

Identity Guidelines

v1
July 2016

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We hope you find this a useful guide.
If you have any questions about house
style, design or logos, please contact
brandteam@nhs.net

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Our visual identity is made up of a number of components including our logo, explanatory line, typography, colour palette and imagery. By following these guidelines, we will present a consistent and coherent image to our audiences and ensure that our communications are always recognisable and effective as well as accurately reflecting what we stand for.

These guidelines establish some basic rules for using these components and recommend options for implementation. A suite of corporate document templates are available with the identity correctly applied.

NHS Digital logo – standards and formats

01. Standard logo

The NHS Digital logo in its standard form comprises the blue NHS motif with Digital wording below, which should always be used on a white (or near white) background.

The logo is available in the following formats:

- PNG and SVG for online use (websites, intranet)
- JPEG for use in Microsoft Office applications (recommended use at 40% size for A4 portrait documents)
- EPS for professionally printed materials.

02. White logo

The alternative white format should always be used on an NHS Blue background.

03. Black logo

There is also a black only version of the logo for very limited use in print, where circumstances require (eg. mono recruitment ads).

01 Standard logo



02 White logo (for use out of NHS Blue)



03 Black logo (limited print use only)



NHS Digital logo – positioning

The NHS Digital logo should generally always appear at the top right of branded collateral. There are a few limited exceptions to this rule.

01. Positioning

When producing branded materials the standard NHS Digital logo should always be positioned in the top right corner.

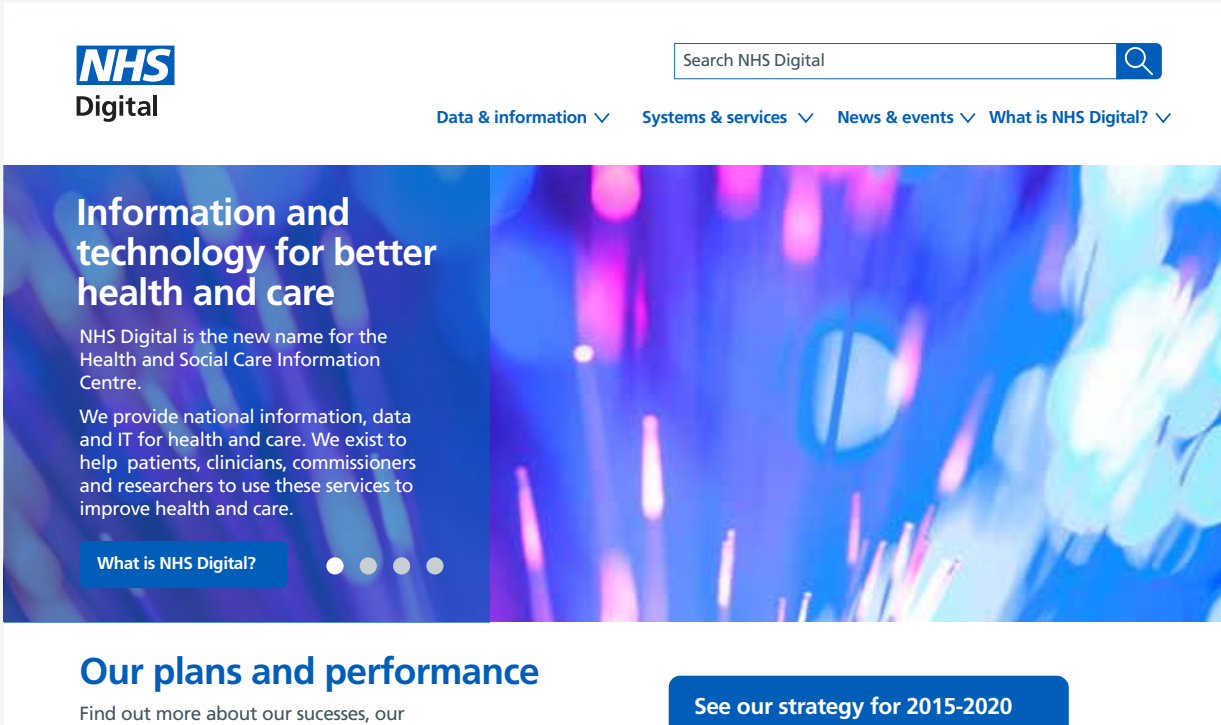
02. Exception: websites/intranet

There is a left-aligned variant of the NHS Digital logo for use on websites when the logo appears top left. This variant is permitted only in this instance and should not appear in this form in any other materials.

01



02



NHS Digital logo – exclusion zones and minimum size

The NHS Digital logo requires space around it in order to maximise its visual presence. An exclusion zone around the logo prevents any graphic element from compromising the integrity of the mark.

The exclusion zone is different for online and print/PDF materials.

01. Logo exclusion zone – online

The online exclusion zone is half the height of the NHS lozenge all around the logo. Any other graphic element including type, should appear outside of this zone.

02. Logo exclusion zone – online

The print/PDF exclusion zones is the full height of the NHS lozenge all around the logo. Any other graphic element including type, should appear outside of this zone.

03. Logo minimum size

The minimum size at which the NHS Digital logo can appear is a width of 85 pixels (or 23mm in print) as illustrated below.

04. Left aligned logo variant

Only for online use when the logo is positioned top left. Never use elsewhere.

Refer to the national NHS guidelines for more comprehensive rules around use of the NHS logo.
www.nhsidentity.nhs.uk

01 Exclusion zone – online
X = half height of NHS lozenge



02 Exclusion zone in print
X = full height of NHS lozenge



03 Minimum size



04 Left aligned variant



Using the logo – dual branded materials

Where communications require dual branding, it is important to ascertain the weighting of partnerships in the venture. Is NHS Digital:

- the lead partner,
- an equal partner with another organisation or organisations, or
- the supporting partner to another lead organisation?

01. Lead entity – multiple partnerships

Where multiple partners are involved, but we are the lead entity, our logo appears top right with other organisations appearing at the bottom of material, from left to right.

02. Equal partnership

Where we are in an equal partnership with another organisation or organisations, our logo should appear top right with the partner organisation logo(s) on the top left, e.g. National Statistics publications.

When we are working in partnership with a number of other NHS organisations it is simplest to display the master NHS logo top right and mention the names of the partnering organisations in the body copy or explain roles and responsibilities in a foot note.

03. Supporting partner

If another organisation is the lead in a partnership, we must adjust to the requirements of their dual branding guidelines and supply a logo in an appropriate format. The amount of clear space around our logo must still be observed. We should request that our logo is positioned on the right wherever possible.

01

02

03

Digital care transformation in action



Supported by

Techco Limited

Digi-Life PLC





General ophthalmic services, activity statistics
England, 2015-16

Published Month 2016

General ophthalmic services provide preventative and corrective eye care for patients meeting certain eligibility criteria. These services are available


Paperless 2020
The next steps




A collaborative publication by:
NHS Digital and NHS England




Tech for care





In association with



Protecting the logo

The NHS Digital logo must always be produced in the correct colour. No modification can be made to the logo, as any deviation will undermine the status of the brand.

- 01. Tints**
Never tint or add transparency to the logo.
- 02. Skewing**
Never skew the logo.
- 03. Distorting**
Never distort the logo.

- 04. Orientation**
The logo must always read left to right and should never be rotated.
- 05. Modification**
Never alter the relationship between the type and the lozenge.
- 06. Clear space**
Never place the explanatory line, icons or other graphical element right next to the logo

- 07. Borders or keylines.**
Never place a border or keyline around the logo.
- 08. Drop Shadows**
Never apply drop shadows to the logo.
- 09. Typeface**
Never try to recreate the logotype. Always obtain the correct version.

- 10. Adding extra text**
Never add text to the logo.
- 11. Patterns / filters**
Never add a pattern or filter to the logo.
- 12. Colour variation**
Never swap around the colours of the logo.



Explanatory line – online use

The NHS Digital explanatory line adds meaning and detail to our name. It begins to describe what we do, why we do it and who we do it for. It complements our logo.

The explanatory line should appear on all professional NHS Digital communications, including websites, stationery and publications whether they are aimed at patients, customers, stakeholders or staff.

The explanatory line should not be used on communications when we are working in partnership with another organisation, please see page 7 for more details.

There are two versions of the explanatory line device. One uses blue and grey and the other uses blue and yellow.

The grey versions below are for online use, or offline as a discretionary alternative to the warm yellow version.

01

Two-line explanatory line

Information and technology
for better health and care

Minimum size: 60px high, 397px wide



02

Four-line explanatory line

Information
and technology
for better
health and care

Minimum size: 130px high, 221px wide



Explanatory line – offline use

This yellow version of the explanatory line is for use on large exhibition stands and in print where space allows. It must be large enough for the yellow text to be clearly legible.

This should always be reproduced from the master artwork and never modified.

This version should not be used online due to colour accessibility issues.

01

Two-line explanatory line

Information and technology
for better health and care

Minimum size: 12mm high, 76mm wide



02

Four-line explanatory line

Information
and technology
for better
health and care

Minimum size: 26mm high, 45mm wide



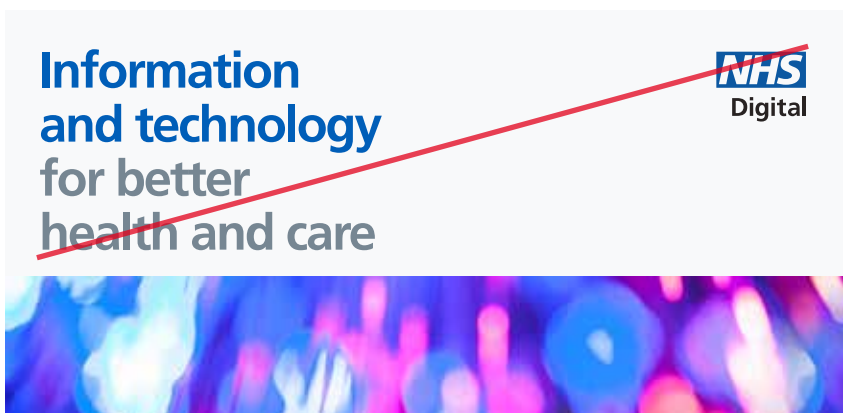
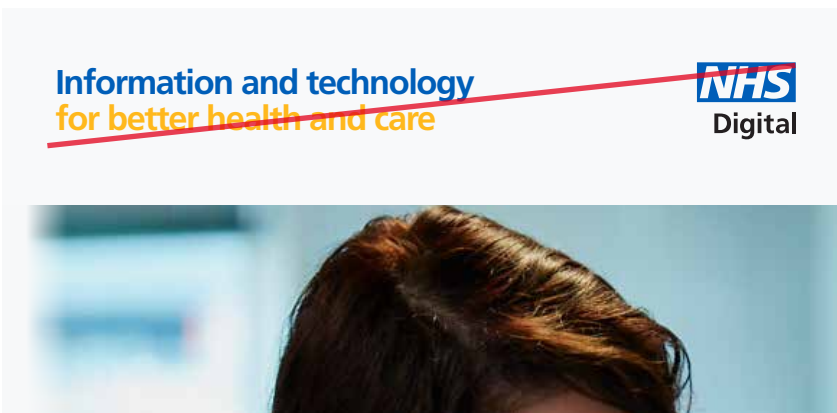
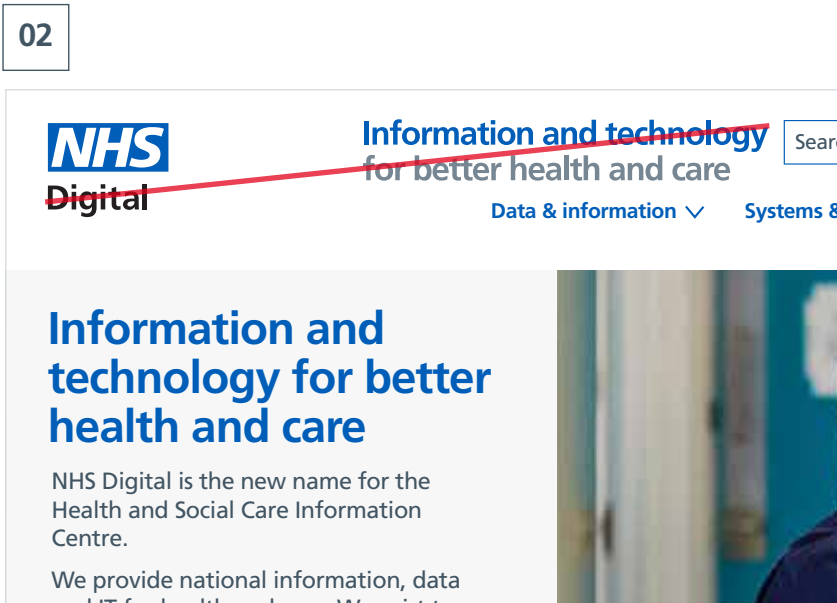
Explanatory line – incorrect use

The explanatory line cannot be used in close proximity to the NHS Digital logo, or in situations or spaces where you may normally expect to see the logo.

01. Do not place the explanatory line directly next to or below the logo

02. Do not position the explanatory line directly opposite the logo

03. Do not place the explanatory line above or in a more prominent position than the logo





Explanatory line – correct use

The explanatory line should always appear at a distance from, and below the NHS Digital logo, e.g. in document or web footers.

The following examples are all compliant.

**The way
we work**
A guide for staff





**Information and technology
for better health and care**

Paperless 2020
Welcome to the future of digital health and care





**Information and technology
for better health and care**

Business card - FRONT

Andy Williams
Chief Executive

adwilliams@nhs.net
0113 254 7174
07836 344 486



1 Trevelyan Square
Boar Lane
Leeds LS1 6AE
www.digital.nhs.uk

Business card - REVERSE

**Information
and technology
for better
health and care**

Primary colour palette

The main colour palette has been chosen to reflect NHS Digital's values.

White

White provides an essential design element and can be valued as both a colour and as a spatial element.

NHS Blue

NHS Blue is used as our primary corporate colour. It reflects the master NHS brand and represents trust and security.

NHS Greys

NHS Greys provide a soft contrast to the main identity colour.

NHS Warm Yellow

NHS Warm Yellow is used sparingly as our accent colour and reflects our innovation and vibrancy.

White			
Pantone N/A	HEX #FFFFFF	RGB R255 G255 B255	CMYK 0%C 0%M 0%Y 0%K
NHS Blue			
Pantone PMS 300	HEX #005EB8	RGB R0 G94 B184	CMYK 99%C 50%M 0%Y 0%K
NHS Mid Grey			
Pantone PMS 7544	HEX #768692	RGB R118 G134 B146	CMYK 35%C 14%M 11%Y 34%K
NHS Dark Grey			
Pantone PMS 7545	HEX #425563	RGB R66 G85 B99	CMYK 58%C 32%M 18%Y 54%K
NHS Warm Yellow			
Pantone PMS 1235	HEX #FFB81C	RGB R255 G184 B28	CMYK 0%C 31%M 98%Y 0%K

Colour emphasis and hierarchy

Colours should be used and applied following this approach

1. Lots of white space

White provides an essential design element and is key the the overall NHS identity.

2. Prominent use of NHS Blue

NHS Blue should be the dominant active colour in all materials.

3. NHS Greys

NHS Greys can be used as supporting colours, providing a soft contrast to the main NHS Blue colour.

4.Sparing use of accent colour

NHS Warm Yellow is used sparingly as our accent colour and reflects our innovation and vibrancy.

Lots of white space

Prominent use of NHS Blue

NHS Mid Grey
in a supporting role

NHS Dark Grey
in a supporting role

NHS Warm Yellow – accent colour
use sparingly

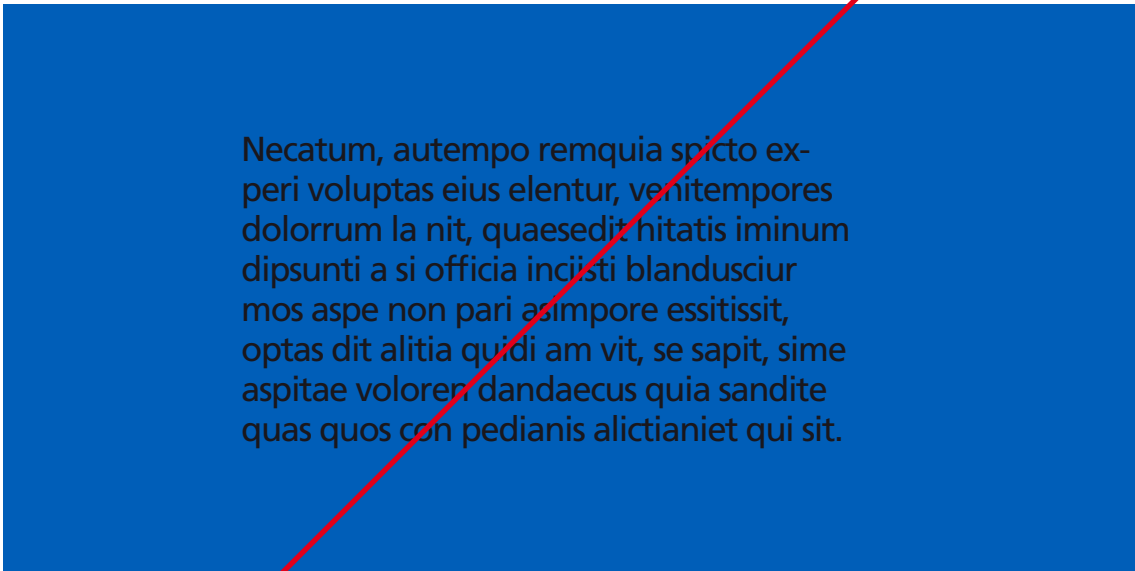
Colours in body copy – what to avoid

For body copy, always choose the colour that gives the clearest contrast within the background for the best legibility and clarity.

01. Black on NHS Blue

Body copy should always be clear and legible therefore black on NHS Blue is not permitted.

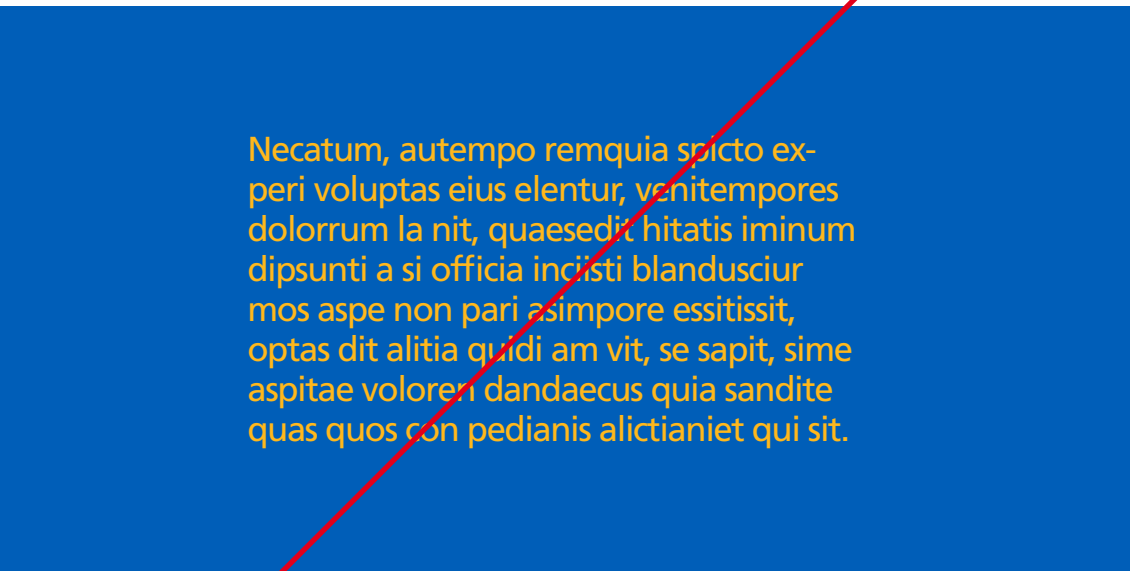
01



02. NHS Warm Yellow on NHS Blue

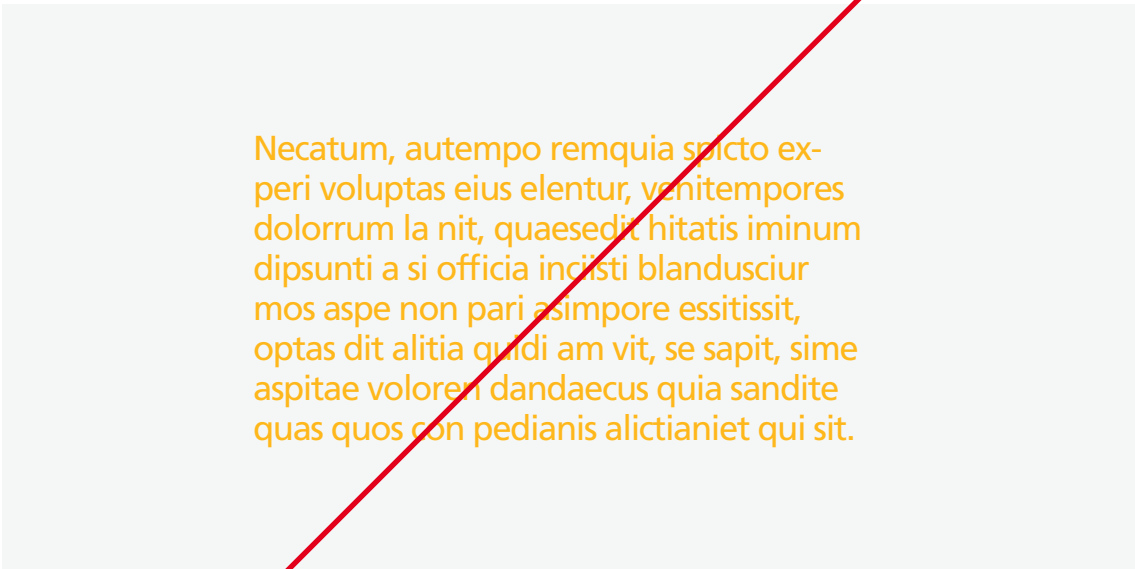
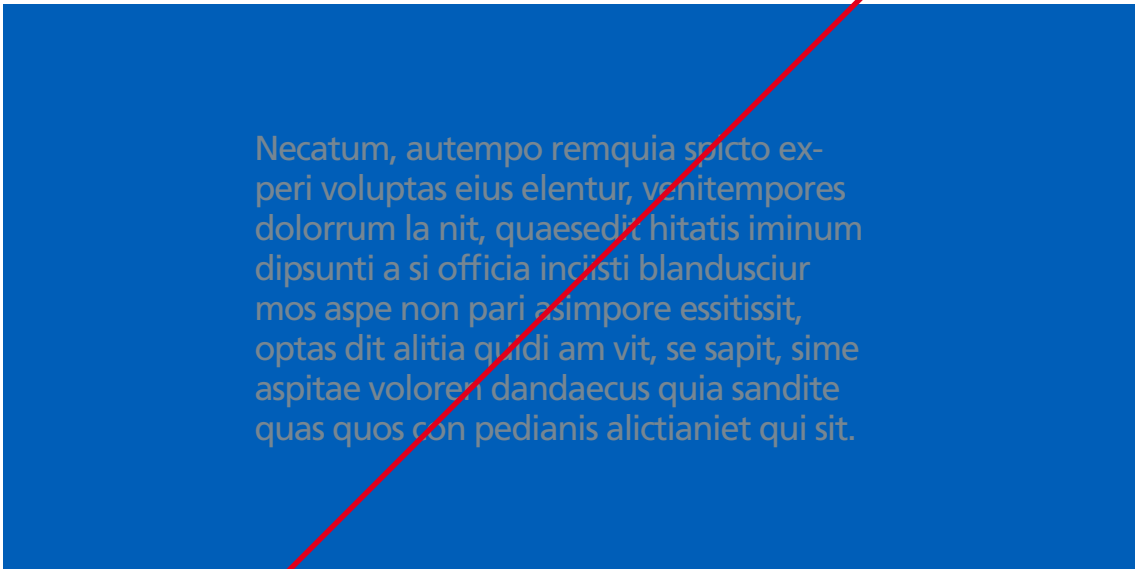
NHS Warm Yellow should not be used for body copy on NHS Blue as there is not a clear enough contrast from the background colour.

02



03

04



Primary typeface

Frutiger is the primary typeface for the NHS Digital identity and can be used both in print and online. For consistency of presentation through all communications the typefaces below should be used. The choice of type size is always based on format, function and purpose.

01. Frutiger 45 Light

This font can be used for body copy.

01
A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?"'")

02. Frutiger 55 Roman

This font is to be used for body copy and some headings at larger point sizes.

02
A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?"'")

03. Frutiger 65 Bold

This font should be used for headings, titles and copy which requires emphasis.

03
A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?"'")

04. Frutiger 56 Italic

This font should be used occasionally and sparingly, where emphasis is required for certain words (eg. quoting titles of publications in text).

04
A b c

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?"'")

Template typeface

For general correspondence, Arial should be used as the template typeface. This applies to Word documents, PowerPoint, e-mails and other situations where Frutiger is not available.

01. Arial Regular

This font is to be used for body copy and some title headings at large point sizes.

01

Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?“”)

02. Arial Bold

This font should be used for headings, titles and copy which requires emphasis.

02

Abc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?“”)

03. Arial Bold Italic

This font should be used occasionally and sparingly, where emphasis is required for certain words (eg. quoting titles of publications in text)

03

Abc

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(.,:;!@£\$%&*?“”)*

Iconography

Icons are an important brand asset as they help to communicate various instructions and information across a range of platforms and media.

They are an essential element of digital design and navigation on websites. Where space for copy is limited, icons can be useful as shorthand.

Do not try to create your own icons or amend existing ones. Any requirement for new icons should be directed to the communications team at brandteam@nhs.net



Imagery

We have chosen a number of different visual styles to use in our communications.

Commissioned photography should capture a 'moment in time', ideally with subjects using technology or information in their daily lives to show 'information and technology for better health and care'.

When we use stock photography we chose clear, interesting compositions where the emphasis of the image is centred on an activity rather than a character.

01. Colour photography

Whether photography is commissioned or from stock it should always feature real people rather than models. They should appear in natural settings and not be posed.

01



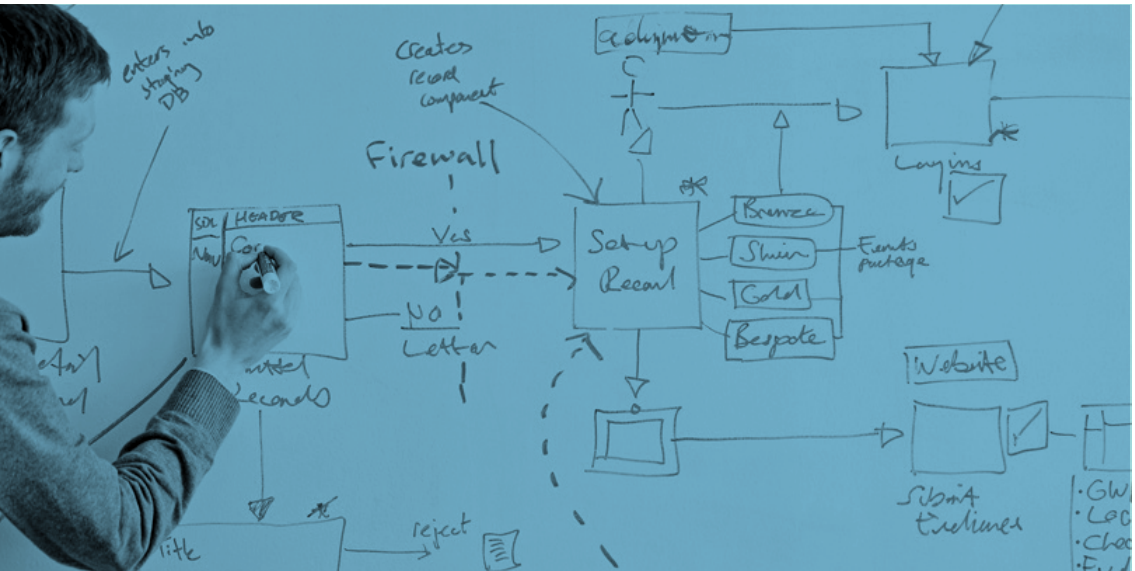
02. Colour overlay

Our images can also feature an overlay using the brand colour of NHS Blue. Overlays usually work best with black and white images, where there is plenty of light, clear space in the shot.

03. Abstract

Abstract imagery can be used in situations where subject matter is strategic or broad. Our abstract imagery should be bright and avoid being too specific or suggestive whilst reflecting our digital essence.

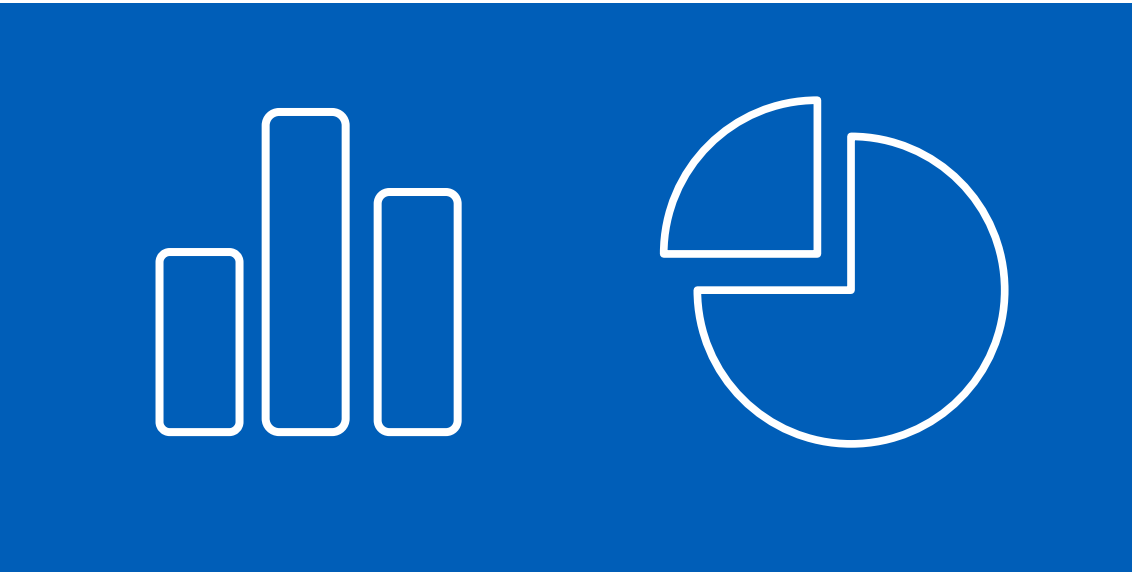
02



03



04



Imagery – what to avoid

Imagery is an incredibly important tool in our communications and it is important not only that we choose the right images, but also that we know what type of images to avoid.

01. People
Images of people which look contrived and unnatural.

02. Unnatural imagery
Images which are obviously staged and appear false.

03. Technology
Stock technology images which are cliché and overused.

04. Objects
Images of objects which are not in a natural environment.



Combining elements #1 – imagery

By combining typography with our colour palette, photographic and iconographic styles we can create visuals that convey concepts in a direct, straightforward and distinctive way.


Below are some examples combining these elements.




Combining elements #2 - document covers

Below are a few examples of the NHS Digital brand elements being applied on document covers.

Annual Report
and Accounts
2016-17





Information and technology
for better health and care

Technology usage in
hospital settings

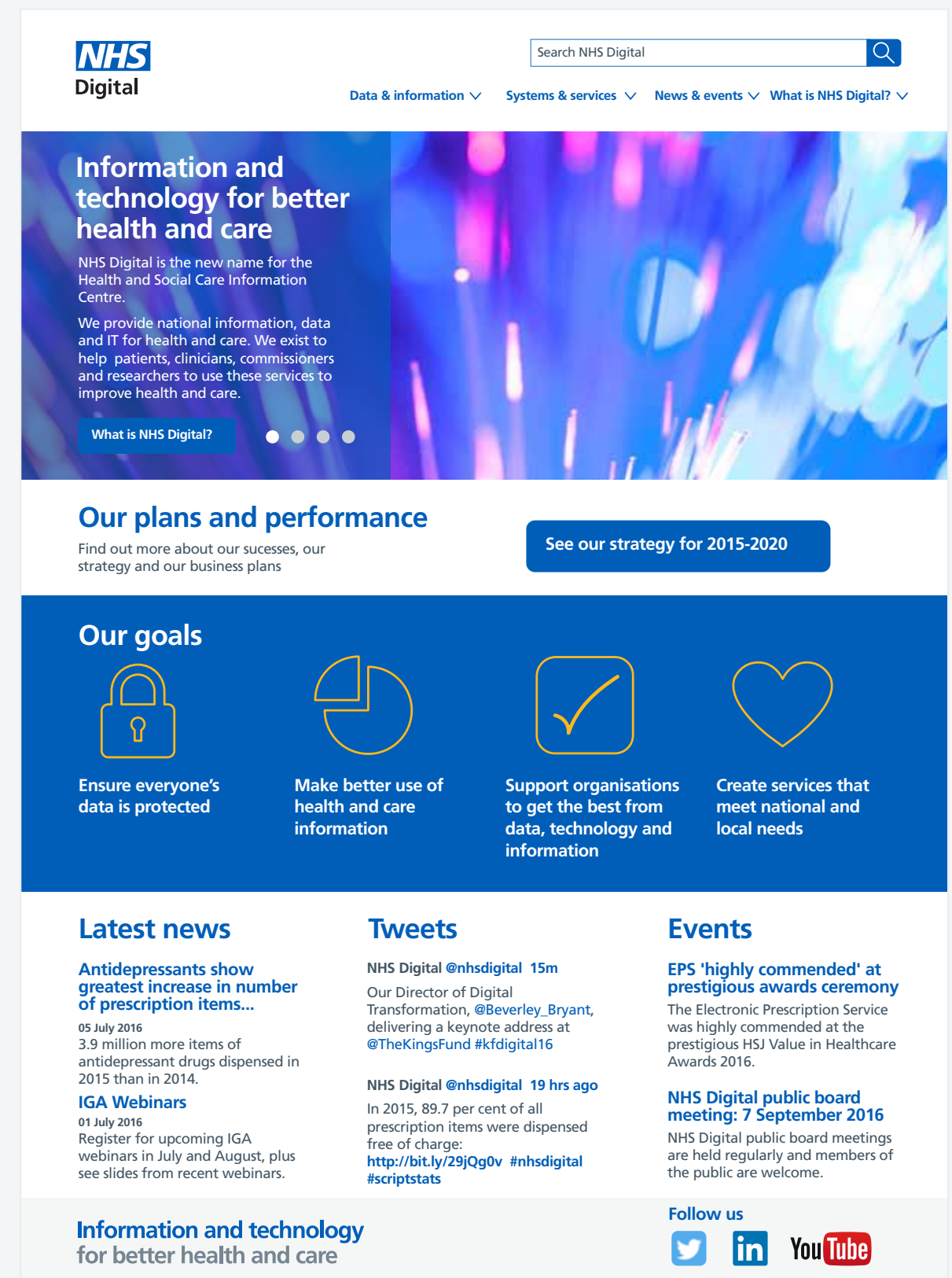




Information and technology
for better health and care

Combining elements #3 – websites

Below are a few examples of the NHS Digital brand elements being applied on a website.



Combining elements #3 - websites (detail)

Below is a detailed view of how the NHS Digital brand elements can be applied on a website.



Below are examples of the NHS Digital brand being applied to social media services and e-bulletins.



www.digital.nhs.uk
 [@nhsdigital](https://twitter.com/nhsdigital)


25

Corporate document templates

Corporate templates should be used when producing documentation. Head office letterhead, compliment slips and business cards can be ordered via Office Services.

The following templates can be accessed via the Microsoft applications themselves and also downloaded via the Marketing and Communications pages on the intranet:


- Branded Word templates
- Statistical publications template
- Agenda and fax templates
- Controlled document template
- Letterhead template
- Policy template
- Powerpoint templates
- Excel template



Document title here


Subtitle underneath in dark grey

Published 15 August 2016



Information and technology
for better health and care

(c) 2016 Health and Social Care Information Centre.
NHS Digital is the trading name of the Health and Social Care Information Centre.



Remove NS logo if not a National Statistic. Remember to remove this note whether NS or not.

Main Publication Title in 27pt Arial Bold

Qualifying text in 18pt Arial Bold (England 2015 experimental statistics)

Published XX Month 2016

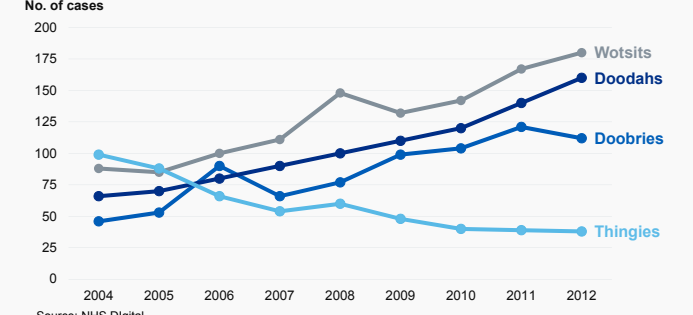
Introtext – keep it brief, most important information first. Think about your audience and what they need to know. This report examines the amount of things that are measured about this subject over a period of time. It focuses on three main things and they are one, two and three. (max 4 lines = 55 words)

Key findings

- There was a 15 per cent increase in things that went up in both males and females in 2015/16.
- The category with the highest amount of something was XX at 45 per cent, the lowest was YY which had only 4 per cent.
- Some things went up, others went down but the overall trend over time is for gradual increases in all categories, except Thingies which show a clear downward trend.

Figure 1: Changes in amount of cases of Thingies, Doobries, Wotsits and Doodahs from 2004-2012

No. of cases




Source: NHS Digital

Author: Stats Team, NHS Digital
Responsible Statistician: Firstname Surname
ISBN: XXXXXXXXXX

www.digital.nhs.uk
@nhsdigital

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Agenda

Purpose of Meeting:
Date: **Time:**
Location:

Time	Paper No.	Agenda Item	Notes	Owner
XX:00		Welcomes and Introductions		
XX:10				
XX:15				
XX:45				
XX:15				
XX:45		Action steps and close		

Attendees **Organisation / Department**

Apologies **Organisation / Department**

Corporate document templates – PowerPoint

Examples of the NHS Digital brand being applied to PowerPoint covers.

NHS
Digital

Presentation title heading 30pt
Subheading underneath 21pt



Information and technology
for better health and care

presented by Firstname Surname,
Job Title 15pt



Section title slide

For breaking up presentation into logical subsections

3

The image shows a presentation slide with a blue background. In the top right corner is the NHS Digital logo, which consists of the letters 'NHS' in a white box above the word 'Digital' in white. The main content of the slide is centered and reads: 'Presentation title heading 30pt' in white, followed by 'Subheading underneath 21pt' in orange. At the bottom of the slide, there is a white horizontal bar containing the NHS Digital tagline 'Information and technology for better health and care' on the left and the presenter information 'presented by Firstname Surname, Job Title 15pt' on the right.

Contact details

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