



Brand guidelines

Q1 2021



Contents

We're proud of what makes us Westfield Health – and that's what this guide is all about: helping each of us to explain who we are, what we do and why it matters.

From customer calls to interviewing new colleagues, we want everyone who crosses our path to know what we stand for. These guidelines help us do that in a consistent, impactful way.

Got a question that's not covered in the guide? Get in touch with the Brand & Comms team by emailing marketing2@westfieldhealth.com.

Why we exist 3

Our purpose, mission and vision 4

How we got here 5

What we say and how we say it 8

Elevator pitch 9

Our personality 10

Tone of voice 11

Writing tips 14

What we look like 15

Our logo 16

Typography 21

Our colours 23

Circles and icons 26

Photography 28

Design examples 30



Why we exist

We make a healthy difference, transforming people's wellbeing.

We're on a mission to transform mental and physical wellbeing, pushing ourselves to help more people and businesses experience the benefits of putting wellbeing first. We're proud that our work makes a healthy difference every day, not just to our customers, but to our colleagues and communities.

Our purpose

Making a healthy difference to the quality of life of our customers and the communities in which they live and work.

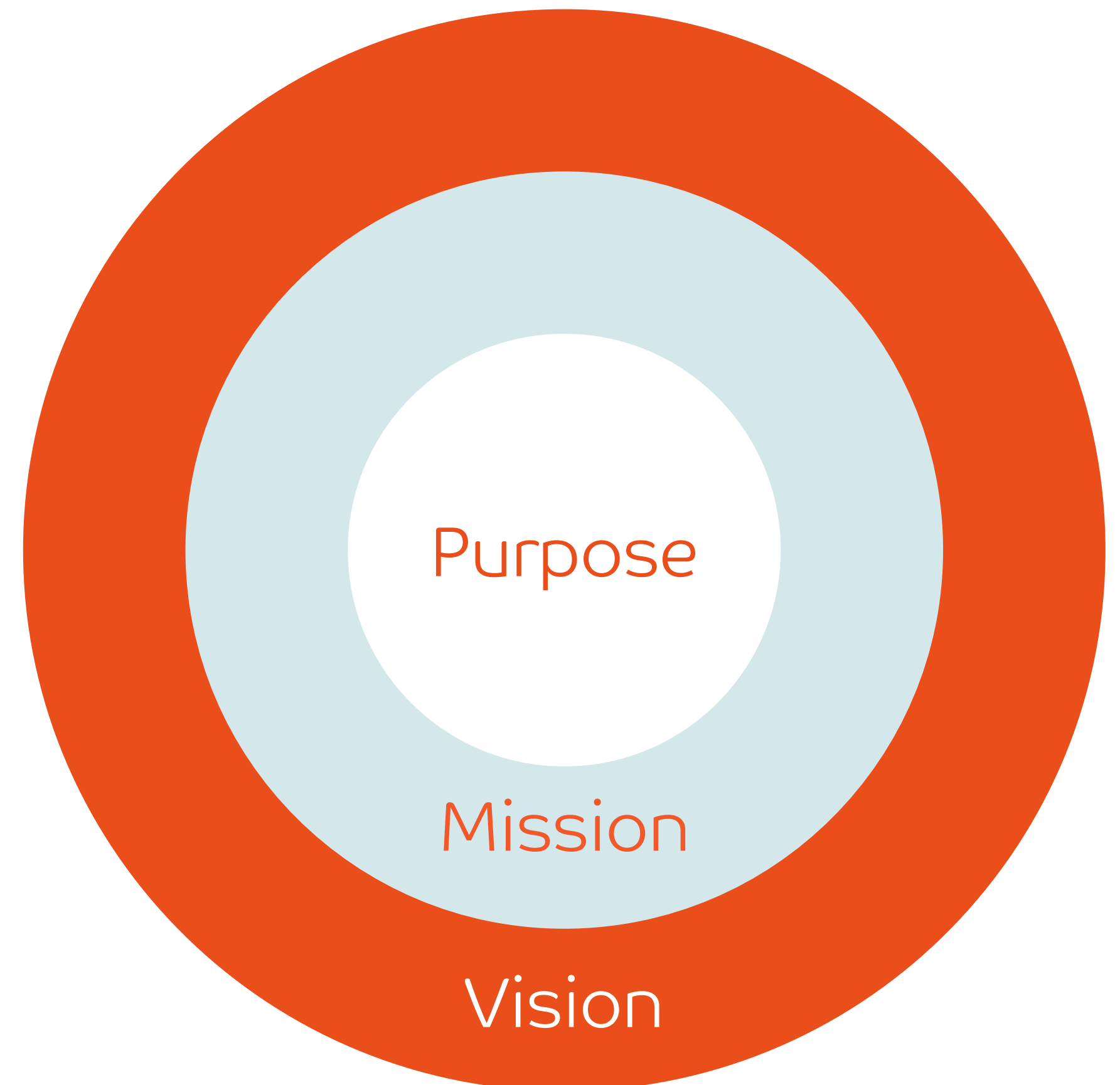
Our mission

We inspire and empower each other to be the best that we can be, so we can deliver evidence-based health and wellbeing solutions that support people, communities, and workplaces to be healthier.

We're proud of our not-for-profit heritage and are passionate about making a healthy difference. We have no shareholders, so the more successful we are the more we can give back to those around us.

Our vision

Powering the world's most resilient businesses by transforming the mental and physical wellbeing of their people.



How we got here

Proud of our roots, we're now an international health and wellbeing company.

Helping people in Sheffield quickly access affordable healthcare was how we started out. Our headquarters are still in Sheffield, but both the services we offer and our ambitions stretch far beyond our Yorkshire heartland as we help over 100,000 people and 9,000 businesses all over the world to thrive.



Our story

It started in Sheffield over 100 years ago with a simple idea – everyone should be able to afford and access healthcare.

The resulting “Penny in the pound” scheme saw workers contribute 1p of each £1 they earned to the Sheffield hospitals, making sure they’d be able to access treatment when needed and helping hospital finances.

Following the introduction of the NHS in 1948, our scheme changed to provide additional amenities to patients and hospital staff.



The scheme ran for 27 years raising nearly £5 million for the four Sheffield hospitals

£15 million
donated to charities
and hospitals
across the country
since 1965

When certain charges, such as prescriptions, glasses and dental services, were reintroduced just a few years later, we created a scheme to help people with the cost of everyday health expenses - the Health Cash Plan.

We became the first to introduce this product to businesses as an employee benefit in 1999, shaping the market we know today.

We've continued to expand our services and the Westfield Health Group, and we now provide a range of health and wellbeing solutions to businesses and directly to customers in the UK and Europe.

Though our services and where we operate have evolved, making a healthy difference has been our focus for over a century and will remain a priority for the next 100 years and beyond.



Welcome to the
family!
Working Health 2018
UK Healthcare 2018
High Five 2020



What we say and how we say it

Every time we communicate with our customers, partners and colleagues we influence how they think of Westfield Health.

We're experts in our field, always helpful but not formal or overly corporate. Instead, we use clear language and a bright tone of voice to let people know they can trust us to look after their wellbeing.

Elevator pitch

We transform people's mental and physical wellbeing, creating happier, healthier people and more resilient businesses.

Whether that's mental health support or gym management, health insurance or remote wellbeing webinars, we tailor solutions to organisations, their goals and their people.

Trusted by more than 9,000 clients across the UK and Europe with a 98% retention rate, we draw on over 100 years' experience and a network of expert partners to help people and businesses be at their healthy, productive best.

Use the elevator pitch to describe Westfield Health in a nutshell



Our personality

There's a warmth to Westfield Health that makes us approachable. We might be experts in our field, but we don't feel the need to boast about that by using industry jargon or technical terms – we're approachable experts.

We don't need to compare ourselves to others, to fall back on cliches or to go for the 'hard sell' - we're a people-focused business and that's reflected in the way we communicate. We treat people as they see themselves: as individuals.



Not set on how things have always been done, we approach new situations with an open mind, turning to the data for insight over gut instinct. Evidence focused, we don't guess, we know. And if we don't know, we find out.

Our obsession with data and experience with thousands of businesses has shown us just how big an impact wellbeing can have. That combination of experience and advocacy is why clients come to us to transform the mental and physical wellbeing of their people, drive performance through wellbeing and build a resilient business for the future.





Our tone of voice

We're not like everyone else, so we don't sound like everyone else. We adapt our writing to suit different audiences, but our basic principles remain the same.

A consistent tone of voice helps us connect with our customers. Whether it's an email, web page, brochure or blog post, our written style lets people know "that's Westfield Health".

What we sound like

Approachable
Warm Bright

We're a people-focused business, and that's reflected in the way we write. Our tone of voice is friendly and accessible, never overly corporate.

Assured
Confident
Level-headed

We don't need to use sales speak to persuade people – our expertise, trustworthiness and experience do that for us. We use plain English to help people connect with us.

Clear
Concise
Straightforward

We're not afraid to get straight to the point. Our writing is easy to scan or read in a hurry. We appreciate that our audience is busy, and they want to know the important stuff, fast.

We don't sound

Corporate
Predictable Cold

Bubbly
Flowery Salesy

Tone of voice examples



- Too salesy
- Arrogant
- Vague message

As the wellbeing experts, we're best placed to help you discover the roadmap to recovery. This unique report will empower you to chart a course out of one of the biggest ever challenges to enterprise.



Wellbeing has the potential to add billions to our national economy and to close the regional equality gap. But it must be done right. Our latest report explores the impact of wellbeing on business results.



- Straightforward
- Quietly confident
- Thought-provoking



- Long, vague sentences
- Too bubbly
- Uses cliches and buzzwords

At this exciting virtual event, our world-class experts will be sure to deliver an engaging hour of easy-to-implement wellbeing tips and tricks to help your business innovate and put together a wellbeing strategy that doesn't cost the earth. We can't wait to see you there!



What helps teams stay happy and healthy? How can managers support employee mental health? Join our panel of experts on 21 June as they discuss workplace wellbeing at our virtual event. Register now: www.westfieldhealth.com/virtualevent



- Less formal, more inviting
- More specific
- Includes a call to action



- Corporate and cold
- Too long
- Puts important information last

Following recent communications from several of our customers in the Sheffield area, it has been brought to our attention that there have been a number of isolated incidences where customers have been contacted via telephone by people impersonating Westfield Health. Please note, we do not engage in unsolicited calls with our customers and inbound calls from Westfield Health will appear as an 0114 number.



The welfare of our customers is our top priority. We tend to only give you a ring if you've recently put in a claim or asked for a call back, and it'll always be from our '0114' number.



- Warm tone
- Natural language
- Gets to the point

Quick tips for writing

If in doubt, try reading your text out loud or ask someone to read it to you.

- Start with your audience and purpose

Who are you writing for and what do they want to know?

- Never use a long word where a short one will do

We use simple language without dumbing it down. Even complex ideas can be communicated in an engaging and accessible way.

- Don't use a comma before the word 'and'

Check-ups, dentures and treatment ✓
Check-ups, dentures, and treatment ✗

- Don't be afraid of short sentences

Each word should be earning its place. If it's not, cut it.

- Use everyday language that your reader understands

Never use a foreign phrase, scientific word or jargon word if you can think of an everyday English equivalent.

- Avoid exclamation marks where possible

Try rewording your sentence to create emphasis instead.

- Use paragraphs, headings and bullet points

They help make your writing easier to digest.

- Use contractions to make your tone conversational

For example:
Use don't instead of do not
Use you're instead of you are

- Use the active voice to engage your reader

You can submit your claim online ✓
Your claim can be submitted online ✗



What we look like

Our visual style reflects our brand personality. We're people-focused and approachable, but we're not afraid to stand out.

We like to keep things clear and uncluttered so our message shines through. We use a consistent style of imagery, shapes, fonts and colours which makes us instantly recognisable.

Our logo

Master logo

Please use this version of the logo whenever possible.



This icon please

When you don't have the room to feature the complete logo please use the WH icon with the gradient where possible.



WH logo and icons on coloured backgrounds

When applied to a coloured background that is 100% please use the white version of the logo or icon.

When the background colour is 40% please use the master logo.



Logo size, exclusion zone and positioning

Clearance area

Leave approximately the height of the WH icon from the edge of the document and from any other page content.



Icon clearance area

Leave approximately the width as illustrated from the edge of the document and from any other page content.



Minimum size

The logo must be legible at 100%.

Positioning

The logo can be placed in any corner or central as works best for the document.

Application

The Westfield Health logo should only feature once on a document. Ideally this will be on the cover if it has multiple pages.

The icon can be used multiple times throughout a document if needed.

Logo application on imagery

Keep it clear

The logo may be placed on imagery where the background is clear and the logo is visible.



Where the background of an image may be too dark for the master logo please use the white version.

Logo things to avoid

DO NOT use the logo text without the WH icon.

Westfield
Health

DO NOT change colour of master logo or WH icon.

Westfield
Health

DO NOT squish or stretch the logo or WH icon.

Westfield
Health

Westfield
Health

DO NOT use the strapline or older versions of the logo. We don't use this strapline anymore.

Westfield
Health
Harder working health cover

DO NOT rotate logo or WH icon.

Westfield
Health

DO NOT add any effects to the logo or WH icon.

Westfield
Health

Secondary logos

Size

Secondary logos need to be visually smaller than the Westfield Health logo (approx 80% of its size).

Placement

Secondary logos must be placed to the right or underneath the Westfield Health logo.



DO NOT position secondary logos higher than the Westfield Health logo.



Fonts

Co Text

Co Text should be the Westfield Health go to font and used whenever possible.

We utilise three font weights within the Co Text family:

Co Text Light

Character tracking -30

Co Text Regular

Character tracking -30

Co Text Bold

Character tracking -30

Tracking adjusts the spacing between the letters within a paragraph.

See how to achieve this in **Canva**.

Trebuchet

Trebuchet MS has been designed for easy screen readability, even at small sizes.

When to use Trebuchet

Digital applications such as our website and emails, and as the fallback typeface in cases where Co Text is unavailable.

Trebuchet MS, Regular

Trebuchet MS, Italic

Trebuchet MS, Bold

Main titles

Use Co Text Light followed by Co Text Regular for main titles (such as cover pages).
For secondary titles use Co Text Light.

Use sentence case in headlines and subheads. Use a colour from your palette.

Main titles like this

Secondary titles like this

Subhead like this

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Subheads

Subheads should be at least 2pts larger than body copy and in Co Text Regular.

Body copy

Please use Co Text Light for body copy.

Co Text Regular can be used to emphasise the first paragraph on longer documents.

Body copy should be aligned left and always confident grey.

Font spacing and sizing

DO keep it legible. Please ensure to keep plenty of space between the lines of text and do not to alter the space between letters.



X Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

X Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

X Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

DO NOT use multiple size words within a paragraph. Ideally keep it to two sizes and two font weights.

X Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut **labore et** magna aliqua. Ut enim

DO NOT capitalise headlines, subheads, whole words or phrases.

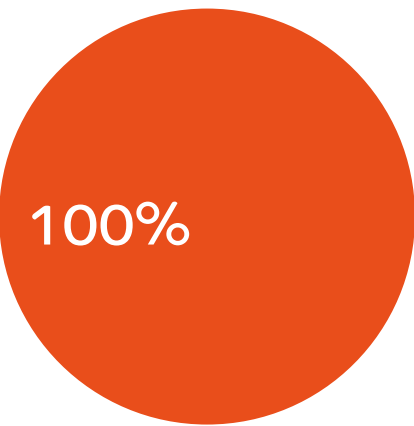
X LOREM IPSUM DOLOR
SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED
DO EIUSMOD TEMPOR
INCIDIDUNT.

Our colours

We have created a colour palette that is restricted to the colours below. This gives our brand a unique look and feel and ensures consistency in all our communications.

Brand colours

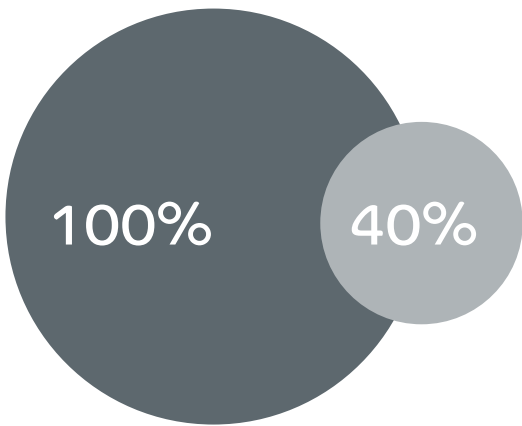
These are our main brand colours. Confident grey and open blue can be used at either 100% or 40%. Healthy orange can only be used at 100% unless on a ‘transparent circle’ border (see page 26).



Healthy orange

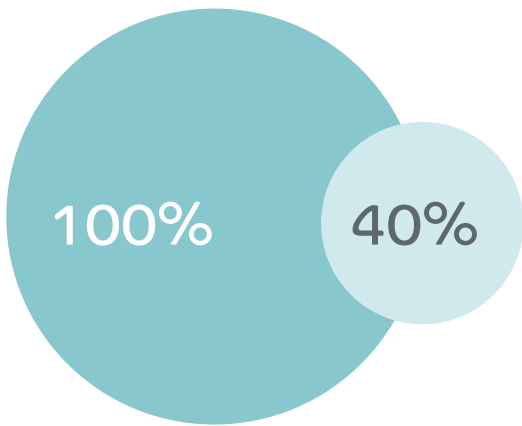
CMYK: 0/80/95/0
PANTONE: 1665
RGB: 233/78/27
HEX: E94E1B

Do not use healthy orange at 40%.



Confident grey

CMYK: 20/0/0/70
PANTONE: 431
RGB: 93/104/110
HEX: 5D686E
HEX (40%): AFB3B6

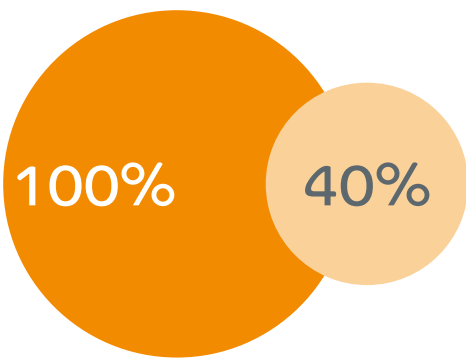


Open blue

CMYK: 50/5/20/0
RGB: 137/199/207
HEX: 89C7CF
HEX (40%): D4E8EB

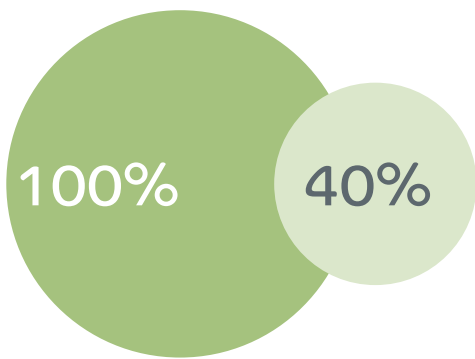
Complementary colours

These colours are to complement the brand colours and help to create flexibility in our communications. They can be used at 100% or 40% opacity.



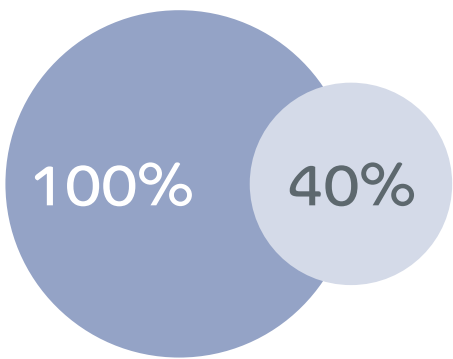
Warm orange

CMYK: 0/60/100/0
RGB: 243/139/0
HEX: F38B00
HEX (40%): F4D2A0



Refreshing green

CMYK: 40/5/60/5
RGB: 165/194/126
HEX: A5C27E
HEX (40%): DBE7CB



Grounded purple

CMYK: 40/25/0/15
RGB: 148/163/198
HEX: 94A4C6
HEX (40%): D5DAE7

Colour combinations

Our colours can be used in different combinations to convey different moods. Use a maximum of three colours per document. We've put together a selection of colour palettes for you to choose from.

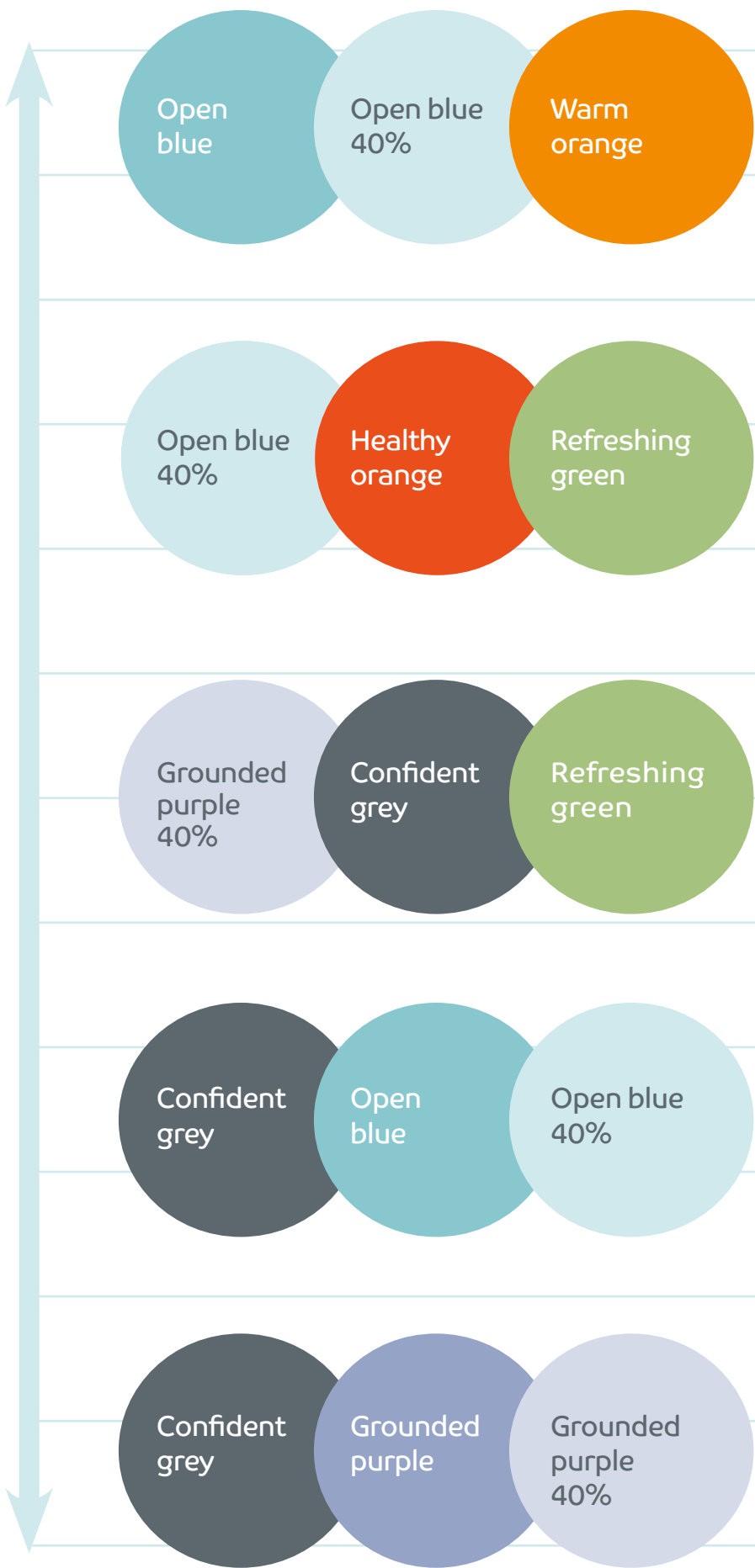
Primary colour combinations



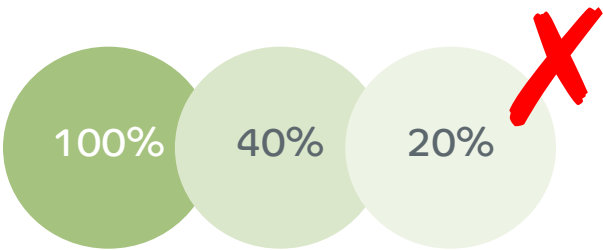
Further colour combinations

Upbeat
topics

Serious
topics

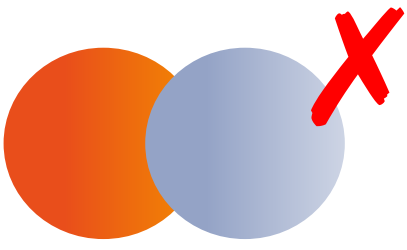


Effective colour use



DO NOT use colours other than 100% or 40%*.

Healthy orange must only be used at 100%



DO NOT use gradients on any colours. The Westfield Health gradient can only be used within the logo icon.

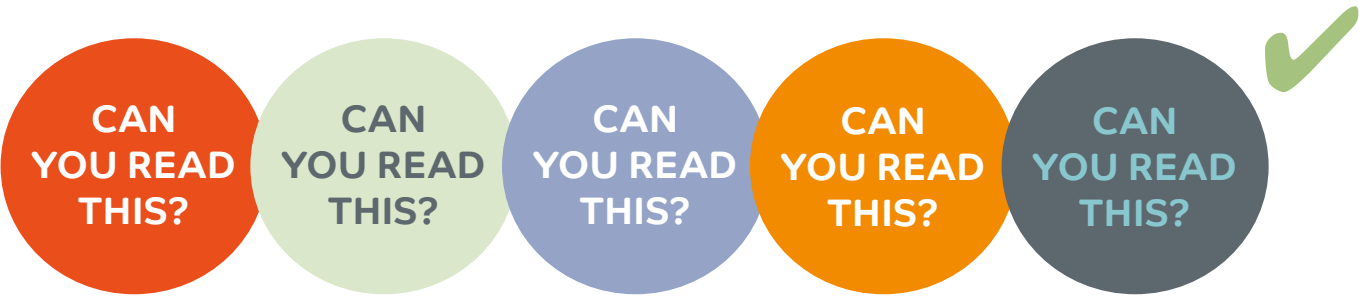
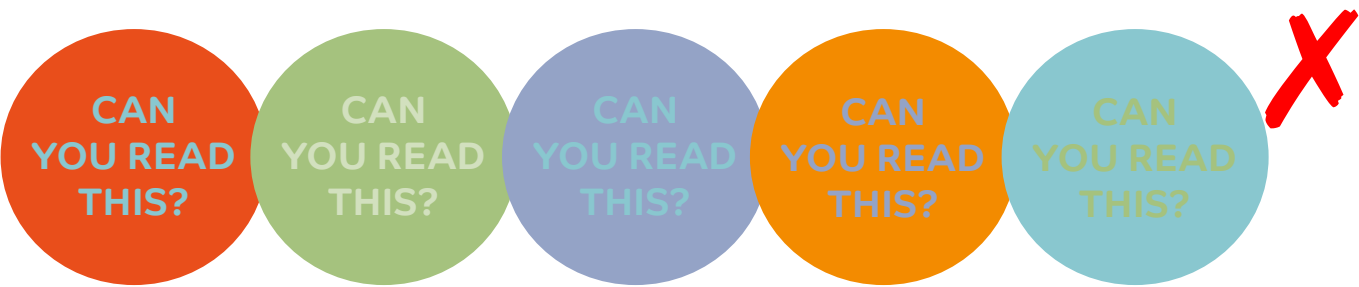


DO NOT use more than three colour combinations.*

Exceptions for graphs and data tables where further colours are needed.



DO NOT use colours outside of our colour palette.



DO NOT place hard to read colours together. Check you can easily read the text at various sizes. A few examples are above.

**Axim quos ut faceprem
audi doloribus mi, omn-
imporio tessera epellese-
quis arumet volum, con**

DO NOT use colour on large paragraphs.

Itas dolorehendis am, alibusa ducillaut repudae. Borro conem intis et, aria autemoluptat que la sin parit rerum fugia dis sit occum fugia in consequias aut et utenimp oritatus adi doluptat fugitium il magnihi llamendam r

DO use confident grey for all main body paragraph text on a white background. This can be in addition to your three chosen colours.

Our circles

Our circles are a key part of the Westfield Health brand and can be used in various ways.

If you want to add text to a circle please use white on a solid colour

Transparent circle

The transparent thick inner border is great for full images. Choose a colour from your scheme that complements the image and position the image centrally.



Border circle

This helps to highlight an image and is ideal for using within your documents.



Double border circle

This circle is ideal for placing icons in. Use the colours from your colour scheme, with an opaque colour and a 40% transparency for the borders.



Icons and illustrations

Where photos can't be used, icons and illustrations are great.

Icons

Icons are brilliant in helping illustrate content topics and improving usability and navigation online.

Illustrations

When you need a larger illustration to help improve your design the inner element of the icons can be used.

A suite of icons will be developed. Until then, please select icons that match these guidelines from Canva.

If you cannot locate a suitable icon within our library please contact marketing2@westfieldhealth.com.



DO NOT use icons in any other shape other than circle.



Always keep the inner illustration within the icon white.

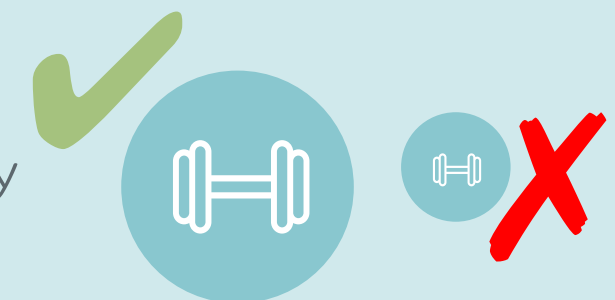


DO feel free to change the colours of the illustration in line with the colour palette you're using.



DO NOT use different illustration styles. Use icons with a line drawn style, not filled in or shaded.

DO NOT use icons too small. They must be easily identifiable at 100%.



Photography

Photography is a key part of the Westfield Health brand identity and plays an important role in keeping communications fresh and engaging.

Our photography should always be relatable and positive.

It must feature a diverse range of people from varying multi-cultural backgrounds going about their lives in real situations.

What does Westfield Health photography look like?

- Bright
- Inspirational
- Natural, not overly posed
- Images should reflect UK based setting and customers
- Diverse range of people

Where to find our images

We've created an image bank which is housed on our local marketing drive:

Y:\06. Content - videos, blogs, infographics\Images

Requesting Images

Can't find the image you need?

Email marketing2@westfieldhealth.com.



Photography

DO ensure that the key subject within the image is not cropped and can be placed in the circle clearly.



DO NOT alter contrast, opacity or colour of imagery. They need be bright and clear.



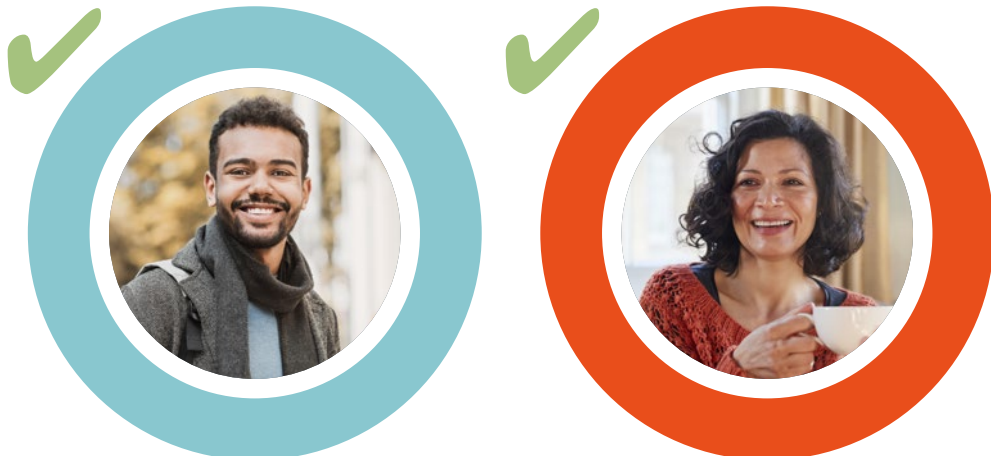
DO NOT cover an image with copy.



DO ensure the transparency border is visible and the key focus of the image to be positioned centrally.



DO use the outer circle on images placed within your document. Also ensure the colour complements the image.



DO ensure your images are pixel perfect.

Whether using photography online or in print it is vital that images are optimised for use to ensure quality.



Marketing literature examples

Westfield Health communications should be engaging and reflect our values.
Our circles are a key part of the brand and should be used throughout all our communications.

Here are a few examples of how these visual brand guidelines can be applied.

Meet the well beings



Nam nat dollam, con etus autaspi squatum faccus inctaec toriostia doles alites



Meet the well beings



Nam nat dollam, con etus autaspi squatum faccus inctaec toriostia doles alites



Controlling worry

We all worry from time to time, but with the added health concerns of coronavirus, changes to our daily lives and the stress of still working we are all dealing with more stress and uncertainty.

Faced with such big changes and isolated from our support networks, it can be easy to fall into a spiral of worrying. But worrying all the time can make it even harder to cope with an already challenging situation, and it can take its toll on our physical and mental health.

What is worry?
Worrying is when we keep going over something in our mind feeling uneasy or concerned about it and not really coming to any solution. It's important to distinguish between worrying and thinking about something.

It's important to distinguish between worrying and thinking about something.

When we think about something, we're problem solving. Our thoughts are constructive, centred around managing the present situation and moving forward. Worrying tends to be focused on the future, focused on what might happen. Rather than being solution focused, you tend to keep thinking about a problem without coming to any conclusions or solutions.

Worrying from time to time is common, but at the moment when our routines are disturbed, our support networks are far away and health risks are rampant, it's easy for worry to get out of control.

The first step to controlling worry is recognising it and labelling it.

Thinking
About a current issue
Constructive thoughts
Focused on finding a solution



Worrying
About the future - what might happen
Keep coming back to a problem without coming to a conclusion

Types of worry
Though what you worry about may be unique to you, the ways in which we worry are often similar.

These different ways of worrying are known as 'cognitive distortions'. Below are some examples of common worry patterns or cognitive distortions.

Take a look through the list and see if you can pinpoint which worry patterns you fall into most often.


"I should", "I must"
With this negative thought pattern, people tend to find themselves constantly falling short of their own expectations - however realistic or unrealistic they may be. "I must go to the gym more", "I should be doing that kind of thing with the kids". This style of thinking can lead to a lot of guilt and unhappiness.

Black and white thinking
It's rare that a situation is completely bad or completely good or that there's only one right solution to a problem. Black and white thinking can cause you to miss the nuance of a situation, only seeing it in terms of extremes rather than being able to neutrally evaluate all the possible solutions.

Emotional reasoning
We create our thoughts and emotions - they're not facts. When we use emotional reasoning, we're interpreting a situation based on how we feel at that given moment. For example, if you feel nervous, you may interpret the situation as dangerous and one to escape from, even if that's not necessarily the case.

Worry does not empty tomorrow of its sorrow. It empties today of its strength.

Corrie ten Boom



Meet the well beings



Nam nat dollam, con etus autaspi squatum faccus inctaec toriostia doles alites



Digital & social media examples

The Westfield Health brand should be consistent on our social media and web platforms. We encourage the use of images when possible but when this is not suitable you can use icons or just text, in line with the brand style.

Social Posts



Banner Advertisements



Presentation examples


Whether you need a presentation for internal use or presenting to a customer, the Westfield Health brand should be consistent. Here are a few examples.

Please use our standard PowerPoint template. You'll find it here:
[Y:\05. General Westfield Health Documents\Powerpoint Template](#)

[Date Customer logo or name]

Making a healthy difference





We inspire and empower each other to be the best that we can be


Our mission.

We inspire and empower each other to be the best that we can be, so we can deliver evidence-based health and wellbeing solutions that support people, communities, and workplaces to be healthier.

We're proud of our not for profit heritage and are passionate about making a healthy difference. We have no shareholders, so the more successful we are the more we can give back to those around us.

Our purpose.

We're dedicated to making a healthy difference to the quality of life of our customers and the communities in which they live and work.



The pandemic makes presenteeism more difficult to spot

The past year's lockdowns have mandated a switch to homeworking for many businesses, masking the scale of presenteeism in the workplace.

Opportunities for team building and collaboration are severely limited, and engagement is suffering as a result. Less than half (46%) of employees reported high engagement this winter and 32% reported low morale.

Our new ways of working can easily disguise the tell-tale signs that people are struggling. Remote working and Covid-secure workplaces create a sense of separation between managers and employees. Without a physical presence in the office, employees may be inclined to overcompensate or exaggerate their online visibility while quietly suffering with mental health issues.

Those struggling with stress may book short blocks of annual leave at the last minute as unofficial 'mental health days', further masking the business impact of poor mental health.

Average employee engagement is 65%*

More than half the workforce find their mental health affects their productivity at least once a month



*Based on the weighted average of responses to the question: Overall, how engaged would you say you are at work at the moment?

