



Guidelines for use of the Veteran Aware accreditation mark

For more information, please visit:
veterans.gettingitrightfirsttime.co.uk



Background to the Veteran Aware mark

In many respects the armed forces' first loyalty is to the crown. Here we align to that belief by using an illustrative version of the royal crown. The large tick reflects the accreditation process – the trust has 'ticked all the boxes' to be approved. It is also a positive mark that engenders confidence.

Although the Veterans UK purple is not part of the NHS colour palette, we have received approval from the NHS identity team to use it. The non-NHS colours in the trademark and supporting materials visually align the initiative with both the NHS and veterans' organisations representing the armed forces.

We consulted a range of bodies on the development of the mark and promotional materials.



Use of the Veteran Aware mark

Only NHS trusts that have formally been accredited as Veteran Aware may use the mark.

The mark must always be used within the context of your NHS organisational logo. It must not be used on its own without the NHS lozenge or organisational logo, except for any wall stickers supplied to you by the Veterans Covenant Healthcare Alliance (VCHA).

The accreditation mark is designed to work against a white background only. It should be in a supporting position, at the bottom of your NHS communications (e.g. at the bottom of letterheads, recruitment advertising, web pages etc.). It should not appear larger than your NHS organisational logo but be large enough for any text to be legible (see example below). You must not create your own version of the mark.



Template materials

Accredited trusts may use the branded materials available at improvement.nhs.uk/resources/veteran-aware-hospitals/.

These materials have been produced to help you promote the initiative to patients, staff and members of the public. You may adapt the text as appropriate but please do not change the design or colour.

The colours used are a mix of NHS and armed forces colours, to demonstrate joint working and ensure relevance for both veterans and NHS staff. This is in line with NHS identity guidelines.

The Veterans UK purple should only be used on the accreditation mark.

Queries and alternative formats

If you have any queries about using the mark, or require alternative formats, please contact Edward Nickell, VCHA Project Manager – e.nickell@nhs.net.