



Brand Guidelines

Version 1.0

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Introduction

In these guidelines we outline the building blocks of our brand, including what we stand for, what sets us apart, why we choose the words we choose, and how we have decided to show up in the world.

These guidelines are broken down into three sections. Defining our brand, our brand identity and brand in action. Great brands are built through the consistent delivery of the brand messages through all touchpoints – a strong, unified message reinforces not only who we are and why we exist, it also drives recognition, trust, success, and of course ultimately: business growth. This document is a guide to how we visually communicate the Peacock brands.

Section 1.0

Defining our brand



Who we are

We are a healthcare solutions business and we have a clear purpose to enhance quality of life. We are driven by ensuring our patients are always at the heart of everything we do.

Our mission is to treat more patients, better. By providing life changing healthcare solutions; in the right place, at the right time.

Our purpose is to enhance quality of life.

Our values and behaviours allow us to set the right tone for our business:

- We believe people matter
- We say we can rather than we can't
- We find solutions not problems
- We listen, learn and act
- We do what we say
- We have fun

Section 2.0

Our brand identity

Our logo

The Peacock family of logos act as visual shorthand for all we stand for. It is simple, assured and modern.

Our logos consists of three elements: the icon 'heart', logotype and divisional identifier.

The icon 'heart' represents hands and the concept of support, something which is integral to the way we work. These are balanced by the logotype reflecting Peacocks heritage and expertise.

The primary versions of our logos are shown here. They should be used wherever possible. These three elements should never appear separately. The only exception to this rule is in selected digital uses and merchandise material that has been approved by the brand team.



Logo clearspace

When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.”

Always leave a clearspace area equal to the x-height of the ‘heart’ icon.

Our logo is a valuable asset that must be treated with care. Always use the approved electronic artwork and never adapt, manipulate or recreate the logo.



For the full set of logo assets, please click the download folder.



Logo minimum size

We want people to see our family of logos clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Digital: Minimum width 170 px.
Print: Minimum width 60 mm.



Usage on backgrounds

The full-colour logos should be used only on white, black, or blue coloured backgrounds.

Avoid using full-colour logos on photographs unless the logo sits on a dark or light area of the image.



One-colour use

The one-colour logo should be used only on photographs and colour backgrounds within the Peacocks colour palette.

The one-colour logo should only be used in white, black or blue colourways.

If using a blue background, we prefer to use the full-colour logo. However, if design limitations conflict with this, then the logo should appear in white on blue.



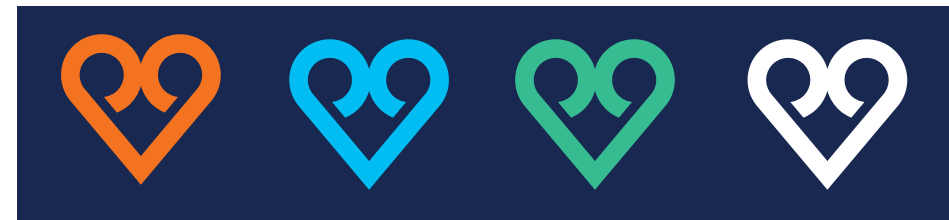
Additional logo versions

'Heart' icon

The 'heart' icon is a simpler version of the logo and should only be used for social media profiles, favicon and when the full logo can't be used.

Mono versions

Use only when colour production isn't an option or available.



Logo misuse

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



Never use the logo at an angle other than horizontal.



Don't alter the colour palette of any of our logos.



Don't rearrange the logomark and/or icon.



Don't squash, stretch or distort the dimensions of the logo.



Don't use the logomark without the icon.

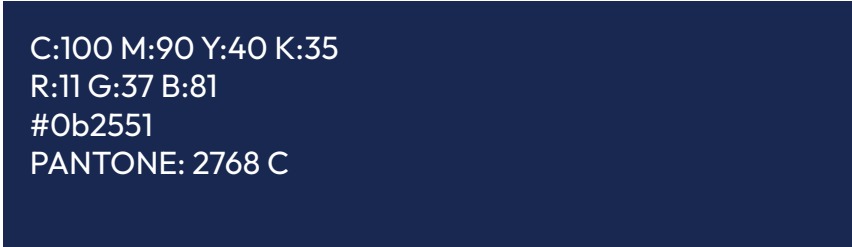


Don't use drop shadows or any other effects.


Core colours

Our primary colours help give our brands their distinctiveness. The colour palette has been developed to add vibrancy to all our communications. White should also be used to keep the tone inviting and open.


These colours are always used in their 100% solid form and never as tints.




C:100 M:90 Y:40 K:35
R:11 G:37 B:81
#0b2551
PANTONE: 2768 C



C:0 M:68 Y:100 K:0
R:237 G:107 B:6
#ec6a05
PANTONE: 1505 C



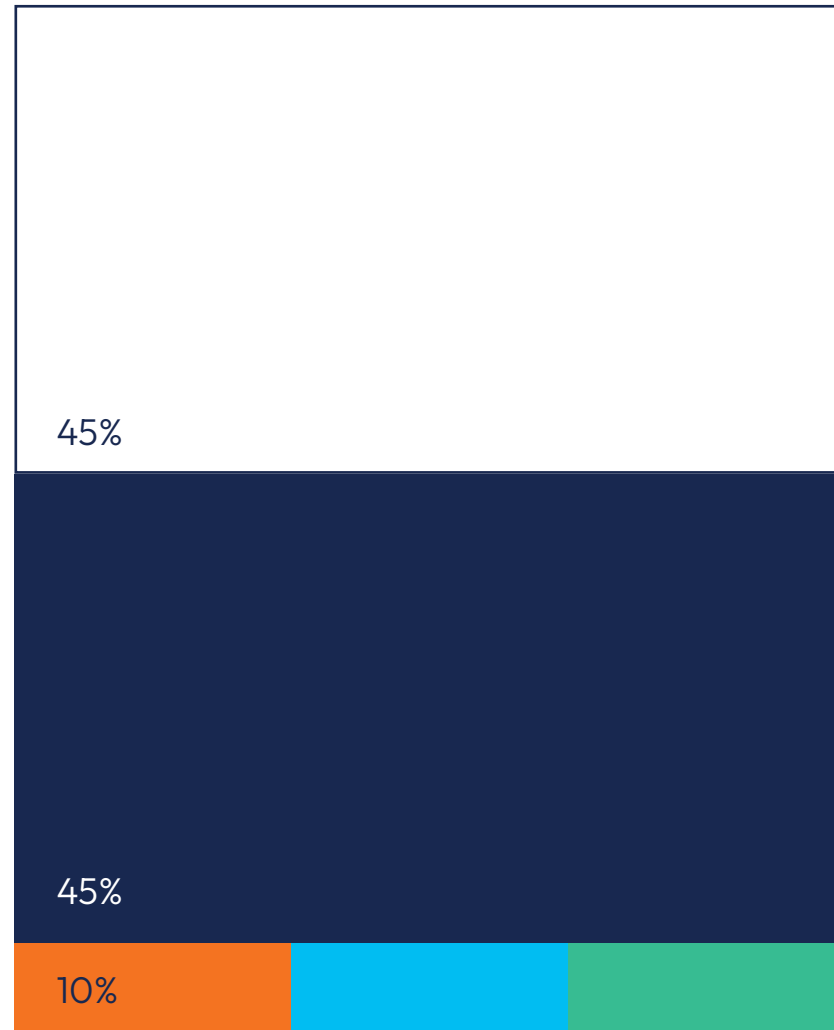
C:75 M:0 Y:0 K:0
R:0 G:182 B:237
#00b5ec
PANTONE: Process Cyan C



C:68 M:0 Y:56 K:0
R:25 G:210 B:150
#19d296
PANTONE: 3395 C

Use of colour

The percentage proportions shown here are a general guide to the use of primary colours on applications. Remember to include plenty of white space on layouts to allow the content to breathe.



Typography

Our typography is an integral part of our brand. Outfit is used as our primary typeface as it is available in a range of weights, appropriate for uses across different channels.

This enables our brand to maintain a consistent voice in all our communications.

Outfit is available from Google fonts. Always use Outfit or, if that is not available, Arial.

The default type size for all printed material aimed at a general audience is 10pt.

SemiBold

SemiBold is used for titles and headings

Regular

Regular is used for body copy and bold body copy

Light

Light is used for body copy



Type specimen

H1 - Outfit SemiBold, 36/38

Your progress is our passion

H2 - Outfit SemiBold, 24/26

Our patients are at the heart of everything we do

If we work together as one team anything is possible and we can achieve great things

H4 - Outfit Regular, 12/14

Who are we

B1 - Outfit Light, 10/12

Established in 1903, Peacocks Medical Group has been supplying medical equipment and services for almost 120 years across the UK

Photography and video

To reinforce the user-centric, accessible nature of our brand and business, we use a strong photography and video style that is grounded in reality. It is centred around those who work with, and benefit from, Peacocks. It captures these people living their daily lives.

Images in this document are for reference only

Content

Our brand photography has a reportage, natural feel. Whether you are sourcing stock imagery and footage, capturing your own pictures or briefing a photographer, make sure you follow the guidelines for both content and style. All imagery should show how we are “Transforming patients life’s everyday”.

Style

All photography and videography should follow three simple principles to achieve a consistent style.

- Be shot in natural, available light, avoiding direct sunshine or bright synthetic light.
- Appear natural and unposed.
- Contain colours that are calm and composed, without feeling curated. Aim for desaturated or muted tones.

Image examples (lifestyle)



Image examples (products/services)



Image examples (surgical + medical)



Cropping images

An image will be more effective and have greater impact when it is appropriately scaled and cropped using the graphic device.



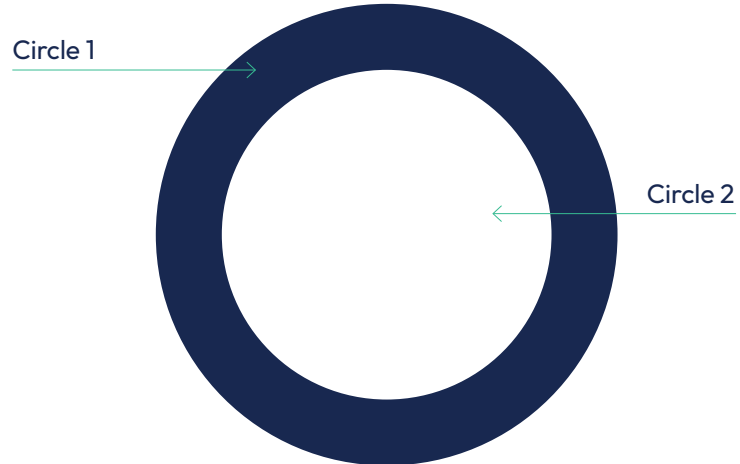
Original



Cropped

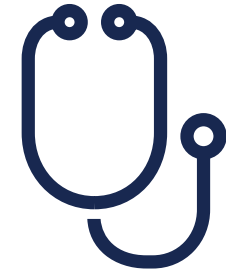
Graphic device

We use graphic devices to further strengthen our identity and create striking communications. The device can help you to create visuals that vary in their style in order to appeal to different audiences but remain in line with our brand.



Our icon system

Our icons play an important role in our visual identity. They illustrate topics, ideas and objects in a shorthand. We use them to convey information quickly. They are never used just for decoration.



Creating new icons

To create a consistent look, we construct all our icons to the same dimension and from the same basic elements.

Square art-board

We always draw our icons on a square art-board to ensure proportions are similar.

Margins

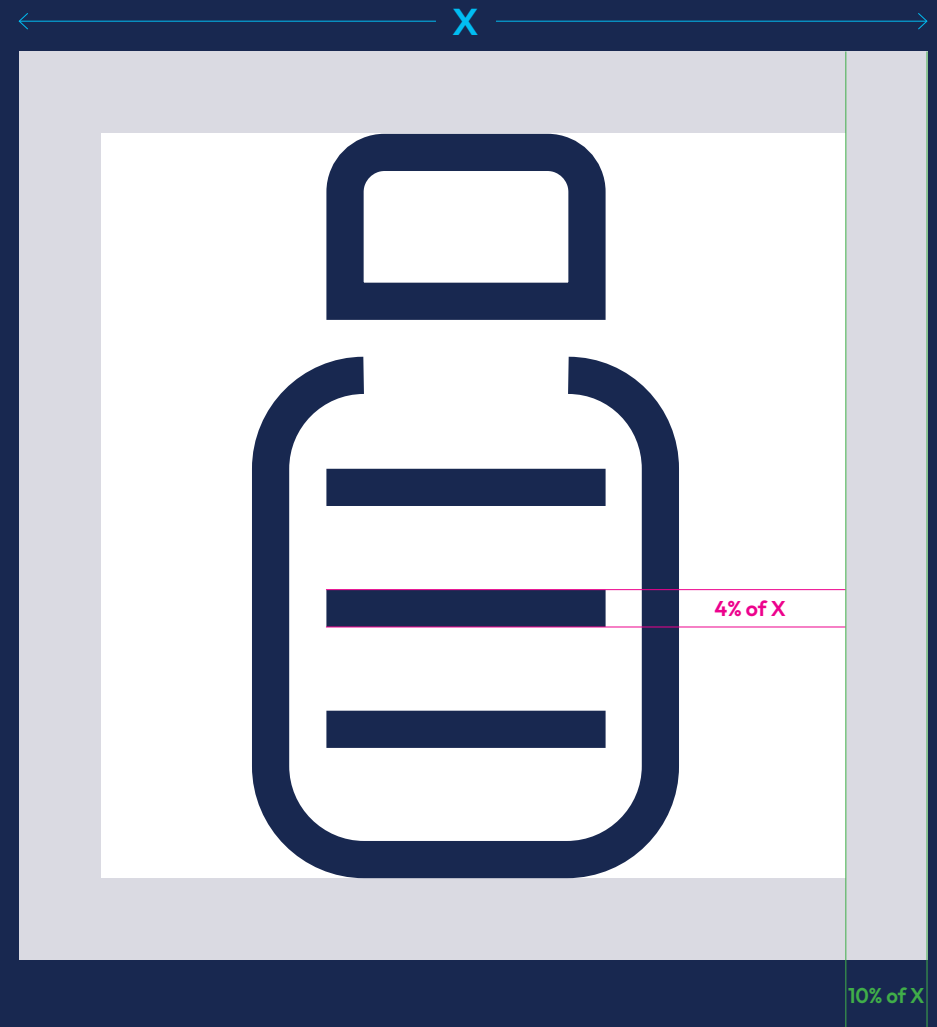
We always use margins that are 10% of the art-board width.

Line weight

We use a consistent line weight that is 4% of the art-board width.

Style

Our icons are drawn with lines only.



Our tone of voice

Whether we're describing solutions, writing brochures and online insights, or tweeting, our tone of voice is one of our most important tools.

Our words capture our brand personality. Our content shouldn't be overly formal, boring, boastful or corporate.

We are humans, speaking to humans.

Best practice

Use this guidance when you're writing content that will represent our brand:

- Clear and simple words and phrases
- Snappy sentences of less than 25 words
- Real-world examples
- Positive language
- Active voice

Our audience wants us to be clear and concise. Try to get to the point as quickly and easily as possible. For example, we wouldn't say, "the staff will be able to assist you in choosing" — we'd just say "we can help you choose".



Our tone of voice

- Helpful and purposeful
- Expert and trustworthy
- Clear and informed
- Insightful and knowledgeable
- Authentic and engaged
- Confident (never cocky)
- Clear, concise and human
- Caring and compassionate

Why tone of voice matters

Like any commercial organisation, we are competing. So, we need to be clear about what makes us different from others and, importantly, we need to be able to communicate this.

Messaging overview

Our brand messaging outlines “what” we are trying to communicate, and how we communicate it. It acts as a framework on which to base all of our external communications.

Three of the most important components of a messaging framework are a clear understanding of target audience, positioning statement and a well defined brand promise.



Accessibility

Accessible design

The following guidance is offered as best practice. You should follow this advice as far as is practical to ensure that your communications are inclusive and accessible to the widest possible audience.

Typeface and type size

Always use Outfit or, if that is not available, Arial. The default type size for all printed material aimed at a general audience is 10pt. This includes text in tables and footnotes. If content is aimed specifically at people with a visual impairment, or older people, you should use a minimum type size of 14pt. Take account of how the size looks (some typefaces appear larger than others at the same point size).

Type style

Avoid italics and excessive use of capital letters in body copy, as these letter forms affect the outline shape of words and are more difficult to read. Avoid underlining as it impedes legibility. This includes web addresses – it is better to highlight them in bold or a different colour.

Reversing out text

Do not reverse out text on photographs or patterned backgrounds. Reverse out text only if the background is plain and provides adequate contrast, and only use regular or semi-bold type that can be read clearly against the background.

Leading

Allow adequate leading (line spacing). For body copy, add a minimum of 2pt leading to the type point size (e.g. 12pt type should have 14pt leading). Increase the leading for larger type sizes. Lines of text should never touch each other.

Accessibility

Letter spacing

Ensure adequate, even spacing between letters. Letters should never appear to touch. Kerning (adjusting the space between two letters) can cause legibility problems for people with less-than-perfect eyesight.

Word spacing and justification

Keep word spacing even. Do not condense or stretch lines of type to fit a particular material. Avoid justified text. Type ranged left is easier to read than justified type.

Line length

Avoid very long lines of type. Around 70 characters per line, inclusive of spaces, is acceptable.

Layout

Keep layouts clean and logical – do not allow pages to become too busy. Break text into short paragraphs with adequate space between and around them. Break up longer text with plenty of helpful headings.

Columns

Allow adequate space between columns, and use rules to separate columns if they must be close together. Generally speaking, it is advisable not to use designs with uneven column widths (unless the distinction is very clear).

Text with pictures

Make sure there is a clear area for text when running type over or around illustrations and photos. Where possible, use bold images in preference to indistinct or very busy ones.

Section 3.0

Brand in action





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Access card



Email signature



Dear Example

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Dear Example

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CEO



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Dear Example

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Alana Jones
JUMP UP
Milburn House
Dean Street
Newcastle upon Tyne
NE1 1LE

Wednesday 23 November 2022

Dear Sir/Madam,

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Kind regards,

David Stevens

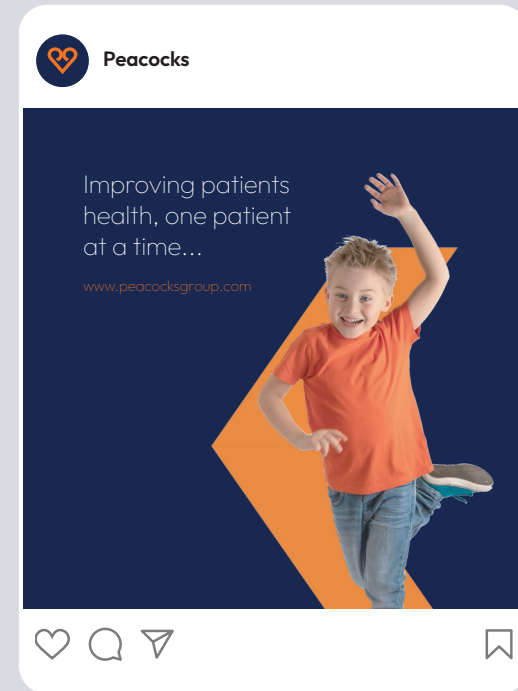
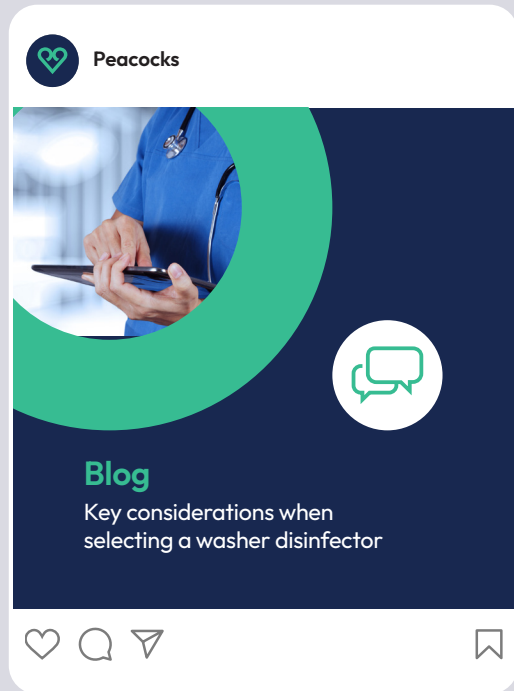
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With compliments




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Sub section header here

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PPT templates can be downloaded from the intranet. The default font to use is Arial.



Case Study

Peacocks helps Bradford Teaching Hospitals to reduce clinical waiting lists by 27% over 6 months and improve overall patient satisfaction.



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James Smith - Clinical Lead
Bradford Teaching Hospitals NHS Foundation Trust

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October 2020

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December 2020

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March 2022

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Carla Jones - Head of Orthotics
Peacocks Medical Group




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to build a
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one patient
at a time**

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Questions?

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