

Helicon HealthTM

Corporate Identity Guidelines

V1 | February 2014

Using the Guidelines

These guidelines outline the correct application of the **HeliconHealth™** brand which is a parent brand of **HeliconHeart™**. They are a source of reference for in-house staff, external contractors and partnership organisations.

The **HeliconHealth™** identity has been developed to be easily applied across digital media. Designers and developers working in these media will be expected to apply the identity values outlined within this document.

These guidelines give clear technical specification for quick reference, together with colour visual representations of the colour palette. The true colour values are given as RGB, CMYK and HEX.

The visual identity has been maintained by The Foundry House, www.foundryhouse.com.

For more information regarding the guidelines please contact the The Foundry House on +44 (0) 1223 264481 or info@thefoundryhouse.com

Contents

Parent Brand: HeliconHealth™	2
HeliconHealth™ : The Logo	3
Helicon Health: Colour Palette and Spacing	4
Helicon Heart: Colour Palette and Spacing	5
My HeliconHeart Logotype	7
Fonts: Online & Offline	8
Online styles	9
Helicon Health: Stationery	10
PowerPoint Templates	11
Incorrect Usage of the Logo	12
Correct Usage of the Logo on Photography	13

Parent Brand & Architecture: HeliconHealth™



Variation: Stacked version



This page refers to the hierarchy of brands within the company. It is the inter-relationship of the parent company HeliconHealth and the product: HeliconHeart.

It is important to bring consistency when these are used together. In time, the product will establish a clearly defined market presence. Until then, it is important that it benefits from the association and visibility of the parent.

The Logo: HeliconHealth™



Our logo represents who we are. It is the primary element of our visual identity and should always appear on all of our communications.

The logo should never be used smaller than 62mm wide. Proportions should be kept when re-sizing the logo.

If however, the logo needs to be used in a smaller width, please use the stacked version from page 3 of this guide.

The logo should always remain clearly identifiable, without any elements being altered. The HeliconHealth™ logo should only be reproduced from the master artwork and in no instance should it be redrawn or recreated.

Variation



The logo can be used on dark backgrounds but all the forms need to be visible. When using the logo on imagery, please use the white-out version to assure this maintains legibility at all times.



62mm

Minimum size in print

The Colour Palette and Spacing: HeliconHealth



Allow a space equivalent to the height of the “H” in HeliconHealth when placing the logo alongside another element on the page or upon a page margin.

Primary Colours



Pantone: TBC

CMYK: 88, 43, 44, 14

RGB: 9, 107, 122

HEX: 096B7A



Pantone: TBC

CMYK: 61, 6, 15, 0

RGB: 85, 187, 209

HEX: 55BBD1

Secondary Colours

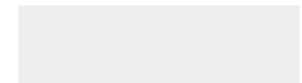


Pantone: TBC

CMYK: 57, 6, 16, 0

RGB: 100, 190, 208

HEX: 64BED0



Pantone: TBC

CMYK: 6, 4, 4, 0

RGB: 237, 237, 238

HEX: EDEDEE

The Colour Palette and Spacing: HeliconHeart



Allow a space equivalent to the height of the “H” in HeliconHealth when placing the logo alongside another element on the page or upon a page margin.

Primary Colours



Pantone: TBC
CMYK: 0, 100, 100, 30
RGB: 155, 0, 17
HEX: B11116

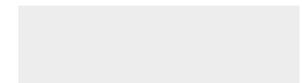


Pantone: TBC
CMYK: 0, 90, 100, 0
RGB: 239, 64, 35
HEX: EF4023

Secondary Colours



Pantone: TBC
CMYK: 57, 6, 16, 0
RGB: 100, 190, 208
HEX: 64BED0



Pantone: TBC
CMYK: 6, 4, 4, 0
RGB: 237, 237, 238
HEX: EDEDEE

The Colour Palette and Spacing: MyHeliconHeart



Allow a space equivalent to the height of the "H" in HeliconHeart when placing the logo alongside another element on the page or upon a page margin.

Primary Colours



Pantone: TBC
CMYK: 0, 100, 100, 30
RGB: 155, 0, 17
HEX: B11116

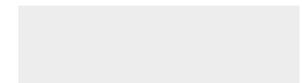


Pantone: TBC
CMYK: 0, 90, 100, 0
RGB: 239, 64, 35
HEX: EF4023

Secondary Colours



Pantone: TBC
CMYK: 57, 6, 16, 0
RGB: 100, 190, 208
HEX: 64BED0



Pantone: TBC
CMYK: 6, 4, 4, 0
RGB: 237, 237, 238
HEX: EDEDEE

Logotype: MyHeliconHeart

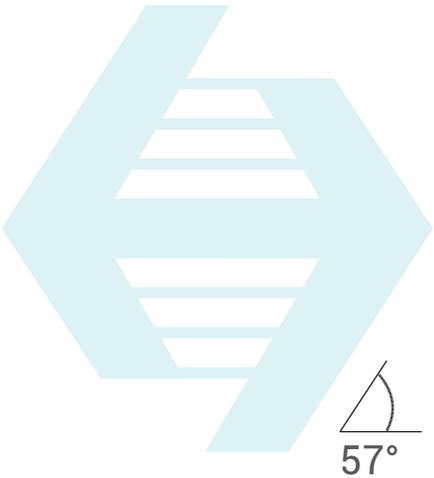
MyHeliconHeart™



↑
Ubuntu Light

↑
Ubuntu Bold

↑
Ubuntu Regular



The 'arrow-helix' form can be used as a design element if used as a watermark (opacity:20%)

Angular shapes can be used to compliment the angles used.

The Fonts

For use in **print**:

Ubuntu

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Roboto

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

For use in **PowerPoint presentations**:

Ubuntu

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Roboto

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890



If the user does not have the above fonts, **please use Arial**

Arial Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Arial Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

For use **online**:

Ubuntu

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Roboto Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Arial Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Arial Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvxyz
1234567890

Our main corporate fonts are

Ubuntu

It is a unique, custom designed font that has a very distinctive look and feel.

The Ubuntu Font Family is a sans-serif typeface family.

Our logotype is modified from this font. Ubuntu should be used in the titles of publications, headlines, quotations and PowerPoint presentations. If the user does not have Ubuntu on their system, the font should be substituted with Arial. This only applies to PowerPoint presentations.

Roboto Regular can be used as main body copy. It can also be used as subsidiary heads, captions or page numbers.

Roboto was chosen for the online version for its legibility across media and works well with font replacement in HTML. Body copy on web pages uses Arial Regular and Arial Bold.

Online styles

This is <H1> #0D6B79 Font weight: Normal, Font: Ubuntu

This is <H2> #000000 Font weight: Normal, Font: Ubuntu

This is <H2> ##AE0F0A Font weight: Normal, Font: Ubuntu

This is <body> copy #555555 Font weight: Normal, Font: Arial

Call to action tabs

Read more 

All call to actions tabs related to HeliconHeart in the website should use the button above with the red circular arrow.

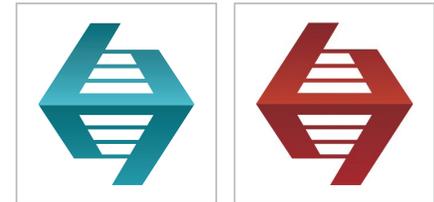
When there is a link in the text, it should be red: #AE0F0A

Read more 

All call to actions tabs related to HeliconHealth in the website should use the button above with the light blue circular arrow.

When there is a link in the text, it should be blue: #64BBCE

Social media profiles



If the logo needs to fit in a small space like when used in social media profiles, only use the arrow-helix if the HeliconHealth text from the logo is not legible.

Stationery: HeliconHealth™



There are 2 versions of the letterhead. One which contains the partner logos (UCL, UCLB & Whittington Health) and one which only has the HeliconHealth logo and corporate details.

PowerPoint: HeliconHealth™

Cover slides:



With partner logos



Without partner logos



Because not all users will have the brand fonts, please use Arial for PowerPoint presentations.

Incorrect Usage of our Logo



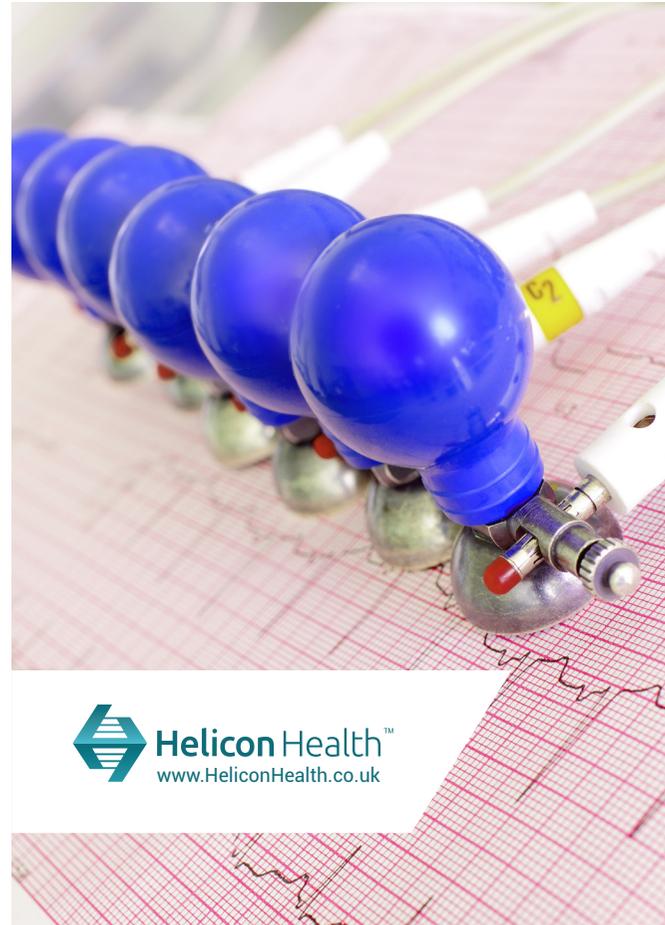
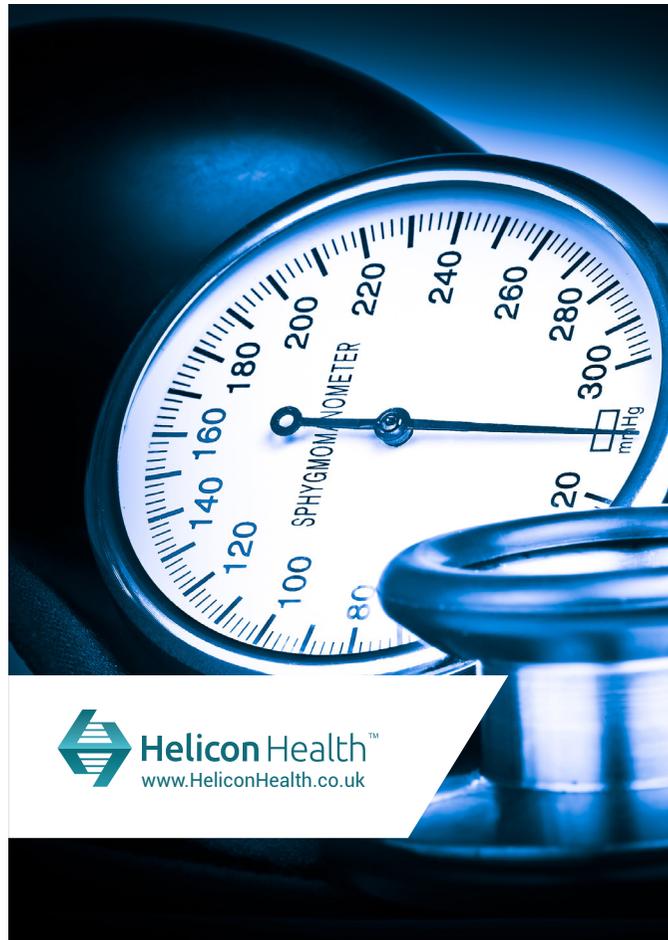
To preserve the integrity of our logo it should never be altered in any way, be it squashed, stretched or recoloured. The logotype should never be reset or set in another typeface.



The proportions must always be kept in both width and height.

The logo should never be enclosed in a box, have a drop shadow or be outlined. Only the approved logo should be used and The logo should never be placed on a blue background of the same tonal value, that will force colour change and result in the double-helix not being displayed. The TM mark must be visible when the **HeliconHealth™** text is used. These are all examples of incorrect uses of our logo.

Correct Usage of our Logo on Photography



When used against coloured backgrounds or photos, care should always be taken to ensure that there is enough contrast between the logo and the background for it to be visible and legible at all times.

In these cases, the logo has been placed on a form which compliments the angles of the 'arrow-helix'.