

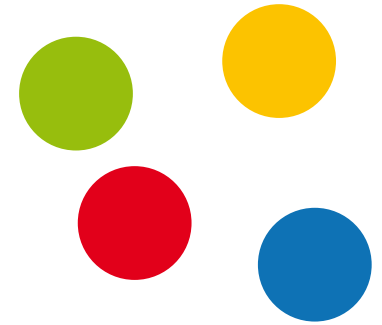


Neurorehabilitation  
Audit Projects

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Greater Manchester **NHS**





# 1.0 the logo

This section of the brand guide will focus on the logo type covering all aspects of the logo from the logo elements and colour information through to typefaces, clearance areas and how not to use the logo type.

This section of the document will set out certain guidelines for all elements throughout the document such as how fonts should be used, clearance area for the logo type and colour representation.

## 1.1 Logo Type

## 1.2 Typefaces

## 1.3 Clearance Area

## 1.4 Fax Header

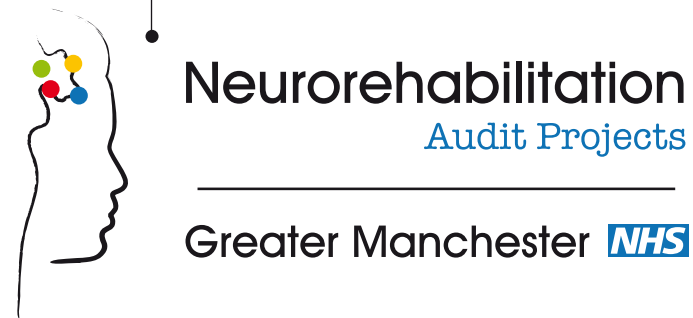
## 1.5 Memo Sheet

# 1.1 logo TYPE

Portrait NeuroLogo



Landscape NeuroLogo



The logo is made up of 2 elements the Neuro Face and company name.

The company name always sits strong either below or to the right of the Face with the strap line 'Greater Manchester with NHS logo sitting to the left, the logo is available in landscape and portrait.

# 1.2 TYPEFACES

## ITC Avant Garde Gothic BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvw~ÄÅÇÉÑÖÜáàâãäåçèéêëîíîñóò  
NOPQRSTUVWXYZM> ]iAB{CGEF |HôõWÒöY[\

## American Typewriter-Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+{}: |<>?

## Avant Garde-Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()\_+{}: |<>?

## Avant Garde-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()\_+{}: |<>?**



Body Copy Header **D**

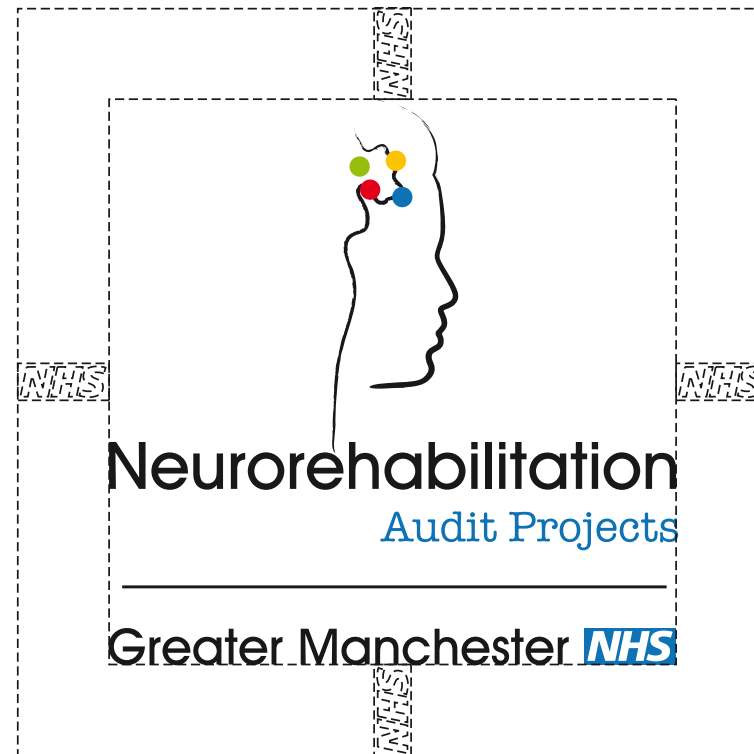
Body copy should always be set in the font Avant Garde Regular for consistency of brand. The font Avant Garde should be used for all main headings, but where certain areas within type want to be emphasised use Avant Garde Bold. **C**

There are various typefaces that are used across the Neurorehabilitation Audit Projects branding, certain fonts are used for headings and body copy other fonts are only used within the logo type.

Above highlights there are 2 font variants available to use throughout the Neurorehabilitation Audit Projects brand guide, for brand consistency the fonts must be used as stated above.

# 1.3 CLEARANCE AREA

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The logo clearance area is in place to ensure that the logo has proportionate breathing space on any media. Its important the clearance area is in relation to an element within the logo and not a measurement as if the logo is on a business card the clearance area would be different in relation to the clearance area on a large format signage. Using an element within the logo the clearance area will always be in proportion to the size and scale of the logo type.

# 1.4 FAX HEADER



Neurorehabilitation  
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# Facsimile

URGENT     FOR REVIEW     COMMENT     REPLY

FAO

COMPANY

FROM

DATE

NO OF PAGES INCLUDING THIS ONE

COVER MESSAGE


address wrote here

The Facsimile sheet is the only piece of Neurorehabilitation Audit Projects documentation where the Neurorehabilitation Audit Projects logo appears as greyscale.

# 1.5 MEMO SHEET


Simple large area for internal announcements.





Neurorehabilitation  
Audit Projects

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Greater Manchester 

## INTERNAL MEMO

address wrote here

The internal memo sheet adopts the same template as all internal documentation this is the simplest of all documents with header, footer and blank space for internal announcements.