# Healthwatch brand quick guide 2024

### Logos

The Healthwatch logo should feature prominently on all our national and regional communications. Every local Healthwatch has their own version of the logo. We also have branded avatars for social media that you can use.

Logo variations

#### Healthwatch England logo

# healthw tch

Local Healthwatch logo

# healthw tch **Your local logo**

Х

#### Logo placement and sizing

Positioning: Logo placement is flexible. It can sit in any corner.

Clearance zone: Leave a clear space around the logo so it is prominent and legible. The space should be at least the width of one of the quote marks (X), and more if possible.



Inverted logo

All white logo healthwatch

logo must be at least 24mm across when printed, and 150px across on screen.

Minimum sizes: The

**Avatars** 

# **Color palette**

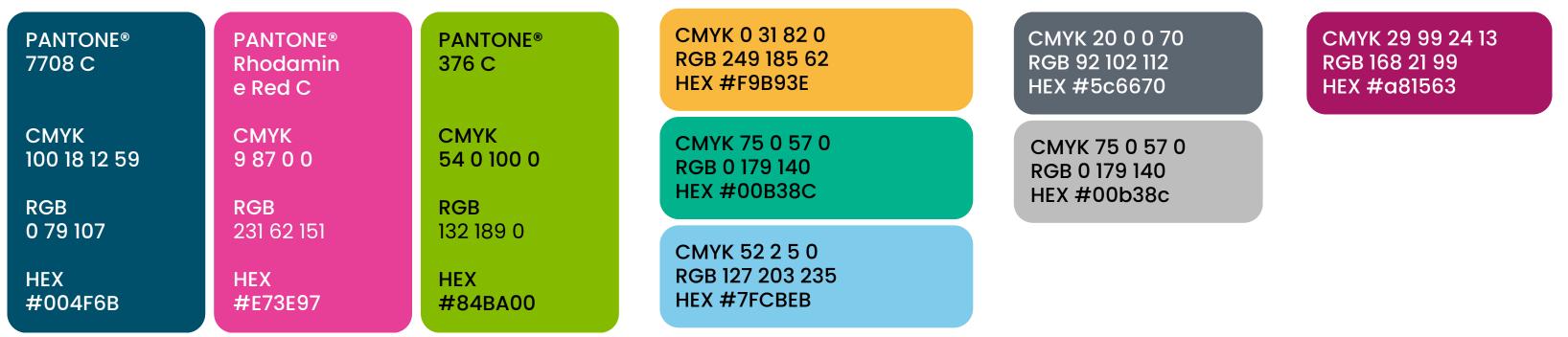
You should use our core colours the most. Our supporting brand colours can help set the right tone for different types of messages and audiences. The supporting grey tones are for use on screen only, while the dark pink is for accessible hypertext links.

#### Core colours

Supporting colours

Grey tones





# Accessibility

When using colours on screen for text, some colour combinations are more accessible than others.

#### Fully compliant

Use these colour combinations for anything, even text at smaller sizes.



#FFFFFF/



#84BA00



#004F6B



#84BA00/ #000000



#7FCBEB/

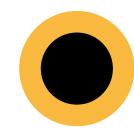


#000000/

#F9B93E

#00B38C





#F9B93E/ #000000



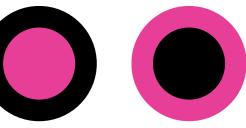
#00B38C

#### Partially compliant

Use these colour combinations for larger size text.



#004F6B/#F9B93E AA compliant AAA (18pt+) compliant



#E73E97/#000000 AA compliant AAA (18pt+) compliant



#004F6B/#7FCBEB



#E73E97/#FFFFFF AA (18pt+) compliant



#004F6B/#00B38C AA (18pt+) compliant



#000000/

## Fonts and typography

The font we use for our branded communications are as important as the colour and logo. We use two font families.

Poppins



# Headine Poppins Semi Bold 32pt+

### Subheading

#### Poppins Semi Bold 24pt+

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Poppins Light 12pt+

**Century Gothic** 



# Headline

### Subheading

Century Gothic Bold 32pt+

Century Gothic Bold 24pt+

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Century Gothic Light 12pt+

#### <u>Click here for full brand guidelines</u>