



Corporate Guidelines

November 2004

INTRODUCTION

At AMH we are unique for the range of activities and the variety of services we provide. This diversity makes it essential that we communicate as one organisation, so that every service can draw on the strengths we have at AMH as a whole.

In presenting a united front, we shall benefit from a wider audience with a better knowledge of the services we offer which will in turn enable us to attract further interest, understanding and funding for our future.

The importance of having a strong identity with which to present this united front is paramount. How we present ourselves will affect and influence internal and external audiences' perception about AMH and how we deliver our services. Ultimately it is the services and their clients that will benefit from the values and vision that this new identity gives us.

In order to maintain these values, we must be consistent in our application of the new identity ensuring a professional style and quality of presentation at all times. Like a fingerprint, our identity reflects the organisation in all areas of communication – advertising, newsletters, leaflets, brochures, signs, websites etc. Every point of contact that an individual has with AMH should convey the same strong, professional and caring message. This will be achieved through the consistent application of the corporate identity.

This document has been written to help you to keep within a series of simple rules that will ensure the correct reproduction of our corporate identity.

ANY QUESTIONS?

Any questions or queries regarding the AMH corporate guidelines should be directed to the PR Department:
Mourne House
19 Knockbracken Healthcare Park
Saintfield Road
Belfast BT8 8BH
Tel: 02890 403726

THE LOZENGE

Our new identity centres around a logo that depicts our new name AMH. It has been designed to create an approachable yet professional style incorporated within a memorable mark. We have called this mark 'The Lozenge' because of its unique shape with 3 rounded corners and one sharp corner pointing forward.

Our new corporate colour has been chosen firstly to be a bright and friendly purple. However it manages to bridge the hue spectrum to also be seen as a strong business-like blue.

SPECIFYING COLOURS ACCURATELY

If you are reproducing the lozenge in any document, please make sure you use the correct colour breakdown that matches the medium you are working with. See Page 8 for further details.

PANTONE MATCH SYSTEM

PMS: 2685c



CMYK

C:94% M:94% Y:0% K:0%



BLACK

Black



WHITE

Reversed out of background colour



CORRECT USAGE

Please use your careful judgement as to which backgrounds are acceptable.

Below are a few examples of both good and bad usage.



Make sure the logo stands out clearly if it is to be placed on a background colour. Choose the 'reversed' version if there are any difficulties with the corporate colour.



If reproducing the lozenge on a coloured background, you will need to use an Eps file (NOT a Jpeg) as the Eps contains the rounded corners as part of the file. If the programme you are working with does not allow you to use an Eps, use the jpeg on a white background instead.



Never let an image run through the background of the lozenge. Make sure that the colour of the logo stands out clearly from the background by using the black & white version.

THE SERVICES

Each of the 8 different AMH services has its own logo which incorporates the lozenge and the service name in a unique type style. These two elements have been designed as a unit and the balance between the two elements should never be altered and the service name should never be used separately,

SERVICE LOGOS

Each service has its own unique logo. This is a combination of the lozenge and service name in a unique typeface.


action mental health


new horizons


menssana


the junction


vote


consultancy
and training


accept


promote action

SPECIFYING COLOURS ACCURATELY

If you are reproducing the service logo in any document, please make sure you use the correct colour breakdown that matches the medium you are working with. See Page 8 for further details.

**PANTONE MATCH SYSTEM**

PMS: 2685c

PMS: 651c

CMYK

C:94% M:94% Y:0% K:0%

C:38% M:8% Y:0% K:12%

BLACK

Black

WHITE

Try to always use the service logos on a white background. If this is not possible, make sure the logo has a white lozenge shaped background around it as shown. **Please Note:** In this instance you will need to use the Eps file (NOT the Jpeg) as the Eps has the white shaped background supplied as an integral part of the file.

SERVICE LOGOS ON A COLOURED BACKGROUND

Ideally, all service logos should be reproduced on a white background. However if this is not possible and it needs to be reproduced on a coloured background, each service logo has been designed with a white lozenge shaped background as part of the Eps file.

Please use your careful judgement as to which backgrounds are acceptable when using the service logos. Below are a few examples of both good and bad usage.

WHITE BACKGROUNDS

If using the logo on a background image or colour, make sure the logo has a white lozenge shaped background around it as shown.



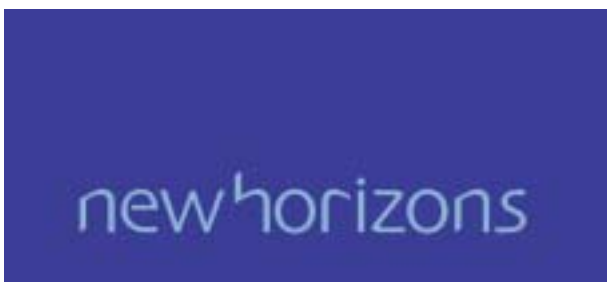
ROUNDED CORNERS

This integral background is only available with the Eps files (NOT Jpeg).



ROUNDED CORNERS

This integral background is only available with the Eps files (NOT Jpeg).

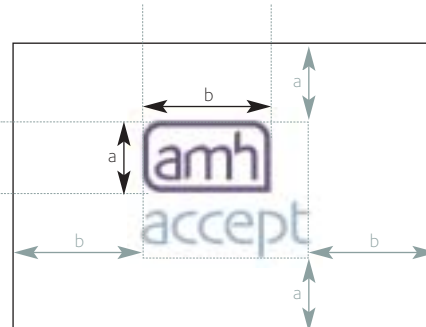
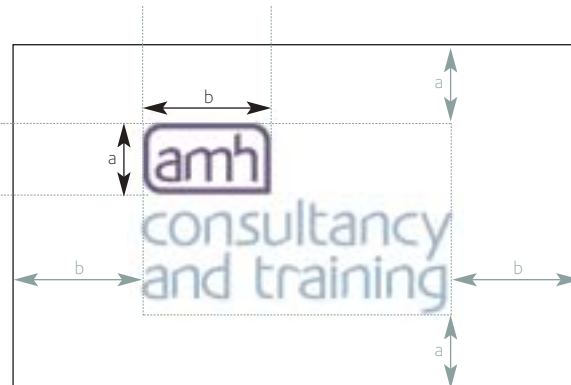
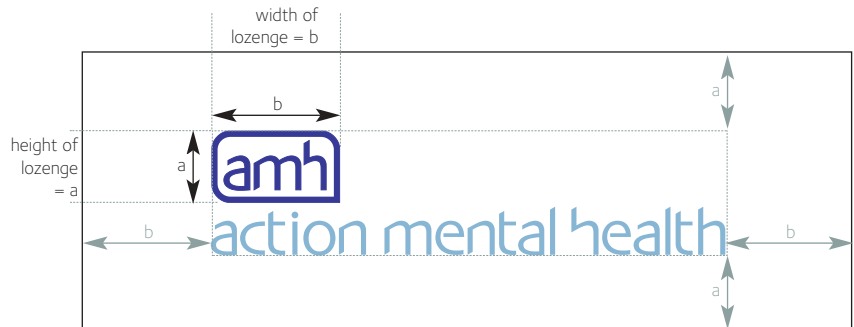


EXCLUSION ZONE ON A WHITE BACKGROUND

Remember to leave enough space around the logo so that it can stand out clearly when ever we use it. This means not crowding any other copy, logos or imagery within it's exclusion zone. Please follow the guidelines below.

PROPORTIONS

The exclusion zone is calculated by the the size of the lozenge within the service logo you are using. The width of the lozenge denotes the space that needs to be allowed to the left and right of the logo. The height of the lozenge denotes the space that needs to be allowed above and below the logo.



EXCLUSION ZONE

Do not crowd the logo, use the correct exclusion zone.



TYPEFACES

Three typefaces have been chosen to be a vital part of the corporate identity. Always use the correct typeface when reproducing any documentation.

FOUNDRY STERLING FAMILY

A modern and clean sans serif type face, Foundry Sterling comes in 4 styles: Light, Book Italic, Demi and Bold.

This should be used for all body copy and can also be used for headings, signage etc.

PRIMARY TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

@€\$%*.;<>,."/?!£&()-+=

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

@€\$%.;<>,."/?!£&()-+=*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

@€\$%*.;<>,."/?!£&()-+=

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

@€\$%*.;<>,."/?!£&()-+=

SECONDARY TYPEFACE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

INTERNAL TYPEFACE

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
@ \$%*.:;<>,."/?!£&()-+=

SKIA

A more stylised type face. Skia has been chosen as an alternative *headings only* type face. It must only be used as capital letters and not for large amounts of type or body copy.

ARIAL

This type face is to be used on all internally produced documents like letters and reports. It is readily available on your PC and will sit well alongside the primary and secondary corporate type faces which will have been used on all pre-printed items.

USE OF SUPPORTING IMAGERY

As a service provider, we would encourage the use of imagery that 'shows off' the highlights of our services. The PR department has a series of photographs that have been approved and have client permission for use.

However, although it would be ideal to use imagery showing our clients enjoying and benefitting from our services, this is not always possible or appropriate. In this instance, a generic style of photography has been chosen. The imagery depicts calm, tranquil scenes taken from nature, some sample of which are shown on page 11. If you would like to use any of these approved images, please contact the AMH PR department

SET BACKGROUND PATTERNS

Several corporate background patterns have been created that can be used on leaflets and promotional material. If you would like to use these, please contact the AMH Pr Department for advice and an Eps file.

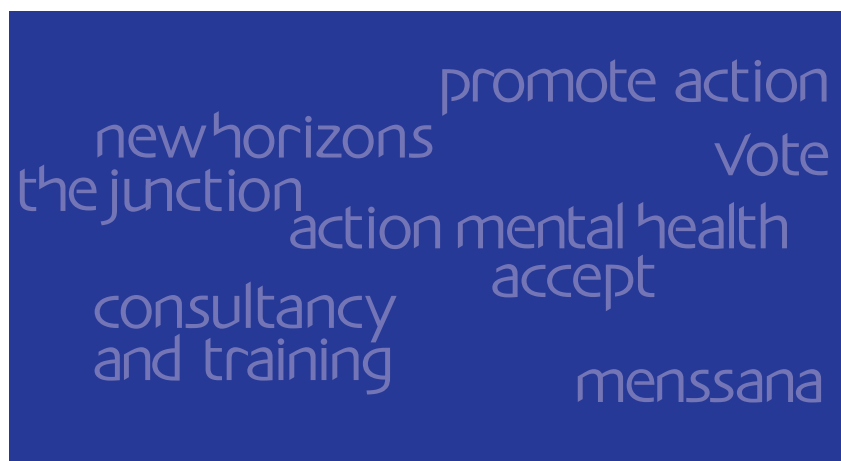
SERVICES PATTERN 1

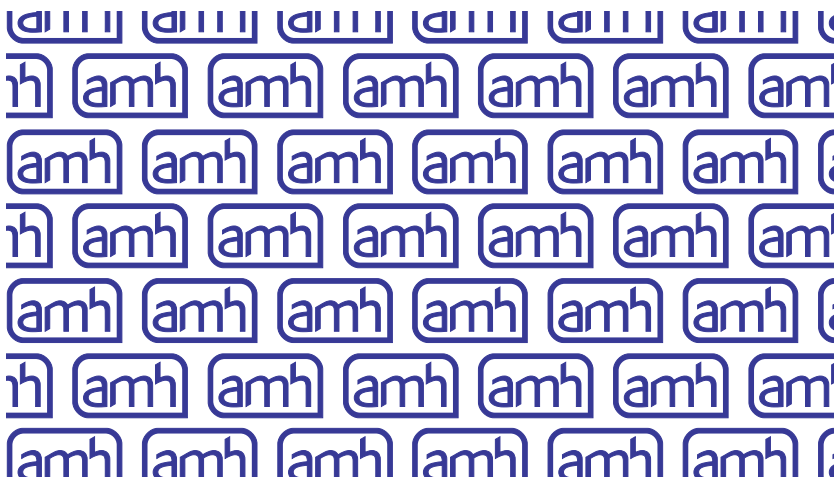
A background pattern made up of the different AMH service names in the corporate blue.



SERVICES PATTERN 2

A background pattern made up of the different AMH service names in the corporate purple.





LOZENGE PATTERN 1

A background pattern made up of the AMH lozenge in the corporate purple.

SAMPLES OF BACKGROUND PATTERNS AND APPROVED IMAGERY IN USE



AMH NEW HORIZONS LEAFLET

Shown here is a series of AMH leaflets. Because it is not always possible to use images of clients, we have also used the approved generic nature images.



AMH FOLDER

Shown here is an AMH folder. The background pattern indicates the depth of services on offer without having to show all the individual service logos.

CORPORATE COLOUR PALETTE







Our new identity is based around two main colours; a purple and a light blue. We call this our 'primary palette' and should be your first choice. This will immediately identify your publication as an AMH document.

SECONDARY COLOUR PALETTE

There is also a secondary colour palette that may be used as a support to the primary colour palette. It includes a dark blue, green, red and grey which have been chosen to give you freedom in your designs - adding variety or highlights to your document.

SPECIFYING COLOURS ACCURATELY

If you are reproducing the corporate colours, please make sure you use the correct colour breakdown that matches the medium you are working with. Where possible please use Pantone inks as they will give the most accurate and vibrant representation of the palette. If it is not possible to use the pantone inks, please use the table below to find the correct values. Do not rely on your computer to convert the colours itself but specify the breakdowns given below. This will ensure a consistent approach.

	PANTONE CMYK (PROCESS %)		RGB (%)	RGB (BRIGHTNESS)	WEB SAFE-HEX
	2685	C94 M94 YO KO	R12.3 G4.5 B50.7	R57 G58 B150	#333399
	651	C38 M8 YO K12	R54.7 G69.6 B77.5	R136 G182 B213	#99CCFF
	648	C100 M51 YO K47	R0 G14.8 B28.3	R0 G66 B117	#003366
	582	C11.5 M0 Y100 K43	R55 G45.7 B0	R147 G145 B8	#999900
	711	C0 M91 Y76 K6	R88.3 G17.7 B18.6	R224 G58 B62	#CC3333
	5497	C18 M0 Y9 K38	R48 G56.3 B54.8	R148 G168 B165	#999999