

Brand Guidelines

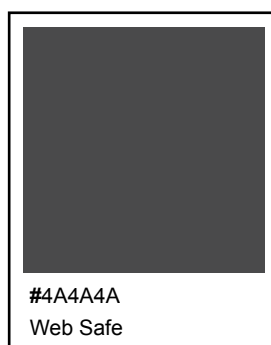
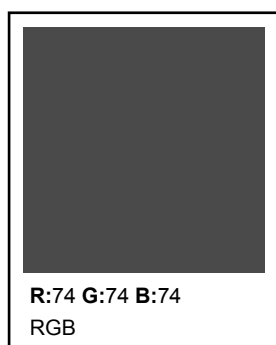
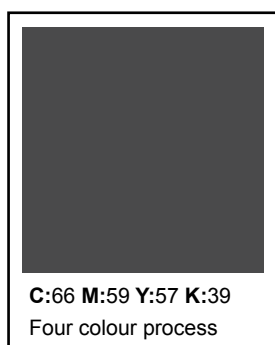
April 2013

Master Logo - full version

As of April 2013 The National Institute for Health and Care Excellence (**NICE**) is our new brand identity. The following guidelines explain how to use the logo correctly across all applications. Always use the logo in accordance with our main brand guidelines, and make sure you do not alter the logo in any way.

NICE National Institute for
Health and Care Excellence

Colour - Dark Grey



Master Logo - full version - colour variations

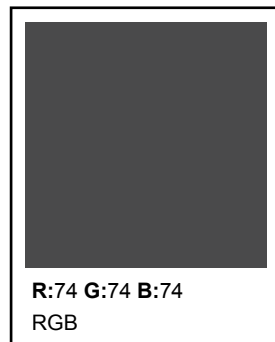
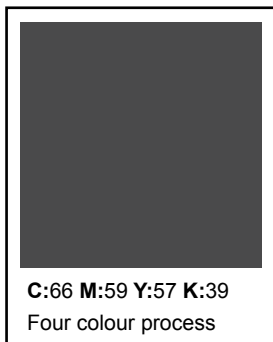
NICE National Institute for
Health and Care Excellence

NICE National Institute for
Health and Care Excellence

Master Logo - solo version

NICE

Colour - Dark Grey



NICE

NICE

Master Logo - spacing requirements

The NICE logo has specific spacing and exclusion zone that must be adhered to in any usage.

The requirements are highlighted below and all Master copies of the logos have been set to include the exclusion zone for the various dimensions.

The example below illustrates that at any dimension x =half cap height on the NICE letter type.



Master Solo Logo - spacing requirements

The **NICE** logo has specific spacing and exclusion zone that must be adhered to in any usage.

The requirements are highlighted below and all Master copies of the logos have been set to include the exclusion zone for the various dimensions.

The example below illustrates that at any dimension x =half cap height on the **NICE** letter type.



Incorrect usage

For visibility, impact and overall integrity, it is important to retain a consistent use of the logo. The logo is fundamental to the communication of the **NICE** brand and should never be compromised. Always reproduce the logo from original artwork.

Protect the integrity of the **NICE** Master logo by being aware of the improper logo usage illustrated here.



- Do not use an unapproved colour



- Do not create a 3 dimensional version



- Do not use unapproved colour combinations



National Institute for
Health and Care Excellence

- Do not rearrange elements of the logo



- Do not use an alternative typeface

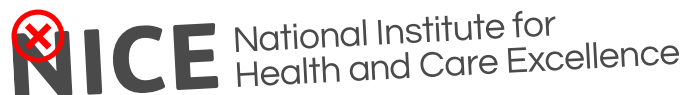


National Institute for
Health and Care Excellence

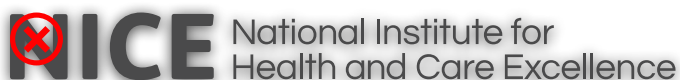
- Do not change the proportions of the logo elements



- Do not distort the size of the logo

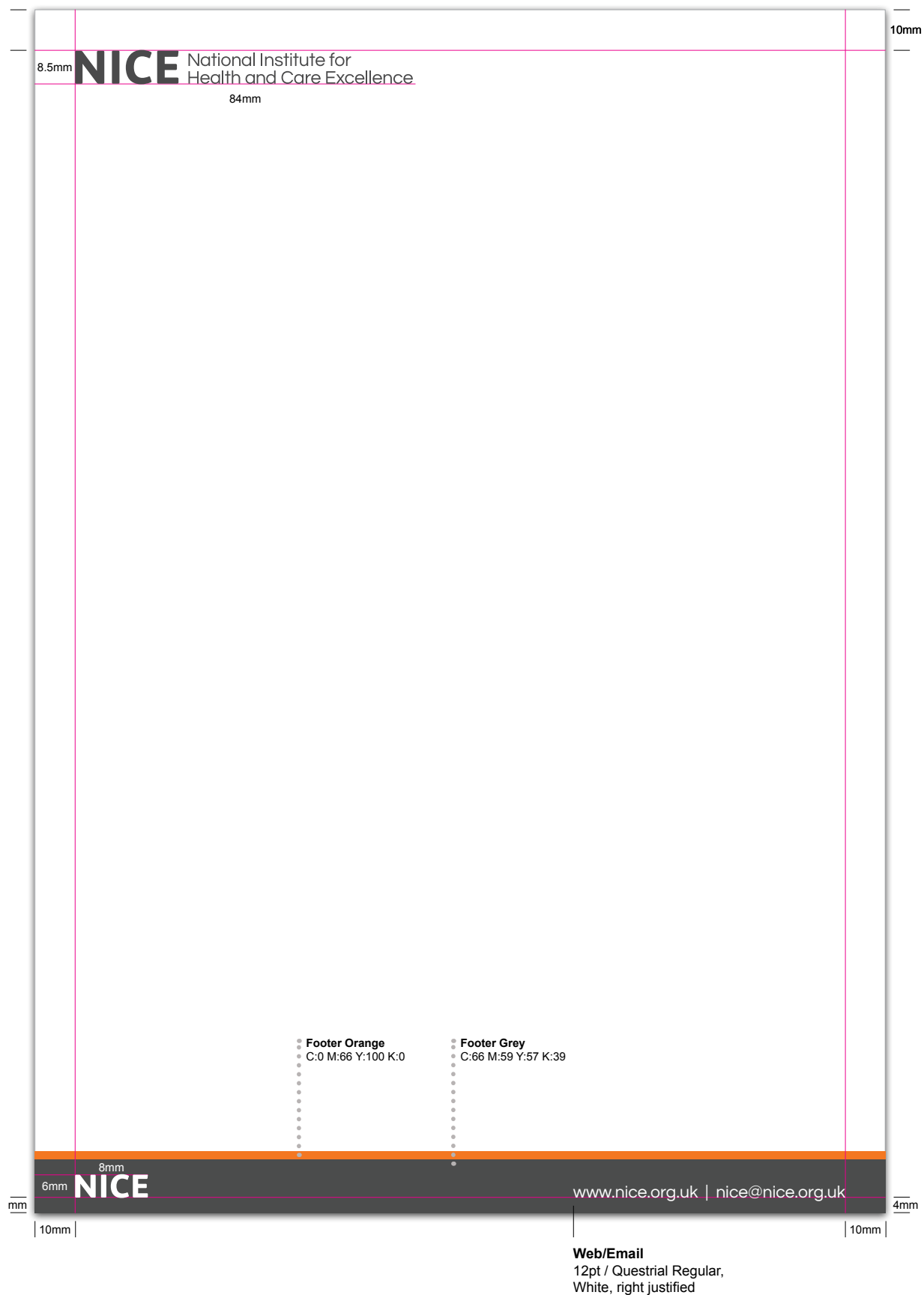


- Do not rotate logo

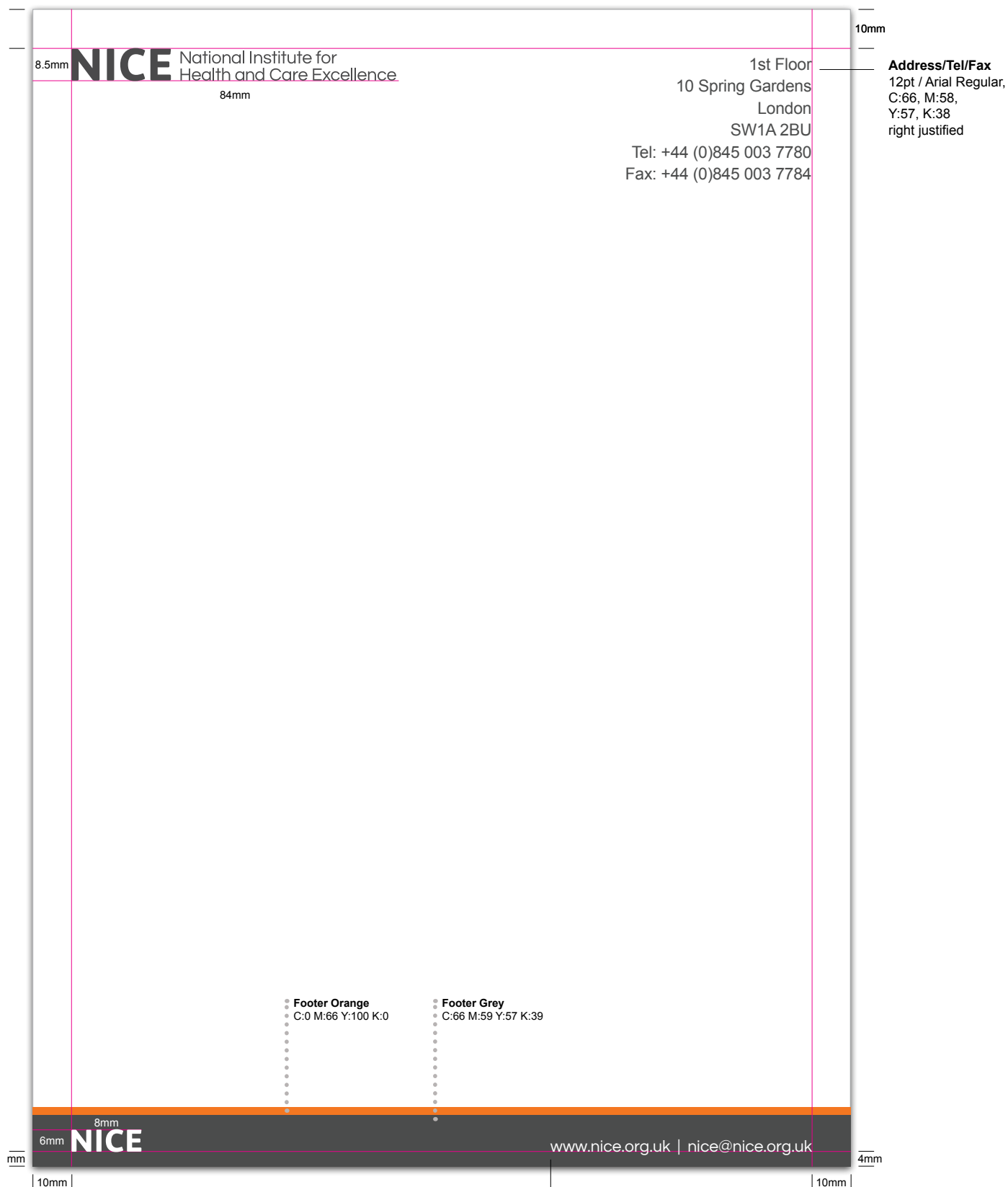


- Do not add embellishments like drop-shadows, embossing etc.

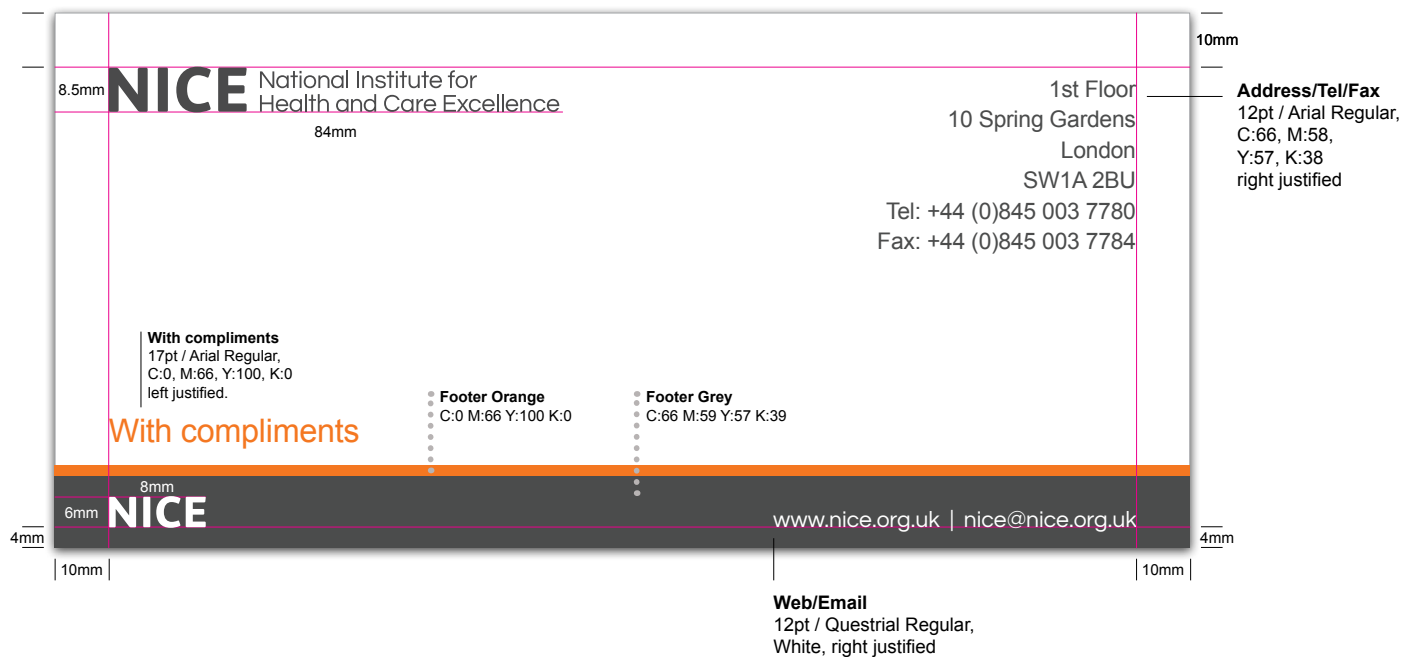
A4 document



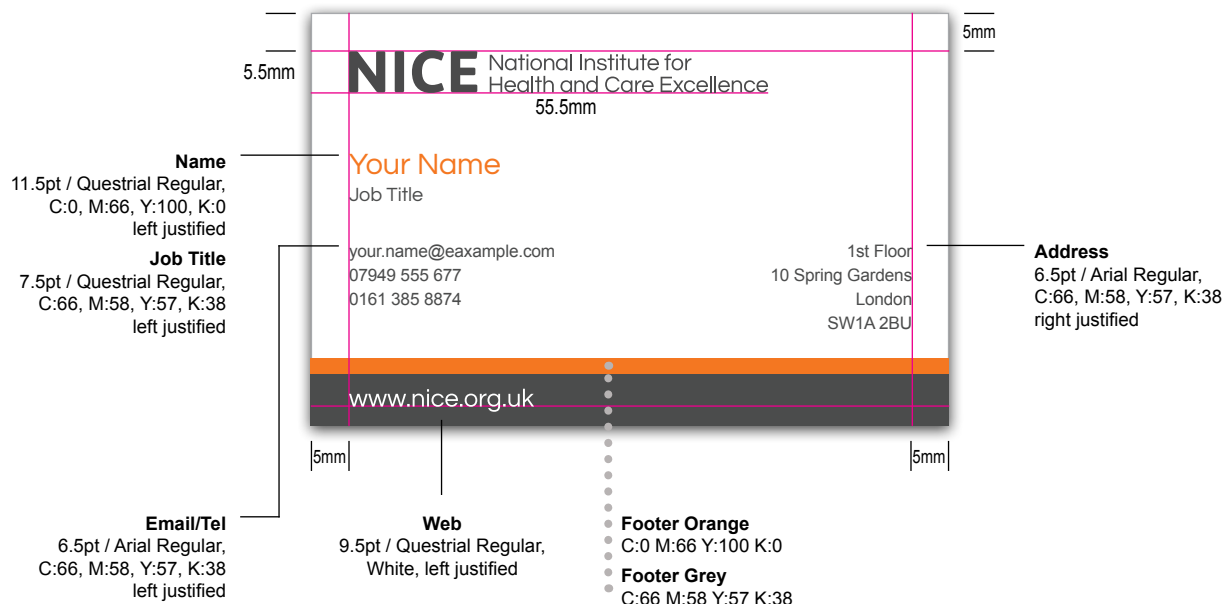
Letterhead



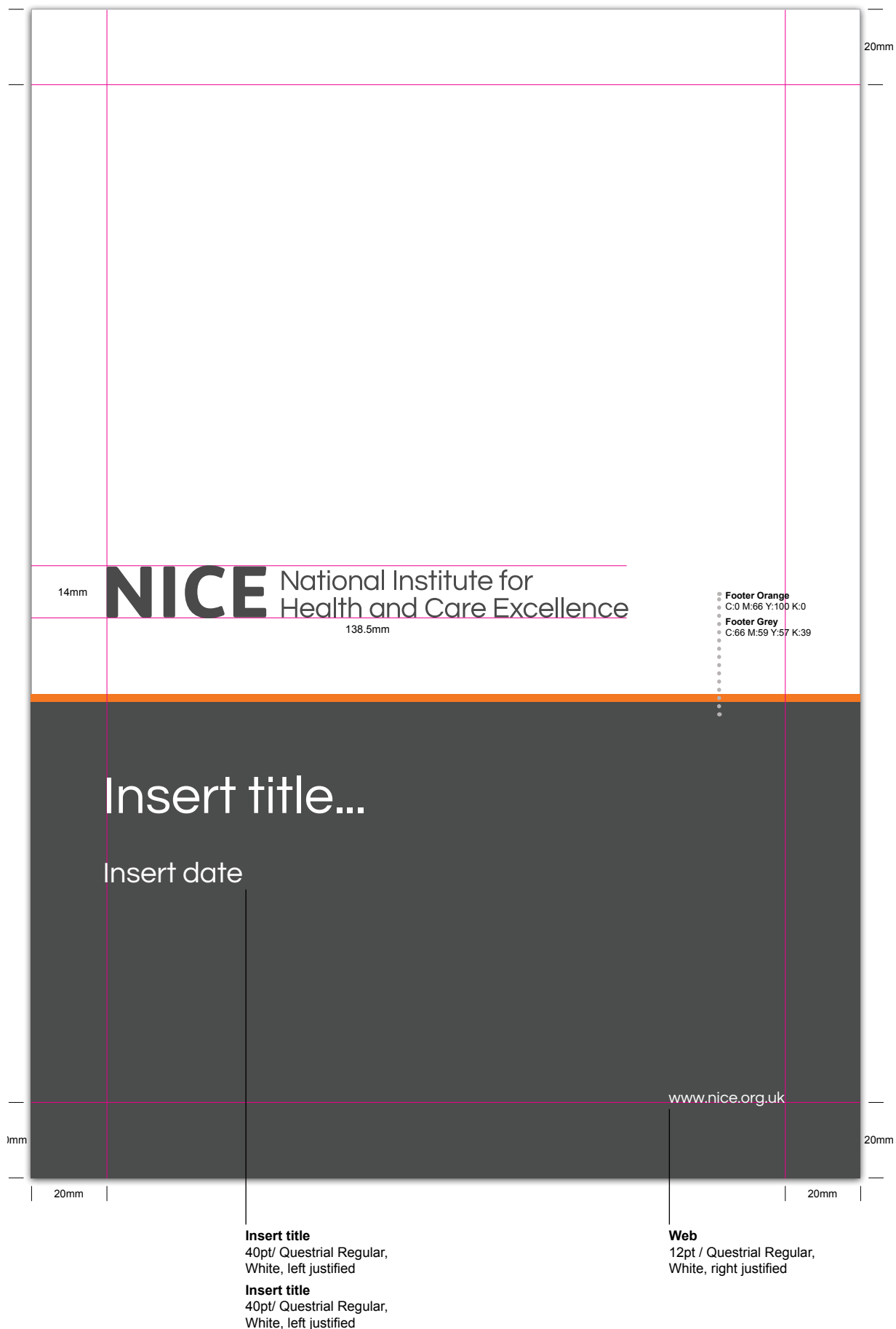
Compliment Slip



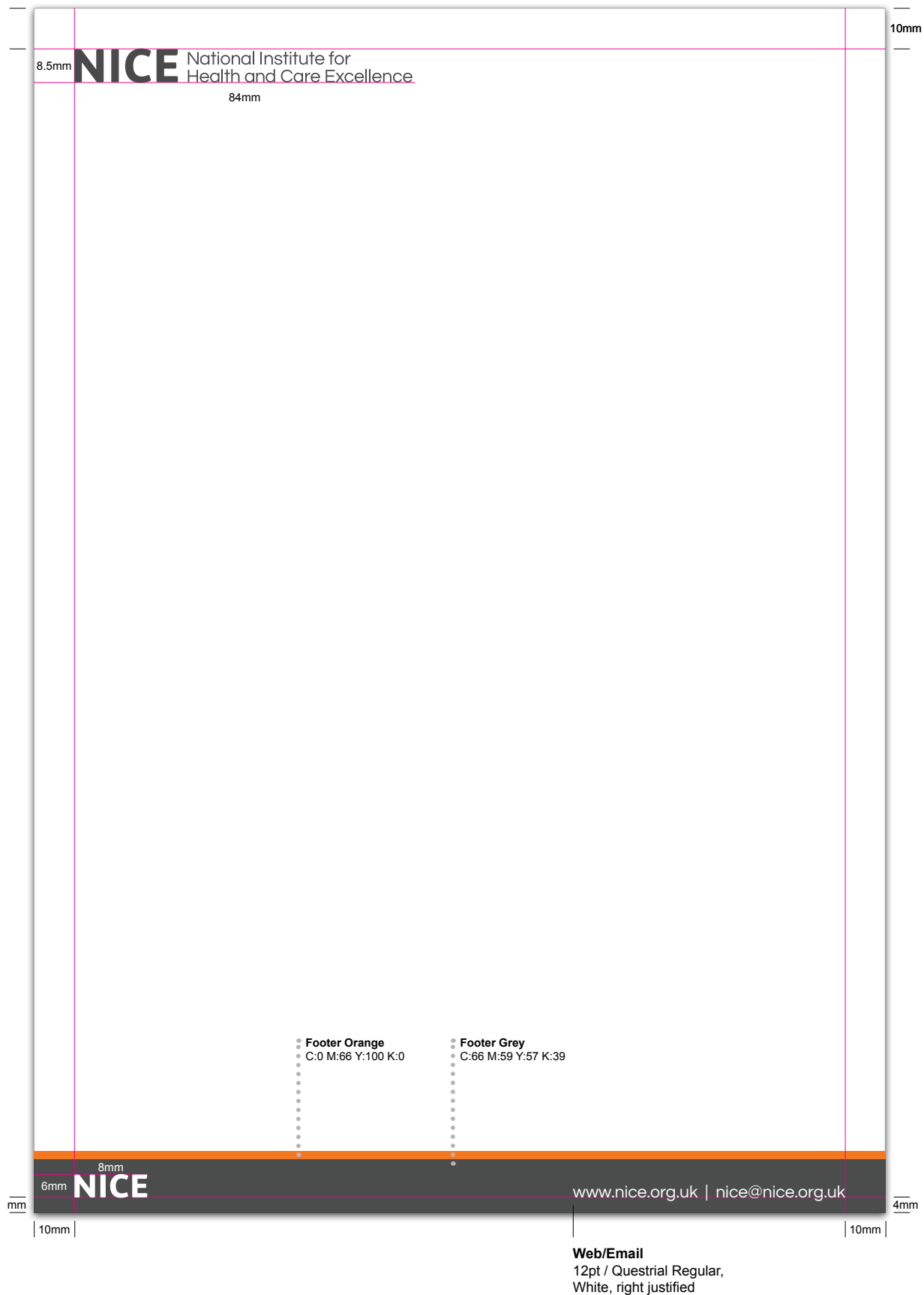
Business Card



Covers

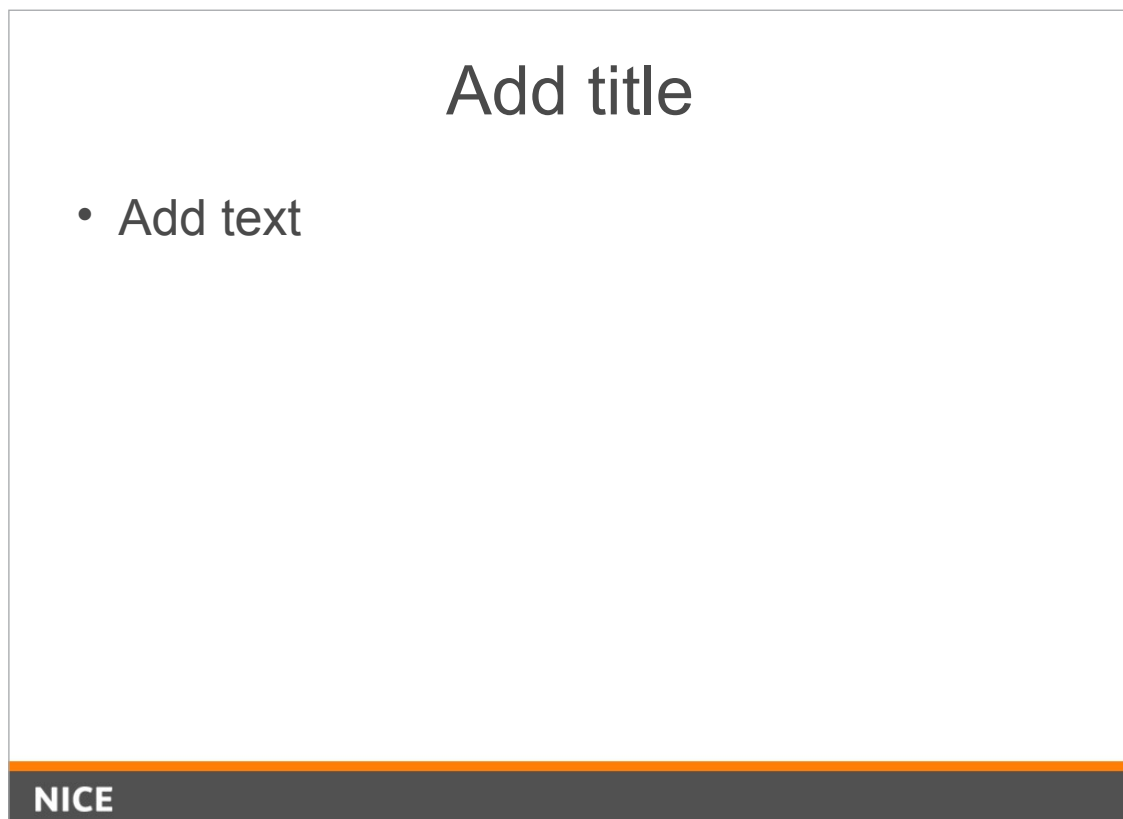


Inside Sheet



Powerpoint Templates

All new electronic versions of our Powerpoint templates are now available on the [G:Drive](#).



Word Templates

All new electronic versions of our Word templates for the London, Manchester and Liverpool offices are now available on the [G:Drive](#).

NICE National Institute for
Health and Care Excellence

10 Spring Gardens
London
SW1A 2BU
United Kingdom

+44 (0)845 003 7780

INSERT ADDRESS LINE 1

INSERT DATE

Dear

NICE

www.nice.org.uk | nice@nice.org.uk

Signage

Any external signage must be done using the master grey **NICE** logo as below.

Signage on exhibition stands can use an orange background with the logo reversed out.

NICE National Institute for
Health and Care Excellence

NICE National Institute for
Health and Care Excellence

Typography

One of the key factors in our new identity is the use of a specified type family for text or running copy. Using a consistent family of typefaces visually reinforces the identity of **NICE**.

Arial, Regular, and Bold are used on all of the pieces of the stationery system for address lines, names, titles etc.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 . , : @ “ ! ?

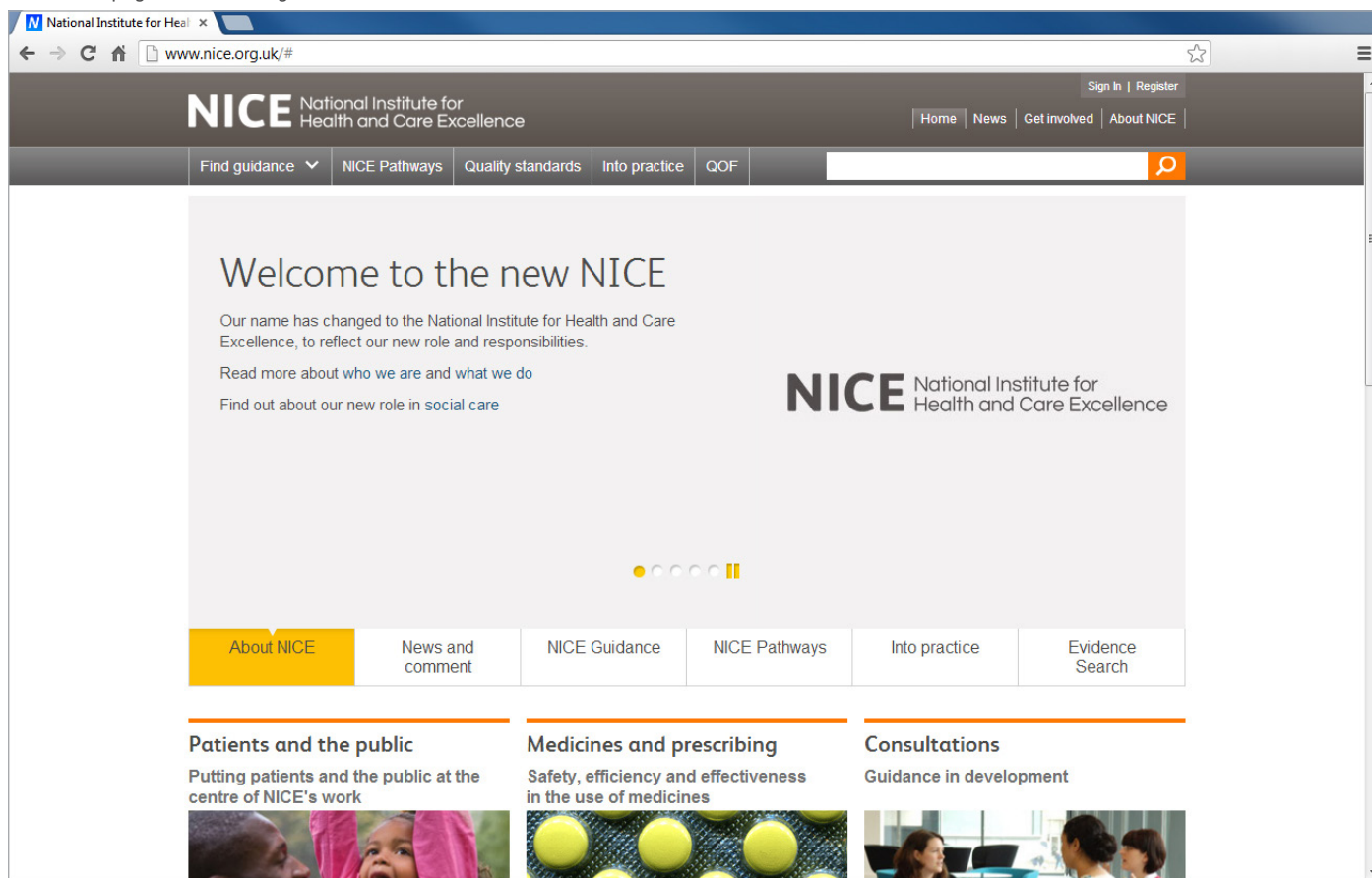
Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789 . , : @ “ ! ?

Digital Use - NICE website

The **NICE** logo should be positioned left justified in the homepage header, keeping the specific spacing and exclusion zones mentioned earlier in the guidelines, in this instance the one third rule has been applied to the size of logo.

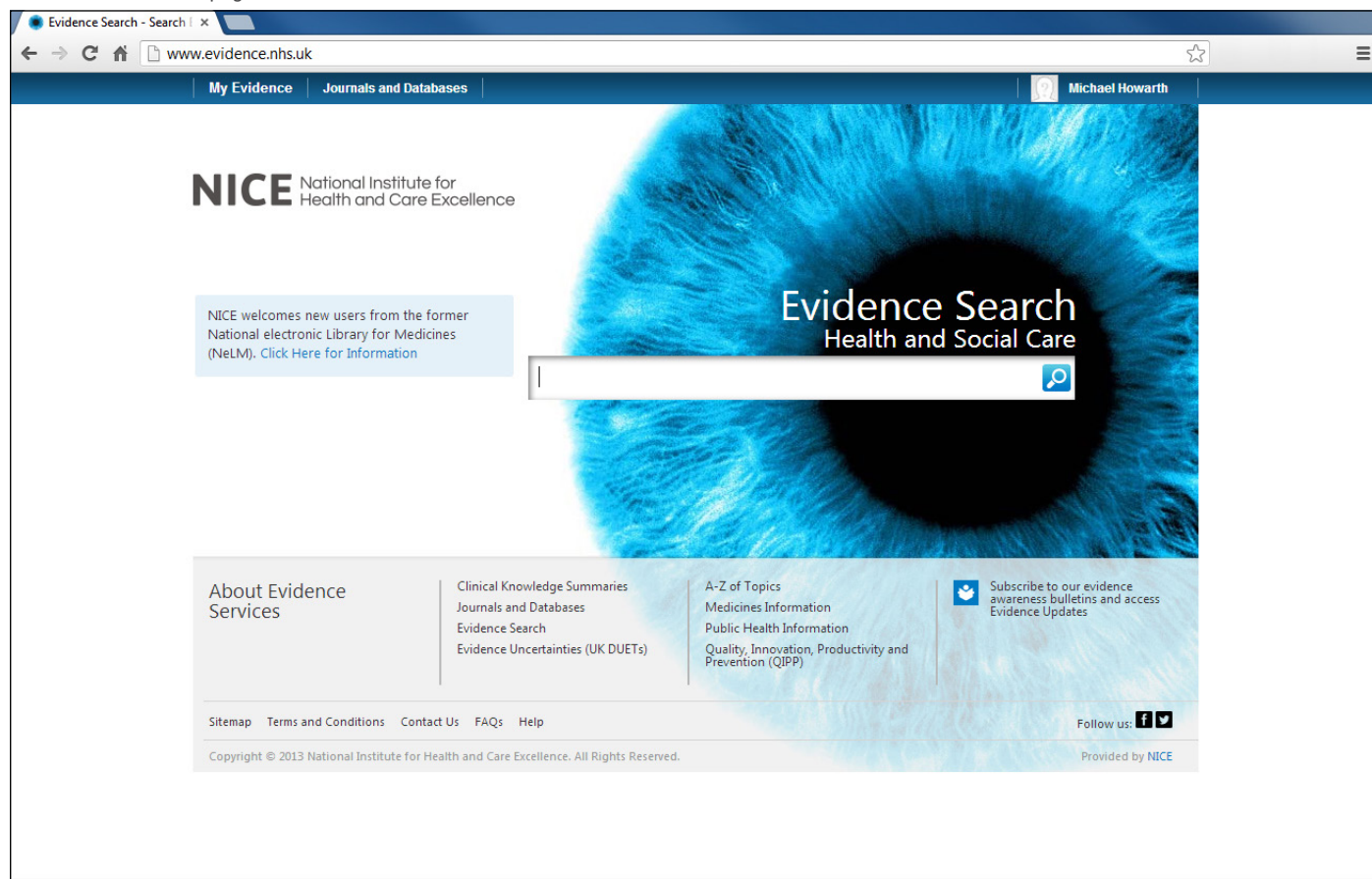
NICE Homepage - www.nice.org.uk



Digital Use - Evidence Search

The **NICE** logo should be positioned left justified below the navigation header, keeping the specific spacing and exclusion zones mentioned earlier in the guidelines, in this instance the one third rule has been applied to the size of logo.

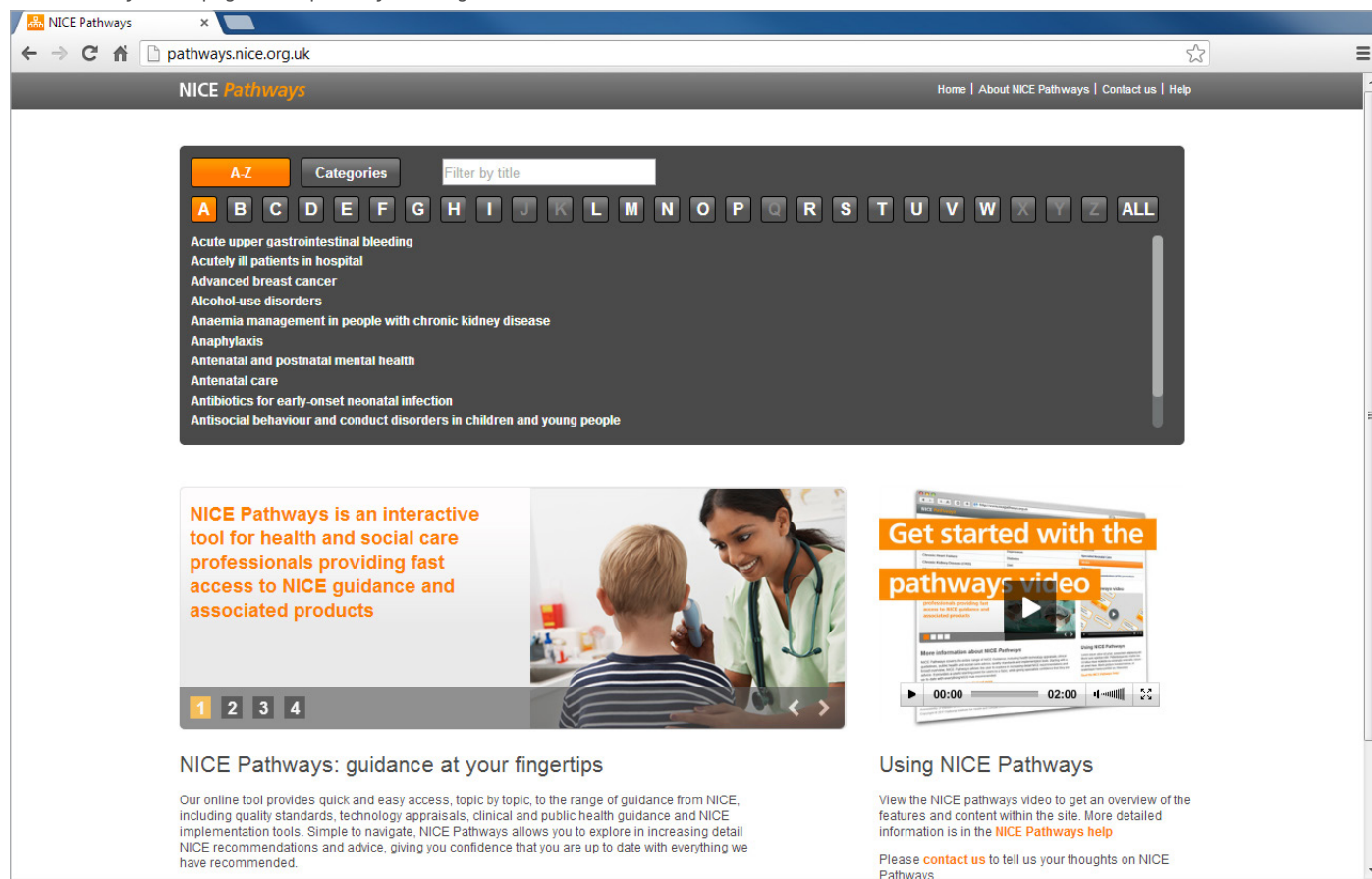
Evidence Search Homepage - www.evidence.nhs.uk



Digital Use - NICE Pathways

The **NICE** logo - solo version should be positioned left justified in the homepage header, keeping the specific spacing and exclusion zones mentioned earlier in the guidelines.

NICE Pathways Homepage - www.pathways.nice.org.uk



Digital Use - Email Headers

The **NICE** logo should be positioned left justified in the header, keeping the specific spacing and exclusion zones mentioned earlier in the guidelines. Examples below.

