

General Optical Council

Branding guidance for providers of CPD

November 2021

General Optical Council



Contents

Introduction	2
Information about logos	3
The use of colour	4
Target audience logos	6
Domain logos	9
CPD type logos	12

1.

Introduction

CPD branding has been developed for the use of GOC approved CPD providers.

This branding guide will outline the expectations of CPD promotion for providers. Branding can help you promote your CPD to registrants and help registrants identify if the CPD is relevant to them.

2.

Information about logos

CPD branding and logos should be used by providers when promoting CPD to registrants. You can also use the logos in your CPD presentations and resources for registrants. This section will provide guidance on how to use the branding appropriately.

The logos are available to view and download from [here](#).

There are three sets of logos to use:

- target audience logos
- domain logos
- CPD type logos

3.

The use of colour

This section will outline the acceptable branding colours for CPD promotion.

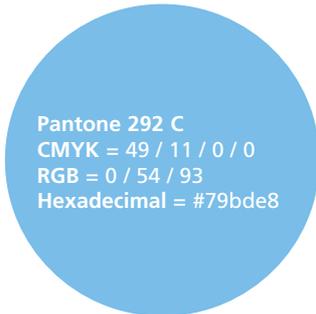
Providers will be expected to use the appropriate colour to distinguish target audience groups, unless stated otherwise.

Colours



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.



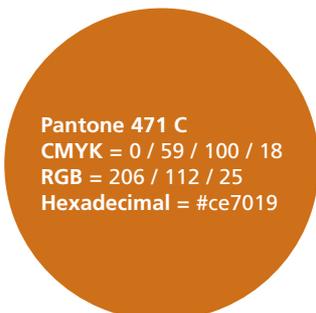
Pantone 5825 C
CMYK = 0 / 2 / 89 / 57
RGB = 131 / 121 / 29
Hexadecimal = #857a18

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 green are attributed to Specialty optometrists (AS/SP/IP)

4.

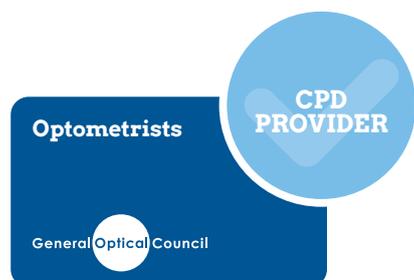
Target audience logos

Target audience logos should be used if there are specific registrant groups that the CPD is aimed at. 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 from [here](#).

Examples

Optometrists



Dispensing opticians



Contact lens opticians



Specialty optometrists (AS/SP/IP)

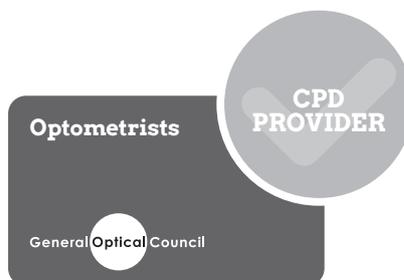
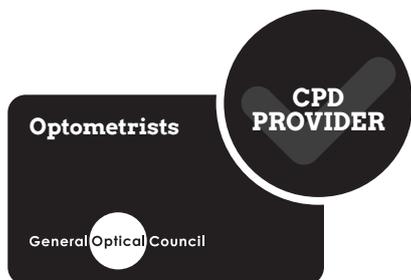


No specific audience



Examples

The Target audience logos are also available in black and greyscale versions (as shown in the examples below).



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.

A logo should be used for every domain that the CPD covers.

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

Domain logos

No defined audience

1: Professionalism



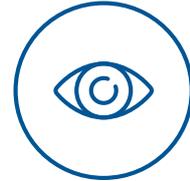
PROFESSIONALISM

2: Communication



COMMUNICATION

3: Clinical practice



**CLINICAL
PRACTICE**

4: Leadership & accountability



**LEADERSHIP &
ACCOUNTABILITY**

5a: Specialty: Contact lens optician



**SPECIALTY:
CONTACT LENS
OPTICIANS**

5b: Specialty: Optometrist (AS/SP/IP)



**SPECIALTY:
OPTOMETRIST
AS/SP/IP**

6: Addressing current risk



**ADDRESSING
CURRENT RISK**

Domain logos

Each of the Domain logos is available in a white and black option (as shown below).



6.

CPD type logos

CPD type logos are used to identify or communicate the type of CPD.

CPD type logos are available to view and download from [here](#).

CPD type logos

Interactive



INTERACTIVE

Peer review



PEER REVIEW

CPD Type logos are also available in white and black options (as shown below).



INTERACTIVE



INTERACTIVE

Contact

If you have any questions, please contact:
cpd@optical.org

General Optical Council
10 Old Bailey
London, EC4M 7NG

Telephone +44 (0)20 7580 3898
cpd@optical.org

 [@GOC_UK](https://twitter.com/GOC_UK)
www.optical.org