

Brand Guidelines

Supporting Healthcare Heroes



**Supporting
Healthcare
Heroes UK**

Charity Registered in England & Wales No. 12056695

These guidelines serve as recommendations and guidance around how you should implement the SHH-UK brand correctly.

If you are unsure of how to implement these guidelines within a specific application, please speak with one of the team for more assistance.

All of the assets you find referenced in this guideline are available to download through our SharePoint Brand Resource Hub. If you do require access to the Hub, reach out to one of our volunteers for further help.

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Our Logo

The SHH-UK logo is comprised of a brand mark, a wordmark, and the charity's registration data.

The layout of the logo should not be altered in any way.

The typeface used in the wordmark is **Neue Montreal Bold**. This typeface should not be used anywhere else.

There are four primary versions of the logo: one full colour, one full colour white text, one greyscale, and one monochrome.

Be mindful of usage depending on which version of the logo you choose.



Full Colour Logo



Full Colour Logo White Text



Greyscale Logo



Monochrome Logo

Brand Mark

The SHH-UK brandmark is the iconographic or pictorial representation of our brand.

The brandmark provides instant recognition for SHH-UK without a wordmark in applications where the latter cannot be used due to restrictions on real estate, or where a brandmark is specifically indicated, such as for favicons.

There are three primary versions of the brandmark: one full colour, one greyscale, and one monochrome.



Colour BrandMark



Greyscale BrandMark



Monochrome BrandMark

Our Colour Palette

Core Colours



Use for paragraphs,
small headings,
callout backgrounds

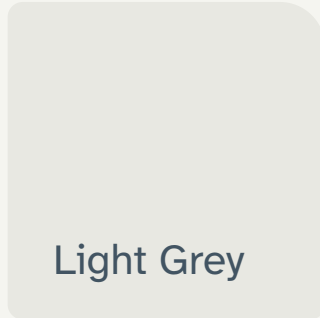
rgb: 66, 84, 98
hex: #425462
cmk: 77, 59, 46, 26



Use for headings,
buttons, callout
backgrounds, icons

rgb: 23, 122, 125
hex: #177a7d
cmk: 85, 35, 48, 10

Accent Colours



Use for callout
backgrounds,
striped backgrounds

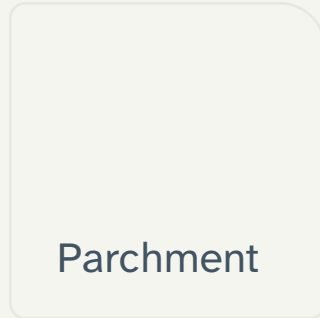
rgb: 232, 232, 226
hex: #e8e8e2
cmk: 8, 5, 9, 0



Use for CTAs, alerts,
buttons, minimal
accents

rgb: 217, 26, 23
hex: #d91a17
cmk: 9, 100, 100, 1

Foundation Colours



Use for page
backgrounds

rgb: 245, 245, 240
hex: #f5f5f0
cmk: 3, 2, 4, 0

Colours on Backgrounds

The following colour combinations represent those that can be implemented when combining SHH-UK colours across any application.

It is important to note colour combinations other than those defined here **will not meet WCAG AA accessibility requirements** and should not be used in any situation.

Slate Grey on Parchment Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓	Dark Cyan on Parchment Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓	Red on Parchment Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓
Slate Grey on Light Grey Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓	Dark Cyan on Light Grey Body Text: ✗ Heading Text: ✓ Objects/Interface: ✓	Red on Light Grey Body Text: ✗ Heading Text: ✓ Objects/Interface: ✓
Parchment on Slate Grey Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓	Parchment on Dark Cyan Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓	Parchment on Red Body Text: ✓ Heading Text: ✓ Objects/Interface: ✓

Our Typography

Atkinson Hyperlegible Next® Bold

Atkinson Hyperlegible Next® Regular

Atkinson Hyperlegible Next® typeface is designed to improve legibility and readability for individuals with low vision using clear, highly distinctive letters and numbers making reading easier and more accessible.

Arial

Where Atkinson Hyperlegible Next® is not available for use, or documents require external collaboration, Arial is the default typeface in Bold and Regular font weights.

Atkinson Hyperlegible Next® Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use **Bold** font weight for all headings and titles

Atkinson Hyperlegible Next® Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Use Regular font weight for all body copy and standard text

Type Sizing

The following type sizes are recommendations around sizing for individual text elements on documentation and the SHH-UK website.

Headings 1 through 3 (H1, H2, H3) should be rendered using **Dark Cyan #177a7d**.

Heading 4 (H4) can be rendered using either **Dark Cyan #177a7d** or **Slate Grey #425462**.

Body or Paragraph text must be rendered using **Slate Grey #425462** on light backgrounds or **Parchment #f5f5f0** on dark backgrounds.

Text Style	Size for Website (pixels)	Size for Documents (points)
Display	48px	36pt
H1	36px	28pt
H2	24px	20pt
H3	20px	16pt
H4	16px	14pt
Body	16px	12pt
Caption	12px	10pt

Our Image Language

In order to align the SHH-UK image language with an established and authoritative tone of voice, we must avoid clichéd subject matter in imagery.

In cases where human subjects feature in your imagery, **avoid** using content containing blue surgical masks. Use only images containing FFP2 or FFP3 masks. This is critical to aligning the image language to our core messaging.

Imagery on this slide provides a guideline to the look and feel of photography we aspire to using across all of our content and collateral, depicting real people facing real challenges in healthcare environments.

Our licensed stock images are available to use on the Brand Resource Hub.



The imagery on this slide illustrates by example the types of photography that we wish to avoid:

Groups or individuals standing facing and smiling at the camera

Digitally manipulated imagery with icons or other visual elements added to the photography

3D or illustrated content that is not agreed as aligned to the SHH-UK brand

Content created for dramatic purposes that appears clearly staged and lacking in credibility



Our Icon Language

Approved icons are available to download from the Brand Resource Hub and follow a unique style aligned to the SHH-UK palette.

Icons **should not be sourced** from other locations for use in any SHH-UK materials.

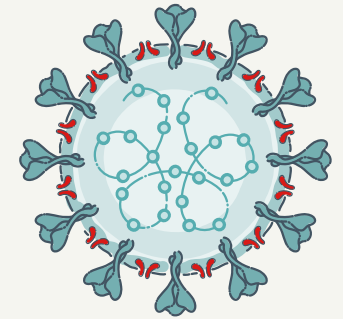
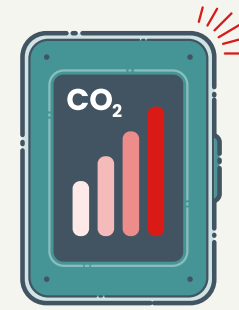
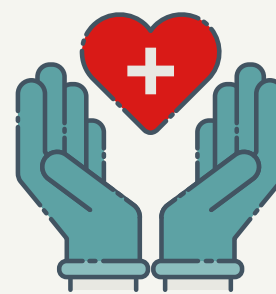
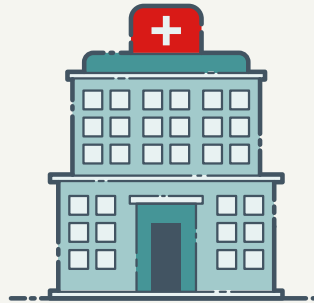
Should you require a specific icon or set of icons, please reach out and additional content can be created on a case-by-case basis.



Simple icons



Standard icons



Complex icons



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