

**NHS CHARITIES  
TOGETHER**



# **Big Tea Guidelines**

May 2021

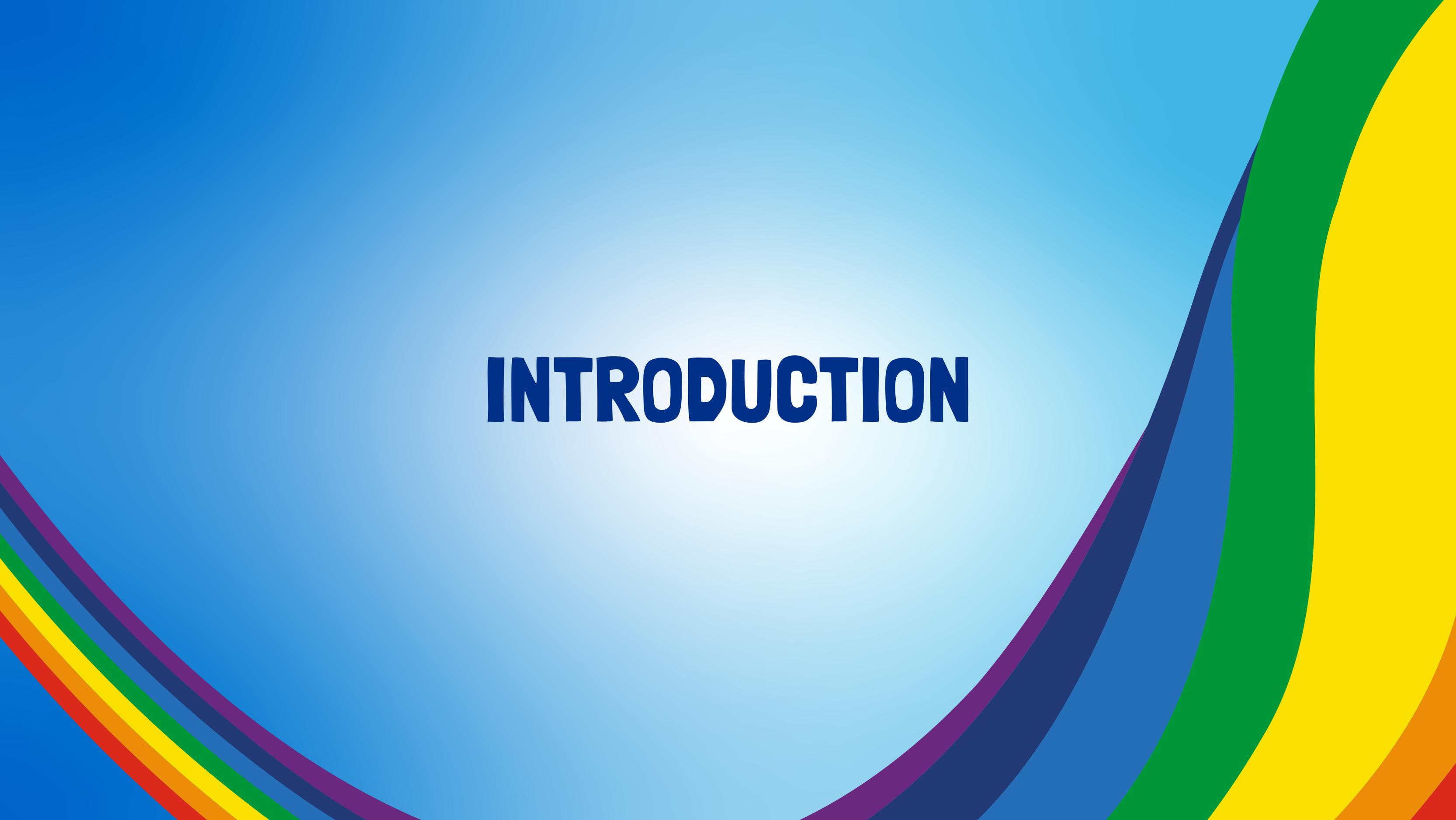


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# INTRODUCTION





# INTRODUCTION

## NHS Big Tea

This has been a year like no other.

For every nurse working twelve hour shifts in a full-face mask. For every clinician fighting to keep our loved ones alive. For every hospital porter, support worker and paramedic putting themselves on the line.

They say everything stops for tea. And this July, the whole nation will stop for the NHS Big Tea.

It'll be a national outpouring like no other.

An outpouring of love. And of gratitude. An outpouring of joy and generosity, warmth and reflection. All stirred like our national brew.

With every tea and every toastie, with every penny and every pound raised, we'll champion the wellbeing of our NHS champions.

It's time to brew a national thank you.





# **MESSAGING**

# MESSAGING

## Key & Overarching

### Key messaging:

This year, we all feel closer to our NHS. And at its heart, the NHS Big Tea is a call for everyone to join a national outpouring of thanks on the 5th July – the birthday of the NHS.

For many, this will be an outpouring of joy, celebrating the vaccine and all that it allows us to do again.

For others, it will be an outpouring of thanks, for everything that our NHS champions have done for us.

For some, sadly, it will be a moment of reflection for the loss of loved ones.

Our campaign will reflect this range of emotions.

### Overarching messaging:

Join a national outpouring of love to raise money for our NHS champions.

Join the nation's biggest tea break to raise money for the incredible people in our NHS.



# MESSAGING

## Impact

### Impact messaging:

In the last year, people throughout the NHS have faced challenges like never before. NHS Charities Together have been a constant support, helping our healthcare heroes continue their vital life-saving work.

Our supporters have helped us fund counselling and mental health support, and provide much-needed practical support, like food, drink and a place to rest.

By joining the NHS Big Tea, you will help make sure we can keep supporting our NHS champions when they need us most.



# MESSAGING

## Hosts

### Messaging for Hosts:

#### Short

Host your own NHS Big Tea for our NHS heroes, in person or virtually.

#### Medium

Everyone has a reason to thank our NHS heroes, so join us for a national outpouring of love, gratitude and generosity on 5th July at 3pm – or whenever works best for you. Brew your thank you, host an NHS Big Tea.

#### Long

We've been through a year like no other. And this year, everyone has a reason to thank our NHS heroes. So join us for a national outpouring of love, gratitude and generosity on 5th July at 3pm – or whenever works best for you – by hosting an NHS Big Tea. You can host it in person or virtually, with your community or at work. How will you brew your thank you?



# MESSAGING

## NHS Big Tea

### Messaging for Individuals:

#### Short

Take 5, Text £5, Tag 5

#### Medium

Everyone has a reason to thank our NHS heroes, so join us for a national outpouring of love, gratitude and generosity on 5th July. Take 5, text £5 and tag 5 people to show your appreciation.

#### Long

We've been through a year like no other. And this year, everyone has a reason to thank our NHS heroes. So join us to thank them properly on 5th July. Take a tea break and donate £5 to join us in a national outpouring of love and gratitude to the incredible people at the heart of our NHS. Take 5, text £5 and tag 5 people to show your appreciation.

### Instagram gif example

TAKE 5,  
TEXT £5  
TAG 5



# TONE OF VOICE



# TONE OF VOICE

## Overview

Our voice should come from the heart. There is a whole range of emotions that people have for their NHS heroes – from love to appreciation to reflection. Our messages bring this range of emotions to life, but should never be too joyous, in consideration of those who have lost loved ones due to Covid-19.

Where appropriate, consider how your materials can show the public's connection to the people at the heart of the NHS in an emotive way, for example 'I'm pouring out my thanks for the nurse who treated mum'.

Our voice should be:

- Proud
- Grateful
- Thankful
- Supportive



# LOGO LOCKUP

## EVENT LOGO

### NHS Big Tea main logo

The NHS Big Tea logo is for standard usage and should be used when referring to the The Big Tea campaign.



# LOGO LOCKUP

## The NHS Big Tea logo variants

Logo colours can be alternated depending on which background colour it is featured on. We have included a reversed out option for you here. Please note – the below colour combinations are not to be changed.



# LOGO LOCKUP

## The NHS Big Tea logo variants

This logo variant should be used when referring to the national **3pm 5th July** Big Tea event.



# LOGO LOCKUP

## The NHS Big Tea logo size, exclusion zone and positioning

### Sizing:

The minimum size the logo can be used to ensure legibility is 45mm / 265px wide.

### Exclusion zone:

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

A minimum area of surrounding space is required across all visual communications. The clear-space area must relate to the size of the logo and is therefore worked out with the following equation.

Logo clear-space is set by dividing the logo width by 4.

$$Y/4 = X$$

Y = Logo width

X = Clear-space

### Positioning:

This logo has flexible positioning however it should be placed with consideration around the headlines, text or other visual elements.



45mm / 265px  
(minimum size)

X		X
		
X		X

y

## LOGO LOCKUP

### NHS Charities Together logo

The NHS Charities Together logo is for standard usage and should be used when referring to The Big Tea campaign.

**NHS CHARITIES  
TOGETHER**



# LOGO LOCKUP

## NHS Charities Together logo size and exclusion zone

### Sizing:

The minimum size the logo can be used to ensure legibility is 35 mm wide.

### Exclusion zone:

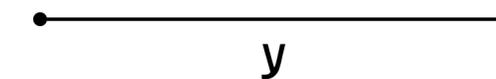
The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

A minimum area of surrounding space is required across all visual communications. The clear-space area must relate to the size of the logo and is therefore worked out with the following equation. Logo clear-space is set by dividing the logo width by 4.

$$Y/4 = X$$

Y = Logo width

X = Clear-space



# LOGO LOCKUP

## The NHS Big Tea x NHS Charities Together

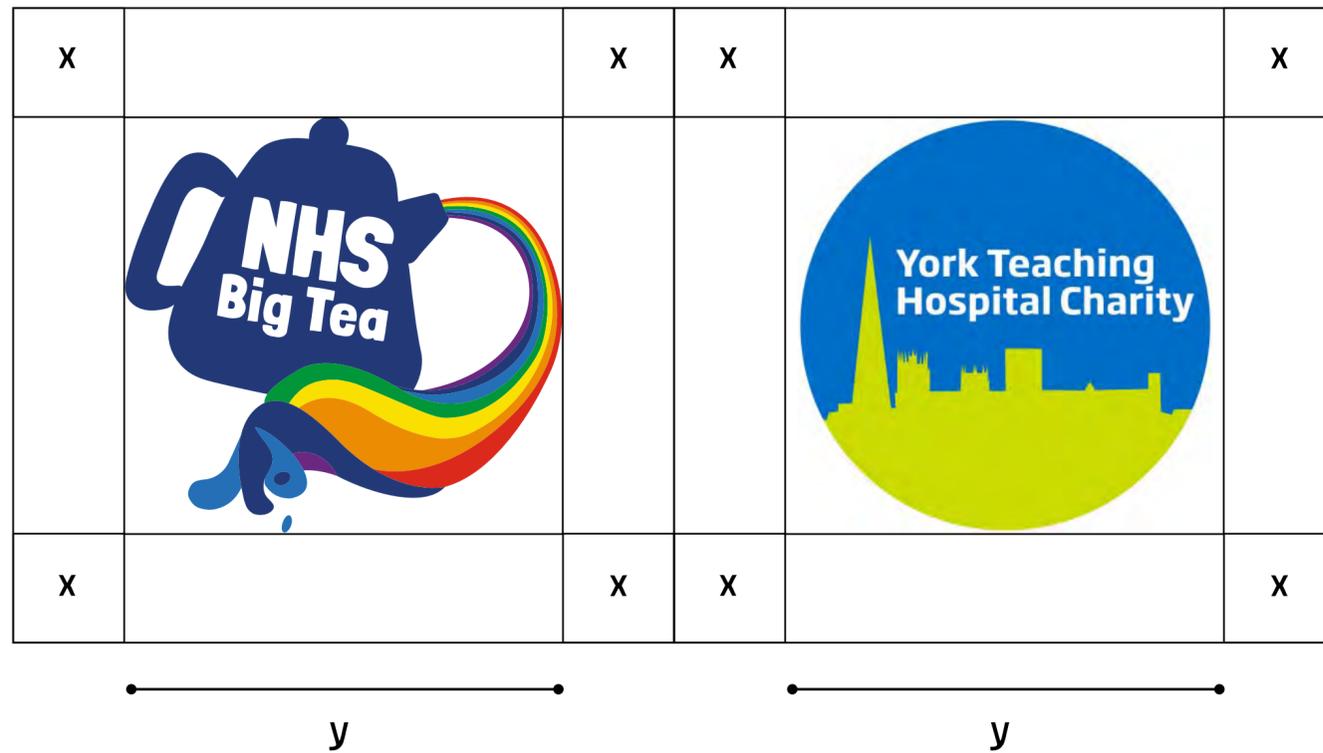
When paired together both logos should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logos. The NHS Big Tea logo should **always** be positioned on the left.



# LOGO LOCKUP

## The NHS Big Tea x NHS Charities

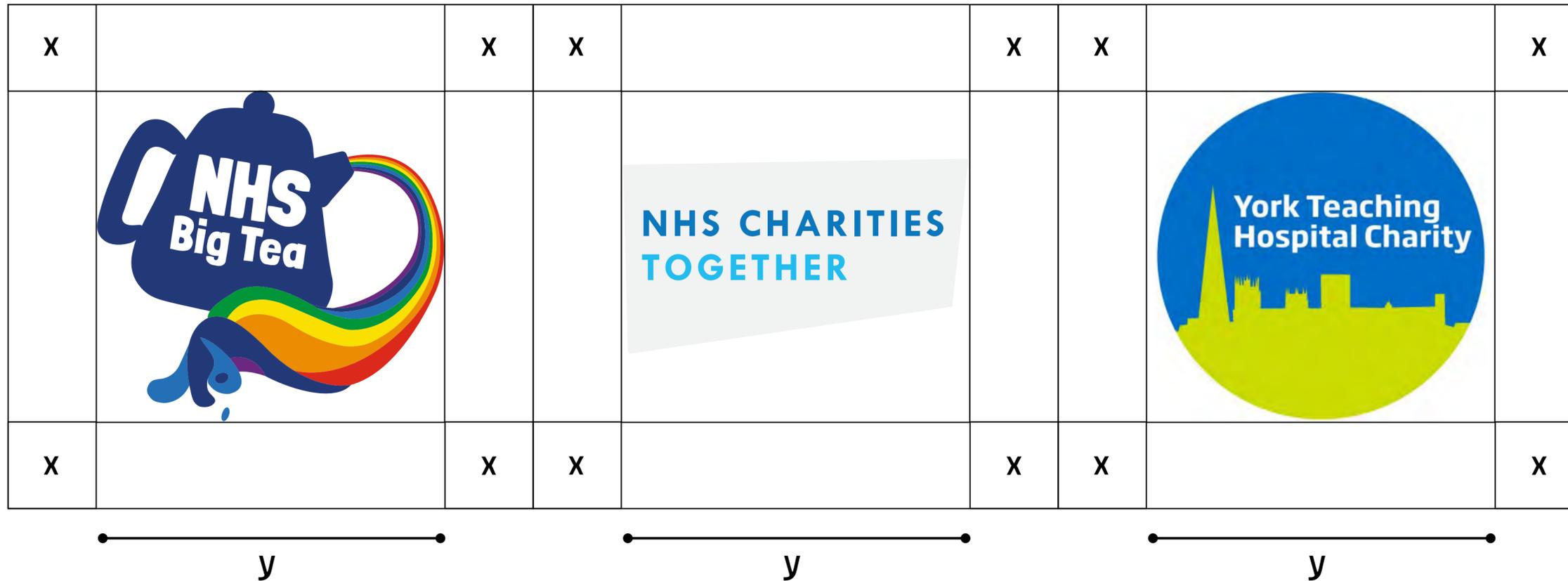
When paired together both logos should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logos. The NHS Big Tea logo should **always** be positioned on the left.



# LOGO LOCKUP

## NHS Charities Together x The NHS Big Tea x NHS Charities

When positioned alongside multiple logos, all logos should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logos.



# LOGO LOCKUP

## The NHS Big Tea x NHS Charities Together x NHS Charities

When using The NHS Big Tea, NHS Charities Together and NHS Charities logo alongside one another they should always be positioned in the following order:

1. NHS Big Tea
2. NHS Charities Together
3. NHS Charities



NHS CHARITIES  
TOGETHER



The NHS Big Tea logo should **always** be positioned on the left across all combinations.

# LOGO LOCKUP

## The NHS Big Tea x NHS Charities Together x Morrisons

When using The NHS Big Tea, NHS Charities Together and Morrisons logo alongside one another they should always be positioned in the following order:

1. NHS Big Tea – Top left
2. NHS Charities Together – Top right
3. Morrisons – Bottom central



Registered Charity No 1186569

*Poured with support from*



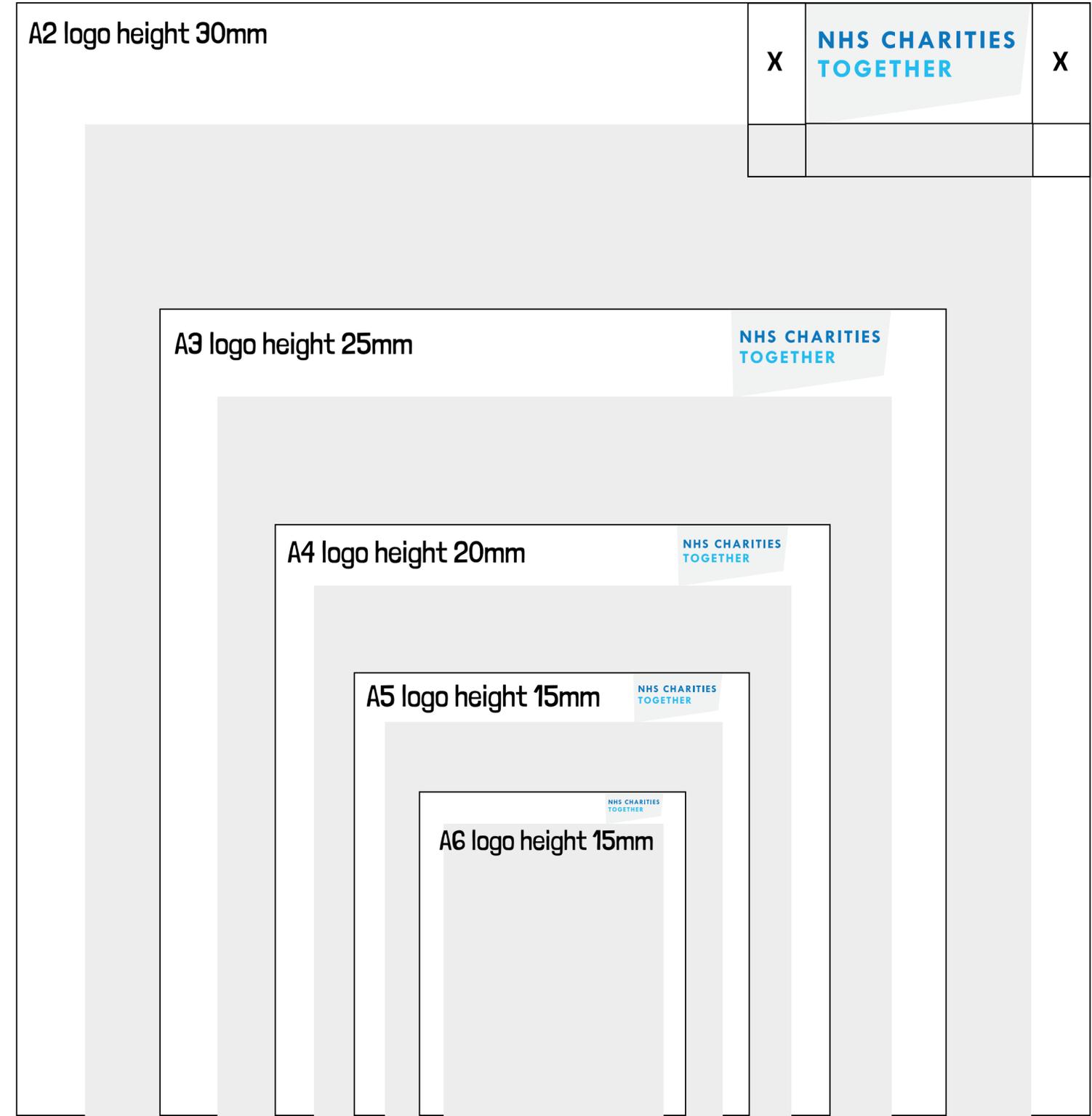
# LOGO LOCKUP

## NHS Charities Together positioning

### Positioning:

In all communications the logo should be anchored to the top right of materials including the minimum area of space.

The following shows the relative sizes and margins for the NHS Charities Together logo on standard advertising formats. Any other formats should be sized proportionally, or should replicate the size and margin of the closest format shown here.



# LOGO LOCKUP

The NHS Big Tea x NHS Charities Together x NHS Charities

## Positioning

### NHS Charities Together

- In all communications the NHS Charities Together logo should be anchored to the **top right** of materials including the minimum area of space.
- It should never overlap or compete with headline text.

### The NHS Big Tea

- The NHS Big Tea logo should always appear on the **left** hand side used alongside supporting NHS Charities.
- It should always be positioned below the NHS Charities Together logo.

### NHS Charities

- Supporting NHS Charities logos should always appear on the **right** hand side of the page.
- When used on a coloured background, these logos must sit on a white box, to accommodate all the variations.
- It should have equal prominence to the NHS Big Tea logo.

NHS CHARITIES TOGETHER

# WHAT A GENEROUS OUTPOURING OF LOVE!

SUPPORTING:  
NORTHAMPTONSHIRE Health Charity

OUR NHS BIG TEA RAISED:

£

Your donations will help care for the wellbeing and welfare of our NHS champions. Thank you.

Registered with FUNDRAISING REGULATOR

Paired with support from Morrisons

Your registered charity trading name and number to be included here.

# LOGO LOCKUP

## Things to avoid

**Never** use the logo as part of a sentence.

**Always** make sure the The Big Tea logo and any partner logo are placed apart properly. Please follow the exclusion zone diagram to ensure this.

**Never** place the logo over a key part of the image, such as people's faces.

The logo colours and size ratio should **never** be altered.

**Never** place the logo on a busy background.

Lorem ipsum dolor



sit amet.





# THE LIQUID POUR RAINBOW

# RAINBOW TREATMENT

## How to use the rainbow

The rainbow has come to be a symbol used by the nation to show their appreciation for NHS staff.

We have incorporated the rainbow into the NHS Big Tea campaign as a 'liquid pour', coming out of the tea pot, and weaving around images. This will help our audiences quickly make the link between a cause close to their hearts, and taking part in the NHS Big Tea.

It is important to note that the rainbow should only ever appear in this liquefied style. We are sensitive to other causes, particularly LGBTQI+, who have the rainbow flag, and the following dos and don'ts ensure that we only ever use the rainbow in a way that is relevant to our cause.



# COLOUR PALETTE

## Liquid rainbow pour

Our colour palette for the liquid pour consists of six colours.

CMYK values shown below are to be used for print and RGB values for digital.

These colours should **never** change.

### PRIMARY COLOURS



**Purple**  
Pantone: 526  
CMYK: 73/98/6/1  
RGB: 105/41/128  
#692980



**NHS Dark Blue**  
Pantone: 287  
CMYK: 100/75/2/18  
RGB: 0/48/135  
#003087



**NHS Bright Blue**  
Pantone: 285  
CMYK: 85/51/0/0  
RGB: 0/114/206  
#0072CE



**NHS Green**  
Pantone: 355  
CMYK: 91/0/100/0  
RGB: 0/150/56  
#009639



**NHS Yellow**  
Pantone: 107  
CMYK: 0/0/100/0  
RGB: 250/224/0  
#fae000



**NHS Orange**  
Pantone: 144  
CMYK: 0/51/100/0  
RGB: 237/140/0  
#ED8B00



**Emergency Services Red**  
Pantone: 485  
CMYK: 0/95/100/0  
RGB: 218/41/28  
#DA291C

# RAINBOW TREATMENT

## How to use the rainbow

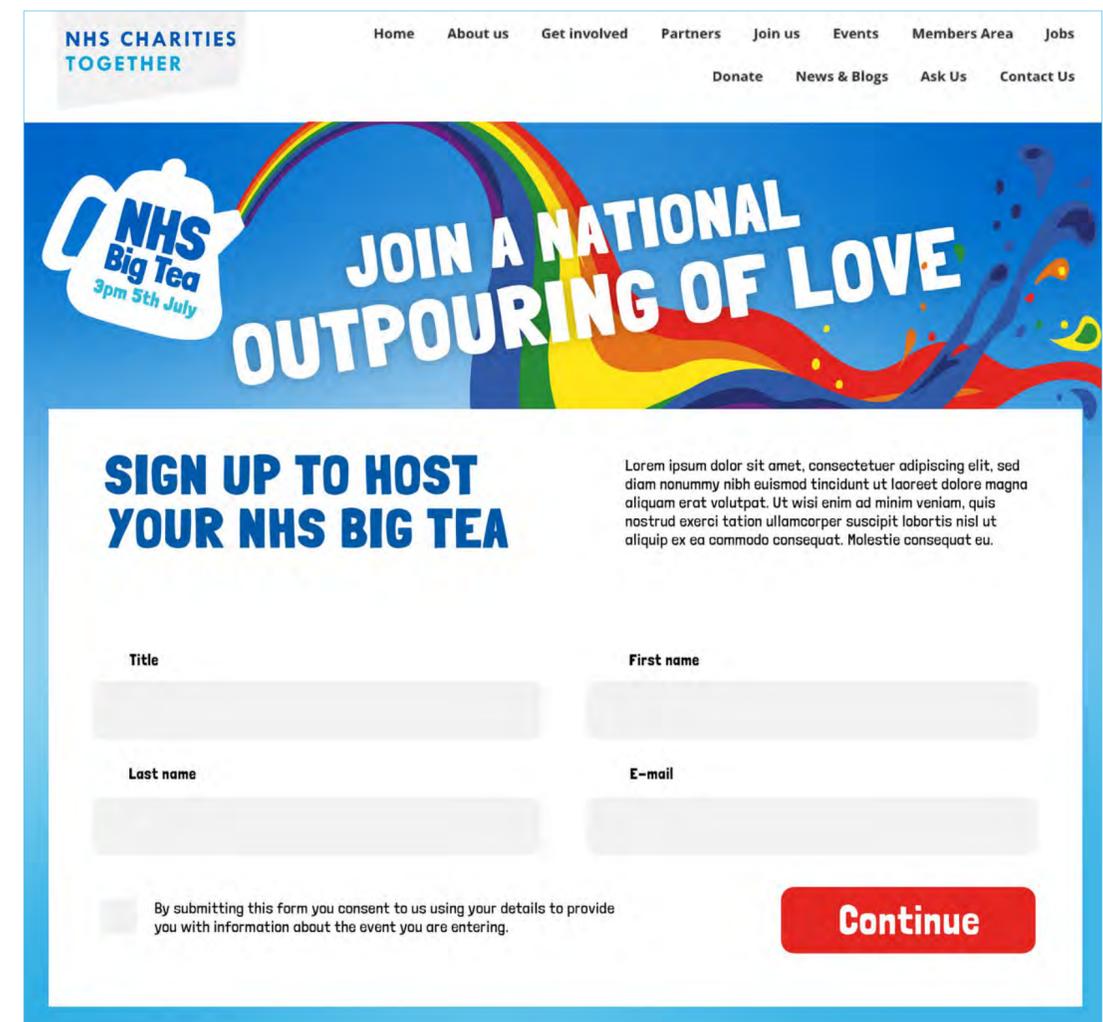
The rainbow **should always** look like a liquid pour and feel different with every treatment.

The rainbow **should** always appear to flow in movement and finish with a splash, where space allows.

The rainbow **should** interact with the typography and photography:

- It can **wrap around objects**.
- It can **interact with people**.
- It can **weave in and out**.
- It can **hold text**.
- It can **leave and re-enter** the frame.
- It can be **manipulated and liquefied**.
- It has a sense of **depth and perspective** by adding shadows and lighter tones.

As a design treatment, the rainbow should be **covering at least 20%** of the screen to keep the layout feeling bright and warm.



• NB: Examples for inspiration only.

# RAINBOW TREATMENT

## Things to avoid

**Never** use the rainbow as a solid background.

The rainbow colours should **never be altered** and always kept as flat vectors and not blurred.

The colours of the rainbow **should always** be visible and not lost against a coloured background.

The rainbow **should never** appear small and should always be full of impact.

**Never** detach the rainbow from the lockup.

The rainbow **should never** cover someone's face.

**Always** make sure the rainbow is covering **20%** of the screen when used as a design treatment to keep it feeling bright and warm.



# COLOUR PALETTE

# COLOUR PALETTE

## Primary & secondary campaign colours

Our primary colour palette consists of two colours.

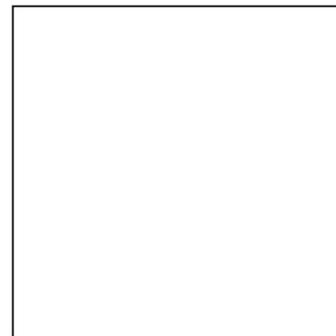
Secondary colours can be used to highlight key calls to action, like sign up buttons, or when a particular tea party is happening. They add vibrancy to our communications, but should be used sparingly.

CMYK values shown below are to be used for print and RGB values for digital.

### PRIMARY COLOURS



**NHS Blue**  
Pantone: 300  
CMYK: 99/50/0/0  
RGB: 0/94/184  
#005EB8



**White**  
CMYK: 0/0/0/0  
RGB: 255/255/255  
#FFFFFF

### SECONDARY COLOURS



**NHS Dark Blue**  
Pantone: 287  
CMYK: 100/75/2/18  
RGB: 0/48/135  
#003087



**NHS Light Blue**  
Pantone: 298  
CMYK: 67/2/0/0  
RGB: 65/182/230  
#41B6E6



**NHS Dark Green**  
Pantone: 342  
CMYK: 93/10/75/43  
RGB: 0/103/71  
#006747

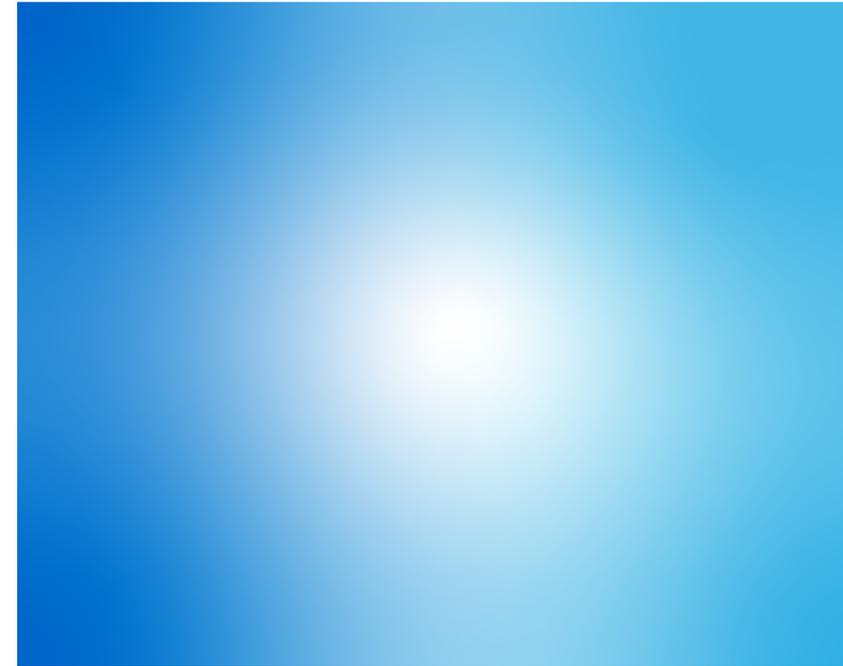


**Emergency Services Red**  
Pantone: 485  
CMYK: 0/95/100/0  
RGB: 218/41/28  
#DA291C

# COLOUR PALETTE

## Building gradient backgrounds

Across the campaign we will use gradients to create dynamic and atmospheric backdrops to hold photography and graphic elements. These backgrounds will be built from the NHS Blue colour palette. It is important that the gradients remain bright and uplifting and never get too dark.



## GRADIENT COLOUR OPTIONS



**NHS Dark Blue**  
Pantone: 287  
CMYK: 100/75/2/18  
RGB: 0/48/135  
#003087



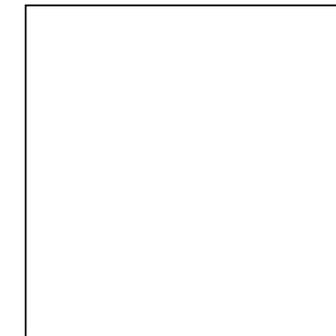
**NHS Blue**  
Pantone: 300  
CMYK: 99/50/0/0  
RGB: 0/94/184  
#005EB8



**NHS Bright Blue**  
Pantone: 285  
CMYK: 90/48/0/0  
RGB: 0/114/206  
#0072CE



**NHS Light Blue**  
Pantone: 298  
CMYK: 67/2/0/0  
RGB: 65/182/230  
#41B6E6



**White**  
CMYK: 0/0/0/0  
RGB: 255/255/255  
#FFFFFF

# **TYPOGRAPHY**



# TYPOGRAPHY

## Headline & body copy fonts

### Headline & body copy fonts

Our campaign headline font is Londrina Solid – Black and our body copy font is Londrina Solid – Light.

They should be used in all The NHS Big Tea communications.

Headline fonts should be set in upper–case and any body copy set in sentence case.

They are Google Fonts with open licenses and are free to use.

Typefaces can be downloaded here:

[https://fonts.google.com/specimen/Londrina+Solid?preview.text=lond&preview.text\\_type=custom](https://fonts.google.com/specimen/Londrina+Solid?preview.text=lond&preview.text_type=custom)

### Microsoft headline & body copy fonts

Our campaign headline font is Arial - Bold and our body copy font is Arial - Regular.

**LONDRINA SOLID – BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!?!@&**

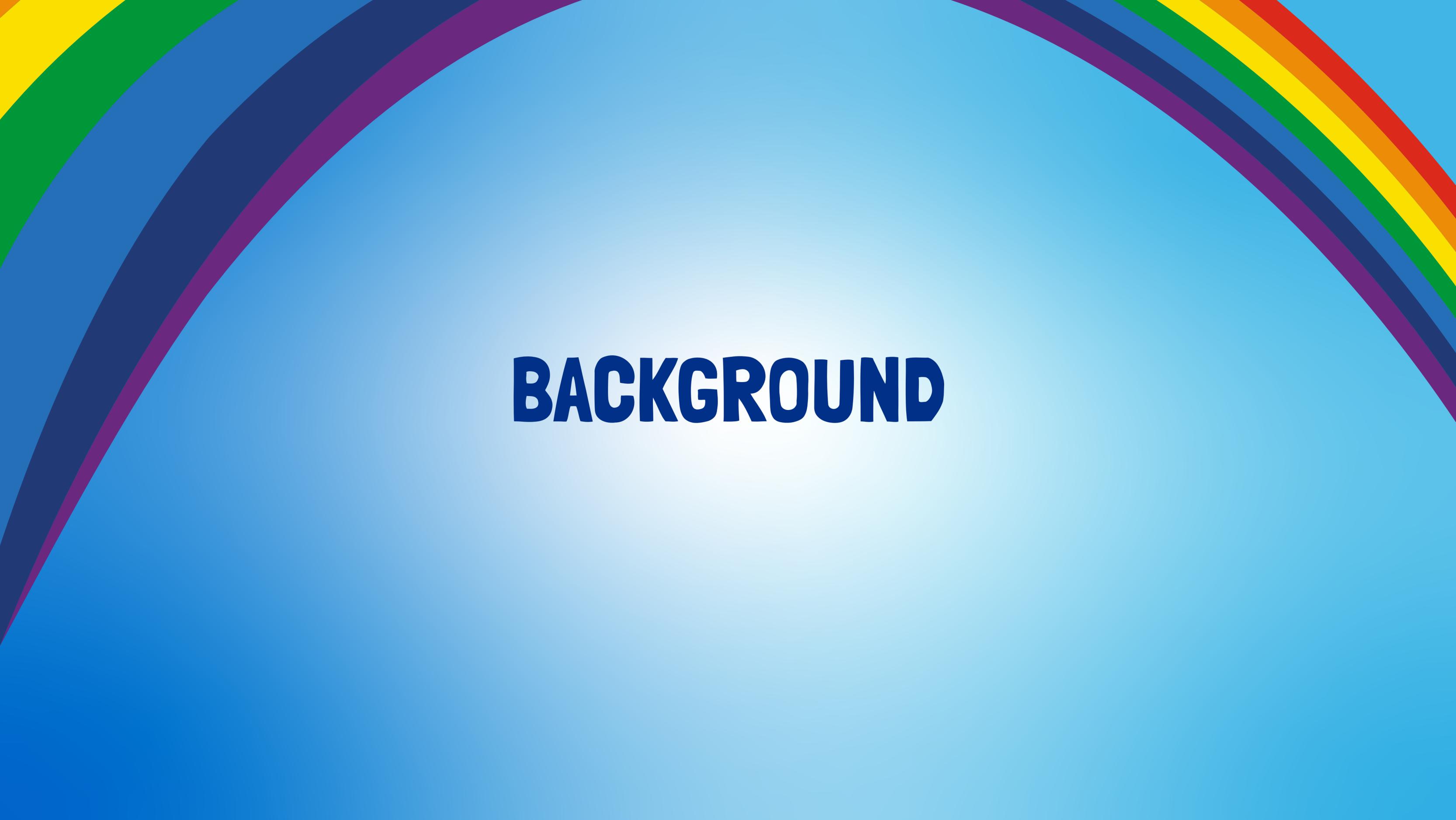
Londrina Solid – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!?!@&

abcdefghijklmnopqrstuvwxyz

1234567890!?!@&

The image features a vibrant, multi-colored rainbow arching across the top and sides of a light blue background. The rainbow consists of several distinct bands of color, including purple, dark blue, blue, green, yellow, and red. In the center of the light blue background, the word "BACKGROUND" is written in a bold, dark blue, sans-serif font.

**BACKGROUND**

# BACKGROUND

## Approach to backgrounds

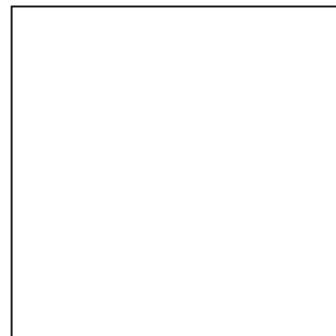
Backgrounds should always be full bleed colour. In most instances the background should be a gradient built from the NHS background colours. When appropriate background colours can be chosen from our two primary colours.

When choosing a background colour be mindful of the featured message and content, ensuring it's complimentary, powerful, bright and joyful.

### PRIMARY COLOURS

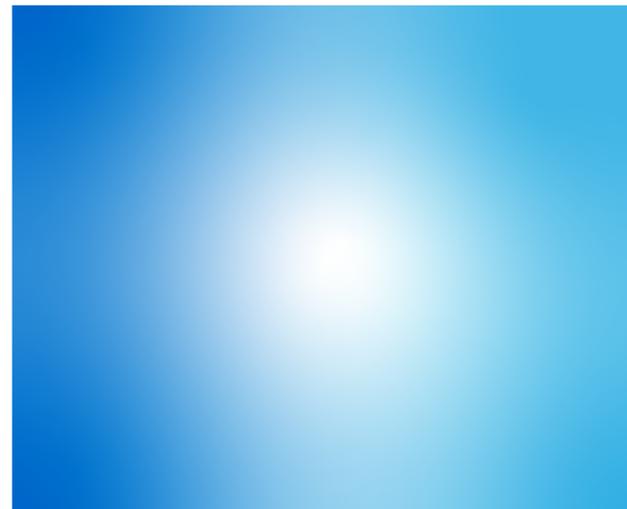


**NHS Blue**  
Pantone: 300  
CMYK: 99/50/0/0  
RGB: 0/94/184  
#005EB8  
RAL: 5017



**White**  
CMYK: 0/0/0/0  
RGB: 255/255/255  
#FFFFFF

### GRADIENT BLUE



## BACKGROUND

### Outer glow

When using cut-outs you should always add a soft white outer to help join the images to the background. This treatment makes the photography feel less cut-out when they're positioned on a lighter tone.

The outer glow should always feel natural and never forced. It should be a gradual, soft transition from white to blue.

It can be used to add to the lighter tones of the gradient background or as a contrast against the darker blue.



## BACKGROUND

### Outer glow

It's really important to make sure that the headline always stands out.

The gradient background can be manipulated to ensure that the headline sits on the darker blue and provides enough contrast in colour.



The image features a vibrant, abstract graphic design on the left side, consisting of overlapping curved shapes in orange, red, dark blue, purple, and green. Four orange circles are scattered across the purple and dark blue areas. The background is a light blue gradient that transitions from a pale blue at the top to a slightly darker blue at the bottom. Centered in the middle of the image is the word "PHOTOGRAPHY" in a bold, dark blue, sans-serif font.

# PHOTOGRAPHY

# PHOTOGRAPHY

## Guidance

**Composition:** Images shouldn't feel staged, posed or contrived, we want everything to look natural and real. Everything should feel like a natural moment of joy, instead of an artificial moment in a studio. Keep background simple to make sure we always put people front and centre.

**Our framing:** Closer and more intimate photography helps us capture this realness, and allows their personality to shine through. Specifically, in relation to Marketing Activities (Advertising, POS, Branded Social Posts etc) we would recommend avoiding large groups of people, particularly from a distance, as you likely will lose that 'connection' with the viewer.

**The people we feature:** The people we capture should always be relatable, not overly 'cool' or over stylised, as this will alienate our audience. Always shoot a variety of different people.

**Lighting:** Lighting should feel natural and not overly stylised, we want people to look natural, real, and in the moment.

# PHOTOGRAPHY

## Individual portraits

More 'to camera', with our NHS staff looking proud that the nation is supporting them. Some people could be holding their mug, some are simply photographed in their uniform without additional props.



# PHOTOGRAPHY

## Small groups

Informal chats, cracking jokes with each other, raising a mug; capturing the camaraderie and the outpouring of emotions that the day itself will bring.

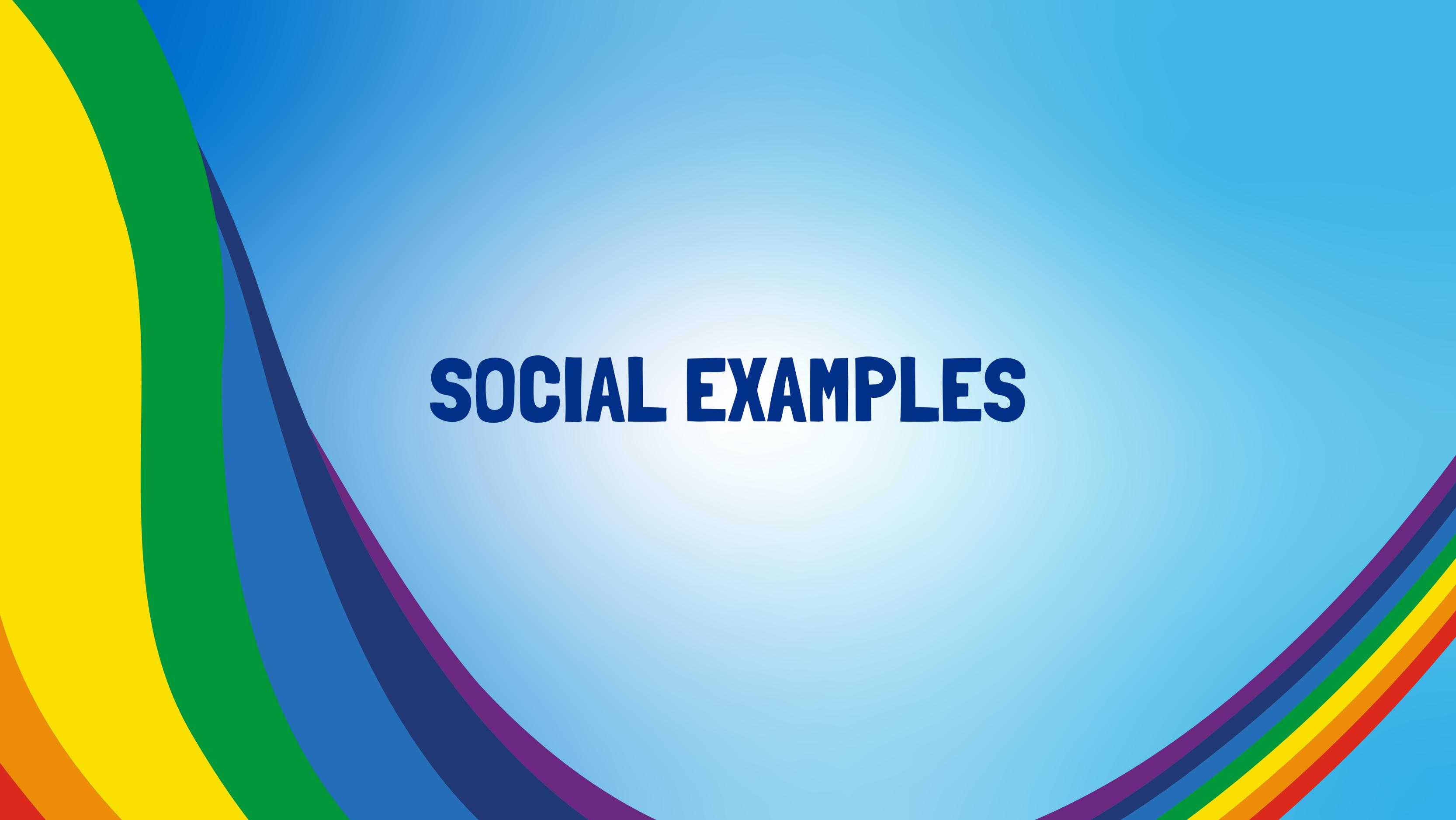


# PHOTOGRAPHY

## Large groups

Informal chats, cracking jokes with each other, raising a mug; capturing the camaraderie and the outpouring of emotions that the day itself will bring.





# **SOCIAL EXAMPLES**

# SOCIAL MEDIA

## Posting tips

Here are examples of the social media posts, below are a few tips on putting together Big Tea social posts:

- When selecting imagery of tea drinkers, choose a diverse range of relatable people, who look like they're having a great time
- Use emojis to make the copy stand out and grab people's attention while scrolling
- Facebook currently has a 125 character limit with copy. You can find more details about facebook requirements here: <https://www.facebook.com/business/ads-guide/image>



NHS Charities Together  
24 Febuary at 12:00

☕ It's time for a tea party like no other.  
💙 On the 5th July, we're brewing a national thank you.  
Will you be part of it?

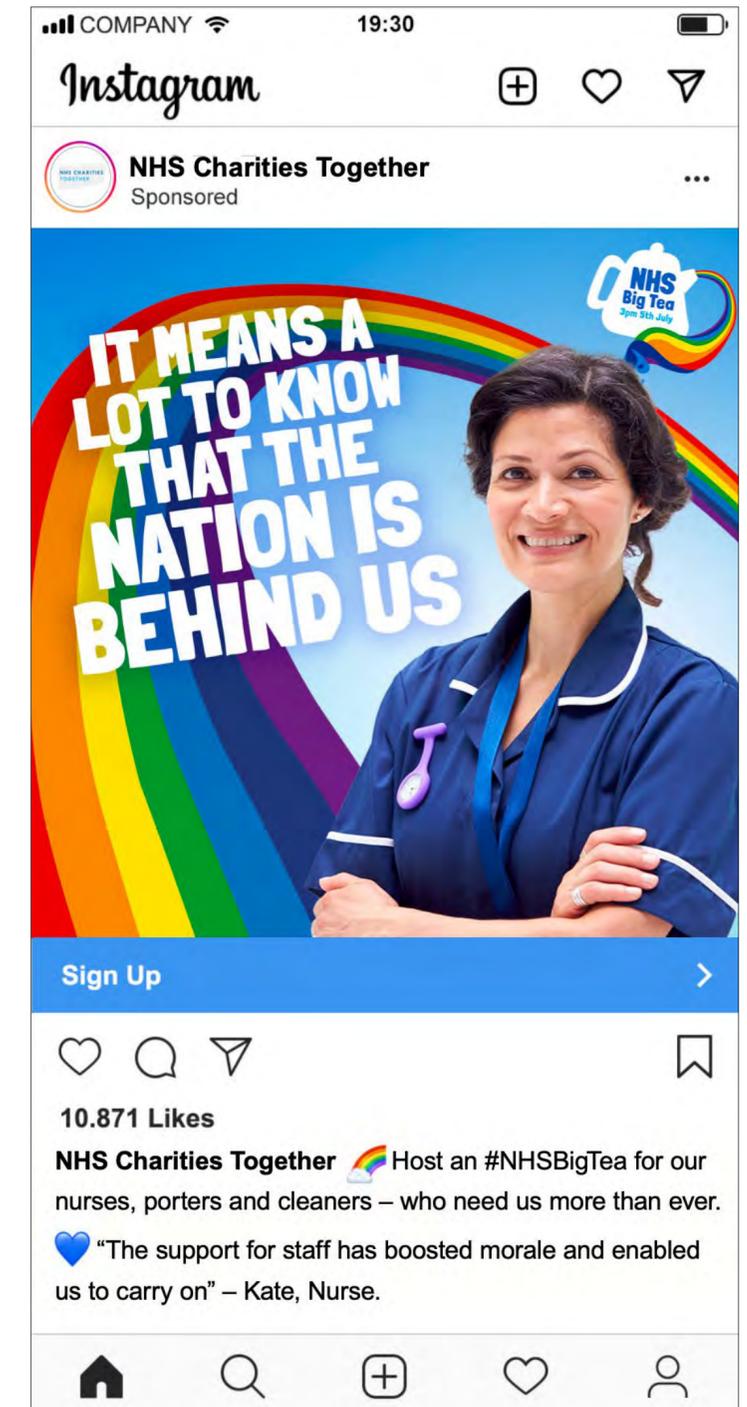
**JOIN A NATIONAL OUTPOURING OF LOVE**

NHS Big Tea  
3pm 5th July

Get your NHS Big Tea fundraising kit  
Brew for wellbeing and welfare

Sign Up

Like Comment Share



COMPANY 19:30

Instagram

NHS Charities Together  
Sponsored

**IT MEANS A LOT TO KNOW THAT THE NATION IS BEHIND US**

NHS Big Tea  
3pm 5th July

Sign Up

10.871 Likes

NHS Charities Together 🌈 Host an #NHSBigTea for our nurses, porters and cleaners – who need us more than ever.

💙 "The support for staff has boosted morale and enabled us to carry on" – Kate, Nurse.

# SOCIAL MEDIA

## Posting tips

Giphys are fun animated images you can embed in social media posts. They're a great way to get people engaged with the event.

To find one of our Giphys, just put 'NHS Charities Together' into the search engine of Instagram and select the one you'd like to use.



# CASE STUDIES



## CASE STUDIES

Where possible, feature stories of people in your materials who have benefited from wellbeing initiatives funded by NHS Charities Together.

Use personal images and stories to bring the cause to life, and to show just how much people within the NHS have gone through this last year.

Use direct quotes, and names to add to the authenticity. And show how much it means to have people across the country showing their appreciation – providing vital funds for mental and physical support.

Look to include a whole range of people. From front-line to back office, clinicians to cleaners, porters to paramedics, IT to ICU.

Represent the diversity of NHS staff, in terms of gender, ethnicity and age.





**NHS CHARITIES  
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# **Big Tea Guidelines**

May 2021