



**Visual  
Identity  
Guidelines**

We are Care Opinion – a non-profit social enterprise pioneering new, online approaches to citizen engagement with health and care services.

In 2005 we set up Patient Opinion, an online service where people share their experiences in local health services, and read feedback from others. Health service staff respond online, using public feedback to continuously improve their care.

As health and social care services across the UK continue their journey towards integration, we have evolved to become Care Opinion, covering a much wider range of services than before.

To pursue our mission of carrying people's voices into the heart of care, it is vital we raise public awareness of our service, so more people can benefit and help to create more impact. And we must make sure we are recognised by a wide range of stakeholders such as care providers, regulators, educators and policymakers.

So we have devised a new brand identity that supports our evolving mission. This document is a brief guide to our new brand. We hope you enjoy getting to know us better.

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This is the new Care Opinion logo. It is bold, uncomplicated and approachable. It visually reflects the aims and intentions of the Care Opinion brand – using the speech bubble graphics to reinforce the ideas of dialogue, communication and connections, in simple 'C' and 'O' letterforms.

There are two versions of the logo available to use; one with our strapline, and one without.

The Care Opinion logo with our strapline should be used wherever possible throughout all our communications. Our strapline embodies the personality of the brand and reassures its audience.

The logo without our strapline should be used only when the brand is familiar to the reader or the space available would make the strapline illegible.

The master logo shown here uses the primary colour palette and should be used wherever possible on all communications.

When using either of the logos it is important to always use the supplied master artwork. Never re-create, re-scan or distort the logo in any way. Please use the most appropriate version for the production method you are using.



Master logo — 2 colour — with strapline



Master logo — 2 colour — without strapline

**The new Care Opinion logo also works as a single colour mark. This can be used where the 2 colour logo is not appropriate.**

The Maroon logo (1 colour — CMYK and Pantone) uses just one of the primary brand colours. This can be used wherever a full colour logo is not required.

The Pink logo (1 colour — CMYK and Pantone) uses just one of the primary brand colours. This can be used wherever a full colour logo is not required.

The Black logo (Mono) has been created to appear on communications where there is no use of colour.

The White logo (Reverse-out) has been created to sit on coloured or dark backgrounds to ensure maximum legibility of the brand.

Master artwork of all the logo versions shown are available both with and without the strapline.



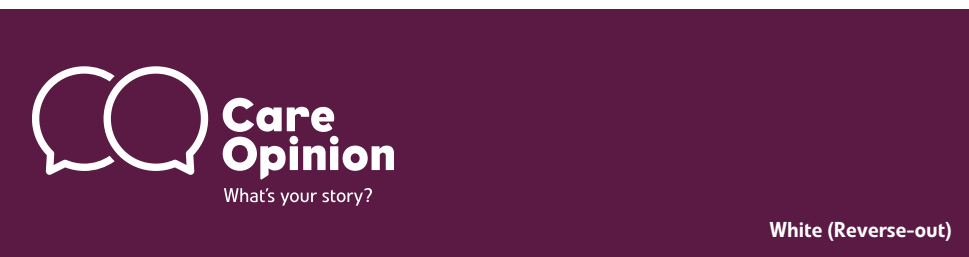
CMYK/Pantone (1 colour — Maroon)



CMYK/Pantone (1 colour — Pink)



Black (Mono)



White (Reverse-out)

The Care Opinion logo should appear across all of our communications and be used in such a way that is clear and legible.

#### Minimum sizing

It is important that the Care Opinion logo is always legible and clear. Because this is so essential, we have created minimum sizes for the logo.

For legibility please ensure that the logo with strapline is never reproduced at a width less than 35mm. And the logo without the strapline must never be reproduced at a width less than 25mm.



#### Exclusion Zone

To ensure the Care Opinion logo has sufficient space and can stand out, a recommended clearance area known as an exclusion zone has been created.

This exclusion zone is the height of the upper case 'O' from the word 'Opinion' (see visual diagram opposite).

Don't worry, you don't have to measure it every time you use the logo, but we would like to ensure this rule is adhered to enable the logo to have an uncluttered look and room to breathe.



○ = the uppercase 'O' from the word 'Opinion'

The Care Opinion colour palettes have been specifically chosen to strengthen our identity. This selection of colours gives Care Opinion a fresh, bold look which helps project a professional image, while still being engaging and approachable.

#### Pantone Matching Systems (PMS)

Used for 1, 2 or 3 colour projects.

#### CMYK (Four Colour Process)

Used in full colour projects. Please note custom CMYK colour breakdowns have been selected for the tints to provide the best possible colour match in print.

#### RGB and Hexadecimals

Used for web applications, screen-based work and internal applications (e.g. Powerpoint Presentations).

#### **Recommendations:**

- We recommend type should always appear in Pantone Black 7 or it's equivalent CMYK, RGB or Hex colour breakdown.
- Please ensure you use the correct CMYK breakdowns for each colour.
- When applying colour to a design please ensure a sufficient contrast is maintained especially when text is involved.



**Pantone 5115**  
C25 M80 Y10 K65  
R91 G30 B69  
HEX 5B 1E 45



**Pantone 220**  
C0 M100 Y20 K30  
R177 G0 B89  
HEX B1 00 59

Primary colour palette



**Pantone Black 7**  
C0 M0 Y0 K85  
R77 G77 B79  
HEX 4D 4D 4F



**Pantone 5135**  
C10 M65 Y10 K50  
R130 G68 B96  
HEX 82 44 60



**Pantone 205**  
C0 M80 Y15 K15  
R208 G78 B124  
HEX D0 4E 7C



**Pantone 521**  
C10 M50 Y0 K20  
R183 G123 B161  
HEX B7 7B A1



**Pantone 204**  
C0 M50 Y0 K10  
R221 G140 B176  
HEX DD 8C B0

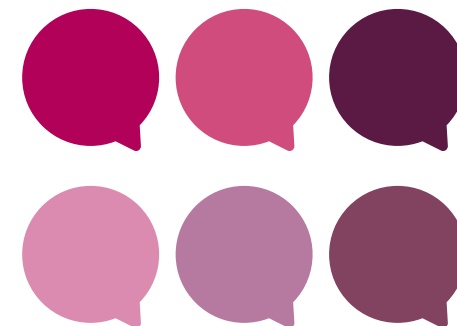
Secondary colour palette

As well as the logo and colour palette, Care Opinion also has a graphic device that can be used to bring the brand to life.

The speech bubbles of the logo – representing the 'C' and 'O' of Care Opinion – can be used as graphics to hold titles, quotes, testimonials or text of any sort.

The speech bubble graphics can be used in various ways – as shown to the right here – as a flexible brand graphic. Any combination of the brand colours can be used within the graphic device.

To keep the graphic looking like a speech bubble, it may not be rotated and the 'point' must always point downwards.



**The following pages aim to guide and inspire designers to implement the speech bubble graphic device in a creative and fitting way.**

When photography isn't appropriate or available, the speech bubble device is used as a hero graphic. As a flexible graphic the device can work in a number of ways to offer a varied but consistent look across communication.

The following page shows how the graphic device can also bring photography to life. It's ability to interplay with the images' subjects creates a playful feel. It also acts a holding device for text, bringing emphasis to the copy on the page.









**These guidelines may not cover every eventuality. For further guidance please contact the Care Opinion team.**

**Care Opinion**

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