

THE CURE PROJECT



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INTRODUCTION

The CURE Project is visually recognised by the striking colours used in the logo. These originated from the idea of a traffic light system which mirrors the journey people embark on to become smoke-free.

Since then the logo has inspired many materials that has helped build The CURE Project's identity.

In order to keep our profile consistent we must apply the brand consistently at every point of communication both internally and externally.

These guidelines have been developed to help ensure the consistent application of our identity.

When producing any materials to represent The CURE Project please ensure these guides are followed. If in doubt please contact us for some extra guidance.

COPYRIGHT

All CURE Project material is Copyright Protected and therefore anything produced for The CURE Project should include the following statement:

©Copyright 2019 The CURE Project, Greater Manchester Health & Social Care Partnership, Greater Manchester Cancer & Manchester University NHS Foundation Trust. All rights reserved



01

BASIC LOGO COLOUR OPTIONS

The CURE Project logo has been designed to be easily recognised and remembered through distinctive colours.

It is the most immediate representation of our project and our brand. It is a valuable asset that must be consistently used in the proper, approved forms. This is fixed artwork and must not be altered or recreated in any way.



PRIMARY LOGO

The preferred version to be used for print is an EPS/Ai or if not possible a TIFF as these will provide you with the highest quality output.

For electronic media such as the web please use a JPG or PNG format.

PNG format will give you a transparent background.

JPG format will give you a white background.



REVERSED (WHITE) LOGO

This is the negative version of the logo. You are advised to always use this version on CURE Primary Colour backgrounds - in keeping with our brand colours.



LOGO WITH LOCATION ADDED

In some circumstances there will be an option for each hospital/location to add their name to the logo.

This is only to be used by Trusts that are rolling out CURE on their site.

There is a PowerPoint version of this logo available upon request.

LOGO EXCLUSION ZONE AND MINIMUM SIZE

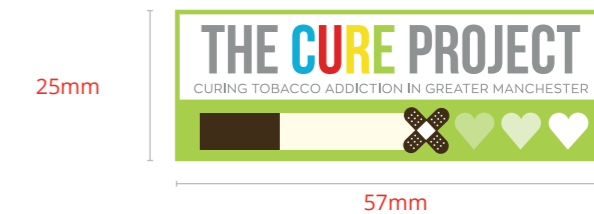
The logo must have a reasonable amount of space surrounding it to maximise and enhance its impact. It must remain clear of all graphic imagery, edges, folds, and other visual elements.

The exclusion zone for The CURE Project logo is equal to once the height of the heart shape from the logo. This is the minimum requirement, ideally more space should be left around the logo.



For print the minimum size for the logo is 25mm high and 57mm wide. In exceptional circumstances please consult The CURE Project Team.

Never produce the logo any smaller than the minimum size shown.



02

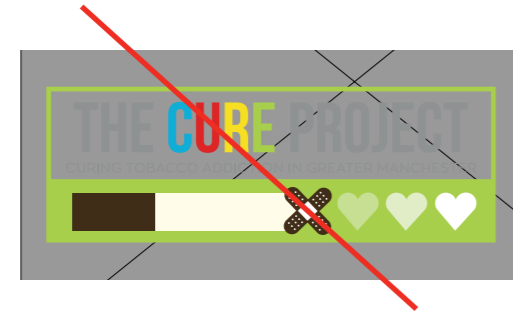
BASIC LOGO DO'S & DON'T

We are excited to share our brand with anyone who wishes to promote The CURE Project and we want to help guide the correct usage to ensure the correct message is portrayed.

It is essential that The CURE Project logo is used properly and it is important that all literature should be consistent at all times to avoid diluting the brand.



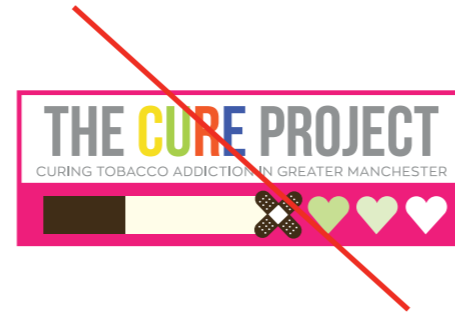
> Do not place the logo on a background which makes it illegible.



> Do not place the logo on an image which makes it illegible.



> Do not increase, decrease or change the position in any part of the logo.



> Do not change the colour of the logo.



> Do not change the logotype to upper or lower case.



> Do not distort or squash the logo.

LOGO POSITIONING

Logo positioning will give consistency and will ensure brand recognition across the different types of media and the company.

> The logo should always appear on the top left hand side at the front of the document where possible.

(1) This positioning of the logo allows for room to add in a partner logo i.e NHS. The partner logo should be placed on the top right of the page.

(2) This positioning is useful if the document is solely a CURE Project document.

Please adopt the exclusion zone rules.



03

CURE Community

Although The CURE Project journey might start for people in admitted to Hospital. There are times that the Community Teams of those hospitals would be involved in follow up and treatment moving forward.

Therefore we have created a 'Community' version of the logo that can be used on communications.



The main elements of the original logo still stand, the traffic light colours are vitally important and therefore will always remain the same.

However to differentiate between the two we have chosen to enhance the blue and add in the word community.

GUIDANCE

The same guidance for the primary logo applies to the Community Logo. Please ensure you follow them to the best of your ability.

If you have any questions or need reassurance please contact the team.

04

COLOURS

The CURE Project have a palette of colours. These consist of blue, red, yellow and green.

OUR COLOURS ARE VITAL

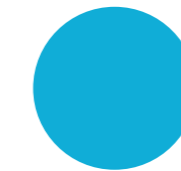
The CURE Project brand is built on colour. These represent our style but also what we are aiming to achieve. The journey for patients to be come smoke free is represented through the Traffic Light System.

Blue - they are admitted to hospital

Red - their illness is either caused by or worsened by smoking

Yellow - they start their journey with specialist treatment

Green - they are now smoke free and living a much healthier life



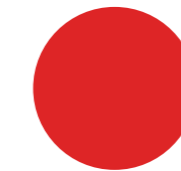
CURE Blue

R: 20 G: 170 B: 215
C: 73 M: 11 Y: 8 K: 0
Hex ref #14AAD7



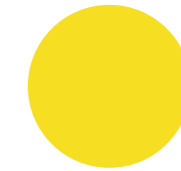
CURE Green

R: 177 G: 204 B: 54
C: 39 M: 0 Y: 90 K: 0
Hex ref #B1CC36



CURE Red

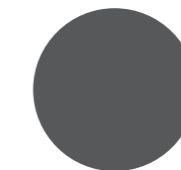
R: 216 G: 27 B: 22
C: 7 M: 98 Y: 100 K: 1
Hex ref #D81B16



CURE Yellow

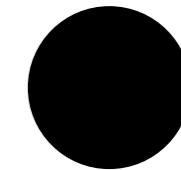
R: 253 G: 222 B: 0
C: 4 M: 8 Y: 93 K: 0
Hex ref #FDDE00

For all body text please use either the Grey or black palette below:



CURE Grey

R: 86 G: 87 B: 87
C: 0 M: 0 Y: 0 K: 86
Hex ref #575756



Black

R: 0 G: 0 B: 0
C: 0 M: 0 Y: 0 K: 100
Hex ref #000000



05

FONTS

Fonts play an important part in the brand identity by communicating tone and quality. The use of consistent font selection adds another element that defines the overall personality of the company, ensuring clarity and harmony.

The fonts right are the only acceptable fonts that can be used in printed materials and online media.

DO's - TIPS

Headings - should be very large - size 36/49
Sub headings - much smaller - size 14/16
Main Body - minimum size 9, maximum size 12

SEE EXAMPLE LAYOUT / TEXT - RIGHT

PRIMARY FONT

Open Sans

This font is a standard Google font to be used on all documents and relevant documents for both print and PDF.

Bold - Headings

Semi Bold - Sub Headings

Bold
Semi Bold

SECONDARY & THIRD FONT

Open Sans

This font is to be used on all relevant documents in all title text for both print and PDF.

Regular - Introductions

Light - MAIN BODY TEXT

Regular
light

STANDARD FONT

Arial

This font to be used in documents that are viewed on computers or media where the Open Sans fonts may not be installed or available.

Bold - Headings

Regular - MAIN BODY TEXT

Bold
Regular

Main Heading

Sub Heading

Introduction Tibusapiet doloribus, omnibus esset ut adit omni incto eossimet in con pera sin etur sum seque quia quia nus doluptate nobistem que reiciam cumqui tempor acimumqui alit elessimus rest

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Main Heading

Sub Heading

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06

TEMPLATES

If CURE is launching at your hospital then we have a couple of documents available for you to add in your trust logo and reproduce.

Templates are available for the following documents:

- Smoke Free Site Posters
- A Helping Hand Leaflet

SMOKE FREE SITE FLYER

Please contact us for the PDF of this document. You are able to add in your Trust Logo to the top right and a photo of your site where the space is indicated.

THE CURE PROJECT
CURING TOBACCO ADDICTION IN GREATER MANCHESTER

Insert Trust Logo Here

THIS IS A
SMOKE FREE
HOSPITAL SITE

- 1 in 2 smokers will die prematurely from smoking related illnesses
- Addiction to tobacco is a disease that has very effective treatments
- Smokers are four times more likely to stop smoking for good with the help of medications and support from experts
- We are committed to offering medications and support to all smokers visiting, working at or admitted to this hospital

Insert Picture of Hospital Site Here

SMOKE FREE SITE POSTERS

We have a poster designed to put up around hospital grounds. This has a space for you to add your Trust Logo and specifics on how to access Specialist Help.

THE CURE PROJECT
CURING TOBACCO ADDICTION IN GREATER MANCHESTER

Insert Trust Logo Here

THIS IS A
SMOKE FREE
HOSPITAL SITE

Smoking is NOT allowed anywhere within the Hospital Grounds

Please help us to make our hospital safer, cleaner and healthier for everyone

Patients will be offered medications to help reduce cravings whilst they are in hospital.

For staff and visitors:

There is more help than ever before to beat Tobacco Addiction.

Insert Contact Details Here

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Information on how to access Hospital Stop Smoking Service for Staff & Patients.

HELPING HAND LEAFLET

Here we have a Patient information leaflet that you can add to, there is a space for you to add contact information before handing to patients.

THE CURE PROJECT
CURING TOBACCO ADDICTION IN GREATER MANCHESTER

Insert Trust Logo Here

A helping hand to stop smoking
An information leaflet for smokers.

Why is smoking addictive?

- Cigarettes contain nicotine which is a very addictive drug.
- Nicotine causes the release of relaxing, calming and feel good hormones in the brain.
- As the nicotine disappears after the cigarette is finished, the positive feelings also disappear.
- Without nicotine a smoker suffers negative feelings like agitation, anger & anxiety and this causes an intense craving for nicotine.
- The cravings and addiction to nicotine becomes very powerful over years of smoking.
- Addiction to nicotine is a disease and one that has very effective treatments.

Why is smoking harmful?

Nicotine itself is a relatively harmless substance, apart from leading to a powerful addiction. Nicotine does NOT cause death, cancer, heart disease or any other serious diseases. In fact, it is very similar drug to Caffeine. The dangerous part of smoking is the chemicals produced when tobacco is burnt. Burning tobacco produces around 2000 poisonous chemicals including tar, carbon monoxide, and acrolein. These chemicals are the cause of death, heart attacks, strokes, cancer and lots of other health problems.

The shocking truth about smoking:

A smoker is addicted to a harmful drug (nicotine) but to satisfy this powerful addiction they are exposed to a harmful drug (tar) and fatal chemicals in cigarette smoke.

What options are there to help me stop smoking?

Smokers are four times more likely to stop smoking for good with the help of medications and specialists. Both are readily available at this hospital.

Nicotine Replacement Therapy

Nicotine replacement therapy is a safe way for a smoker to have nicotine without cigarettes. It relieves cravings for nicotine. It can be given in lots of different ways like nicotine patches on the skin plus nicotine lozenges & chewing gum. It must be remembered that cigarettes are very good at delivering a large 'hit' of nicotine into the body very quickly and nicotine replacement therapy cannot deliver the same 'hit' quite as well as cigarettes can. It is therefore very important to use nicotine replacement in high doses and very regularly to ensure the user gets enough nicotine to satisfy the craving.

Nicotine is a safe drug and smokers cannot overdose on it. It is important to use a high enough dose of nicotine replacement to match the amount that cigarettes were giving the smoker.

Varenicline

'Varenicline' is a tablet medication. It is the most effective treatment for helping a smoker to stop. It stops the release of the feel good hormones from smoking. This stops the enjoyment of smoking and reduces craving. It occasionally has some mild side effects such as sickness (often prevented by taking the tablets with food) and a glass of water and very rarely a headache. These mild side effects are very small in comparison to the enormous benefits of stopping smoking. Varenicline is taken for a period of 12 weeks.

E-cigarettes

E-cigarettes contain nicotine liquid. This liquid is heated to make a vapour and is referred to as vaping. There is no tobacco in e-cigarettes and so there are significantly less of the harmful chemicals compared to cigarettes. E-cigarettes can help smokers get their nicotine in a less harmful way. E-cigarettes are not currently available for prescription or use in hospital but can be purchased from licensed sellers on discharge from hospital.

You will smell and taste things better as well as smell fresher!

Timeline of quitting smoking:

- 20 minutes after quitting: Headaches and blood pressure drop.
- 2 weeks after quitting: Cravings decrease.
- 1 month after quitting: Nicotine withdrawal symptoms disappear.
- 1 year after quitting: The risk of heart disease is halved.
- 10 years after quitting: The risk of lung cancer is halved.
- 15 years after quitting: The risk of stroke is halved.

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All our templates for the above are available as a PDF. If you have the correct software you can amend the PDF directly. Alternatively you can import them into Word or Powerpoint and add your logo in there before printing.



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