



WORCESTERSHIRE  
HOSPITALS CHARITY

Putting patients first

WORCESTERSHIRE ACUTE HOSPITALS CHARITY

# Brand Guidelines

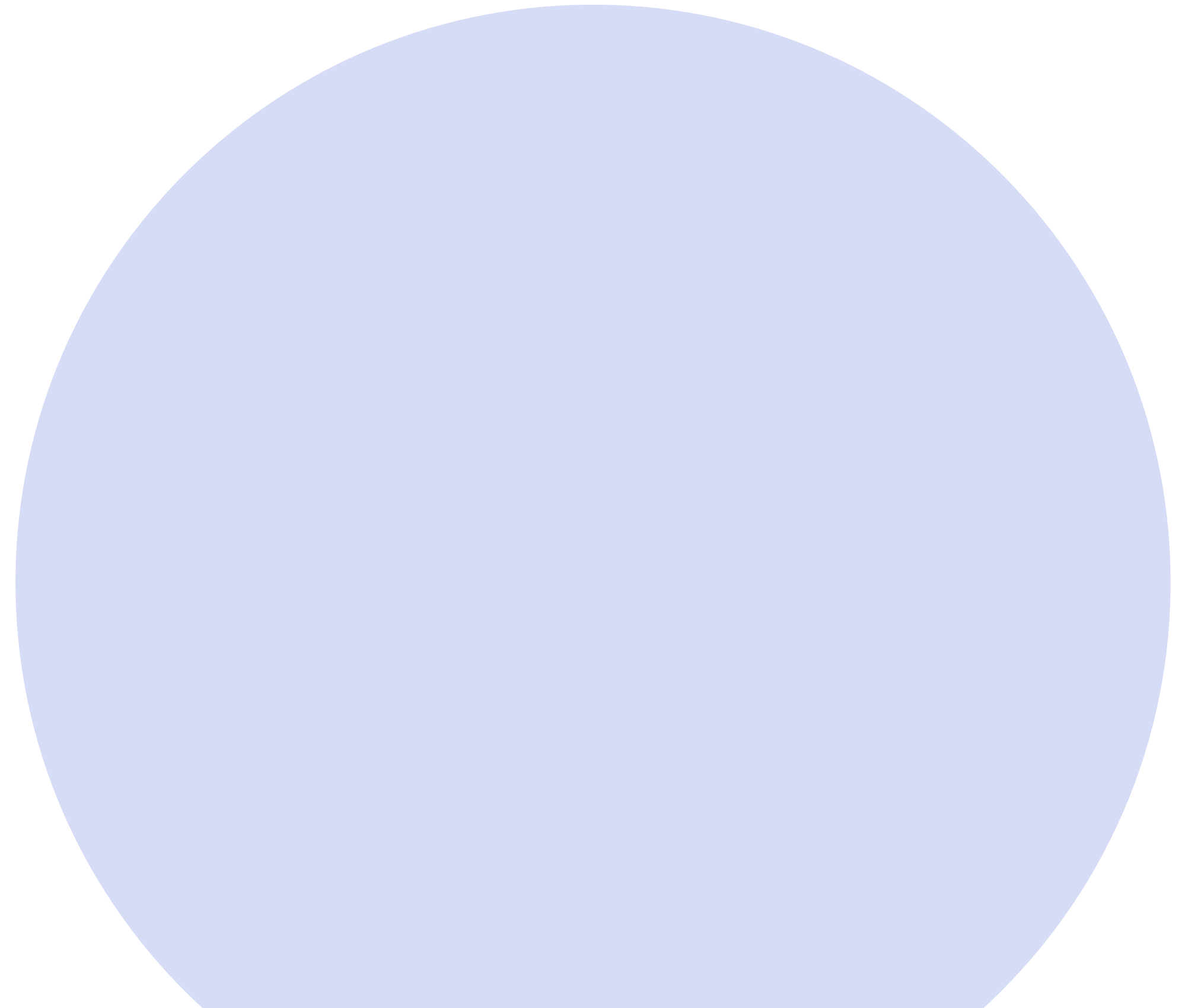
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[WAHCHARITY.ORG/](http://WAHCHARITY.ORG/)



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# About our Brand

**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 Twitter and Facebook to printed materials.

**Our mission is putting patients first** by supporting the services of Worcestershire Acute Hospitals NHS Trust and working together under the umbrella of Worcestershire Acute Hospitals Charity registered charity number 1054612.

We support medical and health research, and encourage excellence in healthcare for staff, patients, and their carers, mainly through the services provided at Alexandra Hospital Redditch, Kidderminster Hospital, Worcestershire Royal Hospital, as well as community sites in Bromsgrove, Evesham, Malvern and Tenbury.

All funding provided by the charity is for over and above core NHS Trust services.

# Our Logo



Allow plenty of space around the logo and make sure it's not too close to the edge of the page. Design with the logo in mind rather than adding the logo afterwards.

The logo works best in the top left-hand corner of a page.





# Our logo on backgrounds

Our logo works best on a solid white or light background.

A reversed version is available for use on dark solid backgrounds.

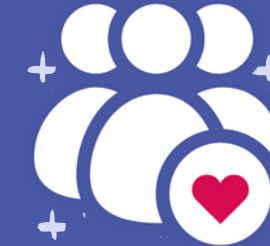
Our logo should not be used on top of patterns or photographs.



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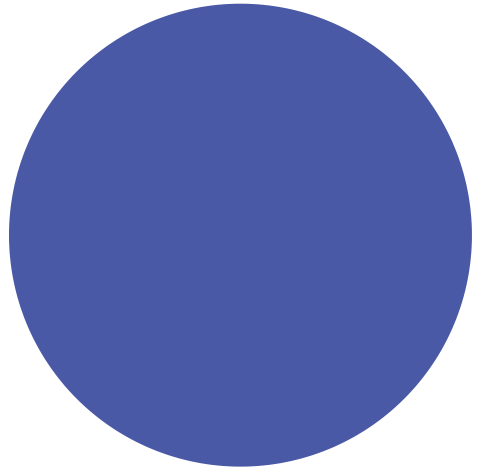
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CHARITY  
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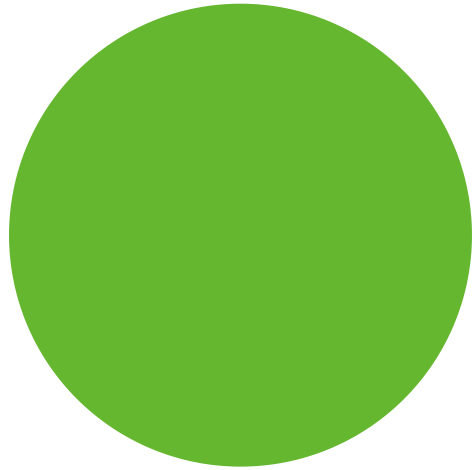
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# Our colour palette

## Our core colours

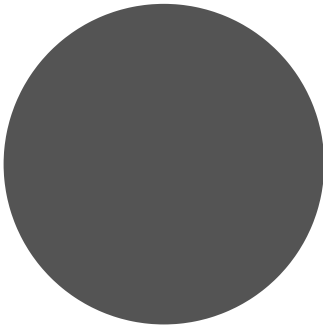


Pantone: 2727 CP  
CMYK: C82/M68/Y0/K0  
RGB: 71/88/164  
#4a59a6

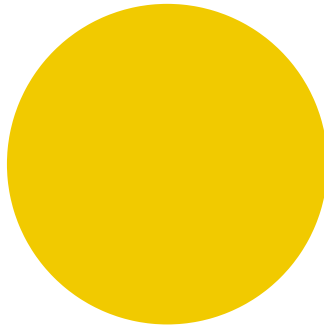


Pantone: 368 CP  
CMYK: C65/M0/Y100/K0  
RGB: 101/179/49  
#64b72e

## Our supporting colours



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



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

You can use tints of these colours to add flexibility to our colour palette.

# Typesfaces

## Headings

*Comfortaa Bold*

## Subheadings

*Comfortaa Light*

Body copy - long passages of text.

*Opens Sans or Arial*

# Imagery

Photography and illustrations are powerful tools that express our brand just as strongly as colours and typefaces.

- Use images that show people in a positive light and that reflect our mission.
- Try and reflect the diverse nature of Worcestershire Acute Hospitals NHS Trust (WAHT) staff and the patients we treat.
- Where possible imagery should represent Trust staff, real patients and real situations. Try not to rely too heavily on stock images.
- Everyone in the photograph must give written consent and must understand what we will be doing with their image. For example, social media, press releases and printed materials. Consent forms are available from the WAHT Communications team [wah-tr.communications@nhs.net](mailto:wah-tr.communications@nhs.net)
- Avoid clip art and clichés. 'Funny' images and illustrations should be avoided. Humour is very subjective and runs the risk of being disrespectful.
- The WAHT Communications team have a library of images and also offer a photography service. If you need a specific image please contact them via email (above) or on 01905 760453.

## Copyright

**You should never copy an image or illustration into any work that you intend to disseminate without seeking the author's permission. Don't add images from Google - they will almost certainly be copyrighted.**



# Contact Us

For more information please contact:

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