Minder

By UK Dementia Research Institute

Minder brand guidelines

Last updated 05/01/2021

UK Dementia
Research Institute

1   Minder brand

The Minder brand exists to instil a sense of professional pride and belonging in our cohort and wider team.

This guideline exists to share the intention behind our brand and guide you in the development of consistent brand materials. In most cases, templates will support teams to develop materials, such as slide presentations, letters on headed paper for consent forms.

For more bespoke items such as instruction manuals or digital tools and websites, work with the Helix team who can guide you in finding or creating the appropriate design resources.

1 Minder brand

Why is a brand important?

A common misconception is that a brand is just a logo. Branding goes far beyond that; it is the sum of all materials and communications that our audience (participants and external audiences alike) engage with. A consistent brand with a clear point of view builds credibility and trust with its audience.

"A brand is a gut feeling someone has about an organisation. It's a gut feeling because we're all emotional, intuitive beings, despite our best efforts to be rational. It's a person's gut feeling because in the end, the brand is defined by individuals, not by organisations. Each person creates her own version of a brand in her mind. While organisations can't control this process, they can influence it by communicating the qualities that make an organisation different from others. In other words, a brand is not what you say it is, it's what they say it is."

- Marty Neumeier, The Brand Gap (2003)

Where can I find the assets?

You can find all logos, fonts, images, illustrations, templates in the Teams CRT ALL folder

CRT ALL_CRT- Documents › Brand and Participant-facing docs › 0_Minder Brand

2 Logos

The first step in developing any materials for Minder is to define your audience and therefore which logos to use. This visual shows the brand structure and the relationship between each brand and organisation.
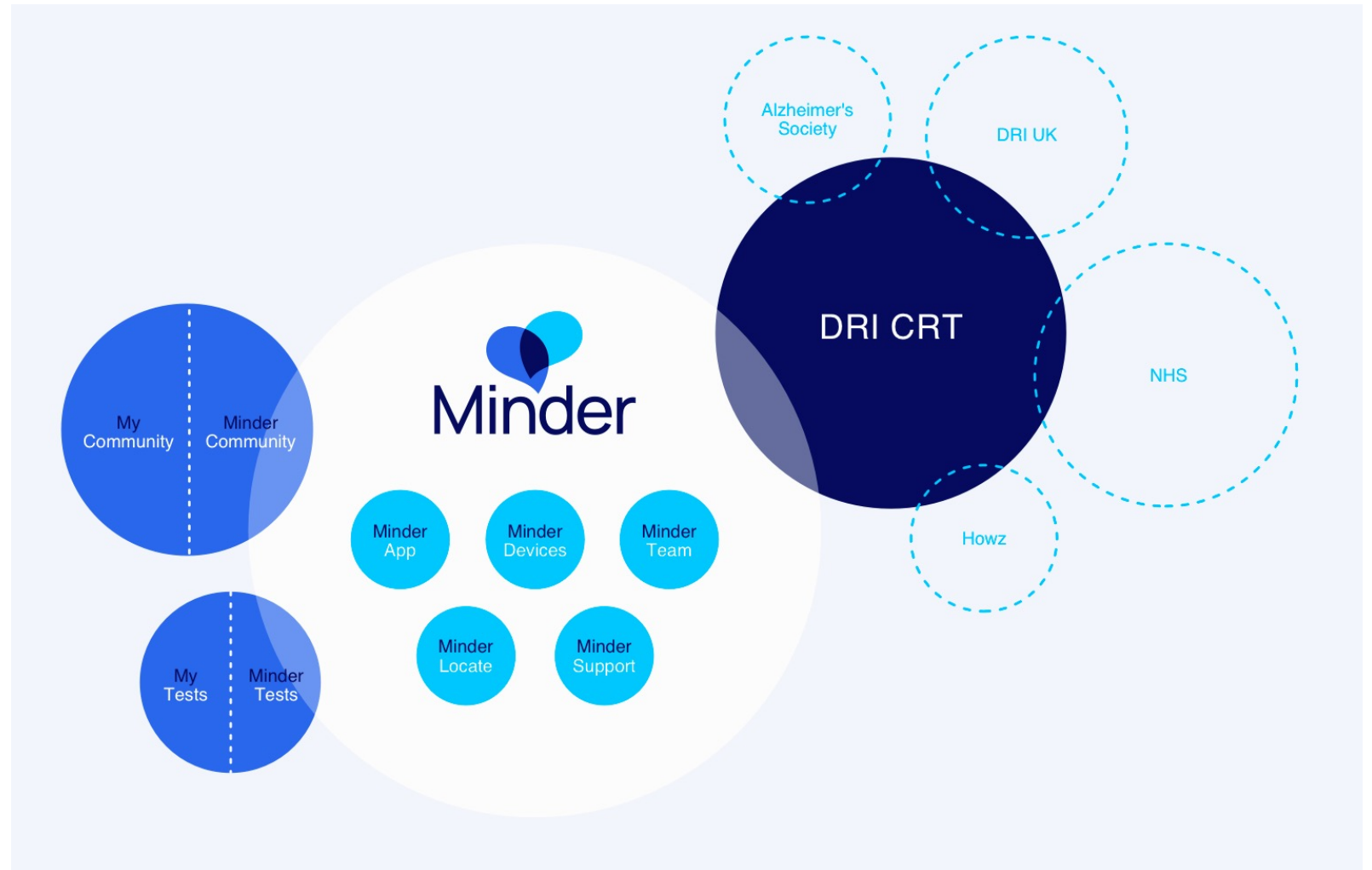
2   Logos

User service:

Delivery partners:

Minder

The new name for the cohort facing project that encapsulates the work of the UK DRI Care Research & Technology Centre, supported by SABP and Howz.

Surrey and Borders Partnership NHS Trust (SABP)

Provide the clinical support to the Minder project, including the Minder Monitoring Team.

Howz

Provide technical support to the Minder project, including installing devices in homes and fixing technical issues.

2 Logos

Centre:

UK DRI Care Research & Technology Centre

The UK DRI Care Research & Technology centre, based at Imperial with close collaboration with Surrey, brings together a diverse team to create new technologies that will deliver the highest quality dementia care in the home.

Institute:

UK Dementia Research Institute (UK DRI)

The national organisation consisting of 7 research centres, of which the Care Research & Technology Centre is one. UK DRI funds the centres, with funding from the Medical Research Council, Alzheimer's Society and Alzheimer's Research UK.

Funders:

The UK DRI CRT is one of 7 centres nationwide, with funding from the Medical Research Council, Alzheimer's Society and Alzheimer's Research UK.

2 Logos

How to use Minder logo

Rule 1: Always have a clear space around the Minder logo. Do not clutter the logo by other text or images or position close to the edge of the materials.

Rule 2: The Minder logo should always be placed on a white background.

Rule 3: Place the Minder logo at the top centre of the page or the bottom left if placed with partner logos.

Rule 4: The logo symbol can be used within illustrations or graphical elements.

Go to the **templates and examples** sections at the end of this document to see the logo used in practice for more guidance.

3 Colours

The Minder brand identity and colour scheme has purposely been designed to work alongside the **UK DRI brand guidelines.**

How to use Minder colours

Rule 1: Only colours indicated with stars may be used for on-screen text, to improve legibility and meet accessibility guidance. Colours marked with two stars may be used at all text sizes. A single star indicates text should be restricted to sizes equivalent to 18pt or larger.

Rule 2: Remember: black and white are also very important in terms of our colour palette, especially when we need to present clear and accessible information.

★★		★★		★
UK DRI dark blue R0 G50 B110 HEX: #00326e C100 M78 Y0 K44 Pantone: 2768	**UK DRI light grey** R197 G209 B217 HEX: #c4d1d9 C12 M0 Y0 K20 Pantone: TBC	**UK DRI dark grey** R65 G87 B103 HEX: #415767 C75 M55 Y40 K28 Pantone: 445	**UK DRI sky blue** R10 G200 B255 HEX: #0ac8ff C65 M0 Y0 K0 Pantone: 2985	**UK DRI petrol blue** C80 M15 Y0 K20 HEX: #007faf R0 F127 B175 Pantone: 7469

★	★	★★		★★
UK DRI bright blue R70 G130 B255 HEX: 4682ff C65 M40 Y0 K0 Pantone: 2727	**UK DRI cobalt** R50 G90 B215 HEX: 325ad7 C85 M70 Y0 K0 Pantone: 2728	**UK DRI violet** R70 G30 B140 HEX: #461e8c C85 M95 Y0 K0 Pantone: 2685	**UK DRI fuchsia** R250 G45 B110 HEX: #fa2d6e C0 M95 Y35 K0 Pantone: 191	**UK DRI ruby** R170 G0 B80 HEX: #aa0050 C10 M100 Y35 K27 Pantone: 215	**UK DRI yellow** R255 G237 B0 HEX: #ffed00 C0 M0 Y100 K0 Pantone: Process yellow

4 Fonts

Minder only uses one main font typeface, which is called **Manrope.** If the main font (Manrope) is not available, please use Helvetica Neue, which is inline with font **UK DRI brand guidelines.**

How to use Minder fonts

Rule 1: Ensure there is a hierarchy to your text, for example make titles a larger size to body text.

Rule 2: Make sure that text is accessible for the cohort, for example use larger font sizes readable and contrasting colours so the text is readable.

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

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

5   Images and illustrations

Photography is a powerful and emotive tool through which to express what we stand for. It is a way to quickly bring to life materials and allow the cohort to relate to the Minder brand.

If using images of people, diversity is of utmost importance (gender, ethnicity and role).

Free-to-use image websites:

www.unsplash.com

www.nappy.co

5 Images and illustrations

A library of **illustrations** will build over time, though primarily the illustrations will be used for signature items.

Creating new illustrations is labour intensive and it is suggested to use photography where possible. If using the character illustrations, diversity is of utmost importance (gender, ethnicity and role).

6 Templates and examples

A library of templates and examples will build over time. These will act as guidance on how to implement the brand across materials.

If you need additional support, please contact the Helix team who can guide you.

You will find the **Word** and **PowerPoint** templates on the OneDrive *insert link*.

Example: Minder Check-in

Minder Check-in is an Alexa a 'Skill' that works on an Alexa device as part of the Minder Health Monitoring Study. Minder Check-in is used to ask the cohort few quick well-being questions each day and record their answers.

The Helix team worked with the Robotics team and Minder Champions to design a series of assets that help onboard users and aim to increase engagement (instruction booklet, website, videos and posters).

For more information go to:

mindermeetingplace.com/alexa/

Minder
Check-in
with alexa