

The NHS logo

The familiar blue lozenge is the cornerstone of the NHS identity. Its consistent application will help to reinforce our values and purpose. Only an original graphics file should be used and is available by telephoning the NHS Responseline or visiting our website (details of which are given on the back cover). Which of these logos are correct?



1



6



2



7



3



8



4



9



5



10

Notes: _____ page

1 _____

2 _____ page

3 _____ page

4 _____ page

5 _____ page

6 _____ page

7 _____ page

8 _____ page

9 _____ page

10 _____ page

The NHS logo

The familiar blue lozenge is the cornerstone of the NHS identity. Its consistent application will help to reinforce our values and purpose. Only an original graphics file should be used and is available by telephoning the NHS Responseline or visiting our website (details of which are given on the back cover). Which of these logos are correct?



1



2



3

Notes:

page

35

1 No contrast between
logo and background.

page

5 or 32

2 If NHS Blue or black not
available, use darkest colour.

page

5

3 Don't use a tint of
NHS Blue.

The NHS logo



4



5

Notes: page

1 _____

page

2 _____

page

3 _____

page

4 *Don't use pale colours if NHS Blue or black are not available.*

page

5 *Always use an original graphic file.*

The NHS logo



6



7



8

Notes:

page

34

6 *NHS logo can be reproduced on a pale background.*

page

5

7 *Never redraw the NHS logo. Use an original file.*

page

5

8 *Preferred option after NHS Blue.*

The NHS logo



9



10

Notes:

page

5 or 32

9 *Never recolour the
NHS logo.*

page

35

10 *Although not ideal,
reverse out of darker colours.*

Logotypes

You should always use an original graphics file for both the NHS logo and your logotype. But there may be exceptional instances when everyone's gone home and you need a copy of your logotype now. You can get a copy of the NHS logo from our website (details on the back cover). But how will you construct your logotype? Which ones are right and why are the rest wrong?

Bigtown, Midvale and Smallwick Mental Health NHS Trust



1

Anytown
Primary Care Trust



2

Bigtown, Midvale
and Smallwick
Mental Health NHS Trust



3

○ **NHS** ○
Anyshire
Health Authority

4

Anyshire
Health Authority



5



6

Notes:

page

1

2

3

4

5

6

Logotypes

You should always use an original graphics file for both the NHS logo and your logotype. But there may be exceptional instances when everyone's gone home and you need a copy of your logotype now. You can get a copy of the NHS logo from our website (details on the back cover). But how will you construct your logotype? Which ones are right and why are the rest wrong?

Bigtown, Midvale and Smallwick Mental Health NHS Trust  1

Anytown  2
Primary Care Trust

Bigtown, Midvale 
and Smallwick 3
Mental Health NHS Trust

Notes:

page

47

1 *Stick to the format in appendix II.*

2 *Correct.*

3 *Correct. The short version will also be accompanied by a long version on the logotype disk sent to your CI lead.*

Logotypes



4 *Wrong. Never reconfigure the logotype. Use format given in Appendix II.*

5 *The Organisation name should be in NHS Blue in a two colour version.*

6 *If there is no room for the full logotype the NHS logo can be used on its own. The name of the organisation can appear elsewhere.*

Logo sizes

The size of the NHS logo varies according to the dimensions of the communication to ensure clarity and consistency. Which of the following would go on what size publication? And which size is best online?

Write the corresponding letter in the appropriate publication box. All logo heights are actual size.

page

NHS

A

NHS

B

NHS

C

NHS

D



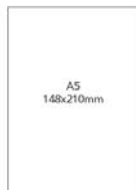
1



2



3



4



5



6



7

Logo sizes

The size of the NHS logo varies according to the dimensions of the communication to ensure clarity and consistency. Which of the following would go on what size publication? And which size is best online?

Write the corresponding letter in the appropriate publication box.
All logo heights are actual size.

page

7

NHS

A

NHS

B

NHS

C

NHS

D

A3
297x420mm

1 **D**

A4
210x297mm

2 **C**

Logo sizes



NHS

A



NHS

B



NHS

C

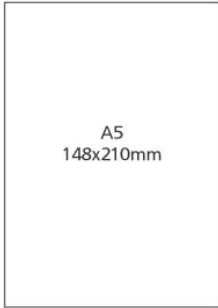


NHS

D



3 C



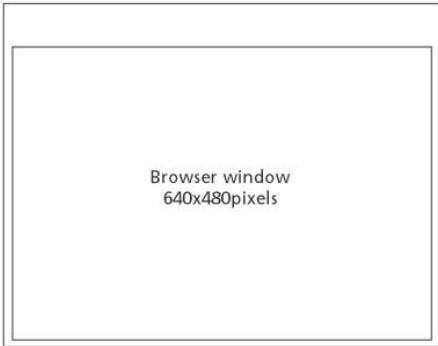
4 B



5 B



6 A



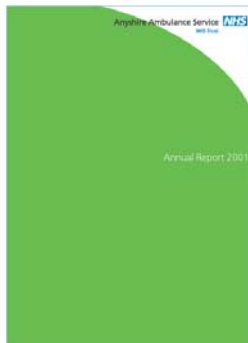
7 C

Exclusion zones

Key elements of our identity principles are about accessibility and clarity. Our communications will be easily understood by the target audiences they were intended for if these principles are adopted. It also means our identity is clear and unambiguous. It will also have greater impact. Which of the following examples break our exclusion zone rules?



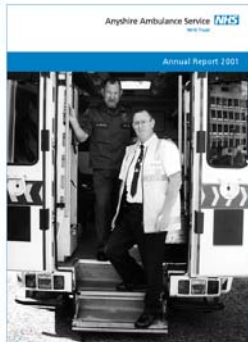
1



2



3



4

Notes:

page

1 _____

2 _____

3 _____

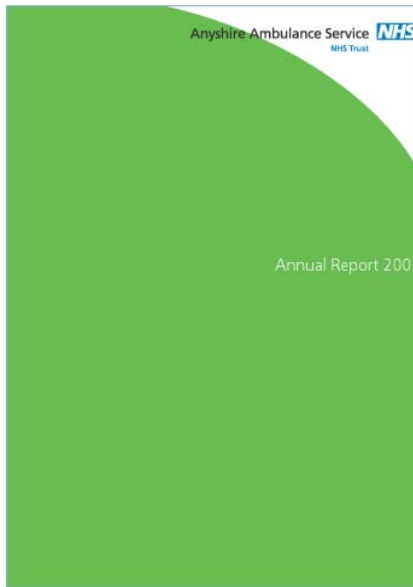
4 _____

Exclusion zones

Key elements of our identity principles are about accessibility and clarity. Our communications will be easily understood by the target audiences they were intended for if these principles are adopted. It also means our identity is clear and unambiguous. It will also have greater impact. Which of the following examples break our exclusion zone rules?



1



2

Notes:

page

6

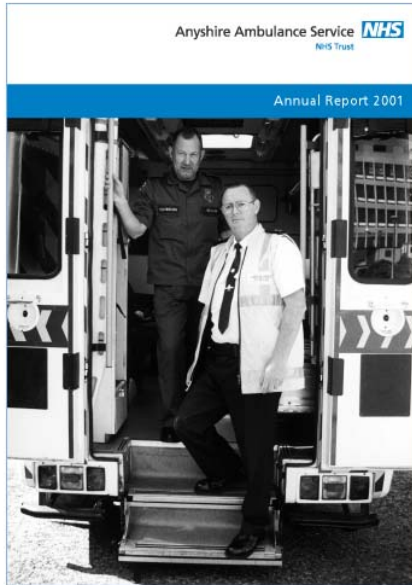
1 Correct.

2 Logotype is too close to edge of publication. Graphics break exclusion zone.

Exclusion zones



3



4

3 *Logotype on top of image impairing visibility. Type breaks exclusion zone.*

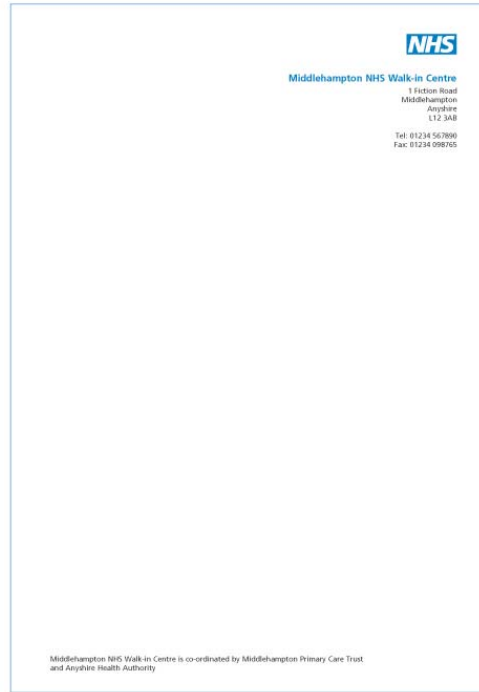
4 *Perfect*

Stationery

Things are changing fast in the NHS. But stationery is easy to construct if you follow the rules. Even without the stationery guidelines, can you say which of the following items of stationery can stay, and which should move on out?



1 ✓



2 ✓

Notes:

page

14

1 *Ambulance service can use the Crown Badge in full colour or just black if preferred.*

page

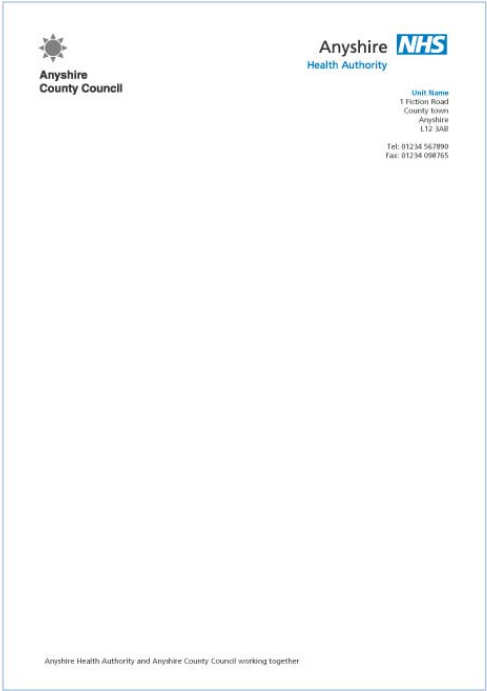
12

2 *Non-statutory organisations should indicate accountability on letterheads.*

page

3

Stationery



Notes: page

1 _____

page

2 _____

page

3 *NHS logotype should remain top right for equal partnerships and follow general guidelines. Accountability should be clear.*

Signage

Signs are expensive to manufacture, so getting it right is all the more important. Interim guidelines for signs have already been produced, but using The NHS Identity Guidelines alone should let you tell which of the following is heading down the right track, and which ones have lost their way.



Bigtown Health Clinic

- ← Dental care
- ← Maternity services
- ← Physiotherapy
- Reception →
- Toilets →

1



Bigtown, Midvale and Smallwick
Mental Health NHS Trust

St Luke's Hospital

2



St Andrew's Hospital

Queen Elizabeth II Wing (QE2)

- School of Nursing and Midwifery →
- Radiotherapy (25 Barts Close) →
- Accident and Emergency →

St Andrew's and St John's Hospitals NHS Trust

3

Notes: _____ page

1 _____

Notes: _____ page

2 _____

3 _____

Signage

Signs are expensive to manufacture, so getting it right is all the more important. Interim guidelines for signs have already been produced, but using The NHS Identity Guidelines alone should let you tell which of the following is heading down the right track, and which ones have lost their way.



1

Notes:

page

N/A

1 *Right-hand direction
arrows should be next
to type.*

page

2

page

3

Signage



2 ✘



3 ✔

Notes:

page

1

page

2 *Use Frutiger wherever possible.*

page

3 *Correct example.*

Recruitment advertising

If you are advertising a competing job, how do you ensure your ad gets noticed by the right person without falling foul of the guidelines? Recruitment advertising should be consistent in the use of our corporate identity, but by using local expression you can help differentiate your ad from your neighbour.

Which one has differentiated and which has just broken the rules?

Bigtown and Middlehampton **NHS** Middlehampton **NHS**
Mental Health NHS Trust Primary Care Trust

Health professionals

Grade H, Head Grade III
or Superintendent Grade III

Dolore te feugait nulla facilisi. Lorem ipsum dolor sit aet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulp utate velit esse molestie consequat, vel illum dolore eu odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Autem vel eum iriure dolor in hendrerit in vulputa feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit.

Vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor mag aliquam erat volutpat. Ut wisi enim ad minim veniam

1

Notes:

page

1

Middlehampton **NHS**
Primary Care Trust

Health professionals

Grade H, Head Grade III
or Superintendent Grade III

Dolore te feugait nulla facilisi. Lorem ipsum dolor sit nibh euismod tincidunt ut laoreet dolore magna ali erat volutpat. Autem vel eum iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum eu feugait nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugait nulla facilisis qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Autem vel eum iriure dolor in hendrerit in vulputate feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor mag aliquam erat volutpat. Ut wisi enim. Autem vel eum iriure dolor in hendrerit in vul velit esse molestie consequat, qui blandit pra luptatum zzril delenit augue duis.



2

Notes:

page

1

Recruitment advertising

If you are advertising a competing job, how do you ensure your ad gets noticed by the right person without falling foul of the guidelines? Recruitment advertising should be consistent in the use of our corporate identity, but by using local expression you can help differentiate your ad from your neighbour.

Which one has differentiated and which has just broken the rules?

Bigtown and Middlehampton **NHS** Middlehampton **NHS**
Mental Health NHS Trust Primary Care Trust

Health professionals

Grade H, Head Grade III
or Superintendent Grade III

Dolore te feugait nulla facilisi. Lorem ipsum dolor sit aet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulp utate velit esse molestie consequat, vel illum dolore eu odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis qui blandit praesent luptatum zzril delenit augue duis dolore te feugait. Autem vel eum iriure dolor in hendrerit in vulputa feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit.

Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor mag aliquam erat volutpat. Ut wisi enim ad minim veniam


Notes:

page

1 *Only one NHS logo on each publication. Joint ventures should be described in type.*

Background graphic interfering with type. Not Frutiger and mixed typefaces.

Recruitment advertising



Middlehampton **NHS**
Primary Care Trust


Health professionals

**Grade H, Head Grade III
or Superindentent Grade III**

Dolore te feugiat nulla facilisi. Lorem ipsum dolor sit nibh euismod tincidunt ut laoreet dolore magna all erat volutpat. Autem vel eum iriure dolor in hendrerit vulputate velit esse molestie consequat, vel illum eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat.

Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat. Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat. Autem vel eum iriure dolor in hendrerit in vulputate feugiat nulla facilisis at vero eros et accu-

Vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au duis dolore te feugiat nulla facilisi. Lorem ipsu dolor mag aliquam erat volutpat. Ut wisi enim. Autem vel eum iriure dolor in hendrerit in vul velit esse molestie consequat, qui blandit pra luptatum zzril delenit augue duis.



2 ✓

page

2 *Clear advertisement.*

Consistent with guidelines.

Presentations using Powerpoint

PowerPoint makes making presentations simpler. Over 90% of presentations made use PowerPoint so that must be true. But easier for whom? After all presentations are not just about what's on the screen, but about what the presenter has to say. Which one of the following would you spend more time than necessary trying to understand and end up missing what is being said? The answer is not just in the guidelines, it's in our identity principles.

Anyshire **NHS**
Health Authority

Place the headline here

- **Bullet point one**
- **Bullet point two**
- **Bullet point three**
- **Bullet point four**
- **Bullet point five**

1

Anyshire **NHS**
Health Authority

Place the headline here

- Bullet point one
- Bullet point two
- Bullet point three
- Bullet point four
- Bullet point five
- Bullet point six
- Bullet point seven
- Bullet point eight
- Bullet point nine
- Bullet point ten
- Bullet point eleven
- Bullet point twelve

2

Anyshire **NHS**
Health Authority

Place the headline here

- Bullet point one
- Bullet point two
- Bullet point three
- Bullet point four
- Bullet point five

3

NHS

Place the headline here

- Bullet point one
- Bullet point two
- Bullet point three
- Bullet point four
- Bullet point five

4

Notes: page

1

3

Notes: page

2

4

Presentations using Powerpoint

PowerPoint makes making presentations simpler. Over 90% of presentations made use PowerPoint so that must be true. But easier for whom? After all presentations are not just about what's on the screen, but about what the presenter has to say. Which one of the following would you spend more time than necessary trying to understand and end up missing what is being said? The answer is not just in the guidelines, it's in our identity principles.

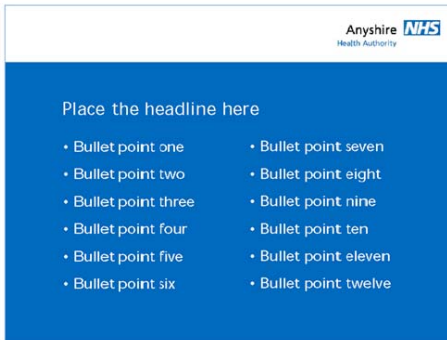


Anyshire NHS Health Authority

Place the headline here

- Bullet point one
- Bullet point two
- Bullet point three
- Bullet point four
- Bullet point five

1 ✓



Anyshire NHS Health Authority

Place the headline here

- Bullet point one
- Bullet point two
- Bullet point three
- Bullet point four
- Bullet point five
- Bullet point six
- Bullet point seven
- Bullet point eight
- Bullet point nine
- Bullet point ten
- Bullet point eleven
- Bullet point twelve

2 ✓

Notes:

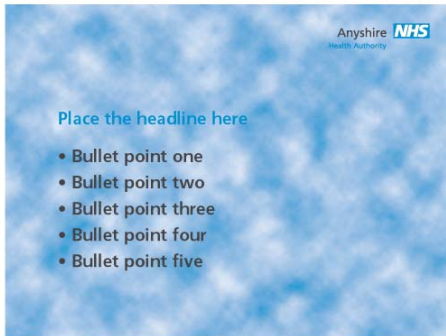
page

23

1 *If Frutiger not available use Arial.*

2 *Blue background with white type can be read more easily.*

Presentations using Powerpoint



3 ✖



4 ✖

3 *Mottled backgrounds do not help clarity.*

4 *Times New Roman is not ideal for Powerpoint presentations.*

Colour palette

Another key element of our communications is cost-effectiveness. And it makes sense for a supporting colour palette to be cost effective, especially when so much needs to be produced using just one or two colours.

Colour isn't just about the palette though. It's about the appropriate use of colour. Which front covers are appropriate, which aren't and tell us why? The clues are in our identity principles.



1



2



3



4

Notes:

page

1

2

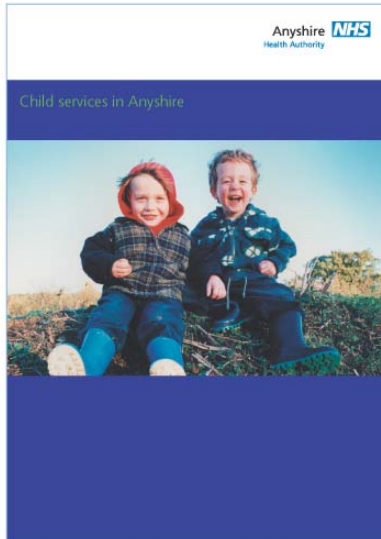
3

4

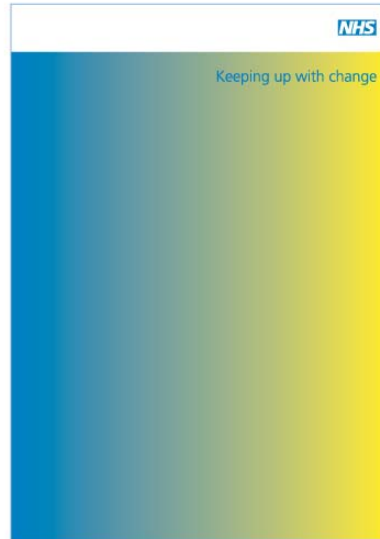
Colour palette

Another key element of our communications is cost-effectiveness. And it makes sense for a supporting colour palette to be cost effective, especially when so much needs to be produced using just one or two colours.

Colour isn't just about the palette though. It's about the appropriate use of colour. Which front covers are appropriate, which aren't and tell us why? The clues are in our identity principles.



1 ✘



2 ✘

Notes:

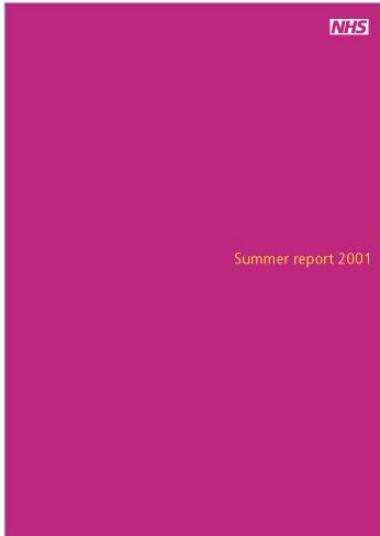
page

26

1 *Low contrast between heading and the background.*

2 *Colours of background make heading hard to read.*

Colour palette



3 ✓



4 ✓

3 *Strong contrast between colours add clarity and aids visibility.*

4 *Using the NHS colour palette with simple but modern effectiveness.*

Imagery and photography

Images are powerful and impactful. They can tell a story far more than words can sometimes. The guidelines suggest what's good and what's bad. And the identity principles are of course the basis of everything we do, so use them if you are not sure. Remember, what's funny to you may not be so funny for others. Which pictures are appropriate and which are not? Please give us your reasons why.



1



2



3



4

Notes:

page

1 _____

2 _____

3 _____

4 _____

Imagery and photography

Images are powerful and impactful. They can tell a story far more than words can sometimes. The guidelines suggest what's good and what's bad. And the identity principles are of course the basis of everything we do, so use them if you are not sure. Remember, what's funny to you may not be so funny for others. Which pictures are appropriate and which are not? Please give us your reasons why.



1



2

Notes:

page

36

1 *Confusing and overly complicated image.*

Not particularly modern in style.

2 *Fresh looking, positive image.*

Imagery and photography



3 ✓



4 ✓

3 *'Real' person working in the NHS, shot in black and white.*

4 *Simple illustration addressing an embarrassing problem*

Campaigns

The NHS Identity Guidelines do not explain how to put a campaign design brief together. It's not their job. But all campaigns and initiatives can follow the guidelines and be effective in getting the message across. Here are three campaigns each with an outline brief. Two campaigns are spot on, and the other has missed the plot.



NHS NEWS

New children's clinic in Middlehampton.

Learn more about our new children's clinic, and how we'll be working with you to ensure it meets your needs. It's a new addition to our services, and we're excited to hear your thoughts on it. It's a new addition to our services, and we're excited to hear your thoughts on it.

Contents

- Learn more about our new children's clinic
- How we'll be working with you to ensure it meets your needs
- What's new in our services
- Upcoming events and activities
- Local news and information
- Feedback and contact information

1

A design solution for a new internal newsletter targeted at all members of staff in a primary care trust.



Middlehampton **NHS** Primary Care Trust

cut it out

with no smoking day 8th march

2

A design solution for a poster to be used in surgeries to encourage young people to give up smoking.



Middlehampton **NHS** Primary Care Trust

What to do if you miss your appointment

Learn more about what to do if you miss your appointment, and how we can help you to get back on track. It's important to let us know if you can't make it, so we can rearrange your appointment if needed. It's important to let us know if you can't make it, so we can rearrange your appointment if needed.

Patient Services

3

A design solution to help cut down time wasted over absentee appointments.

Notes:

page

1

page

2

page

3

Campaigns

The NHS Identity Guidelines do not explain how to put a campaign design brief together. It's not their job. But all campaigns and initiatives can follow the guidelines and be effective in getting the message across. Here are three campaigns each with an outline brief. Two campaigns are spot on, and the other has missed the plot.



A design solution for a new internal newsletter targeted at all members of staff in a primary care trust.



A design solution for a poster to be used in surgeries to encourage young people to give up smoking

Notes:

page

various

- 1 *NHS logo shouldn't be 'read'.*
Text over image is not clear.
Not using NHS typefaces.
Green type on blue not visible

page

various

- 2 *Correct effectiveness by using just three colours.*
Simple image supporting national campaign.

Campaigns



3 ✓

A design solution to help cut down

page various

3 *Again, cost effective solution to meet common problem.*

ID swot

1. What typeface can be used for a campaign initiative?

2. What would be a good reason for using a typeface not indicated in the guidelines?

3. What's the best typeface to use on-line?

4. For online work, what colour should be used and on what colour background?

5. Can you use colours not in the NHS colour palette?

6. Can you use pictures of things other than people?

7. Does your image always have to be in an NHS setting?

8. Leaflet for mothers of young children: tummy, stomach or abdomen?

9. Which is the only organisation that can use a completely different logo in the whole of the NHS?

10. Under what circumstances can your logotype be positioned in the bottom left hand corner?

11. Are there any reasons for changing the format of your logotype?

12. How old is the NHS logo?

13. When is a joke not a joke?

14. Why use stiff card for maps?

15. Are one-colour business cards permitted?

16. What typeface should letters be typed in?

17. Can a department within a trust have its own letterhead?
