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Welcome to the brand guidelines for the Pan-London Immunisation Campaign. This guide provides general information on how to use the campaign's visual identity, and assets should be created when used locally to ensure consistency and effectiveness across all materials and platforms.

'Why we get vaccinated' campaign guidelines



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The logos can be used in two variations.

1. Coloured on white backgrounds, like the logos above.
2. White on the blue background as see below.



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The UKHSA logo should always be top left with the NHS logo top right. When creating local assets, please add your logo in the centre of the UKHSA and NHS logos as seen below.



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LOGOS



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Your artwork should look like the one below



If you have an alternative image, you can use this, but it must follow the guidance on the next page. Please make sure to change the name to reflect your local image.

LOGOS example



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The campaign has two primary colours.

NHS blue seen below. Our original blue has been updated to this version based on feedback from the community.

Yellow is our other colour. This provides good contrast and flexibility when using people with varied skin colours.

campaign colours below are

HEX #225fac

CMYK: 99/50/0/0

RGB: 0/94/184

We use black on yellow for subtitles

HEX #ffc30d

CMYK: 0/23/95/0

RGB: 255/195/13

COLOURS



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The campaign font is **puffin display** which has several weights which can be used

abcdefghijklmnopqrstuvwxy - 123456789 - ?!@£&
REGULAR

abcdefghijklmnopqrstuvwxy - 123456789 - ?!@£&
MEDIUM

abcdefghijklmnopqrstuvwxy - 123456789 - ?!@£&
SEMI BOLD

abcdefghijklmnopqrstuvwxy - 123456789 - ?!@£&
BOLD

Puffin font is available from Adobe Fonts. If you have a Adobe application, you should be able to access the font.

COLOURS



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All images must be cut out and have a shadow applied to them. Make sure to lighten the shadow to about 20-25%. Our campaign uses real people from communities. Please ensure the images you use, follow the same principle.



Photoshop and Canva have background removal tools. Be careful with people who have curly or frizzy hair. These can sometimes cause problems. Photoshop definitely has superior tools.

If you are creating print assets, please remember you need to have an image with 300dpi resolution. Do not use a web image, as this will not print well.

IMAGES



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Our artwork design is fairly easy to follow. Below you will see the main headlines we use. We also use one further headline about children. Please do not change these. Where possible please use the messages we have provided. these have been tested. You can however change the image and name and add your logo.

The headline uses puffin bold

Answer uses regular for the text and bold for the speech marks

NOTE: Speechmarks are generally 30% bigger than the normal text.



Speechmarks and text will be bigger or smaller depending on the length of your copy

Print items will usually contain a QR code. You can find these on the master messaging sheet



ARTWORK



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On the master messaging spreadsheet, we have numbered each message from 1-23. Messages have also been split into four different themes. The file naming is set out in the following way:

WWGV = Why we get vaccinated - campaign name

SC, VNN, RG or KG = Themes - Safety concerns, Vaccines not needed, Religious concerns and Key groups.

M1-23 = Message types

WWVG-SC-M4-Poster

See examples below



WWVG-KG-M15-A4 Poster



WWVG-SC-M4-A4 Poster

FILE NAME PROTOCOL



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Below are the template links for CANVA. There is one link for each file format. This means all message types are included in this one link file. They are chronological in terms of messages and can be cross referenced against the master messaging matrix spreadsheet.

Facebook Adverts 1200 x 628



WWVG-KC-M18-Facebook Advert

Instagram Adverts 4:5



WWVG-MV-M10-instagram advert

A4 posters

A3 Posters



WWVG-SC-M4-A4 Poster

CANVA template links



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Why do I get vaccinated?

To find out more contact your
local GP practice or visit
www.nhs.uk/vaccinations