Brand Identity Guidelines

NHS Grampian Corporate Identity

Please note this campaign / project branding does not replace our official NHS Grampian corporate identity or established organisation templates - but shows it in black.

The NHS Grampian logo must feature on any printed materials created as developing new department sub identities is **not** allowed by NHSScotland.

Background

It is important that the Public Health identity, while unique, is linked to the NHS brand. This is to ensure that public and partners understand it is a key part of the NHS with all the expertise, comprehensive, universal and free at the point of delivery benefits this signifies. With this in mind the Public Health identity should therefore **never** be shown on its own or in any abbreviated way which would mean this link is lost.

Primary Logo - 'Opposite Edges' Layout

For most publications and materials produced principally by Public Health this should be the main identity used. This means the NHS logo is placed at the top right or lower right (as per the national guidance rules) with the Public Health identity on the matching **left hand side** position. For some pre-agreed promotional Public Health items the identity might be shown larger and centred but this will be limited and approved by the brand management team.

'Opposite Edges' logo layout

Secondary Logo - 'Paired' Layout

For publications and materials where Public Health was **not the primary sponsor** or **where there is limited space** then the 'paired' identity should be used. This allows the two logos to be much closer together and it should be placed according to the main NHS identity rules i.e. the top right or lower right depending on what looks best but again with the Public Health logo to the **left hand side** of the NHS logo.

When a Health & Social Care Partnership (H&SCP) identity is also required this layout is the preferred one with the supporting council identity going to the **left** of the Public Health logo **not** between it and the NHS brand.

'Paired' logo layout

Using the Public Health Identity With Other Partnership Logos

For projects where joint working with other partners has occurred the process in determining which identity is as follows. If Public Health has been the primary sponsor or lead partner then the Primary 'Opposite Edges' logo should be used. If various partners have been involved to an equal degree then the Secondary 'Paired' identity should be the preferred option. This In instances where there are numerous partners involved and, potentially, many different logos then, to avoid overloading cover pages, consideration should be given to a separate dedicated page which can carry all the identities in more space.



Mono Version

The mono version of the identity should only ever be used in material printed in black and white only.



Reversed out

For accessibility reasons the identity on a coloured background should be avoided when possible.
If the logo must be used against a background, which allows very good contrast, it may be reversed out completely in white.



Colours

To reinforce brand identity and recognition, the colours should not be changed or replaced with any other colour. To ensure clarity and help the logo stand out a clear area around the logo should be maintained and when possible always be placed on a white background.

Pantone 158
C:0 M:65 Y:95 K:0
R:232 G:119 B:34

Black 100%
C:0 M:0 Y:0 K:100
R:35 G:31 B:32

Black 80%
C:0 M:0 Y:0 K:80
R:88 G:89 B:91

Resizing & Positioning

The identity needs to be consistently and correctly applied to look professional, therefore the identity must never be altered or modified. Only ever use the original files supplied.
The identity can be resized but the scale **must** be kept in proportion to the original - take a moment to check the end result looks correct when placing.

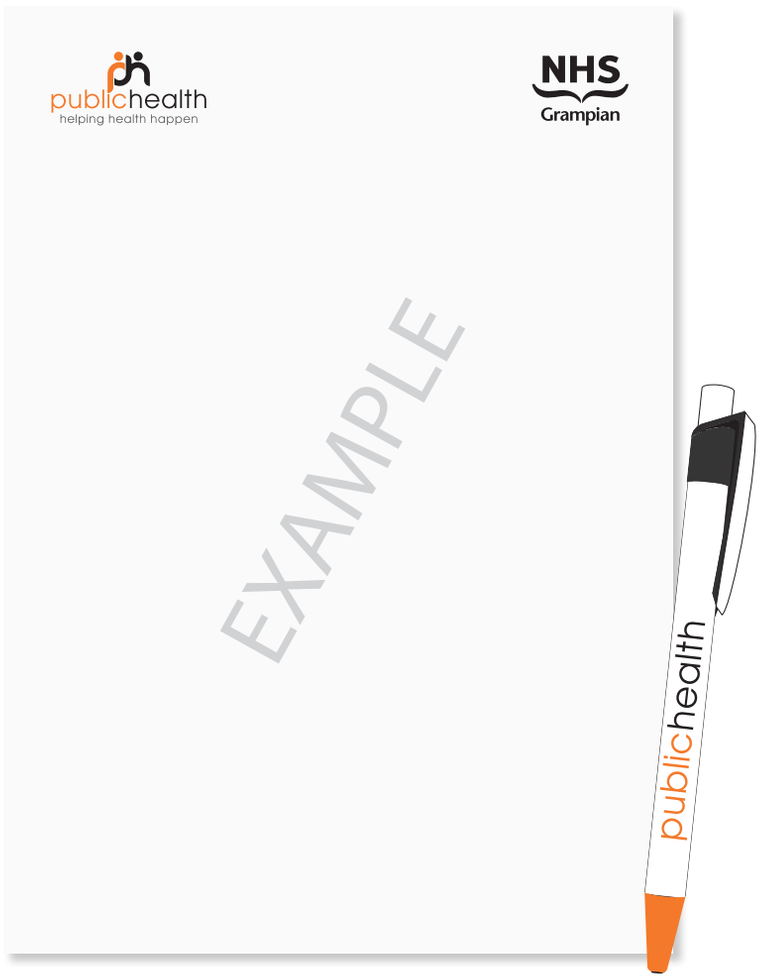
Never squash or stretch the identity under any circumstances.





The Identity In Use

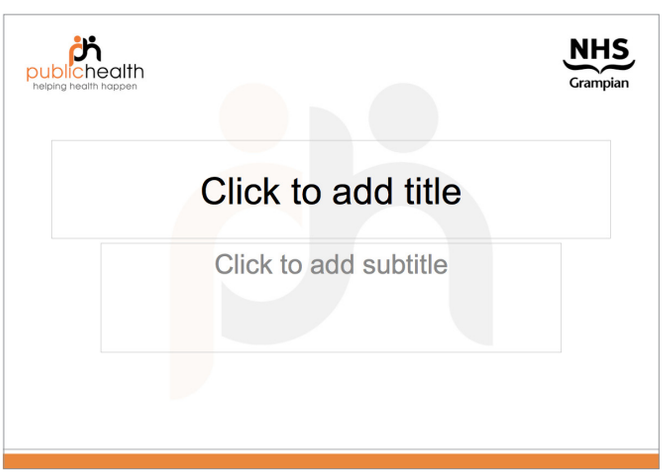
A few suggestions on how the branding could be used.

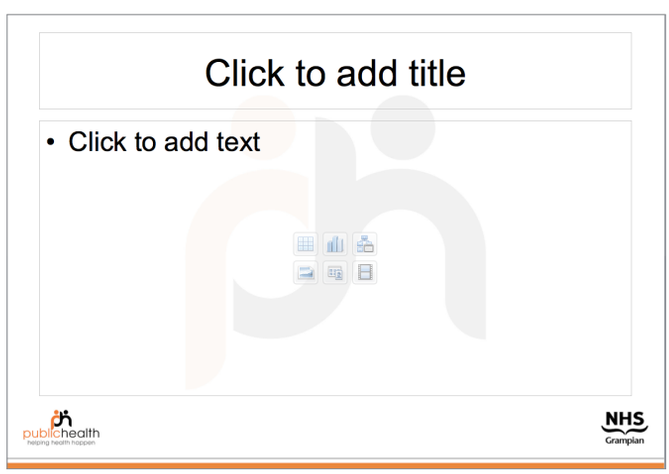


Paperwork

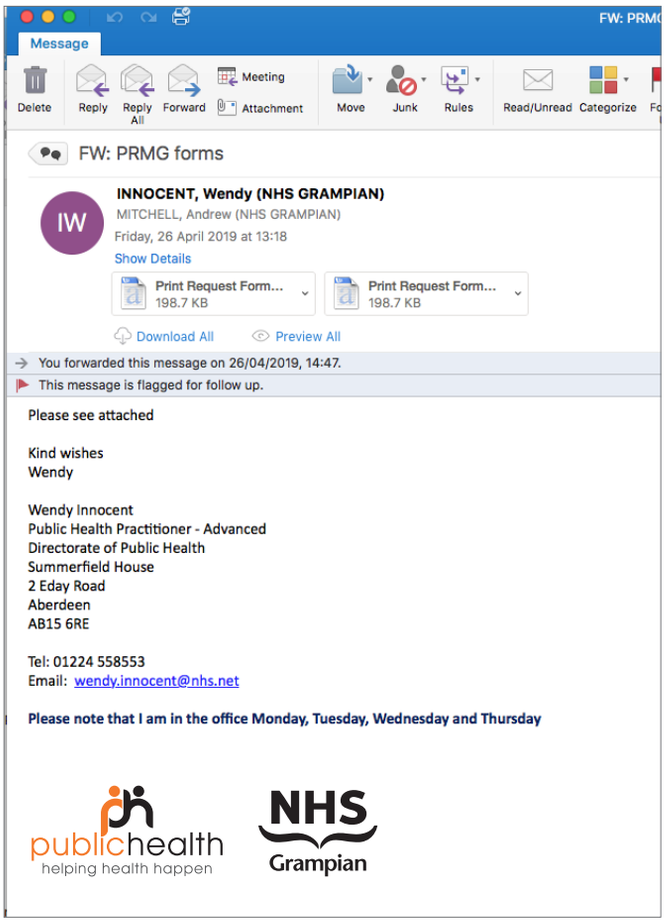


Pop Up Banner





PowerPoint Template



Public Health email Signature Logo

Insert the preferred branding in your email signature. Please note that the branding can only be added to email signatures through Microsoft Outlook.