

Brand guidelines

How and when to use the Staffordshire
Social Care Workforce 'look and feel'



Staffordshire
Social Care
Workforce



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Introduction

Social care is a major, and growing, economic sector in Staffordshire, with a workforce that aims to deliver good quality and effective care to support people with a range of needs, from the youngest to the most elderly in our community.

Working as a partnership of public, private and independent organisations, here in Staffordshire we are rising to the challenges that every area is facing; that of recruitment and retention, and how social care staff sometimes feel that their work is not valued. Although it is not possible to resolve all those challenges locally, through a 'Strategy for A Future Care Workforce in Staffordshire' (the partnership's future workforce strategy), we will make things better. The joint vision for the future is that the social care workforce is highly valued and provides innovative and sustainable care in Staffordshire.

The 'look and feel' of the strategy brand is important in many ways. It's part of how we communicate our values and how we will support our colleagues through the strategy; how we communicate our commitment to this strategy, each other and the workforce; the way that we'll celebrate our successes and the context in which we'll run recruitment and retention campaigns.

Moreover, it represents our aspirations for a great future for both children's and adults' social care through our partnership.

The branding is designed to be used by all organisations (across all sectors in children's and adults' social care) when communicating about change through the workforce strategy, when running 'internal' campaigns to show the strategy at work, and 'external' campaigns, such as recruitment campaigns. Using this joint, partnership brand means that we're using 'one voice' when communicating about improving social care in Staffordshire.

The 'look and feel'

The look and feel has been developed from the 'We are Staffordshire' branding; a partnership brand and approach that celebrates all that is Staffordshire.

The workforce strategy will be a unique approach to supporting social care and the workforce, so it's part of the Staffordshire story.

Through a period of testing, we've developed the look and feel to communicate the strategy and all the communications that come from it, from the We Are Staffordshire branding. Being part of the 'family' of We Are Staffordshire brands:

- underlines how important social care is a major economic sector in Staffordshire
- means that we will benefit from a nationally recognised brand; meaning that recruitment activity will reach a wider audience
- ensures that every organisation is recognised through a joint approach



Purpose of these brand guidelines

These brand guidelines provide guidance, assets and messaging to help you communicate the strategy, encourage as many of your staff to get involved, and to retain and recruit staff.

The guidelines offer:

- consistent messaging and branding to increase awareness of the strategy
- examples of artwork and (coming soon) templates that you can use and adapt

Use of the logo

- RETENTION communications: e.g. when communicating examples of working with others on the key priorities from the strategy (see next page) - both in terms of visual and written communications
- RECRUITMENT communications: e.g. when advertising positions - both in terms of visual and written communications
- COMMUNICATIONS TO STAKEHOLDERS - when presenting about strategy priorities



When to use the branding - when talking about our outcomes and priorities towards them

Our partnership priorities for the next two years - use the branding when talking about these priorities

OUTCOME:
A more resilient workforce

Our workforce will:

- have the right capacity to manage predicted demand.
- be flexible to cover periods of fluctuating demand/uncertainty.

Our workforce will:

- operate in a strengths based and outcome focussed way.
- be digitally/technologically skilled.

OUTCOME:
More innovative ways of working

OUTCOME:
More effective recruitment

Our workforce will:

- be representative of the local population.
- see social care as a career aspiration, across the whole life course.

Our workforce will:

- be competent, well trained and supported to be the best they can.
- be, and feel, valued and rewarded.

OUTCOME:
More effective retention

To make a difference over the next two years we will:

1. Improve the usage of updated data and intelligence as a shared resource to support the social care workforce.
2. Promote available resources to providers more effectively, and engage with providers who need the most support to use those resources.
3. Develop an improved journey into work.
4. Implement a co-ordinated partnership approach to learning and development.
5. Improve the positive recognition of social care as a valued career.
6. Increase the level of capability to use digital and technology innovations.
7. Support improved practice across the sector in recruitment and business continuity planning.
8. Seek to reduce travel costs where possible across the partnership.

Use of the logo



The Staffordshire Social Care Workforce logo should be on all communications talking about the strategy, examples of how it is working and recruitment and retention campaigns.

The BEST POSITION is the bottom left hand corner, although you can also use it on the top right hand corner.

The BEST COLOUR to use depends! You can use all of the logos available; just make sure that there is enough contrast between the text and background colour. This makes sure that your document is as accessible as possible.



Staffordshire Social Care Workforce



Staffordshire Social Care Workforce



Staffordshire Social Care Workforce



Staffordshire Social Care Workforce



Good contrast between logo colour and background colour



Poor contrast

Using the logo with your organisation's logo



You are welcome to use your logo alongside this logo



Don't put your logo too close

Don't put the logo on a white background unless your organisation doesn't have a white logo



Make sure there's a 'protection zone' around the logo at least the height of the 'W' in 'Workforce' in the logo

Colour suite

| | | | |
|--|---|--|---|
| Pale Cream HEX FEE2CB R254 G226 B203 C0 M15 Y22 K0 | Pale Pink HEX EBB5D0 R235 G181 B208 C6 M38 Y3 K0 | Mid Pink HEX CE717C R206 G113 B124 C16 M65 Y38 K4 | Dark Pink HEX CA6270 R202 G98 B112 C17 M71 Y42 K5 |
| Pale Purple HEX D0BBD8 R208 G187 B216 C21 M30 Y3 K0 | Mid Purple HEX ADB4D8 R173 G180 B216 C37 M27 Y3 K0 | Mid Blue HEX 515BA5 R81 G91 B165 C78 M67 Y0 K0 | Dark Blue HEX 1A3854 R26 G56 B84 C96 M73 Y41 K37 |
| Pale Turquoise HEX B4DEE8 R180 G222 B232 C34 M0 Y10 K0 | Mid Turquoise HEX 9AD0D3 R154 G208 B211 C44 M2 Y20 K0 | Dark Turquoise HEX 5C9EA2 R92 G158 B162 C66 M21 Y35 K4 | Very Dark Turquoise HEX 025057 R2 G80 B87 C90 M44 Y49 K42 |
| Pale Green HEX C4DFBE R196 G223 B190 C29 M0 Y33 K0 | Yellow HEX F0E431 R240 G228 B49 C11 M1 Y86 K0 | Lime HEX BECD0F R190 G205 B15 C34 M2 Y98 K0 | Green HEX 56B37C R86 G179 B124 C67 M2 Y64 K0 |

Colour is another way for us to communicate our values and our approach. As part of the development and testing of the brand, we've found that these following colours communicate what we're trying to say the best.

Use the more pastel colours (left hand columns) if you're communicating to a young audience (18 to 30 years), and the stronger colours (right hand columns) for older audiences.

Using the right fonts

The font for titles is Quicksand

Quicksand { 53pt max size
25pt min size

Download Quicksand here

The font for the body of the text is Avenir

Avenir { 12pt min size

This is a standard font. Please contact clare.abbotts@staffordshire.gov.uk if you don't have this font.

Design essentials

The core design 'components' that are key to the look and the feel of the branding are:

- Imagery/ photography held in circular frames where possible
- 'Imagery led' - don't crowd the space with too much text
- Use icons / infographics where possible
- Highlight very important words in a different colour to help them stand out; but use this infrequently
- Make positive quotes about real experiences stand out
- Feel free to use the suite of photography available but if you want to use other imagery, make sure it is positive and aspirational and 'natural' - try to avoid the very 'glossy' photography that you can get from stock photography libraries
- logo on the front cover/ first page

'Use the swirl' where you can - in part. You can download one from here.

OR

You can hold the photography in circular frames



Use icons and different colours words to help things stand out and break up the text

Make positive quotes stand out

Photography

The county council has invested in bespoke photography for use by all of the partnership. These images are as much part of the brand as any other element; it's part of the 'style' and communicates a lot about how working in social care in Staffordshire is and will be. The stars of these photos are all part of the Staffordshire social care workforce because it's important that we tell a 'real' story of work in social care and that the photos look authentic. Please only use these images or contact clare.abbotts@staffordshire.gov.uk if you can't find a suitable image.



Don't use images like this. They don't look authentic.



Use images that are authentic. Use the next page to download images you can use.



Photography - download links

You can download and use any of these images. Can't find what you need? We've got more! Just contact clare.abbotts@staffordshire.gov.uk

✓ Image of manager [CLICK HERE](#)

✓ Image of team [CLICK HERE](#)

✓ Image of team [CLICK HERE](#)

✓ Image of residential work [CLICK HERE](#)

✓ Image of residential work [CLICK HERE](#)

✓ Image of residential work [CLICK HERE](#)

✓ Image of residential work [CLICK HERE](#)

✓ Image of youth worker [CLICK HERE](#)

✓ Image of youth worker [CLICK HERE](#)

✓ Image of youth worker [CLICK HERE](#)

✓ Image of children's work [CLICK HERE](#)

✓ Image of children's work [CLICK HERE](#)

✓ Image of children's work [CLICK HERE](#)

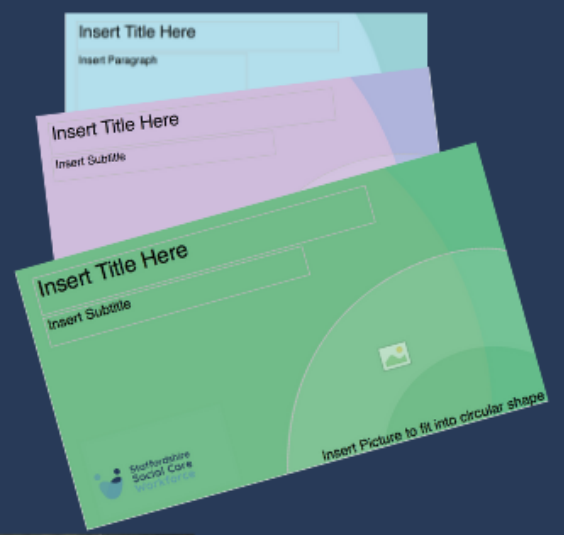


Using the brand - examples of artwork and adaptable templates



Email headers and footers
DOWNLOAD

Branded Powerpoint template
DOWNLOAD



Adverts and posters-
DOWNLOAD A
TEMPLATE



Social media posts in a variety of colours and images for all platforms

DOWNLOAD FACEBOOK TEMPLATE DOWNLOAD TWITTER TEMPLATE DOWNLOAD LINKEDIN TEMPLATE

Key messages and example promotional copy

Key messages

- Social care in Staffordshire is facing the same difficulties as everywhere in the UK, including growing demand and difficulties in the recruitment staff.
- In Staffordshire, organisations across adults' and children's social care arena, including the private, public and independent sector, and our training and education providers are working together to make things better.
- Together we will make sure that people working in social care:
 - feel valued
 - great career development opportunities
 - enjoy a long-term career doing what they love.

Please insert this into your external communications where possible

We are part of the group of organisations working together to support the Staffordshire Social Care Workforce. We work together with partners across the private, public and independent sector to make sure our workforce feels valued, has great career development opportunities and enjoys a great long-term career doing what they love.

You can find out more about the Staffordshire Social Care Workforce Partnership, and examples of how working in Staffordshire is different, at [xxxxx \(TBC\)](#)

Example promotional copy for internal communications

In Staffordshire, we're working differently to ensure you feel valued, have great career development opportunities and enjoy a long-term career doing what you love. Working together in partnership across the public, private and independent sector, our mission is to develop a more resilience care sector based on innovation, prioritising support for you and attracting the right type of people to work with you.

After talking with many colleagues across both children's and adults' social care in Staffordshire, we've developed a strategy for the next five years on how we'll do that.

We will prioritise:

- the promotion of good practice advice, toolkits, resources
- the recognition of social care as a major economic sector
- supporting leaders, registered managers and those in clinical roles
- co-ordinating activity across the sector to improve the journey to work
- regularly celebrating good practice
- the promotion of best practice from across the sector to promote diversity and inclusion, connecting everyone with resources and networks available in the NHS and the public sector
- the development of more consistent skills, training and development programme to support people's career progression

[DOWNLOAD](#) the 2-page Summary Strategy to support your internal communications [HERE](#)

Contacts

Contact Clare Abbotts, Senior Campaigns Officer, if you need any help using the brand.

clare.abbotts@staffordshire.gov.uk

