Workplace Wellbeing Logo Guidelines

August 2021

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Introduction

These guidelines have been produced to ensure that the Workplace Wellbeing identity is applied correctly across all mediums.

It is important that this new logo design is presented consistently to help build a strong and positive perception of the workplace wellbeing message within Government, to businesses, and to the general public.

Who to contact

The new Workplace Wellbeing logo is made up of a collection of icons representing the various health areas associated with general health and wellbeing. It incorporates the heart symbol which has been an icon of Workplace Wellbeing since its inception.

To ensure that we utilise the Workplace Wellbeing identity consistently it is important that everyone follows these guidelines.

These guidelines are to support everyone who will be involved in the creation of any printed or electronic material, from initial design, then typesetting through to printing, either in-house or by using commercial printers.

If a situation arises where you are unclear as to how to apply the identity, you should contact Public Health to seek further assistance.

Contact information:

Public Health Directorate

Cronk Coar, Noble's Hospital,

Strang, Douglas, Isle of Man, IM4 4RJ

Tel: +44 (1624) 642645

Email: Lauren.McLachlan@gov.im

The Logos

The following logo in its complete form should be used on all literature items produced.

Logos must be consistent in all forms of communication including literature, public relations, presentations, newsletters, correspondence, digital content and advertising.

The logo may not be modified in any way except that it can be proportionally reduced or enlarged in size to fit the space available. It must meet the standard minimum size described later in this document. Please do not distort the logo in any way.

Maintain an area of white space 5mm around the logo at all times. This area must be free of any text, wording and organisational names or design elements, illustrations or backgrounds.

Minimum size:

H5.21cm x W5.54cm

Logo colour palettes

The below colour palettes have been created for the logo so any accompanying colours displayed alongside the logo should match these:

R: 0
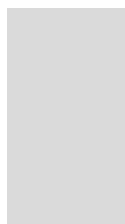
G: 117

B: 77

#00754D

R: 146

G: 194

B: 88

#92C258

R: 218

G: 218

B: 218

#DADADA

Logo use

Use the master electronic files provided on the following page on gov.im
https://www.gov.im/about-the-government/statutory-boards/manx-care/guidance-centre/workplace-wellbeing/websites-and-downloads/ . If you require a different format, please email Lauren.McLachlan@gov.im

Please do not reproduce the logo from faxed or photocopied images or cut and paste this image from any website, as the image would be saved as a low resolution file which may not be in a suitable format for printing purposes.

Ensure that a clean and uncluttered space is maintained around the outside of the logo, which maximises the visual impact of the Workplace Wellbeing brand.

There are 5 different versions of the logo depending on the background you will be using it on

1 - Wellbeing Logo_Heart_CMYK.jpg – this is for use on a white background

2 - Wellbeing Logo_Heart_RGB.png – this is for use on a grey background

3 –Wellbeing Logo_Heart_Reverse_1_RGB.png – this is for use on a dark green background that matches the pantone above

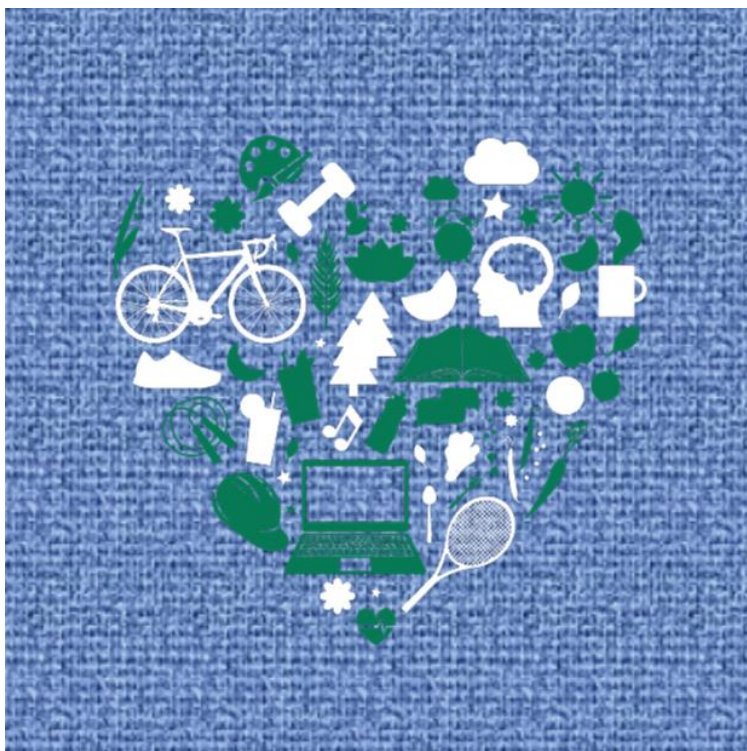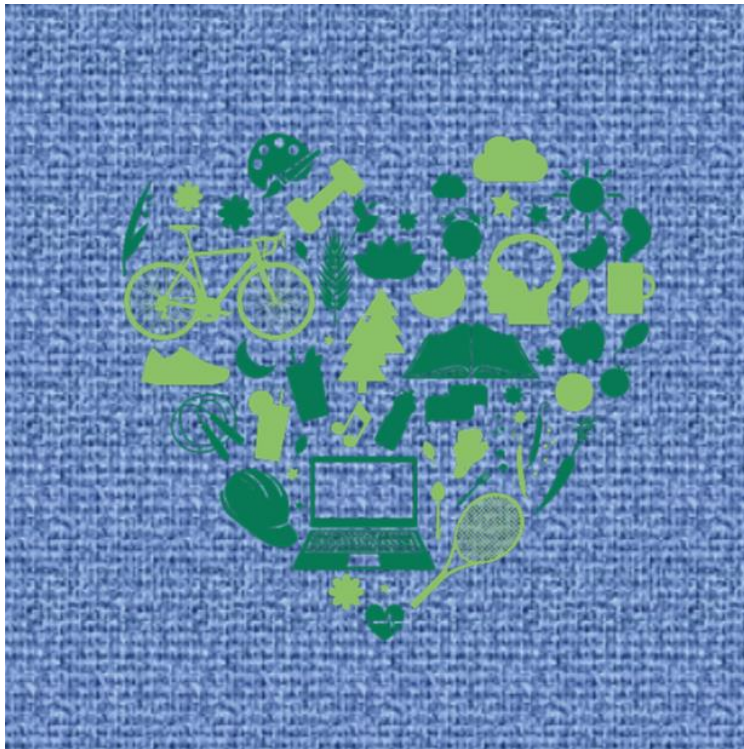4 –Wellbeing Logo_Heart_Reverse_2_RGB.png – this is for use on a dark green background as above

5 –Wellbeing Logo_Heart_Reverse_3_CMYK.png – this is for use on a light green background that matches the pantone above

Unacceptable Uses of the Workplace Wellbeing Logo

- When using the logo on a coloured background you should make sure it is not obscured by the background. Where possible avoid using patterned backgrounds - see examples below.

- When resizing your image, hold down the shift key to ensure that the image scales proportionally larger or smaller. If you do not do this the image could become stretched resulting in a distorted image - see examples below.

- The logos should be placed horizontally onto your document and not be positioned at an angle.

- The colour of the logos should not be altered or used as part of a tinted background.

- Do not use logos behind other text on your document, as it will result in an inconsistent style and could misrepresent the Workplace Wellbeing message.

There should be

no writing

over the logo