

NHSScotland advertising guidelines



Introduction

These guidelines set out how the identity should be applied to advertising.

They provide general guidance on how the identity should be used in a variety of different media, including:

- recruitment
- press & posters
- bus sides
- television

In order to present a cohesive look and raise the NHS's profile in Scotland in a consistent way, it's critical that these guidelines be observed.

Contents

Section 1 Recruitment advertising	4
General staffing	5
Executive recruitment	10
Section 2 Press, poster & bus side advertising	13
Using your identity	14
Section 3 Television advertising	15

Recruitment advertising

On the following pages, you'll see some of the different ways in which advertisements can be laid out. These examples are by no means exhaustive, but demonstrate how the core identity elements provide an opportunity to vary and contrast the communication. The NHSScotland identity should always appear in the top right hand corner.

Charter Marks and permitted sub-identities may be used if considered appropriate. Whenever they do appear, they must be positioned at the base of advertisements or beside the contact details on composite advertisements.

General staffing

For general staffing requirements, the following layouts demonstrate style and typical content. Always try to allow enough room for the NHSScotland identity to stand out.

Space restrictions and cost may dictate how the information is presented. These layouts are purely intended to demonstrate the different ways of using the core identity assets.

Any Trust or Board



Appointment Title

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea.



For more details contact A Nother Human Resources
Tel 0123 456 78 90 fax 0123 456 78 90
another@nhsscotland.co.uk

Any Trust or Board



Appointment Title

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills by manipulating these ingredients in a given space. Whether this space takes the form of advertisements, periodicals, books, printed forms,



INVESTOR IN PEOPLE

For more details contact A Nother Human Resources
Tel 0123 456 78 90 Fax 0123 456 78 91
another@nhsscotland.co.uk

Any Trust or Board



Appointment Title

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills by manipulating these ingredients in a given space. Whether this space takes the form of advertisements, periodicals, books, printed forms,



INVESTOR IN PEOPLE

For more details contact A Nother Human Resources
Tel 0123 456 78 90 Fax 0123 456 78 91
another@nhsscotland.co.uk

Any Trust or Board



Title of Appointment

£00,000

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form.

Title of Appointment

£00,000

and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea.



For more details contact
A Nother Human Resources
Tel 0123 456 78 90
Fax 0123 456 78 90
another@nhsscotland.co.uk

Any Trust or Board



Title of Appointment

£00,000

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form.

Title of Appointment

£00,000

and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea.



For more details contact
A Nother Human Resources
Tel 0123 456 78 90
Fax 0123 456 78 90
another@nhsscotland.co.uk



**Any Trust or Board
Hospital or Department
Title of Appointment**

£00,000-£00,000

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, billboards to birth announcing, should be seen as the embodiment of form and function: integration of beautiful and the useful both copy, art, and typography. Each element inte-grally related, in harmony. Each element inte-grally related, in harmony with the whole, and essential to the execution.

Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. This is not the real body copy. Visual elements and communication of any kind, whether persuasive or more than informative, from billboards to birth announcements, should be seen as embodiment of form and function: the integration of beautiful. Copy, art, and typography should be seen as a living.



For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

**Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

Not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function. Copy, art, and typography should be seen as a living.

Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. This is not the real body copy. Visual elements, communications of any kind, whether persuasive or more than informative.

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, whether persuasive or more than informative, from billboards to birth. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Closing date for completed applications: XX Month 2001.

**Any Trust or Board
Hospital or Department
Title of Appointment**

£00,000-£00,000

Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients; this is not real. Visual communications of any kind, whether persuasive.

Informative, from billboards to birth announcements, should be seen as form and function: the integration of beautiful and the useful both copy, art, and typography should be seen as a living entity. Copy, art, and typography should be seen as a living entity; each element inte-grally related, in harmony with the whole, and essential to the execution. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills.



For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, whether persuasive or more than informative, from billboards to birth. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Closing date for completed applications: XX Month 2001.

**Any Trust or Board
Any Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea, like a juggler, the only designer.

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, from billboard. Closing date for completed applications: XX Month 2001.

**Any Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful copy.

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

**Any Hospital or Department
Title of Appointment**

£00,000-£0,000

Each element inte-grally related, in harmony with the whole. The integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients.

**Any Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

The integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Each element inte-grally related, in harmony with the whole. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients.

Ref NHS/2001/XXX

Visual elements and communications of any kind, from billboard. Closing date for completed applications: XX Month 2001.

**Any Hospital or Department
Title of Appointment**

£00,000-£00,000

The integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Like a juggler, the only designer demonstrates his skills by manipulating

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, from billboard. Closing date for completed applications: XX Month 2001.



**Any Trust or Board
Hospital or Department
Title of Appointment**

£00,000-£00,000

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, billboards to birth announcing, should be seen as the embodiment of form and function: integration of beautiful and the useful both copy, art, and typography. Each element inte-grally related, in harmony. Each element inte-grally related, in harmony with the whole, and essential to the execution.

Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. This is not the real body copy. Visual elements and communication of any kind, whether persuasive or more than informative, from billboards to birth announcements, should be seen as embodiment of form and function: the integration of beautiful. Copy, art, and typography should be seen as a living.



For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

**Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

Not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function. Copy, art, and typography should be seen as a living.

Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. This is not the real body copy. Visual elements, communications of any kind, whether persuasive or more than informative.

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, whether persuasive or more than informative, from billboards to birth. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Closing date for completed applications: XX Month 2001.

**Any Trust or Board
Hospital or Department
Title of Appointment**

£00,000-£00,000

Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients, this is not real. Visual communications of any kind, whether persuasive.

Informative, from billboards to birth announcements, should be seen as form and function: the integration of beautiful and the useful both copy, art, and typography should be seen as a living entity. Copy, art, and typography should be seen as a living entity; each element inte-grally related, in harmony with the whole, and essential to the execution. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills.



For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, whether persuasive or more than informative, from billboards to birth. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Closing date for completed applications: XX Month 2001.

**Any Trust or Board
Any Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea, like a juggler, the only designer.

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, from billboard. Closing date for completed applications: XX Month 2001.

**Any Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

This is not the real body copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful copy.



For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

**Any Hospital or Department
Title of Appointment**

£00,000-£0,000

Each element inte-grally related, in harmony with the whole. The integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients.

**Any Hospital or Department
Title of Appointment**

£00,000-£00,000 Full-time(XXhrs/wk) or Job Share

The integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Each element inte-grally related, in harmony with the whole. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients.

Ref NHS/2001/XXX

Visual elements and communications of any kind, from billboard. Closing date for completed applications: XX Month 2001.

**Any Hospital or Department
Title of Appointment**

£00,000-£00,000

The integration of beautiful and the useful copy. Each element inte-grally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the only designer demonstrates his skills by manipulating these are not ingredients. Like a juggler, the only designer demonstrates his skills by manipulating

For more details contact A Nother Tel 0123 456 7890
Fax 0123 456 7890 Ref NHS/2001/XXX

Visual elements and communications of any kind, from billboard. Closing date for completed applications: XX Month 2001.

Executive recruitment

When recruiting for a high level professional or executive position, there may be a requirement to create more prominence and stand out. For added impact, the NHSScotland corporate colours may be used, provided the cost can be justified.

Any Trust or Board



Title of Appointment

Subtitle ref no 012324

Salary £ 00,000

This is not the real copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills by manipulating these ingredients in a given space. What is implied is that a problem can be solved simply by pushing things around until something happens. This obviously involves the time-consuming uncertainties of trial and error.

Packages, industrial products, signs, or television billboards, the criteria are the same. Whether this space takes the form of advertisements, periodicals, books, printed forms, packages, industrial products, signs, or television billboards, the criteria are the same.

To believe that a good layout is produced merely by making a pleasing arrangement of some visual miscellany photos, type, illustrations is an erroneous conception of the graphic designer's function. What is implied is that a problem can be solved simply by pushing things around until something happens. This obviously involves the time-consuming uncertainties of trial and error.

However, since the artist works partly by instinct, a certain amount of pushing around may be necessary. But this does not imply that any systematic idea.

apply to
A Nother Human Resources 12 Any Road
AnyTown AB3 4CD Tel 1234 567 89 01
Fax 1234 567 89 02 another@nhsscotland.co.uk



Any Trust or Board



Title of Appointment

Subtitle ref no 012324

Salary £ 00,000

This is not the real copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills by manipulating these ingredients in a given space. Whether this space takes the form of advertisements, periodicals, books, printed forms, packages, industrial products, signs, or television billboards, the criteria are the same.

To believe that a good layout is produced merely by making a pleasing arrangement of some visual miscellany photos, type, illustrations is an erroneous conception of the graphic designer's function. What is implied is that a problem can be solved simply by pushing things around until something happens. This obviously involves the time-consuming uncertainties of trial and error. However, since the artist works partly by instinct, a certain amount of pushing around may be necessary. But this does not imply that any systematic, unifying, repetitive idea should be avoided out of hand.



A Nother Human Resources 12 Any Road AnyTown AB3 4CD
Tel 1234 567 89 01 Fax 1234 567 89 02 another@nhsscotland.co.uk

Any Trust or Board



Title of Appointment

Subtitle ref no 012324

Salary £ 00,000

This is not the real copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills by manipulating these ingredients in a given space. Whether this space takes the form of advertisements, periodicals, books, printed forms, packages, industrial products, signs, or television billboards, the criteria are the same.

To believe that a good layout is produced merely by making a pleasing arrangement of some visual miscellany photos, type, illustrations is an erroneous conception of the graphic designer's function. What is implied is that a problem can be solved simply by pushing things around until something happens. This obviously involves the time-consuming uncertainties of trial and error. However, since the artist works partly by instinct, a certain amount of pushing around may be necessary. But this does not imply that any systematic, unifying, repetitive idea should be avoided out of hand. This obviously involves the time-consuming uncertainties of trial and error.



INVESTOR IN PEOPLE

apply to A Nother Human Resources 12 Any Road AnyTown AB3 4CD
Tel 1234 567 89 01 Fax 1234 567 89 02 another@nhsscotland.co.uk

Any Trust or Board



Title of Appointment

Subtitle ref no 012324

Salary £ 00,000

Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful. Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills by manipulating these ingredients in a given space. Copy, art, and typography should be seen as a living entity; each element integrally related,

Copy, art, and typography should be seen as a living entity; each element integrally related, in harmony with the whole, and essential to the execution of an idea.

This is not the real copy. Visual communications of any kind, whether persuasive or informative, from billboards to birth announcements, should be seen as the embodiment of form and function: the integration of beautiful and the useful.



INVESTOR IN PEOPLE

in harmony with the whole, and essential to the execution of an idea. Like a juggler, the designer demonstrates his skills

apply to
A Nother
Human Resources
12 Any Road AnyTown AB3 4CD
Tel 1234 567 89 01 Fax 1234 567 89 02
another@nhsscotland.co.uk

Press, poster & bus side advertising

As with other advertising, the guiding principle for press, posters and bus sides is consistency. Always ensure the identity is large enough and positioned in such a way that it is guaranteed maximum visibility.

Using your identity

Depending on format, the following minimum sizes apply to the width of the identity:

Press & Posters

Format	Minimum width of caring device
--------	--------------------------------

A5	28mm
----	------

A4	33mm
----	------

A3	38mm
----	------

A2	43mm
----	------

A1	48mm
----	------

A0	53mm
----	------

Bus Sides

Format	Minimum width of caring device
--------	--------------------------------

National Supersides	200mm
---------------------	-------

Single deck sides	150mm
-------------------	-------

National Lower & Upper rear	150mm
-----------------------------	-------

Television advertising

To signify the NHS's involvement, the new identity should feature prominently at the end of all television commercials.

To ensure clarity and reflect its importance, the identity should always be centred and never reproduced less than 10% of the screen height. Please note this is the only medium where such a position is permitted.

Wherever possible, use the two colour version of the identity. Otherwise, use the alternative colour breakdowns provided in the Identikit section of this website.

Finally, always ensure that the identity appears on screen for at least three seconds.

