

WORCESTERSHIRE ACUTE
HOSPITALS CHARITY



Brand Guidelines

February 2024
Version 1.0

wahcharity.org



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Introduction

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About this guide

Our brand is important. It affects how people think and feel about Worcestershire Acute Hospitals Charity. Our communications need to be consistent across all mediums, from social media like X and Facebook to printed materials.

This guide is your one-stop shop to find all you need to know about us – and how to communicate our visual brand clearly.

Our brand look and feel is a representation of us as a charity - a brand that is easily recognisable, bright, positive and visually communicates our lifeline proposition.

Use this guide to understand who we are, what we do, how we look and sound and how to use our brand.

Having a consistent brand and messaging will help to build awareness and understanding of us as a charity, and should be used across all of our communications.

Worcestershire Acute Hospitals Charity

Worcestershire Acute Hospitals Charity supports patients, staff and services in Worcestershire's acute hospitals. We do this through fundraising campaigns and the effective use of donations, to provide enhancements, additions and added extras which link closely with the strategic aims of Worcestershire Acute Hospitals NHS Trust.

The aim of the charity is to make the experience less difficult, the environment more comfortable and the working day easier.

We exist to provide those added extras that improve the experience for everyone using or providing services. Funds provided by the charity support developments and activities which are over and above core NHS services. No donations are used to replace core NHS funding.

Worcestershire Acute Hospitals NHS Trust

The Worcestershire Acute Hospitals NHS Trust provides hospital based services from three main sites – Alexandra Hospital Redditch, Kidderminster Hospital and Treatment Centre and Worcestershire Royal Hospital Worcester. As well as some community-based services.

The Trust employ over 7,000 people, and over 130 local people volunteer with them helping to deliver care.

Worcestershire Acute Hospitals NHS Trust joined a Foundation Group partnership in 2023, allowing better

opportunities to extend their learnings and share best practice between other organisations facing similar challenges.

To make sure the charity makes the biggest impact possible on the health of our county we work alongside the Trust to identify where your support can make a real difference.

Our vision

Worcestershire Acute Hospitals Charity supports Worcestershire Acute Hospitals NHS Trust to Put Patients First.

Our mission

Worcestershire Acute Hospitals Charity supports patients, staff and services in Worcestershire's acute hospitals.

We do this through fundraising campaigns and the effective use of donations, to provide enhancements, additions and added extras which link closely with the strategic aims of Worcestershire Acute Hospitals NHS Trust.

Key areas

Donations support the following three key areas:



Improving facilities for patients, staff and visitors

The charity aims to improve facilities in a number of different ways across our Trust including improved decor and furnishings as well as investments in non-clinical equipment.



Supporting ongoing staff development, wellbeing and additional training

The charity supports the Trust's brilliant staff with extra support and wellbeing initiatives including funding towards additional training.



Funding additional medical equipment

The NHS provides all essential medical equipment which allows the charity to work with specialist teams to identify areas where charitable support could further enhance the service we provide for our patients.

Audiences

Our audiences are:

Patients – recent past or current

Individuals who wish to give to say thank you for the care they receive, show their support for the teams who have cared for them and donate as a final stage of their treatment journey.

Families and carers

Individuals who wish to give to say thank you for the care their loved ones have received or recognise the support they received as family members or carers whilst at the Trust.

Community supporters

Groups of individuals who may or may not have received care but want to show their support to their local NHS and local acute services to help ensure it is the best it can be for their community.

Staff

Colleagues who recognise the impact that the charity has on the Trust and wish to donate to the charity or fundraise for their own service area.

Visual elements



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Our logo



Logo colour variations



Full colour



Black



White

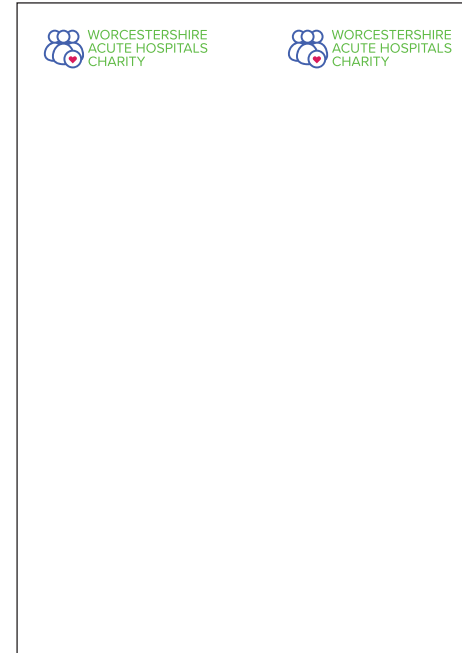
Logo spacing

Our logo has an exclusion zone shown here. It means to avoid anything encroaching this space.



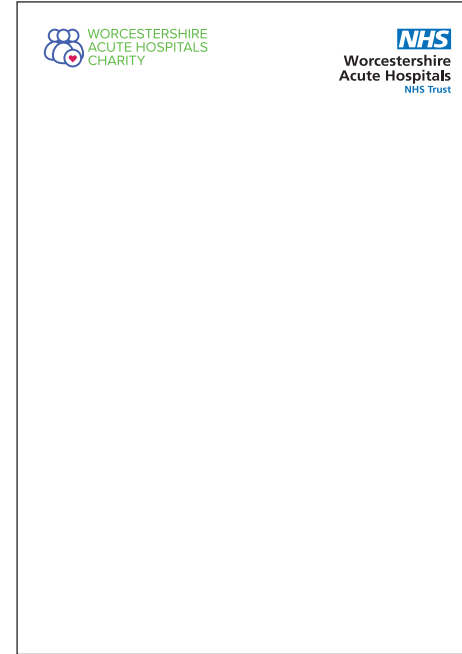
Logo positioning

Our logo can be positioned top left or right on any given format.



NHS co-branding

The Worcestershire Acute Hospitals NHS Trust logo always goes top right when used in conjunction with our charity logo.



Logo errors



Avoid placing on a distracting background



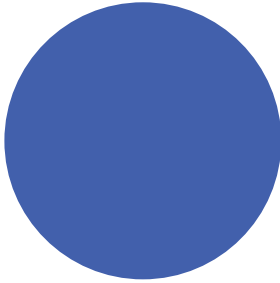
Avoid changing the shape of our logo



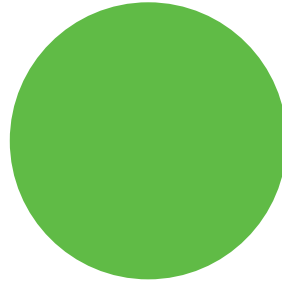
Avoid rotating

Colours

Primary colours

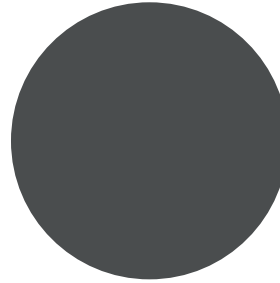


Pantone: 2727 CP
CMYK: C82/M68/Y0/K0
RGB: 71/88/164
#4a59a6

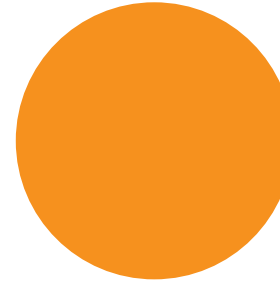


Pantone: 368 CP
CMYK: C65/M0/Y100/K0
RGB: 101/179/49
#64b72e

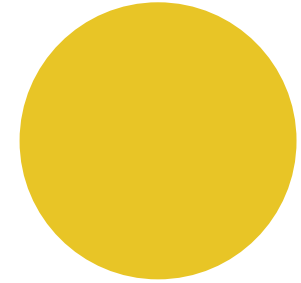
Secondary colours



Pantone: 417 CP
CMYK: C61/M51/Y50/K44
RGB: 83/83/82
#545454



Pantone: 2727 CP
CMYK: C0/M51/Y100/K0
RGB: 243/144/0
#f39000



Pantone: 124 CP
CMYK: C10/M19/Y96/K0
RGB: 236/199/0
#f1ca00

Our logo on different colours



Background: Brand blue
Logo: White logo



Background: Brand green
Logo: White logo



Background: Brand grey
Logo: White logo



Background: Brand orange
Logo: White logo



Background: Brand yellow
Logo: White logo



Background: White
Logo: Colour logo



Background: White
Logo: Black logo



Background: Photographic
Logo: White logo

When using our logo on a photographic background it should be with high contrast and legibility.

Typography

Comfortaa - Bold

Headings

Comfortaa - Light

Sub-headings

Open Sans – Light
Open Sans – Light italic
Open Sans – Regular
Open Sans – Regular italic
Open Sans – Semi-bold
Open Sans – Semi-bold italic
Open Sans – Bold
Open Sans – Bold italic
Open Sans – Extrabold
Open Sans – Extrabold italic

Body copy (primary)

Arial – Regular
Arial – Italic
Arial – Bold
Arial – Bold italic

Body copy (substitute)

Graphics

We use two types of graphics throughout our work:



Our lifeline



Charity icons

Lifeline explained

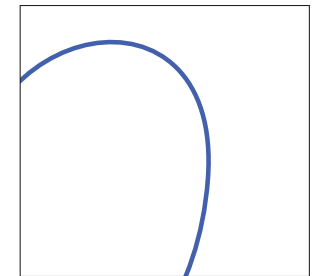
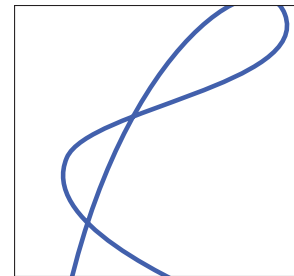
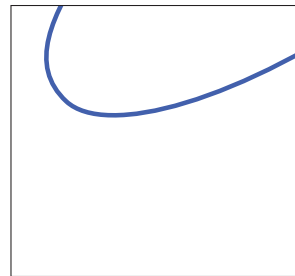
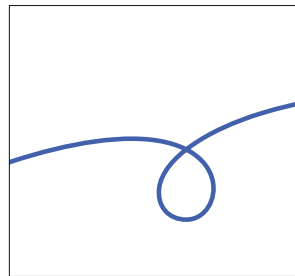
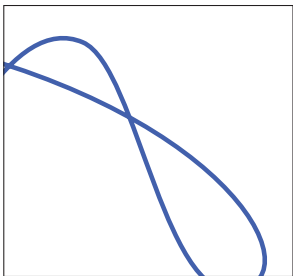
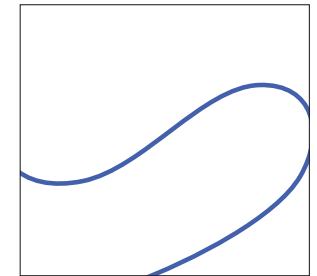
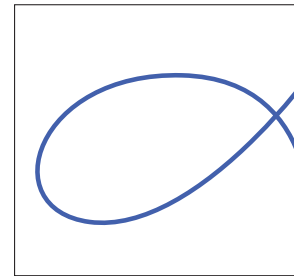
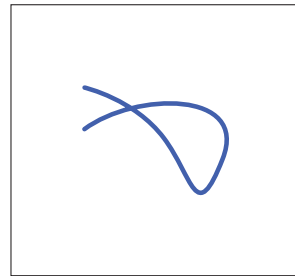
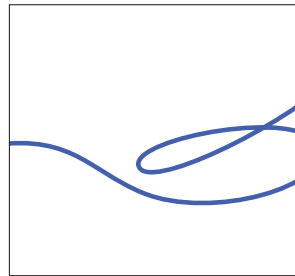
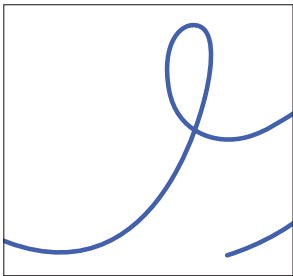
Worcestershire Acute Hospitals Charity support touches everyone and everything involved with the hospitals in Worcestershire, a lifeline that threads through it all.

With this we bring to life this insight, using a line as a visual metaphor that winds and interacts through our communications.



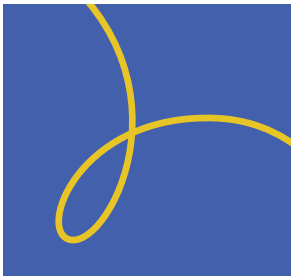
Lifeline assets

These are some examples of the lifeline assets that can be accessed. As more are created they should be added to the brand asset library.



Lifeline colourways

You can be creative in the colourways for our lifeline but make sure the line and the background it sits on has significant contrast. Here are some examples:



Lifeline application

There are a set of lifeline assets that can be accessed and used for different designs. These lines as shown here can be used in three ways:



Where the line breaks to give the impression the line is interacting with people and bringing them to life, use smaller 'expression marks' to give people energy and movement. See bottom right on the advert above.



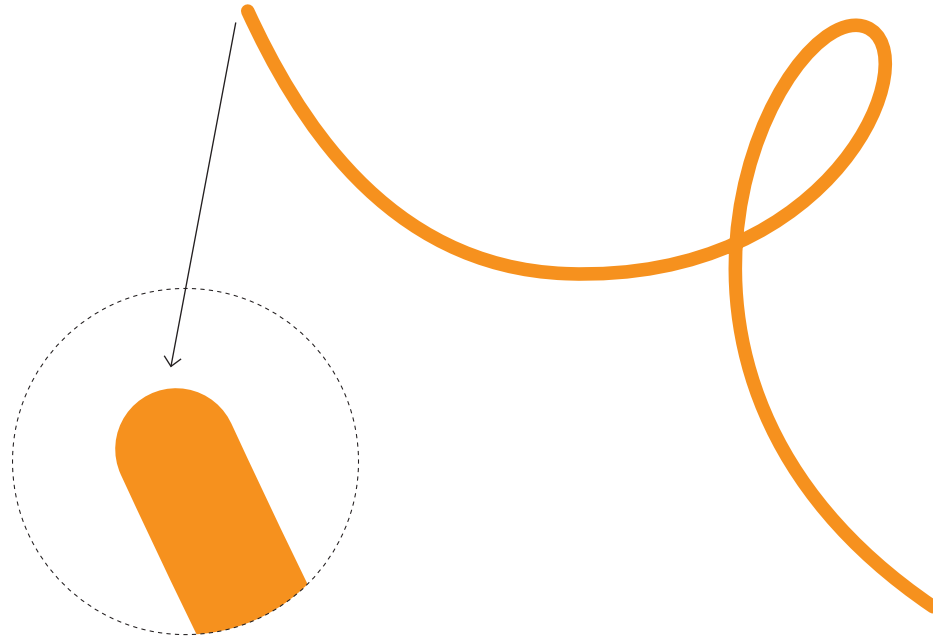
Here the line is placed on top of photography to bring it some life and energy.



For layouts with more content the line is used sparingly and to connect one area of content to another, helping the reader to navigate the layout.

Lifeline cap end

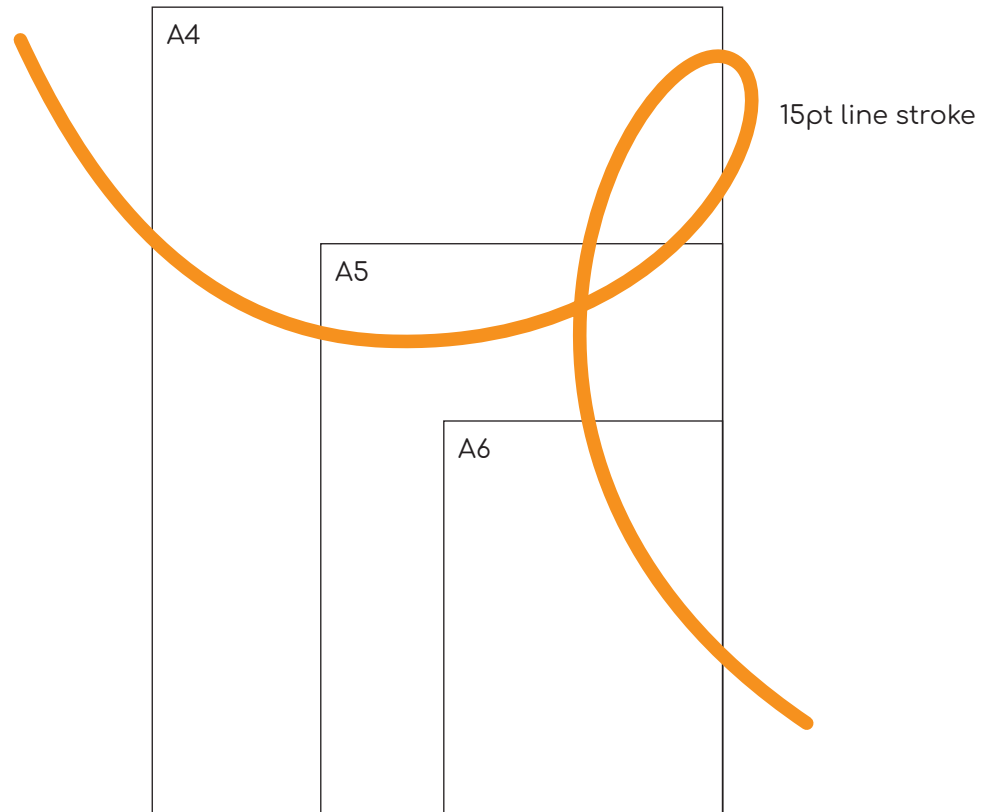
The lifeline has a rounded cap end.



Lifeline point size

The lifeline assets can be accessed in Adobe Illustrator as AI files.

- When applying the line width point size use this example here as a guide or starting point for printed materials.
- Once you are applying the line to work larger than A4 you will want to increase the point size slightly.
- For digital work make sure the line follows a similar width in relation to the elements in the layout.
- For all work keep the line width consistent especially across a range of connected communications.



Lifeline dos

Be as creative as you like:

- Line breaks give the impression that the line is interacting with people and bringing them to life.
 - Place the line on top of photography to bring it some life and energy.
 - Use the line to connect one area of information on a layout to another helping the reader to navigate the layout.
 - Use 'expression marks' to give people or objects energy and movement.
- Explore different colourways of the line that work in harmony with your communication. But try and use the same colourway within your communication or set of communications.
 - Keep the line width consistent throughout your communication. See page 27 for guidance on line width.

Lifeline don'ts

Be mindful of these:

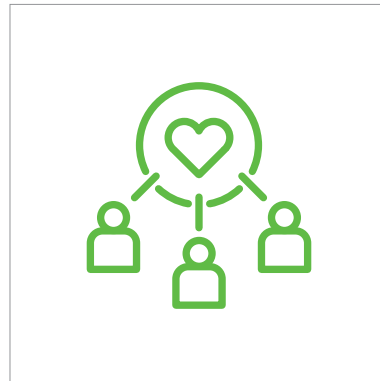
- Don't have the line running over the top of people's heads, face or upper body. The line can still wrap around some images of people but please be sensitive around this approach.
- Have one line per layout or visual. Don't overcrowd the creative. The line is a light touch.
- Please use expression marks as small single lines only as shown with the examples in this guide. Avoid using them near people's heads, face or upper body. You can be more creative and dynamic with these marks on objects however.
- Explore different colourways of the line that work in harmony with your communication. But don't use more than one colour within your communication or set of communications.
- Don't vary the line width on your communications. See page 27 for guidance on line width.

Icons explained (part 1)

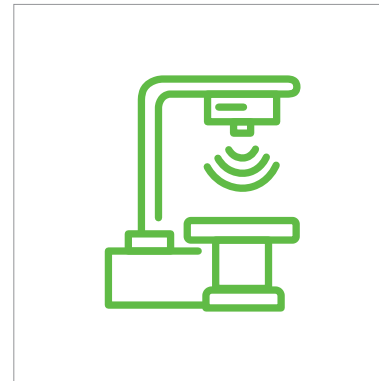
These are our primary icons. These should be used when specifically highlighting the support our charity provides.



Improving facilities
and environments for
patients and staff



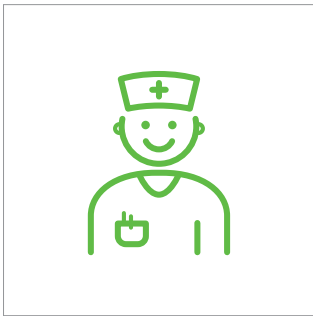
Staff wellbeing and care



Equipment

Icons explained (part 2)

These are our supporting icons. These should be used when specifically highlighting the areas of work our acute hospitals provide.



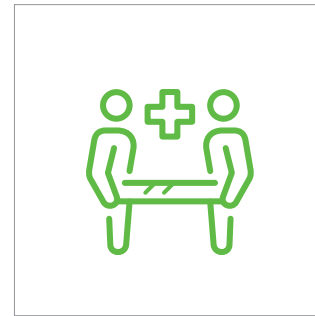
Staff



Patients



Services



Care



Research

Visual elements

Icon colourways

These are the icon colourways available.



Icon application

Positioning these icons can be done in two ways. As shown bottom left you can add them as part of content or with the other example add them to our lifeline graphic where appropriate to the design or content.



As part of copy content



As part of our lifeline

Visual elements

Photography style

Our photography style is:

Engaging

Real

Human

Eye contact



Visual elements

Photography execution

With our photography we have three distinct approaches.

See 'Our brand in action' on page 36 for further examples.



Full colour



Cutout



Colour overlay of our brand colours

Our brand in action

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Our brand in action

Marketing appeal

A blue billboard with a photograph of a smiling man holding a baby. The man is wearing a dark blue shirt and the baby is wearing a white shirt with a pacifier. A green abstract line graphic curves across the bottom of the billboard. In the top right corner, the Worcestershire Acute Hospitals Charity logo is visible, consisting of a stylized 'W' and 'A' icon and the text 'WORCESTERSHIRE ACUTE HOSPITALS CHARITY'. The main text is in large white font, and there is a small icon of a mobile phone with a signal tower in the bottom left corner.

“They held our hands through the unimaginable”

Mike, Poppy's dad

Ro te cuscia qui doluptam ut velliq uatum ut volupta volum que optas molenim aspel.

Search WAHC LIFELINE to give your support. Thank you.

WORCESTERSHIRE ACUTE HOSPITALS CHARITY

Outdoor 48 sheet billboard

Our brand in action

Marketing appeal



“I’ve always been a fighter and they helped me get back on my feet”

Mary



Ro te cuscio qui doluptam ut velliq uatum ut volupta volum que optas molenim aspel.

Search **WAHC LIFELINE** to give your support. Thank you.



WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

Outdoor 48 sheet billboard

Our brand in action

Marketing appeal



“I can’t put into words how grateful I am for caring for my dad through the toughest of times”

Michelle, Barry’s daughter

 Ro te cuscia qui doluptam ut velliq uatum ut volupta vulum que optas molenim aspel.

Search WAHC LIFELINE to give your support. Thank you.

 WORCESTERSHIRE ACUTE HOSPITALS CHARITY

Outdoor 48 sheet billboard

Our brand in action

Marketing appeal



WORCESTERSHIRE ACUTE HOSPITALS CHARITY

“Ill health is very difficult to deal with, but helping patients and those people important to them at their time of greatest need is hugely important to us.”

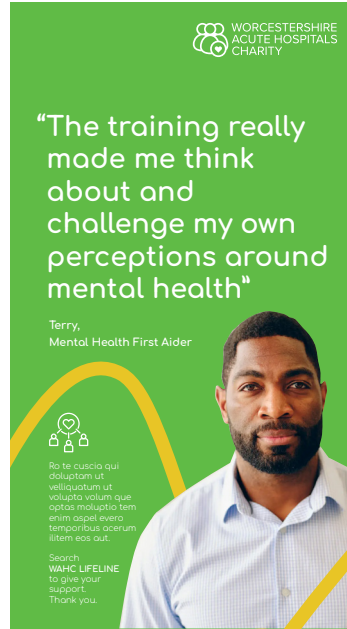
Avril,
Lead Nurse



Ro te cuscio qui dolutam ut velliquatum ut volupta volum que oapas molupta tem enim aspel evero temporibus acerum litem eos out.

Search
WAHC LIFELINE
to give your
support.
Thank you.


Outdoor 6 sheet digital displays



WORCESTERSHIRE ACUTE HOSPITALS CHARITY

“The training really made me think about and challenge my own perceptions around mental health”

Terry,
Mental Health First Aider



Ro te cuscio qui dolutam ut velliquatum ut volupta volum que oapas molupta tem enim aspel evero temporibus acerum litem eos out.

Search
WAHC LIFELINE
to give your
support.
Thank you.



WORCESTERSHIRE ACUTE HOSPITALS CHARITY

“The equipment provided has been completely transformative in rehabilitation”

Michael,
Physiotherapist



Ro te cuscio qui dolutam ut velliquatum ut volupta volum que oapas molupta tem enim aspel evero temporibus acerum litem eos out.

Search
WAHC LIFELINE
to give your
support.
Thank you.

Our brand in action

Marketing appeal



WORCESTERSHIRE ACUTE HOSPITALS CHARITY

“My local hospital have served my family well over the years and I wanted to give back”

Maddison

Ro te cuscia qui doluptam ut velliquatum ut volupta volum que optas moluptio tem enim aspel evero temporibus acerum listem eos aut.

Search WAHC LIFELINE to give your support. Thank you.

The poster features a woman with a headscarf and a peace sign, holding a bouquet of flowers. A yellow ribbon graphic is overlaid on the image. A small icon of a house with a heart is in the bottom left.

Indoor A3 posters



WORCESTERSHIRE ACUTE HOSPITALS CHARITY

“My school jumble sale sold old toys for new toys!”

Noah (age 8)

Ro te cuscia qui doluptam ut velliquatum ut volupta volum que optas moluptio tem enim aspel evero temporibus acerum listem eos aut.

Search WAHC LIFELINE to give your support. Thank you.

The poster features a young boy holding a pink toy airplane. A yellow ribbon graphic is overlaid on the image. A small icon of a school bus is in the bottom left.



WORCESTERSHIRE ACUTE HOSPITALS CHARITY

“Going the distance for those that looked after my mum was the least I could do”

Joseph

Ro te cuscia qui doluptam ut velliquatum ut volupta volum que optas moluptio tem enim aspel evero temporibus acerum listem eos aut.

Search WAHC LIFELINE to give your support. Thank you.

The poster features a man wearing a blue vest with 'WAHC LIFELINE' and 'Worcestershire Acute Hospitals Charity' logos. A yellow ribbon graphic is overlaid on the image. A small icon of a person with a heart is in the bottom left.

Our brand in action

Charity events



Socials



Our brand in action

Charity events



Socials



Our brand in action

Charity events

WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

MAKE, BAKE, DONATE.

lhicipsom fuga. Nam, que
pores conserae venimi,
quotecum reimentint
quas aut perum volupie
ndignat quieten
ecoasererit et quunt et
arum il ipiet modipso
peditio..

El et di volorest is si repro
qui venimil mol.

Search WAHC LIFELINE
to give your support.
Thank you.

Poster

Our brand in action

Charity events

A billboard advertisement for the Worcester City Run. The background is white. On the right, three female runners in blue athletic wear are smiling and running. They are wearing race bibs with numbers 1473, 1472, and 1441. A thick green wavy line curves across the bottom of the image. In the top right corner, the Worcestershire Acute Hospitals Charity logo is displayed, featuring a stylized figure with a heart and the text 'WORCESTERSHIRE ACUTE HOSPITALS CHARITY'. The main text 'Worcester City Run needs YOU' is written in blue, with 'YOU' in a much larger font size. In the bottom left corner, there is a call to action: 'Search WAHC LIFELINE to join the race and support Worcestershire Acute Hospitals Charity'.

Worcester City
Run needs
YOU

Search WAHC LIFELINE
to join the race and
support Worcestershire
Acute Hospitals Charity

WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

Outdoor 48 sheet billboard

Our brand in action

Supporter communications



Charity leaflet (covers)



Our brand in action

Supporter communications



 WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

**Making a huge
difference
to staff and
patients.**

How you can fundraise, volunteer
or donate to Worcestershire Acute
Hospitals Charity.



Charity leaflet (covers)



 WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

**Making a huge
difference
to staff and
patients.**

How you can fundraise, volunteer
or donate to Worcestershire Acute
Hospitals Charity.



 WORCESTERSHIRE
ACUTE HOSPITALS
CHARITY

**Making a huge
difference
to staff and
patients.**

How you can fundraise, volunteer
or donate to Worcestershire Acute
Hospitals Charity.



Supporter communications



Who are Worcestershire Acute Hospitals Charity?

Ips magnimaxim untibusam sunt, a nulpa inimil maximus incia porrumqui ommolup taeptiati re volut is ducipsum eoaquam esto is qui silup taeptiati re volutnt.

Ips magnimaxim untibusam sunt, a nulpa inimil maximus incia porrumqui ommolup taeptiati re volut is ducipsum eoaquam esto is qui siptiati re volut is ducipsunt.

Quiaeru mquatibusam quam atume enim et faccustium repre, sum et quam, consequam facienime deliqui utet omnis moluptat vero ium dio exceperovid quiantia si aut.

Facepedis vel int pa sundici corpporrorum coremol uptaapelest, con commin et ex est porecto illa nectotam liameniet reiur, sitasp. Facepedis vel int pa sundici corpporrorum coremol upt.

None of your donation is used to replace core NHS funding.



Quiaeru mquatibusam quam atume enim et faccustium repre, sum et quam, consequam facienime deliqui utet omnis moluptat vero ium dio exceperovid quiantia si aut.

Adeliqui utet omnis moluptat vero ium dio exceperovid quiantia si au omnis molut.



Charity leaflet (inside spread)

Contact us

For more information please contact the Charity Team on:

Telephone: 01905 768954

Email: info@wahcharity.org

wahcharity.org

Worcestershire Acute Hospitals Charity is a charity registered in England and Wales No. 1054612.

Registered Office: Worcestershire Royal Hospital, 3 Kings Court, Charles Hastings Way, Worcester WR5 1DD

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