



Bwrdd Partneriaeth Gwasanaethau Integredig

Integrated Services Partnership Board

Written and visual brand guidelines



Written and visual brand guidelines contents

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About these guidelines

These guidelines are designed to help you uphold and enhance the ISPB brand. By following them, you'll ensure our audiences can easily recognise, recall, and engage with our messaging.

To maintain a strong, trusted, and distinctive brand, it's essential that our communications are consistently designed and written. Consistency enhances our visibility, memorability, and encourages greater engagement from our audience.

Our design approach is simple, using minimal elements such as colours and fonts. Each element should serve a clear purpose, ensuring our messages are both clear and impactful.

These guidelines offer enough flexibility for you to tailor your design and writing to different services while still aligning with our brand personality and tone of voice.

For further details on the ISPB brand guidelines, please contact abb.commsandengagement@wales.nhs.uk.



About the brand

The Integrated Services Partnership Board (ISPB) logo design is a powerful representation of collaboration, integration, and the delivery of comprehensive services. The ISPB logo incorporates landmark icons representing each of the five Boroughs, seamlessly blending with NCN branding. Each Borough's logo features a distinct colour, symbolising a specific service or sector. Together, these colours form a unified rainbow, reflecting the diverse entities that collaborate to positively impact their community.

Each Borough's ISPB logo draws on one of the colours from the central symbol, seamlessly integrating it into their unique identity. The vibrant colour palette is carefully chosen to reflect the positive, forward-thinking nature of the services provided. These colours evoke feelings of positivity, growth, energy, and innovation, reinforcing the board's commitment to community well-being.

The logo's typography, a clean and modern sans-serif font, embodies professionalism and accessibility—key attributes for establishing trust and engagement with stakeholders. This typeface is selected not only for its readability but also for its contemporary appeal, ensuring the logo remains versatile across various mediums, from digital platforms to printed materials.

The ISPB logo conveys a message of unity and trust, reinforcing a strong, cohesive brand identity focused on community well-being.



Tone of Voice

Our tone of voice is a reflection of the ISPB brand personality. Every time we communicate—whether at an engagement session, through direct marketing, or online—we are expressing our brand.

The tone of voice for the Integrated Services Partnership Board (ISPB) reflects our commitment to professionalism, accessibility, and community well-being. Our communications should be clear, consistent, and resonate with our diverse audiences across various services and sectors. Below are the key principles that define our tone of voice:

ACCESSIBLE AND INCLUSIVE

- **Clear and concise:** Use straightforward language, avoiding jargon and unnecessary complexity. Our messages should be easy to understand.
- **Respectful and considerate:** Always communicate with respect, acknowledging the perspectives and needs of our audiences. Be empathetic and mindful of the community we serve.
- **Friendly yet formal:** Maintain a warm and welcoming tone while upholding a level of formality appropriate for a professional organisation. Inclusive language: Use language that is inclusive and avoids assumptions about the audience. This means avoiding gender-specific terms unless necessary and being mindful of cultural sensitivities.
- **Plain English:** Write in plain English to ensure that all our communications are accessible to everyone, regardless of their background or level of expertise.
- **Structured and organised:** Present information in a logical, well-organised manner. Use headings, bullet points, and short paragraphs to make content easy to navigate.
- **Welsh Translation:** All public-facing communications from services bound by Welsh Language Standards must be available in both Welsh and English. Translations should be accurate and culturally sensitive. Ensure consistency in tone across both languages, with Welsh text always preceding English in bilingual documents. For more details, refer to the Welsh Government guidelines: <https://www.gov.wales/welsh-language-standards-communication-and-marketing-guidelines#138260>

POSITIVE AND FORWARD-THINKING

- **Optimistic:** Focus on the positive impact of our services and the progress we are making. Highlight solutions, opportunities, and the benefits we bring to the community.
- **Innovative:** Reflect our forward-thinking approach by embracing modern language that conveys progress and innovation, without using overly technical terms.
- **Motivational:** Inspire action and engagement by using language that encourages involvement and conveys a sense of shared purpose.

ENGAGING AND INTERACTIVE

- **Conversational:** While maintaining professionalism, aim for a conversational tone that invites dialogue and interaction.
- **Responsive:** Be timely and responsive in communications, showing that we value feedback and are engaged with our audience's needs and concerns.
- **Storytelling:** Use storytelling techniques to make our messages more relatable and memorable, illustrating how our work positively impacts the community.

Basic Communication Elements Primary Identity

The ISPB logo needs space around it to ensure it stays clear and impactful. This prevents other graphic elements from interfering with the logo's integrity.

The exclusion zone around the logo should be the height of the logo's 'L', as shown on the right. No graphic device or text should enter into the isolation area.



Basic Communication Elements Primary Identity

Borough specific *ISPB* logo are available.

Each Borough's ISPB logo adopts one of the colours from the central symbol, integrating it into their own identity.



Basic Communication Elements Primary Identity

When used on a dark background the logo can be reversed out in white.

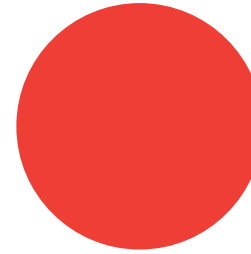


Basic Communication Elements Graphics

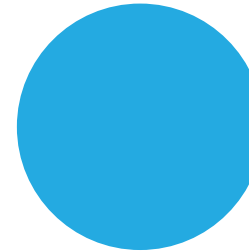
The ISPB logo can be accompanied by the rainbow icon to enhance the brand.

Each Borough's ISPB logo adopts one of the colours from the central symbol, integrating it into their own identity. The vibrant colour scheme signifies the positive nature of the services provided. The chosen palette, ranging from blues and greens to vibrant reds and yellows, evokes positivity, growth, energy, and innovation.

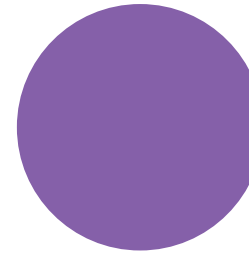
Blaenau Gwent



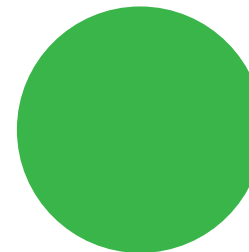
Monmouthshire



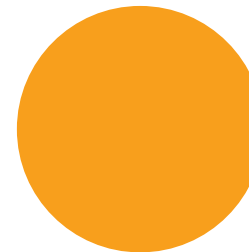
Torfaen



Caerphilly



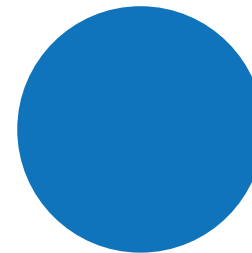
Newport



Basic Communication Elements Colour palette

Consistency in use of colours is important in brand identification.

Our distinctive colour palette has been created to build instant recognition across ISPB communications.

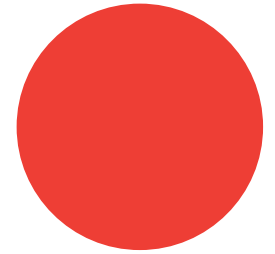


ISP Blue

C 85%
M 50%
Y 0%
B 0%

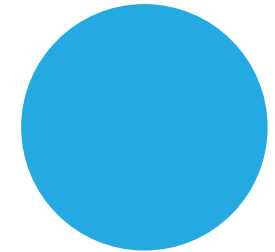
**Blaenau Gwent
Red**

C 0%
M 90%
Y 85%
B 0%



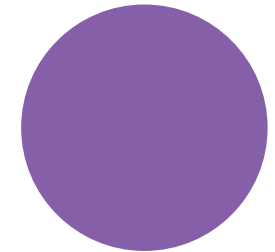
**Monmouthshire
Lt Blue**

C 70%
M 15%
Y 0%
B 0%



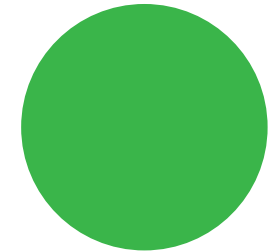
**Torfaen
Purple**

C 54%
M 71%
Y 0%
B 0%



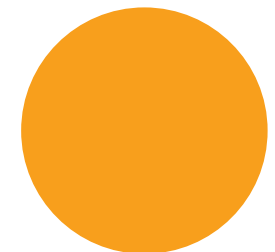
**Caerphilly
Green**

C 75%
M 0%
Y 100%
B 0%



**Newport
Amber**

C 0%
M 43%
Y 100%
B 0%



Basic Communication Elements Fonts

The campaign uses Frutiger as the main font
Frutiger is a clean, sans serif typeface.

Where Frutiger is not available, we use Verdana
as our default font.

There should be a 12pt minimum size of font on all
documents and where possible the font should not be used
smaller than this size.



Bwrdd Partneriaeth Gwasanaethau Integredig

Integrated Services Partnership Board

Frutiger Bold

Frutiger Bold

Templates and design assets

A number of design assets have been created. The campaign asset pack can be downloaded from the Regional Partnership Board (RPB) website

<https://gwentrpb.wales>

Assets include:

ISPB logo and 5 x ISPB area logos

Word template

Powerpoint template

5 x ISPB Teams backgrounds

