



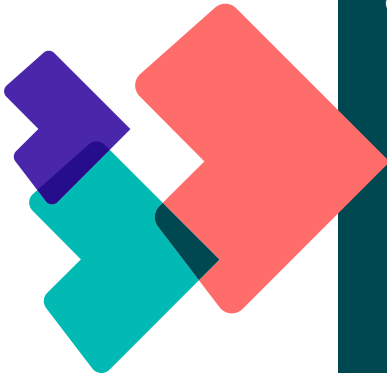


INTRODUCTION

Contents

Our guidelines are designed to give you the tools and creative inspiration you need to create powerful, distinctive and effective communications.

We've outlined the core visual elements that help build a coherent brand across all channels with the flexibility to connect with your audiences.



Verbal brand identity

Our vision, mission and values 3

Our brand story 4

Our distilled brand messaging 5

Brand elements

Logo 7

Collaboration logos 8

Strapline 9

Logo sizes, clear space and placement 10

Colour palette 11

Colour combinations 12

Typography 13

Photography 14

Iconography 15

Visual system

Our visual system 17

Amplifier graphic 18

Arrow 19-20

Linear arrow 21

Getting it right 22

Video 23

Contact us 24



VERBAL BRAND IDENTITY

Our vision, mission and values

These guidelines will help us to communicate with consistency and clarity. It is designed to work alongside the visual elements of our brand identity (font, colour, photograph) to convey our personality. This helps to build trust with our audiences.

They are intended to be used by everyone, for both internal and external communications, and have been approved by representatives from all of our key teams.

Our vision

Life-changing improvements to health for the people of East London.

Our mission

A charity with its roots in East London, dedicated to supporting improvements to healthcare and transformative research for local health benefit.

We work in partnership with the NHS, local research institutes and others who can help us achieve our goals and maximise our impact.

Our values

AMBITIOUS

We care passionately about Barts Charity's mission, empowering each other to constantly improve and achieve our best.

ACCOUNTABLE

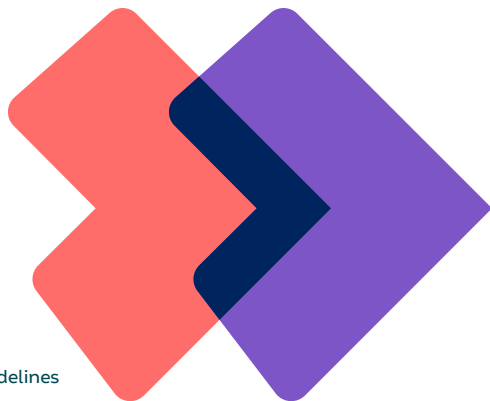
We take pride in doing the right thing and acting with integrity. We take ownership of our actions and learn from our mistakes.

OPEN

We are honest and transparent, sharing information willingly and encouraging the giving and receiving of constructive feedback.

ONE TEAM

We work collaboratively as one team, supporting and respecting each other and embracing diverse experiences and perspectives.





VERBAL BRAND IDENTITY

Our brand story

Here you'll find the elements and inspiration you need to write distinctive and powerful communications.

Who we are

Barts Charity – for healthy East London lives.

What we do

Together we make better healthcare possible.

We invest in inspiring people, healthcare projects and ground-breaking research, driven by one unifying goal: to transform the health of our East London community.

Together with our supporters and partners, we drive forward the healthcare improvements and research discoveries that are shaping a better, fairer future for East London.

Why we do this

We're here for the people of East London to live healthier, longer lives.

How we work and the principles that drive us

We invest in innovative healthcare improvements and research that take the NHS beyond everyday health services.

As one of the UK's most diverse areas, East London has unique healthcare challenges and is an important place to break new ground in health research and innovations in patient care.

Our focus is bringing brilliant ideas to life so we can improve the health and lives of local people. As new knowledge is shared, we touch lives across the world.

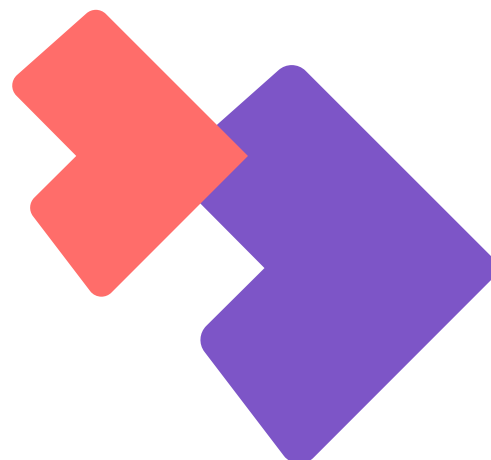
And we support the well-being of Barts Health NHS staff, because well supported staff support patients well.

The impression we want to create

With your support, the people of East London benefit from life-changing research and innovative healthcare improvements.

Our style

Proud to serve our East London community;
Ambitious for brilliant healthcare and world-class research; **Open** in sharing knowledge;
Together driving impact.





VERBAL BRAND IDENTITY

Our distilled brand messaging

How to talk about what we do...

...in one phrase e.g. our strapline

for healthy East London lives

...in one sentence e.g. our social media bio, or 'elevator pitch'

Barts Charity brings brilliant ideas, ground-breaking research and transformational healthcare to life in East London.

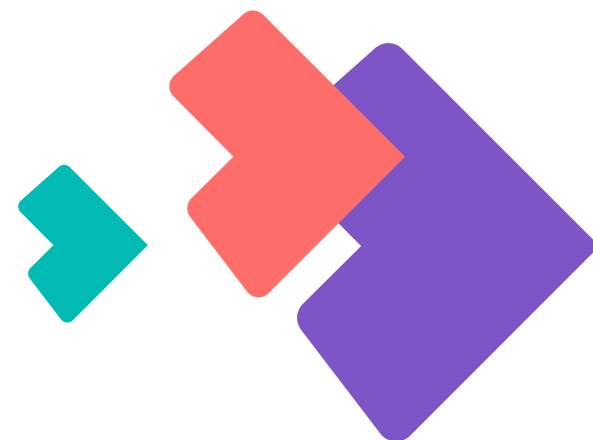
...in two sentences e.g. to introduce the charity in a PowerPoint presentation

Barts Charity has helped to advance healthcare for hundreds of years. Together with partners and our community, we make better healthcare possible – funding brilliant ideas and ground-breaking research to transform lives.

...in two paragraphs e.g. in the an 'about us' section of an application form or job vacancy pack

As East London's oldest healthcare charity, we've been at the forefront of advancing healthcare for hundreds of years. The hospitals we support strive to provide excellent care to their patients. Yet too many people's lives in East London are affected by ill health. At Barts Charity we have East London in our hearts and we want healthier, longer lives for everyone in our community.

Together with our partners we make better healthcare possible, funding brilliant ideas and ground-breaking research to transform lives. We invest in inspiring people and projects that have the greatest impact on the health and lives of local people. And as our local community is one of the most diverse places to call home, what makes a difference in East London has the potential to touch lives across the world.



brand elements



BRAND ELEMENTS

Our logo

Colourways

Our logo is available in a range of options.

Core

Use on white or pale backgrounds.

Reversed

Use on black or our dark green background.

Reversed v2

Use on our teal background.

Single colour (black or white)

Only to be used if full colour print is unavailable.

File formats

Always reproduce our logo from a master reference. It's available in the following formats:

EPS/AI Use with professional design applications, such as the Adobe Creative Suite. These vector files can be scaled to any size without losing quality.

JPEG Use with Microsoft software, such as Word and PowerPoint.

PNG Use for websites, social media and emails.

Social media icon

On social media we use the icon separately from the logotype.

barts
CHARITY

Reversed

barts
CHARITY

Reversed v2

barts
CHARITY

Core

barts
CHARITY

Reversed



Social media icon

BRAND ELEMENTS

Our collaboration logos

Specially created versions of our logo are available for organisations who fundraise for us or projects that have benefitted from our funding and support.

Colourways

The logos are available in a range of options.

Core

Use on white or pale backgrounds.

Reversed

Use on black or our dark green background.

Reversed v2

Use on our teal background.

Single colour (black or white)

Only to be used if full colour print is unavailable.

File formats

EPS/AI Use with professional design applications, such as the Adobe Creative Suite. These vector files can be scaled to any size without losing quality.

JPEG Use with Microsoft software, such as Word and PowerPoint.

PNG Use for websites, social media and emails.

Funded by

for any projects, spaces, objects etc funded by a Barts Charity grant.

Funded by

barts
CHARITY

In aid of

for any fundraising in aid of Barts Charity.

In aid of

barts
CHARITY

Supported by

for any projects, spaces, objects etc that are part funded by Barts Charity, or developed in collaboration with other partners, or otherwise supported by us.

Supported by

barts
CHARITY

BRAND ELEMENTS

Strapline

Our strapline is:

for healthy East London lives

This can be used across all our communications.

There is no defined relationship, size or position for our strapline. This allows flexibility across a variety of applications. Opposite are some example of how to use our strapline.

Typeface

Always use our brand typeface Brocha in bold or black.

We recommend using lowercase as this projects a warmer style. (Although 'East London' should have initial caps). Type can be left aligned, centred or offset. It can appear in a single line or stacked.

Colour

Our strapline can appear in any colour from our palette. It works well in either single or two colours.

Always ensure there is a high contrast with the background to enhance accessibility.



Brocha bold

for healthy East London lives

Brocha black

for healthy East London lives



BRAND ELEMENTS

Logo sizes, clear space and placement

Logo sizes

Recommended logo sizes are shown opposite, these are just a guide. These are referenced to the width of the logo. Reduce or enlarge proportionately for different formats.

Clear space

Keep the area around the logo free from straplines, text or graphics. We recommend that this clear space is the height of the amplifier icon within our logo.

Placement

Our logo is flexible: placement is dependent on the media you choose. It can be placed in any corner of the page, screen or environment. It can also be centred.



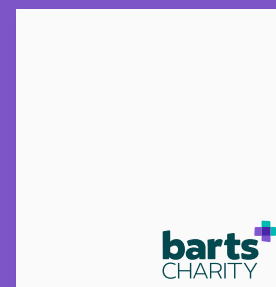
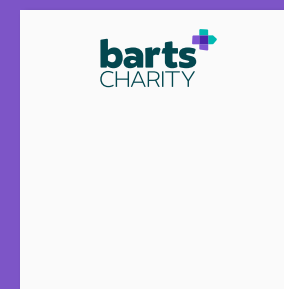
Logo sizing guidance

Minimum size 100 pixels, 19mm
A5/DL 38mm
A4 50mm
A3 70mm



Exclusion zone

Placement suggestions



BRAND ELEMENTS

Colour palette

Our colour palette is created from four core colours, supported by four complementary shades. Use our colours boldly to help promote and amplify the impact of our communications.

Choose colours based on the tone and messages you need to convey. Use them with purpose to enhance your content. Minimal colour usage can often have the strongest visual impact.

Accessibility

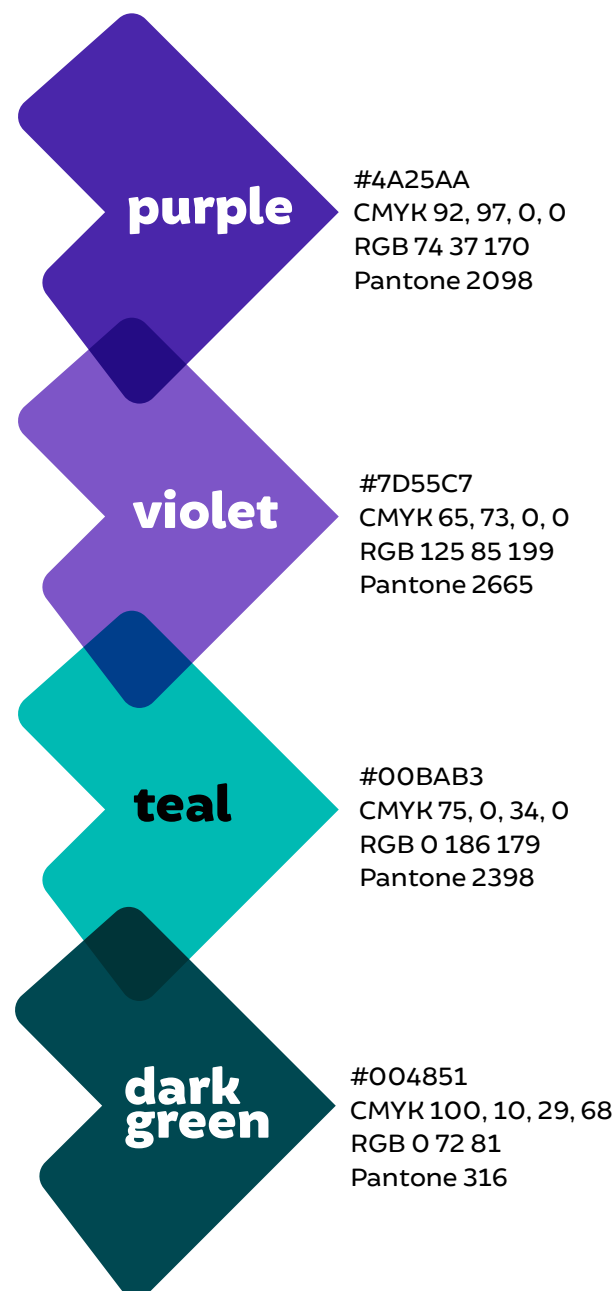
Your colour choices will be dependent on the media and content. As a guide, the best colours for small body copy (i.e. 10–12 point) on a white background are black, dark green, purple, violet and dark magenta. Black copy on pink, coral, green or teal backgrounds also works well.

Our colours can work as solid backgrounds or accent colours to help highlight key information.

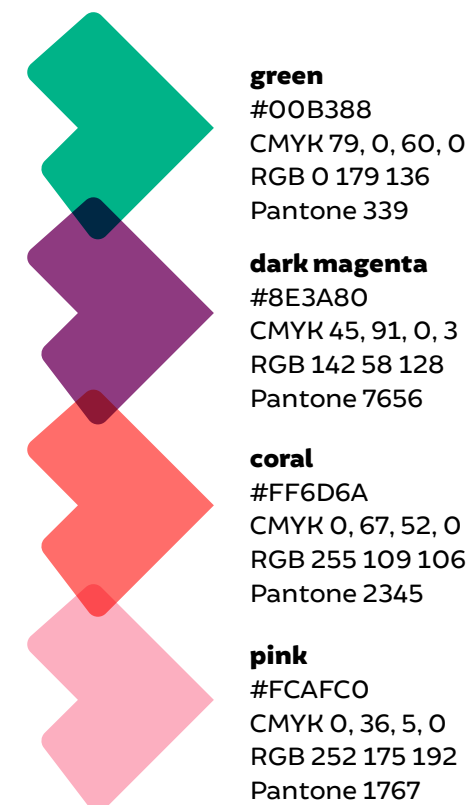
Only use colours from our palette.

On screen colours (HEX, RGB) will always vary slightly compared to printed colours (CMYK).

Core colours



Supporting colours



BRAND ELEMENTS

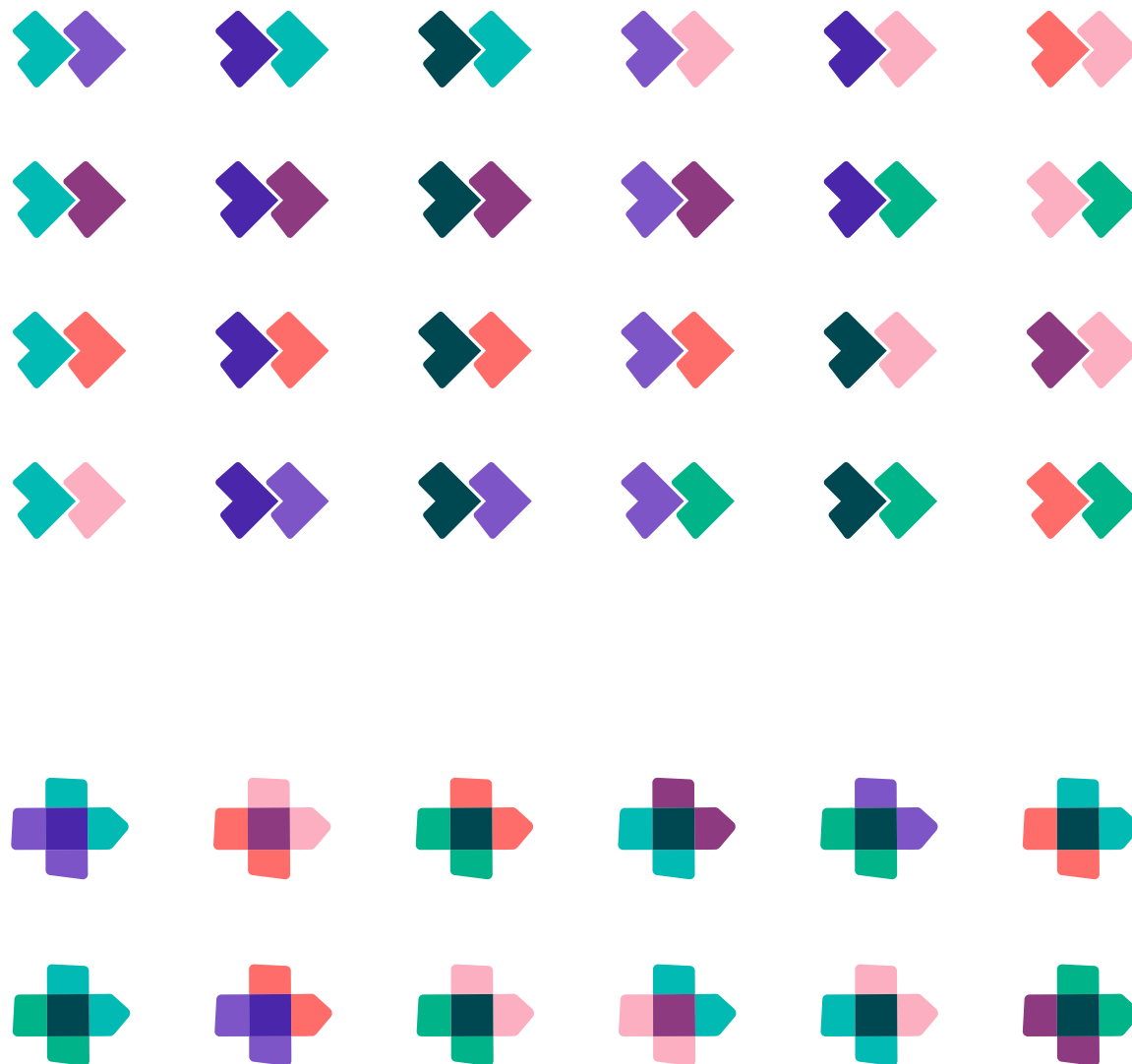
Colour combinations

The colours within our palette are designed to work together. They can be used individually or in combinations of two, three and four colours.

Some recommended options are shown opposite. This is not a definitive guide as your final choices will be dependent on the media and content you are communicating.

Tints must only be used minimally.

A translucent overlay style can be achieved by using the multiply effect in Adobe. Use this to create subtle interactions between our graphics, images or areas of solid colour.



Typography

Primary typeface – Brocha

Brocha is our primary typeface. It has been chosen for its warm and humanist characteristics.

It's available in a variety of weights from light to black to give you great typographic versatility.

Usage

Brocha is used for all externally commissioned and professionally designed materials. These include campaigns, merchandising, film, digital media and promotional materials.

Brocha is available from myfonts.com

System typeface – Arial

Arial is our Microsoft Office system typeface.

Usage

Arial is only used for all our internally produced materials. These can include Word templates, PowerPoint presentations, forms, typed letters and email signatures.

shaping a
better future
for the people
of East London

primary typeface

Brocha light

Brocha book

Brocha semi bold

Brocha bold

Brocha black

system typeface

Arial regular

Arial bold

BRAND ELEMENTS

Photography

Our photography style is warm, inspiring, uniting and authentic.

Our images showcase the pride, dedication and expertise of the people we work with. Sharing stories of ground-breaking research, life-changing healthcare and their positive impact on East London's diverse community.

Choose images that feel natural and capture a moment. They should have a sense of togetherness and positive energy. Always ensure your images are relevant and add value to your communications.

Safeguarding and best practice

Approval and permissions must be obtained in advance and our consent procedure should always be followed.

Copyright

All imagery shown are for visual representation only. If you are planning to use a particular image ensure you have permission from the copyright holder.

Stock examples: [gettyimages.co.uk](https://www.gettyimages.co.uk), [istockphoto.com](https://www.istockphoto.com)



BRAND ELEMENTS

Iconography

Our distinctive and versatile illustrative icon style visually connects with our core logo.

Using icons

Our icons can help you enhance, highlight and signpost information across all channels. Use them to aid navigation and build a greater level of understanding.

They can also help illustrate certain subject areas when photography isn't available or appropriate.

Colour

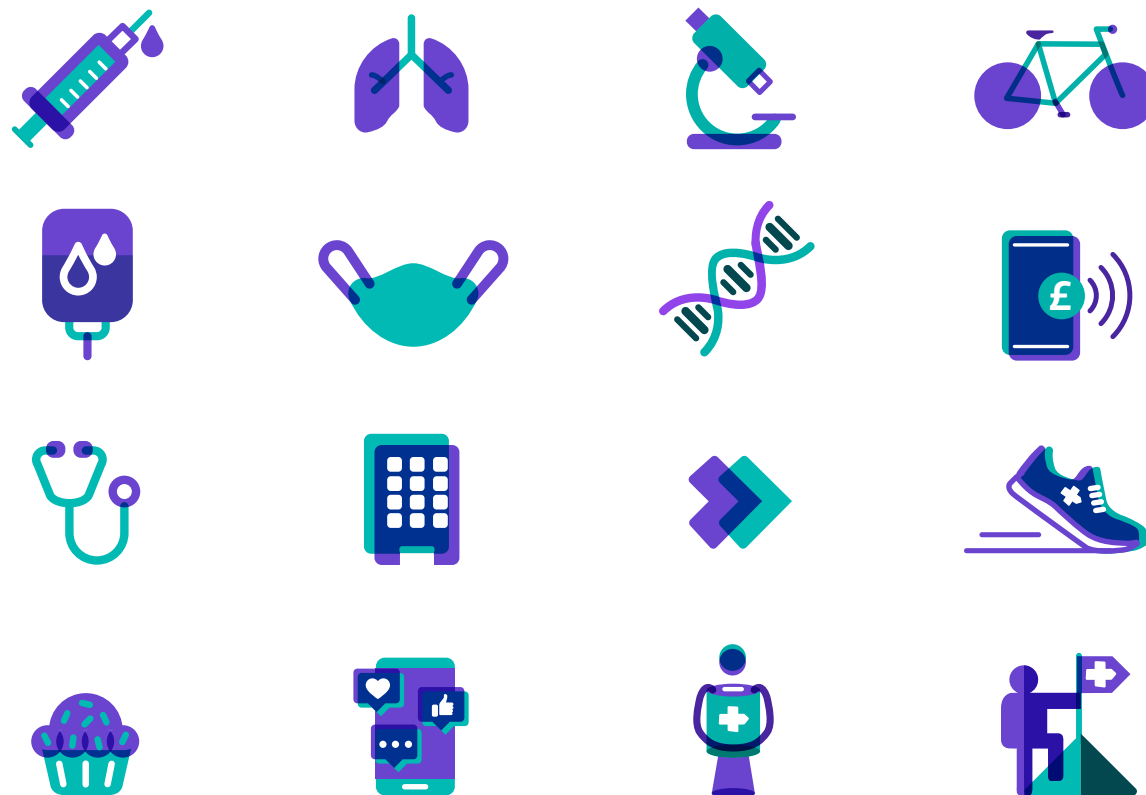
Use any of our brand colours to create your icons. Ensure they have good contrast with the background to enhance accessibility.

Creating icons

Follow our style when creating new illustrative icons – they must always work as a coherent set.

Keep our icons as simple as possible, using universal metaphors so people can easily understand their function and meaning.

Avoid creating complex or detailed icons if they need to appear at small sizes. Consider the platform on which they will be viewed – from a simple navigation icon on a mobile device to a more detailed animated style for a promotional video.



£3.8M

awarded to establish a
kidney dialysis "home from
home" at Mile End Hospital

visual system



VISUAL SYSTEM

Our visual system

We invest in inspiring people, healthcare projects and ground-breaking research to transform the health of our East London community. Our visual brand encapsulates this feeling with it's positive and dynamic style.

The amplifier graphic is the core element of our visual system. Use its versatility to inspire our audiences and communicate powerfully across all platforms – from social media to hospital environments.



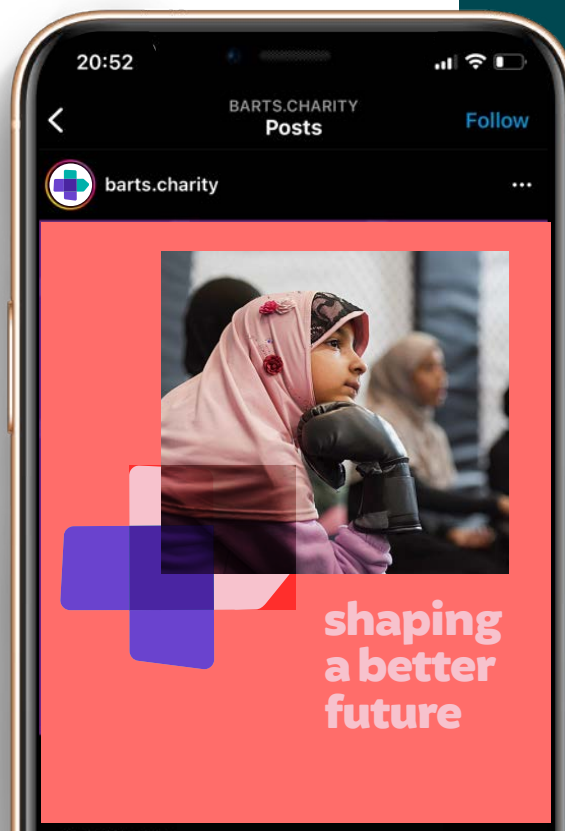
**amplifier
graphic**



impact



**advancing
healthcare**



VISUAL SYSTEM

Amplifier graphic

Our amplifier graphic can promote your content across all channels. Use it to create a sense of positivity, connection and transformation.

It can work independently, integrate with images or highlight our messages.

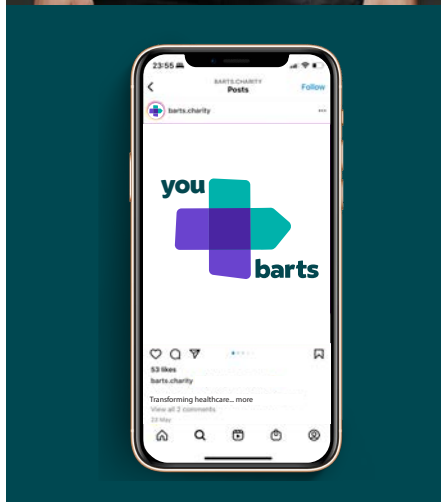
It can appear in any colour from our palette. But always choose complementary combinations.

Apply a translucent effect (in Adobe) to create subtle interactions between images, language or solid colour. Avoid rotating our amplifier graphic

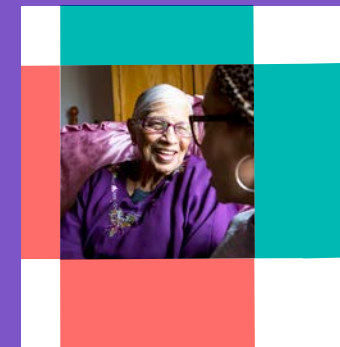
Page 22 shows some things to consider when working with our brand.

File formats

Our amplifier graphic is available in ai vector format allowing you to change the colour and scale to any dimensions.



Interact
with images and headlines



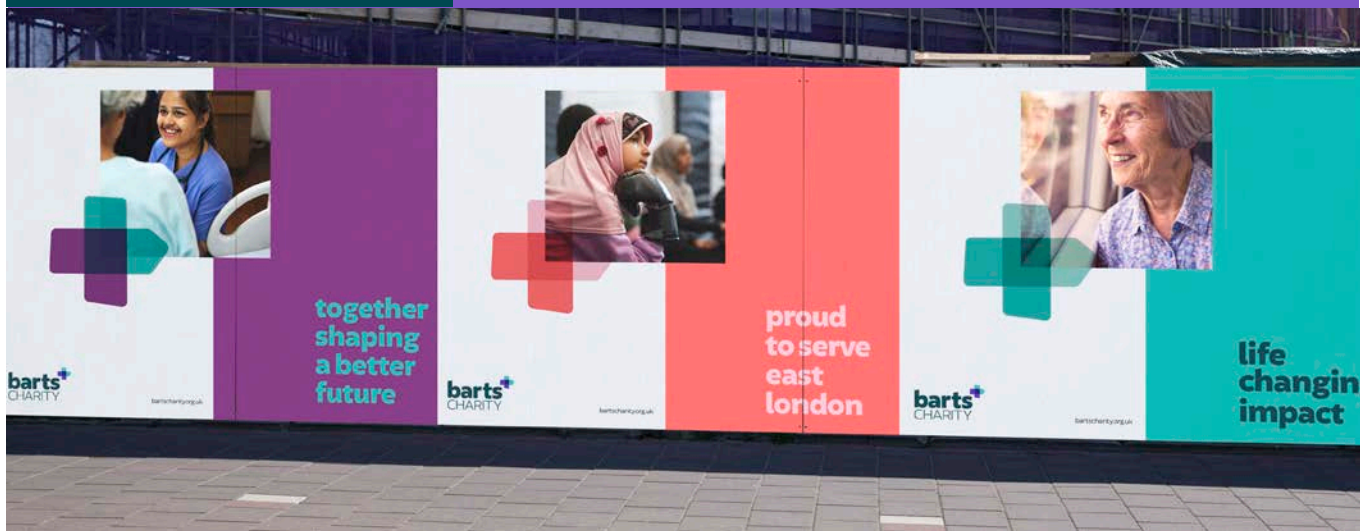
Frame
our images



Amplify
our messages



Connect
our images



VISUAL SYSTEM

Arrow

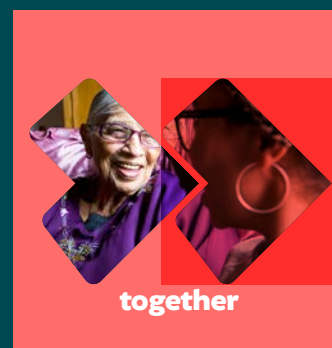
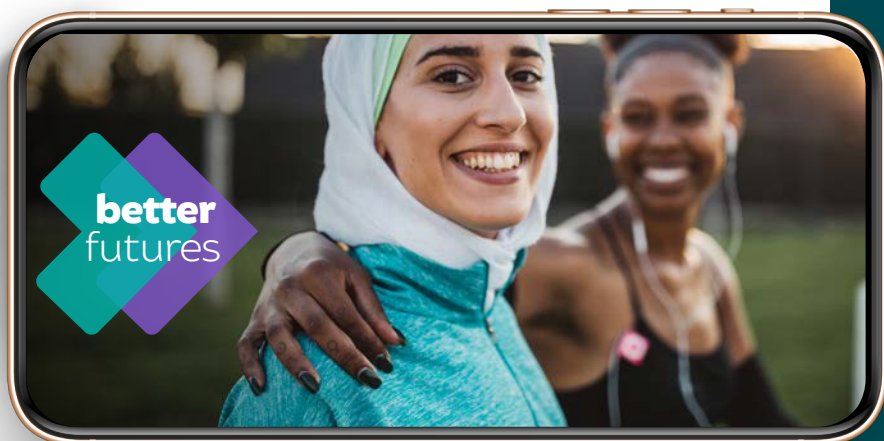
Our amplifier graphic is formed of two distinct arrow shapes. Use these arrows to create dynamic, bold and energetic communications.

Use them individually, cropped, overlaid or in multiples. They can appear in any colour from our palette. You can also apply a translucent effect (in Adobe) to create subtle interactions.

Our arrow should always point east/forwards, unless you're creating a circular pattern which requires multiple directions (see page 20).



**rotate the arrow horizontally
to create forward momentum**



Frame



Interact



Layered



Overlay



Connect



Support

VISUAL SYSTEM

Arrow

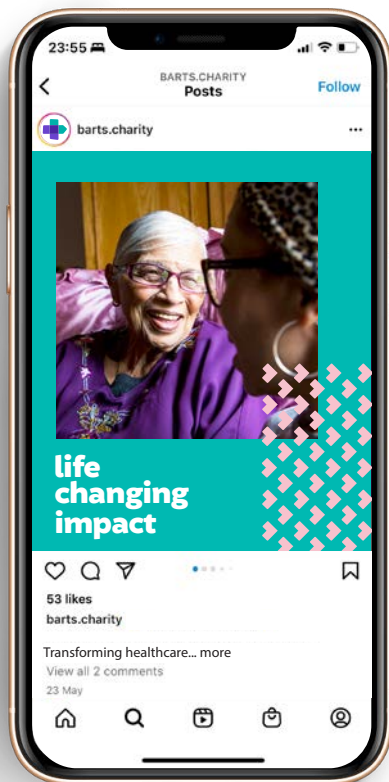
Our arrow graphics can be used in multiples and within patterns to create a sense of togetherness and animation.

Vary the sizes to create perspective and momentum.

Craft them into distinctive repeat patterns to connect, radiate and amplify our content. Ensure the patterns you create have a balanced structure, flow and connection.



arrow
graphic



Promote headlines



Highlight type



Frame images



Repeat pattern



Overlay pattern



Radiating pattern



Impact report



Annual review 2023

VISUAL SYSTEM

Linear arrow

Our visual system also uses the east facing arrow within our amplifier graphic.

It can be expanded horizontally to create a sense of direction and drive.

Use it to hold copy and enhance accessibility across all environments. It can interact and frame images or highlight headlines and calls to action.

Linear arrow



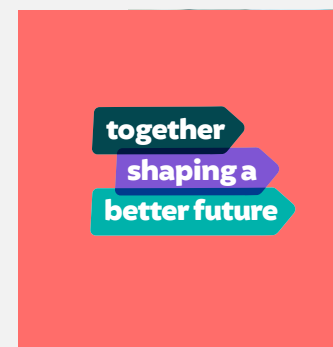
our linear arrow can be expanded horizontally



Frame images



Highlight messages



Promote headlines



Janie Kowalska



barts
CHARITY

thank you

"your support will help us give
even better care to children and
young people in Newham"

Jo, Ward Manager, Rainbow Centre

Supporting Newham Hospital

Getting it right

Our visual system has great flexibility but it's important we get the balance right to create coherent communications.

Styling guidance

Here are a few things to consider when creating your designs.

Communicate don't decorate. Always use the elements within our visual system with purpose.

Use our system to interact, enhance and connect with images and language. They should never overpower or feel intrusive.

Our patterns and arrows should connect in a structured format and radiate naturally. They should never feel disjointed or random.

Ensure the key part of an image or the subject's face isn't obscured by our visual system.

Only use colours from our palette and please choose them carefully. Less is more.

SOME THINGS TO AVOID



Don't change our logo colours



Maintain the proportions



Avoid alternative typefaces



Less is more

Avoid using multiple styles at the same time



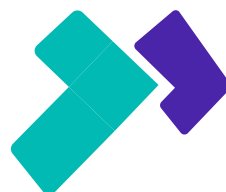
Maintain coherence

Avoid applying different styles, effects or rotating our graphics



Keep it simple

Avoid overcomplicated and disjointed designs



Don't distort

Maintain the proportions



Avoid rainbows

Minimal colour usage is often the most effective



Use with purpose

Our graphics should never feel intrusive

VISUAL SYSTEM

Video

We have created a coherent style for videos. Ensure our visual system is used consistently for captions, opening and end frames.

Opening and end frames

Ensure our logo is always clearly visible on our opening and end frames.

Always ensure there is a clear call to action on the end frame with our web address.

Captions

Our captioning style is shown opposite in a number of different ways. Use colours from our palette that are accessible on the background footage.

Animation

Animation can help bring our brand to life. Our visual system has a sense of momentum which naturally lends itself to animation. Use our graphics to amplify, connect and transform. Our brand elements can reveal and transition between footage and messaging to guide the viewer.





bartscharity.org.uk



GET IN TOUCH

Any questions?

Need help with our brand?
Contact the marketing and
communications team for advice
and guidance.

comms@bartscharity.org.uk



barts
CHARITY