



Public Health
England

FEBRUARY 2016

ONE YOU

LOCAL AUTHORITY BRAND GUIDELINES

AN ANNEXE TO THE ONE YOU BRAND COMPANION



Public Health
England

Thank you for your interest in supporting One You.

These guidelines have been prepared to inform how local authorities can use the One You brand in communications and provides guidance on how its assets can be applied to communication materials and to promote local health and well-being services.

Please ensure you first read the Brand Companion guidelines to understand the One You brand strategy and the basic rules.

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**OUR BRAND
VISION.**

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.

**WHAT WE
ASK OF OUR
PARTNERS.**

LOCAL AUTHORITY BRAND GUIDELINES

WHAT WE ASK OF OUR PARTNERS

One You is a real opportunity to talk to adults about how they live their lives. In the first year alone we want to engage with more than one million adults, and help change the way we behave when it comes to looking after ourselves.

Changing behaviour requires concerted effort to create an environment in which it is easier for people to lead healthier lives.

To make that happen, we need your help. We know local authorities will have a crucial role to play in making sure One You meets the needs of communities across the whole of England.

That's why we've created a whole host of assets and materials, which you can have free access to use in your own work and distribute to commissioned services and partners.

Together we can develop more than a brand, so that One You becomes a force that local authorities, the NHS, employers, charities, commercial partners and individuals enthuse about, add value to and create content for.

WHO CAN USE THE
ONE YOU BRAND.

LOCAL AUTHORITY BRAND GUIDELINES

WHO CAN USE THE ONE YOU BRAND

We want to give the One You brand as much exposure as possible, so services or products provided or commissioned by local authorities can use the One You name, its logo and imagery, provided that:

- **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 and stressing less.**
- **The services offered are not clinical or medical interventions/treatments.**

Examples of services and products that could be co-branded with One You 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

WHO CAN'T USE THE
ONE YOU BRAND.

LOCAL AUTHORITY BRAND GUIDELINES

WHO CAN'T USE THE ONE YOU BRAND

NHS Health Check

- at the moment it is not intended for the NHS Health Check to be branded One You. Instead it will keep its own brand identity. However, if local authorities want to signpost to NHS Health Check using One You or to recommend One You products via the NHS Health Check that is allowable.

National Diabetes Prevention Programme

- it is intended that this programme will have its own brand – Healthier You – that will distinguish it from One You and give it a clear identity.

Examples of services/products that are not permitted to co-brand with One You 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)
- 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
- The local authority role in dealing with health protection incidents, outbreaks and emergencies
- Public health aspects of promotion of community safety, violence prevention and response
- Local initiatives that reduce public health impacts of environmental risks
- Public health aspects of local initiatives to tackle social exclusion

This list is not meant to be exhaustive but to give examples of services/products that should not be branded with One You. Please check with the Partnerships team if you have a question on how One You can be used.

PARTNERING
WITH ONE YOU.

We understand that every area is unique and has its own commissioning arrangements.

That's why we've developed two ways in which local authorities can co-brand local services with One You.

All other ideas and approaches will be reviewed on a case-by-case basis.

No sub-brands of One You should be created, such as 'One Me', 'One You Stop Smoking', 'One You Health Checks', 'One You Cooking Classes' or 'More Active One You'.

Please note that the examples shown here are used for illustrative purposes only.

WHERE **ONE YOU**
IS THE OVER-
ARCHING BRAND.

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE OVER-ARCHING BRAND

One You can be used as the over-arching brand for local authority adult health and wellbeing services, to create the link to a local area via the naming convention i.e. 'One You <town/city/county>'. .

Two such examples could be:

From **Leeds City Council** to **One You Leeds**

From **London Borough of Hackney** to **One You Hackney**




In this instance, the principles set out in the brand companion apply and our preferred option is the local authority logo not be added to communications that take this approach to make it clean and uncluttered.

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE OVER-ARCHING BRAND

When partnering with a local authority, the name should **never be more than 1x height** of One You - excluding the underline - and be set in the uppercase One You Sans Regular font.



ONE YOU LEEDS 1X

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE OVER-ARCHING BRAND

POSITIONING

Where possible, we recommend that the over-arching brand be placed bottom left. We do appreciate however that partner's own guidelines may conflict with this, so where the logo needs to be positioned differently, please refer to the approvals process.



The graphic is a vertical rectangle with a teal background. In the top left corner is the Public Health England logo, which includes a crest and the text 'Public Health England'. The main text is 'COULD YOU HAVE WALKED THERE BY NOW?' in large, bold, white capital letters. The word 'YOU' is highlighted in yellow and underlined. Below this, there is a block of small, white, Latin placeholder text. At the bottom, there is a line of text: 'Go online and take our free health quiz. Search One You.' followed by the 'ONE YOU LEEDS' logo, where 'ONE YOU' is in yellow and 'LEEDS' is in white.

Public Health
England

**COULD
YOU HAVE
WALKED
THERE BY
NOW?**

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Go online and take our free health quiz.
Search One You.

ONE YOU LEEDS

Example shown is for illustrative purposes only

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE OVER-ARCHING BRAND

CLEAR SPACE

Please note:

The clear space guidelines for this section are an exception and only apply when creating a 'One You' link to the local area - as mentioned on page 15. This is to ensure the link is obvious.

To maximise the impact of the overarching brand, ensure that no other elements appear too close to it. The area is defined by using the width of the 'O'. No other graphic element may encroach on this clear space.



COLOUR

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.

Single colour – Yellow

Two colour – Yellow & White

Single colour – Reverse (white)

Single colour – Black

Single colour – Dark Grey

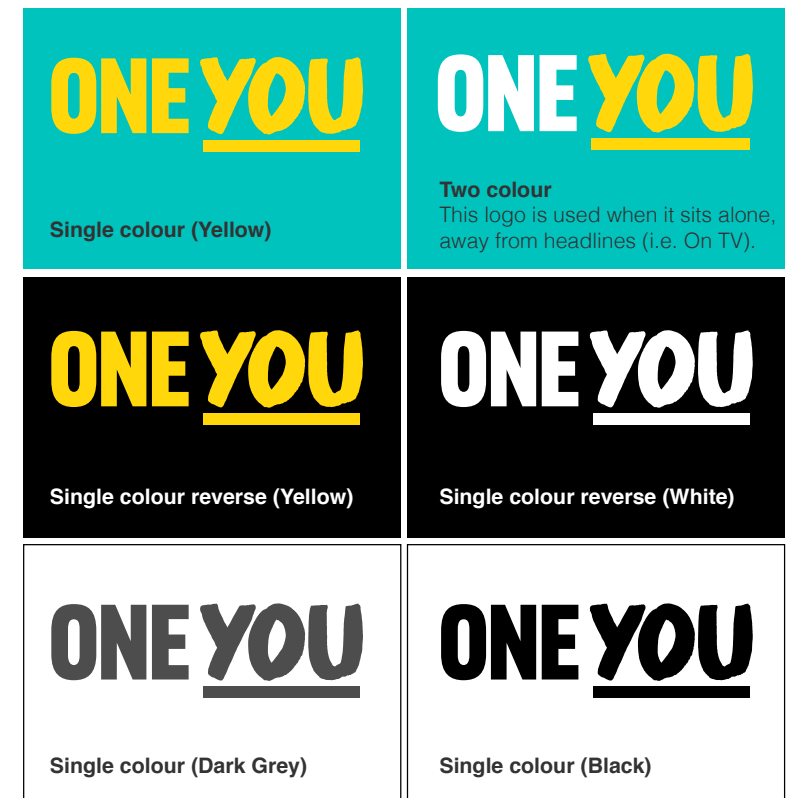
Single colour

If you are restricted to a single colour, then use black and white.

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.



PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE OVER-ARCHING BRAND

COLOUR EXCEPTION

Within printed communications it is always our preference to use the logo colour recommendations on Page 19.

When printing on a solid white background **there may be some instances when the partner's logo clashes with the yellow and teal lockup.** In this instance the alternative teal on white version can be used.

Our preference is always for the yellow on teal as it reinforces the brand values.



Preference



Alternative

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE OVER-ARCHING BRAND

The local authority can group the following services it may offer underneath the One You brand:

- **Smoking cessation**
- **Physical activity**
- **Weight management**
- **Alcohol reduction**
- **Healthier eating**
- **Stressing less**
- **Sleeping better**

We use the following terms to describe each of these services as One You behaviours:

- **Be Smoke Free**
- **Move More**
- **Check Yourself**
- **Drink Less**
- **Eat well**
- **Sleep Better**
- **Stress Less**

Use these headings for the associated products and services on offer. No sub-brands can be created.

WHERE **ONE YOU**
IS THE CO-BRAND

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

One You can be used as a co-brand where the local authority wants to include its own established identity.

In this case, the One You 'logo with tagline' has to be used rather than just the One You logo.

BECAUSE THERE'S ONLY
ONE YOU

The logo features the tagline "BECAUSE THERE'S ONLY" in a teal, sans-serif font above the words "ONE YOU" in a large, bold, teal, sans-serif font. A thick teal horizontal line is positioned directly beneath the word "YOU".

One You logo with tagline - horizontal

BECAUSE
THERE'S ONLY
**ONE
YOU**

The logo features the tagline "BECAUSE THERE'S ONLY" in a teal, sans-serif font, stacked above the word "ONE" in a large, bold, teal, sans-serif font, which is stacked above the word "YOU" in a large, bold, teal, sans-serif font. A thick teal horizontal line is positioned directly beneath the word "YOU".

One You logo with tagline - stacked

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

Where possible, we recommend that the One You 'logo with tagline' be placed bottom left, and that the local authority logo therefore be placed bottom right.

We do appreciate however that local authorities' own guidelines may not allow for this, so these instances will be reviewed on a case-by-case basis – please refer to the approvals process for guidance in this scenario.

Example shown is for illustrative purposes only

Public Health
England

COULD YOU HAVE WALKED THERE BY NOW?

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conniar, seque ellore rempor aliquatur as es aspiet.

Ut exereicient ipsundae vent et, solesse quamus
modisim poreriaspiti conet moluptas incidun tibustotatis.

Go online and take our free health quiz.
Search **One You**.

BECAUSE THERE'S ONLY
ONE YOU

 **Portsmouth**
CITY COUNCIL

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

Whether partnering with a landscape, portrait, round or square shaped logo, **the local authority can be less but should never be more than 1x height**. This applies whether the logo is a wordmark, a symbol, contained in a shape or any combination or these.



PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

One You can be used as a co-brand where the local authority has an existing health and wellbeing service with an established brand, e.g. 'A Better Medway' or 'Thrive Plymouth'.

In this scenario the One You logo should be used, with the local health & wellbeing brand sitting alongside as the delivery partner.

The local authority logo should not be used in this case to avoid confusion and too many logos being on one piece of communication.

**A BETTER
MEDWAY**
Easier ways to be healthy

 **thrive
Plymouth**
Life, Health & Wellbeing

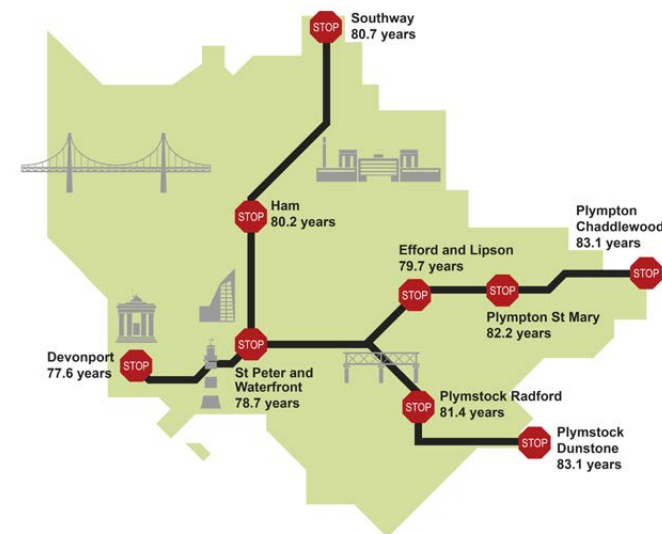
PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

POSITIONING

Where possible, we recommend that the One You co-brand be placed bottom left. We do appreciate however that local authorities' own guidelines may not allow for this, so these instances will be reviewed on a case-by-case basis – please refer to the approvals process for guidance in this scenario.

Plymouth's life expectancy bus route (2011-13)



BECAUSE THERE'S ONLY
ONE YOU

thrive
Plymouth
Life, Health & Wellbeing

PROPORTIONS

Whether partnering with a landscape, portrait, round or square shaped logo, **the partner's health and wellbeing logo can be less but should never be more than 1x height**. This applies whether the logo is a wordmark, a symbol, contained in a shape or any combination or these.



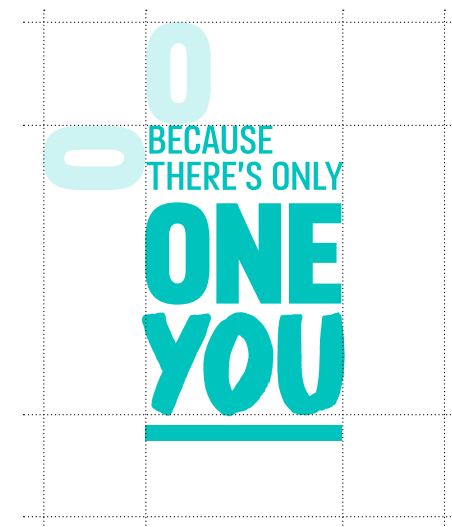
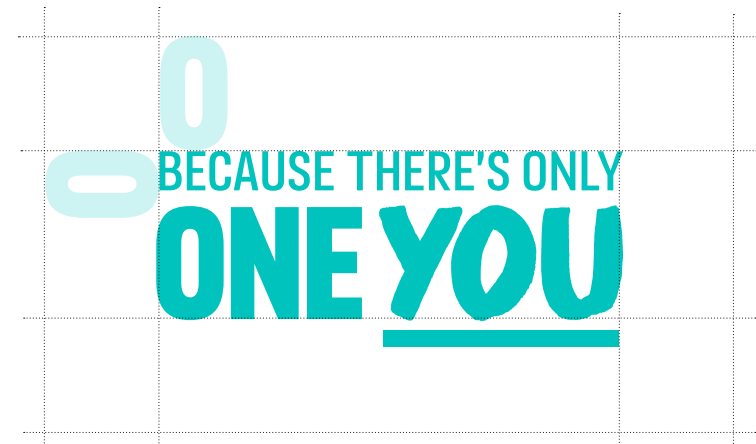
PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

CLEAR SPACE

To maximise the impact of the co-brand, ensure that no other elements appear too close to it.

The area is defined by using the height of the 'O'. No other graphic element may encroach on this clear space.



Examples shown are for illustrative purposes only

PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

COLOUR

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

Single colour – Yellow

Single colour – Reverse (white)

Single colour – Black

Single colour – Dark Grey

Single colour

If you are restricted to a single colour, then use black and white.

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.



PARTNERING WITH ONE YOU

WHERE ONE YOU IS THE CO-BRAND

COLOUR EXCEPTION

Within printed communications it is always our preference to use the logo colour recommendations on Page 30.

When printing on a solid white background **there may be some instances when the partner's logo clashes with the yellow and teal lockup.** In this instance the alternative teal on white version can be used.

Our preference is always for the yellow on teal as it reinforces the brand values.



Preference



Alternative

**THE PUBLIC HEALTH
ENGLAND LOGO.**



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.

USING

'HOW ARE YOU?'. .

USING 'HOW ARE YOU?'

We're encouraging local authorities to promote the phrase 'How Are You?' in conjunction with the local area name e.g. 'Leeds, How Are You?' in order to bring One You to life in different areas of the country.

If you would like to use the phrase 'How Are You?' in your local marketing, we just ask that the message also clearly directs to the national One You website, or a local URL if the health quiz has been embedded in the local authority website.

Examples shown are for illustrative purposes only



APPROVALS AND COPYRIGHT LINE

APPROVALS AND COPYRIGHT LINE

To ensure the One You brand is communicated in an appropriate and consistent manner we require all and any materials produced with the One You brand be first submitted to the PHE Partnerships Team for approval. Please give us a minimum of four working days for approval of any materials using the One You brand.

By using or creating materials with the One You brand, you are agreeing to abide by the guidelines and restrictions detailed here. If you are found to be using the One You brand in a way that is contrary to these guidelines, you agree to desist on request by Public Health England.

For all One You activity in 2016 we require a © Crown copyright 2016 line to be included somewhere on all communication where One You is the over-arching brand. This should be no less than 7 point in type size.

If you have any queries in relation to these brand guidelines, please email **partnerships@phe.gov.uk**

THANK

YOU.

