



BRIGHTON/NHS Hammersmith & Fulham
Clinical Commissioning Group
Brand Presentation March 2014

Abigail Bowen
Account Director

The Brief

There are 211 UK CCGs with 31 in London. How do we differentiate Hammersmith & Fulham CCG from those in the surrounding boroughs?



A visual identity or ‘brand’ is commonly made up of three elements;

– logo

an easily identifiable treatment of the organisation’s name. Formed with a combination of letterforms (sometimes abbreviated) and image – either realistic or abstract.

– strapline

a supporting message that re-enforces the organisation’s purpose and/or values.

– brand devices

the choice of colours, fonts and other imagery such as illustrations or photography and the relationships between them.

The Research

Our starting point was your brief, wikipedia and other internet resources such as the borough council website. We have also spoken to residents and HFCCG staff members.

Throughout the research we attempted to find something unique that could be used as a positive identifier of the borough. During this phase we rejected any suggestion of the river as we felt this was too commonly used elsewhere and also not likely to appeal to residents in the north of the borough.

The brief mentions a ‘significant’ amount of green space in Hammersmith & Fulham and recently a public competition named a health and social care centre ‘Park View’. We felt that these green spaces gave the residents the opportunity to get outside, exercise and socialise within their community. Contributing to their health and physical and mental wellbeing.

In addition, we discovered that large sections of the Tube are ‘overground’ in the borough which re-inforced this sense of outside space. Within these green spaces we explored;

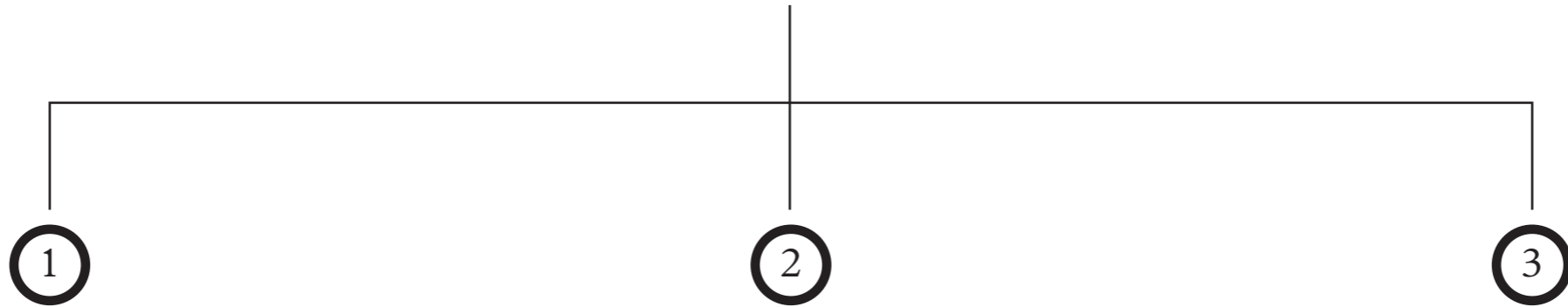
the colours – using green as a primary colour to evoke the grass and leaves. Green also represents calmness, vitality, health and freshness.

shapes – we look at organic shapes found in nature but also the relationship between the parks and the geometric shapes of the man-made city.

landmarks – the public art and other unique environmental factors, particularly the cube sculpture on Shepherds Bush Common.



The brand and identity for Hammersmith & Fulham Clinical Commissioning Group needs to work alongside the following logos and most importantly the existing NHS brand.



Frutiger

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Examples of how other Clinical Commissioning Groups have branded themselves.



Vision



Northern, Eastern and Western Devon
Clinical Commissioning Group
Prospectus

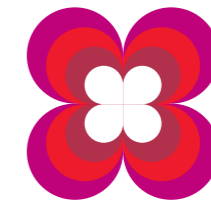




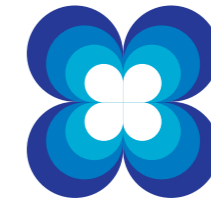
Using the 'significant' amount of green space as a starting point. We wanted to emphase how the borough's parks can be an important factor in the overall health and wellbeing of the borough. The logo shape is a simple organic shape that represents trees, leaves and flowers. The 'leaves' or petals can be used alone or collectively.



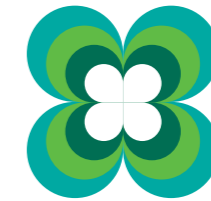
Healthy Future



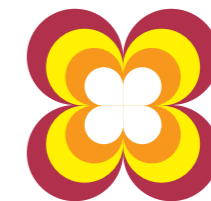
Healthy Future



Healthy Future



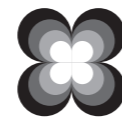
Healthy Future



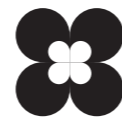
Healthy Future



Healthy Future



Healthy Future



Healthy Future



Healthy Future





BRIGHTON/Hammersmith & Fulham Clinical Commissioning Group
Brand/Option_04

- working in conjunction with the standard NHS logo and the CWHHE logo, shown on an A4 letterhead adhering to NHS sizing guidelines.



*Hammersmith and Fulham
Clinical Commissioning Group*

Chair: Dr Fiona Butler
Chief Officer: Daniel Elkeles
Managing Director: Carolyn Regan
CWHH is a collaboration between the Central London,
West London, Hammersmith & Fulham and Hounslow
Clinical Commissioning Groups





BRIGHTON/Hammersmith & Fulham Clinical Commissioning Group
Brand/Option_04

– building the brand





BRIGHTON/Hammersmith & Fulham Clinical Commissioning Group
Brand/Option_04

– building the brand

Healthy Future

NHS
Hammersmith and Fulham
Clinical Commissioning Group

Complaints,
Concerns,
Comments and
Compliments
Help us get it right

CWHH Clinical Commissioning Groups
15 Marylebone Road
London NW1 5JD

CWHHE Central London,
West London,
Hammersmith & Fulham,
Hounslow,
Ealing,
Clinical Commissioning Groups

Healthy Future

NHS
Hammersmith and Fulham
Clinical Commissioning Group

Local GPs working together
to deliver the best NHS care
in Hammersmith & Fulham

An introduction to your local
Clinical Commissioning Group
(CCG)



Finally, a concept that removes the idea of an additional 'logo' completely. Our 'confidence in care' strap line works as a 'kite mark' or similar stamp of approval. The proportions of the blocks are replicated on the page – providing a clean and simple to use brand that is strong and 'confident' in its simplicity.





BRIGHTON/Hammersmith & Fulham Clinical Commissioning Group
Brand/Option_06

- working in conjunction with the standard NHS logo and the CWHHE logo, shown on an A4 letterhead adhering to NHS sizing guidelines.



*Hammersmith and Fulham
Clinical Commissioning Group*

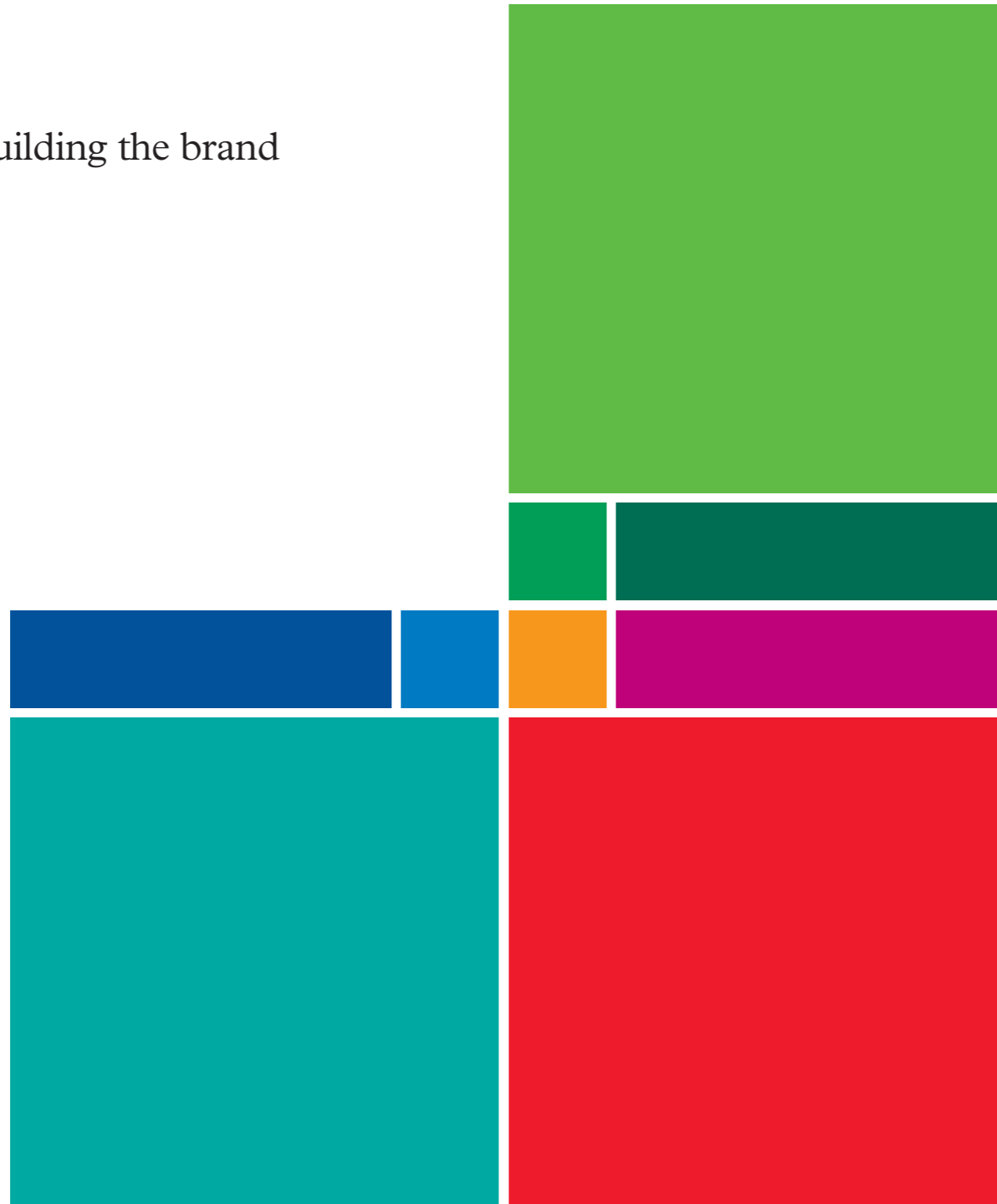
Chair: Dr Fiona Butler
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– building the brand



CONFIDENCE
IN CARE

Local GPs working together
to deliver the best NHS care
in Hammersmith & Fulham

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Clinical Commissioning Group
(CCG)




– building the brand

CONFIDENCE
IN CARE


NHS
Hammersmith and Fulham
Clinical Commissioning Group

Complaints, Concerns,
Comments and
Compliments

Help us get it right 

CWHH Clinical Commissioning Groups
15 Marylebone Road
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Hounslow,
Ealing
Clinical Commissioning Groups



CONFIDENCE
IN CARE



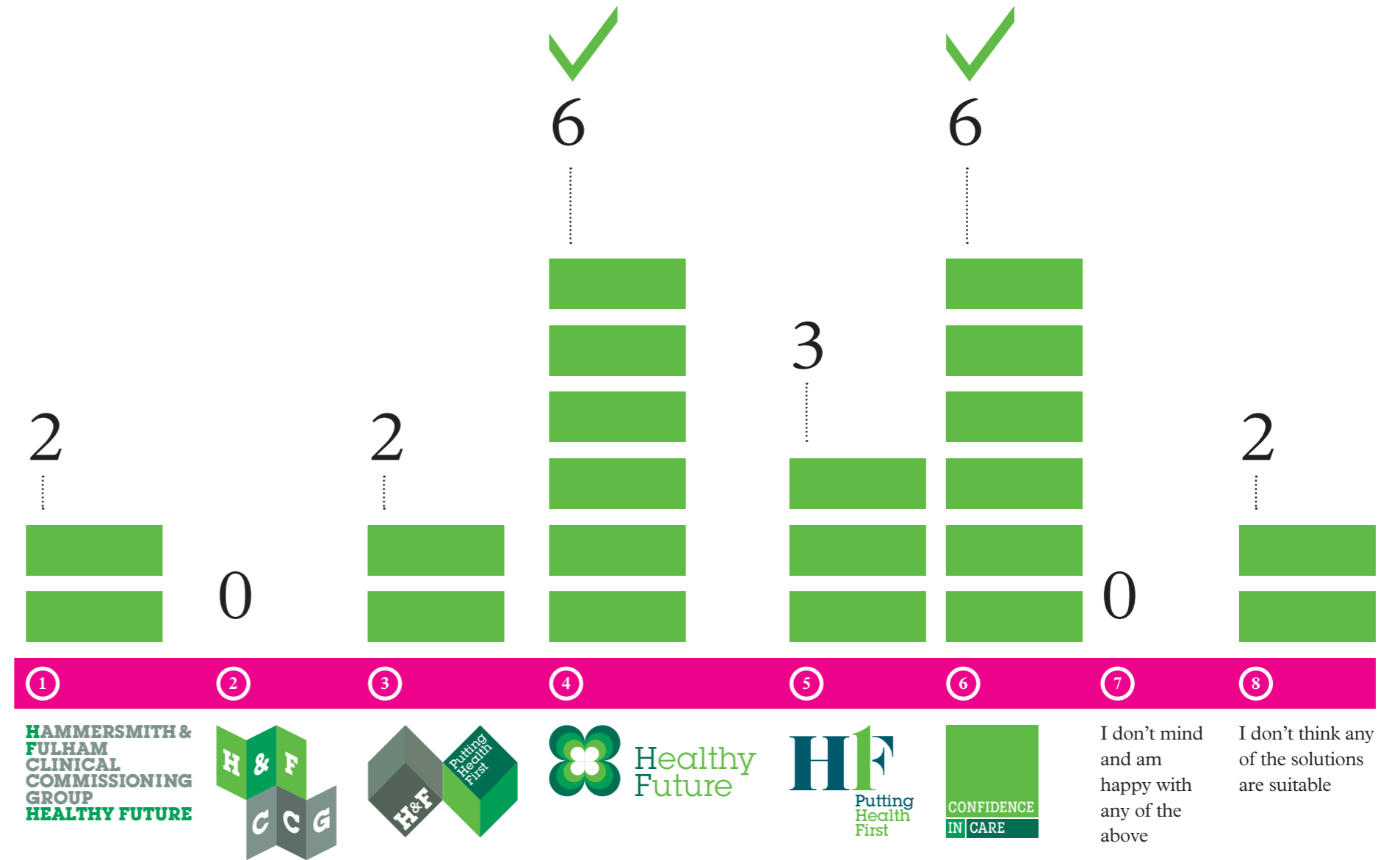
Local GPs working together
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in Hammersmith & Fulham

An introduction to your local
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(CCG)



Results

All members and employees of the CCG have had the chance to vote on their preferred brand. This group also includes a number of residents, so gives us a fair representation for the first stage and allows us to develop the two preferred options to present to the Patient group and the Governing Body.



Feedback

No. 4. – Concerns raised were the possible similaritys with the BP logo and the North West London NHS brand of “Shaping a healthier future”.



Healthy
Future



Shaping a healthier future

4

No. 6. – Concerns raised were that the word “care” is not recognised by eastern European communities.

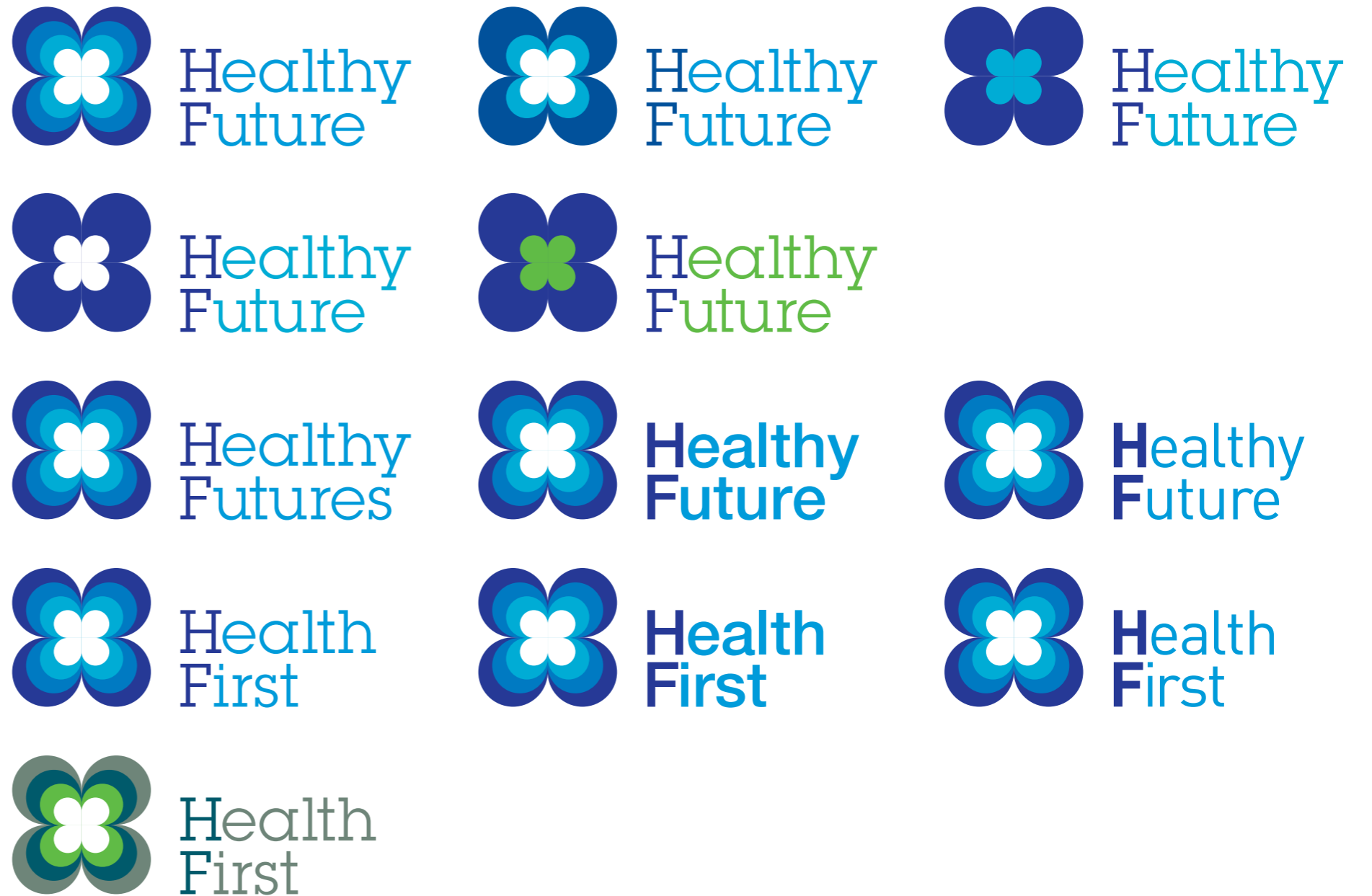
CONFIDENCE

IN CARE

6

Development

No. 4. – Possible development.
Colour change. Font alternatives.
Reduction in detail.



Conclusion

No. 4. – Possible development.
Colour change. Font alternatives.
Reduction in detail.



NHS typefaces and colour palette

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Additional typeface and colour palette to compliment existing exclusively for H&FCCG

Lubalin Graph

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Healthy
Future

Health
First

Abc 123



Development

No. 6. – Possible development.
Change of strapline to replace “care”.

CONFIDENCE
IN | HEALTH

COMMITTED
TO | HEALTH

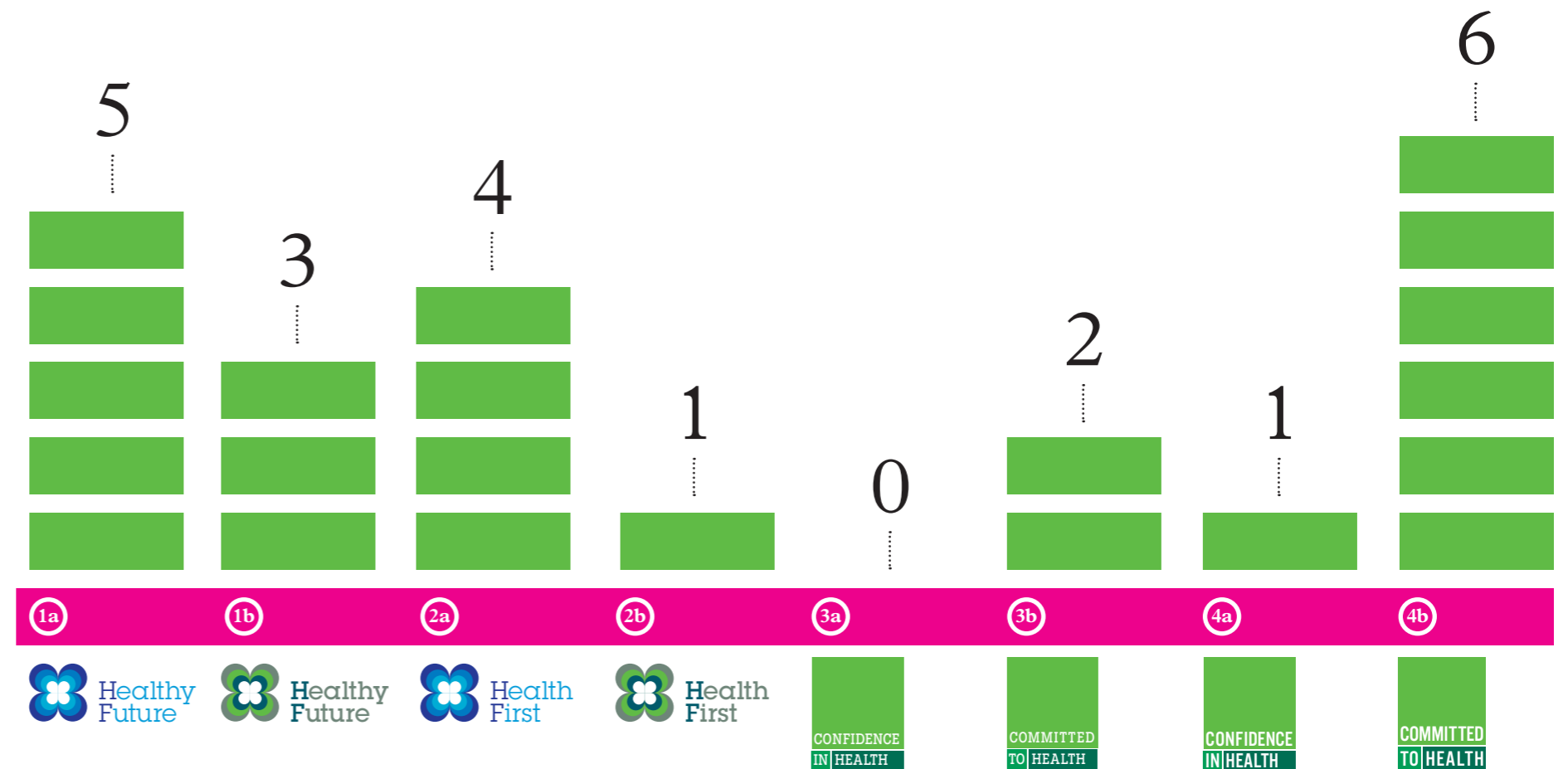
CONFIDENCE
IN | HEALTH

COMMITTED
TO | HEALTH

Results - Stage 2

Received from the Governing Body Seminar.

Although at this stage there are more overall votes for the 'flower' (13 votes vs 9) - The sans serif version of 'Committed to Health' (no.4b) is the single favourite choice.



Results - Stage 3

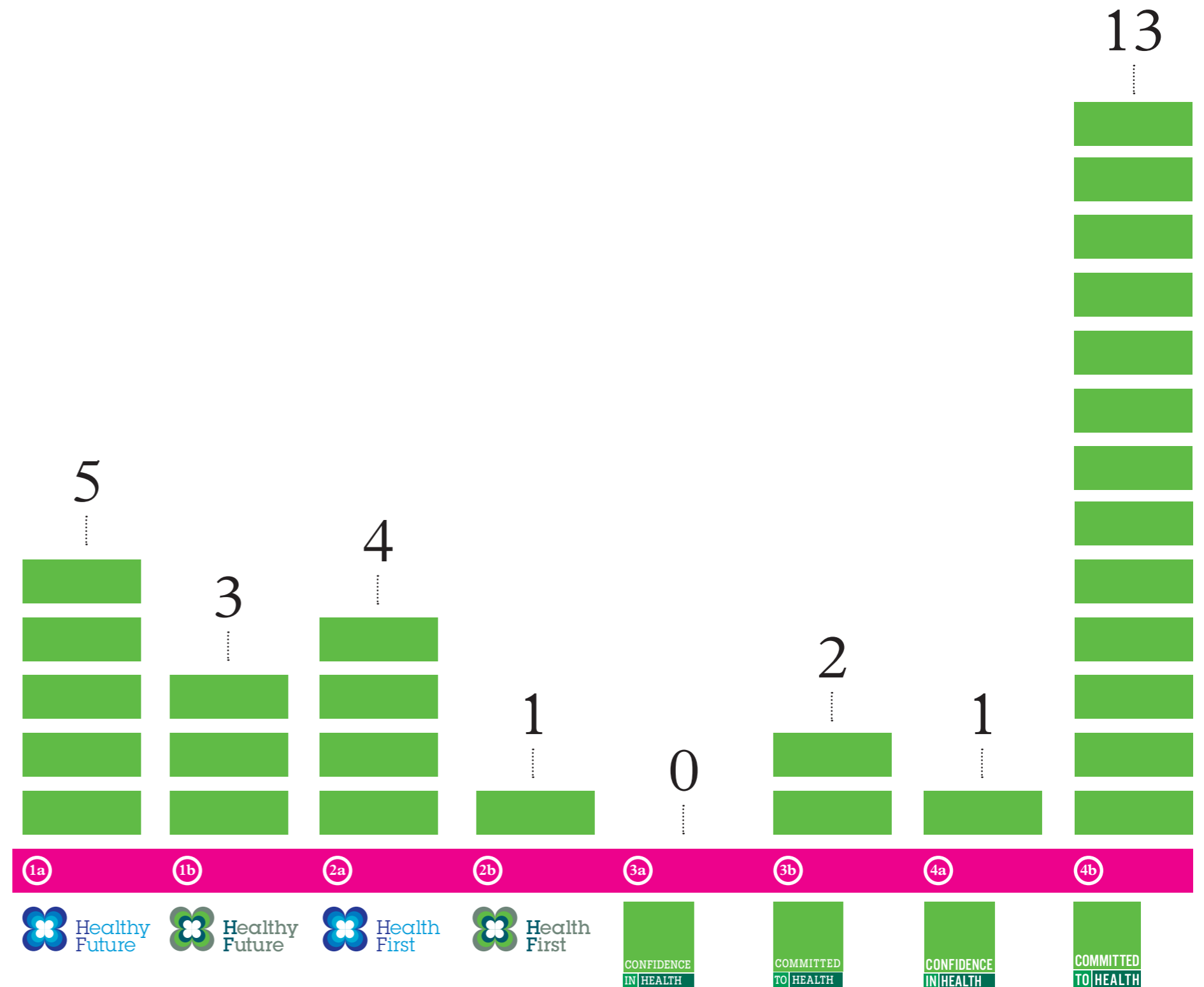
Received from the Patient Reference Group.

The patient group felt that the ‘flower’ concept and strapline looked like another company or third party. Whereas the blocks and ‘Committed to Health’ were felt to ‘support’ the NHS logo.

They preferred the strapline ‘Health First’ to ‘Healthy Future’ although the favourite strapline was ‘Committed to Health’.

They also rejected any use of a serif font.

All members of the group unanimously agreed that they preferred option 4b.



C*Blank*ONTACT.

Abigail Bowen
Accounts Director
01273 665487
07753 747307
abi@blankassociates.com
blankassociates.com