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The Academic Health Science Network for the North East and North Cumbria (AHSN NENC) is dedicated to improving healthcare, driving wealth creation and promoting research participation across the region. The AHSN NENC is part of a national network of 15 AHSNs that have been set up across the country by the Department of Health to identify, adopt and disseminate innovative healthcare in the NHS.

These guidelines outline the elements which make up the AHSN brand. They include all rules to help create both online and offline materials. This will help AHSN staff build professional, consistent looking communications.

The identity consists of the symbol and logotype. These elements must never be split. The AHSN logo must always be reproduced from digital master artwork. It must never be modified in anyway (do not squash, stretch or try to re-draw it).

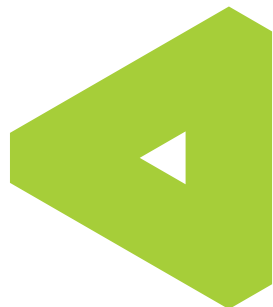
It must always appear on an uncluttered background of an appropriate colour to ensure clarity. White or black will always be the most effective and easy to use. If used on any other colour than white or black, always use the mono versions.

The logotype must not be used on any background which may make it indistinct.

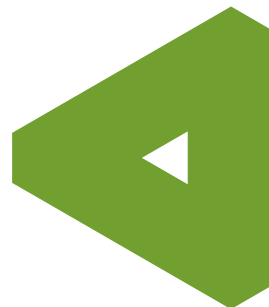


The AHSN colour palette has 4 main logo colours. These colours must be used to achieve best results. Where it is not possible to print in colour, it may also be reproduced in single colour using the digital master provided.

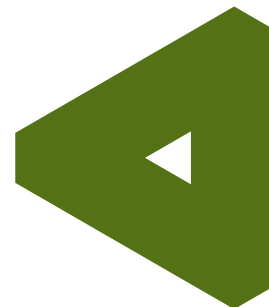
Do not reproduce the logo in any other colour combinations than those indicated.



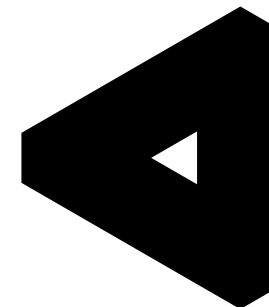
**CMYK**  
40 / 0 / 100 / 0  
**RGB**  
153 / 202 / 72  
**Pantone**  
375  
**Hex**  
99ca48



**CMYK**  
50 / 2 / 100 / 22  
**RGB**  
118 / 162 / 49  
**Pantone**  
368  
**Hex**  
76a231



**CMYK**  
40 / 0 / 100 / 55  
**RGB**  
85 / 114 / 23  
**Pantone**  
370  
**Hex**  
557217



**CMYK**  
0 / 0 / 0 / 100  
**RGB**  
35 / 31 / 32  
**Pantone**  
Process Black  
**Hex**  
1e1e1e



### Exclusion Zone

There should always be a clear space (half the logo height) around the logo as shown.

We've defined an exclusion zone that stops other graphic elements interfering with the AHSN logotype.

### Minimum Size

The logotype should never be too small to read.

We've set a minimum size of 30mm.

When using the AHSN logo the following rules should be adhered to at all times.

### Distorted



The logotype should never be manipulated, stretched, distorted or cropped.

### Logo colour



The logo brand colours should not be switched in their position.

### Visual effects



The logo should never be have drop shadows or other graphic effects added.

### Colour



The logo should never be placed on a brand colour, only background colours should be used.

### Typography



The logo typography should never be altered or replaced. The supplied logos should be used at all times.

### Imagery



Never use the logo on a full colour image, even the reversed out version.

Gill Sans and Arial are the chosen fonts for AHSN. They should be used on all printed marketing material. Italic versions of both fonts are permitted for highlighting of specific text.

Gill Sans is to be used for headers and paragraphs of text and Arial should be used on for the main body/paragraphs of text.

Arial is also to be used in letters, emails and wherever the primary typeface is not available.

Primary Typeface | Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Primary Typeface | Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Primary Typeface | Gill Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Secondary Typeface | Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary Typeface | Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**



## Stationery

### Letterhead

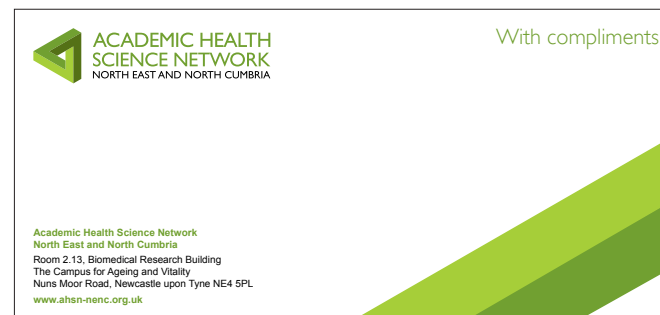
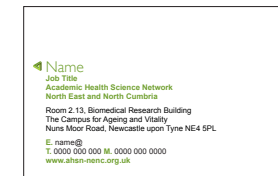
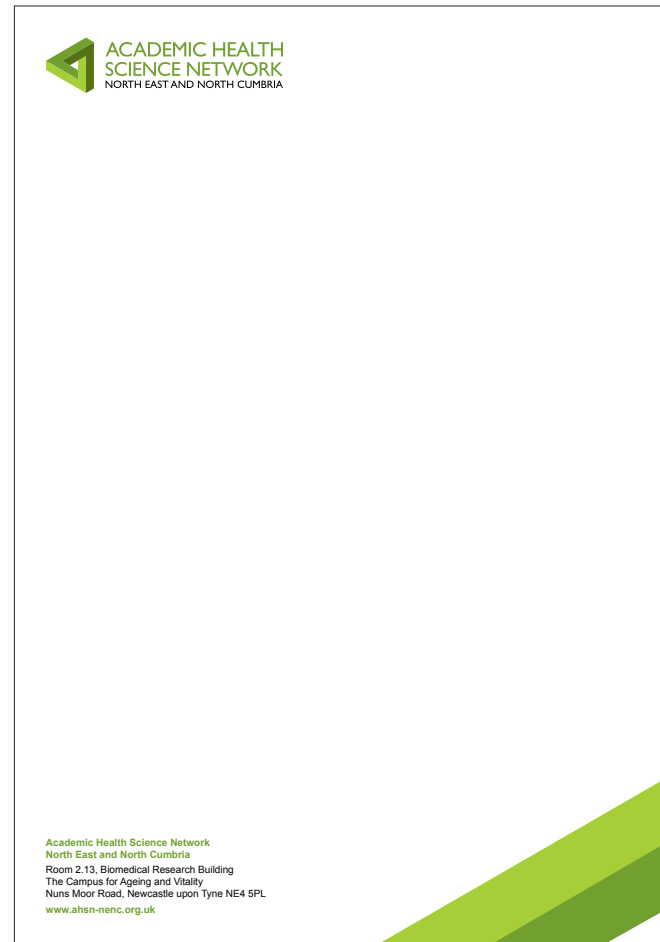
An AHSN letterhead will be available in either a printed format or supplied as a Word template, which should never be altered in any way. The correct font to be used on when typing onto letterheads is Arial Regular 9pt.

### Compliment Slip

An AHSN compliment slip will be available in a printed format. Any messages on these are to be handwritten only.

### Business Cards

Any AHSN business cards will be created using our master template with the information provided from the AHSN team.



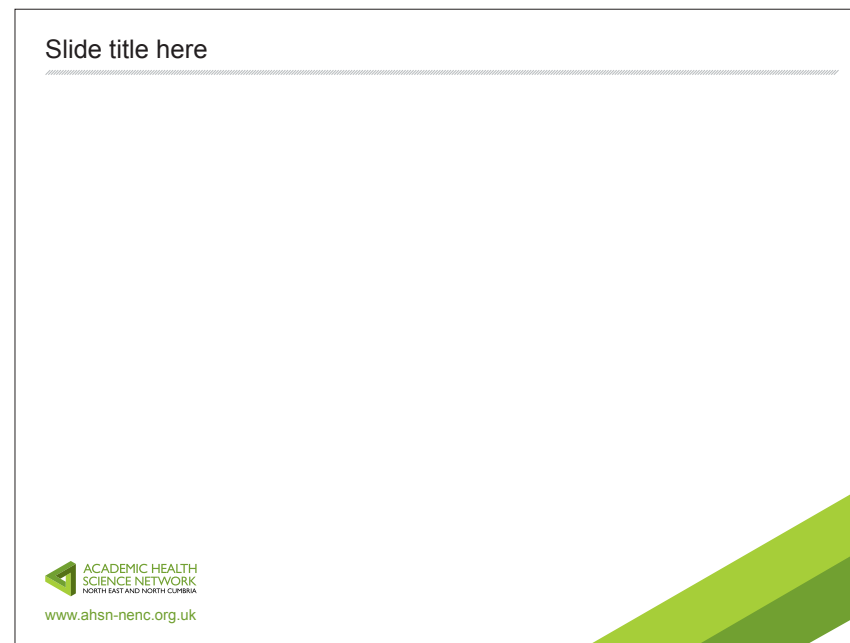
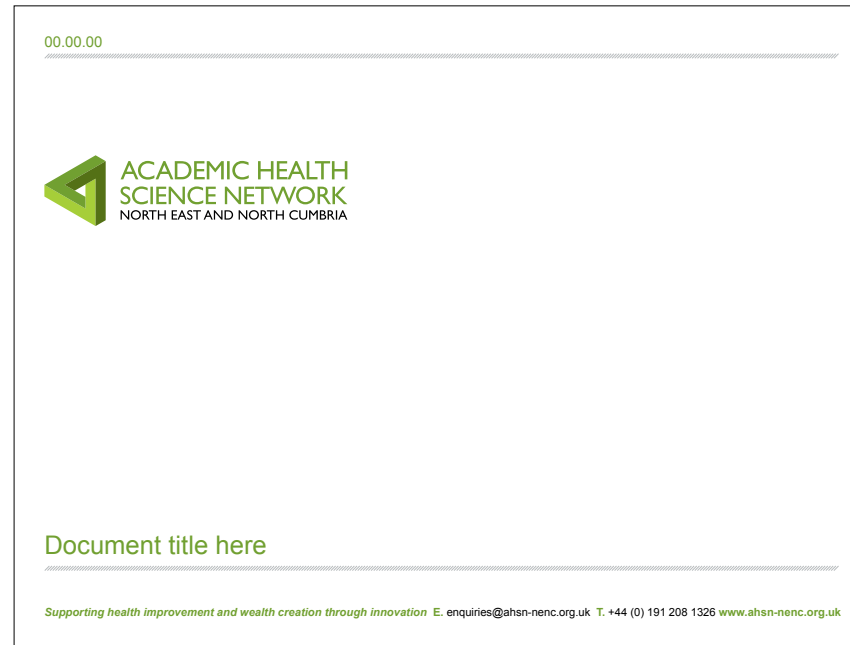
## PowerPoint

All information should be aligned left and presented on a clear background. This will aid legibility and accessibility.

In PowerPoint presentations, on all pages except the cover pages, there should be a slide title on the page header. The font used on the header is to be Arial Regular 32pt and 24pt or less for the body copy.

On the content pages the AHSN logo should always be positioned in the bottom left hand corner along with the web URL.

An AHSN PowerPoint template is available.



## Pull-up Banners

The AHSN pull up banners will be created using our master template with the information provided from the AHSN team.



# Website

www.ahsn-nenc.org.uk



