

Brand Guidelines

May 2021

Guy's &
St Thomas'
Foundation

Investing in a healthier society

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Our brand proposition, personality and voice

What we do

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 & 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**.

Descriptor and key messaging

We have provided some handy descriptors for when you need to talk about the Foundation. Key messages giving detail about areas of work are also available from the Brand, Content and Corporate Communications team.

Descriptor (full)

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 work is backed by our endowment, which allows us to take a long-term view while addressing the real and urgent health issues of today. Our focus is on backing people and ideas to drive more equitable health. We invest, partner, engage and influence to come at big health challenges from all angles. Through our family of forward-looking organisations, we collaborate with our communities, partners and hospitals, and use our assets to transform lives. Across everything we do, we look to increase our impact by sharing and connecting with others working on better health – from our part of the city to cities around the world. Because a healthier society is our collective endeavour.

Descriptor (short)

At Guy's & St Thomas' Foundation, our mission is clear – to build the foundations of a healthier society. Our commitment and work is backed by our endowment, which allows us to take a long-term view while addressing the real and urgent health issues of today. We invest, partner, engage and influence to come at big health challenges from all angles. Through our family of forward-looking organisations, we collaborate with our communities, partners and hospitals, and use our assets to transform lives. Because a healthier society is our collective endeavour.

Descriptor (one liner)

Guy's & St Thomas' Foundation is an independent charitable foundation investing in a healthier society.

Our logo

Primary logo versions

A timeless logo symbolising our longevity with two lines that reflect our momentum and never ending drive to build the foundations of a healthier society.

We want our logo to have maximum legibility across all applications so we have two versions for use.

On dark backgrounds the logo should always appear in beige, and on lighter backgrounds it should be in our primary green colour. The green (positive) version is usually appropriate for most contexts.

The logo should never be recreated or typeset. Only use supplied files and request the most suitable file format.



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 and placement

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.

The primary logo can be placed either top or bottom left on the page and sized appropriately, observing minimum sizes and exclusion zones. In some contexts the logo is occasionally placed on the right, but this is not the preferred position.

Guy's &
St Thomas'
Foundation

Print: 50mm
Digital: 100px

Guy's &
St Thomas'
Foundation

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

Logo do's and don'ts

Our logo represents stability and permanence and has been crafted to have clear legibility regardless of the application, therefore it should never be altered in any way.



Guy's &
St Thomas'
Foundation

Don't change the logotype



Guy's &
St Thomas'
Foundation

Don't change or distort the logo lines



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

Our strapline

We often add our strapline to covers or in high profile positions, however inclusion is not obligatory. In most instances, the strapline should be uncoupled from the logo either on one line or stacked on two lines. The strapline only ever appears in either green or beige.

The strapline should be base aligned with the rule at the bottom of the logo.

Fixed files are available for all strapline types so it should never be typeset.

Our strapline arrangements and alignment

Guy's &
St Thomas'
Foundation

Investing in a healthier society

Our strapline arrangements and alignment

Guy's &
St Thomas'
Foundation

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healthier society

Co-branding

In applications that include co-branding, ensure all logos are aligned with the baseline of our logo.

On occasions when we need to drive deeper understanding of our mission and remit, for example in partnership collateral, we have a logo version with the strapline locked up and available in both colourways.

If the locked up logo and strapline is being used, other logos should still align to our logo baseline and not the strapline.

Exclusion zone and minimum sizes should always be observed.

This version has been created as a fixed file with the strapline in place so should never be typeset.

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Investing in a
healthier society

STANHOPE

Guy's &
St Thomas'
Foundation

STANHOPE

Co-branding: alternate logo

We have created an alternate boxed logo for instances where more stand out is required. This could include partnership collateral or in external applications that are co-branded, contain multiple logos or busy backgrounds.

The alternate logo should only ever be used in these instances. Wherever possible, our primary logo version should be used.

For this version, the height of the ‘F’ from the word ‘Foundation’ is used as the exclusion zone to give our logo space to breathe. Minimum sizes shown should also be observed.

Always check you are using the correct logo with the brand team and obtain original files.



Print: 55mm
Digital: 110px



Print: 60mm
Digital: 120px



Exclusion zone and minimum sizes
applies across all versions

Brand elements

Our colours

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

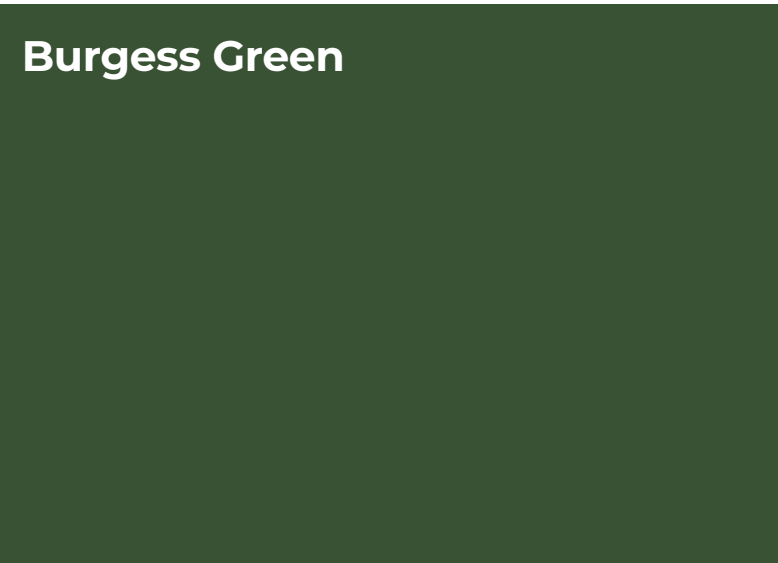


Our secondary palette consists of a blush and mid green. There is also a zingy pink as a tertiary colour for emphasis, and to be used sparingly. This should never be used in copy.

We have attributed the names of local parks to our colours in recognition of the importance of our heritage in our identity.


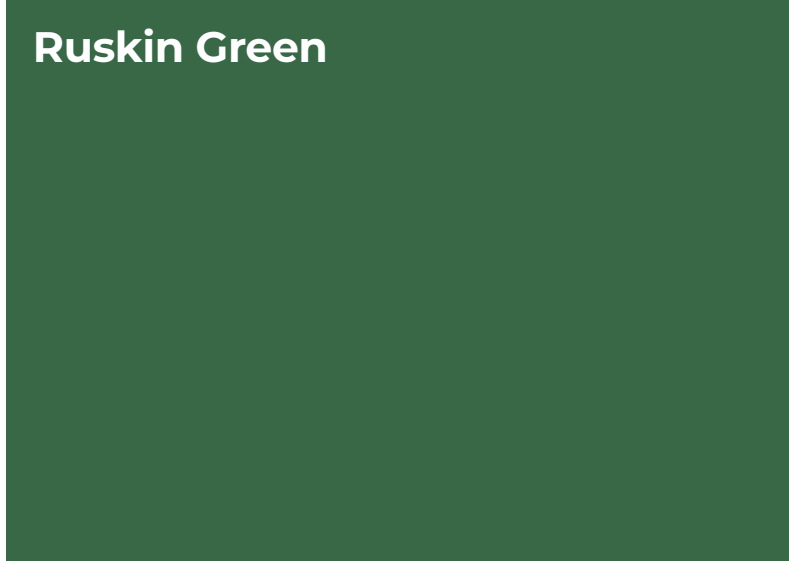
In application, Brockwell beige and Burgess green feature prominently, often as background colours. For most pieces, only one additional colour should be used as a colour block on a page, although additional colour can be applied through other brand elements such as pattern and line. Larkhall gold is a strong pairing with Burgess green so should be used widely. Norwood blush is used more prominently on expressive pieces.

For examples on usage please refer to pages 27-33 (Example applications).

Primary Colour Palette

<div>Burgess Green</div> <div></div> <div>RGB57 82 52 CMYK70 40 80 55 Pantone350</div>	<div>Brockwell Beige</div> <div></div> <div>RGB242 228 208 CMYK05 10 20 00 Pantone7506</div>	<div>Larkhall Gold</div> <div></div> <div>RGB245 180 45 CMYK00 32 80 00 Pantone7406</div>
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Secondary Colour Palette

<div>Norwood Blush</div> <div></div> <div>RGB234 135 116 CMYK05 55 50 00 Pantone487</div>	<div>Ruskin Green</div> <div></div> <div>RGB57 104 71 CMYK75 35 75 30 Pantone348</div>
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Tertiary Colour

<div>Belair Pink</div> <div></div> <div>RGB255 80 75 CMYK00 80 65 00 PantoneWarm Red U</div>
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Our typefaces

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

Our primary font represents our brand personality and features in our logo at two weights. Soleil is a simple, modern serif with round letterforms for a crafted, approachable and classic feel.

Our secondary font Montserrat has been chosen because of its excellent digital accessibility at smaller sizes. Italic can also be used in the two weights shown in Montserrat only (refer to house style guidelines for use).

For our in-house templates we use Avenir Next Lt Pro, which is widely available across Microsoft applications.

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

Information hierarchy

Soleil Extrabold should be widely used in headlines and larger headings, pull out content and quotes.

Soleil Semibold can be used for statement text or standfirsts as well as smaller headings and subheadings.

For both weights copy can appear in green, gold, beige and blush as long as adequate stand out is achieved (see examples on this page).

Body copy should always be set in Montserrat regular. Smaller subs can also be set in Monserrat bold.

To retain an approachable style, copy should be set in sentence case and ranged left for ease of reading. Body copy can either appear in black, dark green or beige but legibility should always be a primary concern. The minimum text size is 10pt.

Aim for clear contrast for text e.g never reverse text out in white on lighter colours like gold or blush.

Investing in a healthier society

We’re an independent foundation. We back people and ideas to drive more equitable health.

About us

At Guy’s & St Thomas’ Foundation, our mission is clear – to build the foundations of a healthier society. Our commitment and work is backed by our endowment, which allows us to take a long-term view while addressing the real and urgent health issues of today. We invest, partner, engage and influence to come at big health challenges from all angles. Through our family of forward-looking organisations, we collaborate with our communities, partners and hospitals, and use our assets to transform lives. Because a healthier society is our collective endeavour.

Investments

We are a permanent endowment and keep the majority of our resources in investments. In our role as an investor, we are working towards a portfolio that achieves both financial returns and health impact.

This includes a growing portfolio of impact investments driven by a commitment to make more of our capital work for our mission. Our goal is for all our investments to meet recognised ethical, environmental and governance standards.

Property

We own a £400 million portfolio of residential, student, commercial and agricultural properties. Most of our land and properties are long-term assets, which brings unique opportunities to help improve places over many generations.

In managing and investing in properties, we consider how these assets can contribute to the health of individuals, the health of communities and the health of the planet.

Arts and heritage

We own one of the largest collections of health-related arts and heritage. Made up of over 4,500 items, some dating back to the 1500s, we use this valuable asset to support better health today, while carefully preserving and growing the collection for future generations to enjoy.

“The best thing about working here is the sense that we’re all pulling together to make a difference to people’s lives.”

£8m

committed to impact in investments

Headlines:
Soleil Extrabold -10% tracking, 130% leading. Text colour can be green, beige, gold or blush

Stand firsts, statement text:
Soleil Semibold -10% tracking, 130% leading. Text colour can be green, beige, gold or blush as long as legibility is preserved

Headings:
Soleil Extrabold or Semibold -10% tracking, 130% leading. Text colour can be dark green, beige, gold or blush as long as legibility is preserved

Body copy and smaller subs:
Montserrat regular and bold -0% tracking, 140% leading. Text colour only ever black, dark green, or beige.

Pull out quotes and content:
Soleil Extrabold -10% tracking, 130% leading. Text colour can be dark green, beige, gold or blush as long as legibility is preserved

Pattern device

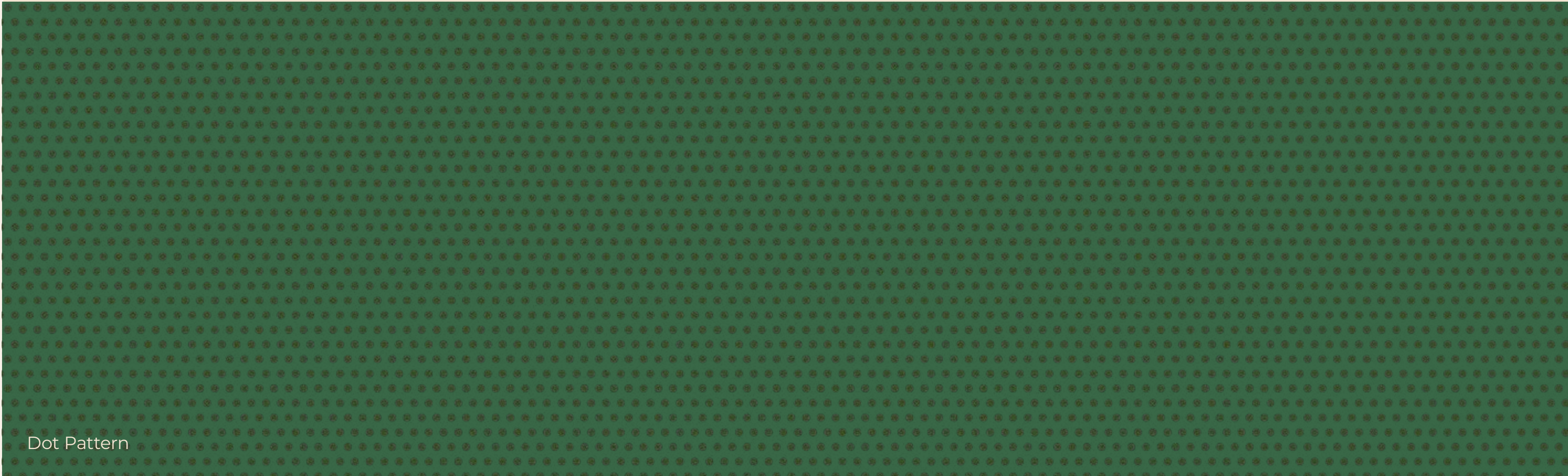
A suite of patterns have been created to add texture to our brand. They should be used ito add depth and energy without distracting from the content.

The patterns should only feature the two greens from our palette: Ruskin green as the background colour and Burgess green forming the pattern foreground. This combination provides differentiation from darker backgrounds.

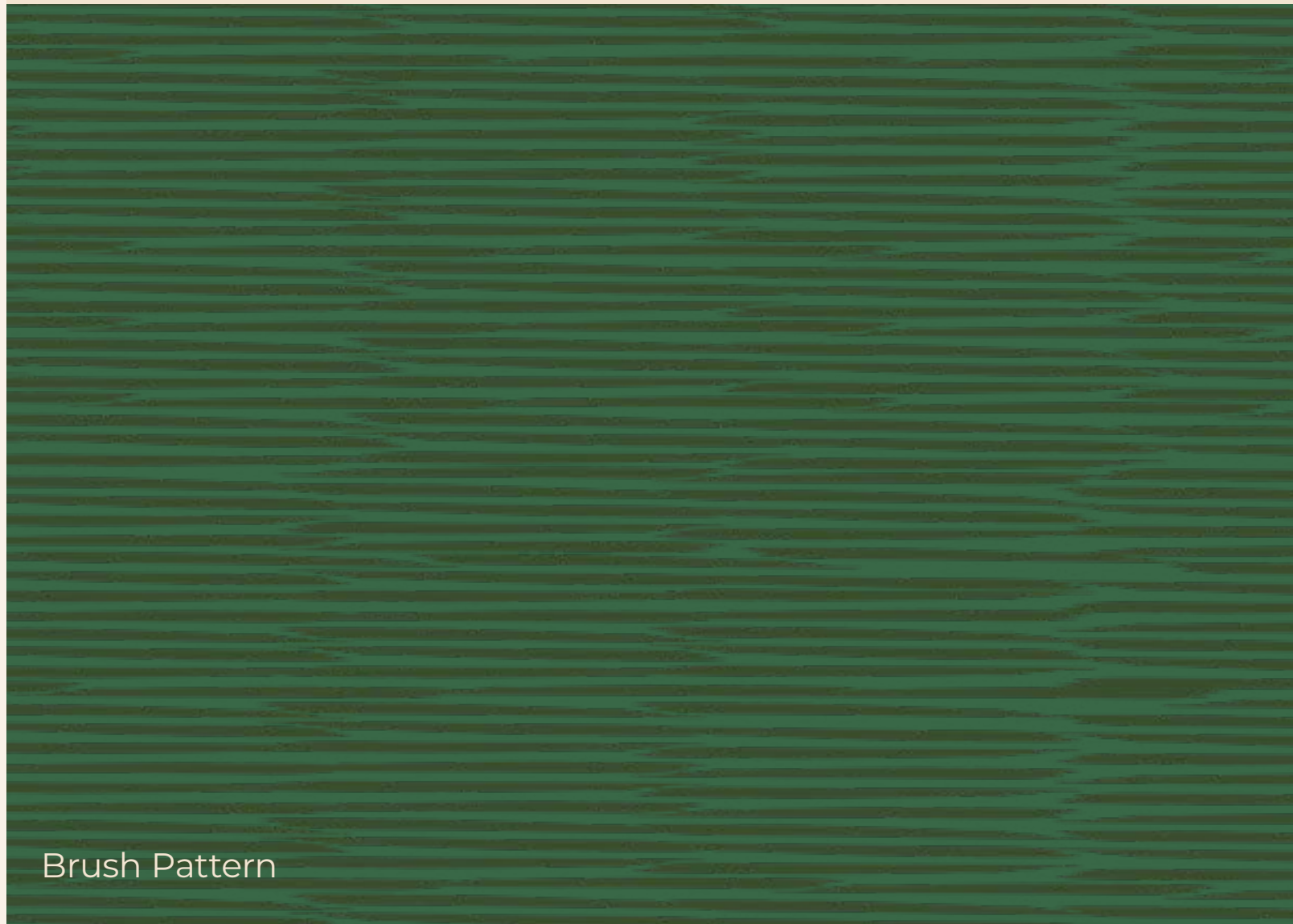
The dot is our primary pattern, and used most widely across a range of applications. The brush and wave patterns add additional energy to more expressive pieces.

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

For examples on usage please refer to pages 27-33 (Example applications).



Dot Pattern



Brush Pattern



Wave Pattern

Pattern device

Ratio

The ratio of pattern on the page should not exceed 30% of the overall page area.

Scale

Care should be taken to ensure patterns are not scaled up too large as they can become overly dominant on the page.

Ratio of pattern



Scale of pattern



Line device

A visual of extension of our logo, the line 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 applicaion and its weight is equal to the weight of the lines in our logo.

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.

The line device can also be used separately from the logo, but must never float in the page (i.e it must bleed off one edge of the page).

The logo can appear on its own, and does not require the line device to be used alongside it.

For examples on usage please refer to pages 27-33 (Example applications).

Guy's &
St Thomas'
Foundation



Line device

Line Device from logo

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. This background colour change is essential to preserve the integrity of our logo.

Using the line device to frame

If the line device is being used to frame content, it must end with the end of the content (i.e the text box), rather than continuing on to the end of the page. It can also form a fuller frame around pull-outs and quotes.

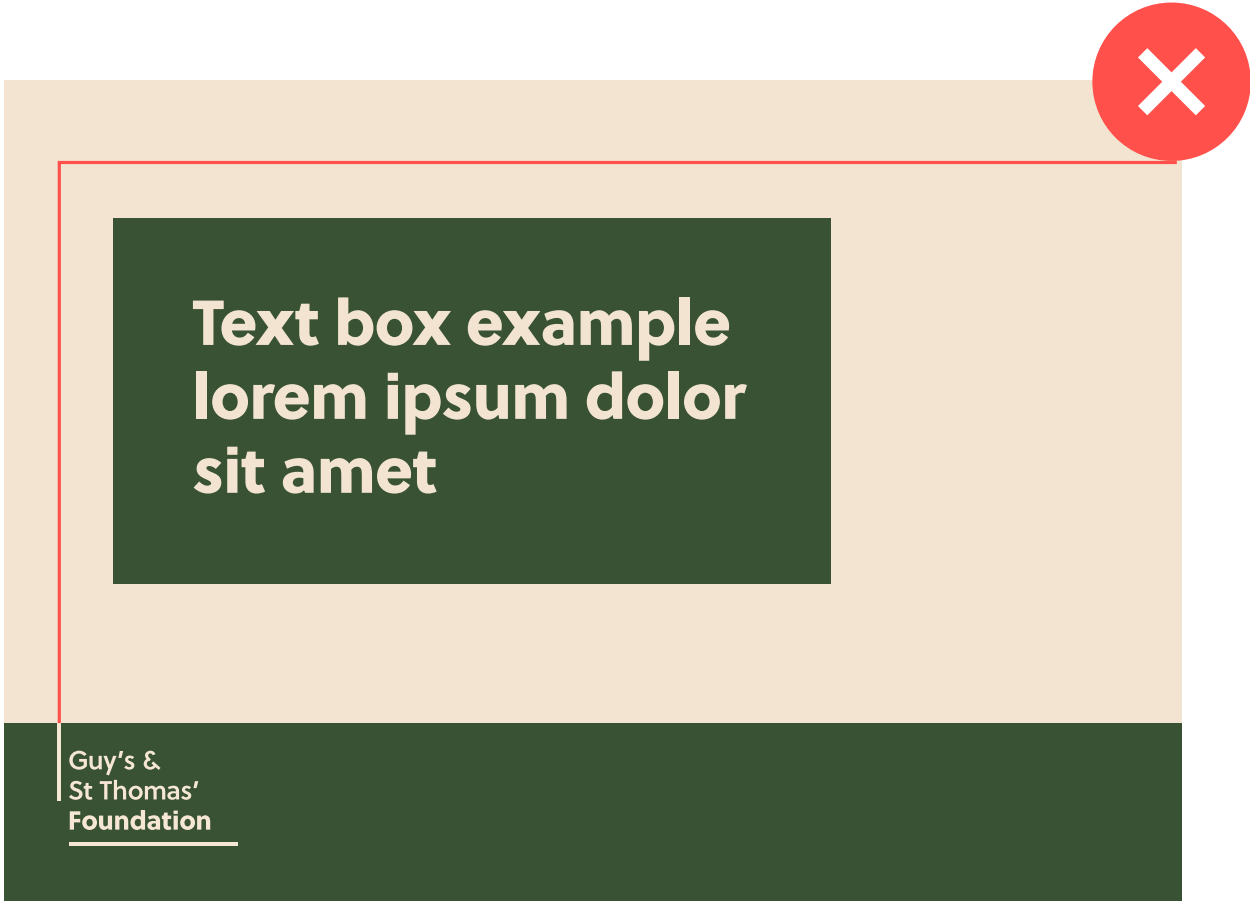
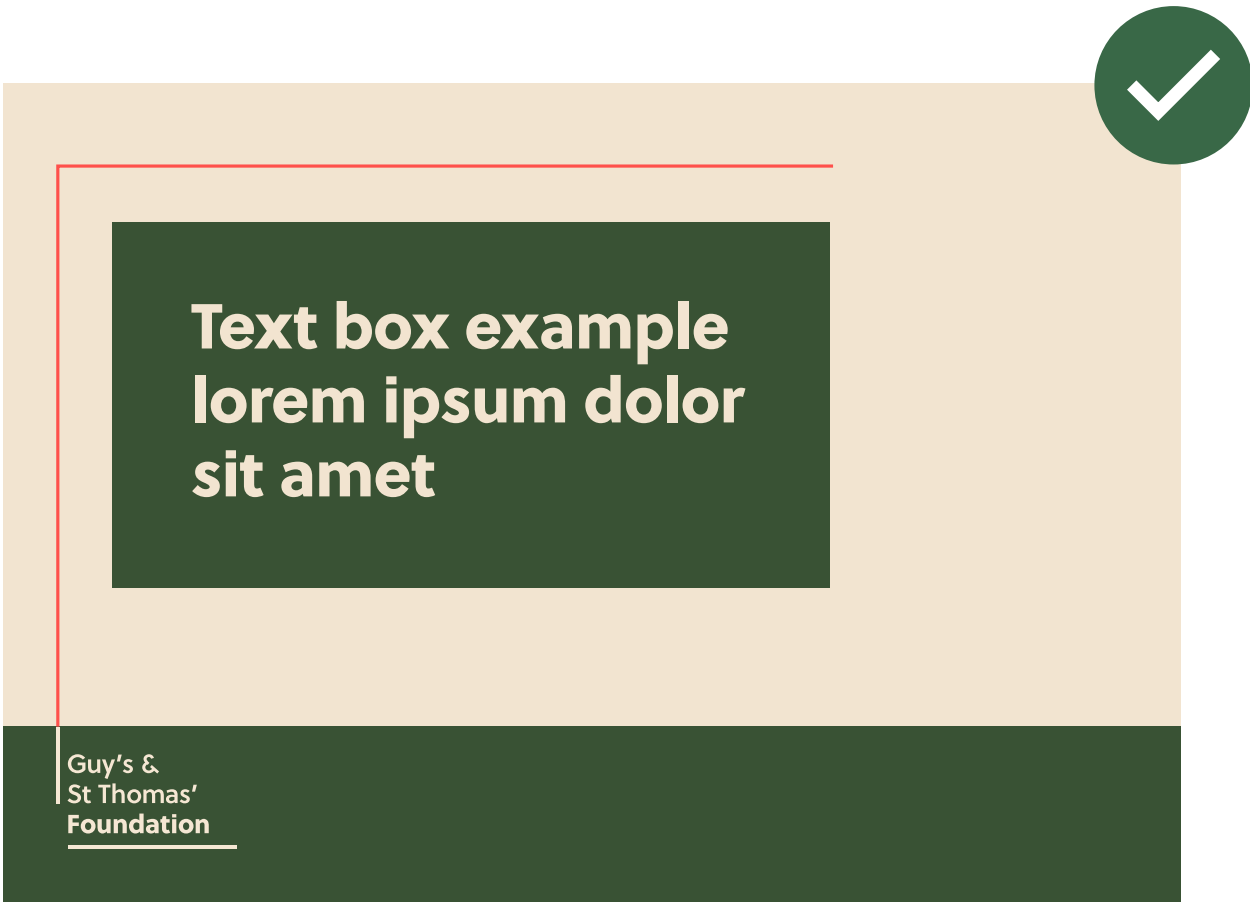
Line colour

On solid colour backgrounds and when being used over imagery, a high contrasting colour from our palette should be used. The line should change colour across different backgrounds to acheive contrast and energy.

Line device from logo, showing background colour change



Line device with text box



An example of the line device forming a fuller frame can be seen on page 32

Line Device

Using the line device with imagery

When using the line device to focus on an image it should:

- Change in colour on the threshold from background to image
- Extend 1/3 of the way into the image
- Never sit across someones face or interrupt focal points of the image.

Using the line device horizontally

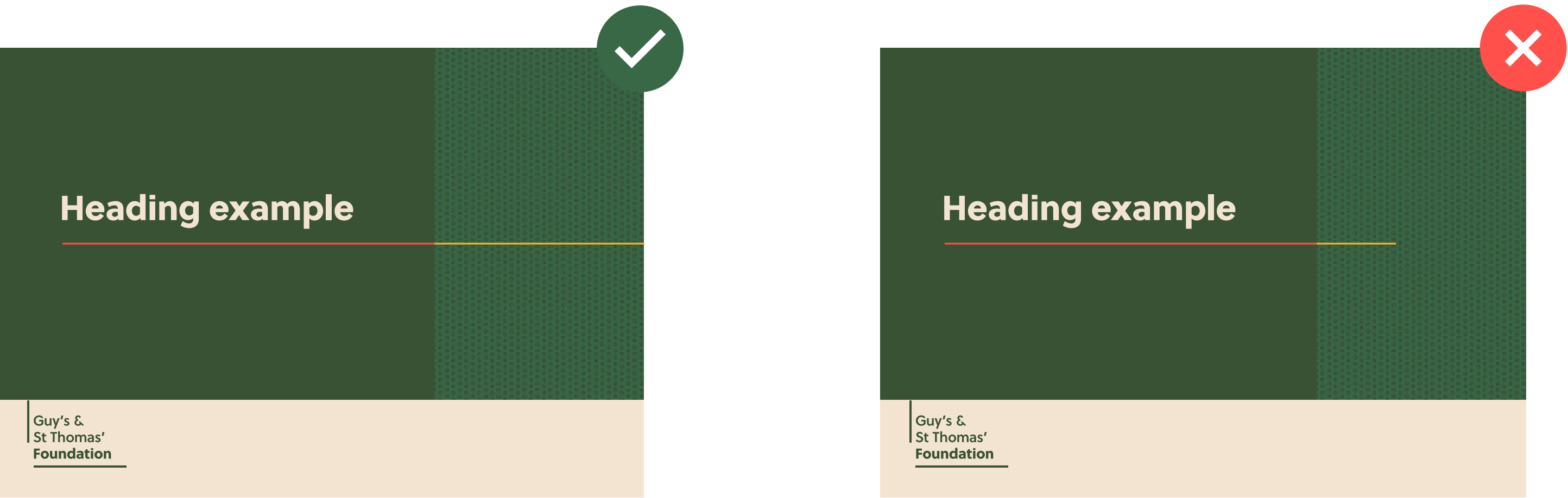
The line can be used horizontally to emphasise headings. When using the line device horizontally, it should:

- Start from the beginning of the heading and bleed off to the very edge of the page.

Line device with imagery



Line device horizontally

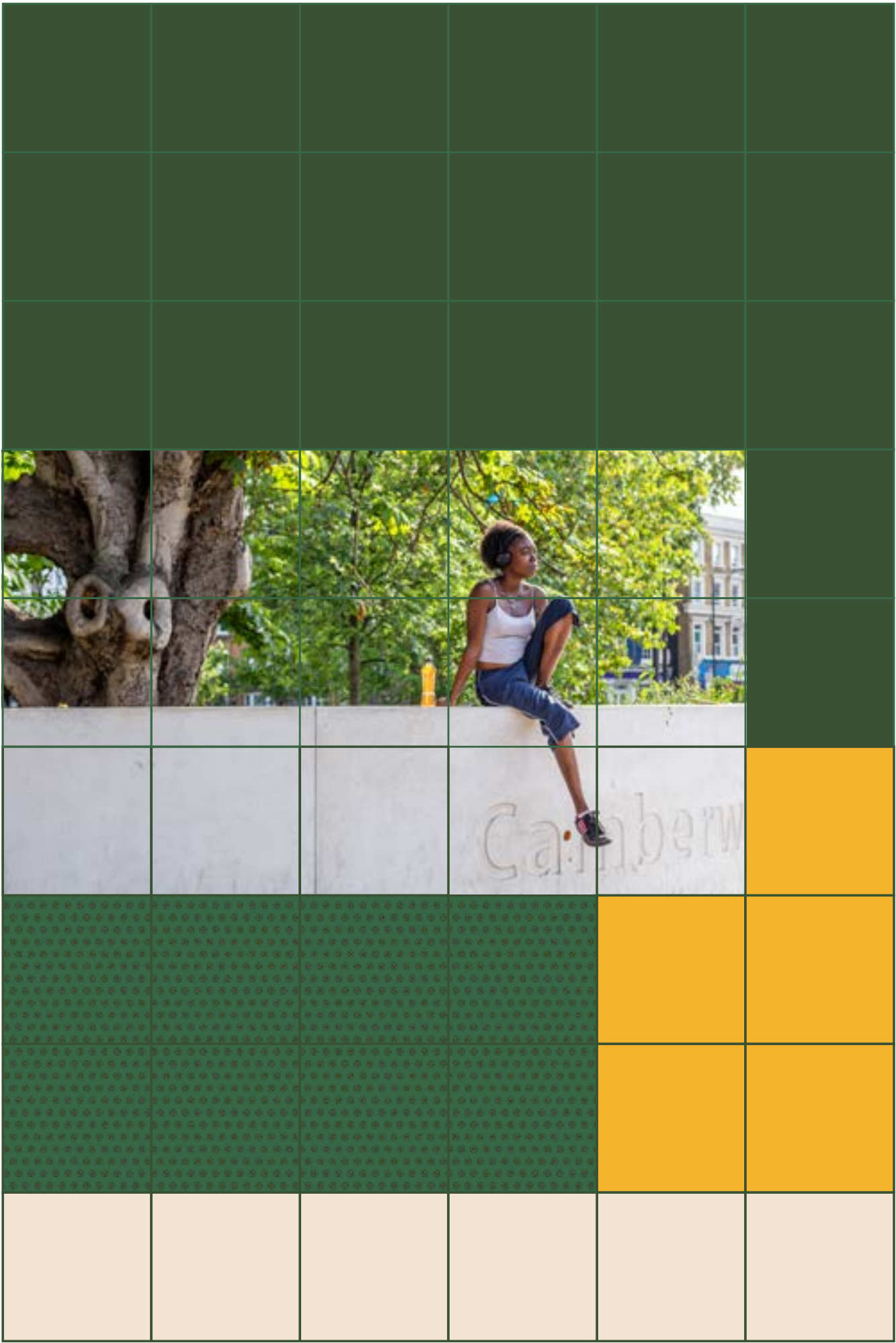
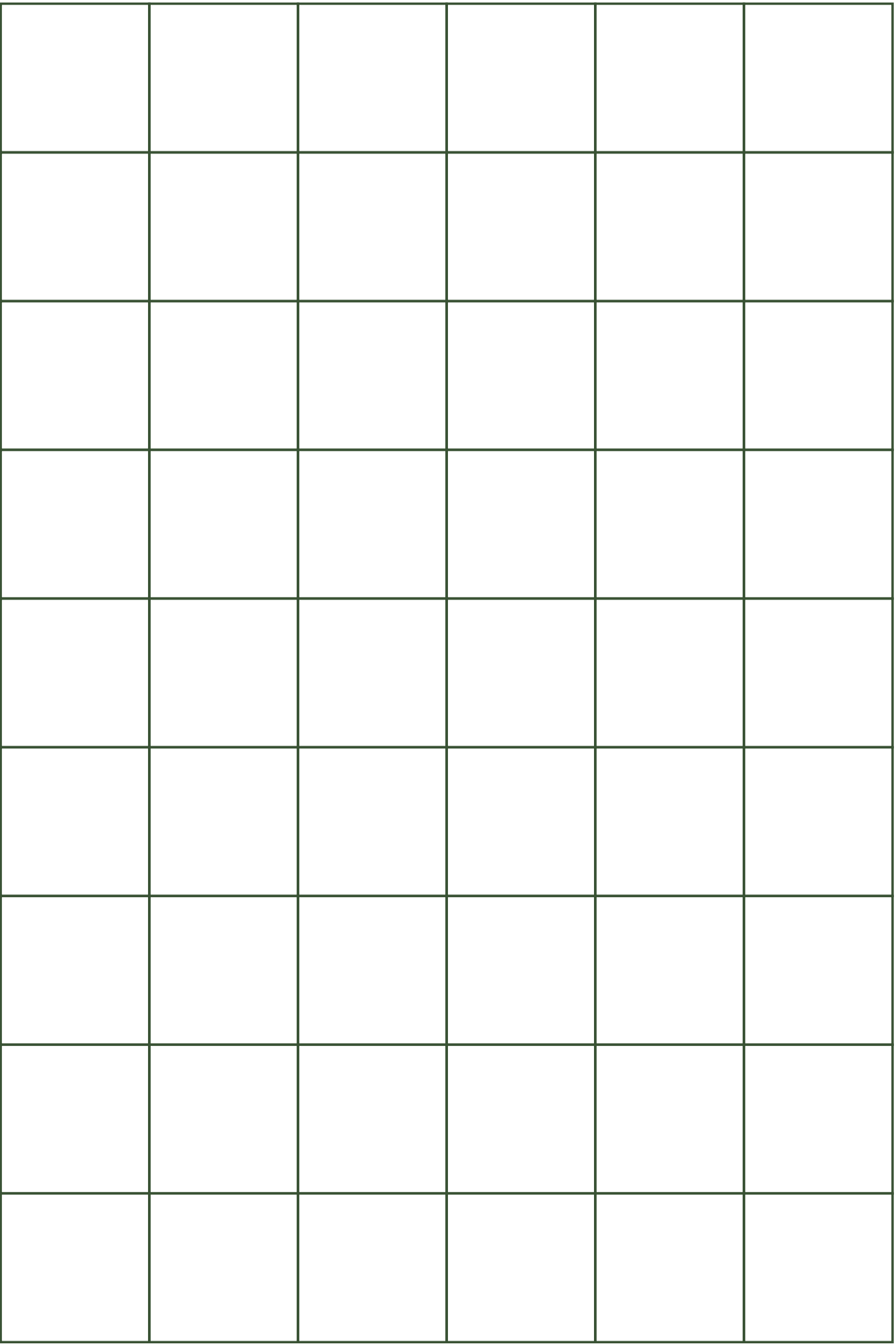


The Grid

We have a simple grid system that reflects solidity and strength. It gives 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 balanced spacing and room around elements. To give a sense of momentum, photography and pull outs do not need sit rigidly alongside block backgrounds but can lay over colour boundaries and bleed off.

For examples on usage please refer to pages 27-33 (Example applications).



Imagery

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 a photo or footage, and when briefing a photographer or film-maker, ensure imagery meets the four requirements on the right. Any imagery used should retain a vibrancy about it, both in subject matter and through colour, reflecting the energy and diversity of our place.

When using photography in layouts our style is to have them bleed off one side or more to add dynamism. We also frequently feature full bleed imagery. Occasionally inset images are used.

For examples on usage please refer to pages 27-33 (Example applications).



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 values 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.

Example applications

Letterhead

Final Design

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.



Functional

Emotional

Business Card

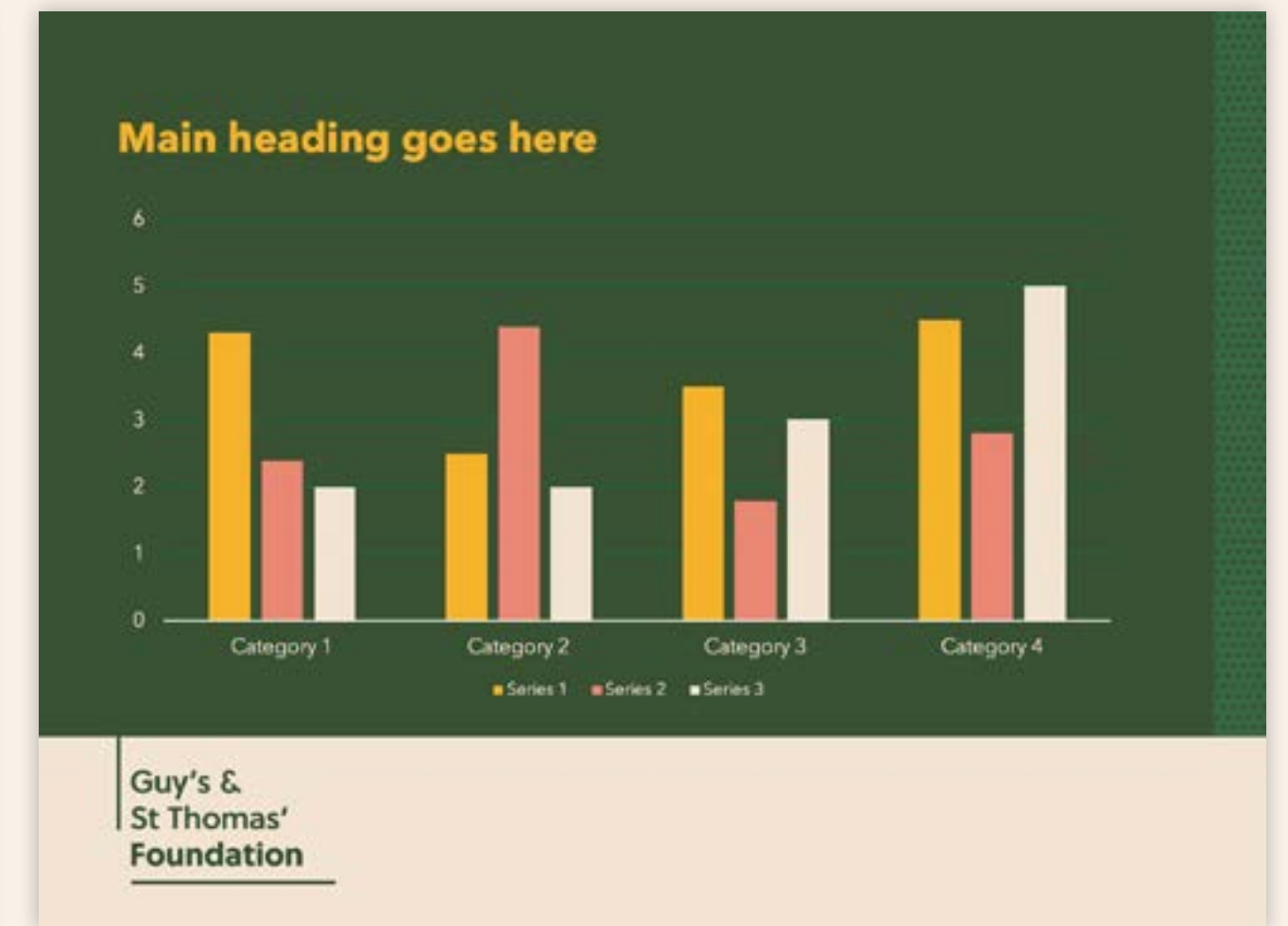
Notional Application



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

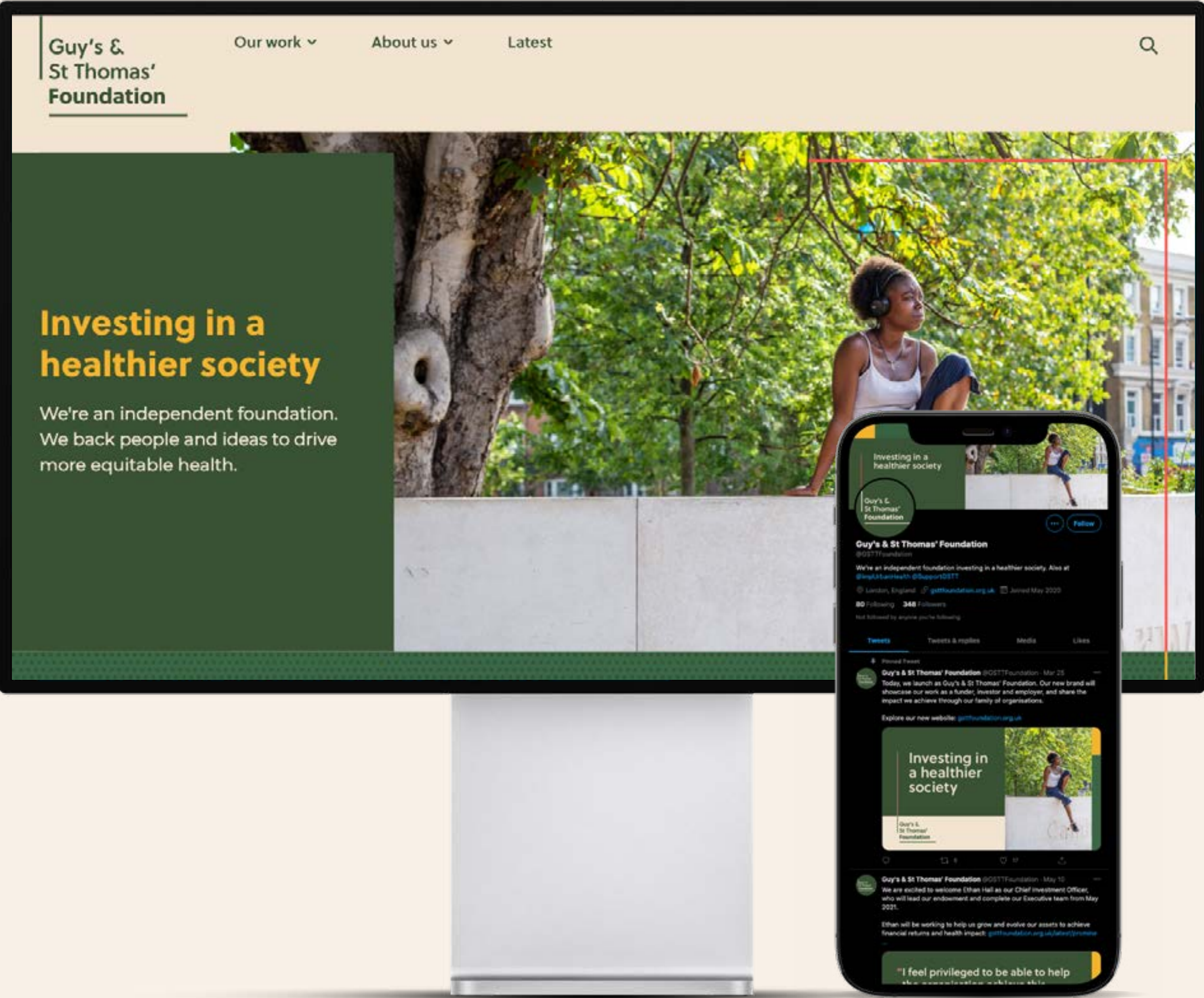


Final Template



Functional

Emotional



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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Annual Report 2020 3

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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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.

Recruitment Template

Content Lead

Join our team

April 2021



Guy's & St Thomas' Foundation

Investing in a healthier society

Working here

We set big ambitions, and recruit brilliant people to deliver them.

Purpose

As a member of the team, you have a real opportunity to shape our work and the impact we can have. This is fuelled by our desire to be more than the sum of our parts. We're curious, we think big and we're not afraid to take risks.

Diversity, Equity and Inclusion

We commit to including the experience and expertise of people from a range of backgrounds, and value both lived and learnt experiences. In 2019 we set out a clear agenda to embed our commitment to diversity and inclusion into our organisational practice which has resulted in many practical changes in the way in which we will work going forward.

Our team

As part of our team, you will work alongside talented people from a real mix of personal and professional backgrounds, in an environment where different perspectives and lived experience are valued and respected. We are a Living Wage employer and support flexible working, part-time roles and job shares. Though our ambitions are serious, this is a friendly place to work with lots of opportunities to meet and socialise with colleagues. There is immense power in diversity so we recruit and nurture talent who think and act differently.

Values

We're a values-led organisation, driven by being enterprising, collaborative and delivery-minded.

Benefits

We provide generous annual leave (27 days plus bank holidays) and up to 12% employer pension contributions.

We are committed to fair pay:

0%
our median gender pay gap

-1%
our median ethnicity pay gap



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Training and Development

We have a committed approach to learning and development, through generous individual development budgets, organisation-wide training, and peer-to-peer learning and coaching opportunities.

Health & Wellbeing

We provide fresh fruit and facilities to make and store lunch. There are also free weekly yoga and Pilates sessions and yearly health checks. And everyone can make use of a £200 annual allowance to spend on health and wellbeing.

Our BUPA employee assistance programme also gives our people and their partners access to a service that's there to help them to take care of their mental health and wellbeing at times when they need a little extra support.

"The best thing about working here is the sense that we're all pulling together to make a difference to people's lives."

Work Environment

Our office space near London Bridge offers an open and vibrant work environment with collaborative spaces, a library and facilities including showers, lockers and bike storage. The building has step-free access throughout and is located near major train and underground stations.

During the COVID-19 pandemic, most of our team are working remotely. Where government advice permitted office working, we have made our office available to those who needed it, conducting a COVID-19 risk assessment and establishing protocols to create a COVID-secure workplace.

We are supporting our people with the technology and set up to work and connect effectively. Where possible, health and wellbeing activities are delivered virtually and our focus on mental and wellbeing support is more important than ever.

Later this year we will be moving to a new, larger office that reflects both our heritage and modernity.



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Our Executive Team

Kieron Boyle has been our Chief Executive since 2016 and is a leading voice on urban health. Since beginning his career at the Boston Consulting Group, Kieron has worked across the public sector at No.10, the Department for Business and the Foreign and Commonwealth Office. He headed the UK government's work on impact investment from the Cabinet Office. He is currently on the board of Big Society Capital, the Design Council and Catch22.

Catherine Cullen is our Executive Director of Communications & Charities (job share). She joined us in 2016 having worked for some of the UK's best known charities on issues including international development, domestic violence and cancer. Most recently, she headed up communications at Shelter.

Moray McConnachie joined us in January 2020 as Executive Director of Operations. He is the executive lead for the Foundation's operations, comprising finance, people and resources, systems, grants processing, governance and legal functions. Prior to joining, he was part of the leadership team at global consultancy firm Oxford Analytica where he advised organisations in all sectors including UN agencies, the World Bank and major international corporations.

Andy Ratcliffe joined the Charity in 2020 as Executive Director of Programmes. Since starting his career as a social policy researcher, Andy has developed social mobility and education policy in the Prime Minister's Strategy Unit. He then was Deputy Chief Executive of the Africa Governance Initiative. Most recently, Andy was Chief Executive of Impetus.

Gayle Willis is our Executive Director of Communications & Charities (job share). She joined us in 2014 as Executive Director of External Communications at Alzheimer's Society, where she led the charity's media relations and public awareness activity. Gayle's earlier experience involves PR and communication roles in the voluntary sector.

We are currently recruiting for a Chief Investment Officer who will complete our executive team.

Our Staff

The staff team of approximately 100 people comprises professional expertise in finance, property, healthcare, fundraising, venture philanthropy, social investment, private equity, art and heritage and communications. Find out details of the full team at: gsthfoundation.org.uk



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Thank you

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

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Investing in a healthier society