



Brand guidelines

October 2020

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Introduction

The CARE brand has been created to give the adult social care sector the recognition it deserves. The brand will give the sector a unified means of identifying their workforce and services and will help the public recognise social care providers as essential workers. We encourage organisations within the adult social care sector to proudly use the CARE brand as outlined in these guidelines.

The CARE brand has been developed to be used in the same way as the NHS identity, and has been made to look similar to the NHS logo, so that it has a clear visual association with the NHS. Much like the NHS brand, the CARE brand will be managed by the Department of Health and Social Care who will ensure that parity will be kept between the two brands to ensure they are unified. If an organisation may use the CARE identity, this does not allow them to use the NHS identity unless they provide NHS services and have separate permission to do so.



Who can use the identity?

The CARE identity has been created for use by the adult social care sector. There are different iterations of the logo that may be used depending on which type of care provider you are, in keeping with how the NHS identity may be used by the various types of NHS service providers.

The CARE identity may be used by the Department of Health and Social Care (DHSC) and other government departments working to support the adult social care sector.

Local authorities and CQC registered social care providers may use a care provider logo to identify their care workforce and care services. Please refer to page 10 for further information. Local authorities also have the option to use a localised CARE logo.

Any other third parties, including arm's length bodies, care charities and volunteer carers will need to be granted permission by DHSC to use the identity. Please contact careidentity@dhsc.gov.uk in the first instance.

Please note that DHSC has discretion as to whether or not permission will be granted. Local authorities and other bodies do not have authority to grant permission for others to use the brand.



Logo

The core CARE logo is for use by government departments on campaigns and other materials that are aimed at or support the adult social care sector.

There are two versions of the CARE logo – positive version, white on green, and negative version, green on white. No other colours may be used for the logo.

The CARE logo must not be used to replace the word 'care' in a sentence, heading or strapline.

The CARE logo cannot be incorporated into any other logos. It cannot be adapted or changed.



Positive logo



Negative logo

Logo

Exclusion area

The CARE logo should not be cluttered by other text or images appearing too close to it. It also should not be positioned too close to the edge of materials.

To make sure this happens, we use a minimum exclusion area around it. This area must always be kept clear.

The spaces shown here are the minimum. It's better to have more space if it's possible and practical.

Minimum clear space limit for print

For print and signage, the exclusion area is equivalent to the full height of the CARE logo.

Minimum clear space limit for digital

For digital applications, the exclusion area is equivalent to half the height of the CARE logo.



Minimum clear space limit for print



Minimum clear space limit for digital

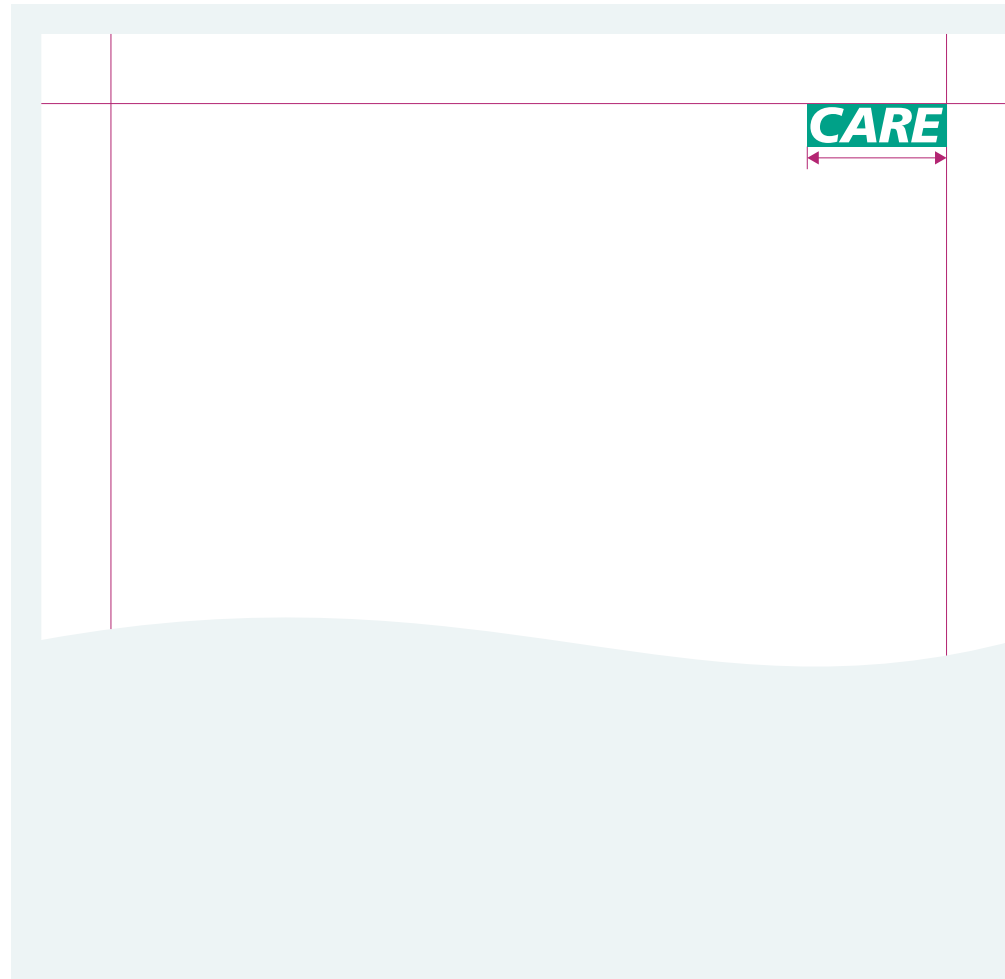
Logo

Sizes

The optimum width of the logo should be used on the following sizes:

Paper size	Logo width (mm)
Business card	25
DL (minimum size)	30
A6	25
A5	25
A4	30
A3	50
A2	65
A1	90
A0	130
6 sheet	225

Screen	Logo width (pixels)
Desktop >1000px wide	125
Tablet >600px and <1000px wide	110
Mobile phone <600px wide	100

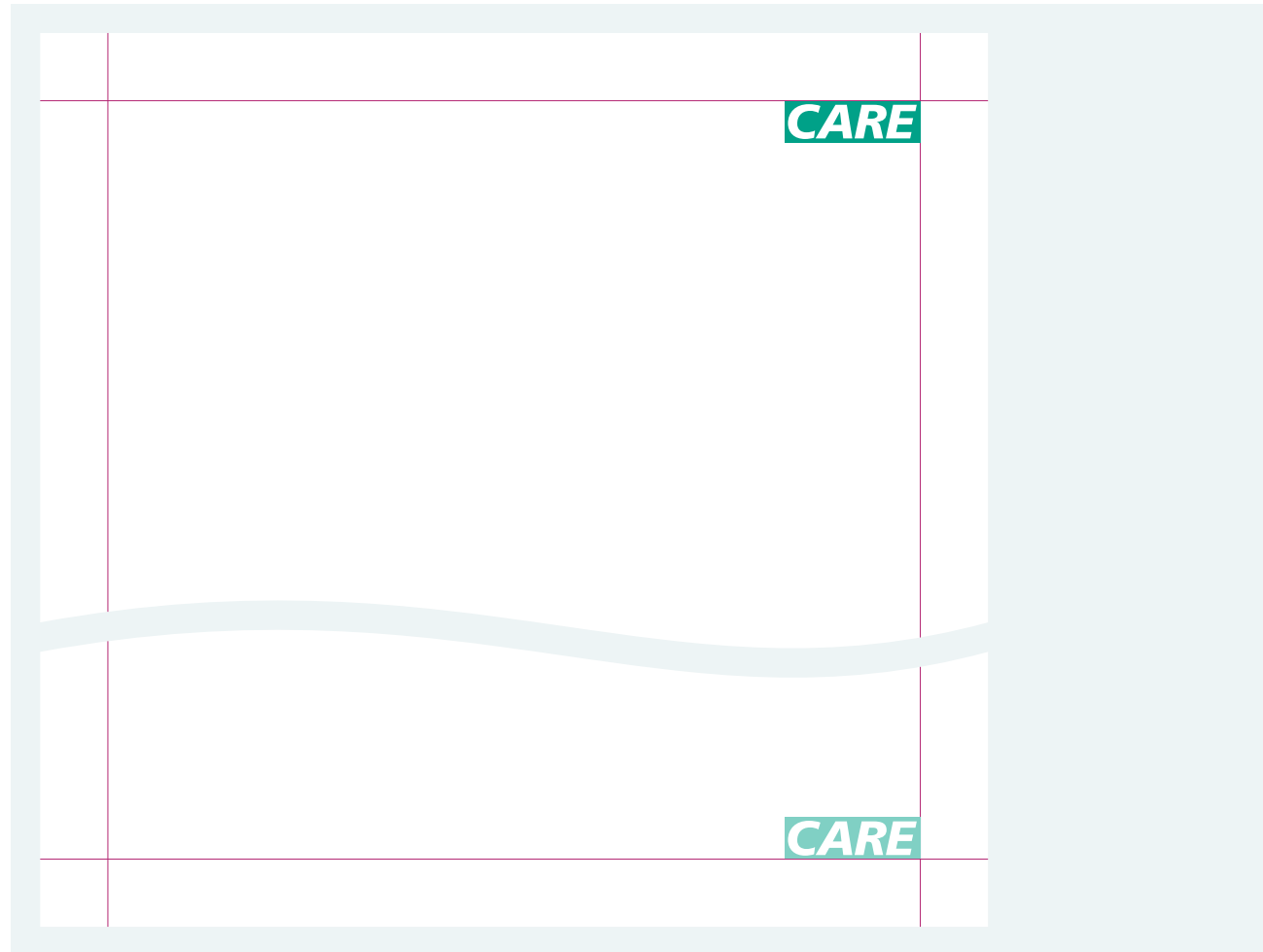


Logo

Positioning – print

For maximum impact, the identity should always be used prominently and legibly.

Whenever possible the logo should be placed at the top right corner of the page. Should the design not permit this, place according to the guide shown here.



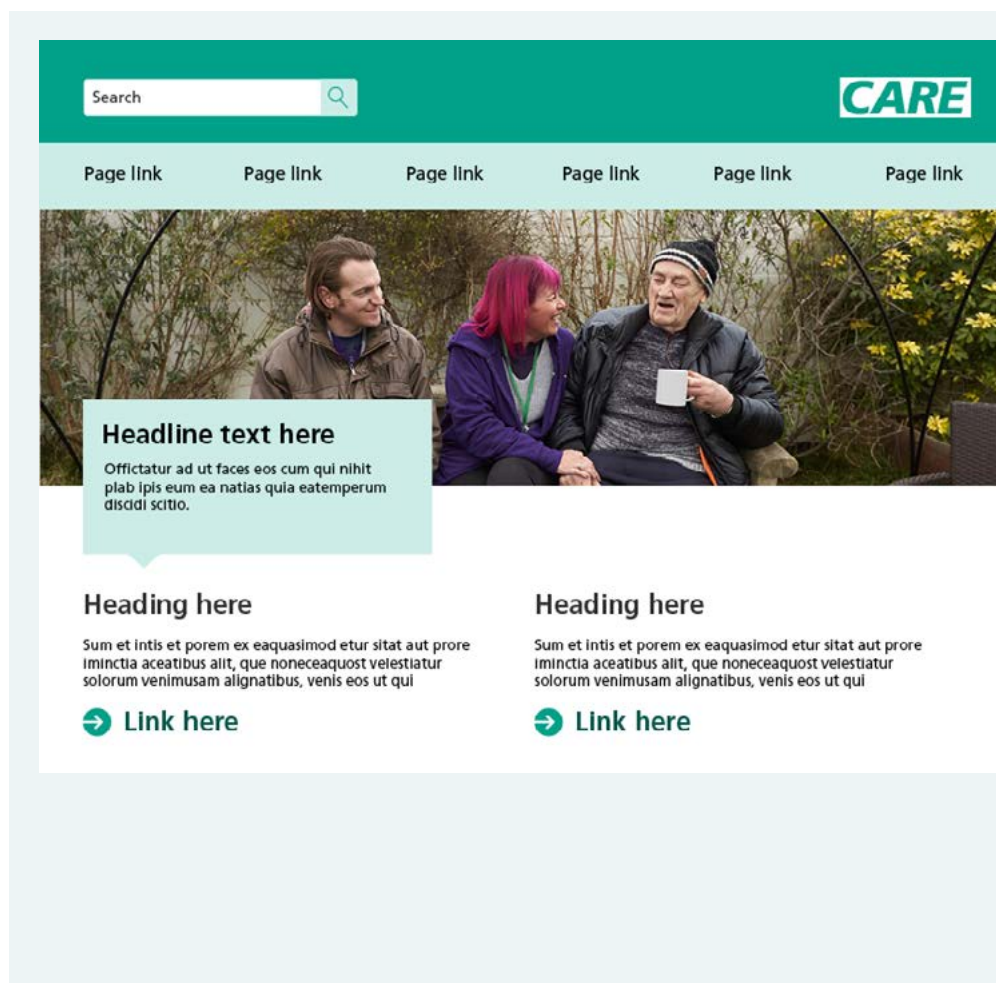
Logo

Positioning – digital

This guidance applies to websites created by the government that are targeted at the adult social care sector and use the CARE brand.

The CARE logo should always be placed top right.

If a website is joint branded with the NHS, the NHS logo should be placed top left and the CARE logo should be placed top right. The logos should sit within a white banner, and the blue NHS and green CARE logos should be used.










Logo

On backgrounds

The preferred background colour for the CARE logo is white. If the background is the CARE Green, use the reversed out white version of the logo. Do not be tempted to put an outline around the CARE logo to make it stand out. The logo cannot be reversed out onto any background colour other than green.

The CARE logo may sometimes be placed on an image background, but only if there is no clutter around the logo.

The following examples show which backgrounds are and are not acceptable.

Acceptable	Unacceptable
 <p>White background</p>	 <p>Positive version on CARE Green background</p>
 <p>CARE Green background</p>	 <p>Positive version on CARE Green background with keyline</p>
 <p>Light Grey background</p>	 <p>Positive version on any other colour than CARE Green</p>
 <p>Image background</p>	

Logo

Care provider logo

The care provider logo has been created to give CQC registered adult social care providers and local authorities a unified means of identifying their social care workforce and services. The same guidelines on positioning and backgrounds for the core logo should be followed.

The care provider logo may only be used on information relating to the adult social care service being provided, and on materials used to signpost the public to them e.g. organisational letterheads, email signatures and signage. It may also be used on branded wares to identify staff as being part of the adult social care workforce e.g. on branded items of clothing, lapel badges, I.D cards and lanyards.

The care provider logo cannot be used on the care provider's corporate marketing, communications or promotional activity including websites, social media and newsletters. The logo does not imply a partnership with, or approval or endorsement from DHSC.

If other adult social care providers, such as informal and volunteer carers and personal assistants would like to use the care provider logo, they must first contact DHSC, so that the department can monitor who is using the CARE identity and ensure that its being used only by those it was intended for.



Positive logo



Negative logo

Logo

Localised CARE logo

Local Authorities (LA's) have a statutory duty to deliver social care services and may therefore use a localised CARE logo. The localised CARE logo may only be used on materials directly relating to the provision of adult social care services. The LA should create their own localised logo using the template that can be downloaded online.

The logo may only be used on campaigns if the campaign objectives solely relate to adult social care e.g. social care recruitment campaigns. If the LA is unsure if use of the CARE identity is appropriate, they should first contact the CARE identity team. Any campaigns created by LA's should have an individual campaign look and feel, rather than using the wider CARE branding. The CARE logo should be used as a partner logo and should always be placed at the top right. Like the care provider logo, the localised CARE logo does not imply a partnership with, or approval or endorsement by DHSC.

LA's may use the care provider logo should they prefer. Only one CARE logo may be used at any time, so the LA should choose the most appropriate logo. LA's are not permitted to use the standalone core CARE logo.

The CARE logo consists of the word "CARE" in a bold, white, sans-serif font, set against a solid teal rectangular background.

**Your Local Authority
Area Goes Here**

Frutiger 65 Bold
60/61pt

Font

Core font and secondary font

The core CARE font is Frutiger and the secondary font is Arial. These fonts should be used for all CARE branded communications. No other fonts should be used.

The consistent use of permitted fonts achieves a unified and uniform approach. The only exception is foreign language fonts.

Frutiger is available to buy in many weights, and licences to use Frutiger both online and offline can be purchased from a number of font sellers.

As well as specifying the type and number of licences required, you need to ensure you are buying the Linotype family of Frutiger.

Avoid using italics online because they are less accessible.

Core font

Frutiger

65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Secondary font

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Colour

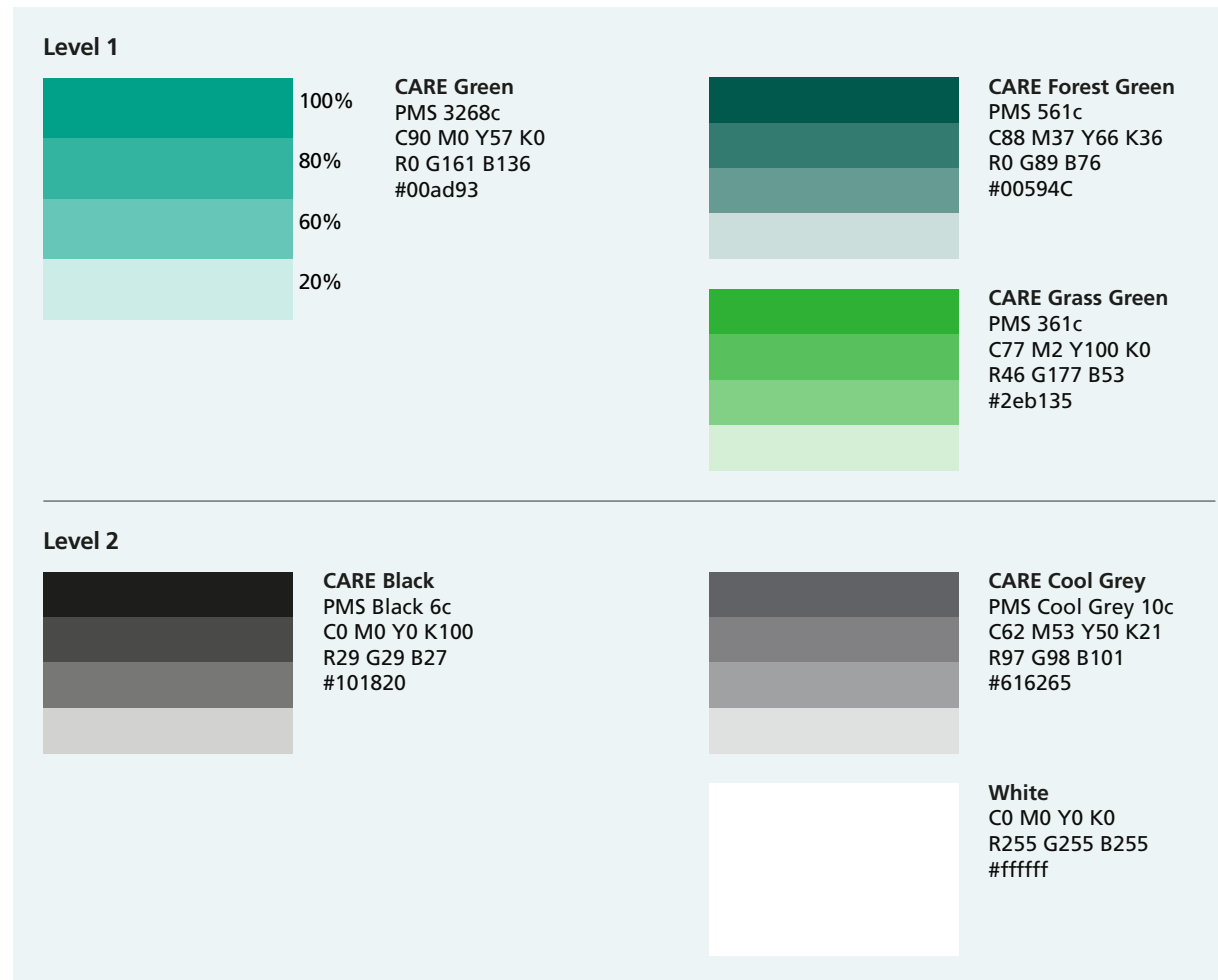
The core colours of CARE Green and white are supported by three other groups of colours in the CARE colour palette.

Level 1: CARE greens

This is the top-level palette that reinforces people's association with green and white. There are a number of hues to support the main CARE Green colour to give lighter and darker alternatives for variety.

Level 2: CARE neutrals

These colours support the top-level greens. Black and dark grey can be used for type, depending on the background and application. White is the most important neutral base. The CARE neutral colours should be used to support the overall green and white look.



Colour

Level 3: CARE highlights

Highlights are useful for drawing attention to details.

Use minimally and do not use large blocks of them. You don't want to change the overall look dramatically, as the association with the CARE brand will be lost.

Level 3



CARE Burgundy
PMS 208c
C33 M97 Y57 K25
R139 G35 B70
#8b2346



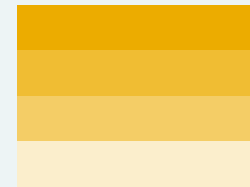
CARE Purple
PMS 267c
C84 M99 Y0 K0
R81 G38 B152
#512698



CARE Pink
PMS 252c
C27 M69 Y0 K0
R205 G102 B204
#cd66cc



CARE Orange
PMS 152c
C7 M66 Y100 K1
R229 G114 B0
#e57200



CARE Yellow
PMS 124c
C7 M34 Y100 K0
R236 G172 B0
#ecac00



CARE Light Blue
PMS 298c
C66 M8 Y3 K0
R52 G182 B228
#34b6e4

Font colour palette

It is important that the font and background colour combinations you use meet AAA accessibility standards.

Black is the primary text colour. It can be used on a white background or against tints of the brand colours.

Forest green may be used for text on a white background. It can be used against tints as well, but bear in mind that they might not be accessible at smaller sizes. This means you should always check the colour contrast when using these colours to ensure they meet AAA standard. White text may be used on a forest green background.

Purple and burgundy may be used for text in the same way as forest green, but please only use these colours occasionally.

Black text can be used on a white or colour tint background

CARE Black text



White background

Headline text here

Offictatur ad ut faces eos cum qui nihit plab ipis eum ea natias quia eatemperum discidi scitio.

CARE Green background 20%

Headline text here

Offictatur ad ut faces eos cum qui nihit plab ipis eum ea natias quia eatemperum discidi scitio.

Secondary colours that can be used as text colour on a white background or reversed with white text

CARE Forest Green text



Heading text

Offictatur ad ut faces eos cum qui nihit plab ipis eum

Heading text

Offictatur ad ut faces eos cum qui nihit plab ipis eum

CARE Purple text



Heading text

Offictatur ad ut faces eos cum qui nihit plab ipis eum

Heading text

Offictatur ad ut faces eos cum qui nihit plab ipis eum

CARE Burgundy text



Heading text

Offictatur ad ut faces eos cum qui nihit plab ipis eum

Heading text

Offictatur ad ut faces eos cum qui nihit plab ipis eum

Partnership branding

Adult social care providers

CQC registered adult social care providers and local authorities may wish to use the care provider logo alongside their own logo on documents including letterheads. If you want to do this, make sure you adhere to the exclusion zone.

The care provider logo should sit at the top right of the page, and the social care provider's logo should sit at the top left.

The same guidance applies to local authorities using the localised CARE logo.

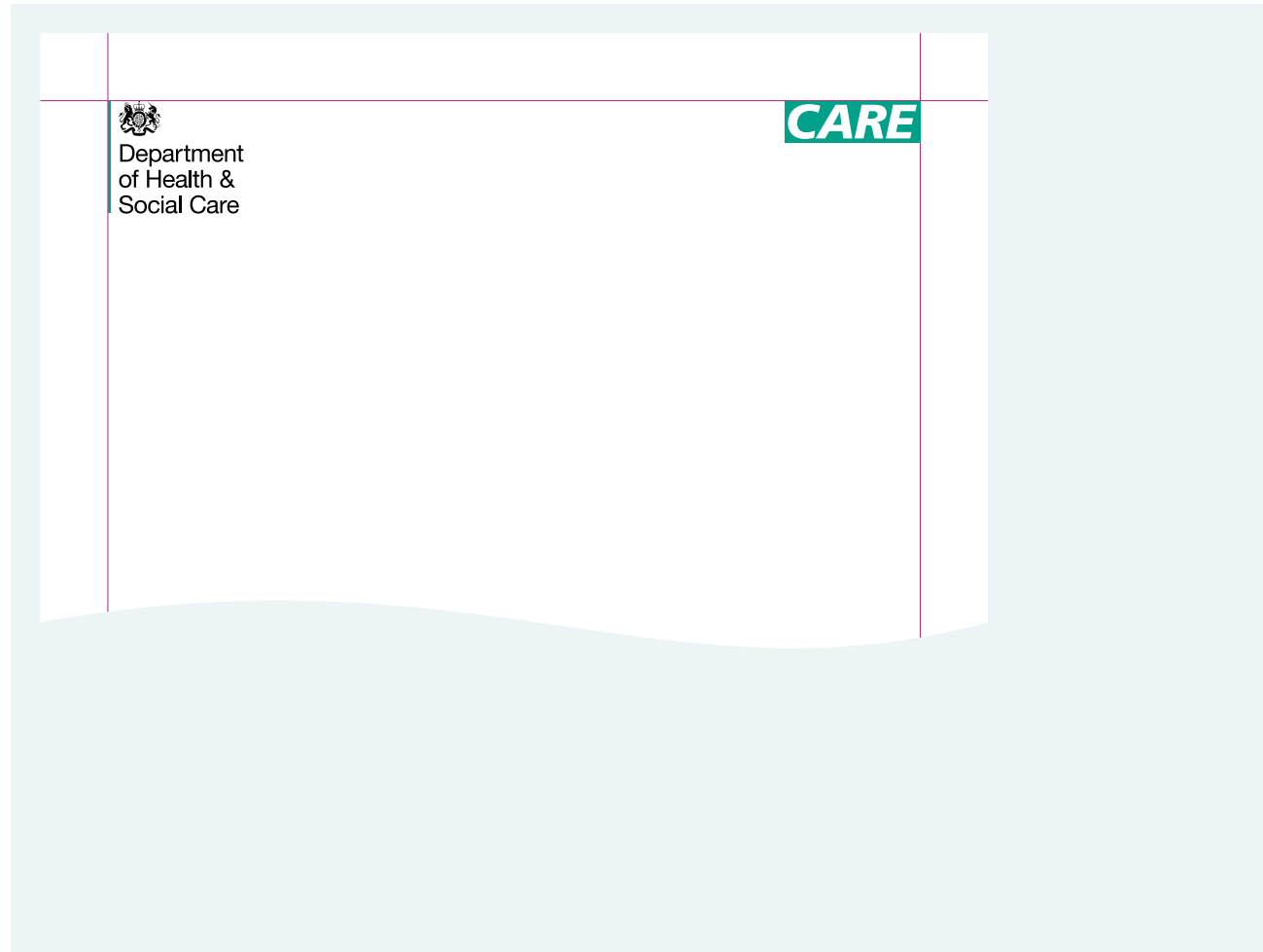


Partnership branding

Government departments

When used with the Department of Health and Social Care logo, the CARE logo should be placed top right, and the DHSC logo should be placed top left.

Only one government logo may be used, so if more than one government department is involved, then the HMG logo should be used instead of the DHSC logo.



Partnership branding

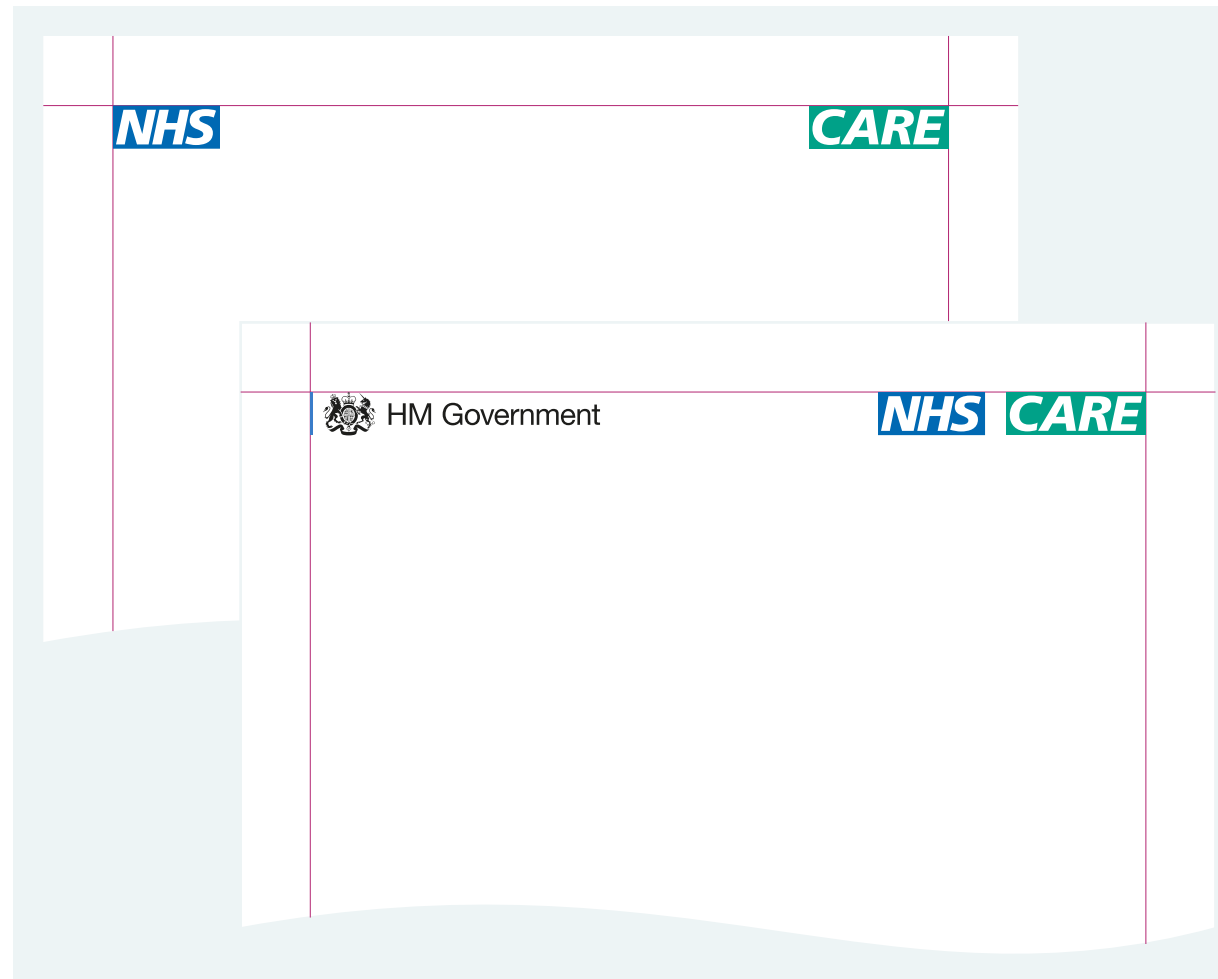
Co-branding with the NHS

The NHS and CARE logos should never both be used on a government campaign targeted at the general public; the lead brand should be chosen.

It may be appropriate to co-brand with the NHS if a campaign has NHS involvement and is targeted at the adult social care sector, but you must first have permission to use the NHS identity. Equal weight should be given to each brand. The background colour should be white when possible, so the green CARE logo and blue NHS logos can be used. The CARE logo should be placed top right, and the NHS logo should be placed top left.

Ideally, no more than two logos should be used at one time. If a government logo is required, use one government logo and either the NHS or CARE logo. Only in exceptional circumstances should three logos be used e.g. on operational guidance that applies to both the NHS and the social care sector.

In these specific circumstances, the government logo should be placed at the top left, and the NHS and CARE logos should be placed at the top right as shown in the example. As an exception, the digital exclusion zone may be followed when the NHS and CARE logos are used together.



Campaign branding

This section only applies to government departments.

The criteria for deciding whether to include the CARE logo on a campaign will include the appropriateness of the subject matter and whether the campaign provides support or recognition to the adult social care sector. Other relevant use of the brand includes signposting key information to the sector.

If DHSC is responsible for delivering a campaign with supporting partners, the CARE logo should be placed at the top right, and the DHSC logo should be placed at the top left, as shown in the example. If used, the supporting partners' logos should be placed along the bottom. The visual style should follow the CARE identity guidelines.

Campaigns should try to use their own unique campaign font. If the CARE font, Frutiger, is used, then it must be the standard version. The italicised version used in the logo cannot be used elsewhere.



Apps

A licence is required to use the CARE identity on an app that has not been commissioned by DHSC. If a licence is granted, the CARE identity guidelines must then be followed. License requests should be sent to DHSC in the first instance at careidentity@dhsc.gov.uk

The following guidelines apply to apps that have been commissioned by DHSC. The app icon must include the CARE logo to signify it is an app developed and owned by DHSC under the CARE brand.

The general design principles are as follows:

- CARE apps must include the CARE logo
- Every effort must be made to distinguish app icons from one another through naming, descriptions and/or graphics
- Clear naming is important, particularly for region specific apps
- The CARE logo should ideally appear on a white background

App icons must follow the colour, font and visual style guidance set out in these guidelines.



Suppliers of goods and services

Suppliers of goods and services to the adult social care sector

Suppliers of goods and services to adult social care providers or local authorities cannot themselves use the care provider logo.

Suppliers of branded items

The CARE logos are protected by law and may not be reproduced without permission.

Those who have permission to use the care provider or localised CARE logo may use those logos on branded items that identify their care services or workforce, such as lanyards or I.D cards. The logos cannot be used on other merchandise or branded items, and absolutely cannot be reproduced on items that will be sold to the general public.

Printers and other suppliers of CARE-branded items, such as identity badges and lanyards have standing permission to use the CARE logos on their items. They must, however, comply with the following criteria:

1. Items cannot be held in stock. They must be manufactured to order once commissioned by a CQC registered care provider, local authority or other care provider that has been granted a licence to use the CARE identity.

2. Payment must come directly from an organisation that has permission to use the CARE identity.
3. Suppliers are not permitted to use the CARE logos in their promotional material, except for in illustrations of example wares.
4. Suppliers must use the CARE logos in accordance with the CARE identity guidelines.
5. Suppliers must comply with any additional instructions given to them by the trademark owner concerning the use of the CARE logos.

The core CARE logo cannot be reproduced by third parties. Failure to comply will be regarded as 'unlicensed use of the identity' and may result in legal action being taken.

CARE

careidentity@dhsc.gov.uk