



Concept 3

Wakefield District Health & Care Partnership Brand Identity

22.11.2021



Wakefield District
**Health & Care
Partnership**



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**Health & Care
Partnership**



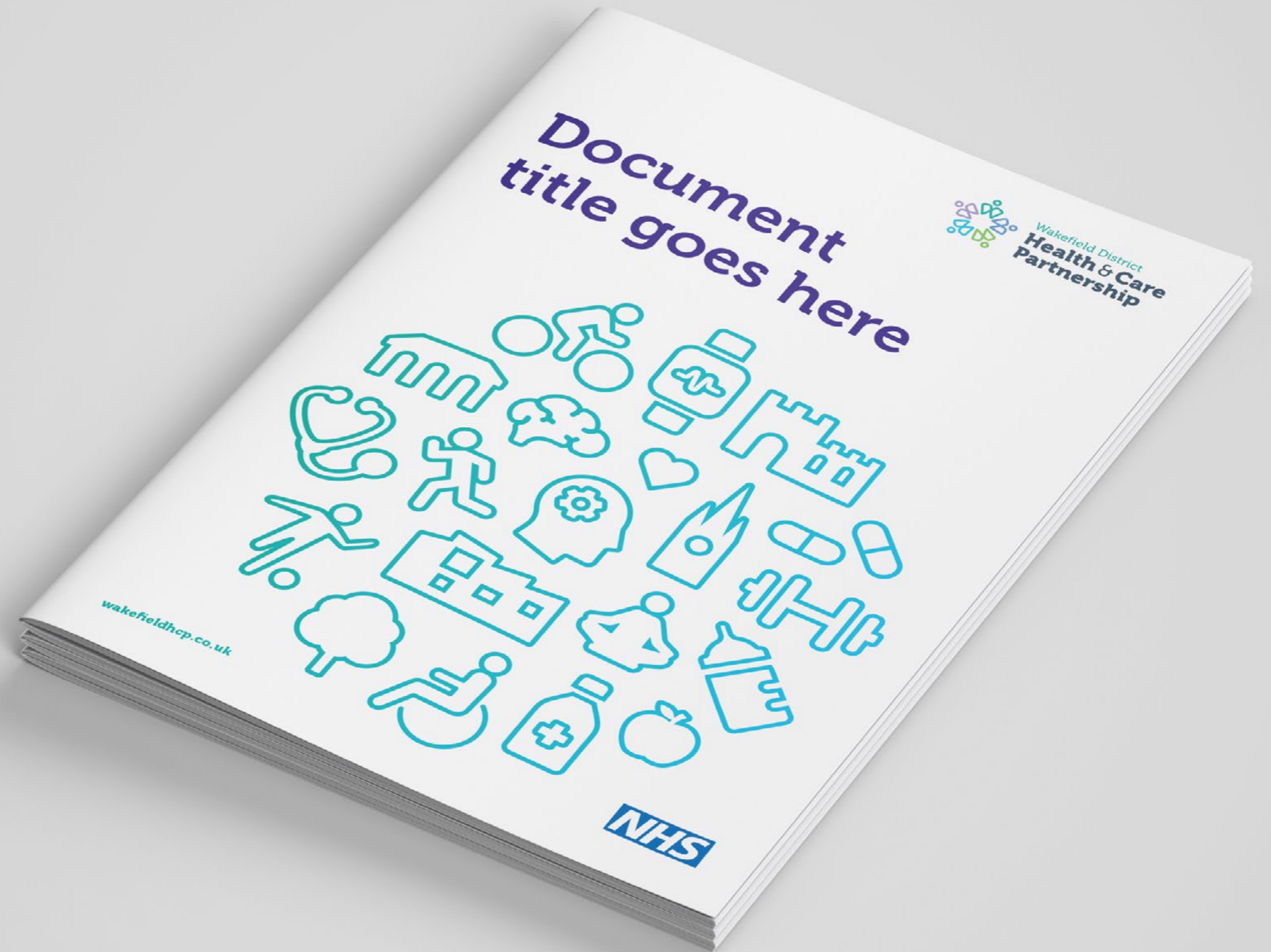
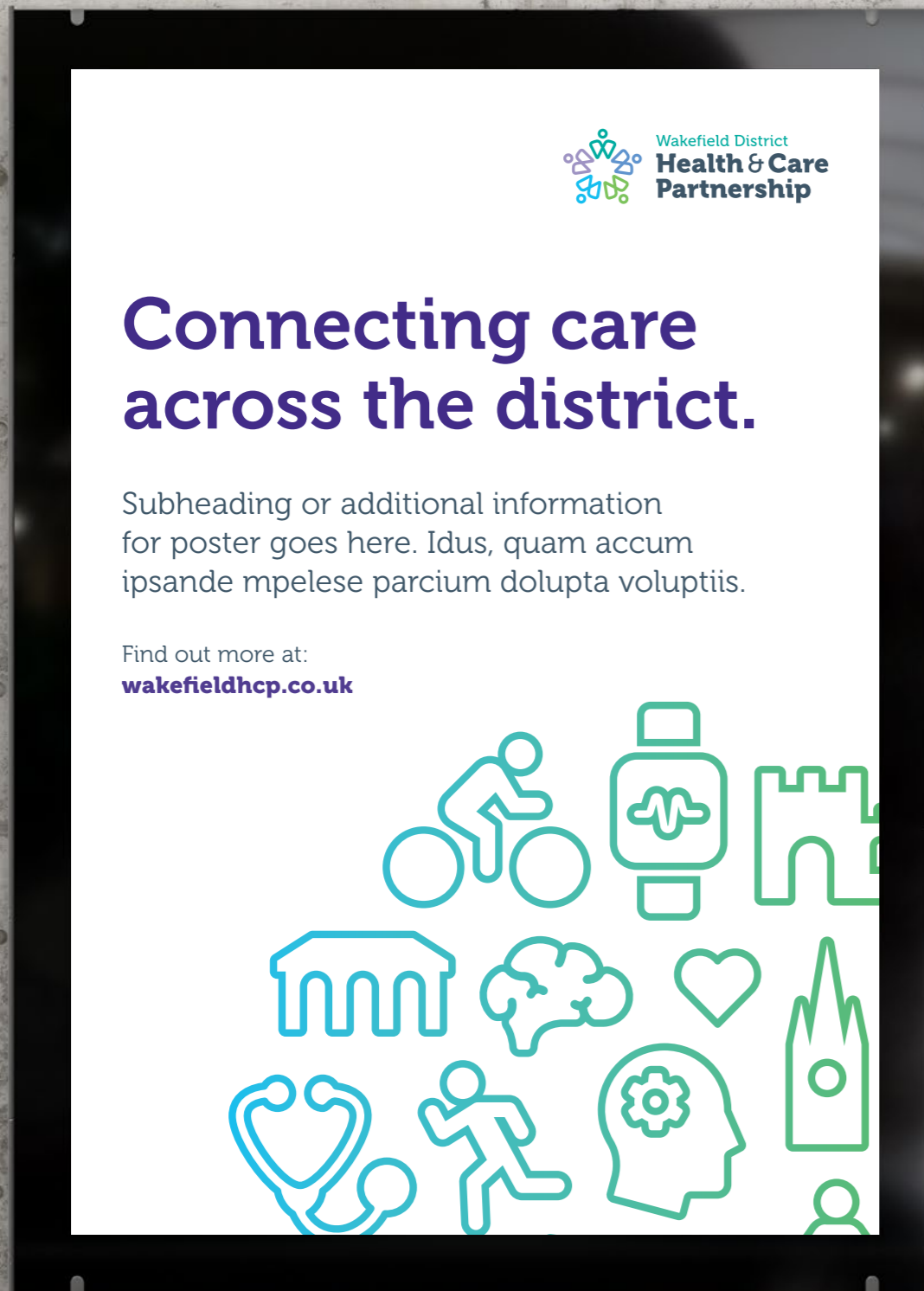
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Wakefield District
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wakefieldhcp.co.uk

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Health and Wellbeing:
**Joining health and
wellbeing services
across Wakefield**

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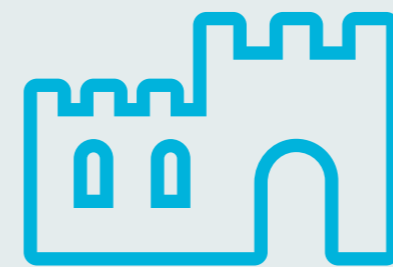
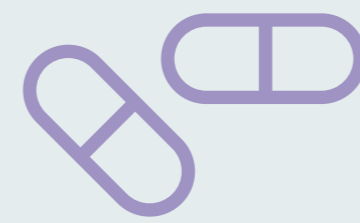
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Rationale

Logo

The logo icon features a group of people picked out in different colours. These are grouped together in a circle, which represents working together. The bodies of each figure are abstract Ws, whilst the negative space in the middle creates a star - a sign of achievement and working towards a common goal. The overall shape of the icon is similar to a flower, which is symbolic of growth.

Branding

The visual language is a collection of icon-style illustrations, similar to the icon from the logo. These are clustered together in a circular shape to create the main brand illustration. The diverse range of health and wellbeing icons are combined with landmarks from across the district to show that the organisation is rooted in the community.

The varied activities, objects and landmarks show that Wakefield District Health & Care Partnership covers the whole district and that there are many different aspects to the partnership. Further landmarks could be added such as Xscape and Ossett Town Hall.

As well as the main brand graphic (which can be cropped in multiple ways), the icons can also be used individually at larger scales to highlight key messages, e.g. to show 'healthy living'.

Colours

The palette is bright, fresh and modern. Light Blue and Green hint at healthy living and healthcare, whereas the Purple and Aqua add vibrancy, showing that the organisation is forward facing.

Typography

Museo is the brand font. This has been chosen for its friendly appearance. The consistent line width ties in nicely with the icon/illustration style. This OpenType font family is accessible and also offers support for multiple languages.

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