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NORTH LONDON PARTNERS in health and care

North Central London's sustainability
and transformation partnership

BRAND GUIDELINES

Tools and tips for using a consistent style in
all corporate documents and communications

Logo



Logo

Colours

Fonts

Templates



NORTH LONDON PARTNERS in health and care

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Correctly using our logo

When working with our logo you should only use original digital graphic files. Never redraw the logo, change it in any way or attempt to create it yourself.

Do not stretch the logo when scaling or moving within a document. Holding 'shift' when increasing or decreasing the size will ensure the proportions are retained.

Position

When producing printed materials, the logo should be positioned in the top left of a printed page.

Logo with NHS lozenge

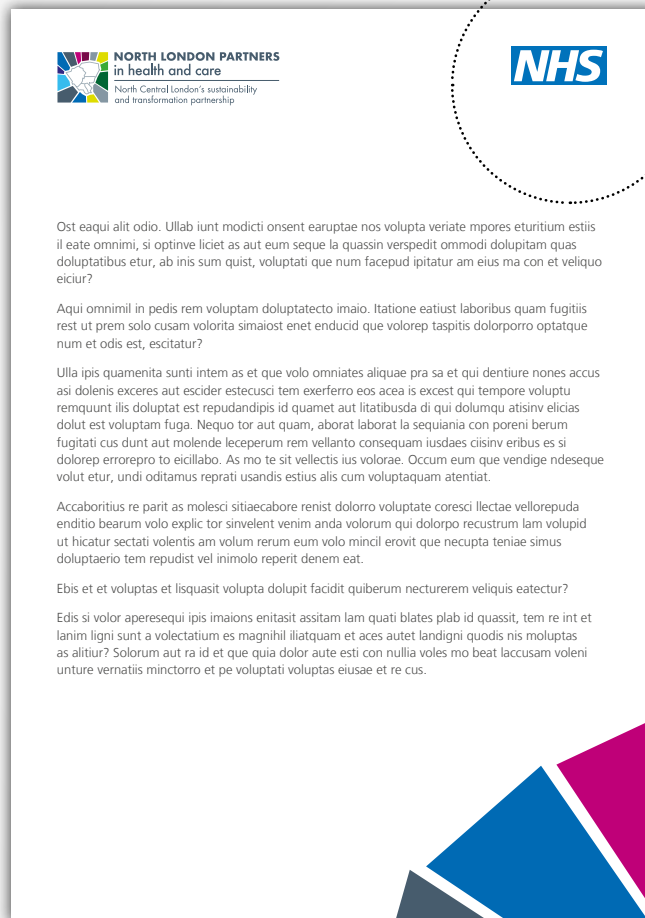


Logo

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NHS lozenge should be placed on the top right.

Colours

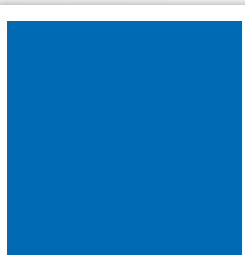


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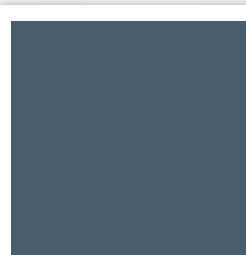


Blue

R: 0
G: 95
B: 184

C: 99
M: 50
Y: 0
K: 0

Hex: #005EB8



Dark Grey

R: 66
G: 85
B: 99

C: 58
M: 32
Y: 18
K: 54

Hex: #425563

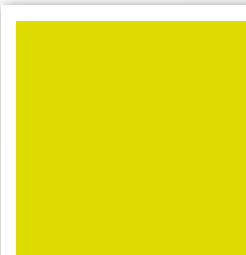


Pink

R: 174
G: 37
B: 115

C: 18
M: 100
Y: 0
K: 8

Hex: #AE2573



Lime

R: 222
G: 220
B: 0

C: 20
M: 0
Y: 100
K: 0

Hex: #dddc00

Our colour palette

By using these standard colours consistently, you will help to maintain recognition and trust in our communications.

Fonts



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Headline fonts

Futura should be used for headings and key information.

Futura

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

Text font

Frutiger should be used as the body text in leaflets and documents.

Frutiger

AaBbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTtUu

VvWwXxYyZz

System fonts

As a substitute for the specialist fonts, Calibri can be used for headlines and Arial for body text.

Templates



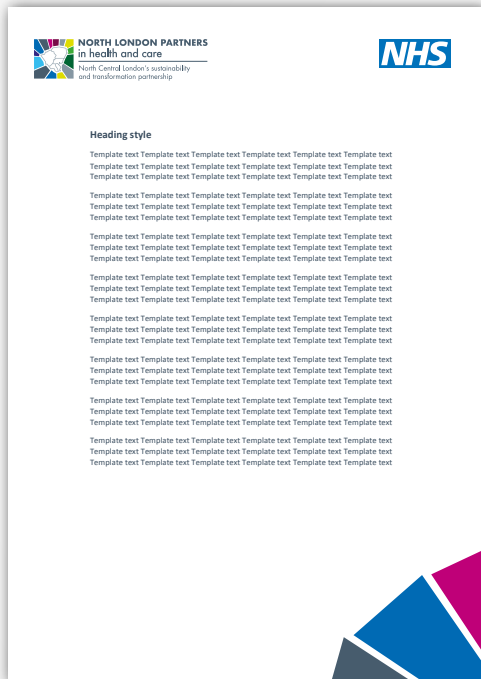
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Word



PowerPoint

