

**Health Professions Council
Council meeting 31 May 2007**

**Refresh of HPC's visual identity and house style
Philippa Richardson**

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:

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

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 – the communication disability network). It also incorporates feedback on publications from Council/Committee members and registrants who have attended Listening Events. 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.

- An overview of the visual identity project was noted at the Communications Committee meeting in February.
- A further project update (including information on the adapted logo) was noted at the Communications Committee meeting in May.

Decision

The Council is asked to note that an adapted HPC corporate logo is to be introduced (replacing the current version). No decision is required.

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

As per 2006-07 and 2007-08 budget.

Appendices

None – visuals to be tabled at meeting.

Date of paper

Thursday 31 May 2007