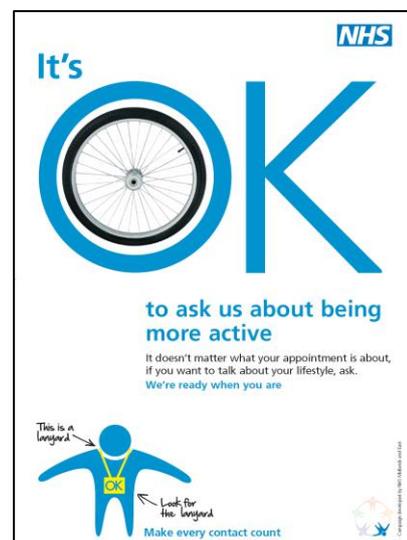




Make Every Contact Count – Brand identity and usage guidelines

A “how to” guide to brand elements

“The posters give us the message that we should not feel embarrassed to ask about any of these issues”
(Readers panel member)



Communicating Make Every Contact Count

Communications toolkits have been developed to provide organisations with all the support they need in communicating Make Every Contact Count (MECC) to organisational leaders, staff, patients and the public. All materials have been designed using the findings of our insight work into patient and staff attitudes on the appropriateness of receiving and delivering healthy lifestyle advice.

Each toolkit provides support for different stages of MECC implementation:

- ❖ Stage 1: Introducing MECC - Two toolkits: An Introduction to MECC and a toolkit for communicating with organisational leaders
- ❖ Stage 2: Walking the talk - To encourage staff to make lifestyle changes
- ❖ Stage 3: It's OK to ask - To encourage the public to ask NHS staff for advice about lifestyle changes

Public facing campaign

This guide will assist you in using the materials provided for the public/patient facing campaign. The aim of the Make Every Contact Count (MECC) public-facing campaign is to make public, patients, carers and visitors aware that your organisation is delivering MECC. The poster designs were developed through testing with a readers' panel of patients, to ensure that they were both appealing and understood by patients. The final designs proved popular with the entire group, who liked both the message and design.

The overall messages to patients/public are simple i.e.

- ❖ To give them "permission" to raise lifestyle issues that may be concerning them - "It's OK to ask"
- ❖ To let them know that lifestyle issues may be raised – "Don't be surprised if we ask"

The MECC campaign materials have simple imagery and messaging, the overall tone of messaging is simple, strong and direct.

The visual style is simple, clean and contemporary, using easily recognisable, everyday images to complement the message.



"We want to help you to improve your lifestyle and keep you well for the future"
(Readers panel member)

Combining simple imagery with the concise messaging gives the campaign its impact.

Posters are available as final artwork with or without printers' marks, and can therefore be professionally printed if required. All posters are also supplied as adaptable artwork, so that organisations can add their own logo and local information.

All separate brand elements are available as individual files should organisations wish to design their own materials.

The central focus and style of any new materials should remain consistent with the existing brand; simple, direct, easy to understand and suitable for a wide variety of audiences.

As an NHS campaign, all additional materials must be designed in accordance with NHS brand guidelines. These are available at www.identity.nhs.uk

Adaptable Posters

All local information added should use the same font (Frutiger) where possible. Alternatively Arial font may be used. All text must relate to MECC-like activity and be in context. The "handwriting" text font is Sean.

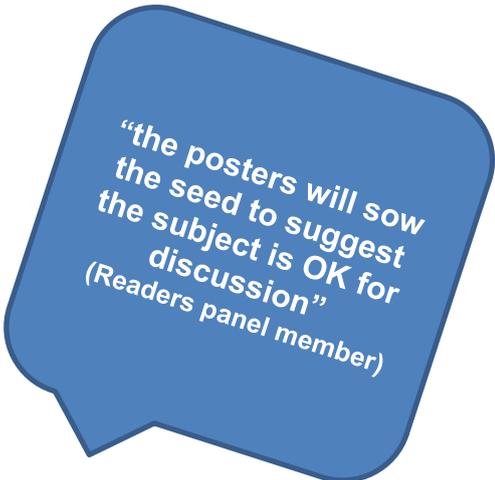
Logo

When using your own logo on adaptable artwork it should be placed top right on the document on a clear background and with an exclusion zone so that it remains clear and legible.

Brand elements

The campaign features simple photographic images to represent the lifestyle issues to be addressed by MECC. The following brand elements are supplied as separate files, should you wish to design your own materials:

- Blue MECC man
- Lanyard Man
- Apple
- Bicycle wheel
- Scales dial
- Beer image
- Wine glass
- Smoke



"the posters will sow the seed to suggest the subject is OK for discussion"
(Readers panel member)

These images should not be modified and should be used appropriately, within the same context used in the original campaign. Care should be taken when resizing images that they remain in proportion – they should not be squashed or stretched. They should only be used in materials which communicate MECC-like activity to service users, staff and public.



All communications toolkits for the MECC ambition are available from NHS local - <http://learning.nhslocal.nhs.uk/courses/areas-care/health-management-resources/making-every-contact-count>

