



Brand Guidelines

Introduction

2018 marks the 70th year of the NHS in Scotland.

A special 70th Anniversary identity has been created and is available to use on all communications relating to the 70th Anniversary celebrations.

The identity may also be used on materials, publications and in conjunction with events that will happen within the 70th Anniversary year.



Alternative Formats

The identity is available in a range of treatments:



And in a choice of file formats:



Reverse

Variants 1

Variants of the identity have been produced for each territorial and national NHS Board:



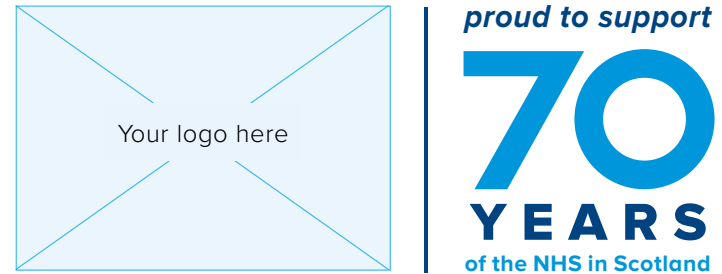
Variants 2



Variants 3

Supporting NHSScotland's 70th Anniversary

A variation of the identity is available for stakeholder and partner organisations to show their support for NHSScotland's 70th Anniversary.



Alternative Formats

The identity is available in a range of treatments:



And in a choice of file formats:



Reverse

Using the Identity 1

Correct Use

As with the NHSScotland identity, **care and attention must be given to how the identity is applied.**

The identity needs to be **consistently and correctly applied**, and must **never be altered or modified in any way**. Only ever use the original digital graphic files as supplied.

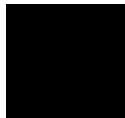
To reinforce the identity and aid recognition, the identity should, wherever possible, be reproduced in **NHSScotland Dark Blue (Pantone 288)** and **Light Blue (Pantone 2995)** or **black**.



Pantone 288



Pantone 2995



Black

Single Colour Printing

If printing in a single colour, this should be **NHSScotland Dark Blue**.

If these colours aren't available, the identity should either be reproduced in the darkest colour available or reversed out of a dark background. **The identity should never be reproduced in a tint of these colours.**

Printing the Identity

Wherever possible, reproduce the identity in **NHSScotland Dark Blue** and **Light Blue** or **black** against a white or light coloured background. Against darker coloured backgrounds, the identity should be **reversed out**.

If **NHSScotland Dark Blue** and **Light Blue** or **black** aren't available, print the identity in the darkest colour available or **reversed out of a dark background**.

Printing onto coloured paper

There are no restrictions on the colour of paper used. However, **always use a black version** of the identity when printing onto coloured stocks.

Remember too that visually impaired people find it easier to read off **white, yellow or pale coloured paper**.

Using the Identity 2

Exclusion Zone

To help ensure clarity and improve the identity's stand-out, a clear area should be maintained around the visual expression in which nothing else should appear.

This clear space, (H) is proportional to the size of the identity and is defined as the height of the letter H in 'NHS'.



Minimum size

To ensure visibility, legibility and accessibility, the visual expression should never be used smaller than the example shown below.



minimum height of identity is 13mm or 60 pixels on screen

Further Information

The 70th Anniversary identity is a sub-brand of the NHSScotland Identity.



For the full guidance on using the **NHSScotland identity** visit:

www.nhsscotlandci.scot.nhs.uk



For information on how to **acquire the identity**, download the **supporting variant**, access **supporting materials** and **forthcoming events**, visit:

www.ournhsscotland.com



For any other information regarding the **use of the identity**, please contact:

nhsscot70@gov.scot
