

# BRANDING GUIDELINES

Making it easier to live a healthier, more active life

[www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)

@MyLivingWell1

✉ [hello@mylivingwell.co.uk](mailto:hello@mylivingwell.co.uk)

☎ 01274 438884



# CONTENTS

- p3 Welcome
- p4 Our vision
- p5 Our goals
- p6 Our values
- p7 Brand identity
- p8 Using our logo
- p9 Brand colours
- p10 Strapline and slogans
- p11 Tone of voice
- p12 Contact us



# WELCOME

Thank you for your interest in the Living Well brand.

These guidelines explain how individuals, groups and organisations should use the Living Well brand.

It also introduces our objectives, our target audience and explains the 'tone of voice' associated with our brand.

It includes an overview of when and how you should use the Living Well logo, including colour options.

Further assets can be found here:

**[www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)**



# OUR VISION

Our vision for Living Well is to make it easier for everyone, everywhere, everyday to live a healthy and active lifestyle in Bradford District.

We want to improve the health, wellbeing and quality of life for people in Bradford and surrounding areas.

We want to create a health movement that will educate, encourage and change people's attitudes to healthy living, through fun, engaging campaigns that show how anyone can lead a healthier life.

We want to make the healthy choice, the easy choice for people in our district.



# OUR GOALS

To educate people to be aware of the health risks of leading an unhealthy lifestyle.

To be aware of the health risks of a sedentary lifestyle.

To deliver a whole systems approach to reducing preventable mortality and ill health, making it easier for people in the district to adopt healthier lifestyle behaviours and be better able to care for themselves.

To help people find resources and services that are available and local to where they live. Providing information and access to local, fun initiatives with links to our network of partners.

We aim to encourage and motivate people to make good choices for themselves and their families.



# OUR VALUES

Living Well is a friendly and approachable brand. It helps people to make healthy decisions and make changes that will benefit their lifestyles.

The brand treats serious subjects in an accessible way. It gives important health information but stays digestible, snappy and clear.

The language used in our campaigns is clear and easy to understand, even when English is used as a second language.

Living Well doesn't blame or criticise, it is friendly and supportive. It gives advice on small lifestyle changes people can make to positively affect their health and wellbeing. It recognises the pressures people face and shows understanding when offering these ideas. Living Well aims to give everyone across the district the capability and opportunity to make these changes themselves.

The images used in our campaigns will reflect the people who live in our district.



# OUR BRAND IDENTITY

Main Logo



To be used  
wherever  
possible

Reversed Logo



For use on coloured  
backgrounds that don't  
support our pink colour

Single Colour Logo



This is only to be  
used, when colour is  
unavailable.



Using our logo on your promotional materials and campaigns assumes you have read and will comply with these branding guidelines.

**Before publishing your artwork, please email your designs for approval to: [communications@mylivingwell.co.uk](mailto:communications@mylivingwell.co.uk)**



# USING OUR LOGO

**Do not** add your own brand or text to the logo



**Do not** distort the logo or try to recreate it



**Do not** change the colour of the logo



Where possible our logo should be placed at the bottom right hand side of any materials.

Should this severely affect the design or simply not be possible, our logo should be placed with equal prominence to any other logos included.

Please leave 5mm of clear space around our logo.





# BRAND COLOURS

Our main brand colour is pink

## CMYK:

0% Cyan

84% Magenta

0% Yellow

0% Black

## RGB:

R: 239

G: 80

B: 156

Our secondary brand colour is teal

## CMYK:

84% Cyan

0% Magenta

40% Yellow

0% Black

## RGB:

R: 0

G: 179

B: 173



# STRAPLINES AND SLOGANS

- **Making it easier to live a healthier, more active life**
- **Making the healthy choice the easy choice**

These are our straplines, they should always be used when promoting Living Well services E.g. asking people to visit our website or contacting us - if using either of the straplines please place directly underneath our logo.

## SLOGANS

- **Staying well starts with living well**
- **Eating well. Staying well. Living well**
- **Moving well. Staying well. Living well**

These slogans are not designed to sit directly with our logo but can be used in your design to compliment your campaign as a header. E.g. Promoting physical activity could use: Moving well. Staying well. Living Well, whilst a campaign about healthy eating could use: Eating well. Staying well. Living Well.

More slogans may be added at a later date to compliment other subjects. Please contact us if you need something specific. Always use an easy to read font with a font size that is clear and easy for people to read. We suggest Nunito Sans, Ariel or Helvetica, size 12pt. for all body text.



# TONE OF VOICE

Living Well has been created to be friendly and informative. The information given is encouraging and supportive rather than disapproving.

The following four categories should be kept in mind when writing copy for any campaigns that use Living Well branding.

## FRIENDLY

Serious subjects are approached in a friendly way. We aim to remain upbeat and optimistic even when delivering serious messages.

Living Well aims to engage with the public and use straightforward language that is free from jargon.

## SUPPORTIVE

Behind our welcoming tone, the messages are gentle yet firm on the need for change.

When delivering serious messages, Living Well does this in an engaging, motivational way. It encourages and asks, inspiring people, rather than telling them what to do.

## ENCOURAGING

People generally don't like change, even when they know it's for the best. For Living Well to achieve it's goals it needs to be flexible and approachable.

Small manageable changes, choices and alternatives are to be offered using support and encouragement, helping people to make healthy choices easier, sometimes without even realising.

## NECESSARY

Living Well looks to the future. It does not look back or criticise.

We want to improve the life expectancy and health of the people in our district and also that of our children.



# CONTACT US

Visit us at our website:

**[www.mylivingwell.co.uk](http://www.mylivingwell.co.uk)**

Telephone:

**01274 438884**

Email:

**[hello@mylivingwell.co.uk](mailto:hello@mylivingwell.co.uk)**

Post:

**Living Well, 5th Floor, Britannia House,  
Bradford, BD1 1HX**



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