



LIVING
WELL

BRAND BOOK

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3 Logo

This is the logo of Living Well.

It should be used on items produced and associated with the organisation so providers and users to build brand recognition and confidence.

The logo should only be applied as described in these guidelines.



4 Logo rules

1. Do not rotate or skew.
2. Do not change the size of the logo parts.
3. Do not use over a background which makes the logo difficult to see.
4. Do not change the logo.
5. Do not change the layout of the logo.
6. Make sure the logo clear space is applied.



1.



2.



3.



4.



5.



6.



5 Colourways

The colour logo should be used whenever possible. For some applications the mono or reversed logo can be used.

When using the mono or reversed logo please make sure there is enough contrast between the logo and the background.

Please use the brand colours whenever possible.



Colour



Mono



Reversed



6 Sizing

The logo generally takes its size as a proportion of the document it is used on. It also has a minimum size for legibility.

Minimum **25mm** high

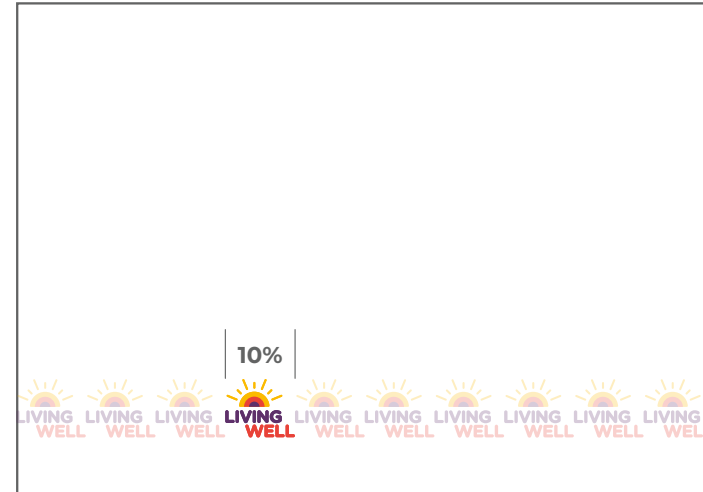
or

10% of landscape document width

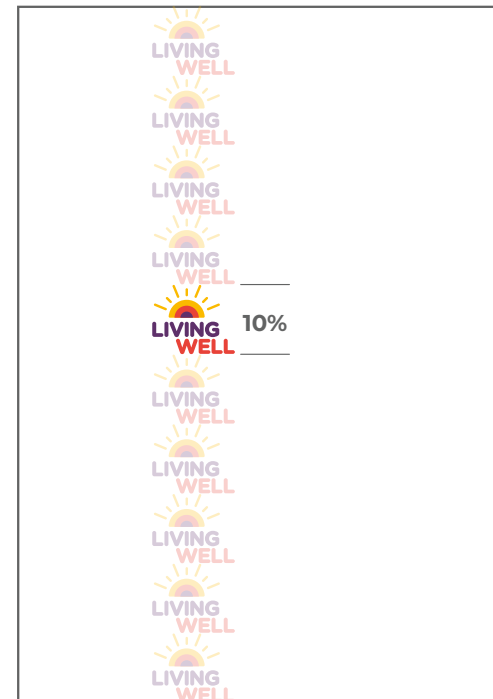
or

10% of portrait document height

whichever is the greater.



Landscape



Portrait

7 Clear Space

The logo should have a clear space the same at the 'G' in LIVING around each side of the logo.

The size of the clear space scales with the size of the logo and is not fixed at a specific size.

If using a coloured background the background should fill the dotted rectangle around the logo.



8 Co-branding

Co-branding with partners and providers will play a part in the success of Living Well. It is important we do this consistently for everyone to benefit.

Co-branding with a logo should follow the same clear space guidelines using the 'G' to set the correct space.

Partner logos sit alongside our logo with a vertical line to lock the two in place. Multiple partners lock in using additional lines.

Mono and reversed logos can be used for either or both. Please stick to our brand colours as much as possible and make sure there is enough contrast with the background.



9

We use a modifier line of text to help distinguish specific parts of LIVING WELL.

The modifier line is set has one third the height of 'G' used for clear space and is a quarter of the 'G' height below the logo and set in Montserrat Extra Bold using all capitals.

The left hand edge of the modifier aligns with a the centre line of the vertical stroke in the 'L'.

Modifiers should not extend beyond the last L in WELL and should wrap onto a new line underneath.

The 'G' clear space should be applied underneath the modifier line when used.



10 Modifiers

Examples



11 Colours

We have developed a colour palette for our brand. The colours should be used in preference to others to maintain the brand and build awareness.

When they are used, please make sure there is enough contrast between foreground and background colours for legibility.

If in doubt about a piece of artwork, please contact us and we will help.
email brand@livingwell.co.uk



YELLOW

Pantone: 130

Process: C0 M30 Y100 K0

RGB: R251 G186 B0

Web: #FBBAA0



PURPLE

Pantone: 2623

Process: C65 M86 Y10 K30

RGB: R93 G48 B105

Web: #5E306A



RED

Pantone: Warm Red

Process: C0 M85 Y77 K0

RGB: R232 G65 B56

Web: #E84138



GREY

Pantone: tbc

Process: C0 M0 Y0 K60

RGB: R95 G92 B89

Web: #5F5C59



BLACK

Pantone: tbc

Process: C0 M0 Y0 K90

RGB: R40 G40 B40

Web: #333333

12 Contrast

It's important to have a good level of contrast when using the colours so our messages are easy to see and understand.

This is especially important online so we conform to the **Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018**.
<https://rb.gy/h19gkf>

Use colour combinations with enough contrast to stand out and be clear.

If in doubt about a piece of artwork, please contact us and we will help.
email brand@livingwell.co.uk



13 Typography

Our typeface is Montserrat.

This can be downloaded under a free licence from Google Fonts

fonts.google.com/specimen/Montserrat



Extra light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,/;'#[]-="£\$%^&*(){}:~@<>?

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,/;'#[]-="£\$%^&*(){}:~@<>?

Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,/;'#[]-="£\$%^&*(){}:~@<>?

Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,/;'#[]-="£\$%^&*(){}:~@<>?

Type should be set in the following ways:

Headlines

Montserrat Extra Bold

Subheadings

Montserrat Semi Bold

Bodycopy

Montserrat Regular

Captions and notes

Montserrat Extra Light

To highlight text you can use the next heavier face in the list. So a passage of body copy using the Regular weight could be **highlighted using the Semi Bold** weight.

14 Strapline

Connecting: People - Places - Resources

Living Well in Warrington

Living Well in Warrington

Connecting: People - Places - Resources

Connecting people, places and
resources to support people to
live well in Warrington.

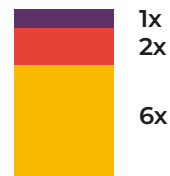
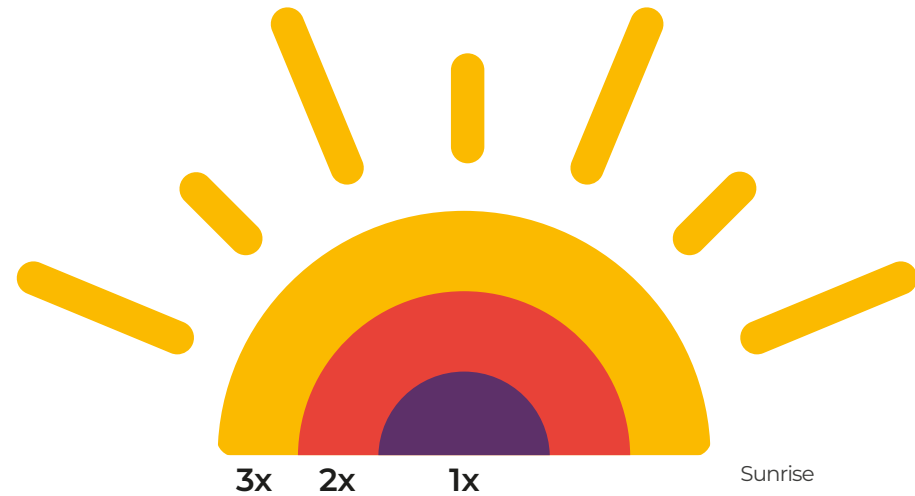


15 Graphical Elements

We have a range of graphics for use in supporting the communications and Living Well brand.

The should be used sparingly to highlight and accentuate the design.

Please use them in the ratios supplied and scale in proportion as needed.



Bars



Swoosh
with and without gradient

If you need a specific item or file format, please contact us.
email brand@livingwell.co.uk



Talking Point Speech Bubble



16 Photography

When using photography there are a few key things to consider:

Capture or show real-life moments and real people. (Nothing contrived)

Showcase the diversity and inclusivity of the borough

Make sure any commissioned work has the necessary model releases and permissions (we may not be able to use the photos without them)

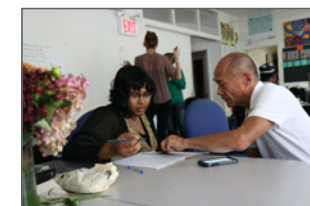
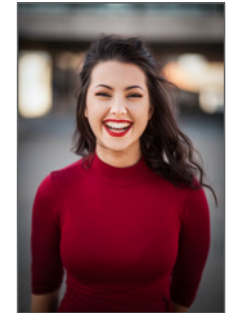
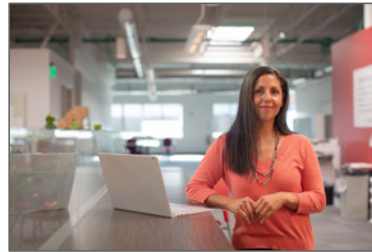
Use imagery that is clear and sharp, nothing fuzzy or blurred

Images should be scaled in proportion and not stretched



17 Photography

Further samples



18 Photography

Further samples



19 Templates

There are a range of templates available to making it easy to communicate Living Well activity and support the brand identity.

Templates available:

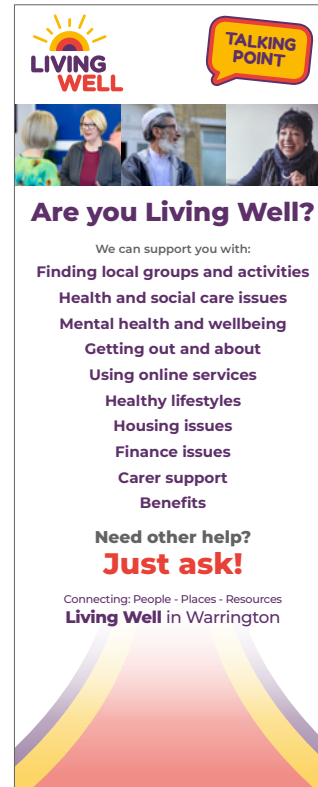
Word Doc

Powerpoint Slides

Pull Up Banner

Social Media Panel

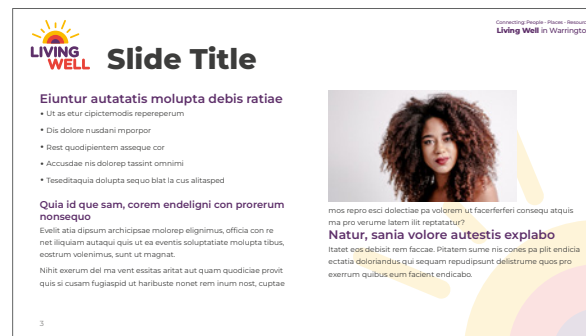
If you need a specific item or file format, please contact us.
email brand@livingwell.co.uk



Pull Up Banner



Word Document



Powerpoint



Social Media Panel



Brand Book Version 1.0

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