

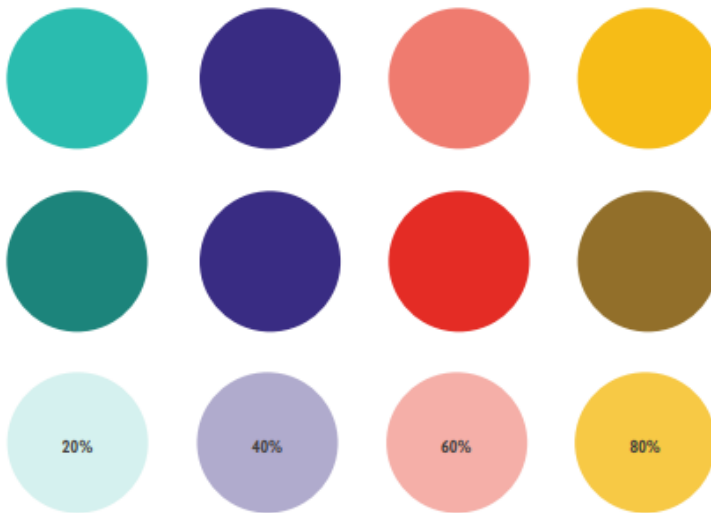
APPENDIX 1 – Health and Wellbeing Board Design Concept

Sheffield Health & Wellbeing Board

Design Notes

Contemporary, fresh design with clean layout and colour palette. Friendly font and logo, combined with simple illustrations creating a modern and inclusive look.

Colour Palette



Core colour systems only to be used in illustrations and graphic elements.

WCAG 2.0 level AA conforming accessible palette systems.

The use of tints adds depth and provides a creative tool for extending the range of the colour palettes to be used in increments of 20% 40% 60% 80%.

Image Inspiration



Imagery

The board are wanting to showcase images that are people focused inclusive of all ages and backgrounds that make up the great city. These can include decent affordable housing, reliable transport and active transport, good jobs, no poverty, clean air and access to green space, being active, knowing your neighbours and being part of an active community, having the best start in life, great education, eliminating racism and discrimination.

It is also keen to be brave and bold and deliver a radical shift in how we work together across organisations and sectors in Sheffield to make change.

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