

Impact
on **Urban
Health**



Brand Guidelines

October 2025

Contents

03 About us	15 Colour palette	36 Photography
	16 Primary palette	38 Image principles
04 Our strategy	17 Core programme	39 Creating a story
	18 Non-programme specific	40 Image categories
05 Our values	19 Full palette	41 Misuse
	20 Colour application	
06 Logo	23 Text accessibility	42 Illustration principles
07 Primary logo	26 Data visualisation (Draft)	
08 Logo variations		44 Applications
09 Avatar	28 Typography	45 Cover pages
10 Clear area	29 Primary typeface	46 Reports and brochures
11 Positioning	30 Headlines	47 Presentation and slides
12 Size	31 Statistics	48 Social media
13 Dual branding	32 Hierarchy	49 Website header
14 Misuse	34 Graphic elements	
	35 Alternative typeface	50 Appendix
		52 Contact

About us

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.



We collaborate with partners and share what we learn to build health equity for people in Lambeth & Southwark and beyond.

Why we exist

Poor health, poverty and racism are deeply connected. Poverty causes bad health and bad health worsens poverty. Racism means minoritised communities are more likely to be living in poverty and have poor health as a result. We see these connections most starkly in urban areas where poverty and affluence sit side by side. People living just streets apart can be worlds apart in their health.

This is why we focus on urban health. We believe cities are the best places to find ways to break these links.

What we do

To increase our understanding and offer solutions with long-term potential, we focus on a specific set of urban health issues as routes in to the challenge. These are: children’s health and food, children’s mental health, health effects of air pollution, financial foundations for adult health.

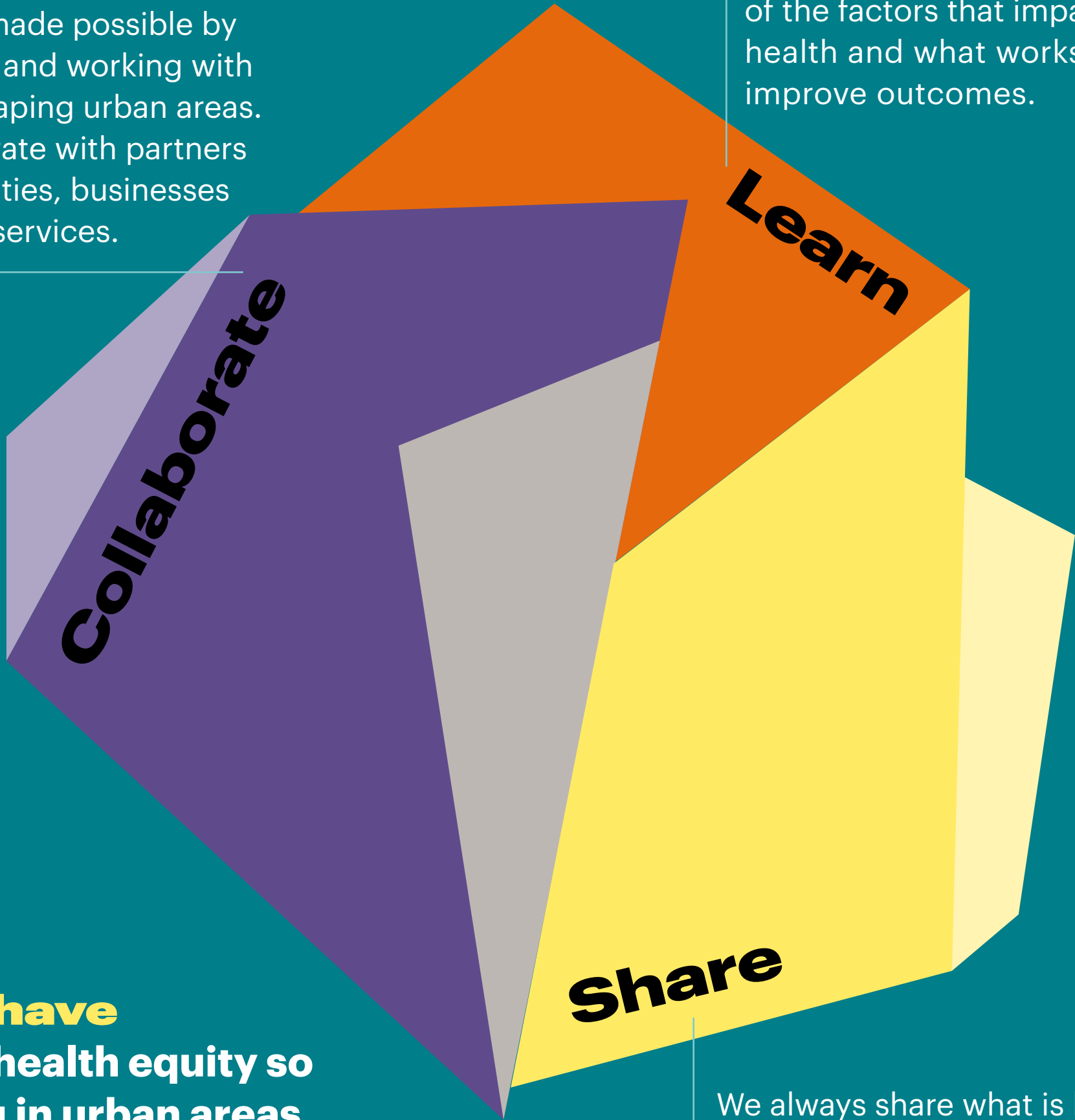
Our core principles are integral to the work we do and guide how we work:

- 1 Our impact starts in Lambeth and Southwark
- 2 Race equity is integral to health equity
- 3 People are experts in their own lives
- 4 Collaboration creates the landscape for change
- 5 Climate justice impacts health equity

How we do it

Change is made possible by connecting and working with all those shaping urban areas. We collaborate with partners in communities, businesses and public services.

Through collaboration, evidence of all kinds is gathered to build a greater understanding of the factors that impact people’s health and what works to improve outcomes.



The impact we have
Our goal is to build health equity so that everyone living in urban areas has a fair and just opportunity to thrive and live in good health.

We always share what is learnt with others to inform practice, influence policy, or replicate and scale successful approaches – and to open up new projects and partnerships.

Our values

Impact on Urban Health is part of Guy's & St Thomas' Foundation and we share the same values. Our work and our approach to everything we do is anchored in our values, and we support each other to live them.

- 1 Enterprising**
We look at things from different angles, with willingness to experiment and test.
- 2 Collaborative**
We give time and attention to people and ideas, and motivates others.
- 3 Delivery minded**
We're willing to get stuck in and take ownership for results.
- 4 Inclusive**
We understand the value of difference and are committed to a learning journey. We raise up the voices of others, and prioritise the wellbeing and safety of colleagues.



Logo

Logos
Primary logo

The logo is specially drawn with adjusted letter forms. It therefore cannot be replicated, typeset, traced, re-spaced, redrawn or modified by either manual or electronic methods.

The unconventional ‘stepped’ typographic arrangement in the logo - neither centred, ranged left or right, was created to represent how buildings in crowded urban environments are fitted into the spaces available.

For the brand to communicate clearly and powerfully, it is essential the logo is always reproduced correctly and consistently. Please only use the original logo artwork files provided.

Impact
on Urban
Health

Logos

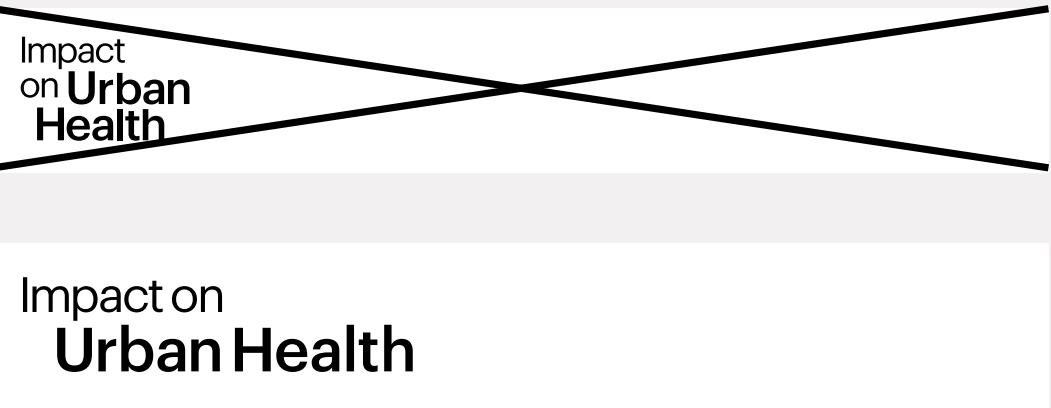
Variations

Primary logo

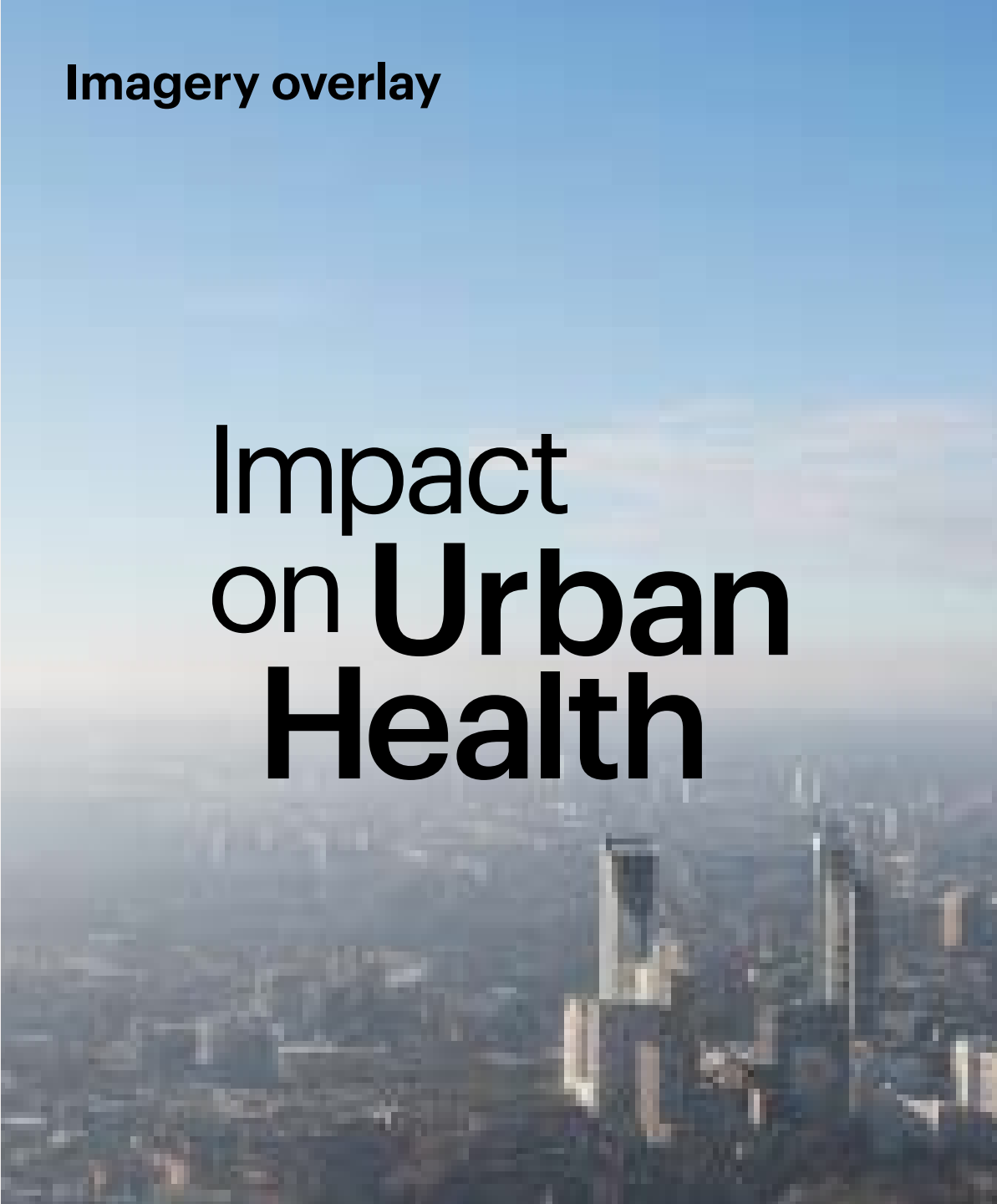
Our logo should only appear in white or black. When placing our logo on top of an image please ensure there is enough contrast between the logo and background.

Secondary logo

The secondary logo should only be used when the format of the application absolutely requires it. For example, in the case of a small 320x50px digital ad as shown below, using the primary stacked logo would result in it being too small and illegible.



Imagery overlay



White



Black



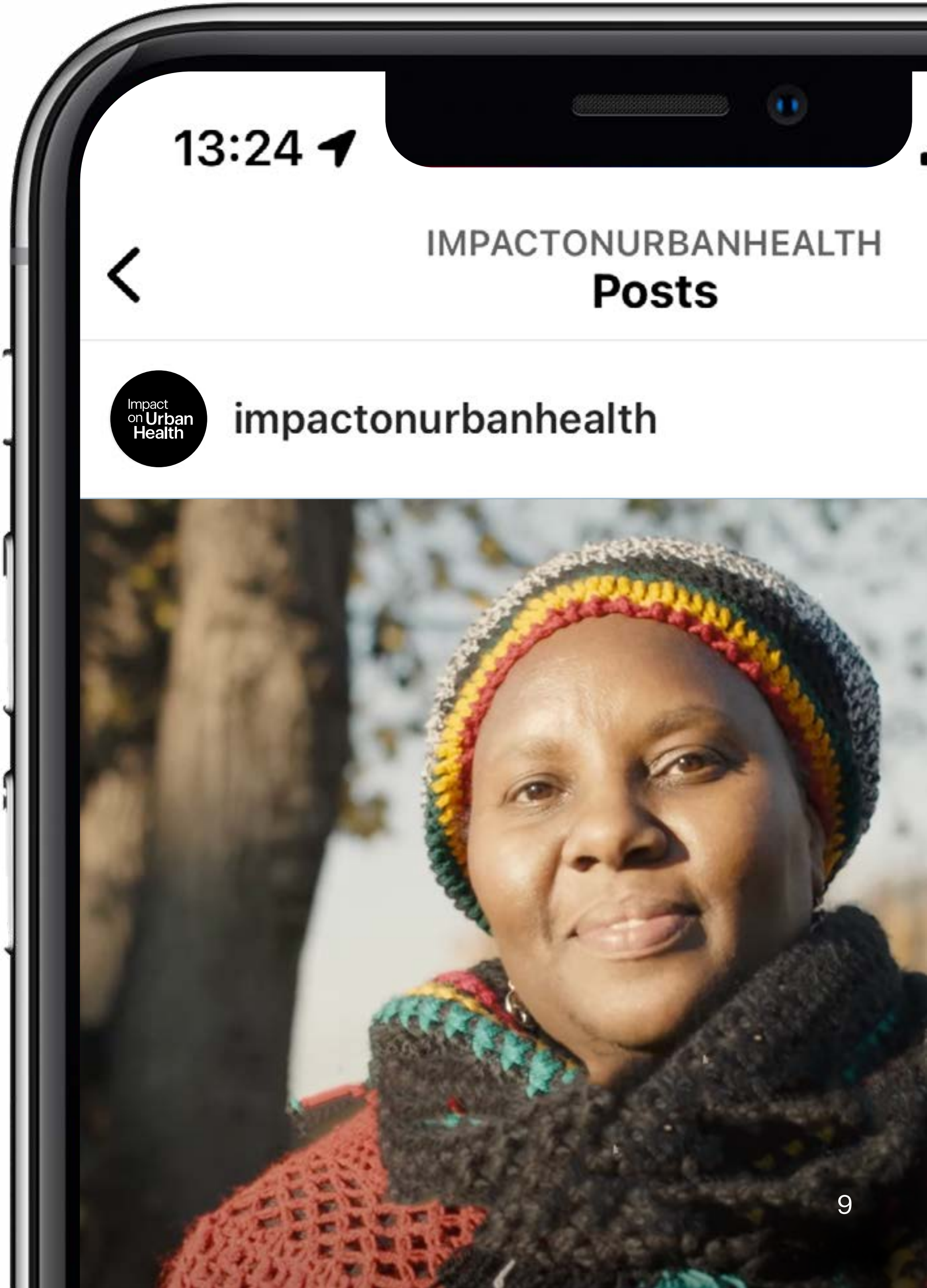
Secondary logo



Logos
Avatar

For social media and other digital applications the primary logo should be used.

The black background is preferred for all applications where applicable.



Logos
Clear area

The area around the logo must be kept free of any text or graphic elements, ensuring it stands out on all communications. We refer to this as the ‘clear area’.

The standard minimum clear space is equal to the height of the “H” on all sides of the logo.



Logos

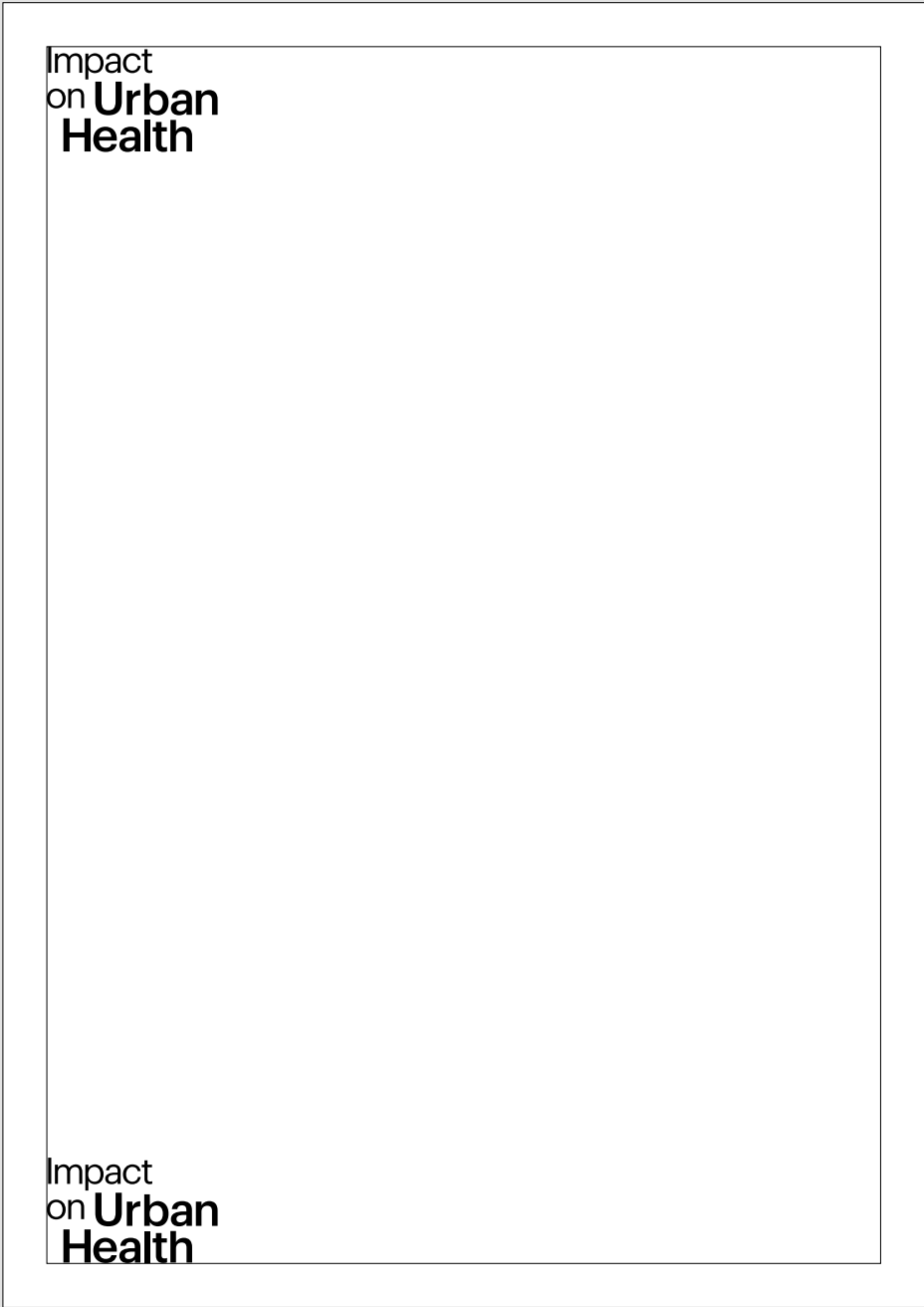
Positioning

The logo can be positioned differently, depending on the type of communication and format being used.

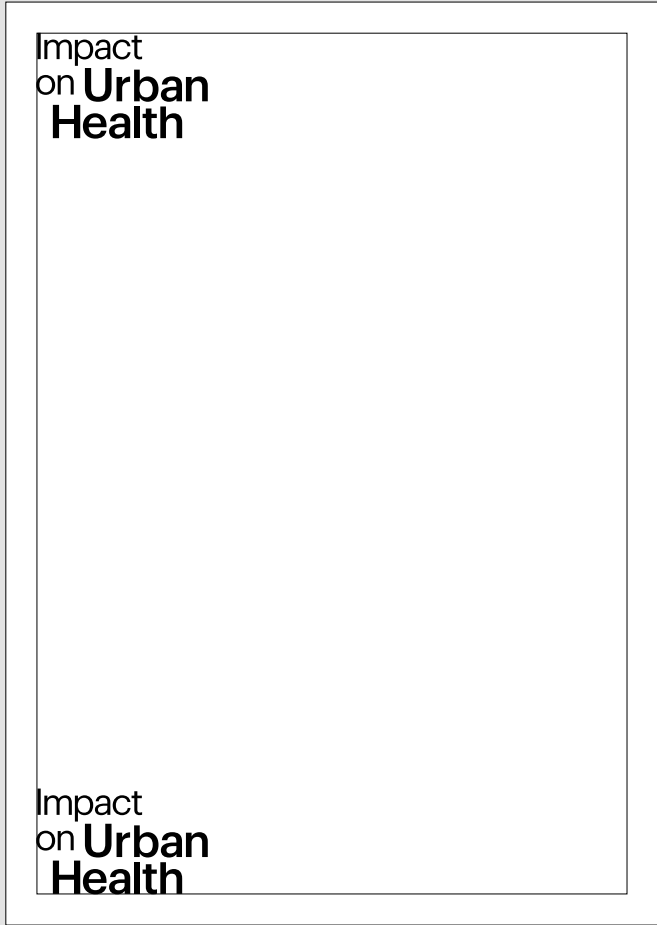
Preferred logo placements are the top and bottom left hand corners as shown in the examples.

The exception is for cover slides, where the logo can be positioned centrally if it's intended to be the main focus of the content.

A4



A5



16:9 slide



Logos

Size

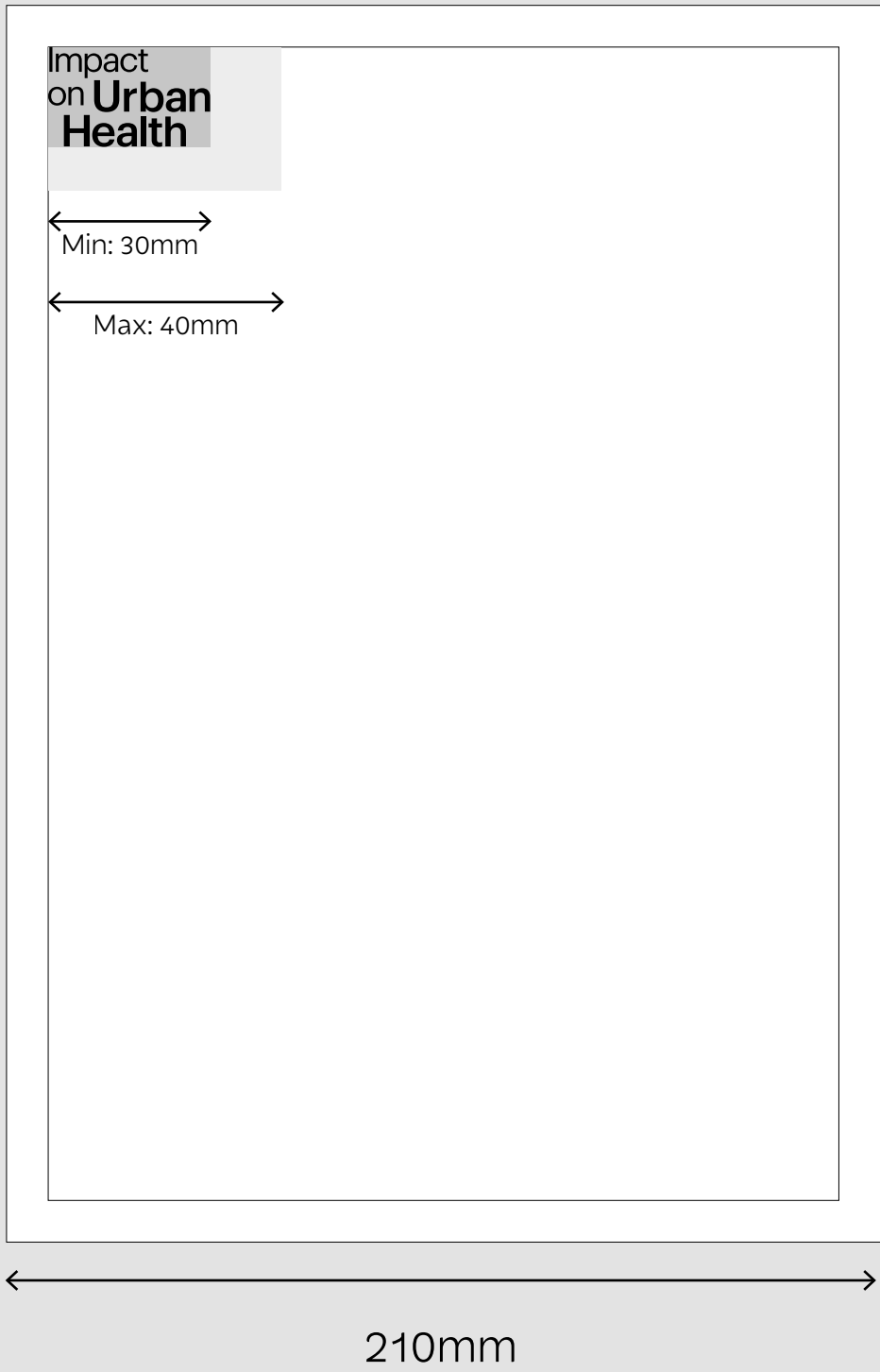
The following logo sizes should also be maintained on printed and digital applications to ensure legibility:

In **A4** and **A5** applications, ensure the logo width is no smaller than 30mm for legibility, and no larger than 40mm, to ensure visual balance with the rest of the content.

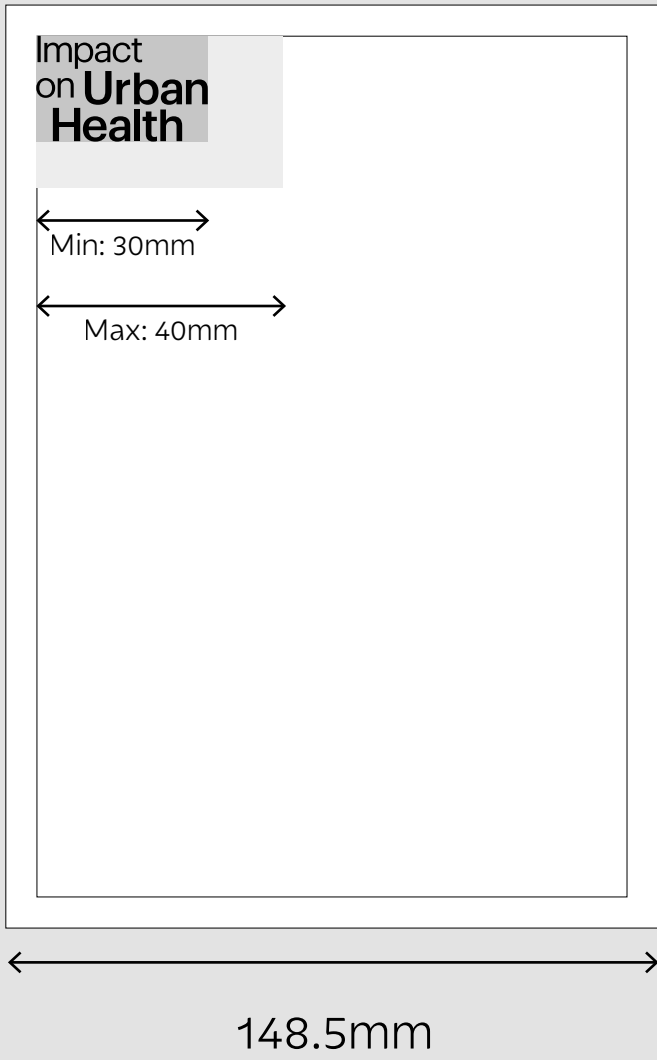
In **16:9** digital slide applications, ensure the logo width is kept at around 190px for all main content slides, to ensure it's legible, but not overpowering. In title and end slides, if the logo is the only/main content, then it can be positioned centrally at a maximum size of 370px.

Minimum and maximum size

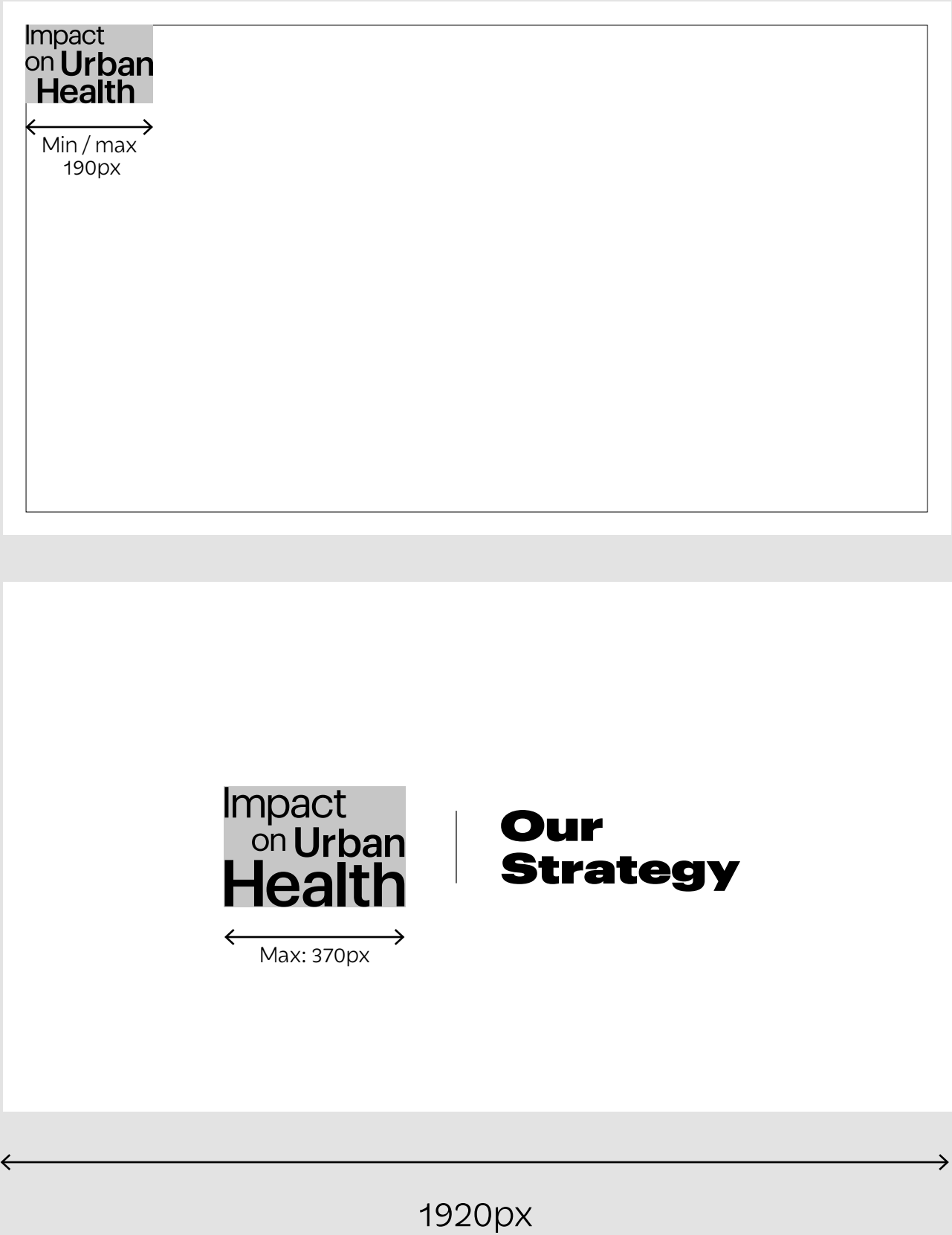
A4



A5



16:9 slide



Logos

Dual branding

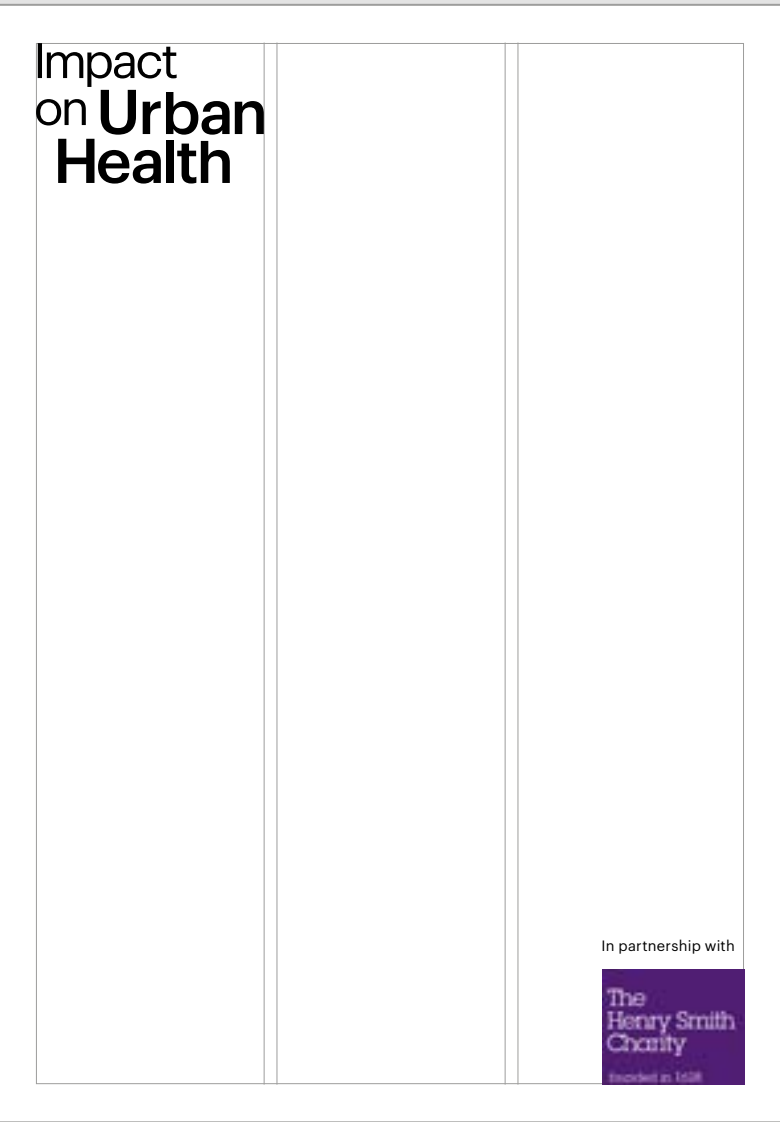
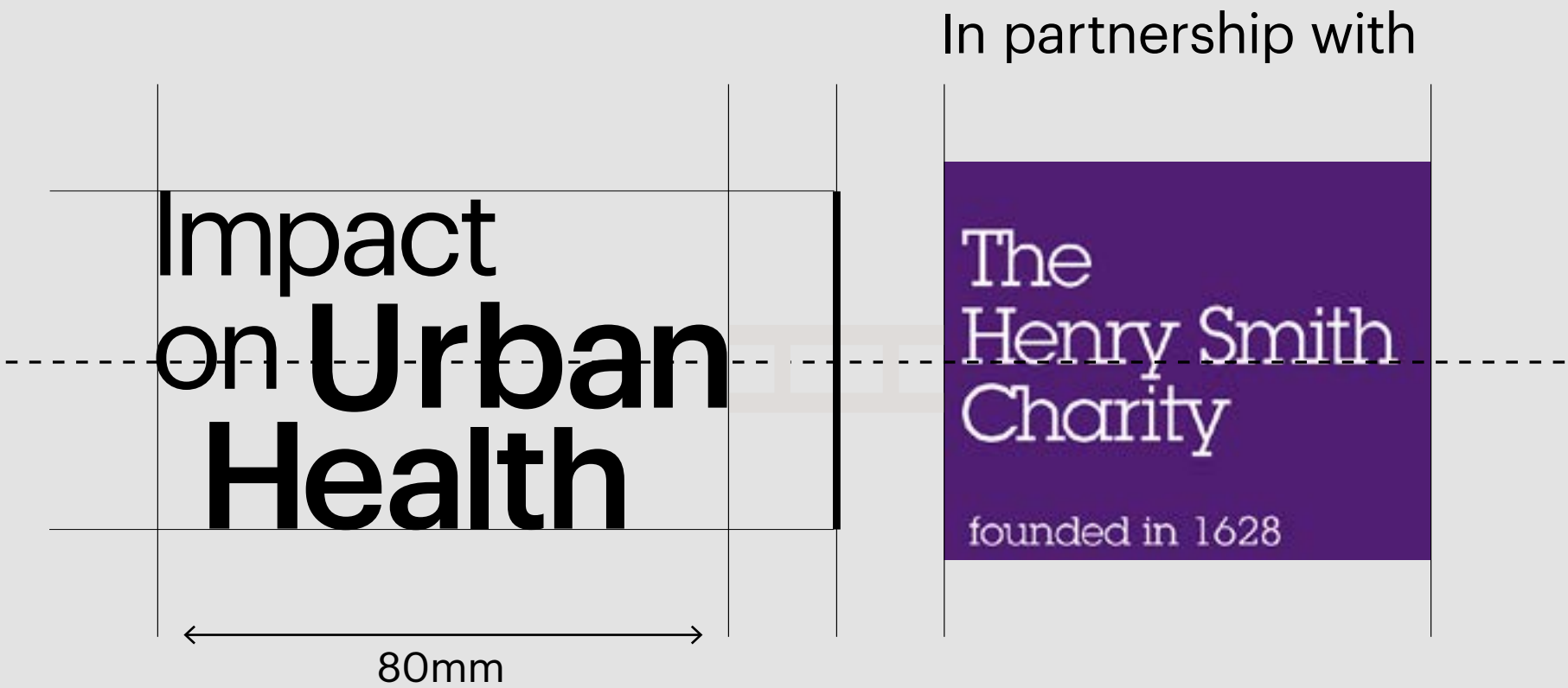
When our logo appears alongside the logo of another organisation, it is important that the relationship between the organisations is displayed.

If the content and collateral are created by us, then our logo should be most prominent and lead.

Content created externally



Content created by us



Logos

Misuse

- 1. Only use the logo files – never type out the logo or change its font or colour
- 2. Don't distort or rotate the logo
- 3. Don't change any part of the logo
- 4. Don't add other words to the logo
- 5. Don't use a colour that is too light or dark, rendering the logo illegible
- 6. Don't add any effects to the logo

1.



2.



3.



4.



5.



6.



Colour palette

Colour palette

Primary palette

Colour plays an essential role in our brand, helping to reflect the broad range of work we carry out as well as the diverse communities we work with.

Teal is our primary colour and should be used across Impact on Urban Health for both-wide communications that are cross-programme or non-programme specific, e.g. an Impact on Urban Health for both-wide campaign or a report that touches on all of our work. The 50%, 20%, and dark shades can be used for contrast and variation.

Warm Grey can be used for data visualisations (100%, 50%), pull-out boxes or as a background colour (10%).

Black and white should be used for text.

The following pages introduce the rest of the brand palette and how it should be used.

HEX codes are six-digit codes that represent colours on screens. Just copy and paste them (e.g #007e8a) into the colour selection tool to use the correct brand colour.

Teal
R0 G126 B138
C83 M29 Y39 K13
#007e8a
Pantone 7710C

Dark Teal
R0 G64 B70
C93 M51 Y53 K53
#004045
Pantone 548C

50% Teal
#80c9ce

20% Teal
#cce9eb

Warm Grey
R123 G111 B103
C45 M44 Y47 K31
#7b6e66
Pantone 7530C

50% Warm Grey
#bdb7b3

10% Warm Grey
#f2f1f0

Black
R0 G0 B0
C0 M0 Y0 K100
#000000

White
R255 G255 B255
C0 M0 Y0 K0
#ffffff

Colour palette

Core programme palette

These colours should primarily be used for their correponding programmes:

- Children’s health and food
- Financial foundations for adult health
- Health effects of air pollution
- Children’s mental health

Always lead with the primary shade (e.g. in covers) and use the 50%, 20% shades for contrast and variation.

These colours can also be used as accents to support Impact on Urban Health-wide content, as long as they follow these rules:

- In IoUH-wide content, teal should always be the lead colour.
- Never use more than one accent colour per page.

Purple R95 G75 B139 C75 M77 Y14 K2 #5f4b8b Pantone 7678C	Green R51 G85 B37 C79 M42 Y99 K41 #335525 Pantone 2266C	Yellow R255 G234 B100 C0 M5 Y70 K0 #ffe964 Pantone 2003C	Orange R230 G104 B12 C4 M69 Y100 K0 #e6680C Pantone 4010C
50% Purple #afa5c5	50% Green #99aa92	50% Yellow #fff4b2	50% Orange #f3b585
20% Purple #dfdbe8	20% Green #d6ddd3	20% Yellow #fffbe0	20% Orange #fae1ce

Colour palette

Non-programme specific palette

These additional accent colours should only be used to support streams of work that are non-programme specific, such as Innovation. They should not be used in any other instances.

When using these accent colours, make sure:

- Teal is always the lead colour.
- Only one accent colour is used per page.

Pink
R255 G140 B182
C0 M59 Y3 K0
#ff8cb6
Pantone 926C

50% Pink
#f1b7d9

20% Pink
#f9e2f0

Blue
R60 G93 B168
C64 M64 Y0 K0
#0866af
Pantone 300C

50% Blue
#84b3d7

20% Blue
#cee0ef

Colour palette

Full palette

This page shows the full brand colour palette of:

- Primary colours
- Core programme colours
- Non-programme specific colours

To find out how to use each colour, see appendix on page 51.

Primary

Teal #007e8a	Warm Grey #7b6e66	Black #000000
Dark Teal #004045		White #ffffff
50% Teal #80c9ce	50% Grey #bdb7b3	
20% Teal #cce9eb	10% Grey #f2f1f0	

Core-programme

Purple #5f4b8b	Green #335525	Yellow #ffe964	Orange #e6680C
50% Purple #afa5c5	50% Green #99aa92	50% Yellow #fff4b2	50% Orange #f3b585
20% Purple #dfdbe8	20% Green #d6ddd3	20% Yellow #fffbe0	20% Orange #fae1ce

Non-programme specific

Pink #ff8cb6	Blue #0866af
50% Pink #f1b7d9	50% Blue #84b3d7
20% Pink #f9e2f0	20% Blue #cee0ef

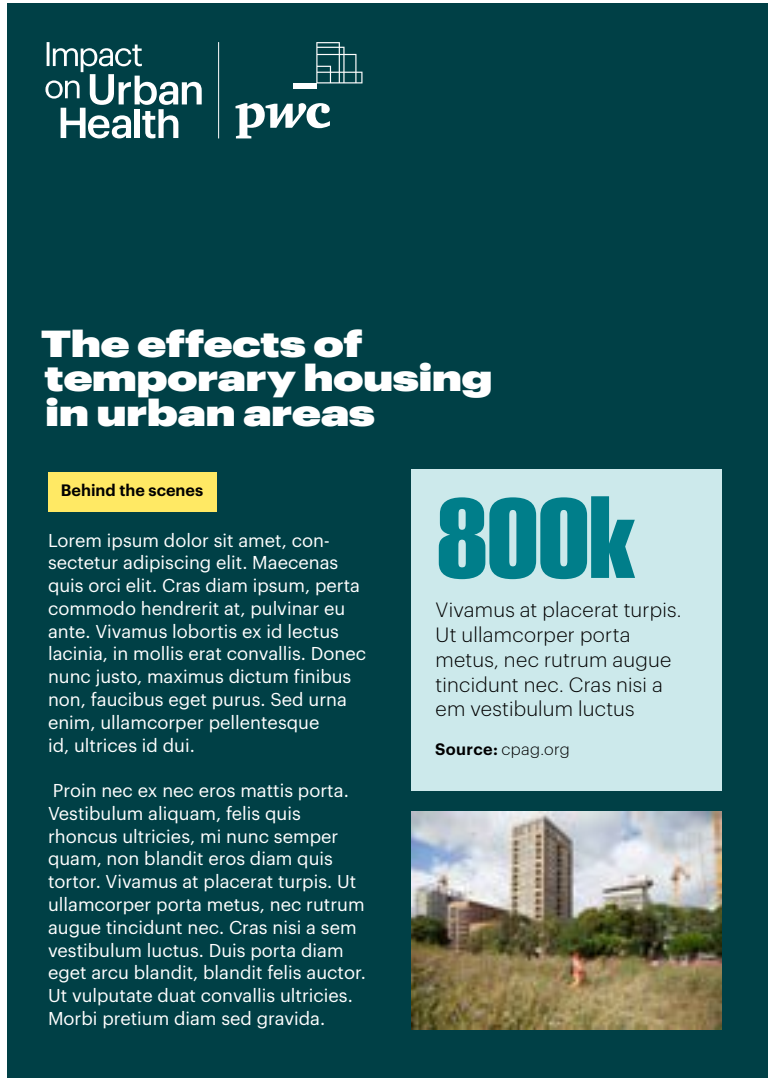
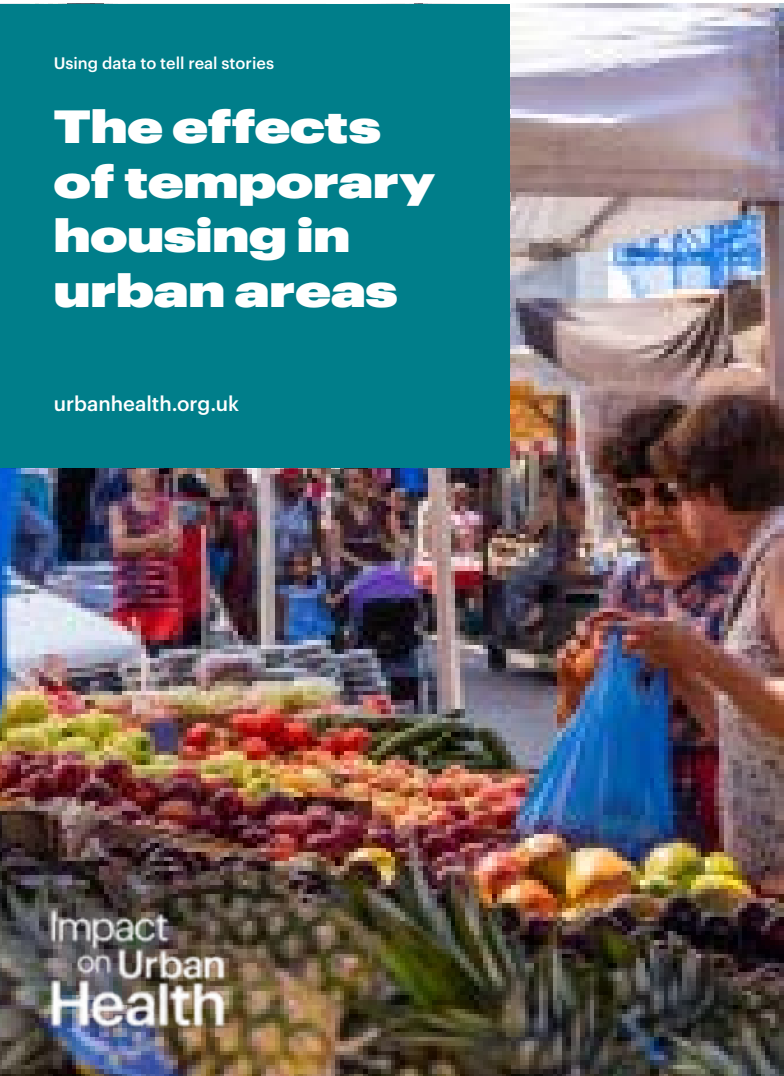
Colour palette applications

Primary palette

In non-programme applications, always lead with primary teal on the cover. On internal pages, lead with the primary teal palette (colour, tints and shades).

You are able to add accent colours in small ratios to allow for visual diversity where needed, ensuring teal remains the lead colour.

Never use more than one accent colour per page.



Colour palette applications

Core-programme palette

In core-programme applications, always lead with the primary programme colour on the cover. On internal pages, lead with the corresponding programme colour palette (colour, tints and shades).

You are able to add small accents of teal where applicable (unless not accessible) in small ratios, to allow for visual diversity where needed.

Never use more than one programme colour per page.

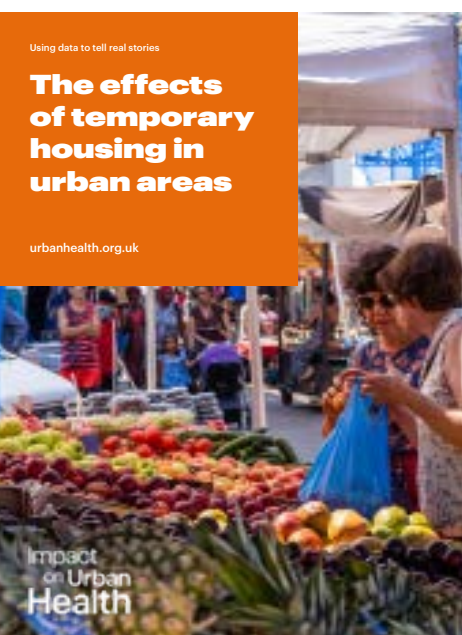
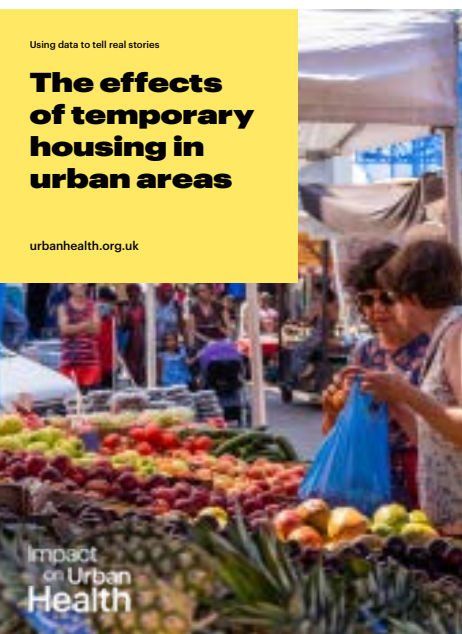
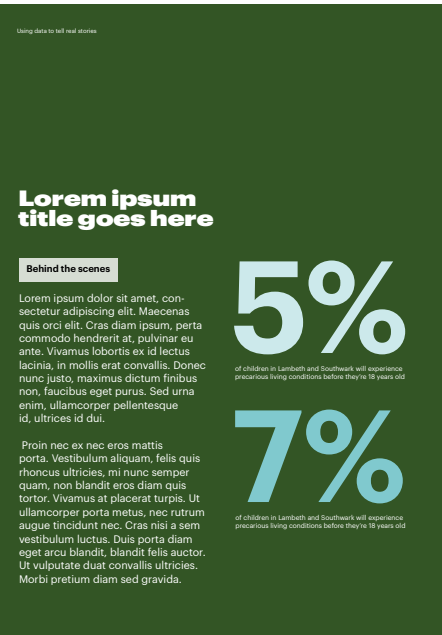
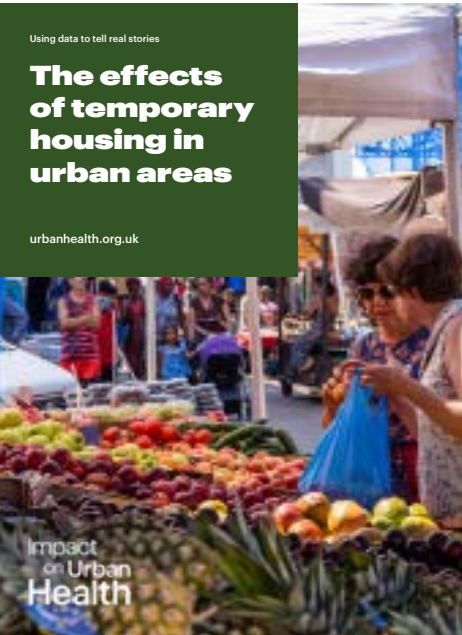
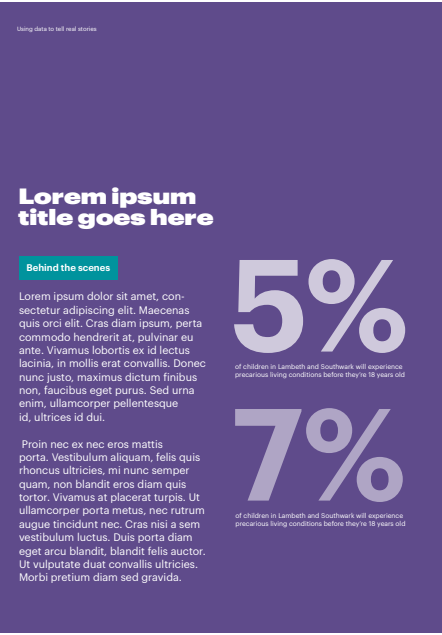
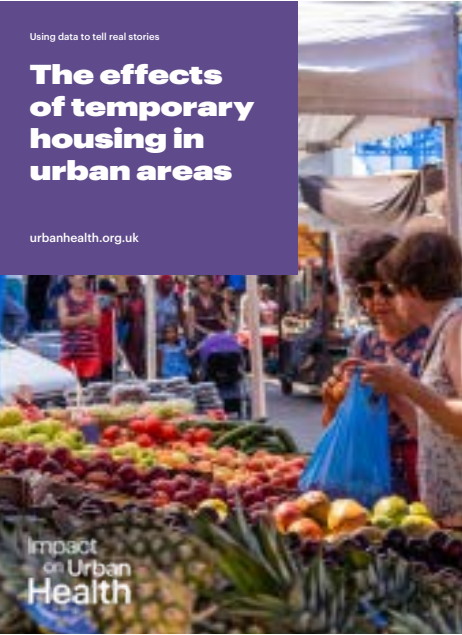
Children’s health and food

Financial foundations for adult health

Health effects of air pollution

Children’s mental health

Impact on Urban Health
Brand Guidelines



Colour palette applications

Non-programme specific palette

In non-programme specific applications, always lead with the primary teal palette on the cover and internal pages, and use tints of pink and blue as small accents.

Never use more than one accent colour per page.

Using data to tell real stories

The effects of temporary housing in urban areas

urbanhealth.org.uk



Impact on Urban Health

Impact on Urban Health



The effects of temporary housing in urban areas

Behind the scenes

800k

Vivamus at placerat turpis. Ut ullamcorper porta metus, nec rutrum augue tincidunt nec. Cras nisi a em vestibulum luctus

Source: cpag.org



Using data to tell real stories

Lorem ipsum title goes here

Behind the scenes

5%

of children in Lambeth and Southwark will experience precarious living conditions before they're 18 years old

7%

of children in Lambeth and Southwark will experience precarious living conditions before they're 18 years old

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis orci elit. Cras diam ipsum, porta commodo hendrerit at, pulvinar eu ante. Vivamus lobortis ex id lectus lacinia, in mollis erat convallis. Donec nunc justo, maximus dictum finibus non, faucibus eget purus. Sed urna enim, ullamcorper et pellentesque id, ultrices id du. Proin nec ex nec eros mattis porta. Vestibulum aliquam, felis quis rhoncus ultricies, mi nunc semper quam, non blandit eros diam quis tortor. Vivamus at placerat turpis. Ut ullamcorper porta metus, nec rutrum augue tincidunt nec. Cras in risa a sem vestibulum luctus. Duis porta diam eget arcu blandit, a blandit felis auctor. Ut vulputate duat et convallis ultricies. Morbi pretium diam sed gravida sollicitudin.

Proin nec ex nec eros mattis porta. Vestibulum aliquam, felis quis rhoncus ultricies, mi nunc semper quam, non blandit eros diam quis tortor. Vivamus at placerat turpis. Ut ullamcorper porta metus, nec rutrum augue tincidunt nec. Cras nisi a sem vestibulum luctus. Duis porta diam eget arcu blandit, blandit felis auctor. Ut vulputate duat convallis ultricies. Morbi pretium diam sed gravida.

Using data to tell real stories

Lorem ipsum header

Lorem ipsum title

orem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis orci elit. Cras diam ipsum, porta commodo hendrerit at, pulvinar eu ante. Vivamus lobortis ex id lectus lacinia, in mollis erat convallis. Donec nunc justo, maximus dictum finibus non, faucibus eget purus. Sed urna enim, ullamcorper et pellentesque id, ultrices id du. Proin nec ex nec eros mattis porta. Vestibulum aliquam, felis quis rhoncus ultricies, mi nunc semper quam, non blandit eros diam quis tortor. Vivamus at placerat turpis. Ut ullamcorper porta metus, nec rutrum augue tincidunt nec. Cras in risa a sem vestibulum luctus. Duis porta diam eget arcu blandit, a blandit felis auctor. Ut vulputate duat et convallis ultricies. Morbi pretium diam sed gravida sollicitudin.

Fuace varius libero id efficitur tincidunt. Quisque sagittis malesuada imperdiet. Nulla semper augue suscipit eros rutrum, vel semper sem gravida, in et maximus purus. Etiam et dictum urna, et condimentum est. Nunc tempor semper scelerisque. Maecenas mauris odio, vestibulum nec nulla et, mattis dignissim sapien. Cris varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin eget congue eros. Ut porttitor lorem diam, ut etellend justo fermentum eu. Suspendisse sit amet sodales ante, eget malesuada libero. Integer eu lacus sagittis, euismod sem at, placerat nisl. Integer vel porta risa, in fringilla lectus. Ut quis pulvinar sapien, eu bibendum metus. Aenean luctus risus et porttitor blandit. Suspendisse varius dolor in sapien pulvinar tempus.

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Curabitur purus risus, ultricies vel urna et, facilisis scelerisque odio. Nam nec lorem mauris. Vestibulum lobortis odio efficitur massa mollis, nec ullamcorper tellus aliquam. Proin dignissim orci vitae eros sodales, a pulvinar urna consectetur. Praesent nec lacinia nulla. Suspendisse sagittis pellentesque arcu id vestibulum. Vestibulum elementum tellus a metus fringilla euismod. Mauris malesuada gravida imperdiet. Vivamus faucibus metus enim, et fermentum dolor posuere et. Sed fermentum non ligula nec laoreet. Nam lobortis ex orci, non commodo urna viverra et. Cras aliquam nec nisl non bonet.

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3

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22

Text accessibility

Primary palette

To make sure our content is readable for everyone, we follow the **Web Content Accessibility Guidelines (WCAG)**. The WCAG has three levels:

- A is the minimum standard
- AA is strong (this is our target)
- AAA is the highest level (ideal but not always achievable)

This page shows which colour combinations meet these standards at different text sizes:

- Use black or white for most text to ensure maximum readability.
- Other colours (teal, orange, green, purple, blue) can be used for large headlines, subheadlines or large numbers on white backgrounds, but only at 100% tint.
- On dark teal backgrounds, you may use 50% teal for large headlines, subheadlines or large numbers.

 **Accessible**
 **Not accessible**

What the letters mean in practice:

- AA Large: minimum for headlines (30pt+)
- AAA Large: minimum for subheadlines (20pt+)
- AA Normal: minimum for large body text (12pt+)
- AAA Normal: minimum for small body text (8pt+)

Impact on Urban Health
Brand Guidelines

Subheadline
Headline

Body copy – White

AA Large -----  
AAA Large -----  
AA Normal -----  
AAA Normal -----  

Subheadline
Headline

Body copy – Black

AA Large -----  
AAA Large -----  
AA Normal -----  
AAA Normal -----  

Subheadline
Headline

Body copy – Black

AA Large -----  
AAA Large -----  
AA Normal -----  
AAA Normal -----  

Subheadline
Headline

Subheadline
Headline

Body copy – White

AA Large -----   
AAA Large -----   
AA Normal -----   
AAA Normal -----   

Subheadline
Headline

Subheadline
Headline

Body copy – Black

Subheadline
Headline

Subheadline
Headline

Subheadline
Headline

Subheadline
Headline

Subheadline
Headline

Subheadline
Headline

AA Large -----        
AAA Large -----        
AA Normal -----        
AAA Normal -----        

23

Text accessibility

Core programme palette

Only use black or white text on core programme colours as shown, to ensure maximum accessibility.

WCAG levels have been added to show which text colours are accessible on each background colour at different sizes.

It's important to use the recommended WCAG levels shown (AA or AAA) to achieve maximum accessibility.

- Accessible
- ✗ Not accessible

Subheadline

Headline

Body copy – White

AA Large

AAA Large

AA Normal

AAA Normal

✗

✗

✗

✗

■

■

■

■

Subheadline

Headline

Body copy – White

AA Large

AAA Large

AA Normal

AAA Normal

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Subheadline

Headline

Body copy – Black

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Text accessibility

Non-core programme palette

Only use black or white text on non-core programme colours as shown, to ensure maximum accessibility.

It's important to use the recommended WCAG levels shown (AA or AAA) to acheive maximum accessibility.

- Accessible
- ⊗ Not accessible

Subheadline

Headline

Body copy – Black

AA Large

AAA Large

AA Normal

AAA Normal

■

⊗

■

⊗

■

⊗

■

⊗

Subheadline

Headline

Body copy – Black

AA Large

AAA Large

AA Normal

AAA Normal

■

⊗

■

⊗

■

⊗

■

⊗

Subheadline

Headline

Body copy – Black

AA Large

AAA Large

AA Normal

AAA Normal

■

⊗

■

⊗

■

⊗

■

⊗

Subheadline

Headline

Body copy – White

AA Large

AAA Large

AA Normal

AAA Normal

■

■

⊗

■

⊗

■

⊗

■

Subheadline

Headline

Body copy – Black

AA Large

AAA Large

AA Normal

AAA Normal

■

⊗

■

⊗

■

⊗

■

⊗

Subheadline

Headline

Body copy – Black

AA Large

AAA Large

AA Normal

AAA Normal

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Typography

Typography

Primary typeface

Graphik is our primary brand typeface. It has been chosen for its personality and flexibility. It comes in a wide range of weights, ensuring clear copy hierarchy and maximum legibility.

- Only use the main five weights shown:
- Light, regular, semibold and wide super for text
 - XXCondensed Black for pull-out statistics and large numbers

Graphik

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890!@#\$%^&*()

Graphik Light

Graphik Regular

Graphik Semibold

Graphik Wide Super

Graphik XXCondensed Black

Typography

Headlines

Our headlines should be eye-catching and reflect our brand mission. The use of Graphik Wide Super allows our headlines to have impact.

Headlines should always be left aligned.

The following pages outline the different ways our headlines can be constructed.

Graphik Wide Super

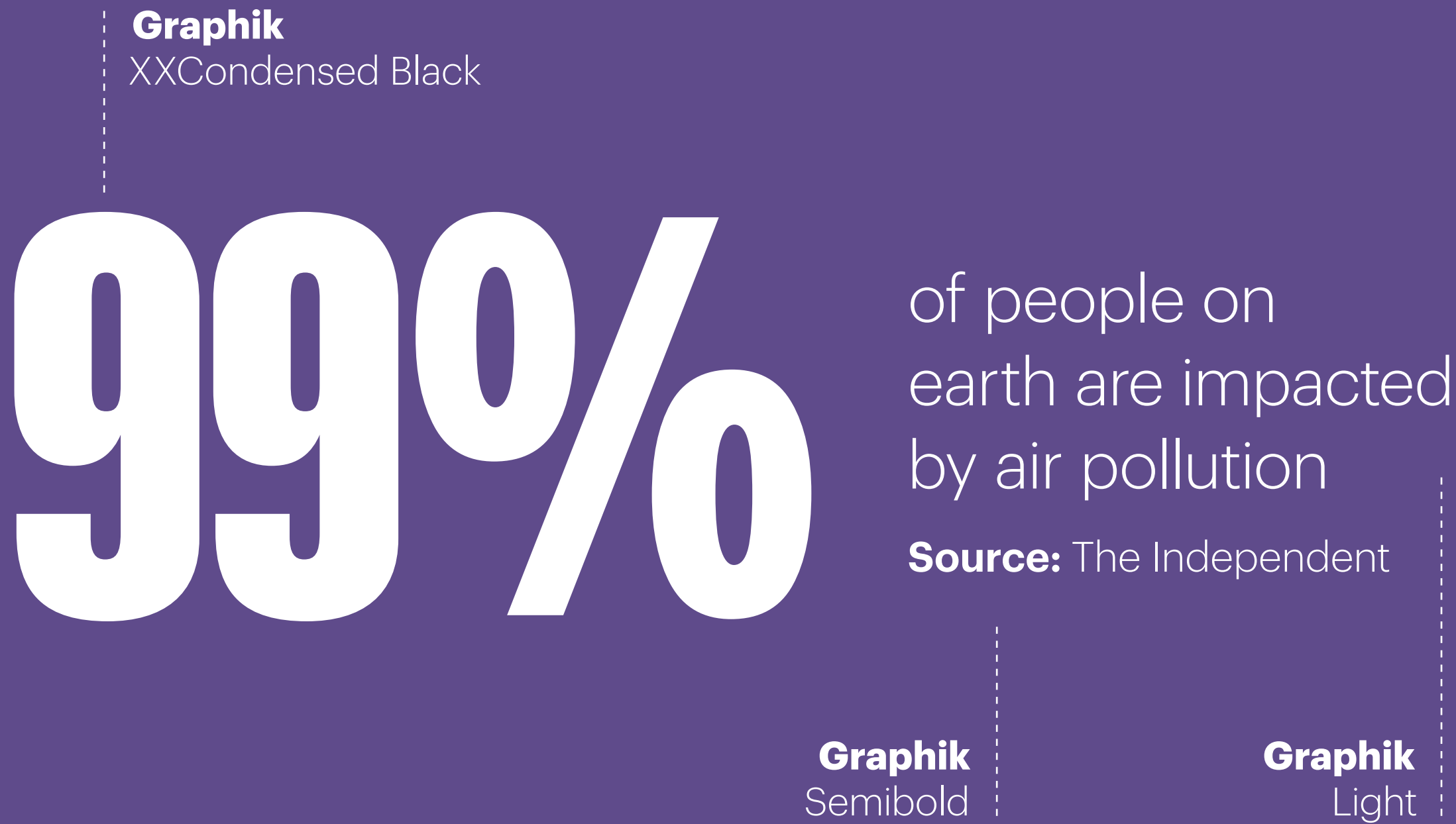
**Unlocking the
potential for cities
to be healthier**

Typography

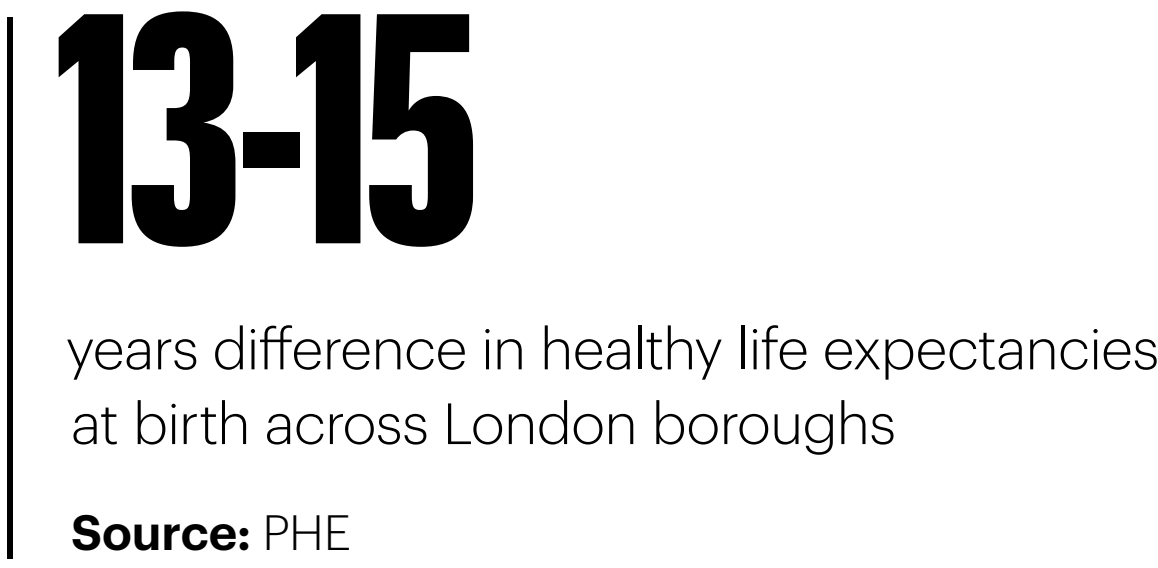
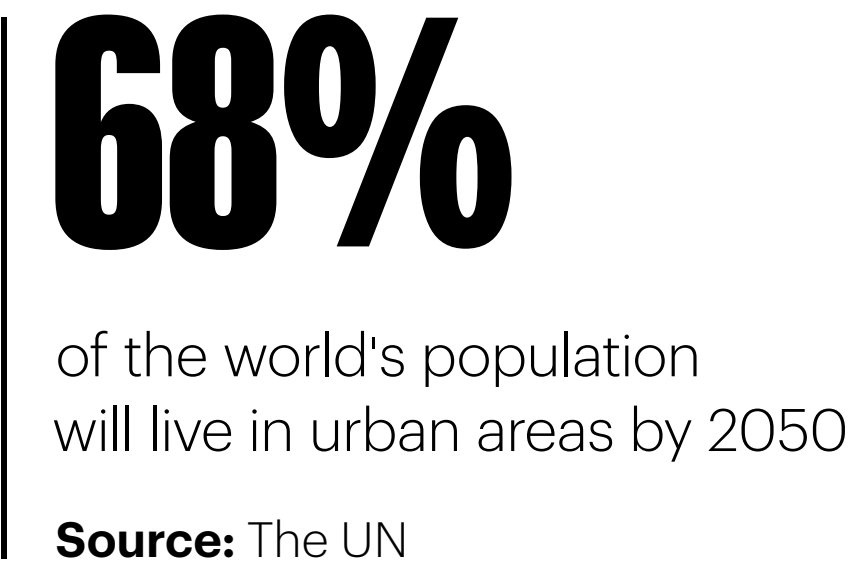
Statistics

Graphik XXCondensed Black should only be used for pull-out statistics and large numbers throughout our brand.

Other smaller instances like page numbers should stay in Graphik Regular.



Further examples



Typography

Hierarchy

To create visual hierarchy in our communications we use a variety of type sizes and weights. Example configurations are shown here.

Display heading

Graphik
Wide Super
Point size / Leading
40 / 40pt

Unlocking the potential for cities to be healthier

Subheading

Graphik
Semibold
Point size / Leading
25 / 25pt

An introduction to health equity in cities

Paragraph Header

Graphik
Semibold
Point size / Leading
11 / 11pt

Defining urban health

Large intro copy

Graphik
Light
Point size / Leading
14 / 14pt

By 2050, nearly 70% of the world’s population will live in cities. In the UK, over four in five people already live in urban areas.

Body Copy

Graphik
Light
Point size / Leading
9 / 12pt

Urban health is not just one sector’s responsibility. It goes much wider than the healthcare system and public health authorities. It includes urban planners, civic institutions, investors, employers and residents.

Quote

Graphik
Bold
Point size / Leading
14 / 14pt

“All young people deserve access to nutritious food”

Name Surname, Job Title

Statistics and large numbers

Graphik
XXCondensed Black
Point size / Leading
60 / 60pt

68% of the world's population will live in urban areas by 2050

Source: The UN

Statistics Context

Graphik
Light
Point size / Leading
11 / 14pt

Typography

Hierarchy in context

Figures shown are the recommended point (pt) sizes. However, at the discretion of the designer, these can vary depending on the amount of content and layout.

Impact on Urban Health

Children's health and food

How supermarkets can shape our diets

Display heading

A4

Font size: 65pt
Leading: 55pt

A5

Font size: 45pt
Leading: 35pt

Subheading

A4

Font size: 20pt
Leading: 17pt

A5

Font size: 15pt
Leading: 12pt

Expanding free school meals

Quote

A4

Font size: 20pt+
Leading: 17pt

A5

Font size: 15pt+
Leading: 12pt

Impact on Urban Health

pwc

Statistic

A4

Font size: 90pt

A5

Font size: 65pt

Paragraph header

A4

Font size: 12pt
Leading: >5pt

A5

Font size: 12pt
Leading: 15pt

Body copy

A4

Font size: 10pt
Leading: 13pt

A5

Font size: 9pt
Leading: 12pt

Impact on Urban Health
Brand Guidelines

33

Typography

Graphic elements

Pulling out bits of text can help create more interesting layouts. Ensure boxes and strokes are always sized to textboxes.

Statistics

You can use coloured boxes anchored by a 2pt stroke. For vertical stats, anchor stroke to the top; for horizontal stats, anchor stroke to the left. The box and stroke should always be shades of the same colour (box: 20%, stroke: 100%), depending on content. Only add a stroke to free-floating boxes.

Quotes

Use horizontal or vertical 2pt stroke in 100% tint of any colour (without box), depending on content, to help quotes stand out. Only add a stroke to free-floating boxes. Lines should be full width or height of quote.

Headlines

Use a 100% tint pull-out box to help headlines stand out from image backgrounds. Never add a stroke to boxes cropped at the margins. Headline boxes should always be on the left-hand margin, either floating or anchored (left, or top-left).

Headlines and subheadlines

Two boxes can be used in applications such as slides, ensuring they follow one of these combinations:

- 100% tint for headline and 20% tint for subheadline
- Interchangeable 100% tint colour and white for headline and subheadline

Subheadline box must be placed flush to the top or bottom of the headline box.

Statistics

800k

children in England do not currently qualify for a free school meal

Source: cpag.org

68%

of the world's population will live in urban areas by 2050

Source: The UN

Headlines

Impact on Urban Health

Unlocking the potential for cities to be healthier

Quotes

"All young people deserve access to nutritious food"

Name Surname, Job Title

"All young people deserve access to nutritious food"

Name Surname, Job Title

Headlines and subheadlines

Headline goes here

Subheading

Subheading

Headline goes here

Headline goes here

Subheading

Typography
Alternative typeface

Arial Nova is our alternative typeface. It is a system font and can be used for internal communications when Graphik is unavailable.

Arial Nova can be downloaded for free using the following [link](#).

Aptos Display

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890!@#\$%^&*()

Photography

Photography

Photography is an essential part of the brand, it helps convey and reflect the individuals we work with as well as the environment in which we work.

We prefer to always use our own images over stock photos. If you are looking for something specific and need support, please contact us.



Photography

Image principles

When capturing images, ensure they follow these four principles:

- Authentically capture people’s lived experiences.**
Images should honestly capture and represent people’s lives, from the positive to everyday life.
- Reflect the diversity of the communities we work with.**
It’s essential that the imagery accurately represents the communities in which we work.
- Remain rooted within Lambeth and Southwark.**
The location and environment where our work is carried is almost another character.
- Reflect our impact on the community.**
Images should reflect our positive impact on the health and wellbeing of individuals.

Impact on Urban Health
Brand Guidelines



Photography

Creating a story

When building a collection of images, consider the narrative and pace of the story.

Most importantly, we are after a variety of images. This contrast will help us tell our diverse story. The challenge lies in ensuring different images can hang together and tell a consistent story.

The photography needs to feel personal, giving viewers the sense of being there among the community. It should not feel intrusive or overly stylised.

Images should document and capture the environment as our eyes see it, they should not distort and they should remain balanced and true.

Within your story, people should be represented in the following ways:

- Seek out groups of subjects from a mix of different ethnicities, ages, genders and backgrounds reflective of the community.
- Capture subjects engaged in an activity or in an environment in which they feel comfortable.
- Portraits should not feel staged or forced, but depict a natural moment that conveys something about the person being photographed. Try to capture moments of spontaneity.

Consent

Please ensure you gain the appropriate consent before sharing any photographs of individuals.



Photography

Image categories

Our imagery comprises the individual, the impact and the location.

When selecting multiple images, a balance of these should be selected in order to represent our work.

When choosing imagery it is essential we reflect these categories.

The individual



The impact



The location



Photography

Misuse

When choosing imagery please ensure:

- 1. Images are never distorted or cut out from the background.
- 2. Images feel authentic, organic and not stocky.
- 3. Location images are clearly from the area.
- 4. Images are well lit, with the subject matter in focus, and avoid using filters.

Do

1. 
2. 
3. 
4. 

Don't

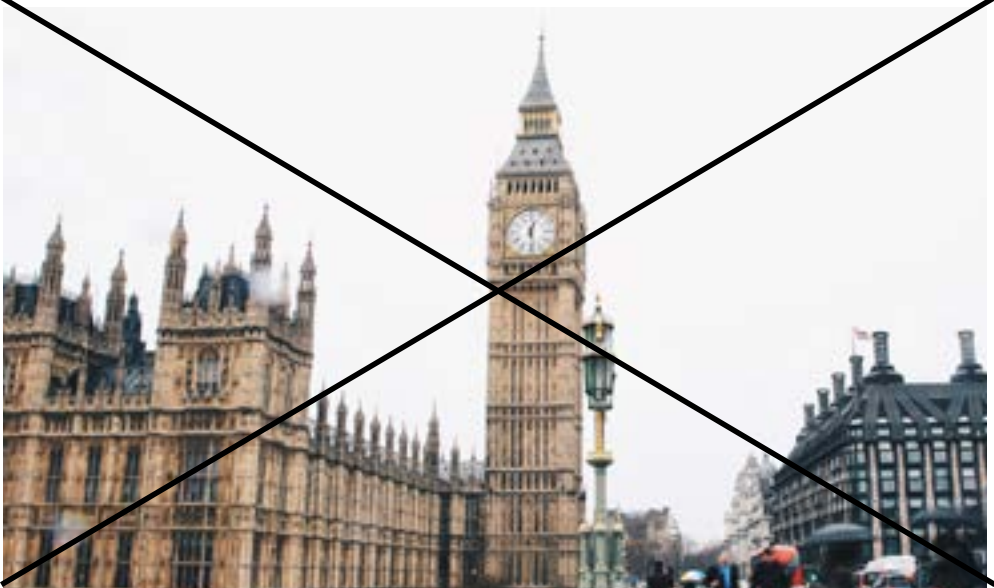
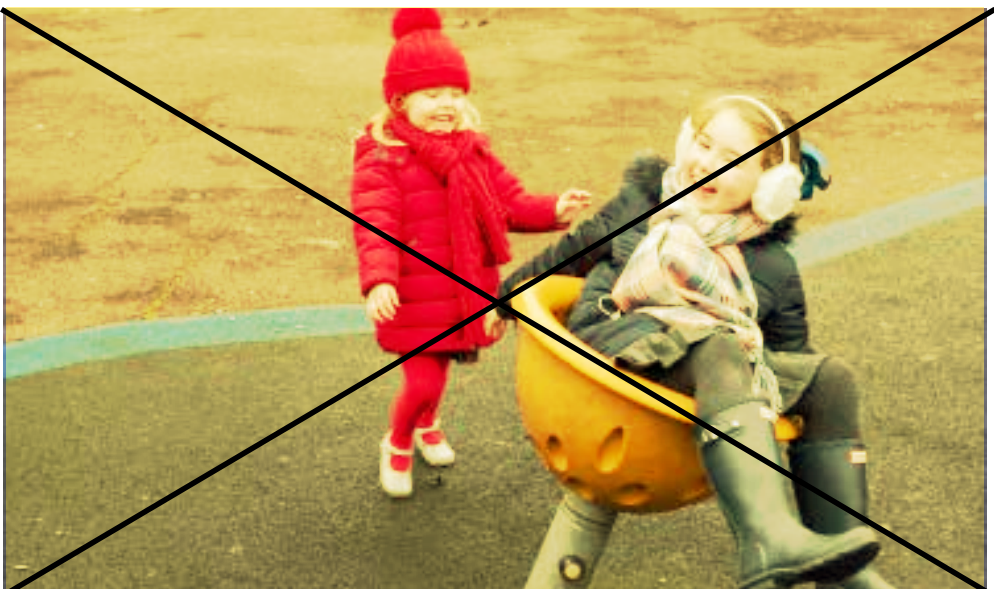
- 
- 
- 
- 

Illustration principles

Illustration

Principles

Photography tells the most authentic story, so it’s always our preferred choice for imagery.

However, there may be occasions when illustration can play a pivotal role in storytelling, for example, through infographics.

Please always check with the brand team before commissioning or using illustration instead of photography.

When commissioning illustrations, the style should be graphic and clean, steering away from decorative, textured or overly detailed approaches.

The style should help visualise the principles of truthfulness, community, diversity and humanness, in a simple way.

It should also clearly represent the different communities we work with and the positive impact our work has.

Please always ensure that illustration style is tailored to the audience and subject before progressing with any commissions.

Applications

Applications

Cover pages

Headline text boxes should be placed strategically on top of images to avoid blocking the main subject(s).

Text boxes can be:

- Anchored to the left or top margins
- Free floating on the left hand side (or centred if the text spans the whole width of the cover)
- Full bleed





Impact on Urban Health



1

Place children at the centre

Actions, however well meaning, will address inequity only if they are based on an understanding of the realities of the lives of London's children and their families – and seek to provide support, rather than stigma and blame. If we are going to fix the system, we need to understand how children experience it on the inside. This is why our first action as a task force was to develop some profiles of London's children.

Get bigger and bolder

Many of the positive initiatives to date have been small scale, short term and patchy. We want to see promising work scaled up and extended, minimum standards set across London, and new, powerful actions trialled and implemented.

2

Environment

Children of all ages need to be surrounded by an environment that enables them to eat healthily, drink water and take plenty of physical exercise. That means implementing changes throughout the spaces where children live their lives and spend their days.

Implementing well

Following introduction in 2014 of universal infant free school meals for all children in England who are in reception, year 1 and year 2, many primary schools will have a good starting point in terms of the kitchen infrastructure, equipment and workforce that are needed to deliver healthy school meals to all students.

3

Long-term potential

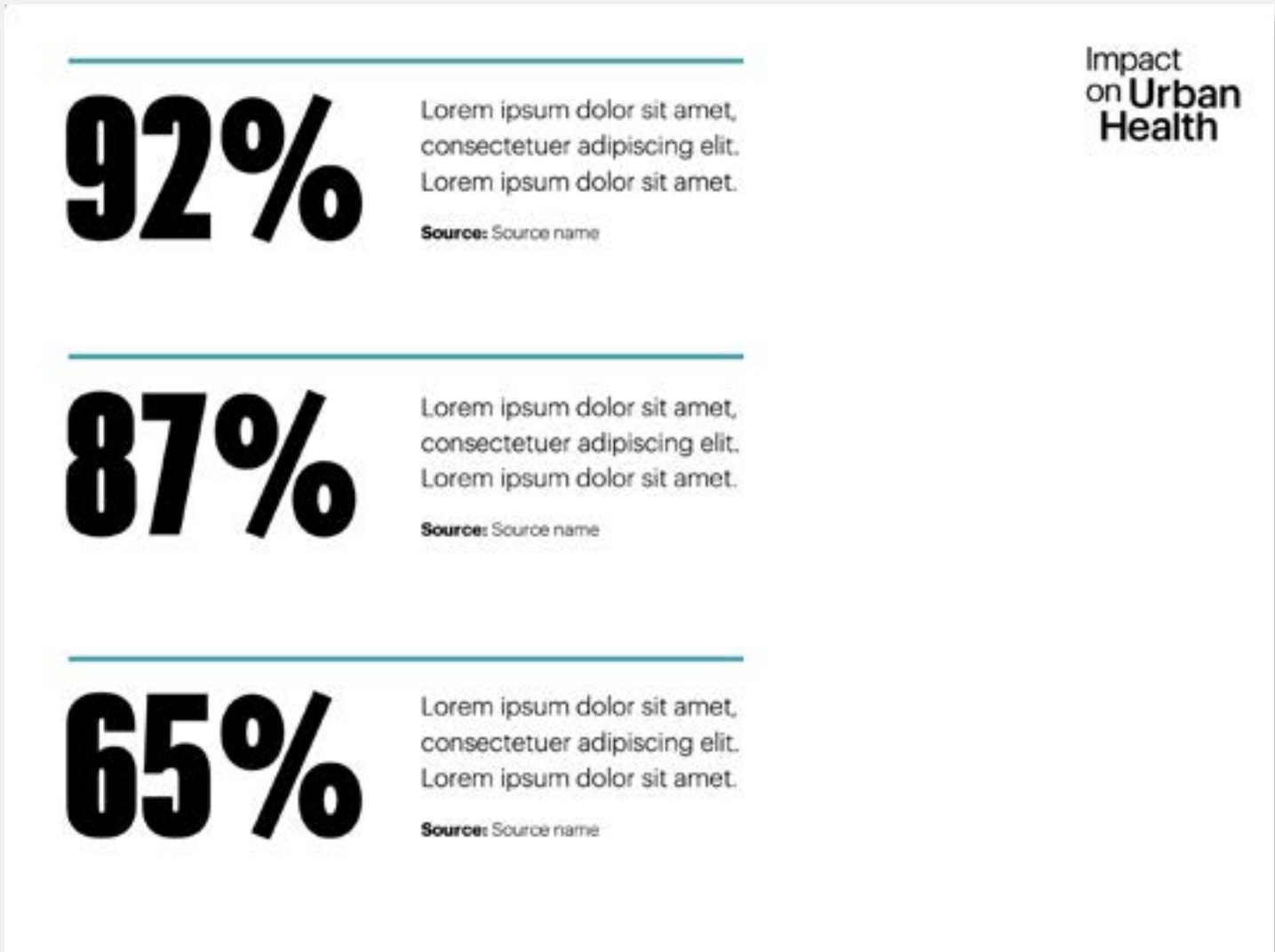
The expansion of free school meals to London's primary school children is currently a one-year emergency scheme designed to help families with spiralling costs of living. While this announcement will undoubtedly provide relief to many families who are struggling to make ends meet, we firmly believe that the provision of free, nutritious meals in schools is an important investment beyond times of crisis and represents a huge opportunity for child health.

Applications

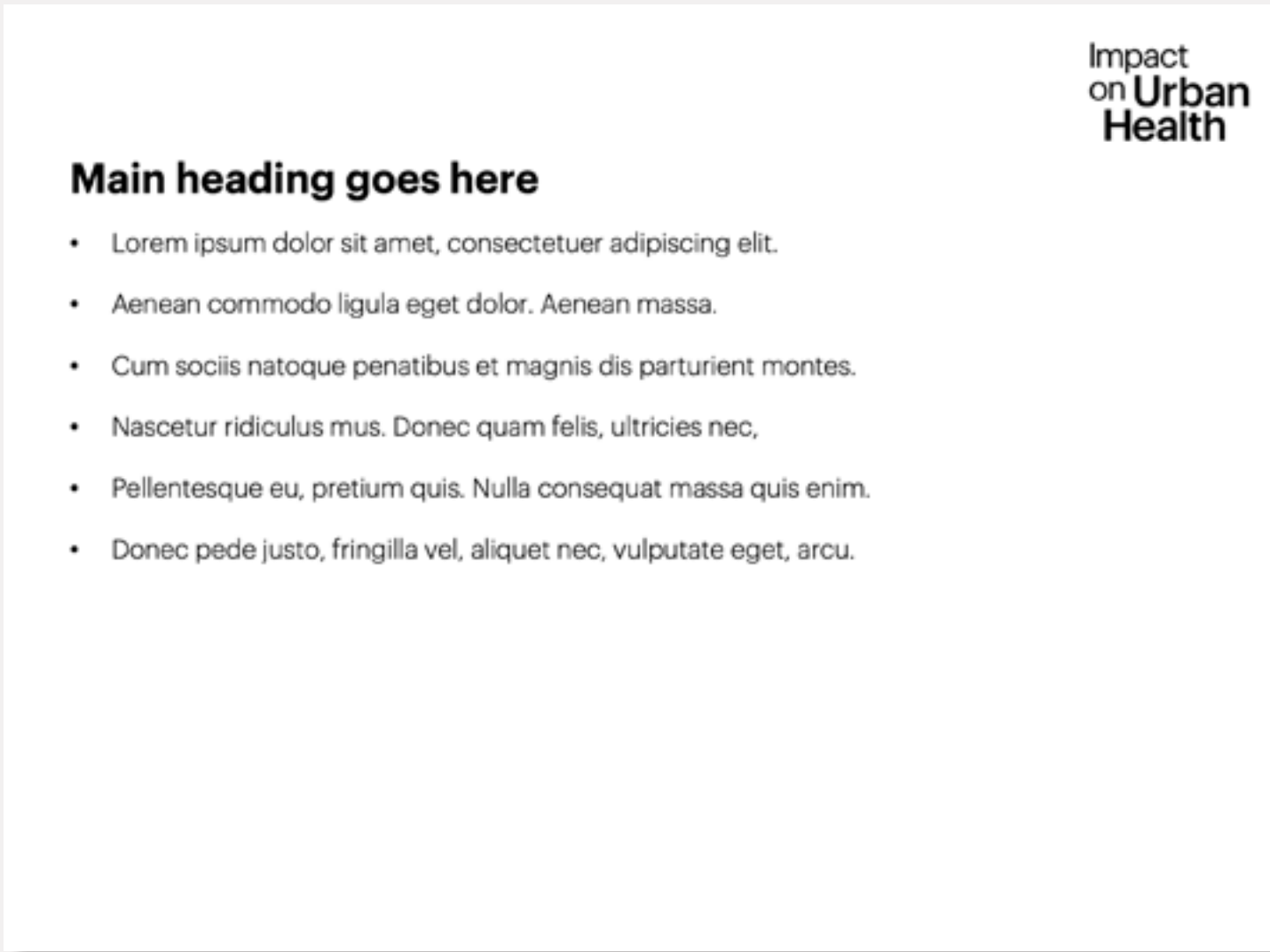
Presentations and slides

- Cover slides can use larger text on top of an image, as long as the background is not too busy, to ensure legibility.
- In instances where the image does not allow this, and in divider slides, a headline and subheadline text boxes should be used (see page 34)

Cover slide



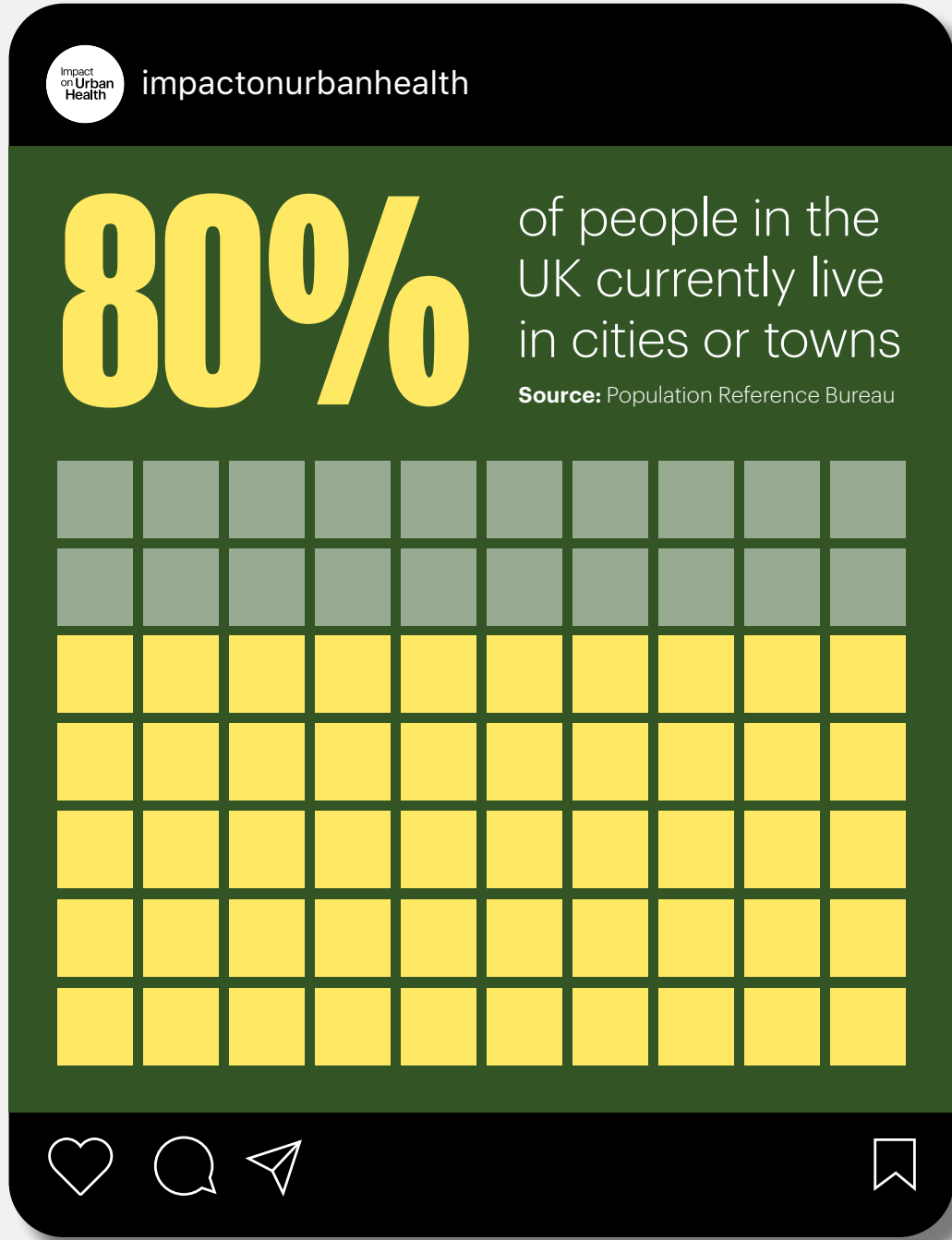
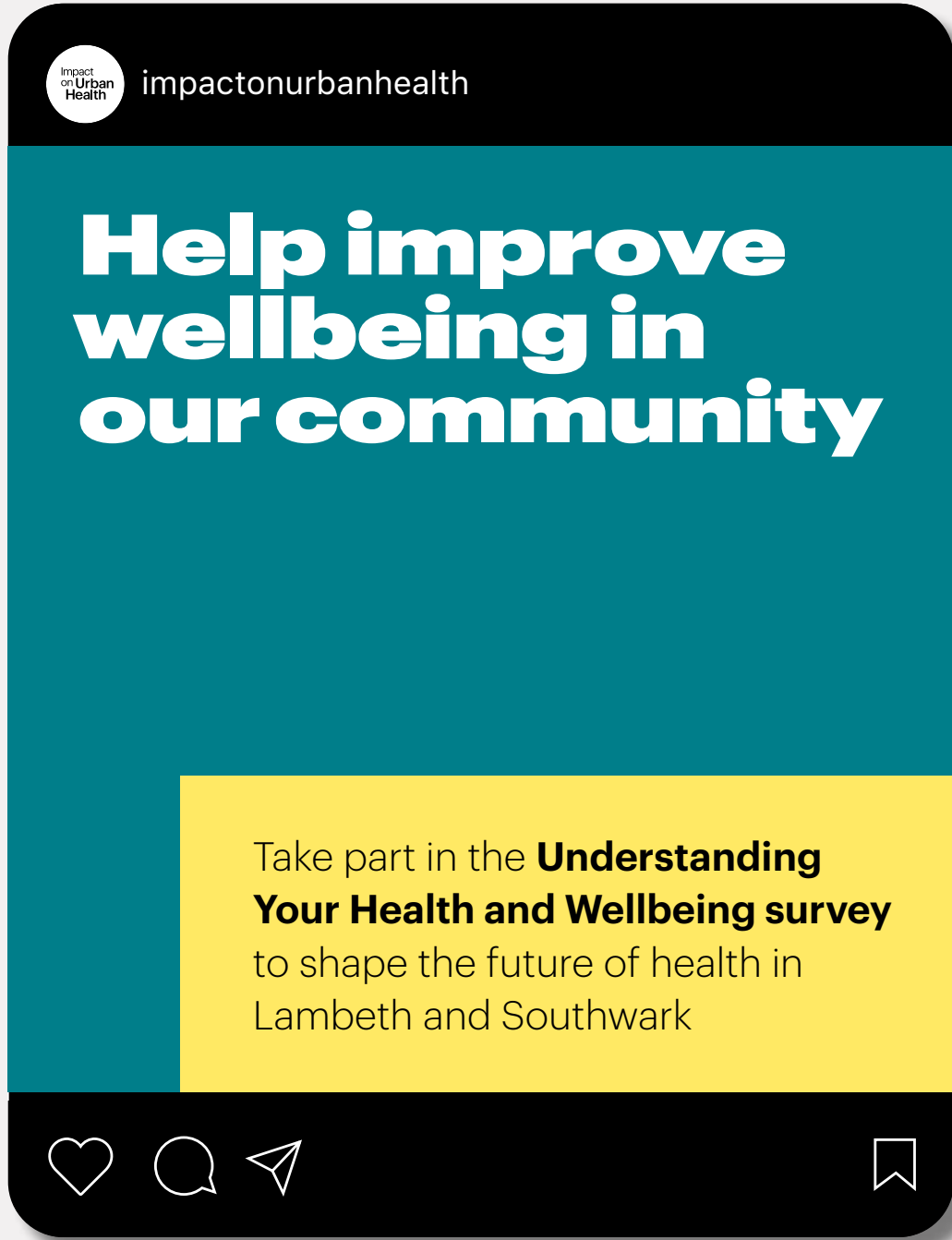
Divider slide



Applications

Social media

For social assets, two accent colours can be mixed to create more visual interest.





Appendix

Appendix

Colour values explained

RGB values

RGB stands for Red, Green, and Blue. These values (e.g. 0, 126, 138) are used for digital screens. Input them into the colour fill panel to match brand colours accurately.

CMYK values

CMYK stands for Cyan, Magenta, Yellow, and Black. These values (e.g. 83, 29, 39, 13) are used for printed materials to ensure colours come out correctly on paper.

HEX codes

HEX codes are six-digit codes that represent colours on screens. To use them, just copy and paste them (e.g. #007e8a) into the colour fill panel to get the exact brand color.

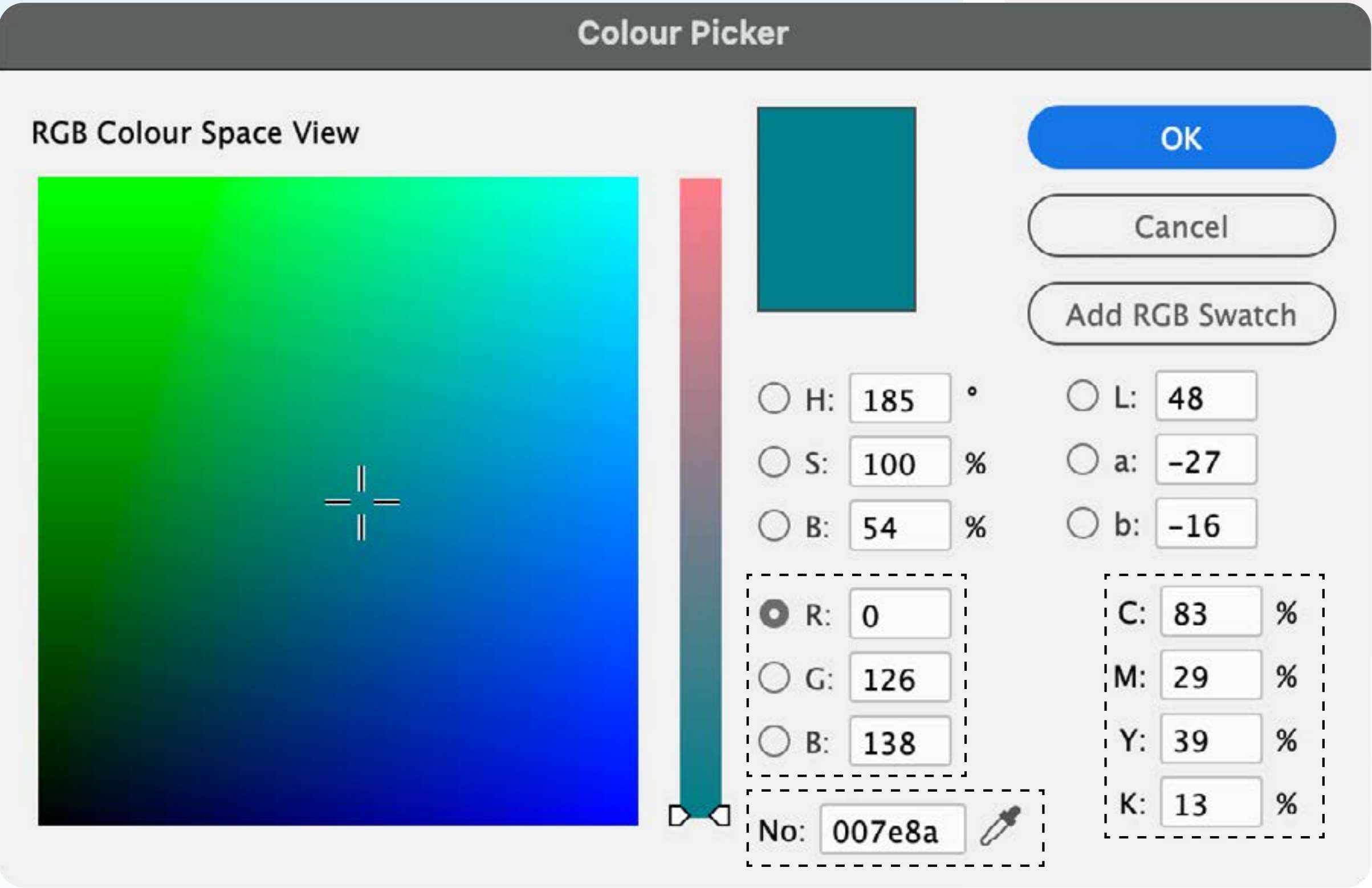
Pantone colours

Pantone colours are standardised, pre-mixed ink colours (e.g. Pantone 7710 C) used in professional printing for perfect colour consistency across materials. The finish can be coated (C) or uncoated (U).

Teal
R0 G126 B138 ----- RGB value (digital)
C83 M29 Y39 K13----- CMYK value (print)
#007e8a ----- HEX code
Pantone 7710C ----- Pantone colour

Warm Grey
R123 G111 B103
C45 M44 Y47 K31
#7b6e66
Pantone 7530C

Black
R0 G0 B0
C0 M0 Y0 K100
#000000



White
R255 G255 B255
C0 M0 Y0 K0
#ffffff

Contact us

For more information contact the
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