**Health Professions Council**
**Communications Committee 27th February 2007**

**Refresh of the HPC's visual identity and house style**

**Executive Summary and Recommendations**

**Introduction**

The Health Professions Council (HPC) established its visual identity in early 2002. The project created the HPC corporate logo and produced a manual with limited guidelines on a range of printed materials, mainly stationery.

This was appropriate for the initial start-up phase of the HPC's existence, but the organisation has grown and the number of publications and printed materials has increased and new applications introduced, for example the electronic newsletter.

The current visual identity does not cover these new applications and now needs to be updated, refined and extended. At the same time, we are also updating the HPC's house style guidelines and Philippa is working on this project alongside the visual identity refresh.

**Decision**

The Committee is requested to note the document. No decision is required.

**Background information**

The attached document sets out the rationale for this project, the work we will be undertaking and the timetable for completion.

**Resource implications**

None

**Financial implications**

None

**Appendices**

See attached presentation – Refresh of HPC's visual identity and house style

**Date of paper**

9th February 2007