

Refresh of HPC's visual identity and house style



current situation

- visual identity established in 2002
- created logo and produced manual with limited guidelines on a range of printed materials, mainly stationery
- appropriate for initial start up, but organisation has grown and number of publications and printed materials have increased and new applications introduced, for example web and electronic media
- current visual identity does not cover these new applications

this has resulted in

- some inconsistency in house style eg type face, font size and use of language
- drifting of visual identity eg use of colour, imagery
- lack of conformance with good practice on accessibility, diversity and environmental issues

which has led to

- less professional image
- fragmenting of identity
- potential loss of impact on audiences
- increased use of resources

refresh and extend the organisation's house style and visual identity

- improved image
- improved legibility
- consistent and professional approach
- more cost effective and efficient
- following good practice on equality, accessibility and environmental guidelines

appointed London based agency, HSAG, to work with communications department to

- undertake review of all printed materials, publications, stationery, web applications and use of logo
- identify operational requirements through discussions with relevant personnel
- make recommendations
- develop new visuals and templates
- produce more detailed guidelines
- consult with employed employees
- undertake phased implementation

audit will cover

- publications, annual reports, brochures, public information and corporate leaflets, marketing and advertising literature
- stationery including letterhead, business cards, compliment slips, envelopes and templates for fax, internal memos, letters, press releases, job adverts, file covers and email signatures
- web applications including extranet, website, electronic newsletter and powerpoint presentations
- exhibition stands
- corporate gifts

areas to be audited

- language
- colour palette
- use of imagery and photography
- application of logo
- type face and type size
- paper quality and colour
- environmental issues
- diversity and accessibility requirements

schedule

- **December 2006**
 - appoint design agency, begin audit
- **January 2007**
 - audit conclusions
 - recommendations presented to EMT
- **February/March 2007**
 - development of visual identity and house style
- **April 2007**
 - launch of new guidelines
 - phased implementation