Healthy Start
Stickworld campaign
Design guidelines for local activity
March 2010
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1.0

LOGO
HEALTHY START

The Healthy Start chalkmark (fig 1) is friendly and accessible, and therefore helps position Healthy Start as trustworthy and supportive. It will be employed in contexts where the text and images are professional and empowering.

All Healthy Start communications should carry the Healthy Start chalkmark. This consistency will help create recognition for the Healthy Start brand and ensure communications are effective.

When using the chalkmark, always use the original artwork, available from xxx. Do not try to recreate it.
1.1 SIZE AND EXCLUSIONS ZONE

Minimum size
The chalkmark is designed to appear on a wide variety of materials. It can therefore be used at any size, provided that it is clearly legible and no smaller than 35mm in width (fig 2). Care should be taken to ensure the logo sits comfortably with enough room around it and is scaled proportionally to the piece of work it appears in.

The exclusion zone
This represents the area around the chalkmark in which no other graphic elements should appear when the chalkmark is used as a logo. X is equal to one eighth of the total length of the chalkmark (fig 3).

If the chalkmark is used as a masthead or headline, for example in a poster (see section 6.3), or a leaflet or newsletter, the exclusion zone does not apply. The chalkmark should simply be used in a way that is uncluttered and legible.
1.2
COLOUR AND USE OF THE CHALKMARK

Use and misuse
This page illustrates how not to use the Healthy Start chalkmark. We must ensure that the Healthy Start chalkmark is consistently applied – and recognised.

Colour use
You may use the chalkmark in white on top of one of the Healthy Start primary colours (see colour palette in section 4), provided that there is a sufficient contrast between the chalkmark and the colour (fig 5). Do not use the chalkmark on a background that would compromise its visibility (fig 6). Never put the chalkmark on anything else than a flat colour.

Please do:
• use the original artwork;
• ensure that the chalkmark is clear;
• keep the chalkmark in a single colour (fig 4 & 5); and
• make sure that the chalkmark contrasts strongly with its background.

* Please note: Red Logo never to be used, this example layout opposite is to demonstrate the use only.
DEVELOPED ADMINISTRATION LOGOS

These logos are for the stakeholders in Healthy Start. In general, they should appear on all materials.

They should always be shown in the order indicated on the right (fig 7). They should be presented on a white background, spaced out evenly.

Size and exclusion zones
The overall height and exclusion zones of the four logos is to be based from the X height of the NHS logo.

NHS logo height and exclusion zone guidelines
• DL = 6mm
• A6 = 5mm
• A5 = 7mm
• A4 = 10mm
• A3 = 12.5mm
• A2 = 17mm
• 210 x 210 = 8.5mm

fig 7
A5 exclusion zone
x = 7mm
LOGO PLACEMENT

Healthy Start logo
This should sit always at the bottom, right aligned and should always be prominent. The logo should never be used in a headline. When shown below the chalkline the logo should be centred within the space. When show above the chalkline the logo should sit near the line but with a comfortable exclusion zone.

Devolved administration logos
These logos should always sit on white with the correct exclusion zone. For all documents A5 and above the logos must be on the front. For A6 the logos can be put on the back to allow space for the illustration, heading and Healthy Start logo to fit.

Give your family a Healthy Start
If you’re pregnant or have a child under four and you’re claiming benefits, you could get vouchers to spend on fruit, veg, milk (and a separate coupon for vitamins) absolutely free!
Go to www.healthystart.nhs.uk
Or call 0845 607 6823

FREE vitamins will help your child grow up strong and healthy

FREE fruit, milk and vitamins

Are you getting your free fruit, veg & milk? 

FREE vitamins will help your child grow up strong and healthy
These are the colours you can use for the Stickworld campaign. **Primary colours** can be used on all backgrounds, characters and fruit, veg and vitamins. **Secondary colours** are only used for fruit, veg (and white only for milk).

**Tints** can be used at a minimum of 40% but should only be used to enhance copy eg. on brochure spreads (not eg. on posters).

Ensure all white text used is legible on the colour chosen.
5.0

TYPEFACE

**Primary typeface**
Greenwood type face should be used for all
Primary and Secondary Headlines and also
subheads. (Never include the Healthy Start
logo within any headlines)

**Secondary typeface**
Commonly used as body text.

**Secondary typeface – bold**
Used as introductions and to bring out
important pieces of text eg. Folic Acid and
the web address.

**Secondary typeface – italic**
Used very rarely, eg. when there is too
much bold and a word or sentence needs to
stand out differently.

**Greenwood**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z &£?!
0 1 2 3 4 5 6 7 8 9

Frutiger CE 45 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z &£?!
0 1 2 3 4 5 6 7 8 9

Frutiger CE 65 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z &£?!
0 1 2 3 4 5 6 7 8 9

Frutiger 46 CE Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z &£?!
0 1 2 3 4 5 6 7 8 9
TYPOGRAPHIC USE OF GREENWOOD

Below are some of the key elements and rules that will help to ensure consistency within the Healthy Start Stickworld work.

**Colour**
Use Headline 1 in either black or white. For the Headline 2, subhead and secondary subhead these can appear in either black or white, but also in a colour (see the Primary Stickworld palette) but **only** if they appear on a white background.

(See examples in situ in section 5.2)

**Headline 1 – brochures, poster covers**
All main headlines are set in Greenwood (centred) at a size that suits the format. Do not however make the headline too small or too big. Leave enough room to do the illustration justice. Particular attention should be paid to the leading and the kerning of the font. Kerning is averagely set at -20.

**Headline 2 – long copy, brochure spread**
Greenwood set at 18/26pt, kerned -20. Left aligned, par spacing after can be set at either 3mm or 5mm depending on the space available in the design.

**Subhead**
Greenwood is used for all main subheads and is set at 10/16pt. Left aligned, para spacing 2mm after, 1mm before, kerning -20.

**Secondary subhead**
The secondary subhead should be used only when there is a lot of text and to bring out important information within text, eg. a frequently asked question. This should be set at 8/14pt, Left aligned, para spacing 1mm after and 1mm before, kerning -20.

**Large format use of typography – billboards, exhibition pieces**
Greenwood should be set at the discretion of the designer keeping in mind the alignments, kerning and leading.
FREE vitamins will help your child grow up strong and healthy

How FREE vitamins will help baby and you

As a mum to a baby less than a year old, you’re still entitled to free Healthy Start vitamin tablets. And now you can get free vitamin drops for baby too! But why does your little one need them?

Vitamins boost your baby’s health

It’s important that babies get everything they need for a healthy life, and having extra vitamins will help them on their way. Healthy Start vitamin drops contain:

- Vitamin A – for growth, eyesight and healthy skin
- Vitamin C – for general health and the immune system
- Vitamin D – for strong bones and teeth

Vitamin drops are easy to give to your baby, and you don’t need to spend your Healthy Start vouchers on them. Instead there’s a special vitamin coupon on your enclosed letter. So ask your health visitor where you can exchange your coupon for free Healthy Start vitamins for you and your baby!

A few questions and answers

How long will it take to get my vouchers?

Once we get your application form we’ll check that we’ve got all the information we need. If everything is there and you qualify, we’ll write back to you within two weeks. If you don’t hear back from us within two weeks call the Healthy Start helpline on 0845 607 6823.

How often do I get my vouchers?

Once you’re on the scheme, we’ll send you Healthy Start vouchers every four weeks, and a vitamin coupon every eight weeks.

What happens if I don’t fill out the form properly?

We’ll have to send it back to you – or if we’ve got your phone number, we might be able to sort it out that way. Either way it’ll delay your application, so double-check all your details!

Why do I need to put my National Insurance number on the form?

It’s to check that you qualify for Healthy Start – if you’re over 16 and don’t put it on your form, we won’t be able to send you vouchers. So please make sure we have it!

What do I do about the National Insurance number if I’m under 16?

Leave the box blank it won’t affect your application, but as soon as you get your new number, call or write to us and tell us.

How do I claim the qualifying benefits or tax credits?

To claim tax credits you need to ring the Tax Credits Helpline on 0845 300 3900.
5.3

TYPOGRAPHIC USE OF FRUTIGER

Since Healthy Start operates as part of the NHS, the typographical identity must be consistent with that used by the wider NHS community.

Healthy Start uses the standard NHS typeface: Frutiger.

There are several variations of this typeface, all of which can be used.

If you are unable to use Frutiger, please use the NHS default typeface: Arial. This is available on most PCs.

All public-facing body copy should be a minimum of 12pt and a maximum of 14pt. Some documents will require a larger font size – those for visually impaired people, for example, where the recommended size is 16pt.

Charts and graphs can use a smaller font size, but not smaller than 10pt. Anything below this and the clarity of the chart will deteriorate.

Footnotes can be in a smaller font – 8pt is recommended. For more information, visit www.nhsidentity.nhs.uk

Body Copy

- Introductions or important aspects of text can be brought out in Frutiger CE 65 bold.
- All body copy should be set in Frutiger CE 45 Light, 12/14pt with 2mm para spacing.
- Secondary copy should be 10/12pt
- Legal copy should be 8/10pt.
- Body copy is always black.

Body Copy for health professionals

- Introductions or important aspects of text can be brought out in Frutiger CE 65 bold.
- All body copy should be set in Frutiger CE 45 Light, 11/14pt with 2mm para spacing.
- Secondary copy should be 10/12pt
- Legal copy should be 8/10pt.
- Body copy is always black.

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.

sed do eiusmod tempor incididunt ut labore et

All bullet points

All bullet points should be set in Felt tip with an indent of 3mm.

(See examples in situ in section 5.4)

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia.

sed do eiusmod tempor incididunt ut labore et

- Duis aute irure dolor
- Duis aute irure dolor set culpa
Do I qualify?

You qualify for Healthy Start if you’re at least 10 weeks pregnant or have a child under four years old AND you or your family get...

- Income Support, or
- Income-based Job Seeker’s Allowance, or
- Income-related Employment and Support Allowance, or
- Child Tax Credits (but not working Tax Credits unless your family is receiving Working Tax Credit run-on only*) AND an annual family income of £16,040 or less in 2009/10

You also qualify if you are under 18 and pregnant, even if you don’t get any of the above benefits or tax credits.

* Working Tax Credit run-on is the Working Tax Credit you receive in the 4 weeks immediately after you have stopped working for 16 hours or more per week.

To claim any of the other qualifying benefits, contact your local Jobcentre Plus or benefit office. Their phone number will be on all letters you’ve had from them, or in the phone book.

What do I do if my circumstances change once I’m getting vouchers?

Tell us – but make sure you tell the Tax Credits Helpline or your local Jobcentre Plus or benefit office too. If you move home, it’s vital that you tell them straight away or your vouchers will keep going to your old address and we may not be able to replace them.

I’m pregnant and under 18. Do I need to tell you about any benefits or tax credits that my family’s getting?

If you’re under 18 and applying for vouchers because you’re pregnant, not because you already have a child, then you don’t have to tell us about any benefits or tax credits you are getting. But it’s good if you DO tell us if you are getting them, otherwise your vouchers will stop coming as soon as the baby is born.

Our contact details

Still have some questions?

Call Healthy Start: 0845 607 6823 (9am–5pm Monday to Friday),
textphone: 0845 601 7698

If you wish to order copies of this leaflet in bulk call: 0300 123 1002,
textphone: 0300 123 1003, email dh@prolog.uk.com

Also available in large print, Braille and on audio-cassette.

Legal notice

- This leaflet gives general guidance and should not be treated as a complete and authoritative statement of law.
- The text of this leaflet may be reproduced without formal permission or charge for personal or in-house use.

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Produced by COI for the Department of Health
First published xxxxxxxx
All illustrations are originated at CMW. Captions are part of the illustrations but do not always have to be included. Any amends to illustrations should also be originated at CMW.

We have a selection of illustrations for you to use – please email healthystart@dh.gsi.gov.uk
6.0

PEOPLE
ILLUSTRATIONS

How should the illustrations be used?
Use these where they are relevant to the copy/context.

Where should they be placed on the page?
Try to always ground the figure with their feet below a drawn line. Keep the bigger figures at the bottom of the page. Fit them around the text.

How should they be coloured?
Each figure is to have their clothes with a block colour behind the drawn lines. These colours will be taken only from the primary section of the colour palette. Keep in mind the colour of the background.

Captions
Please note that captions should not be changed. Illustrations can however be used without captions. They must always be hand written by CMW.
Did you know you can get FREE Healthy Start vitamins?

FREE vitamins for you and your growing baby
Healthy Start vitamin tablets include Vitamin D and Folic Acid to help your baby grow – here’s why you need them:

Get all the extra Vitamin D you need

You’ll find it in Healthy Start vitamins. And as the tablets contain folic acid, they will protect your baby against spina bifida, where the spine doesn’t develop properly.

To collect your Healthy Start vitamins, just take the vitamin coupon on your enclosed letter to your midwife and ask where you can exchange it for your free vitamins.

Vitamin D helps your baby’s bones and teeth

Because Vitamin D mainly comes from sunlight, people often don’t get enough. And if babies lack Vitamin D, they can get rickets – soft bones and teeth, pains, weakness and poor growth.

So it’s important to top up your levels of Vitamin D, especially if you’re planning on breastfeeding, as the goodness in your breast milk is passed on to the baby.

To collect your Healthy Start vitamins, just take the vitamin coupon on your enclosed letter to your midwife and ask where you can exchange it for your free vitamins.

For more information, advice and recipes, visit: www.healthystart.nhs.uk

If your situation has changed in any way make sure you tell Healthy Start on 0845 607 6823 (local call rate from BT landlines). You will also need to tell HMRC Tax Credits or Jobcentre Plus to make sure you keep getting the right number of vouchers.

6.1 OTHER ILLUSTRATIVE ASSETS

Chalk lines
Where should they be used?
Lines are used to create boxes, background for the illustrations to sit on and also to break up text. The characters’ feet should be just below the line. Do not cut it through their head or upper body.

Chalk lines can be supplied in vector format, only if you have the InDesign and Illustrator software. Please email your request to healthystart@dh.gsi.gov.uk

Colour and look
Every line used should have the same chalk effect as the illustrations.

Boxes
Where should they be used?
Boxes can be used to bring out an important piece of text or frame an illustration or photograph. Keep the weight of the line similar to the other on the page as well as the characters.

Colour and look
Boxes should be created using black chalk lines. Block or tinted colour from the colour palette can be used as a background behind it.

Backgrounds
How should they be used?
Backgrounds are used to ground the illustrations and add colour differentiation. Keep the division line to the bottom at either one third of the format or one quarter. Always use backgrounds on posters, fronts and backs of brochures and flyers. Vary use of backgrounds in brochures etc to create pace and flow.

Use of colour
Use the primary colour palette. You can use a light and a dark of one singular colour. Always make sure the text is visible enough on the lighter colours.

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Use of colour
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PHOTOGRAPHY

Where should they be used?
Photography is used to show vitamin tablets, drops, fruit, veg and milk. Photography is also used for case studies, and occasionally to show people in real life situations.

Colour and look
Photos should be in colour and should look “real-life” (ie. not like stock photos, or too premium eg. Waitrose).

All about Healthy Start
Healthy Start is here to help you give your family the very best start in life.

If you’re pregnant or have a young child under four you could get Healthy Start vouchers worth £3.10 a week for you and your child.

The vouchers can be spent on milk, fruit, veg and infant formula milk at your local shops and supermarkets, plus you’ll get coupons for free vitamins too.

And if your children enjoy eating healthy food when they’re tiny, their good eating habits will stay with them for a lifetime!

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What can I buy? 2
Do I qualify? 3
Who uses them? 4
A few Q & As 6
Who to contact 7
How do I claim? 8
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Handy checklist 10

Who uses Healthy Start vouchers?

Because Healthy Start hasn’t been around that long, not everyone knows about it, so please do pass on the good news. In the meantime here are some snapshots of families who are taking part:

Susie & Tom
Susie has a four-month-old baby boy called Tom and is on Income Support as well as Child Tax Credit.
Each week, she gets vouchers worth £6.20 – that’s over £322.00 in vouchers by Tom’s first birthday! Right now Susie is breastfeeding, so she is using the vouchers for milk, fruit and vegetables for herself until Tom goes onto solid food. She gets her free vitamins from the local Children’s Centre – and knows that by taking them herself she’s helping Tom too.

Angela & her unborn baby
Angela is pregnant. She’s 17 years old and lives at home with her parents, who don’t claim any benefits.
Even so, as she gets one Healthy Start voucher worth £3.10 every week – and she’ll keep on getting them until her baby is born. Angela also picks up free Healthy Start vitamins from her midwife, helping to make sure her and her unborn baby get everything they need.
Welcome to Healthy Start

A quick reminder
Healthy Start gives you FREE vouchers to spend on milk, fresh fruit and veg – to help you give your family the best start in life!
We’ll also offer information and advice as well as tempting recipes that are just right for you – so you can make the most of your vouchers!
And you can get FREE vitamins too!
You don’t need to spend your vouchers on them, instead there’s a vitamin coupon next to your voucher on every second Healthy Start letter. Show it to your midwife or health visitor and ask where to exchange it for Healthy Start vitamins for you and vitamin drops for your little one.

How to use your vouchers
Spend them at thousands of local shops and supermarkets.
Find your nearest shop at www.healthystart.nhs.uk
Do use them before the use-by date.
Please spend ALL of your voucher, because you won’t get any change!

If your situation has changed in any way make sure you tell Healthy Start on 0845 607 6823 (local call rate from BT landline). You will also need to tell NHS 111 (call free) on 111 in an emergency to make sure you keep getting the right amount of vouchers.

Home made carrot soup
Serves 4 (childled served)
For all the family – you can make this with or without a blender.
2 tablespoons vegetable oil
1 small onion, finely chopped
5 large carrots, scrubbed and chopped or peeled
1 large potato, peeled and chopped into small pieces
500ml of water
1/2 teaspoon grated nutmeg (if you like)
Add 1/2 tin of whole milk

Cook’s tips:
nothing is a sure fire hit if presented in a way in which your child will not notice
therefore serve it in a bland bowl and whenever possible serve it with a stick

Method:
Heat the oil in a large saucepan and cook the onion for 5 minutes over a low heat.
Add the carrots, stir and cover, cook gently for another 5 minutes, stirring occasionally.
Add the water and nutmeg, bring to the boil. Add the chopped potato, cover and simmer for 20-25 minutes or until the vegetables are tender.
If you like, blend the soup to make it smooth, then return it to the pan.
Add enough milk to make it a scoop like consistency for and heat through.
Serve with pitta bread or toast.

Welcome to Healthy Start
www.healthystart.nhs.uk
0845 607 6823 (local call rate from BT landline)
Remember to pick up your FREE Healthy Start vitamins!

Make sure you get your vitamins!

Have you collected your Healthy Start vitamins yet? As a new mum, you need to look after yourself. And it's particularly important if you’re breastfeeding, because baby needs vitamins too!

Extra Vitamin C and D will help keep you and baby healthy

Vitamin C boosts your immune system and helps keep pesky coughs and colds away. It’s in fresh fruit and veg as well as Healthy Start vitamins.

Vitamin D helps build healthy bones and teeth. You mainly get it from sunlight, but with the British weather it’s often hard to get enough. It’s included in Healthy Start vitamins too.

Where to get your Healthy Start vitamins

Take the vitamin coupon on your enclosed letter to your health visitor and ask where you can exchange it for your free vitamins locally.

For more information, advice and recipes, visit: www.healthystart.nhs.uk

If your situation has changed in any way make sure you tell Healthy Start on 0845 607 6823 (local call rate from BT landlines). You will also need to tell HMRC Tax Credits or Jobcentre Plus to make sure you keep getting the right number of vouchers.