Visual identity guidelines

December 2011

These guidelines should be used in conjunction with the main NHS guidelines
http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations

Please note this is an interim brand solution for the NHS Commissioning Board special health authority and will need to be ratified by the board once legally established.

THE NHS CONSTITUTION
the NHS belongs to us all

Basic elements

NHS Commissioning Board
A special health authority

Key charactersistics

Our visual identity system has been designed to deliver a distinctive look and feel whilst still feeling very much part of the NHS.

The key characteristics that define our look and feel are:

– Blocks of colour and imagery placed on an underlying grid
– Narrow white borders between blocks
– Blocks do not bleed off the edge, there is always a white margin
– An overall impression of blue, delivered by blocks of colour and by the inclusion of blue in the images
– Reportage style images of people, with an emphasis on patients
– Our logo always appears in a clear white space at the top of our communications

These guidelines should be used in conjunction with the main NHS guidelines
http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/national-organisations

Our logo

The logo is available from the NHS Commissioning Board communications team, please contact commissioningboard@nhs.net

For guidance on how to use the logo, including size and positioning, please refer to the main NHS guidelines http://www.nhsidentity. nhs.uk/all-guidelines/guidelines/national-organisations/your-nhs-logotype

Logo colour

The colour of the NHS logo is NHS Blue (Pantone® 300). This is the NHS corporate colour. We would encourage you to use this when creating NHS communications to enhance recognition of our logo and to reinforce our identity.

Please refer to our main guidelines site for further details

www.nhsidentity.nhs.uk

Colours

We use 2 colours from the NHS colour palette. These can be used as blocks of colour or as text. Tints can be used in graphs.

NHS
Aqua Blue

Pantone® 312
C100% M0% Y15% K0%
R0 G173 B198
HTML 0099CC

NHS
Dark Blue

Pantone® 287
C100% M69% Y0% K1.5%
R0 G56 B147
HTML 000099

Typefaces

We use the NHS primary typeface Frutiger, this should be used for professional printed external communications such as leaflets, reports, stationery and headlines on our website.

We use the NHS secondary typeface, Arial, for internally produced Word documents, PowerPoint and as live text on our website.

Frutiger

Arial

NHS
Blue

Pantone® 300
C100% M43% Y0% K0%
R0 G114 B198
HTML 0066CC

Basic elements

Photography style
The principles of our style:
– Reportage style, capturing real people in real environments. Natural and unposed.
– People focused. An emphasis on patients rather than staff.
– Inclusion of blue in the images so that the overall effect is harmonious.

When using photography it is important that you have correct permissions for usage before publishing.
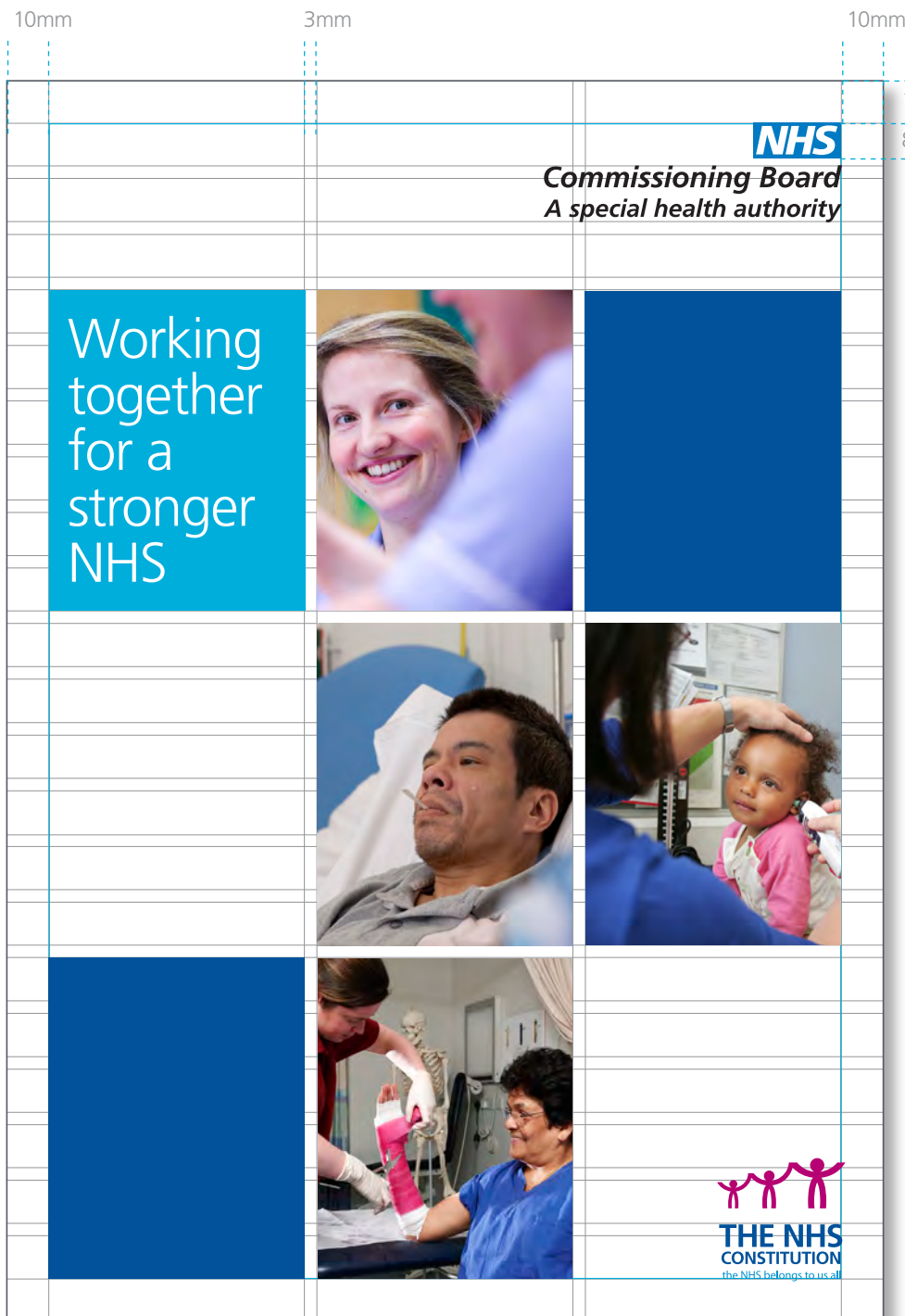
The NHS constituition graphic device
The primary use for this graphic device is for use on communications and materials that are created in relation to the NHS Constitution. It should not be used in isolation, and must appear with the NHS logo following the NHS guidelines. We recommend using this graphic device when you are putting together communication for external audiences and particularly when the content of this has a patient focus.
The minimum size is 29.5mm high.

The NHS Constitution graphic device and guidelines are available from the NHS Commissioning Board communications team and we can be contacted at commissioningboard@nhs.net

THE NHS CONSTITUTION
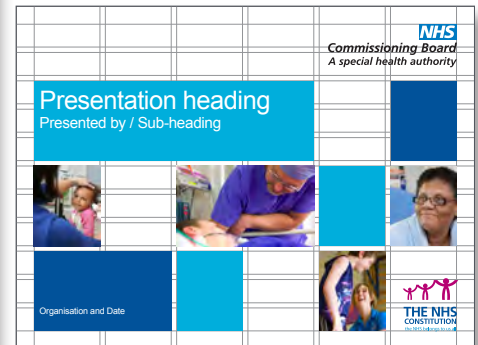the NHS belongs to us all

Grids

10mm　　　3mm　　　10mm

10mm

8.5mm

NHS
Commissioning Board
A special health authority

Working
together
for a
stronger
NHS

THE NHS CONSTITUTION
the NHS belongs to us all

A4 publication grid

NHS
Commissioning Board
A special health authority

Presentation heading
Presented by / Sub-heading

Organisation and Date

THE NHS CONSTITUTION

PowerPoint grid

Example grids

A4 publication
– NHS logo is 8.5mm high
– All margins are set at 10mm
– Cover is divided into 3
  columns and 21 rows
– Gutters between rows are 3mm
– Visual shows how the logo sits
  in a clear white space which is
 defined by the grid, and how
  blocks sit on the grid

PowerPoint
– NHS Logo is 8.5mm high
– All margins are set at 10mm
– Cover is divided into 6
 columns and 15 rows
– Gutters between rows are 3mm

Web
– NHS Logo is 32 pixels high
– The design is based on a
  standard template

Our look and feel is based on a simple but flexible underlying block-like grid. This underpins two of our key characteristics:
– Blocks of colour and imagery placed on an underlying grid
– Narrow borders between blocks
The margins of the grid are defined by the height of the logo. This varies depending on the size of the application.
Portrait blocks that are approximately 4x5 in proportion should be used. The exact size and proportion will vary across applications but should give the same visual impression.

Publication cover and letterhead
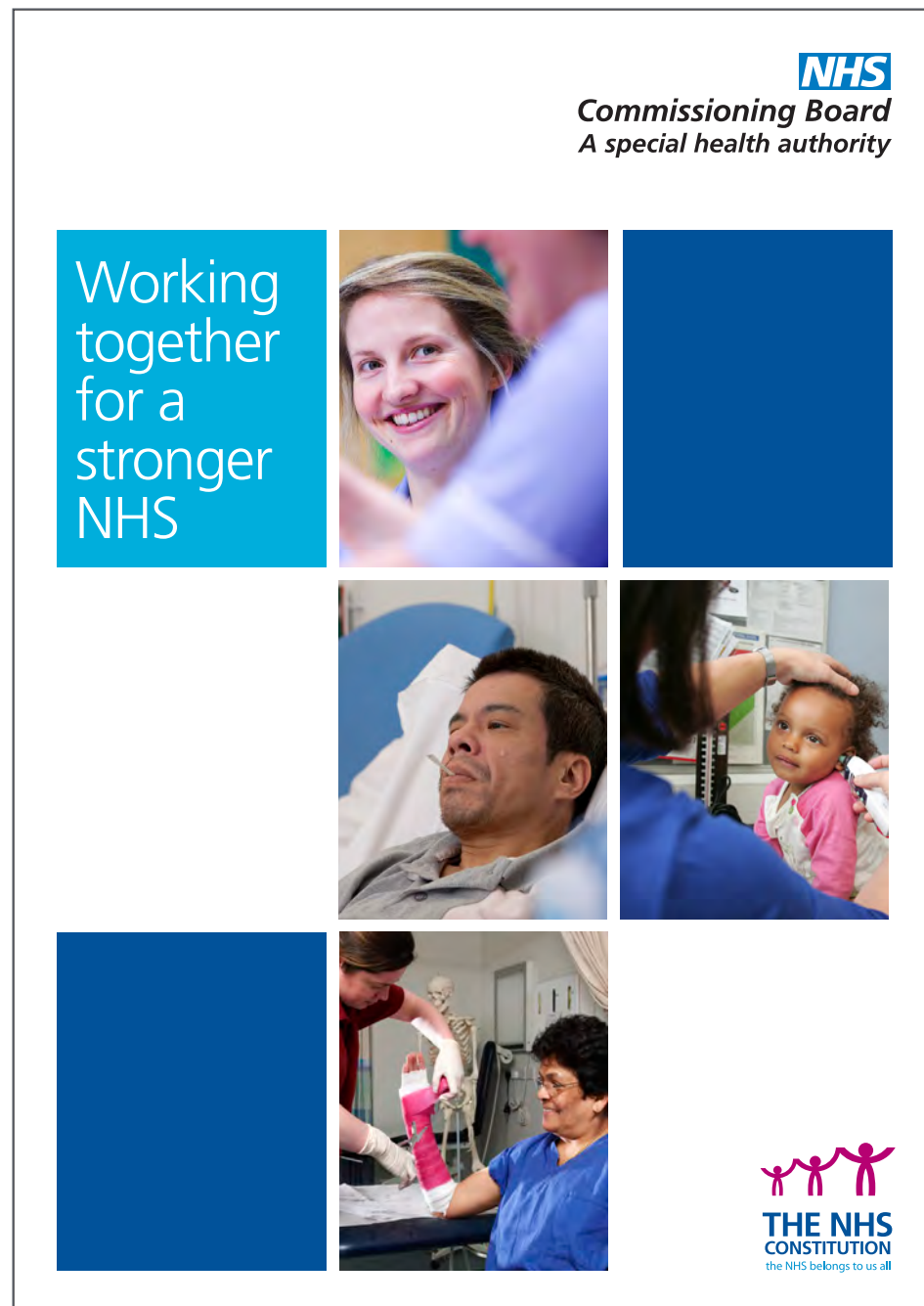
These examples show how there is flexibility to vary the size and position of the blocks. Blocks can be extended across 2 columns to allow more space for headlines and text.
The white margin is an important part of the overall look and feel. Images and blocks of colour should not bleed off the edges.
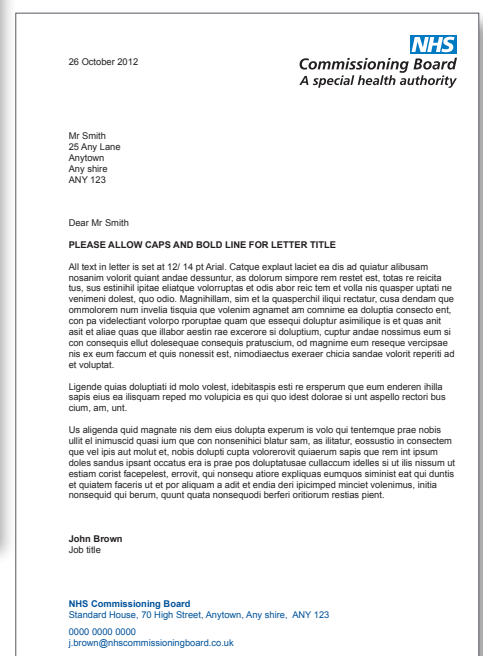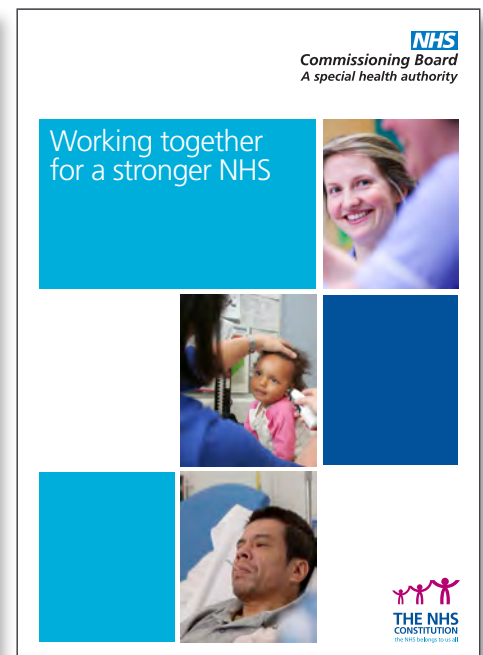
The letterhead template uses blue text for our contact information to differentiate it from the body of the letter.

Web and PowerPoint
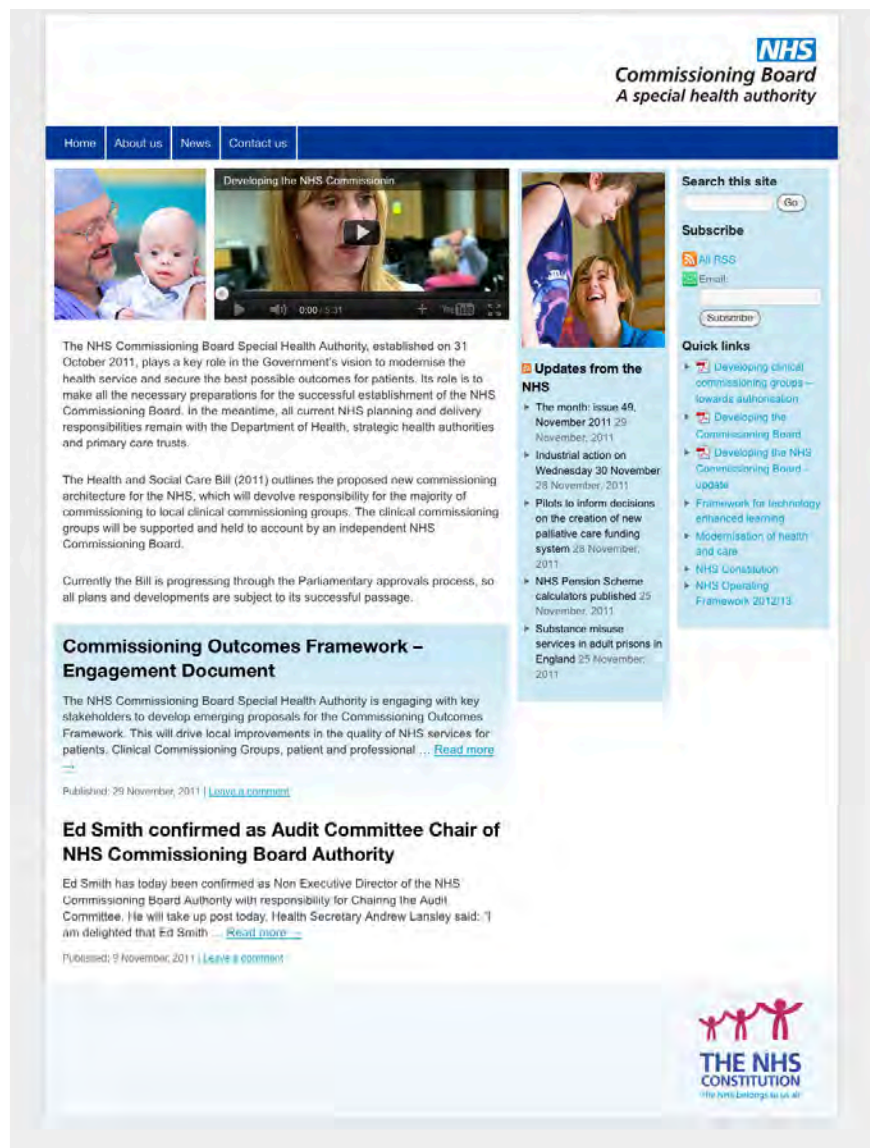
The design is based on a standard template.

The PowerPoint template features the recognisable block design on title pages and dividers, but uses a very clean simple layout for the content slides.