Using the Public Health Agency brand Guidelines
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Introduction
These guidelines aim to give you an overview of how to reproduce the PHA identity in order to promote the organisation. We recommend that you read through these guidelines before starting any piece of design material.

HSC Logo
The HSC logo is the central theme of the brand for Health and Social Care. The logo is the visual representation of all that takes place within the service. It is the signature of HSC and denotes ownership of property, services and messages. To retain its authority and integrity it needs to be used correctly and consistently.

Form
The rationale that inspired the form of the logo has been entitled Pledge. The parallel circles are representative of the two main facets of the service, namely HSC. The circles are drawn in perspective to bring a 3D element to the design and create a visual impact. The motion that this perspective implies is indicative of the dynamics of the service – a partnership of care in perpetual progression and coordination.
The PHA logo

The PHA corporate identity comprises the HSC lettering and PHA title as a unified logo.

The logo is the single most important unifying element in the corporate identity system. It has been specially drawn and composed and must not be modified, altered or added to. The parallel circles embedded in the logo may be used alone as a decorative element only as specified in this manual.

Exclusion zone

Where possible, the logo should preferably appear out of a white background and have at least the specified amount of clear space around it. This exclusion zone is dependent on the size at which the logo is to be printed. As a general rule, where x equals the height of the ‘blue box’ of the logo then the space above and to the left and right of the logo should also be x. The space beneath the logo should be equal to 1.5x. This exclusion zone is illustrated opposite.
Proportions

It is critical that the logo always appears in the correct proportions. Under no circumstances may the logo be stretched, elongated or ‘made to fit’. Neither should there be any distortion or effect created around the logo such as dropped shadows or feathering.

Elements of the logo cannot be swapped around (for example, the text must always appear on the right hand side of the image as designed).

To maintain the logo’s proportions, press and hold SHIFT while you drag the sizing handle.

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**Public Health Agency**

No stretching

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**Public Health Agency**

No compressing

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**Communications Steering Group**

No creating titles

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**Public Health Agency**

Early draft no longer in use

Improving your Health and Wellbeing
Logo typeface

The typeface selected for the corporate logo is Myriad. The HSC lettering is in Myriad Bold, and the PHA title is in Myriad Roman.

It has been chosen for its legibility and simplicity. Letter spacing and word spacing should always be consistent as indicated in this manual.
Corporate colours

The colours selected for the PHA corporate identity are Blue for the HSC background element, and Black for the PHA title (or white if required – see below).

Full colour

The Pantone Matching System PMS colour reference for the corporate colours are:
Blue: Pantone 3125
Black: Pantone Black

The process colour reference (sometimes referred to as CMYK - Cyan, Magenta, Yellow and Key Black) for the corporate colours are:
Blue: 83% Cyan, 21% Yellow
Black: 100% Black

These are the only two colour versions that are acceptable and alternative colours must not be substituted. If the colours cannot be matched correctly, the Black only or White only versions should be used depending on the background.

Single colour

When the identity is reproduced in one colour, the Black version should be used if being used on a white/light background.

It can also be reproduced White out of background colours which give adequate contrast.
Background colours / reversed to white

When the logo is reproduced on leaflets, posters and other printed matter where either the corporate colours are not available (a single colour leaflet) or they would clash with other colours being used (a leaflet from some other body which PHA is endorsing) then the logo should be reproduced in either the Single colour Black or Single colour White version. Single colour White should only be used if the background colour is dark enough to make an adequate contrast. The logo can also be reversed out of the picture area of posters/leaflets etc. as long as there is adequate contrast.

The guidelines opposite will help you to make the appropriate choice. If you are unsure whether a proposed use of the logo is acceptable it should be reviewed by the PHA design team.

Background too light / not enough contrast.
Use either Full colour version or Single colour Black version.

The Single colour Black logo stands out and is easy for everyone to read.
Background is too dark and clashes with the black text.

Background image is too light and does not offer enough contrast.

Full colour white version provides good contrast with the background. Single colour White version would also work.

The Full colour version is the correct version to use in this instance.
PHA logo: minimum size

It’s difficult to absolutely rule on a minimum size for the logo due to the actual need in a given circumstance. Generally we’d ask that the logo is no smaller than 35mm in width.

We’d ask that common sense is used in situations where this isn’t possible. If it can’t be read, or suffers serious loss of quality, there is no point attempting to use it. If in doubt, contact a member of the design team for advice.

When used with other logos

When used with other logos, the PHA logo should be aligned and proportioned correctly with any surrounding logos. The exclusion zone guidelines (see page 2) and minimum size guidelines (see above) must also apply, and the PHA logo should not be scaled smaller than any partnering logo. If unsure, a member of the design team can approve the artwork before publishing.
Brand tiers

The PHA identity, on AMT approval, has alternative arrangements.

The PHA logo should never be altered, unless previously sanctioned by AMT and discussed with the design team. The words ‘Public Health Agency’ must remain beside the HSC icon AT ALL TIMES.

AMT has permitted the use of the following logo variations for each internal functions as it deemed necessary:

NO FURTHER AMENDMENTS TO THE TEXT ARE ALLOWED. If you feel there is a case to have a variation of the PHA logo for a specific purpose, a business case must be submitted to AMT for approval before proceeding.

Projects supported by the PHA

The following logo should be used on projects supported by the PHA. These include projects that are funded by the PHA, but without any editorial input. The usual rules concerning the integrity of the logo still apply.

HSC global logo

Some joint working projects may benefit from using the HSC global brand. The usual rules concerning the integrity of the logo still apply.
PHA sub-brands

Frequently the PHA identity will be used alongside one of our many sub-brands, in this instance the sub-brand may take priority over the main identity. See the examples below for how this should work. Additionally, most of our sub-brands are available from the design team in high resolution/EPS versions. See below for a selection that is available.

Each sub-brand should also follow the same basic rules as our main logo – it shouldn’t be stretched out of proportion and the correct version should be used in relation to where it appears. If in doubt, contact the design team.

Healthy lunchbox ideas

Mind Your Head

Bowel cancer screening: the facts
Below: A few of the sub-brands the PHA works with - contact a member of the design team should you require a logo or further branding guidance.
**Internal report covers**

The PHA corporate identity should be applied to all internal report covers in any one of the three options shown here.

Contact a member of the PHA design team to supply you with a report cover (PDF) when your report is ready for publishing. The design team can also convert your Word file to PDF for digital distribution.

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**Option 1 – Internal Report cover**

**Main heading text sample**

Sub-heading text sample

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**Option 2 – Internal Report cover**

**Main heading text sample**

Sub-heading text sample

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**Option 3 – Internal Report cover**

**Main heading text sample**

Sub-heading text sample
Audio visual presentation material

The PHA corporate identity should be clearly identified on all visual presentation material. This includes slide presentation, overhead projection and television commercials.

Headings, text and straplines should be in the corporate typesets as detailed in this manual.

Templates for Powerpoint presentations can be supplied from a member of the PHA design team. They come in either a white or a blue background. They can also be downloaded from Connect.

Option 1 – Powerpoint presentation (White background)

Option 2 – Powerpoint presentation (Blue background)
PHA corporate typefaces

Akzidenz Grotesk is the preferred corporate typeface for the Public Health Agency. If this typeface is not available, the secondary typeface is Arial.

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| Akzidenz Grotesk Regular | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|--------------------------|-----------------------------|
|                          | abcdefghijklmnopqrstuvwxyz
|                          | 0123456789                  |

| Akzidenz Grotesk Italic  | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|--------------------------|-----------------------------|
|                          | abcdefghijklmnopqrstuvwxyz
|                          | 0123456789                  |

| Akzidenz Grotesk Bold    | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|--------------------------|-----------------------------|
|                          | abcdefghijklmnopqrstuvwxyz
|                          | 0123456789                  |

| Arial Regular            | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|--------------------------|-----------------------------|
|                          | abcdefghijklmnopqrstuvwxyz
|                          | 0123456789                  |

| Arial Italic             | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|--------------------------|-----------------------------|
|                          | abcdefghijklmnopqrstuvwxyz
|                          | 0123456789                  |

| Arial Bold               | ABCDEFGHIJKLMNOPQRSTUVWXYZ
|--------------------------|-----------------------------|
|                          | abcdefghijklmnopqrstuvwxyz
|                          | 0123456789                  |
PHA logo with social media icons

Where appropriate, we ask for the PHA logo to be displayed with our social media icons on the back cover of our documents, e.g., a report designed in-house should display the PHA logo, contact details and social media icons.

Options are available for wide/tall and white/reversed versions of each - depending on the size and colour of the document. The preference is for the tall version to be used in conjunction with logos of other partners.