



British Society of
Paediatric Dentistry

Our Brand Guidelines

Introduction

The BSPD brand is for use by members, employees and, with our permission, by partner organisations. Anyone using the BSPD brand should follow these guidelines. If anyone has any queries about how and when to use the guidelines, please email administrator@bspd.co.uk

BSPD on social media

BSPD has an official account on the following platforms; Facebook, Twitter and Instagram. These accounts are there for the Society to respond and react on behalf of all the membership. Often, they will be used to highlight important initiatives or announce a new press release.

BSPD branch identities

Branches now have their own identity. Logos are available to each branch. Please email media@bspd.co.uk if you want your branch logo sent to you. To avoid confusion, branches are encouraged to allow the official BSPDUK social media accounts to provide national responses or make Society announcements. Your support in sharing our original posts is much appreciated. Ways in which branches might use their branding are to:

- Promote local events
- Share local news and updates
- Support the messaging of BSPD
- Linking to the BSPD website

Please do not reinvent the wheel by producing your own resources, unless they are for use at local level and follow BSPD style. If in any doubt, please email administrator@bspd.co.uk

What's in our brand guidelines?

Our Logos:

- 1.1 BSPD Full Name Logo
- 1.2 BSPD Strapline Logo
- 1.3 BSPD Acronym Logo
- 1.4 BSPD Logo Icon
- 1.5 Reversed Logo Options
- 1.6 White Logo Options
- 1.7 Mono Logo Options
- 1.8 Logo Clearance Area

Branches & Groups:

- 2.1 Branch & Group Logos
- 2.2 Social Media Logos
- 2.3 Powerpoint Presentation Slide

Visual Identity:

- 3.1 Colour Palette
- 3.2 Typography
- 3.3 Photography

Marketing Materials & Campaigns:

- 4.1 BSPD Website
- 4.2 YouTube Channel
- 4.3 Marketing Literature
- 4.4 Awards Certificate
- 4.5 Dental Check By One

This version of the BSPD logo consists of the full name and the graphic icon, as displayed on this page.

It has been constructed as an original vector artwork and must never be recreated or amended. Original master artwork files must always be used.



This version of the BSPD logo consists of the full name, the graphic icon and strapline, as displayed on this page.

It has been constructed as an original vector artwork and must never be recreated or amended. Original master artwork files must always be used.



British Society of
Paediatric Dentistry

Improving children's oral health

This version of the BSPD logo consists of the acronym and the graphic icon, as displayed on this page.

It can be used as and when required depending on the marketing materials, for example on the cover of a brochure when the full name logo is repeated throughout.

It has been constructed as an original vector artwork and must never be recreated or amended. Original master artwork files must always be used.



This version of the BSPD logo is the graphic icon by itself, as displayed on this page.

It can be used as and when required depending on the marketing materials, for example on a social media account as a profile photo.

It has been constructed as an original vector artwork and must never be recreated or amended. Original master artwork files must always be used.



A variety of logo options have been created for all applications, from 4 colour process to single colour black. Please select the most appropriate version for your production needs.

These logos have all been constructed as original vectors and must never be recreated. Original master artwork files must always be used.

BSPD Full Name Logo:



BSPD Strapline Logo:



BSPD Acronym Logo:



BSPD Logo Icon:



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BSPD Full Name Logo:



BSPD Strapline Logo:



BSPD Acronym Logo:



BSPD Logo Icon:



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BSPD Full Name Logo:



BSPD Strapline Logo:



BSPD Acronym Logo:



BSPD Logo Icon:



To prevent visual distraction and to ensure our logos have maximum impact, we need to give them the space to stand out. Therefore, a clearance area of a minimum size of 5mm must be used around the logo at all times.

All graphic, photographic and typographic elements must be kept clear of this area in an attempt to maintain the integrity of our logos.

5mm



5mm



5mm



5mm



A major part of the overall BSPD branding is the creation of a series of sub-brand logos for each of the main branches and groups within the society.

This logo must be used on any marketing materials produced by the branch or group to ensure consistency.



Social media versions of our logo have been carefully created to emphasise the hierarchy between the BSPD main account and our branch and group accounts.

The branch and group version includes the BSPD website address, so that all branches and groups direct patients to the main BSPD website.

The correct social media logo must be used on any active online accounts. Please contact the administrator to be sent the design files for the unique logo for your branch or group.

BSPD main account:



BSPD branch and group accounts:



A generic slide design has been created for each BSPD branch and group to use in Powerpoint presentations to show their affiliation to the society.

Please contact the administrator to be sent the design files for the unique presentation slide for your branch or group.



The following brand colours have been specified for using alongside the BSPD logos.

These specifications are based on the second edition of the Pantone® solid to process guide. To ensure consistency always follow these specifications.

Please note: this document is set up for desktop printing and is not visually accurate for colour matching.



Pantone 294

C: 100
M: 86
Y: 33
K: 16

#213565



Pantone 485

C: 1
M: 95
Y: 94
K: 0

#e3241d



Pantone 639

C: 98
M: 12
Y: 11
K: 0

#0094ca

Our typeface and typographic style is an essential part of the BSPD brand identity. Correctly used and consistently applied it will enhance, strengthen and build recognition.

Our principal brand typeface is Bariol Regular. Minimum point size is 9pt except for brochure small print where it can be reduced to 7pt if required.

For desktop applications such as Microsoft Office where Bariol is not available, Arial Regular should be used as a default font. All live text areas for electronic media such as Powerpoint and typed letters should also be typeset in Arial Regular.

Bariol Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BSPD have an extensive image library of photography including stock images and photos supplied by various patients, members and branches.

Please ensure you always use a photo that best represents BSPD to the audience you are presenting to.

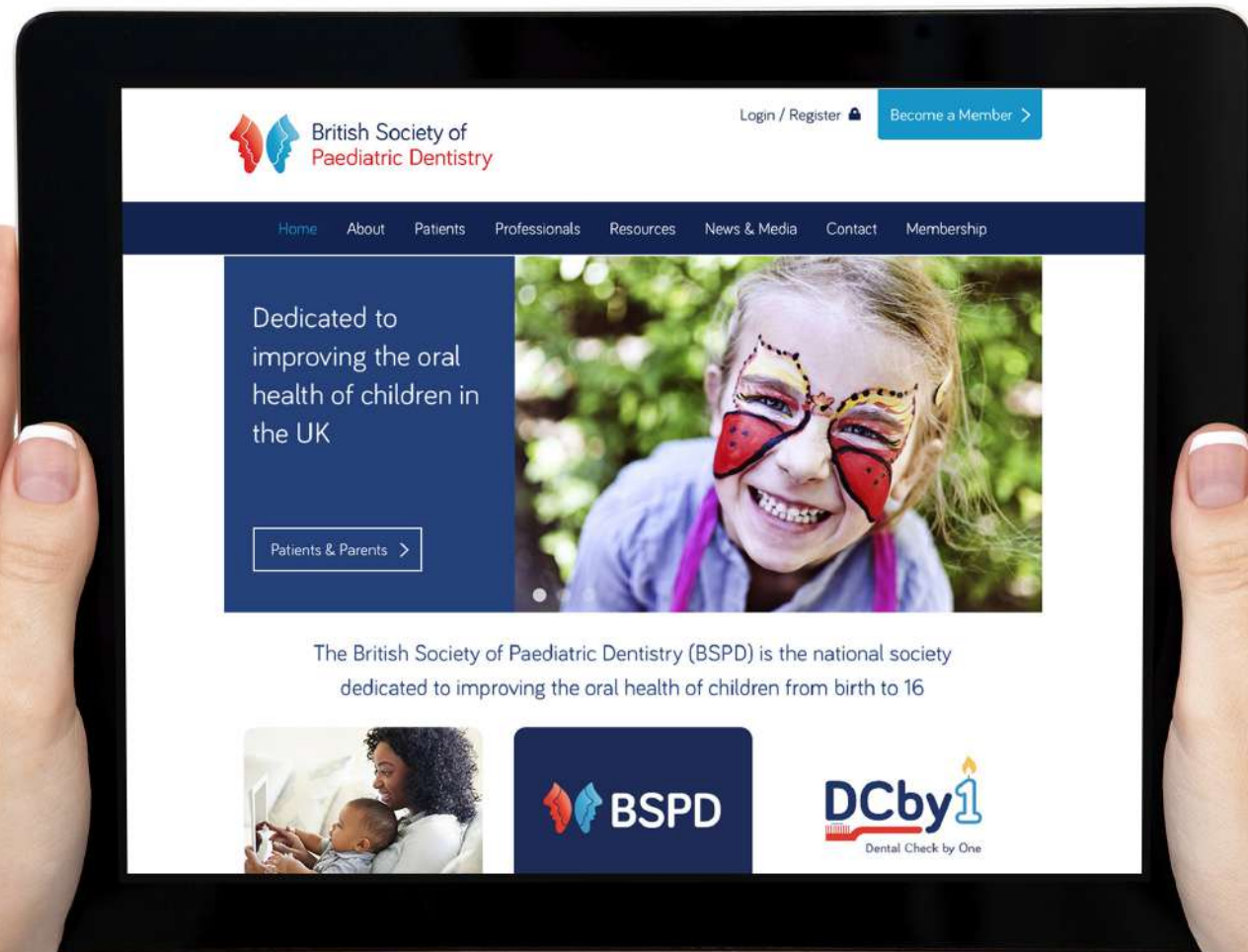
Licensing, image rights and ownership must always be checked as correct for purpose.



The aim of our website is to be visually inspiring, communicate effectively, support our brand identity and be of a high technical standard.

Accessibility is about design for everyone. The site complies with accessibility best practice and complies with the W3C's Web Accessibility Initiative (WAI) guidelines.

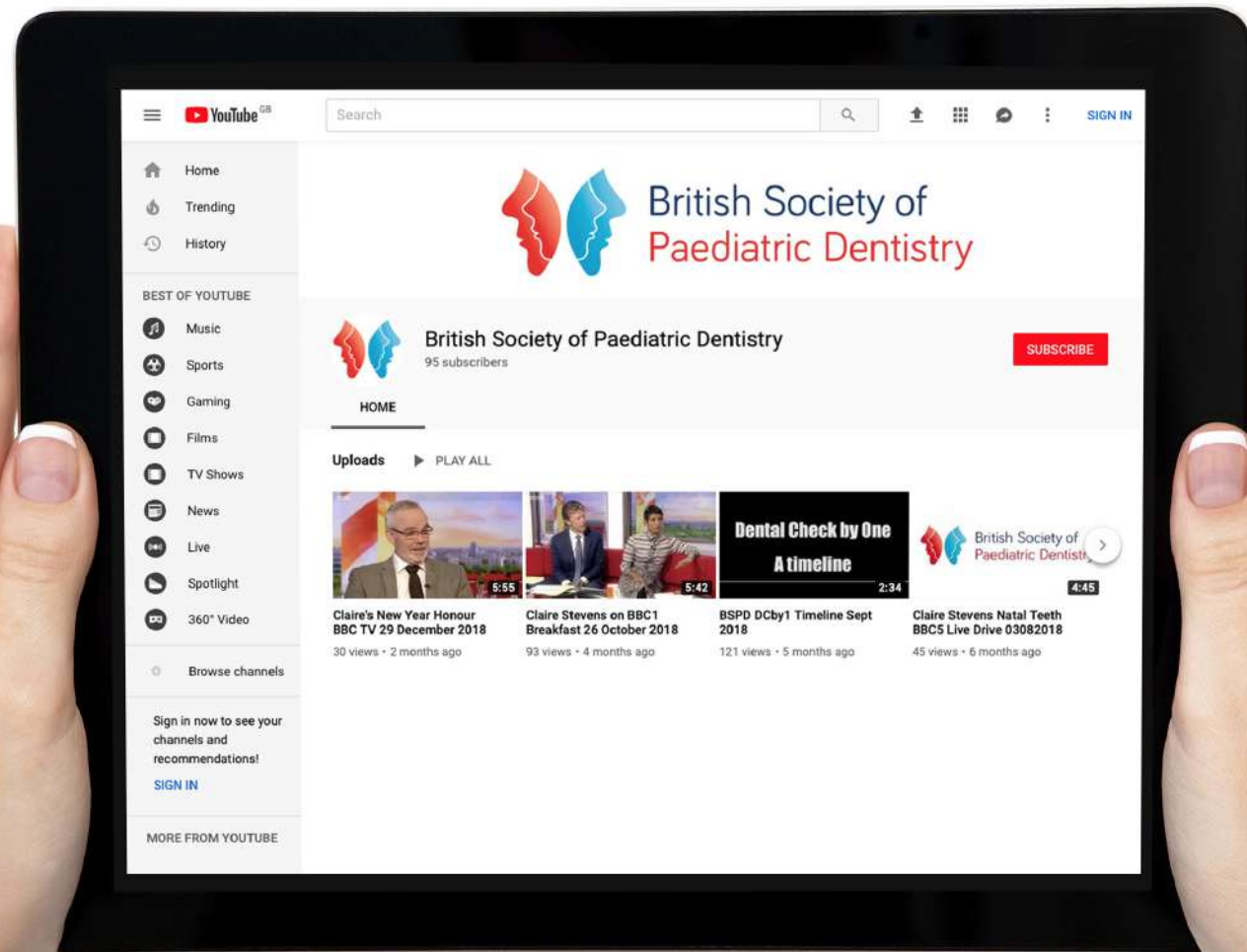
www.bspd.co.uk



We have our own YouTube Channel dedicated to BSPD. The channel includes a range of videos relating to the society, our members and other relevant news stories.

To access or subscribe to our channel simply type 'British Society of Paediatric Dentistry' in the YouTube search bar.

www.youtube.com



The examples shown here demonstrate how the key elements of our brand can be applied to marketing literature incorporating images, text and graphic elements.

BSPD's literature design uses simple structured typography that engages and informs. Copy should be factual and concise, giving as much detail as needed to convey the message.



A branded certificate has been designed for BSPD awards such as the Outstanding Innovation displayed here.

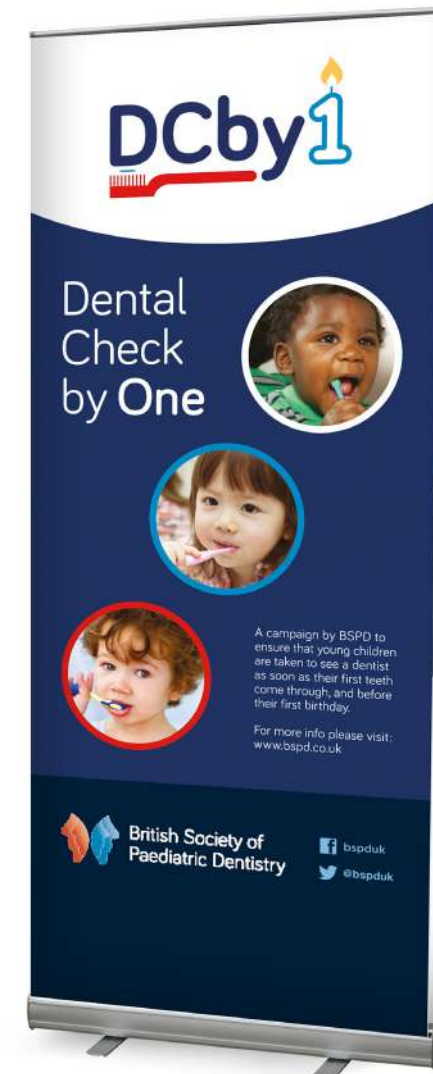
To request the design template for the BSPD certificate, please contact the administrator.



Dental Check by One (DCby1) is a UK wide campaign launched by BSPD in partnership with the Office of the Chief Dental Officer England (OCDO), with the aim of increasing the number of children who access dental care aged 0-2 years.

The DCby1 logo is available for dental practices committed to giving young children an examination and to all organisations who are actively supporting the campaign.

It cannot be used by other organisations or for commercial purposes without the express permission of BSPD.



For any queries, help with the production of BSPD communications or for the use of any of our imagery, please contact our administrator at the Royal College of Surgeons of England by sending an email to:

administrator@bspd.co.uk

 bspduk  @bspduk

www.bspd.co.uk

