Welcome to our brand identity guide. Our guide will help you to understand a little more about us. It will give you all the tools you need to help us communicate our brand consistently.
An effective brand identity is born out of a clear articulation of the purpose, spirit and personality of the brand. We call this a brand framework.
Sexual and reproductive healthcare (SRH) is a human right. We are the largest UK professional membership organisation working at the heart of SRH, supporting healthcare professionals to deliver high quality care.
A bit about us

Our purpose
To shape sexual and reproductive health for all.

Our vision
A world where quality sexual and reproductive healthcare is accessible to all.
Our FSRH voice is our personality (what we say), which tends to stay the same. Our tone (how we say it) may vary slightly based on the audience we are talking to.

For more information, read our tone of voice guide.
Our identity is a design scheme composed of a number of elements that come together to create a distinctive look and feel, making the FSRH brand instantly recognisable.

The following pages guide you through the core elements. They will assist you in designing and producing compelling communications with a high degree of creative flexibility.
Introducing our logo.

Our current bold FSRH triangle is eye-catching and helps us stand out from the crowd.

The triangle’s central converging point represents how we are always at the heart of SRH.

Wherever possible the full colour logo should be used and be placed on a white or light grey background (for colour values see p 16). In special circumstances where colour printing is unavailable the greyscale logo may be used.
Our logo

Exclusion zone

Our logo should be given room to breathe.

To ensure our logo remains prominent and easy to read, a minimum amount of clear space around the logo equal to the height of the capital ‘F’ should be kept free of any other visual elements.
Our logo

Size and positioning

Our logo should sit proudly in the top left corner of any communications we produce, with equal spacing to the left and above. It should be reproduced at these sizes on standard paper formats, both portrait and landscape orientation. For any other formats choose the nearest size and for large scale events or banners, simply scale up proportionally.

Minimum size

Print 25 mm

Digital: 120 px
Our logo

Grid positioning

Alignment of the grid and other design elements are determined by the position of our logo.

Whenever our logo appears within a layout, the top and left hand margins should align with the beginning of the logo wordmark. The remaining right hand and bottom margins should be equal to the distance above and to the left of the logo (x).

Nemo enim ipsam voluptate quia voluptas sit aspernatur aut odit aut fugit

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia nonnumquam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit quia voluptate velit esse quam nihil molestiae consequatur? Quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure rerum? Voluptatem accusantium doloremque laudantium, magnam aliquam quaerat voluptatem.
In addition to our core logo, a lock-up has been created to include various descriptors that can be used when our brand requires further explanation.

Never try to recreate the logo descriptors. Only artwork supplied by FSRH should be used.

Greyscale descriptors have also been created for when colour printing is unavailable.

Our relationship to RCOG
Use only in specific cases:
- International promotion e.g. international work, projects or qualifications.
- On any official communication e.g. with Charity Commission, Companies House, AGM etc.
- Where being part of the RCOG is considered a useful part of the promotion (check with the marketing team).

Our endorsement logo
Use only in association with our endorsement scheme.

Our acronyms
Use only where space is an issue – e.g. social media collateral, banners, speaker podiums.

Our full logo
Primary logo. Use on all marketing materials, with exceptions below.
Our logo

Descriptor position

The descriptor can either be used as the provided lock-up (option 1) or separated from the logo to sit in-line and on the grid (option 2).

For option 2, the proportions must be retained from the original lock-up.
Our logo

Do not...

...distort
Never stretch, screw, rotate, crop or manipulate the logo in any way.

...amend
The relationship between the triangle and the logotype should never change.

...embellish
Do not add any effects, drop shadows or outlines to the logo.

...place on coloured backgrounds
The logo should only be placed on a coloured background if no alternative. Ensure that it contrasts enough with our logo or is faded so that our logo does not get lost. Please check with the marketing team.

...place on top of imagery
The logo should only ever be placed on a white or FSRH Light Grey background (see page 25 for brand colour palette).

...recolour
The only exception is when colour printing is unavailable. In this instance a greyscale version of the logo is available for use.

...recreate
Never attempt recreate the logo with a different typeface.

...recreate the descriptor lock-ups
The logo descriptors should only be used as outlined on page 23.
Our colour palette helps to give us a distinctive look and feel that is professional and approachable.

White and light grey should be used confidently to give the other colours and identity elements space to breathe.

The use of black should be restricted to small details and text elements only.
Our colour palette

Gradients

We can use the gradients from our logo to help add warmth and richness to backgrounds and large areas of flat colour.

These are the only gradients that should be used and should always be made up of the colour values specified on p 16.
Our triangle
How we can use it

The triangle is at the heart of our visual identity.

We continue to use the triangle in various ways throughout our identity to strengthen the visual recognition of the brand.

Layer and tessellate to create graphic patterns.

As a bullet point within text.

For graphical icons.

As a holding device for text and imagery.

Using the 60° interior angle.
Our typeface
Primary typeface

Weights
Cera offers a wide range of weights to use but our favourites are Cera Medium for headings and Cera Light for body copy.

Kerning and tracking
The kerning should be set to ‘Metrics’ and tracking set to ‘-20’.

Leading
The leading should always be 4pt larger than the type size. When using very large headlines the leading can be adjusted visually. For example, the text to the right is set to 40pt on 50pt leading.

Hyphenation
Automatic hyphenation should be switched off for your layout.

Justification
Word Spacing should be set to Minimum 80%, Desired 80% Maximum 80%.

System Fonts
In instances where only system fonts are available we should use Arial Regular and Arial Bold.

Our typeface is Cera.
An approachable font born from geometry, its circular shapes provide a welcome contrast and softness to our triangular identity.

Cera Medium
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrStTuUvVwXxYyZz
£$%&*()_+-={}|:;'<,./~!@
0123456789 ▼

Cera Bold
AaBbCcDdEeFfGgHhIiJjKkLlMm
Cera Black Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm

Cera Light
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrStTuUvVwXxYyZz
£$%&*()_+-={}|:;'<,./~!@
0123456789 ▼

Cera Thin
AaBbCcDdEeFfGgHhIiJjKkLlMm

Cera Regular Italic
AaBbCcDdEeFfGgHhIiJjKkLlMm
Our photography style
Principals

It is important we use high quality photography that connects us with our audience.

Where possible we should use real photography of our members, events and services, shot by a professional photographer, to prove we are always right in the heart of the action.

The bad (below):
- Stock photography that looks staged or cheesy
- Erotic or crude imagery
- Photography with a strong use of off-brand colours
- Doctors in white coats and stethoscopes

The good (above):
- Photography that represents our members with real people from diverse backgrounds and ethnicities
- FSRH event photography documented by professional photographers
- If stock photography is used it should feel real and non-posed
- Imagery that is sensitive to the brand colour palette
Our photography style

Treatment

Photography can be presented in two ways:

A) Full colour
B) With a colour filter

To achieve option B:

- Open the image in Photoshop and add a Black & White adjustment layer.
- Above this, add a new layer and fill with one of our brand colours. Set the layer blending mode to 'screen'.

[Image of Photoshop layers interface]
This section demonstrates how to pull together all of the identity elements, showing you how to create a consistent look and feel across all the materials that you produce.

Putting it all together.
Dear Helen,

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores.

Eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non nibh molestiae coerem voluptate velit esse quam nihil molestiae coer est

Yours sincerely

John Smith
Chairman, FSRH
Providing a voice for healthcare professionals

Working together for the betterment of Sexual Reproductive Health

We listen to our members

16%

51%

78%

Raising standards in SRH

A beginners guide to FSRH

Shaping Sexual and Reproductive Health for all

We believe that access to quality sexual and reproductive healthcare is a fundamental human right. That's why, as the largest professional membership organisation at the heart of SRH, we are working together with our members and partners to shape better sexual health for all.

FSRH brand identity guidelines
Overview

Leaflets, booklets and advertising

FSRH Virtual SRH in 2020 and beyond

Advice for women during Covid-19
Accessing sexual and reproductive healthcare as lockdown eases

Now that society is beginning to normalise from the Covid-19 lockdown, what care can I expect?

Over 20 million people have had their first dose of a vaccine so far. In the UK, the NHS has been working incredibly hard to provide vaccinations to all age groups and millions of people have now had their first and second doses. In addition, NHS England and the Department of Health and Social Care have a coordinated plan for vaccines, which continues to be reviewed to ensure that a large proportion of the UK population has been vaccinated as soon as possible. In the UK, the government has also committed to provide 40 million doses of vaccine to other nations in need.

FSRH has recommended to healthcare professionals that the level of care you provide should be based on the continuing need for care and guidance and not the government's lockdown guidance. In general, the NHS continues to provide safe and effective care. Patients should therefore access care as before and healthcare professionals should continue to provide care as before, whether you need it.

It's important that you do not delay in seeking care if you need it.

As ever, it's important that you do not delay in accessing care if you need it. Your local services, as well as your local GPs, will have ways of ensuring that you can access care in a way that is safe and effective.

If you can't access your local health services, as well as your local GPs, you can use the NHS 111 service to find out where you can access appropriate care.

2018 - what did we achieve?

Our new Diploma is launching in Spring 2020

Find out more at www.fsrh.org/newdiploma

What will our new Diploma offer?

It will offer candidates clearer learning pathways and interactive assessments in the order to suit you.

Access content in a variety of formats, register and support from a Registered Trainer and our online forum.

Find out more about our new Diploma at www.fsrh.org/newdiploma

Selected key achievements in 2018

Find out more at www.fsrh.org/women-advice-easing-lockdown

As we move into the next phase of the pandemic, it is likely that sexual and reproductive health services will begin to offer access to a wider range of care than in the early stages of the pandemic. However, the need to protect you as a patient, and the NHS, from risk of Covid-19 for you to access care should be balanced with the continuing need and ongoing development of sexual and reproductive health services.

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Anniversary of the vocal and visible campaign for women’s health strategy.


take misoprostol at home, to a

in going to an abortion.
Overview

Banners and social media graphics
For any enquiries, please contact the FSRH Marketing team at:

E: marketing@fsrh.org
T: 0203 751 8074