

Maudsley  
Charity

Backing  
Better  
Mental  
Health.

## Brand and Identity Guidelines

Version 1 4 July 2019



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## Brand and Style Guide

### Why have a style guide

Our style guide documents the specifics of the Maudsley Charity's brand and identity - the visual elements such as colours and fonts, as well as tone, word usage and point of view.

This guide enables our staff and partners to present our brand consistently, so that it becomes stronger, more recognisable and trustworthy. Inconsistent content and branding result in mixed messages, leading to confusion among our audiences and weakening our brand, and therefore, our message.

### How to use this style guide

This brand and identity guide will be made available to those people and organisations that are representing the Maudsley Charity.

It should be referred to whenever our logo is used, when collateral is designed, when content is written or social media posts made - basically, whenever there is a question about how our brand should be presented.

We will strive to keep the guide up-to-date and in the hands of everyone who has is key in representing our brand.

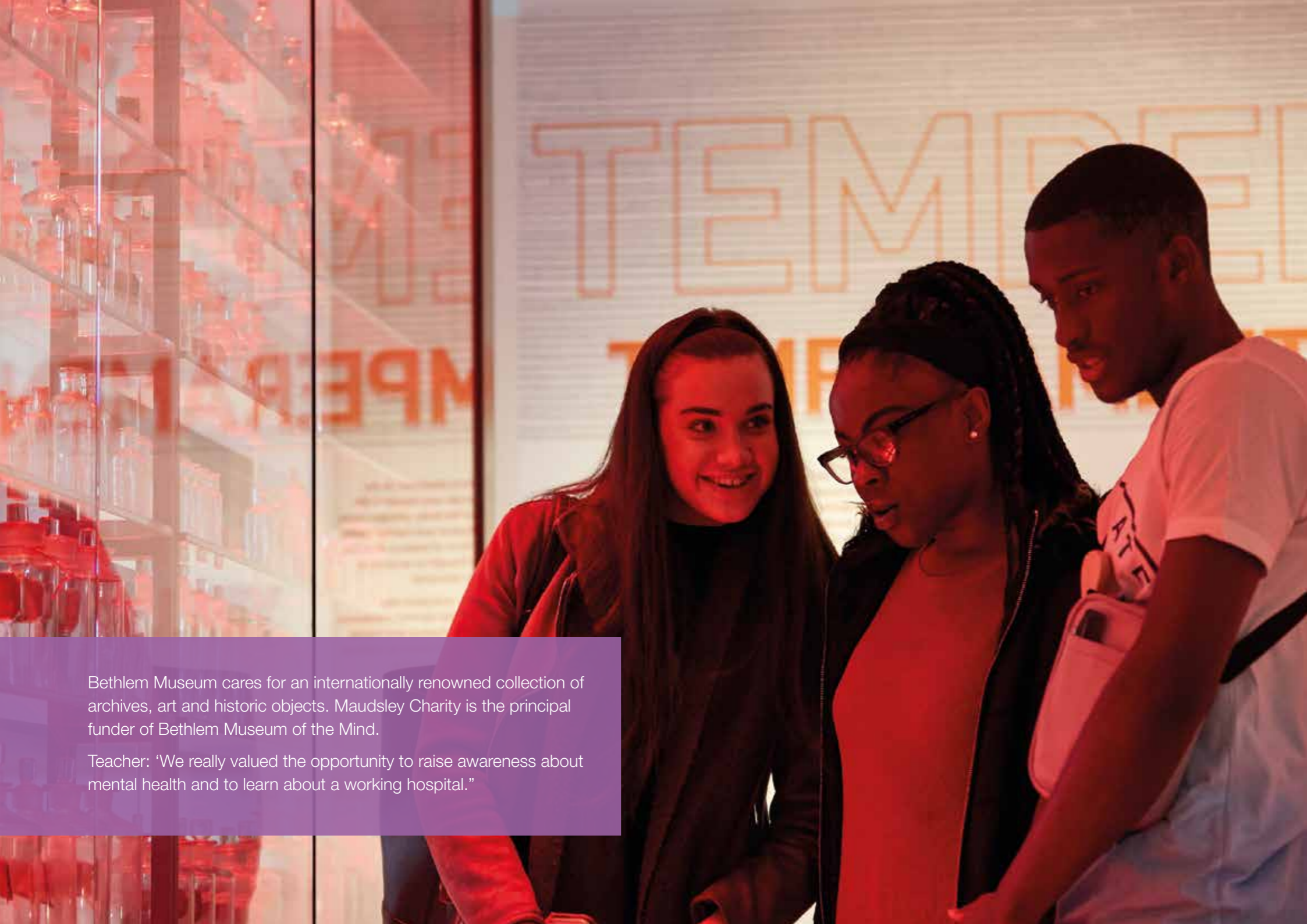
When questions arise that the style guide doesn't address, we will update it as appropriate. Consistency in usage is key. With a common style guide in use, our audience will experience a cohesive, unified and recognisable message.



Bethlem Gallery is a subsidiary of the Maudsley Charity.

The core funding provided by the charity supports the gallery's programme and artists. Service user Martin says, 'I simply didn't realise at first that the subject matter of my art was the emotions and feelings of the human condition. Through trauma I had become utterly confused about my sense of self and the world I was supposed to be part of.'

Thanks to occupational therapy, I started to paint what I couldn't express in words alone. I had never painted before.



Bethlem Museum cares for an internationally renowned collection of archives, art and historic objects. Maudsley Charity is the principal funder of Bethlem Museum of the Mind.

Teacher: 'We really valued the opportunity to raise awareness about mental health and to learn about a working hospital.'

## Everything you need to know about us

### Our home

We're located in the heart of the Denmark Hill campus. We share the site with South London and Maudsley NHS Foundation Trust and the Institute of Psychiatry, Psychology and Neuroscience, King's College London.

#### Address

ORTUS  
82-96 Grove Lane  
London  
SE5 8SN

#### Telephone

020 3696 9760

#### Registered charity number

1175877

#### Registered company number

11071377

#### Website

[maudsleycharity.org](http://maudsleycharity.org)

#### Twitter

[@maudsleycharity](https://twitter.com/maudsleycharity)

#### Facebook

[facebook.com/maudsleycharity](https://facebook.com/maudsleycharity)

### Travel

#### Denmark Hill

**By rail:** The nearest station is Denmark Hill (Zone 2). From Central London - Blackfriars, Farringdon, St Pancras and Victoria. There are direct connections to Bromley, Bexleyheath and Sevenoaks as well as services to north London, Bedfordshire, Cambridgeshire, Hertfordshire and Kent.

Denmark Hill is also connected to London Overground which provides direct services to Clapham Junction and Highbury and Islington.

**By bus:** Routes 40, 42, 68 (24 hrs) 176 (24 hrs), 185, 468, 484, service the Hospital.

Stopping at Camberwell Green (10 minutes away) are 12, 35, 36, 45, 171, 345, 436. Transport for London's journey planner might help plan your journey.

An inter hospital bus runs to Bethlem Royal Hospital, with departures at: 8.30 am, 10.15 am, 11.45 am, 1.45 pm, 3.10 pm, 4.45 pm and 6.05 pm.



## Introduction

South London and Maudsley NHS Foundation Trust (SLaM) and the Maudsley Charity can trace their roots back to 1247 when the Priory of St Mary of Bethlehem was established in Bishopsgate - on the site which is today Liverpool Street Station in the City of London.

By climbing the stairs you can explore over 750 years of our history and discover what makes us who we are. The sources used here include historical quotes and as such do not reflect the language we use today.

### 1247

#### Bethlem founded

Alderman Simon FitzMary, a former sheriff of the City of London, provided both funding and land for the priory which was linked to a religious order. The priory is the earliest form of what eventually became Bethlem Hospital. The names 'Bethlem' and 'Bedlam', by which it became known, are variants of Bethlehem.

### 1360

#### A refuge for the sick and infirm

By the mid-14th century the priory was being used as a refuge for the sick and infirm and possibly being used as a hospice for travellers. Towards the end of the 14th century, people with mental illness were accommodated in the hospital for the first time.

### 1403

#### A hospital for the insane

In 1403 Bethlem was first referred to as a hospital for 'insane' patients, and since then it has had a continuous history of caring for people with mental health issues. Records from 1403 show that, among others, the hospital housed six 'mentally disturbed' men. At this time, there was little provision for the mentally ill in Europe.

## 1547

### Control by the City of London

In 1547 King Henry VIII granted the 'custody, order and government' of the hospital of Bethlem to the City of London, as one of the five 'Royal' hospitals re-founded after the Reformation.



## 1666

### The Great Fire of London

The Great Fire of London swept through the city of London, from 2 to 5 September 1666. The fire gutted the medieval City of London.

The fire did not reach Bishopsgate but destroyed most of Bridewell, a House of Correction with which Bethlem was jointly administered. Soon after Bridewell had been restored it was decided that Bethlem should also be rebuilt.

## 1676

### The new Bethlem

The hospital needed new premises, partly to cater for increased numbers but also because the existing building was 'very old, weak and ruinous'. From Bishopsgate, Bethlem was first re-sited in 1676 to a magnificent baroque building in Moorfields, designed by Robert Hooke. It was the first purpose-built hospital for the 'insane' in the country.

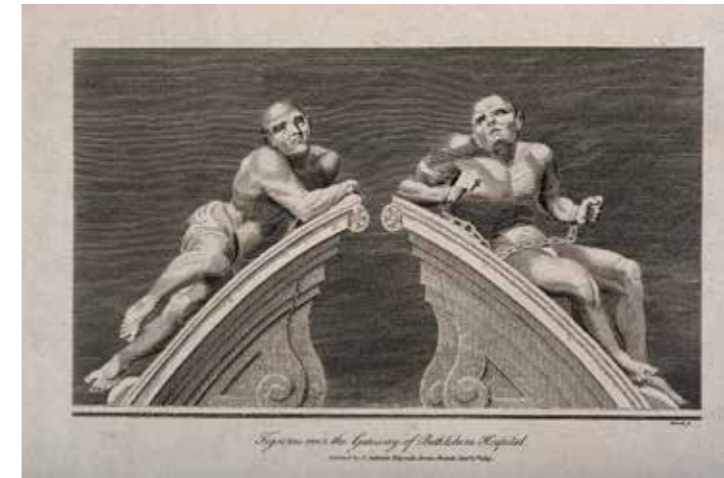


## 1676

### "Raving and Melancholy Madness"

At the time of its move to Moorfields, Bethlem was the only public institution for those with mental disorders. The only alternatives were private madhouses which flourished up to the eighteenth century.

The grand pavilion style building, and the entrance gates featuring stone statues 'Raving Madness' and 'Melancholy Madness' created by Caius Gabriel Cibber, prompted crowds of visitors and inspired writers.





## 1733

### Hogarth paints 'Bedlam'

In 1733 Hogarth paints 'Bedlam' the last scene in his 'Rake's Progress'.

A Rake's Progress is a series of eight paintings by William Hogarth produced in 1732-33. The series shows the fall of fictional character Tom Rakewell, the heir of a rich merchant, who comes to London, wastes all his money on luxurious living, prostitution and gambling, and is imprisoned in the Fleet Prison and ultimately Bedlam.

## 1815

### St George's Fields

By 1815, the increasing patient numbers and the crumbling building at Moorfields meant that Bethlem Hospital moved again, this time to St George's Fields, Southwark.

A larger number of smaller wards in the new building allowed for a better system of classification, so that quieter patients and convalescents could be separated from the more seriously disturbed.



## 1845

### The Lunacy Act

The Lunacy Act 1845 required counties to provide asylums, and most of Britain's psychiatric hospitals were built over the next 25 years.

In the mid-19 century there was more emphasis on opportunities for work and leisure as a means of facilitating recovery. For example, female patients helped making beds, washing up, cleaning, sewing and working in the laundry.

Male patients pumped water and were employed in knitting, tailoring and mending clothes.

## 1857

### Private patients welcome

In 1857, the hospital decided to no longer admit pauper patients who were now provided for in the county asylums. Bethlem remained a charitable hospital, giving preference to those with lower incomes. In 1882, the charity commissioners permitted, for the first time, the admission of a few paying patients.



## 1908

### Henry Maudsley

Dr Henry Maudsley, an eminent psychiatrist, urged the London City Council to establish a "fitly equipped hospital for mental diseases". He offered them £30,000 (subsequently increased to £40,000) towards the costs.

His vision was for an urban centre for a hospital rather than an asylum and for university psychiatric teaching and research.



## 1915

### Maudsley Hospital built

Work on the Maudsley was completed, by which time building costs had risen to £69,750.

Six wards (two for assessment and four for treatment) housed 144 beds rather than the 108 originally planned. The red-brick Portland stone design resembled a district general hospital or town hall rather than a prison or asylum. Before its completion, the hospital was requisitioned by the War Office to deal with the military casualties of the First World War.

## 1923

### Maudsley Hospital opens

Following the end of the First World War the hospital was returned to the control of London County Council and finally opened in February 1923.

The hospital offered treatment for both early and acute cases and had an out-patient clinic. It also housed teaching and research. The Maudsley had a good reputation for training nurses and applicants even travelled overseas to train there.



## 1930

### Bethlem in Beckenham

In 1930, the Bethlem Royal Hospital relocated to Beckenham in the London Borough of Bromley, where it is still based today.

The move to a former country estate gave Bethlem its fourth incarnation. The wards, tastefully furnished and carpeted, were designed to appeal to middle class patients with the means to pay for their care. A 'free list' was, however, available to those who could not pay.

## 1948

### NHS formed

On 5 July 1948 the NHS was launched as a way of making good healthcare available to all, regardless of wealth. It was the first time, anywhere in the world, that free healthcare was available to all on the basis of citizenship, rather than payment of fees or insurance.

The Maudsley joined with the Bethlem Royal Hospital to become partners in the newly established NHS as a postgraduate psychiatric teaching hospital.

## 1999

### New NHS Trust formed

South London and Maudsley NHS Foundation Trust (SLaM) was formed, following the reconfiguration of community and mental health services in south east London.

SLaM was formed from the merger of three organisations: Bethlem & Maudsley, Lambeth Healthcare and Lewisham and Guy's NHS Trusts. The Trust was established to provide mental health services and substance misuse services in the London Boroughs of Croydon, Lambeth, Lewisham and Southwark, as well as specialist services to people from across the UK.



## 2007

Funding from the National Institute for Health Research sees the creation of the NIHR Maudsley Biomedical Research Centre, delivered in partnership between SLaM and KCL. The Maudsley Charity has supported the BRC through grant funding to provide research and treatment.

## 2009

### King's Health Partners

SLaM becomes part of King's Health Partners, one of five Academic Health Science Centres in the UK to be accredited by the Department of Health.

KHP is a partnership between King's College London, Guy's and St Thomas', South London and Maudsley and King's College Hospital NHS Foundation Trusts.

## 2012

£4.7m of funding was provided to support experimental medicine facilities within a new NIHR/Wellcome Trust King's Clinical Research Facility (CRF) based at King's College Hospital.

The CRF is the first of its kind in the world to be specifically designed to support mental health and neurosciences clinical trials. The Maudsley Charity supported the CRF through a grant of £1m.

## 2013

### The ORTUS

The ORTUS is a Maudsley Charity built and owned centre for events and education. The building exists to support the work of the Maudsley Charity, and our hospital and the university partners - South London and Maudsley NHS Foundation Trust and King's College London.

At the heart of the Denmark Hill campus the award-winning building provides flexible event space for meetings, conferences and training courses.

The building also provides space for commercial hire, an award-winning café and hot desking space.



## 2018

Maudsley Charity becomes an independent hospital charity. The new board combines senior representatives of the hospital Trust with new independent Trustees.



## ORTUS

The ORTUS is a Maudsley Charity built and owned centre for events and education. Sitting at the heart of the Denmark Hill campus the award-winning building provides flexible event space for meetings, conferences and training courses.

The building exists to support the work of the Maudsley Charity, hospital and the university, acting as a hub to bring people on site together.

The building also provides space for commercial hire, an award-winning café and hot desking space.

## Who we are today: our core brand text

### About the Maudsley Charity

We support patients and carers, clinical care teams and scientists who are working towards the common goal of improving mental health. We fund ideas, big and small that increase knowledge and our ability to support people who experience mental illness.

### Why we're here

When someone becomes ill, the effect on them, their friends and family can be life-changing. It can happen to any of us. The consequences of mental ill health are far reaching - affecting employment, relationships, finances and even life expectancy.

“ **The Maudsley Charity exists to fund the people and projects striving to improve care, support recovery and prevent mental illness.** ”

### How we work

We work with South London and Maudsley NHS Foundation Trust and the Institute of Psychiatry, Psychology and Neuroscience, King's College London. Together we drive direct improvements in prevention, clinical care and treatment.

This unique partnership enables us to fund innovative projects and research which change lives across London, the UK and the world. Building the proof and expertise which will allow us all to live in better mental health.



Through a Maudsley Charity Grant, the Occupational Therapy (OT) Garden at Bethlem Royal Hospital is able to provide gardening sessions to patients, giving them time off the ward in a supported environment.

Our values

Passion

We're passionate about mental health and motivated by our ability to make a difference

## Integrity

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We'll act with integrity,  
be objective, fair and consistent  
in how we work and how we  
allocate funding and support

## Knowledge

---

We'll be informed by a range  
of voices and perspectives,  
including those of our beneficiaries,  
on what we do and how

## Improvement

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We care about maintaining high standards and improvement. We will learn from success and failure.

## Appreciation

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We value relationships, and show appreciation for support we get in whatever form that takes. We know that we influence change through the expertise and commitment of others.



Funding from the Maudsley Charity is helping to provide a specialist service, the Grounding Project, for people suffering from Post Traumatic Stress Disorder (PTSD).

## Our brand identity

### Our brand identity

The Maudsley Charity identity is the most important element of our brand.

The Maudsley Charity identity needs to be used on everything we produce consistently.

You should only ever use the official version of the logo, it should never be recreated.

When in production, for print and design, we offer a single colour Pantone version of our logo. We also have a CMYK version for digital printing. For in-house use and externally funded projects we provide a one colour version of our logo.

You can access various file formats through our website and other digital resources.

Contact us: [info@maudsleycharity.org](mailto:info@maudsleycharity.org) for further information



## Our brand identity

There are two components to our logo that can be used together or in different places on the same page. For fundraising activity the logo should be used as one element and not split up.

The Maudsley Charity square and the Backing Better Mental Health. statement.

If the logo is being used once in a document or alongside partners both elements of the logo should be presented together.

The Maudsley Charity square



The Backing Better Mental Health. statement

Backing  
Better  
Mental  
Health.

## Identity positioning

The Maudsley Charity square must always appear at the left hand side of the document.

Where we are the principal author it must be placed in the top left.

When working with partner organisations our preference is for the logo to appear on the top or bottom left of the page. Our brand is designed this way so that we have flexibility when partnering with NHS and university organisations (who position their logos on the right and centre of documents).

### Our primary identity

The Maudsley Charity logo provides a strong and unique marque for our product.



### Our secondary identity

There are four secondary versions of the logo created to suit a variety of applications if required.





### Our primary identity (Black and White)

The Maudsley Charity logo can also be applied to a range of materials in monotone if required.



### Our identity (Principal Funder, Funded by and Supported by variations)

There are three versions of the logo created to highlight and promote our main charity funders.



### Identity sizes

To ensure legibility the Maudsley Charity identity should never be used in a size smaller than 30mm wide x 15mm high.

The identity should have a minimum area of free space around it's border of 5mm.

To help us talk about our brand we have created some visual elements to help bring our organisation to life.

It's important that we use these elements in a consistent way that enables people to connect with us and easily identify us.

Minimum size 30mm wide



30mm



### How not to use our identity

Please follow the examples below when using our identity.



Please do not change our identity to be a single colour.



Please do not mix our brand colours.



Please do not place our brand on a gradient background.



Please do not stretch or condense the brand.

### Our primary typeface

Our primary typeface is Helvetica.

Helvetica comes in a range of weights and sizes for day to day we use regular. We use bold when we want to add prominence to a section heading or quotation. We never use italics.

#### Our standard Headline text size is:

14pt Helvetica Neue Roman

#### Our standard body text size is:

11pt Helvetica Neue Light

## Helvetica Neue

# AaBbCc 1234

Helvetica Neue Light

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 123456789

Helvetica Neue Roman

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 123456789

Helvetica Neue Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

### Our alternative typeface (Digital)

Our alternative typeface is Arial.

Our primary typeface is Helvetica but for digital projects including our website and email communications we use Arial.

## Arial

# AaBbCc 1234

Arial Regular

abcdefghijklmnopqrstuvwxy  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 123456789

Arial Italic

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*123456789*

Arial Bold

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

### Our colour palette

Our primary brand colour is purple although we have a range of secondary brand colours for use across all materials.

We also use a secondary colour across our body text throughout all of our documentaion.

#### Primary Colour



#### Secondary Colours



### Our colour breakdown

We have a range of colours that can be reproduced in print materials or digitally.



Pantone 2583c  
100%  
C 46  
M 69  
Y 0  
K 0  
R 156  
G 99  
B 166  
Hex #9c63a6



Pantone 2583c  
80%  
C 41  
M 51  
Y 6  
K 0  
R 165  
G 136  
B 183  
Hex #a588b7



Pantone 2583c  
50%  
C 18  
M 30  
Y 0  
K 0  
R 213  
G 189  
B 221  
Hex #d4bddc



Pantone 7540c  
C 20  
M 0  
Y 0  
K 80  
R 72  
G 81  
B 86  
Hex #485156

### Our colour palette (variations)

A secondary palette of bold bright inspirational colours has been developed to work alongside our corporate colours.



Pantone 151c	Pantone xxxc	Pantone xxxc	Pantone 2705c	Pantone xxxc	Pantone xxxc
C 0	C 6	C 5	C 35	C 34	C 18
M 60	M 48	M 27	M 35	M 33	M 20
Y 100	Y 76	Y 37	Y 0	Y 0	Y 0
K 0	K 0	K 0	K 0	K 0	K 0
R 239	R 234	R 242	R 177	R 180	R 214
G 125	G 150	G 198	G 169	G 173	G 208
B 0	B 73	B 165	B 212	B 214	B 233
Hex #ef7d00	Hex #ea9649	Hex #f2c6a5	Hex #b1a9d4	Hex #b4add6	Hex #d6d0e9

### Our colour palette (variations)

A secondary palette of bold bright inspirational colours has been developed to work alongside our corporate colours.



Pantone Rhodamine Red	Pantone xxxc	Pantone xxxc	Pantone 375c	Pantone xxxc	Pantone xxxc
C 100	C 9	C 4	C 50	C 44	C 22
M 0	M 75	M 46	M 5	M 6	M 0
Y 0	Y 0	Y 0	Y 100	Y 92	Y 48
K 0	K 0	K 0	K 0	K 0	K 0
R 230	R 222	R 237	R 149	R 165	R 213
G 0	G 95	G 165	G 187	G 191	G 227
B 126	B 159	B 201	B 32	B 54	B 160
Hex #e6007e	Hex #de5f9f	Hex #eda5c9	Hex #95bb20	Hex #a5bf36	Hex #d5e3a0

### Our colour palette (single colour purple and black)



Pantone 2583c



Pantone 2583c

### Our paper standards

To achieve a consistence look and feel across the items we produce we have a set of paper standards.

#### For flyers our preference is to use:

A5 size paper stock with a weight of 350g

#### For our Art and History related activity (i.e. Arts and history planner) we use:

140gsm Evolution un-coated

#### For official Maudsley Charity corporate material we use:

120gsm Colorcopy Text and 300gsm Arcoprint for covers

#### For envelopes:

100-150gsm White offset Peal and seal Envelope

#### For business cards:

Stock: 400gsm Ivory Board

### Our imagery

We are proud of the many projects that we have helped to fund and have showcased a range of these projects through our photography. We aim to have a warm, friendly range of images. When using images in publications we always use an image caption to place the image in context and explain its relevance.

We have a bank of images available to designers through a shared filing system. Please contact us if you would like to access material. The images included here have a specific project focus. We are building up our bank of fundraising imagery.







### Brand examples

Maudsley charity letterhead

Fundraising team letterhead

Document margin: 10mm

**Maudsley Charity**  
**Backing Better Mental Health.**

Maudsley Charity  
 ORTUS, 82-96 Grove Lane  
 London, SE5 8SN  
 Tel: 020 3696 9760  
 www.maudsleycharity.org

Address Text  
 Helvetica Neue Bold 9.5pt, right aligned, Pantone 2583  
 Helvetica Neue Light 9.5pt, right aligned, Pantone 7540

Registered Charity Text  
 Helvetica Neue Light 7.5pt, left aligned, Pantone 7540

Maudsley Charity, Registered Charity No. 1175877

**Maudsley Charity**  
**Backing Better Mental Health.**

Maudsley Charity Fundraising Team  
 Virginia Woolf Building, 22 Kingway  
 London, WC2B 6LE  
 Tel: 020 7948 4701  
 Email: info@supportslam.org.uk  
 www.maudsleycharity.org

Address Text  
 Helvetica Neue Bold 9.5pt, right aligned, Pantone 2583  
 Helvetica Neue Light 9.5pt, right aligned, Pantone 7540

Registered Charity Text  
 Helvetica Neue Light 7.5pt, left aligned, Pantone 7540

Maudsley Charity, Registered Charity No. 1175877

### Brand Examples

Maudsley charity business card

Document margin: 4mm

**Maudsley Charity**

**Rebecca Gray**  
 Chief Executive

**Maudsley Charity**  
 ORTUS, 82-96 Grove Lane  
 London, SE5 8SN  
 T 020 3696 9760  
 M 07810 753 820  
 E rebecca.gray@maudsleycharity.org  
 www.maudsleycharity.org

Name  
Helvetica Neue Bold 10pt, right aligned, Pantone 2583

Name  
Helvetica Neue Light 7pt, right aligned, Pantone 7540

Address Text  
Helvetica Neue Bold 7.5pt, right aligned, Pantone 2583  
Helvetica Neue Light 7.5pt, right aligned, Pantone 7540



Finishing:  
Gloss Laminate reverse

### Brand examples

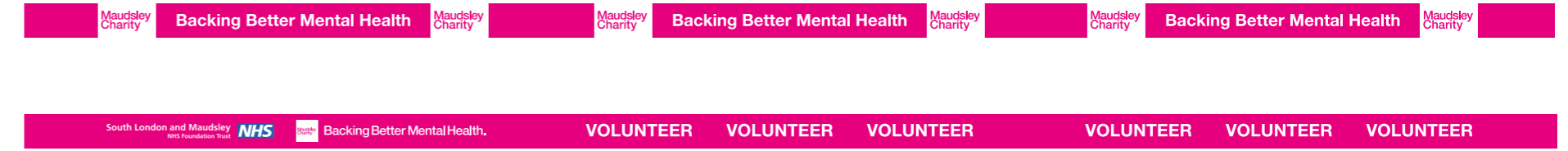
Email signatures

This email and any attachments it contains are confidential and for the exclusive use of the intended recipient(s) only. The message may also be privileged or exempt from disclosure under applicable law. If you are not the intended recipient, please notify the sender immediately, delete the email from your system and do not copy, disclose or otherwise act upon any part of the message or its attachments. Internet communications are not guaranteed to be secure or virus-free and so you should carry out your own checks. The Maudsley Charity does not accept responsibility for any loss arising from unauthorised access to, or interference with, any Internet communications by any third party, or from the transmission of any viruses. Replies to this e-mail may be monitored by the Maudsley Charity for operational or business reasons. Any opinion or other information in this e-mail or its attachments that does not relate to the business of the Maudsley Charity is personal to the sender and is not given or endorsed by the Maudsley Charity. Maudsley Charity is a registered charity, number 1175877 (England), and is registered with the Information Commissioner's Office as a data controller, number ZA327354. For more information about our privacy policy, see <https://www.maudsleycharity.org/privacy-policy/>.

Registered address: ORTUS, 82-96 Grove Lane, London SE5 8SN, United Kingdom.

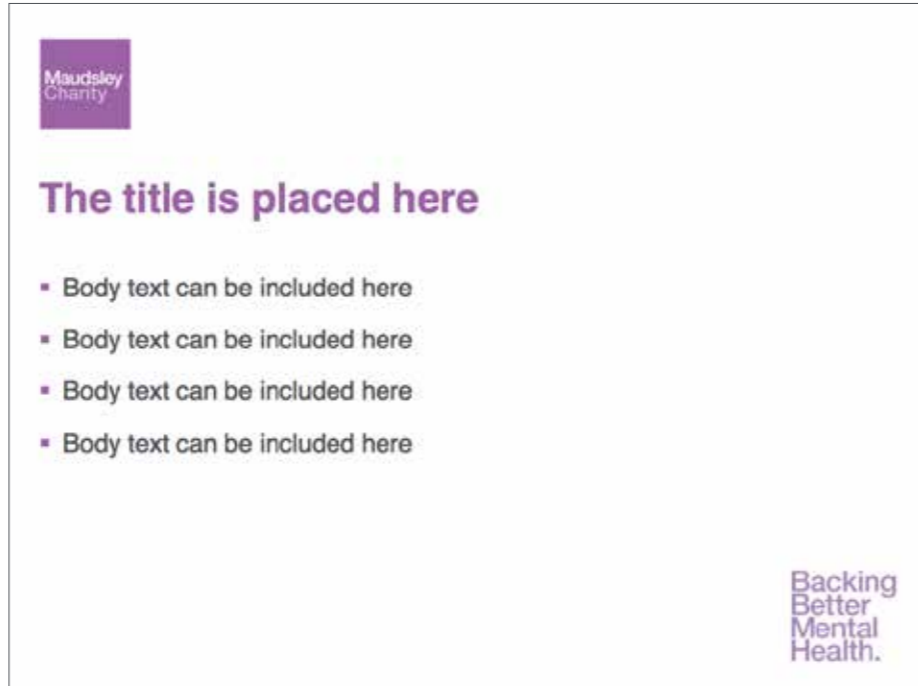
### Brand examples

Employee and volunteer lanyard



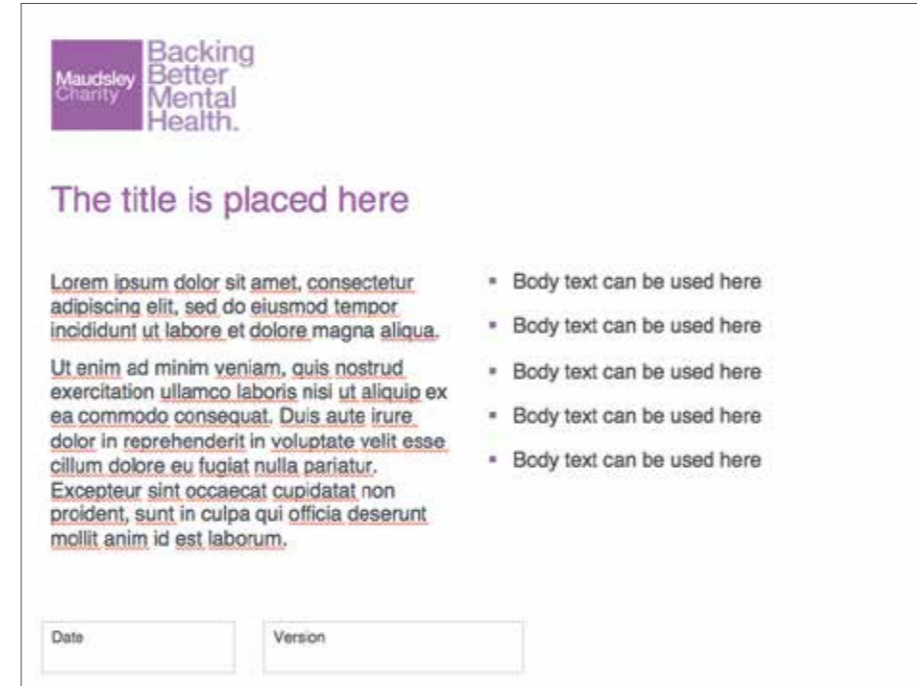
### Brand examples

PowerPoint templates: please contact us if you need a copy of the PowerPoint template.



### Brand examples

PowerPoint Templates



Brand examples

Leaflets



Fundraising examples

Brand examples

Fundraising banners

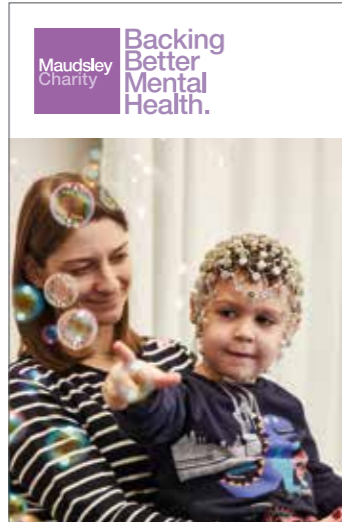


**Maudsley Charity** Backing Better Mental Health.

**Ramesh**  
 "I felt lonely and I couldn't be bothered, but here we work as a team. Through growth and regeneration in the garden I realise there is hope."

Lambeth Grounding project is a Maudsley Charity funded specialist service for Asylum Seekers and refugees suffering from PTSD.

Find out more about our work  
[maudsleycharity.org](http://maudsleycharity.org)




**Maudsley Charity** Backing Better Mental Health.

**Emma and Benjamin**  
 "Helping with research is really important to us as a family. It's an interesting way to give something back."

The Maudsley Charity has provided over £1.6m in research funding, speeding up the time to translate research into clinical care.

Find out more about our work  
[maudsleycharity.org](http://maudsleycharity.org)



**Maudsley Charity** Backing Better Mental Health.

**Jamie**  
 "I have the opportunity to be part of something I am passionate about, through the project I am making new friends and volunteering with other football clubs."

Through our small projects scheme we funded new shirts for a community football project, that works with current and former patients, keeping them physically active, engaged in their community and improving their recovery.

Find out more about our work  
[maudsleycharity.org](http://maudsleycharity.org)



**Maudsley Charity** Backing Better Mental Health.

**Natasha**  
 "It's a really humbling experience to hear and share stories with people and to connect through walking and nature. Because of the success here it is my ambition to expand this project."

Maudsley Charity supports volunteering services across our hospital and community services. The volunteers walking group aims to get patients out and about, connecting with nature and providing time away from the ward environment.

Find out more about our work  
[maudsleycharity.org](http://maudsleycharity.org)

Brand examples

Fundraising cheque





**Maudsley Charity** Backing Better Mental Health.

Date \_\_\_\_\_

From \_\_\_\_\_

£ \_\_\_\_\_

Signed \_\_\_\_\_

  @MaudsleyCharity

[www.maudsleycharity.org](http://www.maudsleycharity.org)

### Brand examples

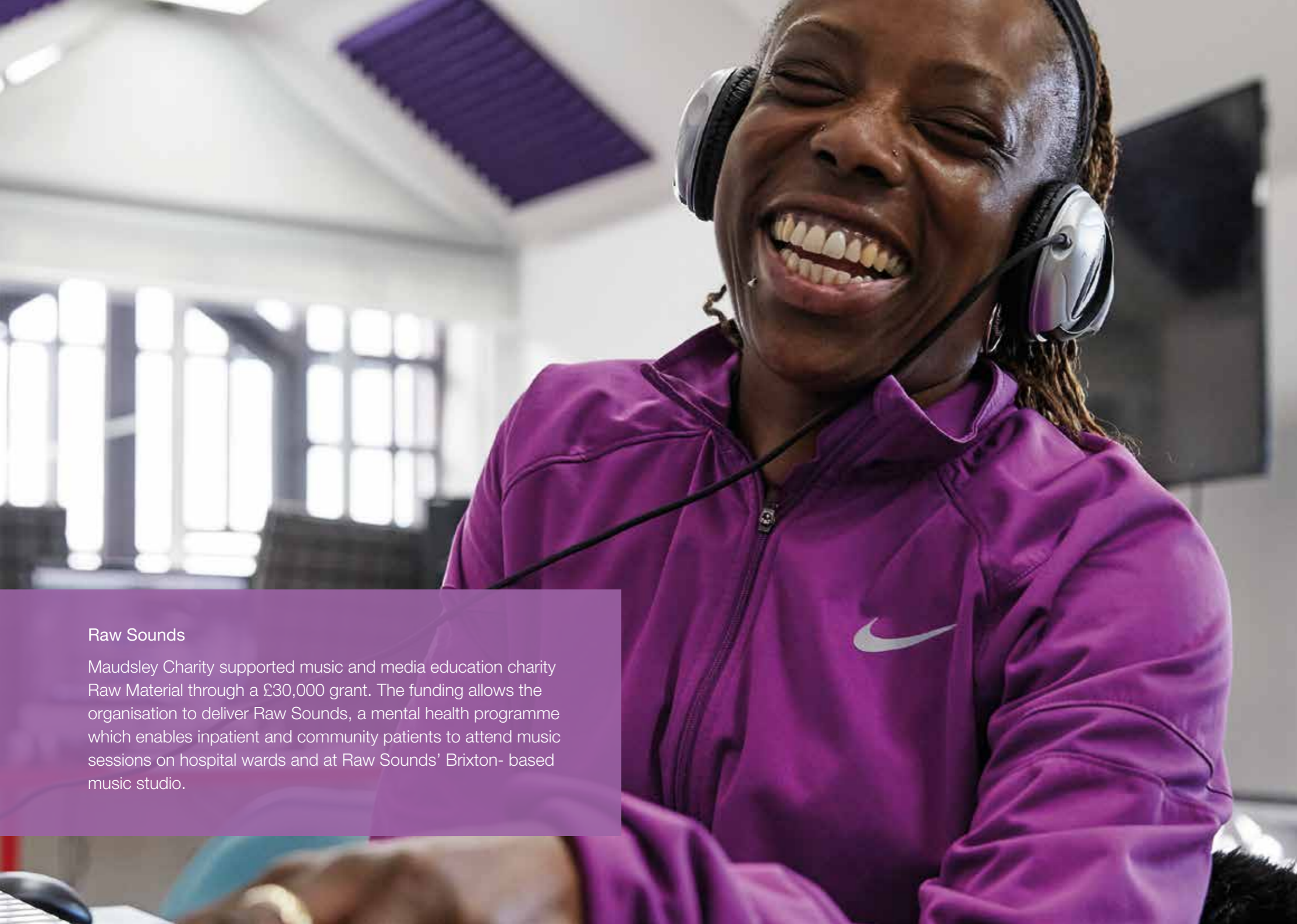
Fundraising t-shirts and running vest



### Brand examples

Fundraising collection tins and buckets





### Raw Sounds

Maudsley Charity supported music and media education charity Raw Material through a £30,000 grant. The funding allows the organisation to deliver Raw Sounds, a mental health programme which enables inpatient and community patients to attend music sessions on hospital wards and at Raw Sounds' Brixton-based music studio.

## Social Media

**Twitter:** @MaudsleyCharity

**Facebook:** Maudsley Charity

**LinkedIn:** Maudsley Charity

**Vimeo:** Maudsley Charity <https://vimeo.com/maudsleycharity>

### Internal use

#### Profile page

There are times and situations where the space provided for the Maudsley Charity logo is too small to properly display the logo in a way where legibility won't be compromised. To achieve the most impactful presence for social media, application icons or similar uses, it is acceptable to use the image alone. The full colour logo should be placed on a white background to maximise visual impact.

#### Content

Twitter and Facebook posts are a variety of original content from the Charity, and re-posting content from other projects or accounts. The three main themes and goals of the social media feeds can be broken down as follows:

- (1) Showing the impact of the Charity through its funded projects
- (2) Providing news about applying for grants
- (3) Encouraging people to get involved with the Charity, including making donations

Social media content should be as timely as possible, for instance covering events or breaking news as they happen, or within a few hours, rather than the following day, although exceptions may have to be made over the weekend.

## Social Media

### Content (continued)

The Charity wants to show it is involved in, and capitalise on relevant national days of importance. This can be done through a one-off tweet or a devised campaign, using the relevant hashtag, e.g. #WorldMentalHealthDay

### Tagging, formatting and links

All the relevant partners who have Twitter or Facebook accounts should be tagged in the post. This includes the accounts that are involved in the story, but also those who might be interested and likely to re-post, e.g. @maudsleyrhs. When mentioning an organisation, its account name should be used in place of typing out the name, if it is easy to understand, e.g. saying @KingsloPPN instead of loPPN. When the account name can't be understood on its own, then its best to tag the account at the end of the post instead.

Links should be shortened using Bitly, to make it easier to read

Dates should be written out using the shortened version of the day of the week, and month, e.g. Wed 10 Jun

### Responding

The Charity aims to respond to all direct messages and tweeted questions, and to be involved with relevant conversations to show that it is engaged with its audience

### Images

In original posts where possible, use the Charity's photography; do not alter the colour or filter in any way, or overlay logos

Use landscape not portrait images, and where necessary, crop the image into the right dimensions: Twitter (440 x 220 pxls) or Facebook (1,200 x 630 pxls)

### Grantees

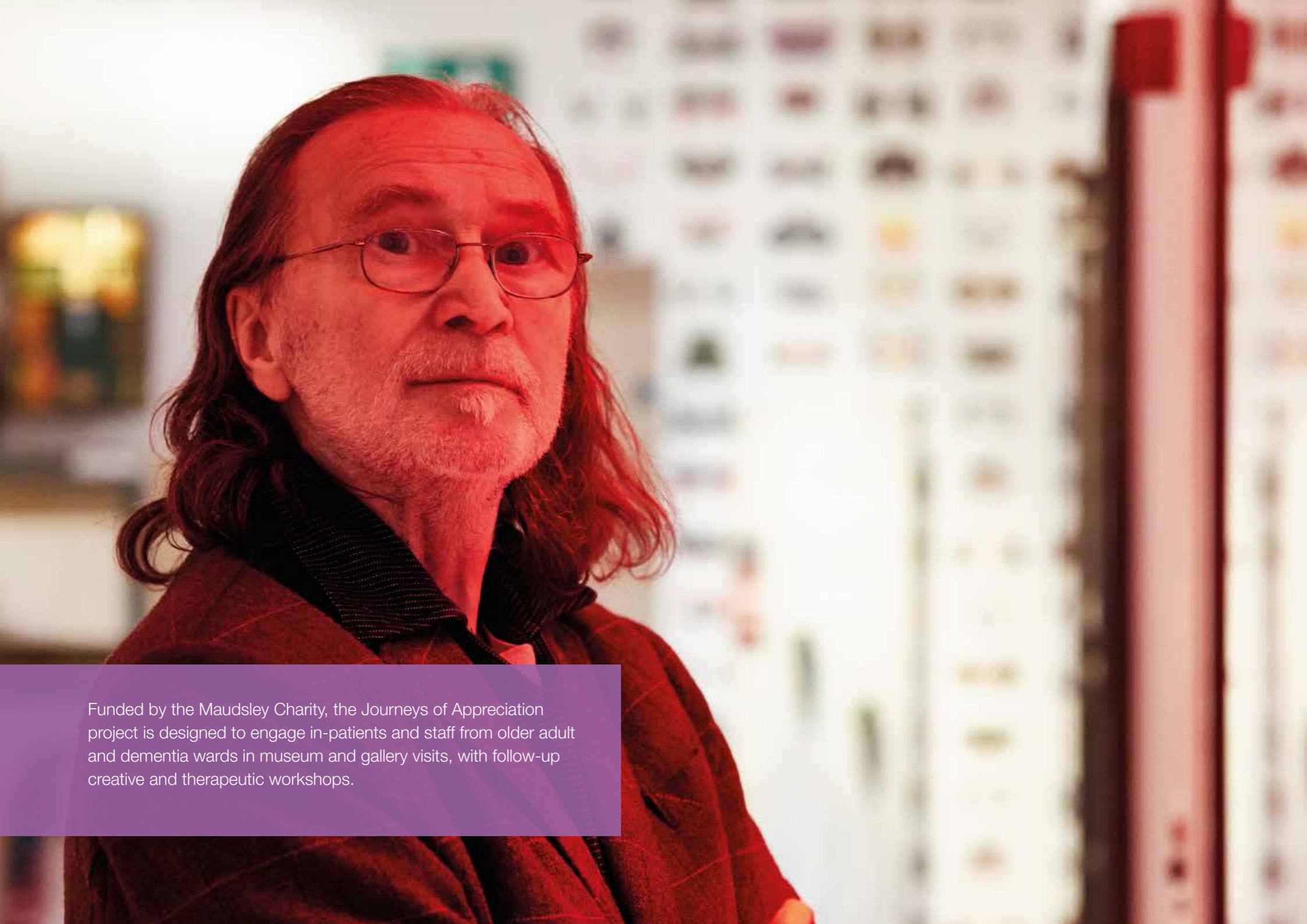
#### Sharing your grant news on social media!

Social media is a great way of sharing information about your grant project, and we ask that grantees acknowledge our support where they can. We also want to help spread the word about your project, including any news, events, reports or anything else going on.

#### You can do this in several ways:

1. Share your news, photos and videos, and tag us with @MaudsleyCharity
2. Follow us on Twitter (@MaudsleyCharity) or on Facebook (@MaudsleyCharity) and LinkedIn: <https://www.linkedin.com/company/maudsley-charity>
3. By tagging us, we can re-tweet and re-post your news, sharing them with our audience
4. Send us your news and photos directly and we'll post them on the Maudsley Charity accounts
5. If your project is in collaboration with SLaM or loPPN, then we will work with their communications teams to share the news on their social media platforms (Twitter: @MaudsleyNHS, @kingsioppn and @kingshealth)





Funded by the Maudsley Charity, the Journeys of Appreciation project is designed to engage in-patients and staff from older adult and dementia wards in museum and gallery visits, with follow-up creative and therapeutic workshops.

## Partner organisations



### Our partner organisations

The Charity has a close working relationship with South London and Maudsley NHS Foundation Trust (SLaM) and King's College London. There will be specific guidance issued when we work jointly on campaigns and large projects.

When presenting the organisations together Our preferred ordering on documentation is

Maudsley Charity (left), King's College London (centre) and South London and Maudsley NHS Foundation Trust (SLaM) (right).

#### Correct:

- South London and Maudsley NHS Foundation Trust (SLaM)
- then SLaM

You should never use an ampersand '&' when referring to South London and Maudsley NHS Foundation Trust.

#### Incorrect:

- South London & Maudsley NHS Foundation Trust
- SL&M

When you are writing to an audience with an assumed knowledge of SLaM you can interchange SLaM with 'the Trust'.

## Our partner organisations

As per our house style we capitalise the 'Trust' mid-sentence. i.e. The Charity has awarded the Trust £500. Maudsley Charity and the Institute of Psychiatry, Psychology & Neuroscience (IoPPN), King's College London (KCL).

Unlike South London and Maudsley NHS Foundation Trust, the Institute of Psychiatry, Psychology & Neuroscience uses an ampersand (&) in the title, this is the correct way to refer to the organisation.

When introducing the organisation for the first time it is essential to write the full name, it should always be accompanied by King's College London to contextualise it. Both (IoPPN) and (KCL) can be added after each organisation, enabling subsequent references to be abbreviated.

### Correct:

- Institute of Psychiatry, Psychology & Neuroscience (IoPPN), King's College London (KCL).

In the rare situation where there is not enough room to include both organisations King's College London should be used.

When you are writing to an audience with an assumed knowledge of the IoPPN you can interchange IoPPN with 'the Institute' so long as it is clear the reference relates to the IoPPN and does not cause confusion.

(Continued)

The ORTUS is built and owned by the Maudsley Charity.

We co-brand with the ORTUS in a flexible manner within the building. Best practice is to give prominence to ORTUS with the Maudsley Charity brand based in the bottom right hand corner where relevant.



Desktop Screensaver



Digital Lightbox



Through Maudsley Charity funding Natasha runs a Saturday walking group for inpatients from Claire Ward at Lewisham Hospital's Ladywell Unit. Claire Ward is an inpatient unit for men aged 18 to 65. The ward can be a busy environment and providing patients with time off the ward, to get some fresh air and connect with nature, has been well received by both patients and staff.

## Written brand

We strive to be accessible in all of our communications and this is particularly important when thinking about how we write.

When you write anything on behalf of the Charity you are acting as an ambassador for the organisation. It is important to be mindful of our audiences.

Thinking about the communities we work in it's important to be mindful of our local need, for example the average reading age of an adult in Southwark is 11.

Where possible we adopt a warm and friendly tone. It is important to recognise the that we are engaging with a number of different audiences in different ways – for example our work in fundraising is likely to have a different style and tone to a more formal report.

### Writing about the Charity

Our house style is to always capitalise the word Charity when we are referring to the Maudsley Charity mid-sentence, for example:

'The Charity has donated funds to enable patients to take part in a new project.'

When you refer to the Maudsley Charity you should always capitalise both the M and the C.

### Presentation

Where possible try not to use italics or underline titles

### Bullet points

- Use square bullet points
- Only put a full stop on the text of the last bullet.

### Audience

Think of your audience, not yourself. Keep your language as straightforward as possible using everyday words. Imagine you are speaking to someone, and write in that way.

Be careful with jargon. It can be useful, but only if people are familiar with it. Explain your jargon words and acronyms.

### Sentence length

Use short sentences. A good average sentence length ('ALS') is 15 to 20 words. Longer ones should not have more than three items of information; otherwise they get overloaded and readers lose track.

## Verbs

Use ‘active’ verbs and not ‘passive’ ones as much as possible. Using the active is shorter and clearer.

- ‘A report will be sent to your doctor.’ (passive)
- ‘We will send a report to your doctor.’ (active)

## Point of view

Use ‘our’ and ‘we’ when writing on behalf of the Maudsley Charity

- using first person (plural) pronouns
- ‘We also operate an information helpline for your convenience.’

Press releases are written in the third person, from an outside narrator’s point of view.

This is so that the press can reproduce the copy without amendments if they wish.

- ‘A nine-month trial run by Maudsley Charity has shown that...’

## Numbers

Spell out numbers one to nine and use numerals for 10 and up.

However:

- Spell out numbers at the beginning of a sentence (never start a sentence with a number)
- Use numerals in percentages (4%, not four percent)
- Use a comma to group in threes after 999: 1,000
- Use numbers after pound signs

## Dates and times

On all publications use day, month, year:

Full month January, not Jan

Correct: 10 July 2018

Incorrect:

- the tenth of January
- The 10th of January

Use am and pm, as opposed to o’clock:

3pm – 3.30pm.

## Quotations

If you are quoting within a sentence the full stop is outside of the quotation marks.

If the whole sentence is a quote the full stop is inside the quotation marks. Dementia rates are falling but ‘still a priority’.  
She said: “Dementia rates are falling but they are still a priority.”

Use “double” quotation marks for speech and quotations from articles and books and ‘single’ for a quotation within speech.

Always use a colon before a quotation.

The health inspector said: “There was a huge risk.”

Use past tense rather than present.

She said...not she says.

## Capitalisation

A look through newspaper archives would show greater use of capitals the further back you went. The tendency towards lowercase, which in part reflects a less formal, less deferential society, has been accelerated by the explosion of the internet: some web companies, and many email users, have dispensed with capitals altogether.

Our style reflects these developments. We aim for coherence and consistency, but not at the expense of clarity. As with any aspect of style, it is impossible to be wholly consistent - there are almost always exceptions, so if you are unsure check for an individual entry in this guide. But here are the main principles:

## Jobs

All lower case, eg nurse, doctor, health care assistant, prime minister, US secretary of state, chief rabbi, editor of the Guardian.

## Titles

Cap up titles, but not job description, eg Rebecca Gray Chief Executive (but the chief executive, Rebecca Gray and colleagues on subsequent mention); the Duke of Westminster (the duke at second mention); Pope Francis but the pope.

## Government departments in English-speaking countries

Initial capitals when full name is used, eg Home Office, Foreign Office, Ministry of Justice (UK), Department of Defense, Department of Homeland Security (US), Lowercase when abbreviated or paraphrased, eg justice ministry, defense department, Australia’s immigration department, Canadian fisheries ministry, Indian railway ministry, etc.

Examples of departments within South London and Maudsley NHS Foundation Trust Initial capitals when full name is used, eg: Psychosis Clinical Academic Group

Lowercase when abbreviated or paraphrased, eg psychosis CAG.

## Semi-colon

Use to mark a pause longer than a comma but shorter than a full stop. It separates two related ideas; items in a list; spelling.

## English spelling

Use:

- ise spelling instead of ize: organise not organize; emphasise not emphasize

- ed for past participles, not t: learned not learnt

## Abbreviated negatives

Do not use contractions such as don’t, can’t, won’t in text unless in direct quotes or chatty columns in magazine.

## Compound words

### One word

Wellbeing

Anyway

Fieldwork

Fundraising

Groundbreaking

Healthcare

Noticeboard

Offline/online

Website

### Two words

Any more

A lot

Home page

No one

Web page

### Hyphenated

Full-time

Part-time

Man-made

South-east

## Homophones

Affect/effect - The verb ‘to affect’ means ‘to have an influence on’; ‘to effect’ means ‘to cause, accomplish’. In most cases affect will be the verb, effect the noun.

Complement/compliment - To complement means to make complete or supply what is lacking. Whether as a noun or verb, compliment means (to) praise.

Formerly/formally - first means previously; second according to convention.

Licence/license - The noun is licence with a ‘c’ (eg: driving licence); the verb has an ‘s’.

Practice/practise – the noun has a ‘c’; the verb has an ‘s’. He’s a practising doctor running his own practice.

Principal/principle – first means ‘first in order of importance’ or a school head; second means ‘a rule or belief governing one’s personal behaviour’.

## Style/Other

Never use ampersand (&) in formal writing unless in name, eg. H&M

When using acronyms (hard to avoid in the NHS) type out the word in full the first time it appears, followed by the acronym in brackets.

After that use the acronym. South London and Maudsley NHS Foundation Trust (SLaM). Never use full stops in acronyms.

Eg, etc, ie are without full stops

## Fewer and less

Use fewer for countable nouns/numbers and less for uncountable nouns/quantity: fewer lessons; less time

Do not use over or under, use more than or fewer than. More than 4,000 Twitter followers.

Do not put full stops at the end of bullet points.

Don’t underline, proper spacing does the job.

Use lower case bold for emphasis, not block capitals

Regions / cardinal directions south London, north-west England, the south-east, south Wales, etc



We funded new football shirts for 20 players at a community football programme based at Millwall FC community training ground.

The Lewisham-based project offers sessions to enable current and former patients who disengage from clinical services, to become physically active, engage in their community, increase their wellbeing and improve their recovery.

## Business operations

### Telephone

If and when a person is not available, another Maudsley Charity employee should answer the phone before the third ring. Please speak in a friendly, courteous and professional manner. Smile before you answer the phone and during their greeting.

The standard greeting used for answering the telephone is “Good morning/good afternoon, Maudsley Charity, this is \_\_\_\_\_.” After you have determined with whom they wish to speak, say: “may I ask who is calling, please?” and transfer the call. If the person is not available, ask to take a message or offer to transfer to voicemail.

### Taking a message

If you pick up a colleague’s phone and they aren’t available give the caller the opportunity to leave a message – which can be emailed.

### Voicemail messages

Your desk phone provides the option to record a personalised voicemail greeting

A suggested recording: “You have reached ‘full name’ at the Maudsley Charity. I’m unable to take your call right now so please leave a message and I will respond as soon as possible. If your call is urgent please hang up and redial 020 3696 9760 selecting option 4.”

### Email and out of office

Each team member is provided with a personalised email signature – this can be inserted into your emails as an image file.

Suggested out of office for external recipients

“I am out of the office from x to x.

If your enquiry is urgent please call 020 3696 9760 (option 4) or email: [info@maudsleycharity.org](mailto:info@maudsleycharity.org). I will reply to your email on my return.”





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Ortus  
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SE5 8SN

**Telephone:** 020 3696 9760

**Email:** [info@maudsleycharity.org](mailto:info@maudsleycharity.org)

**Registered charity number:** 1175877