

12 Institute of Health Sciences

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12.0 Introduction

The Institute of Health Sciences (IHS) was established in 2001 to draw together all the health-related groups within City University, including:

- St Bartholomew School of Nursing and Midwifery
- Department of Language and Communication Science

- Department of Optometry and Visual Science
- Department of Radiography

The IHS visual identity has been created to establish the new Institute firmly in the minds of its internal and external audiences. And to give it a distinctive look and feel of its own that sits comfortably alongside the City University identity.

These style guidelines have been produced to help you help us to preserve the integrity of our new identity through its consistent application.

Institute of Health Sciences Style Guidelines

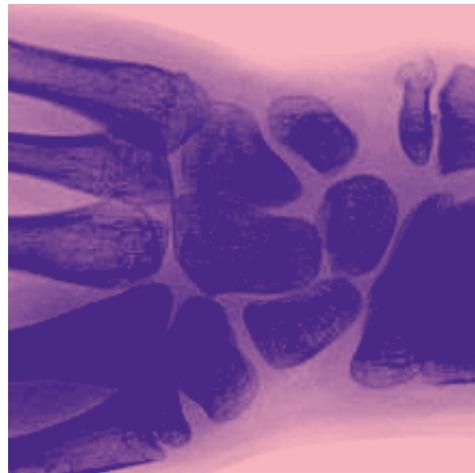


St Bartholomew School of Nursing and Midwifery

Department of Language and Communication Science

Department of Optometry and Visual Science

Department of Radiography



12.1 Colours

The colours used to make up the IHS visual identity (seen below) have been selected from the City University palette, so that they:

- work well together, and
- work well alongside the University's identity.

Separate but complementary three-colour palettes have been created to distinguish between the chosen IHS – and to invest each with its own 'personality'.



**City
Light Green**

PMS 358
C27 Y38
Web 99CC99
R204 G204 B153



**City
Aqua**

PMS 3115
C65 Y17
Web 66CCCC
R102 G204 B204



**City
Light Blue**

PMS 2915
C66 M8 Y5
Web 6699CC
R102 G153 B204



**City
Light Purple**

PMS 2563
C30 M43
Web CC99CC
R153 G153 B204



**City
Light Pink**

PMS 197
M46 Y10
Web FF9999
R255 G153 B153



**City
Yellow**

PMS 137
M34 Y91
Web FF9900
R100 G100 B100



**City
Dark Green**

PMS 349
C100 Y83 K47
Web 006600
R100 G100 B100



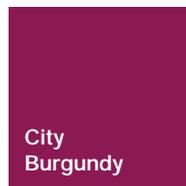
**City
Dark Blue**

PMS 295
C100 M56 K34
Web 000033
R000 G000 B051



**City
Indigo**

PMS 267
C94 M94
Web 000099
R051 G015 B153



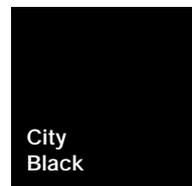
**City
Burgundy**

PMS 242
C9 M94 K51
Web 660033
R102 G000 B051



**City
Grey**

PMS Cool Grey 9
K65
Web 666666
R100 G100 B100



**City
Black**

PMS Black
K100
Web 000000
R100 G100 B100

12.2 Photographic treatment

Content All IHS literature features a combination of science-based and people-based imagery. Close cropping to focus in on a detail within a picture helps to achieve the right look and feel. This also makes it easier to use small images.

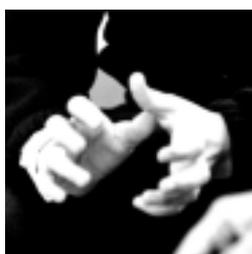
Treatment Colour is used as a 'treatment' to give the imagery its distinctive IHS style.

If the image you wish to use is in colour, scan it in and convert it to black and white before applying the treatment. The treatment works best on images that are not too 'busy', and where there is a strong contrast between light and dark areas. When an image is placed onto a solid colour background, the contrast adds to the overall effect. Alternatively, you can manipulate the colour levels using picture editing software.

As the following pages show, each school or department has been assigned two light colours (for tint and text boxes etc) and one dark (for solid backgrounds and dividers etc).



Close cropping of an image to show detail.



Greater contrast in an image improves the definition and effectiveness of the end result when the colour treatment is applied.

12.3 St Bartholomew School of Nursing and Midwifery

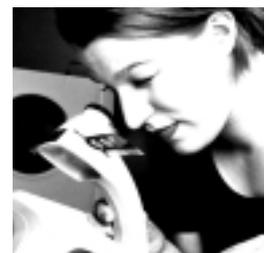
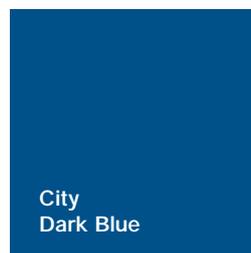
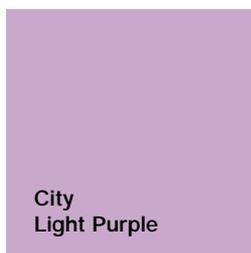
The three colours chosen for St Bartholomew School of Nursing and Midwifery consist of two light colours:

City Light Blue – PMS 2915

City Light Purple – PMS 2563

Plus one stronger/darker colour:

City Dark Blue – PMS 295



12.4 Department of Language and Communication Science

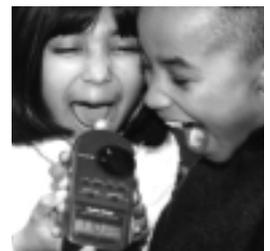
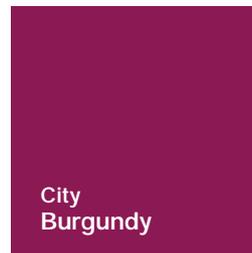
The three colours chosen for the Department of Language and Communication Science consist of two light colours:

City Light Pink – PMS 197

City Yellow – PMS 137

Plus one stronger/darker colour:

City Burgundy – PMS 242



12.5 Department of Optometry and Visual Science

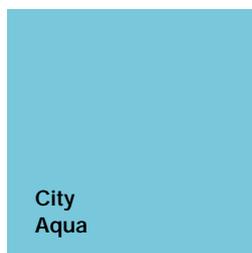
The three colours chosen for the Department of Optometry and Visual Science consist of two light colours:

City Light Green – PMS 358

City Aqua – PMS 3115

Plus one stronger/darker colour:

City Dark Green – PMS 349



12.6 Department of Radiography

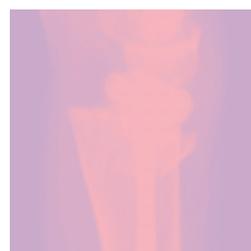
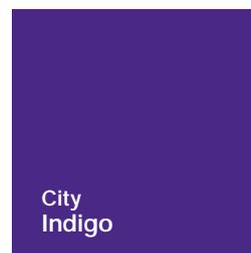
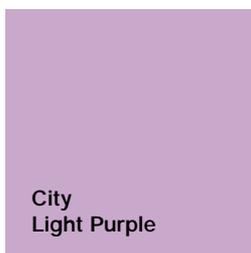
The three colours chosen for the Department of Radiography consist of two light colours:

City Light Purple – PMS 2563

City Light Pink – PMS 197

Plus one stronger/darker colour:

City Indigo – PMS 267



12.7 Stationery School/Department/Centre within the Institute of Health Sciences – letterhead

Size: 210x297mm

Paper stock:

100gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City Logotype

Prints to match corporate colours in the size and position shown.

Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged right.

2 Institute of Health Sciences

Helvetica Neue roman 8/10.5pt.

3 Organisational information

The title of the main unit (normally the School within the Institute, the Department within a School, or the Research Centre within a Department).

Helvetica Neue bold 10/10.5pt.

Where appropriate the School/Department title appears underneath in Helvetica Neue roman 8/10.5pt.

4 Director/Dean/Head

Helvetica Neue roman 8/10.5pt, If required, the name of the Director/Dean/Head appears here.

5 Address details

Helvetica Neue roman 8/10.5pt.

6 Strap line

Helvetica Neue roman 7pt, ranged left.

Colour

All text prints to match City Grey (see section 1.6 for reference).



12.8 Stationery School/Department/Centre within the Institute of Health Sciences – business cards (front)

Size: 85x55mm

Paper stock:

300gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City Logo

Prints to match corporate colours in the size and position shown.

Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left.

2 Name

Helvetica Neue bold 7/8pt.

3 Job title

Helvetica Neue roman 7/8pt.

4 Organisational information

The title of the main unit (normally the school within an institute, the Department within a School, or the Research Centre within a Department/School.

Helvetica Neue roman 7/8pt.

5 St Bartholomew School of Nursing & Midwifery

Helvetica Neue roman 7/8pt.

6 Institute of Health Sciences

Helvetica Neue roman 7/8pt. (level with web address).

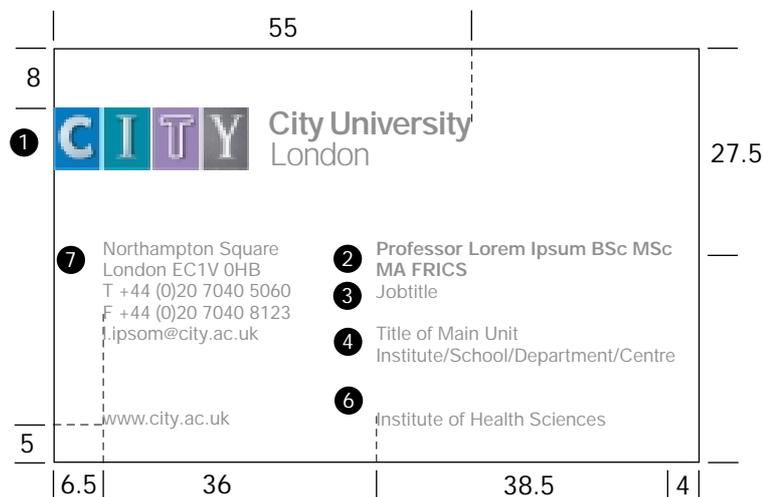
7 Address details

Helvetica Neue roman 7/8pt.

Colour

All text prints to match City Grey (see section 1.6 for reference).

For reverse of business cards please refer to section 2.7 of the visual identity guidelines.



12.9 Stationery School/Department/Centre within the Institute of Health Services – compliment slip

Size: 210 x99mm

Paper stock:

100gsm – Conqueror CX22 Diamond Ultra Smooth.

Stationery orders must be placed with Astron.

1 City Logotype

Prints to match corporate colours in the size and position shown. Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged right.

2 Institute of Health Services

Helvetica Neue roman 8/10.5pt.

3 Organisational information

The title of the main unit (normally the school within an institute, the Department within a School, or the Research Centre within a Department/School).

Helvetica Neue bold 10/10.5pt.

The Institute/School/Department title appears underneath in Helvetica Neue roman 8/10.5pt.

4 Name

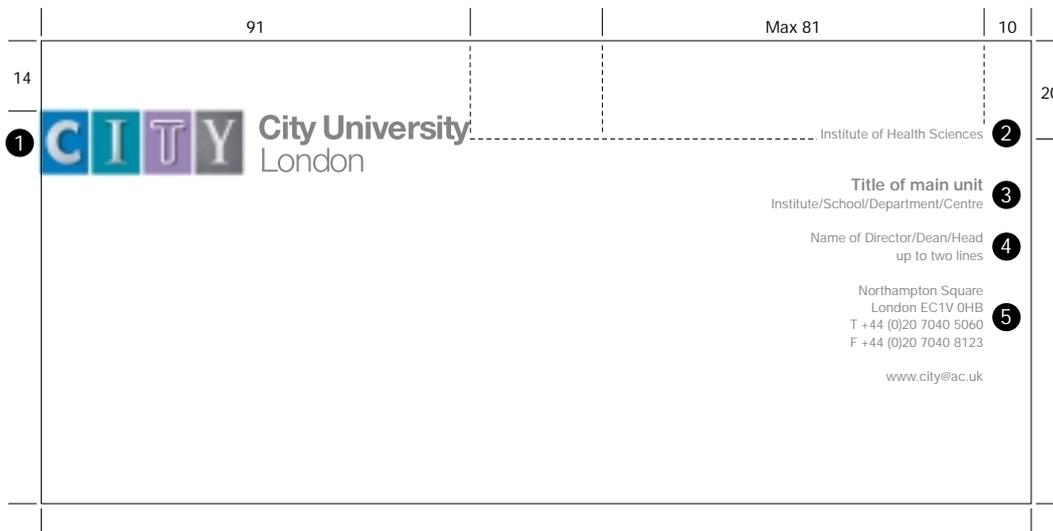
Helvetica Neue roman 8/10.5pt. If required, name of the Director/Dean/Head, appears here.

5 Contact details

Helvetica Neue roman 8/10.5pt.

Colour

All text prints to match City Grey (see section 1.6 for references).



12.10 Stationery School/Department/Centre within the Institute of Health Sciences – Fax

Size: 210x297mm

A template is available from the Marketing and Communications website (www.city.ac.uk/marcoms/template.htm).

1 City Logotype

Logo prints in size and position shown (non bleed and single colour version) and prints solid black. Master artwork must be used.

2 Institute of Health Sciences

Arial 8/10pt.

3 School/Department/Centre

Arial bold 8/10pt.

4 Contact details

Arial 8/10pt.

5 Strap line

Arial 7/9pt.

7 To/From/Date etc.

Arial 8/12pt.

8 Rules

0.5pt

9 Fax text

Helvetica/Arial 10/12pt.

Colour

All text prints in black.

Typographic specifications

All set in upper and lower case ranged left and right as shown.

6 Fax

Helvetica Neue light 20pt.

10 | 91 | 7 | 3 | 85 | 14 |

20 | 23 |

1 **CITY** City University
London

Institute of Health Sciences 2
School/Department/Centre (up to two lines) 3
Northampton Square 4
London EC1V 0HB
T +44 (0)20 7040 xxxx
F +44 (0)20 7040 xxxx
Your e-mail address
www.city.ac.uk

9

8 To: Addressee. 7 Distributor. Addressee. Fax 6
Company name Addressee two
Sender's name Addressee three
Job title
Pages: ?? in total 42
Date: 00 Month Year 9

9

Dear Reader
Subject heading
This is the typing style for all letters produced by City University. The typeface or font is Arial at 10 point with 12 point line spacing. All text must be in upper and lower case ranged left unjustified allowing for a left hand margin of 21mm and a right hand margin of 15mm. □
□
Subject heading if required prints in 10 point Arial Bold. □
□
Sub headings □
Sub headings should be italic □
□
Yours sincerely □
□

5

The University for business and the professions

10 | 18 | 3 | 15 |

12.11 Stationery School/Department/Centre within the Institute of Health Sciences – Memo

Size: 210x297mm

A template is available from the Marketing and Communications website (www.city.ac.uk/marcoms/template.htm).

1 City Logotype

Logo prints in size and position shown (non bleed and single colour version) and prints solid black. Master artwork must be used.

Typographic specifications

All set in upper and lower case ranged left and right as shown.

2 Institute of Health Sciences
Arial bold 8/9pt.

3 School/Department/Centre
Arial 8/10pt.

4 Contact details
Arial 8/10pt.

5 Strap line
Arial 7/9pt.

6 Memo
Helvetica Neue light 20pt.

7 To/From/Date etc.
Arial 8/12pt.

8 Rules
0.5pt.

9 Memo text
Helvetica/Arial 10/12pt.

Colour
All text prints in black.

The diagram illustrates the layout of a memo template with the following elements and measurements:

- 1** City Logotype: Located at the top left, with a bounding box of 10x20.
- 2** Institute of Health Sciences: Located at the top right, with a bounding box of 85x23.
- 3** School/Department/Centre (up to two lines): Located below the institute name, with a bounding box of 85x46.
- 4** Contact details: Located below the school name, with a bounding box of 85x46.
- 5** Strap line: Located at the bottom left, with a bounding box of 18x3.
- 6** Memo: Located in the center right, with a bounding box of 14x10.
- 7** To/From/Date etc.: Located on the left side, with a bounding box of 18x29.
- 8** Rules: Indicated by dashed lines separating the header, contact details, and memo body.
- 9** Memo text: The main body of the memo, with a bounding box of 18x29.

Additional measurements include a top margin of 10, a right margin of 14, and a bottom margin of 10. The total width is 210mm and the total height is 297mm.

12.12 Literature

Literature covers

All IHS literature covers should follow the typographic specifications given below. Please note that they are exactly the same as those given in Section 7, with three important exceptions:

1. The position of the words 'Institute of Health Sciences'.
2. The position of the School or Department name.
3. The position of the publication title.

Typographic specifications

Strapline

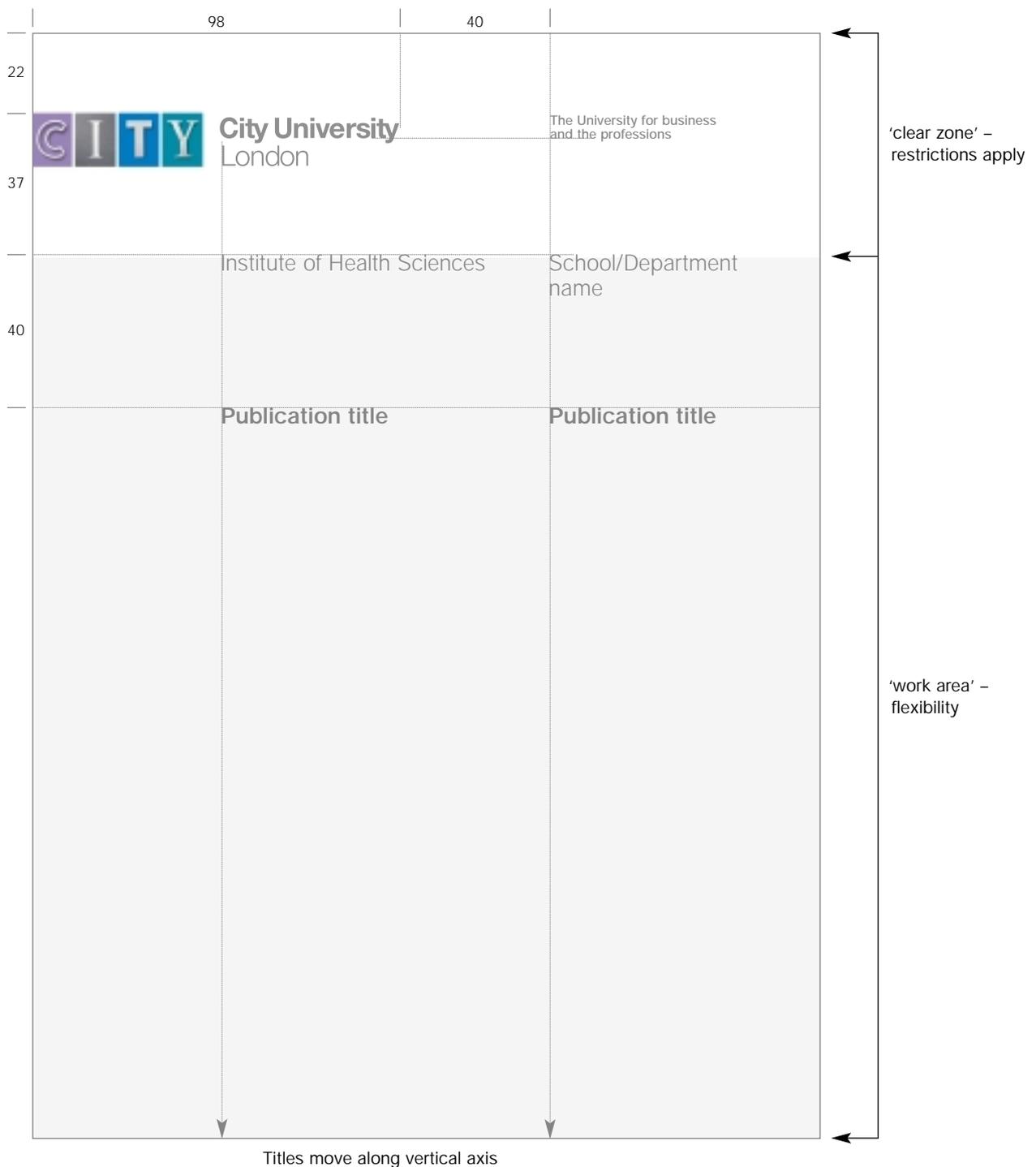
Helvetica regular 10/15pt. This must be in the same grey as the 'City namestyle'.

Institute of Health Sciences

Helvetica light 17pt.

School/Department name

Helvetica light 20/21.5pt.

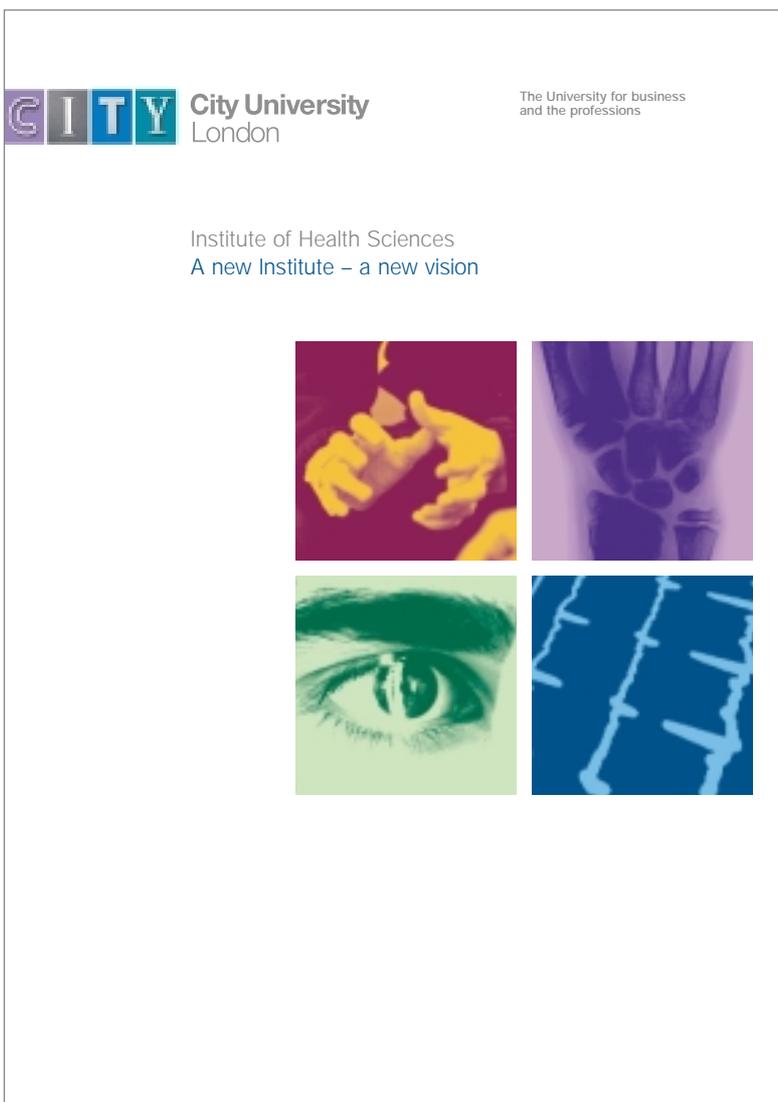


12.13 Literature Level 1 – covers

For front covers and opening spreads, a three-tier hierarchy has been created:

Level 1 (sample below) is for all IHS 'corporate' literature i.e. anything to do with the IHS as a whole.

As you can see, all four key colourways are featured.



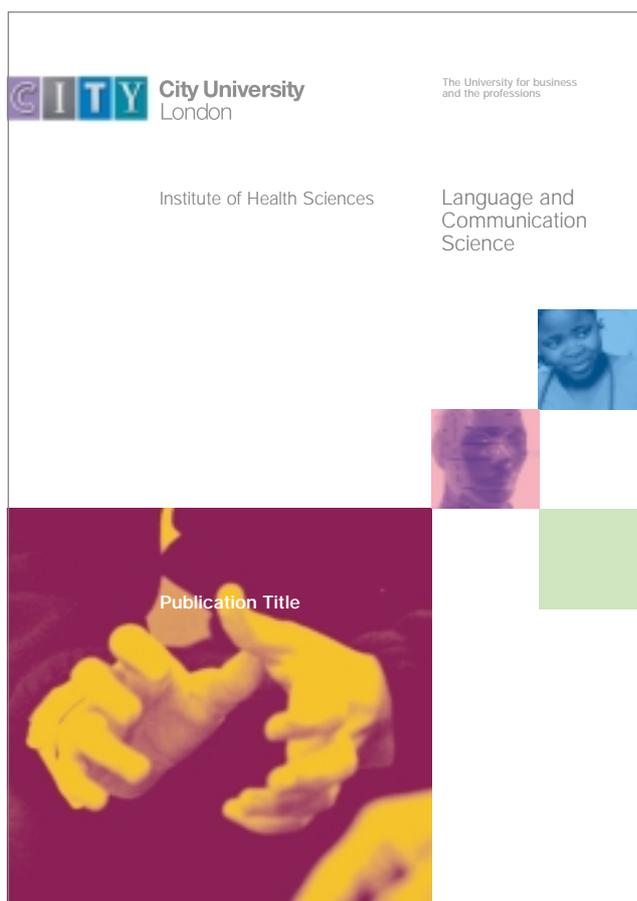
12.14 Literature Level 2 and 3 – covers

Level 2 (see below left) is for all School/Department-focused literature that needs to be set within the wider context of the Institute as a whole.

At this level, the dominant image is created using the relevant School/Department colourway. The other three members still feature visually, but only as secondary (smaller) images.

Level 3 (see below right) is for all stand-alone School/Department-focused literature.

At this level too, the dominant image is created using the relevant School/Department colourway. The other three members may still feature, but only as secondary (smaller) black and white images.



Level 2

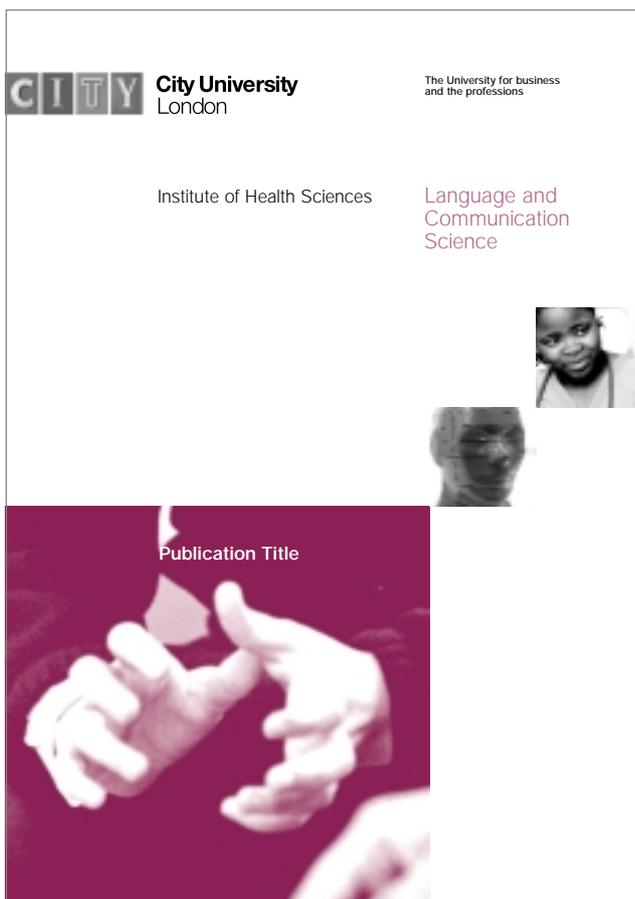
Level 3



12.15 Literature – limited colour print

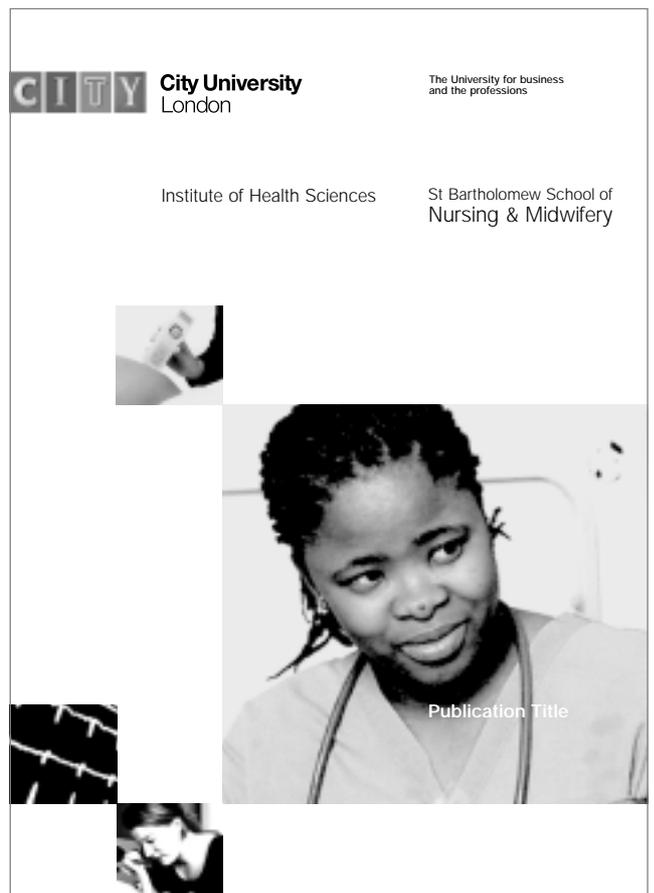
For two colour applications the dominant image and the title is created using the strongest colour from the relevant School/Department. The other three members still feature visually, but only as secondary (smaller) black and white images.

For single colour publications use a combination of 100 per cent black and 60 per cent black equivalent of City Grey, which gives a good contrast.



Two colour publication

Single colour publication



12.16 Literature – layouts

The sample below shows how:

1. an IHS School/Department layout might work within the City University grid
2. a School/Department colourway might be used within an opening spread and divider.

All IHS literature front covers and opening spreads should follow the style guidelines described above.

But in the rest of your document, please feel free to use black and white and/or full colour images as you see fit. Just be sure that everything you produce complies with the City University visual identity guidelines.

For a copy of the City University visual identity guidelines, please contact the Marketing and Communications Department.

St Bartholomew School of Nursing and Midwifery

St Bartholomew School of Nursing and Midwifery is a leading player in the healthcare education market with an international reputation. We strive to create first-rate practitioners, capable of making a valuable contribution to the development of modern healthcare. Much of our work focuses on the needs of the local communities in north and east London – aiming to improve health services on the ground.



www.city.ac.uk/barts

Learning and teaching

Educational innovation
E-learning is widely predicted to become a major force in the continuing education market. We are founder members of an initiative, alongside the Royal College of Nursing, Leicester University and the University of Exeter, to develop electronic learning resources for nursing and other healthcare professions.

We are proud of the award of a National Teaching Fellowship to Maggie Nicol. It was made in recognition of her work in relation to improving clinical skills and is enabling further work in this field to be progressed.

A Health Care Educational Development Unit has been established and an associate dean for learning and teaching was appointed in January 2001 to ensure that the School retains its leading edge in educational developments in nursing and midwifery. Interprofessional education will play an increasingly important role in our developing course portfolio.

Student support

Student nurses and midwives experience very different types of pressures to the majority of students – so making sure our students get the support they need is a top priority. We have appointed an associate dean for students, whose key responsibility is to ensure that our students' learning experience is as positive as possible. This role also provides strategic input to all student support services within the School and University to make certain that facilities meet the unique needs of our professional programmes. The position becomes ever more critical as the widening access and diversity agenda for nursing and midwifery takes shape.

Students spend half their learning time in a clinical environment and we believe it is crucial to get these placements right. Thanks to our strong links with several NHS Trusts, the voluntary sector, social services and other health bodies, we are able to offer our students a diverse range of work placement opportunities. Students receive ongoing support from assigned link lecturers.

Research

Research is pivotal to our work, helping to enhance the quality of practice and the standards of our education programme. We aim to be an internationally recognised centre of excellence in nursing, midwifery and healthcare research, development and implementation.

Much of our research is interprofessional and it is organised around three themes:

- stakeholder perspectives
- education for healthcare practice
- the development of healthcare practice and policy.

Research is focused around substantive areas of national and international excellence – including care for older people, care for people with mental health needs, and perinatal health. During the next five years, we will develop research programmes in primary healthcare, child health, sexual health, evidence-based practice, critical care, cancer nursing and healthcare ethics, with each programme led by a professor or reader.



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12.17 Advertising Level 1 – type only

All IHS advertisements should be laid out as shown below. Please note that they are based on the layouts shown in Section 6, but with a few important differences:

Type only

Level 1 'corporate' IHS advertisements do not carry a School/Department name.

The diagram shows a rectangular advertisement layout with the following elements and dimensions:

- Header:** "CITY City University London" and "Institute of Health Sciences". The "CITY" logo is in a black box. Dimensions: "x" for the logo width, "y" for the logo height, "0.5x" for the space between "CITY" and "City University", and "0.5x" for the space between "City University" and "Institute of Health Sciences".
- Section Header:** "Join the City experts". Dimension: "0.5y" for the space above it.
- Text Columns:** Two columns of Latin text. Dimension: "0.5y" for the space between the columns.
- Application Contact:** "For an application pack please contact" followed by a short Latin text. Dimension: "2.5y" for the space above it.
- Footer:** "The University for business and the professions". Dimension: "0.5y" for the space above it.
- Right Margin:** A thick black vertical bar on the right side. Dimension: "0.5x" for the space between the text and the bar.

Level 1

The diagram shows a second version of a Level 1 advertisement layout with the following elements and dimensions:

- Header:** "CITY City University London" and "Institute of Health Sciences". The "CITY" logo is in a black box. Dimensions: "x" for the logo width, "y" for the logo height, "0.5x" for the space between "CITY" and "City University", and "0.5x" for the space between "City University" and "Institute of Health Sciences".
- Section Header:** "Join the City experts". Dimension: "0.5y" for the space above it.
- Text Column:** A single column of Latin text. Dimension: "0.5y" for the space between the header and the text.
- Application Contact:** "For an application pack please contact" followed by a short Latin text. Dimension: "4y" for the space above it.
- Footer:** "The University for business and the professions". Dimension: "0.5y" for the space above it.
- Right Margin:** A thick black vertical bar on the right side. Dimension: "0.5x" for the space between the text and the bar.

Level 1

12.18 Advertising Level 2 – type only

Level 2 School/Department-focused advertisements do carry a School/Department name.

Advertisement layout diagram for Level 2 School/Department-focused. The layout is defined by a grid with dimensions x , y , $0.5y$, and $0.5x$. The content includes:

- Logo: CITY City University London
- Institute of Health Sciences
- Headline: Join the City experts
- Text block (Latin text)
- School/Department Name
- Contact information: For an application pack please contact
- Footer: The University for business and the professions

Level 2

Advertisement layout diagram for Level 2 School/Department-focused. The layout is defined by a grid with dimensions x , y , $0.5y$, and $0.5x$. The content includes:

- Logo: CITY City University London
- Institute of Health Sciences
- Headline: Join the City experts
- Text block (Latin text)
- School/Department Name
- Contact information: For an application pack please contact
- Footer: The University for business and the professions

Level 2

12.19 Advertising – type plus imagery

Type plus imagery

At Levels 1 and 2, advertisements that carry images should follow the guidelines set down in sub-sections 10.8 and 10.9.



City University
London

Institute of
Health Sciences



Institute of Health Sciences

Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus, scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos.

Excludat iurgia finis, est vetus atque probus centum qui pericit annos, Quid, qui deperit minor uno mense vel anno, inter quos referendus erit, veteresne poetas, an quos et praesens et postera aetas.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat.

Interdum volvus – rectum videt
Non equidem insector delendave carmina livi esse reor, memini quae plagosum mihi parvo nter quos referendus erit, veteresne poetas, orbillum dictare sed emendata videri pulchraque et exactis minimum.

For further particulars and an application form, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia pythagorea. Naevius in manibus non est et mentibus utro sit prior, aufert pacuvius docti famam senis accius alti, dicitur afrani toga convenisse menandro, plautus ad exemplar siculi proferare epicarmi vincere.

Naevius in manibus non est et.

The University for business and the professions

Level 1



City University
London

Institute of
Health Sciences

Join the City experts

Si meliora dies, ut vina, poemata reddidit, scire velim, chartis pretium quotus arroget annus, scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter vilis atque novos.

Excludat iurgia finis, est vetus atque probus centum qui pericit annos, Quid, qui deperit minor uno mense vel anno, inter quos referendus erit, veteresne poetas, an quos et praesens et postera aetas.

Iste quidem veteres inter ponetur honeste, qui vel mense brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat.

Interdum volvus – rectum videt
Non equidem insector delendave carmina livi esse reor, memini quae plagosum mihi parvo nter quos referendus erit, veteresne poetas, orbillum dictare sed emendata videri pulchraque et exactis minimum.






Language and Communication

For further particulars and an application form, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia pythagorea. Naevius in manibus non est et mentibus utro sit prior, aufert pacuvius docti famam senis accius alti, dicitur afrani toga convenisse menandro, plautus ad exemplar siculi proferare epicarmi vincere.

Naevius in manibus non est et.

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Naevius in manibus non est et mentibus haeret paene recens, adeo sanctum quid facto non naevius.

Radiography
Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa cadant et somnia pythagorea. Naevius in manibus non est et mentibus haeret paene recens, adeo sanctum est.






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