



HEALTH AND WELLBEING GOOD PRACTICE AWARD BRAND GUIDELINES

These guidelines are in addition to the main branding guidelines and should be used in conjunction with them.

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USE OF THE MARK

Health and Wellbeing Good Practice Award mark:



This mark can be used by partners promoting the Award and also by organisations who have achieved the Award.

USING THE MARK:

Organisations that have achieved the Award but are not yet working with the Investors in People framework should display the Award mark on its own (They are not eligible to display the Investors in People mark):





Organisations already recognised as an Investor in People who achieve the Award can display both marks.

If both marks are displayed the Investors in People mark should always be placed before the Health and Wellbeing mark. The marks should be placed side by side with the Investors in People logo placed on the left.



Organisations who have achieved additional recognition and who also achieve the Award can display both marks.



The Investors in People brand mark may never be used to imply endorsement of the services of an organisation, even if they are recognised.

Do use on:

- Letterhead
- External signage
- Recruitment adverts
- The 'about us' section of your website
- Back covers of brochures with information about your organisation
- Internal communications
- Business cards
- Front page of your website

Do not use on:

- Front cover of brochures
- Product branding



BRAND MARK DON'TS

The Good Practice section of the mark should never be used on its own (i.e. should always be used with Health and Wellbeing)



You should not alter the brand marks in any way. The brand mark must always be reproduced from the digital artwork provided. Misuse of the brand mark weakens its impact. See page 2.9 in the branding guidelines BRAND MARK DON'TS which gives examples of misuse of the logo.

MINIMUM SIZE

The minimum size the mark should be reproduced is 8mm across the height of the laurel.



The size of the mark should be appropriate to the format that it is being used in. More guidance on size can be found in the main Brand Guidelines.

If used together the Investors in People mark and the Health and Wellbeing mark should be used at the same size with the Investors in People logo appearing first. The marks should be placed side by side with the Investors in People logo placed on the left.



COLOUR

The logo should be reproduced in Navy (pantone 539) where possible. Alternatives are black or reversed out in white. Organisations may reproduce the logo in their own corporate colour to reduce printing costs.

Please contact your local Investors in People Centre if you have queries or to access the mark artwork. Contact details available at www.investorsinpeople.co.uk