NHSScotland
literature guidelines

Introduction

These guidelines set out how the identity should be applied to literature and should be read along with the general identity information.

The purpose of these guidelines is to encourage people to use the new identity consistently, without curbing individual creativity. They show where the identity should be positioned and how large it should appear on various different formats of literature, as well as providing typical grids for internal and external layouts. Colour, typeface and the use of sub-identities are all covered.

Campaign literature, as distinct from corporate and patient information, is covered in the final section of these guidelines. The style and treatment of pictorial content isn't included since it is so dependent on subject matter.

Contents

Literature covers

On the following pages, you'll see some of the
different ways in which the identity can
be used with varied colours and images.
The layouts are for illustrative purposes only,
but they do establish a general approach which
is part of these guidelines. The way in which
titles and headings are positioned is a key part
of establishing a consistent approach across all
NHSScotland communications.

Positioning the identity

Always position the identity in the top right hand corner of literature covers, using the exclusion zone as a locating guide.

Use the sizes specified below for standard formats, where the size of the identity is based on the width of the caring device:

A3 – width 38mm
A4 – width 33mm
A5 – width 28mm

For non-standard formats, use your discretion based on these proportions.

Using sub-identities

Approved sub-identities may also appear on literature covers, provided they don't dominate the NHSScotland identity. They should always be positioned at the bottom left.

For a list of permitted sub-identities, see Other identities section of this website.

Background colours

Any of the colours specified in the NHSScotland colour palette (see Section 6 of the 'Introduction') can be used as a background colour for covers.

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

Pictorial content

Care should be taken when selecting or commissioning illustrative or photographic content for covers. Images should be relevant, contribute to the communication, and not get in the way of a publication's title or subtitle.

Providing they work with the formats shown, images can be positioned however you see fit.

The images used throughout these guidelines are for illustration purposes only, to demonstrate layout.

Caring device

Using the caring device as a graphic element in the background can prove to be a very cost-effective solution.

Various different tints of the device can be used, so long as they're taken from the NHSScotland colour palette described in Section Six of the 'Introduction'.

Remember though that the caring device works best as a point of emphasis, so shouldn't be over-used.

Neither should it be used as a repeat pattern, distorted or changed in any way since this devalues its purpose.

1/3 A4 leaflet

NHS
Anyarea

Any Trust or Board

52.5mm
12pt

70mm
21pt on 25

The **Main Heading** to be used here in this space

Typesize eg 21pt on 25 refers to font size and leading.

Shown at 100%

1/3 A4 leaflet

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

Shown at 60% of full size

A5 leaflet portrait

15mm

8mm

NHS
Anyarea

40mm
13.5pt on 15.5

Any Trust or Board

52mm
16pt on 19

The **Main Heading** to be used here
in this space

69.5mm
12pt on 14

Sub-title could be placed in this space and could run onto
more than one line if needed

Typesize eg 13.5pt on 15.5 refers to
font size and leading.

Shown at 80% of full size

A5 leaflet portrait

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

Sub-title could be placed in this space and could run onto more than one line if needed

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

Sub-title could be placed in this space and could run onto more than one line if needed

Shown at 60% of full size

A5 leaflet portrait

Any Trust or Board

The **Main Heading** to be used here
in this space

Sub-title could be placed in this space and could run onto
more than one line if needed

Any Trust or Board

The **Main Heading** to be used here
in this space

Sub-title could be placed in this space and could run onto
more than one line if needed

Shown at 40% of full size

A5 leaflet portrait

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space

Sub-title could be placed in this space and could run onto more than one line if needed

NHS
Anyarea

Any Trust or Board
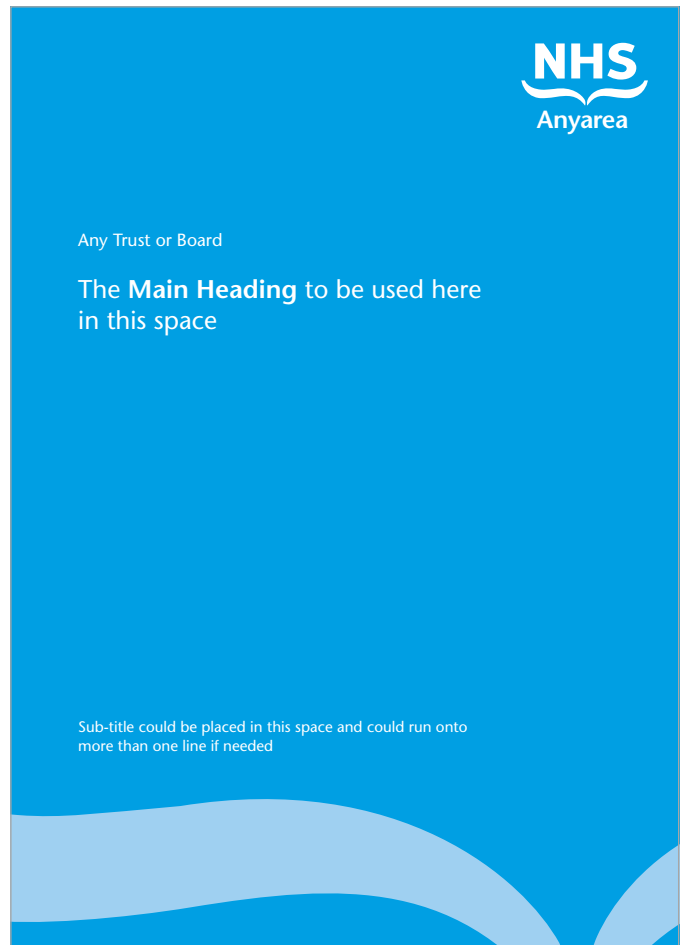
The **Main Heading** to be used here in this space

Sub-title could be placed in this space and could run onto more than one line if needed
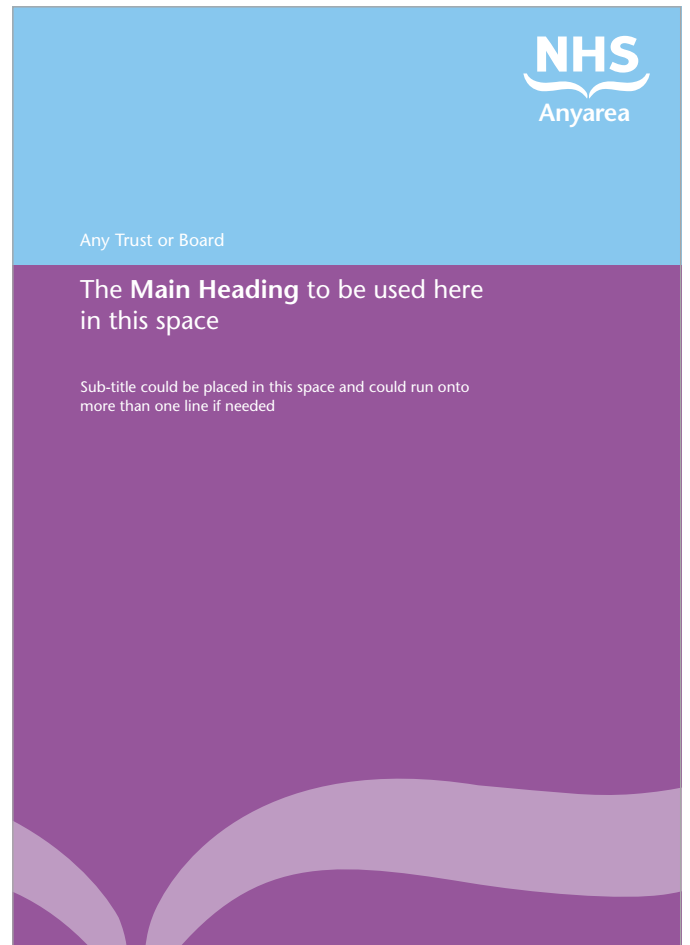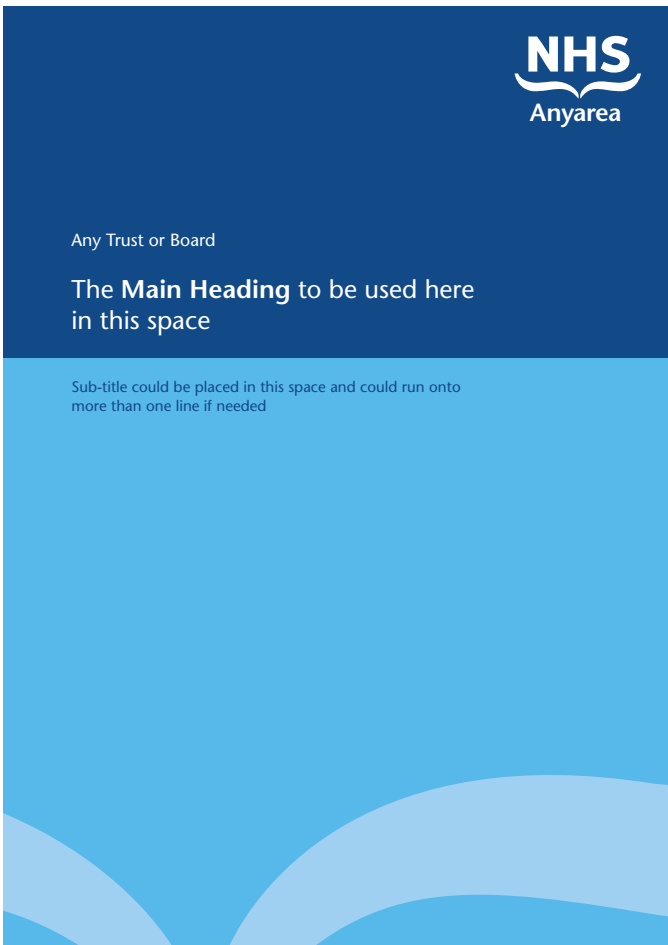
Shown at 40% of full size

A5 leaflet landscape

NHS
Anyarea

The **Main Heading** to be used here in this space and could run onto two lines if needed

Sub-title could be placed in this space and could run onto more than one line if needed, this is not the real copy, but is used to show the type size and style to be used

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be used here in this space and could run onto two lines if needed

Sub-title could be placed in this space and could run onto more than one line if needed, this is not the real copy, but is used to show the type size and style to be used

Shown at 60% of full size

A5 leaflet landscape

NHS
Anyarea

Any Trust or Board

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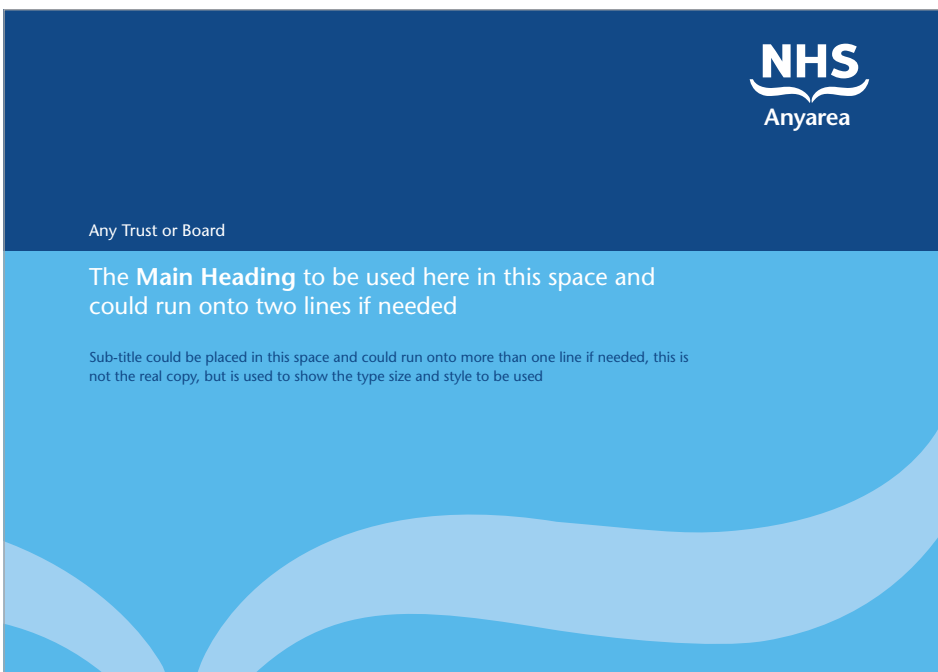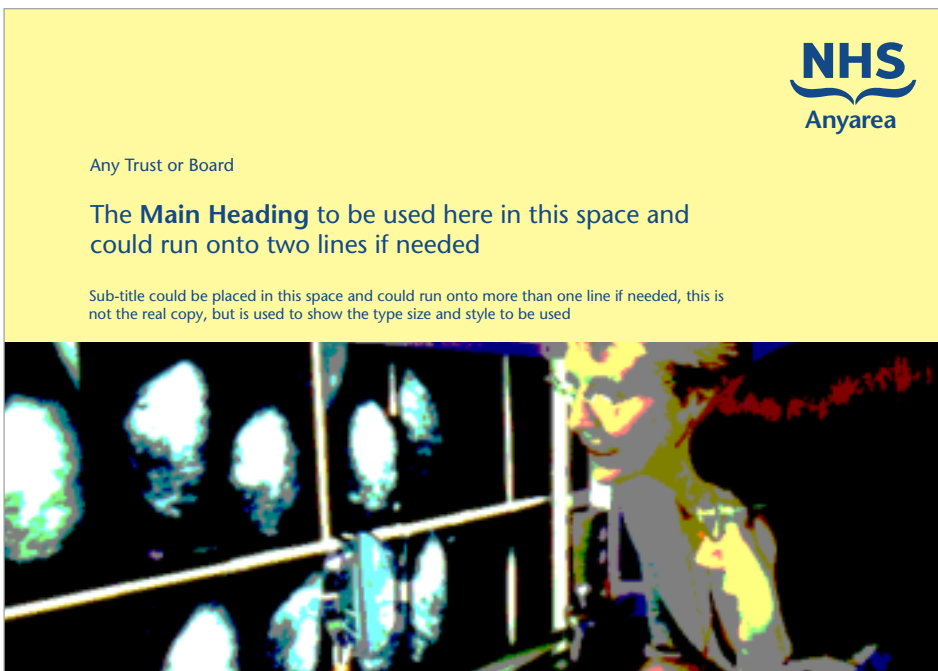

NHS
Anyarea

Any Trust or Board

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Shown at 60% of full size

A4 brochure

25mm

10mm

NHS

Anyarea

74mm
15pt on 18

Any Trust or Board

91mm
22pt on 26.5

The **Main Heading** to be placed here
in the space shown
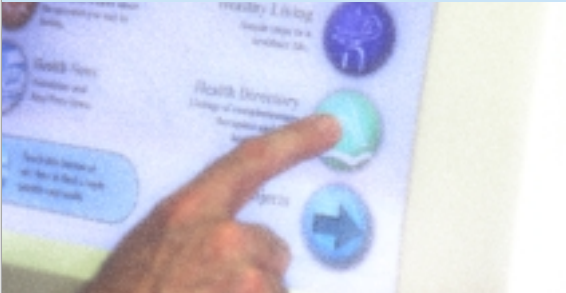
Typesize eg 15pt on 18 refers to font
size and leading.

Shown at 57% of full size

A4 brochure

Any Trust or Board

The **Main Heading** to be placed here
in the space shown

Sub-title could be placed in this space and could run onto more than
one line if needs be

Any Trust or Board

The **Main Heading** to be placed here
in the space shown

Sub-title could be placed in this space and could run onto more than
one line if needs be

Shown at 37% of full size

A4 brochure

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be placed here
in the space shown

Sub-title could be placed in this space and could run onto more than
one line if needs be

NHS
Anyarea

Any Trust or Board

The **Main Heading** to be placed here
in the space shown

Sub-title could be placed in this space and could run onto more than
one line if needs be

Shown at 37% of full size

A4 brochure

NHS
Anyarea

Any Trust or Board
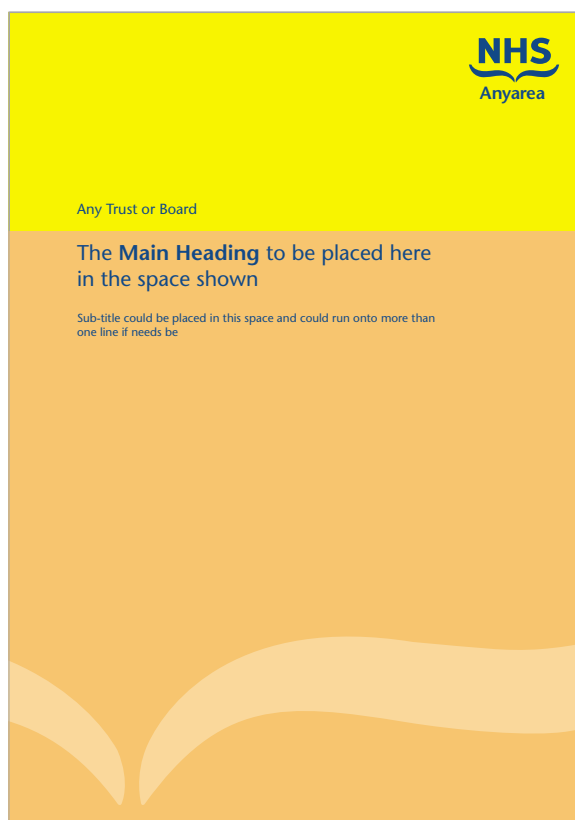
The **Main Heading** to be placed here
in the space shown

Sub-title could be placed in this space and could run onto more than
one line if needs be

NHS
Anyarea

Any Trust or Board

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Sub-title could be placed in this space and could run onto more than
one line if needs be
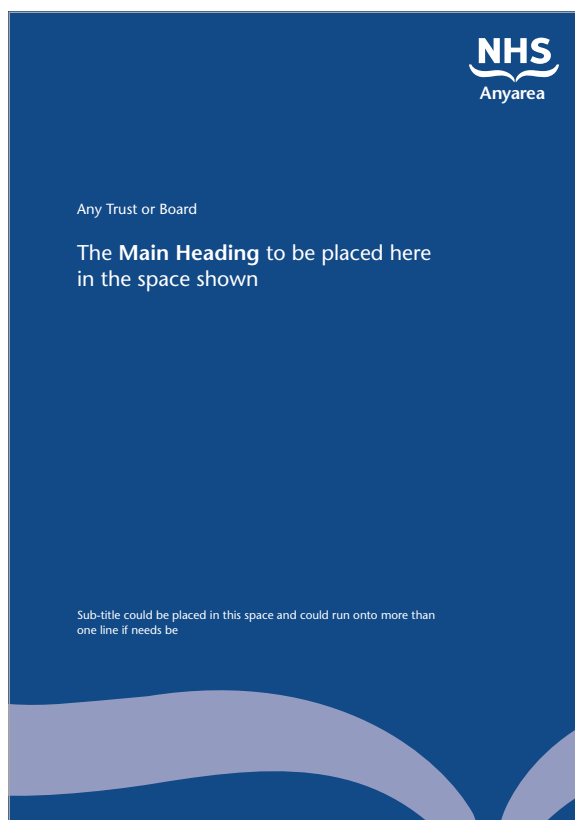
Shown at 37% of full size

Internal layouts

The examples shown demonstrate a general approach to headline and body copy layouts. The grids are there purely to support the general principles, so shouldn't be viewed as a fixed element. The overall structure and treatment, however, play a key part in establishing a consistent approach.

Legibility

Text is most legible when it is not italic and appears against a contrasting background – for example, black text on a light background.

The examples on the following pages show how the typefaces can be used. These are not definitive, as the content may well dictate the grid from which the layout is created.

General approach

Internally, try to keep pages as clear and uncluttered as possible. Divide information up into manageable-sized chunks and guide your reader along using sub-headings.

Use Stone Sans or Garamond for everything from internal headings and sub-headings to body copy, footnotes and diagrams. If a copy of Stone Sans isn't available, use Arial. Similarly, substitute Times New Roman if Garamond isn't available.

The same principles apply to newsletters, which by their nature tend to be more congested. It may be more appropriate to mix Stone Sans and Garamond to achieve the right contrast and emphasis required for communications.

There's no need to reproduce the NHSScotland identity on inside spreads. It is much cleaner and clearer to only use the identity once, on the outside cover.

Similarly, sub-identities shouldn't be used on inside spreads.

Using identities

1/3 A4 leaflet spreads

The Main Heading

Sub-heading

39mm
18pt on 20

45.5mm, 14.5pt on 20

57.5mm
12pt on 14.5, semi-bold

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and it is not to be read. It will be replaced with real text at a later date.

This is not the real copy and is not meant to be read. It is used to show the placement, typeface and style that can be used within this grid structure. 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 ankle, the designer demonstrates his skills by manipulating these ingredients.

To believe that a good layout is produced merely by making a pleasing arrangement of some visual photos and this type.

Sub-heading
This obviously involves the time-consuming uncertainties of trial and error. However, since the artist works partly by a certain amount of pushing around may be necessary. But this does not imply that any systematic, unifying, repetitive idea.

To believe that a good layout is produced merely by making illustrations is an erroneous conception of the graphics.

- This is not the real text. It is not to be read. It will be replaced later.

- Body copy, and it is not to be read.

- Strapline or maybe a brief introduction to the following text, this is not real text. 13.5pt on 16

This obviously involves the time-consuming uncertainties of trial and error. However, since the artist works partly made 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. 12pt on 14

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 graphics. 12pt on 14 semi-bold

Sub-heading
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.

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 only 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-cod 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.

Shown at 64% of full size. Typesize eg 18pt on 20 refers to font size and leading.

1/3 A4 leaflet spreads

The Main Heading
Sub-heading

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and it is not to be read. It will be replaced with real text at a later date. This is not the real text, but body copy, and is not to be read.

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Shown at 64% of full size

A5 leaflet portrait

34mm
19.5pt on 21.75

The Main Heading to be placed here
Sub-heading

40.5mm
15pt on 20.75

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and it is not to be read. It will be replaced with real text at a later date. This is not the real text, but body copy, and it is not.

- This is not the real text, but body copy, and it is not to be read. It will be replaced with real text.

- Body copy, and it is not to be read.
- Strapline or maybe a brief introduction. This is not the real text, and is not to be read. It will be then replaced at a later date.

32mm
14.5pt on 16.5

14.5pt on 16.5

This is not the real copy and is not meant to be read. It is used to show the placement, typeface and style that can be used within this grid structure. 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 ankle, the designer demonstrates his skills by manipulating these ingredients.

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12pt on 14
semi-bold

Sub-heading
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12pt on 14

But this does not good layout is produced merely by making a pleasing arrangement of some visual miscellany illustrations is a must.

Shown at 42% of full size. Typesize eg 19.5pt on 21.75 refers to font size and leading.

A5 leaflet portrait

The Main Heading to be placed here
Sub-heading

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and it is not to be read. It will be replaced with real text at a later date. This is not the real text, but body copy, and is not to be read.

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Sub-heading
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Sub-heading
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Shown at 57% of full size

A5 leaflet landscape

The Main Heading to be placed here
Sub-heading

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and it is not to be read. It will be replaced with real text at a later date. This is not the real text, but body copy and will not be like this.

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Shown at 43% of full size

A4 brochure

The Main Heading to be placed here
Sub-heading

50.75mm
22pt on 26

60mm
18pt on 26

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and is not to be read. It will be replaced with real text at a later date. This is not the real text, but body copy, and it is not to be read.

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Sub-heading
This is not the real copy and is not meant to be read. It is used to show the placement, typeface and style that can be used within this grid structure. 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 ankle, 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, criteria are the same. To believe that a good layout is produced merely by making a pleasing arrangement of

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- This is not the real text, but body copy, and it is not to be read. It will be replaced with real text.

14pt on 17

- Body copy, and it is not to be read. It will be replaced later.

- Strapline or maybe a brief introduction to the following text, this is not the real text, and is not to be read. It will be then replaced later.

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93mm
14pt on 17
semi-bold

12pt on 15
semi-bold

Shown at 43% of full size. Typesize eg 22pt on 26 refers to font size and leading.

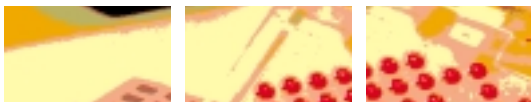### The Main Heading to be placed here
Sub-heading

Possibly a strapline or maybe a brief introduction to the following text, this is not the real text, but body copy, and it is not to be read. It will be replaced with real text at a later date. This is not the real text, but body.

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Shown at 43% of full size

Newsletters

Newsletters are a key form of communication within the NHS. They can be targeted at core audiences and are economic to produce. For mastheads, the same principles apply to the use of the identity as elsewhere. However, there is no need to follow a corporate style in laying out the content. Examples of mastheads are shown overleaf.

Autumn 0000
Persuasive or informative, from billboards to birth

NHS
Anyarea

Newsletter

Autumn 0000
Persuasive or informative, from billboards to birth

NHS
Anyarea

Newsletter

Autumn 0000
Persuasive or informative, from billboards to birth

NHS
Anyarea

Newsletter

Autumn 0000
Persuasive or informative, from billboards to birth

NHS
Anyarea

Newsletter

Shown at 70% of full size (based on A4 width).

Campaign and promotional literature

Unlike generic corporate and patient information, campaign literature tends to have a very specific message to communicate up-front. To facilitate this and cater for occasions when you may not want to present too corporate a look, the NHSScotland identity may be positioned on the back of campaign literature as shown on the following page.
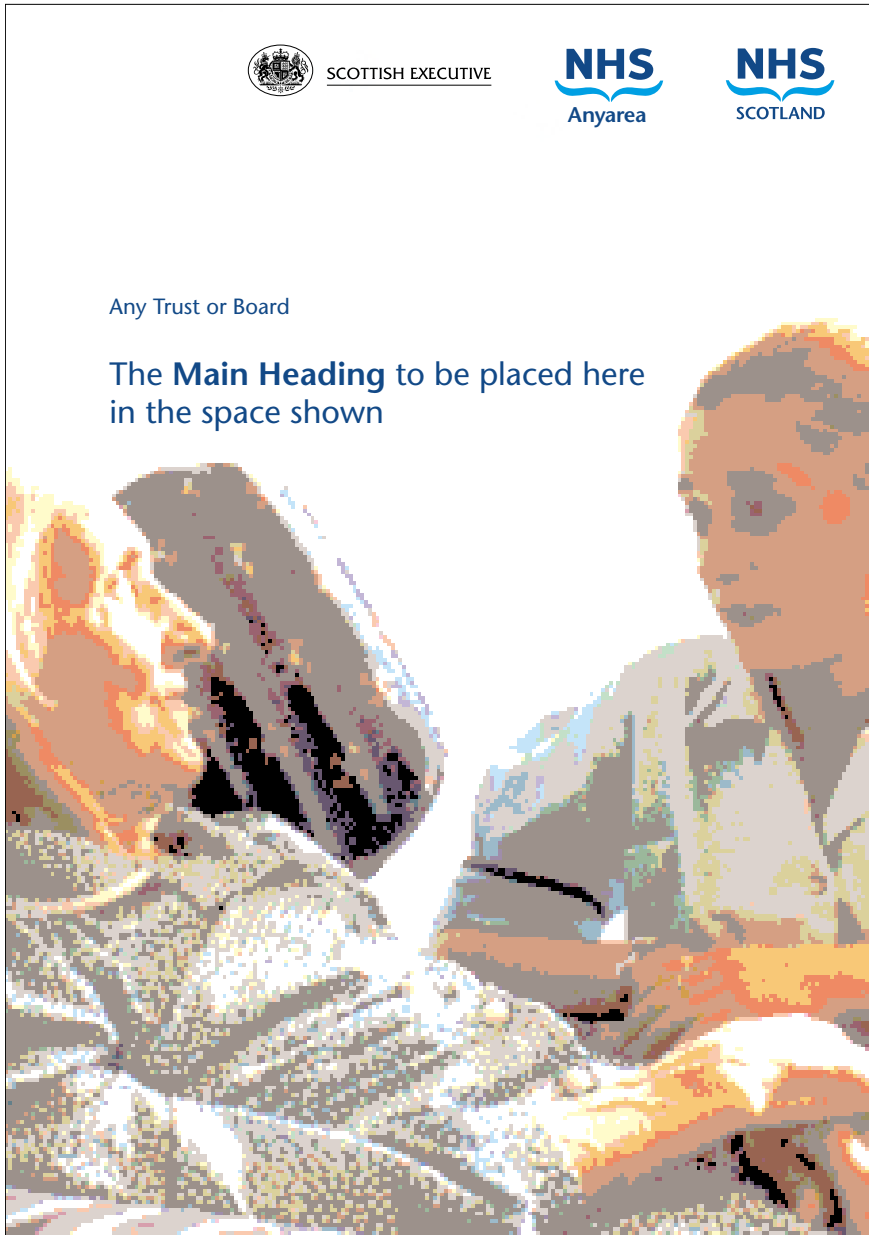
NHS

Anyarea

Published by NHS Anyarea
Any Hospital Any Town
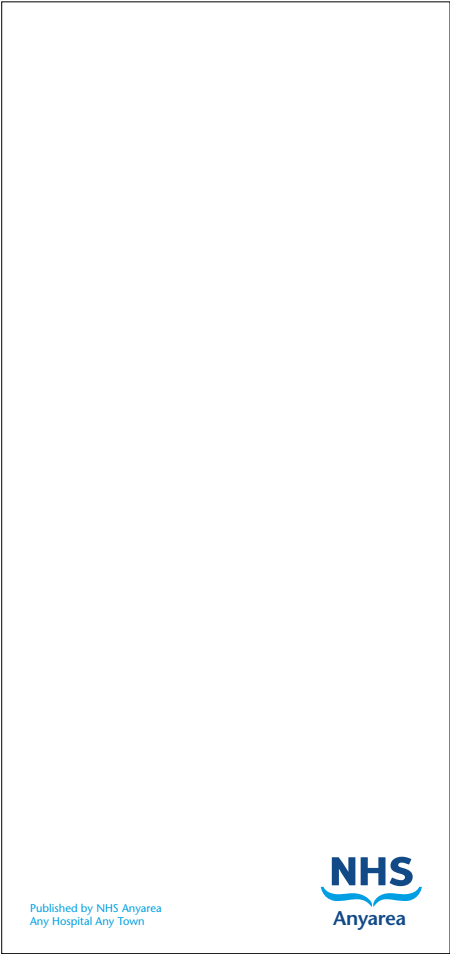
Position the identity in the bottom right hand corner of literature covers, using the exclusion zone as a locating guide.

Shown at 60% of full size (based on ⅓ A4 width).

NHS

Anyarea

Published by NHS Anyarea
Any Hospital Any Town

Shown at 60% of full size (based on A5 width).

Working in partnership

SCOTTISH EXECUTIVE

NHS
Anyarea

NHS
SCOTLAND

Any Trust or Board

The **Main Heading** to be placed here in the space shown

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.

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

Shown at 55% of full size (based on A4 width).

Published by
NHS Anyarea
Any Hospital,
Any Town

SCOTTISH EXECUTIVE

NHS
Anyarea

NHS
SCOTLAND

**Outside back cover
Shown at 55% of full size
(based on A5 width).**

Web pages

Just as with literature, the identity should always be positioned in the top right hand corner, with the caring device used to frame the page.

The rest of the page layout will vary according to each organisation's own particular style, but should always aim to reflect a contemporary feel.

Welcome to Any Trust or Board

NHS
Anyarea

About the board   Patients charter   Rights, comments
& complaints   Services   Health & disease   News

• About the board
• Patients charter
• Rights, comments
& complaints
• Services
• Health & disease
• News

▶ BACK
◀ FORWARD

HOME

Any heading or welcome text

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Click here for **more information**

Last updated: xx/xx/xx