



REPORT TO: East Lothian Integration Joint Board

MEETING DATE: Thursday 8 November 2022

BY: Senior Communications Adviser, ELHSCP

SUBJECT: Branding

1 PURPOSE

- 1.1 This report presents a new brand identity for East Lothian's Health and Social Care Partnership, along with new brand guidelines for the organisation.

2 RECOMMENDATIONS

- 2.1 The IJB is asked to:
- i) Review the proposal for the new brand identity and guidelines.
 - ii) Approve and formally sign off the new brand identity and guidelines for implementation from January 2023.

3 BACKGROUND

- 3.1 A brand identity is the combination of all the elements a company creates and projects in order to represent an image and to entice a feeling when people interact.

Essentially, a brand identity is the personality of a business and a promise to your customers.

A brand identity is made up of the:

- Values, mission and vision.
- Verbal and written messaging.
- Visual communications.

A brand identity includes a logo, typography, jingles, and everything else visual, textual or auditoral that goes into communicating messages to message to intended target audiences.¹

- 3.2 The existing identity (below) includes multiple icons, but it is not definitively clear which each of them means, and as such there is room for misinterpretation. Additionally, these icons do not fully represent all of the services that Partnership provides. Furthermore, the current design doesn't allow for any flexibility; it cannot be reshaped or redesigned easily, as required for different reports and publications



- 3.3 The Communications Team has developed a new visual identity for East Lothian Health and Social Care Partnership with the following aims:

- To create a fresh, modern approach to ELHSCP's brand identity, reflective of the collaboration and partnership working of NHS Lothian and East Lothian Council.
- To create an identity which is easily recognisable, instils confidence, integrity and upholds the values of the organisation.

To provide clear and precise brand guidelines, which are easy to understand and applied through the organisation.

- 3.4 The new brand identity logo:



To date, the communication team has developed a motif, logo, colour palate and font suite for branded publications and internal use, and a range of branded templates with the new identity.

A brand guidelines document has been developed to assist all Partnership colleagues in its application across a range of media.

¹ <https://proofbranding.com/what-is-brand-identity-and-why-is-it-important/>

- 3.5 It is intended that the roll out of the branding application will take place over time, as part of a phased replacement cycle. This will avoid wastage and unnecessary expenditure.

This means that for at least the initial 6-12 months of 2023, ELHSCP will operate with two logo identities until fully adopted.

All digital assets and online assets will be updated within the first few months. However printed branded items such as stationary, marketing materials, lanyards, signage etc will be replaced at the point of renewal / replacement.

- 3.6 A coordinated identity has also been created for the IJB, to follow the same design as the Partnership logo:



4 ENGAGEMENT

- 4.1 The new brand identity has been designed in house, by the communications team with input and direction from East Lothian Council's graphic designer.
- 4.2 The branding proposal was presented at the HSCP General Managers Meeting on 8 November, before being circulated to the wider Service Management team for comment and feedback.

The comments received were both positive and constructive. As a result, minor amendments were incorporated into the design, namely:

- The application of a softer colour palate, linked to the previous design, which provides consistency, continuity and a more natural progress of design application.
 - A reduction to the font size width within the logo, to temper its visibility and the application of blue tones to the lettering instead of a perceived stark black.
 - Adopting 'Calibri' as the corporate internal font, which is much more accessible within digital applications. This is also the internal brand font of East Lothian Council.
- 4.3 It is not the intention of the communications team to conduct a public-wide consultation on the proposed brand identity. Following approval by the IJB, the Communication Team will seek approval from the Chief Executive of both partners, East Lothian Council and NHS Lothian.

5 POLICY IMPLICATIONS

5.1 This will be reviewed as brand standards are fully implemented.

6 INTEGRATED IMPACT ASSESSMENT

6.1 The subject of this report does not affect the wellbeing of the community or have a significant impact on equality, the environment or economy

7 DIRECTIONS

7.1 The subject of this report does not directly report on a specific IJB Direction.

8 RESOURCE IMPLICATIONS

8.1 Financial

The design process has been completed in house, and as such no additional spend has been made on behalf of the Partnership in the creation of this brand development.

Costs will need to be incurred to replace the existing branding graphics, however as detailed above, this will be achieved on a replacement cycle.

Larger items such as the decals of the Vaccination Bus will be more costly, however the existing branding can remain in place until such point that this needs to be renewed.

8.2 Personnel

There are no personnel implications.

8.3 Other:

There are no other resource implications.

9 BACKGROUND PAPERS

9.1 None.

Appendix 1 - Brand Guidelines Pitch Presentation

Appendix 2 - Brand Guidelines document

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DATE	29/11/2022



New Logo & Brand Guidelines Pitch

For East Lothian Health
and Social Care Partnership



Why refresh the brand?

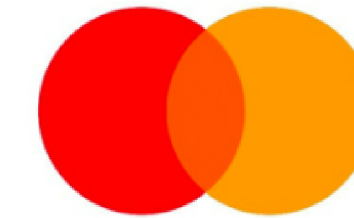
Establish Brand Continuity

Create Brand Identity

Clearer Communication

Create confidence for stakeholders

Keep the brand fresh and modern



Why now?

It is a time of change in the Partnership

Emergence from following a pandemic

Change in Leadership

We are introducing our new strategic direction

Looking forward



Existing brand identity

We have a logo, but do we have a brand?

Multiple icons in the existing logo, but what do they mean?

Room for misinterpretation

Current logo design doesn't allow for flexibility (It cannot be reshaped or redesigned without losing a bulk of its messaging)

Using location images which are not reflective of the service

We need to adopt a collective approach, across the service

East Lothian Health & Social Care Partnership



Our Current Homepage



Our Vision and Values

Our Vision describes our aspiration to deliver health and social services in East Lothian:

Our Vision

"To support all people in East Lothian to live health lives, to achieve their potential to live independently and exercising choice over the services they use."

Our Values

At present, we do not have a distinct set of values for the HSCP, but we follow those values articulated by our partners, NHS Lothian and East Lothian Council (who between them employ all HSCP staff) - these are shown in the diagram below.

We are looking at the potential to develop our own set of core values, which will incorporate the ones below, as part of broader organisational / workforce development activity.



- Care and Compassion
- Dignity and Respect
- Quality
- Teamwork
- Openness, Honesty and Reliability.



- **Enabling** and encouraging everyone we work with to achieve their full potential
- **Leading** by example and taking responsibility to improve ourselves and others
- **Caring** for each other, or community and the work we do.

New logo development



Motif

Core themes of Care, Professionalism, Optimism and Dependability were kept in consideration for the many variations of the motif that were created with the intent to reflect the services and partnership.

Colour palette

- Morning / rising sun / clear skies / care & professionalism
- Optimism
- Avoidance of dark tones, greens and purples
- ELHSCP having it's own identity

Font and Alignment

East Lothian
Health & Social Care
Partnership

Previous Logo

East Lothian
Health & Social Care Partnership

- **New Alignment**

- Changing the alignment of the text to left makes for a more squared off, neater and flexible logo. This design will take up less real estate without losing any of its presence.

- **New Typeface**

- "Poppins" is a welcome departure from a "word" style font. It remains some sharp edges to maintain a professional tone however it now has an intentional softness and width, designed to make the branding more welcoming and warmer.

- **Removed motifs**

- The removal of the motifs underneath from the old logo combined with the squared shape of the new font nestles in designs seamlessly and taking a more deliberate shape.

New logo



Motif

The pretzel motif reflects the partnership with East Lothian as the position of the two-toned blue swoosh swings over, reaching the swoosh emanating from the HSCP body, connoting the collaboration and strength of the partnership. The pretzel design also looks like the motif is giving you a hug!

The emphasis on the importance of the motif is to have instant brand recognisability. It's important to have an icon that works without the parent text - which we will look at in the coming slides.

Colour palette

The colours used remain consistent with the fresh and yet warm feeling.

The colours are also incorporate those from both the NHS Scotland and ELC brand guidelines.

The pastel hue to the colours give a warm, welcoming glow opposed to hard deliberate colours. This is also reflected in the text of the logo.

Logo Suite



Motif

Making a more flexible logo that can adapt to the season, reason or event.

Top - Summer / Autumn / Action / Hot

Middle 1 - Winter / Cold

Middle 2 - Greyscale / Print / Mourning

Middle 3 - Spring / Eco

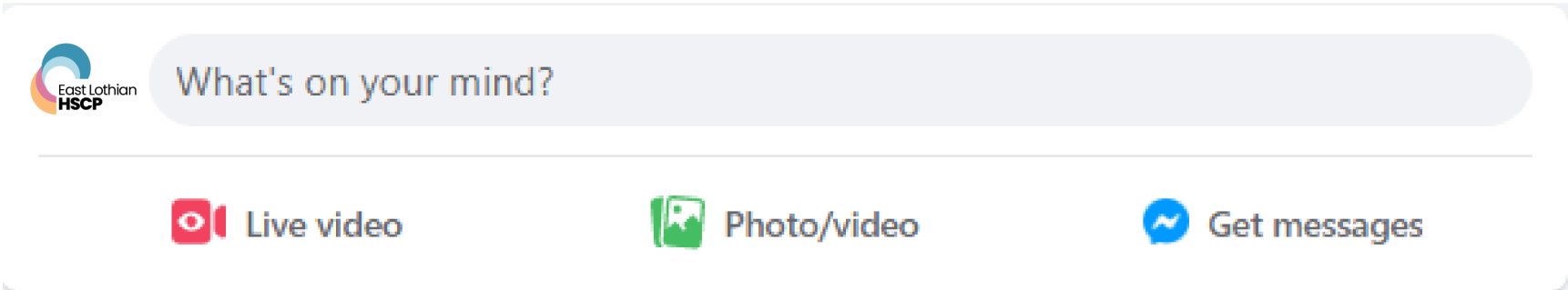
Bottom - Blackout of original logo

Social Media Ident Options



Variations

These are a glimpse of what the display photos on our socials can be.



Social Media Profile



Examples in action

What the logos could look like on our Facebook Homepage with new Facebook banner.

Sharper photos with the staff in action in the Facebook banner. In conjunction with the display photo a continuity is already being created within the brand.

We want to promote the services and its users rather than showcasing the location of the partnership.

Teams Background



Examples in action

What the logos could look like when applied to teams backgrounds.

Taking a uniformed approach, we need to uphold the branding when communicating with stakeholders or anyone outside of the partnership.

Using these backgrounds delivers our messaging in a passive way.

Headed Paper



Email Footer

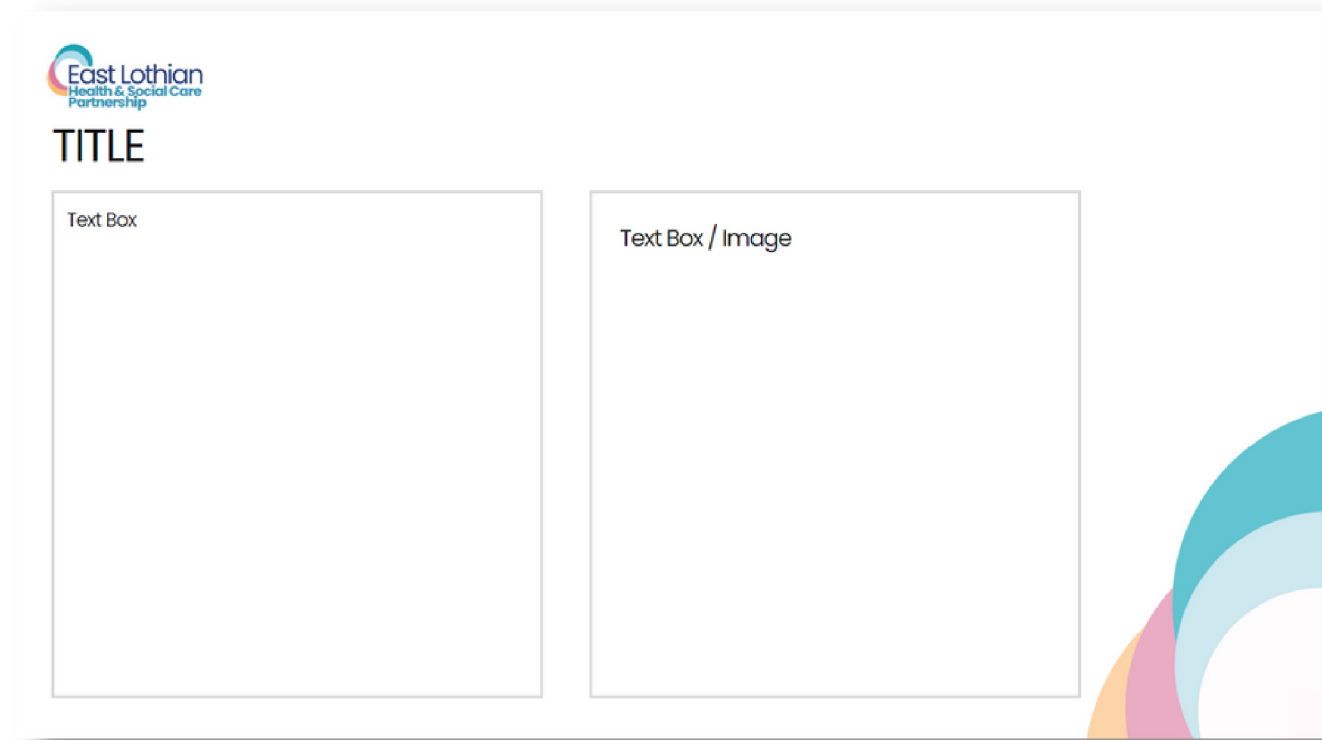
Lesley Berry
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Chief AHP
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W: eastlothian.gov.uk/elhscp | abetterlife.eastlothian.gov.uk



Examples in action

What the logos could look like when applied to corporate stationary.

Presentation Template




Examples in action

What the logos could look like when applied to within a presentation.

Brand Guidelines Document


Contents

- Logo
- Exclusion Zone & Placement
- What not to do
- Typeface & Fonts
- Colour Palette




Logo

Restricted Space Variant




East Lothian Health & Social Care Partnership
Landscape logo to be used where space is limited. Alternate colour versions available - email: gking2@eastlothian.gov.uk

Reversed Variants



These variants should be used on dark/coloured backgrounds or images that allow the colour/shape in the motif and type elements to stand out.



The logo is made up of two components: the preface and the type elements. There are two versions of the logo - the master logo (above) and the restricted space logo (right). The combination of these components must never be altered in any other way.


Full colour variant is the preferred option, please see Reversed Variants on which logo to use when required.

Do not distort or stretch the X,Y values or recreate the logo.

The logo must always be reproduced from a digital master reference. The logo is available in the following formats:
eps/svg - jpg - png

Exclusion Zone & Placement


Exclusion Zone



To safeguard the logo from any accidental clipping an exclusion zone has been established to help determine where the logo should be placed or where other elements can be placed around or beside the logo.

This is based on the width and height of the "O" (~20mm) in the type element of the logo. Please do not intrude on these boundaries with text or graphics.

Sizing




The minimum size for documents should be as mentioned above and for pull up banners shown in the following page.

We tend to make bespoke communications for our stakeholders however the above sizes should be taken into consideration when producing material.

Placement

The logo can be positioned in any corner of the page.

The logo must take either the header or footer position when used for pull up banners.



It is important to follow our guidelines on sizing, exclusion zone and placement to ensure consistency and consistency across all mediums.

The logo can be placed in any of the 4 corners in A4 or other conventional sizes. Pull up banners should have the logo centred and either at the top or bottom of the poster.

Again, we make bespoke communications for our stakeholders so sizes and placements should be taken into consideration.

Typeface & Fonts

(Professional Use: Branding, Public Communications, Etc)

Poppins

Better Health, Better Care, Best Value for our Communities

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Our design typeface for professional use is Poppins. Its softer edges makes the typeface warm, welcoming and modern while maintaining some sharper edges which reflects professionalism and innovation. Poppins and its font family should only be used by individuals who are professionally producing materials.

Heading 1

Poppins Bold: 33pt
Tracking: -50

Heading 2

Poppins SemiBold: 18pt
Tracking: -50

Heading 3

Poppins SemiBold: 14pt
Tracking: -50

Body
Poppins: 10pt
Tracking: 0

Colour Palette

R: 254 G: 220 B: 0 C: 2% M: 10% Y: 92% K: 0%
R: 248 G: 149 B: 33 C: 0% M: 49% Y: 90% K: 0%
R: 243 G: 121 B: 122 C: 0% M: 65% Y: 42% K: 0%
R: 4 G: 161 B: 160 C: 78% M: 17% Y: 27% K: 0%
R: 44 G: 133 B: 107 C: 79% M: 25% Y: 63% K: 9%
R: 88 G: 191 B: 136 C: 64% M: 0% Y: 59% K: 0%

Our colour palette is vibrant, warm and modern, reflecting the professionalism and care that we give to our communities that we support.

The colour palette is reminiscent of morning time, connecting a fresh start to a comforting world.

Building from White

The colour palette can be used to add variety to graphics, colour code or navigate, minimal and deliberate usage is most effective. The same applies to the use of images, graphics, illustrations, etc.

White is an important part of our brand as it ensures clean and clear communication, while adding some colour to anchor our branding. Use white space to highlight other elements such as images, graphics, quotes and allow room for elements to "breathe".

Black -where appropriate- can used as a background colour to also emphasize colour, however should saved for body text and headings.

Examples in action

Document that would be issued to all HSCP colleagues with regards to how to apply the brand identity.

Includes:

- Identity exclusion zones
- Sizing and placement
- What not to do
- Typography & Font
- Colour palette
- Image use

This will be emailed out to you.



Your thoughts



Brand Guidelines



Contents

Logo

Exclusion Zone & Placement

What not to do

Typeface & Fonts

Colour Palette

Working Together to Deliver

Best Health

Best Care

Best Value

for our

Communities

Logo



The logo has been designed to reflect our principles by embracing change with best care, continuous care with best value and best health within our communities.

The logo also encapsulates the continued collaboration of NHS Scotland and East Lothian Council with the shared goal of healthier and better lives within its communities.

The logo is made up of two components,; the pretzel and the type elements. There are two versions of the logo - the master logo (above) and the restricted space logo (right). the combination of these components must never be altered in any other way.

Full colour variant is the preferred option, please see Reversed Variants on which logo to use when required.

Do not distort or stretch the X&Y values or recreate the logo

The logo must always be reproduced from a digital master reference. The logo is available in the following formats:

EPS/SVG - JPG - PNG

Restricted Space & IJB Variant



Landscape logo to be used where space is limited. Alternate colour versions available - email gking2@eastlothian.gov.uk.



Reversed Variants

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Exclusion Zone & Placement

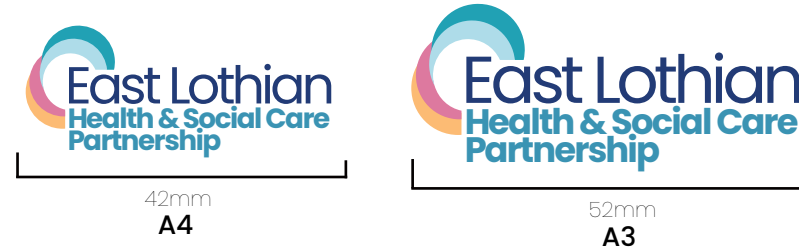
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Sizing



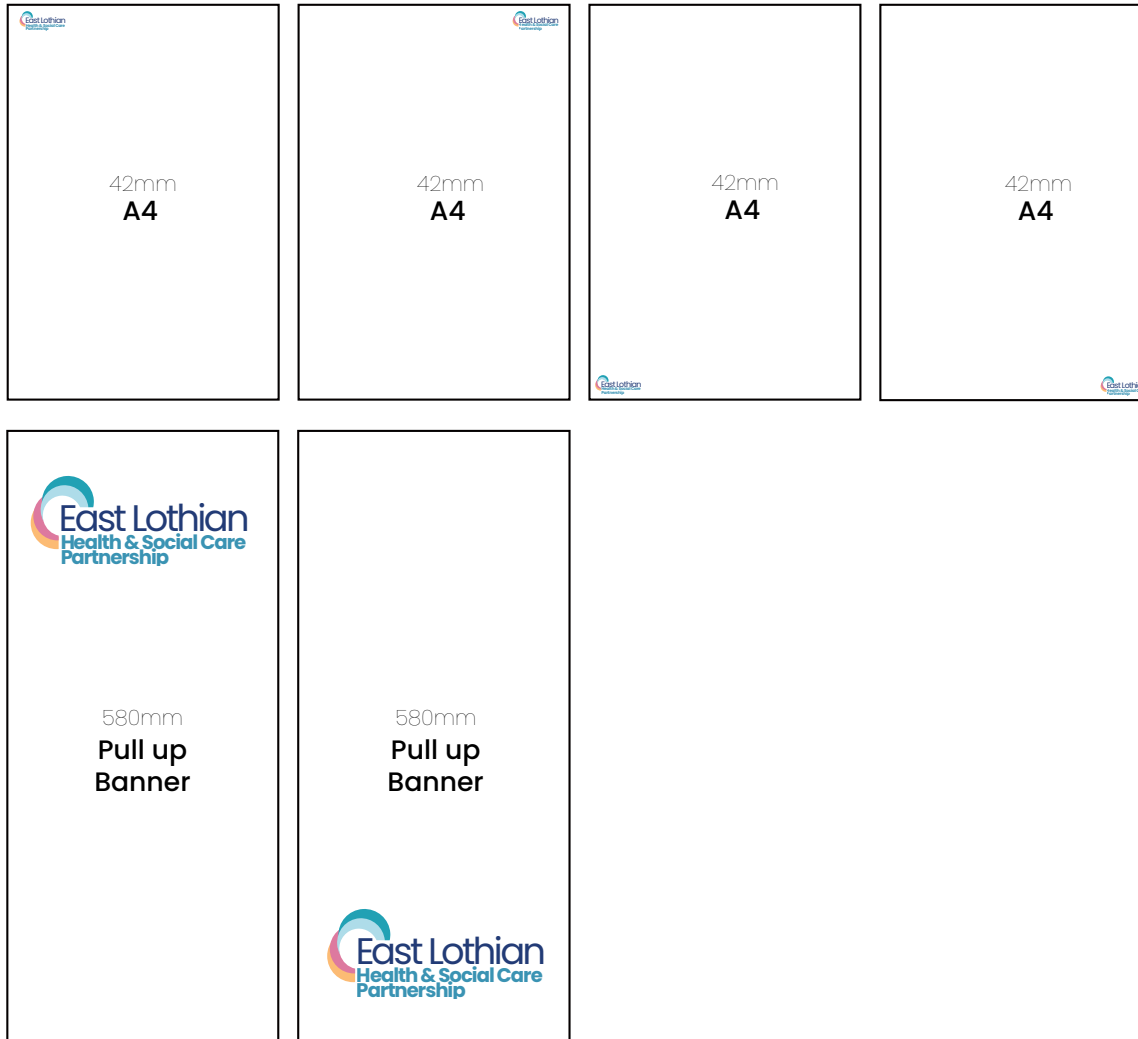
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Body
Poppins: 10pt
Tracking: 0

Typeface & Fonts

(Non Professional Use: Reports, Presentations, Etc)

Calibri

*Better Health, Better Care, Best Value
for our Communities*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

Our design typeface is **Calibri**.
This typeface mirrors Poppins values while being more accessible to
those we need it in MS Word software. The thinner form factor makes
for easy reading in reports.
Calibri and its font family **should only be used for non public facing
presentations, reports, etc.**

Heading 1

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Tracking: 0

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