

Halton | **Health & Wellbeing**  
**Brand Guidelines**

PROOF

## About the Health and Wellbeing Board

The Health and Wellbeing Board is a local partnership working to improve the 'health and wellbeing' of local residents. Our work is not just about providing health improvement services or access to GPs and hospitals - although these are important to us – it is also about improving quality of life by:

- improving access to employment and education
- improving the environment in which we live
- improving and creating safer and stronger communities

This brand is designed to reflect the diverse and far-reaching work being carried out by the individuals and organisations that make up the Health and Wellbeing Board.

It is our hope that over time, the brand will come to be recognised as a symbol of positive health and well-being in Halton. We anticipate it being used alongside existing organisation corporate identities as a clear demonstration of our partnership approach.

We hope the brand's value will be enhanced by the positive experiences of our service users and our community and by the progress we are making to improve the lives of ordinary people living in Halton.

These guidelines have been produced to help you understand our brand values and how to apply the identity correctly and consistently.

## Developing the brand

We asked local people to talk to us about the things that are important to them, what makes them feel good, what they like about living in Halton and what changes they would like to see to help improve their own health and wellbeing. Through these discussions a number of themes emerged, they were:

- A sense of community
- A sense of belonging / wanting to belong
- Access (to services and public transport)
- History and pride
- Love of green spaces and openness

It is with these themes in mind that our brand was created. It incorporates a number of elements:

**The 'tree' logo:** a symbol of life and growth; reaching down to the ground and up to the sky (access); family tree; tree of knowledge. In addition, there's the obvious links to green and open spaces.

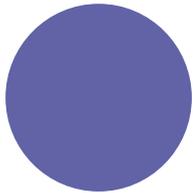
**Leaves:** the Board's work is focused on seven health locality areas, each represented by a coloured leaf. Together they embody the strong sense of community, so valued by our community. Leaves are also strong symbols, representing happiness, healing and friendship.

**Strapline:** My Halton, living life well: a positive statement that has close associations to health and being healthy without being too focused on purely health services

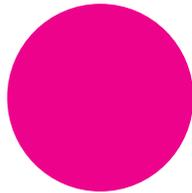


## Colour palette

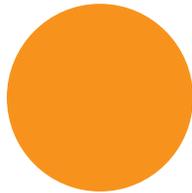
Colours (use images of leaves) with pantone references



PANTONE P 99-14



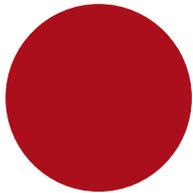
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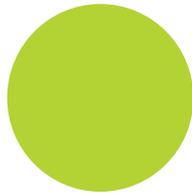
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PANTONE P 48-8



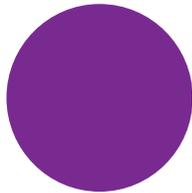
PANTONE P 49-16



PANTONE P 160-8



PANTONE P 4-8



PANTONE P 91-8

# The logo

Full colour

myhalton living life well

myhalton living life well

myhalton living life well

Correctly proportioned full colour logo

Do not stretch the logo

Do not fill the logo

myhalton living life well

Minimum Size 17 mm

Single colour

myhalton living life well

Correct use of single colour logo

myhalton living life well

myhalton living life well

Incorrect use of two colour logo

## Imagery

Images are an important element of our visual brand. The images we use should reflect our community and wherever possible should be 'real' photographs of Halton people in local settings. A picture can tell a thousand words so we should spend time to find the right image to help us get our message across.



## How the brand should be used

It is our hope that over time, our brand will come to be recognised as a symbol of positive health and well-being in Halton.

To achieve this, we would encourage all partners of the Health and Wellbeing Board to adopt the brand.

We recognise that our brand has to work in partnership with service delivery brands, including as Halton Borough Council, NHS Halton CCG and Voluntary organisations.

We want to avoid logo overload and ensure those seeking help do not become confused. Where we are co-branding, we should always ensure it is clear who is delivering a particular service and who a resident/professional should contact if they need help.

Therefore, how the logo is used will depend on the scenario, service or setting. The following examples, though not exhaustive, provide some general guidance:

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Scenario 1: as the lead brand

Family Learning  
Week



A week celebrating the variety of learning opportunities available to the people of Halton  
For more information visit :  
[www.halton.gov/familylearning](http://www.halton.gov/familylearning)



Scenario 2: as a supporting brand

**“I’ve lost 2 stone thanks to Fresh Start”**

**Free!**  
New courses!  
Spaces available!

... can help you lose weight and feel fitter and healthier.  
... sessions include exercise, cooking demos and information about healthy eating.  
... ore you start, you'll be given a free health check and dieticians are available to offer specialist support if you need it.

**“We’ve all lost weight thanks to Fresh Start!”**

Join the thousands of people across Halton who have lost weight with the **FREE Fresh Start** programme.

- ✓ Daytime, evening and weekend sessions
- ✓ Lots of local venues

**Fresh Start**  
Lose weight and feel great

**Call: 0300 300 0103**  
[www.healthimprovementteam.co.uk](http://www.healthimprovementteam.co.uk)

Calls cost the same as calling a landline, even if you're using a mobile.  
Lines are open 9am to 5pm Monday to Friday and are closed on bank holidays.

HALTON BOROUGH COUNCIL | Health Improvement Team | Bridgewater Community Healthcare NHS Trust

myhalton

**Call: 0300 300 0103**  
[www.healthimprovementteam.co.uk](http://www.healthimprovementteam.co.uk)

Health Improvement Team | Bridgewater Community Healthcare NHS Trust

**Will you be our next Quit Hero?**

**We've helped thousands of local people quit smoking.**

If you've decided now is the time to improve your health and save money, come and talk to us.

**Turn over for details on local sessions.**

**Quit hero**

**Mark from Widnes**  
“I quit for a better lifestyle”

Contact us for friendly advice & more information on local sessions in Runcorn and Widnes:  
**01928 593 043**  
or visit [www.healthimprovementteam.co.uk](http://www.healthimprovementteam.co.uk)

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	Drop in (for EXISTING clients only)	Enrolment (for NEW clients only)
	10.30am-11.30am	9.30am
	12 midday-2pm	
	1.30pm-2.30pm	3pm
B7QU	4.45pm-5.45pm	6pm
ere	10.30am-11.30am	10am
	10am-12 midday	
ere	3pm-4pm	2pm
ere	6pm-6.45pm	5pm
ere	10pm-10.45am	11am
	10am-2pm	
	10am-12pm	
	10.30am-11.30am	9.30am
	2.30pm-3.30pm	1.30pm

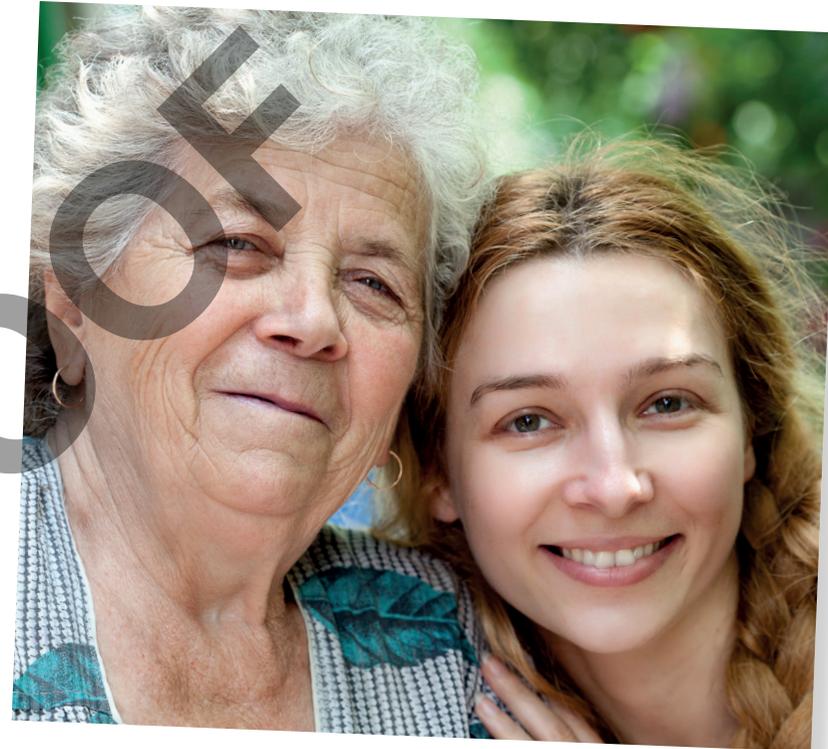
**Appointments available between:**

- 9am-12 midday
- 9am-12 midday
- 9am-11am
- 2pm-3.30pm
- 9am-12 midday

**Quit hero**

myhalton | SMOKEFREE | HALTON BOROUGH COUNCIL

**Scenario 3: where there is a partnership approach**



**A Mental Health and Wellbeing Commissioning  
Strategy for Halton  
2013 to 2018**

## **Our tone of voice**

Our words and the tone of voice we use when communicating, either in person, in print or online will help to reinforce our brand and enhance its value.

In many cases we will be speaking with people who are vulnerable, in distress, or are seeking our support to change something in their life.

While we will need to adapt our style to suit different audiences, we should always use language that is appropriate

## **Optimistic and hopeful**

Our tone should reflect the positive work we are doing to improve the health and wellbeing. We know the services we provide make a difference, wherever appropriate we should talk about achievements and share our vision

## **Genuine and realistic**

It is important that we talk honestly with our various audiences in terms that that they understand. Our words should appear realistic and our plans deliverable.

## **Personal and direct**

We should always keep in mind the audience we are communicating with. Our words should build trust, be inclusive and never be patronising.

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**For further guidance, contact:  
Lead Officer Communications,  
Design and Marketing  
Halton Borough Council  
t: 0151 511 7723**

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