



PAM Group Identity Style Guide

Using the logo

Values and aims

The aim of PAM Group provide expert help in managing the effects of the working environment on employee health and the effects of ill health on their capacity to work.

When to use the logo

- On any communication undertaken by PAM Group
- Consistent use of the logo helps to promote recognition and recall of the service to clients and employees.

Where to use the logo

- Printed material (e.g. documents, reports, publications)
- Correspondence (e.g. letters, circulars)
- Websites
- Main external signage - i.e. wherever the name or logo of the organistaion also appears
- Any other appropriate communication tools

Who should use the logo

Every employee of PAM Group should use the logo alongside the logo for their area. See the logo family for a structure of the areas within PAM Group.

PAM Group logo family

The key identifier is the PAM Sami figure.

PAM Group is the umbrella to which PAM OH Solutions and PAM Wellbeing sit beneath. All additional products and services adapt the logo style, changing the text box on the right hand side.



Typography to be used in designs

Typefaces to be used across promotional materials is the Archivo font family. the full range can be used with a minimum font size of 9pt across all documents. Where handwritten font is needed, as in when soft messaging with a personal touch in non-sales matenal is needed choose between the other fonts below.

Archivo Black

Archivo Regular

Archivo Italic

Archivo Medium

Archivo Medium Italic

Archivo Semi Bold

Archivo Semi Bold Italic

Archivo Bold

Archivo Bold Italic

Archivo Narrow Regular

Archivo Narrow Italic

Archivo Narrow Bold

Archivo Narrow Bold Italic

Love & Trust - Your EAP

Billy - The only thing stopping you is YOU

Tone of voice

How we talk is as important as what we talk about.

Quick. We have a vast experience of delivering our services through a range of different means; including onsite from client premises, locally from our 60 UK-wide cllinics and remotely using a range of telephonic and online solutions.

Reliable. Since we started in 2004 we have continued to expand our portfolio of services, which has enabled us to provide bespoke partnership solutions for our clients, working together to add value to the performance and productivity of their employees.

Experts. Since the business was formed in 2004, People Asset Management (PAM) has provided services to a range of different clients in both the private and public sectors; providing occupational health, absence management, rehabilitation and wellbeing services - currently supporting more tahn 600,000 employees across more than 1,500 UK-wide locations.

Proactive. We have a workforce consisting of some 400 staff based regionally throughout the UK, providing quick and easy reach for all of

Colour versions of logo

Full colour logo
 The PAM logo should, wherever possible, be reproduced in full colour.

- Colour # 2e2e6e
- Colour # 1073ba
- Colour # a8a4c1
- Colour # f0eff3

Single colour logos
 Sometimes it is not practical for the logo to appear in full colour. In these circumstances the colour to be used should be:

- Colour # 2e2e6e
- or black
- or reversed out (white) on a colour, preferably a dark background.

Reversed out logo examples



The exclusion zone
 This is the clear area around the logo where nothing else should appear. This will help to ensure clarity and improve the impact of the logo. The clear space around the PAM Group logo will vary proportionally and is half the height of the logo used. in the smaple opposite it shows the clear area of the minimum logo size.

The minimum size
 To ensure good and clear readability of the corporate mark it must not be used smaller than 14mm high as this will mean the accompanying text will become difficult to read. Maximum height is left to the designer's discretion.

Placement
 The placement of the logo can be placed either top right , top left, or bottom left, bottom right of a document.

Additional logos may be needed in cases where it is to demonstrate the partnership with a client or service. As a guide, additional logos must not exceed the width of the PAM Group logo.



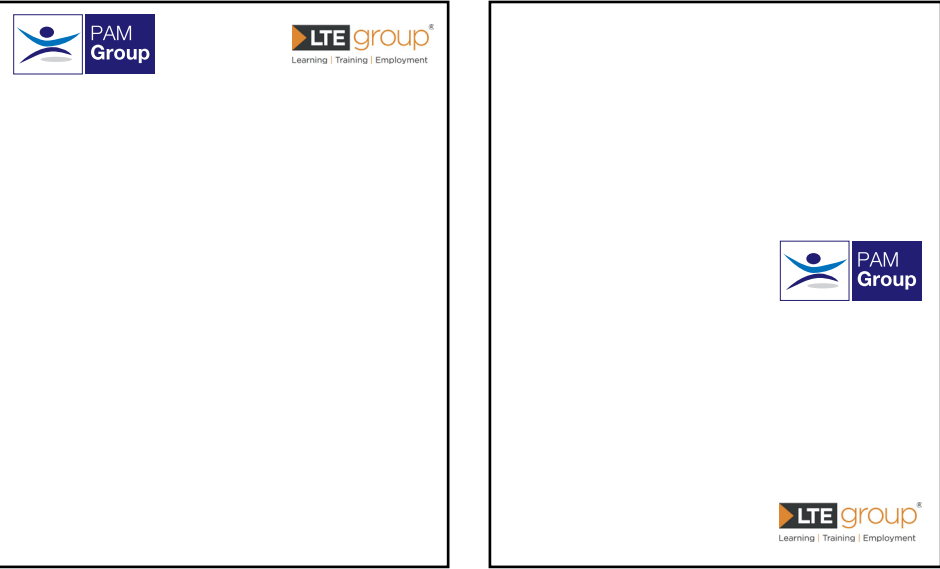
Minimum logo size for use in digital should be 26px (h).






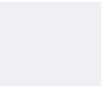


Exclusion zones, minimum sizes and placement



Logo size is 14mm (h) so exclusion zone around the logo is (x) = 7mm.



Colour palette

	Hex #	Pantone #
	2f2e6e	2756 C
	0973b9	285 C
	a9a3c0	7445 C
	f0eff3	649 C
	f28c19	151 C
	65b978	7723 C

Messaging
Used for success or attention messaging.



Imagery

Employees in the workplace
Photography of healthy, happy, productive employees in the workplace (teamwork images a great) to be used as this is the result of an efficient Occupational Health service which PAM provides. Use industry specific images relating to services (manual/office work environments).



Voice Guide

Voice

- Use ‘we’/‘you’, not ‘PAM’, ‘customers/clients’
- Consistent
- Personal, direct, one-to-one
- Use active language and active voice

Attitude

- Goal-driven: why we should help you, how we can help you
- Positive, not negative
- Objective – no hyperbole

Language

- Plain, clear English - stick to the point
- Make every word count
- Short sentences
- Use the language of your user
- Be credible – avoid jargon and 'marketese'
- Define abbreviations and acronyms in context
- Check spelling and style guidelines
- Capitalise only proper nouns and appropriate headings

Organise the information

- Summarise important information first
- All key points and important keywords above the fold
- Use a logical order
- Avoid 'small print' if possible

Links

- Identify the content you link to – avoid 'click here'

- Descriptive and unique
- Cluster links if using several
- Make email addresses link ('mailto')
- Links to other sites to open in a new window

Company names

For specific PAM Group references, use 'PAM' in most circumstances. In terms and conditions it may be necessary to refer to the company's official name: People Asset Management Limited

Page structure

Ensure that headings are correctly sequenced: <h1> is the page title, <h2> begins a main page section with <h3> and then <h4> sub-sections as required; then <h2> begins another main section, etc. Never move more than one level up or down the headings.

Capitalisation and style for page elements

Sentence case

Where sentence case is indicated, capitalise only the first word of the heading, plus any proper nouns.

Title case

For title case, capitalise all important words (all words except articles, conjunctions and prepositions) and no use of ampersands.

Buttons

Default buttons are crisp with sharp corners.

Buttons overlaying dark images are transparent with a 2px border. On rollover they are filled making them responsive.

Button Sizes

Default size: 40px heigh

Large size: 44px heigh

Small size: 34px heigh

Button Colors:

Default: 0a73b9

On rollover: f1f0f3

Off CTA

Wellness Solutions



Hover on

Wellness Solutions



Mastheads/Bubbles/Roundels



Read our top tips for staying healthy through winter

Download Guide

PAM are a proactive company and they have played an integral role in developing our health and wellbeing strategy. - Company ABC

Please seek further advice from a clinician

Live Chat available from January 2018

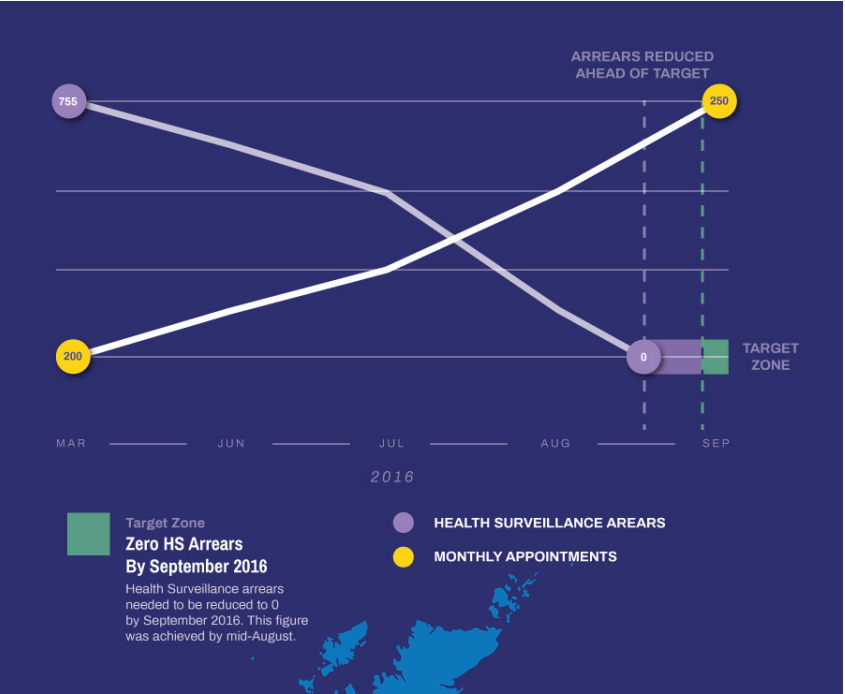
Top bubble used for quotations - Archivo Narrow Italic font used.

Available Across UK
For Businesses With Less Than 500 Employees

Available Across UK
For Businesses With More Than 500 Employees

Roundels used for emphasising service options and prices. Bold Archivo font and regular for sub text.

Infographics / Diagrams





Health Genie

On-site interactive Health Kiosk provides a dynamic and engaging way to directly support to your organisational Health and Wellbeing programme.

A mobile health kiosk can either be installed on a permanent basis allowing employees to have access at their convenience on repeated occasions, or can be transported around a number of locations to reach a higher number of employees.

Employees can track and monitor their results, access online health and wellbeing programmes and resources; empowering them to lead a healthier lifestyle.

In turn this can contribute to improving organisation performance measures and reduce sickness absence.



- Health and Wellbeing Assessment
- Body Composition
- Blood Pressure
- Body Temperature
- Weight Management

Illustrations



Document sizes and margins

Margins
Each format has a set of recommended margins within which the text and logo must be contained. Below are the margins for each format.

A3 Poster
top 25.426 mm
bottom 26.223 mm
left 16 mm
right 16 mm

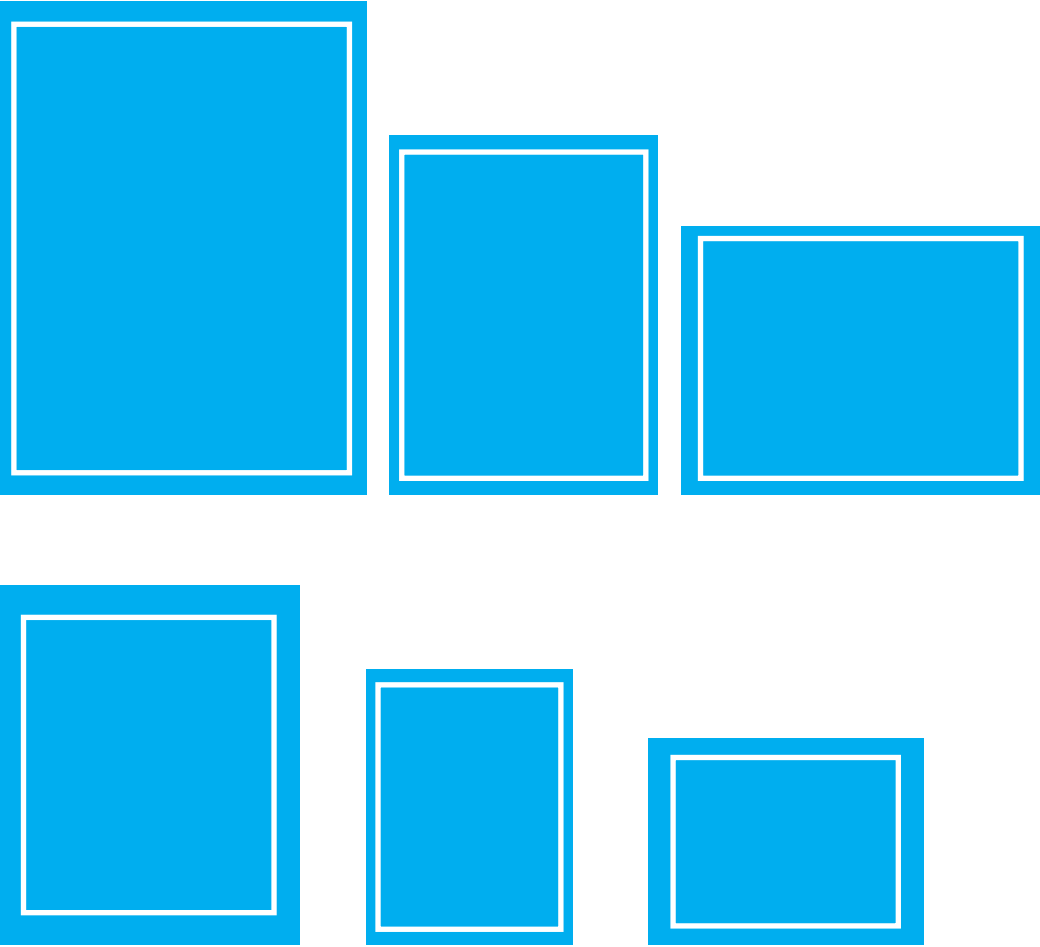
A4 Portrait
top 22 mm
bottom 26.223 mm
left 16 mm
right 16 mm

A4 Landscape
top 16.933 mm
bottom 19.5 mm
left 14 mm
right 14 mm

Brochure
top 21.26 mm
bottom 21.8 mm
left 12 mm
right 12 mm

A5 Portrait
top 16.943 mm
bottom 19.49 mm
left 8 mm
right 8 mm

A5 Landscape
top 12.62 mm
bottom 12.708 mm
left 12 mm
right 12 mm



Early concept highlighting number to call

HERE FOR YOU

FACE TO FACE • BY PHONE • ONLINE

Company ABC employees can now get free advice
Free confidential helpline, available 24 hours a day, 365 days a year

Support
Tell us about any issues which are affecting you:

- ✓ Family matters
- ✓ Relationships
- ✓ Legal issues
- ✓ Work life

Call us 24/7, 365 days a year

0800 019 8988

For online support and information please visit
www.pamassist.co.uk

Username: TBC
Password: TBC

PAM Assist Companies House

Early concept Go Live poster

YOUR NEW OCCUPATIONAL HEALTH AND WELLBEING PROVIDER

PAM OH SOLUTIONS

PAM OH Solutions are experts in dealing with the effects of the working environment on people's health. We provide a range of services designed to support staff and improve their health and wellbeing.

This includes

- ✓ Health surveillance
- ✓ Sickness absence support
- ✓ Physiotherapy
- ✓ Counselling
- ✓ Health promotion
- ✓ Immunisations

To get more information or advice, contact **insert here**

Alternatively, seek online support 24/7 at **insert here**

PAM Assist Companies House

Concept info poster

PAM Group Founded 2004

Occupational Health, wellbeing, rehabilitation, employee assistance programmes, day one absence management, drug and alcohol testing.

Employee Assistance Programme

Occupational Health Services

Online Platform and Data Security

Customer focus Innovative Quality Wellbeing Integrated

Drug and Alcohol Services Day One Absence Management

PAM Academy Fully Accredited

For further details call 01925 227000
www.pamgroup.co.uk