



Branding Policy

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Genesis Health Partners Branding Policy

Effective branding plays a vital role in establishing a strong and consistent image for Genesis Health Partners. This branding policy outlines the guidelines and standards to be followed by all employees, contractors, and partners when representing our company. By adhering to these guidelines, we can maintain a cohesive and professional brand identity across all platforms and communications. As a reminder, you can find details of our brand identity and values on our Wiki.

1. Enforcement and Compliance

- 1.1 It is the responsibility of all employees, contractors, and partners to adhere to this branding policy.
- 1.2 This policy does not form part of any employee's contract of employment and we may amend it at any time.
- 1.3 Failure to comply with the branding guidelines may result in corrective actions, including the modification or withdrawal of materials.

2. Logo Usage

- 1.1 The Genesis Health Partners logo is our primary visual identifier and should be used consistently and accurately.
- 1.2 The logo should always be displayed in its approved form without any alterations, distortions, or modifications.
- 1.3 It should be placed prominently and legibly in all materials, ensuring sufficient clear space around the logo to maintain its visibility and impact.
- 1.4 You can find a copy of the logo on our Wiki.

3. Colour Palette

- 2.1 Our approved colour palette consists of specific colours that represent our brand identity.
- 2.2 These colours should be used consistently in all branded materials, including digital and print media.
- 2.3 When using the colour palette, refer to the provided colour codes and specifications to ensure accurate reproduction.
- 2.4 You can find the company's colour palette on our Wiki.

4. Typography

- 3.1 Genesis Health Partners has selected specific typefaces for use in our brand materials.
- 3.2 These typefaces should be used consistently in all communications to maintain visual consistency and reinforce our brand image.
- 3.3 Avoid using alternative fonts or modifying the typography in any way that deviates from our approved selection.
- 3.4 Our approved typefaces can be found on our Wiki.

5. Imagery and Graphics

- 5.1 All imagery and graphics used in Genesis Health Partners materials should align with our brand values and reflect a professional and inclusive image.
- 5.2 Use high-quality visuals that are relevant to our industry and target audience.
- 5.3 Ensure that all images and graphics are properly licensed and adhere to copyright laws.

6. Voice and Tone

- 6.1 Genesis Health Partners has a distinct voice and tone that reflects our brand personality and values.
- 6.2 Maintain a consistent tone in all communications, whether written or verbal, that aligns with our brand positioning.
- 6.3 Use language that is professional, respectful, and appropriate for the intended audience.

7. Social Media Guidelines

- 7.1 When representing Genesis Health Partners on social media platforms, adhere to our brand guidelines and maintain a consistent brand image.
- 7.2 Follow platform-specific guidelines and best practices to ensure professionalism and engagement.
- 7.3 Be mindful of the content shared, ensuring it aligns with our values and does not compromise our brand reputation.

8. Consistency across Platforms

- 8.1 Maintain consistency in branding across all platforms and touchpoints, including websites, social media, email communications, presentations, and printed materials.
- 8.2 Use templates and guidelines provided to ensure consistency in design elements, such as headers, footers, and formatting. Templates can be found on our Wiki and guidelines can be found on our Wiki.

9. Marketing Department Approval

- 9.1 Any marketing materials, advertisements, or branded content should be reviewed and approved by the Marketing department before dissemination.
- 9.2 Consult with the Marketing department for guidance, support, and resources related to branding and design.

10. Training and Education

- 10.1 Genesis Health Partners will provide training and resources to employees to ensure a clear understanding of our branding guidelines.
- 10.2 Regular updates and communications regarding branding and design standards will be shared to keep everyone informed and aligned.

Maintaining a strong and consistent brand identity is crucial for Genesis Health Partners' success. By adhering to this branding policy, we can effectively communicate our values, professionalism, and commitment to excellence to our target audience.

If you have any questions or need clarification regarding our branding guidelines, please contact the Marketing department at marketing@greencastlesolutions.co.uk.