

# Brand guidelines 2021

# The CSP logo

The core logo is a key element of the Chartered Society of Physiotherapy's identity. It should only ever be used by the Society. Individual members and professional networks are not permitted to use it unless prior authorisation has been given by a CSP director. This may happen when a specific group or member works directly on a campaign or event with the CSP in an agreed joint collaboration.

[For details of partnership logos see page 5.](#)

The logo is made up of two elements: the name and the 'dynamic shapes'. To maximise their impact, they have a fixed relationship that must remain consistent. The core logo should always appear in **Pantone®2755c**, **Pantone®2675c** and **Pantone®130c**.

The logo must be seen on everything we produce, from publications to stationery to banners. It must always be applied consistently, in the Chartered Society of Physiotherapy's colour palette. It should not be redrawn, digitally manipulated or altered. The logo must always be reproduced from a master reference. This is available in eps and jpeg format.

**Eps:** all professionally printed applications.

**Jpeg:** Microsoft programmes.

The logo files are available from the CSP's Publications Manager.

Email: [forbesn@csp.org.uk](mailto:forbesn@csp.org.uk)



C 55 M 53 Y 0 K 16  
R 116 G 110 B 161



C 0 M 35 Y 100 K 0  
R 240 G 171 B 0



C 97 M 100 Y 0 K 28  
R 33 G 7 B 106

# CSP print logo exclusion zone and minimum size

## Main Print logo

The CSP print logo is the preferred logo to be used on all print projects and it allows the logo to be clearly signified without compromising legibility. Always place the logo top left or lower right on all layouts wherever possible. In the majority of uses the logo should appear on a solid white background.

## Exclusion zone

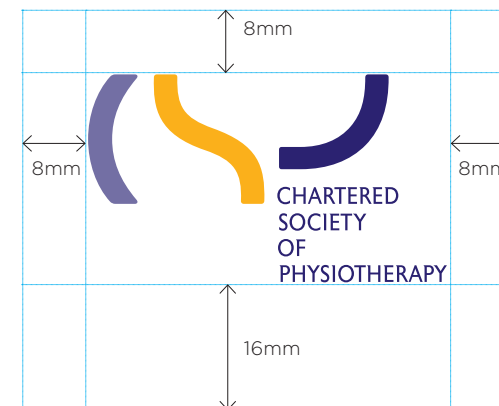
To ensure maximum stand-out, a minimum clearance area has been created around the CSP logo, entirely clear of text or any other graphic elements. The print clear space requirements are 8mm top and sides, 16mm below. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

## Minimum size (print)

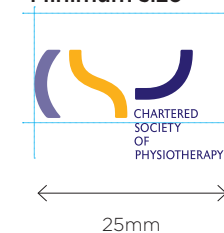
The minimum logo size should only be used when layout space is extremely limited. Use the logo at a larger size whenever possible. The recommended minimum print size for the master logo is 25mm.



Exclusion zones



Minimum size



# CSP digital logo exclusion zone and minimum size

## Main digital logo (digital)

The CSP digital logo (Horizontal) was designed as our preferred logo on all social platforms. Like our print logo, always place the logo top left on all layouts wherever possible. In the majority of uses the logo should appear on a solid white background.

## Exclusion zone (digital)

The digital clear space requirements are 30pixels top and sides, 60 pixels below. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

## Minimum size (digital)

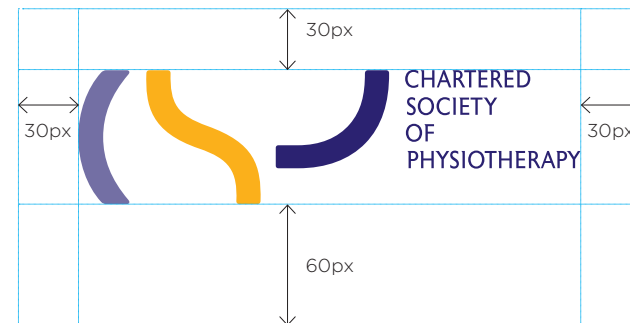
The recommended minimum size for the digital logo is 95pixels. The master logo should be measured by the full width of the CSP logo.

## Socialmedia logo

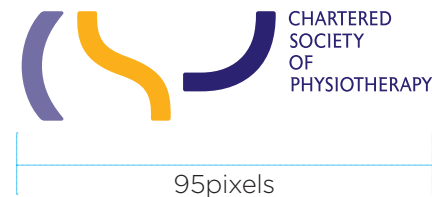
The square nature of our print logo functions better in a square avatar social media space. Remember after someone likes your page, they rarely return to your page. Instead, they interact with your brand in the timeline where it competes with other images. The avatar is your only brand association in the timeline.



### Exclusion zones



### Minimum size (full width)



### Social media logos



# Logo variants

These are examples of logo variants for the Chartered Society of Physiotherapy. The horizontal logo (*top right*) should be used where vertical space is limited, e.g. on the website.

The logo ‘in association with’ may only be used with the permission of the CSP. This may be in connection with a commercial sponsorship of CSP materials materials or events, or where the CSP has agreed to support the materials or events of a third party, such as patient groups.

The logo ‘approved partner’ may be used exclusively by companies entering an endorsement partnership programme with the CSP, and where specific product(s) are approved against set criteria agreed by the CSP. Usage of the logo must be checked with the CSP for all applications.

The logo must always have good contrast with the background to ensure maximum impact and accessibility on all our communications. [See page 7 for logo colour options.](#)

***It should not be redrawn, digitally manipulated or altered.***

The logo must always be reproduced from a master reference. This is available in eps and jpeg format.

**Eps:** all professionally printed applications.

**Jpeg:** Microsoft programmes.

The logo files are available from the CSP’s Head of Creative Team. Email: [forbesn@csp.org.uk](mailto:forbesn@csp.org.uk)



IN ASSOCIATION WITH



IN PARTNERSHIP WITH

APPROVED PARTNER



APPROVED PARTNER



# Logo do's & dont's

Our CSP brand architecture policy is designed to support physiotherapy. Our logo and name are the primary expressions of this and must be used on all branded material. The logo and name must not be used with other marks or descriptors other than defined in this document.

## Straplines and descriptors

A strapline is not regarded as a product or service, therefore should always be written in sentence case. Descriptors do not lock-up to the logo.

## CSP sub-brands

The only permitted CSP sub-brand, THINK PHYSIO was created specifically for the series of publications and events that run across the UK. Consideration of appropriateness of this sub-brand use should be given in each instance – CSP is the main brand, and for most circumstances this is the brand that should be used.

For more detail on how to create and use straplines and descriptors contact the design department:  
[forbesn@csp.org.uk](mailto:forbesn@csp.org.uk)



Straplines



Incorrect descriptors

**THINK  
PHYSIO**  
for primary care

# Logo colourways

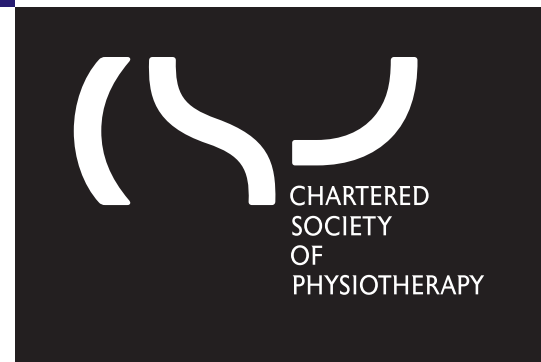
The logo should only appear in the colourways shown on this page.

If using the logo on images the background must be clear with excellent contrast and visibility.

Our principle colours are **blue Pantone 2755 C** and **yellow Pantone 130 C**.

Please see the Chartered Society of Physiotherapy colour palette for a breakdown of our colours.

The logo should never appear in a box.



## In association with

On occasions the Chartered Society of Physiotherapy has joint ventures with other organisations such as patient groups.

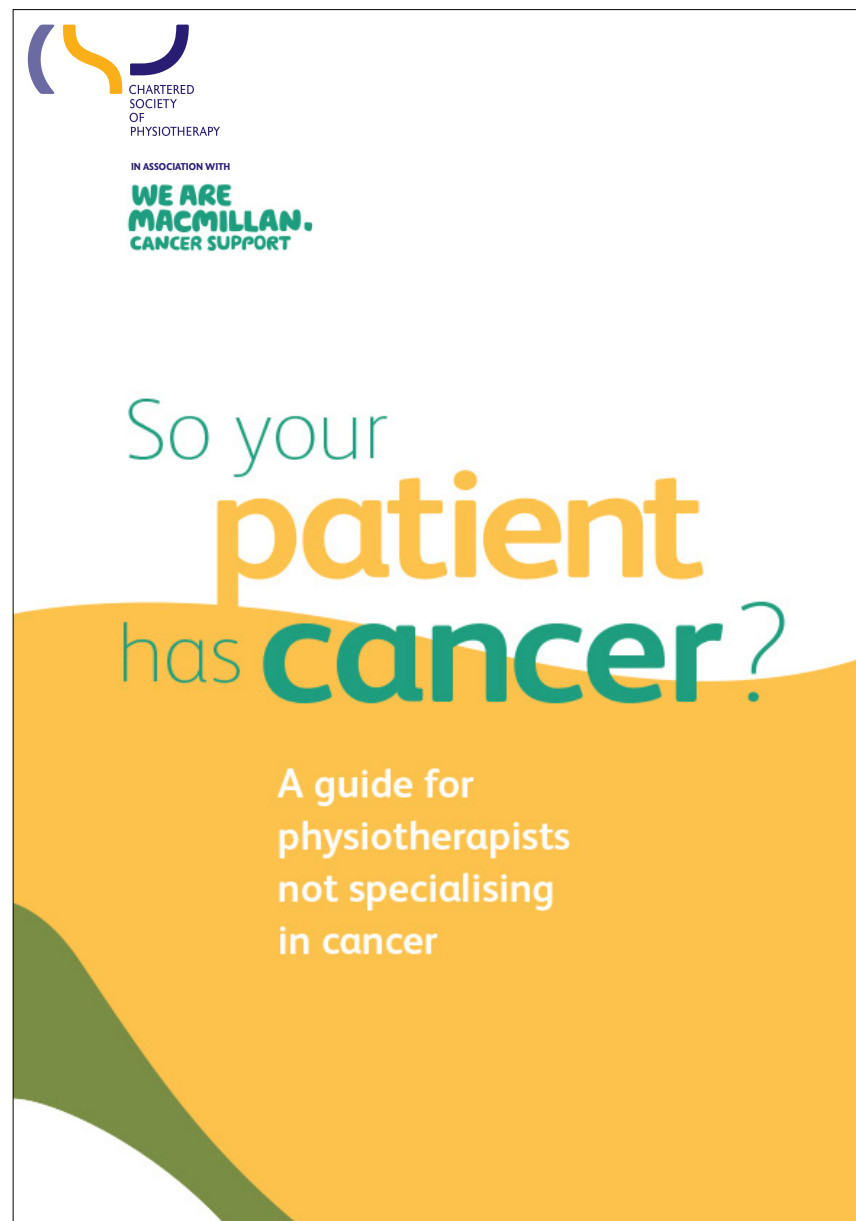
The in association example shown opposite shows the relationship between the logos as an equal partnership.



IN ASSOCIATION WITH



IN ASSOCIATION WITH





# Approved partner

The logo 'approved partner' may be used exclusively by companies entering an endorsement partnership programme with the CSP, and where specific product(s) are approved against set criteria agreed by the CSP.

Usage of the logo must be checked with the CSP for all applications.

APPROVED PARTNER



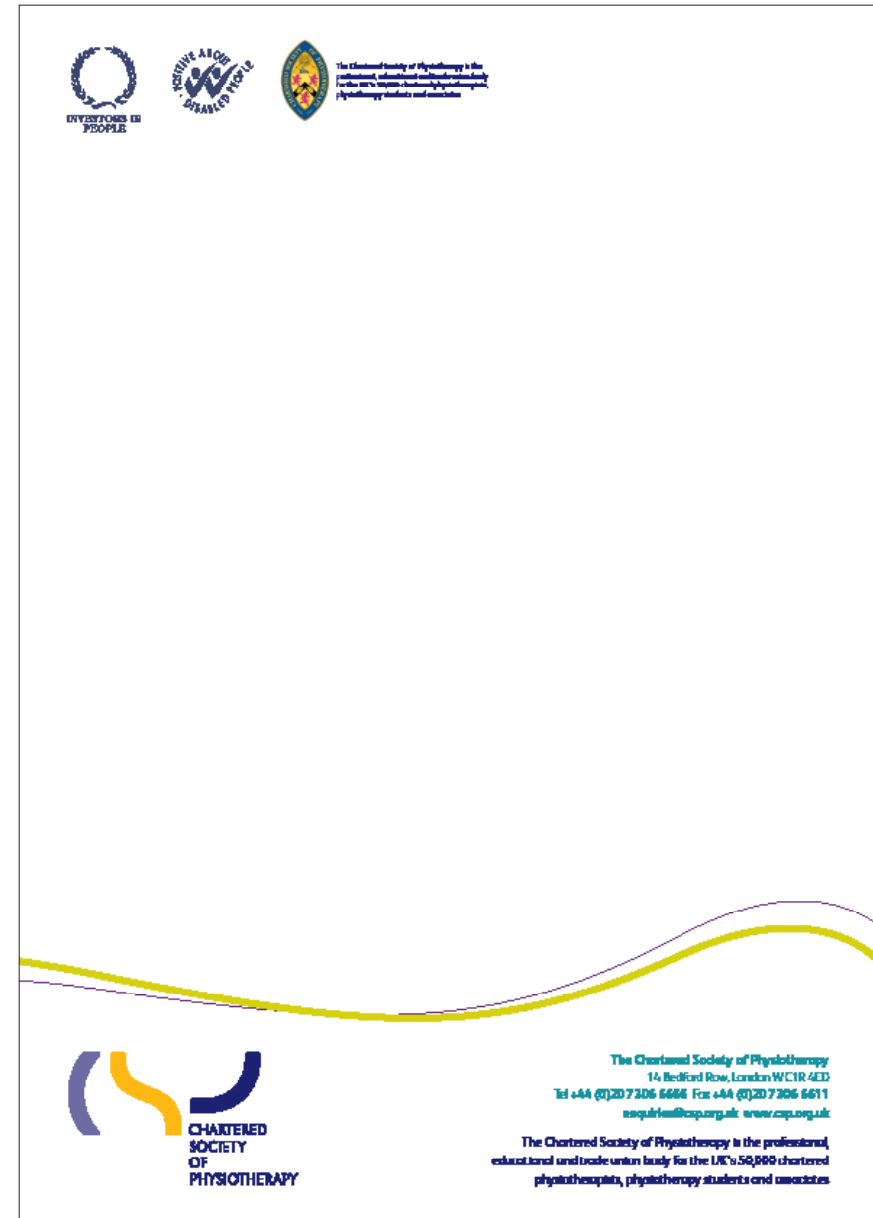
APPROVED PARTNER



# The badge

This is an example of badge usage:

The badge is generally used on the back pages of CSP materials with approximately a 30/70 size relationship with the logo.



# Colour palette

Our colour palette has been chosen to create a distinctive and identifiable look and feel.

To represent the diversity of our work we use a vibrant palette of thirteen colours.

The palette should be used for all communications. Black may also be used for text and where colour reproduction is not available. White may be used for text on dark colours and for background areas.

Accurate colour reproduction is vital. Always match the Pantone® or CMYK references indicated. The RGB reference is for on-screen usage only.



**PANTONE®  
2675 C**

C 55 M 53 Y 0 K 16  
R 116 G 110 B 161



**PANTONE®  
130 C**

C 0 M 35 Y 100 K 0  
R 240 G 171 B 0



**PANTONE®  
2755 C**

C 97 M 100 Y 0 K 28  
R 33 G 7 B 106



**PANTONE®  
370 C**

C 66 M 1 Y 100 K 25  
R 91 G 143 B 34



**PANTONE®  
7474 C**

C 96 M 9 Y 30 K 29  
R 0 G 122 B 135



**PANTONE®  
2725 C**

C 76 M 77 Y 0 K 0  
R 100 G 89 B 196



**PANTONE®  
2613 C**

C 74 M 100 Y 2 K 12  
R 99 G 29 B 118



**PANTONE®  
152 C**

C 0 M 68 Y 100 K 0  
R 225 G 112 B 0



**PANTONE®  
397 C**

C 14 M 2 Y 100 K 16  
R 193 G 187 B 0



**PANTONE®  
623 C**

C 37 M 4 Y 23 K 10  
R 157 G 188 B 176



**PANTONE®  
646 C**

C 74 M 30 Y 3 K 12  
R 84 G 130 B 171



**PANTONE®  
674 C**

C 16 M 82 Y 0 K 0  
R 197 G 94 B 155



**PANTONE®  
731 C**

C 11 M 68 Y 100 K 64  
R 114 G 61 B 20

# Typography

Our typeface is called FS Albert. It has been chosen for its distinctive appearance and its compatibility with the logo. FS Albert should be used for all headings, subheadings and body copy when producing the Chartered Society of Physiotherapy materials.

When FS Albert is not available Arial should be used for all copy. This may include on-line applications and Microsoft PowerPoint presentations. No other default typeface should be used.

The typeface that should be used for all word processed documents such as typed letters, memos and internal reports is Arial.

Headings should always use staggered type by adjusting positioning, size and colouration to give the typography a sense of movement on all layouts.

Body copy should be ranged left and ragged right. Justified or centered type should be avoided. There is a minimum point size of 9pt on 10pt leading for both typefaces to ensure accessibility.

**FS Albert**  
staggered  
typography  
example text

FS Albert Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

FS Albert Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

FS Albert Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789

# Image style - physiotherapy

This selection shows examples of photographs that reflect physiotherapy.

Our physiotherapy image style focuses on the core aspect of physiotherapy treatment. The style centres around natural people and situations shot in a dynamic and impactful way.

The images are cropped to create a more engaging perspective. Only use images that are relevant and add value.





# Image style - inspirational

This selection shows examples of our energetic and inspirational image style. They look beyond the straightforward to find a different perspective.

Consider cropping or unusual angles to create effective communications that engage the audience.



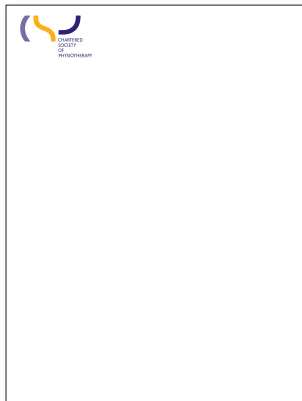
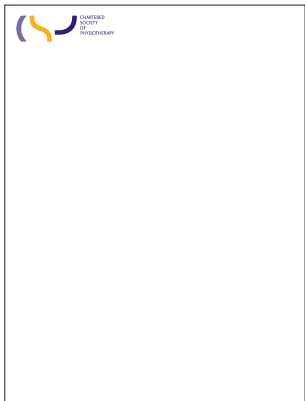


# Applications

# Stationery

The design of CSP stationery is professional and accessible. To help us achieve consistency in our letterhead, compliment slips and business card designs only the following designs should be used. When typing letters please use our digital typeface Arial.

The reverse of our business cards can be personalized using our palette of organics and colours.





**CHARTERED  
SOCIETY  
OF  
PHYSIOTHERAPY**

14 Bedford Row  
London WC1R 4ED  
Email: [enquiries@csp.org.uk](mailto:enquiries@csp.org.uk)  
Tel: +44 (0)20 7306 6666  
[www.csp.org.uk](http://www.csp.org.uk)

**Patron**  
Her Majesty The Queen

**AN Other**  
Company name  
Street name and number  
Town or city  
County  
POSTCODE

21 December 2010

Dear Anyone

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullam corper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Yours sincerely



Sender's name  
Position

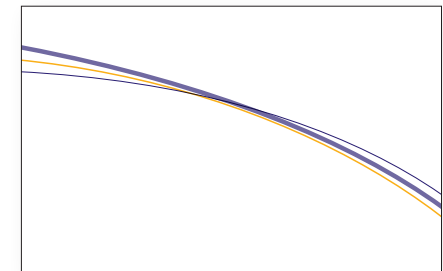





**CHARTERED  
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OF  
PHYSIOTHERAPY**

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[www.csp.org.uk](http://www.csp.org.uk)

**Name Person**  
Job title





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Tel: +44 (0)20 7306 6666  
[www.csp.org.uk](http://www.csp.org.uk)

**Name Person**  
Job title



# General folder

The example opposite shows the cover structure for a CSP folder.

The logo is always placed top left on the cover. The colours should compliment the images being used and be taken from our palette.



# Contact us

For more information on the CSP brand and its application please contact:

**Nicky Forbes**

Head of Creative Team

The Chartered Society of Physiotherapy

14 Bedford Row London WC1R 4ED

***forbesn@csp.org.uk***