

# Breaking through

Our brand book

March 2023



# A brand fit for the future

Our new brand covers every aspect of what we do, from how we look to how we communicate. It's not just a 'lick of paint', it's a strategic shift that reflects our changing priorities.

From a focus on heritage to a more forward-looking organisation, ready for the challenges of the 21st century.

From an organisation that just represents the profession to one that proudly leads, with a stronger voice.

From a sometimes inward-looking organisation to one that is proudly and actively inclusive, welcoming and supporting new generations of occupational therapists so that we truly reflect our diverse society.

From an organisation that has often focused on the practise of occupational therapy to one that celebrates its outcomes – the life-changing results we are able to achieve for people and society.

Our new brand is essential to achieving our vision for people everywhere to value the life-changing power of occupational therapy.

**Steve Ford**  
RCOT Chief Executive



# Brand, and why it matters



Every organisation has a brand – you can think of it as the thoughts and feelings that come to mind when people hear our name or see our logo. That brand is built and reinforced by everything we say and do.

A brand that's recognised, understood and cared about, can be a huge asset for an organisation. It can mean more people want to work there, more people commission its services, and more people will listen to what it has to say.

For RCOT, a strong brand means we can grow the understanding of occupational therapy, attract more people to the profession, and help more people get the life-changing therapy they need.

So a strong brand isn't a nice-to-have – it's an essential, especially if we're going to realise the true potential of occupational therapy to increase wellbeing right across our society.

This book tells you everything you need to know about our new brand – how it was created, what it consists of, and how to use it.

# Why we've changed

**Because brand is so important, changing a brand's identity is a big decision. As well as the time and expense, there's the risk of losing the recognition you have built up over years. So it's not a process to embark on lightly.**

However, in 2018 when we first reviewed our brand it was clear that the existing identity wouldn't support our goals.

And this was backed up by what our members and other important audiences were telling us. They perceived RCOT as professional and trustworthy, but also old-fashioned, distant and traditional.

It was clear that if we didn't change, we risked becoming less relevant to future generations of occupational therapists, to those who commission occupational therapy, and to society as a whole.

The decision to refresh the brand identity was taken by the board in 2019 and aimed to develop a new identity aligned closely to our future ambitions. Colleagues, members and other critical audiences were consulted throughout the process.

And in 2021 when we developed our new vision and strategy it reconfirmed how essential our new brand would be to achieving our ambitions for RCOT and the profession.

All of which gives us confidence that changing was the right thing to do – and that the changes we've made are the right ones.





Who we are

# Our purpose

An organisation's purpose sums up why it exists and what it's here for. It gives focus to both decisions and our communications.

Our new purpose reminds us to focus on the impact of what we do. The changes we help to achieve – for our members, for the people they work with, and for society as a whole. And the lasting, positive effect of those changes.



# For the breakthroughs that elevate everyday life



# Our manifesto

Our manifesto sums up the spirit of RCOT. It's not an external message. Rather, it's inspiration for everything we do and say. It helps to capture the positive, dynamic, and deeply human spirit of occupational therapy.



## For the breakthroughs that elevate everyday life

We see beyond diagnoses and limitations to hopes and aspirations.

Because at the Royal College of Occupational Therapists, we power breakthroughs for everyone. And we mean everyone. That's our members, the people they help, and society at large. So whether you're finding ingenious ways to help someone do what they love or carrying out valuable research, you're part of something truly special. We think differently, leading the way forward to more fulfilling lives.

Ready for the next breakthrough?

It's time to show the world the true power of what we do.



## Our purpose, explained

# For the breakthroughs that elevate everyday life

Breakthroughs are common to so many areas of occupational therapy and the RCOT's work. RCOT's research helps to achieve **breakthroughs** in how occupational therapy is performed and perceived. RCOT's professional support helps members achieve career **breakthroughs**. And most importantly, occupational therapy helps people achieve **breakthroughs** in their lives.

Through **breakthroughs** – moments of significant and lasting change – we celebrate the outcomes of our work, not just the expertise that goes into it. This helps policy-makers, potential members and wider society understand the value of occupational therapy.

We want them to know just how much it can **elevate** people's lives – by having a profound impact on how they feel about themselves and their place in the world.

Finally, the focus on **everyday life** shows how our work reaches into all sections of society, to work with people wherever they are. It communicates the diversity and relatability of our members, the people they work with, and the work they do.



# Communicating our purpose

When it comes to bringing our brand to life through communications, it's helpful to have a shorthand – a 'brand idea'. It's a shorter, simpler and more memorable expression of our purpose that should act as a guiding principle for our communications – both how they look and how they sound.

RCOT's brand idea is:

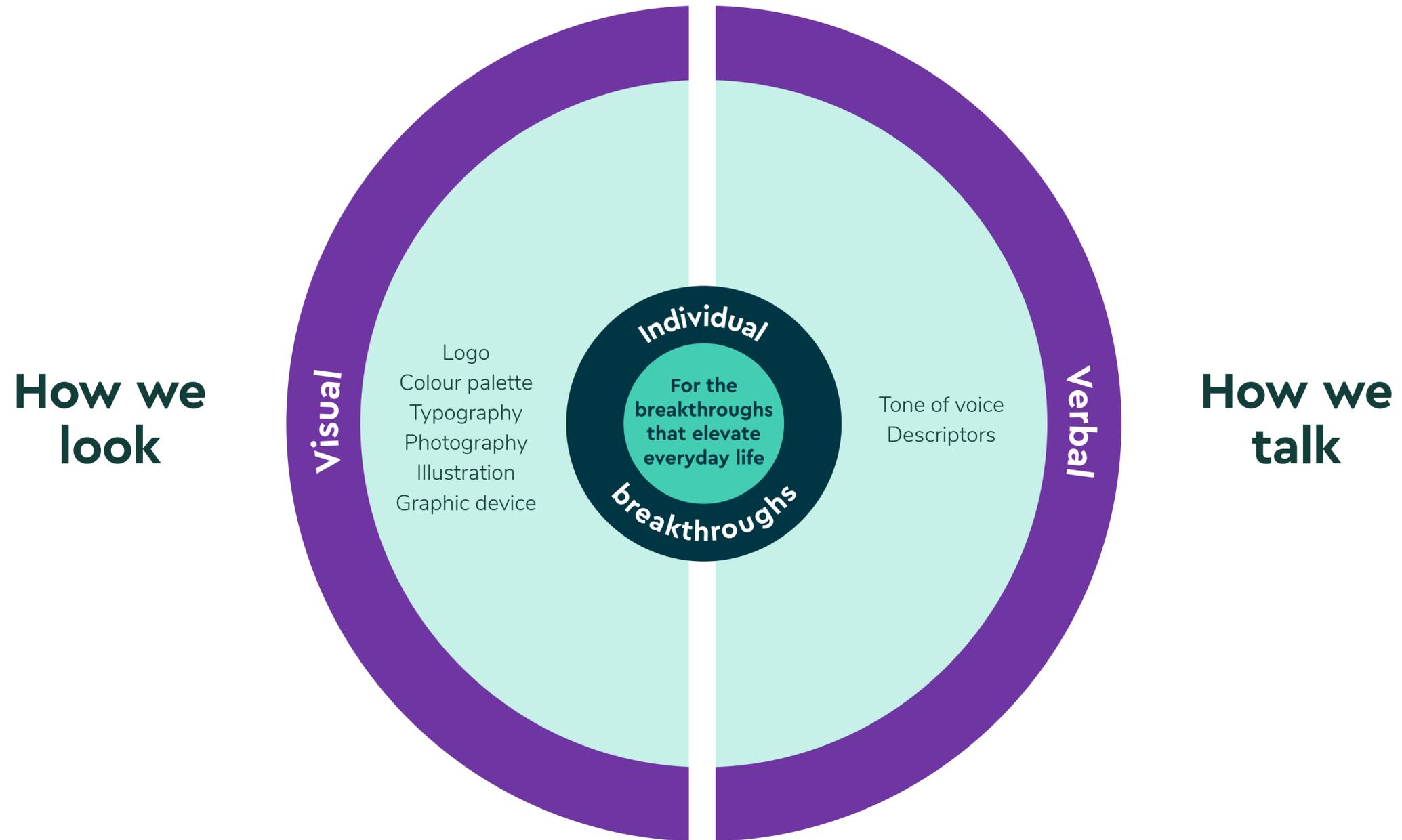
## Individual breakthroughs

As you go through this brand book you'll see how everything, from photography to illustration to graphic devices to language, is rooted in this simple idea. And whatever you do going forward, should reflect it too.



# Individual breakthroughs

# Brand wheel



# How we describe ourselves

When people ask you what you do, it helps to have an answer at the ready. And the same goes for RCOT. These descriptors should be used as external messaging across our communications, especially to those who don't know us well. Think of them as a consistent way to introduce ourselves.

## Short (for a social media bio or an email footer)

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RCOT is the organisation that champions occupational therapy.

## Medium (for a presentation or a poster)

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We're RCOT, the Royal College of Occupational Therapists. We champion occupational therapy. We're here to help achieve life-changing breakthroughs – for our members, for the people they support and for society as a whole.

## Long (for a report or a press release)

We're RCOT, the Royal College of Occupational Therapists. We've championed the profession and the people behind it for over 80 years; and today, we are thriving with over 35,000 members\*. Then and now, we're here to help achieve life-changing breakthroughs for our members, for the people they support and for society as a whole.

\* To be updated with latest figure

# Occupation at the heart

A key aspect of our new visual identity is that it proudly places 'occupation' at the centre. While in the past we've perhaps shied away from explaining why occupational therapy is different, today we're prouder than ever of the way we change lives by doing.

It all starts with Occupation. That's why the 'hero O' is the most prominent part of our logo. As a graphic device it holds photography and illustration to show how we help people achieve breakthroughs, overcoming whatever's holding them back. Like occupation itself, it's all encompassing, transformative and powerful.

Putting the hero O at the heart of our brand helps us be synonymous with occupation. It helps occupation be better understood. And it helps show the pride in our profession that our members expect to see from us.



# The spirit of the Phoenix

Since the 1930s the Phoenix, embodying the principle of regeneration, has been used as a badge for occupational therapists.

However, our research showed that while the Phoenix was a symbol of pride for many RCOT members, it carried little meaning for external audiences. And worse, it reinforced the perception that RCOT was somewhat elite and backwards-looking – rooted in history, not the present and the future.

So, while the spirit of regeneration lives on, our brand has shifted away from the Phoenix as a symbol.

To move forward, we took inspiration from the 1950s version of the badge, where the Phoenix is 'breaking through' the shield shape – symbolising how occupational therapy helps people overcome their challenges to do the things they need to, want to, and love to.

This helps us to refocus on what matters most – the positive outcomes we achieve for the people we work with.

Our new identity retains this spirit of regeneration throughout, but it's more rooted in real life. And most importantly, it's more accessible to people from all backgrounds and walks of life.



Royal College of  
Occupational  
Therapists



**RCOT** Royal College of  
**Occupational  
Therapists**

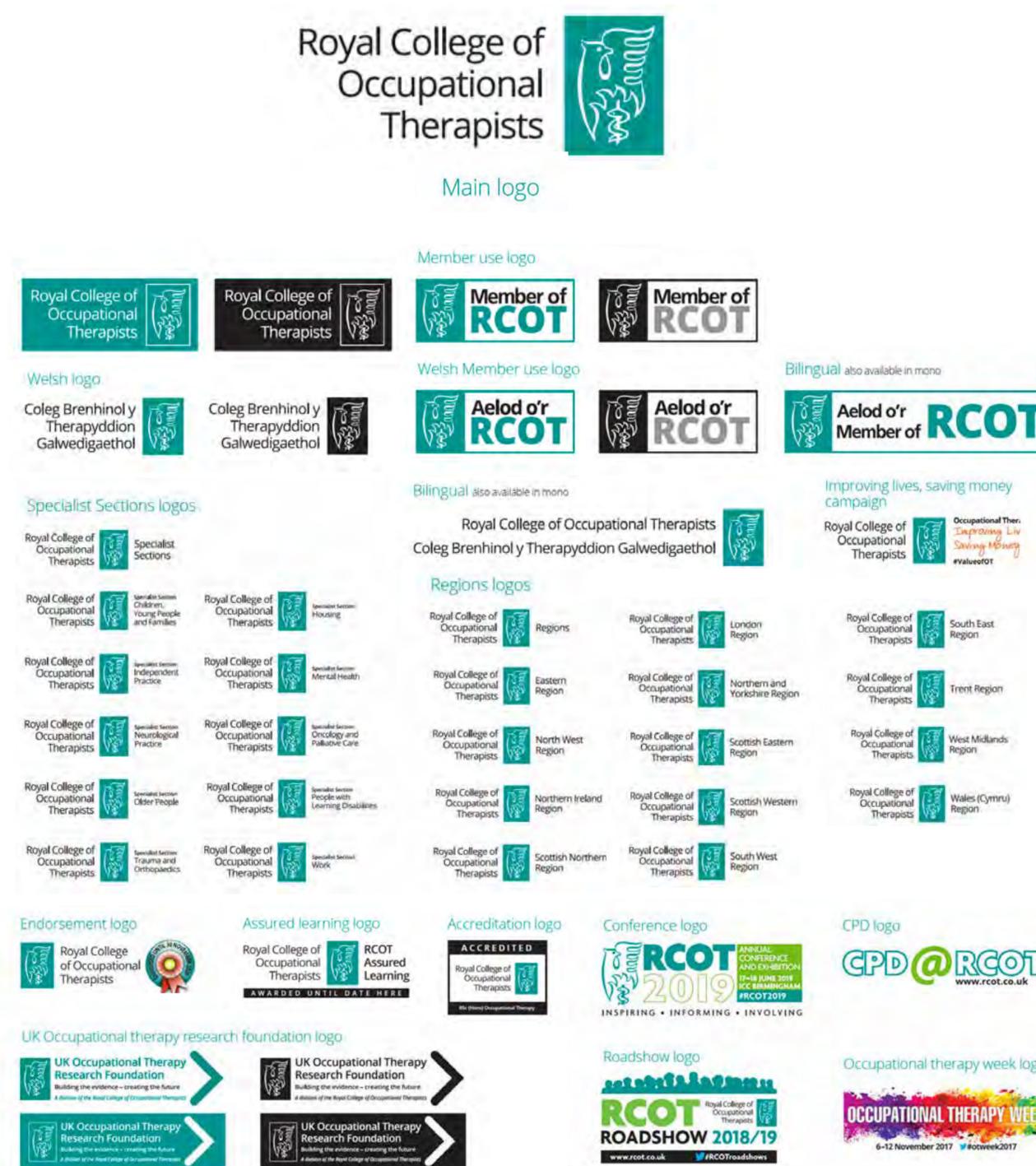
# Making sense of complexity

A key aspect of our new identity is the drive to simplify how we look and communicate.

Over time we'd built up a complex identity with many different logos and visual devices to represent different teams and initiatives. While this can help to communicate individual priorities, the overall effect makes the organisation seem more complex than it is, and to undermine trust and recognition.

If we're going to speak with a stronger voice, we also need to speak with one voice. And that's why the new visual identity reduces the need for additional sub-brands and logo versions.

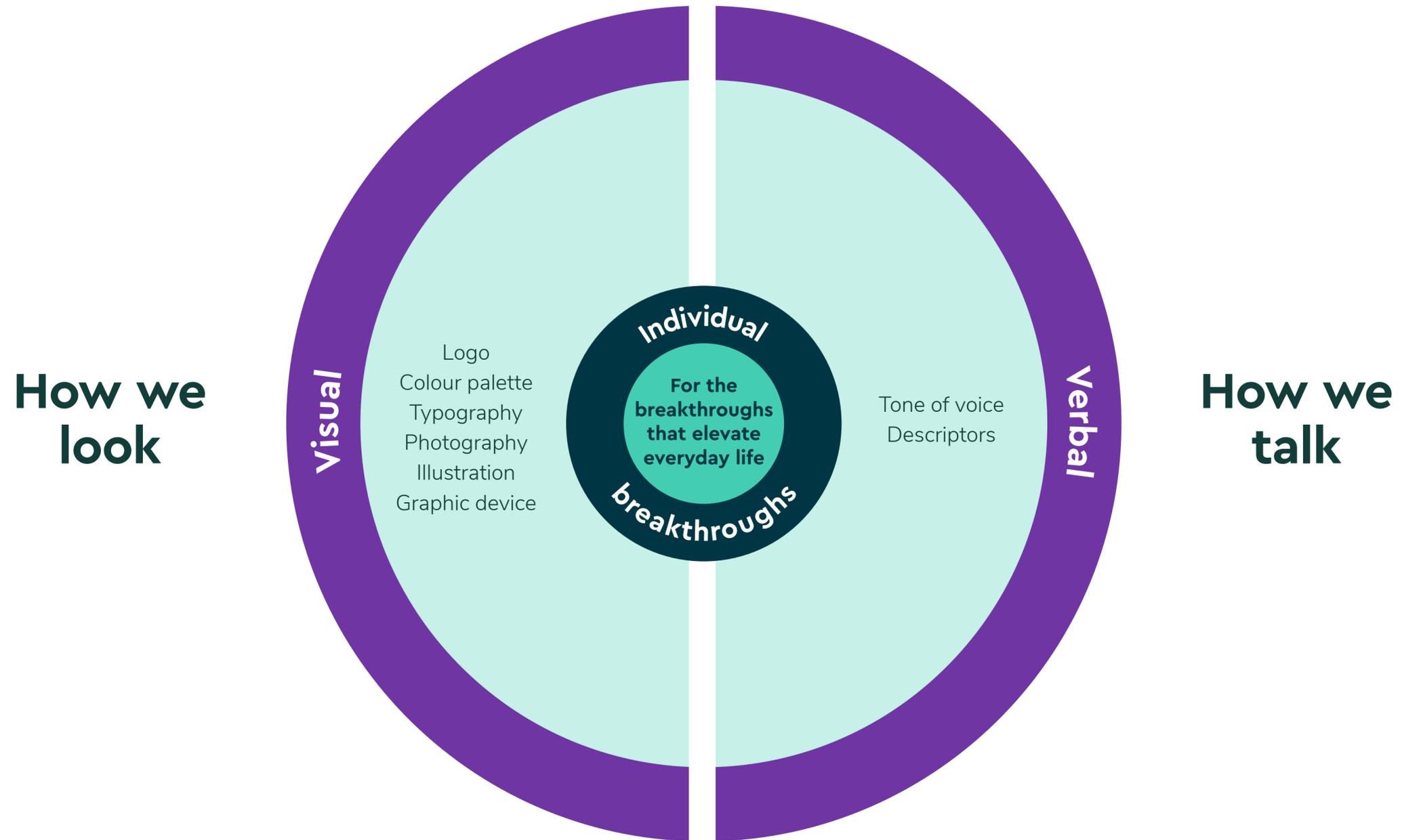
## Before



## After



# How we talk



# What is tone of voice?

We all make choices when we write and speak. We choose one word over another, we put them in a particular order, choose longer or shorter sentences. Most of the time we make these choices without thinking, because speaking and writing are what we do naturally.

But when we write for a brand like RCOT, it helps to have guidance so that we can make those choices consistently, in a way that makes us sound similar everywhere. Of course, our tone of voice will always change to an extent depending on who we're speaking to – just as in real life. For instance, we might write more formally for a policy audience than we would for potential members.

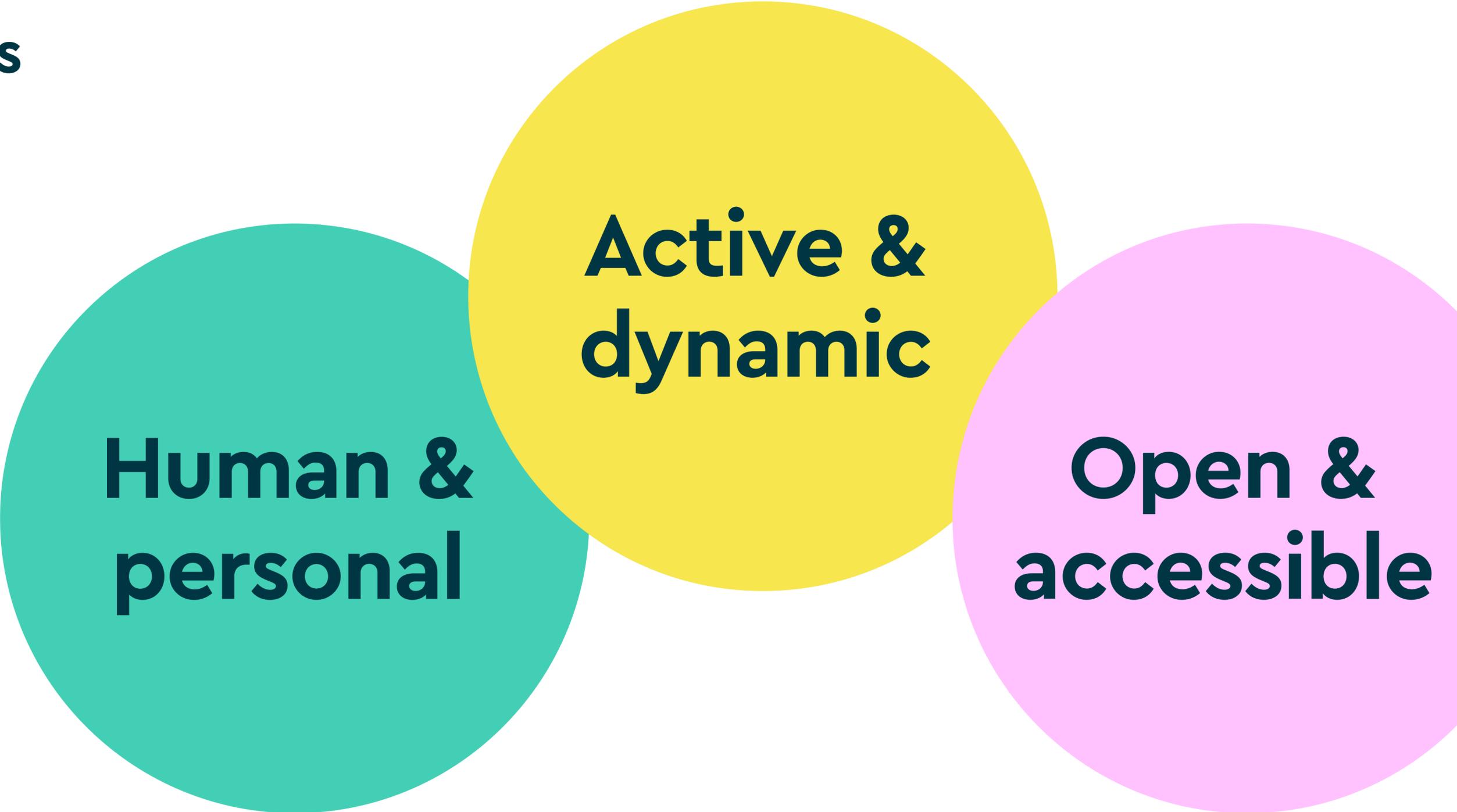
Nevertheless, by following our tone of voice principles you'll help all our communications sound more consistent – from a tweet to a poster, from a policy report to a piece of signage. And because they've been developed from the same foundations, they'll complement our visual identity too.



# Our tone of voice principles

These principles should apply across everything we write. They're here to help us make consistent language choices. And they'll help us convey the positivity and humanity at the heart of occupational therapy. So try and keep them in mind whenever you write for RCOT.

On the following pages you'll find more guidance on how to use them.



**Human & personal**

**Active & dynamic**

**Open & accessible**

# Human & personal

### What

We celebrate the names, lives and unique strengths and challenges of our team, our therapists and the people we work with. We use names, quotes and personal stories to showcase our connection to and respect for real lives in all their richness.

### How

Use personal words like we and you to demonstrate a connection and make people feel seen and heard.

### Why

Occupational therapy is much more human-centred than other health professions. We don't see bodies or minds, we see people, as whole humans, existing within their world. So being more human & personal in how we write will help us stand out.

# Active & dynamic

## What

We show what we're doing so that we own our actions and celebrate the impact they make.

## How

Verbs add energy and impact. Favour action rather than description ('Therapists transform lives' rather than 'Therapists effectively use state-of-the-art treatments'). Favour doing words rather than labels ('manage' is better than 'management'). And avoid the passive voice (the green squiggle in Word) by taking ownership of the action ('a diagnosis was made' - 'we diagnosed').

## Why

Occupational therapy is about doing. Tasks. Activity. Work. Movement. The more active we make our language, the closer we bring it to the real-life experiences of occupational therapists and the people they work with.

Doing words are often more persuasive and energising too – they activate the parts of the brain connected with activity rather than thinking or analysing. And they're usually shorter, which is a bonus.

# Open & accessible

## What

We should use natural, everyday language as standard. We want more people to read about it, understand it and value it.

The exception to this is of course when writing in a strictly academic, policy or technical context. But even then, simpler is often better.

## How

English often has more than one word for the same thing. Try to pick the simpler, shorter choices. Use 'so' rather than 'therefore'; and 'because' not 'consequently'. Make sentences shorter too. It's better to have a few short sentences than one long one with lots of clauses.

## Why

We want our profession to be as open as possible to people from all walks of life. Technical language can make us look clever, but also cold and elitist. Meanwhile, readers are more likely to trust and believe those who write in clearer, simple, everyday language – even when they're experts.

# Tone of voice examples

## Key

human

active

open

## Before

The e-newsletter has been updated to a new, more engaging design, with clearer calls to actions for recipients.

We've also refined the content within the newsletter, to make it more concise, with clearer links to the website to find out more about the latest news, actions, and resources.

All RCOT members will receive the newsletter, but anyone can sign up today, so please encourage your friends and colleagues to sign up too.

## After

We've redesigned the newsletter to make it easier to read, with clearer signposts to what you can do.

We've made the articles shorter too, with more links to things you can read, do, and use to change lives in your practise.

If you're an RCOT member you'll already get the newsletter. If you're not, sign up today. And if you know someone else who'd find it useful, get them to sign up too.

# Tone of voice examples

## Key

human

active

open

## Before

An occupational therapist's job role is to help people of all ages overcome the effects of disability caused by illness, ageing or accident so that they can carry out everyday tasks or occupations.

An occupational therapist will consider all of the service user's needs – physical, psychological, social and environmental. This support can make a real difference giving people a renewed sense of purpose, opening up new horizons, and changing the way they feel about the future.

## After

As an occupational therapist you help people affected by age, illness or accident to do the everyday things that are important to them. Whether they're adults or children, you help them do what they need to do, have to do or just want to do.

You think about the whole person, and their physical, psychological, social and environmental needs. What you do can change their lives – helping them find their purpose again, open up their lives and change how they feel about the future.

# Organising what we say

Usually, there are a range of people taking in what we say, with different needs and styles of reading.

One way to think about this is that your audience is made up of paddlers, swimmers and divers.

Helping them all get what they need means making your content skimmable. Add standfirsts (short summaries) at the beginning of a piece or a section. Add captions to pictures, and use pull out quotes, facts and figures. Ask yourself: if someone only reads these, what will they take away?

Not everyone will read everything from start to finish. It helps to sum up what you're going to say at the beginning of your piece, then summarise it again at the end. You can even sum up each section with key points.

## Paddlers

might skim over your communication, just to get the gist.

## Swimmers

might take in the key points and only dwell on the most significant parts.

## Divers

might pore over every word you write, because the details are important to them.

# Organising what we say – In action

## P Paddlers

Use short, bold headlines and standfirsts so that people know immediately what we're saying. A clear hierarchy lets them know where to look.

## S Swimmers

Use sub headings and pull-out stats or quotes so that key points don't get missed. Colour and scale can draw attention to important information.

## D Divers

For people paying attention to the detail, it's important to ensure body copy is as legible as possible. Use columns of copy that contain no more than seven to ten words per line.

P

# Good work for good health

Evidence shows that good work is good for our health. It benefits the individual, society and the wider economy. Ill health costs the UK economy £100 billion per year<sup>1</sup> but the benefits of work go much further than providing economic reward.



S

## How can occupational therapists be capitalised upon to reduce the disability employment gap?

The report considers the role of occupational therapy in ensuring work is an option for everyone. Occupational therapists are deploying their expertise in new ways, e.g. in primary care and tertiary services (occupational health), as well as developing new paths to vocational support e.g. community mental health teams.

As the only healthcare profession to train across physical and mental health, focusing on occupation (people's everyday activities), the Royal College of Occupational Therapists (RCOT) is calling for policy leads, commissioners and employers to ensure policy, legislation and services are designed to give advice and support as early as possible.

D

Work is integral to the ethos of the profession. Occupational therapy was founded upon principles related to the benefits of work and supporting people with health conditions to gain or return to paid employment.

If everyone is to benefit from good work, we need to offer advice and support at an earlier stage.<sup>1,4,5</sup> For example, people who have been signed off on sick leave for six months have less than a 50% chance of returning to work.<sup>6</sup> Advice and support needs to be offered at any point of contact with the health service, whether it is at the GP practice or the emergency department.



2

P

## What can occupational therapists offer?

Targeted advice and support at a range of levels with approaches based on the needs of the individual.



At a UNIVERSAL level:

### 1 Advice on work for people with health conditions

Healthy workplaces can go some way to preventing poor health in the first place. Early intervention and advice, such as strategies to manage the demands of work and workstation assessments, can support an organisational culture that values colleagues' health and wellbeing.



At a TARGETED level:

### 2 Develop vocational services that support people to access and/or maintain employment

Occupational therapists provide vocational-focused interventions aimed at those already experiencing difficulties at work or getting into paid employment. Often embedded within existing health and care services, these interventions provide a clear pathway that supports people with health conditions and disabilities to better self-manage in the workplace.



At a SPECIALIST level:

### 3 Work with occupational health departments to support the health and wellbeing of colleagues

Healthy workplaces can go some way to preventing poor health in the first place. Early intervention and advice, such as strategies to manage the demands of work and workstation assessments, can support an organisational culture that values colleagues health and wellbeing.

3

# Telling human stories

To bring to life the impact of occupational therapy, we need to be good at telling stories.

Stories of how occupational therapists have brought their passion, knowledge and ingenuity to what they do. And how occupational therapy has helped people overcome barriers and change their lives.

These are some principles we should employ when telling these human stories. They'll help our stories be impactful and consistent. And the more we tell them, the more we'll help to grow the profile of occupational therapy.

## Human challenge

Talk about the person's challenge in the context of their life. How does it make them feel? What is it stopping them from doing? Why does it matter to them?

## Unique activity

Talk about the unique activity an occupational therapist brought to the challenge, in everyday language. It might seem simple, it might be ingenious or innovative, or it might be informed by best practice. But it's the heart of the story.

## Life-changing impact

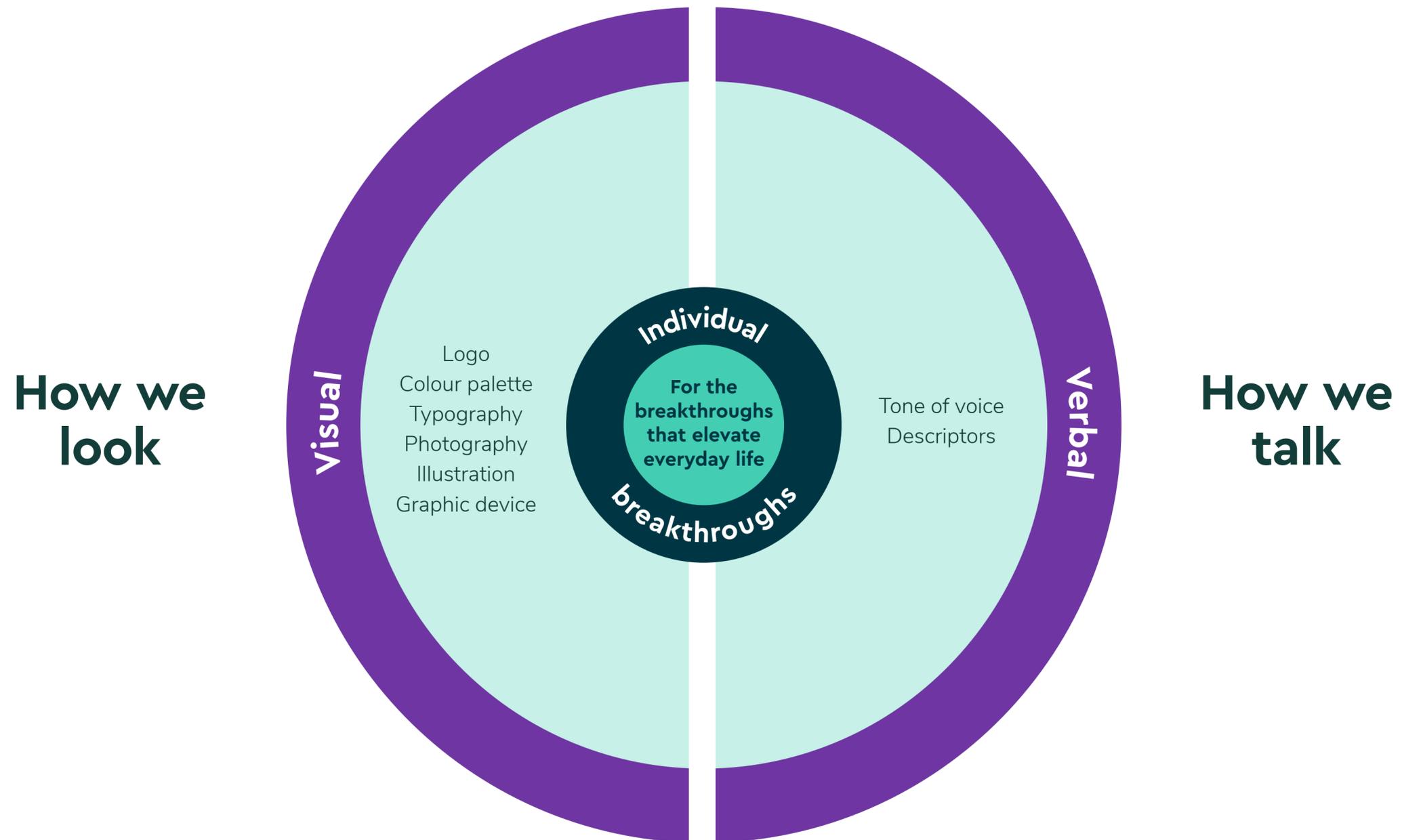
Talk about the impact that an occupational therapy breakthrough has had on the person. How it makes them feel, how it's changed their behaviour or outlook, what they will be able to go on to achieve. Use anecdote and detail.

## Powerful pictures

Where possible, use photography to bring the story to life. Where you can't use a picture of the real person, explore using stock photography with a clear disclaimer. You can read more about photography guidelines on p80-84.

# How we look

# How we look



# Our look

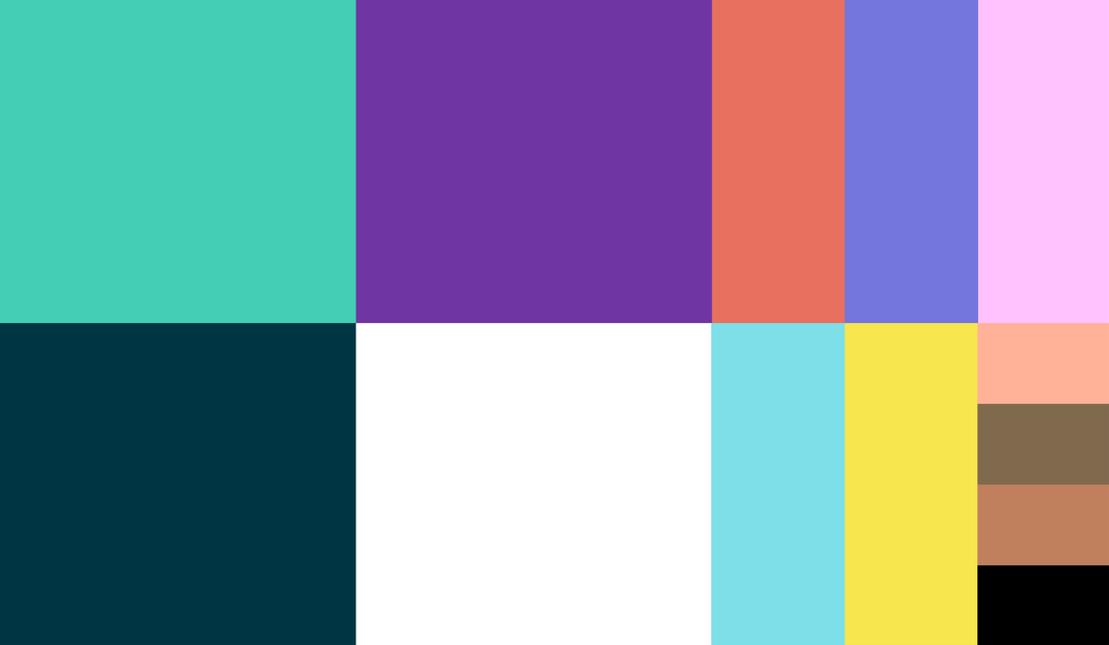
You can call the way we look our ‘visual identity’. And it’s much, much more than our logo. In fact, it’s everything associated with what someone sees when they see RCOT.

Our colours. The shapes (also known as ‘graphic devices’) we use. The fonts we write in. The pictures we choose – whether they’re photographs or illustrations. Together all of these add up to a graphic language that represents RCOT. Our look should be as instantly recognisable as our name.

Our visual identity is explained over the following pages. As you’ll see, every element has been carefully considered and designed to deliver our brand idea of ‘everyday breakthroughs’.

If you’re a designer or you want to delve deeper, you’ll also find more technical guidance later on in this document.





**RC  
OT** Royal College of  
**Occupational  
Therapists**



**Cera Pro Bold**  
**Nunito Sans Bold**  
Nunito Sans Regular  
Nunito Sans Light

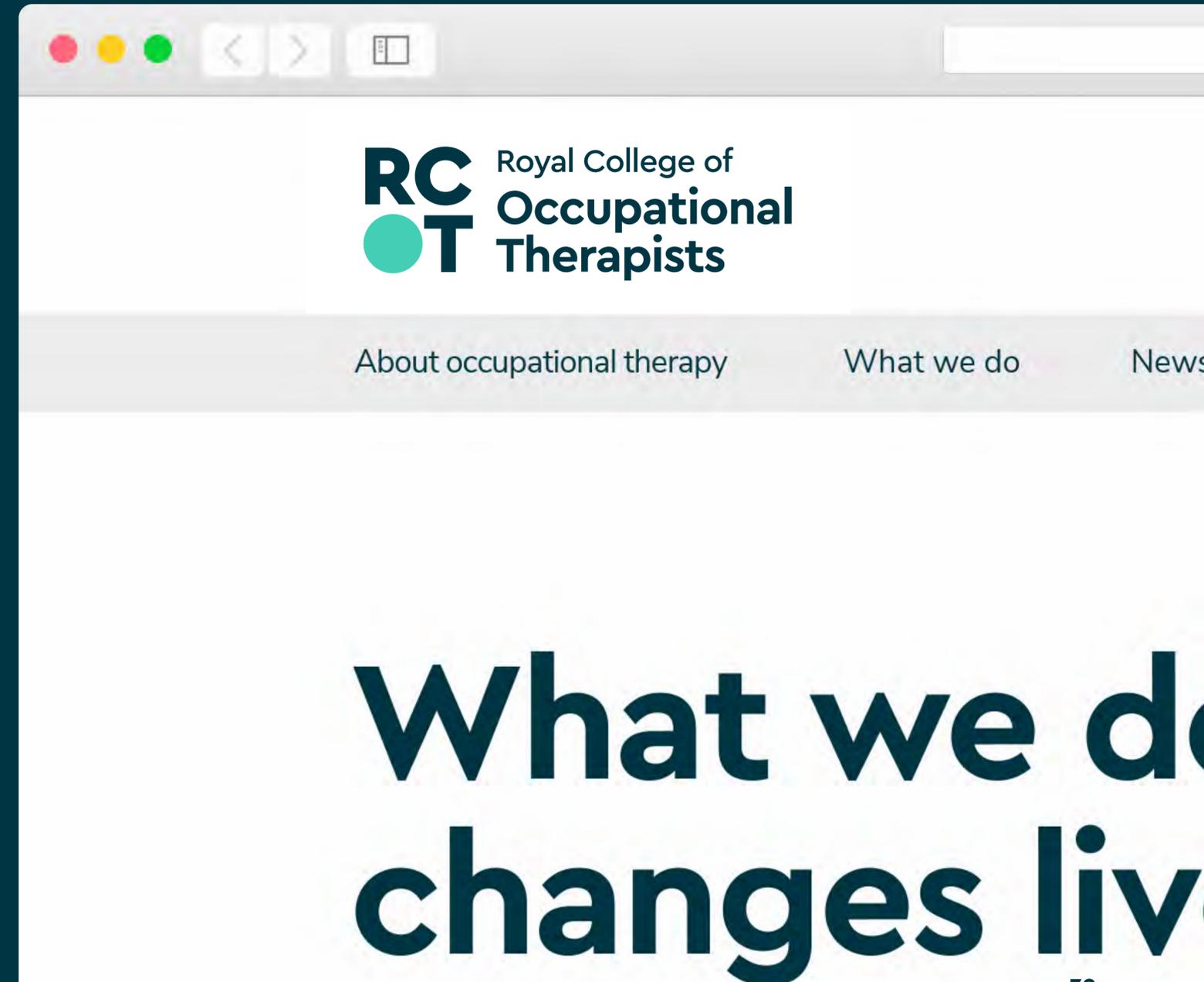
# Our logo

Our logo is the most recognisable element of our identity. It's the visual equivalent of our name – it puts our stamp of ownership on a piece of communication. As such, it functions as a mark of trust and credibility – that's why we take it so seriously.

The RCOT logo simplifies our name, enabling it to be easily seen and recognised, including at a distance or in small sizes. Most importantly, it puts the 'O' of occupation front and centre, clearly highlighting our point of difference from other forms of therapy.

As you'll see there are a range of colours that can be used on different applications, and bilingual & Welsh language versions too.

You'll find more guidance on using our logos on p45–56.





# Our hero O

Every brand needs a recognisable series of shapes, to break up designs or hold text and images. They're a key part of any visual identity. And for RCOT there's one key device – the hero O – that you should see across all our communications.

The hero O relates to the O at the centre of our logo, making our designs easily recognisable. When you see the hero O you think of our logo, and vice versa. And just as in the logo, the 'O' celebrates occupation as being at the heart of everything we do.

Our hero O doesn't just hold things. Things (photographs and illustrations) break out of it too. This shows how occupational therapy helps people break through barriers. It all comes back to the brand idea of 'everyday breakthroughs'.

You'll find more guidance on using our graphic device on p72–79.





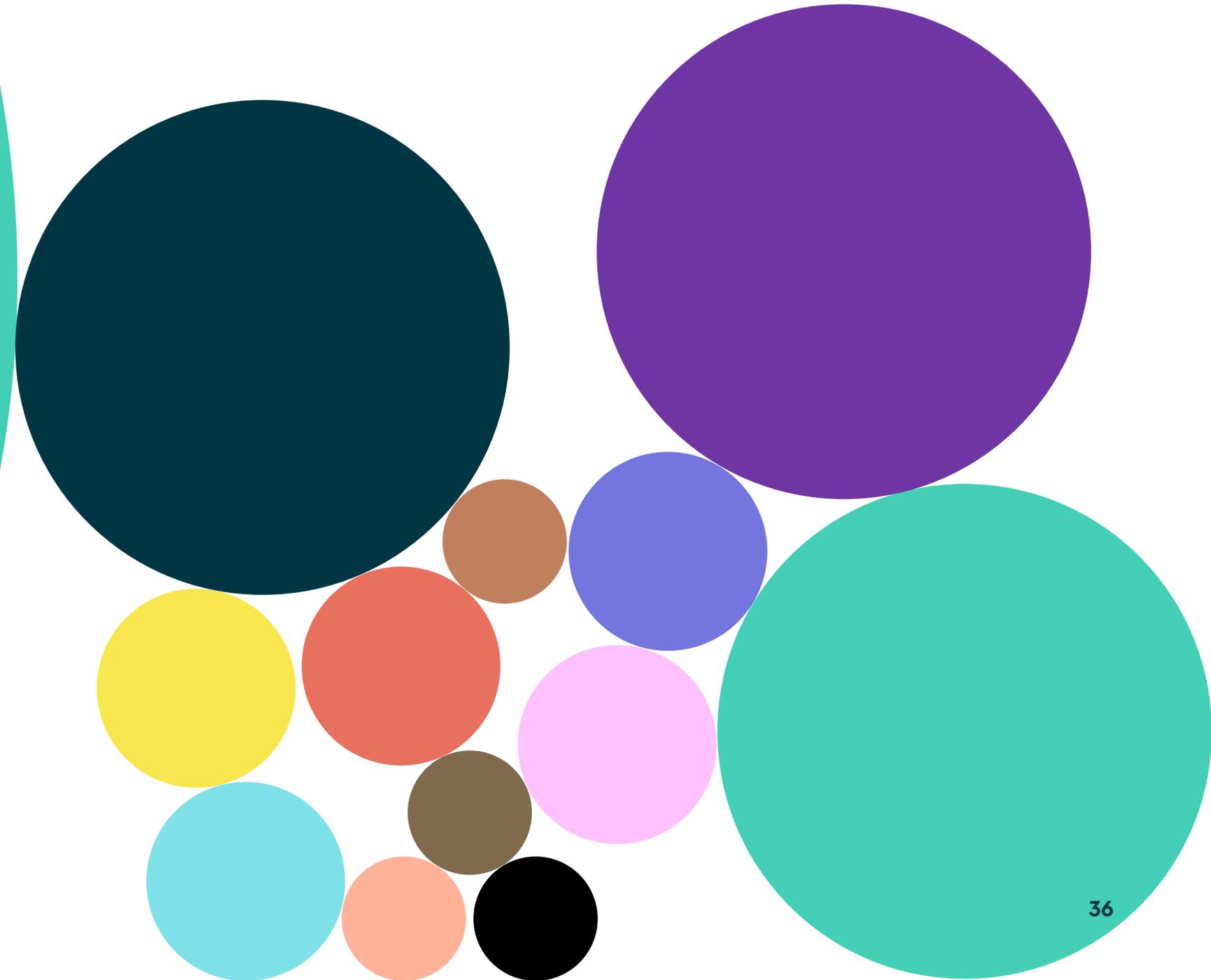
# Our colours

Colour plays an incredibly important role in how we recognise brands (just think of the red of Coca Cola, the orange of EasyJet or the green of Waitrose). Colour is emotional too – we don't just see it, we feel it.

That's why every aspect of the RCOT colour palette has been chosen to say something about our brand. Whether it's the warmth and recognisability of our main Teal – a reference to the uniforms some occupational therapists wear in clinical settings – or the professionalism and authority of our Dark Teal and Purple.

Our three primary colours are the ones you should see everywhere – they should mark out a communication as coming from RCOT. Meanwhile the secondary colours allow for contrast or complexity, for instance when we need to make text boxes stand out, or create statistical tables.

Because our colours are so recognisably 'us', you should never add your own. You'll find more guidance on our colour palette from p57–65.



# Our illustrations

Illustrations are a key element of our visual identity. They help us celebrate the diversity of everyday life and occupation, without being limited by photography. They show all kinds of people – of different ages, abilities and ethnicities – doing all kinds of things. That's the world our occupational therapists work in.

Always using the same set of illustrations will help us establish a consistent and recognisable visual style. That means you should never draw or commission your own illustrations – always choose from the set provided.

You'll find more guidance on using our illustrations on p72–76.





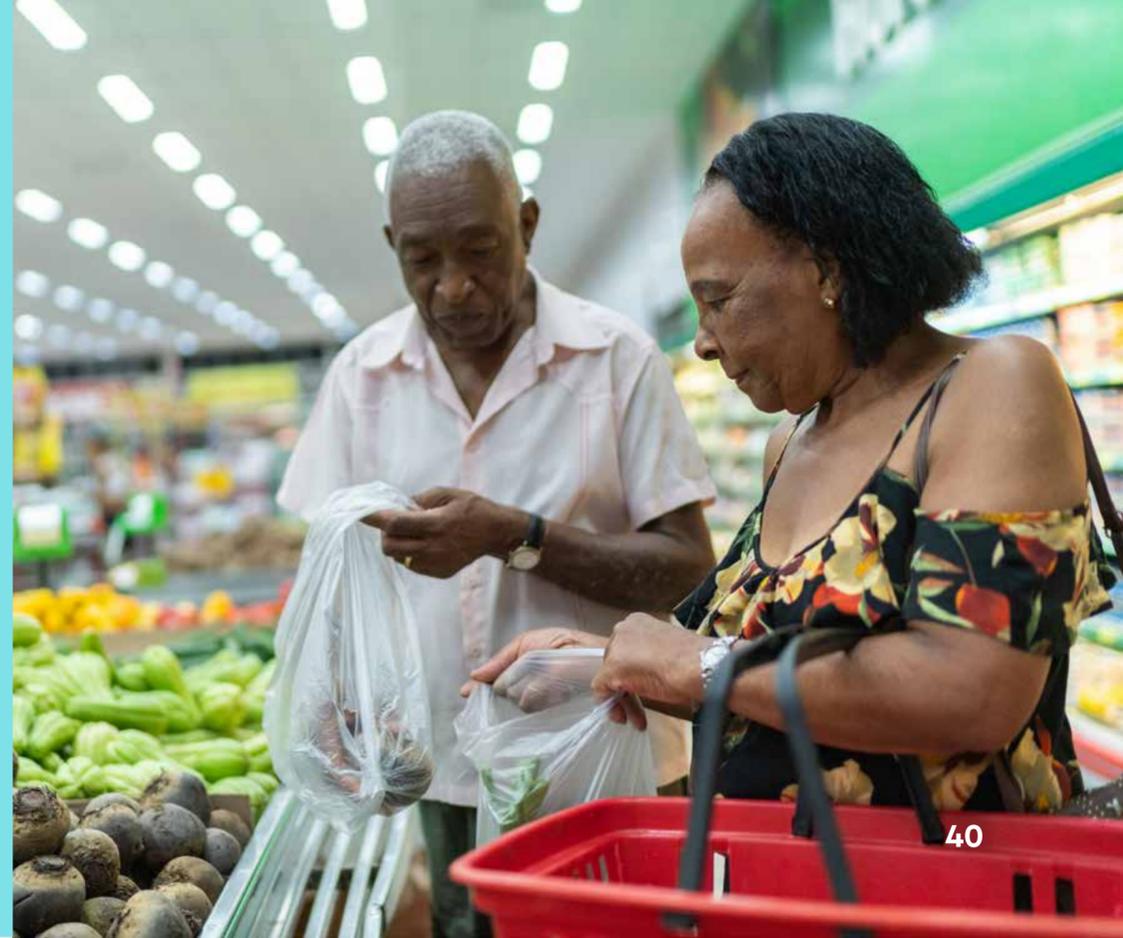
# Our photography

We live in an image-led culture. Photography is everywhere, and people are adept ‘readers’ of images. So the photography we commission and use says a great deal about our brand.

Our photography guidelines have been designed to set the tone for our organisation – positive, dynamic and empathetic. They should enable us to tell our story – who we are, what we do, and the difference we make.

You’ll find more guidance on choosing and using photographic images on p80–84.





# Our typography

Fonts are like handwriting. They express personality and individuality. And like handwriting, they can be immediately recognisable too. That's why our fonts have been carefully chosen to express our brand personality.

For headlines we use Cera Pro Bold. It's professional and contemporary, but with character and curves to add warmth and personality to our communications. With its perfect round 'O' it's also the font used in our logo, which helps to make our visual identity more coherent.

In body copy, we use Nunito Sans Light (Adobe version).

Where these fonts aren't available, for instance in Microsoft applications like Word or Powerpoint, use Arial. Like the others, it's elegant, modern and very easy to read, making our communications accessible to more people. Just as you wouldn't fake handwriting, please don't introduce new fonts. You'll find more guidance on typography on p66–71.



**B**

**C**

**Cera  
Pro**

**Cera Pro Bold**  
**Nunito Sans Bold**  
Nunito Sans Regular  
Nunito Sans Light

**&**

**O**

Nunito  
Sans

Change lives  
through what we

**DO**

**g**

**G**

**ABCDE**  
**FGHI**  
**JKLM**  
**NO PQ**  
**RSTU**  
**VWXYZ**

**For the  
breakthroughs  
that elevate  
everyday life**

**Bringing  
it to life**

# Bringing it to life

On the following pages you'll find more guidance on how to use every element of our visual identity. Essential information if you're going to help make RCOT more recognised, valued and trusted.



**Cera Pro Bold**  
**Nunito Sans Bold**  
Nunito Sans Regular  
Nunito Sans Light

# Logos

# Our primary logos

You should use the main RCOT logo on the majority of communications (for exceptions see following pages). It's our stamp of authority and our mark of trust, so always treat it with the respect it deserves, and never alter it in any way.

There are two versions of the logo, one to sit on white backgrounds (top right) and one that sits on either Dark Teal or Purple backgrounds, (bottom right).

You'll find more guidance on how to use our logo on the following pages, including placement, sizes and exclusion zones.



# Welsh and bilingual logos

You can use these in places or for audiences where Welsh is commonly spoken, at your discretion.



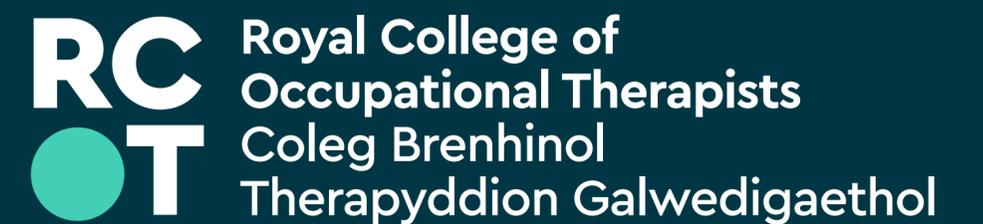
Welsh logo



Bilingual logo



Welsh logo



Bilingual logo

# Member logos

We use these member logos (including English, Welsh and bilingual versions) to show someone's membership of RCOT, for instance in an email signature.

These are the only logos that our members are allowed to use.

Member of



Member logo

Member of  
Aelod o'r



Bilingual member logo

Aelod o'r



Welsh member logo

# BAOT logo

The Royal College of Occupational Therapists (RCOT) is a wholly owned subsidiary of the British Association of Occupational Therapists (BAOT).

In 2017 the Royal College of Occupational Therapists became the trading name for the organisation and is now used across all communications.

Where necessary, the legal connection with the British Association of Occupational Therapists will be made clear through a footnote statement.

The BAOT logo has limited use in relation to official business such as company finance and administration.



BAOT logo

# Mono logos

You should use these logos on single colour (black & white) documents only. There are no other colour variations of the logo.



Main RCOT logo



BAOT logo



Welsh logo



Bilingual logo

# Using the icon

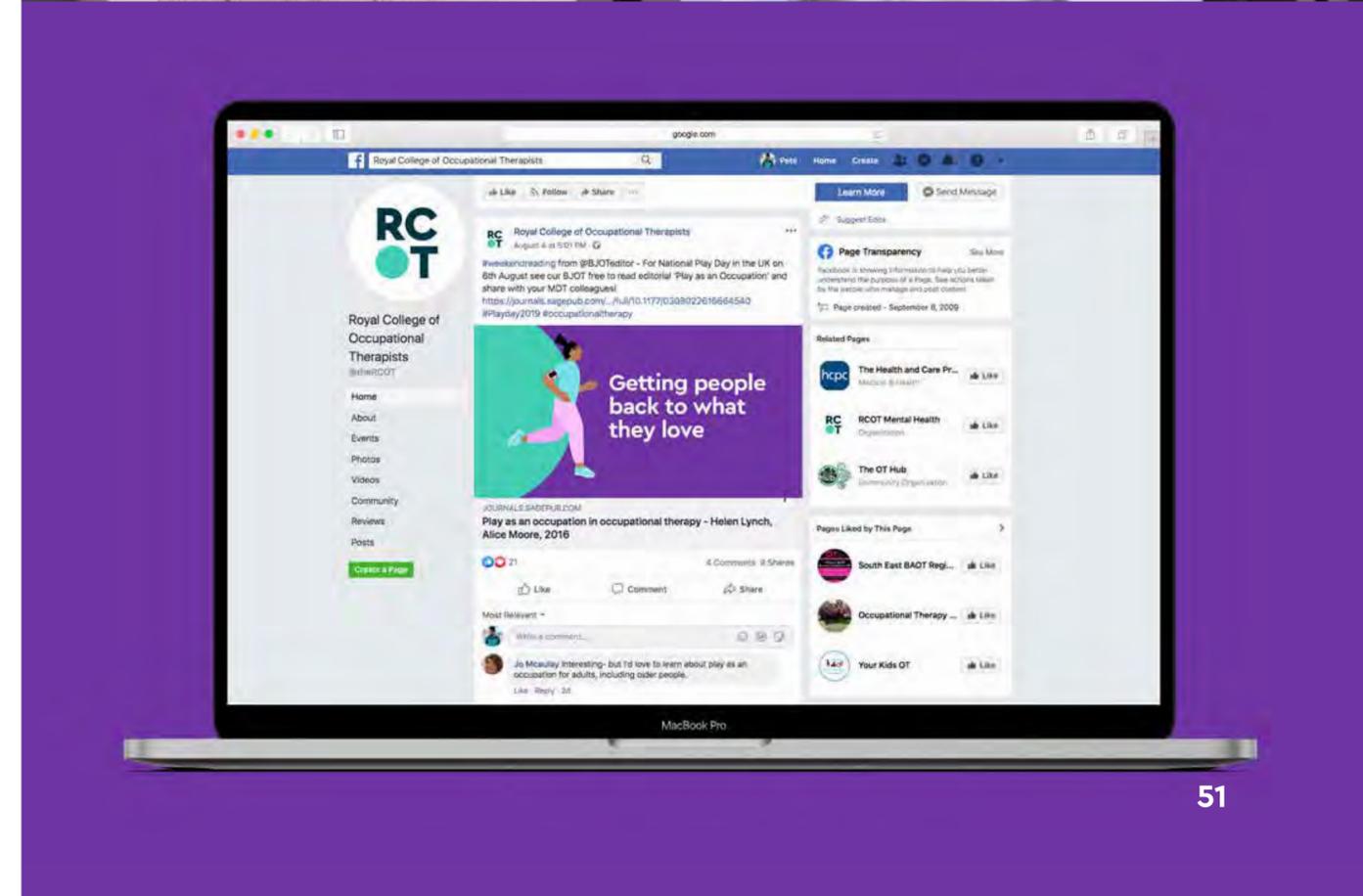
When space is limited – for instance on a social media profile, signage, merchandise, favicon – you can use the ‘icon’ version of our logo.

While the icon is more legible at these limited sizes, without the name it doesn’t explain who we are. So you shouldn’t use it unless there’s no other option. And always try and include our name in full elsewhere (for instance in the bio or profile section of a social media account).

Think about it this way – the icon is an ambassador for our logo, it doesn’t replace it.



Logo icon



# Giving the logo space to be seen

You should always give our logo its own space, away from other elements like copy and images. This will mean it's always easy to recognise and never gets 'lost'.

Always leave a clear space around the logo, the size of which is defined by our iconic teal 'O'.



# What not to do

If you alter our logo in any way, you compromise the credibility of our brand – and we never want that to happen. So please, never stretch it, change the colour, add text or any of the other ‘no-no’s’ opposite. Just use it exactly as it’s provided.



✘ Do not flatten or stretch



✘ Do not rotate



✘ Do not change any colours



✘ Do not add any effects, such as drop shadows



✘ Do not use the positive logo on any background other than white



✘ Do not place directly onto imagery



✘ Do not add extra text

# Making the logo big enough to read

We should always use the logo at a size where our name is easily readable. This makes sure people will always know who we are. And it'll mean as many people as possible can read it.

**In print – 25mm wide.**  
**On screen – 170 pixels wide.**

Always measure the logo by overall width, as shown opposite.



Minimum size brand mark.



Minimum size brand mark.

# Where to place the logo

The logo can be placed in any corner of the page.

On report covers, it makes sense to use the logo at the bottom, to give the title more prominence.

In some circumstances, such as video opening and end frames, the logo can also be centrally aligned.

A4 Letter



## Occupational therapy and the prevention and management of falls in adults

Third edition: Practice guidance

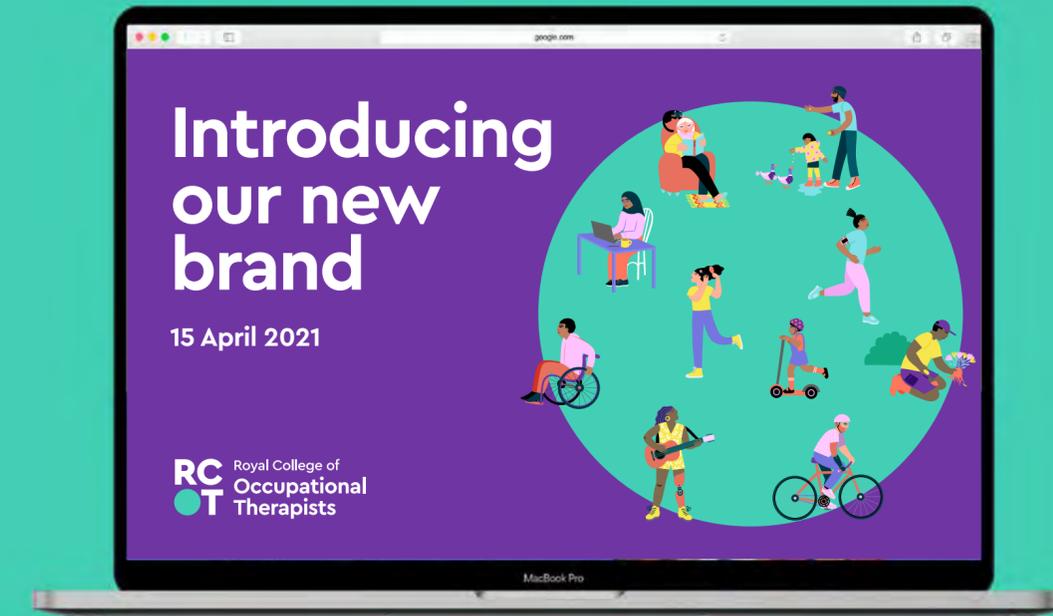


RCOT Royal College of Occupational Therapists

Older people

A4 booklet cover

Presentation title slide



Video end frame



# Where to place the logo

Our logo should be resized to fit different formats. The recommendations here are just a starting point. These can be adapted depending on the intended use.



A3 – 100mm



A4 – 75mm



A5 – 50mm



A6 – 40mm

# Colour

# Our colour palette

Our colour palette is made up of three primary colours that should always be used as a first choice. They're the ones that will mark out any communication as coming from RCOT and they should be used in around 90% of applications.

Teal is prominent in our logo, so ideally you'll use white, Dark Teal or Purple as background colours in most instances.

Our secondary colours are there to add contrast, for instance for a text box or a web button. They're always used in much smaller proportions to our primary colours. They're also handy if you need a range of colours for contrast, for instance if you need to draw a statistical chart, table or infographic.

Finally, there is a range of skin and hair tones that should only be used in illustrations (see p65 for guidance).

## Primary colours



## Secondary colours



## Illustration colours

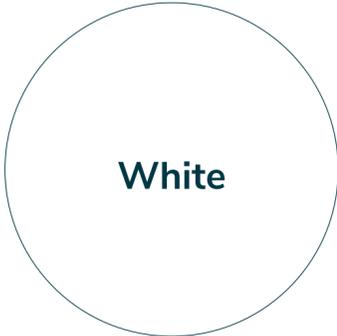


# On screen

It's important our colour palette is reproduced consistently, so please use the appropriate values for the output you're producing.

For screen, use the RGB or Hex values whenever you produce something digitally.

There are also two greys that should only be used for the website, to break up content and avoid large amounts of white space. See page 60 for examples on how this can be applied.



**White**

**RGB:**  
255/255/255

**Hex:**  
#ffffff



**Teal**

**RGB:**  
67/207/181

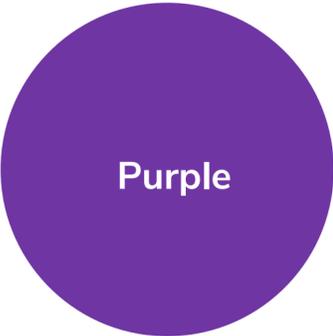
**Hex:**  
#43cfb5



**Dark Teal**

**RGB:**  
0/54/67

**Hex:**  
#003643



**Purple**

**RGB:**  
111/53/163

**Hex:**  
#6f35a3

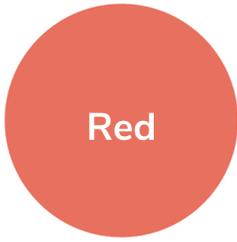
## Website only



**Dark Grey**

**RGB:**  
97/97/97

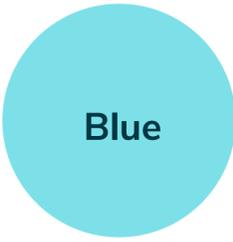
**Hex:**  
#616161



**Red**

**RGB:**  
232/112/94

**Hex:**  
#e8705e



**Blue**

**RGB:**  
126/225/232

**Hex:**  
#7ee1e8



**Lilac**

**RGB:**  
117/117/223

**Hex:**  
#7575df



**Yellow**

**RGB:**  
247/230/77

**Hex:**  
#f7e64d



**Pink**

**RGB:**  
255/194/255

**Hex:**  
#ffc2ff



**Light Grey**

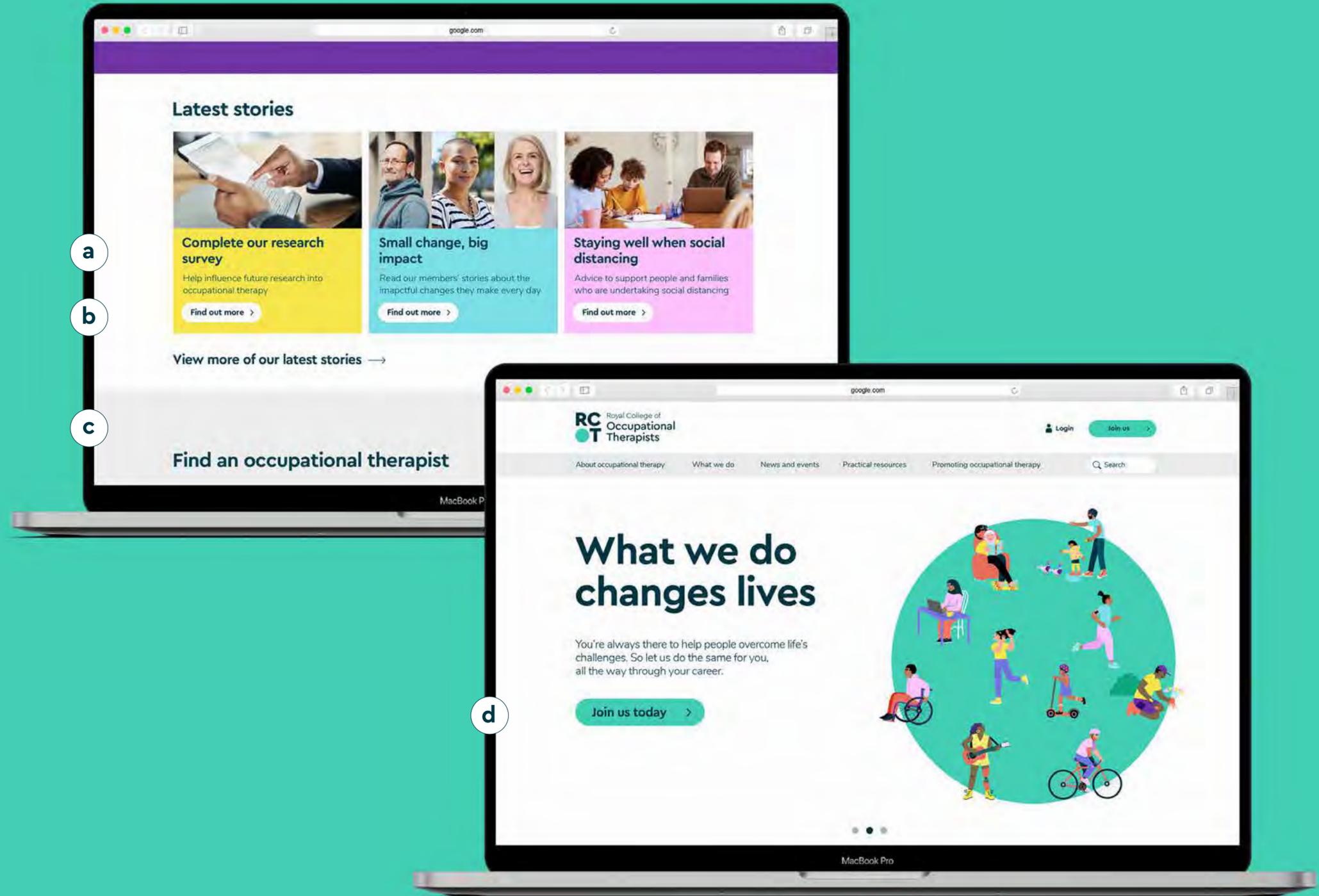
**RGB:**  
240/240/240

**Hex:**  
#f0f0f0

# Our colours in action – screen

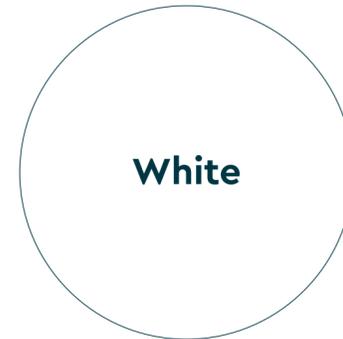
Here are some examples of how to combine our colours for maximum impact and accessibility.

- a. You can use secondary colours as backgrounds to pull out different information and to label sections
- b. You can use white buttons on coloured backgrounds
- c. Grey can be useful to help divide up pages on web pages
- d. Always use primary colours as main navigation buttons



It's important our colour palette is reproduced consistently, so please use the appropriate values for the output you're producing.

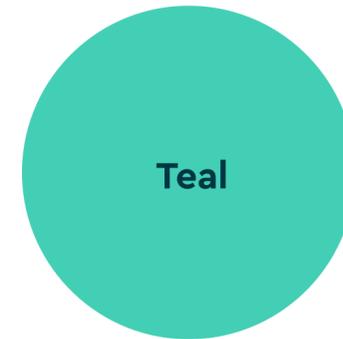
When printing in full colour - use CMYK.  
When printing in spot colour - use Pantone.



**White**

**CMYK:**  
0/0/0/0

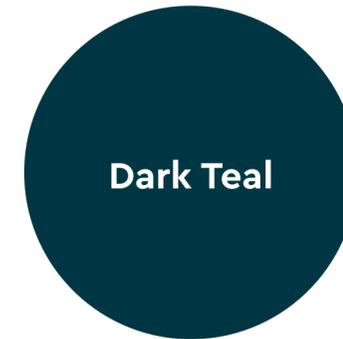
**Pantone:**  
N/A



**Teal**

**CMYK:**  
60/0/30/0

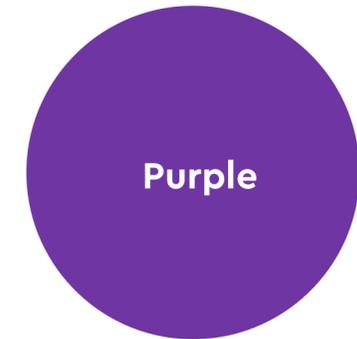
**Pantone:**  
Pantone 3252 C



**Dark Teal**

**CMYK:**  
93/41/28/63

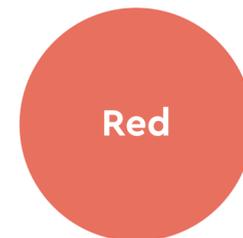
**Pantone:**  
Pantone 548 C



**Purple**

**CMYK:**  
85/100/0/0

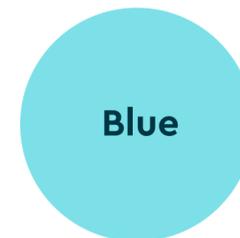
**Pantone:**  
Pantone 267 C



**Red**

**CMYK:**  
0/73/66/0

**Pantone:**  
Pantone 7416 C



**Blue**

**CMYK:**  
42/0/12/0

**Pantone:**  
Pantone 318 C



**Lilac**

**CMYK:**  
62/59/0/0

**Pantone:**  
Pantone 272 C



**Yellow**

**CMYK:**  
0/0/82/0

**Pantone:**  
Pantone 106 C



**Pink**

**CMYK:**  
0/30/0/0

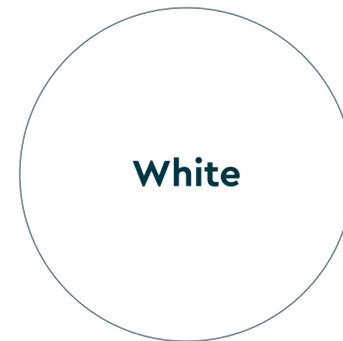
**Pantone:**  
Pantone 2365 C

# Tints

30% tints of our primary and secondary colours can be used to break up long copy in reports, publications or presentations.

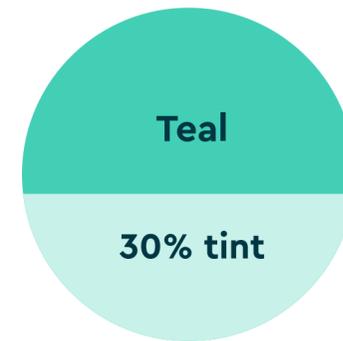
Tints should only be used as backgrounds to copy, for instance as pull-out boxes or in graphs and charts. See example of how tints are used on page 63.

Never use another % value for tints of our colours.



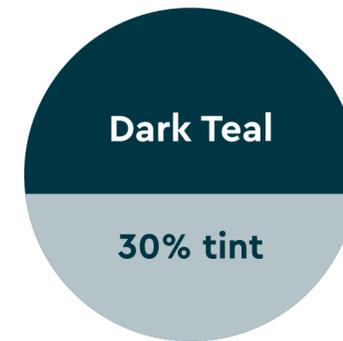
**CMYK:**  
0/0/0/0

**Pantone:**  
N/A



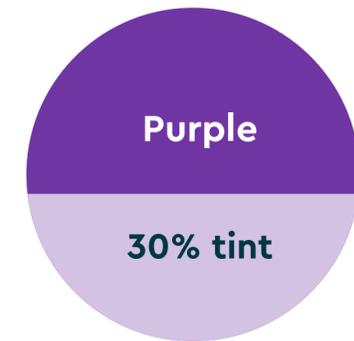
**CMYK:**  
60/0/30/0

**Pantone:**  
Pantone 3252 C



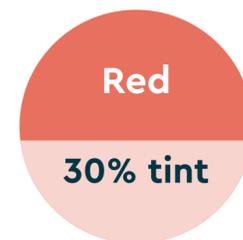
**CMYK:**  
93/41/28/63

**Pantone:**  
Pantone 548 C



**CMYK:**  
85/100/0/0

**Pantone:**  
Pantone 267 C



**CMYK:**  
0/73/66/0

**Pantone:**  
Pantone 7416 C



**CMYK:**  
42/0/12/0

**Pantone:**  
Pantone 318 C



**CMYK:**  
62/59/0/0

**Pantone:**  
Pantone 272 C



**CMYK:**  
0/0/82/0

**Pantone:**  
Pantone 106 C



**CMYK:**  
0/30/0/0

**Pantone:**  
Pantone 2365 C

# Our colours in action – print and presentations

Having such a varied colour palette allows us to breathe life into our brand communications.

For example, when needing to show graphs or diagrams, we can clearly differentiate sections through use of vibrant colour.

## Occupational therapy:

Unlocking the potential of children and young people

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

### Outcome

To equip children and young people to live full and happy lives

Participate as valued members of their community regardless of physical, learning and mental health needs.

Realise their potential by developing the skills and resilience they need to access education and perform activities of daily living as children and adults.

Lead full and happy lives-participating in the activities (occupations) they need and want to do at home, at school and at play.



### How

Embed opportunities to promote physical and mental health into children's daily routines and activities

5 Anticipate the changing needs of children, young people and their carers to facilitate positive transitions.

4 Adopt a strengths-based approach that fosters self-management and independence.

3 Work across traditional service boundaries to address physical and mental health

2 Develop partnerships to build community capacity and address needs early

1 Embed opportunities to promote physical and mental health into children's daily routines and activities.

The full list of references for this report is available at [www.rcot.co.uk/film](http://www.rcot.co.uk/film)

## Universal approach

Outcome	How
To equip children and young people to live full and happy lives	1 Embed opportunities to promote physical and mental health into children's daily routines and activities

Almost one in three children start school without the foundation knowledge and skills they need for learning. If these gaps in skills are not addressed, inequalities can persist and grow throughout a child's life. Investing in children's physical, cognitive and emotional development by embedding developmental opportunities into everyday routines ensures children are ready for school and maximises their prospects for a happy and healthy life. Occupational therapists have the knowledge and skills to promote environments, relationships and activities that foster the development and wellbeing of all children and young people. Shifting occupational therapy resources to focus on health promotion and prevention ensures that opportunities to promote physical and mental health are embedded into every aspect of a child or young person's life, optimising their development, health and wellbeing.

Absolutely loved the session. So helpful to understand the logic behind learning to write and great ideas to practice fine motor skills." Parent

### PEO model diagram\*



### Service Example: NHS Tayside

**Pre-school workshops**  
Changes in the nature of play mean that some children lack the fundamental motor skills they need to handle tools and equipment, such as a pencil, when they start school. Occupational therapists in NHS Tayside launched an initiative to address this concern and minimise the number of referrals to occupational therapy once children reached school.

**'Little Scribbles' workshops**  
In nursery settings is a way of involving staff, parents and carers in children's learning. During fun and interactive workshops, occupational therapists explain the development of pre-writing skills and demonstrate a range of activities that

### Impact

Adopting a universal approach has been a cost effective use of occupational therapy expertise. Workshops have been delivered in nine nursery settings, with a staff cost of £149 per workshop. To date parents/carers of 79 children have attended Little Scribbles workshops and a further 70 children have benefited indirectly from the increased knowledge of prewriting skills among nursery staff.

## Weighted blankets for children and adults

- Use the risk assessment to create a personalised plan for someone. Take into account any people needed to be involved in the person's care to ensure the weighted blanket is used safely and appropriately. The plan should include:
  - when and where the blanket is to be used. Take into account any cultural needs/expectations around sleep
  - how and for how long it's to be used
  - how to recognise someone's responses/reactions that show they want the blanket on or off
  - how and when outcomes will be monitored
  - what to do if problems come up. For example, contact the emergency services if the person experiences breathing difficulties and how to contact an occupational therapist if the person's choice and any written and verbal information the occupational therapist has given.

### Goal setting and outcomes

- Person-centred goals and outcomes linked to use of a weighted blanket must be established before it is introduced. These should relate clearly to occupational engagement, performance and/or participation.
- Review the effectiveness of the blanket after an agreed timeframe. This will include the person's responses and reactions to the weighted blanket – adjust the personalised protocols accordingly.

### Follow-up and monitoring

- Collaborate with the person and/or those involved in their care to decide about ongoing monitoring of the use of the weighted blanket.
- If the risks are considered low after the review, and the person and/or those involved in their care can follow guidance for the safe use of the weighted blanket, further follow-up isn't required. They should be told how to contact the occupational therapist if there are any concerns or if their needs change.
- Keep information about the safe use of weighted blankets up-to-date and accessible – websites can be a good place for this. Occupational therapists should signpost people to this information if they have recommended using one.

## Table style v3

Header	Header	Header
Text	Text	Text

# Our colours in action – print

These graphs show the ratio we should use our colours in across our communications.

As you can see, primary colours always dominate first impression communications, to ensure consistency and make sure we're recognised everywhere we appear.

Secondary colours are there to add contrast and draw attention to certain elements.

For second impression communications, the balance can be more even. However, Teal should always be present to ensure it is recognisably us.

Secondary colours can be used in any combination but they are there to add contrast and draw attention to certain elements.

### First impression colour ratio



### Second impression colour ratio



Teal should always be present to ensure it is recognisably us

It's essential that our communications are as legible as possible, so that we can be as inclusive an organisation as possible.

That's why we've tested the colour combinations opposite to meet 'AA' accessibility standards for digital applications.

For consistency, we should follow the same colour pairings in print. We have done print tests to ensure colours are accessible.

Always use these combinations, remember any others could make our communications hard – or even impossible – to read.

To ensure the maximum legibility, only use Bold or Regular weights of Nunito Sans.

Body copy should be Dark Teal and set in Nunito Sans Light.



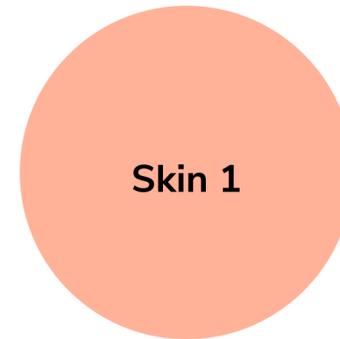
# Colours for illustration

These colours should only be used for illustrations. They comprise of three skin tones and black which, alongside colours in our primary and secondary palettes, can be used for hair, clothes or other items.

It's important our colour palette is reproduced consistently, so please use the appropriate values for the output you're producing.

For screen, use the RGB or Hex values whenever you produce something digitally.

When printing in full colour - use CMYK.



**Skin 1**

**RGB:**  
255/178/151

**Hex:**  
#ffb297

**CMYK:**  
0/28/36/0



**Skin 2**

**RGB:**  
128/106/78

**Hex:**  
#806a4e

**CMYK:**  
7/42/100/58

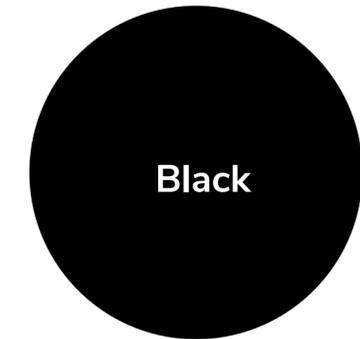


**Skin 3**

**RGB:**  
192/128/93

**Hex:**  
#c0805d

**CMYK:**  
6/40/87/30



**Black**

**RGB:**  
0/0/0

**Hex:**  
#000000

**CMYK:**  
0/0/0/100

**Type**

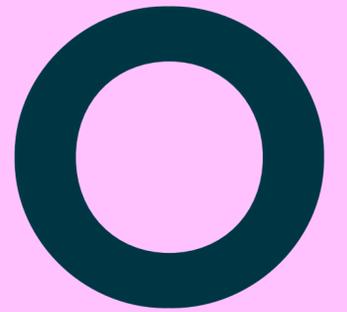
# Our handwriting

Fonts are like handwriting. They're individual, and they can tell you a lot about the writer. Ours have been carefully chosen to reflect the unique characteristics of our brand. Accessible, modern, warm.

There are a range of fonts for every application, from headlines to body copy to system fonts. Used consistently, they'll make all our communications more recognisable – as recognisable as a familiar friend's handwriting.

So please use only these fonts and never choose your own.

**Cera Pro Bold**  
**Nunito Sans Bold**  
Nunito Sans Regular  
Nunito Sans Light



Nunito



ABCDE  
FGHI  
JKLM  
NOPQ  
RSTU  
VWXYZ



**For the  
breakthroughs  
that elevate  
everyday life**

# Cera Pro – headlines

Cera Pro is our headline font. It's been chosen because it's legible and modern, yet has curves and character to add warmth. With its perfect circle 'O' it's also used in our logo, making our communications more consistent.

Use Cera Pro for all headlines and main titles. Set it in sentence case (never all capitals or initial capitals). Set tracking to -20% and leading at 100% of the font size.

# Cera Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# Nunito Sans – body copy

For body copy, we use Nunito Sans Light. It's an accessible, modern and legible font that's easy on the reader's eyes even for large amounts of text. As a sans serif it's visually coherent with Cera Pro, so it feels like it's part of the same identity.

Please note, we only use the Adobe version of Nunito Sans. There is a version published by Google but this has different features and doesn't fit as well with our overall identity.

# Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Nunito Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Nunito Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

Nunito Sans Light

# Arial – system font

We use Arial for all internal documents and applications such as email and Powerpoint. There are many system fonts to choose from, but if we all use the same one, all our communications will be more consistent. And Arial is the right choice for RCOT – it’s professional yet friendly, easy to read and available on nearly all the world’s electronic devices. So it’ll always appear as we mean it to.

If working in Google applications, use Arial, not Nunito Sans, as Google has a different version of the font.

For headlines, use Arial Bold, left-aligned (never centred) and in sentence case (not capitals or initial capitals as these are harder to read).

For body copy, use Arial Regular, again left aligned.

# Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()**

# Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

# Aligning text

In general we should align headlines and body copy to the left, this is proven to make it easier to read.

Headlines and copy can be centred if they're used within an O device, if they're the only element on a page (such as on a social media post), or on unusual formats such as pop-up banners. As a rule, don't centre large amounts of text (more than a sentence) as it's harder to read.

In general body copy should be left aligned and not 'justified' as doing this makes it harder for the eye to follow.

## Good work for good health

Evidence shows that good work is good for our health. It benefits the individual, society and the wider economy. Ill health costs the UK economy £100 billion per year but the benefits of work go much further than providing economic reward.



**For the  
breakthroughs  
that elevate  
everyday life**

# Using type

This is an example of a report introduction. It provides guidance on how to create a hierarchy of type using our brand fonts.

For headlines use Cera Pro Bold, left-aligned. Set tracking to -20 and the leading to 100% of the font size.

In body copy use Nunito Sans Light, left-aligned. Set the tracking to 0 and the leading to 120% of the font size.

Nunito Sans Regular can be used to pull out quotes. It is also useful when used on a coloured background, instead of Nunito Sans Light, because it provides more contrast to make the type more legible.

Nunito Sans Bold can be used to highlight certain words or phrases, such as web addresses, within body copy.

Dark Teal should always be used for any headlines and for body copy on white or light backgrounds.

Type on coloured backgrounds can be either Dark Teal or White depending on the colour used for the background. See page 64 for more guidance on applying type to coloured backgrounds.

## RCOT brand guidelines

### Example A4 layout

**Headline**  
Cera Pro Bold  
100% leading  
-20 tracking

**Standfirst**  
Nunito Sans Regular  
120% leading  
0 tracking

**Subheader**  
Cera Pro Bold  
13pt  
-20 tracking

**Body copy**  
Nunito Sans Light  
120% leading  
0 tracking

# Good work for good health

Evidence shows that good work is good for our health. It benefits the individual, society and the wider economy. Ill health costs the UK economy £100 billion per year<sup>1</sup> but the benefits of work go much further than providing economic reward.



## How can occupational therapists be capitalised upon to reduce the disability employment gap?

The report considers the role of occupational therapy in ensuring work is an option for everyone. Occupational therapists are deploying their expertise in new ways, e.g. in primary care and tertiary services (occupational health), as well as developing new paths to vocational support e.g. community mental health teams.

Work is integral to the ethos of the profession. Occupational therapy was founded upon principles related to the benefits of work and supporting people with health conditions to gain or return to paid employment.

If everyone is to benefit from good work, we need to offer advice and support at an earlier stage.<sup>1,4,5</sup> For example, people who have been signed off on sick leave for six months have less than a 50% chance of returning to work.<sup>6</sup> Advice and support needs to be offered at any point of contact with the health service, whether it is at the GP practice or the emergency department.

As the only healthcare profession to train across physical and mental health focusing on occupation (people's every day activities), the Royal College of Occupational Therapists (RCOT) is calling for policy leads, commissioners and employers to ensure policy, legislation and services are designed to give advice and support as early as possible.



**Pull-out stat**  
Cera Pro Bold  
Centred  
-60 tracking

# Our graphic language

# Breaking through barriers

Every day, occupational therapists help people achieve breakthroughs in their lives they couldn't have done otherwise.

That's why the concept of breakthroughs is core to the RCOT brand. And it's also essential to our visual language.

Our hero O is used as a main graphic device right across the brand, with illustration and photography breaking out of the circle to show the life-changing achievements we help people make, and our commitment to breaking down barriers in people's lives.

The O of occupation in our logo. The hero O in our visual language. And the focus on real people (whether illustrated or photographs) breaking out of what's holding them back. It all brings our brand idea of 'everyday breakthroughs' to life in everything we do.



# Breaking through – illustration

Breakthrough illustrations are added to the O to show our purpose in action. These visuals should be the first visual impression of our brand. They should be used instead of photography on primary communications such as our website homepage, presentation first pages, report covers, social media headers and online banners.

We use illustration to show the impact we make across a broad and diverse spectrum of people, challenges and activities. We don't use them to depict our work or specific therapeutic scenarios – photography is much better at this. Instead, our illustrations bring 'everyday breakthroughs' to life with energy, positivity and diversity.



# How to use breakthrough illustration

- a.** Use multiple people to show the diversity of what we do and who we reach.
- b.** The hero O should always be teal when it's the main graphic in a communication, and can be used on any of our primary background colours. The only exception is when it's a secondary graphic, such as on inside pages.
- c.** When using just one person, you can hide part of the illustration inside the O, as long as another part is breaking out.
- d.** You can also use the hero O bleeding off the page.

Use the illustration colour palette to change the skin tone and hair colours of your subjects, to show a diverse range of people. Clothes or objects should be coloured using our primary and secondary colour palettes.

And finally – remember, our illustration style is as personal to us as our colour palette or fonts. So please never borrow, commission or draw your own.

**a**



**b**



**c**



**d**



# Illustration – what to avoid

- a.** Never use more than ten figures on an illustration, or it'll look too busy.
- b.** Always keep the illustrated figures the same size in any one graphic.
- c.** Always make sure figures are breaking out of the hero O, whilst ensuring 80% of the circumference remains intact so it's clearly still an O.
- d.** Make sure clothes and objects are never the same colour as the O.

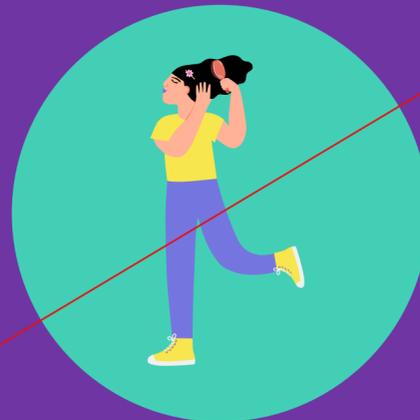
a



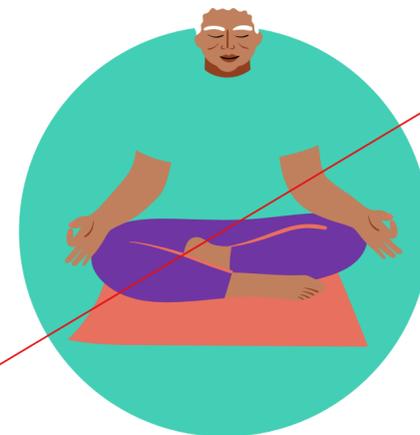
b



c



d



# Breaking through – photography

Photography is a great complement to our illustration style. When we're talking about real people and real situations, we want to add that human and relatable element. And sometimes only a photograph can carry the emotion and real-world impact we need.

We only use breakthrough photography as a secondary element in our storytelling, to bring examples to life. We should use illustration as a first impression, for instance on a front cover of a publication or first slide of a presentation.



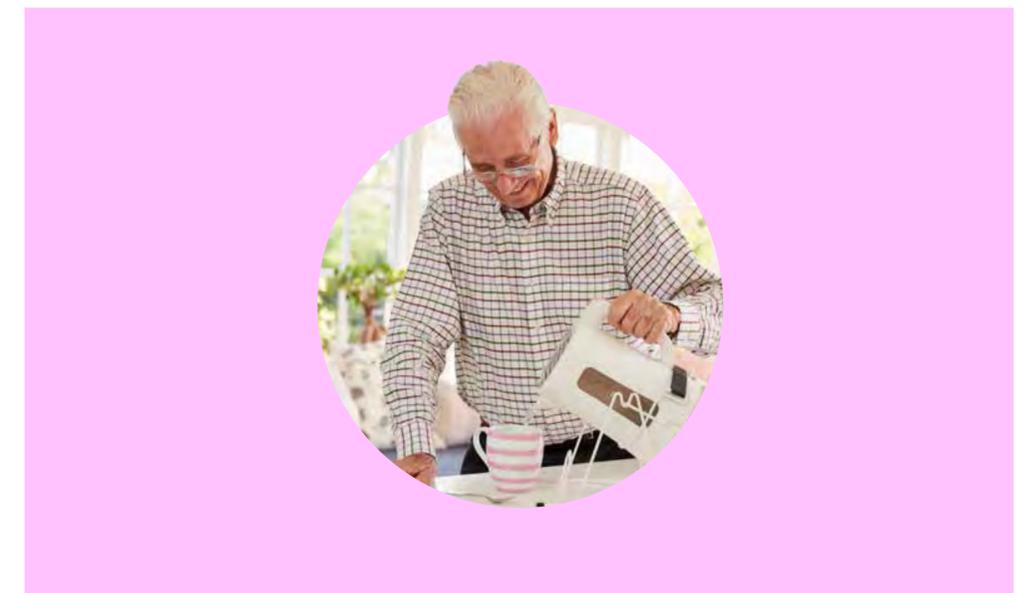
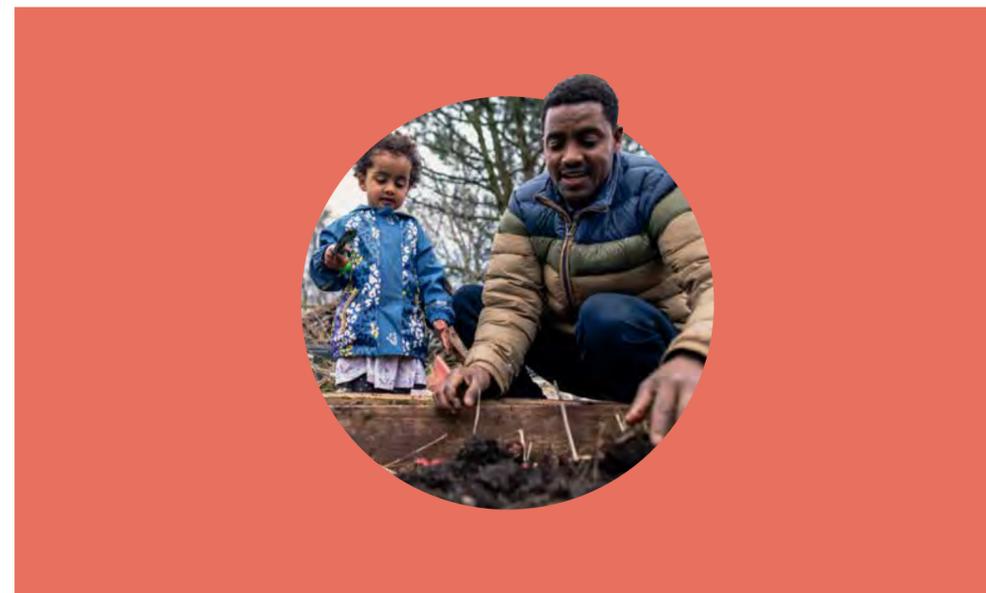
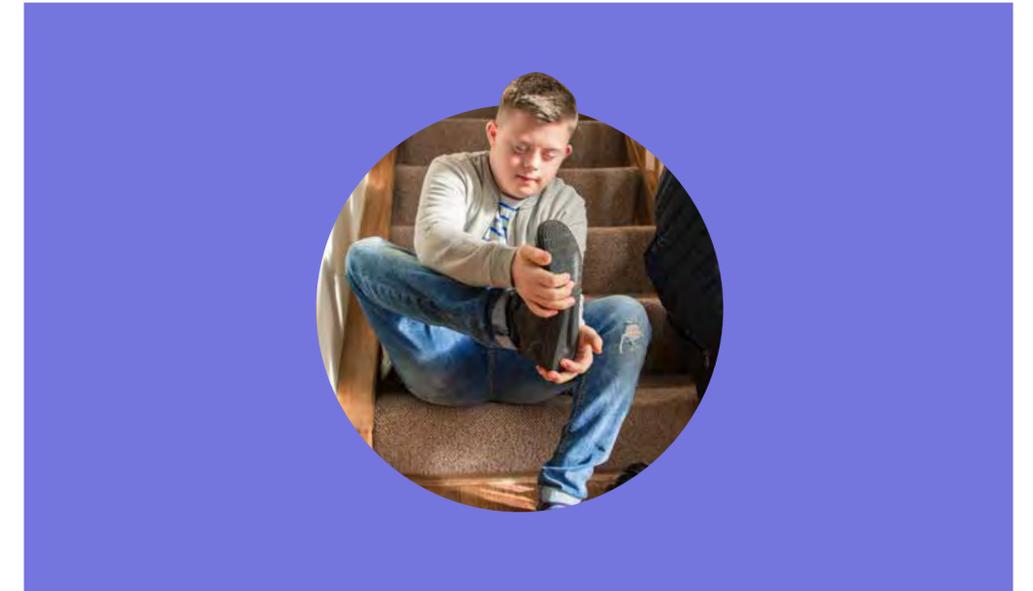
# How to use breakthrough photography

Always depict activity – that makes sure we hero the occupation part of our story. (There's a separate style for portraiture, see p82).

Always show an aspect of the image breaking out of the hero O. If it's not an object being used in an activity, the person's head is ideal – it's where the reader's eye goes naturally anyway.

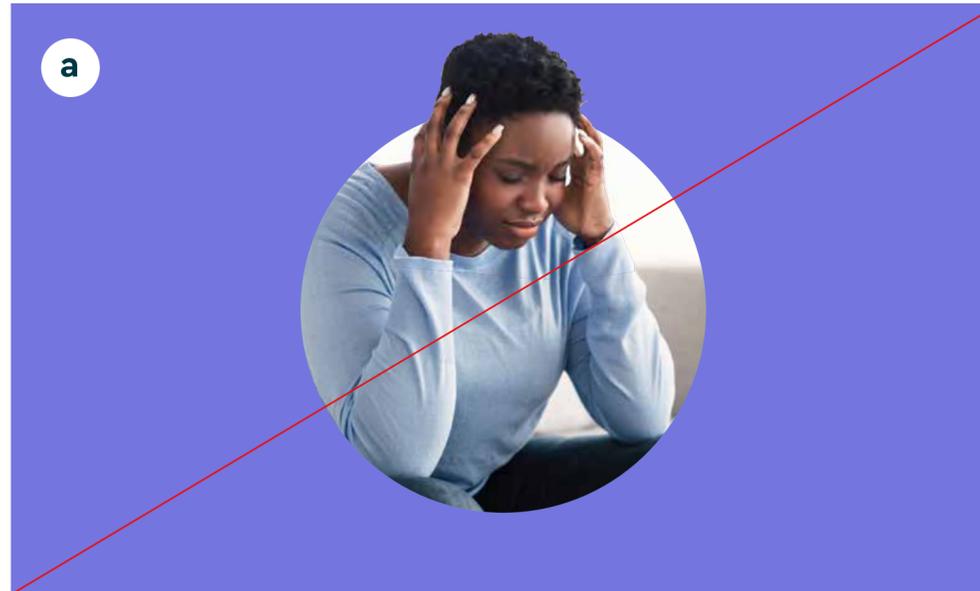
You can show an occupational therapist, a service user, or both together. If using both, they should both be breaking out of the O. And try to make sure they are close together, so you don't have to make them too small.

Try to match the background colour from our palette to a colour in the image, so that the whole page feels coherent.



# Breakthrough photography – what to avoid

- a.** It's fine to show a range of emotions, from joyful to pensive. But we never want to veer into cliché – people crying or clutching their heads for example.
- b.** Always use breakthrough photography to show people in action – don't use it for portraits, don't use images of objects, and never use metaphorical images such as forests or sunsets.
- c.** Don't try and crowd too many people into a hero O, or have a complicated scene where too much is going on or people are looking in different directions. The reader won't know where to look.
- d.** Don't have too much of the image breaking out of the O. At least 80% of the circumference should remain intact so it's clearly still an O.



# Photography

# Photography

We live in an incredibly image-literate world, and, as the cliché says, every image tells a story. So we want the images we use to tell our story. That's why choosing and commissioning the right images is hugely important to our brand.

When using photography with the hero O, please refer to the 'breakthrough photography' section of this guide, from p77–79.

Elsewhere, we can use photography full-bleed or as thumbnails, to break up documents, tell our story and humanise our brand.

We've developed the following guidance based on feedback from key stakeholders. And we've treated photography as a storytelling medium, with different kinds of photography enabling us to tell the whole story of 'everyday breakthroughs'.



# Using photography

When not using 'breakthrough photography' there are less restrictions on how images can be used in designs. The following are some of the ways photography can be used:

- a.** Use circular O shapes to hold photography – this works particularly well for portraiture
- b.** Photography can bleed off pages to create interesting crops of the hero O
- c.** Use full-bleed photography to break up long-form publications and showcase our best photography
- d.** You can also use rectangular shapes to hold photography when it is more appropriate to do so

a



b



c



d



# Outcomes photography

This style of photography is all about celebrating the life-changing impact of our work. It's less about what we do, more about what can happen when occupational therapists help people make everyday breakthroughs.

It should always feel positive, to show the benefits occupational therapy can have on people's lives. Where possible photography should show people being active. You can show people doing a diverse range of occupations – from strenuous activities such as cycling and hiking to more everyday ones like walking to the shops, cooking or playing with their child.

Photography should depict a broad range of people showing a diverse range of ages, genders and ethnicities to be authentic and inclusive. This should be considered when selecting images for executions.



# Occupational therapy in photography

Occupational therapist photography should always be active. We should always aim to showcase the amazing work that occupational therapists do and the impact they have on people's lives.

Always aim to use photography of occupational therapists with service users. While the service user's health and wellbeing is the focus of every occupational therapist, there are some instances where we want to showcase the professional fulfilment of being an occupational therapist. We can achieve this by showing a breakthrough moment of a service user's treatment progression, and the joy this can bring to an occupational therapist.

We should show a diverse range of treatments that showcase each specialism of occupational therapy.

Any images featuring occupational therapy should be approved by an occupational therapist, particularly those which feature accessibility and aid equipment.



# Specialist applications

# Regions and specialist sections

For social channels, RCOT regions and specialist sections should use the RCOT logo icon with Dark Teal background as their social avatar.

The header image can be more flexible – it could be the logo, or an illustration using our hero O on our primary purple background.

However, if we do not feature the full logo as the header, we need to reference the full written out brand name in the description.

To see how the social format can work for the main RCOT social accounts using Dark Teal header background and White icon background, please see page 95.

For printed materials, such as pull-up banners, the regional committee name should be right-aligned, horizontally adjacent from the RCOT logo. For pull-up banners, the logo and regional committee name should be at the top, to give them maximum visibility.

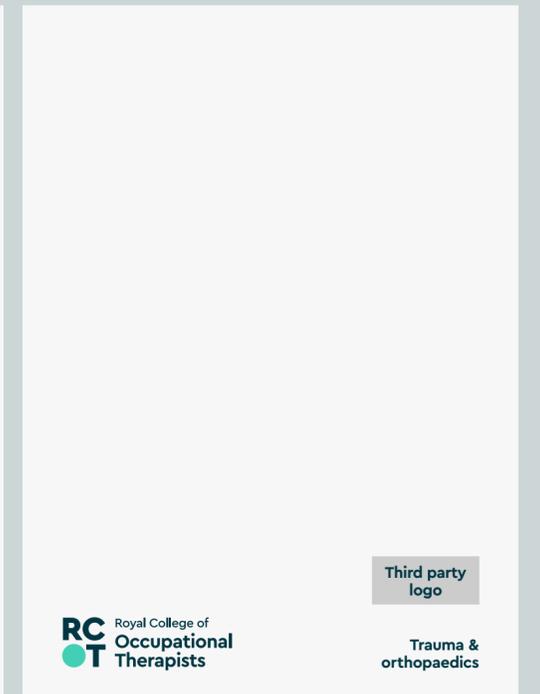
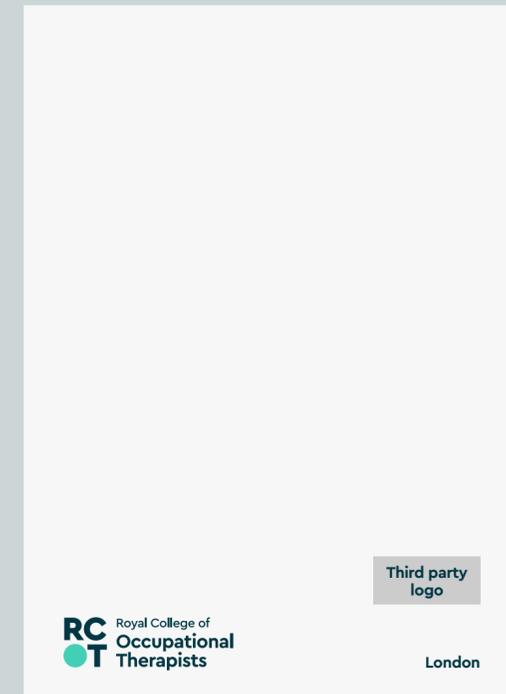
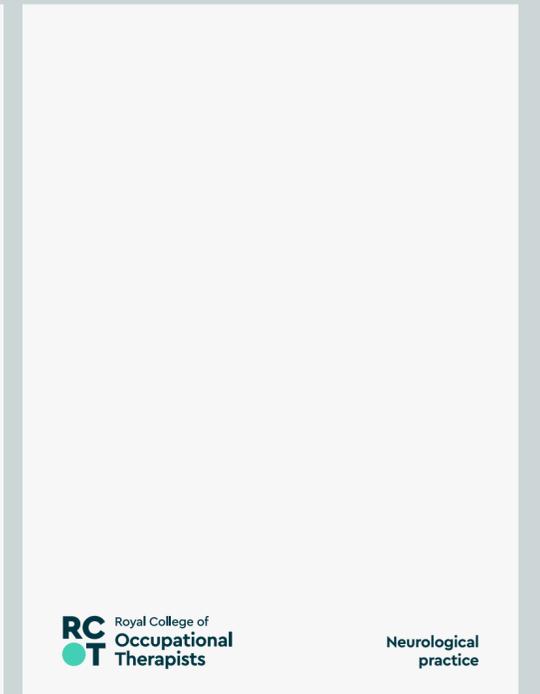
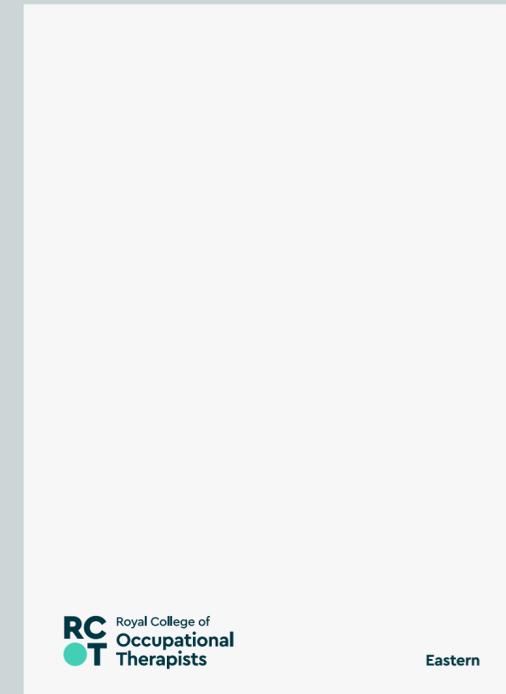
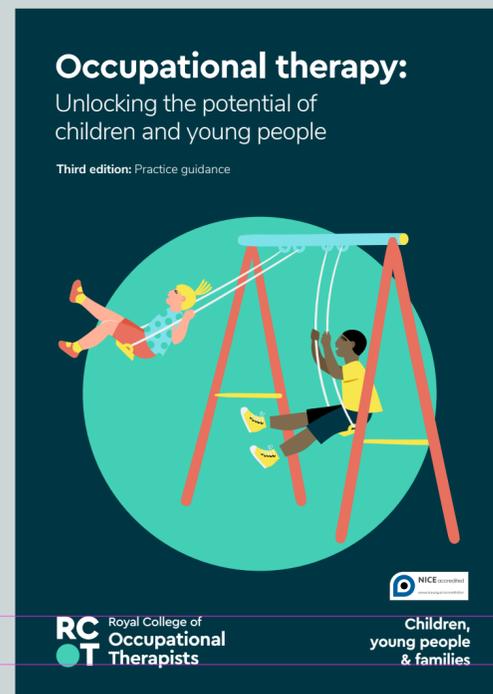
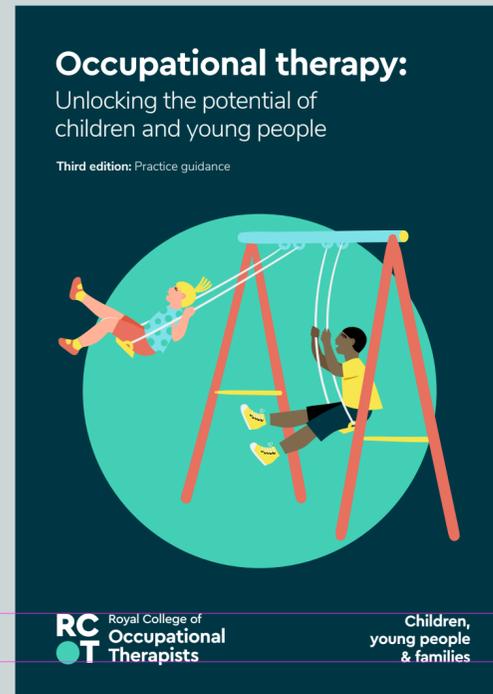


# Regions and specialist sections

Region and specialist section titles should always appear in the bottom right corner of report covers.

They should always be formatted in the same way as they appear here:

The type should be set in Cera Pro Bold, right-aligned, white or Dark Teal depending on the background used and be over one, two or three lines as they appear on the right of this page.

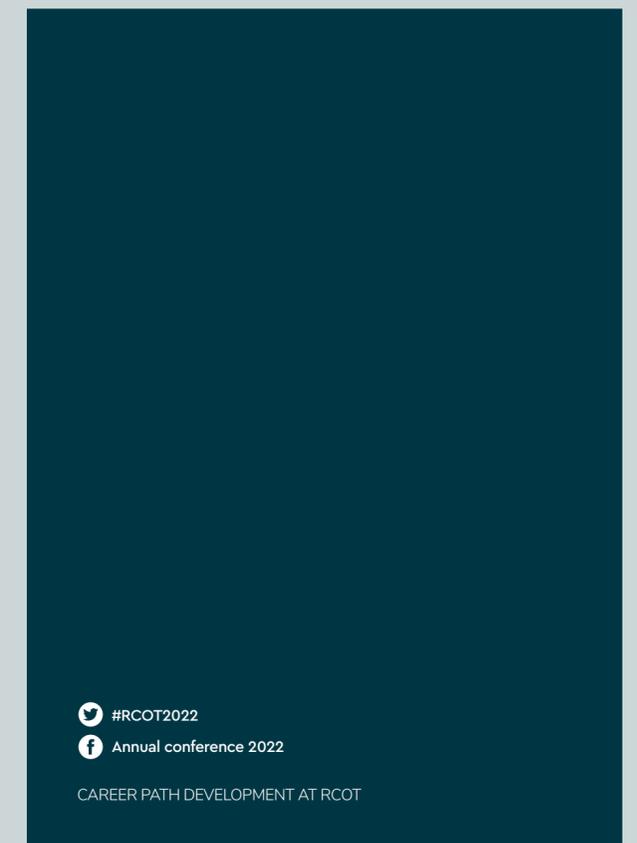


# Teaming up

Partners and supporter logos should always appear at the bottom right of the page and be formatted as seen in this example.

Space for social media links, hashtags etc should appear on the reverse of booklets or reports so that the front cover does not become overcrowded.

If there is access to a white version of a partner or supporter logo, it can be placed directly onto a Purple or Dark Teal background. If there is only a colour version, place on a white rectangular device, as seen in the middle execution of this page.



**Putting it all  
together**







# Occupational therapy: Unlocking the potential of children and young people

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

**Outcome**  
To equip children and young people to live full and happy lives

Participate as valued members of their community regardless of physical, learning and mental health needs.

Realise their potential by developing the skills and resilience they need to access education and perform activities of daily living as children and adults.

Lead full and happy lives- participating in the activities, occupations, they need and want to do at home, at school and at play.

**How**  
Embed opportunities to promote physical and mental health into children's daily routines and activities

- 1 Embed opportunities to promote physical and mental health into children's daily routines and activities.
- 2 Develop partnerships to build community capacity and address needs early.
- 3 Work across traditional service boundaries to address physical and mental health.
- 4 Adopt a strengths-based approach that fosters self-management and independence.
- 5 Anticipate the changing needs of children, young people and their carers to facilitate positive transitions.

The full list of references for this report is available at [www.rcot.co.uk/itam](http://www.rcot.co.uk/itam)

**Universal approach**

**Outcome**  
To equip children and young people to live full and happy lives

**How**  
1 Embed opportunities to promote physical and mental health into children's daily routines and activities

Almost one in three children start school without the foundation knowledge and skills they need for learning. If these gaps in skills are not addressed, inequalities can persist and grow throughout a child's life. Investing in children's physical, cognitive and emotional development by embedding developmental opportunities into everyday routines ensures children are ready for school and maximises their prospects for a happy and healthy life.

Occupational therapists have the knowledge and skills to promote environments, relationships and activities that foster the development and wellbeing of all children and young people.

Shifting occupational therapy resources to focus on health promotion and prevention ensures that opportunities to promote physical and mental health are embedded into every aspect of a child or young person's life, optimising their development, health and wellbeing.

Absolutely loved the session. So helpful to understand the logic behind learning to write and great ideas to practice fine motor skills."

Parent



**Service Example: NHS Tayside**

**Pre-school workshops**

Changes in the nature of play mean that some children lack the fundamental motor skills they need to handle tools and equipment, such as a pencil, when they start school. Occupational therapists in NHS Tayside launched an initiative to address this concern and minimise the number of referrals to occupational therapy once children reach school.

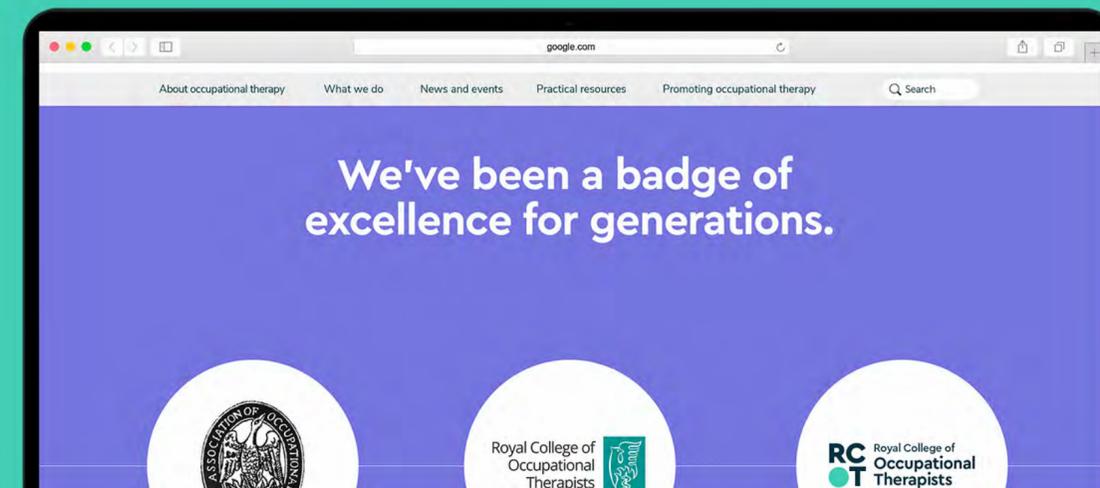
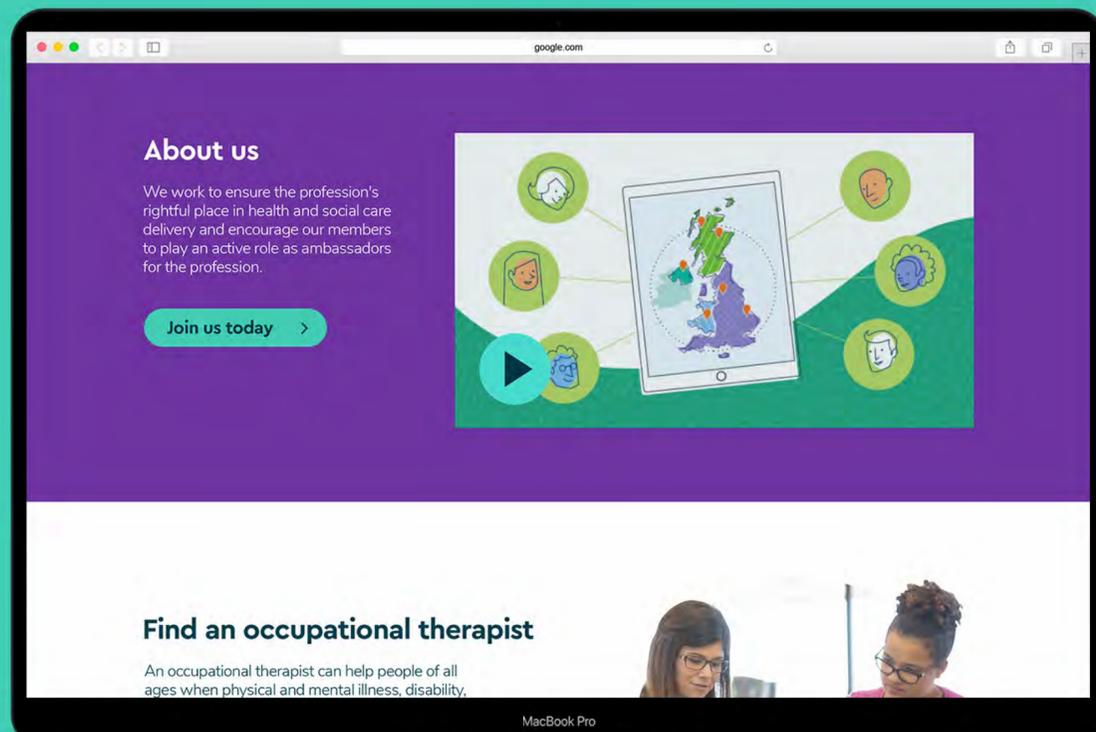
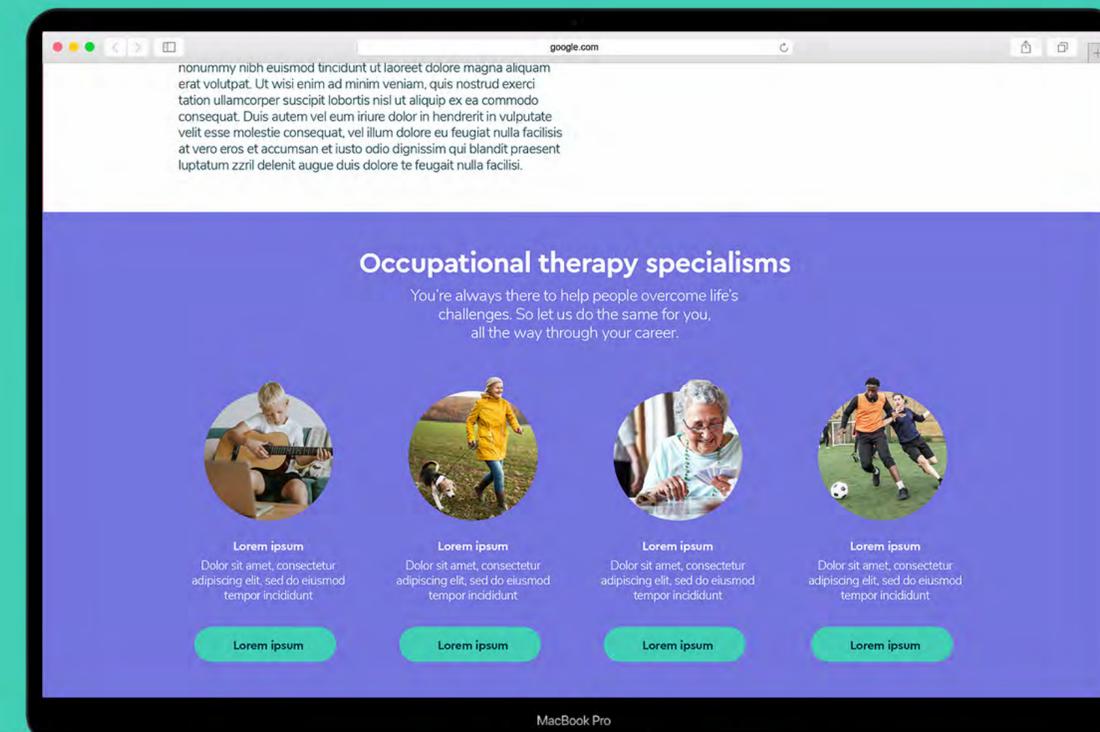
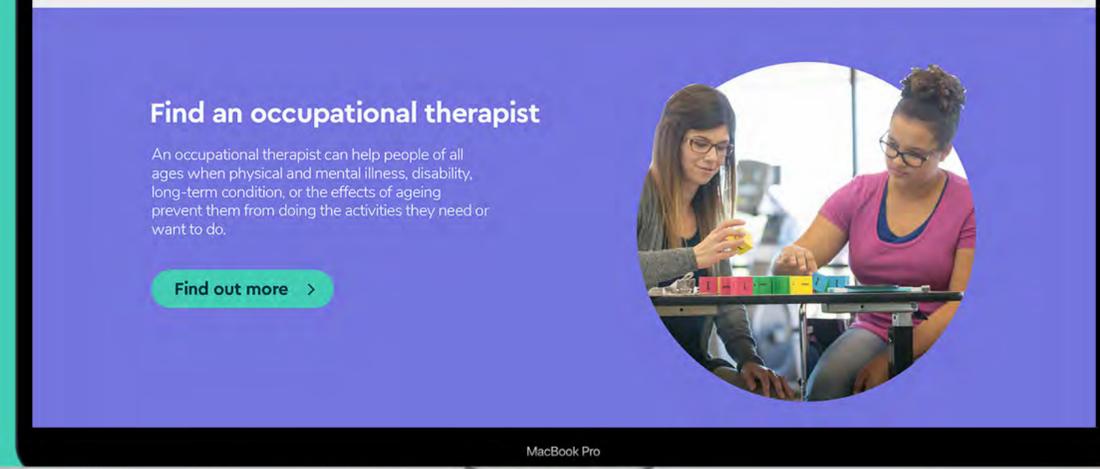
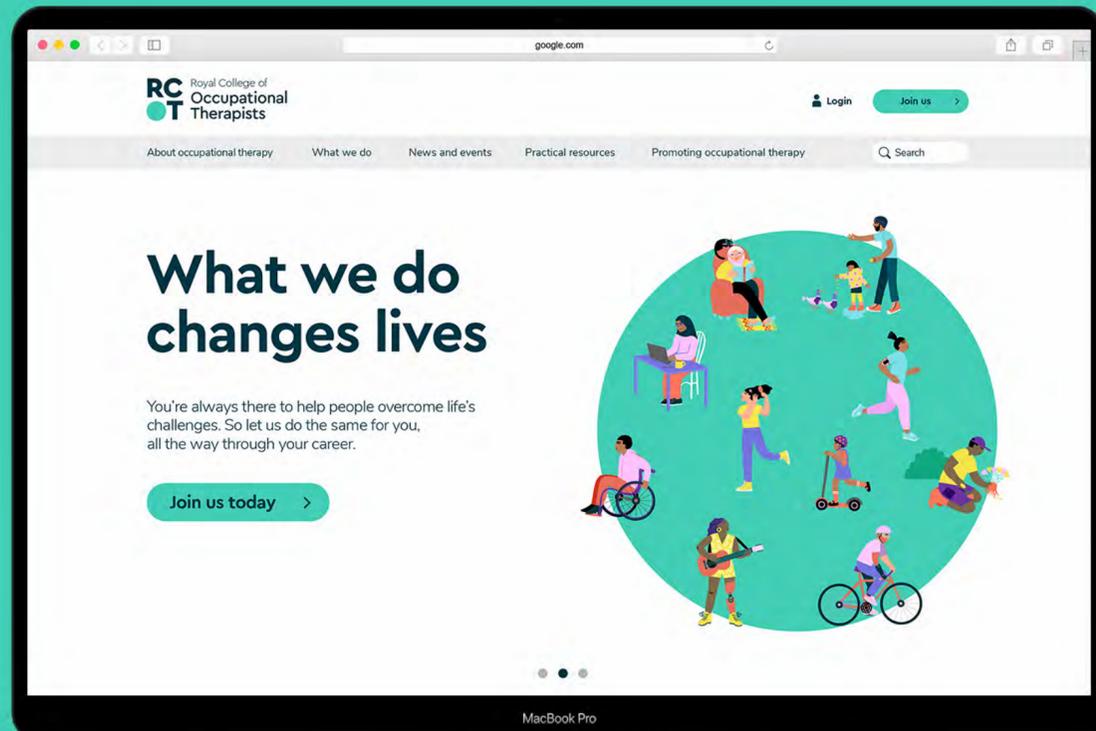
**'Little Scribbles' workshops**

In nursery settings is a way of involving staff, parents and carers in children's learning. During fun and interactive workshops, occupational therapists explain the development of pre-writing skills and demonstrate a range of activities that

**Impact**

Adopting a universal approach has been a cost-effective use of occupational therapy expertise. Workshops have been delivered in nine nursery settings, with a staff cost of £149 per workshop. To date, parents/carers of 79 children have attended Little Scribbles workshops and a further 70 children have benefited indirectly from the increased knowledge of preventing skills among nursery staff.







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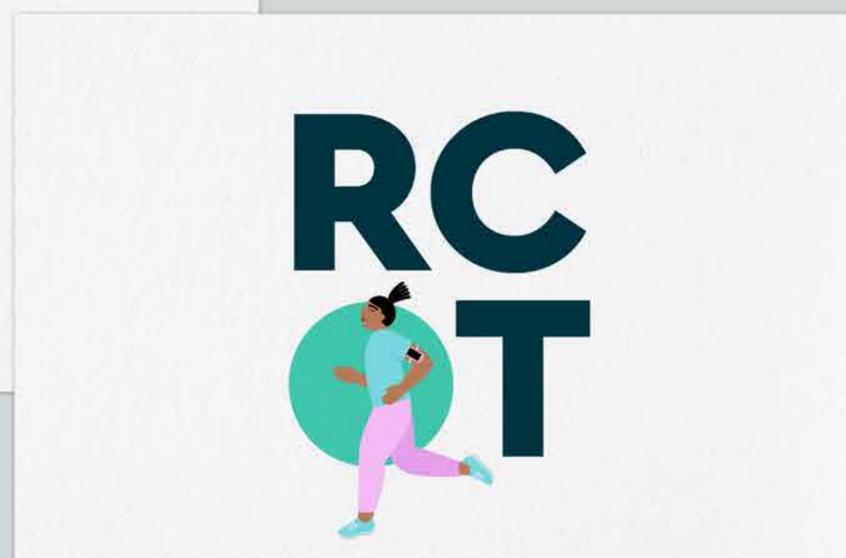
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Change lives through what we

**D** 

When life gets tough, will you help someone find their best way forward? Find out more about a career in Occupational Therapy today.

**RCOT** Royal College of Occupational Therapists

**RCOT** Royal College of Occupational Therapists

**2022**  
Annual conference & exhibition

**Make a breakthrough**

Tuesday 14 June –  
Wednesday 15 June

Kindly supported by **visit Belfast** Welcoming **AOTI**  
Association of Occupational Therapists of Ireland



# Change lives

## Join us



# Make a breakthrough

## Become an occupational therapist



# Bring your whole self

## Find out more about occupational therapy





# Contact

If you have any questions about these guidelines please contact:

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**marketing@rcot.co.uk**  
**020 3141 4600**