

NHSScotland Identity guidelines



Introduction

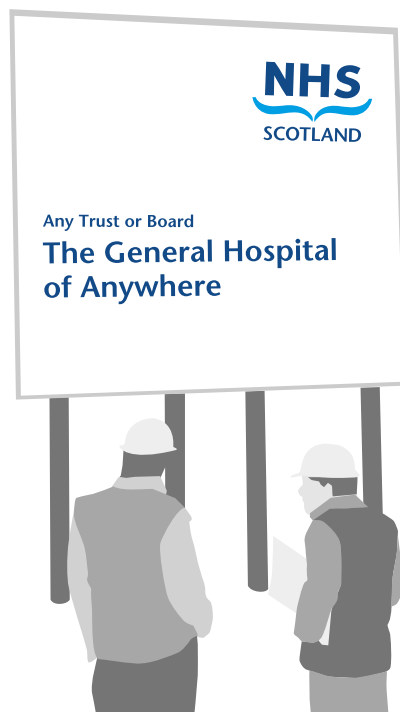
In December 2000, Susan Deacon MSP, Minister for Health and Community Care, launched **'Our National Health: a plan for action, a plan for change'** which set out a clear direction for the NHS in Scotland with the aims of improving people's health and creating a 21st century health service.

"Alongside the changes in NHS boardrooms, we will re-establish a national identity for the NHS in Scotland."

In this publication, the Minister said: "The public relate to and recognise the NHS. They believe their care is provided by a national health service and staff take pride in the fact that they work for the NHS. Research tells us that the variety of differently named NHS bodies confuses the public and alienates staff. As part of our proposals to rebuild the National Health Service we will promote a new identity for the NHS in Scotland."

The guidelines that follow provide an essential design toolkit to establish this new identity. The guidelines cover signage, vehicles, uniforms, stationery, literature, forms and other items. The aim is to replace, over time, the array of existing identities within NHS organisations with the single NHS identity while avoiding wastage and unnecessary expenditure.

Our National Health: a plan for action, a plan for change
section 3/page 31



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Our national identity

Together, the initials 'NHS' and the caring symbol form the foundations of our identity.

Wherever they are applied, they signify to the people of Scotland the involvement of their most cherished public service.





Our identity needs to be consistently and correctly applied, and must never be altered or modified in any way. Only ever use an original digital graphic file downloadable from this website at [\(insert link here\)](#)



To reinforce our identity and aid recognition, the NHSScotland identity should, wherever possible, be reproduced in NHSScotland Dark Blue (Pantone 288) and Light Blue (Pantone 2995) or black. If printing in a single colour, this should be NHSScotland Dark Blue.

If these colours aren't available, the identity should either be reproduced in the darkest colour available or reversed out of a dark background. The identity should never be reproduced in a tint of these colours, unless using the monotone version, in which case the 'caring device' may appear in a tint of black.



For maximum impact, the NHSScotland identity should only ever appear once on a single communication.

The identity is a visual symbol and isn't intended to be 'read' as part of a phrase. For example, when writing 'NHSScotland is improving healthcare services', the word NHSScotland should never be replaced by its visual identity. Nor should the name be enhanced in any way, i.e. by using italics or bold. For NHS Board names, such as 'NHS Lothian', always put a character space between the 'NHS' and 'Lothian'.



Exclusion zone

To help to ensure clarity and improve the identity's stand-out, a clear area should be maintained around the visual expression in which nothing else should appear.

This clear space, (H), is proportional to the size of the identity and is defined as the height of the letters 'NHS'.



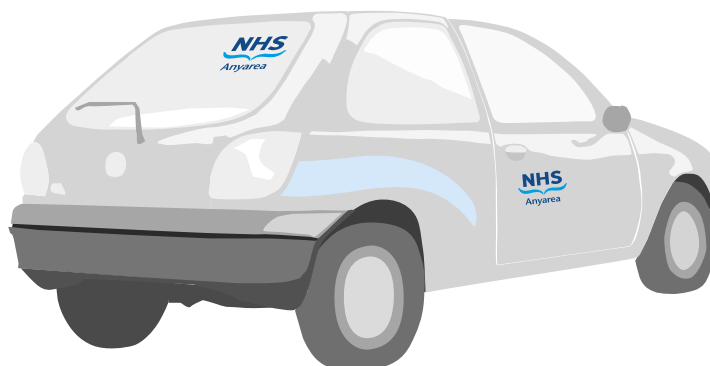
minimum width of caring device 11mm

Minimum size

To ensure visibility, legibility and accessibility, the visual expression should never be used smaller than the example shown here.

Identity structure

Our national identity is being implemented throughout NHSScotland and, over time, will replace all the existing symbols and logotypes. To find out how it will be applied to your own organisation, see the Identity Structure diagram.



Detailed guidelines for these broader applications will follow.

NHSScotland Identity Structure

NHSScotland

NHS Boards
whose names are prefixed
with the NHS Identity

- NHS Argyll & Clyde
- NHS Ayrshire & Arran
- NHS Borders
- NHS Dumfries & Galloway
- NHS Fife
- NHS Forth Valley
- NHS Grampian
- NHS Greater Glasgow
- NHS Highland
- NHS Lanarkshire
- NHS Lothian
- NHS Orkney
- NHS Shetland
- NHS Tayside
- NHS Western Isles
- NHS 24

Organisations whose names fall under the
NHSScotland Banner

- Clinical Standards Board for Scotland
- Health Education Board for Scotland
- Health Technology Board for Scotland
- Scottish Ambulance Service Board
- Scottish Council for Postgraduate Medical and Dental Education
- State Hospitals Board for Scotland
- Common Services Agency for the NHS in Scotland (including each of the organisations that operate within the CSA)
- National Appeal Panel for entry to Pharmaceutical Lists
- NHSScotland Education Board for Scotland (Formerly Post Qualifications Education Board for Health Service Pharmacists in Scotland)
- Scottish Advisory Committee on Distinction Awards
- Scottish Dental Practice Board
- Scottish Medical Practices Committee



Essential elements

There are three essential elements to the identity for every NHS organisation.

Depending on whether you're an NHS Board or an organisation falling under the NHSScotland banner, your identity will consist of:

- the initials NHS
- the caring device
- and either the particular NHS Board name or the word 'Scotland'

The following pages show all the variations. Artwork for each of these is available from [\(insert link here\)](#).

For NHS Boards, only your prescribed name may be used, which will include the abbreviation '&' where appropriate.

Each organisation's own specific name i.e. Scottish Dental Practice Board, Trust, department name or other descriptor, has its own specific field built into the individual stationery templates. Alternatively, it can be pre-printed onto stationery.

The identity for NHS 24 falls under these guidelines, but is dealt with in detail in a separate publication.

NHS 24

Identity variants

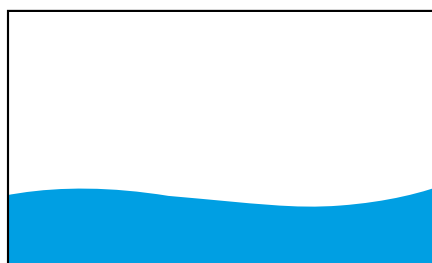
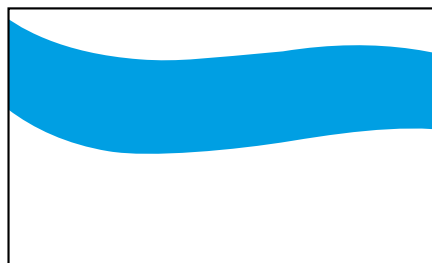
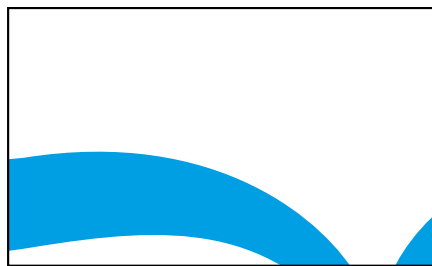
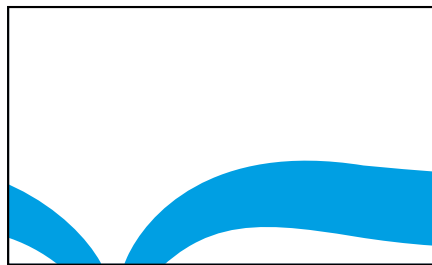
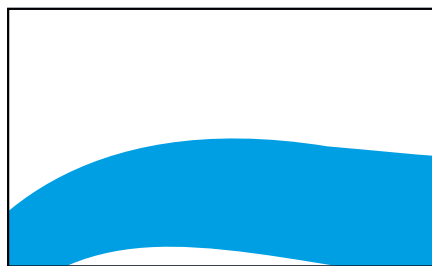




Caring device

The caring device can be used in a number of different ways to enhance communications. So long as it's still recognisable – and not rotated or changed in any way – the device can be cropped to achieve different effects.

Remember though that the caring device works best as a point of emphasis and so shouldn't be overused.



To allow further flexibility, various different tints of the caring device may be used, as shown below. The only stipulation is that the tint and background should be derived from the same base colour.

Background 100% PMS 2995



Caring device
70% PMS 2995

Background 100% PMS 288



Caring device
70% PMS 288

Background 100% PMS 288



Caring device
40% PMS 288

Positioning the identity

Wherever possible, the identity should be positioned in the top right hand corner of stationery and literature, using the exclusion zone as a locating guide. If this isn't possible, then it may be positioned at the bottom right.

Never position the identity within a shape, such as a box or circle. Always observe its exclusion zone.

For standard formats, the size of the identity should be based upon the width of the caring device as follows:

A3 – width 38mm

A4 – width 33mm

A5 – width 28mm



Other identities

Except for Charter Marks (i.e. Investors in People) and the following specific examples, all other identities within NHSScotland should be phased out and no new, alternative identities developed.

The only sub-identities that may be retained are:

- Scottish Ambulance Service's Crest
- Blood Transfusion Service's symbol
- HEBS symbol
- Sick Kids mark

These permitted sub-identities must be positioned in a way that is secondary to the NHSScotland identity. They should sit at the bottom left of stationery and literature. If using more than one sub-identity, i.e. both a Crest and a Charter Mark, position them side by side at the bottom left of stationery and literature.

Any use of other sub-identities, including those for campaigns and fund-raising, and Armorial Bearings need approval from the Chief Executive of the NHS.



Working in partnership

NHSScotland works with many other organisations to deliver healthcare and to promote health, often with a number of different partners at a time.

In such cases, we should always strive to ensure that our identity is given equal prominence to any others which appear. Wherever possible, our identity should sit to the top right of other identities and be reproduced in NHSScotland Dark Blue and Light Blue or black, rather than adopting our partner identity's colours. If this isn't possible, then the whole of our identity should either be reproduced in the darkest colour available or reversed out of a dark background. Exclusion zones apply in just the same way as if our identity were appearing on its own.

Finally, always try to ensure that any partners' material on which our identity appears, adheres to NHSScotland's principles of clarity and professionalism.



SCOTTISH EXECUTIVE



Identities for ideas & initiatives

This section applies to individual health promotion campaigns, initiatives to encourage good practice within NHSScotland and local projects to change health services. NHSScotland's ownership of all these initiatives should be clearly signposted.



Initiatives

Initiatives shouldn't use separate symbols, pictures or text styles in their identities. The name of the initiative, where it is used as a logotype, should be written in the NHSScotland typeface, but doesn't have to be connected to the NHSScotland identity. However, the NHSScotland identity should appear on all materials, usually in the top right or bottom right corners.

Initiatives won't usually have their own letterheads, using their parent organisation's stationery instead. The name of the initiative can be printed as the first line of the address, in NHSScotland Light Blue if required.



NHSScotland typefaces

The consistent use of clear typefaces is another way to establish a recognised and professional identity. NHSScotland has prescribed fonts for communications and correspondence uses, plus a flexible range of cost-effective alternatives.



Stone Sans

Stone Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvwxyz
wxyz(1234567890?!,@£&)

A contemporary, flexible typeface, Stone Sans must be used for all professionally printed NHS communications, such as stationery, forms, leaflets, signage and vehicle livery.

Stone Sans Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
(1234567890?!,@£&)*

Stone Sans is the only typeface to appear in the identity, within the initials 'NHS', NHS Board name and 'Scotland'. It's also the preferred choice for any other pre-printed information that appears on stationery, such as Trust or department names and addresses.

Stone Sans Semi bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqrstuvwxyz
uvwxyz(1234567890?!,@£&)**

Within publications, Stone Sans is ideal for everything from headings and text to diagrams, charts, tables and even technical information.

NHSScotland uses three weights – regular, italic and semi bold.

The font is available from your guidelines manager. The following pages list the licences attributed to each organisation.

Please note the management of these licences is your legal responsibility, not NHSScotland's the corporate body. It's in your interests therefore to ensure your suppliers return the typeface after use.

To buy additional licences, contact www.adobe.co.uk or www.Faces.co.uk

Stone Sans Licence allocation

| Name of Trust/Board | Total | No of licences per organisation |
|---|-----------|------------------------------------|
| Scottish Executive | 20 | 10 Mac + 10 PC |
| NHS Argyll & Clyde 48 | | |
| Argyll & Clyde Acute Hospitals NHS Trust | | 8 Mac + 8 PC |
| Lomond & Argyll Primary Care NHS Trust | | 8 Mac + 8 PC |
| Renfrewshire & Inverclyde Primary Care NHS Trust | | 8 Mac + 8 PC |
| NHS Ayrshire & Arran 36 | | |
| Ayrshire & Arran Acute Hospitals NHS Trust | | 9 Mac + 9 PC |
| Ayrshire & Arran Primary Care NHS Trust | | 9 Mac + 9 PC |
| NHS Borders 24 | | |
| Borders General Hospital NHS Trust | | 6 Mac + 6 PC |
| Borders Primary Care NHS Trust | | 6 Mac + 6 PC |
| NHS Dumfries & Galloway 40 | | |
| Dumfries & Galloway Acute & Maternity Hospitals NHS Trust | | 10 Mac + 10 PC |
| Dumfries & Galloway Primary Care NHS Trust | | 10 Mac + 10 PC |
| NHS Fife 40 | | |
| Fife Acute Hospitals NHS Trust | | 10 Mac + 10 PC |
| Fife Primary Care NHS Trust | | 10 Mac + 10 PC |
| NHS Forth Valley 80 | | |
| Forth Valley Acute Hospitals NHS Trust | | 20 Mac + 20 PC |
| Forth Valley Primary Care NHS Trust | | 20 Mac + 20 PC |
| NHS Grampian 84 | | |
| Grampian University Hospitals NHS Trust | | 21 Mac + 21 PC |
| Grampian Primary Care NHS Trust | | 21 Mac + 21 PC |

Stone Sans Licence allocation

| Name of Trust/Board | Total | No of licences per organisation |
|--|------------|------------------------------------|
| NHS Greater Glasgow | 112 | |
| Greater Glasgow Primary Care NHS Trust | | 14 Mac + 14 PC |
| North Glasgow University Hospitals NHS Trust | | 14 Mac + 14 PC |
| South Glasgow University Hospitals NHS Trust | | 14 Mac + 14 PC |
| The Yorkhill NHS Trust | | 14 Mac + 14 PC |
| NHS Highland | 40 | |
| Highland Acute Hospitals NHS Trust | | 10 Mac + 10 PC |
| Highland Primary Care NHS Trust | | 10 Mac + 10 PC |
| NHS Lanarkshire | 68 | |
| Lanarkshire Acute Hospitals NHS Trust | | 17 Mac + 17 PC |
| Lanarkshire Primary Care NHS Trust | | 17 Mac + 17 PC |
| NHS Lothian | 90 | |
| Lothian Primary Care NHS Trust | | 15 Mac + 15 PC |
| Lothian University Hospitals NHS Trust | | 15 Mac + 15 PC |
| West Lothian Health Care NHS Trust | | 15 Mac + 15 PC |
| NHS Tayside | 20 | |
| Tayside University NHS Trust | | 5 Mac + 5 PC |
| Tayside Primary Care NHS Trust | | 5 Mac + 5 PC |
| NHS Orkney | 20 | 10 Mac + 10 PC |
| NHS Shetland | 20 | 10 Mac + 10 PC |
| NHS Western Isles | 20 | 10 Mac + 10 PC |
| NHS 24 | 20 | 10 Mac + 10 PC |

Stone Sans Licence allocation

| Other organisations | Total | No of licences per organisation |
|--|-------------|------------------------------------|
| Clinical Standards Board for Scotland | 20 | 10 Mac + 10 PC |
| Health Education Board for Scotland | 70 | 35 Mac + 35 PC |
| Health Technology Board for Scotland | 68 | 34 Mac + 34 PC |
| Scottish Ambulance Service Board | 40 | 20 Mac + 20 PC |
| Scottish Council for Postgraduate Medical and Dental Education | 20 | 10 Mac + 10 PC |
| State Hospitals Board for Scotland | 20 | 10 Mac + 10 PC |
| Common Services Agency for the NHS in Scotland (including each of the organisations that operate within the CSA – 8 organisations) | 80 | 40 Mac + 40 PC |
| National Appeal Panel for entry to Pharmaceutical Lists | 20 | 10 Mac + 10 PC |
| NHSScotland Education Board for Scotland (Formerly Post Qualification Education Board for Health Service Pharmacists in Scotland) | 20 | 10 Mac + 10 PC |
| Scottish Advisory Committee on Distinction Awards | 20 | 10 Mac + 10 PC |
| Scottish Dental Practice Board | 20 | 10 Mac + 10 PC |
| Scottish Medical Practices Committee | 20 | 10 Mac + 10 PC |
| Total | 1200 | |

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!,@£&

If Stone Sans isn't available, the suggested alternative for use on internally produced documents is Arial. Use regular, italic or bold, all of which are universally available on office machines. Similar typefaces include Helvetica, Swiss, Geneva and Univers.

Arial Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!,@£&*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!,@£&**

Garamond

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvw
xyz(1234567890?!,@£&)

Garamond is a classic typeface for body copy. It's both very easy to read and complements Stone Sans well on professionally printed leaflets and brochures. Garamond regular should be used where available, supported by italic and bold typefaces where necessary.

Garamond Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuv
wxyz(1234567890?!,@£&)

If a copy of Garamond isn't available, your local printer is almost certain to hold a licensed copy.

Garamond Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZabcdefghijklmnopqrs
tuvwxyz(1234567890?!,@£&)

Times New Roman

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz(1234567890?!,@£&)

For internally produced correspondence and documents, use Times New Roman. This is universally available on all office machines. The regular weight should be used, supported by italics and bold when appropriate.

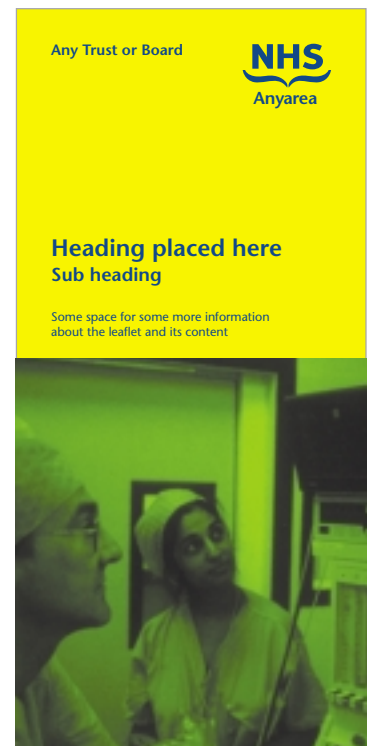
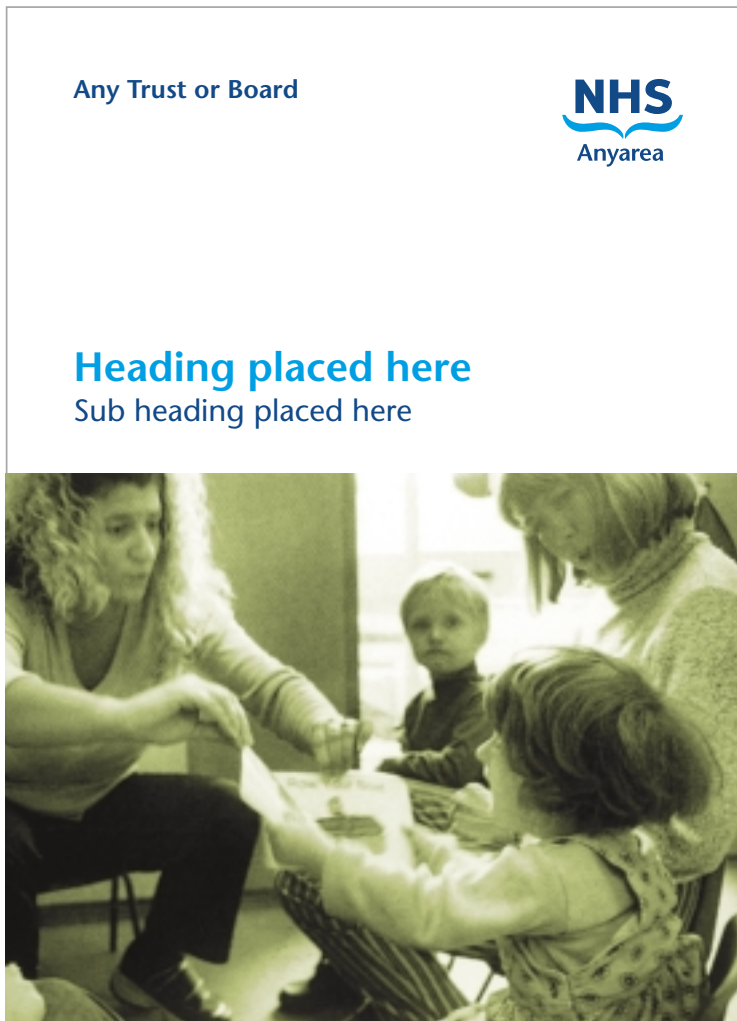
Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz(1234567890?!,@£&)

The templates provided on this website ([insert reference here](#)) are all designed to work with Times New Roman.

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz(1234567890?!,@£&)

Literature

These examples show the relationship between the organisation's name and the NHSScotland identity.



Colour

The consistent use of standard colours will help people to recognise our communications easily.

The particular colour palette that has been chosen allows for diversity, while still providing a consistent look and feel.



Using colour

The colour palette that has been developed supports our straightforward, clear and cost-effective style. The palette of colours is intended to allow:

Use of special colours

When printing in a single colour, NHSScotland Dark Blue or black are the preferred options. The rest of the palette may be used, except for PMS Yellow and PMS 368, which read poorly as text.

the publication of a variety of leaflets and other printed and online communications

the development of local literature systems

Four-colour process

Our colour palette has been chosen so that when printed in four-colour process, the Pantone® equivalent is very similar, promoting further consistency. Four-colour process printing, known as CMYK, uses up to four component colours to make a match of a standard Pantone® colour. These components are 'C' for 'Cyan', 'M' for 'Magenta', 'Y' for 'Yellow' and 'K' for Key or Black. Four-colour process printing generally produces a less vivid colour than the standard Pantone® special colour.

additional clarity for charts and diagrams

additional interest to different literature for a variety of audiences

varying degrees of 'corporacy' – the heavier the use of our primary colours, the more corporate the look.

Web-safe colours

For screen, web and digital production, use the RGB breakdowns given, where 'R' stands for 'Red', 'G' for 'Green' and 'B' for 'Blue'.

It is strongly recommended that this palette of colours is used in NHS communications. Fluorescents and metallics may be used for special projects, but ensure their use is consistent with our overall values and identity.

Primary colours



NHSScotland Dark Blue

Used for the initials 'NHS' and
NHS Board name or 'Scotland'

Pantone® 288

C 100% M 65% Y 0% K 30%



NHSScotland Light Blue

Used for the caring device

Pantone® 2995

C 100% M 9% Y 0% K 0%

Colour palette

| | | |
|------------------------------------|---------------------|---------------|
| PMS Yellow C NHSScotland Yellow | C=0 M=10 Y=100 K=0 | R255 G236 B0 |
| PMS 144 NHSScotland Orange | C=0 M=50 Y=100 K=0 | R238 G156 B0 |
| PMS 1795 NHSScotland Red | C=5 M=95 Y=100 K=0 | R255 G0 B0 |
| PMS 201 NHSScotland Dark Red | C=0 M=100 Y=70 K=35 | R161 G0 B47 |
| PMS 227 NHSScotland Pink | C=10 M=100 Y=8 K=16 | R184 G0 B104 |
| PMS 2602 NHSScotland Purple | C=72 M=100 Y=0 K=0 | R107 G7 B123 |
| PMS 288 NHSScotland Dark Blue | C=100 M=65 Y=0 K=30 | R9 G40 B105 |
| PMS 2995 NHSScotland Light Blue | C=100 M=9 Y=0 K=0 | R3 G145 B191 |
| PMS 368 NHSScotland Light Green | C=57 M=0 Y=100 K=0 | R103 G191 B41 |
| PMS 355 NHSScotland Green | C=94 M=0 Y=100 K=0 | R0 G161 B95 |
| PMS 3425 NHSScotland Dark Green | C=100 M=0 Y=78 K=42 | R0 G104 B77 |

Tints

Tints of our palette offer further diversity to the range of colours available and are particularly helpful when producing diagrams and charts. They also permit further creative opportunity for one and two colour communications.



Printing the identity

Wherever possible, reproduce the identity in NHSScotland Dark Blue and Light Blue or black against a white or light coloured background. Against darker coloured backgrounds, the identity should be reversed out.

If NHSScotland Dark Blue and Light Blue or black aren't available, print the identity in the darkest colour available or reversed out of a dark background.

Printing onto coloured paper

There are no restrictions on the colour of paper used. However, always use a black version of the identity when printing onto coloured stocks.

Remember too that visually impaired people find it easier to read off white, yellow or pale coloured paper.