

National Urban Health Mission BRAND MANUAL



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The National Urban Health Mission: Creating a Brand Identity

The National Urban Health Mission (NUHM) was approved by the Union Cabinet on 1st May, 2013 as a sub-mission under an overarching National Health Mission (NHM) for providing equitable and quality primary health care services to the urban population with special focus on slum and vulnerable sections of the Society. NUHM seeks to improve the health status by facilitating their access to quality primary healthcare.

The core strategy of NUHM is to establish and improve the efficiency of public health system in the cities by strengthening the existing public health structures, promotion of access to health care services through community based groups and address social determinants of health through intersectoral convergence.

Role of Branding

Institutional branding is essential for both qualitative and quantitative success of the programme and is crucial for developing its identity as an important initiative of the government to cater to the health needs of the urban poor.

Access to health care services has a direct correlation with the awareness about the services among the target audience in the community. Branding of NUHM would be the key to generate awareness about the facilities, entitlements and services leading to increased footfall at the UPHCs / UHCs.

How NUHM branding would benefit the consumers?

Branding the NUHM service delivery facilities like UPHCs / UHCs would help the urban poor to identify the service centres through branded signage. Branded and customised posters and other communication materials would help in awareness generation and create a positive perception / affinity for quality health care services at NUHM facilities in the minds of the target consumers. A branded NUHM would help built an atmosphere of trust between the community and service providers.. The NUHM brand guidelines would help improve the visibility of NUHM services at the community level.

How NUHM branding would help programme managers and policy makers?

The NUHM brand manual is a set of guidelines to enable all government officials / consultants / other stakeholders to develop standard IEC materials including posters, leaflets, outdoor media, etc. The guidelines would provide standard communication templates for documents, reports, brochures, and power point presentations.

Though this manual has set standards, it is flexible enough to incorporate state specific needs from communication perspective as per states' requirements. This manual also allows the states to design materials in vernacular language in line with the national communication. This guideline will help the state to not only improve the visibility of their work in the community, city and state but also make their presence felt at the national level.

The broad objectives of the NUHM brand guidelines are:

- To enhance the brand image of the NUHM.
- To improve the visibility of health services in community in urban areas through various standardised communication tools like posters, leaflets, etc.
- To set standards for consistency in all communications with the target population (users, beneficiaries, message recipients, associates and stakeholders).
- To increase footfalls to UPHCs / UCHCs by enhancing awareness about health services in urban areas through various communication channels.
- To ensure all outdoor communication media such as wall paintings, hoardings, etc have a standard branding element.
- To ensure consistency in usage of brand elements such as logo, tagline, calligraphy, etc what are important for an 'identity'.



सी.के. मिश्रा
सचिव
C.K. Mishra
Secretary



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण विभाग
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
Government of India
Department of Health and Family Welfare
Ministry of Health & Family Welfare

Message

India's commitment to the Sustainable Development Goals (SDG) is a commitment to its own people to achieve universal health coverage, including financial risk protection, access to quality essential healthcare services and access to safe, effective, quality and affordable essential medicines and vaccines for all.

In order to effectively address the health concerns of the urban poor population, National Urban health Mission (NUHM) was approved by the Union Cabinet on 1st May, 2013 as a sub-mission under an overarching National Health Mission (NHM) for providing equitable and quality primary health care services to the urban population with special focus on slum and vulnerable sections of the society.

NUHM being a relatively new programme requires focused attention and prioritization. The branding manual attempts to create a known identity for institutional branding for NUHM across the country. My good wishes to all the State and metro officials, ULBs, Programme Managers, medical and paramedical staff, development agencies, civil society organisation and others working tirelessly towards achieving the goals and objectives of NUHM.

I would like to say and repeat what our Father of Nation said - to all my colleagues who are engaged in improving the health of the urban poor that "Before you do anything, stop and recall the face of the poorest most helpless destitute person you have seen and ask yourself, Is what I am about to do going to help him?" - Mahatma Gandhi.

(C.K. Mishra)



Dr. K. Rajeswara Rao, IAS

JOINT SECRETARY

Telefax : 23061723

e-mail : Kr.rao62@nic.in



भारत सरकार
स्वास्थ्य एवं परिवार कल्याण मंत्रालय
कमरा नं. 145-ए, निर्माण भवन,
नई दिल्ली-110 011
Government of India
Ministry of Health & Family Welfare
Room No. 145-A, Nirman Bhawan,
New Delhi - 110 011

Foreword

The plight of urban poor and urban health came into forefront when the National Urban Health Mission (NUHM) was launched in 2013 making urban health a priority for policy makers.

NUHM is currently being implemented in more than one thousand cities/towns of the country. The programme is in varying stages of implementation across the states and UTs. Also the, presentation of communication materials varies from State to State and therefore, there is a felt need for standardized branding guidelines for the programme.

This manual spells out guidelines for consistency in communication interventions. However, at the same time; it is also flexible to incorporate state specific needs without compromising on the broader brand attributes of NUHM. I am confident that the brand manual is used so that NUHM services are known to people in the urban areas. This will enable them with improved access and minimum out of pocket expenditures for quality healthcare services.

I would like to share a quote from Rabindranath Tagore that "I slept and dreamt that life was joy. I awoke and saw that life was service. I acted and behold, service was joy." I am confident that the NUHM Branding Book and guidelines will motivate all our service providers to realise the joy of providing quality health service to urban poor.

(Dr. K. Rajeswara Rao)

NUHM logo consists of two parts - emblem and logotype. The red semi-circle along with the family and sun is our emblem and the writing style of National Urban Health Mission is our logotype. Our brand is strengthened whenever anyone sees our emblem with logotype. It is therefore very important that we show it in the same way, every time. The appearance of the emblem is unique and its form is precisely designed. It must always be used in the prescribed form and have the original proportions. The logotype should always be used with the emblem, and cannot be separated.

NUHM logo is provided in the enclosed CD.

NUHM Logo



Logo



The logo should preferably be used in full colour. Alternatively, it can be used in black (for single colour job). But the colours of the emblem cannot be changed.



C0 M100 Y95 K0
R218 G36 B37
PANTONE 485 C



C0 M0 Y0 K100
R31 G26 B23
PANTONE Black



C0 M10 Y100 K0
R252 G219 B0
PANTONE 109 PC



C0 M0 Y0 K100
R31 G26 B23
PANTONE Black

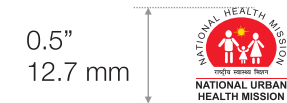
Clear Space

Always allow for the clear space around the logo to help it stand out and maintain its legibility. Keep it as uncluttered as possible from other images and types. The examples on the right hand page show that clear space in all four corners should be proportionate to x, where x = the vertical distance between the two horizontal red lines.

Minimum Size

The logo should be displayed in a size that is in balance with your printed or electronic piece. It must be both readable and visually pleasing. Whenever the size is reduced, please pay careful attention, making sure that all elements remain legible when printed. The minimum size of the logo should be 0.5 inch or 12.7 mm in height.

Logo usage



It is important to understand how to properly use the logo. The primary preferred usage is full colour or black (in single colour job) on white. As our template colour is a special yellow, the full colour logo can be used on that particular yellow. Full colour on other colour background is not permitted. The reverse version on black is given on the right hand page.

In case the ground colour is not white or any other colour from the colour palette (as detailed in this manual), the logo must appear on the white box as detailed on the right hand page.

Do's



Logo Misuse

As important as it is to understand how to properly use the logo, it is equally important to know what not to do. At right are a few examples of logo misuse:

1. Do not change the colour of the emblem or logotype (Refer to 1a & 1b).
2. Do not add shadow or perspective to the emblem (Refer to 2a & 2b).
3. Do not place the emblem on colour (except mentioned in previous page) or busy background (Refer to 3a, 3b & 3c).
4. Do not use the colour of the logo on black background (Refer to 4).
5. Do not change the position of the logotype (Refer to 5a & 5b).

There are countless other examples of improper use. When in doubt, choose to keep it simple and follow the guidelines we have provided.

Don'ts

1a



1b



2a



2b



3a



3b



3c



4



5a



5b

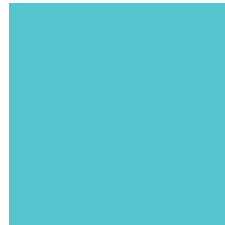


Colour is a significant part of NUHM's identity. We have selected these tones to reflect our scope, balance and strength. A set of four complementary colours is used to strengthen NUHM's graphical identity. We have chosen bright, vibrant tones to reflect the brighter side of life.



cmyk 40/0/100/0

rgb 132/194/37



60/0/20/0

59/179/194



0/100/60/0

219/33/76

cmYK 0/25/76/0

rgb 237/184/83



0/60/100/0

231/120/23



Example of use of colour palette

NUHM's typeface is Helvetica Neue and this should be used on all printed material. For headlines, use the Helvetica 35 and for sub-headlines, use Helvetica 55.

For body copy, use Helvetica 45 as first preference. When necessary (e.g. for small-sized text), this can be replaced by Helvetica 55.

Never use italic version of any other weight of the typeface, and never change the appearance, e.g. by broadening or condensing the type.

Font files are provided in the enclosed CD.

Helvetica 35

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica 45

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

To emphasise a word or a sentence in an extended piece of body copy, use Helvetica 65.
Never use italic version.

In day-to-day correspondence, on the web and in other digital contexts Calibri can be used as a substitute typeface.

Font files are provided in the enclosed CD.

Helvetica 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

The typography should be fun to work with. There are some basic styles that NUHM follows. A signature of the brand is using primary titles and headers in a large scale type. See the examples on the right hand side.

Primary Typeface - Helvetica Neue

This is a headlineHelvetica 35

This is a subheadHelvetica 55

This is the body copy. Leceriti quia consedi ad quo tem quam est iunt. Bus sitiare modipsum
 quas di dias ut quia es autatemquid mi, iumquid ebitius natatio im voluptatem quibusam, et lautHelvetica 45
 eosapis qu cori blaut aut volo el ipsato dolupicil int quia nobis ium elistiae sinctet quibeatus.

This is a highlighter. Leceriti quia consedi ad quo tem quam est iunt.Helvetica 65

Leceriti quia consedi ad quo tem quam est iunt. Bus sitiare modipsum quas di dias ut quia es
 autatemquid mi, iumquid ebitius natatio im voluptatem quibusam, et laut eosapis qu cori blaut
 aut volo el ipsato dolupicil int quia nobis ium elistiae sinctet quibeatus.

Alternate Typeface - Calibri

This is a headlineCalibri Normal

This is a subheadCalibri Bold

This is the body copy. Leceriti quia consedi ad quo tem quam est iunt. Bus sitiare modipsum quas di dias
 ut quia es autatemquid mi, iumquid ebitius natatio im voluptatem quibusam, et laut eosapis qu coriCalibri Normal
 blaut aut volo el ipsato dolupicil int quia nobis ium elistiae sinctet quibeatus.

Images and photographs are an important component of NUHM's brand identity. All the images used, should re-emphasise our message and create an emotional bonding. Choose positive, dynamic, energetic and action-oriented images before usage. The images should also depict joy, dignity and solution. Close-ups are preferable; however group shots are acceptable, for use in the right context. Images should convey our:

- innovative and targeted health interventions
- work with donors and partners
- products, services and behaviour change communications
- work with the people we serve

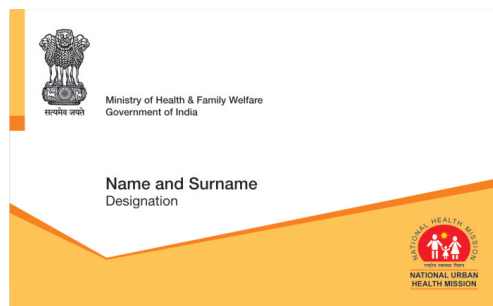
Images should be in colour. When selecting photographs, use the colour palette as a guide for the colour content of the image and this should not clash with the brand identity colour palette.

Don't use photographs showing children begging or in distress, poverty, child labour, street dwellers, etc.

Photographs provided here are copyright protected. Do not use them in any of your communications.

Photography





Front

▲
Visiting Card ►

Back

Address

XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXX
 www.nhm.gov.in/nhm/nuhm.html

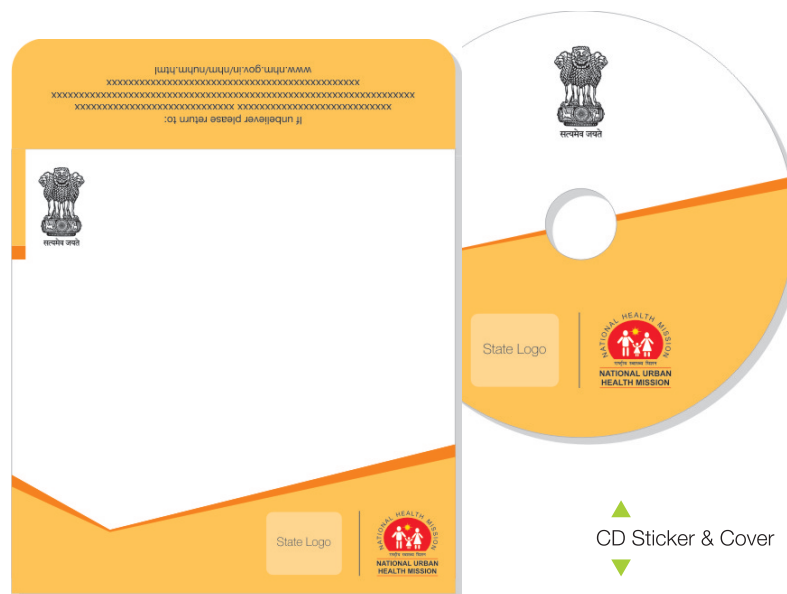
Letterhead ►



Applications



CDR files of all the applications are provided in the enclosed CD.



CDR files of all the applications are provided in the enclosed CD.

Applications



▲ Docket Folder ►



CDR files of all the applications are provided in the enclosed CD.



Annual Report

Corporate Brochure



Applications



Press Ad



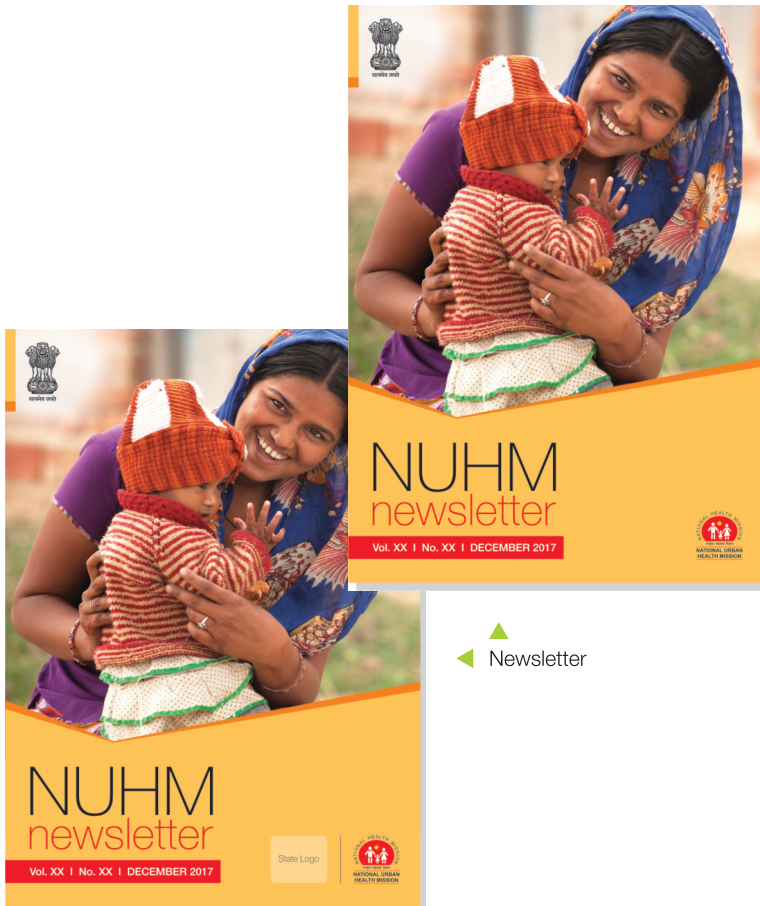
Leaflet / Folder



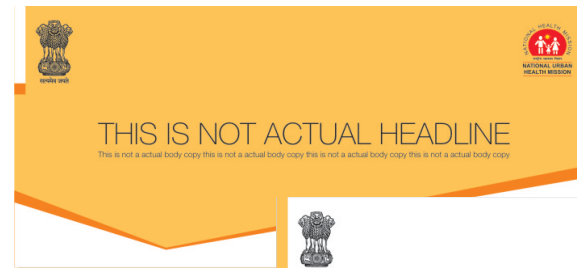
CDR files of all the applications are provided in the enclosed CD.



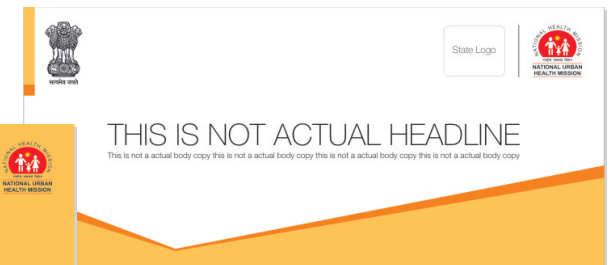
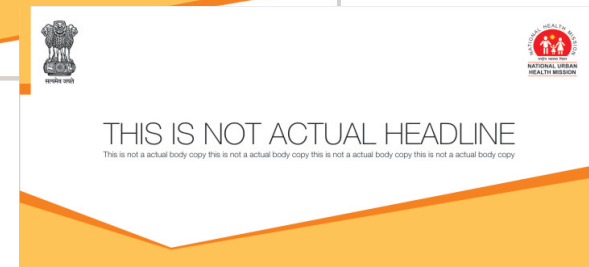
Applications



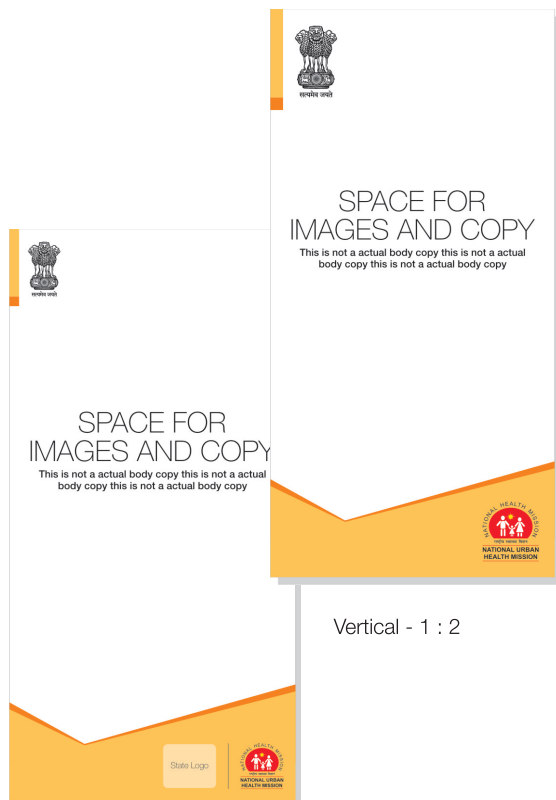
Newsletter



Web Banner



CDR files of all the applications are provided in the enclosed CD.



Applications



1 : 2

Health centre Signage



2 : 3

Wall Painting



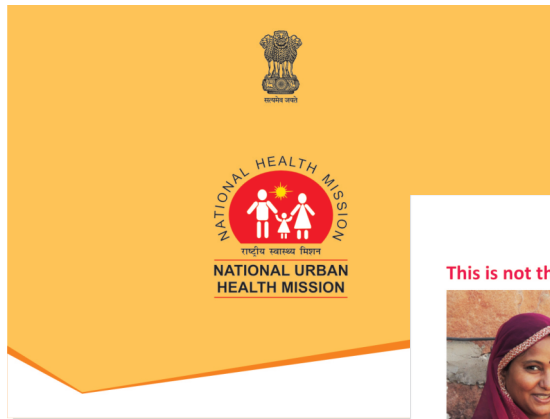
1 : 3



CDR files of all the applications are provided in the enclosed CD.



Applications



Cover

Power Point
Template



Inside



Cover



Inside



◀ Standee ▼



CDR files of all the applications are provided in the enclosed CD.

Acknowledgements

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Cover Photograph

- Courtesy: Save The Children



MINISTRY OF HEALTH AND FAMILY WELFARE
Government of India

www.nhm.gov.in/nhm/nuhm.html