

# NHSScotland livery guidelines



# Introduction

These guidelines set out how our identity should be applied to vehicles, uniforms and other branded items.

Vehicle models and individual uniforms differ, of course, so these guidelines aren't intended to be too prescriptive. Instead, they lay the foundations for developing a communications style covering identity, colour and typography.

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# Vehicle livery

All vehicles should be white and prominently display the appropriate NHSScotland identity.

## Using your identity

Select the right identity for your own particular organisation from the Identity Assets Folder section of this website.

This should be positioned, at an appropriate size, on the largest panel of the vehicle. Size will vary according to the vehicle type, so choose a suitable scale from the examples shown. Where there is insufficient room for the identity to appear, for example on the rear of cars or transit vans, use the organisation's name instead.

The detail from the caring device should be applied in such a way that it visually balances the identity's position and vehicle type. It should be reproduced in a 20% tint of NHSScotland Light Blue.

The NHSScotland corporate typeface, Stone Sans, should be used for any information which appears on vehicles. [For legibility, use upper and lower case letters, rather than capitals only.](#)

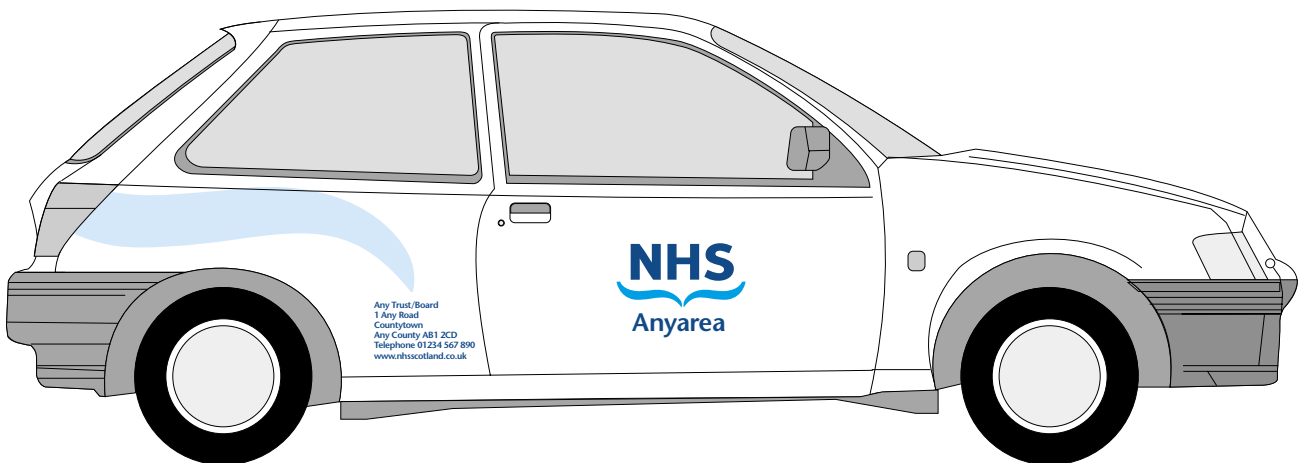
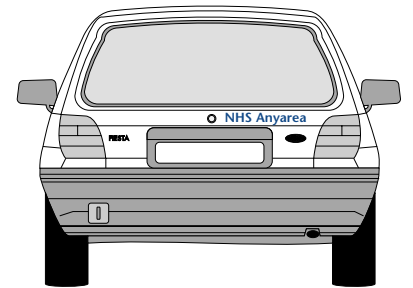
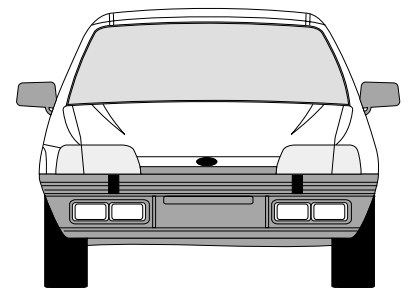
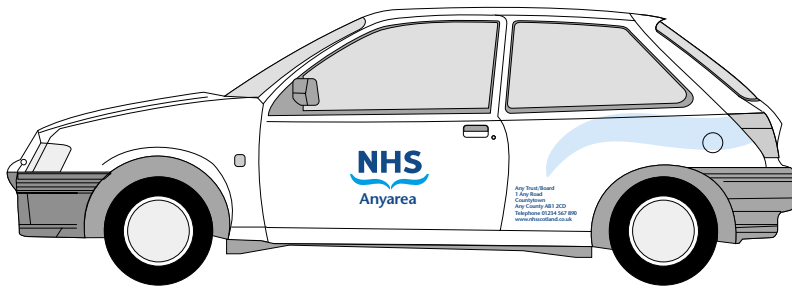
### Other information

Address and website details should be displayed in the most appropriate clear space close to the identity. Again, this will vary from vehicle to vehicle. On the rear of vehicles, ensure the identity is positioned on the right with the address on the left. If there isn't enough room for both the identity and the address to appear, only display the identity.

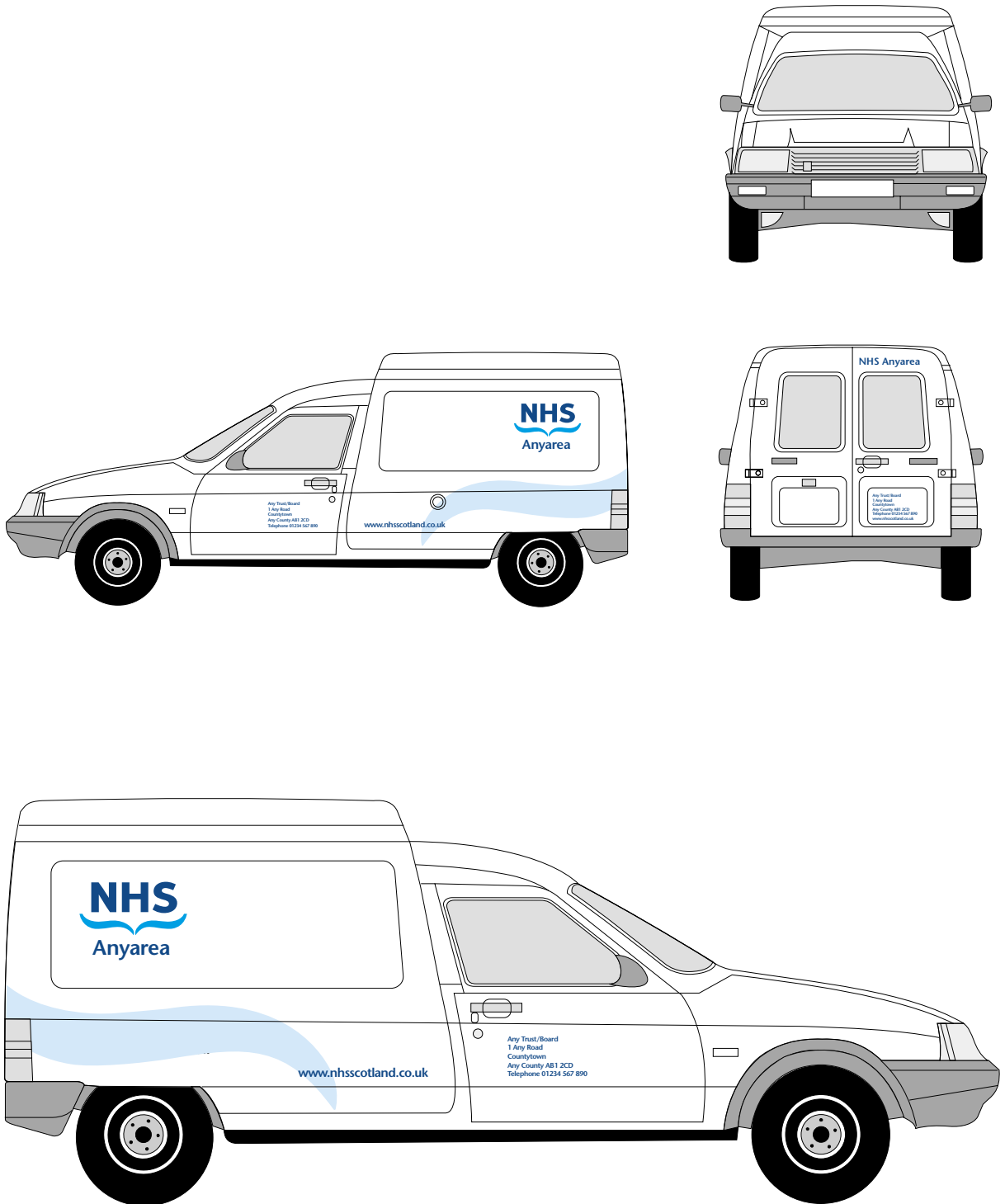
Department and Service titles should be displayed on vehicle sides. Space and title length permitting, they should be ranged off the centre of the identity (see example on page 9).

Approved sub-identities may also be applied to vehicles. Remember though that only those sub-identities listed under **Other identities** in your **Identikit** are permitted.

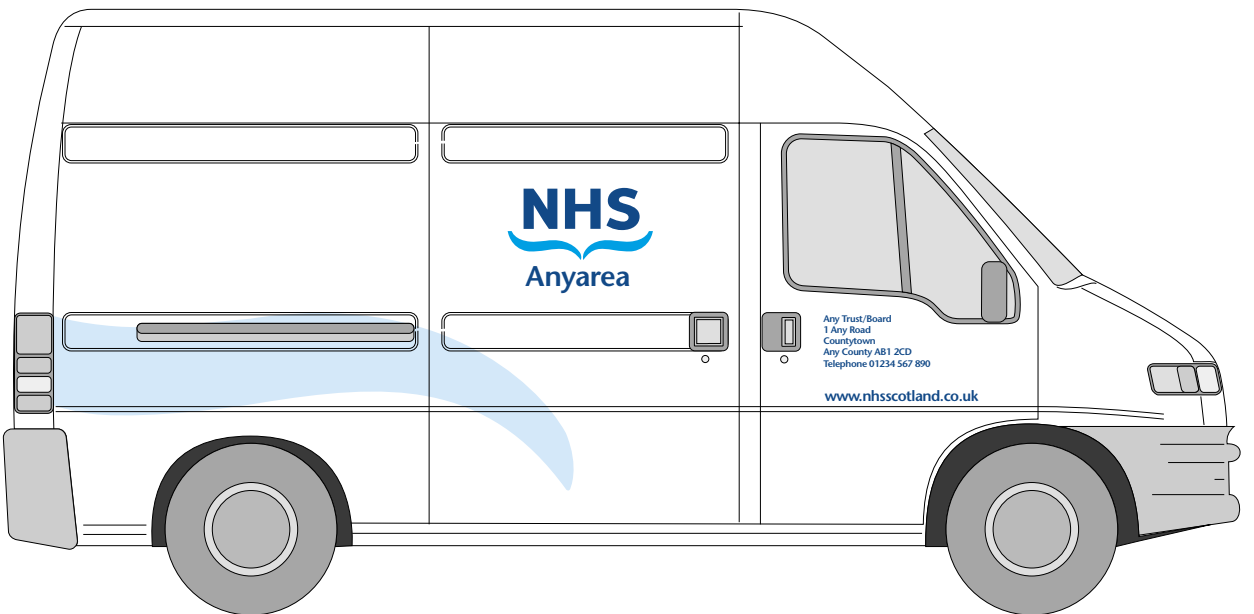
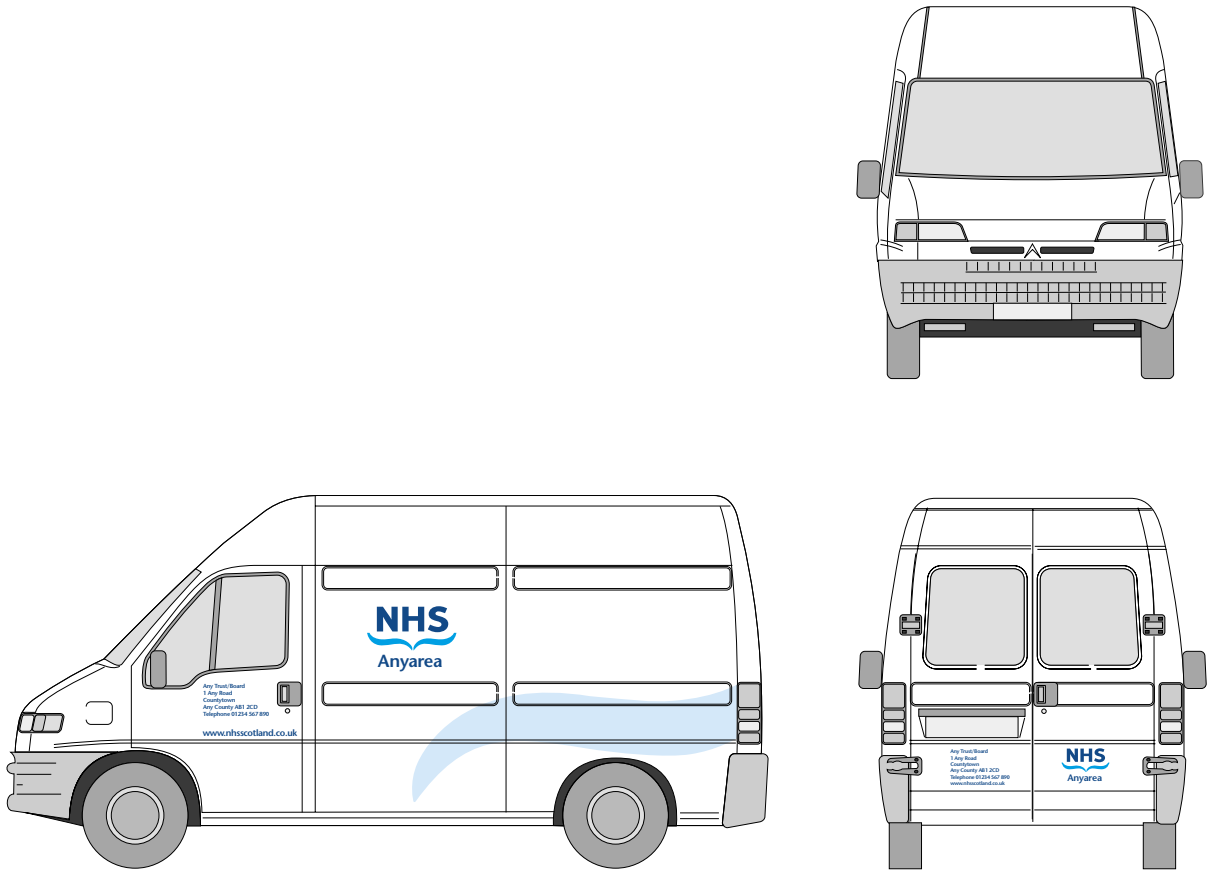
### Using sub-identities



Vehicle make and type are for illustrative purposes only

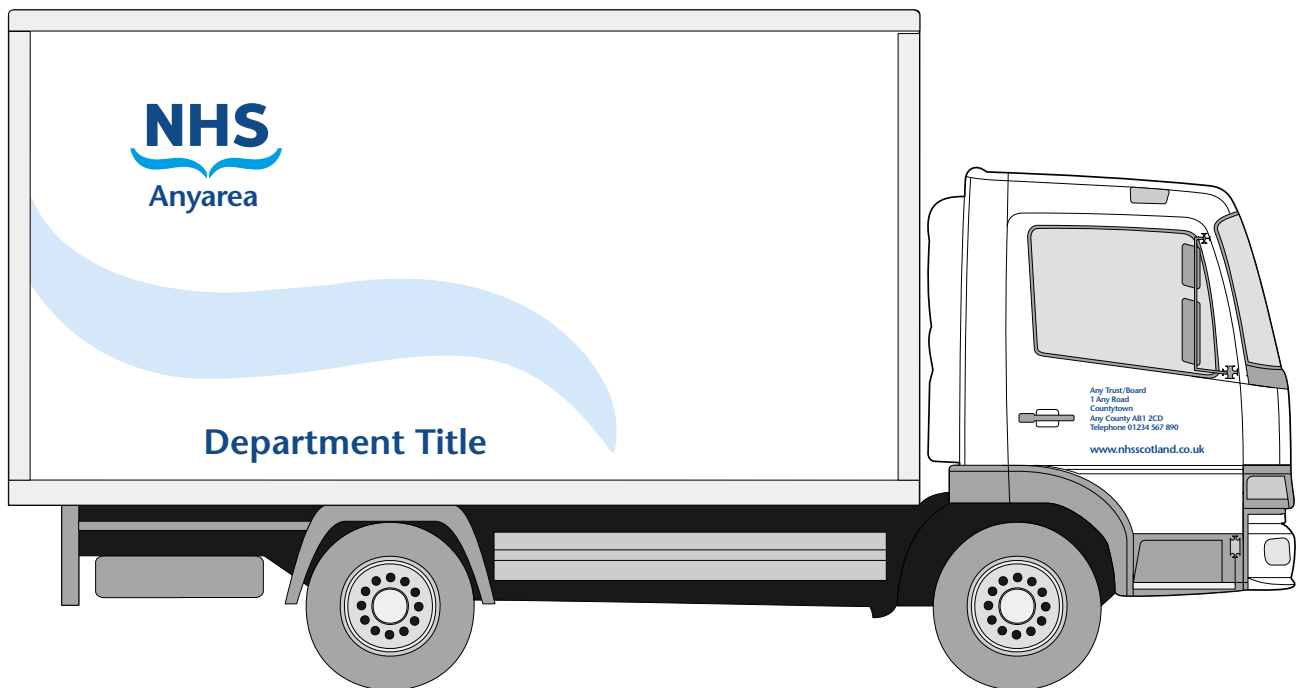
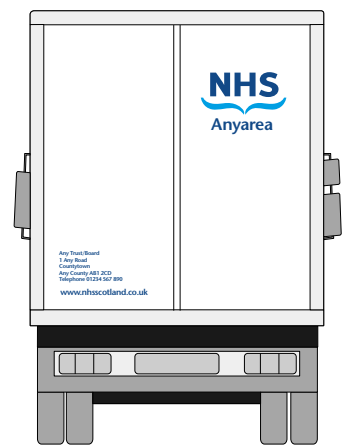
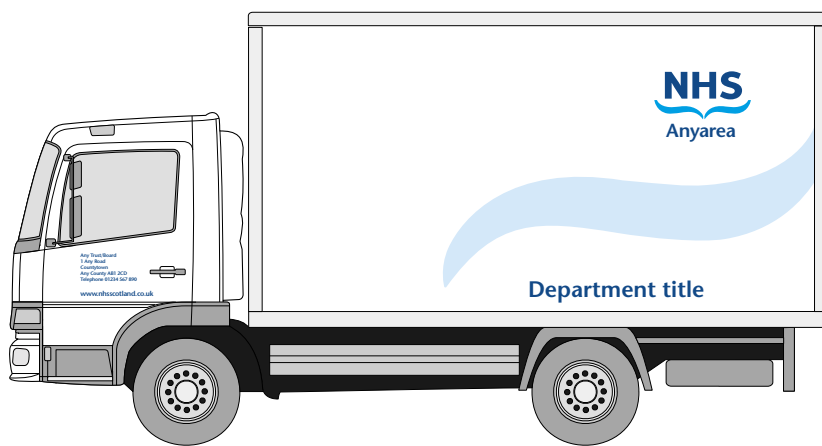


Vehicle make and type are for illustrative purposes only



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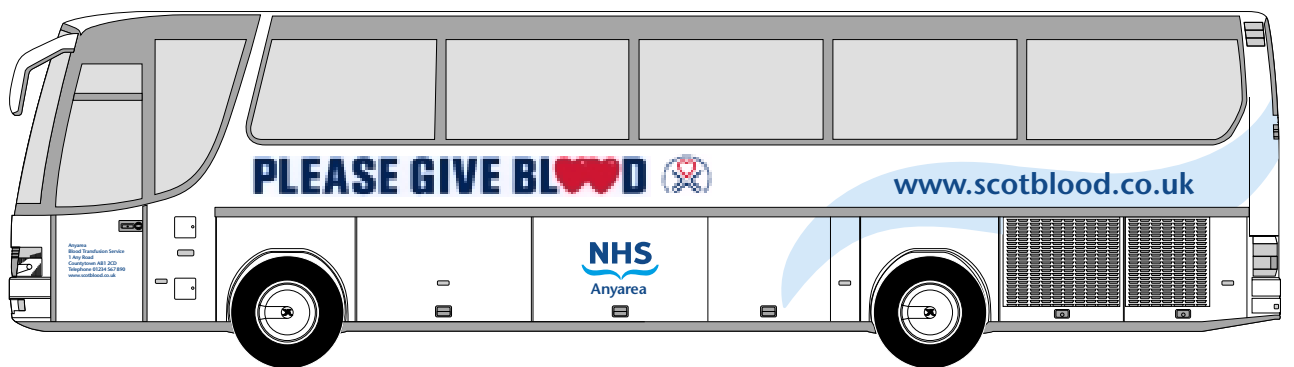
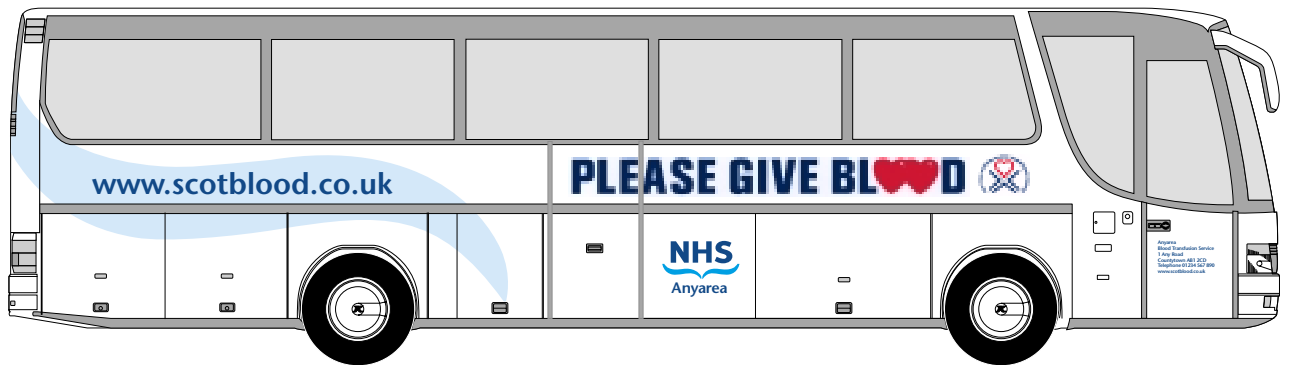
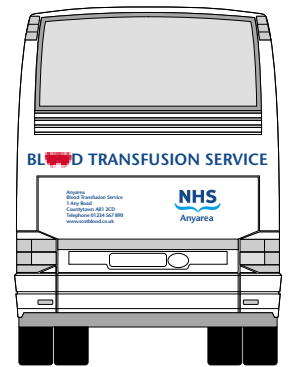
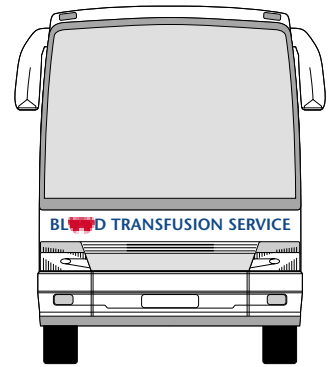




Vehicle make and type are for illustrative purposes only



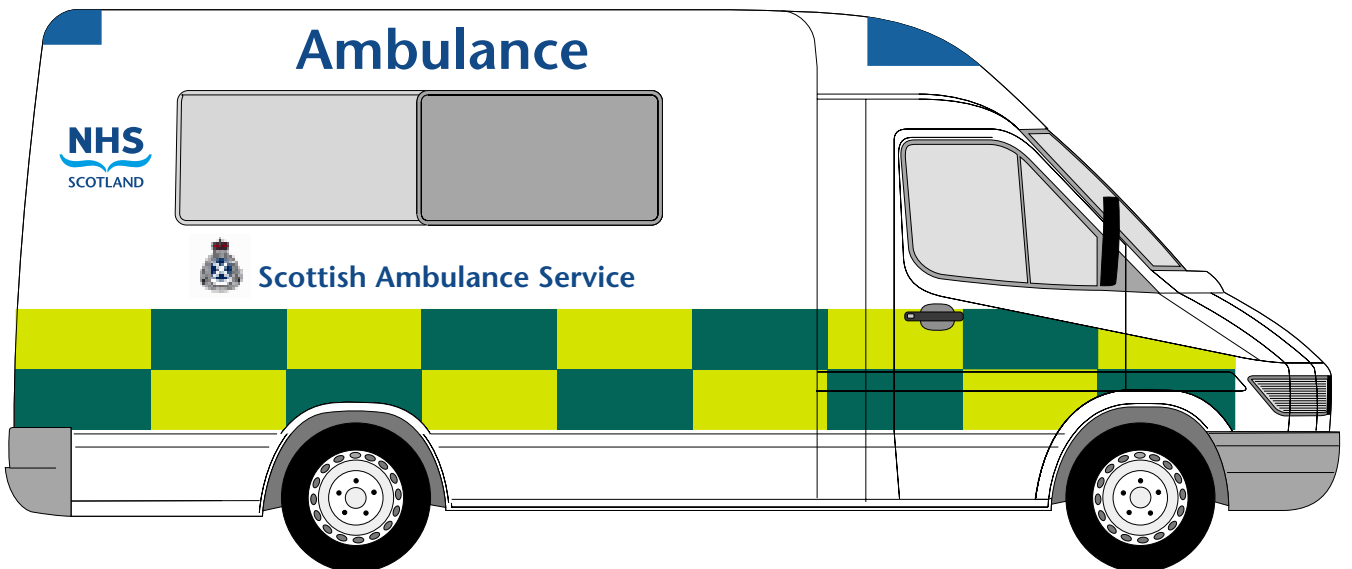
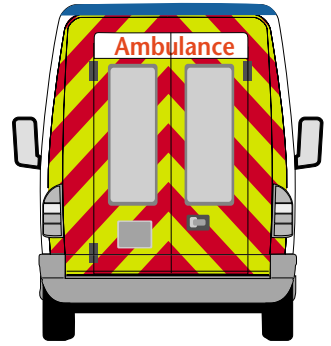
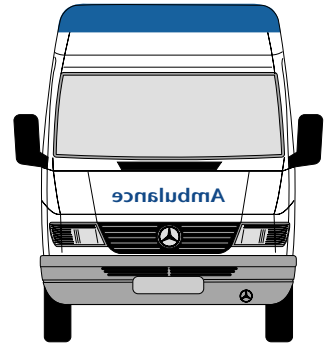
Vehicle make and type are for illustrative purposes only



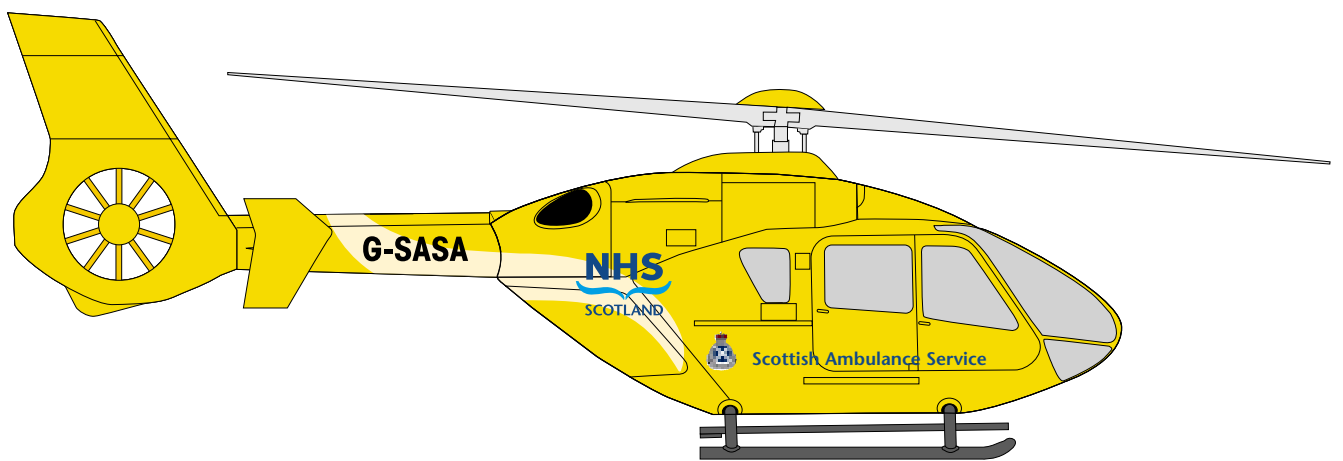
Vehicle make and type are for illustrative purposes only



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# Uniforms

As well as having many different types of garment, NHSScotland uses differently coloured uniforms, some of which have become associated with specific activities. Our aim here is to create a consistent presence for the NHSScotland identity across all NHS patient services.

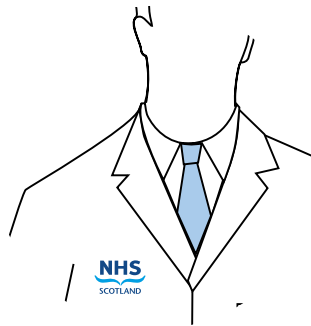
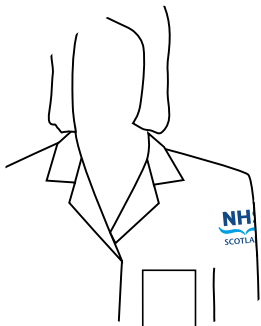
# Uniforms

These guidelines are meant to be as flexible as possible and allow for the addition of extra badging for seniority grades and qualifications as appropriate.

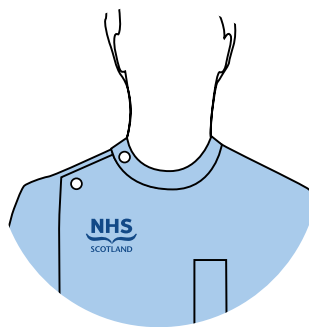
You have a choice of two ways to apply the identity to uniforms, as demonstrated below. **Whenever possible, use NHSScotland Dark Blue and Light Blue.** However, if this cannot be done economically, reproduce it in NHSScotland Dark Blue or reverse the identity out in white.

The identity can be applied to either the shoulder or the cuff in such a way that it's visible from the front.

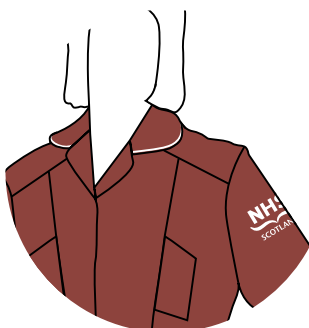
Alternatively, it can be positioned on the front right.



two colour version on a white uniform



dark blue version on light coloured uniforms



white version on dark coloured uniforms

Examples shown are for illustrative purposes only



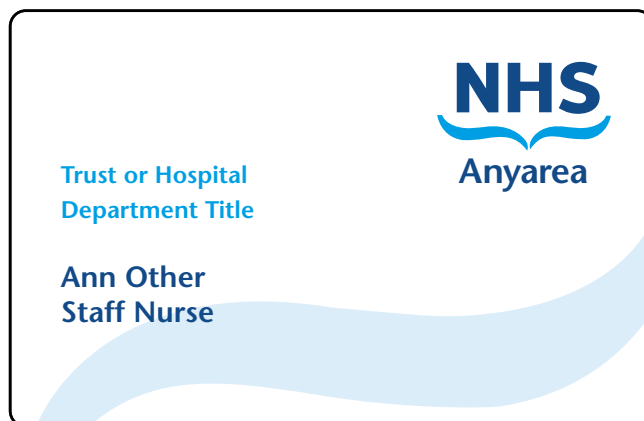


Examples shown are for illustrative purposes only

## Identity badges

The design for identity badges may be affected by local requirements. Some facilities, for example, require Swipe Cards with bar codes, whereas for others a simple name badge may do.

The layouts demonstrate the different ways the identity may be used.



### Other branded items

You may also want to brand hospital supplies, bedding, cutlery, china and equipment with your identity. As well as signifying ownership this may assist in avoiding loss.

## Using your identity

Either the two colour version or NHSScotland Dark Blue alone can be used. The identity can be woven, etched or embossed, depending on what's most appropriate.

When positioning the identity, always observe the exclusion zone around it and never reproduce it smaller than the minimum size specified on page 6 of the Introduction.

On very small items, where there isn't enough room for the identity, apply the organisation's name in text only, using upper and lower case Stone Sans.

