



Brand Guidelines

2025

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Welcome

These guidelines have been designed to ensure the NHS Scotland identity is used correctly and with impact.

The NHS Scotland Brand Guidelines are a set of rules and guidelines about design and communication. Its purpose is to ensure we present a consistent, trustworthy image to those who rely on NHS services for their health and wellbeing.



Why we need this

NHS Scotland is at the heart of our society, and the people of Scotland care passionately about it.

Patients, staff and stakeholders deserve to have confidence in NHS Scotland. Their trust naturally depends on what we do, but it's also influenced by how we are seen and perceived.

Our brand and identity should convey a reassuring and dependable presence and must be used accurately and consistently.



The NHS Scotland Brand



Our vision, value and story

Our vision

We want people in Scotland to live healthier, longer lives. To do this, we need our health and care services to be accessible and efficient. NHS Scotland is committed to providing the right care, at the right time and in the right setting.

Our values

The NHS Scotland identity supports our values of care and compassion, dignity and respect, openness, honesty and responsibility.

Our brand story

The NHS Scotland brand – the logo, colour scheme and other graphic elements – was created more than 20 years ago. It reflects our promise to the public and our commitment to staff and partners.

It's become part of the landscape in Scotland, recognised and trusted by just about everyone who lives or works in our country, and by those who visit us.

The aim of these guidelines is to deliver consistency, and to ensure the brand is used in the same way, across the service and throughout the nation.

These guidelines retain the essence and character of the NHS Scotland brand.

Our principles

Guiding principles for how we use our brand identity

We've prepared these guidelines using six key principles that NHS staff and our partners should follow when applying the brand identity.

1. People first

We will use the NHS Scotland identity to help patients, staff and the general public. We'll make it easy for everyone to identify and navigate our services, using NHS Scotland or NHS Board logos.

2. Supporting our values

The NHS Scotland identity will be used to support our values of care and compassion, dignity and respect, openness, honesty and responsibility. We'll apply the NHS Scotland identity with thought and consideration using quality images and graphics that reflect our high standards.

3. Pride and consistency

We will apply the NHS Scotland identity in a clear and consistent way, using it in its original form and avoiding anything that might dilute the national identity.

4. Working together

We will encourage staff and local partners to use the identity in the correct way, following the guidelines and principles outlined here to enhance and protect the NHS Scotland identity.

5. Accessibility and inclusion

The needs of all members of the public and staff will be considered, and we will maintain the highest standards of inclusion and accessibility.

6. Benefiting the public

NHS Scotland organisations and partners will use the identity in a way that best serves the interests of the public.

Key identity elements



What do we mean by brand identity?

Brands are names, words, logos and other symbols which identify an organisation and its products or services. 'Brand identity' is a term which covers all the elements which go to make up and support the brand, including colours, typefaces, styles of photography and much more. The brand identity is applied to everything from signs and uniforms to stationery and online messaging.

Although the NHS Scotland brand identity is principally about graphic design, it also covers how we write and speak about the organisation. **For instance, NHS Scotland should be written as two words – to improve accessibility and align with naming conventions used by other NHS organisations.**

Who can use the identity

The identity is reserved for the use of:

- NHS Scotland organisations
- Services funded by NHS Scotland (programmes, projects, initiatives and information)
- National treatment centres
- Primary care contractors.

In certain defined circumstances, and with prior agreement, the brand identity may also be used by organisations who are closely linked with NHS Scotland. These include:

- NHS Scotland linked charities
- Partnerships (involving NHS Scotland funded staff, services or information).

Where an organisation outwith NHS Scotland is permitted to use elements of the brand identity, they must follow the rules outlined in these guidelines.

Permission for such use must be sought through contacting nhsscotlandbrandpolicy@gov.scot

Who cannot use the identity

Suppliers of goods, services and products to NHS Scotland are unable to use the NHS Scotland identity. Exceptions to this rule include uniforms, signage and vehicle liveries.

Protecting the use of our brand

A brand is a valuable asset and its use must be protected, especially for NHS Scotland, where public trust and confidence are essential.

Only organisations, bodies or entities established under the 1978 Act can use the brand in their identity and name.

All other identities within NHS Scotland should be phased out and no new, alternative identities developed.

Naming principles

Overall Rules

NHS Scotland is two words.
Only Scottish Ministers can approve exceptions or name changes.

Principles (Applicable to all Boards)

Names must be clear, logical and descriptive.

- The term “**NHS**” (for National Health Service) must be used at the beginning of the name – except where noted under permitted exceptions noted to the right.
- Names must be written out in full, without use of acronyms and abbreviations – except where noted on page 11 – never shortened to NHSS or similar other than in exceptional circumstances such as a website domain name or social media use.

Territorial NHS Boards

- Must contain a recognisable and geographically relevant reference, following the protocolled naming structure of ‘NHS + geographic reference’.
- Ampersand exception: Permitted only in the logos of NHS Dumfries & Galloway and NHS Ayrshire & Arran.

National NHS Boards (formerly Special Boards)

- Must use the NHS letters in the name.
- Permitted exceptions:
 - Scottish Ambulance Service Board
 - State Hospitals Board for Scotland – commonly known as The State Hospital
 - Common Services Agency for the NHS in Scotland – commonly known as NHS National Services Scotland
 - NHS Scotland Education Board for Scotland – commonly known as NHS Education for Scotland.

New NHS Boards

New NHS Boards, which adopt the NHS name, must follow existing naming conventions and brand guidelines.

Partnerships

General naming principles apply to partnership arrangements where the NHS Scotland brand is used.

Names should clearly indicate the nature of the arrangement by including a term such as Partnership, Alliance, Collaborative to distinguish it from NHS organisations.

Process to change an organisation’s name

While NHS Board names are well established, changes may be considered if they offer clear benefits to patients and the public.

Any change to the name, identity or logo of an NHS Scotland organisation requires approval from Scottish Ministers.



PANTONE 288 C #002D72 C100 M79 Y0 K37 R0 G44 B119	PANTONE 3005 C #0077C8 C84 M50 Y0 K0 R0 G119 B200
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Logos

Our national identity – Primary logo

The NHS Scotland logo is instantly recognisable, assuring people about the quality of care provided, free at the point of delivery. To protect public trust, it must be used correctly and only for NHS Scotland-funded services.

The NHS Scotland logo is a unique visual symbol that aids and promotes identifications and recognition. The primary logo is built on the foundation of three essential elements which also apply to the NHS Boards: the NHS initials, the caring hands device and the relevant geographic location – either the word ‘Scotland’ or relevant NHS Board area name to which the logo belongs.

The primary NHS Scotland identity should, wherever possible, be reproduced in:

NHS Scotland Dark Blue (Pantone 288 C) and NHS Scotland Light Blue (Pantone 3005 C)

There is no requirement to update existing assets. However, the new logo (including the new NHS Scotland light blue) must be used when creating new or refreshed resources or materials.



Mono logo

To be used when the asset is produced in a single colour (black).

Reversed logo

When using the reversed logo version, please always ensure the background has sufficient strength to show the transparent version clearly on either a single solid colour, photographic or graphic background.

Caring hands symbol

The caring hands device represents our dedicated and hard-working staff, who are passionate about NHS Scotland’s ethos to help and care for others – a passion that extends to patients and the public, and each other. High quality care through teamwork, services, and partnerships is their priority.

The ‘caring hands’ device width should never be narrower than 23.5 mm. This will ensure 10pt text size at A6 which will enable better visibility, legibility and accessibility. On sizes A5 and above it should be used at 28 mm or larger making the text at least 12pt.

A6 minimum 23.5 mm



This shows minimum distance from edge

A5 minimum 28 mm



This shows preferred distance from edge

A4 minimum 32 mm



This shows preferred distance from edge

A3 minimum 40 mm



This shows minimum distance from edge

Logo sizing

Consideration must be given to the size of the logo, follow the sizing guide shown here:

Logo on A6 to measure a minimum of 23.5 mm wide (10pt text)

Logo on A5 to measure a minimum of 28 mm wide (12pt text)

Logo on A4 to measure a minimum of 32 mm wide

Logo on A3 to measure a minimum of 40 mm wide

Please ensure the logo is not too close to the edge of the page. The **preferred** distance is defined as 2x the height of the H in the NHS. The **minimum** distance is 1x the height of the H.



Exclusion zone

When using the NHS Scotland logo or an NHS Board logo, a clear area in which nothing else should appear should always be maintained around the logo.

This ‘exclusion zone’ is designed to allow the correct amount of space around it to ensure standout and to promote a clear and confident layout. The exclusion zone is defined by the height of the H in the NHS.

Minimum sizing guide

The NHS Scotland logo is accessible against WCAG AA criteria, and must adhere to the minimum size guidelines on a white background, the width should be no smaller than 23.5 mm making the text 10pt at A6.

On sizes A5 and above it should be used at 28 mm or larger making the text at least 12pt.

(a) Positioning top right



This shows minimum distance from edge

(b) Positioning bottom right



This shows preferred distance from edge

Logo positioning

Consistent placement of the logo is essential to maintaining the integrity, visibility, and recognition of the NHS Scotland brand across all communication channels. The following standards apply to the positioning of the NHS Scotland and NHS Board logos:

Primary and Secondary Positions

(a) The primary logo position is the top right corner.

(b) The secondary logo position is the bottom right corner.

These positions are designated for all materials where the NHS is the lead or sole organisation delivering services. The NHS Scotland and NHS Board logo must not be displaced from these positions in such cases, unless format constraints make it impractical.

Film or animation end credits



Vehicle livery



Tertiary Position

A tertiary logo position, typically centrally aligned, may be used in the following specific contexts, where standard top or bottom placement is unsuitable:

- Film or animation end credits
- Flags or banners
- Commemorative plaques
- Branded promotional items
- Vehicle livery

Central positioning in these scenarios is permitted to enhance visibility and proportional balance, provided it complies with NHS Scotland’s visual identity and sizing guidelines.

NHS Scotland logo on websites

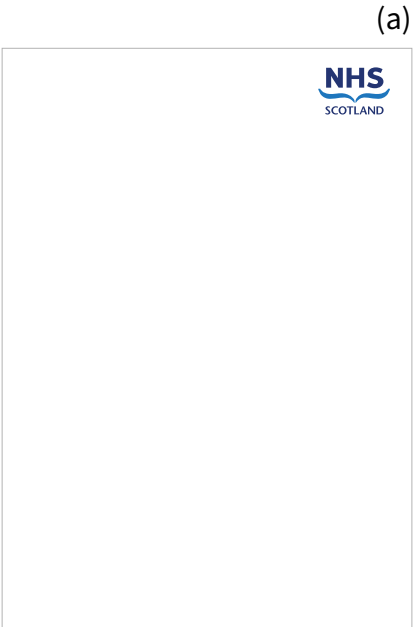
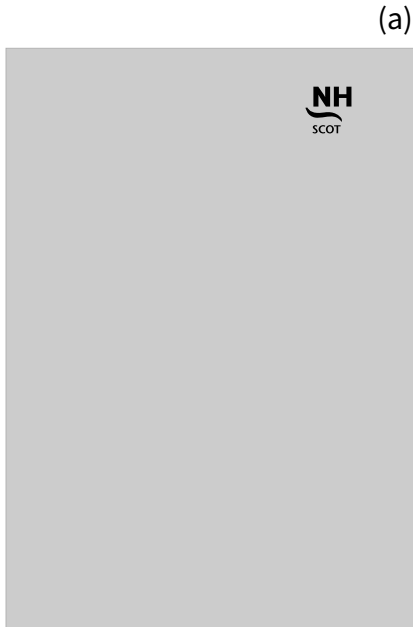
Primary position - top right.

Secondary position - top left.

Partnership Materials

Where NHS Boards are operating in partnership with other organisations, the [NHS Scotland logo](#) must be placed as close as possible to its primary or secondary positions, while maintaining visual balance with partner branding. Placement should avoid diminishing the NHS’s role as a core or co-delivery partner.





Usage on different backgrounds

The preferred background for the NHS Scotland logo is white. However, where this is not possible, the examples shown illustrate backgrounds that are acceptable.

(a) The **primary** logo position is the top right corner

(b) The **secondary** logo position is the bottom right corner.



Logo misuse

Our identity and the elements within it have been carefully considered. No part of the identity can be changed or altered in any way. Consider all these points when applying it.

Distortion – do not change the proportions of the identity to distort it in any way

Rotation – do not rotate the identity

Contrast – ensure all elements of the identity are clearly visible when positioned on a solid colour

Colour – do not alter the colours of the identity in any way (see 'Colour' guidance).

It is not permissible:

- to modify or create a new NHS Board logo or variant
- to create sub-identities for NHS Boards, regardless of whether this is designed to represent an individual directorate, division, department, team, service, initiative, or any other individual part of an NHS Board or NHS Board organisational partnership
- to lock the logo up with any other partnership logo or wording; always observe the logo exclusion zone (equivalent to the height of the letters 'NHS' in the logo).

All other identities within NHS Scotland should be phased out and no new, alternative identities developed.

NHS Scotland Identity – Logo Structure

NHS Scotland organisational logos

Logo structure

When more than two NHS Boards are involved in a joint initiative the default branding should be NHS Scotland.





Partnership logo

The Partnership logo is a recognisable variant of the NHS Scotland logo suite.

The logo is accessible against WCAG AA criteria, and must adhere to the minimum size guidance on a white background. To ensure visibility, legibility and accessibility, the ‘caring hands’ device should never be used narrower than 37.5 mm (a). This will keep the ‘In partnership with’ text at a minimum of 12pt for printed documents.

Providing services for



Primary care logo

Primary care contractors, who deliver NHS Scotland-funded services under nationally agreed contracts, are permitted to use the NHS Scotland primary care contractor logo.

The logo is accessible against WCAG AA criteria, and must adhere to the minimum size guidance on a white background. To ensure visibility, legibility and accessibility, the 'caring hands' device should never be used narrower than 40 mm. This will keep the 'Providing services for' text at a minimum of 12pt.



Dual Language Logos

A dual language (English-Gaelic) logo variant has been created to support NHS Boards who wish to make Gaelic visible and audible across the communities they serve.

Permission to introduce a dual language logo is granted by the Scottish Government based on the criteria within the NHS Brand Policy.

The NHS Scotland parent brand identity will not adopt a dual language logo at this stage.

The dual-language (English-Gaelic) logo should be with English first, followed by Gaelic wording underneath.

The dual language Gaelic logo should, wherever possible, always be reproduced in full colour using the **NHS Scotland Dark Blue (Pantone 288)** and **NHS Scotland Light Blue (Pantone 3005)**.

Gaelic wording must be in NHS Scotland Light Blue to meet accessibility standards with the exclusion zone guidelines applying as per the primary NHS Scotland logo.

The NHS Highland logo is shown for reference.

Primary

PANTONE 288 C #002D72 C100 M79 Y0 K37 R0 G45 B114	PANTONE 3005 C #0077C8 C84 M50 Y0 K0 R0 G119 B200	PANTONE 7545 C #425563 C75 M53 Y42 K33 R66 G85 B99
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Colours

The brand colour palette has been carefully considered to help build trust and reassurance by helping people recognise NHS Scotland organisations and services. They also have an important part to play to bring attention, interest and personality to our communications. The colour palette should be used consistently across all communications and media platforms (both print and digital) and adhere to a minimum WCAG AA accessibility criteria. No other colours should be used or added to the colour palette.

**There are three ranges of colours:
Primary, Secondary and Accent.**

The **primary** range are based on our logo and is seen as more corporate. Pantone 2995 C is replaced by Pantone 3005 C for accessibility purposes when in general use. In addition a dark grey has been introduced as an alternative to black as it is less harsh and warmer in tone.

Secondary

PANTONE 187 C #A6192E C23 M100 Y74 K26 R166 G25 B46	PANTONE 1795 C #D22730 C12 M97 Y84 K3 R210 G39 B48	PANTONE 215 C #AC145A C25 M105 Y33 K18 R172 G20 B90	PANTONE 519 C #59315F C62 M92 Y6 K34 R89 G49 B95	PANTONE 2602 C #87189D C58 M99 Y0 K0 R135 G24 B157
PANTONE 276 C #221C35 C94 M93 Y0 K79 R34 G28 B53	PANTONE 3165 C #004F59 C100 M0 Y29 K64 R0 G79 B89	PANTONE 7713 C #007D8A C100 M0 Y29 K24 R0 G125 B138	PANTONE 3425 C #006341 C96 M2 Y80 K47 R0 G99 B65	PANTONE 7725 C #008755 C97 M0 Y80 K15 R0 G135 B85

Accent

PANTONE 7405 C #F2CD00 C0 M8 Y100 K1 R242 G205 B0	PANTONE 144 C #ED8B00 C5 M49 Y100 K0 R237 G139 B0	PANTONE 219 C #DA1984 C0 M95 Y0 K0 R218 G25 B132	PANTONE 368 C #78BE21 C54 M0 Y100 K0 R120 G190 B33	PANTONE 319 C #2CCCD3 C60 M0 Y16 K0 R44 G204 B211
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The **secondary** palette should be the first choice to add interest and personality to your communications. Please always check accessibility and contrast in your application.

Finally we have a range of **accent** colours. These should be used sparingly and not used to convey important information. Do not use them at over 20% of page area.

Text colour combinations – to ensure legibility there are certain colours which can be used for text on black/white and coloured backgrounds.

Percentage tints of all colours are allowed where necessary but please ensure any overlaid text is legible within WCAG AAA accessibility criteria. Black, white or our corporate grey are preferred in this case.

To check your combinations please use a colour contrast checker such as <https://contrastchecker.com>.

Colour contrast guidance

PANTONE 288
#002D72

White text ✓
F2CD00 ✓
#2CCCD3 ✓

Coloured text 12pt plus

PANTONE 3005
#0077C8

White text ✓
F2CD00 ✓ (Headlines)

Coloured text 12pt plus

PANTONE 7545
#425563

White text ✓
F2CD00 ✓
#2CCCD3 ✓ (Headlines)

Coloured text 12pt plus

PANTONE 187
#A6192E

White text ✓

Coloured text 12pt plus

PANTONE 1795
#D22730

White text ✓

Coloured text 12pt plus

PANTONE 215
#AC145A

White text ✓

Coloured text 12pt plus

PANTONE 519
#59315F

White text ✓
F2CD00 ✓
#2CCCD3 ✓

Coloured text 12pt plus

PANTONE 2602
#87189D

White text ✓
F2CD00 ✓
#2CCCD3 ✓ (Headlines)

Coloured text 12pt plus

Colour combinations shown are the only acceptable combinations where text is used. Please ensure all body text or any smaller text is 12pt and over.

PANTONE 276
#221C35

White text ✓
F2CD00 ✓
#2CCCD3 ✓

Coloured text 12pt plus

PANTONE 3165
#004F59

White text ✓
F2CD00 ✓
#2CCCD3 ✓

Coloured text 12pt plus

PANTONE 7713
#007D8A

White text ✓

Coloured text 12pt plus

PANTONE 3425
#006341

White text ✓
F2CD00 ✓

Coloured text 12pt plus

PANTONE 7725
#008755

White text ✓

Coloured text 12pt plus

PANTONE 7405
#F2CD00

Black text ✓
#221C35
#A6192E ✓
#004F59
#59315F ✓
#002C77
#87189D ✓

Do not use as text on white

PANTONE 144
#E98300

Black text ✓
#221C35 ✓
#002C77 ✓

Do not use as text on white

PANTONE 219
#DA1984

White text ✓

Coloured text 12pt plus

PANTONE 368
#78BE21

Black text ✓
#221C35 ✓

Do not use as text on white

PANTONE 319
#2CCCD3

Black text ✓
#004F59
#59315F ✓
#002C77
#221C35 ✓

Do not use as text on white

Source Sans
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789£%&

Source Sans Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789£%&

Arial
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789£%&

Arial Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
123456789£%&

Fonts and exceptions

Our fonts are a key part of our brand identity and how the public and staff recognise us. Using them consistently helps build trust and reassurance. Fonts must also meet accessibility standards and legislation across all formats, media channels and sizes (both print and digital).

All resources produced by the NHS in Scotland should adopt an open source Google font:

Primary Font – Source Sans.

Secondary Font – Arial, which is installed as standard on all NHS Scotland devices.

- The only exception to this is where:**
- a. There is explicit need for a campaign that requires messaging, tone and design style targeted at a specific audience and requires an alternative font to Source Sans. An alternative accessible sans-serif font can be used subject to activity meeting the criteria and definition of a ‘campaign’. Specifically, a campaign can be considered carefully scheduled strategic activity that seeks to inform, engage, or direct patients, the public, or staff to information and services through actionable content. In such circumstances, the headline font in the creative can vary from Source Sans if approved by the relevant NHS Board (or for Scottish Government (SG) staff, from the SG Marketing team), in line with accessibility requirements outlined in NHS Scotland identity guidelines.
 - b. Resources are being produced where there is a requirement to translate English into a language that requires accented letters, such as Baltic characters available via Myriad Pro font.

Straplines

No wording, including straplines, can be used or locked up, with or alongside the NHS Scotland logo. Any wording, including positioning statements, must sit outside the exclusion zone.

Wording designed to help explain the service, such as straplines, is not permitted as this risks creating variation and fragmentation of the brand identity.

The NHS letters and NHS Scotland logo or NHS Board logo variant, combined with the organisational name, offers patients, public or staff credibility and trust in the care the NHS delivers.

Tone of voice

Tone of voice is an important part of our brand. How we talk reflects our values, the relationship we would like with people and how we would like them to feel. Speaking in a consistent way helps build familiarity, confidence and trust.

Tone should be a balance between:

- warm, positive, reassuring, professional, kind
- passion and pride – capturing the positive attitude of our staff
- ambition and commitment – looking ahead to the future and always striving to improve and serve people's needs better.

Our brand in action - creative examples

Print

Protect your future

NHS
SCOTLAND

Teenage
vaccinations
2025

Essential immunisations for
high school pupils in years 1 to 6.

What vaccines are offered?

HPV vaccine (from year 1)
This vaccine helps protect against cancers caused by human papillomavirus (HPV). It's important for both girls and boys.

DTP and MenACWY (from year 3)
These vaccines protect against tetanus, diphtheria and polio, as well as meningitis strains A, C, W, and Y. They are quick and easy to administer and provide lifelong protection.

NHS Inform
To learn more about young people's vaccines. Scan the QR code or visit [www.nhsinform.scot](#)

Open access clinics
You can drop into any of our 36 teenage open access clinics.



Protect your future

NHS
SCOTLAND

Teenage
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2025

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NHS Inform
To learn more about young people's vaccines. Scan the QR code or visit [www.nhsinform.scot](#)

Open access clinics
You can drop into any of our 36 teenage open access clinics.



Stationery

NHS Scotland
Date: Friday 25 July 2025 | Our ref: 1506860370

NHS
SCOTLAND

[Recipient Name]
[Title]
[Address line 1]
[Address line 2]
[Postcode]

Dear Name Surname
Subject: Appointment confirmation for health service clinic.

Clinic: Health Service Clinic
Doctor John Doe

When: Day 8 Month Year at 2pm

Where: Hospital Name
Outpatients Four
Level Two

If you are unable to keep your appointment or have changed any of your contact details, please get in touch with us Monday to Friday from 09:30am to 2:30pm by phoning **insert number**.

Please note that if you don't attend the appointment, you will not be offered another one unless deemed clinically appropriate.

We want you to be fully involved in your care. You may wish to think about any questions you want to ask at your appointment. For advice and guidance, visit our website.

If you use British Sign Language (BSL), have difficulty hearing, or need help with spoken communication, please contact us on insert here. We also provide translation and interpreting services.

We would love to hear any suggestions or feedback you have to help us improve our service.

Yours sincerely,

Hospital Name,
Address Line and Postcode

Switchboard:
Insert here

Website:
Insert here

Page:
1 of 1

NHS
SCOTLAND

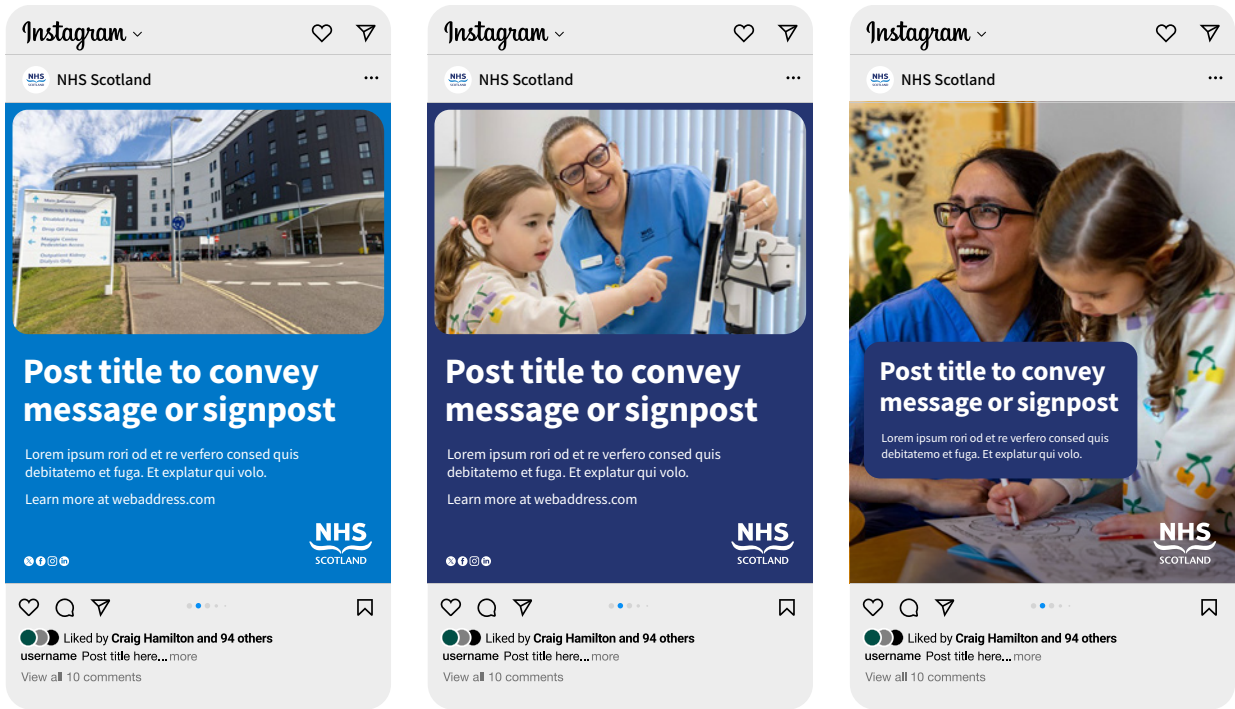
Full Name
Job title

first.second@nhs.scot
0111 111111 Ext 11111
07540111111

Main Hospital
5th Floor, The Road,
Town, KY2 5AH

Our brand in action - creative examples

Social media



Email signatures

Email signatures should be placed on white background with no images, blocks of colour, straplines or graphics added.

Source Sans Semibold 12pt
Source Sans Regular 10pt



Name Surname
Job title in full | NHS Scotland or local board
Name of Hospital | Address of hospital or clinic
City name | AB0 0AB
e: Name Surname@suffix
t: 0000 000 0000
m: 0000 000 0000

Arial Bold 10pt
Arial Regular 10pt

Name Surname
Job title in full | NHS Scotland or local board
Name of Hospital | Address of hospital or clinic
City name | AB0 0AB
e: Name Surname@suffix
t: 0000 000 0000
m: 0000 000 0000



Contact us

All enquiries for the usage of the NHS Scotland brand, identity, and logo(s) should be directed in the first instance to the Scottish Government Marketing team, by emailing:

nhsscotlandbrandpolicy@gov.scot