Developing people for health and healthcare

Brand Guidelines

A visual tool kit  Version March 2013

Health Education England
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**Who we are**

HEE is the NHS engine that will deliver a better health and healthcare workforce for England. We are responsible for the education, training and personal development of every member of staff, and recruiting for values from our schools and into our universities. We are employer led, to provide the right workforce, with the right skills and values, in the right place at the right time. Our mission is to improve health outcomes for the people of England. We are England’s health and healthcare people service.

HEE is a nationwide organisation that will deliver its work through Local Education and Training Boards, each with its own geographical footprint which will include the current deaneries. Each LETB will be a committee of HEE, led by a chair and managing director responsible for delivering on their local and nationwide priorities in concert with local providers of health and healthcare. Managing directors will be part of the senior leadership team of HEE, with both local and nationwide responsibilities. The chair will be responsible for delivering the highest levels of probity, governance and scrutiny to decisions made under local provider leadership by each LETB.
Our brand

A strong brand is a valuable asset to any organisation. As we’re a new organisation, it is even more important that our brand is applied consistently so that the people and organisations we work with know who we are and what we stand for. Our brand will help us position ourselves in the healthcare sector as being the people organisation for health and healthcare.

Everyone has a part to play in making our brand known to the people around us – whether it’s by the way we write, colours we use or photos we take, we’re all responsible for ensuring our brand is represented correctly and consistently. Our brand is more than just our logo. The following pages will guide you through our core design elements and how we write, ensuring that our communications are instantly recognisable.

**LETBs**

Our LETBs will use this guide to create their own publications and corporate templates. The HEE national templates will be available for LETBs to use through transition, with the idea that over the coming months, LETBs will create their own look and feel, using the elements and primary colour palette within this guide.

Megan Storey, Communications Manager for HEE, is available to discuss your branding options with you and give ideas, support or guidance where necessary. Please could LETBs share any branding proposals with the HEE comms team. Please send these to megan.storey@nhs.net or call on 020 8433 6869.

**Deaneries**

Deaneries are part of LETBs and will be using the LETB logo, colours and LETB/HEE graphic elements. If Deaneries have any questions about branding, please get in touch with your LETB communications team.
How we speak and write

To make what we stand for real, we must have a personality which reflects our values. The most obvious way our personality comes through is in the way we speak and write. Therefore choosing the right words and emotions are key to communicating with our audiences.
We value **respect and dignity** which means we are honest and transparent in what we communicate, and value the opinion and outlook of others. We take what others have to say seriously and are honest about our point of view and what we can and cannot do. We don’t cover-up our messages with jargon or ‘PR-speak’, but treat our audiences as adults, explaining situations in an open and straightforward matter.

We value **compassion** so we are kind and caring and ensure that when we speak to people, these elements of our personality come through. Our tone should be genuinely friendly and interested.

We value **working together with patients**, so when we communicate, we think about our audience and have a clear understanding of who it is we’re communicating with and what their needs are. We listen

We value the fact that **everyone counts** so we are inclusive in the way we speak and write. We don’t use acronyms, jargon and ‘government-talk’ and we speak to all our audiences as equals. When writing for our audiences we’re happy to use contractions such as we’re instead of we are, or they’re instead of they are. However when our communications need to be more formal, for example ministers, or business-focussed, we use the long hand.

We value **improving lives**, so we are inspiring in the way we communicate our point of view. We value excellence and professionalism wherever we find it and ensure we motivate our audiences by the way we write and speak.

We also value our **commitment to quality of care**, and this means we are empowering in our tone. We have a clear point of view and communicate it succinctly and confidently. We welcome feedback, learn from our mistakes and build on our successes.

**Our personality in a nutshell – informal expertise with the ability to motivate and inspire others with our knowledge and actions.**
How do we speak about ourselves?

**Health Education England**

HEE encompasses the HEE national team and our LETBs, which also includes deaneries. The corporate functions of HEE are known as HEE national. We will use this term when differentiating the HEE corporate team from the whole HEE organisation (corporate team and LETBs).

**LETBs**

LETBs should always refer to themselves as their name, Health Education location, however when describing the LETB, you can say that you are the Local Education and Training Board for your location.

For example, "Health Education Wessex is responsible for the training and education of every NHS staff member in the region. We are a Local Education and Training Board, part of Health Education England, and..."

As a general guide, Health Education location is your name and should be used where possible. LETB is your ‘trade or employer’ name and should only be used when describing your relationship to HEE.

**Deaneries**

Deaneries should always call themselves by their LETB name, however as above, when describing themselves, can use ‘deanery’.

For example, "As part of Health Education South London, we are the deanery responsible for a, b and c."

If you have any questions around this, or would like anything clarified, please contact the HEE communications team.

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For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Our logo

Our HEE and LETB logos are the cornerstone of our brand and the most visible element of our identity. It shows that we are part of the NHS – one of the most powerful logos in the UK, carrying:

- over 95% recognition among the general public; and
- very strong levels of credibility, authority and trust.

In this guide we use the HEE logo as an example, however the guidelines apply to both the HEE and LETB logos. Full guidance is available at www.nhsidentity.nhs.uk, however we have included the basic principles to follow in this document.
The exclusion zone

The exclusion zone is the clear area around our logo in which nothing else should appear. It helps to ensure clarity and readability and improve the overall impact of the logo. You must not insert any additional words, images or graphic details within the exclusion zone.

This clear space (X) is proportional and defined as the height of the NHS logo.
Logo colour

The colour of the HEE logo is NHS Blue (Pantone 300). By using this colour you will help to enhance recognition of our logo and reinforce our identity. Wherever possible, you should use the HEE logo against a white or light-coloured background.

If you are printing in mono, you can reproduce the HEE logo in black. If you are printing on a dark background, you can reverse the logo out of your background colour. You should never reproduce the logo in a tint of NHS Blue or black.

Positioning and sizing

When producing printed materials, you should position your logo top right where possible and where the strapline is used, it should be placed bottom right. (see Notionals section for examples)

Please use these sizes for guidance when constructing your documents

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
It is important that you use the HEE logo correctly and consistently across all applications. Always use the logo in accordance with our main brand guidelines, and make sure you do not alter the logo in any way.

When working with the logo you should only use original digital graphic files.

Never redraw the HEE logo, change it in any way or attempt to create it yourself. You should also never create shapes around the logo.

Dos and don’ts

Do:
• make sure you use the HEE logo consistently and correctly;
• only use original digital graphic files.

Don’t:
• alter the HEE logo in any way;
• embed the HEES logo in a line of text;
• use the HEE logo more than once on single sheet, unless on a graphic display.

Redrawn incorrectly with alternative type

Incorrect colour

Disorted vertically

Changing strapline

Placed in a box
NHS Constitution Logo

The NHS constitution logo should be placed in the bottom left corner of HEE/LETB publications, including annual reports, planning reports, brochures and newsletters. It is not to be used on stationary items such as business cards, letterheads and with compliment slips.

The exclusion zone
Keep the graphic device free from clutter. The clear space is proportional to the distance from the top of ‘THE NHS’ to the baseline of the strapline ‘the NHS belongs to us all’.

Minimum size
To ensure visibility, readability and accessibility, the minimum height of the NHS Constitution graphic device is 29.5mm.

The exclusion zone should be the X height from the top of ‘THE NHS’ to the baseline of the strapline ‘the NHS belongs to us all’.

Minimum height of graphic device is 29.5mm
For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Typefaces
Typefaces are an important part of the HEE identity. The consistent use of the HEE typefaces is essential to helping us establish a recognised and professional brand. These typefaces must be clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials.

Primary typeface
Frutiger is a modern and flexible typeface. It should be used on all professionally printed HEE communications, such as: stationery, forms and packaging.

Frutiger is ideal for headings and text, and is also very effective when used in: diagrams, charts, tables, or when presenting technical information.

You can use Frutiger in different weights, styles, sizes and colours to create your own unique design style within your documents.

Main use: professionally produced materials.
Preferred format: light, regular and bold.

Frutiger Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

Frutiger Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

Frutiger Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

Italic versions of these weight examples can also be used sparing throughout HEE materials

Although Frutiger should be used wherever possible, there may be occasions when other fonts are more appropriate. For example, to add graphic interest to a printed communication aimed at young people, alternative typeface could be used for publication titles and headlines. The alternative typeface must, however, conform to the HEE communication principles of clarity and accessibility. It must also help to include, engage and inspire the target audience.
Secondary typeface

You can use Arial for internally produced documents as an alternative to Frutiger. It is the preferred typeface where Frutiger is unavailable.

Arial is particularly good for diagrams, tables and breaking up text. Similar typefaces include: Helvetica, Swiss, Geneva and Univers.

Main use: internal communications.
Preferred format: regular, bold and italic

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789@£$%&()?=+-

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Typographic style

In addition to using Frutiger and Arial, small amounts of text such as quotes, stats or picture captions can be used over imagery but must be treated as shown here in the ticker-tape style.

Eveliqui tempe quque
ini consectetur dem exvenient
Our colours

The HEE print colour palette supports our straightforward, clear and cost-effective style. The range of colours allows for creativity and diversity, while remaining true to the HEE look and feel.

This palette of colours is intended to allow:
• the publication of a variety of leaflets and other printed and online communications;
• the flexibility to develop local literature systems
• additional clarity for charts and diagrams
• interest and appeal for a variety of audiences;
• RGB colour variations for electronic presentations.

The HEE/LETB colour palette should be used in all HEE/LETB communications. HEE and LETB documents can be designed using one or more of the four colours below, including tints, alongside the HEE/LETB subgraphics.

Primary palette

<table>
<thead>
<tr>
<th>NHS orange</th>
<th>Pantone 144</th>
<th>C 0% M 47% Y 100% K 0%</th>
<th>R 226 G 140 B 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% tint</td>
<td>50% tint</td>
<td>80% tint</td>
<td>100% tint</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NHS Light blue</th>
<th>Pantone Process Blue</th>
<th>C 100% M 8.5% Y 0% K 6%</th>
<th>R 0 G 145 B 201</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% tint</td>
<td>50% tint</td>
<td>80% tint</td>
<td>100% tint</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NHS Dark pink</th>
<th>Pantone 676</th>
<th>C 8.5% M 100% Y 10% K 15%</th>
<th>R 160 G 0 B 84</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% tint</td>
<td>50% tint</td>
<td>80% tint</td>
<td>100% tint</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NHS Dark blue</th>
<th>80% Pantone 287</th>
<th>C 100% M 69% Y0% K 11.5%</th>
<th>R 0 G 56 B 147</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% tint</td>
<td>50% tint</td>
<td>80% tint</td>
<td>100% tint</td>
</tr>
</tbody>
</table>

Please note when using this colour on HEE materials a 80% tint must be applied.

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Secondary palette

These colours can only be used when designing a range of brochures where each needs to be colour coded. They are not to be used for any corporate publications, flyers or other HEE/LETB materials. If you’re unsure what is appropriate, please contact the HEE communications team.

- **NHS blue** Pantone 300: C 100% M 43% Y 0% K 0% R 0 G 114 B 198
- **NHS green** Pantone 355: C 100% M 0% Y 91% K 6% R 0 G 158 B 73
- **NHS light green** Pantone 368: C 65% M 0% Y 100% K 0% R 91 G 191 B 33
- **NHS aqua green** Pantone 3272: C 100% M 0% Y 47% K 0% R 90 G 170 B 158
- **NHS aqua blue** Pantone 3272: C 100% M 0% Y 15% K 0% R 0 G 173 B 198
- **NHS purple** Pantone 2685: C 100% M 69% Y 0% K 11.5% R 0 G 56 B 147
- **NHS dark red** Pantone 1955: C 0% M 87% Y 43% K 30.5% R 147 G 22 B 5
The strap line device

The HEE strapline ‘Developing people for health and healthcare’ communicates our promise. It compliments the HEE logo and works alongside the headline. The strapline device should appear on all professional HEE communications, whether they are aimed at patients, the community, our stakeholders or staff.

The position for the strapline device should be at the top of the page. The strapline should be a 30% tint of the coloured banner it sits in, using Frutiger bold italic. Sizes can vary please contact our communications team for further details.

LETBs will also use this strapline, and it must appear on all corporate stationary and publications.

While we encourage that it is used as demonstrated below, we understand that the design LETBs choose may not work with the coloured banner.

A4 cover using strapline device set in Frutiger bold italic, 30% tint of the solid bar which – See Notionals section for more examples on page 23.

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
The ‘bracket’ graphical device

Our graphical ‘bracket’ device is based on the concept of an open book depicting education and information, as well as representing an arrow moving forward. The bracket on the end of a full box depicts a speech bubble, representing two-way conversation. It and can be used in many ways to add interest and detail to a design for example:

• As a header highlight
• To surround text
• To be used as a box that can also contain text or imagery
• To be used as diagrams or charts or other information graphics
• To highlight key information such as quotations
• As a navigation aid such as a page numeral or text pointer.

It can be used in any of the corporate colours and as a solid form or outline. Note! To ensure consistency the ‘bracket’ device should never be redrawn but always recreated from an original artwork. See Notionals section for more examples on page 23
Imagery style and usage

Our imagery is described as natural. We use warm, engaging, high quality photography that is people-focused. We capture people in a relaxed way, as they would be in everyday life.

Light
Try to use natural and available light where possible. Try not to take a photo in artificial or overhead lighting – this can cause the photo to feel cold and artificial.

Crop
Also use an interesting crop. The person or people don’t always have to be centred. Or you might find zooming in or cropping close to people’s faces might give the photo more character.

Depth
Create a depth of field by using foreground and background objects or people in different ways.

Break rules
Feel free to sometimes break the rules by shooting into the light, creating lens flare, allow a bit of motion blur or even crop close to people’s faces. As long as the photo is helping to tell the story, and not hindering our message, feel free to experiment and get creative within the guidance of your photo being ‘natural’.

De-saturate
Finally, to make our images seem professional, yet understated, we de-saturate them slightly. This gives us a cinematic quality and avoids the image looking too loud or showy.
Imagery do's and dont's

**Clichéd imagery**
Don’t use models, instead use real people. People should be natural and not posed.

**Clip art**
Does not represent high quality and doesn’t give the natural and warm feeling we’re trying to convey.

**Bad crops**
Don’t crop out the main focus of the image.

**Low resolution**
Only ever use high resolution imagery. If it’s blurry, replace the photo.

**Busy shots**
Don’t use busy shots without a focus. Always try and keep the image simple, with a focus to the shot.

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Imagery: good examples

Remember that all clinical photos should be representative of real working and clinical environments. For example, clinical staff should not wear watches or bracelets, or long sleeve shirts when participating in clinical duties. Scrubs and white coats should not be worn outside the workplace. Your photos should always correctly reflect the working environment.
Notional Examples

Business cards

Letterheads

Compliment slips

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Notional Examples

A4/A5 covers

Introducing Health Education England

Our Strategic Intent

January 2013

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
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For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Notional Examples

Wall art

For guidelines on application, and any advice or guidance on using the HEE brand please contact the communications team on hee.communications@nhs.net.
Notional Examples

Social Media

Email signature

Megan Storey
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Stay up to date by following HEE on Facebook and Twitter.

Our Strategic Intent: Join the conversation
Thank you and contacts

We hope everything was simple and clear. If you have any questions, or would like us to help with your branding needs, please get in touch.

Contact:
Megan Storey
Communications Manager
megan.storey@nhs.net
020 8433 6869

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