

Brand Guidelines

December 2020

Guy's &
St Thomas'
Foundation

Investing in a healthier society

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Our Brand Proposition and Values

The Big Idea

Investing in a healthier society

Brand proposition

At Guy's & St Thomas' Foundation, our mission is clear – to build the foundations of a healthier society. For over 500 years we've been a constant in London's ever-changing landscape, at the leading edge of health. Our commitment and determination is backed by our endowment which allows us to take a long-term view, whilst tackling the real and urgent health challenges of today. Working in collaboration with our communities, partners and hospitals and using our assets to transform lives. To invest in people and in imagination, in purpose and in impact. From our part of the city to cities around the world. A diversity of ideas coming together to drive positive change through everything we do – because a healthier society is our collective endeavour.

Guy's and St Thomas' Foundation.
Investing in a healthier society.

Brand Personality

Our personality shapes our tone and our voice, and how we speak and how we communicate:

Positive

Our mission to build the foundations of a healthier society is rooted in a sense of realism and understanding of where we are today, but equally in a sense optimism in what we can achieve together tomorrow. We are positive and energising in how we communicate. We pair our observations and our understanding of the current challenges we seek to address with a solution-oriented look to the future. In our communication we are hopeful and open, we are imaginative yet empathetic.

Purposeful

We are in the business of improvement, of innovation and of impact – for the long term. Our mission to champion health equality for all is shaped by our credibility and our modernity, as well as our constancy and permanence. Our legacy and our resilience shape who we are and how we are perceived. We make what we say count. We don't use 10 words when 3 will do. We avoid jargon and aim for all of our communication to feel action-oriented, incisive and inclusive. We are clear and directional. We draw bold conclusions, substantiated in fact.

Curious

We are leaders in our field, but don't claim to have all the answers. We are curious and collaborative. We ask the important questions and challenge ourselves, and the status quo. We look to cutting edge ideas and sophisticated solutions. We are open to new approaches and new ways of thinking, and of doing. In our communication we are quietly confident, we are brave but not brash. We are passionate about our people and our purpose. We listen.

These personality traits are underpinned by our organisational values – **Enterprising, Collaborative** and **Delivery-minded**.

Our Logo

Primary Logo

A timeless logo symbolising our longevity with two lines that reflect our momentum and never ending drive to tackle health solutions.

We want our logo to be have maximum legibility across all applications. When used on dark backgrounds the logo should always be positive, and on lighter backgrounds it should be negative.

Guy's &
St Thomas'
Foundation

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Exclusion Zone

We use double the height of 'F' from the word 'Foundation' as an exclusion zone. This gives our logo space to breathe while allowing it to be paired with partner brands.



Sizes

Our logo can be scaled up to an infinite size. However, to ensure legibility and impact we have established a minimum size for both print and digital.

Minimum size is determined by width of the logo.

Guy's &
St Thomas'
Foundation

Print: 50mm
Digital: 100px

Guy's & St Thomas' Foundation

Do's and Don'ts

Our logo represents stability and permanence and has been crafted to have clear legibility no matter the application, therefore it should never be altered.



Guy's &
St Thomas'
Foundation

Don't change the logotype



Guy's &
St Thomas'
Foundation

Don't change or distort the logo



Guy's &
St Thomas'
Foundation

Don't rotate the logo



Guy's &
St Thomas'
Foundation

Don't change the colours



Guy's &
St Thomas'
Foundation

Don't remove the added weighting from the word Foundation

Strapline

In most instances, the strapline should be uncoupled from the logo on either one line or stacked on two lines. However, where we need to drive real understanding of our mission and remit, for example in partnership collateral, we have a suggested locked-up version.

The locked-up version should maintain 1x the height of 'F' between the logo and the strapline. This version uses the same exclusion zone rules as the uncoupled logo (see page 9 for reference).

**Investing in a
healthier society**

Investing in a healthier society

**Guy's &
St Thomas'
Foundation**

**Investing in a
healthier society**

Co-branding

In applications that include co-branding, ensure all logos are aligned with the base of our logo. If the locked up logo and strapline is being used, other logos should still align to our logo baseline and not the strapline.

Guy's &
St Thomas'
Foundation

STANHOPE

Guy's &
St Thomas'
Foundation

STANHOPE

Investing in a
healthier society

Alternate Logo

We have created an alternate logo that should only be used in instances where more stand out is required, for example in partnership collateral or in external applications that are co branded or contain multiple logos.

The alternate logo should be used sparingly and where possible our primary logo should be used.



Alternate Logo Guidelines

As with our primary logo, our alternate logo has a clear set of guidelines to ensure consistent use. This page explains sizing, exclusion zones, strapline lock ups and do's and don'ts.

- Our logo can be scaled up to an infinite size. However, to ensure legibility and impact we have established a minimum size determined by width of the logo.
- The height of the 'F' from the word 'Foundation' is used as the exclusion zone to give our logo space to breathe.
- The logo and strapline should be uncoupled in most instances. However, where we need to drive real understanding of our mission and remit, we have a suggested locked-up version, (see page 12 for reference).
- Our logo should never be altered, (see page 11 for reference).



Print: 55mm
Digital: 110px



Print: 60mm
Digital: 120px



Brand Elements

Fonts

The Guy's and St Thomas' Foundation typeface family is composed of two complementary typefaces: Soleil and Montserrat. They should be used together whenever possible.

Our primary font is a simple, modern serif with round letterforms for an approachable, friendly feel. Our secondary font is the secondary font of our charity brands for internal ease of use.

Soleil Extrabold is used in our logo and can be used in headings, Soleil Semibold is used in the strapline and can be used in sub headings. All body copy should be set in montserrat, bold or regular.

Primary Font

Soleil Extrabold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

Soleil Semibold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Secondary Font

Montserrat Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Colours

Inspired by our combination of heritage with modernity, our primary colour palette consists of dark green, mid green and cream and should be the prominent colours in application.

Our secondary palette consists of salmon and gold. There is also a zingy version of the salmon as a tertiary colour for emphasis, and to be used sparingly. This should never be used in copy.

For examples on usage please refer to pages 21 - 27 (Notional Application).

Primary Colour Palette

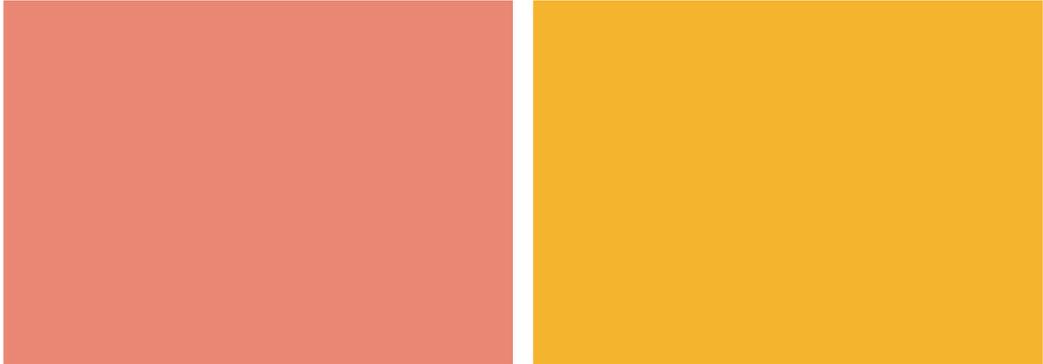


RGB 57 82 52
CMYK 70 40 80 55
Pantone 350

RGB 57 104 71
CMYK 75 35 75 30
Pantone 348

RGB 242 228 208
CMYK 05 10 20 00
Pantone 7506

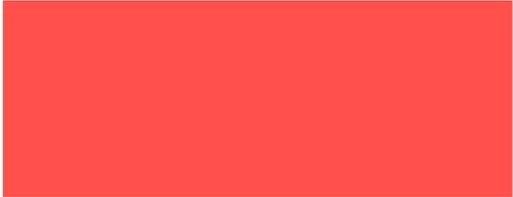
Secondary Colour Palette



RGB 234 135 116
CMYK 05 55 50 00
Pantone 487

RGB 245 180 45
CMYK 00 32 80 00
Pantone 7406

Tertiary Colour Palette



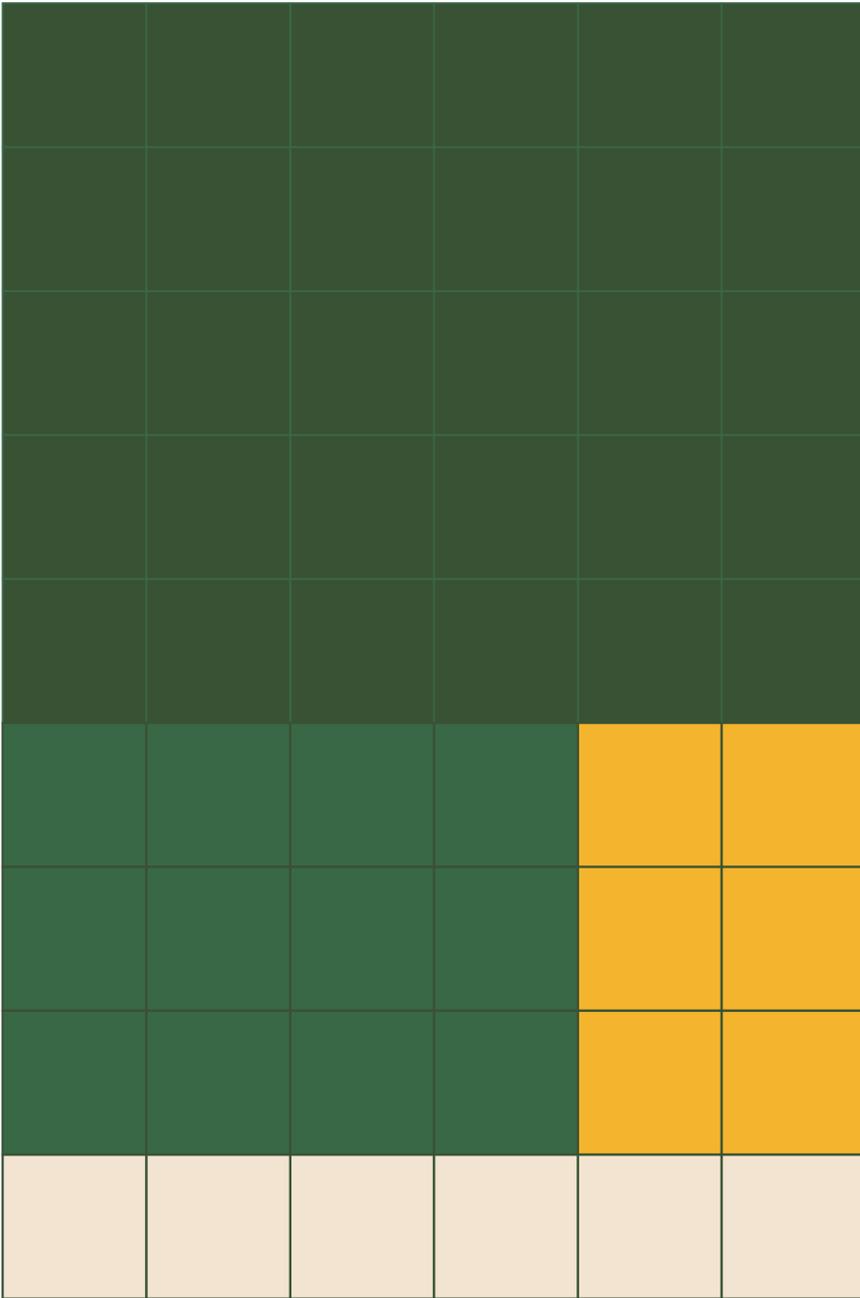
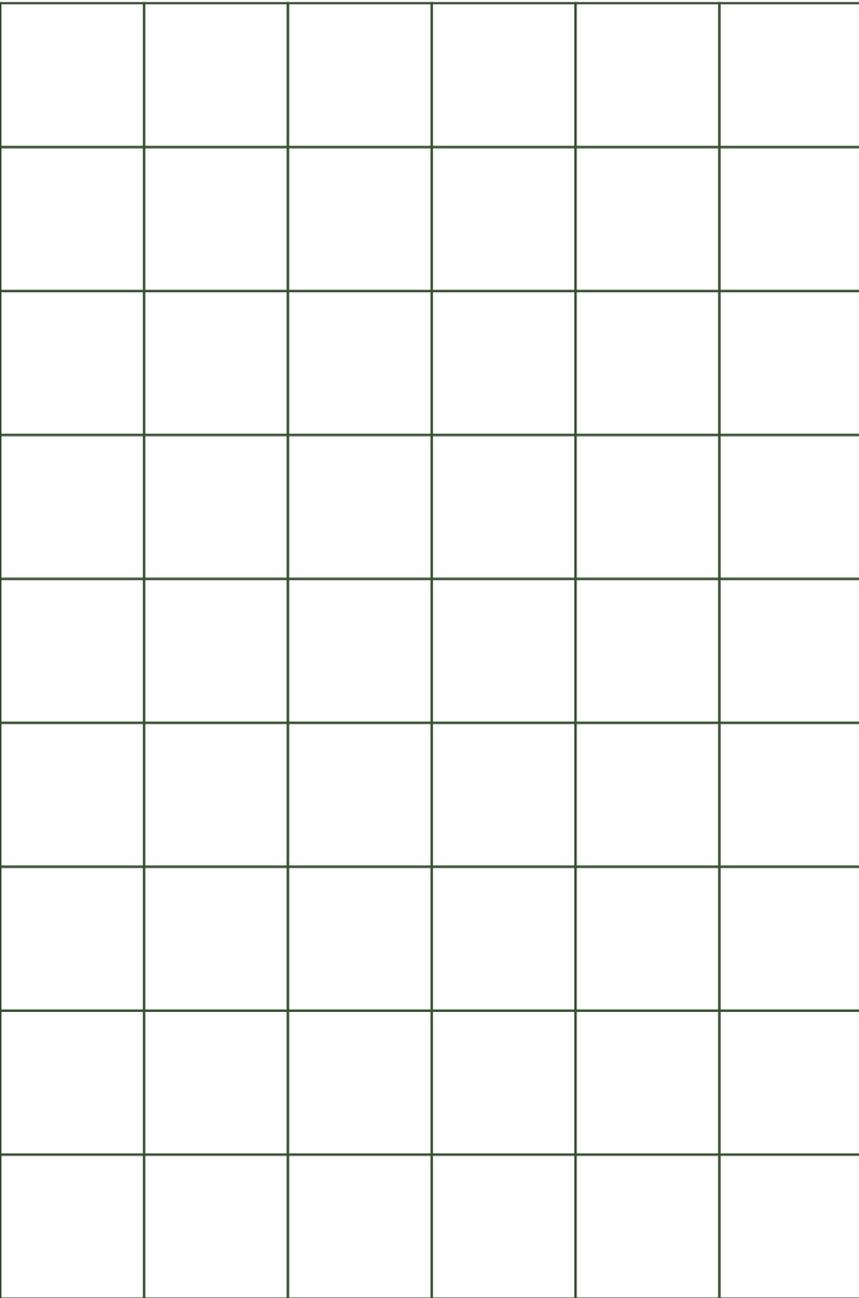
RGB 255 80 75
CMYK 00 80 65 00
Pantone Warm Red U

The Grid

We have a simple grid system that reflects solidity and strength. It gives the design teams a flexible yet applicable system to drive consistency of output.

We are not suggesting that every column or row needs to be occupied but rather the grid is used for guidance to ensure equal spacing and room around elements.

For examples on usage please refer to pages 21 - 27 (Notional Application).



Line Device

A visual of extension of our logo symbolises momentum and impact.

It can be used as a framing device to focus on content or across an application to connect content. Only use the line in this way. To correctly apply the line device ensure that it never bleeds off more than one side of the application and its weight is equal to the weight of the lines in our logo.

On solid colour backgrounds, a contrasting colour from the palette should be used (i.e. green on salmon), and when used over imagery the colour with the highest contrast should be selected from the palette.

In application, the line device can join with the lines in our logo but must be applied correctly to ensure our logo does not seem distorted. It must be in a different colour from the logo and sit on a different background colour to the logo background.

For examples on usage please refer to pages 21 - 27 (Notional Application).



**Guy's &
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Foundation**

Pattern Device

A suite of patterns have been created to add texture to our brand. They should be used in analogous colours to add depth without distracting from the content. The patterns should only be used in the greens from our palette.

Patterns can be interchanged in documents and websites but there should never be more than two in use on a single page or application.

For examples on usage please refer to pages 21 - 27 (Notional Application).



Dot Pattern



Brush Pattern

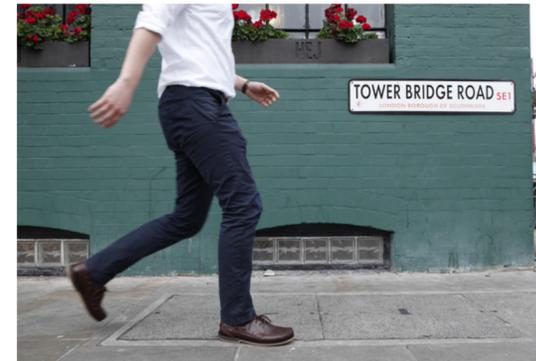


Wave Pattern

Photography

As a Foundation, we're working to build a healthier society – people are at the heart of what we do and should therefore be at the heart of how we present ourselves and our work.

Stills and moving image are some of the key devices we use to bring our brand to life. When choosing an image or footage, and when briefing a photographer or film-maker, ensure it:



Features people

As much as possible, ensure images have people in them either as the focus of the scene or as a key part of it, for example interacting with a space or artwork. Work to reflect diversity. When photographing staff, show them at work and ideally in natural settings over studio shots and where possible show them interacting with others. Always ask yourself about the power dynamics an image suggests – does it feel like an interaction between equals?

Is authentic and inclusive

Where possible, avoid stock and overly-stylised shots, and instead go for images that reflect London's urban fabric with honesty. Favour images where the point of view is at eye level, as these immerse the viewer in the action. At times you may use shots from above, like aerial views, but do this sparingly and where there is a strong rationale – for example, to evoke concepts like long-term view, or to show the dimensions of a property plot.

Reflects our organisational value and mission

We're enterprising, collaborative and delivery-minded. We invest in a healthier society. Use images infused with action and movement, and where subjects look confident and engaged. Consider also how images can help reflect our societal focus – for example ensemble shots and images of crowds.

Tells a thought-provoking story or helps describe a narrative

Where appropriate, go for visual interest, like a different take on a familiar landmark. When accompanying text, imagery should complement or add to the story you're telling. Ensure new imagery can be easily cropped or otherwise adapted for a mix of uses, from a web banner to a full bleed report cover.

Notional Applications

Letterhead

Notional Application

As a notional application this is suggested creative and not final designs. Where possible, all publications should be printed on cream stock or have the cream printed as a solid background colour. We understand this is not possible in all situations so when this arises, a pure white can be used instead.

**Guy's &
St Thomas'
Foundation**

Investing in a healthier society

**Remittance Advice
(Payment by BACS)**

To whom it may concern

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Regards



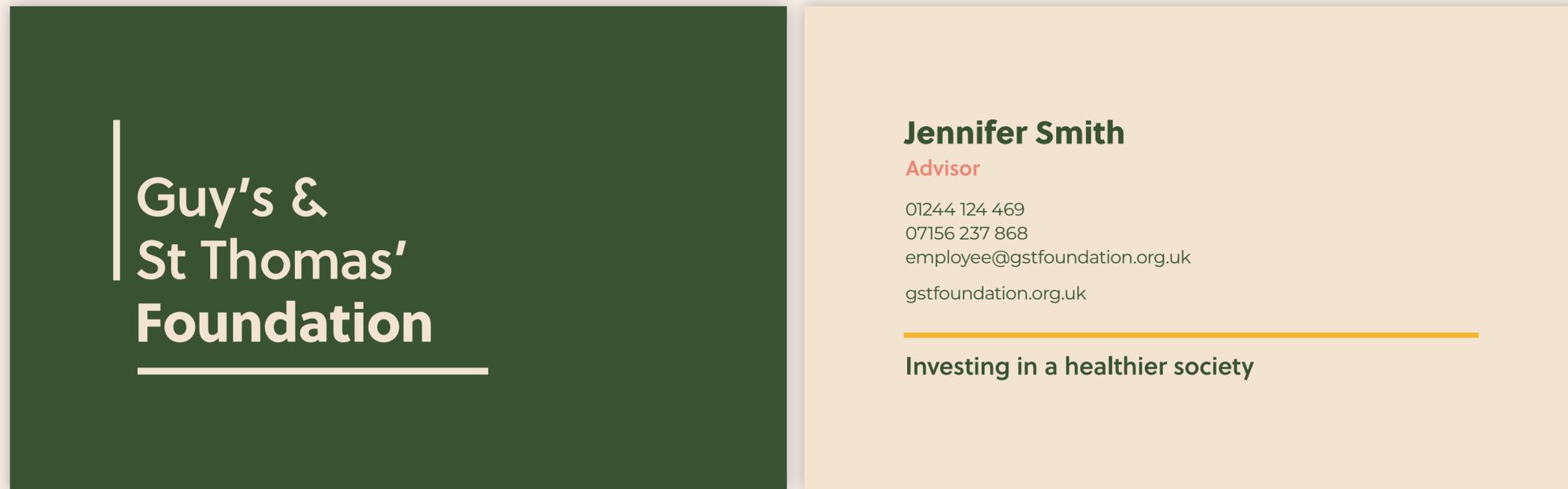
Mr J Smith

Francis House, 9 King's Head Yard, London, SE1 1NA
Registered Charity Number: 1160316 Company Limited by Guarantee

Telephone: 020 7089 4550
Registered in England and Wales Company Number: 9341980

Business Card

Notional Application



As a notional application this is suggested creative and not final designs.



Powerpoint

Notional Application

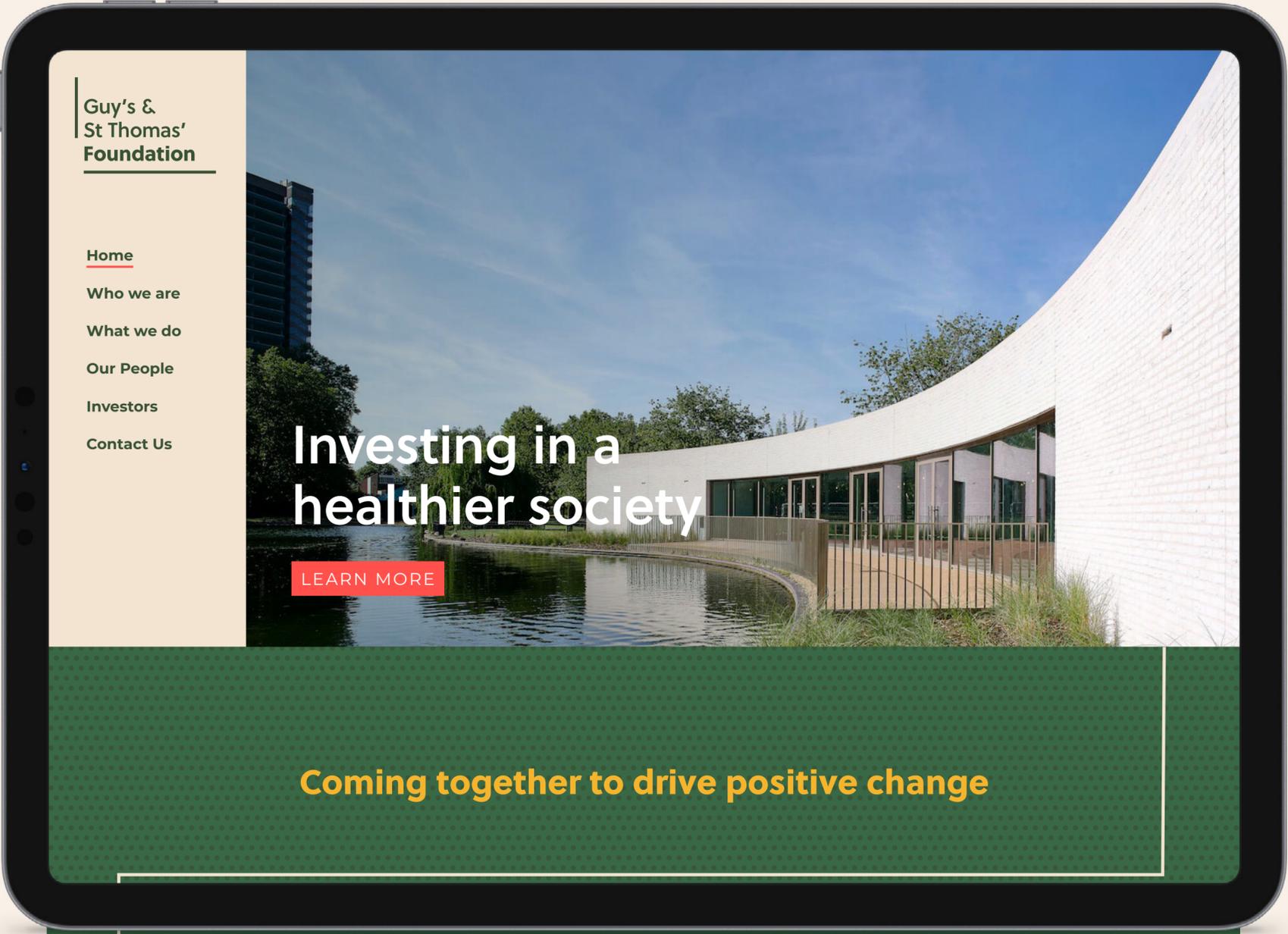


As a notional application this is suggested creative and not final designs.



Website

Notional Application



As a notional application this is suggested creative and not final designs. On digital applications it is suggested the zingy salmon be used as button or links for prominent call to actions.



Our dedicated employees

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Annual Report

Notional Application

Annual Report 2020



Guy's & St Thomas' Foundation

Investing in a healthier society



For over 500 years Guy's & St Thomas' Foundation has been a constant in London's ever-changing landscape and at the leading edge of health.

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Ethical Investments

Article by Anita Bhatia



Anita Bhatia, investment director at Guy's and St Thomas' Charity, says her foundation last year launched an impact investment strategy to build upon its existing use of ESG [environmental, social and governance] criteria to conduct due diligence on funds and managers.

"In seeking health impact, we look not only at investments in the healthcare or biotech sectors, but also the wider determinants of health, for example housing for the vulnerable, and tackling major social and environmental challenges. Given the relevance we attribute in our endowment to ESG considerations and impact, a tribunal ruling might fetter the flexibility and independence that trustees have in relation to decision-making and progressing their charities mission."

Bhatia adds that there needs to be clarity around terms such as ESG/ socially responsible investment/ impact investing if boards are to make informed investment decisions, and Miranda Richards of the United Westminster and Grey Coat Foundation's investment committee agrees. "We need clarity of definition. Only then can we move forward."

Bhatia questions the effectiveness of divestment. "The investor base is a diverse and broad spectrum. RI can take on different meanings depending on the nature and type of investor. With so much dry powder in financial markets, one investor's divestment can be easily filled with another investor's cash, in which case the desired outcome isn't fully achieved."

"Other tools such as engagement might be more effective in changing behaviours. Through engagement, we can influence companies to introduce or improve their RI, ESG and impact frameworks."

Another concern relates to the risk that some companies and fund managers may be greenwashing their products, services or strategies.

Bhatia says: "With global attention on environmental and social challenges, and indeed growing investor demand for investments that are providing sustainable solutions to those challenges, some companies and fund managers are making themselves out to be responsible, sustainable and positively impactful when in reality they are not. The key for investors is to do due diligence and monitor their companies and fund managers in a thorough and robust way so that they support those businesses that are transparent and truly committed to RI, ESG or impact."

"In seeking health impact, we look not only at investments in the healthcare or biotech sectors, but also the wider determinants of health, for example housing for the vulnerable, and tackling major social and environmental challenges. Given the relevance we attribute in our endowment to ESG considerations and impact, a tribunal ruling might fetter the flexibility and independence that trustees have in relation to decision-making and progressing their charities mission."

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Functional

Emotional

Recruitment Template

Notional Application

Communications Manager

Join us to tackle the health challenges of today and tomorrow

Guy's & St Thomas' Foundation

Investing in a healthier society

As a notional application this is suggested creative and not final designs.



Thank you

For more information contact the Guy's and St Thomas' Foundation brand team.

**Guy's &
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