Brand Guidelines

Version 0.7

GPDQ

United we brand, divided we fail.
Let this brand book guide you in the consistent, correct use and reinforcement of the brand's expression and graphic design.

2.0 **Brand Identity**

2.1 Core Assets

Logo
Primary Logo

We have two primary logo versions that may be used interchangeably depending on the context of the messaging, the channel and the format.

The logo only version communicates the brand strongly and clearly so it can be used successfully in most cases.

The versions with taglines are particularly suitable for communications that need additional support to communicate the nature of the brand or service.

All logo files are available in vector and raster file formats for web and print. No logo should ever be edited or recreated in any way.

Logo only

With tagline

Logo
Alternate colours

Our primary colour version logo should be used as first choice. However, colour variants are available when needed to use either on alternate colour backgrounds or over images.

Logo
Clear space & padding

When displaying the logo, an area of clear space is advised to give the logo room to breathe so no other element is positioned closer than it needs to be. This clear space area is the very minimum, more is advised in most applications.

The clear space zone is calculated relative to the size of the logo displayed and defined by the size of 'x' (as shown).

Whilst no other element should encroach on the clear space area, an additional padding area is marked as shown. This area has specific usage and guidance as shown on page XX.

D $= x$

x^1

x^2

GPDQ

x^1 **= Clear space**
x^2 **= Padding**

Logo
Icon & icon shapes

The logo icon may be used in isolation when our primary logo has already featured.

These solid colour versions are central elements in the identity system, as shown on the following pages.

These graphics are available in vector and raster file formats for web and print.

Typography
Font

Our new font is Manrope. There's flexibility in weights to allow for variations and to improve legibility.

This font is open source, available to download via Google Fonts.

Manrope Medium
Manrope SemiBold
Manrope Bold

Manrope Bold, SemiBold and Medium are our preferred weight and should be used in the majority of cases. Other weights are available in the set and may be used for specific instances if appropriate.

Typography
Sizing & spacing (1)

Typography plays a key part of our visual language and messaging narrative. Attention to detail is crucial to ensuring our typography looks clean and crisp.

In this example, we want to create hierarchy between the headline and sub-headline.

To achieve this, we use a multiplier of between 0.5–0.75. So, if a headline is 50pt, we can use a multiplier of 0.6; meaning the sub-headline is 30pt and the body is 18pt.

When sizing text, use the same multiplier between text sizes. The multiplier should be between 0.5–0.75. So if a headline is 50pt, we can use a multiplier of 0.6; meaning the sub-headline is 30pt and the body is 18pt.

The spacing between the text elements is determined as 1.5 time the height of the sub-headline.

Font sizes

Headline

Size: 50pt

Sub-headline

$50 \times 0.6 = $ Size: 30pt

Body

$30 \times 0.6 = $ Size: 18pt

Font Spacing

Headline

Sub-headline

1.5 x

x

Sub-headline

Sub-headline

1.5 x

Body
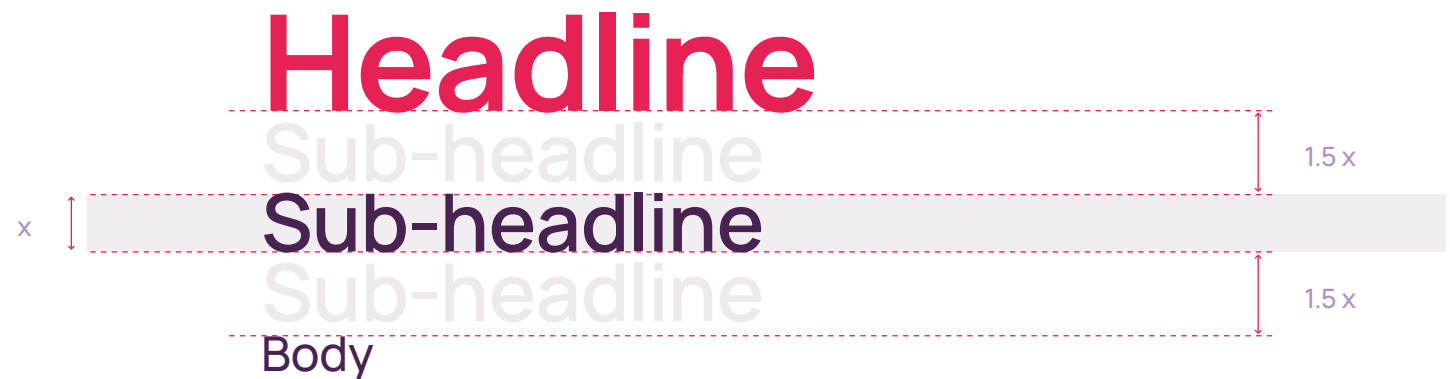
Typography
Sizing & spacing (2)

Alternatively we can display a headline and sub-headline or to visually break-up a single headline. This is a simpler way to implement the brand style. See page XX for some examples of this in use.
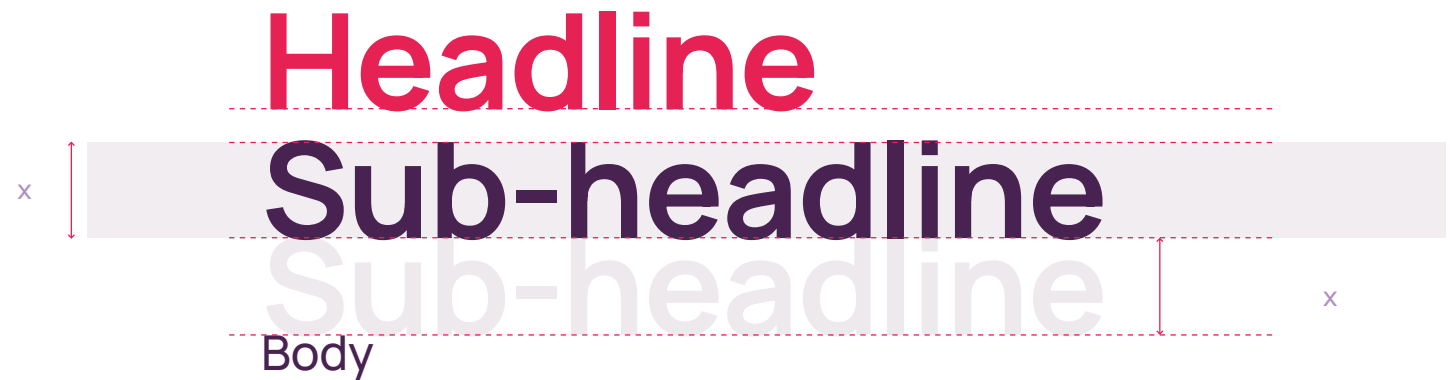
If using this method, there should not be an additional sub-headline.

These examples don't cover every eventuality so do use your best judgement relative to any specific messaging or content. But do use this guidance as a basis.

Font sizes

Headline
Size: 50pt

Sub-headline
Size: 50pt

Body
50 × 0.3 = Size: 18pt

Font Spacing

Headline
Sub-headline
Sub-headline
x

Body

x

Font weights should be applied to text elements starting with the boldest for headlines and going thinner.

For example, when displaying text formatted as headline, sub-headline and body. Headlines should be set as Bold, sub-headlines as SemiBold and body as Medium.

Manrope Bold, SemiBold and Medium are our preferred weight and should be used in the majority of cases. Other weights are available in the set and may be used for specific instances if appropriate.

With you in a heartbeat

GP's on demand for your little ones

To omnimus essinverupti cus expligenit omnihil istibus dolum et fugias alique nulliquae elignatque con cus dus ature ne culparc iliquat iusandi qui corist, assint lab imus ma dolor suntio.

Heading
Manrope Bold
Size: 40pt Leading: 46pt

Sub-heading
Manrope SemiBold
Size: 20pt Leading: 25pt

Body
Manrope Medium
Size: 10pt Leading: 15pt

Typography
Simple do's don'ts

Don't have uneven gaps between elements of text.
Don't squash lines of text too close together or space them too far apart.

Do ensure even and balanced spaces are left between lines of text in the same element and between elements.

Do ensure the spacing is big enough that the text doesn't feel squashed and difficult to read,

Don't

Cuo mad excesto

Vendis desed excere restio corrum harum qui blaut

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Typography
Simple do's don'ts

Don't try to communicate too much with the headline unless there's no other way.

Don't present copy in long sentences and/or long unbroken paragraphs.

Do break long copy into short sentences and paragraphs.

Do consider using columns (where possible) to improve readability.

Do break paragraphs up by using sub-headlines and/or pull-outs.

Do keep the headlines short, it'll help the overall visual appearance or break a headline into a headline and sub-headline/introduction wherever possible.

Don't

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Typography
Colour application (primary)

Application of colour to text is particularly important. The following pages demonstrate recommended application to ensure both maximum legibility whilst reinforcing a consitent visual style.

This colour application with grey background, pink/purple headings and purple body is our primary application.

Using a grey background is usually first choice (not white), however white is perfectly valid if suitable

With you in a heartbeat

GP's on demand for your little ones

To omnimus essinverupti cus expligenit omnihil istibus dolum et fugias alique nulliquae elignatque con cus dus ature ne culparc iliquat iusandi qui corist, assint lab imus ma dolor suntio.

Typography
Colour application (secondary)

These secondary colour applications are both valid and useful when we want to alternate the colours to provide visual interest – especially in multi-page media such as brochures and website.

Please pay close attention to the legibility of pink test on a purple background and vice versa. Both the size of the headline and the exact context (medium, audience, message) should be taken into consideration to ensure it's clear and legibile for that instance.

- These colour applications are perfectly valid but the primary application is usually preferred.

- When applying light text on a darker background, we normally use white to ensure maximum contrast.

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Typography
Colour application (terrtiary)

These colour applications are also valid for very occassional use or where the colour application is particularly appropriate.

- These colour applications are perfectly valid but the primary application is usually preferred.

- When applying light text on a darker background, we normally use white to ensure maximum contrast.

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Colour
Palette & usage

Our colour palette is simple and distinct. All four main colours can feature together across nearly all communications. The consistent usage of all colours creates a distinct palette by which can continue to become recognised.

Purple and Grey are used most widely. Grey is used as our main background colour (although white can be used). Purple is our primary font colour but can also be used as a background colour where relevant.

Pink and Lilac are predominantly accent colours that are used to inject bursts of colour but should feature very regularly.

Text is usually set in white (not grey) to achieve maximum contrast and legibility.

Name:
Hex:
RGB:
CMYK:

Purple
#482250
72 34 80

Grey
#f1edf1
241 237 241

White
#ffffff
255 255 255
0 0 0 0

Pink
#e52154
229 33 84

Lilac
#b08fc2
176 143 194

Graphics
Buttons & bullets

A custom button shape is available as part of the brand asset library. It can be applied in any colour (as required). Preferred application of size and proportions is as shown.

x   1.5 x

Learn more

Learn more
Learn more
Learn more   x

Learn more

Book an appointment

Submit

Our icon shape can be used effectively as bullet points and link decoration as shown.

▶ Bullet point one

▶ Bullet point two

▶ Bullet point three

Read more ▶

2.2 Visual Layout

Layout
Logo positioning & margin

The logo should normally (but not always) be positioned top left, bottom left or bottom right. When positioned close to the edges of the page or artwork, a margin should applied. This is calculated by the width of the logo icon (as shown). This margin should then be applied to all edges of the artwork and no text should encroach into this area.
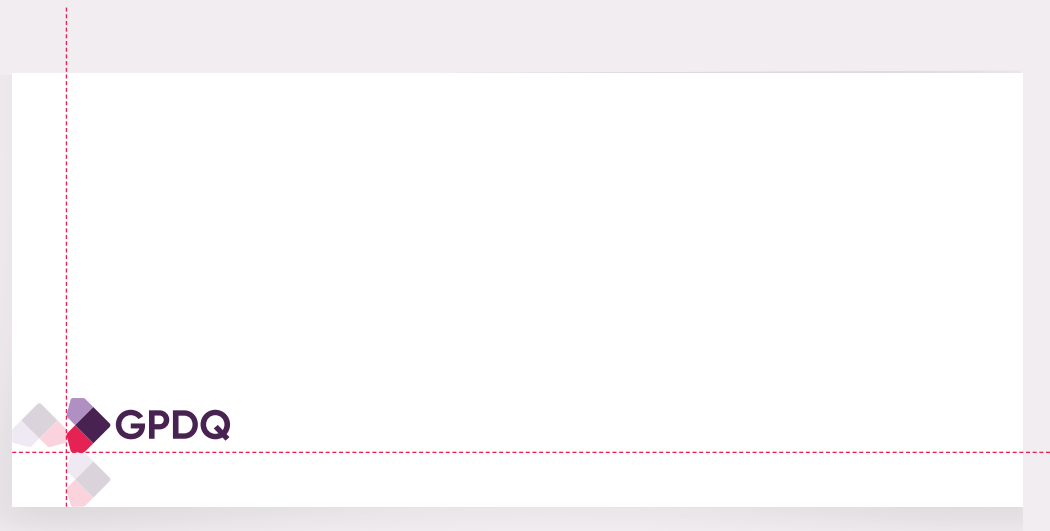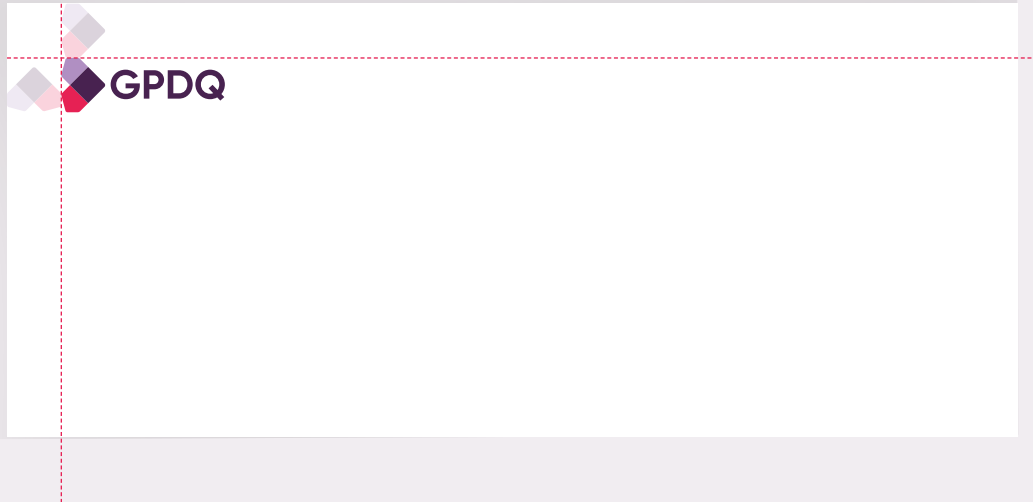
Layout
Cutting & cropping shapes

The single colour icon shapes (see page XX) should be used to create a distinct visual style for the brand.

The shapes can be sized and rotated freely to create a visually interesting but balanced layout style.

Images can also be applied within or underneath the shapes.

One, two or three shapes can be used per page, screen or artwork. No two shapes should be the same colour.
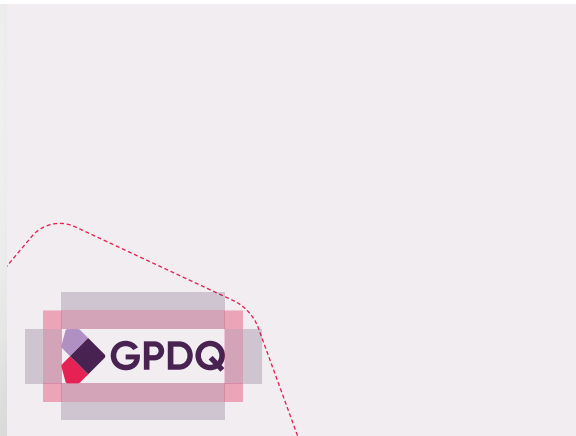
When applying shapes, it's important not overload or unbalance the layout.

Layout
Logo crop

The shapes can also be cropped into corners to frame the logo. This is particularly useful when a full bleed image background is applied.

The edge of the shape may enter the logo padding area but not the logo clear space area.

See page XX for guidance on creating these zones.

Layout
Basic application

The following examples demonstrate how basic layouts are built and layered successfully.

Also notice how changing the colour or proportion of colour changes the overall tone whilst retaining a sense of coherent identity.

The grey background application is the primary application choice in most situations. The purple background should be used more sparingly.

Layout
Size & format variations

The following layout examples demonstrate how the same creative layout (text and image) can be successfully executed according different size, aspect or colour applications.

With you in a heartbeat

Same day home visits

GPDQ

With you in a heartbeat

Same day home visits

Book today

GPDQ
Taking care of health

www.gpdq.co.uk

With you in a heartbeat

Same day home visits

GPDQ

www.gpdq.co.uk
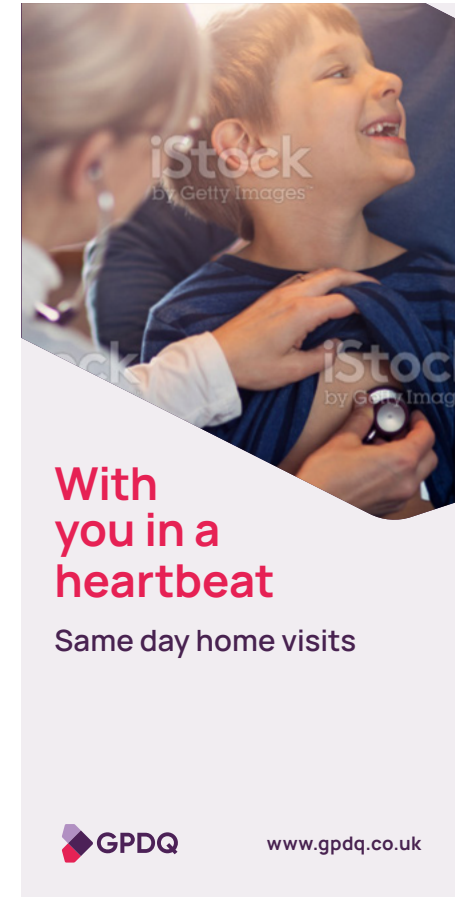
2.3 Photography

Photography
Capturing the moment

Our overall photography style feels real and natural. We should always try to portray real people demonstrating real emotion and real expression relevant to the situation and message we're trying to communicate.

We have six categories of photography:

- Clinician
- Patient
- Lifestyle
- COVID–19 (Hopefully temporary)
- Professional
- Conditions, symptoms, treatments & health

40

Photography
Guidance

The following guidance will help our photography portray the right contexts and feel consistent and coherent:

- We should try to esnure photography is:

- Professional but not clinical

- Warm and friendly

- Real human interactions avoid overly staged poses

- Diverse and inclusive

- Avoid stereotyping people, roles or conditions

- Feels 'as British as possible' given that we're often using American stock. By British we mean:

- Is the location generic or does it look like it could be in Britain?

- Are the people representative of the population?

- Avoid overly staged poses

41

Photography
Clinician

How we portray our doctors and healthcare professionals is key to communicating the values and quality of GPDQ services.

We should aim for the following criteria:

- Professional but not clinical
- Warm and friendly
- Real human interactions avoid overly staged poses
- Diverse and inclusive
- Is or looks British

There are two styles of clinician image we can use either in consultation or portraits.

Here are some good quality examples chosen from Istock.

Photography
Patient

Our patients are key.

We should aim to choose imagery with the following criteria:

- Must feel real

- Warm and friendly

- Real human interactions avoid overly staged poses

- Diverse and inclusive

- Is or looks British

There are two styles of patient image. We can use either in-person consultation with a doctor or virtual consultation with a device or phone.

Here are some good quality examples chosen from Istock.

Photography
Lifestyle

Our health is our most valuable asset. GPDQ helps patients get back to doing what they love.

We can use lifestyle imagery to help communicate the emotional draw to getting high quality healthcare.

Criteria:

- Must feel real

- Diverse and inclusive

- Warm and emotion-led

- Real human interactions avoid overly staged poses

- Is or looks British

Here are some good quality examples chosen from Istock.

Photography
COVID-19

During the pandemic we need to be conscious of displaying imagery that accurately represents how we are prioritising safety and protection of our patients and team.

Retaining a sense of reality and life when a lot of the face is covered is more challenging. Situations where interaction and/or movement is included is recommended.

Here are some good quality examples chosen from Istock.

Photography
Workplace

Our corporate clients are a large client base. When we speak to this audience we want to portray a happy, healthy productive workforce.

Criteria:

- Natural poses
- Diverse and inclusive
- Aspirational workplaces
- Is or looks British

Here are some good quality examples chosen from Istock.

Photography
Conditions, symptoms, treatments & health

We may need to talk about a particular condition, lifestyle choice, medication or treatment.

We should aim to choose images that are clear and focussed on the subject matter.

We should aim for compassionate images choices especially if we are talking about serious conditions. We should avoid humour or portraying illness in an overly negative way.

That said, we can inject vibrancy and visual interest into our visual narrative through some of this imagery.

Here are some good quality examples chosen from Istock.

2.4 **Application Examples**

Application
Digital Banners & Ads

With you in a heartbeat

GPs on-demand for you and your little ones

GPDQ
Taking care of health

My team is my biggest asset. Their health comes first.

Onsite or virtual healthcare tailored to keep your people well

GPDQ
Taking care of health
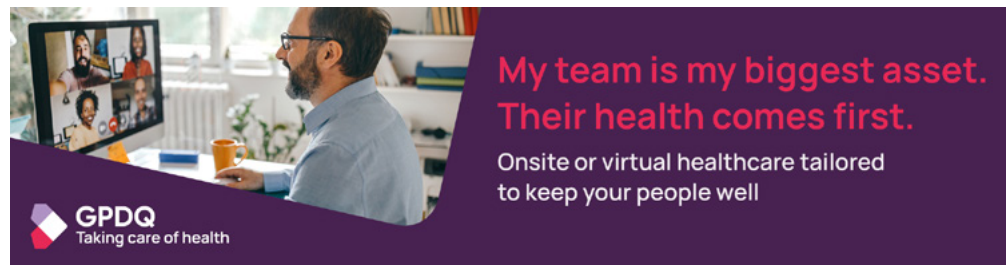
970x250 pixels

PLEASE REMEMBER: The grey background application is the primary application choice in most situations. The purple background should be used more sparingly.

Home comforts

Employee desk health check-ins with trained physios

GPDQ
Taking care of health

Put yourself first

Online mental health support - just a click away

GPDQ
Taking care of health

300 x 250 pixels

We've
always got
time to listen

Same-day home visits
in London from £99

GPDQ
Taking care of health

For more information
www.gpdq.co.uk

Application
e-newsletters
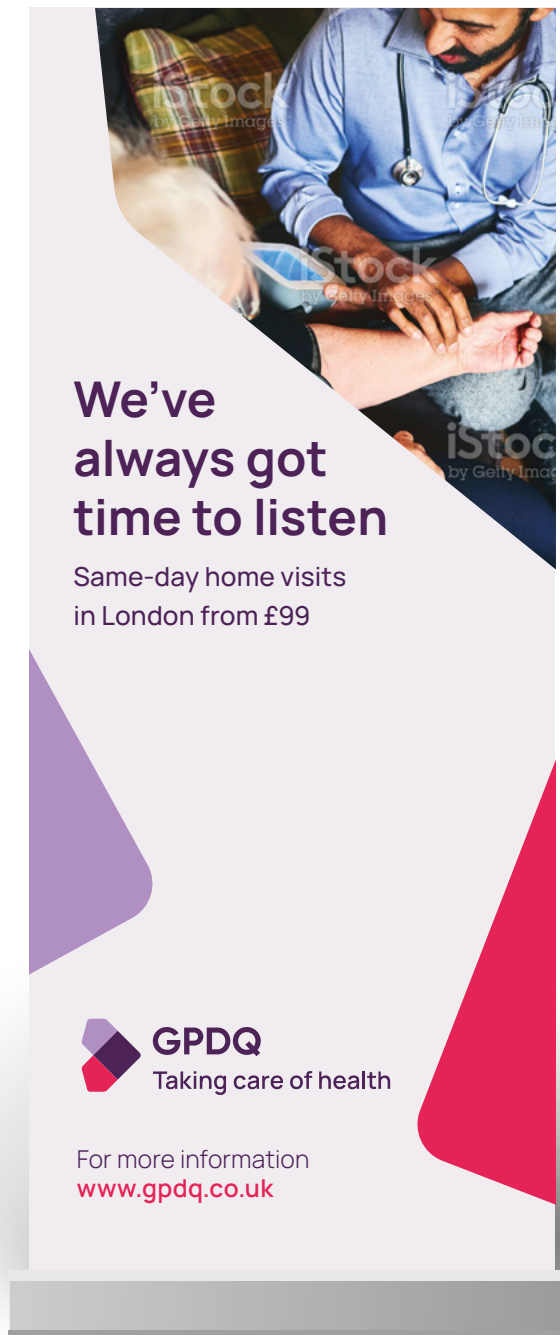
GPDQ
Taking care of health

**Appointment
Confirmation**

Hi John,

This is a confirmation of your appointment with GPDQ

Time: **Friday, 18 Sep 2020 9:00 AM**

Healthcare Professional: **Dr George Maniakis-Grivas**

Location: The doctor will visit you at **29 Chatsworth Road, Chiswick, London, W4 3HY**

Please let us know if you have any questions or you need to change or cancel your appointment.

Thank you,

The GPDQ Team

Regulated by

Q Care Quality
Commission

GPDQ
Taking care of health

The Doctor's Notes

Dr Miller shares her

5 top tips
For staying healthy during a winter lockdown

First up

Getting Your Daily Exercise

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Crucial Vitamin D

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Keep to a routine

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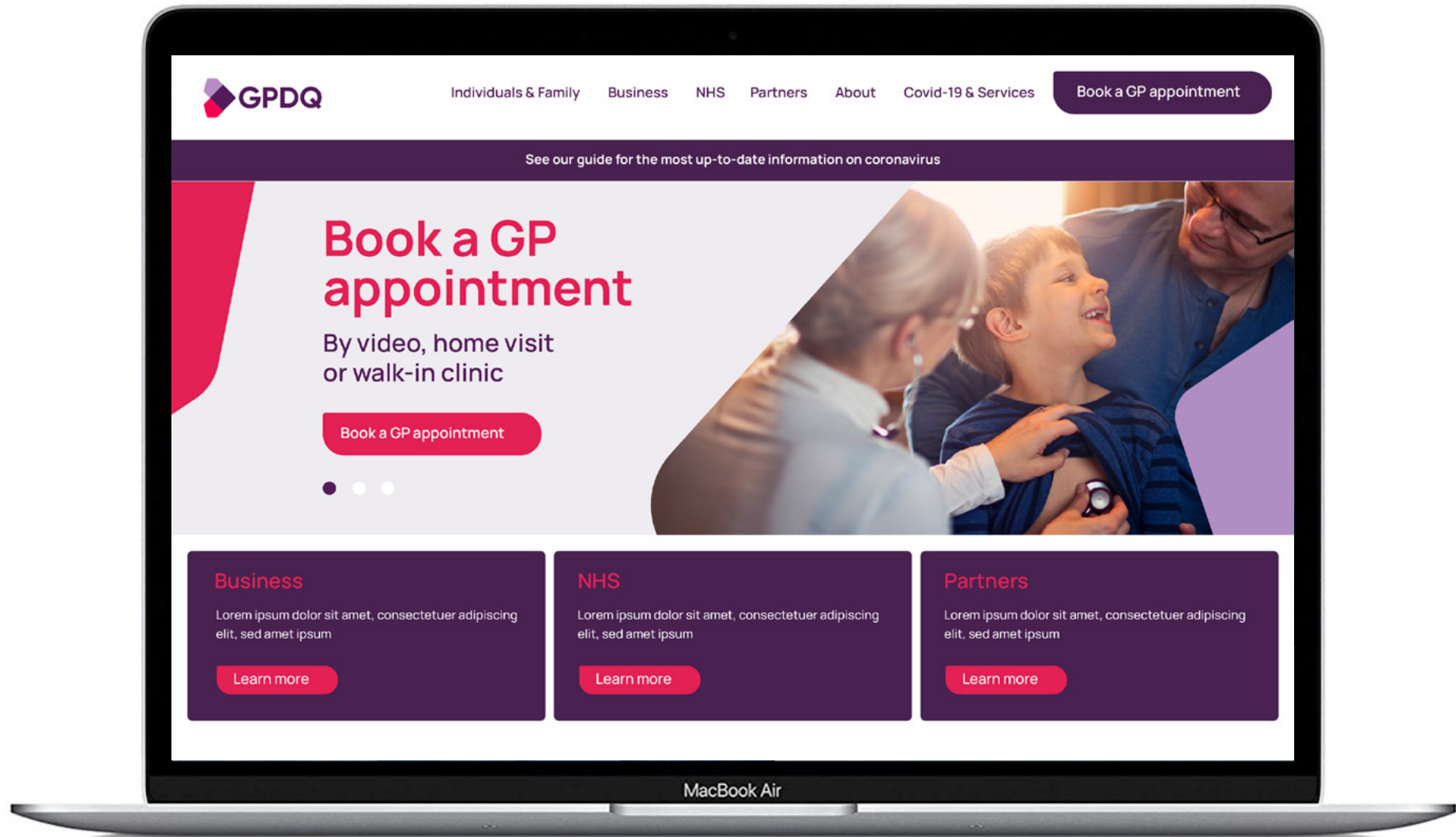
Application
Indicative Social Assets
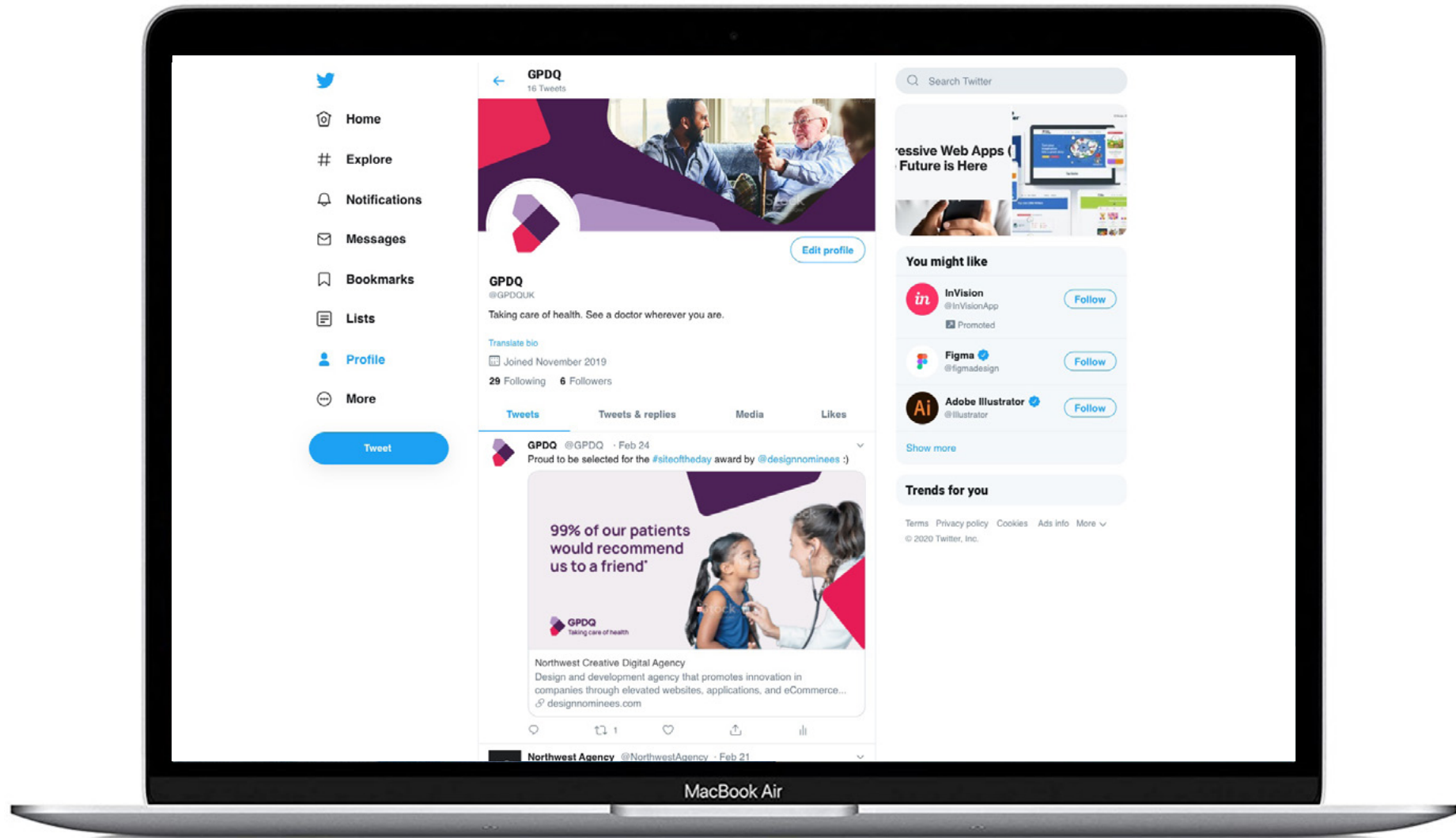
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48 Hour Testing
from £99 per person

Book online at gpdq.co.uk

48 hour Covid-19 Testing

GPs on-demand for you and your little ones

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GPDQ

gpdq.co.uk

Home and away

Travel safe in the knowledge that you are all COVID tested

Test results in 48 hours from £99 per person
gpdq.co.uk

GPDQ

See a GP today

Same day home visits
in London from £99

GPDQ
Taking care of health

www.gpdq.co.uk

Application
Presentation slides

The following examples is not exhaustive but is representative of typical layout options that are relatively simple to implement whilst applying a stong and consistent brand style.

Layout style can be tailored to meet the needs of the specific presentation audience. (Please see page 59 for specific guidance on corporate style documents).

Slide 1:
Regulated by CareQuality Commission

Response to
Potential Client's
Service Request

GPDQ
Taking care of health

www.gpdq.co.uk

Slide 2:
Section heading goes here
- We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics
- We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics
- We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics

medopad, XEN, medx, SENSIO AIR, feebris, CliniTouch, QARDIO

Slide 3:
Our team of outstanding GPs

We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics

Dr Name Goes-Here
One of GPDQ's founding GPs, Dr Skidmore has a traditional bedside manner and focus on information sharing

Dr Name Goes-Here
One of GPDQ's founding GPs, Dr Skidmore has a traditional bedside manner and focus on information sharing

Dr Name Goes-Here
One of GPDQ's founding GPs, Dr Skidmore has a traditional bedside manner and focus on information sharing

Dr Name Goes-Here
One of GPDQ's founding GPs, Dr Skidmore has a traditional bedside manner and focus on information sharing

Slide 4:
Section heading goes here

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Slide 5:
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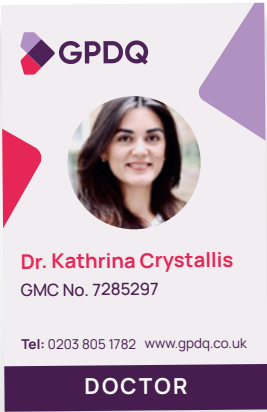
We're at 40%
Name of chart goes here

Slide 6:
An example fee structure

We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics

Service	Cost	Cost for residents
20 min on-site consultation, in weekly clinic	£89 per patient	£80 per patient
30 min on-site consultation, on demand (typically same day)	£120 Weekday £150 Weekend £200 Bank Holiday	£110 Weekday £150 Weekend £200 Bank Holiday
15 min video consultation	£50 per patient	£48 per patient
15 min telephone consultation	£50 per patient	£48 per patient

We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics

Application
Stationery

Coming soon

Application
Corporate/NHS

When publishing or presenting documents for a particularly corporate audience or to the NHS (for example), we may wish to strip back on the bold application of colour whilst maintaining our distinct visual style. The following examples demonstrate good practice for a presentation deck but the same rules can be applied to other formal documents.

Regulated by
CareQuality
Commission

Response to
Potential Client's
Service Request

GPDQ
Taking care of health

www.gpdq.co.uk

Statement or statistic
99% of our patients would recommend us to a friend

Our team of
outstanding GPs

We have 100s of GPs available nationwide and will work with you to find the perfect fit for each site based on resident demographics

Dr Name Goes-Here

One of GPDQ's founding GPs, Dr Skidmore has a traditional bedside manner and focus on information sharing

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Name of chart goes here

Section
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An example
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If you have any questions or queries please contact:

Laura Przybek
laura@gpdq.co.uk

GPDQ

Taking care of health