



HCPA Services Brand guidelines

Welcome

This document is designed for the Hertfordshire Care Providers Association partner and sponsor ecosystem.

When communicating together, in various partnership environments, we want to safeguard the branding of each of our services and assist you in featuring and referencing our services effectively and correctly.

The following pages outline the brand guidelines of each of the services offered by HCPA.



Brand guidelines

Logo

The Cultural Transformation logo has two colour variants for use on both light and dark backgrounds.



Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Logo Usage

Do not stretch or squeeze the logo.

When resizing the logo, remember to hold the 'shift' key to maintain logo proportions..

Do not stretch the logo



Do not squeeze the logo



Logo Size

To protect the legibility of our logo we recommend the minimum height should not be less than 75 pixels for web and 25mm for print.



Minimum height:

75 pixels for web

25mm for print

Clearspace

Clearspace around our logo is equal to 50% of the logo height.



Colours

A simple, purposeful palette. Each colour has a role - the primary colours on the left are for accents, titles, and bullets. Use sparingly. The neutrals on the right are for body text and backgrounds.

HEX c6 1a 0

RGB 198 26 0

CMYK 15 99 100 6

HEX a0 b1 b0

RGB 160 177 176

CMYK 38 22 28 0

HEX 27 66 98

RGB 39 102 152

CMYK 89 59 18 2

HEX 0 2d 33

RGB 0 45 51

CMYK 93 64 60 60

HEX 32 6a d

RGB 50 106 13

CMYK 80 34 100 25

HEX ff ff ff

RGB 255 255 255

CMYK 0 0 0 0

HEX ff 89 0

RGB 255 137 0

CMYK 0 56 100 0

HEX 0 0 0

RGB 0 0 0

CMYK 75 68 67 90



Brand guidelines

Logo

The TEAMology Tool logo has two colour variants for use on both light and dark backgrounds.



Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Logo Usage

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Logo Size

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Minimum height:
75 pixels for web
25mm for print

Clearspace

Clearspace around our logo is equal to 50% of the logo height.



Colours

Much like our Cultural Transformation palette, each colour has a role - the primary colours on the left are for accents, titles, and bullets. Use sparingly. The neutrals on the right are for body text and backgrounds.

HEX c6 1a 0
RGB 198 26 0
CMYK 15 99 100 6

HEX a0 b1 b0
RGB 160 177 176
CMYK 38 22 28 0

HEX 27 66 98
RGB 39 102 152
CMYK 89 59 18 2

HEX 6e 7c 7c
RGB 110 124 124
CMYK 60 42 45 10

HEX 32 6a d
RGB 50 106 13
CMYK 80 34 100 25

HEX ff ff ff
RGB 255 255 255
CMYK 0 0 0 0

HEX ff 89 0
RGB 255 137 0
CMYK 0 56 100 0

HEX 0 0 0
RGB 0 0 0
CMYK 75 68 67 90



Brand guidelines



Logo

The Herts GoodCare Logo comes in 3 variants, to be used on light, dark, and the 'GoodCare Orange' background.



GOODCARE
Hertfordshire



GOODCARE
Hertfordshire



GOODCARE
Hertfordshire

Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



GOODCARE
Hertfordshire

GOODCARE
Hertfordshire

Logo Usage

Do not stretch or squeeze the logo.

When resizing the logo, remember to hold the 'shift' key to maintain logo proportions..

Do not stretch the logo



Do not squeeze the logo



Logo Size

To protect the legibility of our logo we recommend the minimum height should not be less than 30 pixels for web and 10mm for print.



Minimum height:

30 pixels for web

10mm for print

Clearspace

Clearspace around our logo is equal to 100% of the logo height.



Colours

The Herts Goodcare colour
palette uses 3 colours.

HEX f1 67 24
RGB 242 103 37
CMYK 0 74 98 0

HEX 41 c3 76
RGB 65 195 118
CMYK 68 0 74 0

HEX 41 40 42
RGB 66 65 67
CMYK 68 62 58 46

HEX 41 8d ca
RGB 65 141 202
CMYK 73 35 1 0

HEX 1d 1d 1d
RGB 29 30 30
CMYK 72 66 65 75

HEX b6 47 99
RGB 182 71 153
CMYK 29 86 2 0



**Prevention &
Enablement**

Brand guidelines

Logo

Two logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Prevention &
Enablement



Prevention &
Enablement

Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Prevention &
Enablement



Prevention &
Enablement

Logo Usage

Do not stretch or squeeze the logo.

When resizing the logo, remember to hold the 'shift' key to maintain logo proportions..

Do not stretch the logo



Do not squeeze the logo



Logo Size

To protect the legibility of our logo we recommend the minimum height should not be less than 57 pixels for web and 20mm for print.



Minimum height:

57 pixels for web

20mm for print

Clearspace

Clearspace around our logo is equal to 75% of the logo height.



Colours

The Prevention & Enablement
colour pallete uses 6 colours.

HEX be 1f 35

RGB 193 32 54

CMYK 18 100 84 7

HEX e8 81 24

RGB 234 130 35

CMYK 6 59 100 0

HEX f7 af 32

RGB 249 176 50

CMYK 1 34 91 0

HEX 72 22 64

RGB 114 35 101

CMYK 60 100 30 15

HEX 9c a8 39

RGB 157 170 57

CMYK 44 21 100 1

HEX 2b 6c af

RGB 36 109 177

CMYK 85 57 3 0

The
Hertfordshire
Care
Awards



Brand guidelines



Logo

Three logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Logo Usage

Do not stretch or squeeze the logo.

When resizing the logo, remember to hold the 'shift' key to maintain logo proportions..

Do not stretch the logo



Do not squeeze the logo



Logo Size

To protect the legibility of our logo we recommend the minimum height should not be less than 57 pixels for web and 20mm for print.

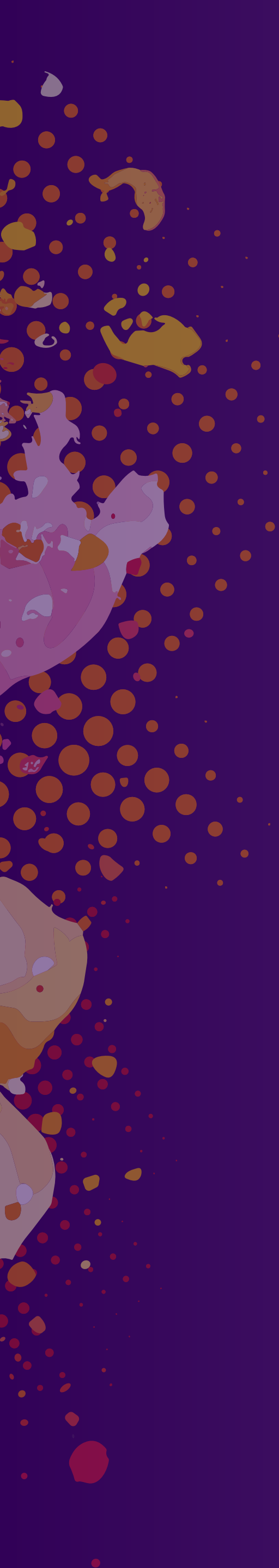


Minimum height:
57 pixels for web
20mm for print

Clearspace

Clearspace around our logo is equal to 50% of the logo height.





Colours

The Hertfordshire Care
Awards colour pallete uses 8
colours.

HEX 48 20 68
RGB 72 32 104
CMYK 85 100 26 16

HEX d0 ac 67
RGB 208 172 103
CMYK 19 31 70 0

HEX 47 47 a6
RGB 71 71 166
CMYK 84 83 0 0

HEX ff 21 9c
RGB 255 33 156
CMYK 0 93 0 0

HEX ff 87 0
RGB 255 135 0
CMYK 0 57 100 0

HEX 1a d1 e5
RGB 26 209 229
CMYK 63 0 13 0

HEX 47 d1 5c
RGB 71 209 92
CMYK 65 0 86 0

HEX ff d1 0
RGB 255 209 0
CMYK 1 16 100 0



Business
Development
Services

Brand guidelines

Logo

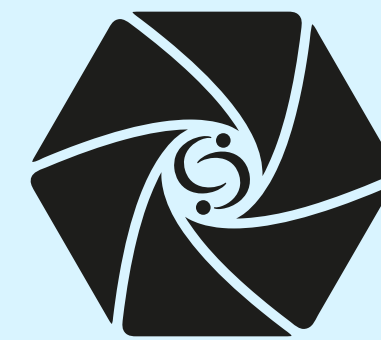
Six logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Business
Development
Services



Business
Development



Business
Development
Services



Business
Development



Business
Development
Services



Business
Development

IFS Logo

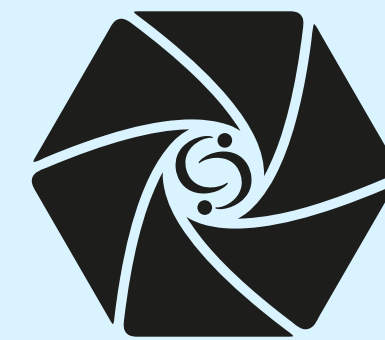
Six logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Business
Development
Impartial Feedback Service



Business
Development
Impartial Feedback
Service



Business
Development
Impartial Feedback Service



Business
Development
Impartial Feedback
Service



Business
Development
Impartial Feedback Service



Business
Development
Impartial Feedback
Service

BCP Logo

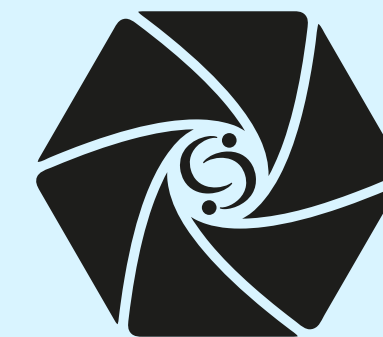
Six logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Business
Development
Business Continuity Planning



Business
Development
Business Continuity
Planning



Business
Development
Business Continuity Planning



Business
Development
Business Continuity
Planning



Business
Development
Business Continuity Planning



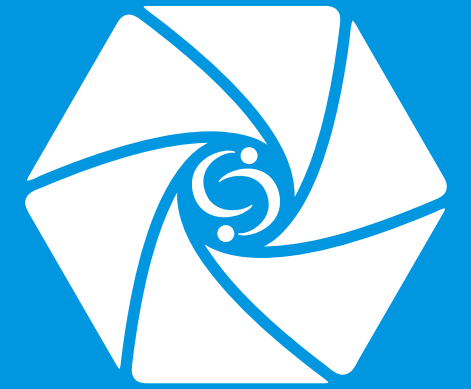
Business
Development
Business Continuity
Planning

Culture Logo

Six logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Business
Development
Culture



Business
Development
Culture



Business
Development
Culture



Business
Development
Culture



Business
Development
Culture



Business
Development
Culture

Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Logo Usage

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Do not stretch the logo



Do not squeeze the logo



Logo Size

Horizontal

|To protect the legibility of our logo we recommend the minimum height should not be less than 57 pixels for web and 20mm for print.



Business
Development
Services

Minimum height:
57 pixels for web
20mm for print

Clearspace

Horizontal

Clearspace around our logo is equal to 75% of the logo height.



Logo Size

Vertical

To protect the legibility of our logo we recommend the minimum height should not be less than 113 pixels for web and 40mm for print.



Minimum height:
113 pixels for web
40mm for print

Clearspace

Vertical

Clearspace around our logo is equal to 35% of the logo height.



Colours

All our business development services use a matching colour palette comprising of 3 colours.

HEX 0 97 e0

RGB 0 151 224

CMYK 75 29 0 0

HEX d9 f4 ff

RGB 217 244 255

CMYK 13 0 0 0

HEX 1d 1d 1b

RGB 29 29 27

CMYK 72 65 67 76



Brand guidelines

Dual Logo

HCPA/CPA

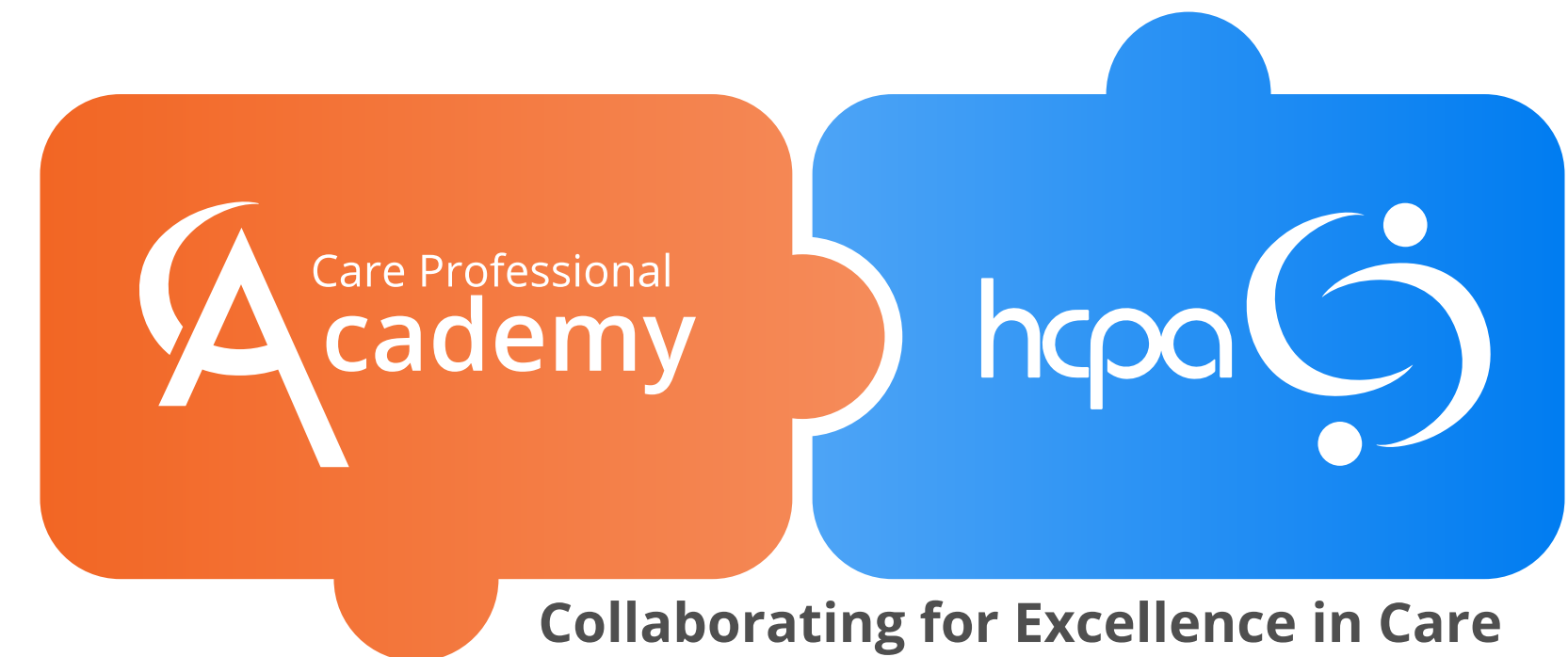
Three logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Dual Logo

CPA/HCPA

Three logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.



Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



Logo Usage

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When resizing the logo, remember to hold the 'shift' key to maintain logo proportions..

Do not stretch the logo



Do not squeeze the logo



Logo Size

Horizontal

To protect the legibility of our logo we recommend the minimum height should not be less than 75 pixels for web and 25mm for print.



Minimum height:

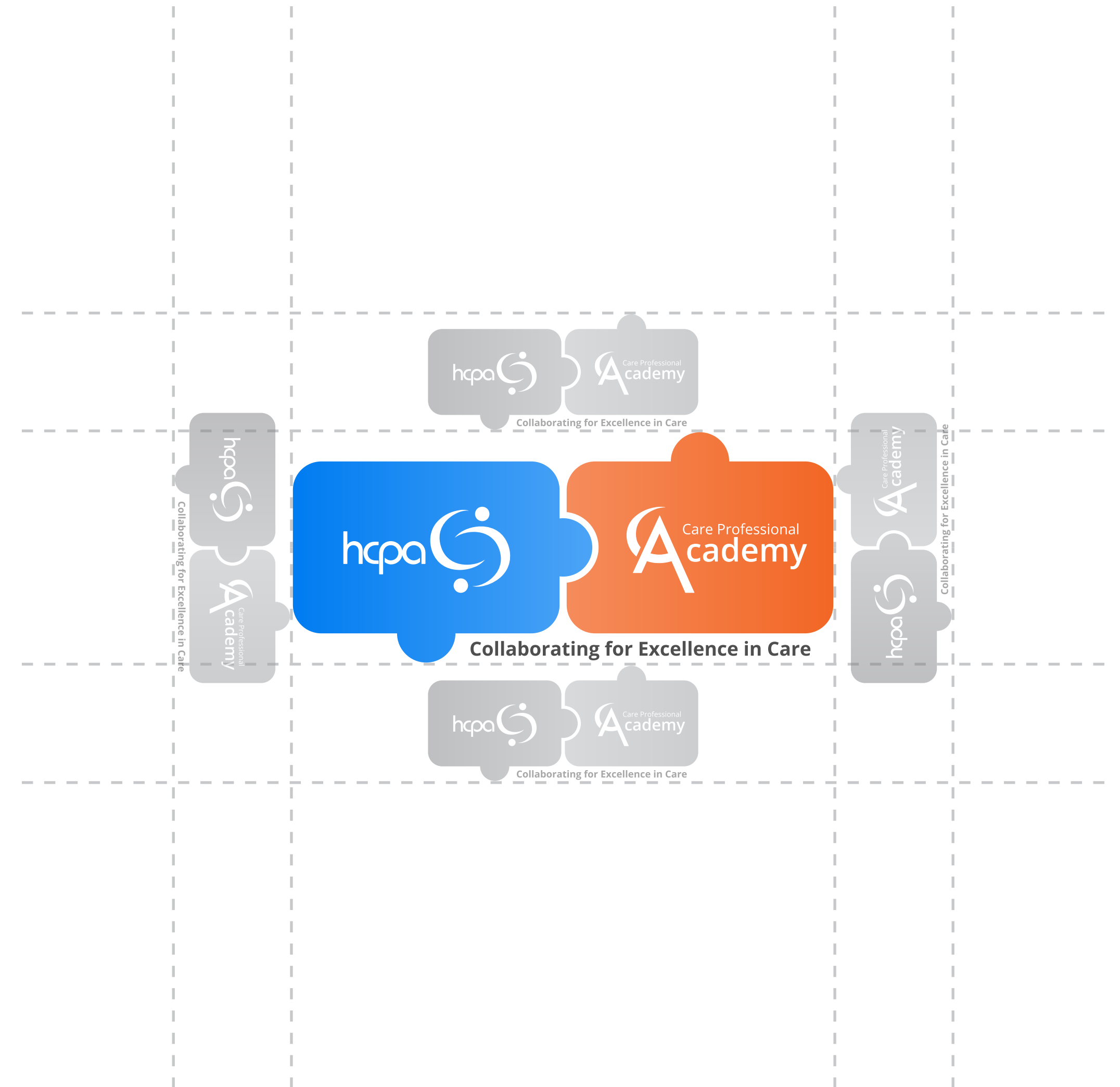
75 pixels for web

25mm for print

Clearspace

Horizontal

Clearspace around our logo is equal to 50% of the logo height.



Logo Size

Vertical

To protect the legibility of our logo we recommend the minimum height should not be less than 137 pixels for web and 49mm for print.

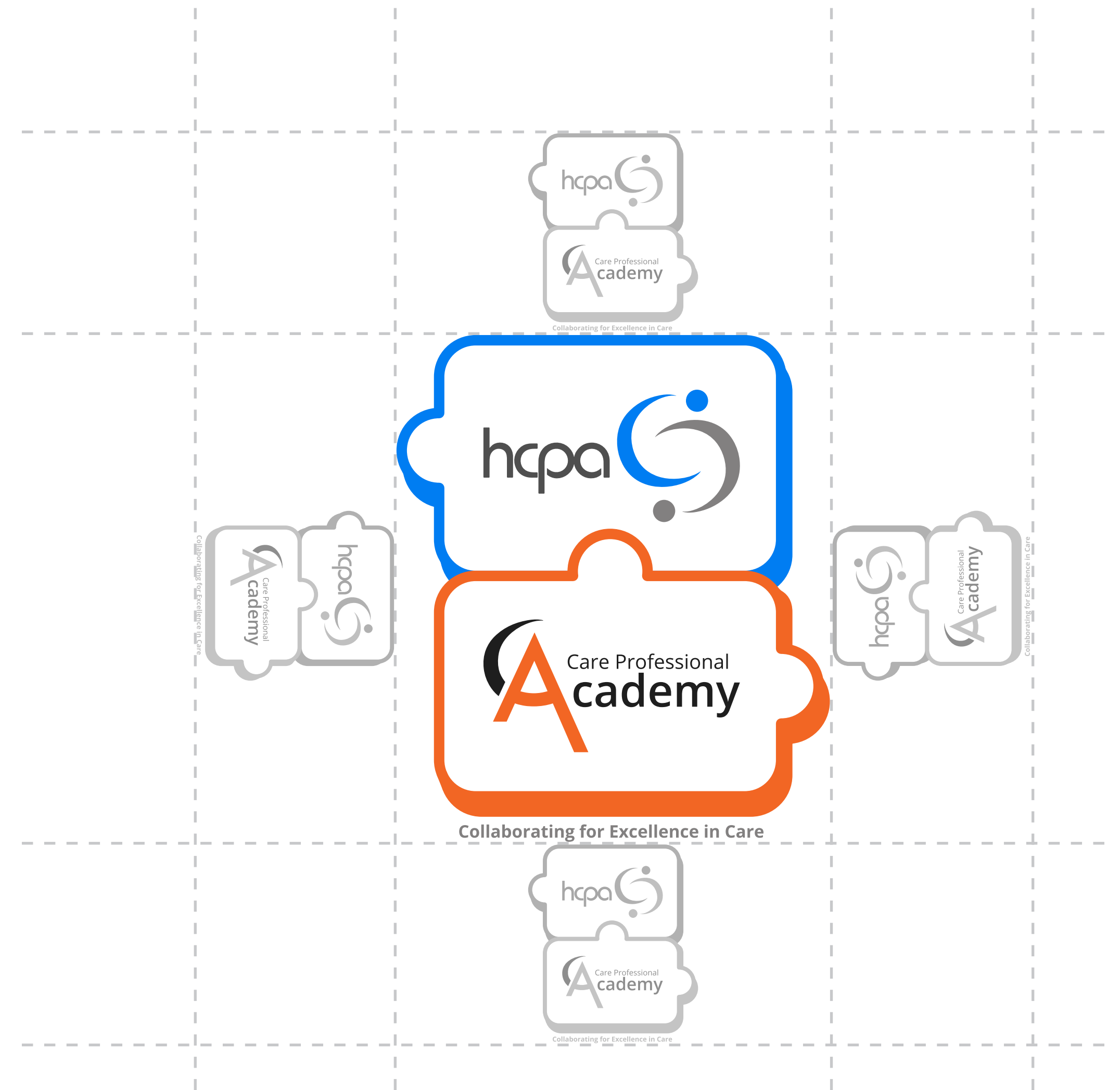


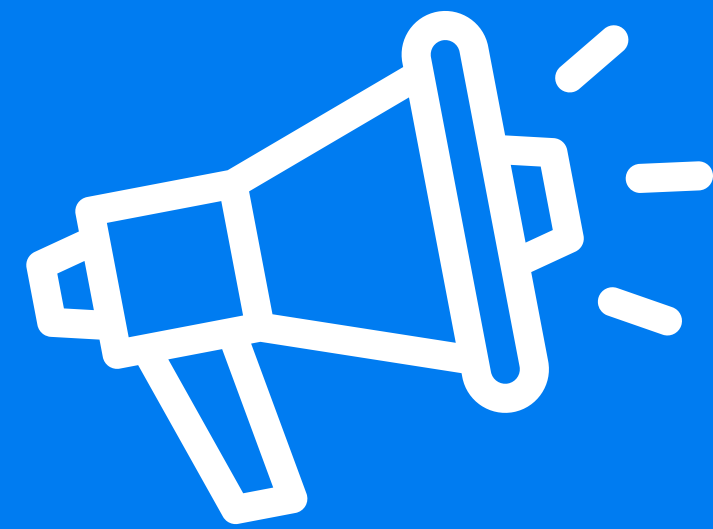
Minimum height:
137 pixels for web
49mm for print

Clearspace

Vertical

Clearspace around our logo is equal to 50% of the logo height.



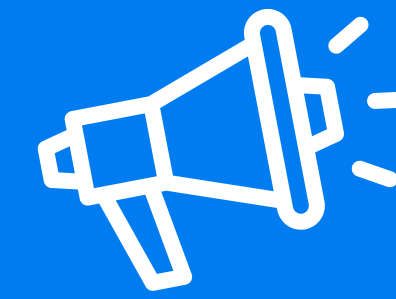


Brand guidelines

Logo

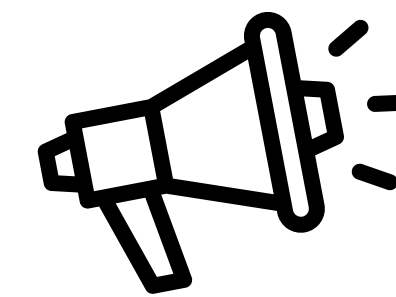
Six logo variants are available. Select the variant that ensures maximum contrast and legibility on any background.

HCPA
**PROVIDER
HUB**



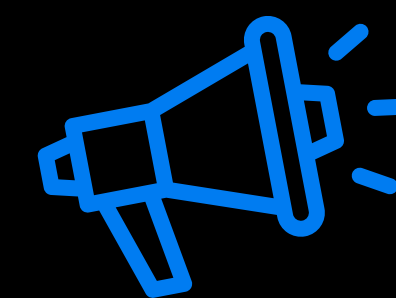
HCPA
**PROVIDER
HUB**
ASK US ANYTHING

HCPA
**PROVIDER
HUB**



HCPA
**PROVIDER
HUB**
ASK US ANYTHING

HCPA
**PROVIDER
HUB**



HCPA
**PROVIDER
HUB**
ASK US ANYTHING

Logo Usage

The logo should not be placed on busy backgrounds or colours that are similar or clash with the brand colours.



HCPA
**PROVIDER
HUB**
ASK US ANYTHING

Logo Usage

Do not stretch or squeeze the logo.

When resizing the logo, remember to hold the 'shift' key to maintain logo proportions..

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Do not squeeze the logo



Logo Size

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Minimum height:
75 pixels for web
25mm for print

Clearspace

Clearspace around our logo is equal to 50% of the logo height.





Thank you.