onesmallstep
to a healthier you

inform me

enable me

support me

brand guidelines

What is a brand?

As people, we mix with each other as part of daily life either as friends, family, work colleagues or simply strangers we meet every day. And, due to our nature, interaction is unavoidable. Through this interaction we get to know each other through the way we look, act and sound. We are each known by who we are – our own unique personality.

At its simplest, a brand is a way of applying a personality to a product, service or organisation so as to, in the commercial world, distinguish it from competitors and make it stand out favourably to customers and users. Branding can also be applied to places, bands, sounds, tastes and even people.
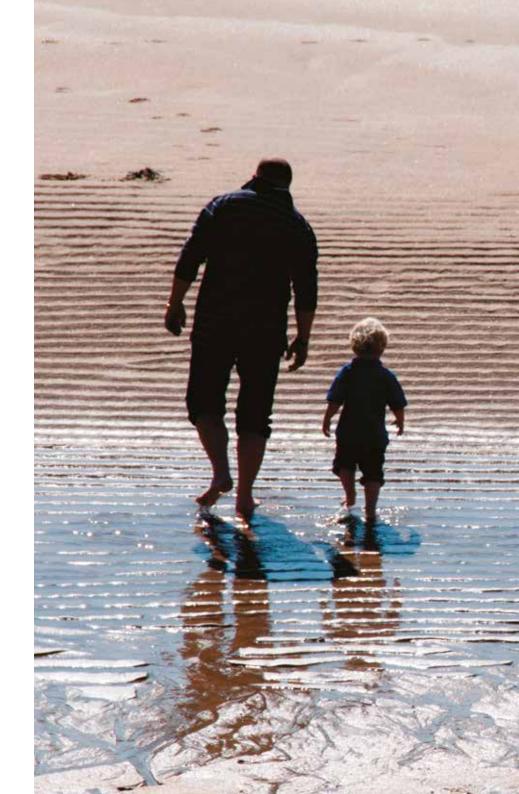
If something exists, it can be branded.

How does a brand work?

It's actually what you see, hear and feel (and also, with some products, what you smell and taste too). It's the 'five senses' that come together to form an impression. It's important that the impression gained is consistant, sustained and reinforced so that the brand becomes memorable and recognisable.

A brand is more than just a logo, it's the whole experience – the colours, the fonts, the tone of voice and the imagery. All these elements must work in concert with each other to be effective.

And to do that, we need guidelines...

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Brand values:

- ## Making a difference
- ## Understanding
- ## Community
- ## Empathy
- ## Achievement
- ## Commitment

The OneSmallStep brand

OneSmallStep is a free service for Devon residents commisioned by Devon County Council to enable healthier lifestyles. It aims to do this by gently connecting, enabling and motivating Devon residents to take responsibility for their own health and wellbeing and to take 'small steps' towards achieving their life goals.

The overall objective of OneSmallStep is to address health inequalities and reduce premature death by initiating and sustaining behavioural change in four key areas:

Alcohol

Diet

Smoking

Physical activity

– whilst recognising the emotional health and wellbeing of those being helped.

The OneSmallStep service is presented as being approachable with an attitude that is realistic, gently motivational, achievable, friendly and personally encouraging. It is not a hectoring, nannying, lecturing or frightening service. It is designed to empower people towards better and longer lives through small changes that are not daunting to include in busy schedules.

The brand consists of:

The OneSmallStep logo

The OneSmallStep brand colours

The OneSmallStep tone of voice

The OneSmallStep imagery guidelines

The OneSmallStep fonts

The OneSmallStep logo – proportions and exclusion zones

The OneSmallStep logo consists of three elements:

1. The words 'one', 'small' and 'step' in lower case Alfa Slab One font, in OneSmallStep light blue, mid-blue and red respectively, as one word with slightly extended spacing between each word.

2. A sketched 'heart' device in OneSmallStep light blue.

3. A strapline in Frutiger light font, in OneSmallStep red.

Proportions and exclusion zones are shown below:

Exclusion zone: height of 'o' in logo all round

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Height of 'o' in strapline is 50% of logo 'o' height

Strapline right justified, in line with the serif on 'p'

The OneSmallStep logo variations

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The OneSmallStep logo – usage...

The preferred version of the OneSmallStep logo should always be the full colour CMYK version.

For greyscale documents, use the greyscale version.

The reversed version can be used on a background of either:

(a) one of the three OneSmallStep brand colours (see brand colours)

OR

(b) a suitable photographic background (see **examples of use**)

The RGB version is for screen use such as the web or powerpoint, etc

The logo must always appear with at least one of the approved straplines beneath, defaulting to "to a healthier you".

...and sizes

The minimum size the logo should appear is 28mm wide (this leaves the wording at 25mm wide).

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A4 preferred size 82mm wide,
using exclusion zones to position

onesmallstep
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A5 preferred size 58mm wide, using
exclusion zones to position

Logo may be positioned in top or bottom
left or right corners.

The OneSmallStep logo – use with other logos

When used in conjunction with other organisations' logos and when the publication or website is one produced and administered by OneSmallStep, preceeding guidelines shall be applied to the OneSmallStep logo, together with any guidelines for other logos.

The OneSmallStep logo should always be the dominant logo when used with third party logos. This is so that the item retains its identity as a OneSmallStep item, rather than one from the third party. The usual method of doing this would be always to make the OneSmallStep logo larger than the partner logo.

The OneSmallStep logo may be supplied to other approved organisations for use but must always be supplied with guidelines for use. There is no limit to how many logos it may be shown with when in use by other organisations (for example in 'washing lines').

When used with other logos on OneSmallStep items, however, there is a limit of three other logos it may be shown with (making a total of four logos including the OneSmallStep logo). If more logos are required, then approval must be sought from Devon County Council.

Additional identification

On any OneSmallStep branded communication, either printed or digital, the following text must be used (without quote marks):

"OneSmallStep is provided by Optum and stop smoking specialist service Solutions4Health, on behalf of Devon County Council."

Position is at designer's or communications person's discretion, but it is suggested to be placed at the end of a document (as on this document), on the back cover or at the bottom of a webpage.

in association with

The OneSmallStep logo – examples of use

Correct. Logo is in proportion, correct size, exclusion zones respected

Incorrect. Logo has been distorted

Incorrect. Exclusion zones broken, strapline has been typed in. Heart element is missing.

Incorrect. Logo is not reversed and is not on a non-contrasting background.

Correct. Reversed Logo is on a contrasting background.

Reversed logo may be used on photos, but ensure the background has enough contrast. Do not place the logo over complex backgrounds or over faces

Incorrect – logo is over a face

Incorrect – logo is over low contrast area

The OneSmallStep logo – straplines

The OneSmallStep logo always appears together with one of four straplines which are positioned as shown.

No other straplines should be used without prior permission.

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to a smokefree you

onesmallstep
to a healthier you

onesmallstep
to a more active you

onesmallstep
to a happier you

The OneSmallStep imagery guidelines

Where imagery is used it should be:

(a) UK, ideally, Devon orientated

(b) Real world

(c) Unposed and natural (not obviously models - preference towards examples on right)

(d) Engaging and positive unless showing the dangers of activities such as, for example, smoking.

Imagery should not be:

(a) Posed and/or cliched (see examples below)

(b) Non-UK focussed

(c) Negative and/or threatening

(d) Discriminatory. For example, an image of a definitive demographic should not be used in isolation to illustrate a single concept, because there is the risk of alienating others. Where this is needed, use images of landscapes or still life 'lifestyle' imagery.

✖

Model. Not representative of demographic.

Not a UK scene (given away by the house style).

Posed/contrived. Not a UK landscape.

Posed/contrived. Model. Not a typical UK dwelling.

The OneSmallStep tone of voice

The language used by OneSmallStep should always be inclusive and fair.

According to the National Literacy Trust, one in six people in the UK struggle with basic literacy.

There is a link between low literacy levels and poor health, which means many of our target audiences will also have poor literacy skills. This gives greater emphasis on making the language plain and clear.

Care needs to be taken on how we deliver messages. There is clear evidence that people prefer peer-to-peer communication and are resistant to anything that sounds official or tells them what to do.

Our tone of voice to the public will always be informal and welcoming; never preachy, never forceful.

The word 'OneSmallStep'

When used in written material as part of body copy, headings etc, the word OneSmallStep should be written as shown above. Specifically it should be written as one word, with an upper case 'O' forming the 'One' and two consecutive upper case 'S' characters forming the 'Small' and 'Step'. This makes the name stand out in body copy and prevents the name being misread. It also emphasises 'small steps' - the steps between the individual words in the name are themselves small.

Words and phrases to use...	...and to avoid
Do it together	Join with others
It's got to be realistic	Achievable goals
Give you a boost	Assist you with
Try to	You should
It may be	It will be

The OneSmallStep colours

Colours are taken directly from those within the logo:

OSS Light blue
CMYK: 60/1/15/0
RGB: 84/195/214
PMS 636
HEX: #54c3d6

OSS Mid blue
CMYK: 87/49/0/0
RGB: 0/118/189
PMS 660
HEX: #0076bd

OSS Red
CMYK: 0/100/100/0
RGB: 237/28/36
PMS 485
HEX: #ed1c24

OSS 85% Black
CMYK: 0/0/0/85
RGB: 77/77/79
PMS 425
HEX: #4d4d4f

The OneSmallStep fonts:

Fonts are taken directly from those within the logo:

Alfa Slab One

Main logo font also used for top level main headings only.

Frutiger 45 Light

Frutiger 55 Roman

Frutiger 46 Light Italic

Frutiger 56 Italic

Frutiger 65 Bold

Frutiger 75 Black

The primary font for printed materials is Frutiger. Web based communications should use a sans serif font (Arial, Verdana etc) and office applications should use Arial.

Alternative fonts:

There are occasions where fonts might not be available for use. These could be when using MS Office applications on a device where fonts are not installed, or when serving a webpage (html will use the font specified only if this is available on the recipient's device.)

For these reasons and under the above circumstances, the following fonts are specified for use:

MS Office applications body copy:

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

For top level headings only (to replace Alfa Slab One):

Arial Black

For web applications (html), the following tag should be specified:

```
<font face="Arial, Helvetica, sans-serif">
```

This will ensure that the font served will be Arial, then if that is not available, Helvetica and then if that isn't available, the first sans-serif font found. This tag should be used for body copy ONLY. Top level headings should use where possible a png image using Alfa Slab One.
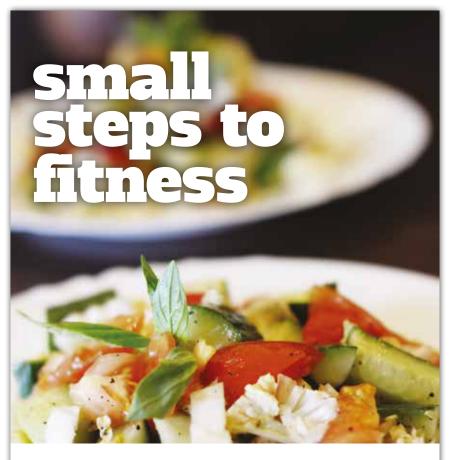
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The guidelines in practice

The following pages contain a few practical examples of how to get started with the OneSmallStep brand.

13 l

Booklet

On the way to a new you

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Diary and workbook

Poster

small steps to fitness

Join your local OneSmallStep group:

Lorem ipsum dolor
sit amet, consectetur adipiscing elit, sed do

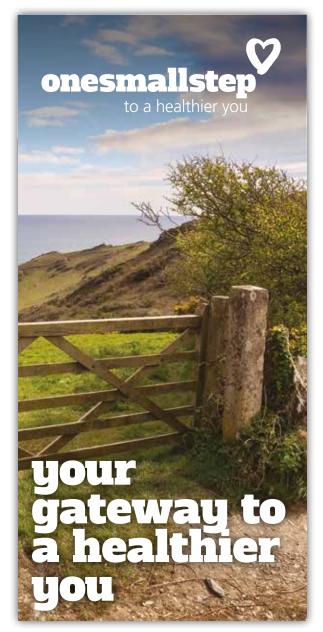**eiusmod tempor incididunt**
ut labore et dolore magna aliqua.

Ut enim ad minim veniam
quis nostrud exercitation ullamco laboris

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onesmallstep
to a healthier you

DL Leaflet

onesmallstep
to a healthier you

your
gateway to
a healthier
you

Mono form

onesmallstep
to a healthier you

A registration form

Someone

Address

Something

Something

Something

onesmallstep

to a healthier you