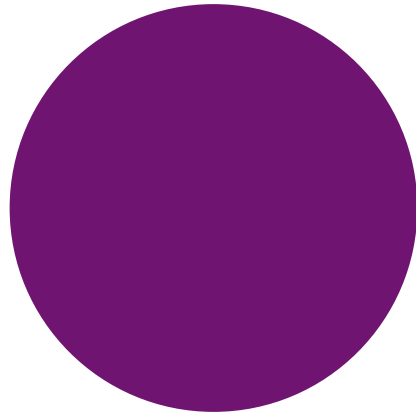


CHS Partner Engagement Guidelines 2024

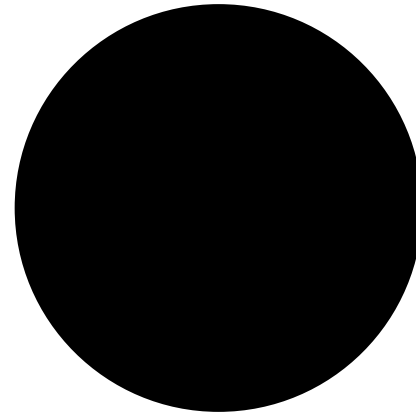
Headline font

Block T

The colour of this headline font should always be the purple shown here.



R 112 C 66 #701471
G 20 M 100
B 113 Y 22
K 9



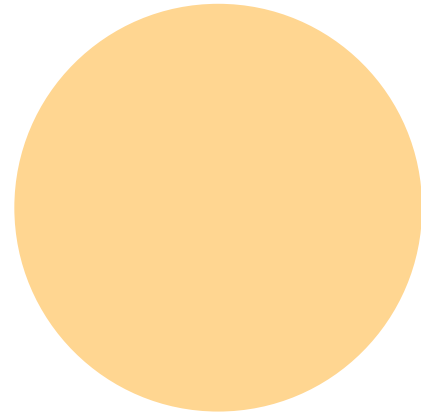
R 0 C 75 #000000
G 0 M 68
B 0 Y 67
K 90

Body copy font

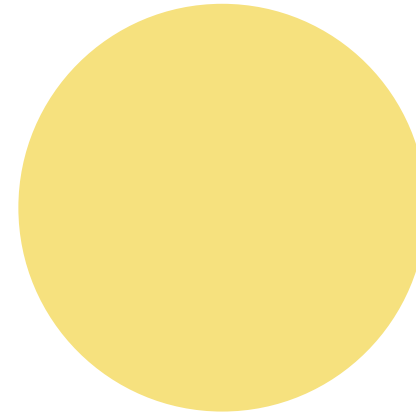
Calibri Regular

The colour of this body copy font should always be black.

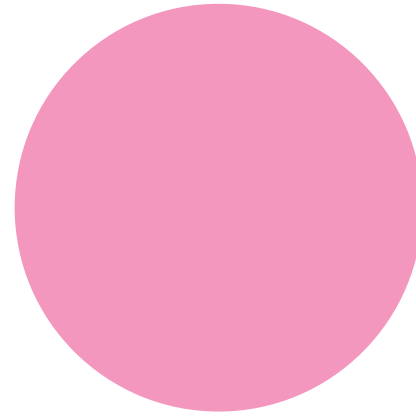
Colour palette



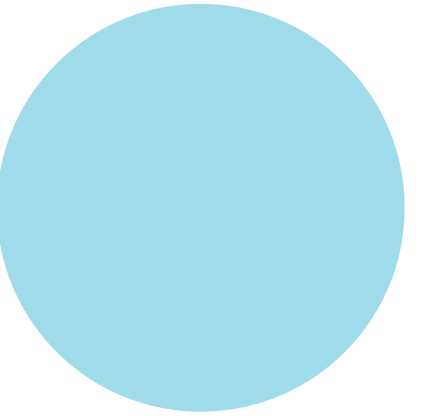
R 255 C 0 #FFD691
G 214 M 16
B 145 Y 49
K 0



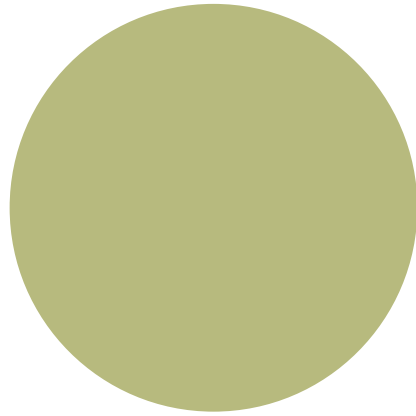
R 246 C 4 #F6E17E
G 225 M 7
B 216 Y 62
K 0



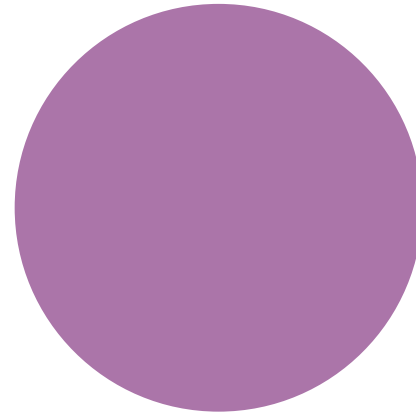
R 244 C 0 #F497BF
G 151 M 51
B 191 Y 0
K 0



R 160 C 34 #A0DBEC
G 219 M 0
B 236 Y 5
K 0



R 183 C 31 #B7BA7E
G 186 M 18
B 126 Y 64
K 0

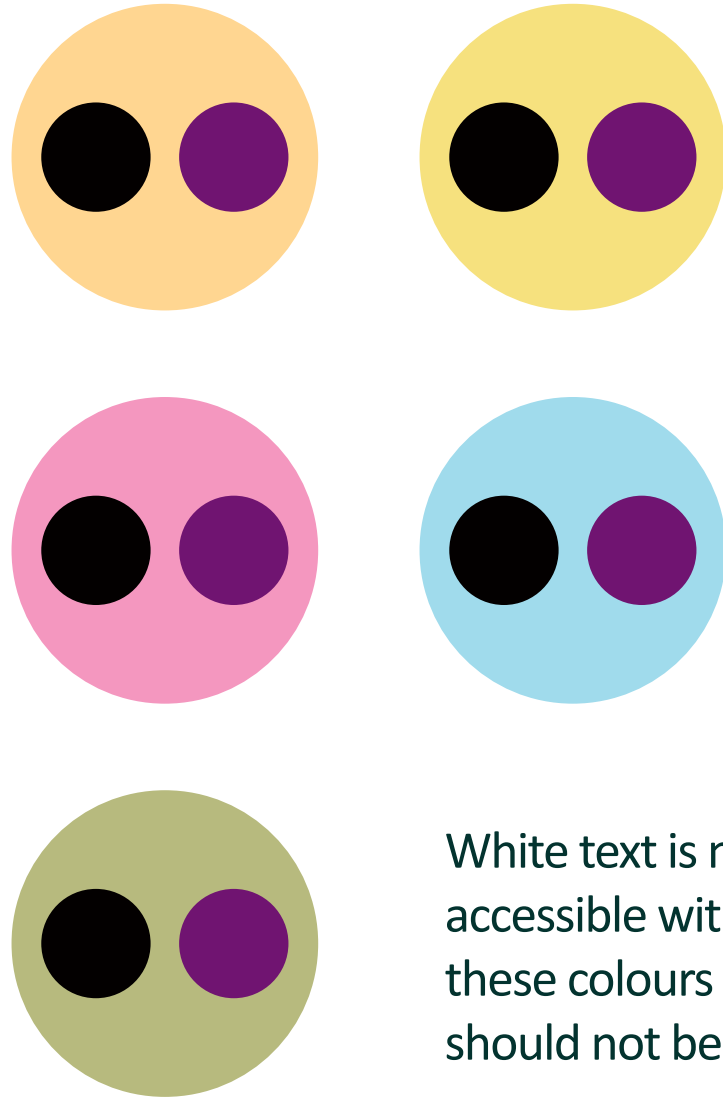


R 171 C 34 #AB75a9
G 117 M 62
B 169 Y 0
K 0

Tone of voice

Our tone of voice should be compassionate and supportive, emphasising the well-being and rights of children and young people. It should also be collaborative and respectful, fostering a sense of partnership and shared purpose. Communication should be clear and informative, ensuring that complex legal and social care information is accessible and understandable for all.

Accessibility



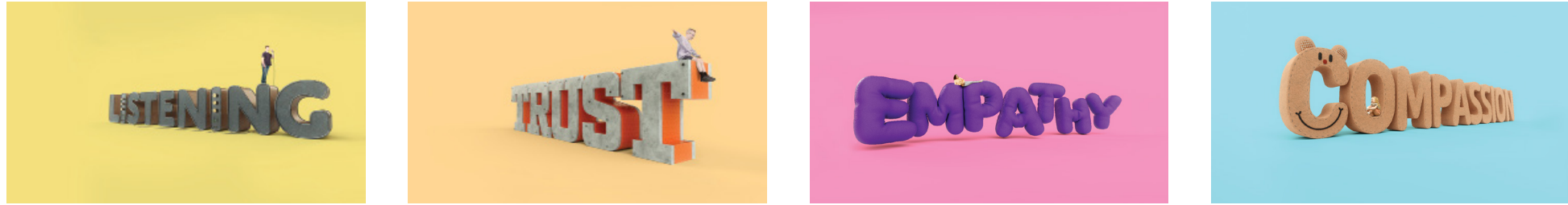
White text is not accessible with these colours and so should not be used.

These colour combinations ensure that the text we use meets the required WCAG contrast standards and is accessible.

Imagery use

Primary usage

The x4 2024 campaign images and background colour should be used as the primary campaign assets and employed across all potential volunteer panel materials such as social assets, posters, email banners and intranet images.



Secondary usage

Where possible the background colour and child image should be formatted as below.



CHS illustrations can be used as secondary images on partner facing materials such as Toolkits and presentation documents.

