

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.

Healthwatch England logo



Local Healthwatch logo



Logo variations



Avatars



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.

Minimum size – Print



Minimum size – Screen



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

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

PANTONE® 7708 C	PANTONE® Rhodamine Red C	PANTONE® 376 C
CMYK 100 18 12 59	CMYK 9 87 0 0	CMYK 54 0 100 0
RGB 0 79 107	RGB 231 62 151	RGB 132 189 0
HEX #004F6B	HEX #E73E97	HEX #84BA00

Supporting colours

CMYK 0 31 82 0 RGB 249 185 62 HEX #F9B93E
CMYK 75 0 57 0 RGB 0 179 140 HEX #00B38C
CMYK 52 2 5 0 RGB 127 203 235 HEX #7FCBEB

Grey tones

CMYK 20 0 0 70 RGB 92 102 112 HEX #5c6670
CMYK 75 0 57 0 RGB 0 179 140 HEX #00b38c

Hyperlink text

CMYK 29 99 24 13 RGB 168 21 99 HEX #a81563
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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.

 #004F6B/ #FFFFFF	 #FFFFFF/ #004F6B	 #000000/ #FFFFFF	 #FFFFFF/ #000000
 #000000/ #84BA00	 #84BA00/ #000000	 #000000/ #F9B93E	 #F9B93E/ #000000
 #000000/ #7FCBEB	 #7FCBEB/ #000000	 #000000/ #00B38C	 #00B38C/ #000000

Partially compliant

Use these colour combinations for larger size text.

 #004F6B/#F9B93E AA compliant AAA (18pt+) compliant	 #F9B93E/#004F6B AA compliant AAA (18pt+) compliant	 #E73E97/#FFFFFF AA (18pt+) compliant	 #FFFFFF/#E73E97 AA (18pt+) compliant
 #E73E97/#000000 AA compliant AAA (18pt+) compliant	 #000000/#E73E97 AA compliant AAA (18pt+) compliant	 #004F6B/#00B38C AA (18pt+) compliant	 #00B38C/#004F6B AA (18pt+) compliant
 #004F6B/#7FCBEB AA compliant AAA (18pt+) compliant	 #7FCBEB/#004F6B AA compliant AAA (18pt+) compliant	 #004F6B/#84BA00 AA (18pt+) compliant	 #84BA00/#004F6B AA (18pt+) compliant

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

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz !?@#%&*()

Headline 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

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz !?@#%&*()

Headline Century Gothic Bold 32pt+

Subheading Century Gothic Bold 24pt+

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Century Gothic Light 12pt+

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