



Concept 2

Wakefield District Health & Care Partnership Brand Identity

22.11.2021



Wakefield District
Health & Care
Partnership



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Rationale

Branding

Paper-cut layered illustrations form the backbone of the identity. These show happy communities enjoying healthy living across the Wakefield district, with a focus on exercise and green spaces.

The different layers give a sense of depth and hint at the wider district. Various landmarks are included and the illustrations can be adapted and used in different compositions giving variety and flexibility. Further landmarks could be added such as Queen's Mill, Castleford, Ossett Town Hall and Pontefract Castle.

Logo

The logo is formed of several different coloured segments. These segments symbolise partnerships across multiple communities. Together these combine to create a 'W' which has a heart at its centre. This references that healthcare and wellbeing is at the heart of all that Wakefield District Health & Care Partnership does.

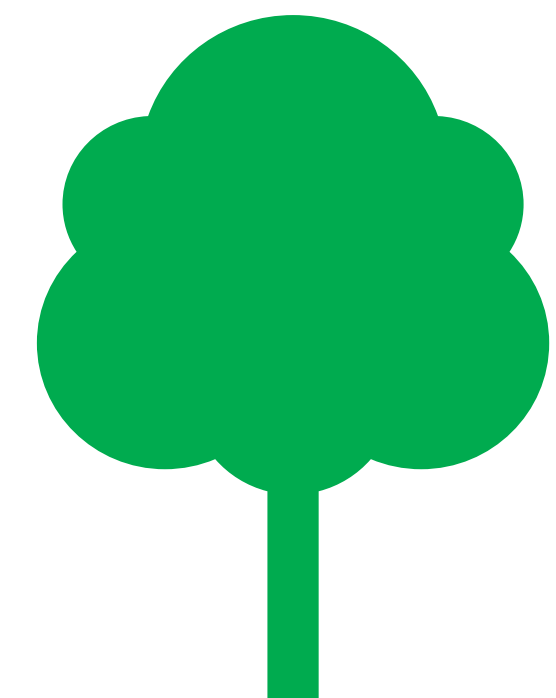
Colours

Green is the core colour within the illustrations as this communicates healthy living and positivity.

The background colour is predominantly white which allows for large areas of clear space enabling text and logos to be easily read.

Typography

Museo Sans is the main brand font. It is a sturdy, geometric, highly legible, accessible sans serif typeface very well suited for any display and text use. This OpenType font family also offers support for multiple languages.



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