

# B.E.A.T.<sup>®</sup>

## HEART FAILURE

**BRAND IDENTITY GUIDELINES**

2026

The BEAT brand aims to improve the quality of life for people living with Heart Failure.



**TOGETHER  
WE'LL BEAT  
HEART  
FAILURE**

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**B.E.A.T**<sup>®</sup>  
HEART FAILURE

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# BEAT LOGO USAGE AND BRANDING



## ABOUT THE BEAT BRAND

# B.E.A.T.<sup>®</sup> HEART FAILURE

The main aim of the BEAT brand is to improve the quality of life for those living with heart failure.

Before the pandemic, we needed to get a grip on Heart Failure. However, the pandemic has complicated the Heart Failure revival due to the burden of COVID-19 and the by-product of patients with long-term conditions, particularly cardiovascular. Patients did not regularly see their doctors or nurses throughout the pandemic, creating a backlog of people waiting to be seen like we have never seen before. There is a backlog of people who have missed their regular appointments, check-ups, investigations, and treatments and those who are either symptomatic without a diagnosis or have had a diagnosis and have not had regularity and frequency in their treatment post-diagnosis.

To find out more about the brands background visit: <https://pubmed.ncbi.nlm.nih.gov/33906895/>



# INTRODUCING THE BEAT LOGO

The BEAT logo has three different variations with different straplines, the context will depend on which logo you need to use. The BEAT logo consists of two design elements; the BEAT brand name and the strapline.

The proportions and arrangement of all three logo elements have already been predetermined and should always appear as shown opposite.

When placed on a white or light grey background the logo should always appear in full colour as shown.

The BEAT logo should never be typeset, recreated or altered, which could cause inconsistencies that dilute the impact of the brand's power.

The BEAT logos are trademarked meaning you must ask for permission before use. If you would like to use the logo please contact:  
**c.j.taylor.1@bham.ac.uk** and  
**nick@pumpingmarvellous.org**

**B.E.A.T**®  
**HEART FAILURE**

**TOGETHER WE'LL**  
**B.E.A.T**®  
**HEART FAILURE**

**B.E.A.T**®  
**HEART FAILURE TOGETHER**

# BEAT LOGO CLEAR SPACE

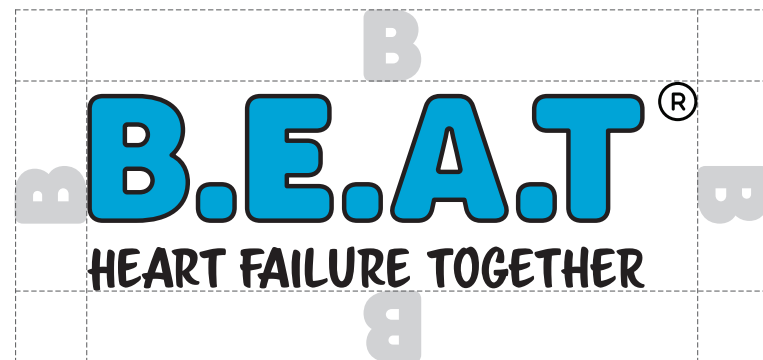
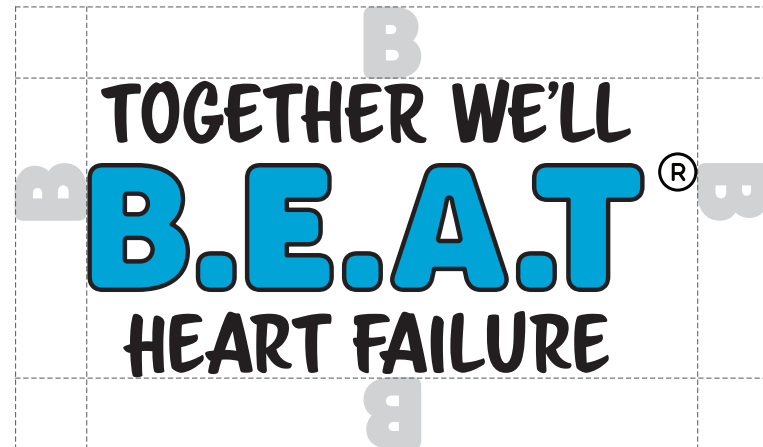
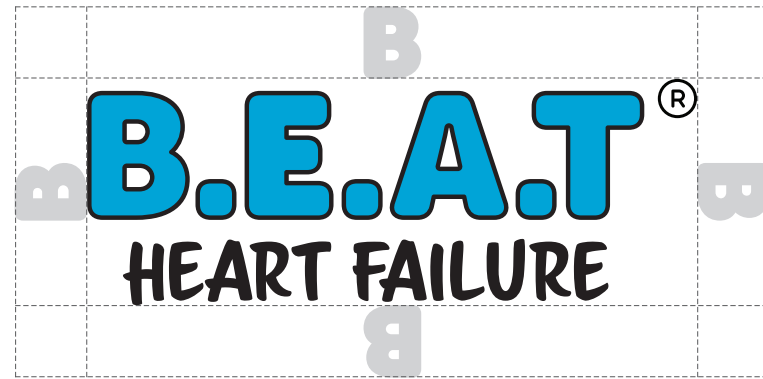
To preserve the BEAT logo's integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for the BEAT logo and the alternative versions is defined as the height of the "B" in the word 'BEAT'.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

This is the recommended minimum area, wherever possible allow more space.

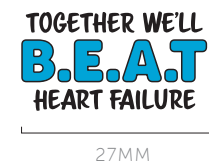


# BEAT LOGO MINIMUM SIZE

The BEAT logos retain their visual strength when scaled to a variety of sizes. However, if scaled too small the typeface becomes no longer legible.

To ensure that the BEAT logos always have a maximum visual impact, a minimum size for the logo has been determined.

There are two minimum sizes, one 'BEAT Heart Failure Together', which should be no smaller than 40mm. 'BEAT Heart Failure' and 'Together We'll BEAT Heart Failure' should be no smaller than 27mm.



# BEAT LOGO INCORRECT USES

The BEAT logos should never be altered or displayed in a way that would dilute the brand's power.

Careful consideration on how to use the BEAT logos correctly should always be considered and directed to be used as stated within this guideline document.

This page features examples of how the BEAT logos could be less authoritative by being used incorrectly.



Changing the logo colours



Stretching or squashing  
the logo

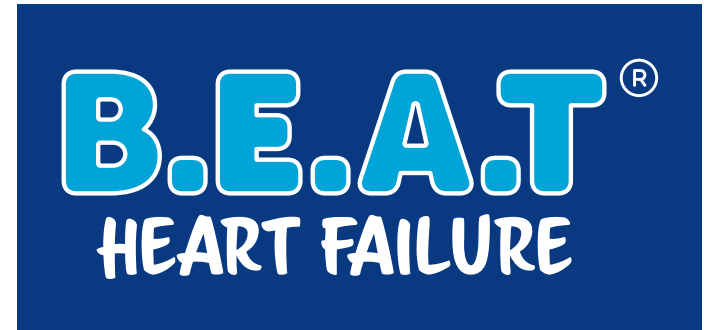
# BEAT LOGO FOR USE ON COLOUR BACKGROUNDS

There may be times when the BEAT logos are required to appear reversed out, for instance, when applied to coloured backgrounds.

When being used on the primary blue or tertiary blue coloured backgrounds, the logos type must be a single colour white. The icons can remain in their contrasting colours if preferred at the designer's discretion.

When appearing on colours outside of the brand colour palettes the full logo must always appear as a single colour white.

The examples opposite give correct procedures to consider when using the logo in this way. All three logos should be used in the same way.



# PRIMARY AND SECONDARY COLOUR PALETTES

## Primary Colour Palette

The primary colour palette consists of dark blue and light blue. BEAT dark blue colour is the dominant of the two as an expression of the brand, with the BEAT light blue being used only as an accented colour.

### PARALLEL HEARTS BLUE



**PANTONE: 2758**

C: 100 R: 19  
M: 80 G: 52  
Y: 0 B: 120  
K: 26

### PARALLEL HEARTS ORANGE



**PANTONE: 306**

C: 75 R: 0  
M: 0 G: 181  
Y: 7 B: 226  
K: 0

## Secondary Colour Palette

The secondary colour to be used is BEAT grey, which is the third colour, this is used in the gradient that will typically be behind the logo when used in situ. There is also a lighter alternative to this available.

### PARALLEL HEARTS DARK GREY



**COOL GREY 7 C**

C: 0 R: 135  
M: 0 G: 135  
Y: 0 B: 135  
K: 60

### PARALLEL HEARTS LIGHT GREY



**COOL GREY 5 C**

C: 0 R: 198  
M: 0 G: 198  
Y: 0 B: 198  
K: 30

# BRANDING & COMMUNICATION



# KEEPING A CONSISTENT IDENTITY USING A PRIMARY TYPEFACE FOR PRINT

The BEAT brand has a primary font which should be used across all print based branded material to maximise brand impact.

This font is Museo Sans Rounded which is available in various weights as demonstrated opposite.

MUSEO SANS  
ROUNDED 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

MUSEO SANS  
ROUNDED 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

MUSEO SANS  
ROUNDED 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 7 8 9 % ? : + ""

MUSEO SANS  
ROUNDED 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

MUSEO SANS  
ROUNDED 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

MUSEO SANS  
ROUNDED 1000

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

# KEEPING A CONSISTENT IDENTITY

## WEB BASED ALTERNATIVE FONTS

A web safe alternative font has been selected to keep the BEAT brand consistent on a digital platform should this be needed.

The chosen font is Open Sans and is also available in a variety of weights as demonstrated opposite.

OPEN SANS  
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

OPEN SANS  
REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

OPEN SANS  
SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 7 8 9 % ? : + ""

OPEN SANS  
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

OPEN SANS  
EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0 1 2 3 4 5 6 7 8 9 % ? : + ""

# KEEPING A CONSISTENT IDENTITY PRINT ADVERTISEMENT ELEMENTS

This is an example of a standard print advertisement for the BEAT brand. Bold titles, clean space and minimal text boxes allow maximum visual impact.

The example shown outlines key elements to consider when approaching a new design such as fonts, colour, imagery and the BEAT logo position.

It is up to the designer to use these elements at their discretion to ensure brand consistency.

## HEADLINES

Using Museo Sans Rounded 1000 for impact.

## ILLUSTRATION

Used to go alongside text, not overpower it.

## SUB TEXT

Depending on context and poster type, this can range from Museo Sans Rounded 700 - 300. The headline should still be the most impactful on the poster/leaflet.

## CONTACT

Reversed out block for brand details in the main BEAT blue colour.

GREYSCALE IMAGERY

**MARVELLOUS  
HEART FAILURE  
MASTERCLASS  
FOR NON-SPECIALISTS**

A SERIES OF ONE-DAY EDUCATIONAL  
EVENTS LED BY SPECIALISTS AND  
PATIENTS WITH HEART FAILURE

**22ND APRIL 2026**  
PRESTON NORTH END FOOTBALL STADIUM

**29TH APRIL 2026**  
THE BLUE BASE, LIVERPOOL

Learn how to personalise  
treatment and care for  
people with Heart Failure

Early detection and treatment saves lives

**EVERY BEAT BRINGS HOPE**  
[WWW.BEATHF.ORG.UK](http://WWW.BEATHF.ORG.UK)

+44 (0) 1772 796542 • [hearts@pumpingmarvellous.org](mailto:hearts@pumpingmarvellous.org) • [www.pumpingmarvellous.org](http://www.pumpingmarvellous.org) • [www.beathf.org.uk](http://www.beathf.org.uk)

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## TEXT HEAVY

### LOGO

Featured at the top of the page for impact, usually used alongside the Pumping Marvellous main logo.

### HEADLINE

Museo Sans Rounded 1000 for impact. Usually used at a much larger size when there's no illustration used.

### SUB TEXT

Museo Sans Rounded 300 is used for main body.

### QR CODE

Can't be smaller than 25mm<sup>2</sup> and text underneath this can go down to 6pt.

**Pumping Marvellous**  
The heart failure charity

**B.E.A.T.**  
HEART FAILURE

# EVERY BEAT BRINGS HOPE

01772 796542  
[www.pumpingmarvellous.org](http://www.pumpingmarvellous.org)  
[hearts@pumpingmarvellous.org](mailto:hearts@pumpingmarvellous.org)

Too many people live with worsening symptoms, waiting months for a Heart Failure diagnosis.

At the Pumping Marvellous Foundation, we believe nobody should wait that long for answers.

With advanced technology, our **BEAT to TREAT hubs** can cut diagnosis time from **6 months to just 60 minutes** — helping people get the right treatment faster, and to live longer with better lives.

Together, we can turn BEAT into TREAT.

**Help fund a BEAT to TREAT hub today — and change lives with every BEAT.**

Scan this code to donate or email [hearts@pumpingmarvellous.org](mailto:hearts@pumpingmarvellous.org) to discuss how you can help.

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## COLOURED IMAGERY

### COLOURED VECTORS

Only to be used when the background is plain. This way it doesn't clash with any colours already used.

### CHARITY NUMBER

The charity number should feature on the bottom, alongside the copyright information. This is much smaller than any of the text on the page but shouldn't be smaller than 6pt.

# HAVE THESE SYMPTOMS OF HEART FAILURE?

**B**reathlessness  
**E**xhaustion  
**A**nkle Swelling  
**T**ime to tell your GP or Nurse/  
Time for a simple blood test

FIND OUT MORE

01772 796542  
[www.pumpingmarvellous.org](http://www.pumpingmarvellous.org)  
[hearts@pumpingmarvellous.org](mailto:hearts@pumpingmarvellous.org)

**B.E.A.T.**  
HEART FAILURE

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# VISUAL IDENTITY & BRANDING THEMES



# KEEPING A CONSISTENT IDENTITY CHARACTER ILLUSTRATIONS

Character imagery for the BEAT brand is important in order to keep a clear and consistent message and theme. These can be used in conjunction with text but should never be the main feature.

GREYSCALE IMAGERY EXAMPLE



# KEEPING A CONSISTENT IDENTITY CHARACTER ILLUSTRATIONS

Coloured imagery should only be used when the background is plain or white. This is to ensure it doesn't clash with anything on the page or distract from the message.

COLOUR IMAGERY EXAMPLE



# KEEPING A CONSISTENT IDENTITY ICONOGRAPHY



HOSPITAL



DIAGNOSIS/MEDICAL HISTORY



LATE DIAGNOSIS



WAITING LIST



TESTS AND INVESTIGATIONS



ECHOCARDIOGRAM



LATE DIAGNOSIS



BREATHLESSNESS



RESULTS IN MINUTES



GP REFERRAL



BLOOD TEST



GOAL



EARLY DETECTION



IMPROVED OUTCOMES



MEDICATIONS



MEDICATION IN RELATION TO  
SYMPTOM MANAGING

# KEEPING A CONSISTENT IDENTITY ICONOGRAPHY



CARDIAC REHABILITATION



CARDIAC DEVICES



HEART VALVE SURGERY



LIFESTYLE CHANGES/  
SELF MANAGEMENT



PALLIATIVE CARE



ADULTS WITH RISK FACTORS



ECG

## ESSENTIAL ICONOGRAPHY

Usually used alongside  
contact information



EMAIL



YOUTUBE



PHONE NUMBER



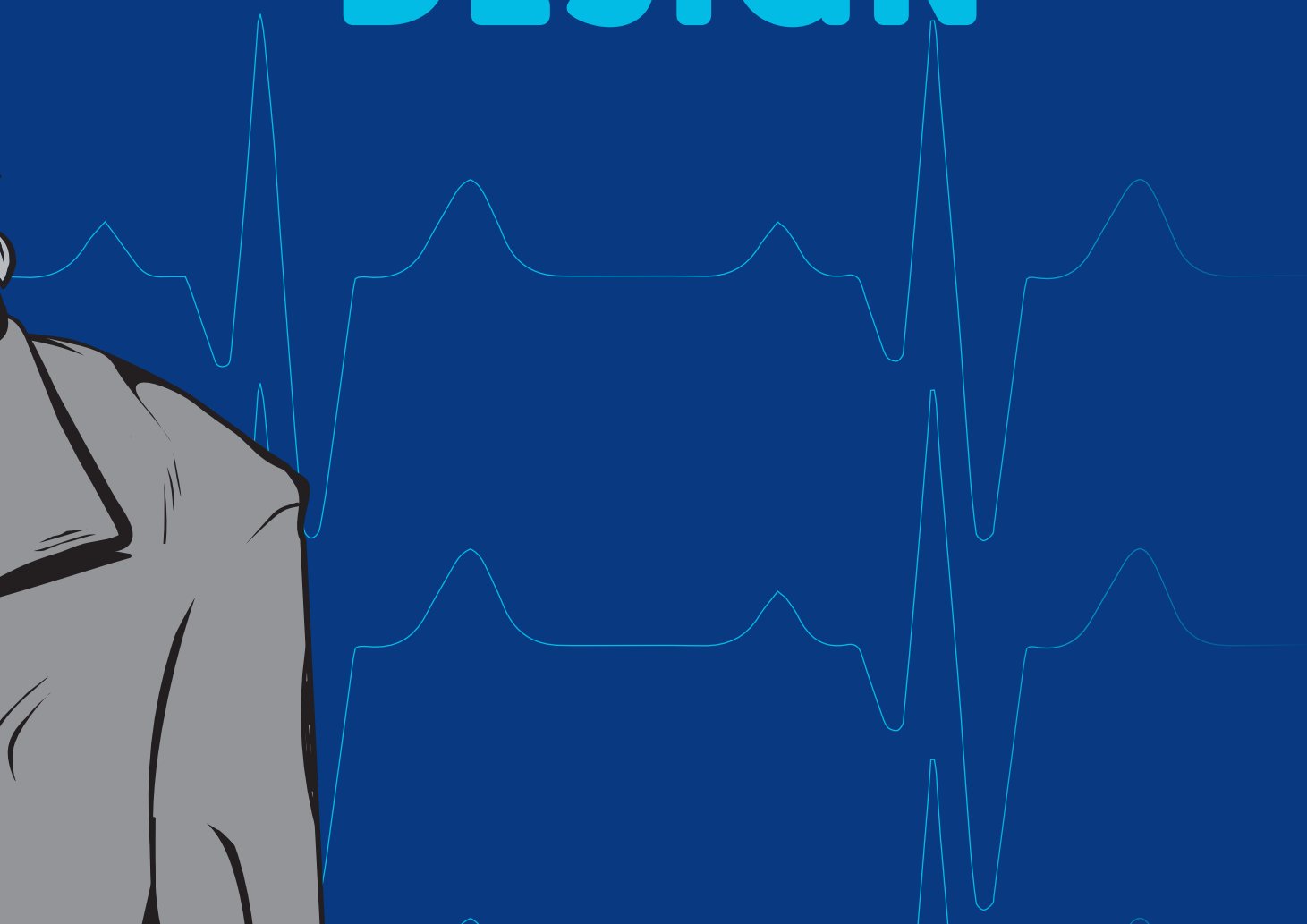
X



WEBSITE



# DIGITAL DESIGN



# KEEPING A CONSISTENT IDENTITY DIGITAL PLATFORMS

Using the same elements as the printed advertisements, previously outlined within this document, the BEAT brand can ensure it has a strong visual and consistent identity on a digital platform.

Profile picture recommendations and online advertisement examples have all been given to demonstrate how the brand elements could be used.

## PROFILE IMAGE

To maximise the brand impact when used as a profile image, the logo must take on a new icon form. If the logo was scaled down to fit in the irregular spaces provided for profile pictures, the text would become illegible and this would dilute the brand.

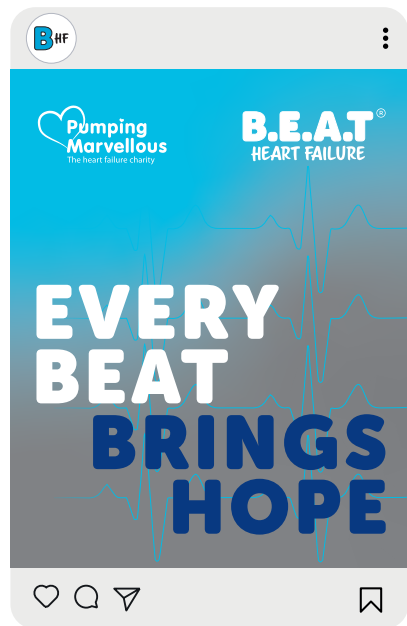
Using the 'B' of 'BEAT' and 'HF' from 'Heart Failure' enable the brand to remain strong and recognisable in a square or circular format as shown below.



# KEEPING A CONSISTENT IDENTITY DIGITAL PLATFORMS

## ONLINE ADVERTISEMENTS

Online advertisements would generally work best in a landscape format. To maintain the brand's power a colour block has been used to contain all text elements so nothing gets lost within the imagery. A greyscale image has been used for visual purposes but alternative imagery and elements can be used as stated previously at the designer's discretion.



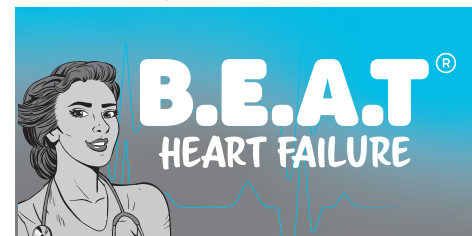
1080 x 1350px



1080 x 1080px



1280 x 628px



1080 x 1920px  
Reel/Story



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01772 796542

**[www.pumpingmarvellous.org](http://www.pumpingmarvellous.org)**

Part of the Pumping Marvellous Foundation