



[www.shinelib.org.uk](http://www.shinelib.org.uk)

## Design brief for e-SHINE project

### SHINE

The Scottish Health Information Network (SHINE) is a voluntary network of health care library and information services in all sectors (NHS, academic, voluntary). SHINE has existed for over 30 years and promotes collaborative effort and partnership between health care library and information services. SHINE also promotes resource sharing and expertise amongst its members and provides networking and professional development opportunities for members.

SHINE also represents the health sector on the Scottish Library and Information Council which is the independent advisory body to the Scottish Government and Scottish Ministers on library and Information matters.

### e-SHINE project background

The e-SHINE project aims to develop a new website for SHINE which will be the main communication tool for SHINE both internally and externally. The website will:

- Represent a clear message about what SHINE is and what it does
- Enable the organisation to communicate more effectively with its membership
- Encourage new members to join
- Facilitate the continuous professional development of SHINE members and enable them to contribute to SHINE

### Logo design requirements

It has been agreed that as part of this project a new logo for SHINE is needed.

This logo needs to be adaptable and transferrable as it will be used for:

- printed material such as compliments slips and letterheads
- marketing material such as a banner stand and bookmarks
- online – the new website will be designed around the design and colours of the new logo

The new website aims to be professional but also welcoming and friendly and the logo needs to reflect this.

There is no particular objection to the current logo, but it is felt that it needs to be crisper and sharper. The current pink/purple colours used in the logo and on the website are not popular, though there is a preference for bold colours to be used.

In addition, the logo should be convertible to black&white, and the pantone colours should be supplied.