

# GUIDELINES



A simple guide to using the  
**Thriving in Bury** logo and brand

These guidelines have been prepared to create strong and effective communications for the mental wellbeing work in Bury, referred to locally as Thriving in Bury.

The guidelines provide standards for the key elements of the Thriving in Bury brand, so that it remains uniform in its usage.

If you are unsure about an acceptable use of the brand or need guidance, then please contact NHS Bury Clinical Commissioning Group Communications Team: [buccg.communications@nhs.net](mailto:buccg.communications@nhs.net)



The Thriving in Bury brand has been developed by Bury partners to support the delivery of a borough wide mental health and wellbeing campaign, aimed at helping Bury people lead healthier, happier lives.

The brand can be applied by local partners to their services, activities and training courses that have the potential to support or improve the mental wellbeing of our community.

The brand can be used alongside an organisations / services own brand, to co-brand them, both online and offline.



# The Logo

The logo is a key part of the mental health campaign's identity.

## Logo colours

Different versions of the logo have been provided (see below), to enable the logo to be used with most colour processes.

The logo should ideally be used in colour, on a white background, however on occasions when this is not possible, two other logo variations are available to use; a black and a white logo.



# The Colours

These are the primary colours and must only be used at 100%.

Pantone 355 C  
CMYK: 99c 11m 100y 2k  
RGB: 0r 149g 59b  
HEX: #00953b

Pantone: 366 C  
CMYK: 31c 0m 67y 0k  
RGB: 182r 221g 122b  
HEX: #b6dd7a

These are the secondary colours and can be used when a wider colour palette is required. In some instances tints are a helpful addition to the secondary and accent colours. These should be used at 70%, 50% or 20%.

## Secondary colours

Pantone: 7689C  
CMYK: 78c 33m 7y 0k  
RGB: 36r 141g 193b  
HEX: #248dc1

70%

50%

20%

Pantone: 116 C  
CMYK: 0c 18m 100y 0k  
RGB: 255r 206g 0b  
HEX: #ffce00

70%

50%

20%

Pantone: 427 C  
CMYK: 18c 12m 12y 0k  
RGB: 208r 211g 212b  
HEX: #d0d3d4

70%

50%

20%

# The Fonts

Adobe Effra is the preferred font and should be used on printed materials where possible. Alternatively, Calibri is widely available on computers that use Microsoft Office programmes.

## **ADOBE EFFRA**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Calibri is widely available on computers that use Microsoft Office programmes and is therefore used as the primary font for all electronic documents including; email correspondence, internal documents, stationery and website etc.

## **CALIBRI**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# The Sizing

## Clear area

A clear area must be maintained around the logo. This area is indicated by 'x' in the diagram to the left and is equivalent to the height of the the lettering in the logo at the size it's being used.

Do not:

- change the proportion or typeface of the logo
- add graphic elements or wording

## Minimum size

The minimum size for the Thriving in Bury logo is 40mm wide.



## In correct use

Care should be taken not to modify the basic Thriving in Bury Logo.

Shown here are examples of variations of the logo that should be avoided.







For more information contact NHS Bury Clinical Commissioning Group Communications Team:

**[buccg.communications@nhs.net](mailto:buccg.communications@nhs.net)**