

General Optical Council

Branding Guidance: For providers of CPD



Contents

Introduction	2
Information about logos	3
The use of colour	4
Target audience logos	6
Domain logos	8
Modality logos	12

1.

Introduction

Following the Continuing Education and Training (CET) Review, and in line with the rollout of Continuing Professional Development (CPD), the General Optical Council (GOC) has updated its branding guidance for CPD promotion. This document intends to outline the branding expectations of CPD promotion for providers.

The CPD cycle begins on 1 January 2022.

2.

Information about logos

CPD logos should be used by providers when promoting CPD to registrants. This section will provide guidance on how to use the updated branding appropriately.

The logos are available for download in the following file types: png, jpg and eps. These files will be compatible with a range of programmes, such as Adobe Photoshop, Adobe InDesign, or word processor.

The logos are available to view and download via [Dropbox](#).

There are three types of logo sets: target audience logos, domain logos (formerly known as competency logos), and modality logos.

3.

The use of colour

The use of colour has been updated for CPD branding. This section will outline the acceptable branding colours for CPD promotion.

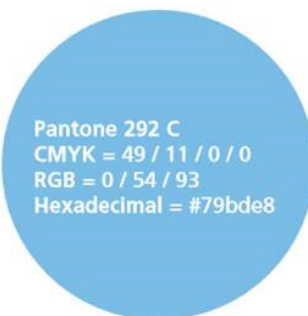
Providers will be expected to use the appropriate colour to distinguish target audience groups, unless stated otherwise.

Examples



Pantone 647 C
CMYK = 100 / 56 / 0 / 23
RGB = 0 / 86 / 148
Hexadecimal = #005695

Logos and graphics in dark blue are not attributed to a specific target audience.



Pantone 292 C
CMYK = 49 / 11 / 0 / 0
RGB = 0 / 54 / 93
Hexadecimal = #79bde8

Logos and graphics that use light blue are attributed to Optometrists.



Pantone 557 C
CMYK = 30 / 0 / 20 / 15
RGB = 154 / 194 / 185
Hexadecimal = #9ac2b9

Logos and graphics that use light green are attributed to Dispensing Opticians.



Pantone 375 C
CMYK = 41 / 0 / 78 / 0
RGB = 160 / 206 / 103
Hexadecimal = #a0ce67

Logos and graphics that use bright green are attributed to Contact Lens Opticians.



Pantone 471 C
CMYK = 0 / 59 / 100 / 18
RGB = 206 / 112 / 25
Hexadecimal = #ce7019

Logos and graphics that use bright orange are attributed to Therapeutic Optometrists.

4.

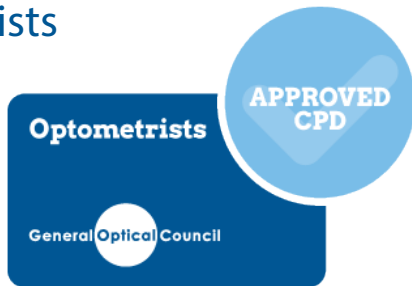
Target audience logos

Target audience logos should be used to communicate the target audience(s) for a CPD session or event. Where possible, they should be reproduced in colour and the original colour scheme must be followed.

Target audience logos are available to view and download via [Dropbox](#).

Examples

Optometrists



Dispensing Opticians



Contact Lens Opticians



Therapeutic Optometrists



5.

Domain logos

The domain logos should be used to communicate the domains covered within each CPD event or session. They may be used with or without the associated text.

They should be reproduced in colour, where possible, and the appropriate colour should be used to identify the target audience.

Where it is not possible to reproduce in colour, the domain logos are available in black and white.

Use one logo for every domain covered within a CPD session or event, and for each target audience group.

If three or more target audiences are reached in a given CPD event or session, or there is no defined target audience, then the domain logos for 'no defined audience' should be used.

All domain logos (with and without text) are available to view and download via [Dropbox](#).

Examples

Optometrists



**ADDRESSING
CURRENT RISK**



**SPECIALITY
REQUIREMENTS**



COMMUNICATION



PROFESSIONALISM



**LEADERSHIP &
ACCOUNTABILITY**



**CLINICAL
PRACTICE**

Dispensing Opticians



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Examples

Contact Lens Opticians



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Therapeutic Optometrist



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Examples

No defined audience



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Black and white



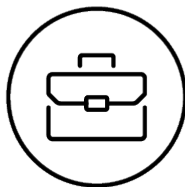
**ADDRESSING
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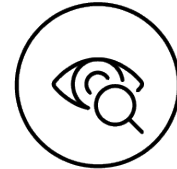
COMMUNICATION



PROFESSIONALISM



**LEADERSHIP &
ACCOUNTABILITY**



**CLINICAL
PRACTICE**

6.

Modality logos

Modality logos should be used to communicate if the CPD session or event is Interactive or Peer Review.

Modality logos are available to view and download via [Dropbox](#).

Examples

Interactive



INTERACTIVE

Peer Review



PEER REVIEW