

D Dudley Group NHS Charity

Brand Guidelines

August 2024

Version 1.0

dgnhscharity.org

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Introduction

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Dudley Group NHS Charity

The Dudley Group NHS Charity enhances the wellbeing and experience of our patients and staff by providing services and facilities not routinely funded by the NHS or our Trust. We raise donations from grants, companies, individuals, events, Wills, and legacies to fund our vital work and services.

We work with the Dudley Group NHS Foundation Trust to develop and fund innovative and exciting projects that make a real difference in the lives of patients, their families and the staff that take care of them. Through our fundraising we are demonstrating we are a key enabler in improving and transforming healthcare across Dudley.

Our fundraising strategy 2022-2025



OUR VISION

We will enhance the wellbeing and experience of our patients and staff by providing services and facilities not routinely funded by the NHS.

We also:

- ▶ Work with the Trust to develop and fund innovative and exciting projects that make a real difference in the lives of our patients, their families and the staff that take care of them.
- ▶ By 2025 we will demonstrate that we have been a key enabler in improving and transforming healthcare across Dudley.



OUR STRATEGIC OBJECTIVES

To achieve our vision by 2025 we have set four strategic objectives

1. Our Patients

Support a high quality and well equipped environment significantly enhancing the wellbeing of our patients and their families and carers.

2. Future Care

Continually improve future healthcare outcomes for our local communities by funding and supporting opportunities to further clinical knowledge and address inequalities in our locality.

3. Our People

Support the health and wellbeing of our staff to be the best they can and provide the best possible care.

4. Maximise the Contribution

Create a sustainable charity that is collaborative and supports innovative partnerships with others to maximise the contribution to increase the capacity and reach.



KEY ACTIONS

Increase the charity's annual income to £870,252 by 2025 through:

- ▶ Four streams of income and increase the income by 20% per year every year from 2022-2025
- ▶ The key sources of income will come from:
 1. Grants and trusts
 2. Corporate support
 3. Community and events
 4. In memoriam giving and legacies

Deliver a new charity brand by June 2023:

- ▶ Carry out stakeholder engagement & feedback on current charity branding
- ▶ Look at rebranding charity logo and strapline
- ▶ Build a new charity website

Improve monitoring and evaluation

- ▶ Review charity database by December 2023

Future Charity Team

- ▶ Increase capacity in the charity team by funding new specialist roles by 2025



OUR ENABLERS

Enabler 1:

Adopt a new approach to fundraising that will be multi-faceted and sustainable to avoid the over reliance on one income stream.

Enabler 2:

Collaborate effectively with our partners to find new sources of income through projects and services.

Enabler 3:

Enhance public confidence and trust by building the charity reputation and celebrating our impact.

Enabler 4:

Invest in our people and create a charitable culture.

About this guide

Our brand is important. It affects how people think and feel about the Dudley Group NHS Charity. Our communications need to be consistent across all mediums, from social media like X and Facebook to printed materials.

Everything you can do to help maintain its consistency and use it creatively within the guidelines helps the charity and everything we aim to achieve.

Any questions about brand use or access to assets can be found through the contact details on the last page.



Our strapline

Making every day better

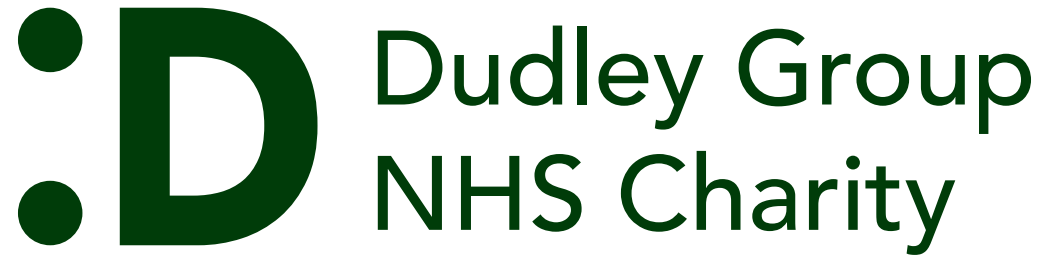
The Dudley Group NHS Charity exists to enhance the wellbeing and experience of both patients and staff. By providing services and facilities over and above what the NHS is able to afford, we are making every day better for everyone in our community – not just physically, but mentally and emotionally too.

Visual elements

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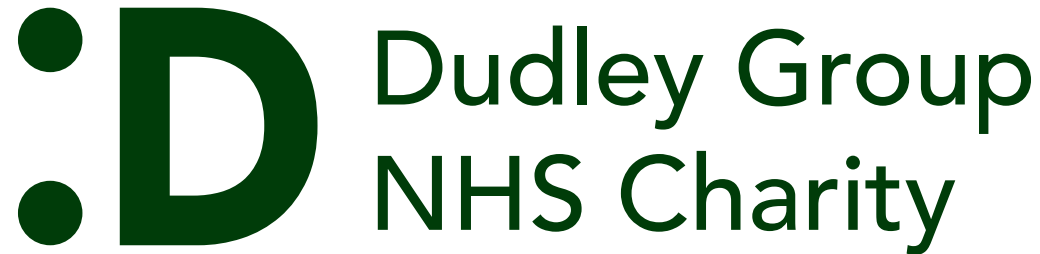


Our logo (without strapline)



Our logo (with strapline)

Note that all rules to the non-strapline version of our logo shown in this guide (colour versions, sizing, spacing, positioning, co-branding, logo errors, colour backgrounds and general use on creative) also apply to this strapline version of our logo.



Making every day better

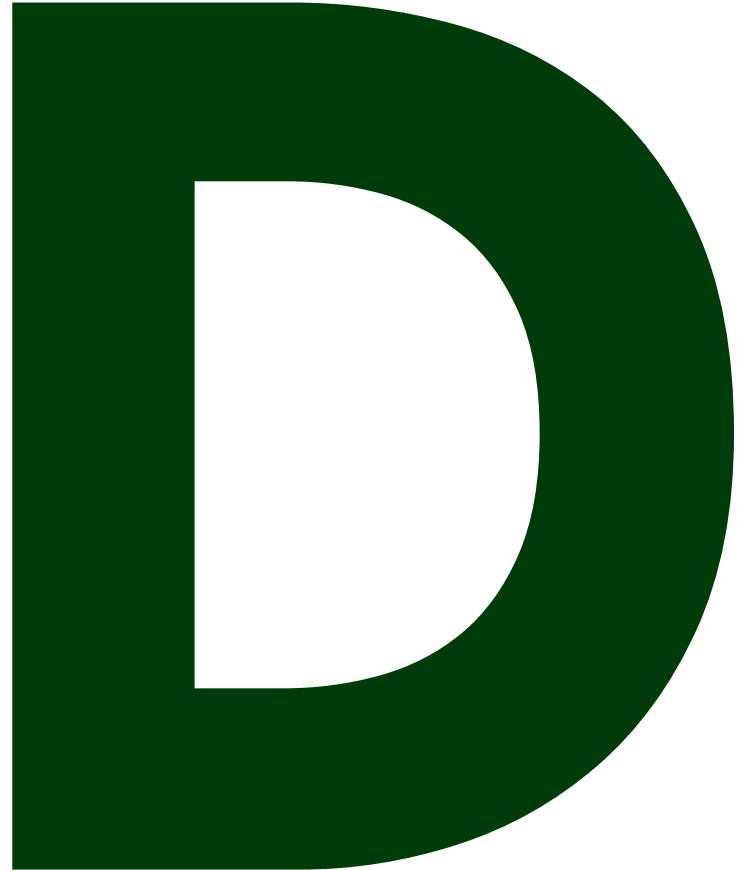
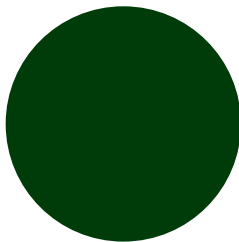
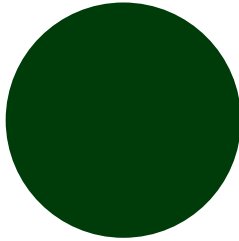
What does the Dudley smile mean?

For our patients and staff the core emotion we strive for, as a charity, is happiness, but happiness can come in many forms.

Happiness can come from recovering from surgery with an iPad to playing with toys while mummy sees the doctor. It might also just be trying to provide some light with bereavement when everything is at its darkest.

Happiness. Light. Joy.

This sentiment will adjust for more sensitive audiences as you will see with examples in this guide.



Visual elements

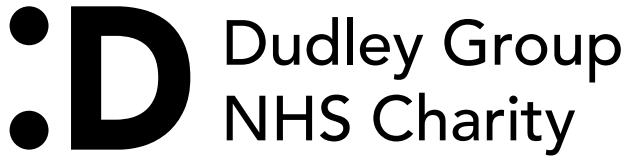
Logo colour variations



Full colour- Green.



Full colour- Blue.



Black.



White.

Logo sizing

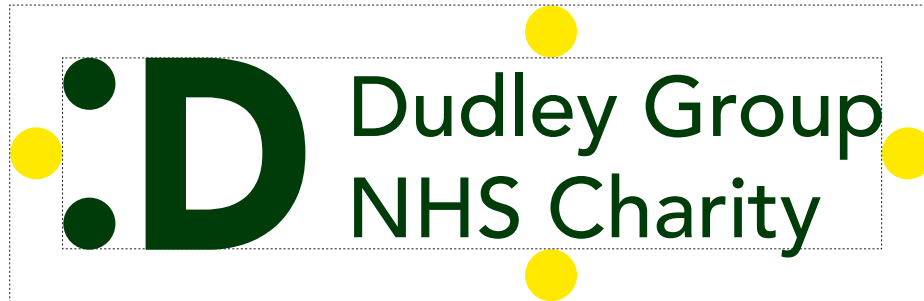
Minimum size for print.



Minimum size for digital.



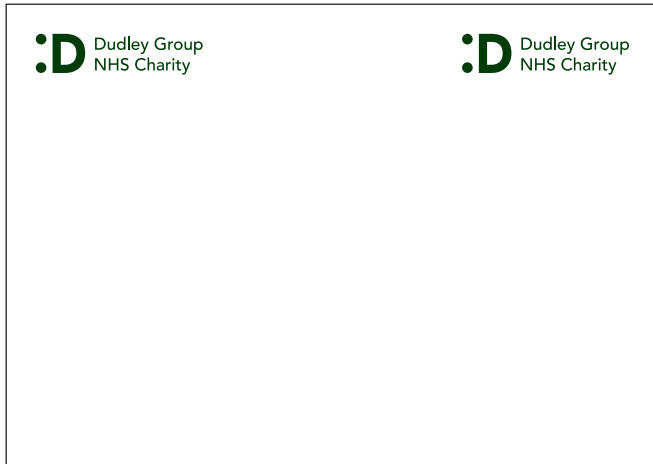
Logo spacing



Our logo has an exclusion zone shown here. It means to avoid anything encroaching this space.

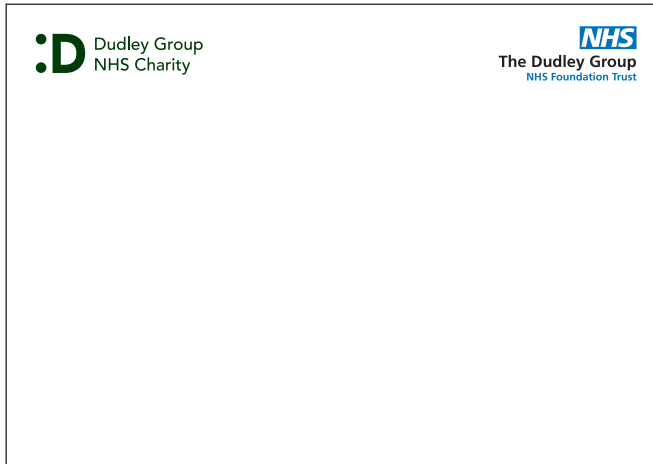
Logo positioning

Our logo can be positioned top left or right on any given format.



NHS co-branding

The NHS Trust logo always goes top right when used in conjunction with our charity logo.



Logo errors



Avoid placing on a distracting background.



Avoid changing the shape of our logo.



Avoid rotating.

Colours

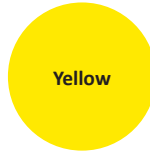
There are two colourways for our brand.

One is for use on fundraising materials and is our primary palette to use.

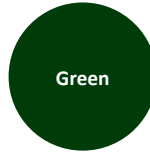
The other is for sensitive or medical communications like bereavement.

Colours for fundraising or similar communications

Primary colours

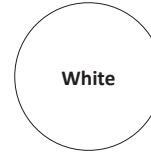


CMYK:
C0 / M4 / Y100 / K0
RGB:
255 / 231 / 0
#ffe700

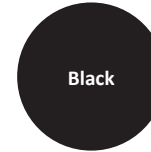


CMYK:
C75 / M0 / Y97 / K82
RGB:
1 / 57 / 13
#01390d

Secondary colours



CMYK:
C0 / M0 / Y0 / K0
RGB:
255 / 255 / 255
#ffffff



CMYK:
C0 / M0 / Y0 / K100
RGB:
0 / 0 / 0
#000000



CMYK:
C0 / M0 / Y100 / K15
RGB:
232 / 211 / 0
#e8d300



CMYK:
C100 / M66 / Y0 / K78
RGB:
0 / 25 / 60
#00193c

Colours for sensitive or medical communications

Primary colours

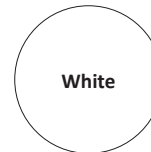


CMYK:
C94 / M70 / Y0 / K0
RGB:
30 / 81 / 160
#1e51a0

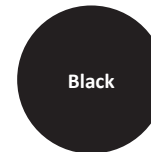


CMYK:
C100 / M66 / Y0 / K78
RGB:
0 / 25 / 60
#00193c

Secondary colours



CMYK:
C0 / M0 / Y0 / K0
RGB:
255 / 255 / 255
#ffffff



CMYK:
C0 / M0 / Y0 / K100
RGB:
0 / 0 / 0
#000000

Colours

Here we also show the accessibility ratings for each colour for online use.

The Web Content Accessibility Guidelines (known as WCAG) are an internationally recognised set of recommendations for improving web accessibility.

They give colour ratings for contrasting colours based on their accessibility on different devices, for people with vision impairment or those with dyslexia, autism or learning difficulties.

Level A is the minimum set of conformance.

Level AA is generally the level that most sites are aiming to meet. It can often be a level that is a legal requirement.

Level AAA is the strictest level. It is considered the gold standard level of accessibility.

Fundraising colours

Primary colours

Yellow (#ffe700) with these colours on top:
Green (#01390d): AA + AAA
Black (#000000): AA + AAA
Dark Blue (#00193c): AA + AAA

Green (#01390d) with these colours on top:
Yellow (#ffe700): AA + AAA
White (#ffffff): AA + AAA
Dark Yellow (#e8d300): AA + AAA

Secondary colours

White (#ffffff) with these colours on top:
Green (#01390d): AA + AAA
Black (#000000): AA + AAA
Dark Blue (#00193c): AA + AAA

Black (#000000) with these colours on top:
Yellow (#ffe700): AA + AAA
White (#ffffff): AA + AAA
Dark Yellow (#e8d300): AA + AAA

Dark Yellow (#e8d300) with these colours on top:
Green (#01390d): AA + AAA
Black (#000000): AA + AAA
Dark Blue (#00193c): AA + AAA

Dark Blue (#00193c) with these colours on top:
Yellow (#ffe700): AA + AAA
White (#ffffff): AA + AAA
Dark Yellow (#e8d300): AA + AAA

Sensitive or medical colours

Primary colours

Blue (#3ea9e0) with these colours on top:
White (#ffffff): AA + AAA

Dark Blue (#00193c) with these colours on top:
White (#ffffff): AA + AAA

Secondary colours

White (#ffffff) with these colours on top:
Black (#000000): AA + AAA
Blue (#1e51a0): AA + AAA
Dark Blue (#00193c): AA + AAA

Black (#000000) with these colours on top:
White (#ffffff): AA + AAA

Logo colour backgrounds (fundraising colours)



Background: White
Logo: Green



Background: Yellow
Logo: Green



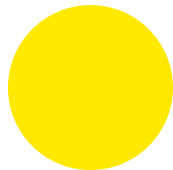
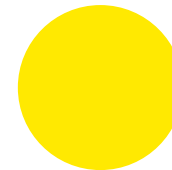
Background: Green
Logo: White



Background: Black
Logo: White



Background: White
Logo: Black



Logo colour backgrounds (sensitive or medical colours)



Background: White
Logo: Blue



Background: Blue
Logo: White



Background: Dark blue
Logo: White



Background: Black
Logo: White



Background: White
Logo: Black

Typefaces

These are our two brand typefaces that can be accessed in the following ways:

- Within most Mac and PC platforms as system typefaces.
- Calibri is available in Canva as a default user typeface.
- If unavailable within Canva the font 'Arial – Black' will have to be replaced with the typeface 'Aileron'.

Our primary typeface for all communications – Calibri (light, light italic, regular, regular italic, bold, bold italic)

**ABCDEFGH
abcdefgh**

**ABCDEFGH
abcdefgh**

Our extra font when you require a thicker, bolder style – Arial (black)

**ABCDEFGHIJKLMNO
abcdefghijklmno**

Visual elements

The Dudley smile graphic

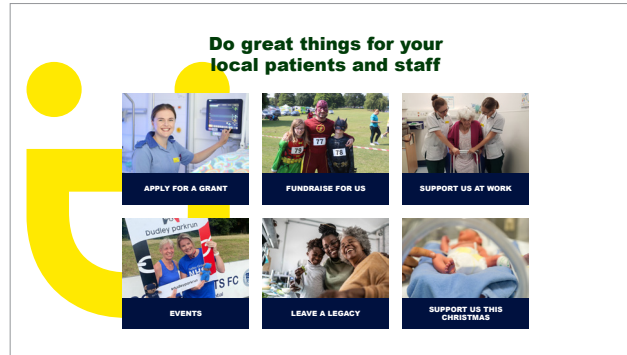
Application and colours

The Dudley smile can be used as a separate graphic from the logo, larger and in white or yellow.

You can use them as creatively as you like to bring the brand or your communications to life.

Here are some suggestions:

- On the edge of a layout.
- Underneath a photo.
- To frame a box.



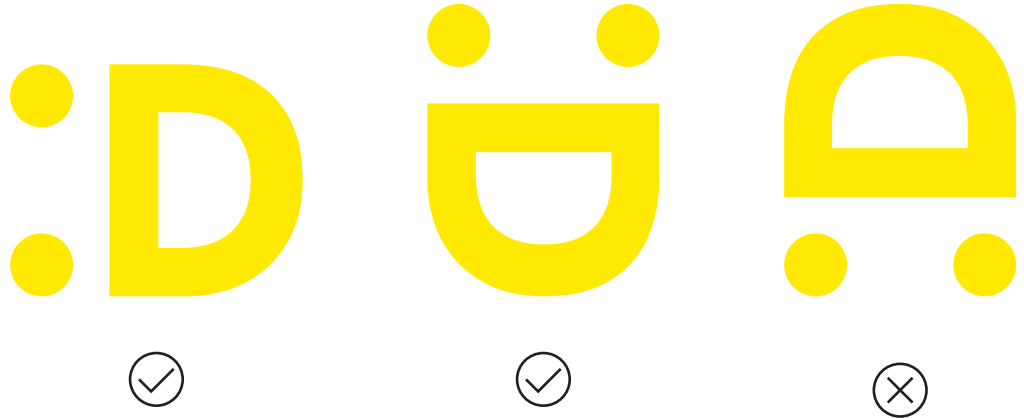
The Dudley smile graphics

Don'ts

- Please don't distort, misshape or rotate the graphic.
- Don't rotate the graphic to be an unhappy face. There are only two acceptable angles as shown opposite.

Do's

- The smile when used as a graphic (not icon) is only to be displayed in yellow or white as the examples show.
- You can break apart the smile graphic and use different elements of the shape for your designs.
- You can scale the graphic to any size, big or small.



Visual elements

The Dudley smile icons

Application and colours

The Dudley smile can be used as icons in different colourways to help signpost items of information.

You can use them as creatively as you like to bring the brand or your communications to life.

These use only the 'accent colours' contained within the icon files themselves.



Photography

Style

The style of photography will range from professionally shot to those taken by volunteers and staff. Here are some examples of style that you should aim for and a list of touchpoints below:

- Eye contact enhances connection with audiences.
- Giving context to a shot by not cropping the background too much.
- Doing not posing is a great guide for audience or donor engagement.
- Allowing people to be natural and human rather than staged photography.

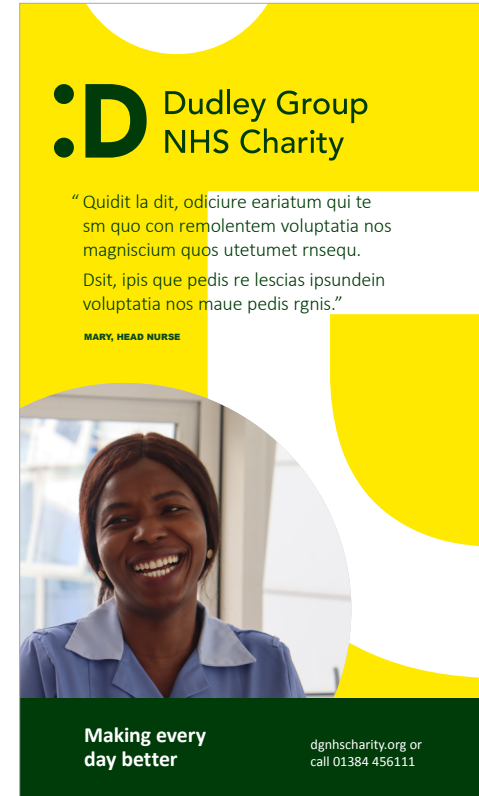
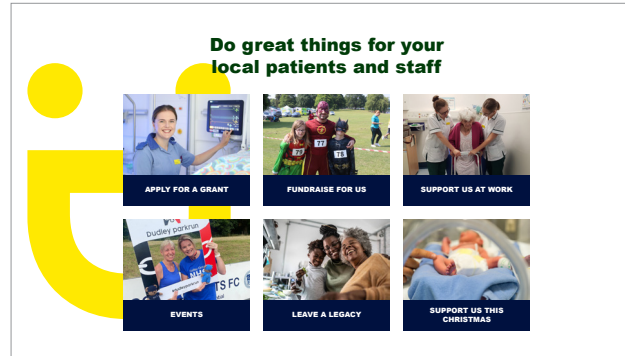


Photography

Application

Our photography can be housed within these shapes.

- Square boxes or rectangular boxes.
- A circle (as a reflection of the circles in our logo).



Our brand in action

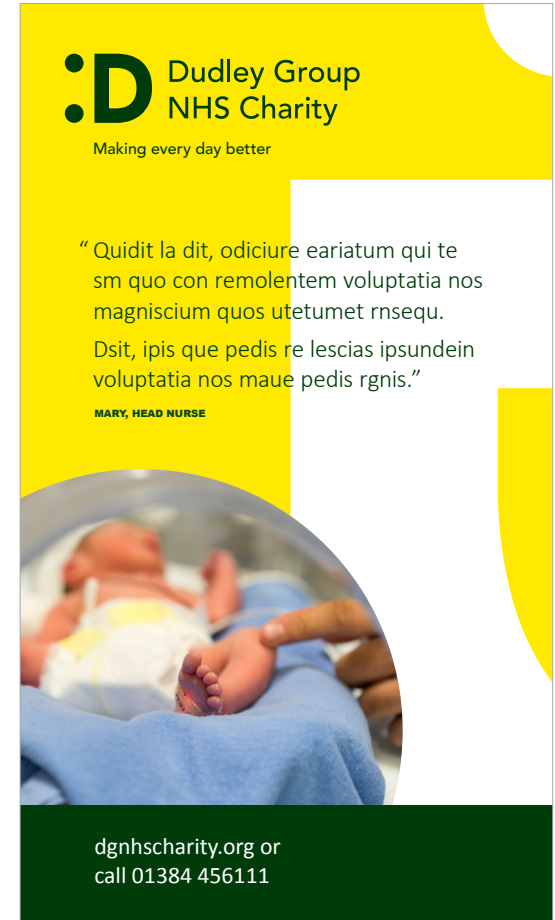
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Fundraising communications

These are the design rules to follow for fundraising communications:

- Use the correct colour palette shown in this guide.
- Apply the logo in a prominent fashion.
- Use the Dudley smile graphic as part of the design.
- Apply suitable photography for the subject matter.



Banners (visual mock-ups)

Fundraising communications (continued)



:D Dudley Group
NHS Charity

“ Quidit la dit, odiciure eariatum qui te sm quo con remolentem voluptatia nos magniscium quos utetumet rnsequi aris molorent voum quos utetumet rleni. Dsit, ipis que pedis re ped maximusandi offic te lescias ipsundel in voluptatia nos magniscium quos utetumet cimol estib voluptatia ium quos utumetu.”

MARY, HEAD NURSE

Il ipsapiet pa cumet fugia dolore eos et laboria conseru ntorem nullabo. Loriberrum restium del ipsanienes dis enimusa musdam iureruptat exeri.
dgnhscharity.org or call **01384 456111**

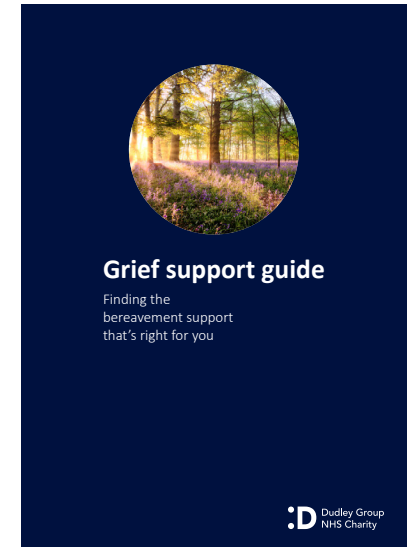
Making every day better

Billboard (visual mock-up)

Sensitive or medical communications

These are the design rules to follow for sensitive or medical communications:

- Use the correct colour palette shown in this guide.
- Apply the logo smaller and more discreet.
- Use the Dudley smile graphic as part of the design very sparingly.
- Apply suitable photography for the subject matter.



Poster and booklet (visual mock-ups)

Our brand in action

Branded merchandise examples.





Contact us

For more information please contact:

Dudley Group NHS Charity
2nd Floor
Trust HQ
Russells Hall Hospital
Dudley, DY1 2HQ

01384 456111
dgft.fundraising@nhs.net

Charity number 1056979

-  @DGNHSCharity
-  DudleyGroupNHSCharity
-  dgnhscharity
-  dgnhscharity.org

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