



Visual identity
guidelines
2010

Contents

03 Introduction

04 Our brand

Our core elements

07 Our logo

08 Exclusion zone and minimum size

09 National logos

10 Logo variants

11 The badge

13 Colour palette

14 Logo colourways

15 Typography

16 Image style

Visual system

19 Organics

Applications

22 Stationery

23 General folder

24 Information leaflet

25 Annual report

26 Frontline

27 Legal services leaflet

28 Report

29 Text pages

30 Joint venture

31 Membership leaflet

32 Direct mail

33 Student poster

34 Newsletter

35 Fact sheet

36 Campaign materials

37 Screen saver

38 Exhibition stand

39 Promotional materials

41 Contact us

Introduction

Welcome to the Chartered Society of Physiotherapy (CSP) visual identity guidelines.

These guidelines have been developed as part of our corporate identity review 2010. They are to help the CSP use its brand and logos in a consistent and effective way.

The strength of our brand will ensure the CSP promotes the role and value of physiotherapy, physiotherapists and associated health workers in a compelling way. It will also ensure the CSP is better recognised and understood, and will enable us to develop a stronger relationship with members, other stakeholders and the general public. This will help us achieve our goals.

This book will provide you with all the essential elements of the CSP brand, and it should always be your reference when considering any project with a visual element. If you need further advice or help, you should contact the CPS's Marketing and Communications function for guidance.

Why is our brand important?

Our brand is at the heart of the CSP's work to promote the value of physiotherapy, physiotherapists and associated health workers.

To be successful, the CSP needs to effectively support our members and the profession by making sure that we are known and respected by the right people, and can influence their thinking and actions.

It's our way of communicating our messages so they stand out in a clear and engaging way, to build a relationship with members and potential members, health sector stakeholders, politicians and the general public.

Our brand has two key elements, the brand positioning; the key themes that guide all our messages, and the visual brand identity; the way we visually express these messages across all our materials and communications.

Our brand positioning

Our brand positioning defines what we do, why we do it and how we do it.

What we do

Our area of business

To lead, promote and represent physiotherapy to improve people's lives

Our status

The voice of physiotherapy

Why we do it

Our ambition, how we want to change the world around us

Transforming the nation's quality of life through physiotherapy

Our values, the principles that drive us

Driving excellence in physiotherapy practice within modern healthcare

A commitment to excellent CSP services and quality healthcare

How we do it

Our style and personality

Influential

Active and energetic

Well-informed

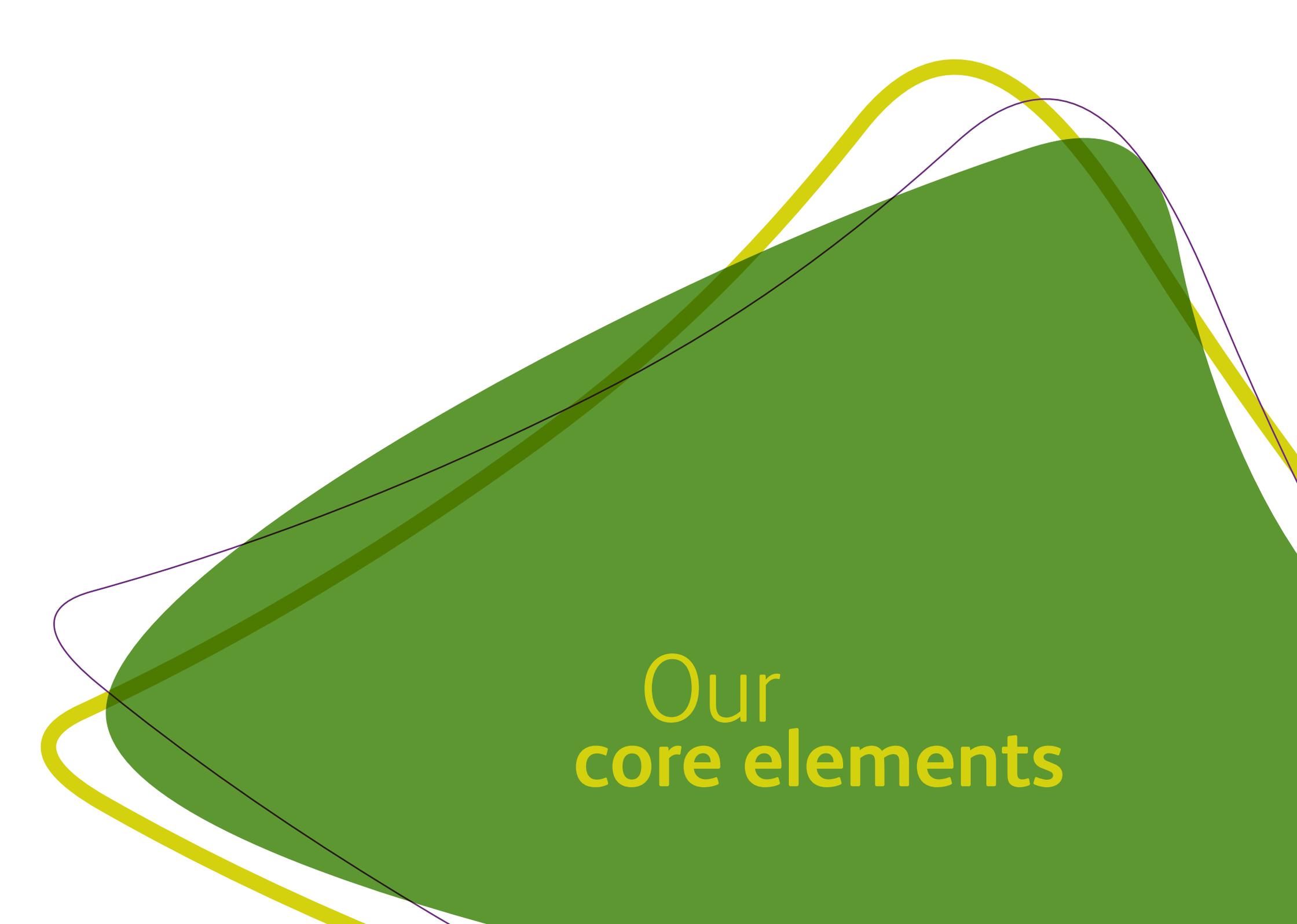
Knowledgeable

Our qualities; what we promote to others

Expert

Responsive

Professional

An abstract graphic design featuring a large, irregular green shape that resembles a leaf or a drop. The shape is filled with a solid green color. Overlaid on this shape are several lines: a thick yellow line that curves across the top and right side, a thin purple line that curves across the top and right side, and a thin black line that curves across the bottom and left side. The text "Our core elements" is written in a yellow, sans-serif font, centered within the green shape.

Our
core elements

Our 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.

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, 55 % Pantone®2755c 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



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

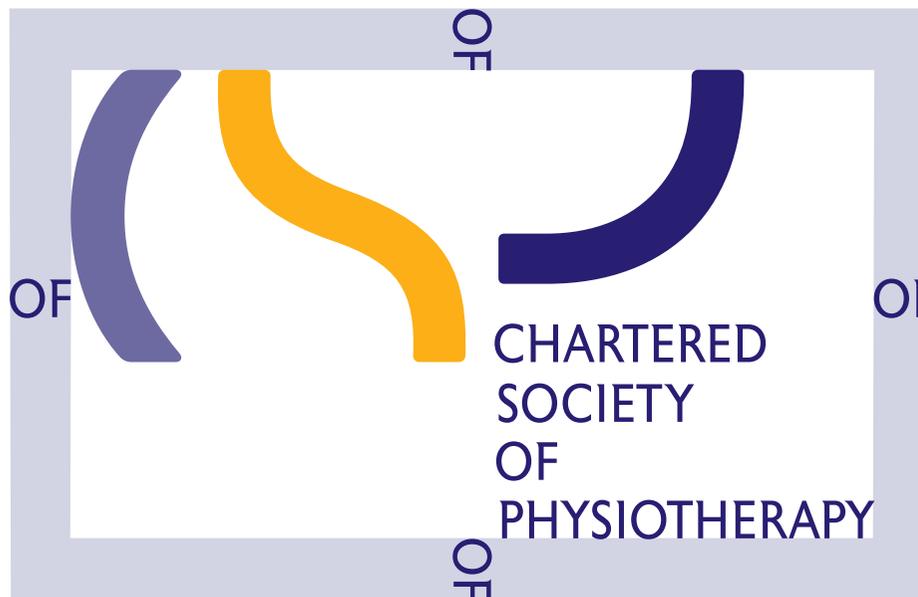


C 0 M 35 Y 100 K 0
R 240 G 171 B 0

Exclusion zone and minimum size

To ensure our logo has strong impact and presence on every application an exclusion zone has been created within which no text, images or other graphic information may appear. This is defined by the width of the word 'OF' as shown here.

The minimum size that the logo should appear is 20mm in height.



National logos

These are the national logos for the Chartered Society of Physiotherapy.

The logo must always have good contrast with the background to ensure maximum impact and accessibility on all our communications. See page 14 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 Publications Manager. Email: forbesn@csp.org.uk



Logo variants

These are examples of logo variants for the Chartered Society of Physiotherapy.

The horizontal logo (top left) should be used where vertical space is limited, e.g. on the website.

The logo must always have good contrast with the background to ensure maximum impact and accessibility on all our communications. See page 14 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 Publications Manager. Email: forbesn@csp.org.uk



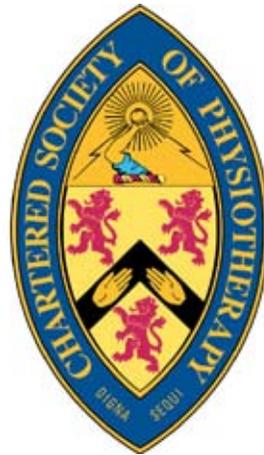
The badge

The MCSP member badge is the official logo for MCSP members to use. The members' badge can be used by individual members as a way of showing their membership. It should also be used to reflect the members' chartered registered status and as an official stamp. You can wear it as a logo on an item of clothing, display it at your work or on your promotional printed material and websites.

As part of our brand heritage, it is a recognised and respected symbol of quality that will appear on our certificates and other items. The badge will be used to support our identity.

The members badge should be used by professional networks as a way of showing their association with the CSP and their chartered registered status. The badge should be used along with the strapline on all stationery and websites.

See page 12 for an example application of the badge.



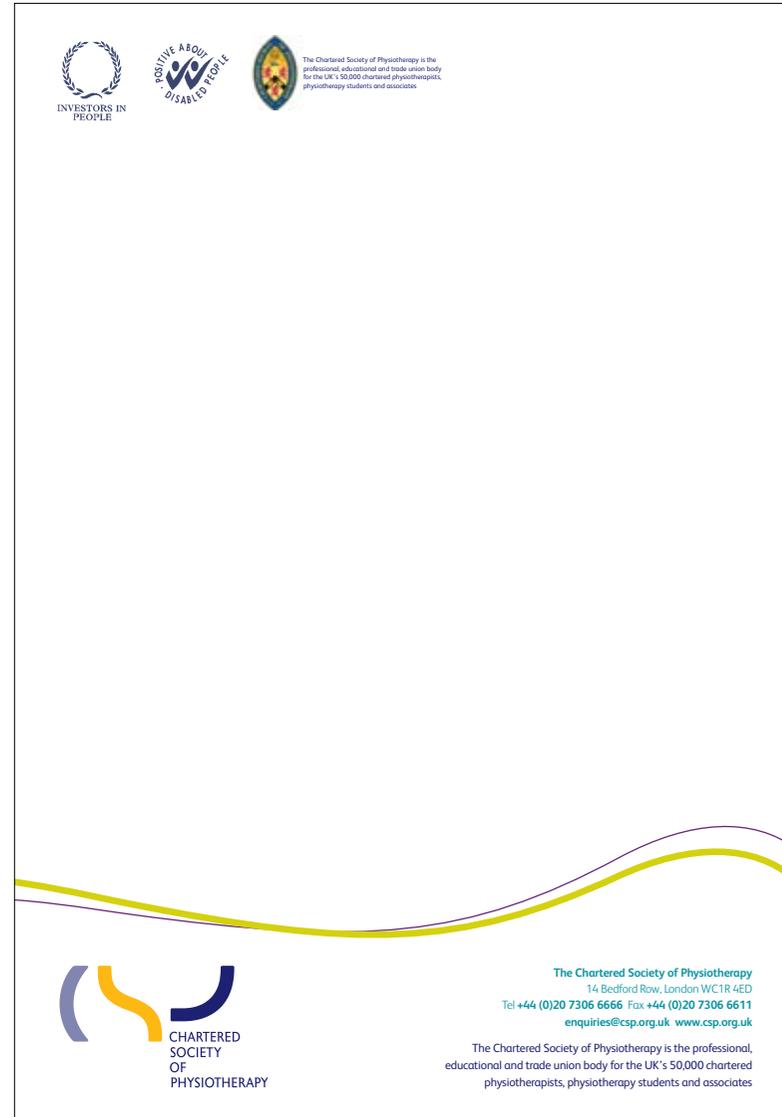
The Chartered Society of Physiotherapy is the professional, educational and trade union body for the UK's 50,000 chartered physiotherapists, physiotherapy students and associates



A professional network recognised by the Chartered Society of Physiotherapy

The badge

The badge is generally used on the back pages of our 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 twelve 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®
2755 C**

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



**PANTONE®
130 C**

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



**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



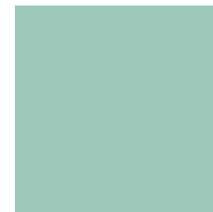
**PANTONE®
152 C**

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



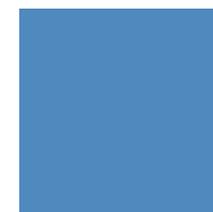
**PANTONE®
397 C**

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**

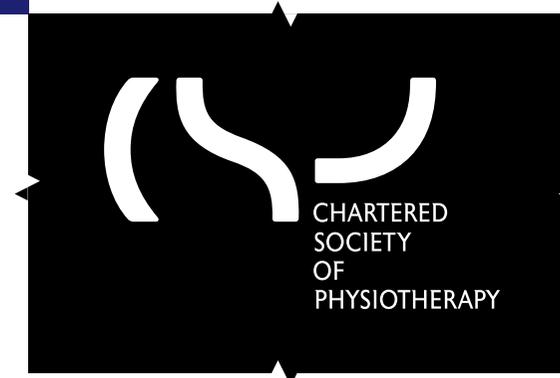
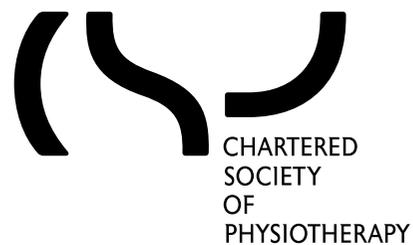
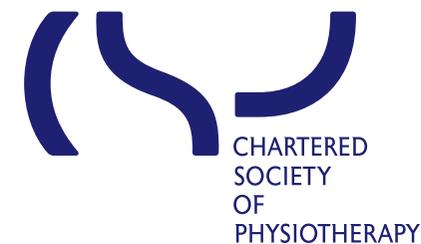
C 11 M 68 Y 100 K 64
R 114 G 61 B 20

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.



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

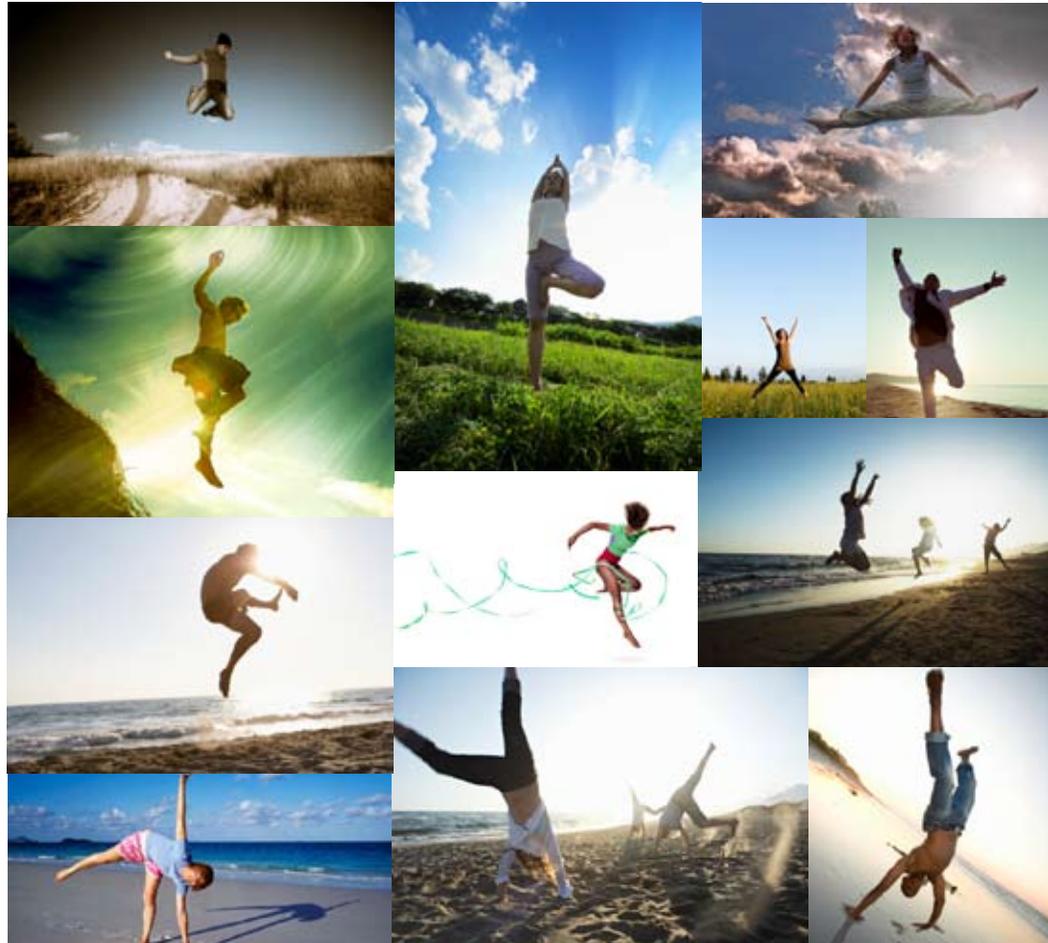
Image style - physiotherapy

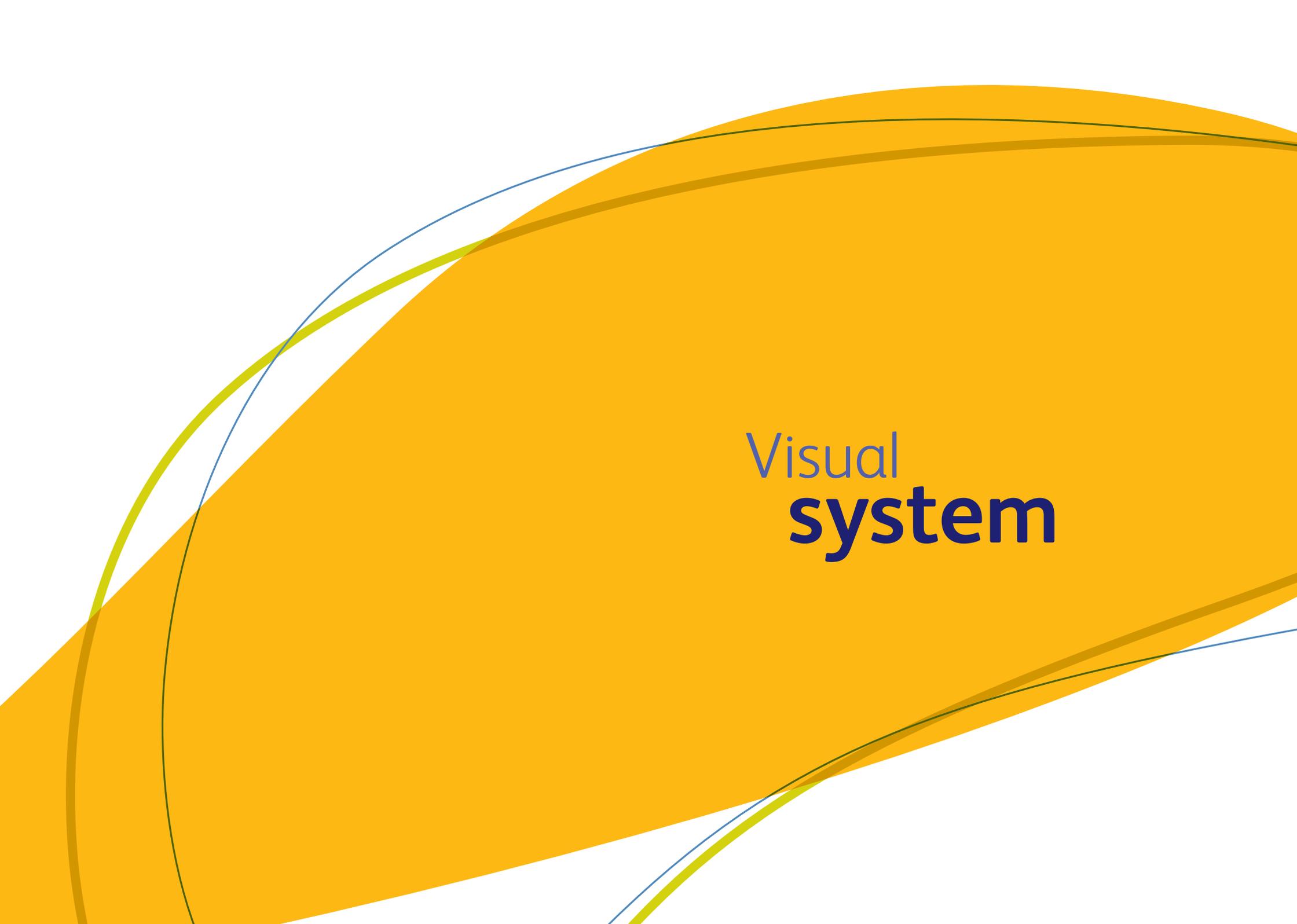
This selection shows examples of photographs that reflect physiotherapy. Our physiotherapy image style focuses on the core aspect of physiotherapy treatment. The style centres around natural people and situations shot in a dynamic and impactful way. The images are cropped to create a more engaging perspective. 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.



The image features a large, abstract graphic composed of overlapping, rounded shapes in shades of yellow and blue. The shapes are layered, with some appearing more prominent than others. Several thin, curved lines in blue and yellow sweep across the composition, adding a sense of movement and depth. The overall aesthetic is clean and modern, typical of a corporate or technical presentation.

Visual
system

Organics

The organics shown opposite form the underlying visual structure and must be included on all of the Chartered Society of Physiotherapy's materials.

The organics are derived from the structure of the human body. A library of six organics has been created. They are available as eps vector files.



Organics

Each organic can be cropped into, rotated and used in any of the colours in our palette to create a diverse range of materials.

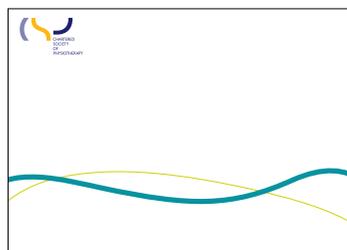
The organics are used as outlined shapes and in multiple solid shapes to create a sense of movement within the layout.

When using outlines there should always be one dominant outlined shape. This should be similar in weight to the dynamic shapes in the logo.

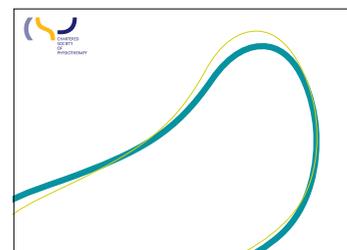
The duplicated outlined shapes should always be placed on an adjusted angle and differ in width to reinforce the movement aspect. (1-6)

The organics can also be used to contain images within your layout. When using a single image they should be contained within a single organic, outlines are then used on various angles (7). When using multiple images, you can use a number of solid organic shapes (11) and also contain individual images within a selection of the shapes (12).

When using multiple shapes make sure all of the shapes feel like they are heading in the same direction of your layout to convey a sense of movement.



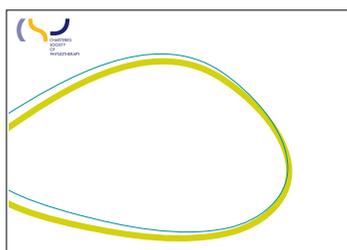
1



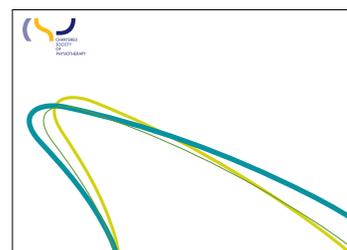
2



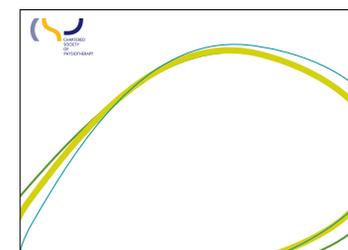
3



4



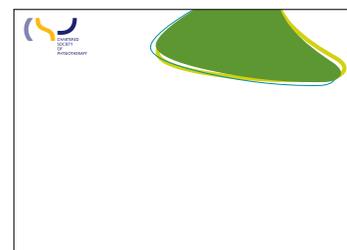
5



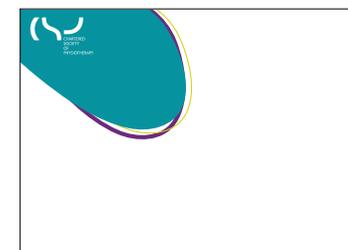
6



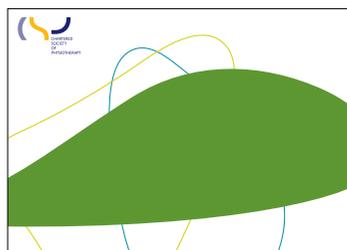
7



8



9



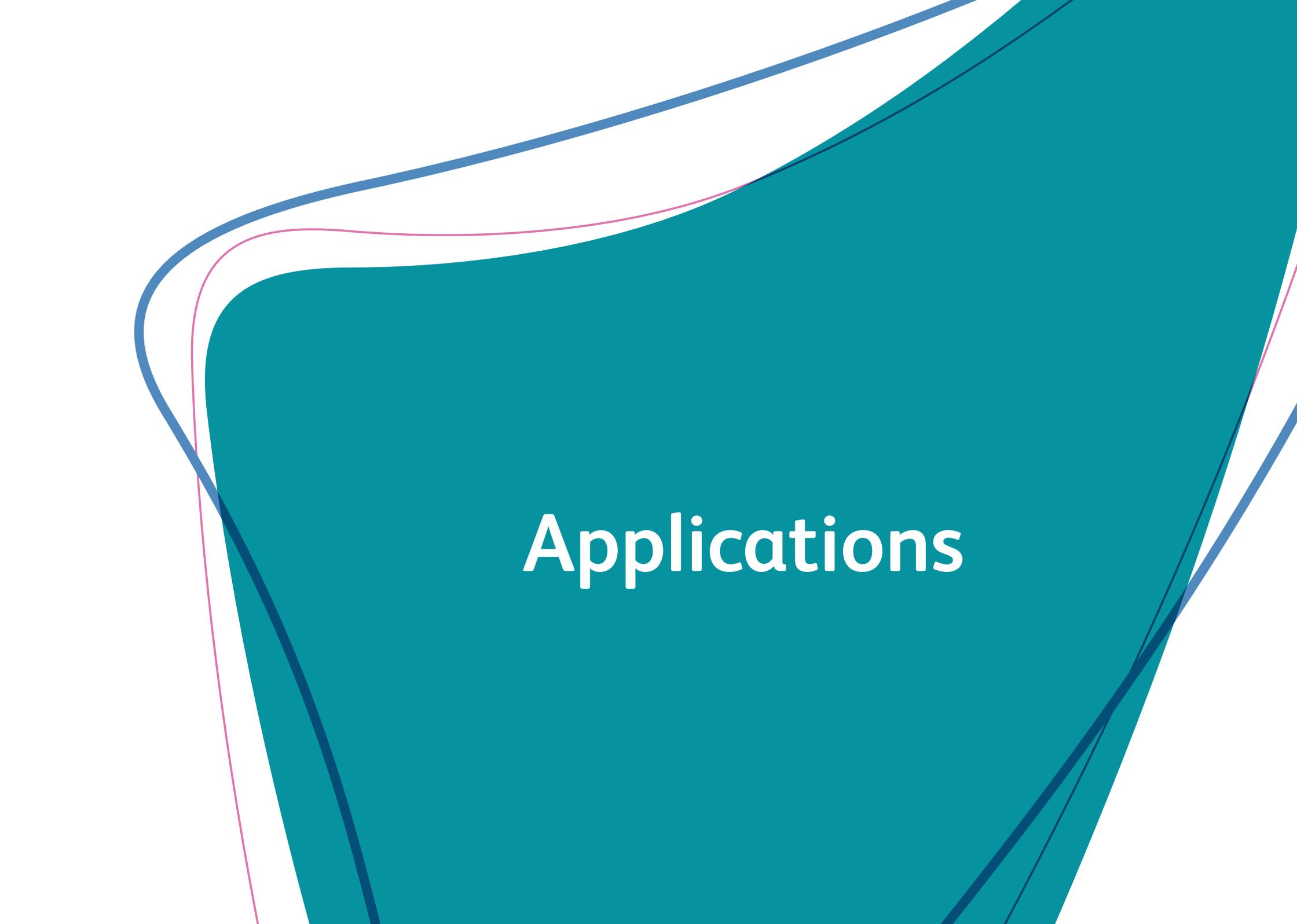
10



11



12

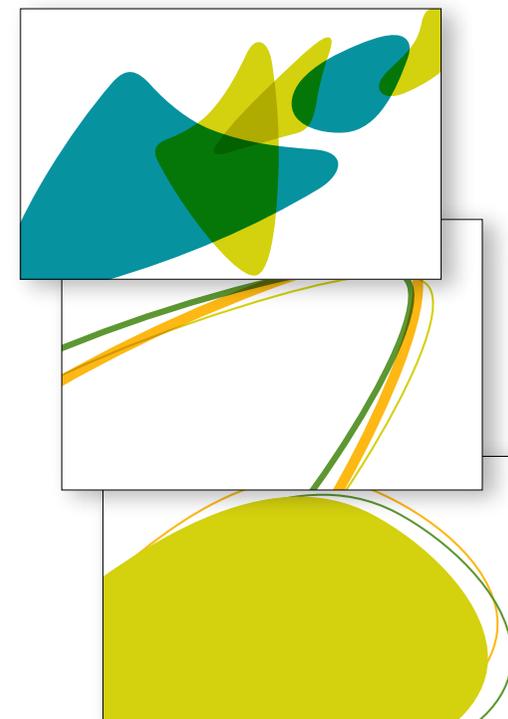
The image features a large, abstract teal shape that dominates the right side of the frame. This shape is outlined by a thick blue line and a thinner pink line, both of which curve around the teal area. The background is white. Centered within the teal shape is the word "Applications" in a white, bold, sans-serif font.

Applications

Stationery

The design of our 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.



General folder

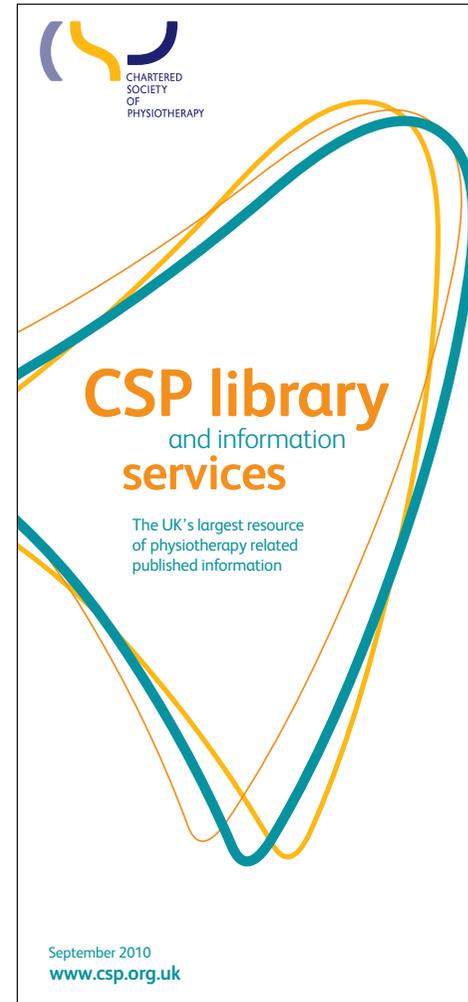
The example opposite shows the cover structure for a folder.

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



Information leaflet

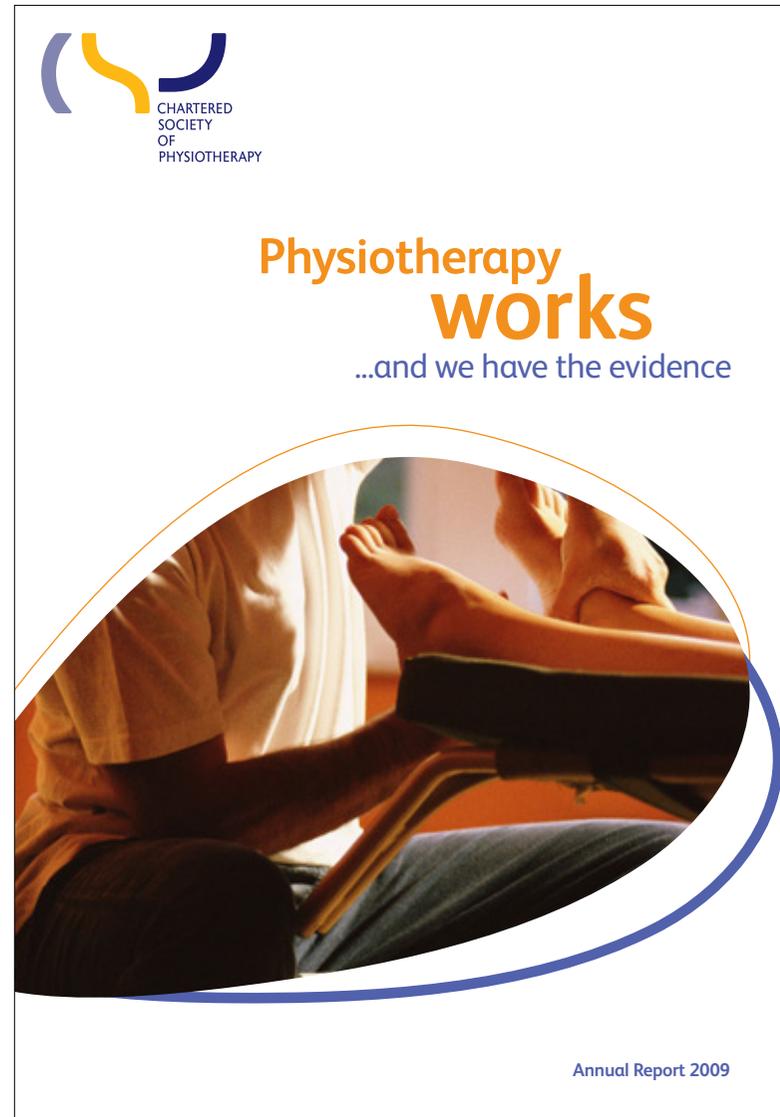
All information leaflets should have a clear message and keep the amount of text used to a minimum. The headlines should always use our staggered typography which conveys a sense of movement within it.



Annual report

The annual report shown opposite uses our typographic style to pull out key words in the title. The image is contained within an organic with two additional outlined shapes to create movement.

The logo is always placed top left on the cover, in a set size and position. The colours should complement the image being used.

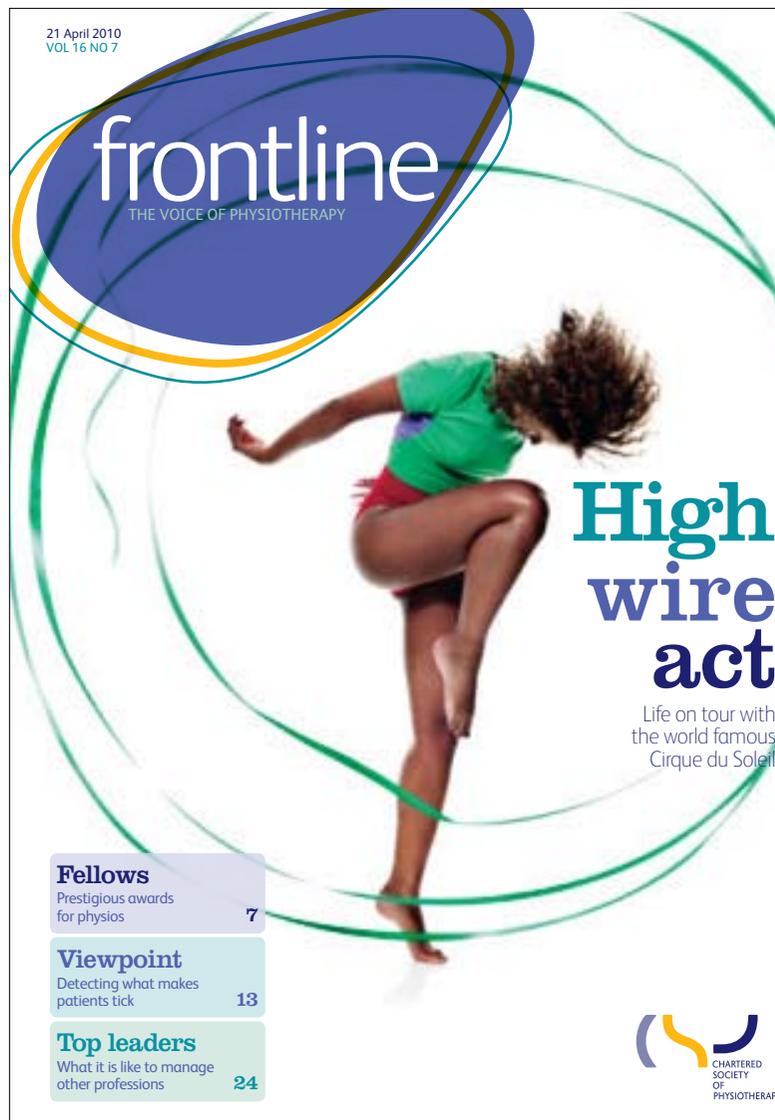


Frontline

The Frontline magazine shown opposite uses our organic shapes as a masterhead for the magazine title.

The pullout typeface for our magazine is Clarendon. Clarendon should be used for all headings and sub-heads.

Magazine contents can be contained within radius edged rectangles.



Legal services leaflet

This legal services leaflet shows how our brand can incorporate larger amounts of body copy within the layout whilst still using the organic shapes effectively.



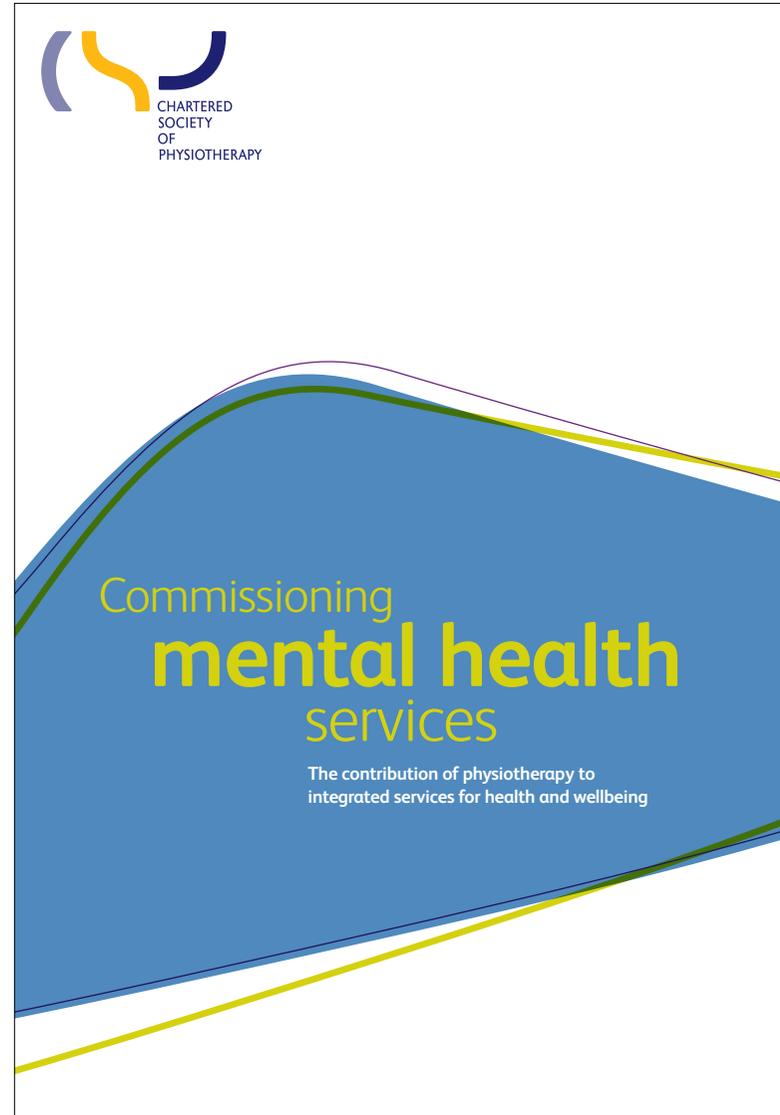
Report

The report shown opposite showcases our distinctive, clear and powerful typographic style within a solid shape.

The logo is always placed top left on the cover, in a set size and position. The colours should compliment each other.

Always consider the needs of people with sight problems. Ensure your design is clear with excellent contrast and visibility between the text and the dominant colour.

When using solid organics to hold text, always use transparencies to insure the visibility of background outlines.



Text pages

Text pages use the colour palette and our visual system to add emphasis and highlight information.

Typography should be strong, distinctive and clear. All text spreads should be well structured. Different typeface weights can be used to provide clear navigation on the page.

Minimum point size for body copy is 9pt. When designing for audiences considers the needs of people with sight problems. Body copy should be set in upper and lowercase ranged left, ragged right.



Central themes for services

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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore. Faciis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. 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 praesent luptatum zzril delenit augue dui dolore

exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore. Faciis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis. 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 praesent luptatum zzril delenit augue dui dolore

te feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi. Lorem ipsum dolor amet,

Identifying needs

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi. Lorem ipsum dolor amet,

consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Summary of key points

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugiat nulla facilisi. Lorem ipsum dolor sit

Joint venture

On occasions the Chartered Society of Physiotherapy has joint ventures with other organisations.

The joint venture example shown opposite shows the relationship between the logos as an equal partnership whilst also showing how the organic shape can be used on a full page image.

When using the organics on a full page image, the movement of the lines should always follow a similar movement to that of the image.

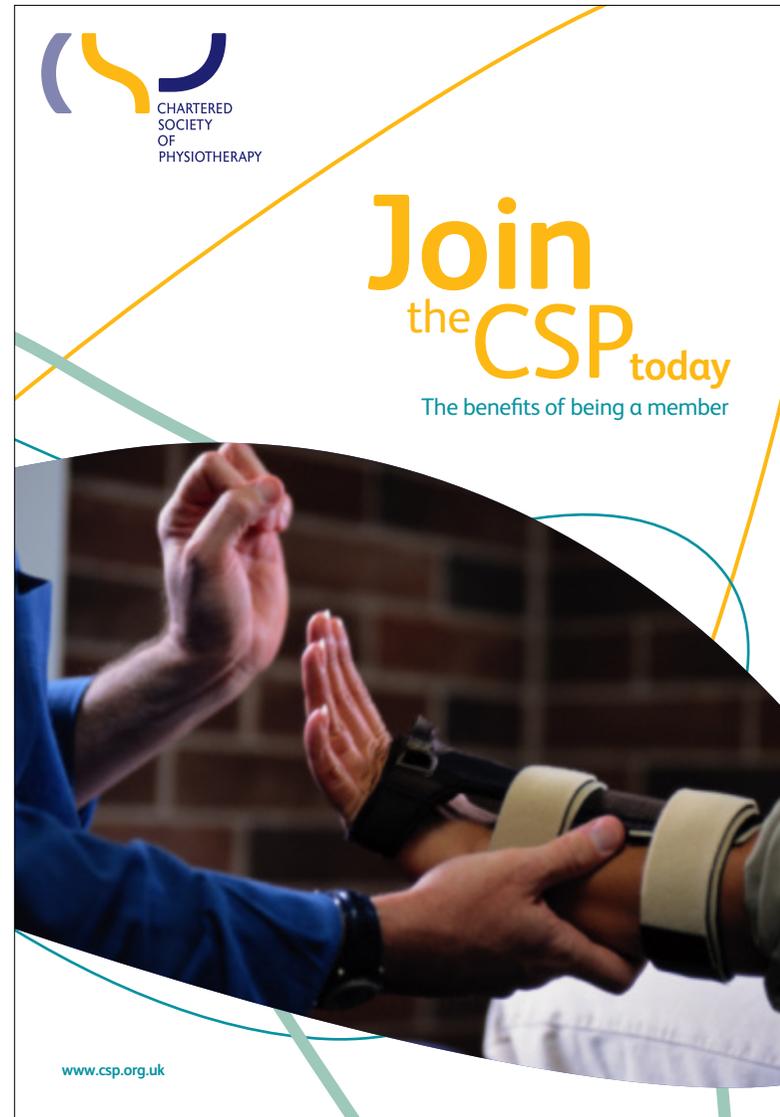
The organics can also be used to highlight a particular aspect of an image to create focus.



Membership leaflet

Our membership leaflets should be distinctive, clear and powerful.

This example shows how you can use a selection of the provided organics to create a layout that has a unique feel. This uses the organics on more diverse angles that allow you to use shapes as either holding devices for text or images.



Direct mail

There should be a clear aim for the mailing and a specific target audience. These factors should influence the design. Direct mail should be engaging and use a single overall message or story. Ensure there is a clear response mechanism, such as the Chartered Society of Physiotherapy email address. The logo is always placed top left on the cover, in a set size and position. The colours should compliment one another



Student poster

The design of all posters should be bold and simple and communicate clearly from a distance.



CHARTERED SOCIETY OF PHYSIOTHERAPY

Physiotherapy
students
Join us!

Membership benefits include:
Expert advice, lobbying and representation
£10 million Professional Liability Insurance cover
Online CPD ePortfolio and downloadable resources
InteractiveCSP member network website
Reduced full member joining fee on graduation

Ask your CSP rep for an application pack,
alternatively call **020 7306 6666** or apply
on-line at **www.csp.org.uk**

Name and contact:

Newsletter

Newsletter masterheads should be distinctive and bold, and make full use of our graphic system and colour palette. This example shows how the system can be used to define the position of specific information.

Information for members **March 2010**

Employment Relations and Union Services

CHARTERED SOCIETY OF PHYSIOTHERAPY

Safety news

Our MSD History

In 2005 the CSP undertook a major research study on work-related musculoskeletal disorders affecting the physiotherapy workforce. What we learned is that 68% of our members suffered a MSD sometime during their career and that as a consequence 1 in 16 would likely leave the profession because of it. Only 16% notified their line manager and only 10% completed a workplace accident form.

32% members are injured in the first five years after graduating. Younger physios and newly qualified graduates are most at risk.

Five Years on Has Anything Changed?

Late last year we received the findings of the Health and Wellbeing of NHS Staff Review (also known as the Boorman Review), which showed MSD is still the leading cause in sickness absence and early ill health retirement for staff.

The following factors could also be perpetuating the problem for our members. Introduction of electronic patient records and the correlating problems of upper limb disorders through inappropriate equipment/non adaptable work stations/furniture.

A reduction in physio admin time between patients and an increase in patient throughput- brought about by waiting list targets cutting physios and associates' down time to physically recover from physical work.

We now have more members including new grads working in the community dealing with manual handling challenges on their own.

Decline in new graduate posts in the NHS and pressure on existing staff to work longer hours without sufficient breaks or support.

Share Your MSD Experiences with us

If you have had experiences of being injured and suffering an MSD at work or are aware of physio colleagues being put at risk we would appreciate hearing from you. We would like to know if you sought support and how your employer responded to you. Did they make any changes to your work situation or environment as a direct result?

Email **Donna Payne, Health & Safety Officer** at payned@csp.org.uk

Role of the CSP safety rep

Our safety reps aim to help resolve with you health and safety problems that come up in your workplace. Through the training they received and their legal rights under health and safety regulations they can challenge and seek alternative safer solutions. They can assist in three ways.

Firstly they circulate information on best health and safety practice and also the hazards members need to be aware of.

Secondly, safety reps can facilitate discussions between you and your colleagues or with managers to improve understanding of what the problems are and what can be done to resolve them.

14 Bedford Row, London WC1R 4ED Tel +44 (0)20 7306 6666 Fax +44 (0)20 7306 6611 Email enquiries@csp.org.uk www.csp.org.uk

1

Fact sheet

Fact sheets use organics in a solid colour as masterheads.

Typography should be strong, distinctive and clear. All text spreads should be well structured. Different typeface weights can be used to pull out key information and create a hierarchy for the content. Use an image that is appropriate to the content of the fact sheet. The logo is always placed bottom right on the cover, in a set size and position. The colours should compliment the image being used.

Physiotherapy works

Stroke

Physiotherapy is clinically effective and cost effective in the treatment of people who have had a stroke

Physiotherapy
Lorem ipsum dolor sit amet, delenit, 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 ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit et amet, consectetur adipiscing elit, sed nonummy delenit augue dolore te feugait nulla sit et elit facilisi.

Early support discharge (ESD)
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, illum dolor eu feugait nulla facilisi at vero eros et accumsan sit et iusto odio dignissim qui blandit praesent luptatum zzril elit, delenit augue sit dui dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Cost of stroke

- Lorem ipsum dolor, consectetur adipiscing elit, vero diam nonummy euismod tincidunt laoreet dolore magna aliquam.
- Ut wisi enim ad minim veniam, quis nostrud exerci aliquam tation ullamcorper suscipit lobortis nisl ut aliquip ex commodo.
- Lorem ipsum dolor sit et elit amet, consectetur adipiscing odio elit, sed nonummy delenit augue dolore te sit et feugait laoreet nulla facilisi tation ullamcorper.

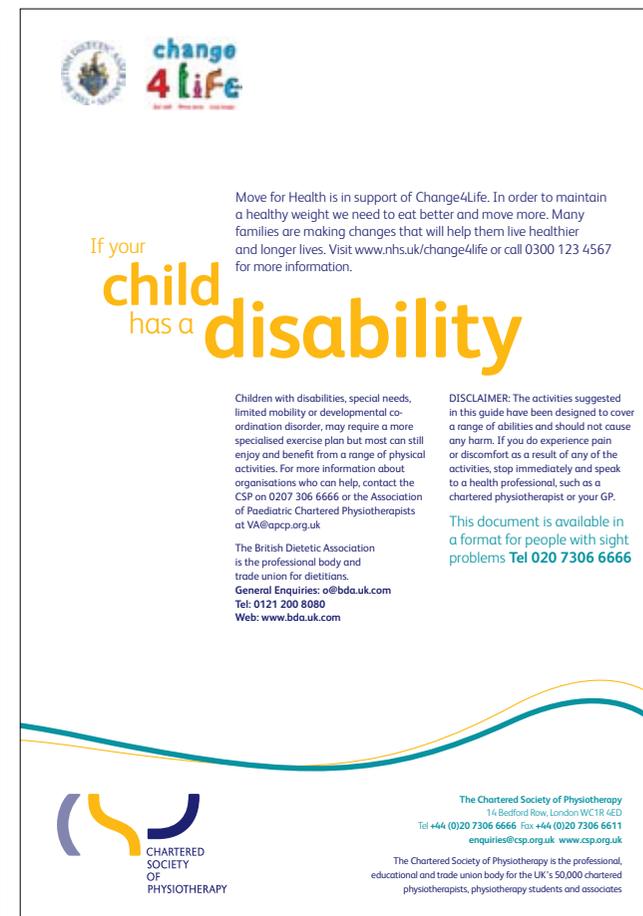
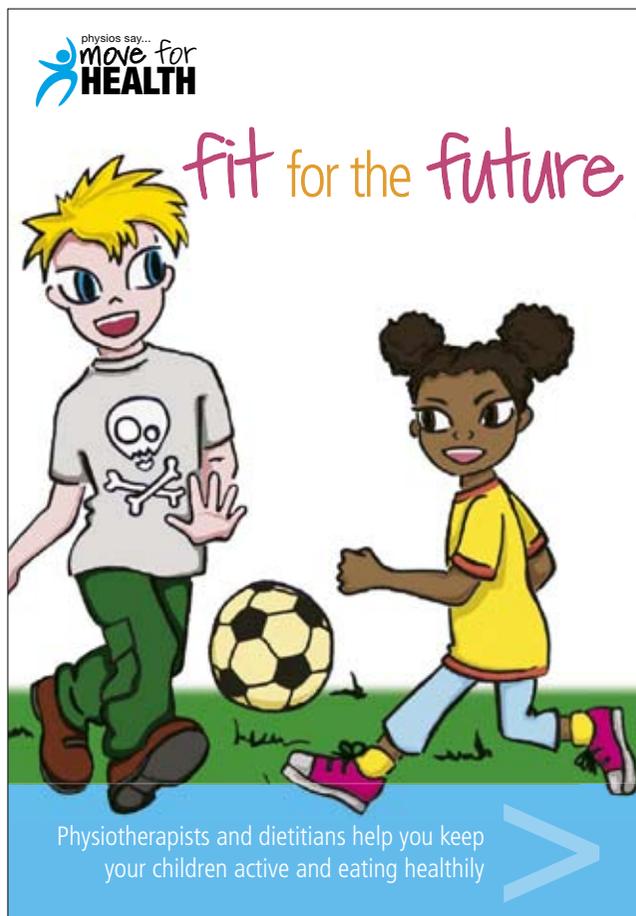
Size of the problem

- Lorem feugiat nulla facilisis vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum laoreet dolore magna aliquam erat sit olutpat.
- lobortis nisl ut aliquip ex ea commodo consequat nibh euismod tincidunt ut laoreet eii euismod ullamcorper suscipit lobortis nisl ut aliquip
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis odio ut aliquip ex ea commodo nisi consequat aliquam tation ullamcorper suscipit.

CHARTERED
SOCIETY
OF
PHYSIOTHERAPY

Campaign materials

Our visual identity should not be used in any way that conflicts with the themes of campaign materials. It should appear in a supporting role and generally on the back of leaflets.



Screen saver

The screen saver example shown opposite illustrates how the solid organic shapes can work on-screen as a moving image to convey the organic aspect of the brand.



Exhibition stand

Displays should be eye catching and informative. They should make it easy for people to identify us. Content of exhibition materials will be determined by the circumstances in which they appear.

The Chartered Society of Physiotherapy colour palette must be used. It is important that the Chartered Society of Physiotherapy colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique.



Promotional materials

Here are some examples of how you can approach the design of promotional items such as t-shirts and a USB stick. Select items that are of a high quality and functional.

The Chartered Society of Physiotherapy colour palette must be used. It is important that the Chartered Society of Physiotherapy colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. It must always be ensured that the printer achieves an accurate colour match.



Promotional materials

Shown opposite are examples of promotional items that relate directly to the physiotherapy profession.

The Chartered Society of Physiotherapy colour palette must be used. It is important that the Chartered Society of Physiotherapy colours are matched accurately on all materials, finishes and surfaces, irrespective of the manufacturing process or printing technique. It must always be ensured that the printer achieves an accurate colour match.



Contact us

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

Nicky Forbes

Publications Manager

The Chartered Society of Physiotherapy

14 Bedford Row London WC1R 4ED

forbesn@csp.org.uk