

Basingstoke and Deane Health and Wellbeing Partnership

Protocols for use of the Branding

1. Basingstoke and Deane HWP has adopted branding to be used for promotional material associated with the work of the Partnership.
2. All organisations contributing to the priorities of the HWP are encouraged to use the branding as described below.
3. The main branding logo is:



4. The main logo should be used for media in relation to activity which promotes:
 - a. the overall aims and priorities of the HWP as presented in the Shared Plan
 - b. collaborative projects addressing multiple themes depicted in the logo
5. The branding for activity specific to an individual theme is:



6. The individual logos should be used for media in relation to activity which promotes:
 - a. projects addressing the individual theme depicted in the logo
7. The branding to be used for general public health and wellbeing information agreed by the HWP is:



8. The colours of each theme must not be changed.
9. There is no specific size or position for the branding, however where the branding is used with other logos it should be proportionate in size and prominence to the other logos.
10. There is a jpg. version of the branding for print use, eg
 - leaflets, adverts, banners, posters and 'sprint' panels
11. There is a png. version of the branding for electronic use, eg
 - webpages
 - social media
 - TV display screens
12. The jpg. and png. versions can be requested by emailing:
HealthandWellbeingPartnership@basingstoke.gov.uk
13. The branding is intended for use for the duration of the Shared Plan to Improve Health and Wellbeing in Basingstoke and Deane to 2020.
14. The branding must only be used for the promotion of projects, activity and information that is consistent with the aims and objectives of the Shared Plan and the values of HWP.
15. These protocols will be reviewed regularly by the HWP Leadership team and amended as necessary. The HWP website <http://basp.basingstoke.gov.uk/health-and-wellbeing-partnership> will display the current protocols for reference.

