



Public Health
England

MARCH 2016

ONE YOU

BRAND GUIDELINES FOR NHS ORGANISATIONS

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 NHS organisations can use the One You brand in communications and provides guidance on how its assets can be applied to communication materials.

Please ensure you also first read the [Brand Companion guidelines to understand the One You brand strategy and the basic rules.](#)

ONE YOU BRAND GUIDELINES FOR NHS ORGANISATIONS

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**OUR BRAND
VISION.**

Without knowing it, by the time we reach our 40s and 50s many of us will have dramatically increased our chances of becoming ill later in life. Whether we are eating the wrong things, drinking more than we should, continuing to smoke despite everything we know, or just not being active enough, all of these small things can add up to an unhealthy you. Making better choices today can have a huge influence on our health, and could prevent conditions like type 2 diabetes, cancer and heart disease, and reduce our risk of suffering a stroke or living with dementia, disability and frailty in later life.

But it's not easy in our busy lives – tempting treats in easy reach, bigger portions for everything we eat and technology that allows us to shop, stay in touch and be entertained without ever having to leave the sofa. Modern life is ganging up on us.

The good news is we can fight back.

One You can help you get back to a healthier you, and support you to make simple changes towards a longer and happier life. One You will provide tools, motivational support and encouragement every step of the way, to help improve your health right away. You are not alone – we have the tools and personalised support to help you make small changes yourself, or with friends and family. Search One You now.

**WHAT WE
ASK OF OUR
PARTNERS.**

ONE YOU BRAND GUIDELINES FOR NHS ORGANISATIONS

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 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 NHS organisations have a crucial role to play in making sure One You meets the needs of their own staff and people in 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 employee health and well-being programme, or to distribute to commissioners 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.**

We want to give the One You brand as much exposure as possible. We hope that NHS organisations will use One You as the brand to support their staff as part of health and well-being programmes. Services or products for the public that are provided by NHS organisations can also 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 outpatient, clinical or medical interventions/treatments.**

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

- NHS Stop Smoking Services
- Behavioural and lifestyle campaigns for adults
- Programmes related to NHS workplace health initiatives
- NHS health coaches talking to adults about their 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.

ONE YOU BRAND GUIDELINES FOR NHS ORGANISATIONS

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 NHS organisations 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 partner brand – Healthier You – that will distinguish it from One You and give it a clear identity. See page 26 for more details.

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 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
- Accidental injury prevention
- Public health services for children and young people aged 5-19
- 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.

There are opportunities where we feel One You can support NHS organisations. These are:

1. **Internally** – One You can be used either as an over-arching brand for workplace well-being or as a supporting brand where the NHS organisation already has its own recognised health and well-being campaign in place for staff.
2. **Externally** – One You can be used as a co-brand where a local authority has commissioned an NHS organisation to run health and well-being services for the public. It will be up to the local authority commissioning the service to decide if the One You brand is applied to their service communications.

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 throughout are used for illustrative purposes only.

**PARTNERING
WITH **ONE YOU**
INTERNALLY.**

INTERNALLY

The NHS organisation can group the following services it may offer to staff 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**
- **Stress Less**
- **Sleep Better**

NHS organisations can use these headings for the associated products and services on offer to employees as part of their workplace health and well-being programme. No sub-brands can be created.

PARTNERING WITH ONE YOU

INTERNALLY

Where an NHS organisation wants to support the One You campaign by using the One You materials, they should use their NHS organisation's logo in a supporting position, bottom right. The One You 'logo with tagline' device would go bottom left.

As the NHS organisation is a supporting partner in the campaign, the One You brand identity leads here (i.e. font, colour etc.) not the NHS identity.



One You logo with tagline - horizontal



NHS organisation established identity

PARTNERING WITH ONE YOU

INTERNALLY

The One You logo with tagline should be placed bottom left, and the NHS organisation's logo should be placed bottom right. When placing the NHS organisation's logo over the teal background, the NHS lozenge should always appear in NHS Blue (Pantone 300), with the letters NHS in white, and the remaining text in the logo should be reversed out in white.

Public Health England

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JEANS GETTING A BIT **TIGHT?**

In our adult years, the lifestyle choices we make can dramatically increase our chances of becoming ill later in life.

Making small changes now can improve your health right away and double your chances of staying healthy as you get older. It's never too late to start.

What will you do this month to get back to a healthier you? Be part of the One You 4-Week Challenge and pledge today.

Download the **Easy Meals** app to get you started.

BECAUSE THERE'S ONLY
ONE YOU

Anytown **NHS**
NHS Foundation Trust

Example shown is for illustrative purposes only

PARTNERING WITH ONE YOU

INTERNALLY

Where an NHS organisation is supporting the One You campaign by using the One You materials, the NHS organisation's logo should be smaller than the One you logo because it is the supporting partner.

Please follow the NHS identity guidelines to determine the correct height of the NHS lozenge depending on the size of the material. These can be found online at nhsidentity.nhs.uk

BECAUSE THERE'S ONLY

ONE YOU

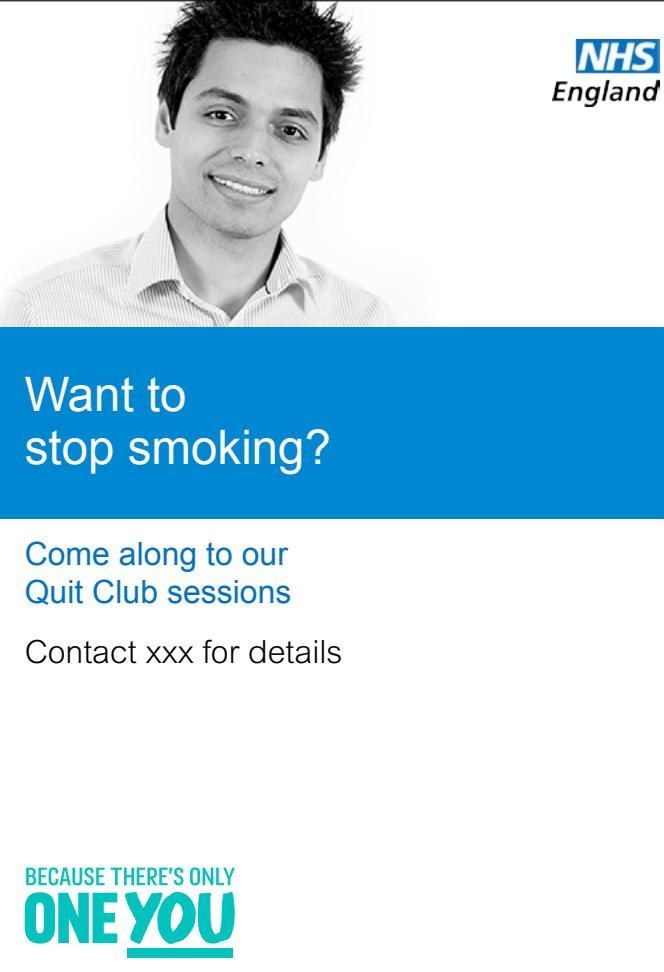
1X

Anytown **NHS**
NHS Foundation Trust

PARTNERING WITH ONE YOU

INTERNALLY

On the right is an example of how the One You logo and tagline is applied if an NHS organisation is applying the One You campaign logo to its own health and well-being communication's materials.



The image shows a promotional graphic for NHS England. At the top right is the NHS England logo. Below it is a black and white portrait of a smiling man. A blue horizontal bar contains the text "Want to stop smoking?". Below the bar, the text "Come along to our Quit Club sessions" and "Contact xxx for details" is displayed. At the bottom left, the One You logo is shown with the tagline "BECAUSE THERE'S ONLY ONE YOU".

Example shown is for illustrative purposes only

**PARTNERING
WITH **ONE YOU**
EXTERNALLY.**

Where a local authority has commissioned an NHS organisation to deliver its health and well-being services for the public, it will be up to the local authority, as the commissioner, to decide if the One You brand is applied.

If the logo of the NHS organisation delivering the service is to be included, it should be in a supporting position to the local authority's logo, to show that they are the commissioner and the NHS organisation is the provider.

The supporting statement 'Service provided by' should be placed next to the NHS organisation's logo, just outside the exclusion zone.

ONE YOU

IDENTITY USAGE

FOR INTERNAL AND

EXTERNAL PURPOSES.

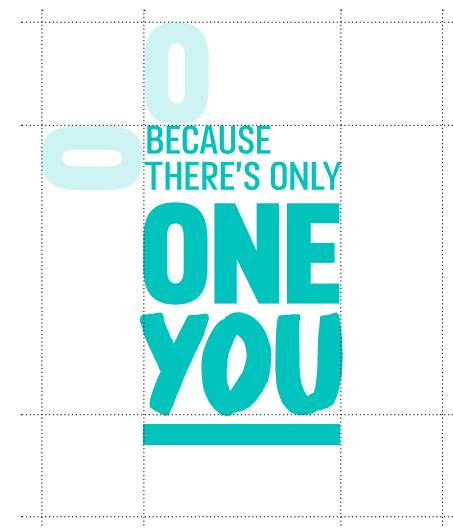
WHERE ONE YOU IS THE CO-BRAND

INTERNALLY & EXTERNALLY

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.



WHERE ONE YOU IS THE CO-BRAND

INTERNALLY & EXTERNALLY

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.



COLOUR EXCEPTION

Within printed communications it is always our preference to use the logo colour recommendations on Page 24.

For branding, our preference is always for the yellow on teal as it reinforces the brand recognition.

However, it may not always be possible to integrate this colour scheme into partner communications, as it may clash. In this instance our alternative preference is for a white background and teal lockup.



Preference



Alternative

**WHERE YOU ARE
AN NHS DIABETES
PREVENTION
PROGRAMME
PROVIDER.**

ONE YOU BRAND GUIDELINES FOR NHS ORGANISATIONS

HEALTHIER YOU: NHS DIABETES PREVENTION PROGRAMME

Healthier You is a new patient-facing campaign identity for the NHS Diabetes Prevention Programme. It sits alongside the NHS brand, and is a sister brand of One You to align with the new adult health brand from Public Health England.

If you are an NHS Diabetes Prevention Programme provider, we are currently developing a communications toolkit that will be designed to help you communicate with people who are at high risk of developing type 2 diabetes and therefore eligible for the NHS Diabetes Prevention Programme.

This toolkit, and a revised version of these guidelines with further guidance for Healthier You, will be available soon.

**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 internal colleagues, 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 or NHS organisation 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 different parts of the country to promote the phrase 'How Are You?' in conjunction with the local area name e.g. 'Sunderland, 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 you use the PHE logo (as per Page 29) and the message clearly directs to the national One You website, or a local URL if the health quiz is embedded in the NHS organisation website.



Example shown is for illustrative purposes only

**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**](mailto:partnerships@phe.gov.uk)

THANK

YOU.