

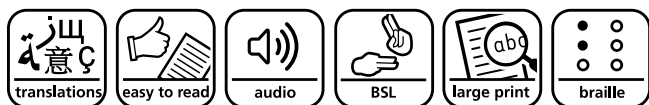


Childsmile Brand Guidelines

to enable you to apply our brand effectively



This resource may also be made available
on request in the following formats:



☎ 0131 314 5300

✉ nhs.healthscotland-alternativeformats@nhs.net



Published by NHS Health Scotland

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NHS Health Scotland is a WHO Collaborating Centre for Health Promotion and Public Health Development.

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Introduction

Childsmile is a national programme designed to improve the oral health of children in Scotland and reduce inequalities, both in dental health and access to dental services. Working with children, parents and carers and a range of professionals, Childsmile supports the establishment of good oral health behaviours from birth, such as a healthy diet, daily toothbrushing and regular dental attendance. Childsmile was established in 2005 and is funded by the Scottish Government.

In an increasingly competitive and crowded world, having a strong brand identity is no longer enough. We need to improve our internal and external communication, ensuring it is as effective as possible.

These guidelines have been produced for two reasons: to help strengthen the Childsmile brand internally and to allow you to apply the brand consistently to external audiences.



Context

NHS Health Scotland is committed to supporting the roll-out and implementation of the Childsmile Programme. A recent study was undertaken to inform a communications strategy and the development of local social marketing campaigns designed to improve the uptake of Childsmile within each local health board, with a focus on the early years.

A key research commendation and a subsequent communications strategy objective was to 'establish a strong and coherent Childsmile brand identity'. These guidelines have therefore been produced to strengthen the brand and generate awareness of Childsmile in local communities.

The guidelines are intended for use by two audiences:

- External design suppliers who may be involved in supporting Childsmile with online or print publications, as it is crucial that the Childsmile brand identity remains consistent.
- Childsmile staff who work with a range of professionals and young children and families to allow them to consistently apply the brand in their day-to-day work in their local communities.

These guidelines provide clear guidance on the brand identity, which should significantly improve awareness of the Childsmile brand and standardise and control how it is presented.

Information for Childsmile staff

These guidelines and a toolkit of templates have been designed to assist you in using the Childsmile brand. These have been supplied for use and are available electronically.

List of templates:

- | | |
|---|------------------------|
| 1) Childsmile logo (colour and mono) | 5) Briefing sheet |
| 2) Letterhead (colour and mono) | 6) Van livery |
| 3) Compliment slip (colour and mono) | 7) Press advertisement |
| 4) PowerPoint slides (parent / carer and corporate version) | 8) Poster |
| | 9) Pop-up banner |

Childsmile staff should freely use the templates above. For local projects or partners, applications to use the Childsmile logo will only be considered based on the following criteria:

- | | |
|--|---|
| a) receiving or has received funding from Childsmile | c) a project partner of Childsmile |
| b) carrying out work on behalf of Childsmile | d) receiving some other support from Childsmile |

The logo request form should still be completed by the organisation, project or partner, and submitted to the Childsmile Resources Group.

If you have any questions or require further information, please contact Childsmile at childsmile@nhs.net



Primary logotype – colour

The Childsmile logo can be used in either full colour or mono, providing flexibility for background application.

The Childsmile text must always appear in purple, Pantone 266, when using the full colour logo.



Primary logotype – mono

The logo should not be manipulated either horizontally or vertically. This will ensure that the correct proportions remain.

Core colours



Secondary colours



Logotype – reversed out

To ensure legibility, the logo should only be reversed out of the Childsmile palette colours at 100%.

✗ do not recreate the logo in any other specified colours



✗ do not place the logo on a patterned background



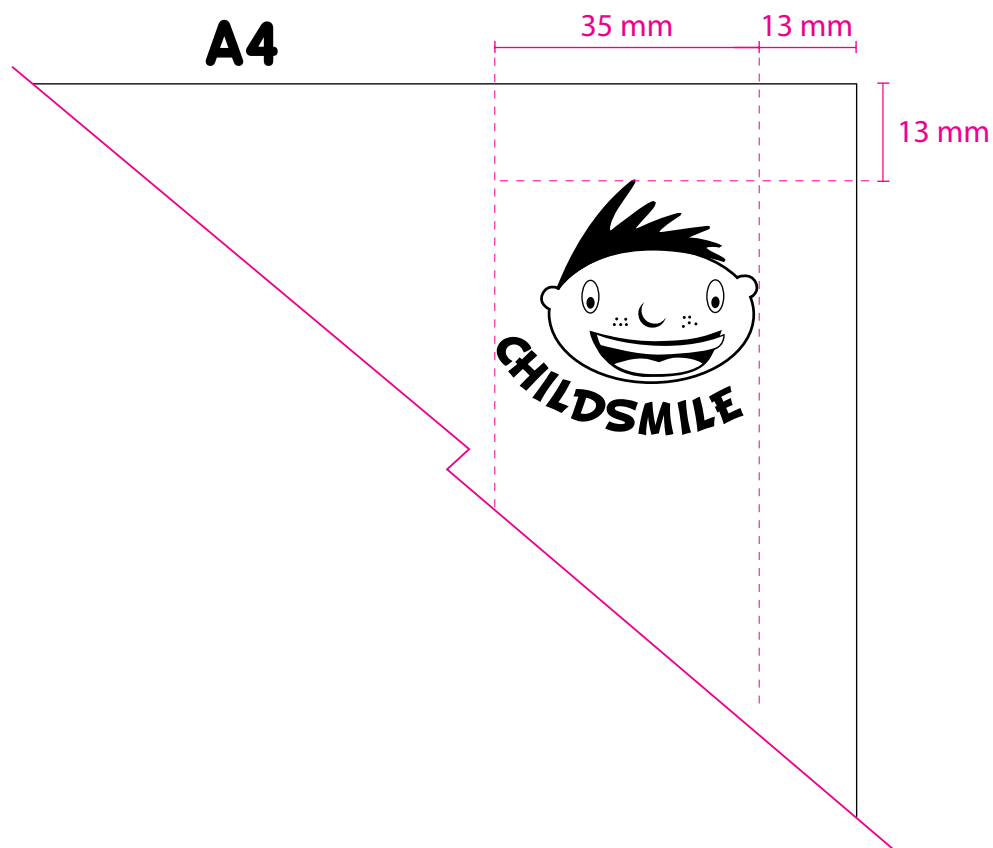
✗ do not box in the logo with a keyline



✗ do not distort the logo

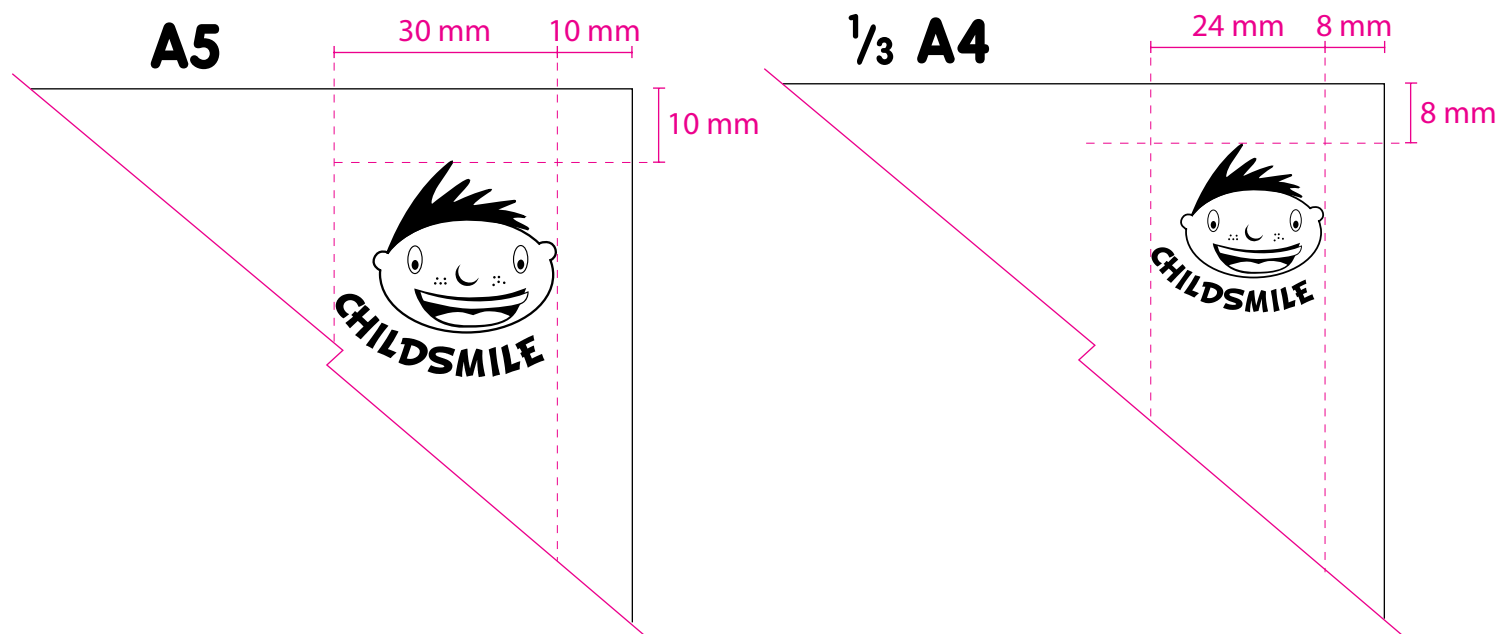


Logotype – dos and don'ts



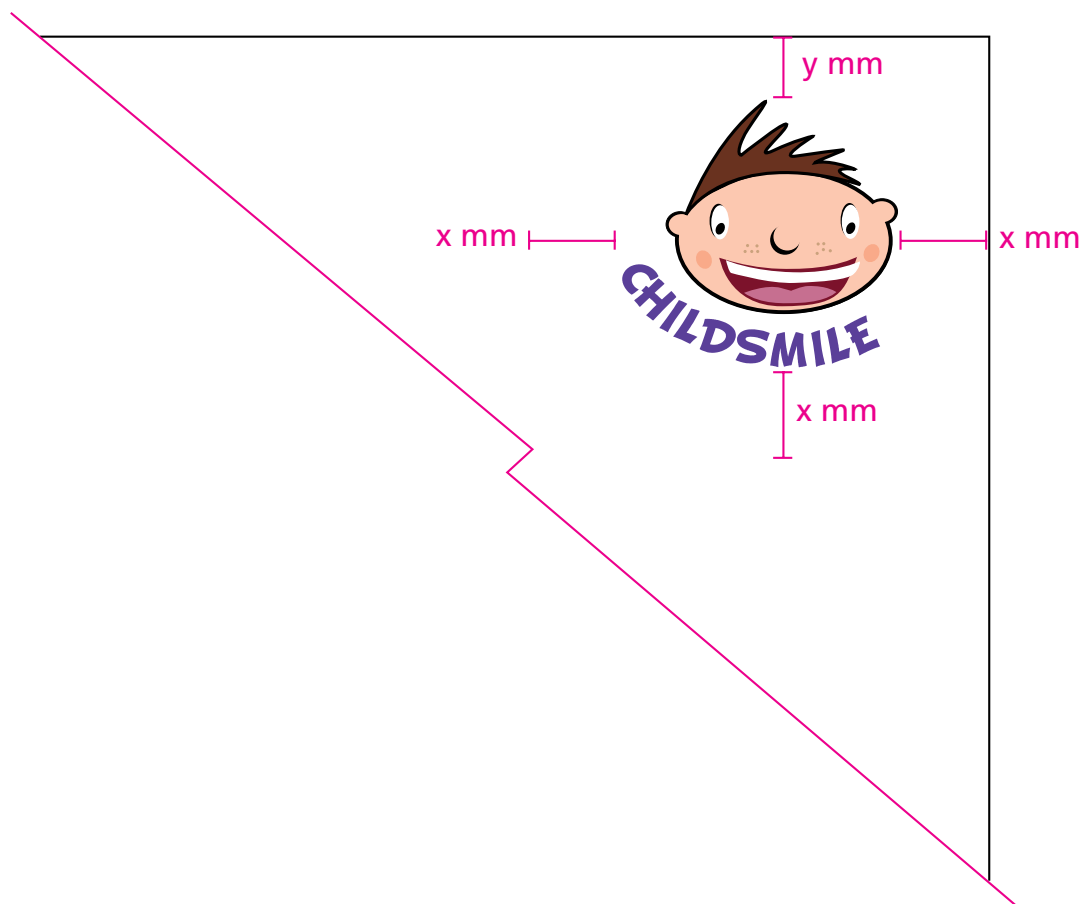
Logotype – size and positioning

Guidance on size and position of logo has been shown across common paper sizes including A4, A5 and $\frac{1}{3}$ A4.



Size	Logo width
1/3 A4	24 mm
A6	24 mm
A5	30 mm
A4	35 mm
A3	54 mm
A2	69 mm
A1	104 mm
Pop-ups	200 mm

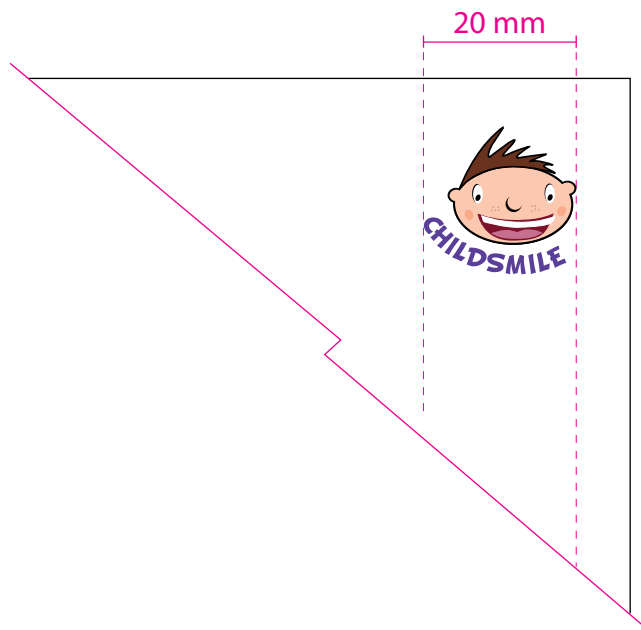
Size	Position from edges	
1/3 A4	top 8 mm	side 8 mm
A6	top 8 mm	side 8 mm
A5	top 10 mm	side 10 mm
A4	top 13 mm	side 13 mm
A3	top 16 mm	side 16 mm
A2	top 20 mm	side 20 mm
A1	top 36 mm	side 36 mm
Pop-ups	top 48 mm	side 50 mm



Exclusion zone

The logo will have the most impact when there is enough space to let it breathe. We have provided clear zone guidelines to ensure the logo never gets overcrowded.

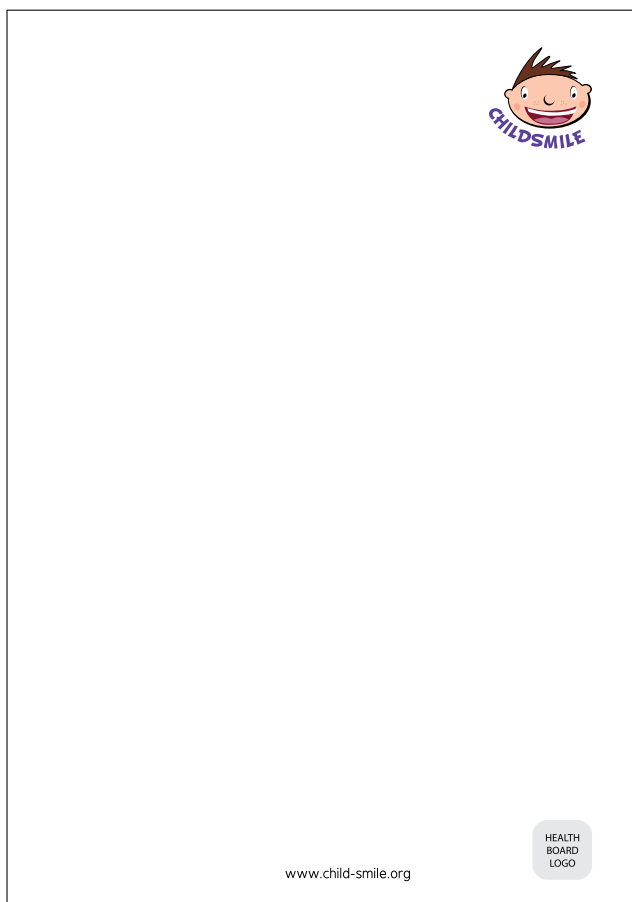
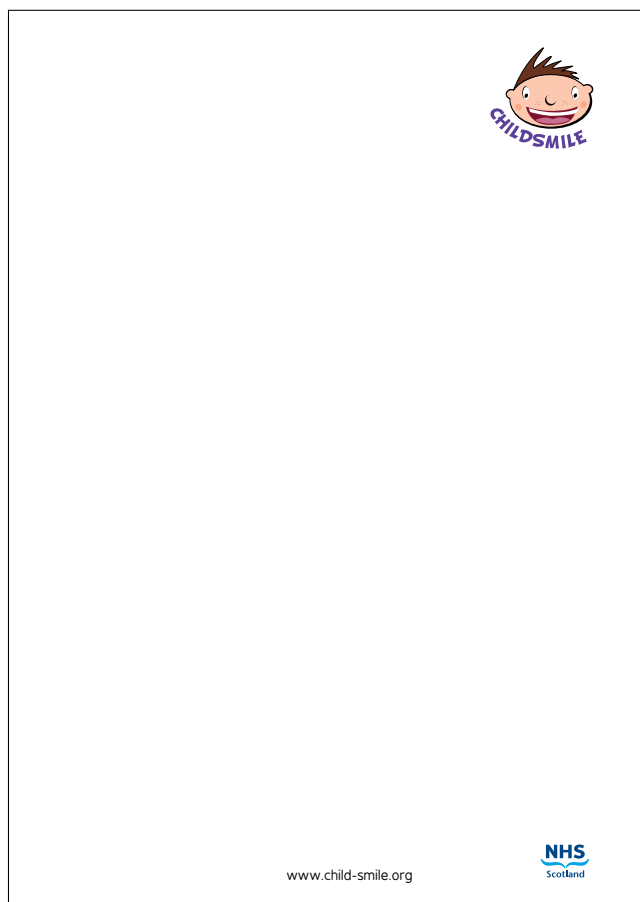
Size	Exclusion zones	
1/3 A4	y 5 mm	x 7 mm
A6	y 5 mm	x 7 mm
A5	y 8 mm	x 10 mm
A4	y 13 mm	x 16 mm
A3	y 13 mm	x 18 mm
A2	y 17 mm	x 20 mm
A1	y 29 mm	x 36 mm
Pop-ups	y 48 mm	x 50 mm



Minimum size

To ensure readability, the logo should never be reproduced for print at a width smaller than 20 mm.

Letterheads – colour



Logotype – relationship with other logos

For NHS Health Scotland professional, local health board and public/campaign use, the logotype should always be positioned in the top right corner to give it due prominence. This is demonstrated in the letterheads above.

We have also shown the correct positioning when health board partnering logos are being used.

The website address should be positioned on the baseline.

See page 26 for mono examples.

core**Magenta**

CMYK breakdown: C:0 M:100 Y:0 K:0
RGB breakdown: R:85.7 G:0 B:34.36



100%>

50%

core**Cyan**

CMYK breakdown: C:100 M:0 Y:0 K:0
RGB breakdown: R:0 G:55 B:82



100%>

50%

core**Pantone 376**

CMYK breakdown: C:50 M:0 Y:100 K:0
RGB breakdown: R:47.9 G:65.7 B:0



100%>

50%

core**Pantone 266**

CMYK breakdown: C:79 M:90 Y:0 K:0
RGB breakdown: R:12.4 G:17.8 B:67.3



100%>

50%

Colour palette – core and secondary

A child-friendly and distinct colour palette is available to complement the Childsmile logotype and mascots. Vibrant colours have been chosen for their ability to be used as tints but these must never go below 50% to ensure legibility.

The core palette is specifically used across the primary logotype, as well as the flourish graphics. The secondary palette can be used to colour code and add distinction between marketing communication literature. The overall palette delivers a wide choice of colours, both at full strength and tints.

secondary



Pantone 319

CMYK breakdown: C:52 M:0 Y:19 K:0

RGB breakdown: R:0 G:94.7 B:81.8



100%>

50%

secondary



Pantone 3005

CMYK breakdown: C:100 M:34 Y:0 K:2

RGB breakdown: R:0 G:39.6 B:76



100%>

50%

secondary



Pantone 021

CMYK breakdown: C:0 M:53 Y:100 K:0

RGB breakdown: R:100 G:30.7 B:0



100%>

50%

secondary



Pantone 032

CMYK breakdown: C:0 M:90 Y:86 K:0

RGB breakdown: R:100 G:16.2 B:19.6



100%>

50%

Lead/character font (usage by design suppliers only)

A B C D E F G H I J K L M N O P Q R S T V W X Y Z
1 2 3 4 5 6 7 8 9 0

BD Cartoon Shout

Supporting font/body copy

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BPreplay

Correspondence/website

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Arial

Typography

Lead/character font

BD Cartoon Shout has been chosen because of its strong, clear and fun appearance. Its distinctive characteristics will help with the development and recognition of the Childsmile brand. This font will also reproduce well at varying sizes. As the brand develops, we would like to introduce BD Cartoon Shout (uncurved) more often for main headings.

Supporting font/body copy

BPreplay is a readily available font for usage on PCs and can be applied across publications and marketing communication material.

Correspondence/website

Arial has been selected as the body copy font for use in all correspondence including Word documents, PowerPoint presentations, briefing documents, etc. Arial is also the designated online font.

Accessibility guidelines

Publications

- Body text set in 11 pt Arial or similar appearance, which is the preferred point size. 12 pt or 14 pt is also acceptable in special circumstances, or requested by client.
- Body text set in a sans serif font, which is the preferred font type. A clear serif font is also acceptable.
- Body text left aligned, which is the preferred text alignment. However, titles and headings can be aligned right or centred.
- Body text set horizontally. However, titles, 'pull-outs' etc. that are treated graphically; angled, warped, set vertically is also acceptable.
- No word breaks at the ends of lines.
- No body text set in capital letters.
- No body text set in italics, except for titles of publications and some foreign phrases.
- No underlining of words.
- Reversed text is acceptable, as long as there is good contrast between text and background colour, ensuring legibility.

Childsmile ✓

Childsmile ✗

- Text on top of an image or texture is acceptable, as long as there is good contrast between text and background, ensuring legibility.

- Avoid tight leading.

Interdum volgus videt, est ubi peccat. Si veteres
ita miratur laudatque poetas, ut nihil anteferat,
nihil illis comparet, errat. Si quaedam nimis antique,
si peraque dure dicere credit eos.



Interdum volgus videt, est ubi peccat. Si veteres
ita miratur laudatque poetas, ut nihil anteferat,
nihil illis comparet, errat. Si quaedam nimis
antique, si peraque dure dicere credit eos,
ignave multa fatetur, et sapit et mecum facit
et lova iudicat aequo.



- Line paragraph spacing is the preferred paragraph spacing style. Paragraph indent is also acceptable, but not both.
- An adequate gutter between columns.

Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis peraque dure dicere	credit. Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis peraque dure dicere.
--	---



Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil peraque dure dicere	Interdum volgus videt, est ubi peccat. Si veteres ita miratur laudatque poetas, ut nihil anteferat, nihil illis peraque dure dicere
--	--



- A simple, uncluttered and logical layout.
- Matt or silk paper stock for text pages is the preferred paper type. Avoid glossy paper stock.
- Text pages to be of a suitable weight to minimise show-through.
- Matt lamination for covers, which is the preferred lamination type. Gloss and silk lamination are also acceptable.

Posters

- The same basic publication points apply for posters. In addition, academic posters carry 14 pt text and display posters 18 pt.

Imprint, code and copyright: NHS Health Scotland publications

The imprint appears in the bottom left corner on the inside front cover. Its position from page edge should follow same sizes/exclusions as with logo usage (pages 6–14).

It features the publisher's name and address, the copyright details and the ISBN (if appropriate).

The standard wording and layout for full imprint is:

Published by NHS Health Scotland

1 South Gyle Crescent
Edinburgh EH12 9EB

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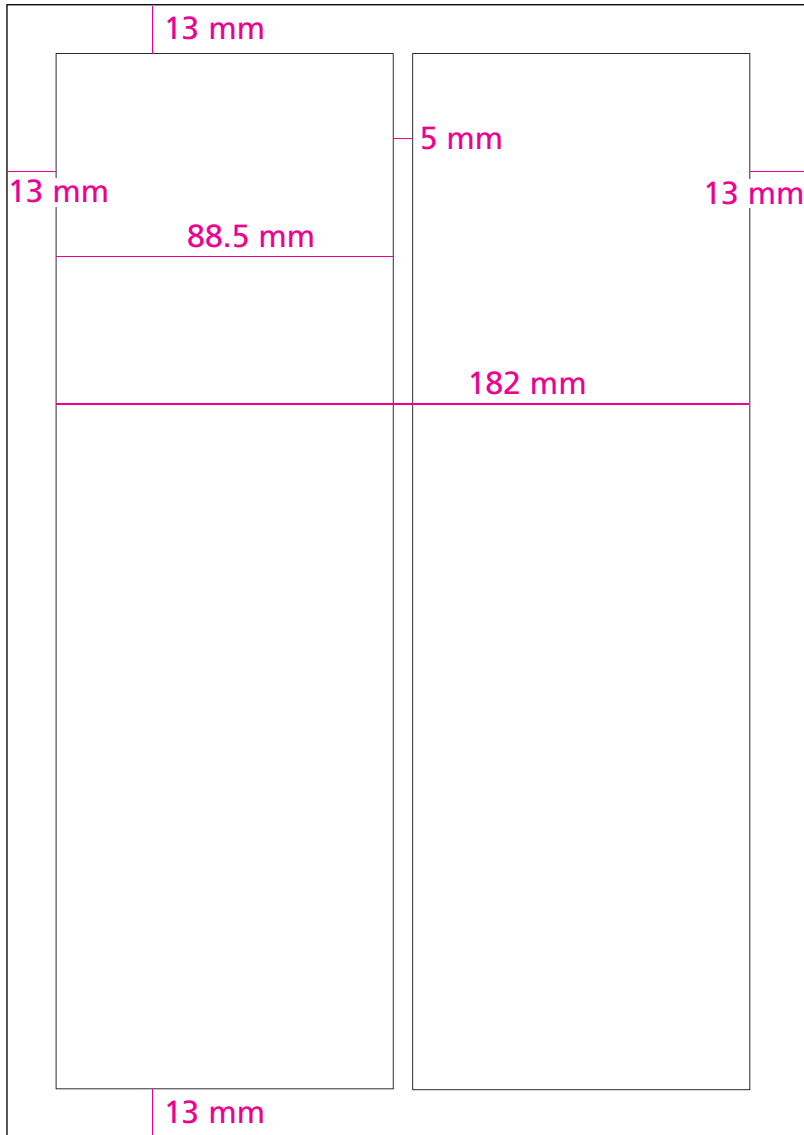
The imprint formatting is:

- 10 on 11 pt Frutiger Light
- The wording 'Edinburgh Office' and 'Glasgow Office' set in Frutiger Roman
- 5 pt leading line space
- 68 mm column width.

Each publication produced by NHS Scotland is allocated a code which should be positioned vertically 3 mm in from the spine and set in 7 pt Frutiger Light.

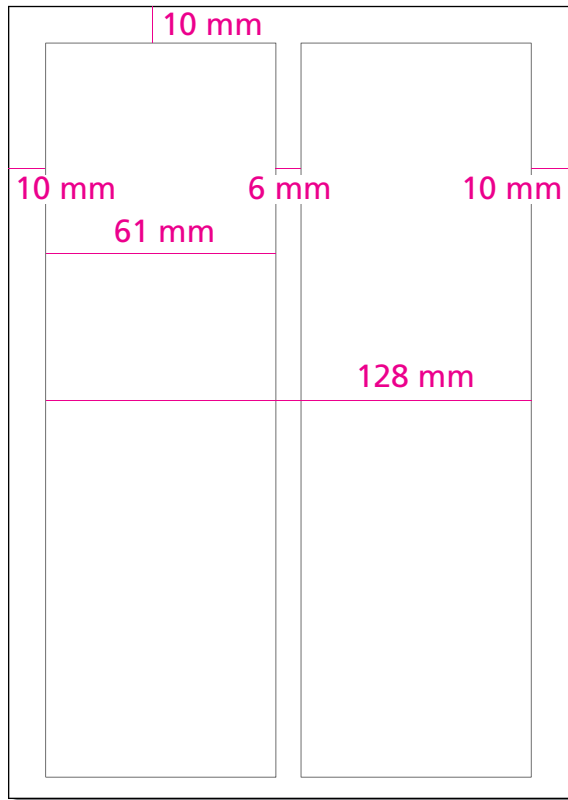
For some publications such as smaller leaflets, posters, etc. size restricts the imprint. In these cases, the copyright and ISBN run vertically on the same text line as the publishing code, 3 mm in from the right trim, (with a 5-letter space between code and copyright line), set in 7 pt Frutiger Light.

A4

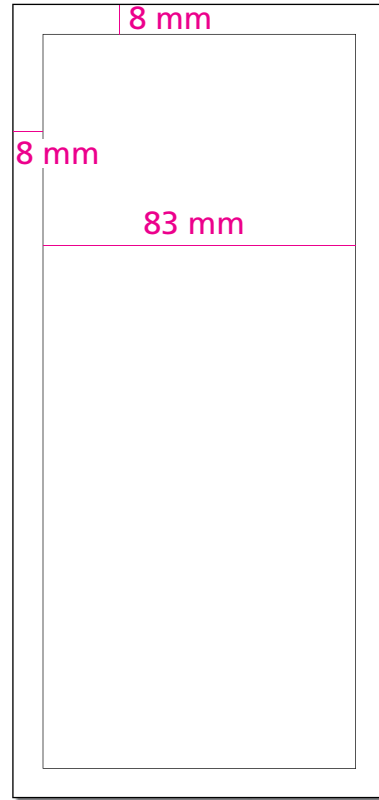


Grid layout

A5



$\frac{1}{3}$ A4



Pantone 376 50%

Pantone 376 100%

Magenta 100%

Magenta 50%



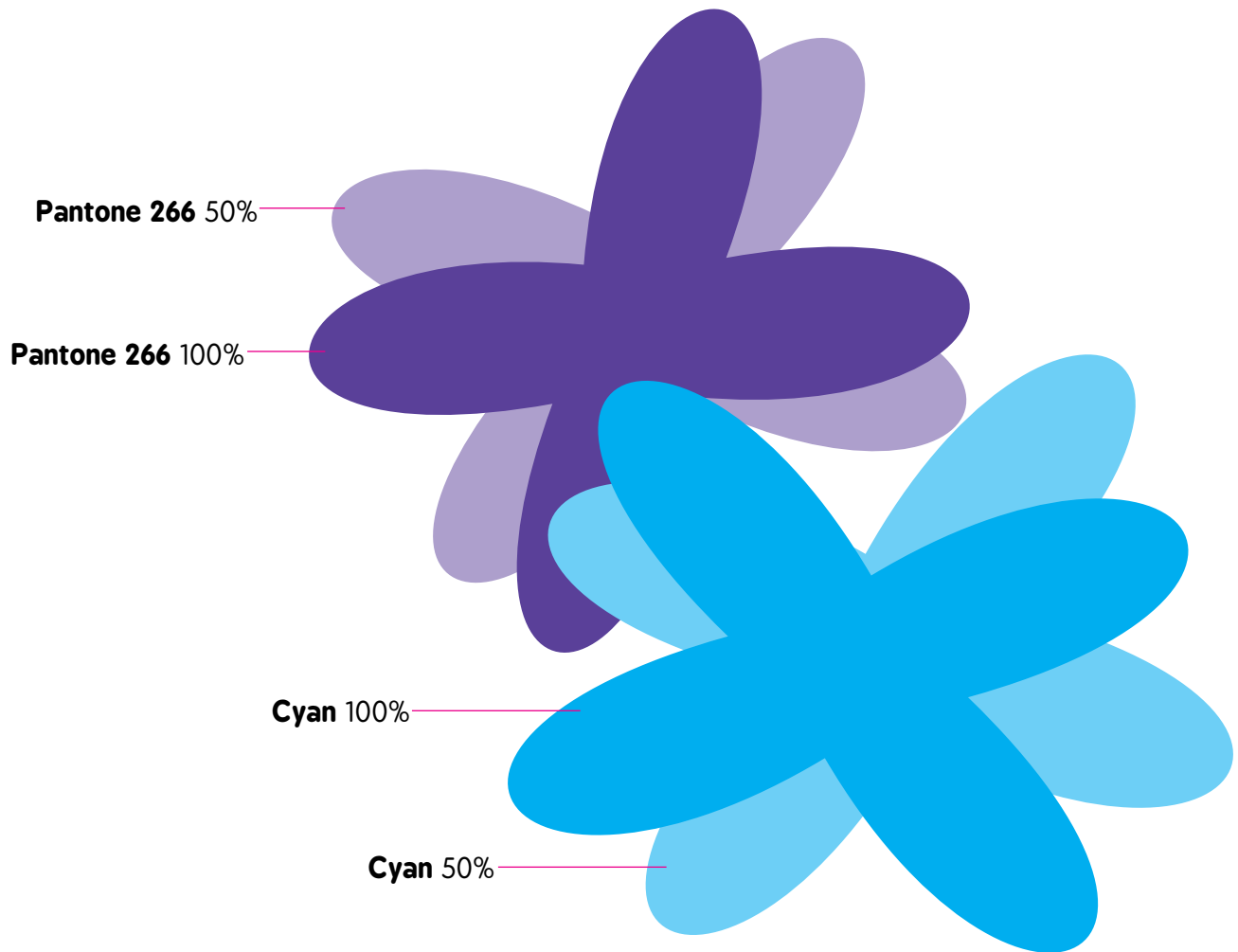
Graphics

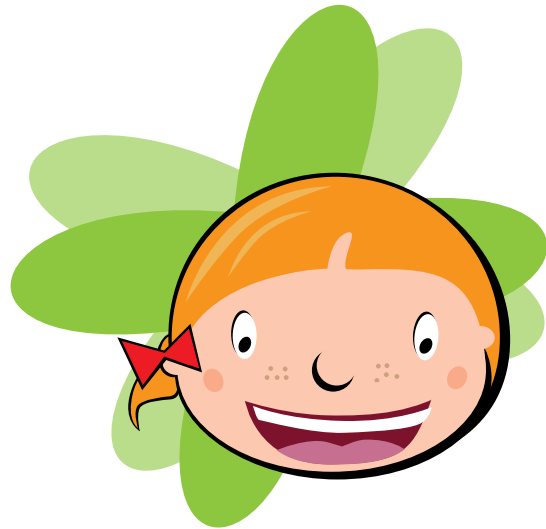
The graphic flourishes should only ever appear in Magenta (100% and 50%), Pantone 376 (100% and 50%), Cyan (100% and 50%) and Pantone 266 (100% and 50%).

They can be used with or without the mascots and have been designed to add a vibrant, dynamic edge to the Childsmile identity.

The position and size is flexible. However, if two are used together they should be different sizes and one or both should bleed off the page (examples shown above).

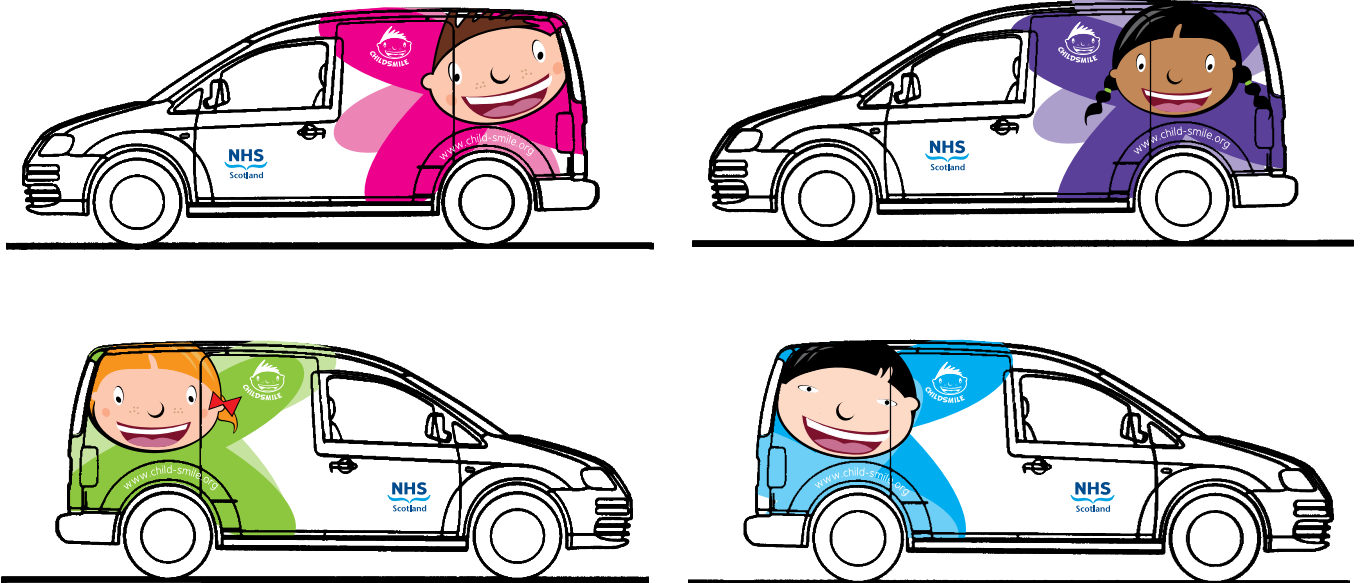
When the flourishes are in use, only the single colour logo or the reversed logo should appear. If the reversed logo is used, it must only be applied on a 100% section of the Magenta, Pantone 376, Cyan or Pantone 266.





Mascots

A range of mascots have been created to keep the Childsmile brand identity fresh and recognisable. The mascots must always be represented with a flourish in the background to ensure clarity between the logotype and the mascot. The Childsmile text must never sit with the mascots so that there is no confusion between the logotype and the mascots. The graphic flourishes can appear in four key colours, namely Magenta, Pantone 376, Cyan and Pantone 266. When using more than one mascot, the colours must not be repeated. The placement and positioning of the head graphics over the flourishes can be flexible to create strong visual impact.



Brand application

Here are some examples of how the brand application should be implemented when all the elements are brought together. You will see that there is a great amount of flexibility in the application, but brand recognition is paramount.

Letterheads – mono

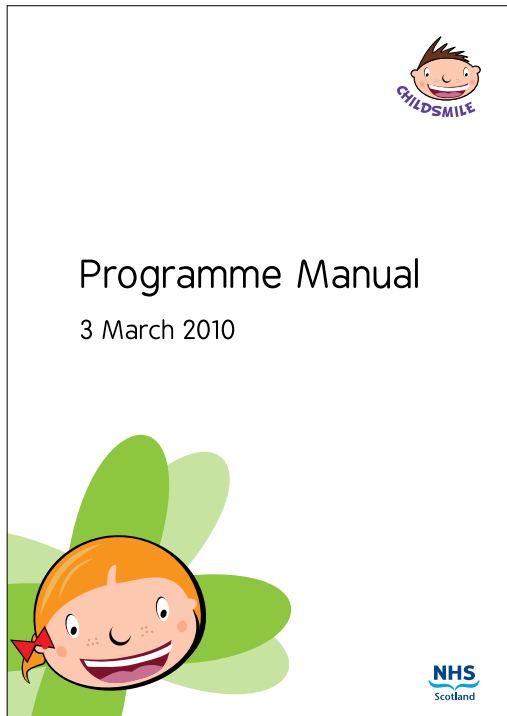


Compliment slip – mono

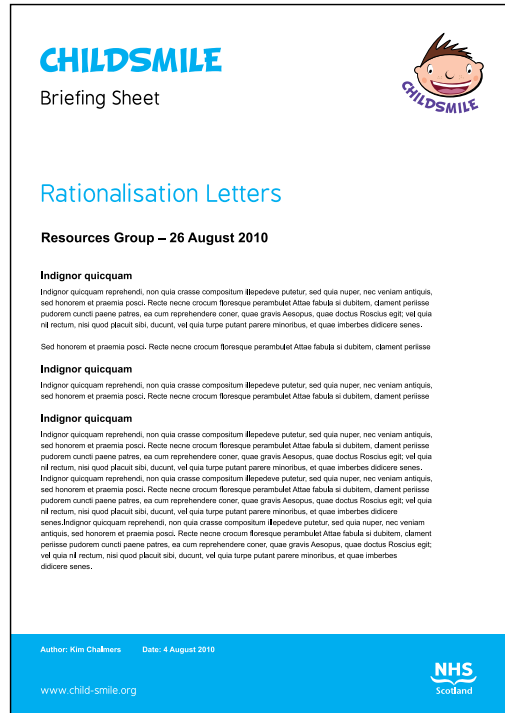


Brand templates

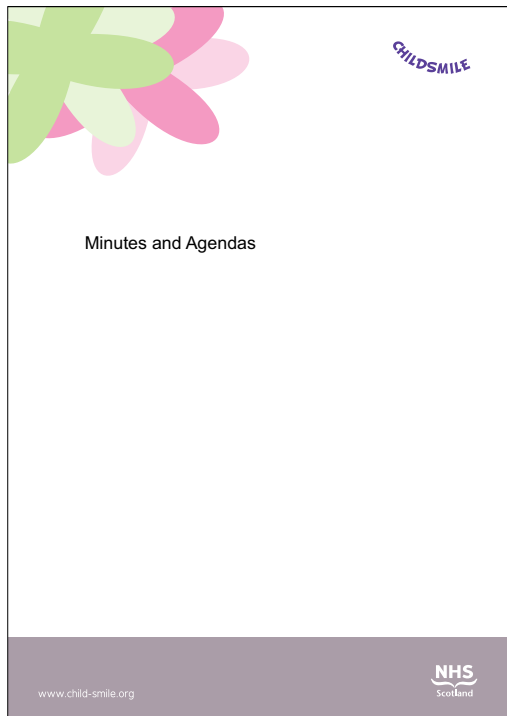
Programme manual



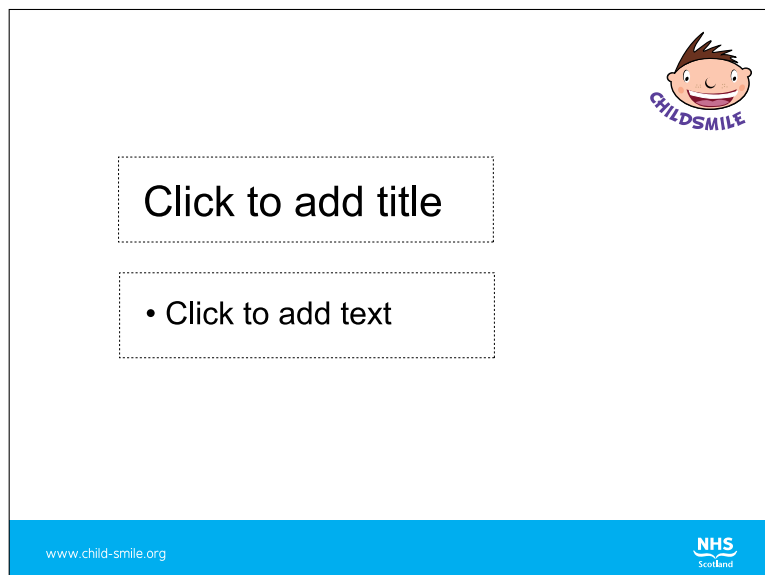
Briefing sheet

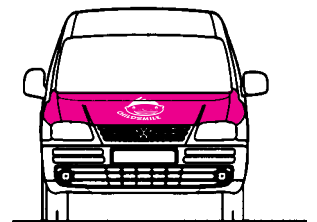
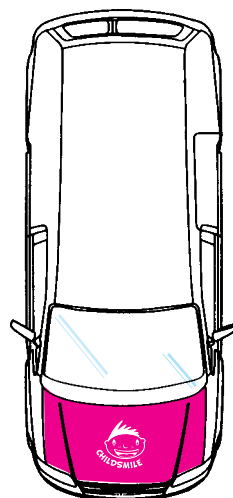
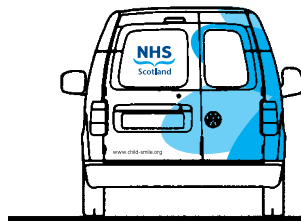
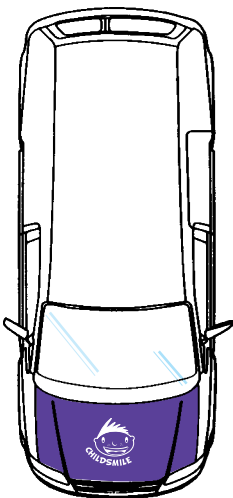
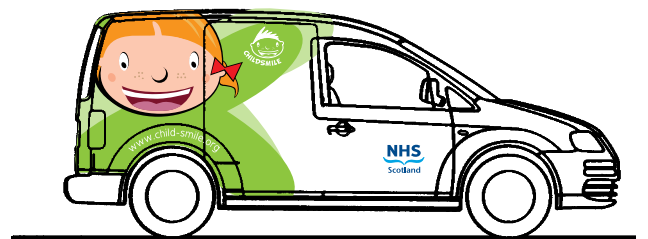
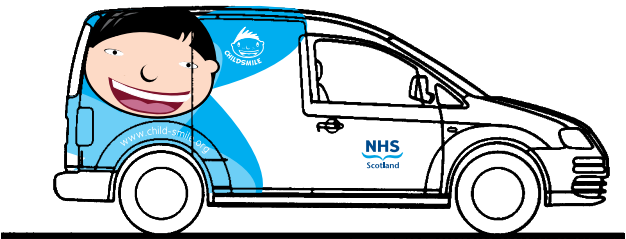
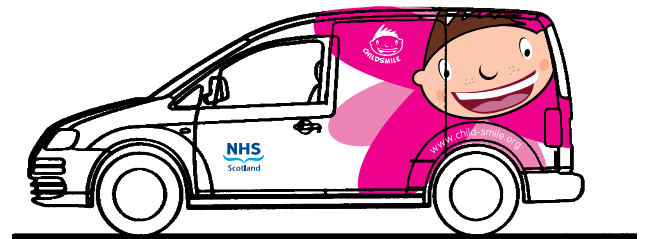


Minutes and Agendas



PowerPoint slides (parent/carer)





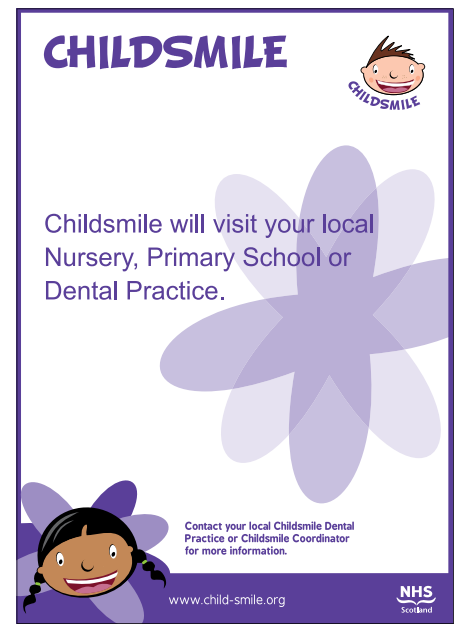
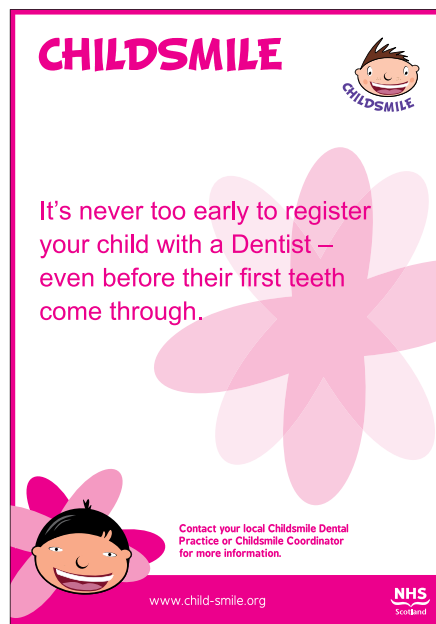
Van livery

Please note that the design application shown above is for visual reference only. The full set of EPS vector files can be obtained from Childsmile at childsmile@nhs.net. The files should then be supplied to the relevant vehicle livery signage company for creating artwork to match the vehicle specifications.

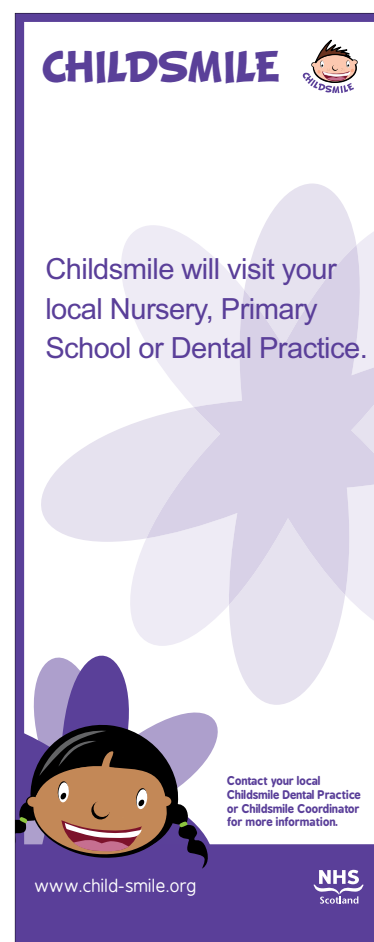


Press adverts

Please note that the press adverts shown above are provided for visual reference only – use these as a style guide. Each advertisement will need to be resized to fit the publication specification.

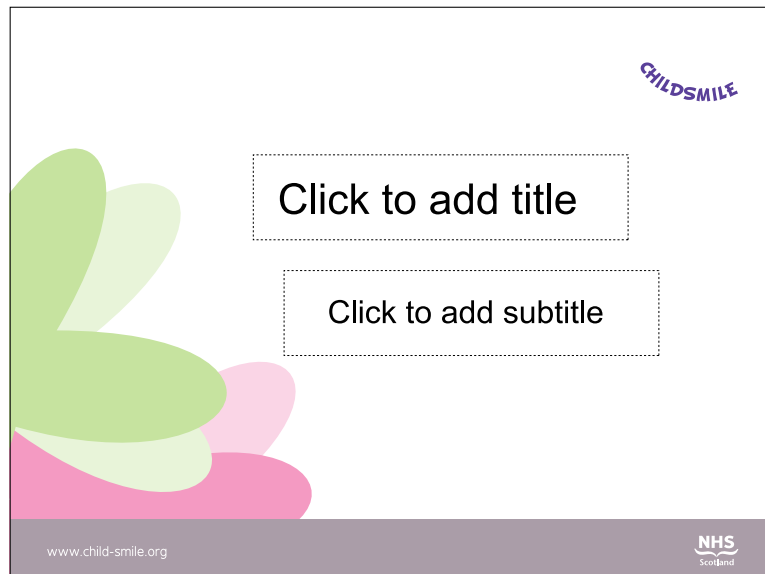


Posters



Banners

PowerPoint slides (corporate)



Corporate application

For communicating on a corporate level where a more serious tone needs to be adopted, the Childsmile logotype should appear without the mascot element. The Childsmile text should only be used in purple, Pantone 266. Example shown above.



Online application

The logo is applied in full colour using white type on a blue background and the Childsmile type point size has been increased to suit the online platform. The logo is to be used in this format for online application only. The key components of the Childsmile brand have been developed for digital use. Shown above are samples of the Childsmile website home page and a selection of page templates which are in the development phase ready for launch at the end of April 2010.

Font

Arial is a web-friendly font and has been selected for use throughout the website for that reason. Arial can be used in ordinary, italic and bold for differentiation.

core



Magenta – ac0067



100%>

50%

core



Cyan – 00468e



100%>

50%

core



Pantone 376 – 3e8701



100%>

50%

Web colour palette
