



# 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.





### 2.1 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

Word mark



Brand name



### 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

Two colour version



Reversed version (mauve)



#### **BPAS** icon



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

#### Single colour version

BPAS British Pregnancy Advisory Service

#### Reversed version (light blue)



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.

#### Mono version



#### Logo without name in full





### 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 −

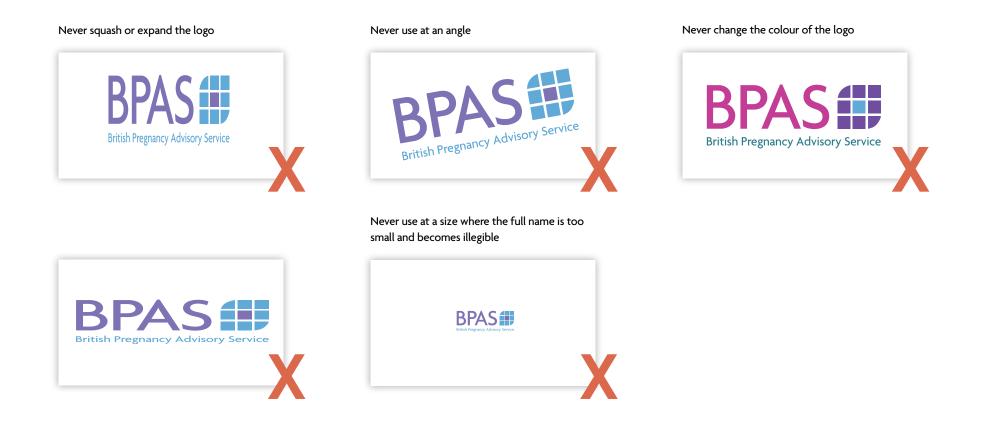
This version can be used at sizes less than 30mm



### 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.



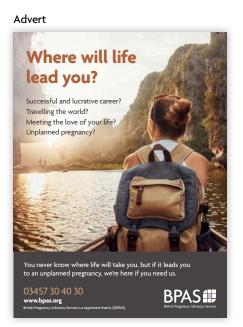
9

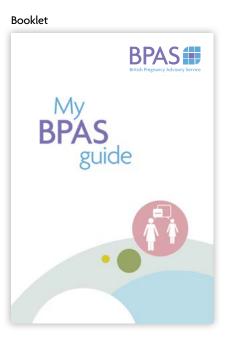


### 2.1 Logo

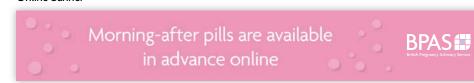
#### 2.1.5 Logo usage examples

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.

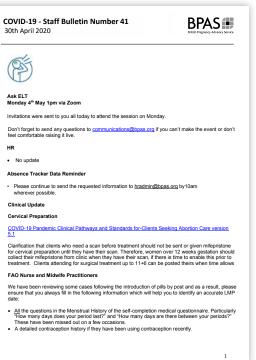




#### Online banner



#### Internal report





### 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



# SUPPORTING PREGNANCY CHOICES Trusting Women to Decide

Our annual review for 2019-20



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

# BPAS - here if you need us

### www.bpas.org

Head Office: 20 Timothys Bridge Road, Stratford Enterprise Park, Stratford-upon-Avon CV37 9BF. T: 0345 365 50 50 or +44 1789 508 211 Registered Charity 289145 as British Pregnancy Advisory Service BPAS is registered and regulated by the Care Quality Commission PRI-CON-203 Issue 11.2 December 2019



75%

50%

25%

75%

50%

25%

75%

50%

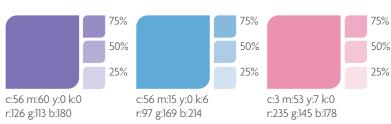
25%

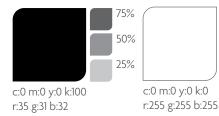
### 2.3 Palette

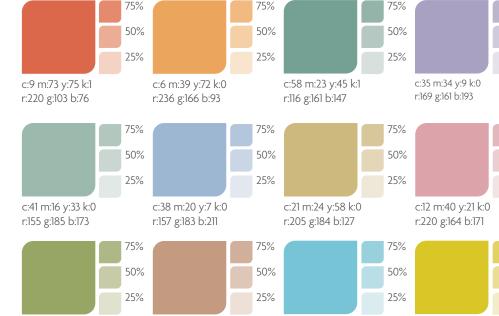
There are three main BPAS corporate colours to be used along with black and white. There is a range of secondary colours available for use. For consistency, all colours must be used as cmyk for print and rgb for digital use.

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**







c:51 m:5 y:14 k:0

r:118 g:196 b:213

c:23 m:40 y:49 k:1

r:196 g:154 b:129

c:44 m:23 y:74 k:2 r:151 g:166 b:101

c:18 m:14 y:100 k:0 r:216 g:199 b:38

#### Secondary Colours



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

BPAS

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



### 3.1 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





### 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

Two colour version



Reversed version (orange)



**BPAS Fertility icon** 



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

#### Single colour version



#### Reversed version (green)



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.

#### Mono version





### 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

#### Exclusion zone





### 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.





### 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 BPAS fertility Introducing **BPAS Fertility** "Evidence based, not-for-profit care" BPAS fertility is a new assisted conception service developed by British Pregnancy Advisory Service (BPAS). With a proven track record of more than 50 years delivering not-for-profit reproductive healthcare, BPAS has launched BPAS Fertility to provide treatment and support to anyone who needs it . We will provide high-quality affordable fertility services direct to patients and a service that can also be commissioned by the NHS. The UK's leading independent reproductive healthcare provider and a preferred NHS provider, BPAS currently delivers services from a national network of clinics. We take care of 100, 000 plus patients each year and have approximately 850 employees who are mainly clinical staff. BPAS Fertility is committed to empowering

patients to make their own informed decisions about their fertility care.



nt as the Head of Eintropology from 302 where the directore laboratory of ID Eintropology as provide gates of the art echnology to all fertility treatments as well as PGD. Support the campaign for #FairIVF





### 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.

75%

50%

25%

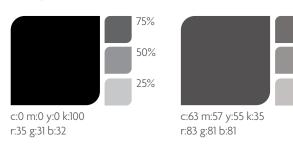


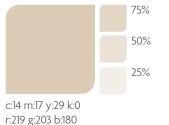
### 3.3 Palette

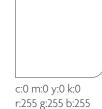
There are two BPAS Fertility corporate colours to be used along with black and white. For consistency, all colours must be used as cmyk for print and rgb for digital use.

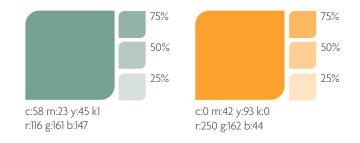
Other colours may be used for season promotions, approval should be sought from the BPAS marketing team. When using tints please increase at 10% intervals from 10% - 100%.

#### **Primary Colours**

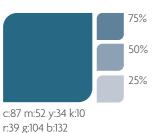




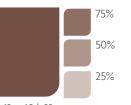




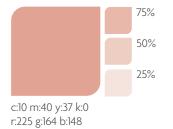
#### Secondary Colours

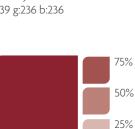


c:5 m:5 y:4 k:0 r:239 g:236 b:236

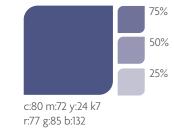


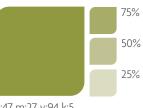
c:43 m:63 y:68 k:33 r:115 g:80 b:67



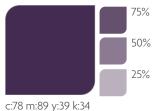


c:29 m:96 y:79 k:29 r:140 g:34 b:47





c:47 m:27 y:94 k:5 r:144 g:153 b:64



r:67 g:43 b:82





3.4 Fertility Service Brand Employee Signature

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

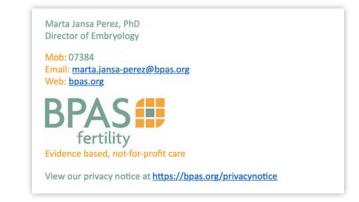
Marta Jansa Perez, PhD Director of Embryology Mob: 07384 Email: marta.jansa-perez@bpas.org Web: bpasfertility.org



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

View our privacy notice at https://bpas.org/privacynotice

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





### 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



Symbol



### 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

BPAS Centre for Reproductive Research & Communication

#### **Reversed** version



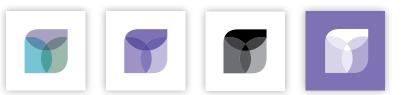
#### Single colour version

BPAS Centre for Reproductive Research & Communication

#### BPAS CRRC icon



Mono version





#### 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.



Exclusion zone



BPAS Centre for Reproductive Research & Communication

Minimum size



### 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 use at a size where the logo is too small and becomes illegible





#### Never change the colour of the logo





### 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

	BPAS T Centre for Reproductive Research & Communication	BPAS ST Centre for Reproductive Research & Communication
		INSTRUCTIONS FOR RESEARCH APPLICANTS Approval of Research All requests for research, audits, surveys, and academic projects with BPAS clients or staff will require the advice and approval of the Research and Ethics Committee. All applications, whether internal of external, should be done on the BPAS Application for Ethicial Approval of Research form. Applications should be submitted to the Research Administrator preferably by email to research@pas.org. An electronic version of the Application and all other forms may be uploaded from BPAS web site at http://www.bess.org/bpask.nowledge.
		INSTRUCTIONS FOR COMPLETING APPLICATION FOR ETHICAL APPROVAL OF RESEARCH FORM Parts 1 and 4 of this form must be fully completed by all investigators wishing to carry out research at BPAS. All applications that involve use of fetal tissue must also complete Part 2. Part 3 must be completed by all applicatins with the exception of those applicants who have already received NRES approval. A copy of the full NRES application ( <u>available</u> <u>http://www.nes.npsa.nhs.uk</u> ) with the approval letter may be submitted in lieu of Part 3. In addition to the BPAS Application form, all submissions must also include: • A full research protocol including a detailed summary, project time chart showing millestones, and flow chart of procedures
		Proposed client information leaffets, consent forms, instruments, interview guides and questionnaires to be used in the research, with dates and version numbers If applicable, a letter of approval from a NHS REC, and letters of support from additional sites  Please return all application materials to: by email to: research@bpas.org by regular mail to: xxxx BPAS  BPAS
		30-31 Furnkal Street London EC4A 1JQ Electronic submissions are preferred. For any queries, email <u>research@bpas.org</u>
AS Centre for Reproductive Research and Communication 11 Intrusi Unter Haltonn, London, ECA IV2 earth9Rpas.org		1



### 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.



### 4.3 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 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%.

75%

50%

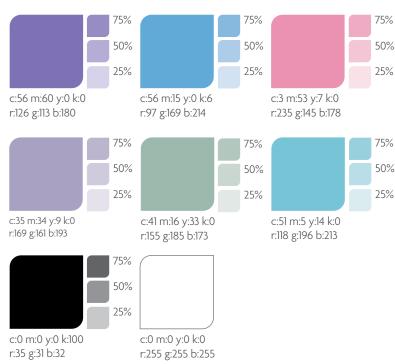
25%

r:116 g:161 b:147

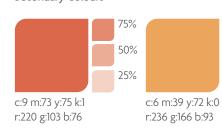
c:44 m:23 y:74 k:2

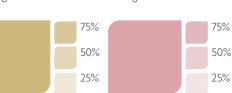
r:151 g:166 b:101

#### Primary Colours

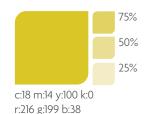


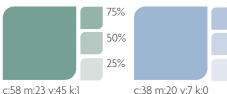
Secondary Colours





c:21 m:24 y:58 k:0 c:12 m:40 y:21 k:0 r:205 g:184 b:127 r:220 g:164 b:171







75%

50%

25%

75%

50%

25%

75%

50%

25%

c:23 m:40 y:49 k:1 r:196 g:154 b:129



### 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 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

BPAS 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

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

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

### Agenda Bold

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

# abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

## Agenda Light

for body copy

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Agenda Regular

to emphasise body copy

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

### Agenda Medium Italic

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

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

# Agenda Light Italic

can be used occasionally to emphasise body copy abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

Arial Regular for digital

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789

# 6. Guidelines for all BPAS Communications



### 6.2 Examples of font usage

Examples of correct font usage across different media.



British Pregnancy Advisory Service (BPA is the UK's leading abortion care service

Read more about BPAS What we stand for -

\* \*

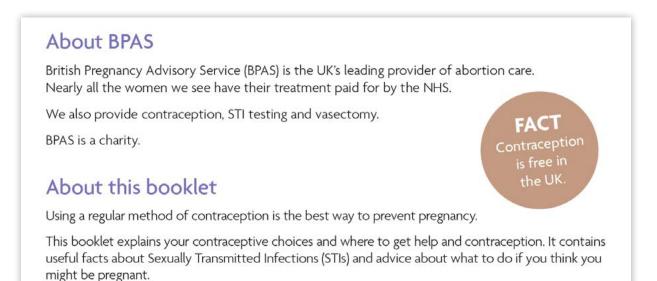
I'm looking for a job X00% of staff survey respondents are Proud to work for BPAS: We welcome applicants from all sections of the community Find out about working for BPAS Current working for BPAS 2

# 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.



# 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:

Mandy Hamilton-Smith Email: mandy.hamilton-smith@bpas.org