

# IDENTITY GUIDELINES



**HEALTH**  
**CLUSTER**

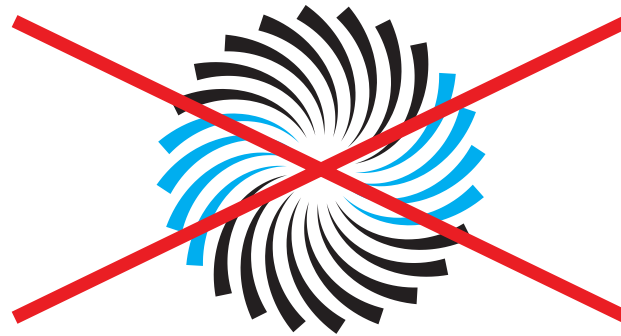
# LOGOTYPE

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## INTRODUCTION

The logotype is the visual signature of the Health Cluster, creating an identity that people will instantly come to recognise and associate with the Cluster. The following pages outline a few simple rules about this logotype. Please take the time to understand how it is applied so it always appears in a clear and consistent way.

The logotype has been specially created for the Health Cluster, so please don't alter it in any way. It must always be reproduced from master artwork. It comes associated always with "Health Cluster", never alone.



**HEALTH  
CLUSTER**

## LOGOTYPE

### LOGO + COUNTRY

When it comes with a country name, the proportion between the logo font size and the country name font size is as indicated. The country name has to come in the same black as the word "cluster" (**full black C0 M0 Y0 K100**).

The country name could be edited internally using the **CENTURY GOTHIC BOLD** font.



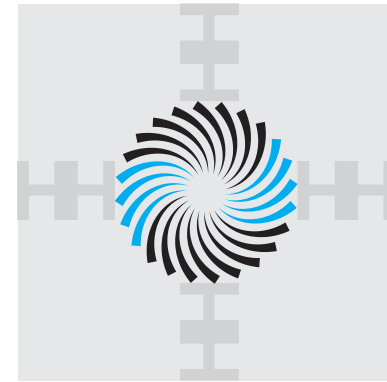
## LOGOTYPE

### EXCLUSION ZONE

To protect the clarity and visual integrity of the logo, an exclusion zone has been designated to maintain the required distance from other layout elements.



Exclusion zone



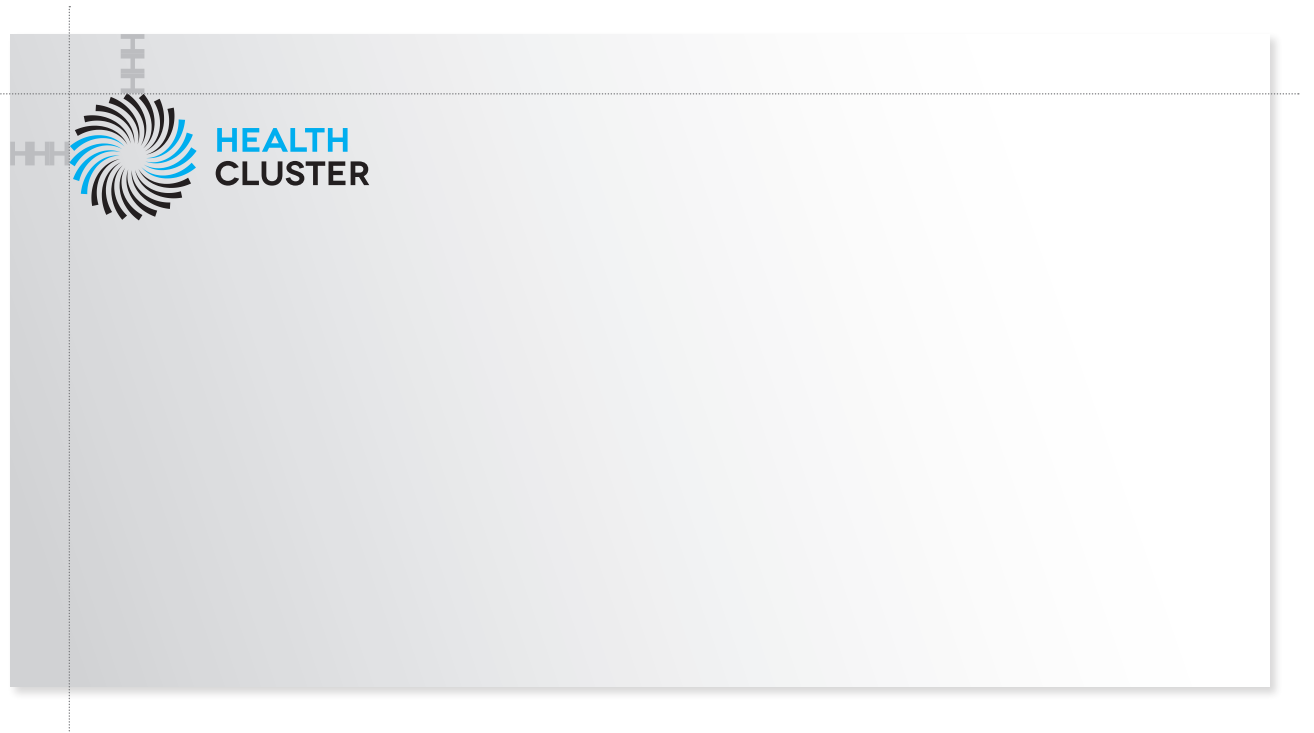
## LOGOTYPE

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### POSITIONING

The preferred logo position is in the top left corner of the page.

The space from the left and from the top is measured as three times the height of the cap 'H'.



## LOGOTYPE

### SIZING

We recommend the following sizes for reproduction across the A series formats:

A3 = 70mm

A4 = 50mm

A5 = 45mm

Minimum size = 24 mm

The logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established.

There is no maximum size for logo reproduction.



A3 - 70mm



A4 - 50mm



A5 - 45mm



Minimum Size - 24mm

# COLOURS

## COLOURS USE

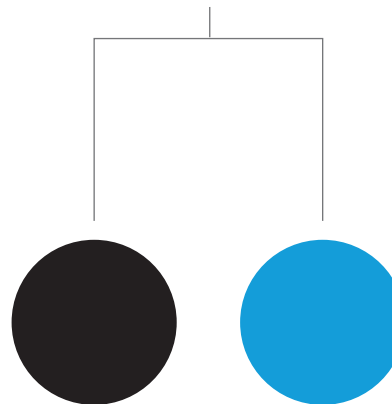
When using colour choose the correct version for the relevant media. Use the Pantone or CMYK colours where possible in print applications. Use RGB or Html colours for online applications.

When using these colours it is critical that care is taken to ensure suitable contrast, and therefore, legibility.

The Primary Colours are the one found in the logo: Neutral Black C and Pantone 299 C.

The secondary colours cannot be used in the logo, but as complementary colors for highlights or titles in different layouts.

### PRIMARY COLOURS



#### PANTONE

Neutral Black C

#### CMYK

0-0-0-100

#### RGB

29-29-27

#### PANTONE

299 C

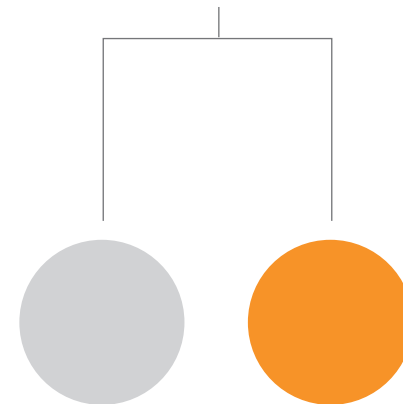
#### CMYK

100-0-0-0

#### RGB

0-159-227

### SECONDARY COLOURS



#### PANTONE

P 427 C

#### CMYK

0-0-0-20

#### RGB

218-218-218

#### PANTONE

P 1495 C

#### CMYK

100-50-0-50

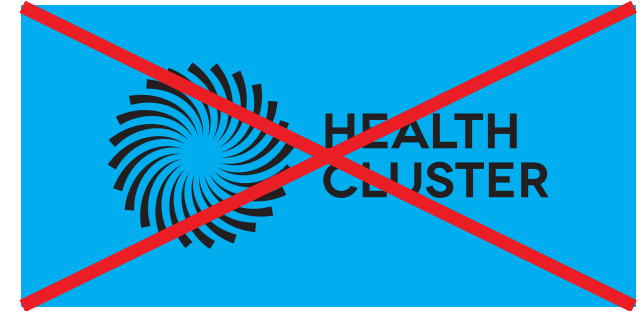
#### RGB

243-147-19

## COLOURS

### COLOURS BACKGROUND

The colors background can be as indicated on the right.





# COLOURS

## GRADIENT COLOURS

It can be also used a gradient scale bar, with or without the logo, to integrate document such as PPT presentations or text documents.



White:11%      Grey:25%

C0 M0 Y0 K0      C0 M0 Y0 K20

Cyan:100%

C100 M0 Y0 K0

# TYPOGRAPHY

## PRINT & WEB

### PRIMARY FONT

FUTURA is the Health Cluster's primary typeface. It has rounded, fluid qualities with a friendly and accessible appearance.

As a modern, sans serif font, Futura is clear and legible.

We have three weights:

Bold, Heavy and Light.

A maximum of two weights should be used at one time.

### SECONDARY FONT

The secondary font is Helvetica Neue, Light.

For all reports, Helvetica Neue must be used.

## Futura STD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=**

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=

Light

## Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=

Light

## TYPOGRAPHY

### POWERPOINT & WORD DOCUMENTS

#### PRIMARY FONT

Century Gothic is the Health Cluster's primary typeface for all internal communication such as Word documents, Powerpoint presentation, Excel spreadsheets and Emails.

We have three weights:

Bold: for titles and subtitles

Regular: for body text

Italic: for technical references

#### SECONDARY FONT

The secondary font is Arial using the Bold version. It must be used for highlights or to emphasize phrases or crucial words in the text.

## Century Gothic

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=**

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=

Regular

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=*

Italic

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!"\$%&/()=**

Bold

# TYPOGRAPHY

## TITLES AND HIERARCHY

When a variety of type sizes and weights are used, the differences between them must be clearly recognisable.

The contrast creates clear, and consistent design. The examples on the right are a guide only. Each job needs analysing individually.

**TITLE**

60 pt

**Supporting title**

30 pt

Body Text

12 pt

Caption/Credit/Footnote

8 pt

**TITLE**

30 pt

**Supporting title**

20 pt

Body Text

12 pt

Caption/Credit/Footnote

8 pt

# TYPOGRAPHY

## TITLES UNDERLINE

Every title comes with an underline to emphasize the introduction of a new argument.

For a single word title the underline must be half size of the single word.

For a phrase title the underline must be half size of the text box.

The size of the underline is proportionate with the font size: in this case with a 30pt size font the underline is 2pt.



The diagram shows the word "TITLE" in a large, bold, blue sans-serif font. A vertical dotted line is positioned to the right of the word. Below the word, a solid black horizontal line represents the underline. A thin vertical line extends from the center of this underline down to the text "Half of the title word".

**TITLE**

Half of the title word



The diagram shows the phrase "HUMANITARIAN PROGRAMME" in a large, bold, blue sans-serif font, arranged in two lines. A vertical dotted line is positioned to the right of the text. A dashed rectangular box encloses both lines of text. Below the text, a solid black horizontal line represents the underline. A thin vertical line extends from the center of this underline down to the text "Half of the text box".

**HUMANITARIAN  
PROGRAMME**

Half of the text box

# TYPOGRAPHY

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## ALIGNMENT AND PARAGRAPH EXAPLE

Health Cluster typography is always ranged left. This provides the eye with a constant starting point for each line, making text easier to read. A common mistake is to fully justify the type. Whilst this makes a neat block of text on the page, it makes the text itself difficult to read. Another common mistake is to right align the text. This stops the eye from having a constant starting point and makes the text hard to read.

Information can be emphasised in a variety of ways using devices such as colour, contrast, composition, weight and underlining. Avoid using too many methods together as this will simply confuse the layout and make the message less effective.

We recommend using weight and colour only to create emphasis. Please ensure that the content is sensitively emphasized.

## TITLE

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### Supporting title

Nam lectus orci, condimentum ut varius sit amet, semper vitae orci. Mauris gravida gravida nunc, eget mattis enim congue sed. **Vivamus gravida fermentum** volutpat. Etiam sodales nulla mauris, a aliquam turpis molestie sit amet. Etiam id consequat elit. Quisque consequat, purus vitae feugiat hendrerit, justo turpis luctus urna<sup>1</sup>, et venenatis nunc nisl eu lacus. Donec efficitur urna **Fugit quodit verions** edigniento tecabor sequamus eos et quiat molupiciis nonserita de sinulpa con res ium evendit ut plis rem nobitatur, am et antur? Qui dolor ratur, auditiumet essim corem eaqui omnissi ut lamus aut vit hit liasperum net ut et quas eum veratibus que dus nonecum et quam, occum et ommo volupta nonserro dolorest et omnis earume vent volenti scitatus auditi culparchitia quuntis ute conesequia quat que cus sum repedis.

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<sup>1</sup> Caption/Credit/Footnote

**“Nam  
lectus orci,  
condimentum  
ut varius sit  
amet, semper  
vitae orci.”**

**Jack Smith,**  
Humanitarian programme

# PHOTO

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## PHOTOGRAPHY TREATMENT

Photography should convey emotion and atmosphere.

Look beyond the straightforward and typical to find a more inspirational perspective. Consider detail or unusual angles to increase impact and create effective communications.

In order to keep consistency even when photos come from different sources, we suggest that all photos be used in black and white.

