

August 2021

Brand Guidelines

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1. BPAS Branding

1.1 Corporate Brand

This is the BPAS corporate brand for abortion, vasectomy, contraception, STI and all subsequent reproductive products and services.

This brand is used internally for all BPAS support services, including recruitment, purchasing, procurement, and accounting etc.

If the corporate brand features on the same document as other BPAS brands, the corporate brand should be positioned prominently on the top right corner of the document.



1. BPAS Branding

1.2 Fertility Service Brand

This is the BPAS Fertility service brand used exclusively for BPAS Fertility services.



1. BPAS Branding

1.3 BPAS Centre for Reproductive Research & Communication (CRRC) Brand

This is the BPAS Centre for Reproductive Research & Communication (CRRC) brand used exclusively for BPAS Centre for Reproductive Research & Communication services.



2. BPAS Corporate Brand Guidelines

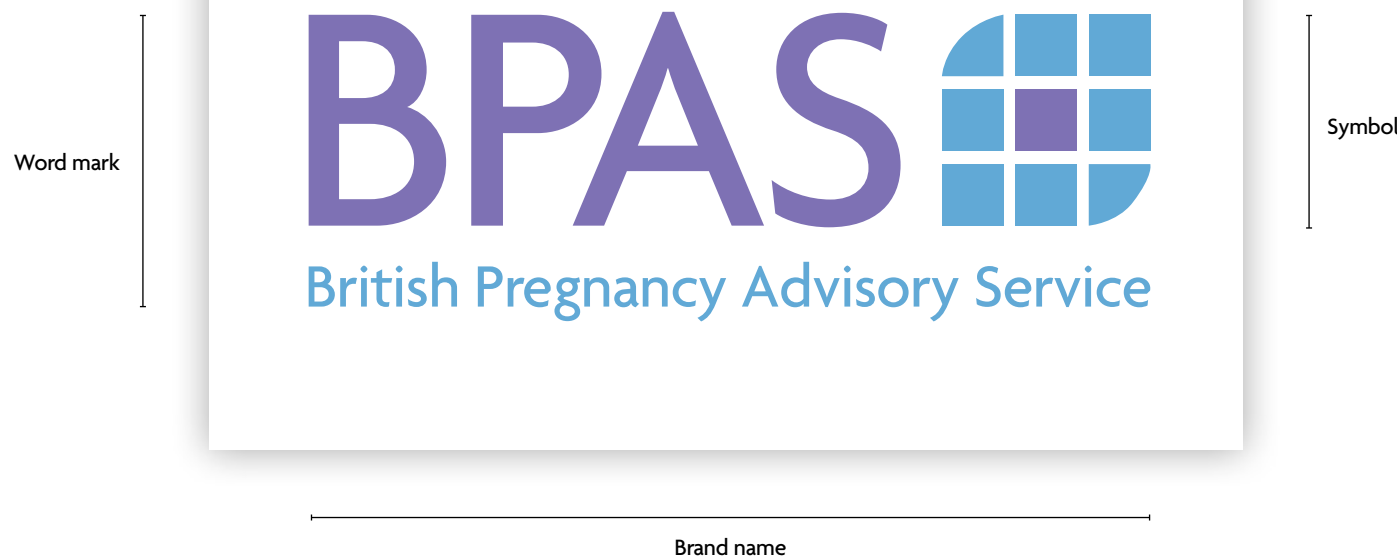
2.1 Logo

2.1.1 Brand lock-up

The BPAS identity is a combination of three elements locked into position in relation to each other. These elements are the 'word mark', the 'symbol' and the 'brand name'.

These elements must never be moved or altered so that the identity always remains consistent.

The BPAS brand lock-up



2. BPAS Corporate Brand Guidelines

2.1 Logo

2.1.2 Usage

When reproduced in colour, the BPAS logo should, wherever possible, be reproduced in the BPAS corporate colours.

The two colour logo in the specified cmyk values (for print) or rgb values (for digital) is the preferred version to use. To use one of the other options, approval should be sought from the BPAS marketing team. When printing is restricted

to one colour the logo should be reproduced in BPAS Mauve or Black as shown (the outer boxes of the 'BPAS emblem' component in a 35% tint).

The BPAS logo can appear reversed out of the two corporate colours or black. If the logo is reversed out of any other colour ensure the tonal value is dark enough for

it to be clearly visible.

The BPAS logo can be used without the name in full only when at a size small enough that the name would be illegible.

The BPAS 'icon' can be used in isolation. It must only be used occasionally as a back-up visual device.

Two colour version



Single colour version



Mono version



Reversed version (mauve)



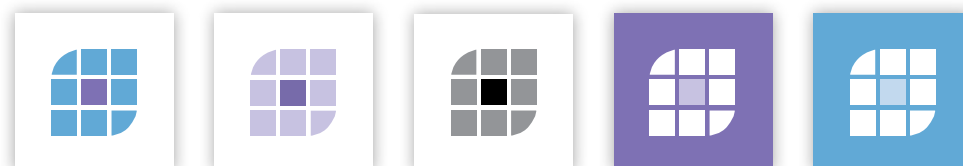
Reversed version (light blue)



Logo without name in full



BPAS icon



2. BPAS Corporate Brand Guidelines

2.1 Logo

2.1.3 Minimum size and exclusion zone

To ensure visibility, readability and accessibility, the BPAS logo should never be used smaller than the size shown.

The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo. The clear space is

proportional and is defined as the height of two shapes from the BPAS icon as shown.

If space is limited you may wish to consider using the logo version without the name in full.

Minimum size



— 30mm —



— Less than 30mm —

This version can be used
at sizes less than 30mm

Exclusion zone



2. BPAS Corporate Brand Guidelines

2.1 Logo

2.1.4 Incorrect usage

The BPAS logo must never be manipulated in any way. This includes distorting the logo, placing the logo at an angle, altering the colour of the logo, or where the strapline would become illegible.

Always use the logo from master artwork supplied by the marketing department.

Never squash or expand the logo



Never use at an angle



Never change the colour of the logo



Never use at a size where the full name is too small and becomes illegible



2. BPAS Corporate Brand Guidelines

2.1 Logo

2.1.5 Logo usage examples

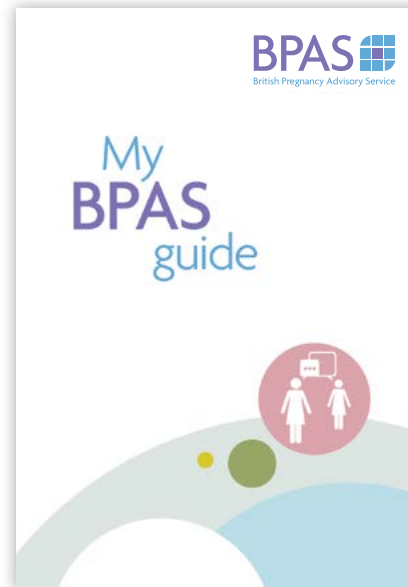
The following examples show the correct usage of the logo in various environments. The position of the logo and the proportion of the logo in relation to its surroundings shown below must be adhered to.

The BPAS logo must always be positioned on the top right corner on all internal reports, letters and bulletins.

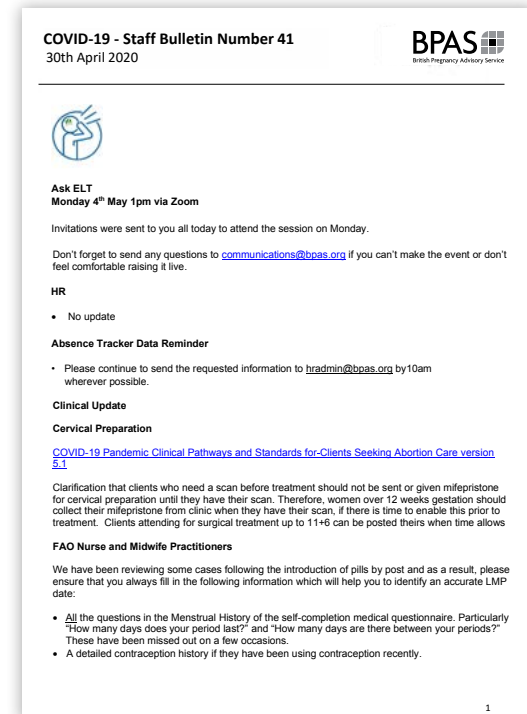
Advert



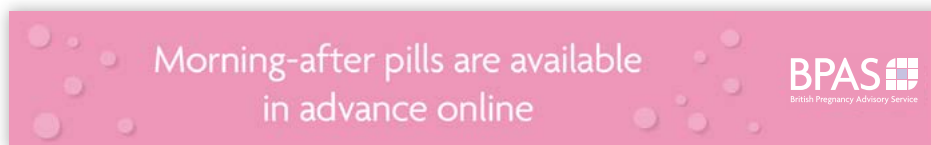
Booklet



Internal report



Online banner



2. BPAS Corporate Brand Guidelines

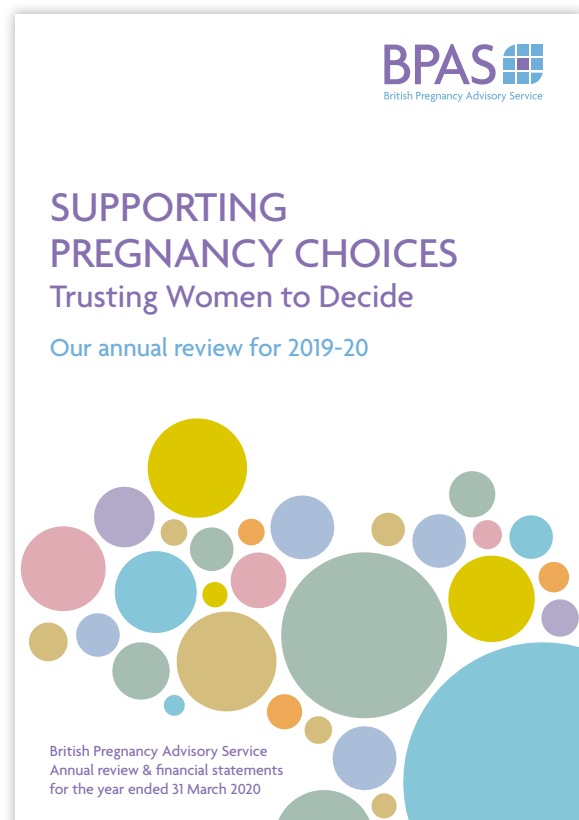
2.2 Strapline

The BPAS strapline defines and communicates our values. It can be used alongside our logo when necessary, in advocacy and campaigns and internally on the email footer. This is 'Supporting pregnancy choices. Trusting women to decide'.

There is another strapline used externally for client communications. This is 'BPAS - here if you need us'.

Corporate strapline

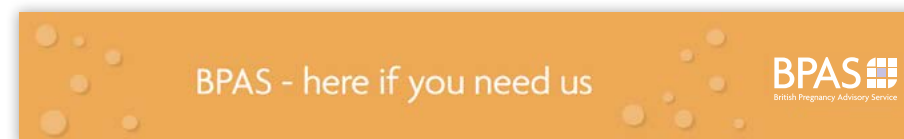
Example of 'Supporting pregnancy choices. Trusting women to decide' strapline on the Annual Review cover



Promotional strapline

BPAS - here if you need us

Example of 'BPAS - here if you need us' strapline reversed on online banner



Example of 'BPAS - here if you need us' strapline on booklet



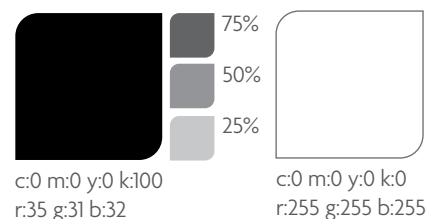
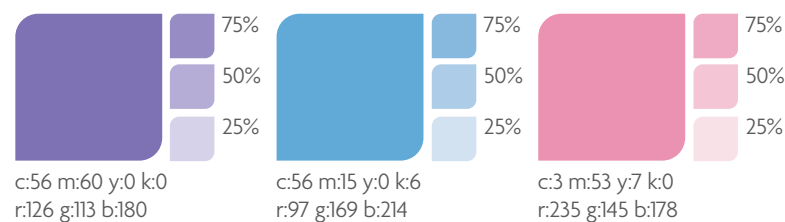
2. BPAS Corporate Brand Guidelines

2.3 Palette

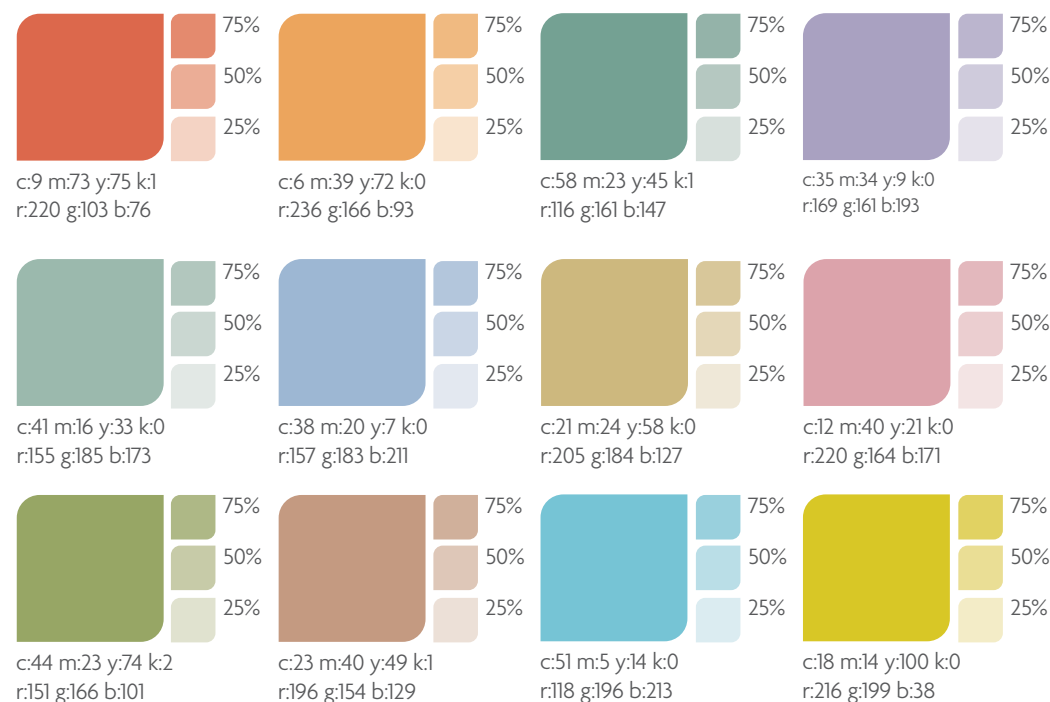
There are three main BPAS corporate colours to be used along with black and white. There is a range of secondary colours available for use. For consistency, all colours must be used as cmyk for print and rgb for digital use.

Other colours may be used for season promotions, approval should be sought from the BPAS marketing team. When using tints please increase at 10% intervals from 10% - 100%.

Primary Colours



Secondary Colours



2. BPAS Corporate Brand Guidelines

2.4 Corporate Employee Signature

Email signature with 'Supporting pregnancy choices. Trusting women to decide' strapline and optional gender pronouns

Donagh Stenson
Innovation & Marketing Director
Mob: 07983
Web: www.bpas.org



Supporting pregnancy choices. Trusting women to decide.

My pronouns are **she/her**. Feel free to share your pronouns with me.

View our privacy notices at <https://bpas.org/privacynotice>

3. BPAS Fertility Service Brand Guidelines

3.1 Logo

3.1.1 Brand lock-up

Only employees working exclusively for BPAS Fertility services may utilise the fertility service logo in their email signature or external communications.

The BPAS Fertility identity is a combination of two elements locked into position in relation to each other.

These elements are the 'word mark', and the 'symbol'.

These elements must never be moved or altered so that the identity always remains consistent.

The BPAS Fertility brand lock-up

Word mark



Symbol

3. BPAS Fertility Service Brand Guidelines

3.1 Logo

3.1.2 Usage

When reproduced in colour, the BPAS Fertility logo should, wherever possible, be reproduced in the BPAS Fertility corporate colours.

The two colour logo in the specified cmyk values (for print) or rgb values (for digital) is the preferred version to use. To use one of the other options approval should be sought

from the BPAS marketing team. When printing is restricted to one colour the logo should be reproduced in BPAS Green or Black as shown (the outer boxes of the 'BPAS emblem' component in a 50% for the green version or 40% for the black version - tint).

The BPAS Fertility logo can appear reversed out of the two

corporate colours or black. If the logo is reversed out of any other colour ensure the tonal value is dark enough for it to be clearly visible.

The BPAS Fertility 'icon' can be used in isolation. It must only be used occasionally as a back-up visual device.

Two colour version



Single colour version



Mono version



Reversed version (orange)



Reversed version (green)



BPAS Fertility icon



3. BPAS Fertility Service Brand Guidelines

3.1 Logo

3.1.3 Minimum size and exclusion zone

To ensure visibility, readability and accessibility, the BPAS Fertility logo should never be used smaller than the size shown.

The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo. The clear space is proportional and is defined as the height of two shapes from the BPAS Fertility icon as shown.

Minimum size



— 20mm —

Exclusion zone



3. BPAS Fertility Service Brand Guidelines

3.1 Logo

3.1.4 Incorrect usage

The BPAS Fertility logo must never be manipulated in any way. This includes distorting the logo, placing the logo on an angle, altering the colour of the logo, or where the word mark would become illegible.

Always use the logo from master artwork supplied by the marketing department.

Never squash or expand the logo



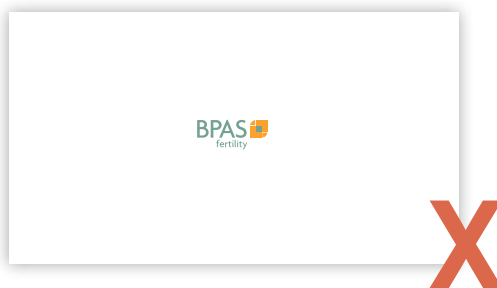
Never use at an angle



Never change the colour of the logo



Never use at a size where the logo is too small and becomes illegible



3. BPAS Fertility Service Brand Guidelines

3.1 Logo

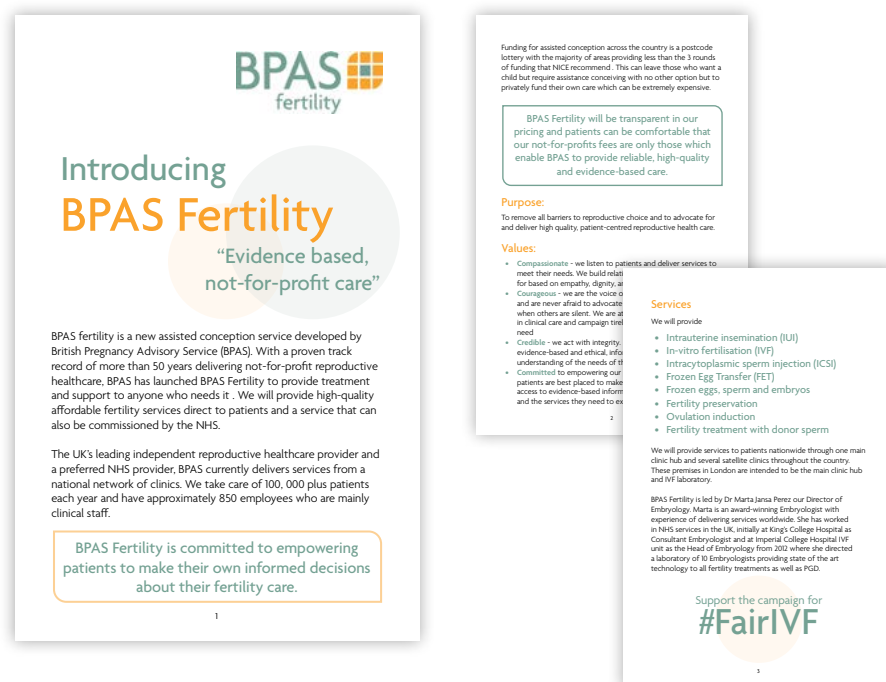
3.1.5 Logo usage examples

The following examples show the correct usage of the logo in various environments. The position of the logo and the proportion of the logo in relation to its surroundings shown below must be adhered to.

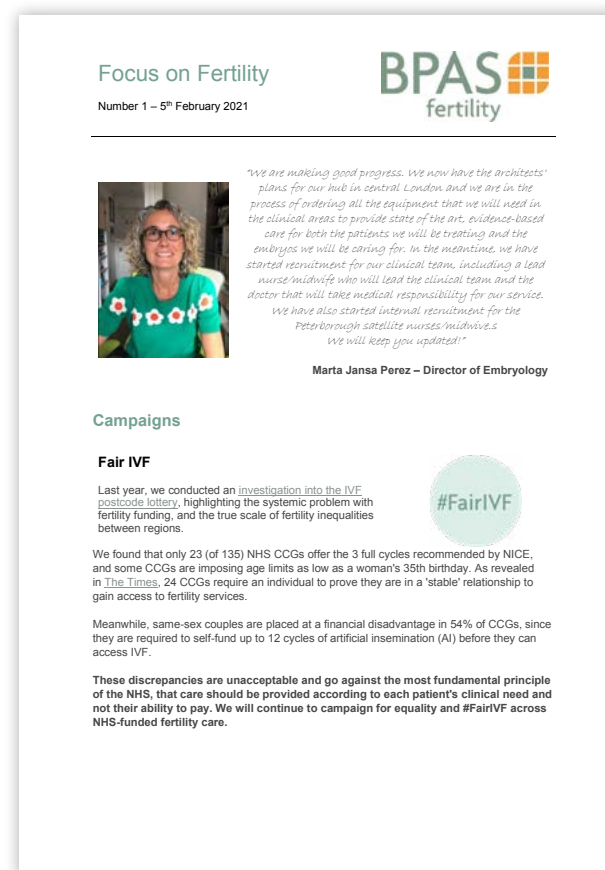
The BPAS Fertility logo must always be positioned on the top right corner on all internal reports, letters and bulletins.

If the BPAS fertility logo is used on the same document as the BPAS corporate logo, then the corporate logo features prominently on the top right hand corner of the document.

Booklet



Newsletter



3. BPAS Fertility Service Brand Guidelines

3.2 Strapline

The BPAS Fertility strapline defines and communicates our values and can be used alongside the logo.

When collectively describing the services BPAS Fertility provides either internally or externally, use the term “Assisted Conception or Assisted Conception Services”. BPAS Fertility services should not be collectively described as “IVF Services” or “IVF”.

Correct usage

BPAS Fertility. Evidence-based, not-for-profit care.

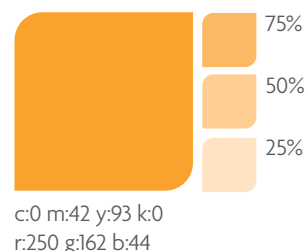
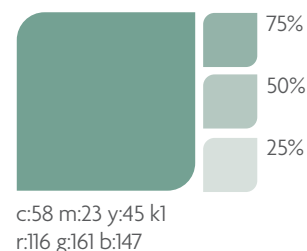
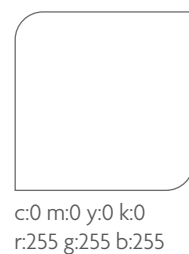
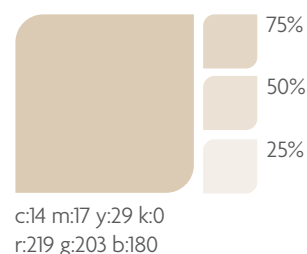
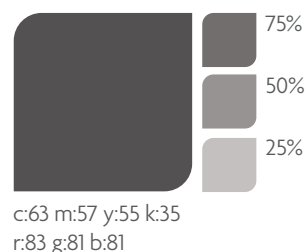
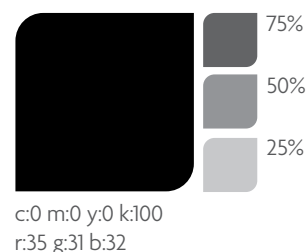
3. BPAS Fertility Service Brand Guidelines

3.3 Palette

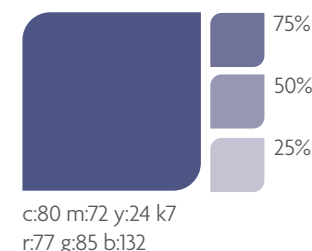
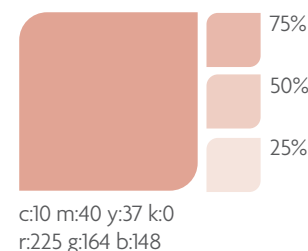
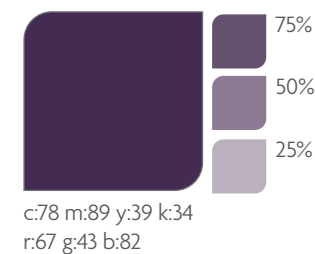
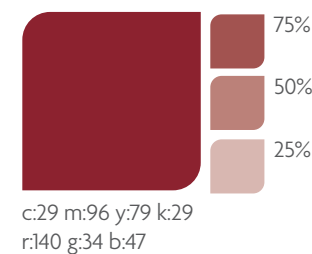
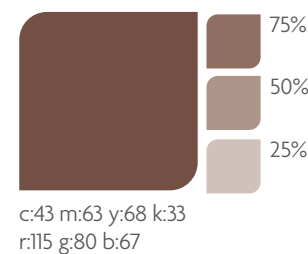
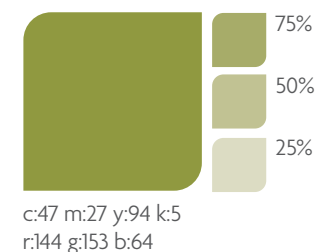
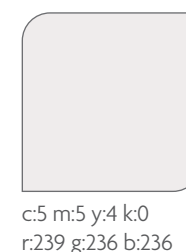
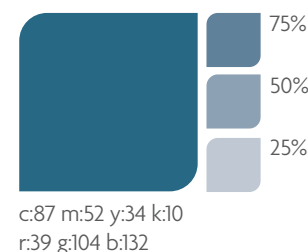
There are two BPAS Fertility corporate colours to be used along with black and white. For consistency, all colours must be used as cmky for print and rgb for digital use.

Other colours may be used for season promotions, approval should be sought from the BPAS marketing team. When using tints please increase at 10% intervals from 10% - 100%.

Primary Colours



Secondary Colours



3. BPAS Fertility Service Brand Guidelines

3.4 Fertility Service Brand Employee Signature

Email signature with 'BPAS Fertility. Evidence-based, not-for-profit care.' strapline and optional gender pronouns



Email signature with 'BPAS Fertility. Evidence-based, not-for-profit care.' strapline without gender pronouns



4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.1 Logo

4.1.1 Brand lock-up

The Centre for Reproductive Research & Communication (CRRC) at BPAS exists to develop and deliver a research agenda that furthers access to evidence-based reproductive healthcare and choices.

This brand is used on any materials relating to the CRRC's work.

The CRRC identity is a combination of two elements locked into position in relation to each other.

These elements are the 'word mark', and the 'symbol'.

These elements must never be moved or altered so that the identity always remains consistent.

BPAS Centre for Reproductive Research & Communication logo

Word mark



Symbol

4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.1 Logo

4.1.2 Usage

When reproduced in colour, the BPAS Centre for Reproductive Research & Communication (CRRC) logo should, wherever possible, be reproduced in the BPAS CRRC corporate colours.

The full colour logo in the specified cmyk values (for print) or rgb values (for digital) is the preferred version to use. To use one of the other options approval should be sought

from the BPAS marketing team. When printing is restricted to one colour the logo should be reproduced in BPAS Purple or Black as shown (the overlapping circles of the 'CRRC symbol' component in a 100% for the top shape, 70% tint for the left shape, and 40% tint for the right shape).

The BPAS CRRC logo can appear reversed out of the corporate purple or black. If the logo is reversed out of

any other colour ensure the tonal value is dark enough for it to be clearly visible.

The BPAS CRRC 'icon' can be used in isolation. It must only be used occasionally as a back-up visual device.

'CRRC' should always appear uppercase. When the name 'BPAS Centre for Reproductive Research & Communication' is typed in full, '&' rather than 'and' should always be used.

Full colour version



Single colour version



Mono version



Reversed version



BPAS CRRC icon



4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.1 Logo

4.1.3 Minimum size and exclusion zone

To ensure visibility, readability and accessibility, the BPAS CRRC logo should never be used smaller than the size shown.

The exclusion zone is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo. The clear space is proportional and is defined as the height of the 'B' from the word 'BPAS' as shown.

Minimum size



30mm

Exclusion zone



4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.1 Logo

4.1.4 Incorrect usage

The BPAS CRRC logo must never be manipulated in any way. This includes distorting the logo, placing the logo on an angle, altering the colour of the logo, or where the word mark would become illegible.

Always use the logo from master artwork supplied by the marketing department.

Never squash or expand the logo



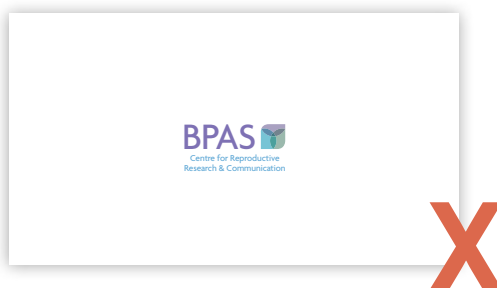
Never use at an angle



Never change the colour of the logo



Never use at a size where the logo is too small and becomes illegible



4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.1 Logo

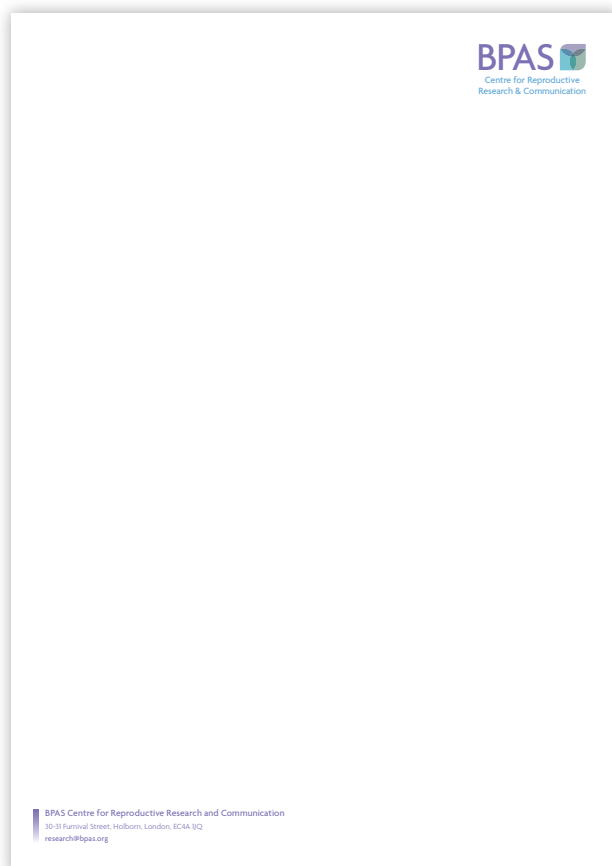
4.1.5 Logo usage examples

The following examples show the correct usage of the logo in various environments. The position of the logo and the proportion of the logo in relation to its surroundings shown below must be adhered to.

The BPAS CRRC logo must always be positioned on the **top right corner on all internal reports, letters and bulletins.**

If the BPAS CRRC logo is used on the same document as the BPAS corporate logo, then the corporate logo features prominently on the top right hand corner of the document.

Electronic letterhead



Research briefing document



4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.2 Strapline

The BPAS CRRC brand values and strapline were still in development at the time of publication. BPAS CRRC will experiment with various iterations until a final strapline has been chosen.

4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

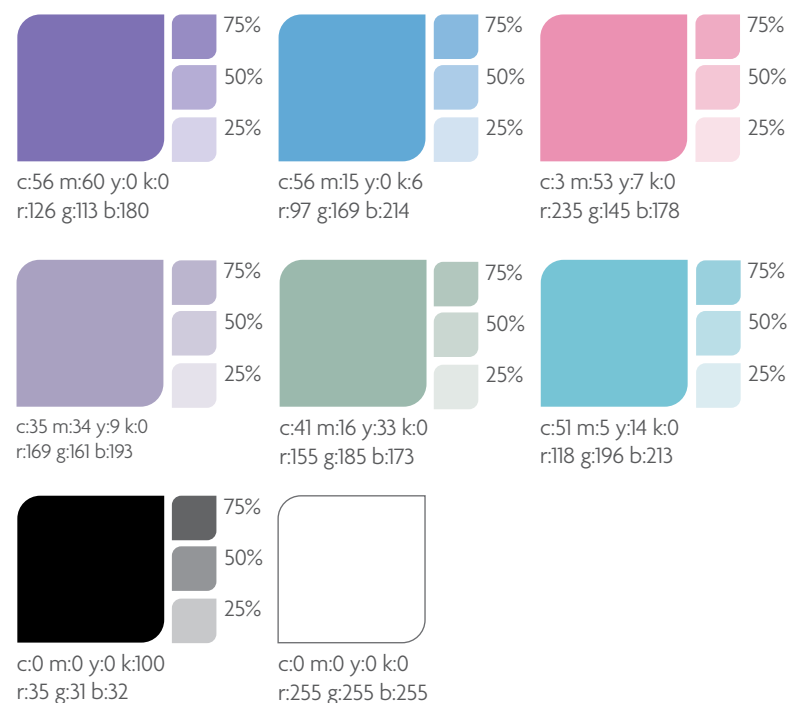
4.3 Palette

To co-ordinate with the BPAS Corporate Brand, the three main BPAS corporate colours can be used along with black and white. The three colours used in the CRRC icon also form part of the Primary palette.

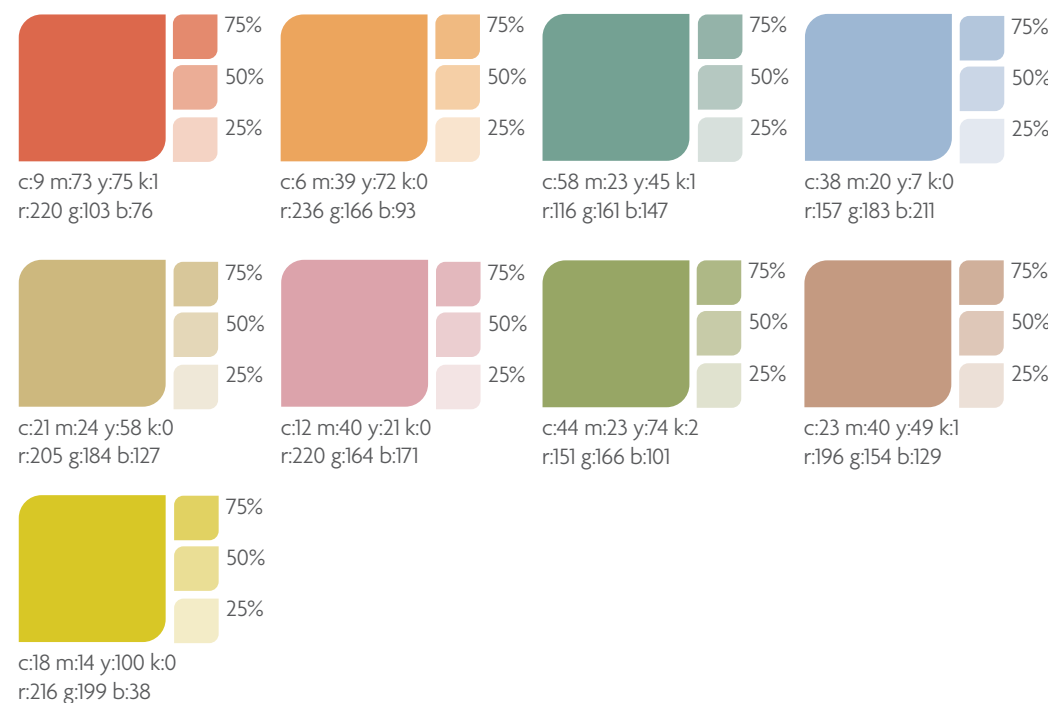
Where possible, the darker colours should be used for accessibility reasons. There is a range of secondary colours available for use. For consistency, all colours must be used as cmypk for print and rgb for digital use.

Other colours may be used for season promotions, approval should be sought from the BPAS marketing team. When using tints please increase at 10% intervals from 10% - 100%.

Primary Colours



Secondary Colours



4. BPAS Centre for Reproductive Research & Communication Brand Guidelines

4.4 BPAS Centre for Reproductive Research & Communication Brand Employee Signature

BPAS corporate signatures can be used for BPAS Centre for Reproductive Research & Communication.

BPAS corporate signatures should primarily be used by BPAS staff associated with BPAS CRRC. However, if a staff member is writing externally purely for CRRC purposes

(for example organising a CRRC event), they may utilise the CRRC corporate signature if they deem it appropriate. Contact Marketing for more information as required.

Email signature with 'Supporting pregnancy choices. Trusting women to decide' strapline and optional gender pronouns

Patricia Lohr
Director, Centre for Reproductive Research & Communication
Mob: 07867
Web: www.bpas.org



Centre for Reproductive
Research & Communication

Supporting pregnancy choices. Trusting women to decide.

My pronouns are **she/her**. Feel free to share your pronouns with me.

View our privacy notices at <https://bpas.org/privacynotice>

5. Use of the BPAS corporate logo alongside the BPAS Fertility or BPAS CRRC logos

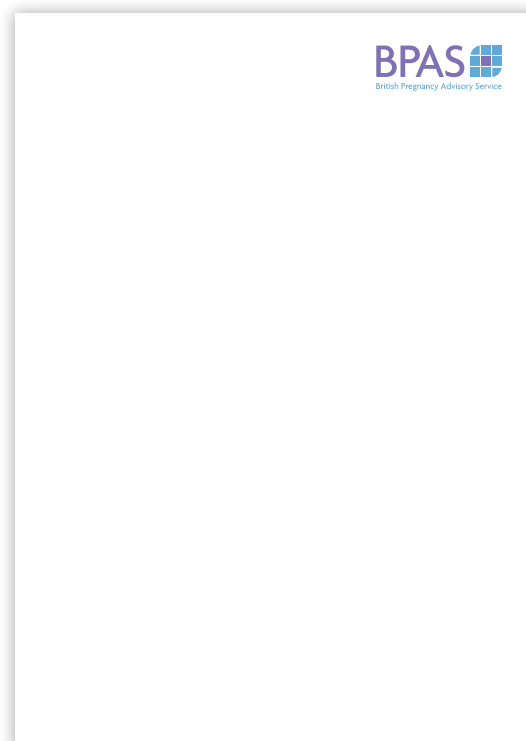
5. Position of logos

The following examples show the correct position and proportion of the BPAS corporate logo in relation to the BPAS Fertility or BPAS CRRC logos.

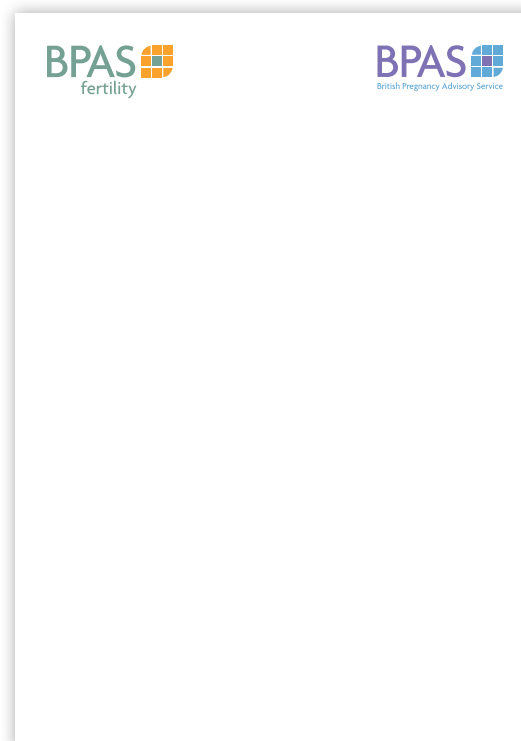
The position of the logos and the proportion of the logos in relation to each other shown below must be adhered to. The BPAS corporate logo **must always be positioned on the top right corner** on all internal reports, letters and bulletins.

If the BPAS Fertility or BPAS CRRC logos are used on the same document as the BPAS corporate logo, then the BPAS Fertility or BPAS CRRC logos **must always be positioned on the top left corner**. The logos must have same width.

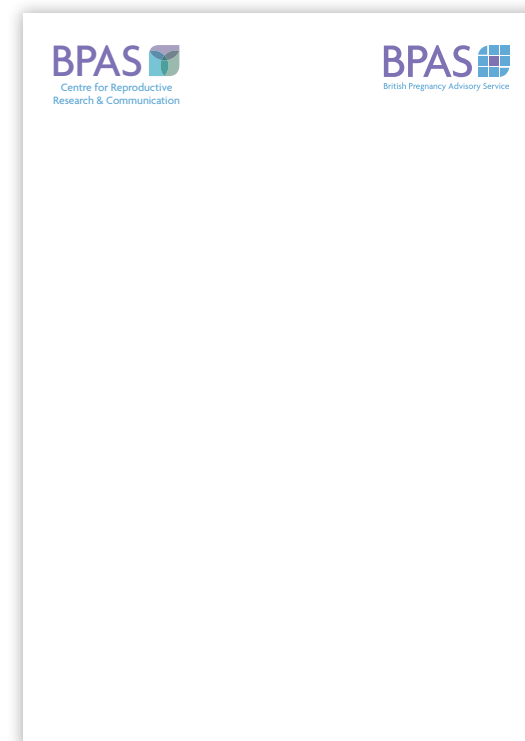
BPAS corporate logo position



BPAS corporate logo in relation to the BPAS Fertility logo



BPAS corporate logo in relation to the BPAS CRRC logo



6. Guidelines for all BPAS Communications

6.1 Typefaces, fonts and weights

Agenda is the BPAS typeface set. It has been chosen for its distinctive, modern cut. In copy it is professional, clean and practical. It should be used wherever possible to achieve consistency and recognition across the BPAS brand.

Arial should be used for all electronic documents, such as Microsoft® Word templates, Powerpoint® and website text, where Agenda is not available.

Agenda Medium

for headers, sub-headers, quotations and initial paragraphs

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Agenda Light

for body copy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Agenda Medium Italic

can be used occasionally to emphasise headers, sub-headers, quotations and initial paragraphs

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Agenda Bold

to emphasise headers, sub-headers, quotations and initial paragraphs

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Agenda Regular

to emphasise body copy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Agenda Light Italic

can be used occasionally to emphasise body copy

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Arial Regular

for digital

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

6. Guidelines for all BPAS Communications

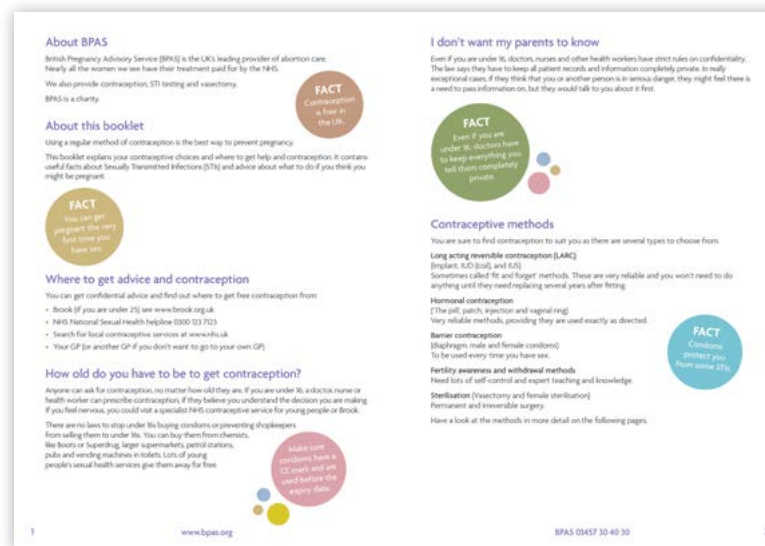
6.2 Examples of font usage

Examples of correct font usage across different media.

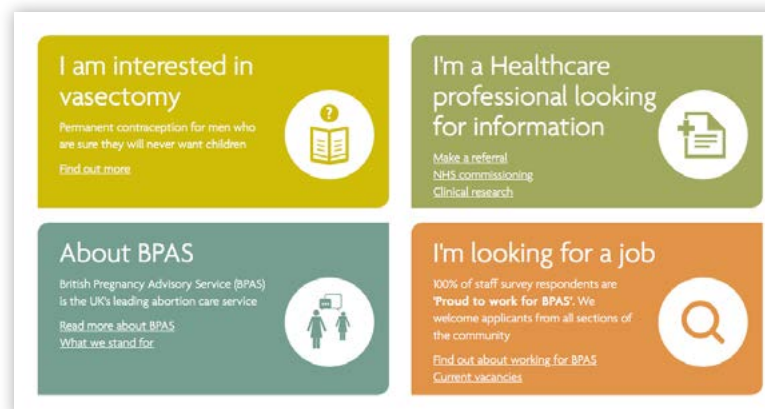
Poster



Booklet



Online



6. Guidelines for all BPAS Communications

6.3 Use of 'BPAS' in text

When using 'BPAS' in text, it must always be shown in capital letters as shown in the example below.

About BPAS

British Pregnancy Advisory Service (BPAS) is the UK's leading provider of abortion care. Nearly all the women we see have their treatment paid for by the NHS.

We also provide contraception, STI testing and vasectomy.

BPAS is a charity.

FACT
Contraception
is free in
the UK.

About this booklet

Using a regular method of contraception is the best way to prevent pregnancy.

This booklet explains your contraceptive choices and where to get help and contraception. It contains useful facts about Sexually Transmitted Infections (STIs) and advice about what to do if you think you might be pregnant.

7. Contact information

Contact

For further advice or information regarding the application of our brand for print, digital or any other visual communications please contact:

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