place**

Coping with the 'busyness' of a city

Attitudes to air pollution

Interestingly but unsurprisingly due to the poor public awareness of the impacts of air pollution, when speaking to residents most of them did not feel that pollution was a major issue **impacting on their health**. Air pollution is often deemed the invisible killer and people felt that it was part of the payoff of **living in a city**.

Local rate of noise complaints is higher than London, and higher still than smaller cities of Leicester and Nottingham

'I don't worry about what I'm breathing. It's part of living in a built-up area.'
Richard, 49

Step style

Descriptions, captions and quotes can be used within coloured boxes which can overlay to help tie a message to an image, or as stand alone pull quotes.

To reflect the brand personality, the coloured box should have one step or cut-out to fit the text. Blocks should be created within InDesign.

The area of the image which is obscured by the coloured block and text should be controlled carefully in application so essential content is not obscured.

To add energy, the coloured block shouldn't align with the image edges, but sit inside or outside the image edge.

Do not overuse this style as too many stepped elements can be confusing visually.

Urban Health is a complex issue facing all sectors of society

Highlighted text or pull quote to be set in 14-24pt Graphik Regular ranged left. Leading +25%
Text in white.
Box colour in primary teal colour where the message is not programme specific.

Research shows child obesity is closely tied to household poverty

Highlighted text or pull quote to be set in 14-24pt Graphik Regular ranged left. Leading +25%
Text in white.
Box colour governed by programme specific colour where appropriate. This example shows childhood obesity.
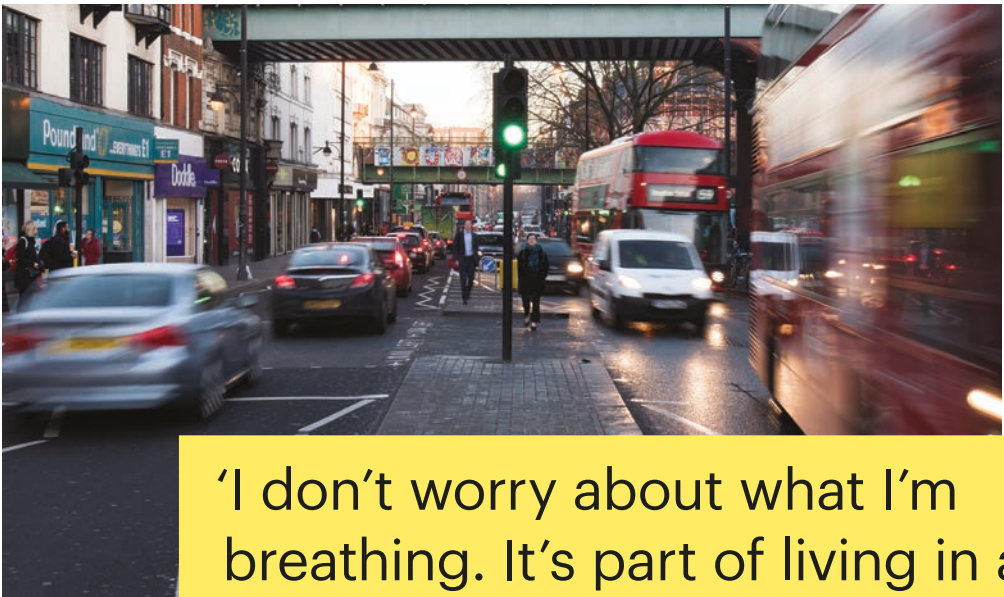
'I don't worry about what I'm breathing. It's part of living in a built-up area.'
Richard, 49

Highlighted quotation to be set in 14-24pt Graphik Regular ranged left. Leading +25%
Text in Black.
Box colour governed by programme specific colour where appropriate. This example shows air pollution.

4.3

Our Imagery

Imagery really brings the Impact on Urban Health brand to life, and people are really important when thinking about our imagery house style.

While the use of imagery is not an absolute requirement, it does provide a great opportunity to connect with our various audiences. So every image used should be carefully considered to ensure there is a visual connection to the content, whilst always trying to look honest and real.

Here are some simple rules of thumb to help answer the question 'What makes an Impact on Urban Health image?'

When choosing an image, or art directing a photographer ask yourself:
1   Is it people focused?
2   Is it honest and inclusive?
3   Does it tell a thought-provoking story
    or help describe a narrative?

5

Our Imagery

Community is key to the Impact on Urban Health so we should celebrate this with bright, engaging reportage photography of real people.

From children studying or playing to senior members of our community we should celebrate our diversity in real and engaging ways.

Stock images should be avoided.

5.1

Contact

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Guy's and St Thomas' Charity
Registered Charity No. 1160316
Company limited by guarantee registered
in England and Wales No. 9341980