Better Health

Let's do this

Brandbook v1

Brand architecture & fundamentals

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Better Health Let's do this

Better Health every mind matters

Fundamentals

What is Better Health?

Better Health exists to motivate and enable the nation to enjoy better health. It is an ally for all of us, encouraging and supporting us to take steps to improve our physical and mental health.

The Better Health brand is from the Office for Health Improvement & Disparities (OHID), part of the Department of Health and Social Care (DHSC).

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Overall narrative

Keeping our bodies and our minds healthy allows us to enjoy life.

Better Health is here to help us make positive changes for our health - whether you want to lose weight and get active, boost your mood, quit smoking, or keep your family healthy – Better Health has something to help everyone.

We understand that sometimes things can get in the way but with Better Health, being healthy doesn't have to be a chore and it can be rewarding.

Better Health has loads of free ideas and support from the NHS to help us start feeling better and healthier today.

Healthy changes start with simple steps, so let's take the first one together today!

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Core principles

Keep it positive

This is a brand driven by optimism. Even in more challenging areas, be sure to provide hope. There's always a way to Better Health.

Celebrate progress

Look for the little wins. Focus on the simple steps towards the right outcomes.

Keep people headed in the right direction by setting and celebrating achievements.

Bring Better Health within reach.

Think practical

Any change is made easier when you know how to go about it.

Help people get started and keep going.

Lay the path to Better Health by being action orientated offering useful tips and tools.

Do it with personality

Communicate with energy and enthusiasm.

Show real people on their own path to, and enjoying, Better Health.

Hero diversity and individuality.

Make it personal

To encourage our audience to take action, we must first show we get them.

Lead with insight, recognise difference and be inclusive.

Better Health is rooted in real life.

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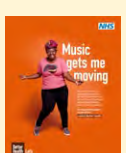
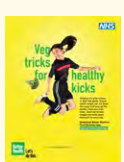
Architecture

Core brand	Better Health								
Health category	Physical Health					Mental Health			
Qualifying line	Better Health Let's do this					Better Health every mind matters			
Behaviours	Adult Obesity	Childhood Health	Early Years*	Smoking	Drinking*	Adult Mental Health	Children and Young People Mental Health*	Talking Therapies	Loneliness
Key visuals									
Products and sub brands	Website / NHS Weight Loss Plan / NHS Couch to 5K / NHS Active 10	Website / Food scanner app / 10MSU	Website	Website / NHS Quit Smoking app / Stoptober	Website	Website / Mind plan	Website	Website / TBC	Website

The Better Health brand covers a diverse ecosystem of health behaviours. The brand's architectural principals are as follows:

- The core brand is Better Health, which should cover all behaviours, unless there is a specific reason for entirely unbranded assets.
- Physical Health and Mental Health are the key differentiators in terms of the overall structure. Physical Health uses the qualifying line 'Let's do this' and Mental Health uses the qualifying line 'every mind matters'
- Underneath 'Let's do this' and 'every mind matters' we have a range of behaviours which have their own nuance, but all should be contributing to the overall brand.
- The individual behaviours also have specific products which sit within them. These are not unique brands in their own right, but products to support Better Health as the overall brand.

*Note, in some instances for these behaviours we use 'Better Health' without a qualifying line, or use unbranded solutions due to the sensitivity of the specific message. For guidance see the individual behaviour sub-section.

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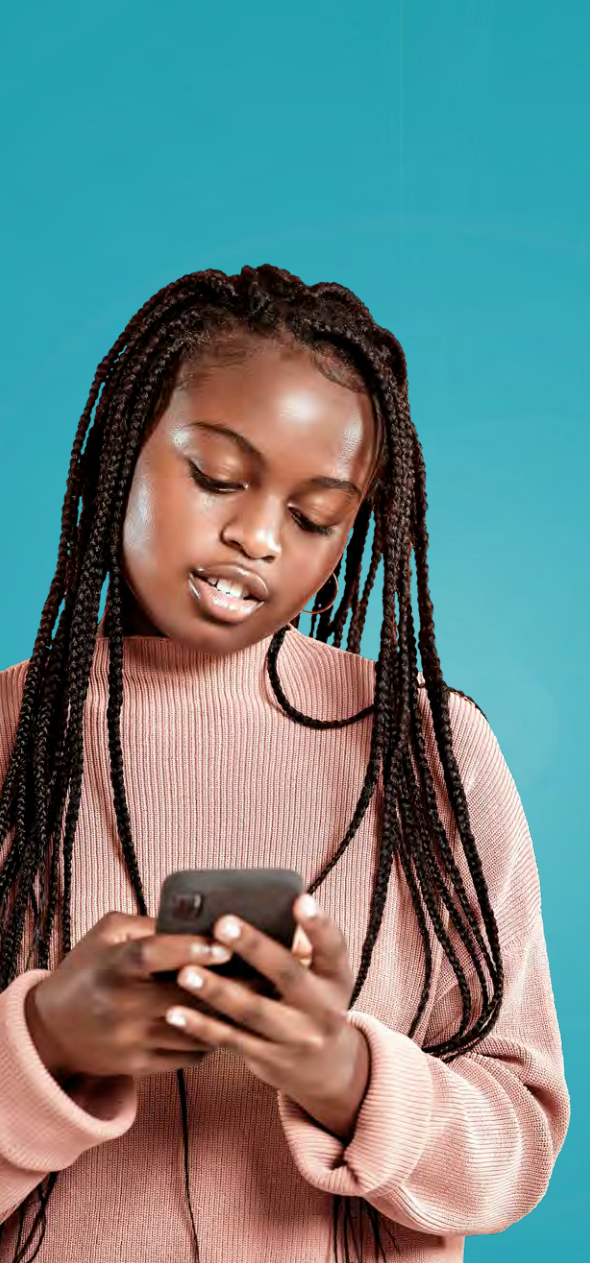

Principles for new products and behaviours

When new products and behaviours join the Better Health family, there are a few principles in place to make sure they work as best they can.

1. Depending on whether the product or behaviour is related to physical health or mental health, it will either adopt the LDT or EMM signifier
2. If it is identified that neither LDT or EMM signifiers are appropriate, for instance if there is sensitivity around the behaviour, then the Better Health logo can be used without a qualifying line. Where possible, the decision not to have a qualifying line should be supported by research findings.
3. A unique colour palette will be assigned to the behaviour, using one of the colours from the Master Brand palette as the leading colour for the behaviour.
4. Harms messages play a nuanced but important role for Better Health. New behaviours should undergo testing to understand the role of harms messages for that audience.

M&C Saatchi should be consulted when new behaviours are joining the Better Health family, to ensure consistency and brand safeguarding.

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Logo

Physical and mental health

Better Health has a bold, typographic logo that is designed to stand out in any environment. It consists of the 'Better Health' box and is typically accompanied by a signifier.

The following logo usage guidelines are applicable to all versions of the 'Better Health' logo. There are two core signifiers which go with the Better Health brand: 'Let's do this' for physical health, and 'every mind matters' for mental health.

Positioning

We have developed a flexible design system which allows the logo to be placed in a variety of positions. Within this system there are two key ways of using the logo:

As a brand mark

The logo can be used in a traditional way as the brand mark. In this scenario the logo is placed in any free corner of the design.

As a headline

'Better Health' can be used as a leading brand message, in this scenario the logo should be positioned to interact with the image as the key message of the communication.

For full details go to the 'Design system' section starting on page X.

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Variations

There are a number of logo variations within the 'Better Health' brand for use across any application, as detailed below.

Master
There are two master versions of the 'Better Health' logo, featuring 'Let's do this' and 'every mind matters'; the former for physical health and the latter for mental health. The signifier is featured in both black and white. These two masters have been created with slight show-through, allowing the 'Better Health' box to pick up the background colour it is placed over.

Version for yellow
There is a specific 'For Yellow' version of the logo, designed to enhance its appearance when placed on a yellow background. This yellow variant is also available with signifier in either black or white.

Mono
All versions of the Better Health logo are available in black or white mono versions for use on black or white backgrounds. These logo versions are only for Partner brand materials and should never feature on 'Better Health' brand communications.

Note: To ensure consistency across all designs the correct logo must be used for the behaviour and background it sits on. Please refer to the appropriate behaviours section for more detail.

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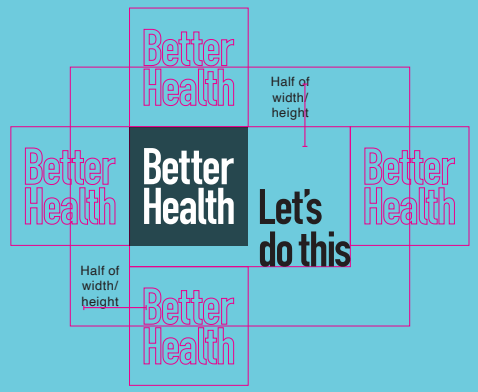

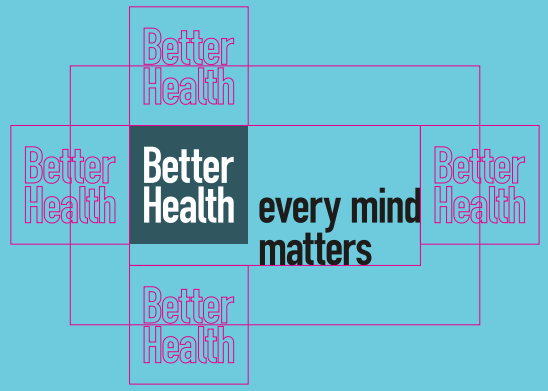

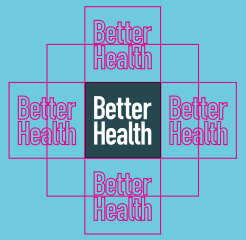

Logo clear space

All versions of the 'Better Health' logo have a clear space all around equal to half the width/height of the 'Better Health' box. This ensures standout across all media. The logo must be at least this distance from the artwork edge and no text may enter this clear space, however imagery may encroach this area as long as it does not hinder legibility.

Logo minimum size

To ensure legibility across all media, all versions of the 'Better Health' logo have a minimum size based on the 'Better Health' logo box. The box must be at least 10mm or 50px in width/height.

Note: The above rules apply to all Better health logos, including all behaviour variations.

Minimum width 10mm/ 50px

Minimum width 10mm/ 50px

Minimum width 10mm/ 50px

Minimum width 10mm/ 50px

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Don't skew the logo

Don't rotate the logo

Don't use the yellow versions on any other colour background

Don't allow legibility to be compromised through poor colour combinations

Don't use the mono versions on a colour background

Don't apply effects to the logo

Don't create new logo versions or try to recreate the logo

Don't create new logo colours

Don't rearrange the logo

Logo don'ts

To ensure consistency across all communications the 'Better Health' logo should never be changed or manipulated in any way. This pages shows some examples of things that should never be done with the 'Better Health' logo.

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ABCDEFGHIJKL
MNOPQRSTUVWXYZ

abcdefghijkl
mnopqrstuvwxyz

Din Condensed Regular

Typography

Typography is a key element of the ‘Better Health’ branding.
It is always used in a bold, playful and striking way.

Headline typeface

Din Condensed Regular is the headline typeface for ‘Better Health’. Its unusual mix of heritage and modernity make it both strong and authoritative. Din Condensed’s geometric shapes create tight blocks of text allowing for playful setting while retaining high legibility.

Headlines are always set in sentence case, with as little punctuation as possible. Where punctuation is necessary, such as a comma in the middle of a sentence, full punctuation should then be used for the remainder of the sentence/design.

Din Condensed Regular can be activated for free through Adobe fonts here.

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ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz

Helvetica Neue Bold

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijkl
mnopqrstuvwxyz

Helvetica Neue Regular

Bodycopy and CTA typeface

Helvetica Neue is the bodycopy and CTA typeface for 'Better Health'. It is highly legible and functional, making it the perfect choice for informational messaging and attention grabbing CTAs. Regular is used for bodycopy and Bold is used for the CTA.

Helvetica Neue Regular and Bold can be purchased from here.

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Typesetting

As typography is the backbone of our design system we have clear typesetting rules, detailed below:

Headline

Font . . . . . Din Condensed Regular
Sizing . . . . . As appropriate, see page XX
Leading. . . . . 90% of point size
Kerning . . . . . Optical
Tracking . . . . . -20
Alignment . . . . . Left or Right
Colour. . . . . White or Black

Bodycopy

Font . . . . . Helvetica Neue Regular
Sizing . . . . . As appropriate, using templates as a guide
Leading. . . . . Auto
Kerning . . . . . Optical
Tracking 10
Alignment . . . . . Left or Right
Colour. . . . . White or Black

CTA

Font . . . . . Helvetica Neue Bold
Sizing . . . . . The same as bodycopy
Leading. . . . . Auto
Kerning . . . . . Optical
Tracking 10
Alignment . . . . . The same as bodycopy
Colour. . . . . The same as bodycopy

CTA Box

When using our block colour backgrounds, the URL is always white over a box the same colour as the box of the 'Better Health' logo. For contextual or full bleed images, the URL or CTA can sit directly on the image. The CTA box has an internal spacing equal to 1/3 of the CTA point size. This box then aligns off the base of the CTA a distance equal to it's height.

Colour

White is the preferred colour for text, however black can be used when this improves legibility. Check individual behaviour sections for guidance on colour palette. It is also possible to have a white headline and black bodycopy/CTA when appropriate, however the bodycopy and CTA must always be the same colour.

Note: The 'Childhood Health' sub-brand uses its colour palette for headlines, and the CTA box, please refer to the 'Childhood Health' section for more information.

See the design system section on pages XX-XX for further detail on using typography in 'Better Health' designs.

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Online:
The Better Health box must be at least equal to the height of the NHS logo

Print and OOH:
The Better Health box must be at least equal to twice the height of the NHS logo.

Primary NHS logo
Where possible use the primary colour version of the logo.

Secondary NHS logo
On the below colours use the secondary logo.

Navy Blue	Magenta	Deep Teal

Relationship with NHS

'Better Health' is inherently linked to the NHS. By joining the two brands, we attribute the NHS' wealth of knowledge and public trust to the accessible and friendly messaging of 'Better Health'.

All 'Better Health' communications must carry the NHS logo – except for commercial Partner co-branded assets. Please see page X for more guidance on how Partners can use logos.

When using the NHS logo it should be sized and positioned on your design in accordance with the NHS guidelines found here.

The standard size of the 'Better Health' logo is based on the size of the NHS logo, as detailed to the left. This ensures that both brands have the right amount of standout on every communication.

The size relationship detailed on the left is a standard size, where appropriate you may wish to have a larger 'Better Health' logo. There are times when the 'Better Health' logo is used in place of a headline, in these instances it should be considerably larger than these standard sizes and positioned like a headline, as detailed on the following pages.

Note: When sizing the 'Better Health' logo ensure you adhere to the minimum sizes, as detailed on page X.

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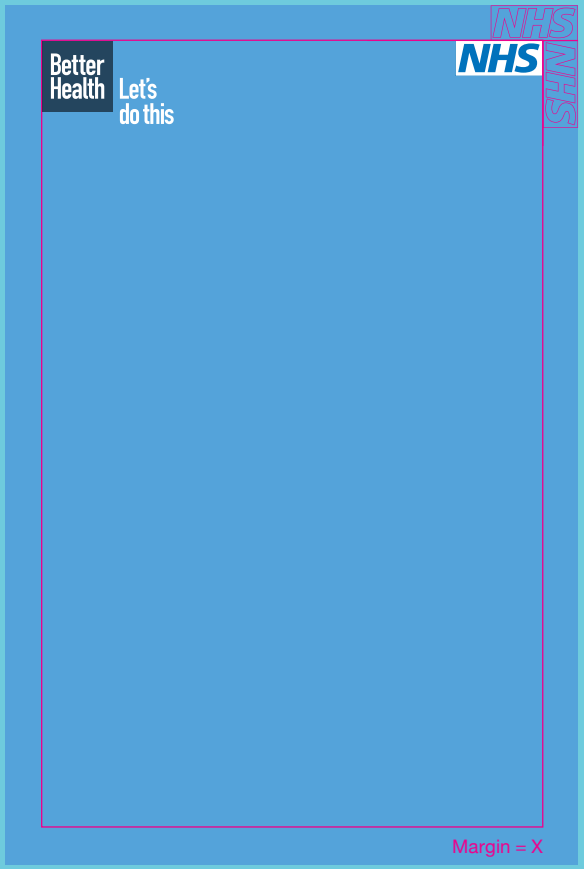

Design system

We have created a dynamic and flexible design system which allows you to create bespoke and individual layouts while still feeling inherently part of the 'Better Health' brand world. This system centres around the imagery of real people combined with strong, bold typography.

The following pages set out a simple 4 step guide to creating a new layout in our design system, which is used across all of the 'Better Health' behaviours.

Step 1: Place the NHS logo as detailed on the previous page (Relationship with NHS). On print communications this will always be top right, and for digital it will be top left.

The height of the NHS logo becomes the guiding dimension which the rest of the artwork is built upon. We will refer to this as 'X'. 'X' defines the size of the margin around the artwork.

Step 2: Place the 'Better Health logo. The size of the 'Better Health' logo is dictated by the size of the NHS logo as detailed on the previous page (Relationship with NHS). The logo can be placed in any of the empty corners of the design and should be positioned flush to the margin.

If using the logo in place of a headline you should position it using the headline placement guide on the following page.

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Step 3: The image can be positioned however works best for the artwork. You may wish to crop the person, have them centred in the space, or any other layout you find most appropriate. The background colour of the image must always be full bleed.

Once you have placed the image you should construct the headline. The image and headline always interact in a playful manner, with elements of the headline going above and below the image, creating a single visual unit. White is the preferred colour for headlines, although black should be used where necessarily for legibility on certain colours/ images. The headline should be sized to be sympathetic to the image, large enough to be the images equal partner, but not overpowering.

The headline should be placed in a way that appears free and playful, yet retains enough structure to ensure tidy, legible and clear messaging. Type is never set on an angle.

Note: Some of the colours in the 'Better Health' palette work best with the reversed out NHS logo, as shown in the example.

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Step 4: After positioning your image, you will need to consider the best placement for the bodycopy and CTA. These two elements always sit together as a single unit with a space equal to the height of the URL box between them. The bodycopy and CTA should sit in a space that is comfortable and clear, following the natural flow of the communication.

The bodycopy and CTA must be all white or all black and do not have to match the colour of the headline, although the URL is always white. The bodycopy and CTA must have the same alignment (left or right). For further details on setting the bodycopy and CTA see the 'Typesetting' section on page XX.

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Visual elements

Imagery and visuals are essential to the Better Health brand to make sure our content is always engaging for our audiences. There are a few types of visuals we can use for different circumstances based on the type of communications we are working with.

Photography of people

Commissioning
Where possible, we recommend commissioning photography shoots to ensure imagery of people is the most tailored it can be for the target audience and campaign message. This can either be in a studio setting when we are using our block colour style, or on location when we are shooting contextual images.

Commissioned people-led photography shoots should:

- Feature real ‘people like me’
- Have a positive and optimistic visual language
- Encourage positive action
- Include a gentle halo effect on block colour images to add extra texture. This applies to both people and objects. To apply this effect, we look for natural light spots for photography and apply a gradient of 20-30% of white on flat brand colour.

For direction of the specific nuances of a behaviour-led shoot, please visit the ‘Imagery & Photography’ section of the relevant behaviour chapter.

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Stock
If commissioned photography is not available, we can use stock imagery. Stock imagery is widely available to purchase from sites such as Getty.

When choosing stock imagery to use, we recommend referencing our commission photography as a guidance to look for the same overall qualities. We can then cut out the images of people and place them on a flat brand colour background. If able to, we should add a gentle halo effect as per the commisioned photography guidance.

The following page shows some examples of stock photography used in the ‘Better Health’ style.

For Partners using stock, please see page X for guidance.

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Stock examples

Used in a ‘Better Health’ style.

Original Stock shots

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Photography of objects

Commissioning

When photography of people may not be appropriate, we also have an object-led photography style that can be used.

Here we use our cut-out, pop-like style as inspiration. Because of this bright, joyful style don't use this approach to imagery when working with Mental Health behaviour.

Commissioned object-led photography should:

- Have an element of energy about them, where possible. This can be the way the item is falling in the shot, showing dynamism, or by composing it above a shadow on our colour background.
- The image should feel playful and bright.
- The object should be shot on flat brand colour backgrounds.
- Include a gentle halo effect on block colour images to add extra texture. This applies to both people and objects. To apply this effect, we look for natural light spots for photography and apply a gradient of 20-30% of white on flat brand colour.

Stock

If commissioned photography is not available, we can use stock imagery. Stock imagery is widely available to purchase from sites such as Getty.

When choosing stock imagery to use, we recommend referencing our commissioned photography as a guidance to look for the same overall qualities as outlined above. If objects are not shot on block colour backgrounds, we can cutout the images and place them on a flat brand colour background. If able to, we should add a gentle halo effect and shadow to create some movement to the images, as per the commisioned photography guidance.

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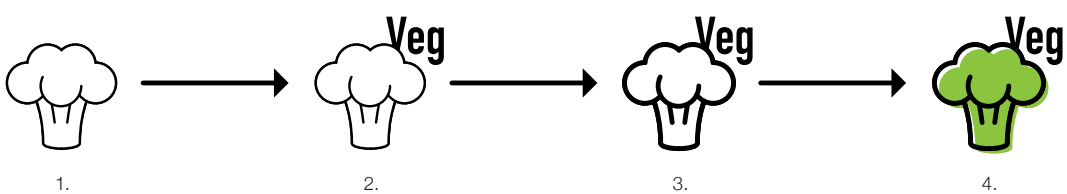
Icons and illustrations

Sometimes the best way to visually communicate with our audience is through icons and illustrations. This could be in information-led communications, digital spaces (i.e., websites, apps, infographics) or to punctuate longer form sections of copy.

Icons

Better Health's iconography uses Getty contributor 'Bounward' as a base so that we can ensure efficient and consistent design. Thousands of relevant icons have already been created in this style, instantly available at a relatively low cost.

However, we want a unique 'Better Health' look and feel. With a few simple steps we can apply our own-able style to 'Bounward' stock iconography, this is achieved by adding text and colour to icons in our unique 'Better Health' style as shown below, with further detail on the next page.



1. Select an icon
2. Add 'Better Health' typography. Our font (Din condensed) locks up to the icon to mimick the way headlines work in the photography style, as detailed in the 'Design system' section on page X.
3. Increase the weight of the stroke to visually match the weight of the typography.
4. Add colour. This can be achieved in a number of ways as shown on the page X.

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Sourcing icons

When creating a new icon, you can search within Bounwards extensive library here.
When searching you should only use icons with a black keyline design. Any icons which use solid black areas or colour should be ignored.

Text

Where possible, we use our interacting typographic style between text and icon/illustration. However, there are occasions when the icon and text should be decoupled to ensure legibility.

We recommend that when designing an icon to appear below 50px/10mm in either height or width the typography is decoupled. There will be occasion when you may wish to have an icon saved with and without interacting typograhy to be used across a range of sizes.

Master icon with interacting typography, for use in most settings.

Small space icon with decoupled typography for use below 50px/10mm in either height or width.

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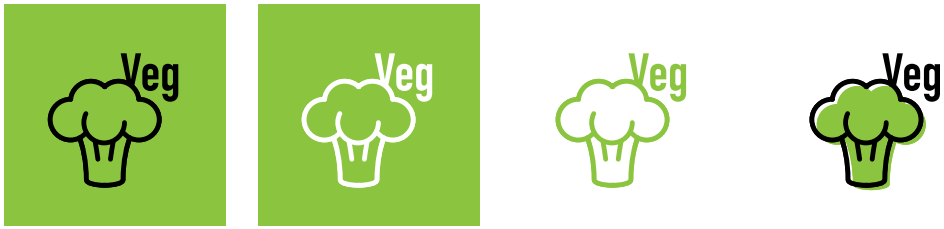
Colour

Whenever we use icons, they must incorporate elements of colour to ensure a link to the Better Health brand. There are 4 ways we can apply colour to our iconography as detailed below.



1. 2. 3. 4.

1. Colour background with black icon.
2. Colour background with white icon. Note this option may not be suitable for some online applications for accessibility reasons.
3. Colour icon. Note this option may not be suitable for some online applications for accessibility reasons.
4. Black icon with offset colour background. When creating this style of icon the colour background should be offset right and down by a space equal to the keyline width of the icon.

When using colour, you must only use colours from the 'Better Health' behaviour you are designing for, using the accessible colour palette where needed. Each icon must only use one colour, accompanied by either black or white as appropriate.

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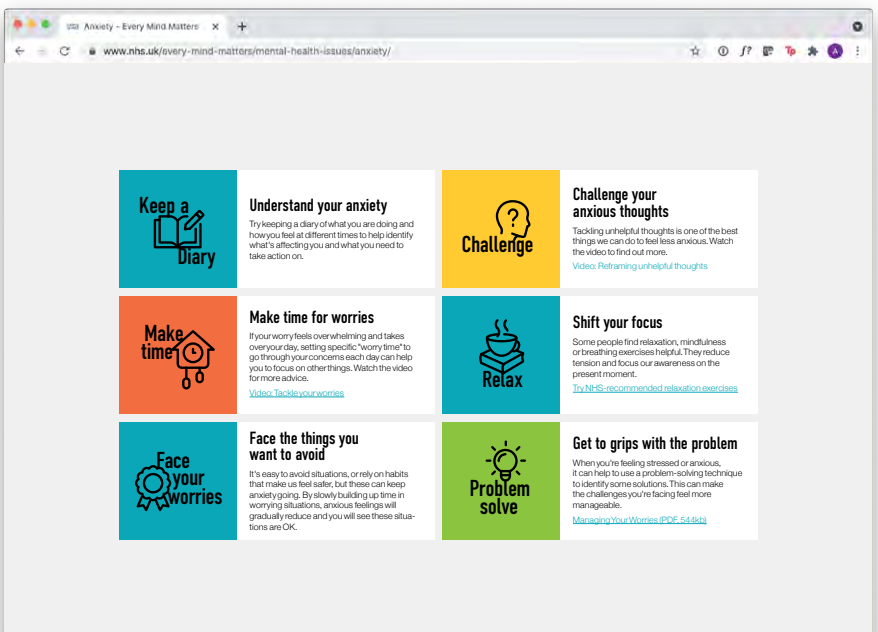
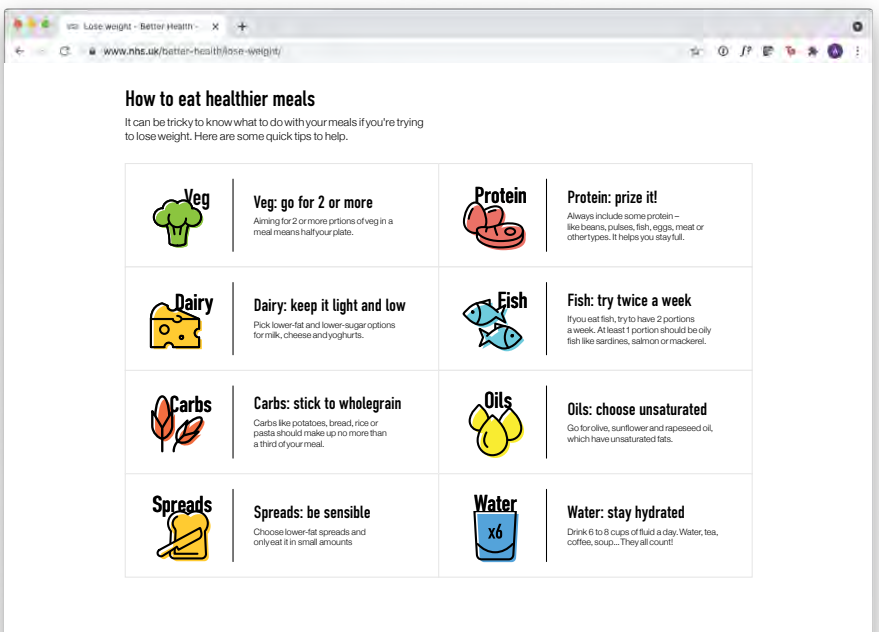
Icon examples





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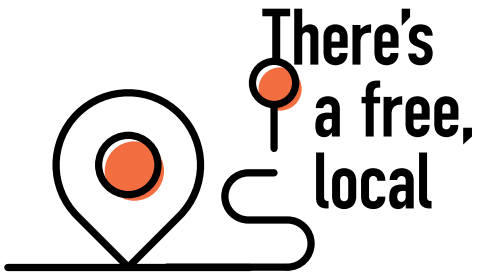
Illustrations
In spaces which allow us to tell more of a story with our icon style, we can use our animated illustration style. This style is achieved by combing multiple icons together into a short narrative, which are then brought to life using simple line animations and bouncy transitions as storyboarded below and seen here.



Frame 1

Frame 2

Frame 3

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Accessibility

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Overview

Our accessibility guidelines allow our products and information to work for everyone.

In digital environments we meet AA level compliance as a minimum, but across all our materials we make our content and design clear and simple enough so that as many people as possible can use it.

Depending on the channel we are using we have a set of principles and requirements that we always adhere to.

Accessibility must be considered throughout all creative processes and product creation, and should work seamlessly with the assets.

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Channel specific

The following pages detail channel specific guides to ensure accessibility standards are met across all digital formats. Please refer to the appropriate section for the media you are working within.

Gif and video files

Audio and visual description

- All videos must include both audio VO and caption descriptions within the MP4 or MOV file. TV, VOD and GIFs are exempt from burnt in captions.
- Audio VO is a voice over/narration (pre-recorded, which does not rely on visual content).

Flashing content

All content must avoid flickering, blinking, unnecessary moving images or text that could cause a seizure, including:

- Anything that flashes more than three times in any one second period.
- Anything where the flash is below the general flash and red flash thresholds, as detailed here.

Colour and Shape

- Avoid using colour or shape alone to convey meaning.

Subtitles

- When adding subtitles, we use Black Helvetica Neue Medium, pt. 43.

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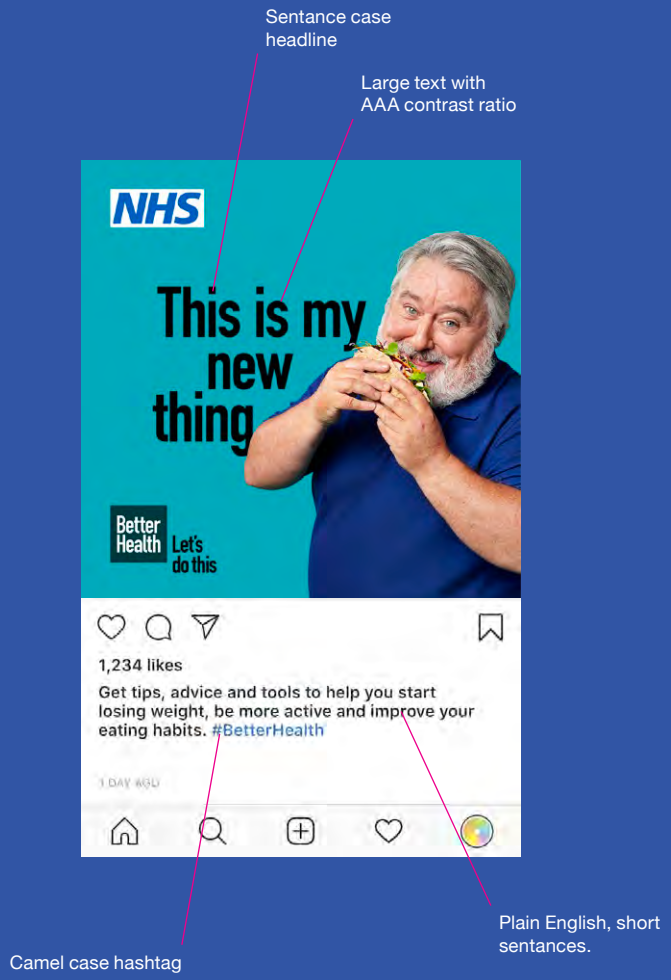

Social copy and text

Social copy accompanying post

- All social copy should be in plain English, using familiar words and short sentences.
  - Some of our audiences will have English as a second language, so idioms and colloquial language should be avoided.
- Please refer to this words to avoid list.
- If using #Hashtags, use CamelCase
- Avoid using emojis as these are not compatible with text-to-speech software.

Text within post

- Text must be large and easy to read, with a minimum size of 12pt.
- Where possible, text and background colour should achieve AAA contrast. This can be checked here. Please refer to the digital guidelines which starts on page XX for more information on how to achieve this contrast ration.
- Always use sentence case rather than ALL CAPS for longer text.

Image and graphics

- Avoid using colour or shape alone to convey meaning.

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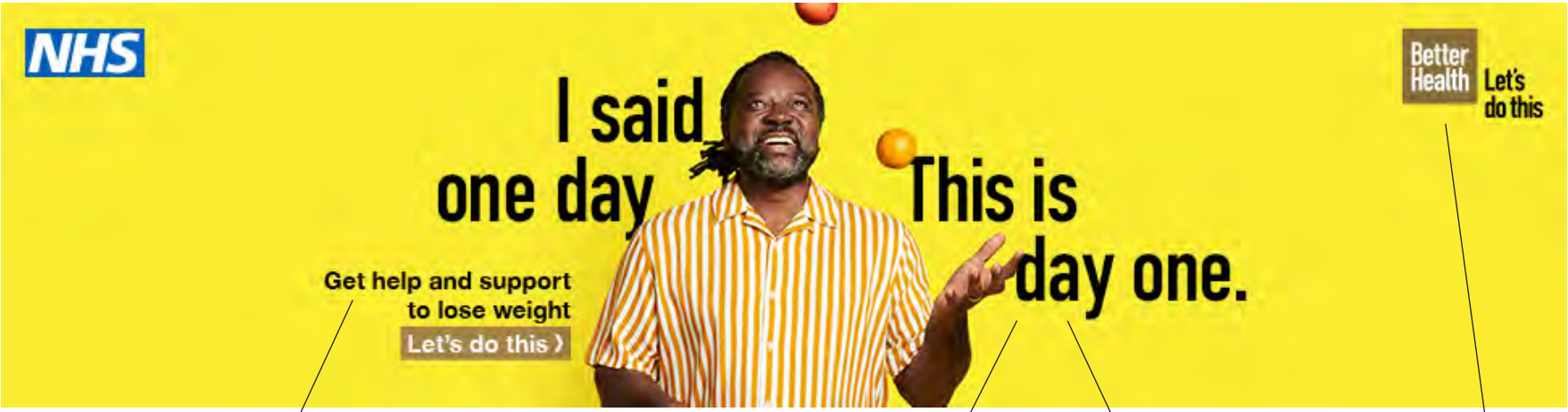
Web banners

- Text must be large and easy to read, with a minimum size of 12pt.
- Text and background colour should have a good contrast ratio, with high legibility.
- Always use sentence case rather than ALL CAPS for longer text.
- Avoid using colour or shape alone to convey meaning.
- Logo colour should be chosen to give the strongest contrast with the background, see page XX for examples
- All content must avoid flickering, blinking, unnecessary moving images or text that could cause a seizure, including:
  - Anything that flashes more than three times in any one second period.
  - Anything where the flash is below the general flash and red flash thresholds.

For more information on creating digital content, refer to the digital guidelines section of this document starting on page XX



All copy above 12pt

Sentance case headline

Large text with good contrast against background

Logo colour chosen for contrast and legibility

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Pre-Recorded Audio/Video

- Captions should be provided for all AV media unless there is a valid reason, e.g. type led creative.
- All AV forms of media should have burnt in subs, other than TVC when we provide closed captions.
- The main CTA should be included not just as a final text frame on the video, but also in the voice-over.
- Information should not be conveyed in a way that can only be understood by a single sense (i.e. visual only or audio only).
- Sign language or other accessibility requirements must be established as early as possible as to work seamlessly with the creative.

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Print

Whilst printed communications don't need to comply with Digital Accessibility standards, we want to ensure they are as accessible as possible and include:

- Text that is large and easy to read, with a minimum size of 12pt.
- A good contrast between text and background colour, with high legibility.
- Always use sentence case rather than ALL CAPS for longer text.
- Avoid using colour or shape alone to convey meaning.
- Logo colour should be chosen to give the strongest contrast with the background, see page XX for examples.

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Equality & Diversity

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Health inequalities are unfair and avoidable differences in health across the national population and between different groups within society.

Health inequalities arise because of the conditions in which we are born, grow, live, work and age. These conditions influence our opportunities for good health, and how we think, feel and act, and this shapes our mental health, physical health and wellbeing.

Health inequalities are affected by the four dimensions below and they often overlap. Examples of the characteristics of people/communities in each of these groups are below (this is not an exhaustive list):

- Protected characteristics: e.g. age, sex, race, sexual orientation, disability (physical or neuro)
- Socio-economic status and deprivation: e.g. unemployed, low income, people living in deprived areas (e.g. poor housing, poor education and/or unemployment).
- Vulnerable groups of society, or 'inclusion health' groups: e.g. vulnerable migrants; Gypsy, Roma and Traveller communities; rough sleepers and homeless people; and sex workers
- Geography: e.g. urban, rural.

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Better Health aims to address health inequalities which requires improving the lives of those with the worst health outcomes, fastest. To do so, we often focus on specific marginalised audience groups.

Better Health is a brand for everyone across the nation and should look and feel as such. We champion diversity. Our communications should feel representative and culturally relevant to all communities.

Casting can be campaign specific depending on the context of the comms. However, there are a few principles that can be applied across all casting briefs:

All visuals shown should be appropriate to the context of the comms and show attainable goals.

Location and audience should be considered as we know people respond best when they feel represented in communications.

We want to represent a diverse and inclusive range of people

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Narrative

We all want to keep our family healthy and happy.

But life can get in they way and there are only so many hours in the day!

Better Health is here to help with free tools such as apps and lots of fun ideas to make healthier choices easier: whether with easy recipes for busy weeknights, great healthier swaps for your weekly shop and Disney inspired games to get the kids moving.

Better Health Let's do this

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Guide Messaging

When we are talking to people about Childhood Obesity, we always want to be positive and empathetic, with a focus on offering easy and realistic solutions (rather than the problem). This is primarily achieved by how we deliver or messaging across communications.

Tone of Voice

- **Supportive –** our tone of voice reflects that change can be difficult but can be achieved and is worth doing. We want to offer practical and easy solutions, delivered in an optimistic and motivating tone.
- **Empathetic –** we are always on the side of our audience, and an empathetic and understanding tone of voice is key.
- **Helpful –** our audience want genuinely useful help and inspiration, so we should always be offering experienced voices "like me" which are delivered honestly.
- **Non–judgmental –** our messaging should never be judgemental, labelling, patronising or shaming. We should avoid overly simplistic content which might be read as condescending to our audience. Our messaging should never be judgemental around weight or stigmatising children. Avoid language such as "taking a first step", as this can be seen as judgemental, implying parents are not already doing enough.
- **Invitational –** our audience like to hear options and choices, messaging should be engaging and feel interesting rather than directorial.

Delivering Harms messaging

Whilst our Adult Obesity audience respond well to supportive and helpful messaging, light harms messaging can sometimes play an increasing motivation to engage with topic for parents if connected quickly to the solution and benefit of taking positive action.
To maintain a judgement-free space we need to be mindful of how we communicate harms:

- Lighter harms which are widely known can be used as a reminder of harms, but should always be followed quickly by easy solutions e.g. "Too much sugar can lead to all sorts of health problems, but you can make healthier choices with the Food Scanner app"
- New news harms can again be frames, so long as they are followed by quick and easy solutions e.g. "The foods we buy can contain more salt than we realise. For fun tips on making healthy meals exciting visit .co.uk"

Harms does not always need to be part of our messaging as there are other ways to motivate parents to engage in the topic, and we should continue to test what is the most motivating way in for parents to take action at each creative development stage to ensure we are finding the best way to achieve positive claimed action.

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Some example messaging for Childhood Obesity (nutrition and physical activity) communications can be found below:

Supportive

"Easier than you might think …"

"Simple idea …"

"And have some fun …"

Helpful

"simple tips …"

"for free ideas and support.."

"we're here…"

"We've got an easy way…"

Invitational

"lots of new ideas"

"fun and simple recipes"

"Better Health is here to…"

Empathetic

"We know…"

"Can be hard sometimes, but…"

"We all…"

Non-judgmental

Avoid language such as:

"taking the first step"

"get started now"

"did you know…"

We don't want parents feeling blamed or helpless to change

Always use "healthier" rather than "healthy"

Body copy example:

"We know kids love sugary things, but too much can lead to all sorts of health problems. With our new Food Scanner app, it's easy to find healthier swaps. Download it today for free at .co.uk"

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Banana

C0 M0 Y100 K0
R252 G238 B29
#fcee1d

Strawberry C0 M100 Y100 K0 R237 G28 B36 #ed1c24	**Kiwi** C80 M0 Y100 K0 R13 G177 B75 #0db14b	**Pomegranate** C0 M90 Y0 K0 R238 G61 B150 #ee3d96
Satsuma C0 M65 Y91 K0 R244 G121 B48 #f47930	**Blueberry** C90 M0 Y0 K0 R37 G176 B230 #25b0e6	**Grape** C55 M100 Y0 K0 R137 G40 B144 #892890

Colour palette

The Childhood Obesity 'Better Health' behaviour is bright, engaging and fun. It has it's own unique colour palette, informed by the old 'Change 4 Life' brand. This colour palette makes it instantly recognisable and engaging to it's younger audience.

'Banana' is the master colour, used as the background for all imagery. A secondary palette is then used for headlines, URL box, the 'Better Health' logo and anywhere else that requires a pop of colour.

Each of the secondary colours in the 'Childhood Obesity' palette also has a darker tone available for use in high-accessibility digital applications, where increased legibility is required.

Note: The Childhood Obesity 'Better Health' behaviour, never uses any of the colours in the 'Adult Obesity' palette.

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Childhood Obesity - accessible colour palette

This colour palette is for use only in digital content that needs to meet strict accessibility guidelines. When working in any media that does not have these requirements, please refer to the master 'Childhood obesity' palette.

Background	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d
Foreground	**Strawberry** R200 G0 B0 #c80000	**Kiwi** R0 G122 B57 #007a39	**Pomegranate** R199 G31 B106 #c71f6a	**Satsuma** R184 G64 B38 #b84026
Contrast ratio	**5.03:1**	**4.52:1**	**4.53:1**	**4.62:1**

Background	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d
Foreground	**Blueberry** R0 G109 B171 #006dab	**Grape** R137 G40 B144 #892890	**Black** R0 G0 B0 #000000	**Legacy Purple** R72 G42 B129 #482a81
Contrast ratio	**4.6:1**	**6.27:1**	**17.38:1**	**9.03:1**

Note: as all body copy and small text should appear in black for the 'Childhood Health' behaviour these colours are for use in large text (14pt/19px Din regular). Other than Banana and Grape, all colours shown here are adjusted to achieve AAA contrast ratio.

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Logo

To ensure 'Childhood Obesity' communications stand out from other 'Better Health' work and to increase engagement with our audience, there is a bespoke suite of logos in the 'Childhood Obesity' colour palette, as shown here.

Unlike other 'Better Health' communications, 'Childhood Obesity' work only ever uses these versions of the logo, and always matches the headline and URL box colour to the logo.

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Supporting logos

Childhood Health has supporting logos, which are used across the brand:

10 Minute Shake Up is a suite of games and activities for children to get them active in fun 10 minute bursts.

Good Choice is a mark used on both packaging and advertising comms to signpost a healthy food option for children.

The Food Scanner app is a product which helps parents make healthy swaps when doing their food shopping

All of these logos have simple usage rules as specified on the following page.

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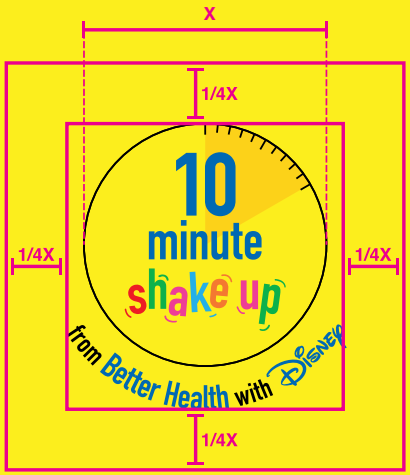

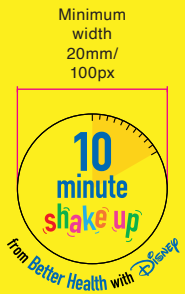

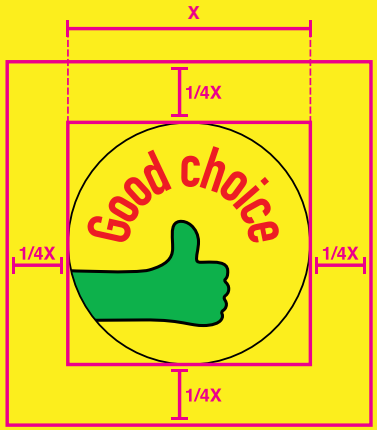

10 minute shake up – clear space

The 10 minute shake up logo has a clear space all around equal to quarter of the width/height of the circle (1/4X). This ensures standout across all media. The logo must be at least this distance from the artwork edge and no text may enter this clear space. The logo may be placed on imagery, as long as the contrast ensures high legibility.

10 minute shake up – minimum size

To ensure legibility across all media the 10 minute shake up logo has a minimum size based on the logo circle. The circle must be at least 20mm or 100px in width/height.

Good choice – clear space

The good choice logo has a clear space all around equal to quarter of the width/height of the circle (1/4X). This ensures standout across all media. The logo must be at least this distance from the artwork edge and no text may enter this clear space. The logo may be placed on imagery, as long as the contrast ensures high legibility.

Good choice – minimum size

To ensure legibility across all media the good choice logo has a minimum size based on the logo circle. The circle must be at least 10mm or 75px in width/height.

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Imagery & Photography

When we are talking to people about Childhood Health we want to be supportive by offering positive, easy and realistic solutions. Although we achieve this through our messaging and tone of voice as found on page X, we can also achieve it through our imagery and photography style. All of our communications should look and feel fun and enjoyable, while also being supportive and motivating. This is reflected across all aspects of Childhood Health communications, including in our imagery and photography. This can be executed by following the practical and broad principles below:

Casting and people

- **Talent** should always be cast as "people like me", meaning they are approachable, relatable and cover a diverse range of people (dependant on the target audience).
- **Inclusivity** should be front of mind, when showing adults, we try to only show one parent as not to wrongly infer what a family looks like. We are always on the side of the people we depict.
- **Age appropriate:** Our imagery needs to be tailored to appeal to the specific audience it targets.

Attitude

- **Expressions** should be exciting, full of life and energy. 'Can-do' and 'get involved' are guiding words for attitude.
- **Playful:** Both nutrition and physical activity shots can be playfully crafted and show children having fun.

Attainable

- Our equipment and locations shouldn't be expensive or out of reach.

Image style, colour and background

- For Childhood Health, our people photography shoots featuring a mix of families and children, shot with studio background is preferred. It allows us to hero our talent, meals and nutrition against our bright and engaging Childhood Health palette.
- When using our block colour approach we always use Banana yellow as the background colour, differentiating comms form the adult brand.
- However, we can also use our contextual style approach, often when working with Partners. For more guidance on using the Better Health contextual photography style, please see page X.
- To add extra texture to our photography style, we apply a gentle halo effect to our block colour images. This applies to both people and objects. To apply this effect we look for natural light spots for photography and apply a gradient of 20-30% of white on flat brand colour. Examples of this can be found on page X.

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Contextual photography

For Childhood Obesity, contextual imagery can also be used when needed. This is particularly useful for school materials, for instance to show pupils in the classroom or playground, or with parents and teachers.

Contextual images should follow the same broad principles as the previous page with the below additional considerations:

- Headlines and copy should not cover faces
- Ensure high legibility is achieved for all headlines and copy, by considering contrast of over background image and placement on flatter colour parts of the image.

See the previous page for further detail on photography.

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Example layouts

Here are a few examples of ‘Childhood Health’ layouts. For an extensive suite of templates visit: betterhealthtemplates.nhs.uk

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Video Style

Much like our imagery and photography style for Childhood Health, our video style should be tonally appropriate and focused on the needs of the audience. Some simple principles on how we can achieve the most from our video style are below.

80% of childhood obesity is caused by nutrition, so although imagery and video will reflect the campaign topic, there should be a good balance of nutrition vs physical activity related imagery. As a benchmark, we should be showing 70% nutrition vs 30% physical activity imagery.

Casting and people

- **Talent** should always be cast as “people like me”, meaning they are approachable, relatable and cover a diverse range of people (dependant on the target audience). This means featuring a mix of families and children. Children used should be a mix of healthy weight and overweight. Overweight children should never be used in isolation in imagery/photography, but within a group of healthy weight children for balance.
- **AV formats** have the opportunity to feature a wide variety of relatable people, in different situations and environments. We always want to be inclusive e.g., when showing adults, we try to only show one parent as not to wrongly infer what a family looks like.
- **Expressions** and attitude should be joyful, full of life and energy. ‘Can-do’ and ‘get involved’ are guiding words for attitude.

Motivation and Playful

- For Childhood Health, our AV assets should be filled with energy. This can be achieved in many different ways and creative direction will come from the production’s director(s).

Stop Motion

- In production with a higher production value we can use stop motion “pop-like” animation.
- This style is used to inject some fun and colour into comms and can also be used to punctuate sections of a longer-form narrative.
- This animation style works well when we need to show certain types of behaviour triggers (i.e., food waste or grotesque subjects like fats).

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Contrast

Creating a strong contrast between foreground and background elements is an essential part of achieving accessibility in digital content. Further detail on accessibility can be found in the accessibility section of this document on pages XX. Often this will mean creating contrast between text and the background it sits on, but can also refer to icons, imagery and logos.

The following pages detail colour combinations that meet these strict requirements across all behaviour colour palettes. This is also in each behaviour section after the main colour palette.

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Adult Obesity - accessible colour palette

This colour palette is for use in digital content that needs to meet strict accessibility guidelines. When working in any media that does not have these requirements please refer to the master 'Adult obesity' palette on page X. Please note that within this palette Deep Teal, Burnt Orange, Orange and Magenta have all been adjusted to achieve AAA contrast ratio.

Background	**Navy Blue** R49 G85 B165 #3155a5	**Sky Blue** R84 G163 B218 #54a3da	**Deep Teal** R10 G167 B184 #0aa7b8	**Lime Green** R139 G197 B63 #8bc53f	**Cyan** R110 G203 B221 #6ecbdd
Foreground	**White** R255 G255 B255 #ffffff	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000
Contrast ratio	**7.06:1**	**7.62:1**	**7.23:1**	**10.15:1**	**11.24:1**

Background	**Burnt Orange** R235 G113 B102 #eb7166	**Orange** R242 G109 B64 #f26d40	**Magenta** R252 G90 B168 #fc5aa8	**Deep Yellow** R255 G203 B49 #ffcb31	**Yellow** R249 G236 B49 #f9ec31
Foreground	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000
Contrast ratio	**7.08:1**	**7.03:1**	**7.23:1**	**13.83:1**	**17.07:1**

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Mental Health - accessible colour palette

This colour palette is for use in digital content that needs to meet strict accessibility guidelines. When working in any media that does not have these requirements please refer to the master 'Mental Health' palette on page X. Please note that within this palette Deep Teal, has been adjusted to achieve AAA contrast ratio. If necessary the full 'Adult Obesity' palette can be used as a tertiary set of colours on 'Mental Health' communications. Please refer to the previous page for the accessible version of the 'Adult Obesity' palette.

Background	**Deep Teal** R10 G167 B184 #0aa7b8	**Yellow** R249 G236 B49 #f9ec31
Foreground	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000
Contrast ratio	**7.23:1**	**17.07:1**

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Smoking - accessible colour palette

Due to the high contrast ratios of the master 'Smoking' palette, there has been no need to create an accessible version. Below shows the contrast ratios of the master palette, see page X for more information and CMYK values. If necessary the full 'Adult Obesity' palette can be used as a tertiary set of colours on 'Smoking' communications. Please refer to page X for the accessible version of the 'Adult Obesity' palette.

Background	**Cyan** R110 G203 B221 #6ecbdd	**Deep Yellow** R255 G203 B49 #ffcb31
Foreground	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000
Contrast ratio	**11.24:1**	**13.83:1**

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Childhood Obesity - accessible colour palette

This colour palette is for use only in digital content that needs to meet strict accessibility guidelines. When working in any media that does not have these requirements, please refer to the master 'Childhood obesity' palette.

Background	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d
Foreground	**Strawberry** R200 G0 B0 #c80000	**Kiwi** R0 G122 B57 #007a39	**Pomegranate** R199 G31 B106 #c71f6a	**Satsuma** R184 G64 B38 #b84026
Contrast ratio	**5.03:1**	**4.52:1**	**4.53:1**	**4.62:1**

Background	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d	**Banana** R252 G238 B29 #fcee1d
Foreground	**Blueberry** R0 G109 B171 #006dab	**Grape** R137 G40 B144 #892890	**Black** R0 G0 B0 #000000	**Legacy Purple** R72 G42 B129 #482a81
Contrast ratio	**4.6:1**	**6.27:1**	**17.38:1**	**9.03:1**

Note: as all body copy and small text should appear in black for the 'Childhood Health' behaviour these colours are for use in large text (14pt/19px Din regular). Other than Banana and Grape, all colours shown here are adjusted to achieve AAA contrast ratio.

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Early Years - accessible colour palette

Due to the high contrast ratios of the master ‘Early years’ palette, there has been no need to create an accessible version. Below shows the contrast ratios of the master palette, see page X for more information and CMYK values.

Background	**Aqua** R126 G195 B195 #7ec3c3	**Peach** R234 G148 B129 #ea9481	**Sage** R131 G193 B161 #83c1a1
Foreground	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000	**Black** R0 G0 B0 #000000
Contrast ratio	**10.48:1**	**9.05:1**	**10.1:1**

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App icons

A range of apps have been developed to help the public interact with key Better Health behaviours. All app icons have been designed to complement each other and are clearly unified as a suite of Better Health products. Each app's icon design follows the same simple rules:

- **Colour:** The app icon will always be in a colour from its relevant behaviour palette. Icons will never use the same colour as an existing app icon, except in the case of 'Childhood Obesity' app icons. This suite of apps always use the 'Banana' colour for the background and a unique colour for the visual icon and text.
- **Icon:** Each app icon has a visual icon, designed using the icon rules detailed on pages X-X. All visual app icons are white or black except 'Childhood Obesity' app icons, which use a colour from the 'Childhood Obesity' colour palette.
- **Text:** Text is in the font 'Din Condensed Regular' and in the same colour as the visual icon. The name of the app is set in a style/position to compliment the shape of the visual icon. For more detail of creating icons with text see pages X-X.

Note: App icons are designed to primarily be seen at small sizes. Because of this, all app icons use the decouple text and icon rules as specified on page X.

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Small spaces and minimum sizes

When creating content for digital media, designing for very small spaces is often required. In these scenarios it is vital that minimum sizes are followed, as detailed below.

Further information on minimum sizes and clear spaces can be found on the referenced pages of this document.

Logo	Minimum Size	Further information
NHS	8mm/30px high	Page X
All Better Health logos	10mm/50px logo box in width/height	Page X
Icons with interacting text	50px/10mm in either height or width	Page X
Icons with decoupled text	No minimum size	Page X

If you are working on a format that you feel makes it impossible to work within these minimum sizes, you must seek guidance from the 'Better Health' brand team via: firstname.surname.@phe.co.uk

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