Health Professions Council
Communications Committee 24 May 2007

Refresh of HPC's visual identity and house style
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Executive Summary and Recommendations

Introduction

In December 2006 the Communications Department appointed an external design agency (HSAG) to carry out an audit of all HPC publications – and to review our current 'visual identity' (including our very limited guidelines manual). Following on from this, the agency has worked in conjunction with the Department, as well as the Executive, to develop a 'refreshed' visual identity (with accompanying guidelines) for the HPC. The implementation of this will result in:

- improved legibility of all publications;
- complete consistency of design/artwork across all publications and any item displaying the HPC corporate logo;
- more efficient and cost effective production of publications; and
- good practice in relation to equality, accessibility and environmental issues.

Overall, the refreshed visual identity will improve our professional image and properly reflect our six guiding principles across all publications/marketing materials. Particularly, it will conform to a range of accessibility guidance relating to publications (produced by groups such as RNIB, the Plain English Campaign and Connect). HPC's dedicated Publications Manager will oversee the phased implementation of the refreshed visual identity. In developing our refreshed visual identity a clear need for adapting our corporate logo has been identified.

Decision

The Committee is asked to note that an adapted HPC corporate logo will be introduced (replacing the current version).

Background information

A 'house style' guide, focusing specifically on our use of language, has also been developed internally by the Publications Manager – following consultation with the Executive and other staff members. (It too incorporates accessibility guidance produced by groups such as the Plain English Campaign.) In conjunction with a refreshed visual identity which, as noted above, focuses on design, this editorial guide will help to ensure greater consistency and overall professionalism across all HPC publications.

Resource implications

None

Financial implications

None

Appendices

None – visuals to be tabled at meeting.

Date of paper

Thursday 24 May 2007