



GIG  
CYMRU  
NHS  
WALES

Bwrdd Iechyd Prifysgol  
Aneurin Bevan  
University Health Board

# More than just a job

*A passion, a purpose, a place*

## Written and visual brand guidelines



# Written and visual brand guidelines contents

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# About these guidelines

These guidelines will help you maintain and strengthen our campaign brand. They will help our audiences identify, remember and respond to the campaign.

If our brand is to stay strong, trusted and distinctive, our communications should be designed and written in a consistent way. Consistency makes us more identifiable, more memorable, and makes people more inclined to engage with our campaign. We keep design simple and the number of elements (such as colours and fonts) to a minimum. Every element used should be there for a reason. This ensures our messages stand out.

In these guidelines, you should find enough flexibility to adjust your design and writing to communicate with people across different professions about working for Aneurin Bevan University Health Board. But your work will still reflect our overall brand personality and tone of voice.

For more information on our brand guidelines, contact [abb.commsandengagement@wales.nhs.uk](mailto:abb.commsandengagement@wales.nhs.uk).





# About this campaign

We are Aneurin Bevan University Health Board and we are looking to highlight the positives about working in healthcare services across our area.

Working in healthcare is *more than just a job*. This campaign aims to shine a spotlight on the passion of our staff, their sense of purpose in working as part of a supportive, close-knit team and showcase what the surrounding area has to offer.



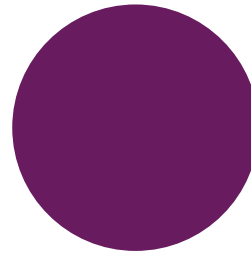
# Tone of Voice

Our tone of voice is an expression of the Primary Care and Community recruitment campaign brand personality. We express our brand every time we communicate with people; whether we're talking to them at an engagement session, through direct marketing or interacting with them online.

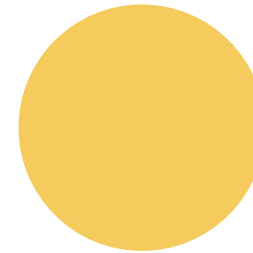
So our overall personality must be reflected in our overall tone of voice:

## PASSION PURPOSE PLACE

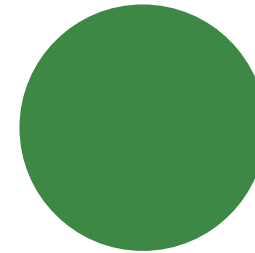
All of our messaging for the Primary Care and Community recruitment campaign should reflect the passion of the role they work in, where they live and what they enjoy to do outside of work. All messages should reflect a sense of purpose for their work and life and that they feel valued and part of a community. The place talks about working within Aneurin Bevan University Health Board as well as where they live.



**PASSION**



**PURPOSE**



**PLACE**



# How do we write 'PASSION', 'PURPOSE' and 'PLACE'?

Written style isn't just about whether you use grammar and punctuation correctly. There are ways to write in a tone of voice that gives your reader an overall impression of brand personality.

## PASSION

Write with a passionate voice, not a passive one. Talk about the passion of the role, where they live and what they do outside of work:

*'I love my work; I love my patients and I love the staff.'*

*'We are passionate about the Health Board's agenda for care closer to home.'*

Write in the present tense where possible:  
*We are currently recruiting for a new role within our GP Practice. We are a friendly team located in the heart of Monmouthshire.*

Avoid very long sentences.

Use a mixture of medium and short sentences. These add impact and emphasis the passion, purpose and place and keep readers interested.

## PURPOSE

Talk about how staff feel valued about what they do and have a sense of purpose both within their home and working life.

*'Really supportive. I love working for Primary Care.'*

*'Aneurin Bevan University Health Board is a special place and it's because of the people. They make me feel valued and that helps me give back my best to the patients.'*

## PLACE

Talk about the setting and why they love living there. Talk about the sense of place in work. Different selling points will appeal to different audiences.

*'This environment really lets me relax and de-stress.'*

*'If you want a good work life balance, this is a great place to be.'*

Use trend, slang or formal language with care.

Overly formal language sounds impersonal, while slang and trend words can sound unprofessional.



OUR TONE SHOULD NOT BE:  
EMOTIONLESS IRRELEVANT APPREHENSIVE  
Unexcited Meaningless Worried  
Bored Pointless Unsettled  
Cold Unenthusiastic Corporate  
Lazy Doubtful Commercial

#### HOUSE STYLE TOP TIPS

As part of the Primary Care and Community Recruitment Campaign brand, house style will help you write to a high standard, inspiring confidence and credibility. By following the house style, you can get messages across more effectively. Here are some top tips for quick reference:

#### TIMES, DATES AND SEASONS

Use the 12-hour clock: 2pm, not 14:00. When you need to be precise about midday, write 12 noon. Write day before month, do not use th, st, nd or commas: Friday 13 February 1974. Use lower case for summer, autumn, winter, spring.

#### JOB TITLES

Use initial capitals only when a job title is immediately before or after a name: Chief Executive Nicola Prygodzicz spoke up. Use lower case at all other times: Go to the nurse.

#### DIVERSITY

Write people with disabilities or disabled people not the disabled, visually impaired people not the blind, deaf people not the deaf. If people are under 25, you can describe them as young people. If they are over 65, you can describe them as older people, not the elderly.

#### PLACES, EVENTS AND GROUPS

Use initial capitals for places, events and groups when used in full.

#### FIGURES

Use words for numbers one to nine:  
*We currently have three vacancies.*  
Use numerals for 10 and above and with a unit of measurement.

#### QUOTATIONS

Single quotation marks, not double, around quotes: 'Always use a colon before a quote.'

#### SPELLING

Set the automatic spell check in Word and Outlook to English (UK), not English (US).

#### EMPHASIS

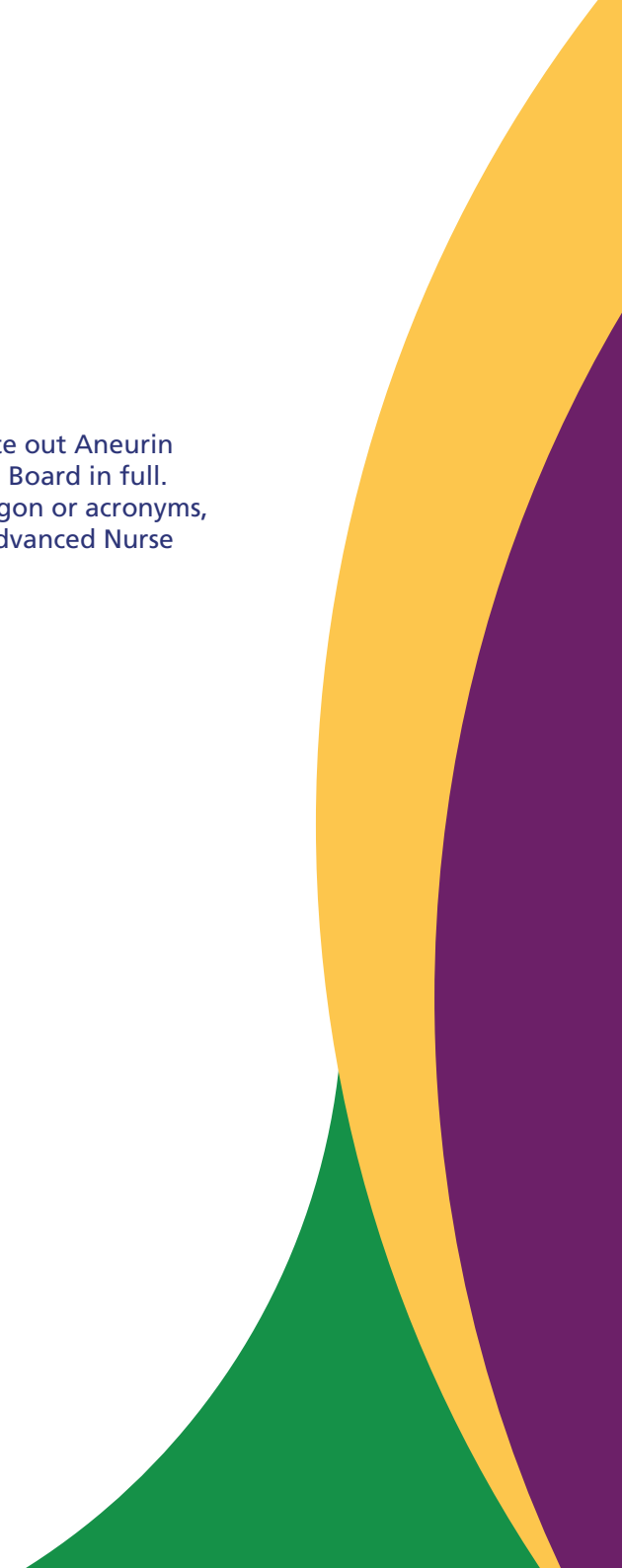
In print use italics for emphasis. Online use bold for emphasis.

#### ONLINE

Use the hashtag: #ABUHBRecruitment

#### TERMINOLOGY

Do not use ABUHB, write out Aneurin Bevan University Health Board in full. Avoid using internal jargon or acronyms, for example, ANP for Advanced Nurse Practitioner.





# Basic Communication Elements





# Basic Communication Elements Primary Identity

The *More than just a job* logo represents the Aneurin Bevan University Health Board Primary and Community Care recruitment campaign.

The *More than just a job* and Aneurin Bevan University Health Board logos need space around them to ensure they stay clear and impactful. This prevents other graphic elements from interfering with the logo's integrity.

The exclusion zone around the logo should be the height of the logo's 'L', as shown on the right. No graphic device or text should enter into the isolation area.



## More than just a job

*A passion, a purpose, a place*



# Basic Communication Elements

## Primary Identity

The *More than just a job* logo is also available in Welsh and as a bilingual file.

The logo should be accompanied by the single colour version of the Aneurin Bevan University Health Board logo.



Mwy na swydd  
*Angerdd, pwrpas, lle*



Mwy na swydd  
*Angerdd, pwrpas, lle*

More than just a job  
*A passion, a purpose, a place*



# Basic Communication Elements Primary Identity

When used on a dark background the logo can be reversed out in white.

The logo should be accompanied by the yellow, green and purple graphics, where possible.

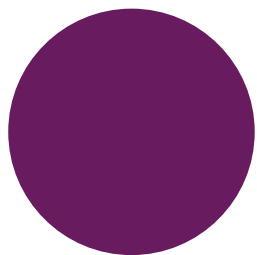


# Basic Communication Elements Graphics

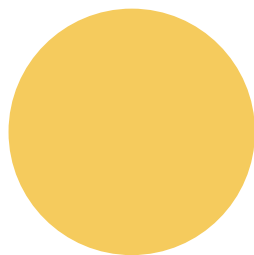
The *More than just a job* logo can be accompanied by the yellow, green and purple graphics to enhance the brand.

The colour palette links with the Aneurin Bevan University Health Board Primary Care branding.

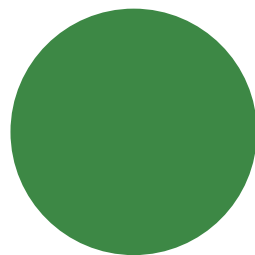
The colours have been used to represent the key messages from the campaign



PASSION



PURPOSE



PLACE



GIG  
CYMRU  
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*A passion, a purpose, a place*

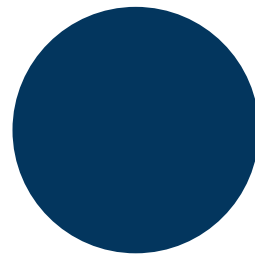




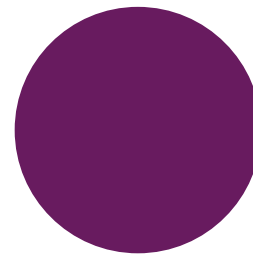
# Basic Communication Elements Colour palette

Consistency in use of colours is important in brand identification.

Our distinctive colour palette has been created to build instant recognition across Aneurin Bevan University Health Board Primary Care communications.

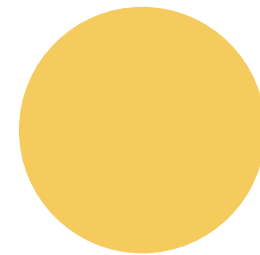


Dark Blue  
*Match to*  
*ABUHB Branding*  
PANTONE 534C



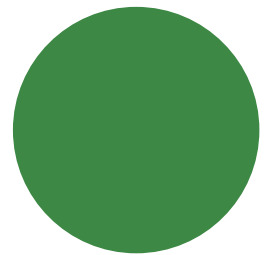
**PASSION**

Purple  
R: 104  
G: 27  
B: 95



**PURPOSE**

Yellow  
R: 245  
G: 203  
B: 93



**PLACE**

Green  
R: 61  
G: 136  
B: 69

# Basic Communication Elements Fonts

The campaign uses two main fonts: Frutiger and Savoye.

Frutiger is a clean, sans serif typeface that is also used in the Aneurin Bevan University brand.

Savoye is a softer, more informal typeface.

Frutiger should be used in all body text.  
Savoye should only be used in the logo.

Where Frutiger is not available, we use Verdana as our default font.

There should be a 12pt minimum size of font on all documents and where possible the font should not be used smaller than this size.

Mwy na swydd  
*Angerdd, pwrpas, lle*  
More than just a job  
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## Frutiger

*Savoye*



# Templates and design assets

A number of design assets have been created. The campaign asset pack can be downloaded from <https://abuhb.nhs.wales/healthcare-services/primary-care-and-community-recruitment/>

Assets include:

Campaign logo

Campaign videos

Social assets and copy

Web banners

Image bank (© Monmouthshire County Borough Council)

Advert templates





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"This environment really lets me relax and de-stress... that's what I love as a working Doctor. It's an amazing place to work if you've got children. You get home and can stick some wellies on and go for a good walk and talk."

*Annabelle Holtam, GP Partner,  
Mount Pleasant Practice, Chepstow  
And South Monmouthshire Cluster Lead.*





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Aneurin Bevan  
University Health Board


## Mwy na swydd

*Angerdd, pwrpas, lle*

"Os ydych chi eisiau cydbwysedd gwych rhwng bywyd a gwaith, mae hwn yn lle gwych i fyw. Dwi'n meddwl bod ganddon ni'r cyfan - os ti'n hoffi seiclo, cerdded, canwio, rafftio. Hefyd, mae'r tîm yn y feddygfa yn bobl wych. Mae'r cleifion hefyd yn hyfryd. Does dim gwell."

*Dr Brian Harries, Arweinydd Clwstwr Meddygon  
Teulu a Gogledd Sir Fynwy.*





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"I like living here because of the close-knit community. It's almost like a little family. I love working for Primary Care as again, the communities are closely linked. Everyone knows everyone."

*Debbie Thow, Senior Nurse,  
Primary & Community Care,  
Monmouthshire.*

