



Brand Usage
Guidelines



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Background

NHS inform provides a single shared health information resource, which brings together quality assured local and national information from the NHS and other sectors.

The service is delivered through three channels – telephone, web and face-to-face.

The service supports members of the public, patients and professionals in finding health information when and where they need it, in a format they require.

It will also support them in developing the skills and confidence to understand and use the information effectively.



The Logo

The NHS inform logo has been designed to belong to the family of NHS brands.



To protect the integrity of the brand and ensure consistency the mark must be reproduced from the master artwork and must not be modified in any way.

Please do not:

- *Stretch, distort, condense or reproduce the mark in any way that alters or causes deterioration*
- *Alter the typeface of the mark*
- *Reproduce from a photocopy, fax, printed sample or anything other than approved artwork*
- *Reproduce in any other colour than recommended in this manual*
- *Print over the top of a photograph, texture or pattern*
- *Infringe the exclusion zone*
- *Alter proportions or formats in any way from the approved layouts given in this manual*
- *Add supporting text to the mark*



Colours

Colour is an important part of the brand. Use of the corporate colours help to ensure consistency throughout all communications.

As the brand's corporate colours these are the predominant colours in all communications.



CMYK	100/90/10/0	45/70/0/0	100/10/30/0
Pantone	Pantone 7687	Pantone 2577	Pantone 7710
RGB	37/66/146	148/101/169	0/158/179
HEX	254289	9465a9	009eb3

White space is an equally important element of the NHS inform brand; it helps to ensure a clean and professional look to communications.

Four Colour Process

Wherever possible the NHS inform logo should be reproduced in full colour.

Reverse or mono versions

If colour is not available the identity should either be reproduced in black or reversed out of a dark background. The identity should never be reproduced in a tint of any kind.





Size and Exclusion Zone

Optimum size:

The optimum size for reproduction of the mark in print is a width of 55mm on a A4 document. These proportions should be maintained when applying to larger formats.

Minimum Size:

Where the optimum size is not possible, it is important to maintain legibility of the brand mark.



The minimum size the brand mark should be reproduced is 35mm wide.

Exclusion zone:

It is important to keep the NHS inform mark clear of any other graphic elements. To regulate this, create an exclusion zone around the mark. This is the minimum area of clear space around the mark.





Type Faces and Secondary Fonts

To maintain consistency in communications, it is important to build a strong typographic style.

The preferred font is Gotham which comes in a range of weights to give variety and scope for designers.

This typeface is highly legible and should be used across all applications.

Gotham Light

abcdefghijklmnopqrsuvwxyz 0123456789

Gotham Medium

abcdefghijklmnopqrsuvwxyz 0123456789

Gotham Bold

abcdefghijklmnopqrsuvwxyz 0123456789

Gotham Black

abcdefghijklmnopqrsuvwxyz 0123456789



Contact Details for Further Information

For more information on the use of the identity guidelines or help in applying these, please contact:

Email:

Telephone:

