



BAPRAS

British Association of Plastic
Reconstructive and Aesthetic Surgeons

The Voice
of Plastic
Surgery

USING THE BRAND

GUIDELINES FOR MEMBERS – September 2009

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INTRODUCTION

The BAPRAS “brand identity” is important to us. It helps us to communicate who we are and what we do. We want our members to embrace this identity and to use it consistently when confirming their affiliation to BAPRAS.

We have a members’ logo and encourage the correct and appropriate use of this logo by all full BAPRAS members on their professional stationery, including emails and websites. The logo can be used by members when advertising their own services, but cannot be used to help promote the clinic, hospital or organisation where they work. Members can access the members’ logo files on this CD-Rom or via the members’ area of our website **www.bapras.org.uk**.

This document contains important information regarding the use and application of the BAPRAS members’ logo. By using the logo in the right manner, members can help BAPRAS communicate clearly and consistently both within and outside of the Association, and help us to maintain our reputation and professional standing.

How to use the interactive features in this pdf:

- Click on any of the sections listed in the contents page to go straight to that section.
- All websites and emails in the copy are live links, click on a website and it will take you to the site, click on an email address and it will open up a new email window ready to compose and send to that person.
- By clicking on the word CONTENTS at the top right of each page will return you to the contents page. You can also click on the arrows in the bottom right to navigate through the pages.

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THE BAPRAS BRAND



The BAPRAS “brand” is portrayed visually through our logos, crest, strapline, colours and typeface. These ‘brand elements’ are applied to all forms of communication by BAPRAS, from stationery and internal member communications, through to external marketing tools such as our newsletter, press releases, website and printed literature.

For your information, BAPRAS has developed core organisational values that should be represented and reflected in all visual and branded communications.

These values are:

- **Expert**
- **Representative**
- **Responsive**
- **Patient-driven**
- **Collaborative**
- **Trustworthy**
- **Dependable**
- **Authoritative**

When using the BAPRAS members’ logo, members should attempt to uphold these values at all times.

You should also be aware that we have a comprehensive set of BAPRAS Brand Guidelines, which are also available to download from the members’ area of our website **www.bapras.org.uk**. These cover additional brand issues such as logo positioning, tone of voice and creative objectives, plus detailed information on creating sub-brands, how the brand can be applied to internal and external communications and the representation of the brand through visual imagery. This is primarily for use by the Secretariat, BAPRAS officers, members of the BAPRAS Council and its committees, as well as external suppliers.



MEMBERS LOGO



2.1 PRIMARY AND SECONDARY LOGOS

Here we set out the ground rules for the use and application of the BAPRAS members' logo.

There are two versions of the members' logo, the primary and the secondary version. These versions, shown here, have been created for versatility in application.

Members should use the primary logo – the 'stacked' version – whenever possible. When space does not allow for this, you should use the secondary logo – the 'elongated' version – instead.

Members should always use the logo files provided by the Association – for example, those found on this CD or those that are available to download from the BAPRAS website **www.bapras.org.uk**. These are supplied as EPS, JPG and GIF formats. There is a choice of Pantone colour, CMYK or RGB versions.

The BAPRAS logo should always appear with the Association name in full.

If you have any questions regarding the use of the logo, or regarding our identity more generally, please consult the full BAPRAS Brand Guidelines or contact the BAPRAS Communications Officer via the BAPRAS Secretariat on **020 7831 5161** or **secretariat@bapras.org.uk**.

Primary logo



Secondary logo



2.2 COLOURS

The members' logo uses the BAPRAS colours. These are 'Berry Red' and 'Warm Grey'.

These are the two corporate colours that make up the BAPRAS identity and are the key colours used in all BAPRAS' logos and strapline.

For consistency please ensure the colour breakdowns are adhered to in all applications.



BERRY
RED

Pantone 221

cmk c0 m100 y15 k30

rgb r177 g0 b87



WARM
GREY

Pantone Warm Grey 10

cmk c0 m14 y28 k55

rgb r144 g130 b113

Tints



70%



20%



70%



20%



2.3 LOGO VERSIONS

The members' logo must only ever appear in the following ways:

1. Primary colour logo
2. Reversed colour logo
3. Mono logo
4. Reversed mono logo

The examples shown here use the primary 'stacked' logo but the same would apply to the secondary 'elongated' logo. Whenever possible the primary colour logo should be used. This version must only be used on a very light neutral or white background. Where the background is dark the reversed colour logo should be used.

The mono versions should be used when only single or minimal colour print is available; for example, for fax, newsprint or two colour print.

The BAPRAS logo should always appear with the Association name in full.

Members should always use the logo files provided by the Association – for example, those found on this CD or those that are available to download from the BAPRAS website **www.bapras.org.uk**. These are supplied as EPS, JPG and GIF formats. There is a choice of Pantone colour, CMYK or RGB versions.

Primary colour logo



Reversed colour logo



Mono logo



Reversed mono logo



2.4 LOGO MISUSE

Whichever version of the members' logo you are using (primary 'stacked' or secondary 'elongated' and then either the colour, reversed colour, mono or reversed mono option of each of these), please do not:

1. Distort the logo
2. Change the logo colours
3. Rotate the salamander
4. Move elements within the logo
5. Change the typeface
6. Reproduce on a colour which will affect legibility

You must not try and attempt to recreate the logo yourself or scan the logo in from other documentation as this will reduce the quality; use only the logos from the master files you are provided with.

Examples of logo misuse are shown here:



2.5 CLEAR SPACE

In order to maximise clarity and impact, members must observe a minimum amount of clear space around the logo, as shown here:

This space is defined by using the 'B' from the logo. Please remember that this formula defines the **minimum** requirements and that the logo should have plenty of clear space whenever possible.



2.6 LOGO POSITIONING

Wherever possible, place the BAPRAS members' logo prominently on your communications. If the design does not make this possible then please place the logo at the bottom left or bottom right-hand corner of your communications as long as the logo can be seen easily.

The first diagram shown here illustrates how the logo might appear on the bottom right-hand corner of a letterhead.

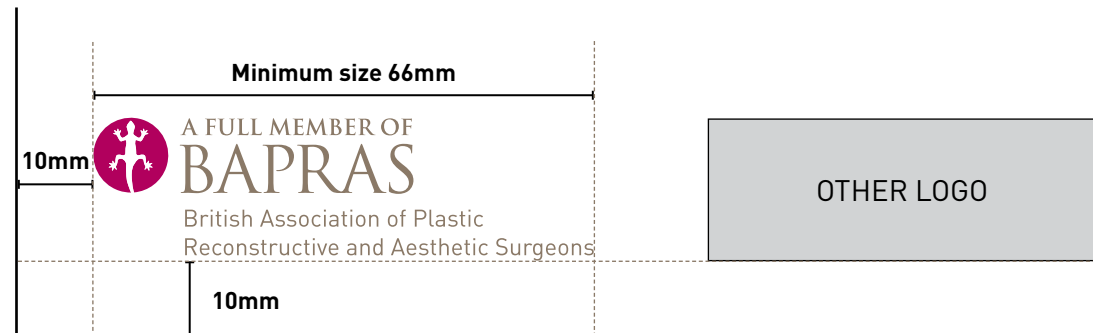
The second diagram shows how the logo might appear alongside other logos.

The same measurements apply for both left and right-hand placement.

The guidelines on colour, logo variations, logo misuse and clear space must be taken into account at all times.



How the logo might appear on the bottom right-hand corner of a letterhead



How the logo might appear alongside other logos

2.7 TRADEMARK AND COPYRIGHT

The members' logos are copyright of the Association and can only be used by full members in accordance with the guidelines. Members should note that:

- BAPRAS' primary and secondary logo and its components, including the salamander emblem, are registered trademarks of the Association and their use protected by law. They are registered with the Intellectual Property Office as trademarks 2456278, 2456281, 2456283, 2456285 and 2456286.
- All BAPRAS logos, strapline and crest are copyright of the Association. They are copyright protected as they are original creations of artistic work and appear on communications relating to the Association.
- The BAPRAS logos, strapline and crest cannot be reproduced and used by other organisations.



We recommend that members use the logo on their personal professional printed and electronic communications. Examples of these include:

- **Personal printed materials:** personal stationery – letterheads, compliment slips, business cards, envelopes – and documents and adverts relating to the personal conduct of plastic, reconstructive and aesthetic surgery.
- **Personal electronic communications:** on email signatures, PowerPoint presentations and web pages relating to the personal conduct of plastic, reconstructive and aesthetic surgery.

The members' logo cannot be used on:

- Any printed, filmed or electronic communication that supports, advertises or promotes private clinics, hospitals, group practices or chambers, or other similar organisations.
- Any patient information (printed, filmed or electronic) that has not been produced in collaboration with BAPRAS.



MEETINGS



3.1 BADGING FOR MEETINGS

BAPRAS is keen to work with others to 'badge' high-quality educational events and to provide branding support and advice to members involved in courses and conferences.

So long as the events in question are consistent with the objectives and overall strategic direction of BAPRAS, and that they fit with our existing educational programme, we are happy for members to use the BAPRAS logo, website and e-bulletins to promote their activities. We can also provide practical advice on the organisation of events, courses and conferences.

To ensure consistency in our support, the BAPRAS Council has introduced an application process for those seeking help or advice. To find out more, please go to the members' areas of our website **www.bapras.org.uk** where you can download the relevant application form, or contact the Secretariat on **020 7831 5161** or at **secretariat@bapras.org.uk**.



MEDIA



4.1 MEDIA HANDLING

Communicating effectively what plastic surgeons do and how we add value to patient care is extremely important to BAPRAS. At a time of increasing sub-specialisation, and when the general public tend to limit their interest to cosmetic plastic surgery, as a BAPRAS member you can help us to promote a better understanding of our discipline. By engaging with the media you can help us reach more of the people who need our help, while also raising awareness of the scope and value of plastic surgery.

As an expert in your field, you have extensive knowledge of your particular sub-specialty, and it is important to know how to share it effectively through the media. For this reason, we have produced the BAPRAS Media Handbook. This publication contains practical guidance on media relations when speaking to the media in general and also on behalf of the Association. The Handbook is available for you to download on the members' area of the BAPRAS website **www.bapras.org.uk**. If you would like to be involved with BAPRAS' media activity or would like to inform BAPRAS of media work you are doing, then please speak to the media team who can be contacted via **media@bapras.org.uk** or through the BAPRAS Secretariat on **020 7831 5161** or **secretariat@bapras.org.uk**.



APPENDIX



Detailed conditions and guidance surrounding use of the members' logo were established by BAPRAS' Ethics, Constitutional and Professional Standards Sub-Committee, December 2006. Full members can use the logo for their personal use subject to the following:

1. That should they cease to be full members of the Association, then they will desist immediately from its further use.
2. That they will use the members' logo according to the accompanying guidance and will not seek to change the design, colour or wording of the logo in any way.
3. That the members' logo may be used on personal professional notepaper and printed materials and on web pages related to the personal conduct of plastic and reconstructive surgery (including aesthetic surgery) but that it must not be used to support, advertise or promote private clinics, hospitals, group practices or chambers or other similar organisations.
4. It must not be used by other commercial organisations or businesses. It must not be given, lent or sold to others for their use or further distribution. Usage is limited strictly to those full members of BAPRAS that have confirmed acceptance of the regulations and guidance pertaining at the time and have been provided with files by BAPRAS.
5. That at all times usage of the members' logo will be carried out in accordance with the General Medical Council's "Good Medical Practice" guidance (http://www.gmc-uk.org/guidance/good_medical_practice/GMC_GMP.pdf)
6. That usage of the members' logo is restricted to full members of the Association. It may not be used by other membership categories at this time.
7. Any member who brings the Association into disrepute may have their membership suspended by Council and the right to use the members logo revoked at any time.

For further information about these
guidelines please contact the Secretariat on
020 7831 5161 or secretariat@bapras.org.uk

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Founded in 1946

