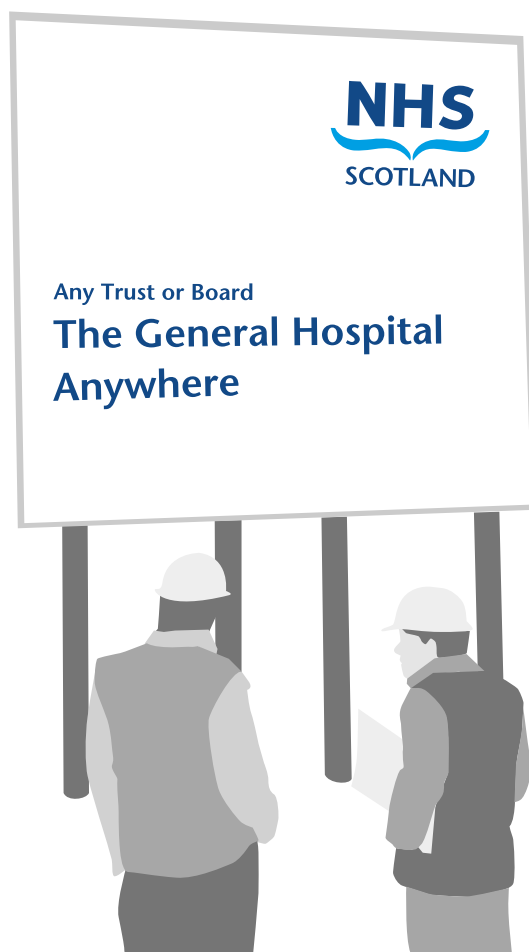


NHSScotland signage guidelines



Introduction

These guidelines set out how the identity should be applied to signage and capital build projects.

Every architectural environment requires due **consideration**, so these guidelines aren't intended to be prescriptive in terms of specification, planning, manufacture and installation. Instead, they lay the **foundations** for developing a communications style covering identity, colour and typography.

**For further information please refer to
Wayfinding: guidance for healthcare facilities
published by TSO ISBN 0 1 322 1401 and
Sign Design Guide published by JMU and
the Sign Design Society ISBN 185878 412 3**

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Capital build projects

Every major capital building project within NHSScotland provides an opportunity to show the public how we're investing in the National Health Service of the future.

Identifying our building sites

All NHSScotland construction sites and capital build projects with capital/works value of £100,000 or more must display the NHSScotland identity as set out in these guidelines, together with the Scottish Executive identity and accompanying strapline. This applies to both publicly and privately funded schemes.



You'll find the Scottish Executive identity and strapline in the Digital assets section of this website. When using the master artwork, always reverse the logo and strapline out of a black background and centre them within the band.

For schemes with a capital/works value of less than £100,000, these guidelines can be implemented at your discretion.

The contract for the construction should state that the main contractor for each scheme is responsible for the cost, provision and maintenance of all site signs, hoardings and other applications of the NHSScotland identity as specified. These guidelines therefore should form an integral part of the design specification for the scheme.

Responsibilities

Every project is different, so don't feel that you have to adopt every application shown in these guidelines. Some applications are mandatory, as you'll see below. Others are only advisory, depending on whether the contract and site are suitable, and may be used at the commissioning project manager's discretion.

It's also the project manager's responsibility to ensure that the application of the identity doesn't compromise health and safety or other site regulations.

Mandatory applications:

- Main signage (page 6)
- Hoardings (page 7)
- Perimeter fencing (page 8)
- Protective clothing (page 9)
- Other signage (page 10)

Advisory applications:

- Tower cranes (page 9)

If project managers decide that it's appropriate to co-brand a site, using the NHSScotland identity and their main contractor's logo, always try to ensure that the NHSScotland identity is given at least equal prominence.

Co-branding

Main signage

The principal sign should be both large enough and positioned in such a way to guarantee maximum visibility and impact.

For clarity and contrast, a white background is used, framed by an NHSScotland Dark Blue border. This will help to distinguish the sign from its background of heavy machinery and scaffolding.

Whilst work is ongoing, the generic NHSScotland identity should be used, accompanied by the Scottish Executive logo and strapline 'Investing in Scotland's health'. Only once work is completed and permanent signage is erected should the generic identity be replaced by the appropriate one for the particular NHS organisation responsible for the building. At the same time, the Scottish Executive logo and strapline should also be removed.

The message itself should be kept as simple and straightforward as possible, focusing on what the building is and who it's for.

Secondary information, such as funding partners and specialist services, should be displayed in such a way that they don't conflict with the main message.

Any Area Trust or Board



Any Area New General Hospital

Funding
Partner
Identity

SCOTTISH EXECUTIVEInvesting in Scotland's health

Construction Company

Architects

Civil Engineers

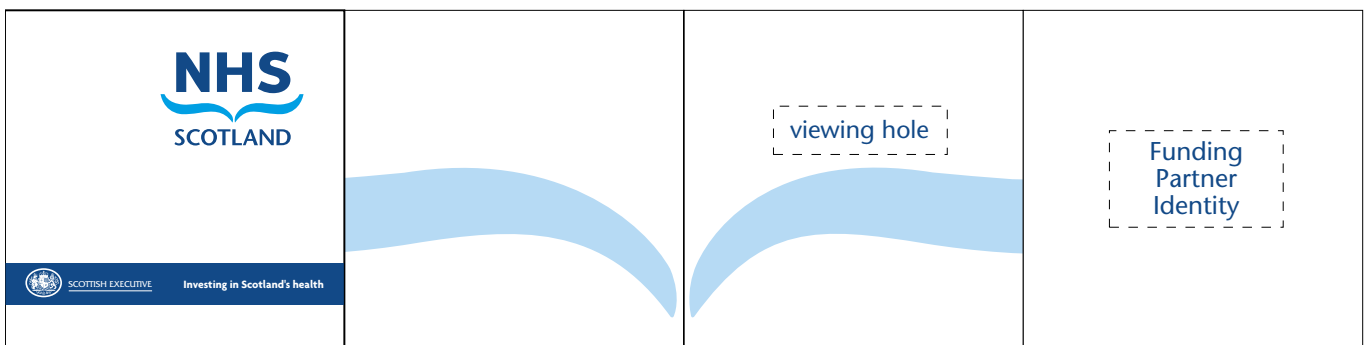
Landscape Architects

Hoardings

The NHSScotland identity should be prominently displayed – no less than 350mm in height – on hoardings surrounding an NHSScotland capital build site. If the hoarding is viewed mostly from the road, rather than up close, ensure that the identity is large enough to be visible and prominent from a distance. This should always be accompanied by the Scottish Executive logo and strapline.

Graphics should be made from vinyl or some other suitably durable material, using an original file provided by your Guidelines Manager.

All painted hoardings must be painted white and kept clean. They should be maintained in good condition and kept free from graffiti and posters at all times.

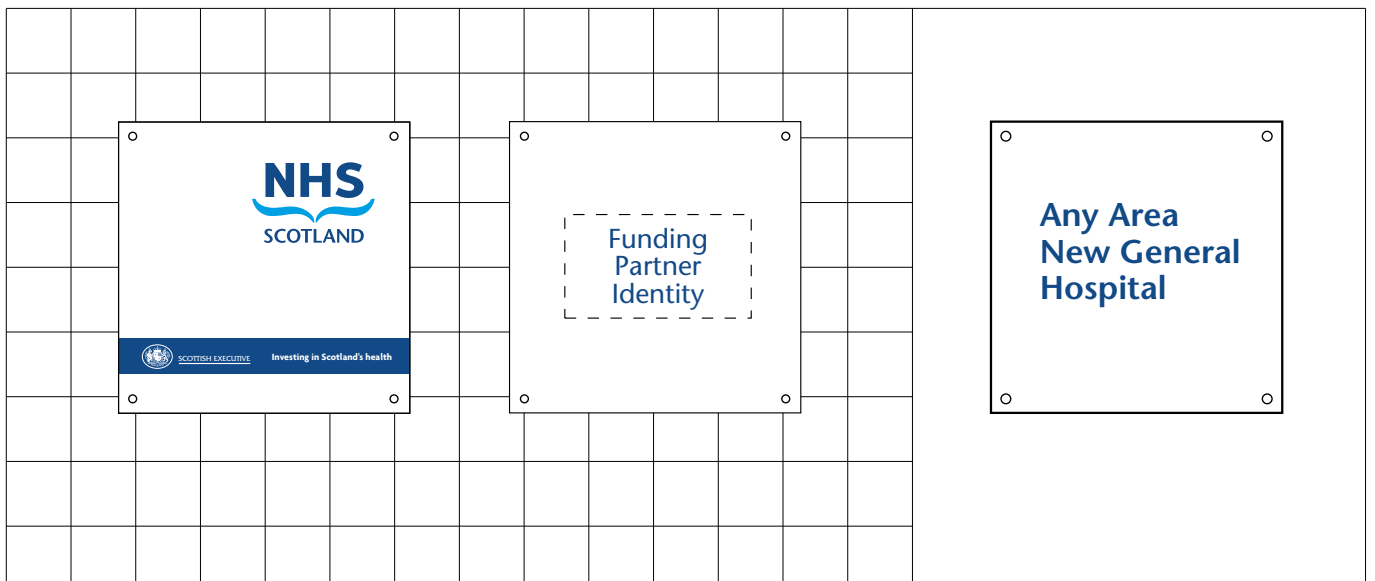


Perimeter fencing

The NHSScotland identity should be clearly displayed – no less than 350mm in height – on any wire mesh or other material perimeter fencing around an NHSScotland capital build site. This should always be accompanied by the Scottish Executive logo and strapline.

Graphics should be made from vinyl or some other suitably durable material, using an original file provided by your Guidelines Manager.

Project managers should ensure that signs are securely fixed in the centre of each section of perimeter fencing. They should be maintained in good condition and kept free from graffiti and posters at all times.



On tower cranes the NHSScotland identity should appear at no less than 1m in height on both the cross-member counter balance and tower sections. The identity must be produced on a suitably durable material, using an original file provided by your Guidelines Manager.

Tower cranes

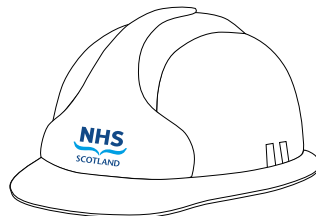
Project managers must ensure that signage is securely and safely attached. It mustn't affect the safe working of the crane and should comply with health and safety and other site regulations.

Hard hats and tabards bearing the NHSScotland identity should be provided for all NHS personnel and site visitors using the capital build site.

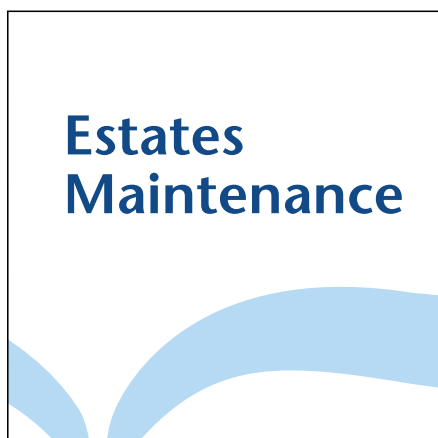
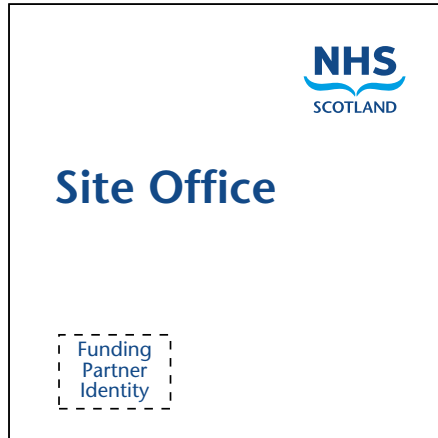
Protective clothing

The identity can be easily and cost-effectively applied using vinyls. Branded clothing should be stored for future use once the project is complete.

Similarly, health and safety videos used to induct visitors should feature the NHSScotland identity prominently.



Other signage



Permanent external signage

Spend time planning. Provided you make them clear, concise and consistent and take into account first time visitors as well as the visually impaired, your signs will be effective.

Permitted sub-identities

Buildings offering **specialist services** may use an **approved sub-identity**, providing it doesn't dominate the NHSScotland identity.

Sub-identities must always be positioned below the main text and on the left hand side.



A Division of the Common Services Agency

Blood Transfusion Centre



Joint facilities

When there are **joint facilities**, such as a General Hospital and University Medical School, make sure that the identities are arranged in such a way that they reflect the correct hierarchy of information.

If the main purpose of the site, for instance, is a General Hospital then this should be the dominant message and appear against the white background. **Any additional information**, such as a University Medical School or other facilities, **should be reversed out of the NHSScotland Dark Blue strip at the base which would otherwise remain plain**. If there is more than one other facility, increase the depth of the blue strip accordingly. You'll also need to increase the white area proportionally. This avoids overcrowding the sign and causing potential confusion to the public.

Any concerns regarding the relative hierarchy of different facilities should be resolved by the appropriate Trusts or Boards.

Any Trust or Board

**General Hospital
Anytown**



Any Other Medical School




Adding emphasis

To distinguish key services and departments, reverse the main message out of an NHSScotland Dark Blue background instead of the usual white. A detail from the caring device can be used to enhance further the communication if appropriate.




Any Trust or Board
**General Hospital
Anytown**

**Entry only for
Accident &
Emergency
Ambulances**



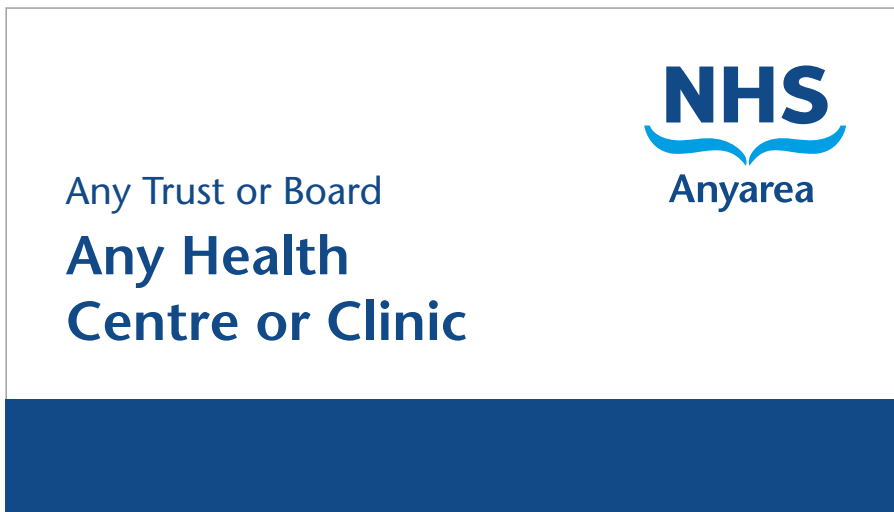
Any Trust or Board
**General Hospital
Anytown**

**Diabetes &
General
Medicine**



Smaller facilities

Signage for smaller buildings and offices follows the same principles as for larger complexes.



Information & directions








For legibility, always use upper and lower case letters of the corporate typeface, Stone Sans, rather than capitals only. For maximum standout, maintain clear margins on either side of your copy.

If a border is required to further differentiate the sign from its surroundings, make sure this is no wider than 10% of the height of the lower case letters. Otherwise it will overpower the communication.

On directional signs, words should always be ranged according to the direction of the arrow. For arrows pointing to the left and straight ahead, for example, words should be ranged left. And for arrows pointing to the right, words should be ranged right.

Try to avoid using too many arrows by grouping your text together according to direction.

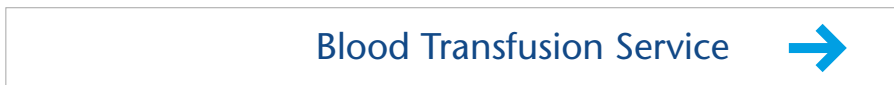
Finally, always remember that having too many words or messages on a sign makes them difficult to read and hard to remember.

Any Trust or Board	
General Hospital Anytown	
 Main Entrances drop off only	
 Maternity and Gynaecology	
 Blood Transfusion Service 	
	Car Park 
	Staff Car Park 

Using sub-identities

Where it will help people to find their way, [approved sub-identities](#) may be used on signage. Remember though that only those sub-identities listed under [Other identities](#) in your [Identikit](#) are permitted.

Always position these on the opposite side of the copy to the arrow.
The same principle applies to the positioning of other symbols, such as 'wheelchair access'.



Master artwork for an NHSScotland arrow, specially designed to work with the Stone Sans typeface, is available in the Digital Assets file.



Internal signage

Internal signage has to compete with a myriad of architectural fittings, equipment and furniture. Colour can help, but as with external signs, keep it clear, concise and consistent.

General approach

Generally speaking, all internal signs have a coloured background. This will either be NHSScotland Dark Blue or Light Blue, depending on the type of communication.


Medical information – the message is reversed out of an NHSScotland Light Blue background, with supporting information reproduced in NHSScotland Dark Blue.

Non-medical information – the message is reversed out of an NHSScotland Dark Blue background.

The only other colour that may be used is NHSScotland Red (Pantone® 1795) to differentiate emergency services.

These guidelines don't apply to statutory health and safety signage for which prescribed colours and typefaces must be used.

↑	Cafe
←	Eye Clinic Ophthalmology
←	Foot Clinic Podiatry
	Maternity and Gynaecology →
	Day Surgery →
	Accident and Emergency →

↑	Cafe
←	Eye Clinic Ophthalmology
←	Foot Clinic Podiatry
	Maternity and Gynaecology →
	 Day Surgery →
	Way Out →
	Telephone →

Information & directions

For legibility, always use upper and lower case letters of the corporate typeface, Stone Sans, rather than capitals only. And for maximum standout, maintain clear margins on either side of your copy.

If a border is required to further differentiate the sign from its surroundings, make sure this is no wider than 10% of the height of the lower case letters. Otherwise it will overpower the communication.

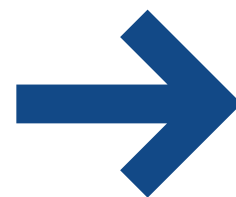
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Try to avoid using too many arrows by grouping your text together according to direction.

Finally, always remember that having too many words or messages on a sign makes them difficult to read and hard to remember.

Master artwork for an NHSScotland arrow, specially designed to work with the Stone Sans typeface, is available in the Digital Assets file.

Arrows



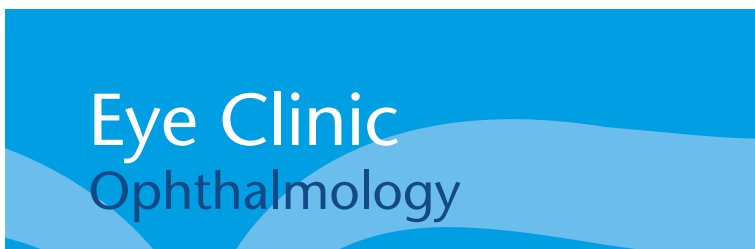
↑	Eye Clinic Ophthalmology	
↑	Foot Clinic Podiatry	
←	Maternity and Gynaecology	
⊗	Blood Transfusion Service	→
	Chemotherapy / Radiotherapy	→
	Outpatients	→

Location signs



To differentiate location from directional signs, you may want to use the caring device.

This will further reassure visitors and patients alike that they have reached their destination.



Remember though that using the caring device is optional and may have cost implications.

