

**Elevating Devon's NHS
Mental Wellbeing Services**

open up



BRAND GUIDELINES

Our brand identity is not just a logo. It is a series of considered elements that come together to create a unique, ownable and positive personality for Open Up.

So, before you start work creating any Open Up related materials, please take the time to read through these guidelines to familiarise yourself with our brand, its vision, its visual assets and their application, as well as our tone of voice.

Consistency is essential as our brand evolves and grows, so please apply these guidelines with care and skill, and please contact us immediately if there is anything you're not sure about.

Our charity enhances, improves and brings innovation to mental health, learning disability and neurodiversity care in Devon, as well as working tirelessly to educate and raise awareness of these issues within our local area.



**We exist to change lives and make a difference to the people we support
By enhancing, improving and bringing innovation to mental wellbeing services.**

Open Up works closely with our partners to provide services for children and adults in the South West, creating better outcomes and building a healthier community.

Our aim, first and foremost, is to have a tangible, visible and positive impact on our patients, their carers and the staff who support them.

The work we do improves day-to-day experiences for all with clear, long-term benefits. We raise funds, support innovative projects, communicate and constantly seek new ways to add extra value to NHS mental wellbeing services and collaborate with other like-minded organisations.

We pride ourselves on tackling the future head on and making sure that sustainability is at the forefront of all our projects.

We want to break down the barriers around mental health, learning disability and neurodiversity.

We want a society where everyone is valued for who they are.

By working together, we know Open Up will spread awareness, offer practical help and fresh opportunities so that everyone we work with feels listened to, cared for and able to live their life to the full, today and everyday.





MASTER LOGO
The Master logo should be used as shown here with the blue uplifting icon.

Positive-On logo



Reversed Out logo



Positive-On logos



Reversed Out logos

SECONDARY LOGOS

To bring the uplifting idea to life across different applications we have also developed 2 additional versions of the logo with alternative uplifting icons.

Please use these as shown here.

Where appropriate please select different logos for use on different materials.

OUR LOGOS



Positive-On logos



Reversed Out logos

BLACK & WHITE LOGOS
For black and white use please use the logos as shown here.



Exclusion Zone

LOGO RESTRICTIONS

The exclusion zone for other graphics or busy imagery is defined by using the width of the 'u' of up.

The minimum reproduction size for the Open Up logos is 30mm wide.



Montserrat — Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,;’”/?!0123456789

Montserrat — Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz,;’”/?!0123456789

We use two fonts in all our communications. These are modern, distinctive, simple and accessible.

Montserrat Regular can be used for body copy in Sentence Case and Upper Case for secondary text titles.

Montserrat Bold should be used for headline text in Sentence Case or Upper Case in primary text titles.

Montserrat is suitable for both print and digital communications.

Download Montserrat regular and bold from:
<https://fonts.google.com/specimen/Montserrat>

COLOUR PALETTE

CORE COLOUR PALETTE



PANTONE 2597C
CMYK 82, 100, 0, 4
RGB 93, 0, 150
#5d0096



PANTONE 2587C
CMYK 61, 83, 0, 0
RGB 131, 69, 186
#8345BA



PANTONE 298C
CMYK 63, 3, 0, 0
RGB 24, 220, 255
#18dcff



PANTONE 212C
CMYK 0, 78, 2, 0
RGB 255, 67, 135
#ff4387



PANTONE 7488C
CMYK 51, 0, 86, 0
RGB 121, 216, 83
#79d853



WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
#ffffff

SECONDARY COLOUR PALETTE



PANTONE 2635C
CMYK 21, 27, 0, 0
RGB 250, 239, 255
#faefff



PANTONE 283C
CMYK 41, 11, 0, 0
RGB 199, 229, 255
#c7e5ff



PANTONE 699C
CMYK 0, 34, 0, 0
RGB 255, 209, 229
#ffd1e5



PANTONE 2282C
CMYK 20, 0, 50, 0
RGB 211, 242, 174
#d3f2ae

The core colour palette is used to strengthen our identity. These colours should be consistently used in all communications to enhance brand recognition.

Meanwhile, the secondary colour palette is used to further emphasize our brand identity, particularly when creating materials with extensive text. This ensures the colours do not distract from the readability of the content. Additionally, these colours should also only be used on white backgrounds.



Our Uplifting Icons can also be used further individually or together on brand applications in conjunction with messaging and imagery to optimise brand impact.

These can be used —

- Boldly with our primary colours on white or dark purple.
- Subtly with our secondary colour palette on white backgrounds.
- Subtly with light purple on dark purple.

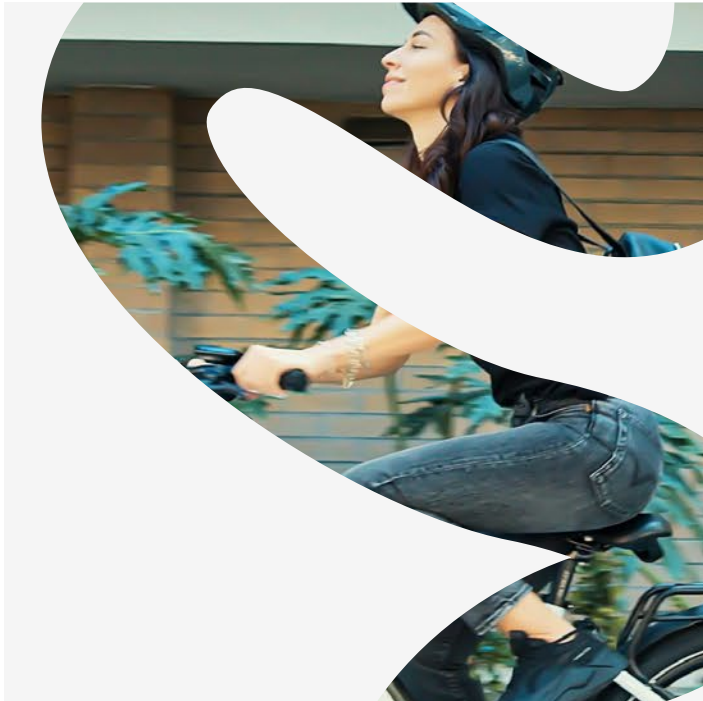
See next pages for usage guidance and examples.



Singular bold colour icon with text



Single light purple icon on dark purple with text

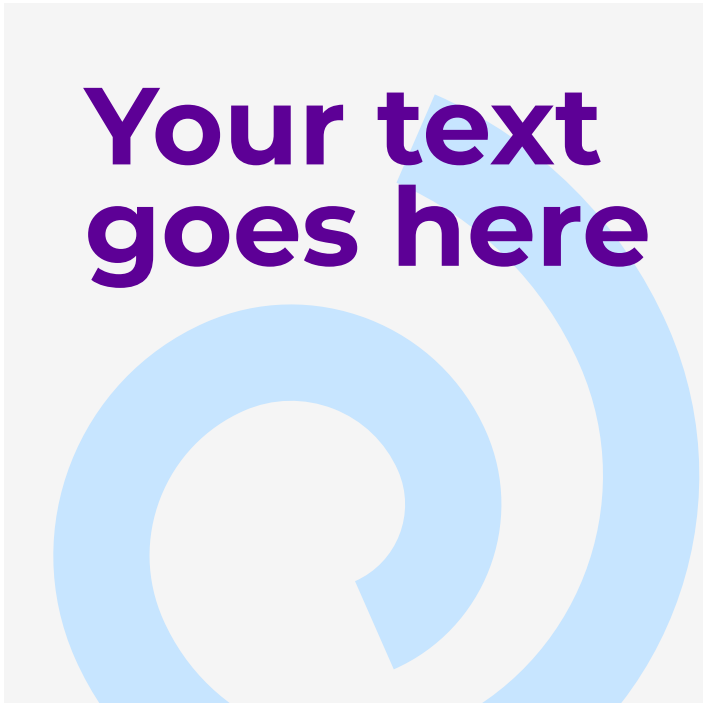


Window for imagery

Here are some basic usage examples for the Uplifting Icons.



Uplifting Icon pattern



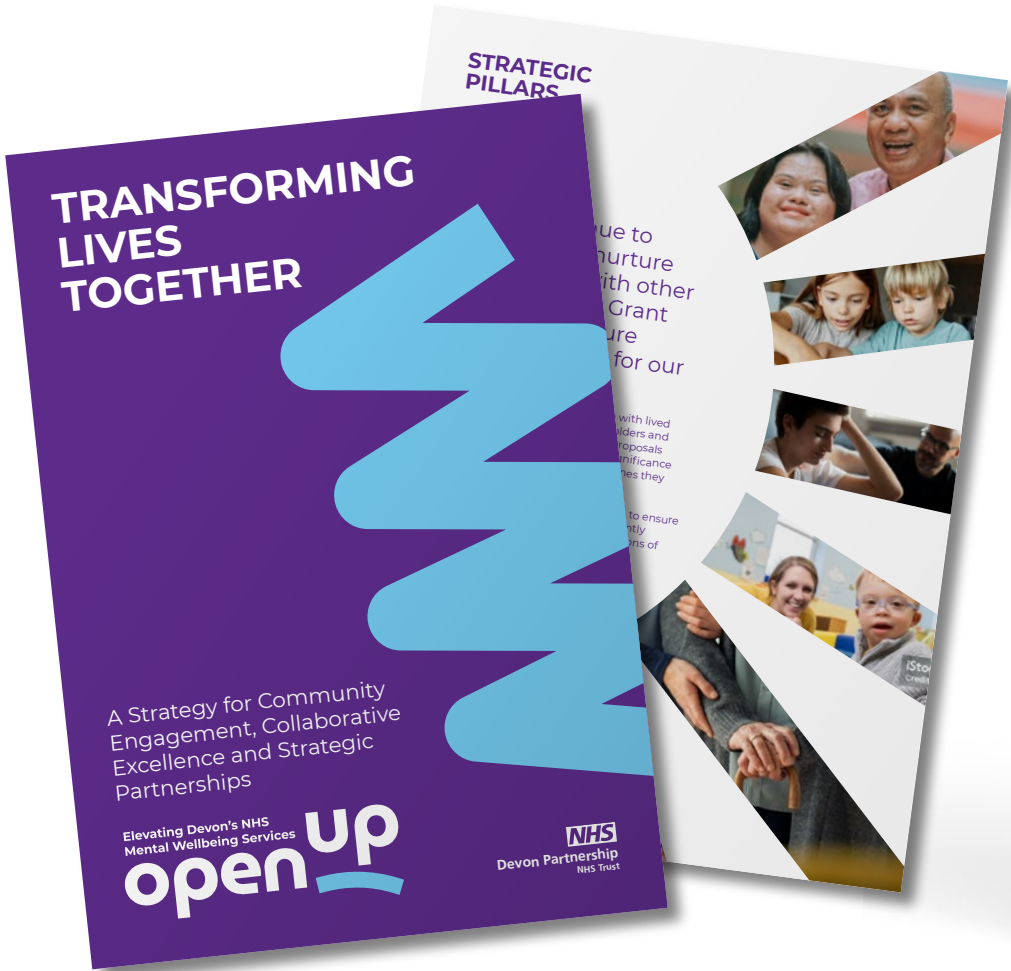
Single secondary colour icon on white with text



Interacting with imagery



Here are some brand application examples showing how the identity elements can be used together.



CONTACT INFORMATION

For further information regarding use of the Open Up identity or to obtain identity assets outlined in this document please contact a member of the Open Up Brand team.

DANIEL ROBSON

HEAD OF CHARITY FUNDRAISING

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