

A guide to our NHS Branding and *Local Design Style*



The NHS Brand

The NHS logo is one of the most powerful in the UK, carrying:

- over 95% recognition among the general public; and
- very strong levels of credibility, authority and trust.

As a result of this recognition and trust, the NHS is perceived to be an impartial and credible provider of health advice, information and services.

As a statutory NHS organisation, NHS Halton Clinical Commissioning Group (CCG) is obliged to follow the NHS Brand Guidelines. The comprehensive and detailed guidelines specific to CCGs are attached as an appendix at the end of this PDF and the latest fully comprehensive version can also be viewed online at:

www.nhsidentity.nhs.uk

Choose *Authorised Clinical Commissioning Groups* from the drop-down menu on the homepage to access the complete guidelines for CCGs.

There is also a useful FAQ section online – and if you need more specific advice, you can contact the NHS Identity Helpline:

020 7972 5250/5261

nhs.identity@dh.gsi.gov.uk

The Creative Services team at Cheshire and Merseyside CSU is well-versed in these guidelines and used to implementing them on behalf of many NHS organisations.

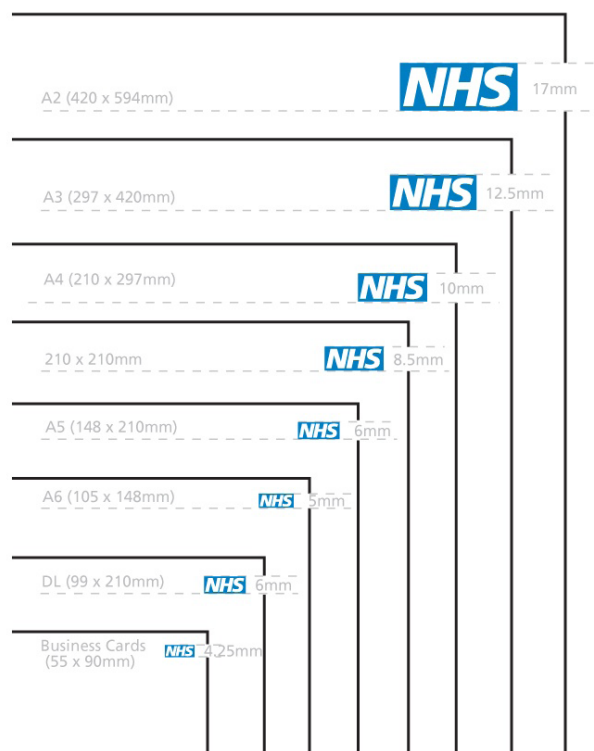
NHS Brand Basics

Statutory logotype

The keystone of NHS Halton CCG's branding is its statutory logotype:



Halton Clinical Commissioning Group



Only the officially issued version/s should be used – always correctly scaled and positioned (top right) and within its exclusion zone. The logotypes should *not* be redrawn, altered or presented disproportionately or unclearly.

There are guidelines around joint working and non-NHS partnership working etc. detailing the correct branding approach for a variety of circumstances.

Typefaces

The primary NHS typeface is **Frutiger**, chosen for its clarity and ease of reading.

Frutiger

Frutiger

All NHS organisations are supplied with a single licensed copy of the Frutiger typeface for both PCs and Apple Macs when they order logotypes for the first time.

The secondary NHS typeface is **Arial**, which is widely available and the preferred typeface where *Frutiger* is unavailable – mainly for internal communications.

Arial

Arial

The serif typeface **Garamond** may also be used for body copy – and **Times New Roman** as an alternative to this on internally produced documents.

Because certain NHS audiences may have accessibility issues or print disabilities, the minimum typeface size for body copy is **12 point**.

Colour

The NHS corporate colour is NHS Blue Pantone 300. It has high recognition in identifying any communication as being from the NHS.

NHS Blue
Pantone® 300
C100% M43% Y0% K0%
R0 G114 B198

The Pantone® and CMYK references may be useful for professional printing applications and external suppliers. The RGB reference may be used internally to create a consistent and accurate *NHS blue* within MicroSoft applications such as Word etc.

There is also a wider palette of supporting colours (below) which facilitates variety – not everything needs to be NHS blue but by using the same palette consistently across the NHS our overall identity will be supported.

Colour palette

NHS Dark Green	Pantone® 342	C 100% M 0% Y 69% K 43%	R 0 G 107 B 84
NHS Green	Pantone® 355	C 100% M 0% Y 91% K 6%	R 0 G 158 B 73
NHS Light Green	Pantone® 368	C 65% M 0% Y 100% K 0%	R 91 G 191 B 33
NHS Aqua Green	Pantone® 3272	C 100% M 0% Y 47% K 0%	R 0 G 170 B 158
NHS Aqua Blue	Pantone® 312	C 100% M 0% Y 15% K 0%	R 0 G 173 B 198
NHS Light Blue	Pantone® Process Blue	C 100% M 8.5% Y 0% K 6%	R 0 G 145 B 201
NHS Dark Blue	Pantone® 287	C 100% M 69% Y 0% K 11.5%	R 0 G 56 B 147
NHS Purple	Pantone® 2685	C 100% M 94% Y 0% K 0%	R 86 G 0 B 140
NHS Dark Pink	Pantone® 676	C 8.5% M 100% Y 0% K 15%	R 160 G 0 B 84
NHS Dark Red	Pantone® 1955	C 0% M 87% Y 43% K 30.5%	R 147 G 22 B 56
NHS Red	Pantone® 485	C 0% M 100% Y 91% K 0%	R 216 G 30 B 5
NHS Orange	Pantone® 144	C 0% M 47% Y 100% K 0%	R 226 G 140 B 5
NHS Yellow	Pantone® Process Yellow	C 0% M 0% Y 100% K 0%	R 247 G 226 B 20

Imagery

Photography and illustrations are powerful and emotive tools that express our values just as strongly as colours and typefaces.

The NHS is not only about making people well – it is also about keeping them healthy and helping them to make informed choices about their health. The images that we use in our communications need to reflect this.

When selecting images for use in NHS communications, think about whether they:

- tell people that we value professionalism, equality and accessibility;
- enhance the reputation of the NHS and reflect the pride we have in our work;
- adhere to our communications principles (see following page).

All NHS organisations are entitled to register with and use the **NHS Photo Library**:

www.nhs.uk/photolibrary

which holds a wide range of free-to-download, high-quality images with no issues around copyright, permission or longevity.

NHS identity checklist

Every time we communicate, we are projecting the NHS identity. Letters, leaflets, websites and promotions should all support our values and principles.

When you are assessing a communications project to judge whether it supports the NHS identity, ask yourself the following questions:

The basics

- Is the NHS logo, or your local logotype, in the correct position, in its correct colour and at the correct size?
- Does it sit in the right amount of clear space?
- Are the colours chosen from the NHS colour palette?
- Are the typefaces Frutiger or Arial?

Our values

Does the communication support the following NHS values?

- **Health:** does it reinforce (or not contradict) our support for health and healthy lifestyles?
- **Care:** does it show respect for the audience and avoid stereotypes? Does the tone of the wording show care and empathy?
- **Professionalism:** does it demonstrate pride in what we are doing? Are we able to challenge poor standards in any existing communications?
- **Efficiency:** is the budget right for the task? Are the tone and style right for the audience you are communicating with?
- **Equality:** does the imagery convey that the NHS is for everyone, e.g. spanning ages and cultures (where appropriate)?
- **Choice and responsiveness:** does it portray the NHS as an organisation that is focused on providing choice and access to information about services, treatment and performance?

Our communications principles

Does the communication support the following principles:

- **Clear:** is it easy to read and easy to understand?
- **Cost-effective:** has the budget been used sensibly?
- **Modern:** does it support NHS developments and aspirations?
- **Straightforward:** does it avoid gimmicks and over-complicated design or wording?
- **Honest:** does it avoid misleading information and false promises? Does it withhold information that the receiver has a right to know?
- **Accessible:** has it been tested with the target audience? Do they understand it? Are versions in other languages or formats needed? Is it easy to obtain?
- **Respectful:** does it show respect for the audience's feelings and beliefs? Does it include 'funny' drawings or headlines that risk offending anyone? Does this communication help to further the NHS reputation? Is it clear and relevant to the public?

The Local Design Style

In accordance with wider NHS branding, NHS Halton CCG has developed what is known as a *local design style* – a unique NHS-branded ‘look and feel’, combining the NHS colour palette, typeface, imagery and also a ‘graphic device’. This local design style is used to represent the NHS identity at a local level.

Scope and limitations

A local design style can be applied to most communications materials, including:

- patient information
- internal staff communications
- annual reports
- health promotion campaigns

However, all NHS corporate materials including letterheads, compliments slips, business cards, signs and badges must follow specific guidelines to protect our shared NHS identity.

Halton CCG’s graphic device

Halton CCG’s *graphic device* is *not* a logo. It is derived from an abstract version of the areas iconic Runcorn bridge, as illustrated (right).

This graphic device should not be seen or used as a logo and does not replace NHS Halton CCG’s statutory logotype. It is designed to help create an easily recognisable identity for the CCG, setting them apart from other local NHS organisations.

This graphic device differs from a logo in that it is designed to be ‘played with’, and treated in ways in which a logo would not. This means that a graphic device *can* be:

- cropped
- scaled
- overlaid
- tinted/faded
- presented multiply
- otherwise altered or presented ‘creatively’

Within the wider design style, it is designed to be flexible enough to offer variety and differentiation across a wide range of communications whilst still offering consistency, and so recognition, at a local level for the organisation. The overall local design style should evolve over time – keeping the balance between consistency and creativity.



The graphic device should *not* be presented in association with text in a way that would lead to it being confused with a logotype. Nor should it be used in isolation to represent Halton CCG for the same reason.

Some templates are already available and these present the approach taken so far – with the development of additional elements. This approach is illustrated on the next page.

Halton’s colour palette

As part of their wider *local design style*, Halton CCG have a primary colour palette, comprising the three colours from the NHS colour palette used in the *bridge* graphic device. They are:

Pantone® 342 Dark Green

C100% M0% Y69% K43%
R0 G107 B84



Pantone® 355 Mid Green

C100% M0% Y91% K6%
R0 G158 B73



Pantone® 368 Light Green

C65% M0% Y100% K0%
R91 G191 B33



These colours can be used separately or together, as gradients and tints as backgrounds or to highlight text and should be used consistently as the main colours across communications materials.

Vision

Halton CCG has also developed this vision:

Involving everybody in improving the health and wellbeing of the people of Halton

This vision is consistently presented as a part of Halton's wider *local design style*, where appropriate. It should be reiterated regularly but not used in such a way as to allow it to be construed as a logotype.

The future

In order to allow greater variation and flexibility, and prevent sameness, Halton's local design style will need to develop over time – offering some variation whilst keeping the basic elements of the primary colour palette and bridge motif consistent. This variation will also help to prevent the graphic device being interpreted as a logo.

Careful consideration should be given to any future applications and a local design style 'guardian' would help ensure the well-judged and consistent approach necessary to maintain the CCG's local identity.

Toolkit

A toolkit containing the elements necessary to implement the NHS branding and the local design style includes statutory logos correctly sized for an A4 page as well as the 'K' graphic device and subsidiary versions.

Templates

Current corporate templates feature the below arrangement of bridge graphic device and vision, which crops and fades the motif. It is proposed that this approach is taken consistently for related materials, whilst developing other approaches for specific formats.



