



BRANDING GUIDELINES

LOGO AND VISUAL IDENTITY

WHAT IS 'JUST BE'?

The aim for the Croydon online health platform is to:

- Encourage Croydon residents to be responsible for their own health and wellbeing
- Engage with local residents and signpost them to tools and services that will help them to make a positive change
- Take people who are considering change to making it happen by providing interactive tools and experiences that motivate people to act

WHO IS 'JUST BE' FOR?

Just Be is for all residents in the Croydon area, with particular focus on people who currently adopt unhealthy lifestyle behaviours. Just Be Croydon is available to help people adopt healthier lifestyle choices and signpost the best ways to do this.



tone of voice

We want to motivate and inspire people to adopt better lifestyle choices and the way we do that is to offer words of encouragement using motivational language and positive phrasing. We find that people feel 'rewarded' when they are positively encouraged to 'keep trying' or persist with any positive behaviour changes they make to their lives.

WORDS WE LIKE



WORDS WE DON'T



COLOURED LOGOS

The logo encompasses the colours associated with Croydon, while also featuring a strong font to represent the bold new brand of Just Be.



CROYDON



CROYDON

COLOURED LOGOS

The logo features in 4 different colours; Purple, White and black. The master logo features in purple with white lettering, which will be the main logo utilised, so that Croydon residents find it easily recognisable.

PURPLE LOGO



WHITE TEXT LOGO



WHITE LOGO



100%BLACK LOGO



LOGO PLACEMENT

There needs to be adequate spacing allowed around the logo edge - we have demonstrated this using the 'O' from the word Croydon as a guideline.

CLEAR SPACE:



MINIMUM SIZE:

The minimum size for the Croydon logo must be 20mm, to ensure that the writing is still legible and recognisable to all.

CROYDON LOGO

When including the Croydon logo alongside the 'Just Be' branding, their own branding guidelines must be adhered to. The logo features a typeface and a web address and these must not be separated. If you would like more guidance on Croydon Council's branding guidelines please email: simon@croydondesign.com

CROYDON
www.croydon.gov.uk



CROYDON
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CROYDON LOGO GUIDELINES

In a red/green/blue environment (RGB) the break down is Red 117, Green 13, Blue 29% yellow and 20% black.

In CMYK the breakdown is: 67% cyan, 93% magenta, 29% yellow and 20% black.

In black to be used on a white background where colour printing is not available.

In white to be reversed out of a coloured background.

COLOUR PALETTE

The logo encompasses the colours associated with Croydon, while also featuring a strong font to represent the bold new brand of Just Be. The colours are bright and eye-catching and appealing to all.



PURPLE:

C: 0 M: 61 Y: 3 K: 59
RGB: R: 104 G: 41 B: 101
Pantone: 260 C
Hex: 682965



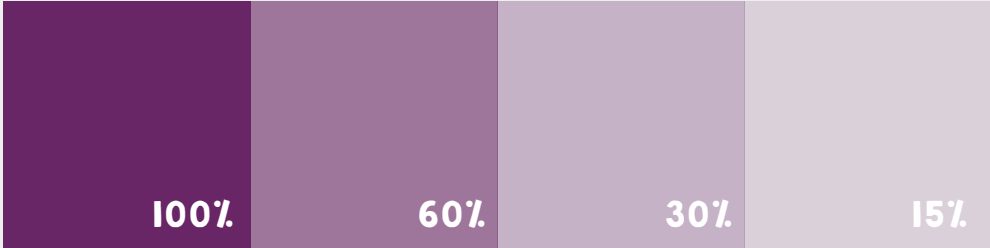
GREEN:

C: 34 M: 0 Y: 49 K: 27
R: 122 G: 185 B: 94
Pantone: 368 U
Hex: 7ab95e

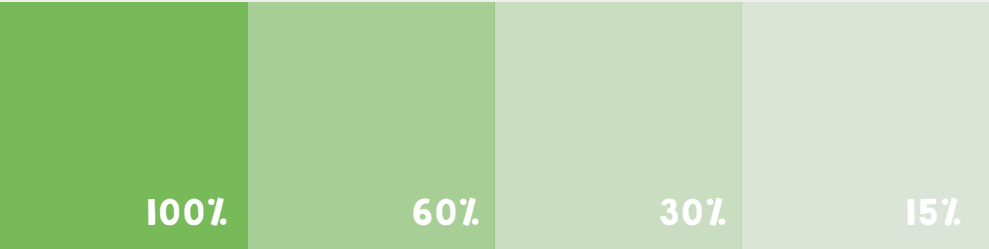
GRADIENTS

Gradients are used throughout the website as sub colours in order to overlay images.

PURPLE LOGO



GREEN LOGO



TYPOGRAPHY

The selected fonts are for use on the website and on marketing material for the Just Be campaign. The main titles use the 'Fat Frank' font, with main body text using 'KG Happy'.

PRIMARY FONT:

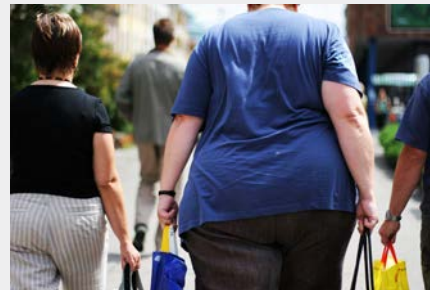
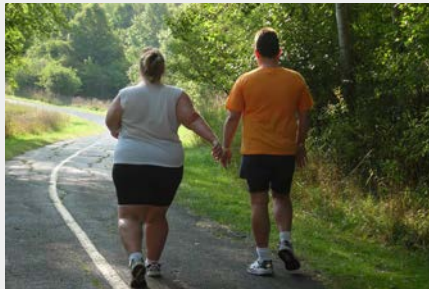
FATFRANK HEAVY

SUB FONTS:

KG HAPPY SOLID

IMAGES

We have used images to represent the diversity of the Croydon population, which is 52% BME. The images also show a variation in age and gender. Following feedback from local Croydon residents, we have included pictures of 'average' people of varying shapes and sizes, so that people are better able to relate to the images.



WEBSITE

The branding guidelines have been applied to the Just Be website pages, including use of fonts and colours.

This is an example of the home page for the website, featuring the specified fonts and colours.



RULES FOR HEADINGS

Headings are created to separate sections within the page. These work with the colour dividers which separate each



PAGE HEADINGS

The fonts used are FatFrank and KG Happy Solid. These should be larger than any of the other text within that section, clearly informing the user which part of the website they are on for easy use and navigation.

Colours should be either purple or white, depending on the background in question.

SUB HEADINGS

Headings are used to separate sections within a webpage. These are a large heading (Font: FatFrank) with an underline, with a description of the page underneath (Font: KG Happy Solid). There is also an option to 'read more' in a button placed underneath.

Colours should be either purple or white, depending on the background that the writing appears on.

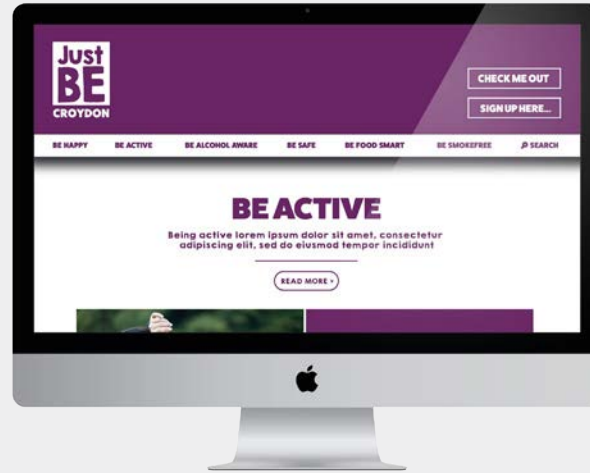
WEBSITE HEADER

The website has a larger image for the header. This image changes throughout the website, depending which page you are on, as seen in the examples. The header for the home page changes every few seconds. There is also a short video roll which can be used as a heading when the website is viewed on a computer, rather than a mobile device.



BE ACTIVE


This is an example of the 'Be Active' page, with the fonts and images being utilized according to the guidelines set out in this document.




EMAIL MARKETING

Branded emails will be sent to people who sign up via Just Be. Some will be bespoke to the issue they would like to address (such as losing weight, alcohol). Other emails will help inspire and motivate behaviour change in a number of areas.

[View this email in your browser](#)

**BE ACTIVE**



Just Be... Active

Walk of the Week!


We recommend the 'Downlands Circular Walk' – a 5km (3 mile) grassland walk near Coulsdon. This route will take you through the beautiful countryside of Farthing Downs and Happy Valley.

Time Allocation – 90 minutes

Terrain – boots are required as this can get very slippery in wet weather!

Facilities – Car Park, Toilets

[READ MORE >](#)



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Our mailing address is:

Bernard Weatherill House,
8 Mint Walk,
Croydon CR0 1EA

VIDEOS

Any videos produced will contain the specified logo alongside the Croydon Council logo. The fonts and graphics used will also be consistent with branding guidelines for 'Just Be' as previously mentioned.



SOCIAL MEDIA

Some of the social media posts will be smaller versions of the posters to allow for clear and consistent messages. These will include motivational messages, calls to action and alerts for events and activities.

Just BE Just Be Croydon
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Like Page

Have you taken a health MOT recently? Take the test! #JustBeCroydon



Want to find out where you can #BeActive in Croydon?
Check out our interactive map and find an activity near you! #JustBeCroydon
WWW.JUSTBE.CO.UK

Just BE Just Be Croydon
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PRESENTATION SLIDES

For any presentations used for 'Be' Croydon, the following sample pages have been mocked up for use.

TITLE PAGE



STANDARD PAGE



EXAMPLE PAGE



EXAMPLE PAGE

