



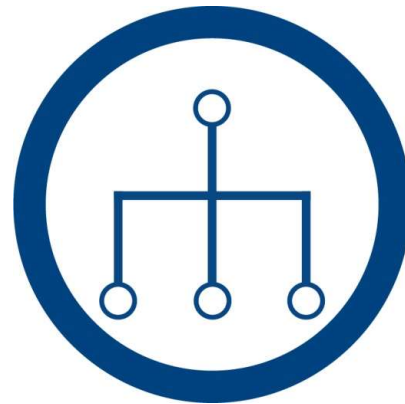
Brand Standards

Ensuring consistent use of NSS brand guidelines

For help and advice on Brand Standards contact:
nss.communications@nhs.net



Tone of Voice
is consistent and
appropriate



**Brand
Hierarchy**
is adhered to



Logos
the information
asset lifecycle



Web Templates
Use of
appropriate
available web
templates