

**ONE YOU KENT**

**BRAND**

**GUIDELINES**

FOR ONE YOU KENT SERVICE PROVIDERS IN KENT,  
COMMISSIONED BY KENT COUNTY COUNCIL

# BRAND COMPANION

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Public Health  
England

One You is a national initiative created by Public Health England.

Kent County Council has adopted the One You brand for its integrated health improvement services for adults. We have called this One You Kent.

This guide should be read by colleagues working for commissioned service providers when creating marketing and communications materials for the One You Kent integrated health improvement service.

It explains the thinking behind the One You look and how easy it is to execute. Please take the time to read the following pages.

**THE**

**ONE YOU**

**BRAND**

Many adults can expect to live into their mid-80s, and many people believe gradual decline in physical and mental health is an inevitable part of ageing. Yet so much of how we age is down to lifestyle. And that represents a real opportunity for change.

Our lifestyles can be more unhealthy than we think. Without even knowing it, by the time we reach our 40s and 50s, many of us will have dramatically increased our risk of contracting diseases like cancer and heart disease, and increased our risk of suffering a stroke. Whether we're eating too much of the wrong things too often, or drinking more than we should, or continuing to smoke despite everything we know, or not being sufficiently active, all these things can add up to have a huge influence on our health.

The good news is, making small changes now can improve your health right away. It's never too late to start.

And that's where One You comes in, an exciting behaviour change programme to help adults fight back and kick unhealthy out of our lives.

# **WE ENCOURAGE, EMPOWER AND ENABLE**

Whether that's help to lose weight by eating better, or help on how to stop smoking, or how to cut down on drinking or where and how to get active again, One You gives people the chance to reappraise their lifestyle choices, put themselves first and do something about their own health before it's too late.

One You helps adults to move more, eat well, drink less, be smoke free, stress less and sleep better.

# LIKES

The One You brand is about optimism, getting involved, being down-to- earth, trying, being enthusiastic, offering encouragement and lending support, having fun, dishing out a bit of tough love, being on your side, empowering, enabling and rewarding people when they make positive changes to their lifestyle.

# DISLIKES

One You is not about finger-wagging, being exclusive, difficult or out of reach, being pessimistic, hopeless or fatalistic, excuses, and talking down to people.

SO, WHAT IS  
**ONE YOU KENT?**



## **SO, WHAT IS ONE YOU KENT?**

## **ONE YOU KENT**

Kent County Council has adopted Public Health England's national One You brand for its integrated health improvement service which, in line with other local authorities, we are calling One You Kent.

One You Kent will provide local motivational support and services to help people improve their health, while also encouraging the use of the national One You tools and resources.

## SO, WHAT IS ONE YOU KENT?

## OUR WORDMARK

This is our logo. It has been specially created and is unique to One You Kent.

To ensure clear communication, there are several guidelines to observe.

And don't forget, always use master digital artwork, never try to recreate the logo yourself.

**ONE YOU KENT**

# APPLYING THE **ONE YOU KENT** BRANDING

There are several core elements that make up the One You Kent brand. We'll take you through them over the next few pages.

## APPLYING THE ONE YOU KENT BRANDING

## WRITING OUR NAME

How to write One You Kent.

### LIKE THIS

One You Kent

ONE YOU KENT

Always refer to our brand as it is written here, One You Kent or ONE YOU KENT.

When written as text within a sentence, use a capital O, a capital Y, a capital K and write the rest in lowercase. Never write our name in all-capitals, unless it is used in a headline.

Never abbreviate the 'One' with the number '1'.

Please remember to use a space between One, You and Kent.

### NOT LIKE THIS

1You Kent

OneYouKent

ONEYOUKENT

one-you-kent

One U Kent

1 U Kent

## APPLYING THE ONE YOU KENT BRANDING

## THE VARIATIONS

We have two logos. The version that you choose will depend on the format of the material that you are applying the logotype to.

### Landscape logo

For use in landscape and large portrait formats. This logo is used to sign off a message as it's easier to read.

### Portrait logo

For use in formats that are tight vertically. It also sits nicely in square profile pictures like Twitter and Facebook.

**Just a reminder, to always use master digital artwork from Kent County Council, never try to recreate the logo yourself.**

Landscape logo

**ONE YOU KENT**

Portrait logo

**ONE  
YOU  
KENT**

# REFERENCING YOURSELF

We understand that residents may want to know which organisations are delivering services locally. They may, for example, wish to know who they are giving their personal data to or who to complain to. We can tell potential service users who is delivering the services they are using and what KCC's relationship to them is .

The following copy should be used to identify the service provider(s) delivering specific services:

- **For KCHFT:**

This service is delivered on behalf of Kent County Council by the NHS.

- **For District/ Borough Councils:**

This service is delivered on behalf of Kent County Council by (insert Council name here).

These should only appear on service-specific literature and communications. These are not to be used on general One You or One You Kent promotional material.

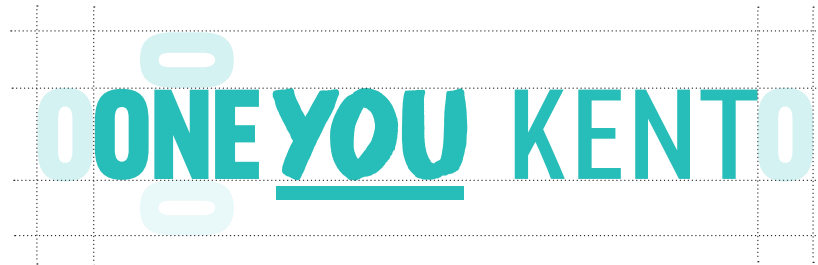
## APPLYING THE ONE YOU KENT BRANDING

### CLEAR SPACE

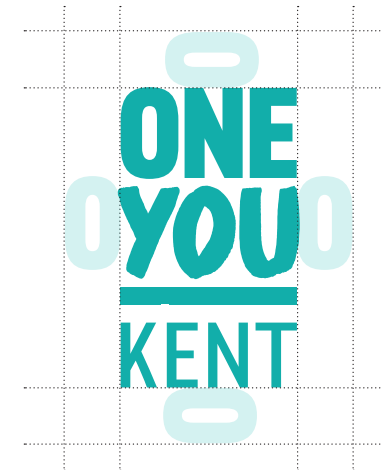
To maximise the impact of our logo, ensure that no other elements appear too close to it.

The area is defined by using the height of the 'O'. A margin of clear space is drawn around the logo to create the invisible boundary which marks the area of isolation. No other graphic element may encroach on this clear zone.

Landscape logo



Portrait logo



## APPLYING THE ONE YOU KENT BRANDING

## OUR COLOURS

The teal and yellow colour is one of the most recognisable elements of the One You Kent brand.

The correct usage of colour enables One You Kent to create a strong connection between the various messages.

Teal is the modern colour of health.

Yellow is the voice of optimism.

### ONE YOU KENT TEAL

C: 84  
M: 0  
Y: 40  
K: 0

R: 0  
G: 195  
B: 190

HEX# 00 CC CC

### ONE YOU KENT YELLOW

C: 0  
M: 14  
Y: 100  
K: 0

R: 255  
G: 215  
B: 10

HEX# FF CC 00





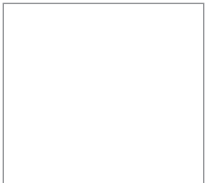



# APPLYING THE ONE YOU KENT BRANDING

So how does the colour palette work?

The dominant colour is teal with accents in yellow, white and grey.

Here are the correct colour values for print (CMYK) screen (RGB) and online (HEX).

## THE COLOUR PALETTE

					
C: 84 M: 0 Y: 40 K: 0	C: 0 M: 14 Y: 100 K: 0	C: 0 M: 0 Y: 0 K: 0	C: 0 M: 0 Y: 0 K: 50	C: 0 M: 0 Y: 0 K: 80	C: 0 M: 0 Y: 0 K: 100
R: 0 G: 195 B: 190	R: 255 G: 215 B: 10	R: 255 G: 255 B: 255	R: 152 G: 152 B: 152	R: 77 G: 77 B: 77	R: 0 G: 0 B: 0
HEX# 00 CC CC	HEX# FF CC 00	HEX# FF FF FF	HEX# 98 98 98	HEX# 4D 4D 4D	HEX# 00 00 00

## APPLYING THE ONE YOU KENT BRANDING

### THE LOGO COLOURS

We have one logotype. There are five colour variations. The version that you choose is dependent on the background that you are applying the logotype to.

1. Single colour – Yellow
2. Single colour – Reverse (yellow)
3. Single colour – Reverse (white)
4. Single colour – Dark grey
5. Single colour – Black

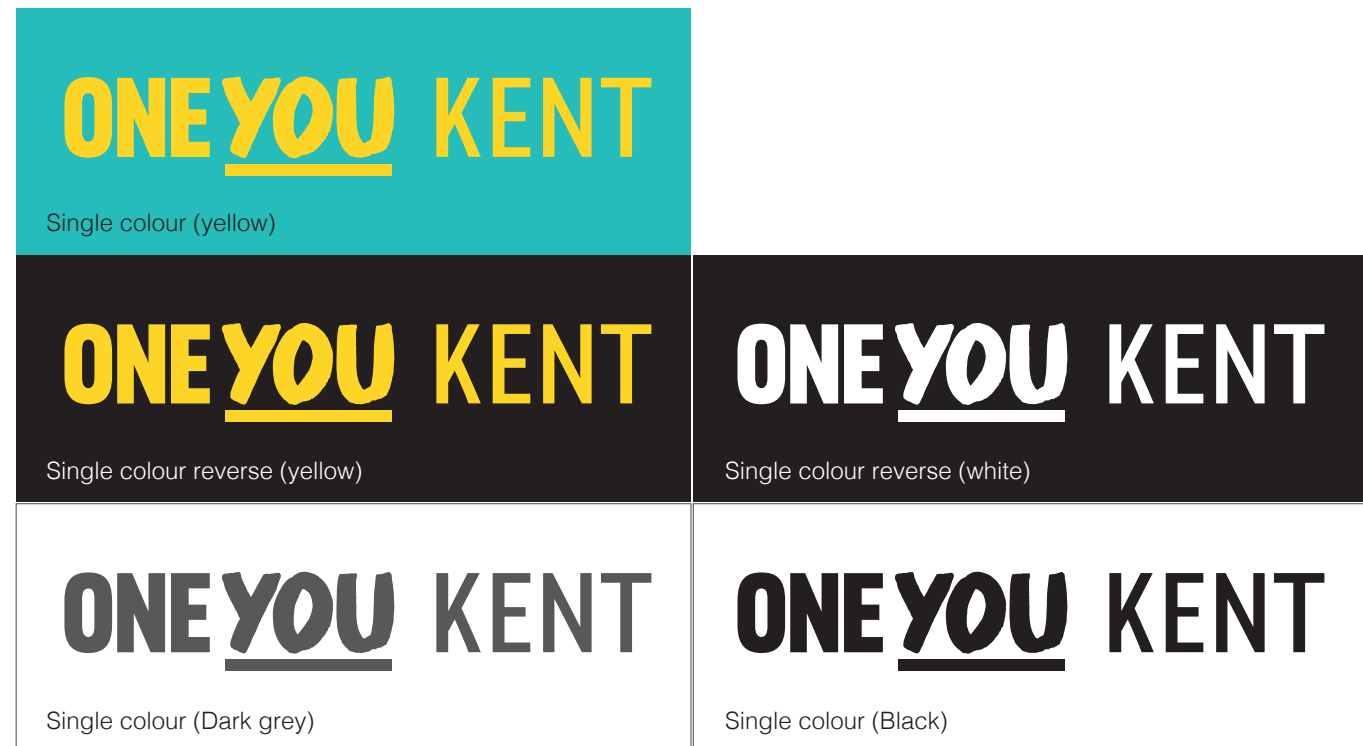
#### Single colour

If you are restricted to a single colour, then use black and white. It's good. It's strong.

#### Colour and backgrounds

There are two main versions of the logo for light and dark backgrounds.

If the logo is placed on a light background, use the black or grey version. If the logo is on a dark background, use the yellow or white version.



It's clear, it's flexible  
and it's unique to  
One You.

**A MIX OF  
SANS AND  
SCRIPT**

## APPLYING THE ONE YOU KENT BRANDING

## THE UNDERLINE

The line highlights the positive and the action.

When using text on a solid teal background please underline in yellow.

When text is placed on an image please underline in white.

**HIGHLIGHTS**  
**WHAT'S**  
**IMPORTANT**

## APPLYING THE ONE YOU KENT BRANDING

The One You Bold and Script typefaces should be used for headlines, bold statements and other text that needs to jump off the page. Think of it as a shout in the reader's ear.

ONE YOU is a custom designed typeface and made available to anyone producing communications for the brand. It's highly legible, works well at all sizes and across different media.

**Sourcing fonts: The ONE YOU font family is available for both PC and Apple platforms. Please contact KCC's public health team for further advice.**

## OUR CUSTOM TYPEFACES

# ONE YOU REGULAR, BOLD, & SCRIPT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

## APPLYING THE ONE YOU KENT BRANDING

## OUR SUPPORTING TYPEFACES

The Helvetica typeface should be used for body copy.

When typesetting body copy, please use 12pt and above.

When Helvetica is not available use Arial, it's compatible with most media and available to everyone.

Sourcing fonts: The Arial font family is installed on all PC and Apple platforms.

# Helvetica **Bold** light

Abcdefghijklmnopqrstuvwxyz 0123456789

**Abcdefghijklmnopqrstuvwxyz 0123456789**

# Arial **Bold**

Abcdefghijklmnopqrstuvwxyz 0123456789

**Abcdefghijklmnopqrstuvwxyz 0123456789**

# THE ONE YOU KENT VOICE

The words we choose help to define our character. The tone of One You Kent will essentially depend on the particular need of the message being expressed. However, in keeping with the national One You brand, there are some broad, all-encompassing points that should be observed to reflect the One You Kent voice.

# **WE TALK TO YOU AS A FRIEND**

Like the national One You brand, One You Kent is committed to getting you to live healthily, and like a determined friend who has your best interests at heart, it won't give up until you do.

It always looks on the bright side and is positive and optimistic.

One You Kent talks with insight, understanding and empathy, but it doesn't beat about the bush.

When it needs to get serious, One You Kent does not shy away from offering a little tough love.

One You Kent uses real, down-to-earth, everyday language.

Ultimately, One You Kent is your ally in life. It will say what it takes to motivate, encourage and support you to make the changes that will make all the difference to you.



# **WE TALK ABOUT THE IMPORTANT STUFF**

One You Kent will get you thinking about the difficult subjects that you often choose to ignore and shy away from.

Whether that's quitting smoking, or taking the first steps toward getting more active.

One You Kent is a brand that asks a question and provokes a response.

# THE **ONE YOU KENT** IMAGERY

This section demonstrates how imagery can be used to bring One You Kent and the ideas behind it to life.

Here are some principles to apply when using imagery for One You Kent.

There are some key points to take into consideration when selecting, commissioning and using photography.

## **YOUR POINT OF VIEW**

In line with the national brand, when imagery is used, it should always appear from the point of view of the individual, putting them into the picture and allowing them to identify with the message.

- We allow people to put themselves in the picture.
- Never in a studio. In the real world.
- It's in action. The act of doing.
- Not posed. Never staged.
- Cropped in a graphic way.

## THE ONE YOU KENT IMAGERY

As with the national One You brand, there are some key points to take into consideration when selecting, commissioning and using photography.

## ONE YOU KENT PRINCIPLES

# HEALTHY NEEDS TO BE DESIRABLE AND ACHIEVABLE

### DESIRABLE

Imagery needs to reflect healthy living in a positive way that appeals to our audience. For example, to get people eating well, we have to make healthy food look tasty. To get people moving more, activity needs to look fun and engaging. We're selling the benefits of living more healthily.

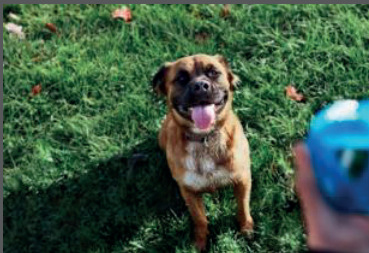
### ACHIEVABLE

Our audience believe health is expensive and time-consuming. Our imagery needs to show that living healthily is attainable. Activities must look accessible, for example – walking or running in the local park, swimming in the local pool. And good value – eating well doesn't need to involve quinoa.

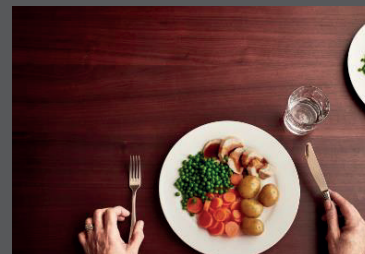
## THE ONE YOU KENT IMAGERY

## PUBLIC HEALTH ENGLAND'S ONE YOU IMAGE BANK

### Move More



### Eat Well



### Drink Less



### Smoke Free



### Check Yourself



# OUR TEMPLATES

We've adopted the national One You set of grid templates.

A clear grid system provides order and consistency. All the basic elements are already locked in and where they should be on the grid, giving you more time to come up with great ideas.

## OUR TEMPLATES

The grid will help you to structure layouts and bring focus to information.

We use a grid across headlines and photography. It will help make our brand stand out and capture attention. The grid can be used to inform where a headline, images and body copy are positioned.

The logo size is defined by using the width of the 'ONE' and dividing the shortest side by eight. Use the spacing guidelines to the right to inform where it's safe to position copy.

## OUR GRID



## OUR TEMPLATES

The One You graphic system has been designed to be simple and very easy to use. The starting point for any communication is left aligned or centered. Whether leading with a headline, an illustration or body copy, the creative then flows downward from this point. Neither type nor images should ever be left floating on the page, each item should follow on from the last.

Only use centered copy when body copy and headlines are short.

## OUR TYPESTYLE

# THIS IS OUR TYPEFACE.

**HEADLINES ARE SET IN ONE YOU BOLD AND SCRIPT.**

Body copy is set in Helvetica or Arial. Ranging the text left helps the eye too.

Put a one line break between the paragraphs, rather than an indent. Keep your sentences short and to the point. They are more elegant and easier to read.

Avoid long line lengths as the eye will struggle to find the start of each new line of text. Ideally, keep to between 10-15 words per line. Try and avoid lines of more than 20 words.



## OUR TEMPLATES

To help, we have some minimum sizes for the most common formats in print.

A6: logo width 53 mm

A5: logo width 78 mm

A4: logo width 103 mm

A3: logo width 150 mm

A2: logo width 225 mm

A1: logo width 317 mm

A0: logo width 450 mm

For formats other than ISO A paper sizes or for smaller formats, i.e. advertising, calculate the proportion from the nearest A size equivalent or use the grid as a guide. Extreme formats are to be looked at on a case by case basis.

## OUR LOGO SIZES

**A2** width 225mm

**A3** width 150mm

**A4** width 103mm

**A5** width 78mm

**A6** width 53mm

## OUR TEMPLATES

When creating digital and printed communications with One You Kent there are two options available.

### Using only words

Don't be afraid to use just copy. Words are a powerful medium and a strong way to communicate. Our style can help you to write. By using words, questions or the 'Different Yous' we can grab their attention and make the audience want to read on.

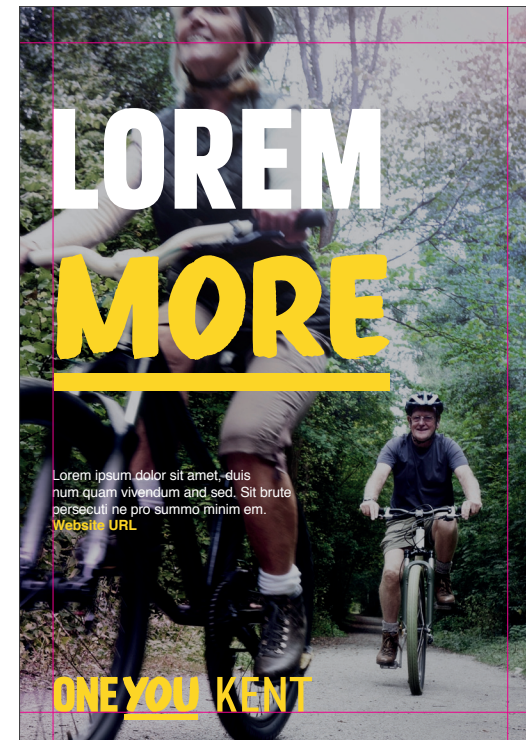
### Using words with imagery

We combine text and pictures when we want to pull people in a direct and powerful way. The text needs to be easy to read.

## OUR STYLE



Using only words



Using words with pictures

## OUR TEMPLATES

## HOW IT WORKS

Here's how to construct  
a One You Kent portrait advert.



The background colour must be the One You Kent teal.  
If selecting an image, a relevant library shot should be  
selected. (See 'The One You Kent imagery')

The headline must use the One You Sans Bold.

When against a teal background the underlined  
word should appear in the One You yellow, as well  
as the underline.

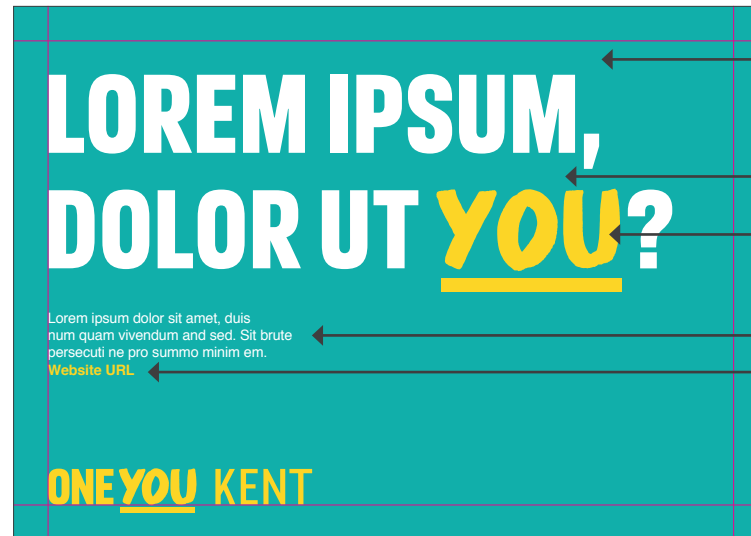
The body copy must be short and to the point.

The campaign URL **[www.oneyoukent.org.uk](http://www.oneyoukent.org.uk)**  
must always appear as the last line of body copy.

## OUR TEMPLATES

## HOW IT WORKS

Here's how to construct  
a One You Kent Landscape advert.



The background colour must be the One You Kent Teal.  
If selecting an image, a relevant library shot should be  
selected. (See 'The One You Kent imagery')

The headline must use the One You Sans Bold.

When against a teal background the underlined word  
should appear in the One You yellow, as well as the  
underline.

The body copy must be short and to the point.

The campaign URL **www.oneyoukent.org.uk**  
must always appear as the last line of body copy.

OUR TEMPLATES

When headlines are long or you need to communicate some longer copy, then set the copy left aligned.

HOW IT WORKS



OUR TEMPLATES

To keep every point of contact consistent for our service users and partners each item of supporting material should be seen to be branded.

Both the example pull up banner and referral form meet the brand guidelines and are recognisably One You Kent.

Making sure all relevant items are updated will help build brand recognition and keep us at the forefront of people’s minds.

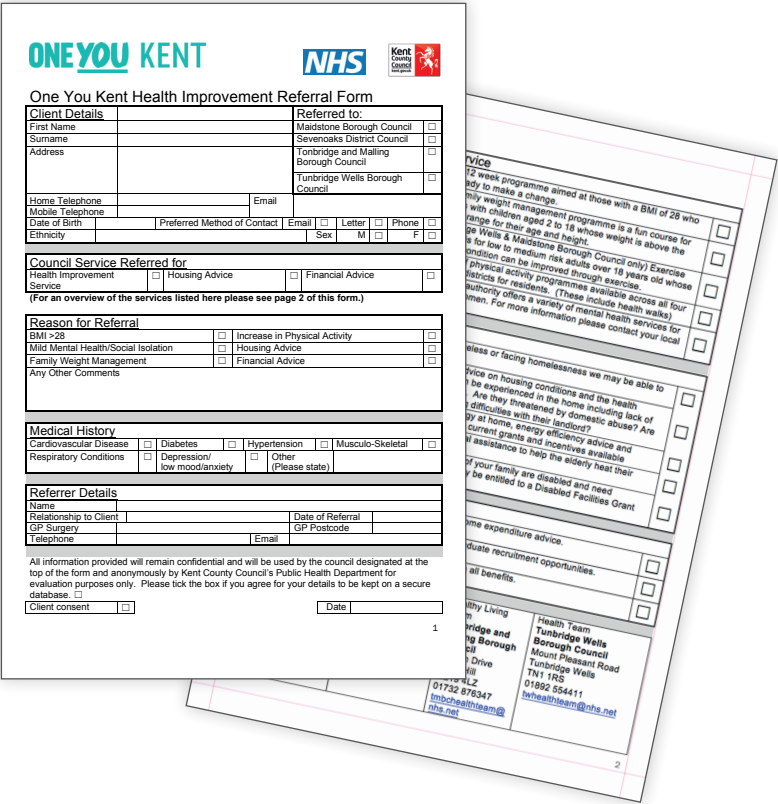
District logos can be applied to personal correspondence, such as letters, with the KCC logo in the top right.

Remember, always use master digital artwork from Kent County Council, never try to recreate the logo yourself.

EXAMPLE APPLICATIONS



Pull up banner



Referral form

OUR TEMPLATES

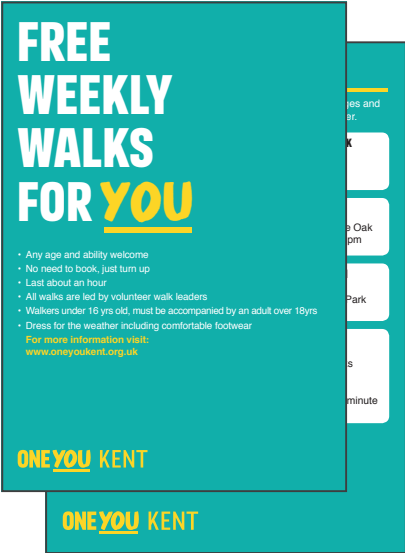
Both the example A5 leaflet and letterhead meet the brand guidelines and are recognisably One You Kent.

Making sure all relevant items are updated will help build brand recognition and keep us at the forefront of people’s minds.

District logos can be applied to personal correspondence, such as letters, with the KCC logo in the bottom right.

Remember, always use master digital artwork from Kent County Council, never try to recreate the logo yourself.

EXAMPLE APPLICATIONS



A5 leaflets



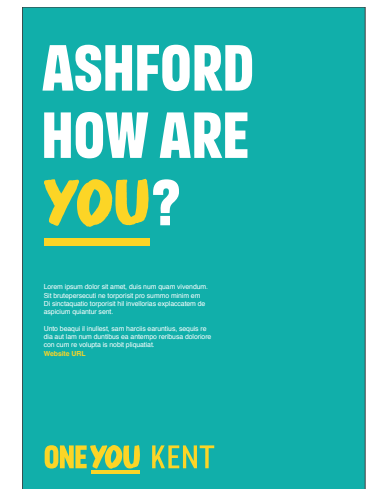
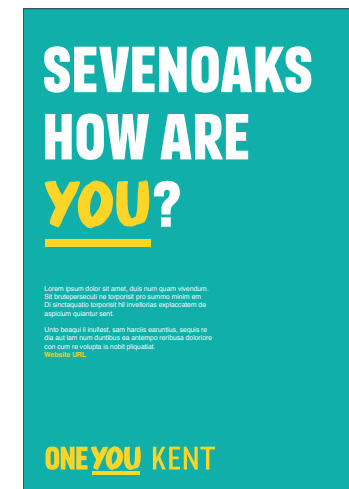
A4 letterhead

**TARGETING  
YOUR TOWN.**



The One You national brand guidelines offer an excellent opportunity to localise the campaign at a local level by using the phrase 'How are you?' which also directs users to the PHE 'How Are You' quiz.

For One You Kent providers, the standalone localised 'How Are You?' question should only be used where there is an opportunity to interact or support the user. Where this cannot be done in person (i.e. online or print advertising and marketing) this must be accompanied by a link to the quiz (either direct to the national One You website, or a local URL if the health quiz has been embedded in the local authority website.) e.g. '[Town Name] How AreYou?'



## USING 'HOW ARE YOU?'

## PROMOTIONAL GRAPHICS

In addition to using '[Town Name], How Are You?' on printed/digital materials, you can also use the question on promotional graphics. When its used as a statement graphic it should only be used where there is an opportunity to talk face to face. Think of it as an icebreaker.

When used as a stand alone strap-line, it should be structured in reverse, eg: How are you [Town Name]? with the location second.

This helps engage through the open question but also focuses attention on the location. This could be used on T shirts or graphics supporting marketing activity such as pop up shop windows or banners.



USING

**ONE YOU KENT**

ONLINE

## USING ONE YOU KENT ONLINE

## SOCIAL MEDIA USAGE

Social media is a great way to reach out to service users and to publicise local events. We know that not every service you offer will fall under the One You Kent brand, so here are some suggestions to help you make the most of One You Kent content on your own channels.

To help maintain strong brand messages, please only talk about services that fall under the One You Kent brand in the same post, (see page 54 for a list of One You Kent services). Please save One You Kent images and hashtags for One You Kent content only.

We would also ask that you keep logos as content and don't replace your own profile image with One You Kent logos to avoid confusion.



**Use images**

To boost your engagement, use images (page 27-29) to illustrate the theme of your posts or include a One You Kent logo to help your message stand out.

**Tone of voice**

Any communication should be in our tone of voice, friendly and able to talk about the important things (page 24-25).

**Include a hashtag**

Use the #OneYouKent hashtag to help people find your content across the platform or zero in on conversations.

**Include a point of reference**

Either include a web link to further help ([www.oneyoukent.org.uk](http://www.oneyoukent.org.uk))

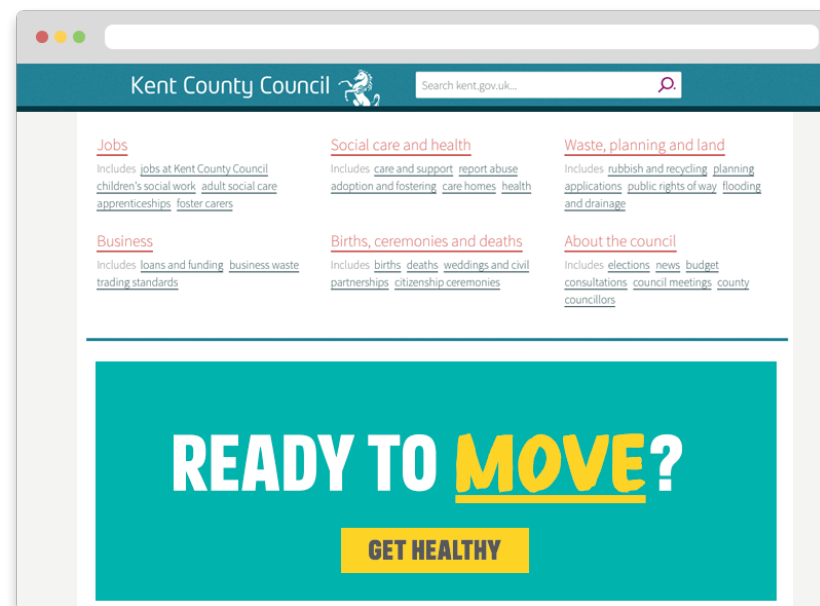
## USING ONE YOU KENT ONLINE

## DIGITAL CONTENT

Digital content such as website banners or blog images need to follow the rules on typography (page 19-22), colour (page 16-17) and images (page 27-29).

Don't be afraid to use only words for an eye-catching statement.

Use the underline to highlight what's important (page 20).



**REPRESENTING**

**ONE YOU KENT**

## REPRESENTING ONE YOU KENT

## DELIVERING ONE YOU KENT CONTENT

Anyone delivering One You Kent services should be seen to be doing so, through visibly branded uniform or badge. Branded uniform may be t shirts, polo shirts, hoodies, fleeces or shell jackets as required. If One You Kent apparel isn't appropriate, wear a branded name badge instead. If One You Kent clothing has been supplied, it needs be worn when delivering services. Uniform should be in our teal with yellow One You Kent logos to make sure it is recognisable. If teal is not available, a plain white garment can feature the single colour teal logo instead.

Garment graphics should be kept simple and bold. Please don't include extra details such as web sites or emails etc.

**Remember, always use master digital artwork from Kent County Council, never try to recreate the logo yourself.**



## REPRESENTING ONE YOU KENT

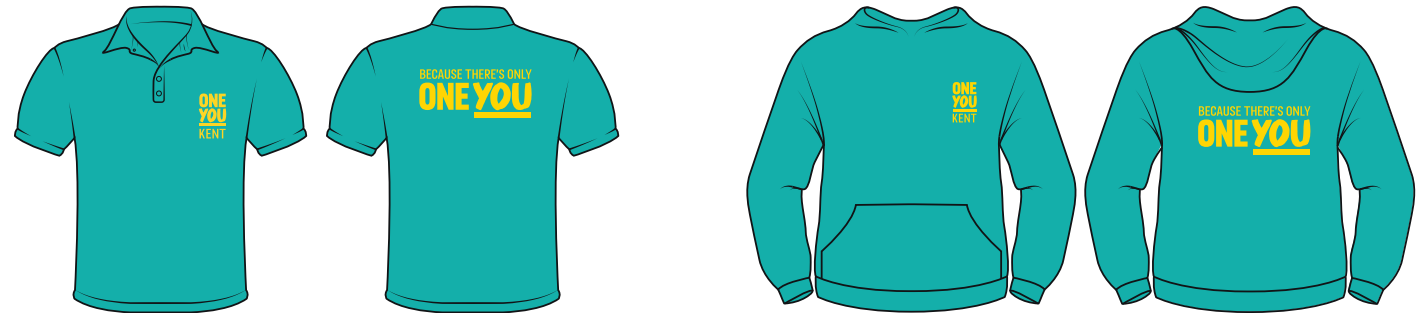
## HOW IT WORKS

We have used polo shirts, hoodies and LS tees as examples to show the different graphic options.

### Option 1

Our preferred garment colour is teal with the yellow portrait One You Kent logo on the front with the tag-line 'because there's only one you' in landscape on the back.

Option 1



For guidance using town localisation, refer to the Using 'How Are You?' section on Promotional Graphics.

### Option 2

When Teal is unavailable, you can produce a white t shirt with the single colour teal portrait One You Kent logo and tag-line.

Option 2



**THE PUBLIC HEALTH  
ENGLAND LOGO.**



Public Health  
England

The One You programme has been developed by Public Health England and it is important to reflect this when presenting and describing the brand to internal stakeholders.

However, we understand that the PHE logo may not be relevant in other circumstances. The following principles are designed to create consistency and flexibility.

**In the following circumstances, the PHE logo must be included in the top left hand corner on all One You communications and materials:**

1. When sharing details of the brand with elected members or senior stakeholders.
2. If signposting to the One You 'health quiz' or other national One You products.

**In the following circumstance, the PHE logo does not have to be included:**

If a local authority is creating One You branded promotional materials that signpost people to locally provided products and services.

This means that One You Kent material that directs people to local products and services doesn't need the PHE logo. Its only needed when signposting to the national One You products such as the 'health quiz'.

# WHEN TO USE **ONE YOU KENT**

We want to give the One You Kent brand as much exposure as possible across the county, so all the services or products that we have commissioned you to provide on our behalf should be branded One You Kent.

In the following pages we will guide you through when you can and can't brand products and services One You Kent.

## WHEN TO USE ONE YOU KENT

## YOU SHOULD USE ONE YOU KENT WHEN

- **The services offered relate to preventative measures for adults in the areas of:**
  - stopping smoking
  - eating well
  - increasing physical activity
  - weight management
  - drinking moderately
  - sleeping better
  - stressing less
- **The services offered are not clinical or medical interventions/treatments.**

### **Examples of services and products that could be branded as being One You Kent are:**

- Local Stop Smoking Services
- Behavioural and lifestyle campaigns for adults
- Local initiatives on workplace health
- Health coaches talking to adults about their own health
- Exercise on referral
- Brief interventions for adults with increasing and higher risk levels of drinking alcohol
- Subsidised adult gym memberships
- Free/subsidised adult swimming
- Community adult lifestyle and weight management programmes (including programmes - commissioned with commercial organisations)
- Cooking skills programmes

## WHEN TO USE ONE YOU KENT

## YOU SHOULDN'T USE ONE YOU KENT WHEN

- **The services offered are clinical or medical interventions/treatments**

### Examples of services/products that are not to be branded as One You Kent are:

- Products, services or campaigns which do not have a smoking, diet, activity, alcohol reduction, sleep or stress component
- Bariatric surgery
- Alcohol and drug misuse and treatment services
- Cancer screening programmes
- NHS delivered services such as immunisation and screening programmes
- Comprehensive sexual health services (including testing and treatment for sexually transmitted infections, contraception outside of the GP contract and sexual health promotion and disease prevention) – “Your Sexual Health Matters” will remain the unifying brand in Kent for these types of services.
- Clinical psychiatric services
- Housing benefits or other welfare payments
- The National Child Measurement Programme
- Public health services for children and young people aged 5-19
- Accidental injury prevention
- Population level interventions to reduce and prevent birth defects
- Local initiatives to reduce excess deaths as a result of seasonal mortality (Stay Well This Winter remains the main brand for this activity)
- The local authority or NHS role in dealing with health protection incidents, outbreaks and emergencies

# MANAGEMENT

Managing the One You Kent brand means aligning all of our communications and behaviours to deliver a seamless, cohesive brand experience.

### **FOR MORE INFORMATION**

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### **CONTACT**

If you have any questions, please contact [phcampaigns@kent.gov.uk](mailto:phcampaigns@kent.gov.uk)



**THANK YOU.**