BDA

The Association
of UK Dietitians

Brand Guide

Contents

Who we are

Our vision

The British Dietetic Association (BDA), founded in 1936, is the professional association and trade union for the whole of the dietetic profession in Great Britain and Northern Ireland. It is the nation's largest organisation of food and nutrition professionals with over 11,000 members.

The BDA's core purpose is to be the trusted, collective voice of dietetics, dedicated to protecting, serving and advancing the interests of the BDA community, through our expert leadership in food and nutrition.

Improve the health of the UK population by: protecting and improving health and care services, developing health and social care nutrition policy, improving the impact of dietetics and promoting positive discussion on food, nutrition, wellbeing and health.

About the BDA brand

The BDA brand is made up of various elements - our logo, colours and tone of voice.

The purpose of the BDA brand is to consistently, clearly and accurately communicate the values and aims of the BDA.

Accurate implementation of the BDA brand is vital to build trust and loyalty and encourage engagement to help us achieve our aims.

For more about our tone of voice please read the BDA Style Guide or contact the BDA Communications Manager.

Brand purpose

Consistent

To build a sense of collective identity, when people read, see and hear our words and imagery – they know who we are, and we avoid misunderstanding.

Credible

What we put out is of a high standard, puts the BDA across in a positive, trusted light, and reflects the professional integrity of our membership.

Clear

When we communicate with members, the public, or stakeholders, our messages are important, so we want them to be clear and understood.

How we look

The BDA logo is the main recognised and trusted visual of the BDA brand.

The preferred way to use the logo is as shown here - blue on white.

Positioning

The BDA logo works best when positioned top left. In some instances it can appear elsewhere as shown in order of preference here.

The logo should **not** be centred.

1 BDA The Association of UK Dietitians

2 BDA The Association of UK Dietitians

3 BDA The Association of UK Dietitians
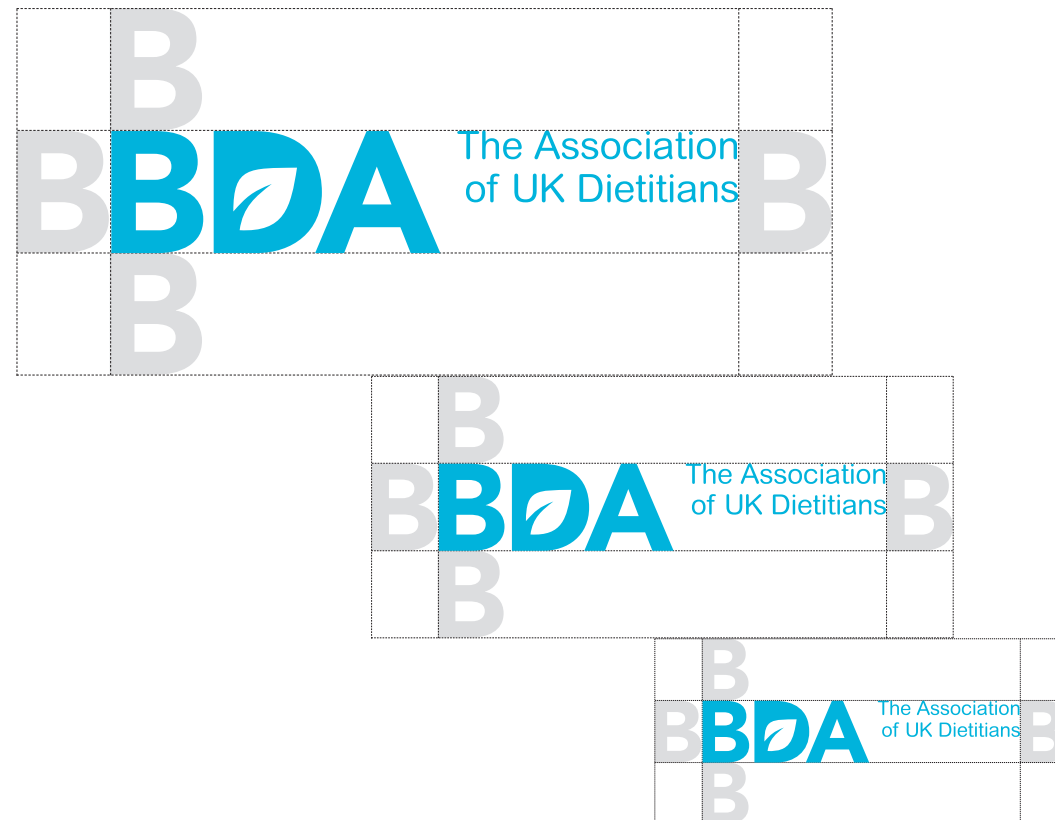
4 BDA The Association of UK Dietitians

Safe area and minimum sizing

To preserve the BDA logo's integrity, a minimum clear space or 'safe area' should be left around it. This helps isolate the logo from competing graphic elements like other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for the BDA logo is defined as the height of the "B" in the wordmark. This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

Minimum size must ensure that the descriptor alongside 'BDA' can be read.

30mm

Print
The recommended minimum size of the logo for print applications is 30mm.

170px

Online
The recommended minimum size of the logo for online applications is 170px.

Colour variants

The BDA logo should be reproduced in full colour whenever possible. White is the most effective background on which to reproduce the logo because it provides a clean, crisp contrast for the logo's colour and elements.

If colour reproduction is not available or is not a viable option, the logo should be reproduced in solid black or as a full-reverse in white on a black background.

For specific colour values to use when reproducing the logo (CMYK, RGB), please refer to Section 4.

When the BDA logo is placed on an image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

BDA The Association of UK Dietitians

CMYK or RGB logo
For use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.

BDA The Association of UK Dietitians

Black logo
For when colour reproduction is unavailable.

BDA The Association of UK Dietitians

Full reverse logo
For use on solid background colours or photography which offers sufficient contrast.

BDA The Association of UK Dietitians

What to avoid

We want people to recognise us instantly. The BDA logo is a trusted 'kitemark' and it is important that the way it appears is consistent.

Our logo should not be modified or added to in any way and should only be reproduced from the artwork files available from the BDA Design & Brand Manager.

To further illustrate this point, some of the more likely mistakes are shown to give an idea of what to avoid.

Do not typeset the logo

Do not rearrange the logo

Do not distort the logo

Do not stretch the logo

Do not change proportions of logo elements

Do not colour the logo

Do not add gradients or patterns to the logo

Do not place the logo inside squares, rectangles or lozenges

Fonts

Typography is an important part of our visual identity. Our main typeface (font) is Frutiger, known for its modern appearance and legibility at various angles, sizes, and distances.

You will see Frutiger used in BDA membership materials and on other BDA communications.

The Arial font is our secondary typeface, is widely available and should be used in cases where Frutiger is unavailable.

When producing Word documents and Powerpoint presentations you will need to use Arial.

As a guide for Word documents use:

14pt Header
12pt subhead
11pt regular body copy

Aa Aa

Frutiger LT Pro 65 Bold
in 224pt

Frutiger LT Pro 45 Light
in 95pt

Aa Aa

Arial Bold
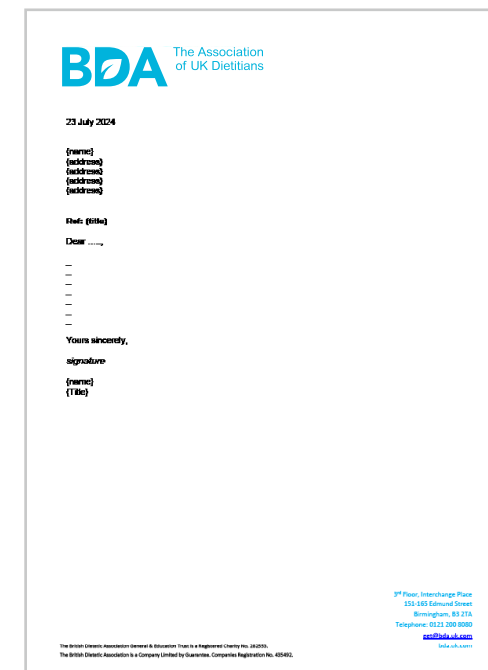in 224pt

Arial Regular
in 95pt

Branded templates

Templates are available in Word or Powerpoint, with the correct placement of the logo, colour and font in an appropriate layout.

The main BDA logo is protected for association use only.

Members are permitted to use the appropriate BDA member logo which can be downloaded at bda.uk.com/memberbenefits

If you have a query about logo use, or have seen an instance of what you believe to be incorrect use of the BDA logo please email details to the Design and Brand Manager in the first instance.

BDA The Association of UK Dietitians

Title Text Here and Here

BDA Member logos - updated annually, available to download on BDA website
bda.uk.com/memberlogo

BDA The Association of UK Dietitians

Full Member
2026

Our primary colour

The main BDA colour is PMS* 312, a bold, confident tone of blue. It represents authority and professionalism.

PMS 312
CMYK: 88, 0, 11, 0
RGB: 0, 179, 220
HTML: 00B3DC
RAL# 5018

*PMS refers to Pantone Matching System, a numbering system for solid colours reproduced in traditional printing. CMYK is a conversion for digital printing. RGB/HTML and 'Hex' for screen reproduction and RAL is an alternative number system for accurate colour reproduction.

Other colours in the palette

Primary colour

PMS 312
CMYK: 88, 0, 11, 0
RGB: 0, 179, 220
HTML: 00B3DC
RAL# 5018

Secondary colours
Muted

PMS 307
CMYK: 100, 45, 16, 1
RGB: 0, 114, 177
HTML: #0072B1

PMS 3272
CMYK: 100, 0, 47, 0
RGB: 0, 170, 158
HTML: #00AA9E

PMS 116
CMYK: 0, 15, 100, 0
RGB: 255, 200, 45
HTML: #FFC82D

PMS 381
CMYK: 25, 0, 98, 0
RGB: 204, 226, 38
HTML: #CCE226

PMS 368
CMYK: 65, 0, 100, 0
RGB: 91, 191, 33
HTML: #5BBF21

PMS 341
CMYK: 80, 7 ,62 ,16
RGB: 0, 147, 116
HTML: #009374

PMS 355
CMYK: 100, 0, 91, 6
RGB: 0, 158, 73
HTML: #009A3D

Secondary colours
Bright

PMS 255
CMYK: 51, 91, 0, 34
RGB: 126, 49, 123
HTML: #7E317B

PMS Magenta
CMYK: 0, 100, 0, 0

PMS 151
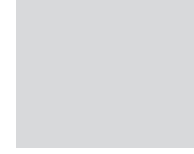CMYK: 0, 50, 100, 0
RGB: 248, 148, 36
HTML: #F89424

Accents
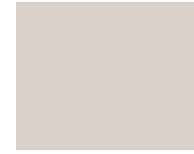
PMS Warm Grey 3
CMYK: 0, 4, 8, 17
RGB: 216, 208, 199
HTML: #BFB8AF

PMS Warm Grey 6
CMYK: 14, 19, 21, 39
RGB: 165, 156, 148
HTML: #A59C94

PMS Cool Grey 3
CMYK: 8, 5, 7, 16
RGB: 200, 201, 199
HTML: #C8C9C7

PMS Cool Grey 10
CMYK: 40, 30, 20, 66
RGB: 99, 102, 106
HTML: #63666A

BDA Trade Union

The BDA Trade Union is a sub-brand of the BDA Brand.

It shares the same vision and core purpose as the BDA 'parent' brand but has its own visual identity to seperate and elevate union-specific communications to Trade Union Reps, the wider BDA membership, the public and stakeholders.
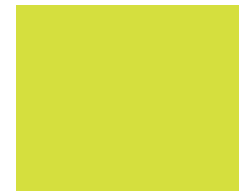
BDA Trade Union Logo

Secondary Colours *(from the BDA Brand Colour Palette)*

PMS Magenta
CMYK: 0, 100, 0, 0

PMS 381
CMYK: 25, 0, 98, 0
RGB: 204, 226, 38
HTML: #CCE226

PMS Cool Grey 10
CMYK: 40, 30, 20, 66
RGB: 99, 102, 106
HTML: #63666A

BDA Events

BDA Events is a sub-brand of the BDA Brand.

It has its own visual identity made up of a series of icons and straplines to communicate BDA events, learning activities and courses.

Events Colour Palette

Events Blue
CMYK: 53, 0, 16, 0
RGB: 126, 203, 218
HTML: #7ecbda

Events Green
CMYK: 55, 0, 60, 0
RGB: 131, 194, 132
HTML: #83c284

Events Yellow
CMYK: 13, 0, 92, 0
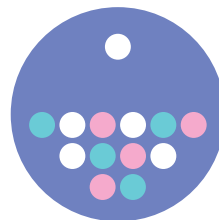RGB: 237, 227, 10
HTML: #ede30a

Events PINK
CMYK: 0, 41, 0, 0
RGB: 245, 179, 210
HTML: #f5b3d2

Events Purple
CMYK: 60, 47, 0, 0
RGB: 118, 132,193
HTML: #7684c1

BDA Events icons

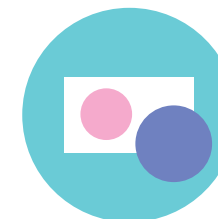AGM &
Elsie Widdowson Lecture

Research Symposium

Awards

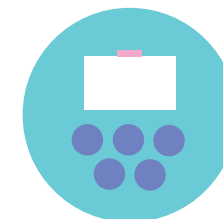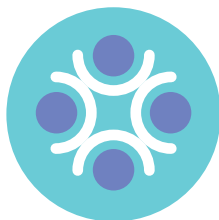Education & Workforce Forum

Webinar
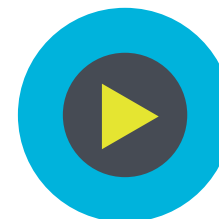
Commercial Webinar
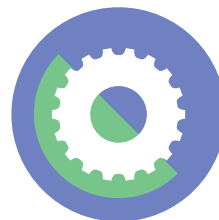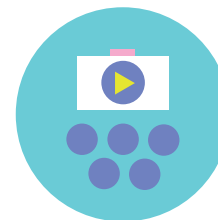
E-Learning

Classroom Course

Four Countries

Career Skills

Virtual Classroom Course

Straplines

BDA EVENTS » GET INSPIRED

BDA EVENTS » GET TOGETHER

Imagery

Just as important as the BDA colours and graphic language, is the imagery we use in our communications.

Dietitians interact with the public, stakeholders and the media on a daily basis and our photography should aim to communicate accurate representation of our messages in a straightforward, positive and engaging manner.

We should ensure that any images used look natural, and where stock photography is used, be wary of overused concepts, general 'lack of believability' and clichés.

If in doubt contact the BDA Design and Brand Manager who can supply a suitable stock image or an image from the BDA image library.
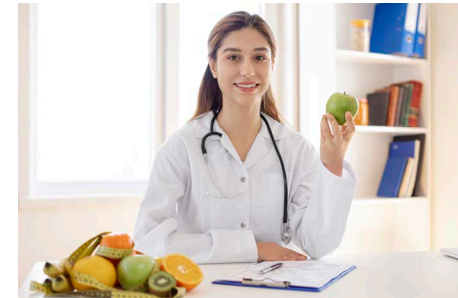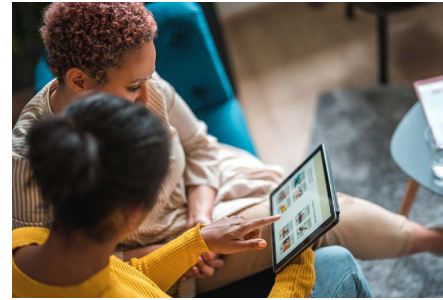
As a general rule, PNG files reproduce well for graphics and photography and JPG reproduces better for photography, not graphics.

Icons and infographics

Incorporating icons to graphics and layouts helps communicate an idea or concept. This is especially useful if appropriate imagery for a particular subject matter does not exist or is difficult to source.

Icons and infographics should follow the principles of 'flat design'.

That is:

- No drop shadows
- Avoid clipart - it looks unprofessional
- Use solid colours only - avoid gradients
- Keep it simple and crisp

Keeping to one style keeps visuals consistent.

Variation on the brand for specialist areas and regions
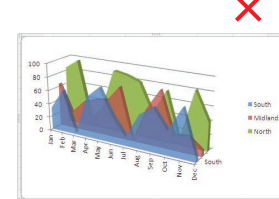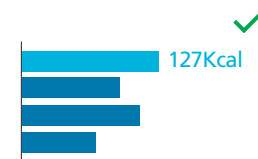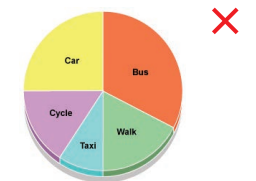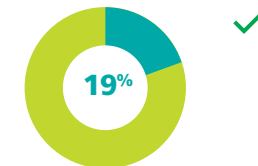
Specialist groups and branches represent the specialist areas and regions of BDA members.

Each has been assigned its own logo, colour and icon.

The logos may be used on documents that the specialist group or branch has produced for its members, or materials that are co-produced and co-branded with other organisations, with prior approval from the BDA office.

Reproduce the logos in full colour on a white background where possible.

Maintain a minimum clear space or safe area around the logo to help isolate it from competing graphic elements like other logos, copy, or photos. Logos should not be modified, changed or added to in any way.

BDA The Association of UK Dietitians

Neurosciences

Specialist Group

This shows the group is part of the BDA

This describes the specialism (or region for branches)

This describes the relationship to the BDA

*Always use the full name when writing eg. BDA Neurosciences Specialist Group (avoiding acronyms). For more information on language and how we sound, see the BDA Style Guide.

Avoid placing the logo centrally on the page - if it appears on its own, top right is best. The example shown above is based on size and positioning at the top of an A4 sheet size.

The ideal minimum clear space is shown above as the size of the circle in the logo. This should be maintained where possible when the logo is proportionally enlarged or reduced in size.

BDA The Association of UK Dietitians

West Scotland

Branch

This shows the branch is part of the BDA

This is the regional branch name

This describes the relationship to the BDA

Colours and icons

Each specialist group has its own icon and colour. These appear on the main specialist group logo and are used as visuals for social media and other communication purposes where the full logo isn't needed.

Further information about specialist group and branch branding is available on the BDA Volunteer Hub at: bda.uk.com/volunteers or contact the BDA Volunteer Manager.

Advanced Practice

Pantone: N/A
CMYK: 28, 98, 29, 18
RGB: 163, 27, 91
HTML: A31B5B

Cardiovascular

Pantone 1945C
CMYK: 0, 74, 45, 31
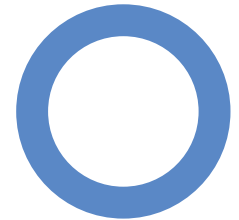RGB: 180, 77, 84
HTML: #b44c53

Critical Care

Pantone 661C
CMYK: 100, 75, 0, 6
RGB: 0, 53, 148
HTML: 003594

Cystic Fibrosis

Pantone: 381
CMYK: 25, 0, 98, 0
RGB: 204, 226, 38
HTML: CCE226

Diabetes

UFD Blue
CMYK: 66, 40, 0, 0
RGB: 92, 137, 199
HTML: 5C89C7

First Contact

Pantone:N/A
CMYK: 77, 7, 55, 0
RGB: 24, 166, 139
HTML: 18A68B

Food Allergy

Pantone 152C
CMYK: 0, 66, 100, 0
RGB: 229, 114, 0
HTML: E57200

Food Services

Pantone 137C
CMYK: 0, 41, 100, 0
RGB: 255, 163, 0
HTML: FFA300

Freelance Dietitians

Pantone 7477C
CMYK: 86, 29, 21 ,67
RGB: 36, 76, 90
HTML: 244C5A

Gastroenterology

Pantone 355C
CMYK: 91, 0, 100, 0
RGB: 0, 150, 57
HTML: 009639

HIV Care

Pantone 199C
CMYK: 0, 100, 72, 0
RGB: 213, 0, 50
HTML: D50032

Industry

Pantone: N?A
CMYK: 0, 71, 79, 0
RGB: 255, 102, 51
HTML: FF6633

Maternal & Fertility

Pantone: N/A
CMYK: 37, 60, 2, 0
RGB: 173, 120, 176
HTML: AD78B0

Mental Health

Pantone 666C
CMYK: 36, 39, 2, 5
RGB: 161, 146, 178
HTML: A192B2

Neurosciences

Pantone Mag 90%
CMYK: 0, 90, 0, 0
RGB: 232, 48, 138
HTML: E73089

**Optimising
Nutrition Prescribing**
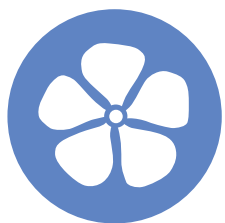Pantone: N/A
CMYK:71, 50, 35, 21
RGB: 58, 101, 131
HTML: 3A6583

Obesity

Pantone 320C
CMYK: 96, 0, 31, 2
RGB: 0, 156, 166
HTML: 009CA6

Older People

Pantone 255C 80%
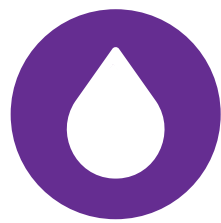CMYK: 52, 84, 16, 3
RGB: 142, 66, 129
HTML: 8E4281

Oncology

Pantone 2718C
CMYK: 65, 45, 0, 0
RGB: 92, 136, 218
HTML: 5C88DA

Paediatric

Pantone 368C
CMYK: 65, 0, 100, 0
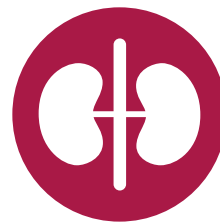RGB: 120, 190, 32
HTML: 78BE20

**Parenteral and
Enteral Nutrition**
Pantone: N/A
CMYK: 75,100, 0, 0
RGB: 102, 36, 131
HTML: 662483

Public Health

Pantone 222C 80%
CMYK: 35, 77, 38, 27
RGB: 141, 68, 92
HTML: 8D445C

Renal Nutrition

Pantone 1945C
CMYK: 5, 100, 55, 28
RGB: 166, 9, 61
HTML: A6093D

Sports Nutrition

Pantone Warm Red C
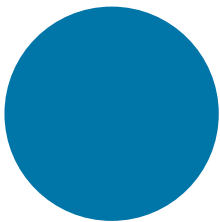CMYK: 0, 83, 80, 0
RGB: 249, 66, 58
HTML: F9423A

Sustainable Diets

Pantone: N/A
CMYK: 86, 36, 17, 3
RGB: 0, 128, 175
HTML: 239ECD

Branch icons

Each regional BDA Branch has its own icon set in BDA Pantone 307 Blue.

Further information about use of branch branding is available from the BDA Volunteer Manager or on the BDA Volunteer Hub at bda.uk.com/volunteers

Blue for branches

PMS 307
CMYK: 100, 45, 16, 1
RGB: 0, 114, 177
HTML: 0072B1

Yorkshire
Tudor Rose

London
River Thames

East England
King's College Cambridge

South East England
Cliffs of Dover

East Midlands
Peak District

North East England
Angel of the North

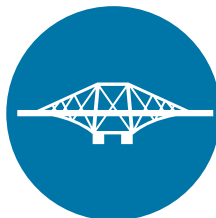**West Midlands**
Iron Bridge

South West England
Stonehenge

North West and North Wales
Snowdon
Yr Wyddfa

Glasgow and West of Scotland
Squinty Bridge

East Scotland
Forth Bridge

South Wales
Castel Coch

Northern Ireland
Giant's Causeway

Further information and help

For further information
please contact the
Design & Brand Manager

Billie-Jane Burch
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