healthwatch

Visual identity guidelines

V1.14 April 2024

Contents

Introduction

Overview

Our brand is how people think and feel about us. It's what connects us to all our audiences, those who know us well and those who are yet to meet us. It's the way people experience us, be that in person or online.

A brand is there to give everyone a clear, consistent understanding of why we exist, how we behave and what we do. Our brand sets us apart from other organisations. It's where we define the value we give to the world, our personality and our character.

Our brand is based on audience research and aims to help us clearly and confidently express to the world who we are and what we offer.

Who we are

What are our core beliefs?

Belief one

We believe that health and social care providers can best improve services by listening to people's experiences.

Belief two

We believe that everyone in society needs to be included in the conversation. Especially those whose voices aren't being listened to.

Belief three

We believe that comparing lots of different experiences helps us to identify patterns and learn what is and isn't working.

Belief four

We believe that feedback has to lead to change. Listening for listening's sake is not enough.

Belief five

We believe that we must always remain independent and impartial while working with partners to get things done.

What are our values?

Listening

We recognise the value of listening to people and making sure their voices are heard.

Including

We value inclusivity. Listening to the first-hand experiences of diverse groups improves care for everyone.

Analysing

We value the insight that's gained from analysing many di erent people's experiences to learn how to improve care.

Acting

We act on feedback and drive change. Listening has to positively a ect outcomes and influence important decisions about people's care.

Partnering

We value strong partnerships with care providers and Government – serving as the public's independent advocate.

Our proposition

Short proposition

Healthwatch is your health and social care champion. We make sure NHS leaders and other decision makers hear your voice and use your feedback to improve care.

Long proposition

Healthwatch is your health and social care champion. If you use GPs and hospitals, dentists, pharmacies, care homes or other support services, we want to hear about your experiences.

As an independent statutory body, we have the power to make sure NHS leaders and other decision makers listen to your feedback and improve standards of care. We also help people to ind reliable and trustworthy information and advice.

Last year, we helped nearly a million people like you to have your say and get the support you need.

How we talk and write

Our brand personality and tone of voice

The Healthwatch model is incredibly simple: We give people the opportunity to share their experiences of using health and social care services in England, and make sure that this valuable feedback reaches the powers that be and leads to positive change. We also help people to get the information and advice they need.

We need to keep things simple and employ a 'back to basics' approach. That means using fewer words, simplifying our messages and making a direct appeal to patients and service users. We personalise our comms by always talking to the reader, so one of our old statements like, 'We are the independent champion for people who use health and social care services' becomes 'Your health and social care champion'. It uses half the words and suddenly you're talking to me.

We've been using the word 'champion' for a long time, because that's exactly what we are. But the problem is, we haven't sounded like a champion. And that needs to change. Champions are strong, they're brave and they're effective. And these are our brand attributes. Strong because people (especially those who are vulnerable or marginalised) need an advocate. Brave because working within the system to hold decision makers to account is never easy. And effective because it's vital that people get the information and advice they need to make informed decisions and that their valuable feedback is taken on board – there's nothing to be gained from listening if nothing ever changes.

And that's why it's so important that the Healthwatch brand is synonymous with impact. Yes we're rightly proud of how many people we reach each year, but moving forwards we need to be altogether more focused on what happens next. Whether that's changing a local GP surgery, or wholesale systems change at a national level, we are the people that inform and drive positive change. Remember, cynicism and apathy are our enemy. So be exact and be concrete. Tell me that there are over 150 local Healthwatch, or that you helped to support nearly a million people last year. And, in time, try to find out how many beds have been added to wards, how much waiting times have been reduced, how systems and processes have changed as a direct result of patient and service user feedback. Or how your advice helped someone get the support they desperately needed.

It's fine to caveat our data, or frame the context of our claims. What matters is that people understand we're obsessed by impact. And to ensure everyone understands that – as an independent statutory body – they can trust us to get the job done, and that we do have the sway to drive change. Healthwatch is a people's brand. When writing, always try to write as you'd speak. Be conversational, keep it light and don't try to be formal. We're not writing to a policymaker, we're dealing with everyday people.

Consider our tone of voice and brand personality: We're evidence-based, trustworthy, on your side, supportive and insightful. And we're also: caring, expert, curious, fair, personable and courageous. That's a long list and clearly every paragraph doesn't need to capture all of these attributes. But ask yourself from time to time how long it's been since you've been 'insightful' for example and decide if you need to write an article or social media post... Or whether the information and advice you've provided is trustworthy, supportive and personable? And are you championing the cause of local people? Our brand has always been good at the detail and capturing the head, but we need to do a lot more to uncover the emotional drivers behind what we do, and tell stories that capture the heart.

Further help
To read our tone of voice in full, visit the network site.

What kind of messages will make people care?

The public
- Your voice will make a difference
- It's quick and easy to share your experiences
- Here's what we've already achieved (stories, stats, case studies)
- We can offer a lot of support and can signpost you to relevant information
- Our local Healthwatch know your communities and local needs

Health and social care professionals
- We need your help
- Our network can enable you to hear the voice of the public – so involve and consult with them
- We can save you time / money by conducting research and testing on your behalf
- We can help you to gain the trust of your communities / reach your communities
- We can inform change, but only you can make it happen

Local stakeholders
- We've got a reach into your local community as well as every area across England
- We can quickly help you to understand the key issues you need to be thinking about
- We're all working toward the same goal – improving health and social care for everyone
- Support us – our work doesn't come for free (for Local Gov)
- Commission us (Local Authorities and charity partners)

Further help
To read our full set of call to actions, drivers and messages visit the network site.

How we look

Introduction

Our new visual identity consists of:
– logo
– colours
– fonts (typography)
– design element

It's designed to be flexible, so you can show serious evidence-based work, as well as more personable community engagement.

What file format should I use?

eps, ai
Use this format for all professionally produced applications. It's compatible with all design programmes: InDesign, Illustrator and Photoshop.

jpeg
Use this format for Microsoft® programmes, such as Word and PowerPoint.

png
Use this format for your website and email footer.

Photography file formats guidance
For photography use either jpeg, png or tif files.

When using images on screen (e.g. Powerpoint presentations, websites, social media etc) you should be able to see if the image is high enough quality to use. If it's not high enough quality then you'll see pixelated edges to your images.

When professionally printing images (i.e. products that are sent to an external printer), these need to be a high quality (ideally 300dpi or above). The preferred file type is .tiff for photographs.

Further Help
Take a look at the Communications Centre

To help you create branded resources quickly and easily check out the Communications Centre. From posters to email headers, graphics to social media templates, there are branded templates, which you can personalise to support all your communications.

Please note you will need to login to access the full range of resources.

If you need access to the Communications Centre, please email enquiries@healthwatch.co.uk

National version

This is the Healthwatch logo.

It's a unique marque of who we are and should be used prominently on all our national and regional communications.

Our logo is made up of two elements:

– The text 'Healthwatch'
– The two quote marks making up the 'e' and 'a'

Our logotype can be used in a variety of ways: white or black, or overlaid on top of imagery.

Further help
The original artwork can be requested from enquiries@healthwatch.co.uk and must not be modified in any way.

Local logo and other versions

Local version
Every local Healthwatch has their own version of the logo, which has been specially created for you. It's available in a range of file formats suitable for use on all materials from exhibition stands to websites to internally produced Word documents.

There are also alternative versions (in white and mono), which should be used when against a dark background or in a black and white publication (e.g. newspaper).

Social media avatars
We also have an avatar for use on social media. This should only be used as an avatar and should never replace our main logo.

healthwatch
Your local name

healthwatch
White version

healthwatch
Your local name
Mono version

Avatar (3x choices)

Positioning our logo

Logo positioning
For communications there is flexibility to place the logo:
– Top right or top left
– Bottom right or bottom left

Clearance zone
Always ensure there is clear space around the logo so it is prominent and legible. The area of space is the width of one of the quote marks(X).

The clearance zone is a minimum area. It should be increased where possible.

Recommended logo sizes
DL – 52mm wide
A5 – 52mm wide
A4 – 68mm wide
A3 – 105mm wide

Minimum sizes
The minimum size for print is 24mm across, and on screen 150px across. The logo should never be smaller than this.

X

Minimum size – Print

24mm

Minimum size – Screen

150px

Partnership branding

When we work with other organisations we use one of three approaches.

1. If Healthwatch is the leading partner then we use our identity. Ideally we would use a descriptor (e.g. 'in partnership with') above the partner logo to describe the relationship.

2. If the material is coming from the partner's perspective (e.g. a report), we use their identity and add our logo with a descriptor (e.g. 'in partnership with).

3. When a group of organisations come together to create an entirely new product, we create a neutral identity (i.e. one that does not favour one over the other brand identity).

We never mix brand identities to avoid dilution and confusion for the audience.

Healthwatch led communications

Working with

partner logo

Partner led communications

Working with

partner logo

This is an example of a partner's background colour.

Working with

partner logo

If there is a lack of logo standout on partner collateral put the logo in a Healthwatch dark blue panel.

Our colour palette

Overview

Our core colours should usually feel dominant in our materials and should be used the most.

Our supporting brand colours can be used to help set the right tone for different types of messages and audiences. These colours can also help us add character and expression.

Finally we have supporting grey tones and a dark pink for accessible hypertext links. These are only for use on screen.

The appearance of colour can vary in different processes – Pantone (PMS), four colour print (CMYK) or screen (RGB and Hex).

The colour breakdowns specified have been developed to give the greatest consistency. Pantone references are specified to ensure colour matching for paints, vinyl and other non-print items. The Communications team can help you with this.

Do not use any other colour matching or try to create your own. When printing out of four-colour process please ensure that you use these breakdowns.

CORE BRAND PALETTE

Healthwatch Blue

PANTONE® 7708 C
C100 M18 Y12 K59
R0 G79 B107
HEX 004F6B

Healthwatch Pink

PANTONE® Rhodamine Red C
C9 M87 Y0 K0
R231 G62 B151
HEX E73E97

Healthwatch Green

PANTONE® 376 C
C54 M0 Y100 K0
R132 G189 B0
HEX 84BA00

SUPPORTING BRAND COLOURS

Yellow

C0 M31 Y82 K0
R249 G185 62
HEX f9b93e

Teal

C75 M0 Y57 K0
R0 G179 B140
HEX 00b38c

Light blue

C52 M2 Y5 K0
R127 G203 B235
HEX 7fcbeb

SUPPORTING GREY TONES

Dark grey

C20 M0 Y0 K70
R92 G102 B112
HEX 5c6670

Light grey

C0 M0 Y0 K34
R189 G189 B189
HEX bdbdbd

HYPERTEXT LINK COLOUR

Link text pink

C29 M99 Y24 K13
R168 G21 B99
HEX a81563

Using colour and tints for tables and charts

Data can be effectively shown by breaking down our colours into tints.

Tables
Use a horizontal line and a 10% tint on alternate rows.

Charts
e.g. Pie charts, bar charts
For 12 categories or less
– start with primary colours,
– then secondary colours
– then 50% tint of primary colours
– then 50% tint of secondary colours

Beyond 12 categories work with 30% tints.

|						
90%	C82 M49 Y35 K22 R47 G96 B119 HEX 2f6077	C12 M75 Y0 K0 R233 G81 B161 HEX e951a1	C47 M3 Y88 K0 R156 G193 B65 HEX 9cc141	C6 M26 Y67 K1 R241 G193 B101 HEX f1c165	C67 M16 Y51 K0 R77 G183 B152 HEX 4db798	C48 M12 Y11 K0 R142 G208 B235 HEX 8ed0eb
80%	C79 M39 Y32 K16 R67 G113 B134 HEX 437186	C5 M72 Y0 K0 R236 G101 B172 HEX ec65ac	C47 M0 Y91 K0 R167 G199 B79 HEX a7c74f	C0 M25 Y68 K0 R243 G200 B116 HEX f3c874	C68 M0 Y47 K0 R98 G191 B164 HEX 62bfa4	C43 M0 Y5 K0 R155 G214 238 HEX 9bd6ee
70%	C67 M35 Y31 K12 R89 G131 B149 HEX 598395	C10 M62 Y0 K0 R238 G120 B182 HEX ee78b6	C42 M5 Y77 K0 R177 G206 B94 HEX b1ce5e	C5 M20 Y56 K0 R244 G207 B132 HEX f4cf84	C60 M1 Y42 K0 R107 G199 B175 HEX 6bc7af	C35 M4 Y5 K0 R167 B219 B240 HEX a7dbf0
60%	C62 M28 Y28 K7 R112 G148 B164 HEX 7094a4	C3 M58 Y0 K0 R241 G139 B193 HEX f18bc1	C37 M0 Y71 K0 R188 G213 B117 HEX bcd575	C0 M18 Y53 K0 R245 G214 B149 HEX f5d695	C58 M0 Y37 K0 R129 G207 B187 HEX 81cfbb	C34 M0 Y4 K0 R180 G224 B242 HEX b4e0f2
50%	C51 M24 Y24 K4 R135 G166 B179 HEX 87a6b3	C7 M47 Y0 K0 R243 G159 B203 HEX f39fcb	C29 M0 Y57 K0 R199 G220 B139 HEX c7dc8b	C4 M15 Y42 K0 R247 G220 B166 HEX f7dca6	C46 M0 Y29 K0 R148 G215 B198 HEX 94d7c6	C34 M11 Y11 K0 R192 G229 B244 HEX c0e5f4
40%	C45 M18 Y20 K1 R159 G184 B194 HEX 9fb8c2	C1 M41 Y0 K0 R245 G178 B213 HEX f5b2d5	C26 M0 Y50 K0 R210 G227 B161 HEX d2e3a1	C0 M12 Y36 K0 R248 G226 B184 HEX f8e2b8	C43 M0 Y26 K0 R168 G222 B209 HEX a8ded1	C24 M0 Y3 K0 R205 G234 B246 HEX cdeaf6
30%	C33 M14 Y16 K1 R183 G202 B209 HEX b7cad1	C5 M30 Y1 K0 R248 G197 B224 HEX f8c5e0	C18 M0 Y37 K0 R222 G234 B184 HEX deeab8	C7 M12 Y29 K0 R249 G231 B201 HEX f9e7c9	C30 M0 Y18 K0 R189 G230 B221 HEX bde6dd	C16 M1 Y3 K0 R217 G239 B248 HEX d9eff8
20%	C24 M8 Y11 K0 R207 G219 B225 HEX cfdbe1	C1 M22 Y0 K0 R250 G216 B234 HEX fad8ea	C13 M0 Y27 K0 R233 G241 B207 HEX e9f1cf	C0 M6 Y18 K0 R252 G241 B219 HEX fcf1db	C24 M0 Y13 K0 R211 G239 B232 HEX d3efe8	C12 M0 Y2 K0 R230 G245 B251 HEX e6f5fb
10%	C11 M4 Y6 K0 R231 G237 B240 HEX e7edf0	C1 M11 Y1 K0 R250 G236 B245 HEX fdecf5	C6 M0 Y13 K0 R244 G248 B231 HEX f4f8e7	C1 M3 Y9 K0 R253 G248 B237 HEX fdf8ed	C11 M0 Y7 K0 R233 G247 B244 HEX e9f7f4	C6 M0 Y1 K0 R242 G250 B253 HEX f2fafd

Using colour to set the right tone

Colours, and how you use them, play an important part in our visual identity. Some colours are best to use when communicating a serious issue or findings, while other colours are more suitable when you want your communications to be positive and uplifting. There are a few simple rules that will help you ensure your communications strike the right balance.

Evidence-based materials:
- Predominantly use core colours
- Dark blue or white for backgrounds
- The curve of the cropped speech mark can be in both primary and secondary colours
- Use imagery that relates to the story you are telling

Personable community engagement materials:
- Materials feel positive using the secondary palette within the speech mark or as a background colour
- For backgrounds use 50% tint of the light blue, and 30% of the teal, dark blue, blue and green
- Curves should primarily be in the core colours, but this can flex as long as materials feel on brand
- Incorporate at least two of the core colours, one of which can be text
- Keep headlines in the dark blue
- Choose positive imagery for your communications
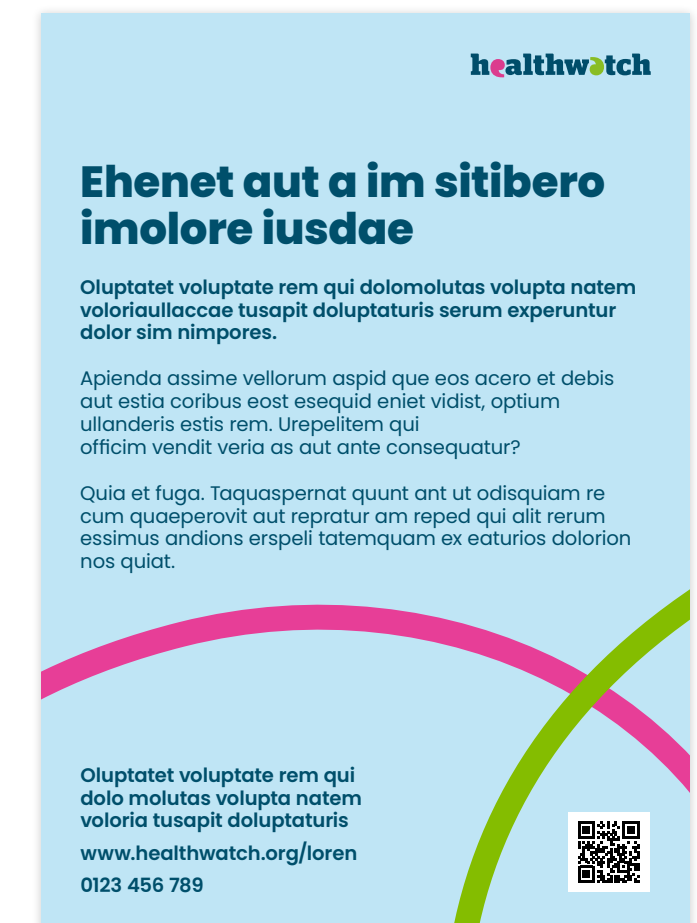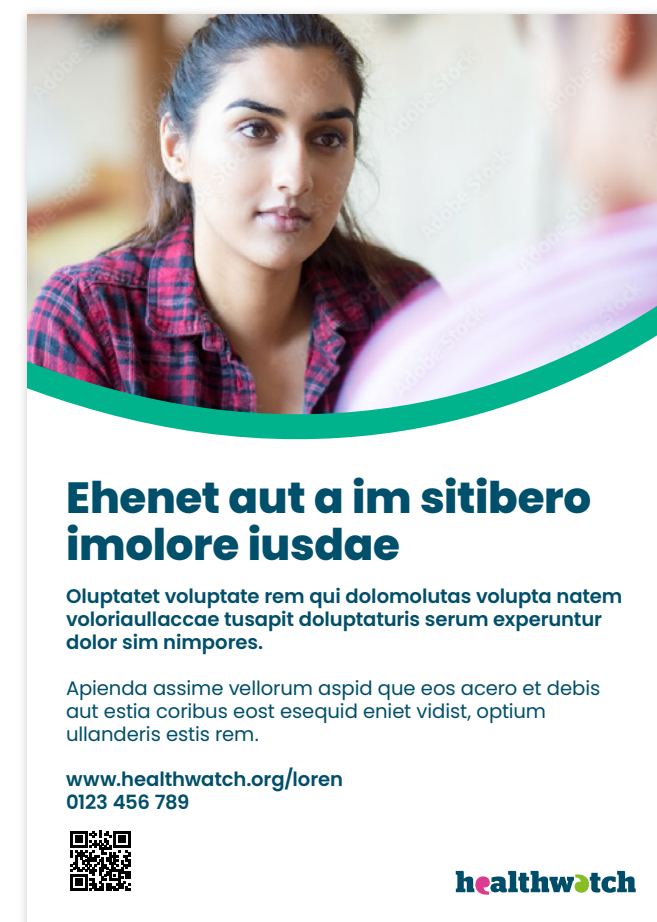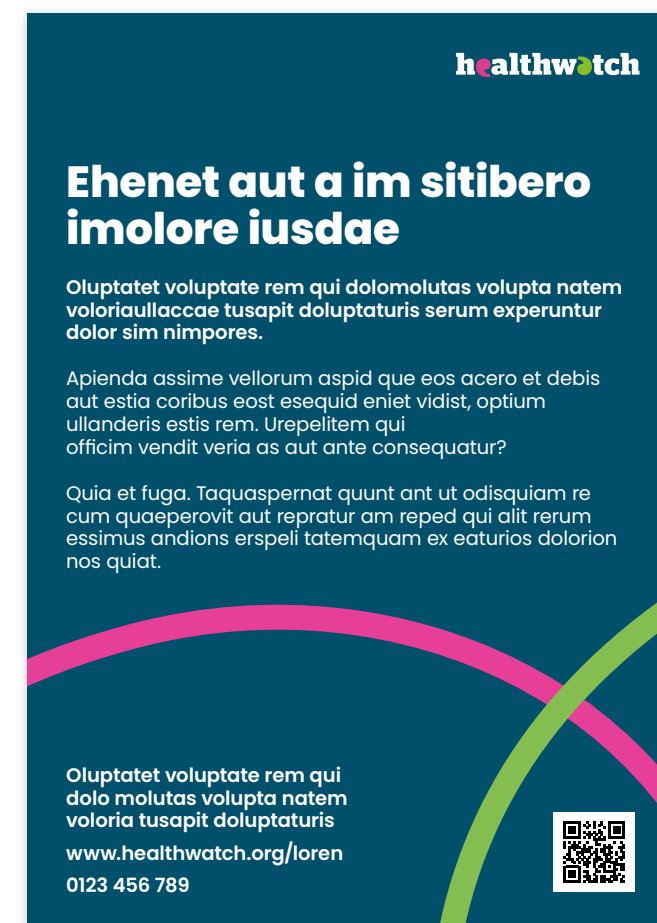
Evidence-based ←——————————→ Personable community engagement

Accessibility

When using colours on screen for text some colour combinations are better to use than others. This is because of colour contrast – the most contrasting colours being black and white.

The circles on this page and the next illustrate which combinations are Fully compliant (meaning that they can be used for anything, even text at smaller sizes), Partly compliant (meaning they can be used at larger sizes), and Not compliant (meaning that they can still be used, but not for text, especially not at smaller sizes).

Further help
Accessibility is a very detailed and complex topic and this is just a quick guide to the basic principle of colour contrast. There is more information available online.

Fully compliant
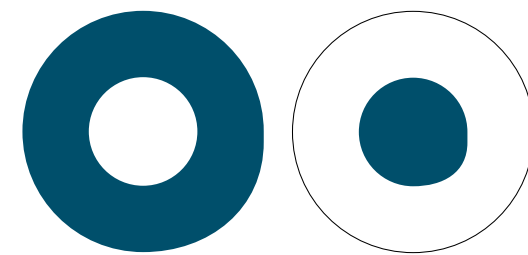
#004f6b / #ffffff
Fully compliant

#000000 / #ffffff
Fully compliant

#00000 / #84bd00
Fully compliant
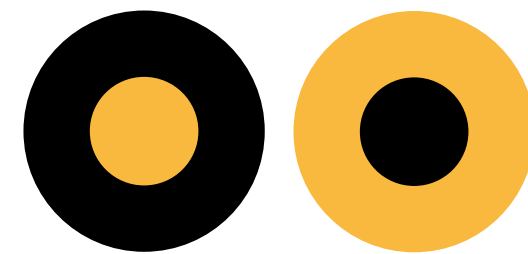
#00000 / #f9b93e
Fully compliant

#00000 / #7fcbeb
Fully compliant
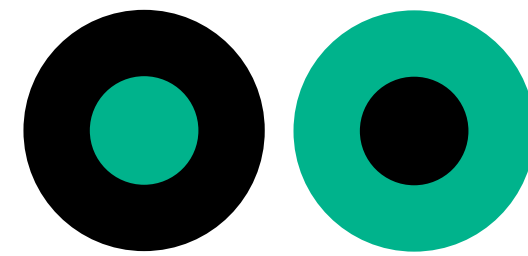
#00000 / #00b38c
Fully compliant

Part AAA compliant
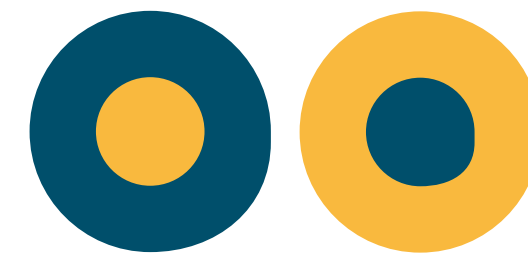
#004f6b / #f9b93e
AA compliant
AAA (18pt+) compliant
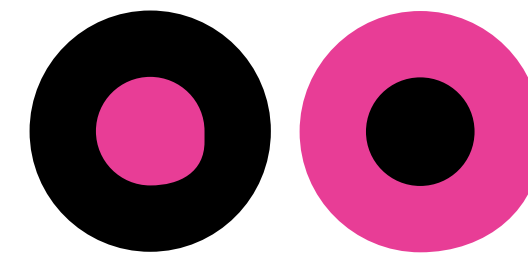
#00000 / #e73e97
AA compliant
AAA (18pt+) compliant
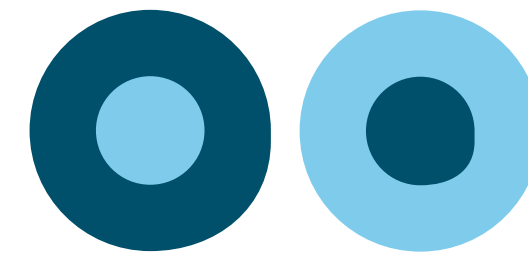
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AA compliant
AAA (18pt+) compliant

Part compliant
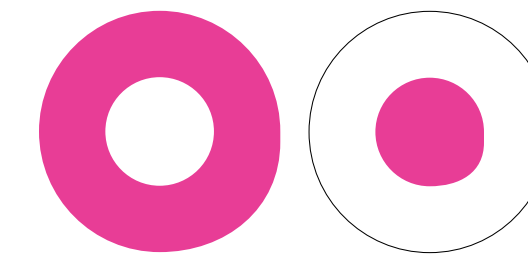
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AA (18pt+) compliant
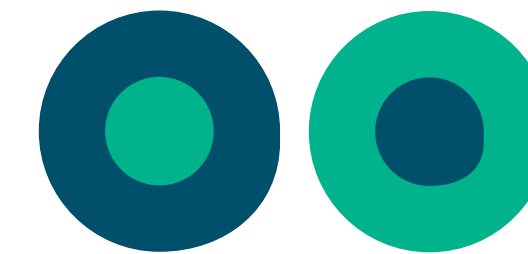
#004f6b / #00b38c
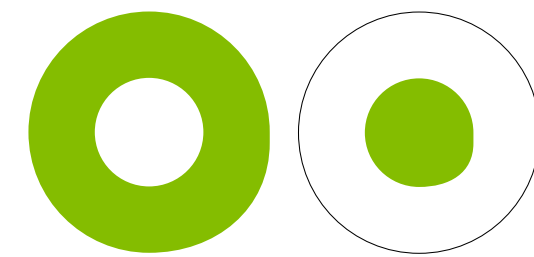**AA (18pt+) compliant**
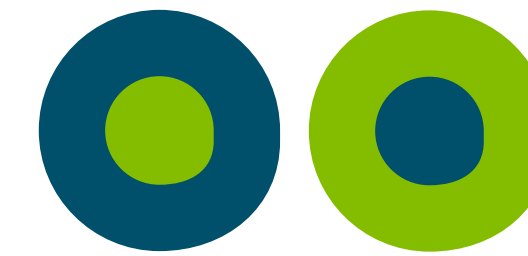
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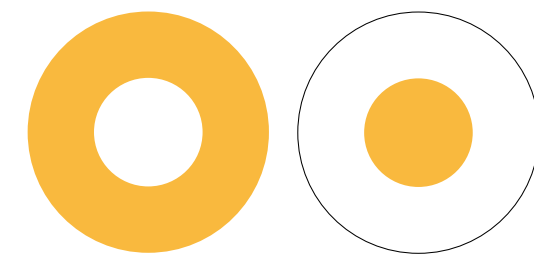**AA (18pt+) compliant**

Our colour palette

Accessibility
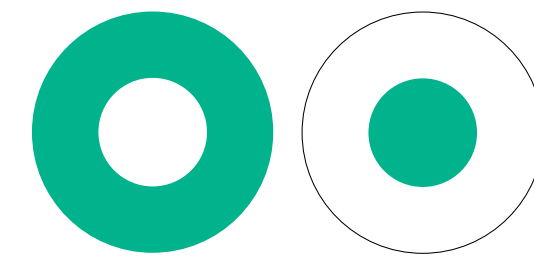
These colour combinations should not be used for text.
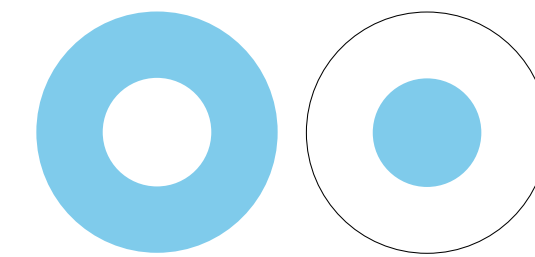
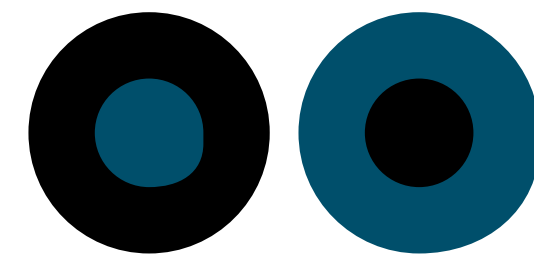**Not compliant**

#84bd00 / #ffffff
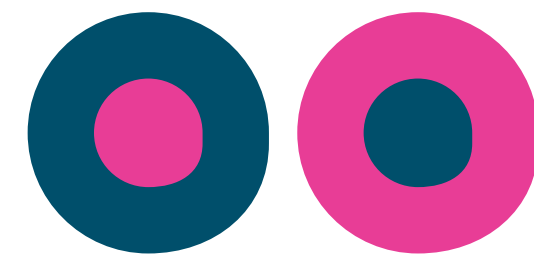**Not compliant**

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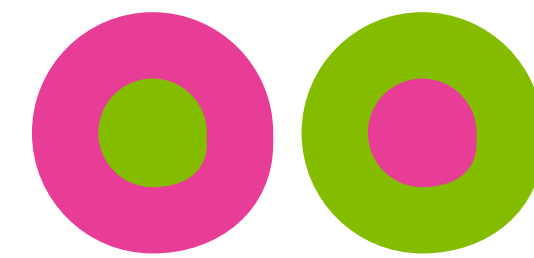**Not compliant**

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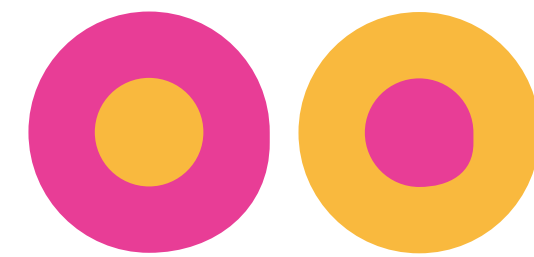**Not compliant**

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Not compliant
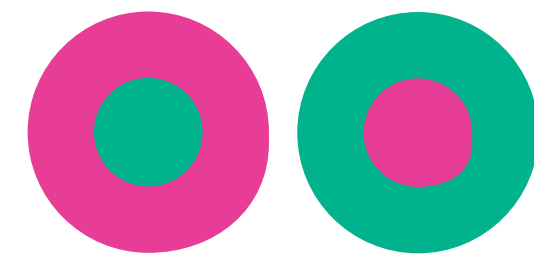
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Not compliant
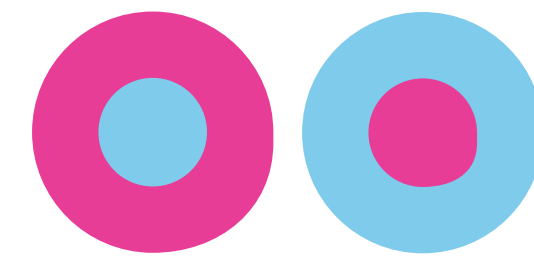
#004f6b / #e73e97
Not compliant

#e73e97 / #84bd00
Not compliant

#e73e97 / #f9b93e
Not compliant

#e73e97 / #00b38c
Not compliant

#e73e97 / #7fcbeb
Not compliant

Our typography
Overview

The font, or typeface, that we use for our branded communications is just as important as the colour and logo.

For flexibility, we have two font families to choose from depending on what you're doing – Century Gothic and Poppins. Both are free and easy to use. We've chosen these fonts as they are clear and easy to read, so our communications are warm, friendly and impactful.

What font should I use for email marketing?
There may be times when the email marketing software you use does not have Century Gothic or Poppins available. In these cases, choose a 'sans-serif' font that looks similar. For example, on MailChimp we would recommend using 'Open Sans'. However, if you need support on choosing a font, please email enquiries@healthwatch.co.uk

Century Gothic
AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

Poppins
AaBbCcDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTtUu VvWwXxYyZz1234567890

Our typography
Century Gothic – your day-to-day font

Century Gothic is included with Microsoft Office so this should be used as your day-to-day font. This means anyone who uses PowerPoint, Word or Outlook will have the font already installed and ready to use.

Some examples of when to use Century Gothic:
- You should set this font for your default Outlook email settings
- When sending out a Word document externally
- When making a presentation in PowerPoint

Headline
Century Gothic Bold

Your spotlight on health and social care services

Subhead
Century Gothic Bold

How we help you

Body
Century Gothic
Regular

Agnim consequi tem eariam esed eumquodisit optatque labo. Musanti onsequi ommolor eritat. Fictur maion est, volor reictur eceatior as aut andi omnisi nam fugitatem quuntis erciatatur, qui vide nost, venim volum dollit alibus, conseque iderum voloresed quam rem ut debis et omnit omnimus aliqui consequos reiunt dolectur? Ihil et et et, seque cone corat la velique nimus maxim quis quo comni as apere secabore volores tiorio.

Our typography

Poppins – the design font

To provide more **impact when producing designed materials**, you can also use the font Poppins. This is a Google font and easy to download at no cost. However, you will need to install it on your computer before you can use it.

Download Poppins.

There are multiple weights of Poppins, but for consistency use the following:

- Bold – for headlines and big bold text
- Semibold – for longer passages in bold, e.g. subheadings or highlighting a few words
- Light – for use as body copy

Some examples of when to use Poppins:
- When creating Word or InDesign documents that you plan to PDF [Please note that for this font to be displayed correctly when you share it with others, you must PDF the document]
- Designing materials, such as posters or branded materials [All of our live-create branded templates use Poppins]
- Social media content [Poppins is available to use on Canva]
- On your website [We will be rolling this update out to all local Healthwatch that use our website template]

Headline
Poppins Bold

Your spotlight on health and social care services

Subhead
Poppins Semibold

How we help you

Body
Poppins Light

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Our typography
Accessibility

Designing accessible communications is important. Your communications need to be visually interesting to engage a reader and legible for all our audiences.

Accessibility isn't just about type size. Clear space, uncluttered design, good navigation, colour contrast, line length and alignment are all equally important. Think about the accessibility needs of your target audience and design with them in mind.

You should aim to make your communications available to as many people as possible, while balancing this with the need to be effective, powerful and visually stimulating.

Type size
For vision impaired audiences or people with a learning disability follow the Large Print and Easy Read guidelines recommended minimum size of 16pt for body copy. However, if appropriate to the targeted audience, smaller typefaces are permissible. The RNIB See it Right clear print guidelines recommend a minimum x-height of 2mm. This equates to 10pt when using Poppins.

Capital letters
Don't write sentences in all capital letters as this is not accessible.

Italics
Treat these in a similar way to capital letters. Some audiences find them difficult to read so they should be used minimally. Using bold copy or a strong colour to add emphasis is a better alternative.

Leading
Leading (or linefeed) is the space between one line of type and the next, measured from baseline to baseline. If leading is too narrow or too wide, the text will be difficult to read. As a basic rule, the leading should be a minimum of two point sizes larger than the type size.

Word spacing
Changing the spacing between letters or words and altering the proportion of the letters (horizontal scaling) are often used to fit more text onto a line. This should be avoided as too little or too much space can make text illegible.

Alignment
Left-aligned body copy with a ragged right-hand margin is the most legible, as it is easier to find the start and finish of each line. The spaces between each word are also equal. Please set text in a single column so it can be read using screen readers.

Numerals
Numerals should always align on the baseline. The baseline is the line upon which most letters "sit".

Contrast
There should always be high tonal contrast between the text and the background. Contrast is greatest when dark colours are combined with very pale colours or white. Black or very dark coloured copy on a white background is the most accessible.

Reversing out copy
The background colour should be as dark as possible. White copy reversed out of our dark blue or black is the most legible. Attention should be paid to type size and very light weights of type to ensure copy is always legible. Solid areas of colour should be kept to a small area of the page or screen.

Copy on images
Setting text on an image can sometimes make it difficult to read. Copy set in a box of colour will ensure excellent contrast. Avoid using transparent boxes over images. Pictures should not be overlayed onto other images.

Titles and headings
Headings and titles should never run across a double page spread.

Copywriting
Copy should be engaging, informative and concise. Avoid writing long headings that lack impact. Wellcrafted copy and clear, effective, modern design allows us to engage with your target audiences.
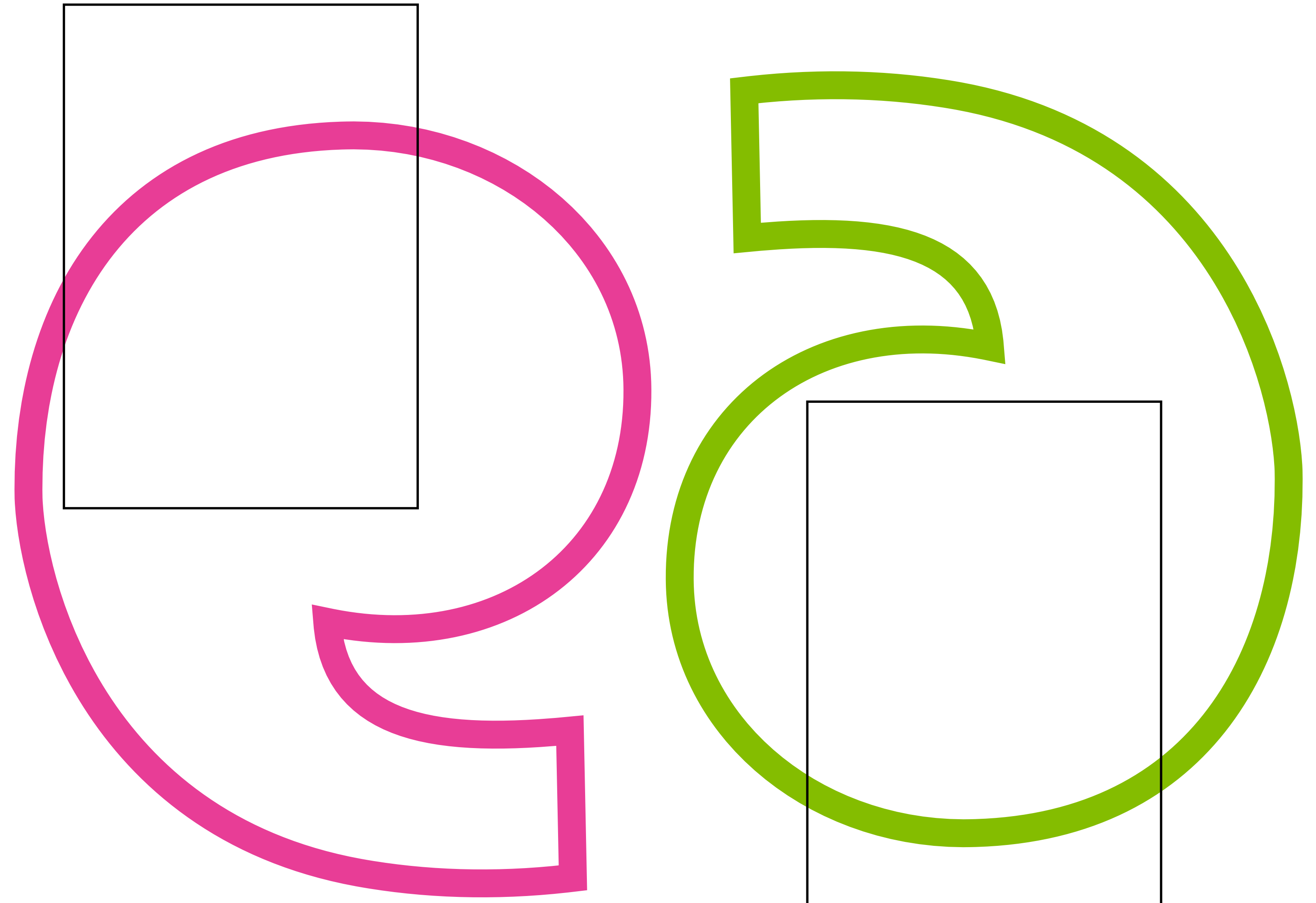
Our visual devices

Overview

As a lead visual device we use a crop of our quote marks as an outline. You will see this on covers of reports, posters, on social media, on our website, and generally anywhere we're leading with an image.

The graphic is made by cropping into a section of the quote marks from our logo (illustrated right). This line divides up the page. We can use it to hold a block of colour, an image, or just text.

It's important to note that we can, and do, still use uncropped versions of our quote marks to highlight things in our materials. For example, actual quotes from people, pull out statistics, or calls to action.

How to use our visual devices

To create our cropped quote mark either use the templates already set up, or place the quote mark artwork into your layout.

You can use the quote mark to hold imagery or just as a block of colour.

For an A4 document the artwork should be scaled to a minimum of 180%. This will give a large swooping curve, rather than too tight a shape.

Further help
Large quote mark artwork are available from enquiries@healthwatch.co.uk

3,900+
people volunteered their time last year to help make a difference to local health and care services.
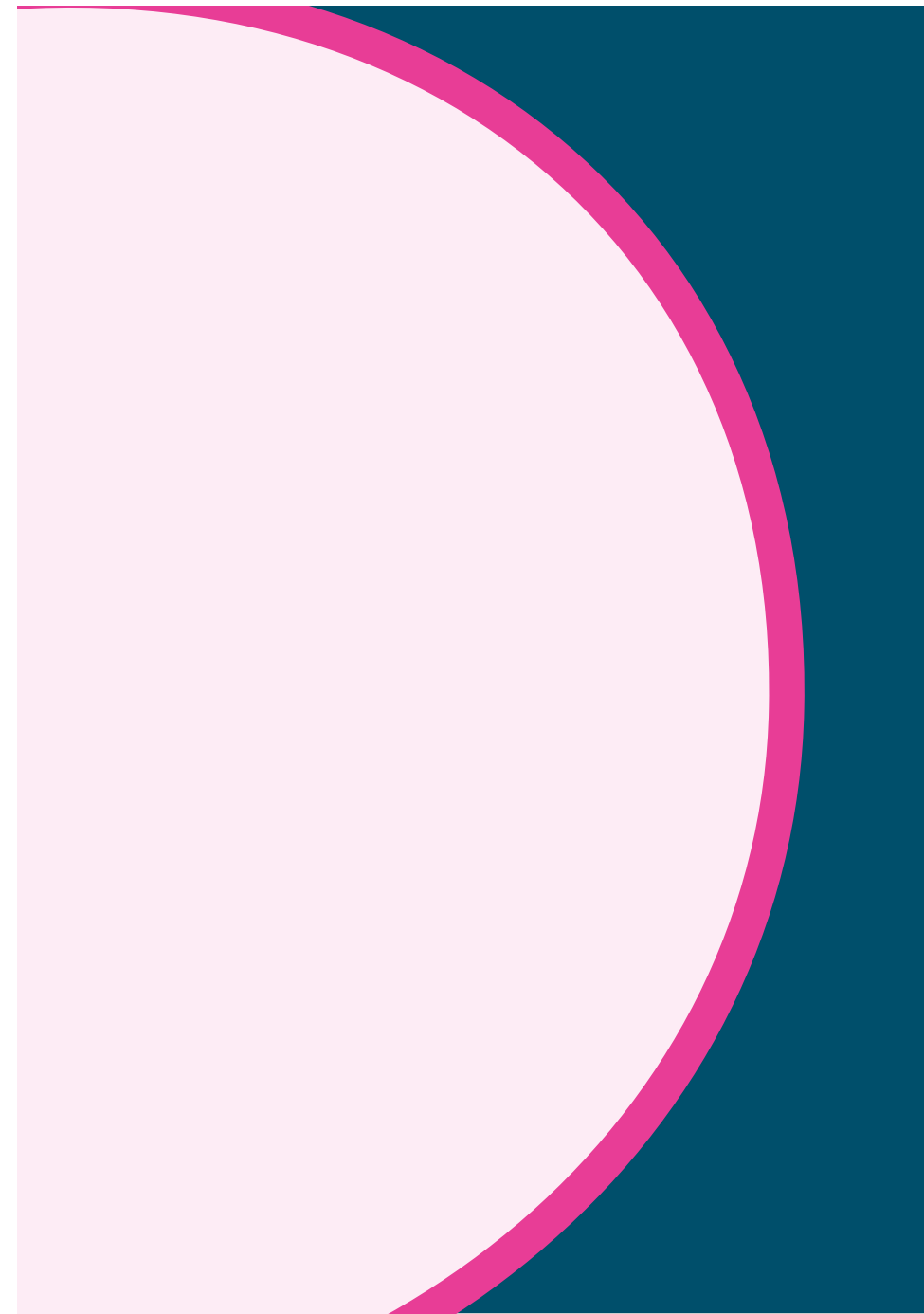
Other uses of our visual devices

We can also use the visual device in other ways in our designs.

For example, this could be as a shape to hold a key statistic, it could be as a mark to denote something important, or we can use them alongside quotes from our case studies.

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Author

Our photography
Principles

Photography should capture a slice of everyday life. It shouldn't feel fake or frivolous and should make you feel like you are right there in the room. It's about telling stories through personalities, interactions, and experiences.

Photography can really enrich the stories we tell if used correctly.

Our approach to photography
• natural and relaxed – not posed or artificial.

• everyday and honest – something we can all relate to in real life (dirty coffee cups, wrinkled shirts – this makes them much more believable).

• personal and engaging – capturing emotions and intimacy (close up interactions).

• animated and dynamic – not static and dull (something has to be happening or have happened).

• immediate and observed – we've captured something that has just happened (a surprised look or catching someone off-guard).

What our photography should feel like.

We describe experiences through our senses. So our photos are tactile you're transported to that moment in time by capturing how it looks, smells, sounds, tastes and feels.

• Use photography to tell a story

• Use a series of images to show more about someone's life through the people and things they interact with

• Use it to give a 'feeling' of what's happened (meaning we don't necessarily need to see something happening, more that it's clear something has happened).

What our photography should feel like

Our photos aren't always of people, but whatever we photograph is always captured honestly and naturally – not set up. Things are cropped closely and impactful, as big as can be.

Using stock libraries
Do
• Try to show things that feel 'natural'. This might be through the situations that are in the image, or through the expressions on the subjects.
• Try to find images that tell a story. Use images that feel like they've got something to say.
• Show someone's 'point of view' (what someone would see in this situation).
• Observed details (e.g. shoes all have personality, so the people wearing them must be different).

Don't
• Don't use images that feel 'fake' (you'll see this in people's expressions which can be overly staged).
• Don't use arty images (e.g. out of focus).
• Don't use photos so small that you can't see what's going on.

Taking your own photos and getting permission

How to take a good photo on your phone

A great photo can catch people's attention and engage your audience. Whether it's for social media, your website or publications, good photos are vital to help you tell your stories.

You don't need expensive equipment to take a good photo - the camera on your smartphone will usually be enough. Follow our top tips to help you get the most out of your camera.

Landscape or portrait

Think about whether your photo needs to be landscape or portrait. For social media and the web, it's best to take landscape photos.

Zoom

As soon as you start zooming on your phone, you lose picture quality. Instead, get closer to the subject, or take the photo and crop it later.

Hold the camera steady and tap on the screen to focus the image and avoid a blurry picture.

Lighting

Try to use natural light where possible. If you need to shoot indoors, try to be near a large window. Avoid taking pictures with the window or sunlight directly behind as it will be too bright and the person in your photo will be in shadow.

Instead, take the picture with your back to the window. If you're taking a picture on your phone, make sure you tap on your subject when you've positioned them on your phone's screen to set the proper exposure and focus.

Subject

Think about what you're trying to convey

Think about the emotions you want to capture and how you want to make people feel when they see your photo. For example, if you're at a community event, try to get photos of people smiling and interacting with the public.

Take pictures of real people

Show the staff, volunteers and case studies behind our work to help your audiences understand what we do and see the people that make up Healthwatch. Try to make people feel comfortable so you can get the most natural photo of them.

Show people what you're working on
You could share sneak peeks of a new report you're going to publish, a group of volunteers working on a project, or staff and volunteers speaking to people in a health and care setting or at a community event.

What should people wear?

Solid, neutral colours often work best for headshots, as you want to avoid distracting attention away from people's faces.

Top tips

Avoid taking photographs of:
– PowerPoint presentations
– Dark or empty rooms from events
– Empty stalls from events
– The back of people's heads

Location and background

Your choice of where to take photos is as important as the composition and the lighting. Here are some examples you may want to use.

Locations

– Outside the building with signage in the background
– In the patient/treatment room
– In the reception or waiting room
– Community events
– In your office

Backgrounds

– Go outdoors and find a clear, colourful, or bright background, such as the side of a brick building
– Place products on wooden tables, floors, clear tables or tiles
– Hang a piece of ironed fabric on a wall to use as a backdrop
– Avoid busy backgrounds that distract from the subject of your photo
– Create separation from the background. Make sure that your subject doesn't stand too close to the background.

Take multiple shots

Take a number of photographs from different angles. This allows you to choose the best and build your photography library.

Getting permissions

It's important that you make sure the people in your photos understand where and how the photos will be used by collecting their written permission.

We have developed a photography consent form for you to use to gather people's permission to use their photographs.

You can download our photography consent form from here

# Our iconography

Overview

Iconography is a key part of our identity. We use icons for illustration, to draw attention to key topics and to provide clarity.

All icons are outlined (rather than filled shapes), and the icon itself is a simplified concept, rather than being detailed and complex.

Icons can appear in our dark blue, pink, teal or white.

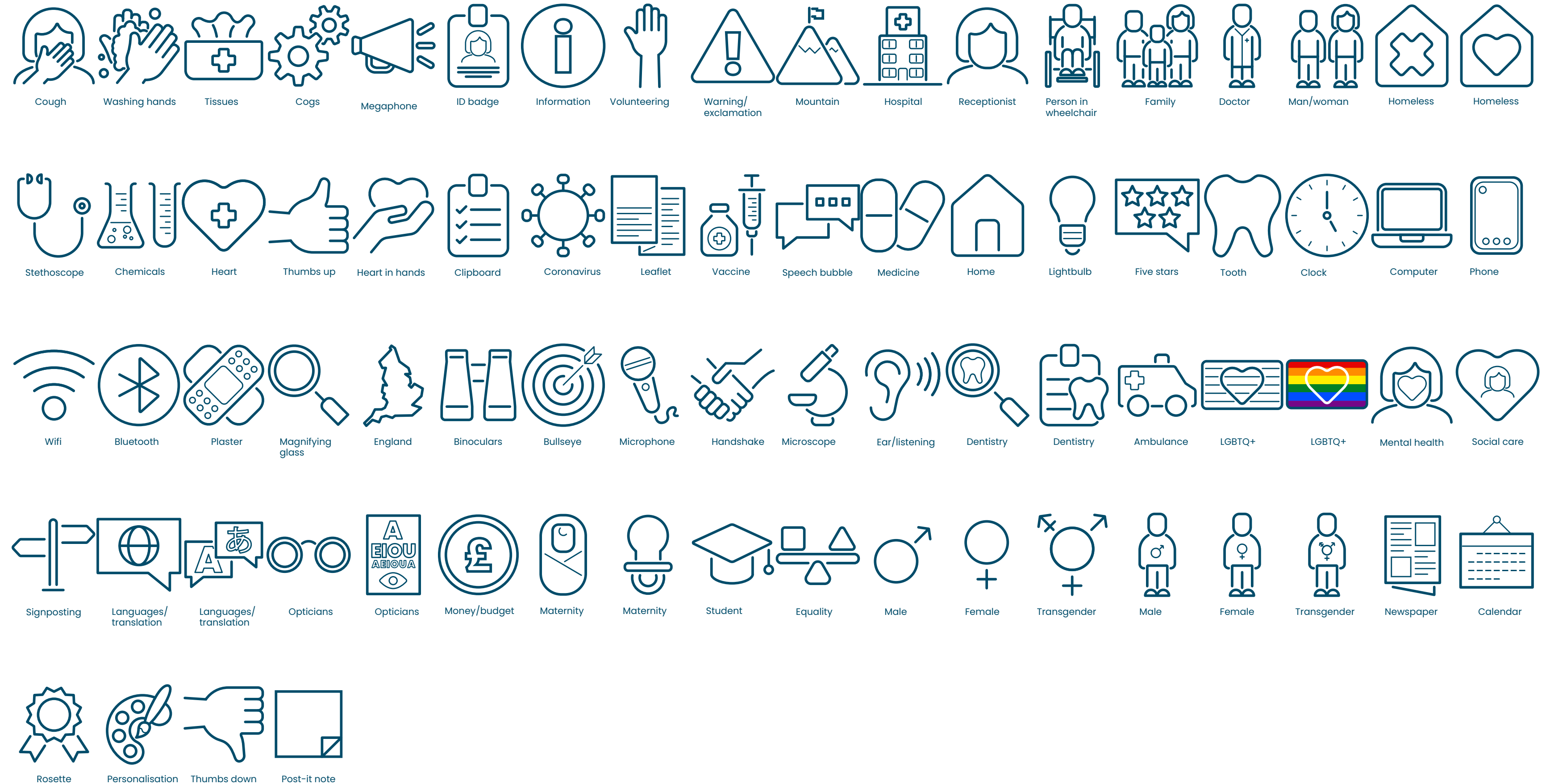**Further help**
You can download them from Brand Stencil here.
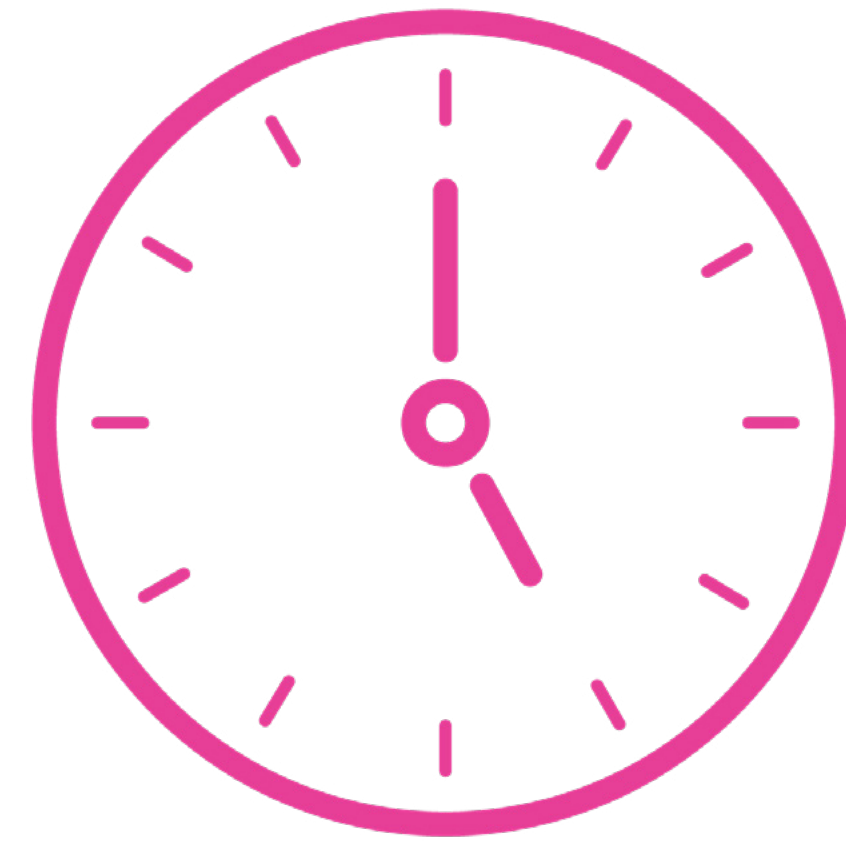
Creating your own icons

We have a library of icons to use on brand stencil. However sometimes you may find that you'll need to create your own icons.

Try to think of ways to describe what you want to show – sometimes this might be easy with a something like 'phone', sometimes you may need to think of other ways to describe what you want to depict if the concept is complex (e.g. 'health').

The style of the icons is simplistic and minimal, the subject is conveyed without much detail. This is then visualised as an outline using no more than two stroke weights. The heavier one for the exterior lines and thinner for interior lines. This creates a contrast and helps to highlight key areas of the icon. The outlines also don't need to join up and can be incomplete.

We have a master file of icons which should be used to build on for consistency.

| Cough | Washing hands | Tissues | Cogs | Megaphone | ID badge | Information | Volunteering | Warning/exclamation | Mountain | Hospital | Receptionist | Person in wheelchair | Family | Doctor | Man/woman | Homeless | Homeless |

| Stethoscope | Chemicals | Heart | Thumbs up | Heart in hands | Clipboard | Coronavirus | Leaflet | Vaccine | Speech bubble | Medicine | Home | Lightbulb | Five stars | Tooth | Clock | Computer | Phone |

| Wifi | Bluetooth | Plaster | Magnifying glass | England | Binoculars | Bullseye | Microphone | Handshake | Microscope | Ear/listening | Dentistry | Dentistry | Ambulance | LGBTQ+ | LGBTQ+ | Mental health | Social care |

| Signposting | Languages/translation | Languages/translation | Opticians | Opticians | Money/budget | Maternity | Maternity | Student | Equality | Male | Female | Transgender | Male | Female | Transgender | Newspaper | Calendar |

| Rosette | Personalisation | Thumbs down | Post-it note |

Bringing it all together
A note on the tone of materials

As we cover a broad range of topics – from serious annual reports, to evidence-based reports on subjects like miscarriage, to exciting community event notifications – it's important that the tone of our identity can flex accordingly. We do this predominantly through use of colour, choice of photography, and boldness of typography. When all these elements come together we can turn up or turn down the volume on a communication accordingly.
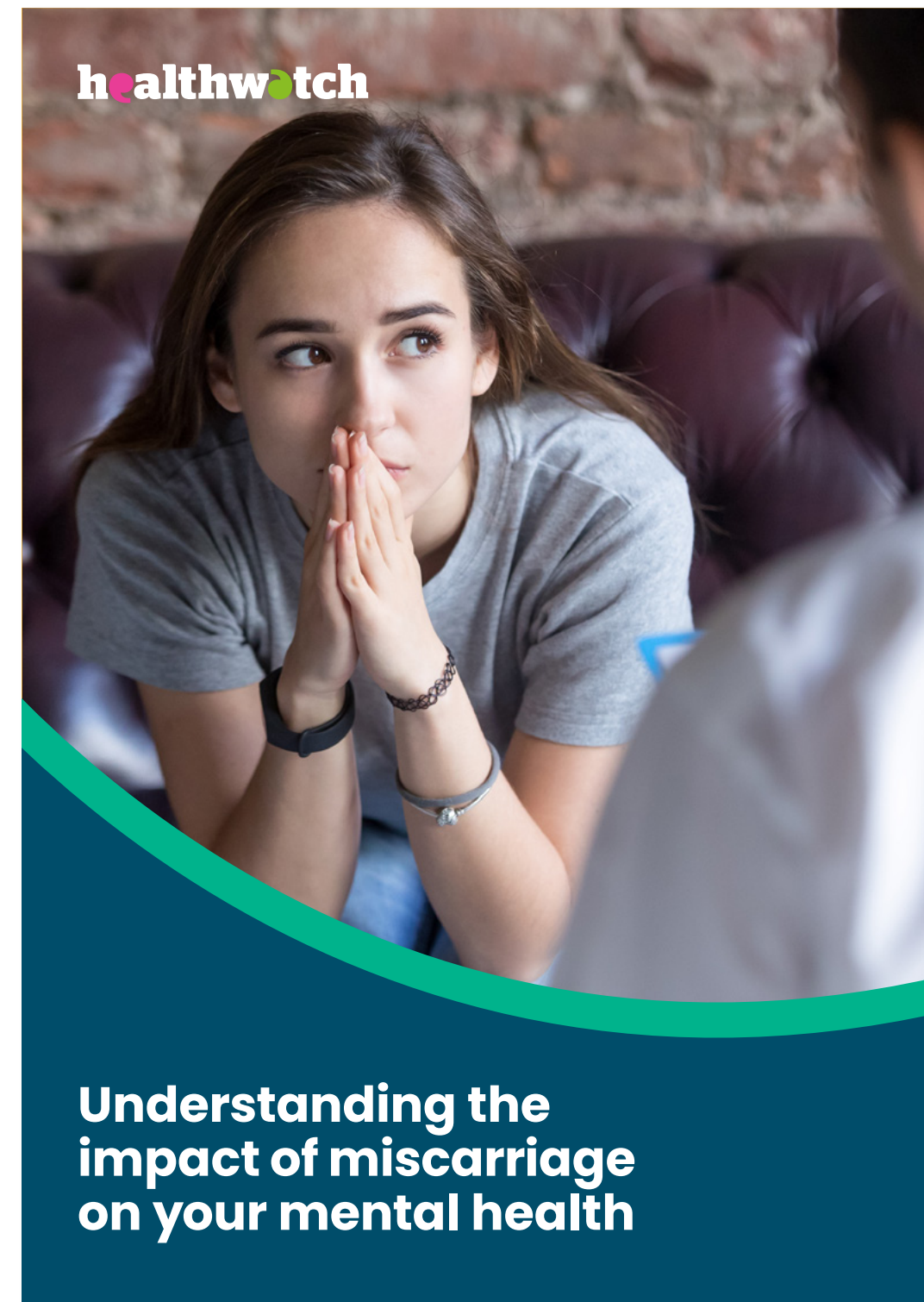
Understanding the impact of miscarriage on your mental health

Photography can change the tone of a communication – here you can see the emotion this woman is feeling. The colour combination feels more serious too.

Celebrating our volunteers

Equally a more energetic image paired with brighter colours can feel just as powerful and can be used to communicate something with a more positive note.

Applications

Applications

Report – Annual report cover examples

healthwatch

Annual report
and accounts
2020–21

healthwatch

Annual report
and accounts
2020–21

NB STOCK IMAGE
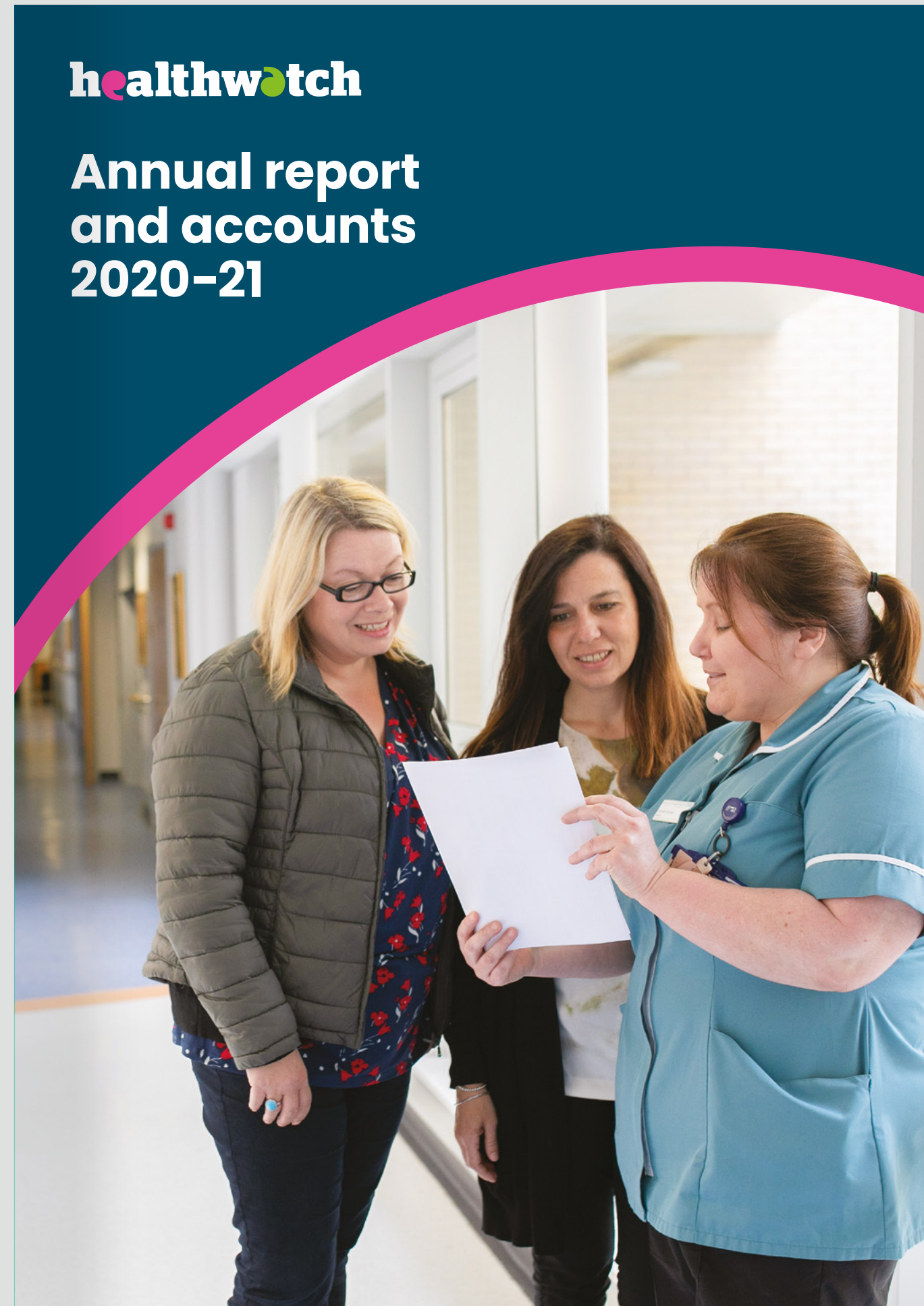
Applications

Report – Report cover examples

healthwatch

COVID-19 insight report

healthwatch

Understanding the impact of miscarriage on your mental health

Applications
Report – spread

Our impact

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Applications

Report – spread

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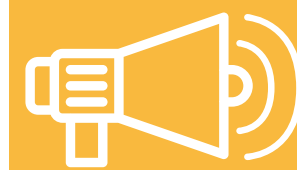
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Applications
Posters (Evidence-based)
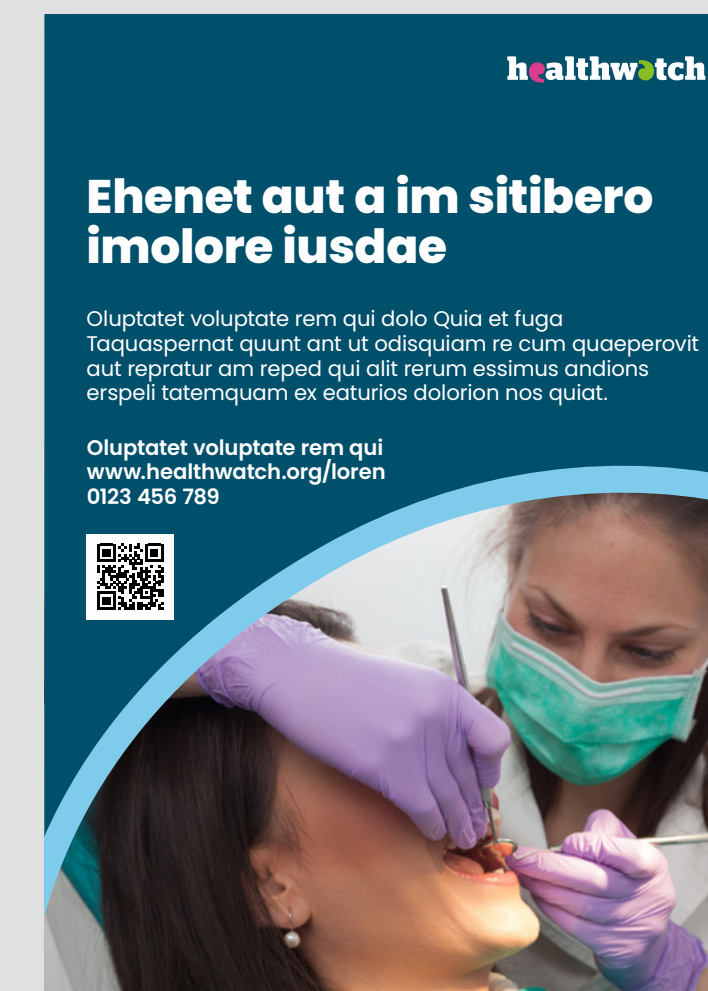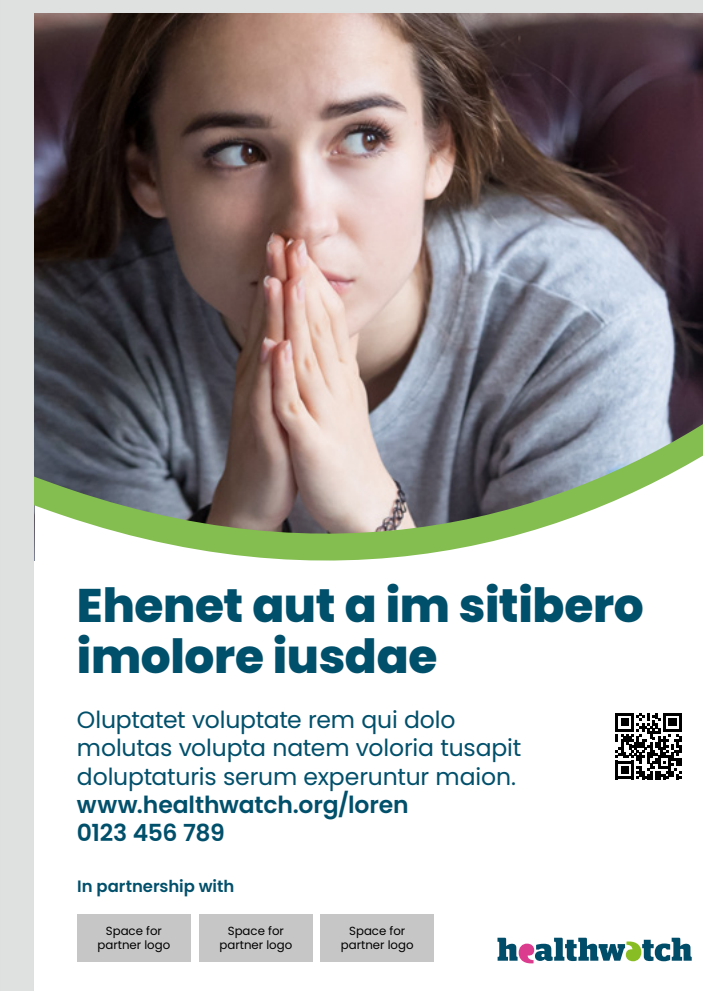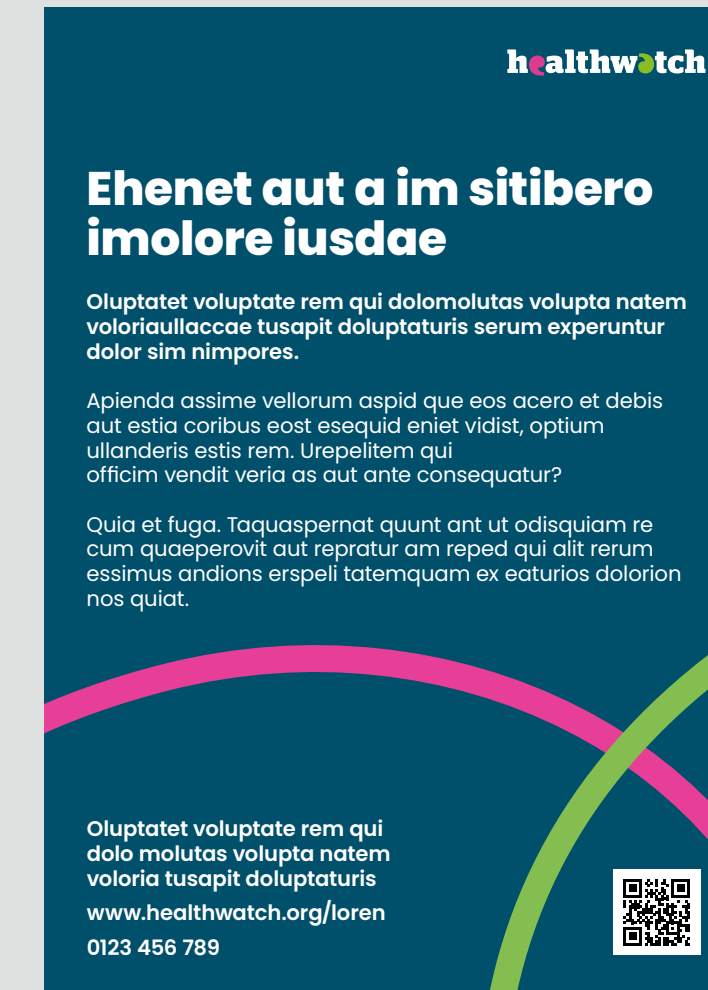
Applications

Posters (Personable community engagement)

Applications
Social media – social cards (Evidence-based)

22%
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Applications

Social media – social cards (Personable community engagement)

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healthwatch

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healthwatch

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healthwatch

healthwatch

Applications
Powerpoint

healthwatch

Any questions?

We're here to help. Give us a ring or send us an email and we'll point you in the right direction. We'd also be happy to answer any questions you might have about our brand.

Email: enquiries@healthwatch.co.uk