



# NHS Corporate Identity

## Brand Guidelines

## Values and aims

The aim of the NHS in Wales is to promote the health and well-being of everyone living in Wales and provide effective and efficient health services.

## Why have a corporate identity?

The reorganisation of the NHS offers the chance to create an overall corporate identity so that it is clear that the new Health Boards belong to the same 'NHS family'. The NHS in Wales also has a duty to be accessible in its branding. A consistent visual and textual approach across public-facing materials will support the patient experience.

## When to use the logo

- On any communication undertaken by a Health Board in Wales
- Alongside any logo or corporate identity used by NHS Wales organisations.

Consistent use of the logo helps to promote recognition and recall of the service to patients.

## Where to use the logo

- Printed material (e.g. documents, reports, publications)
- Correspondence (e.g. letters, circulars)
- Websites
- Main external signage – i.e. wherever the name or logo of the organisations also appears.
- Any other appropriate communications tools (e.g. advertising etc)

## NHS in Wales Logo together with the Health Board titles

The NHS in Wales logo should always appear to the Left of the Health Board title, and the two should always appear together and not be separated.

## Who should use the logo

Every Health Board should use their logo for their areas. Each Health Board should have a brand guardian who can advise on usage in line with the corporate guidelines.

Examples of the Health Board logos appear on pages 11-15

Examples of usage of the Health Board logos appear on pages 16-21.

## **When must the full statutory name of a Local Health Board be used?**

The full statutory name must be used whenever a Local Health Board wishes to enter into any type of formal agreement or contract. This includes such matters as legal proceedings, land transactions and contracts of any kind.

## **What are the circumstances under which a Local Health Board may drop the use of “local” from its name?**

It is acceptable for a Local Health Board to drop “local” from its name for day-to-day operational purposes, provided adequate steps are taken to prevent any person being misled regarding the identity of the Local Health Board. This means that it is good practice to disclose the full statutory name of the Local Health Board on all correspondence. In addition, the full statutory name should be displayed at all premises belonging to the Local Health Board, and on websites which have been commissioned and/or maintained by the Local Health Board.

## **Exactly how should the disclosure of the statutory Local Health Board name be made?**

### **Correspondence**

#### **Hard copy correspondence**

It is good practice to disclose the full statutory name of the Local Health Board at the foot of all stationery.

The following “disclosure” text can be used, and shown in a manner which makes it easy to notice and read:

Disclosure text:

“xxx Health Board is the operational name of xxx Local Health Board”.  
[The Welsh Language equivalent also must be shown and be placed before the English.]

### **Email correspondence**

Whenever the abbreviated Local Health Board name is shown on email correspondence, for example as part of a signature block, it is good practice for the same disclosure text as for hard copy correspondence to be shown on the email.

### **Signage in premises**

It is good practice for the same disclosure text to be shown on a sign in all premises belonging to a Local Health Board. As long as it can be easily seen and read, it does not matter how you show the disclosure text (i.e. the font type etc.). In large premises, you may need to think carefully about the size of the notice and where you display it to make sure that the public will see it. For example, a clearly displayed sign in the main reception area of a building may be sufficient.

### **Websites**

It is good practice for the same disclosure text as for hard copy correspondence to be shown on any websites commissioned and/or maintained by a Local Health Board. You will need to make sure that the disclosure text is displayed on a prominent part of the website, to make sure that the public will see it.

Recommended typefaces for designers to use is the Frutiger Family of fonts. The full range of Frutiger can be used, but please note that there should be a 12pt minimum size of font on all documents and where possible the font should not be used smaller than this. Attention should be paid to meeting patients' rights to request information in a larger font size than 12pt when requested, especially in obvious cases such as for visually impaired people.

**55 Frutiger Roman**

***56 Frutiger Italic***

45 Frutiger Light

***46 Frutiger Light Italic***

**65 Frutiger Bold**

***66 Frutiger Bold Italic***

57 Frutiger Condensed

47 Frutiger Light Condensed

As most PC computers do not have the professional fonts used by designers the recommended typefaces for people who are not designers to use is Verdana as most PCs have this font on their system. There should be a 12pt minimum size of font on all documents and where possible the font should not be used smaller than this size. Attention should be paid to meeting patients' rights to request information in a larger font size than 12pt when requested, especially in obvious cases such as for visually impaired people.

Verdana Regular

*Verdana Italic*

**Verdana Bold**



***Verdana Bold Italic***

IF you do not have Verdana then please use another san serif font, for example, Arial.

# Colour versions of the logo


## Full colour logo

The NHS Wales logo should, wherever possible, be reproduced in full colour.

Pantone: 534 (blue)   
Pantone: 465 (gold) 

## Single colour logos

Sometimes this is not practical for the logo to appear in full colour. In these circumstances the colour to be used should be:

Pantone: 534 (blue),  or  
Black

Or reversed out (white) on a colour

Remember, a reversed out logo works best on a dark background.

The logo should NOT be reproduced in any other colours than recommended colours above. Please see the below examples:

## Reversed out logo examples



## Full colour logo



## Single colour logo



## The exclusion zone

This is the clear area around the logo where nothing else should appear. This will help to ensure clarity and improve the impact of the logo. The clear space (x) surrounding the NHS Wales logo will vary proportionally, and is half the height of the logo used. In the sample below, it shows the clear area of the minimum logo size.

## The minimum size

To ensure good and clear readability of the corporate mark it must not be used smaller than 24mm high as this will mean that the accompanying. Maximum height is left to the users own discretion.

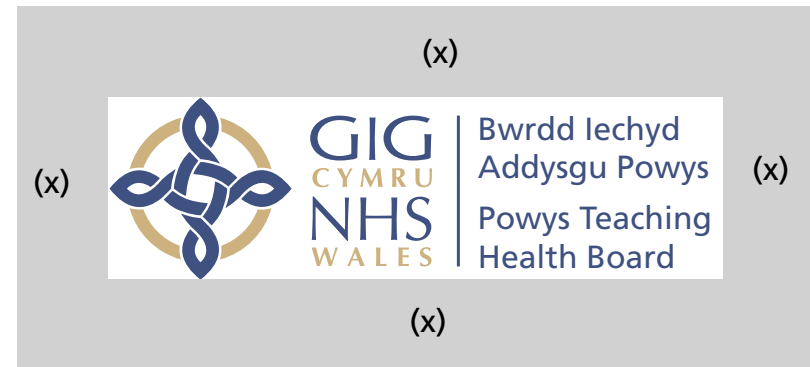
## The logo and Health Board titles

The NHS in Wales logo should always be on the left and the Health Board title should be on the right separated by the single line, the two should always appear together and not be separated.

## Placement

The logo should be used consistently and correctly, please make sure you read through the logo guidelines. Placement of the logo should consider the guidelines and when placed with other logos it should be proportional in size to the logo it appears next to.

The placement of the logo can be placed either top right, top left, or bottom left, bottom right of a document.



Minimum size logo = height of 24mm,

Exclusion zone around the logo at this size is  
(x) = 12mm around each side of logo

### **When to use the NHS in Wales logo on its own**

The NHS in Wales logo will be used on its own in communications undertaken by the NHS Wales and the Welsh Government communications teams.

### **Where to use the logo**

- Printed material (e.g. documents, reports, publications, service guidelines, service standards)
- Correspondence (e.g. letters, circulars)
- Any other appropriate communications tools (e.g. advertising)
- Digital communications (e.g. website)

### **NHS in Wales logo together with the Welsh Government logo**

- When used alongside the Welsh Government corporate identity on printed documents, the NHS in Wales logo should appear at the bottom right and Welsh Government logo at the top right.

### **Design Guidelines for the NHS in Wales logo**

The guidelines for the NHS in Wales logo when used on its own are the same as those for the Health Board versions minus their text, and the guidelines on the previous pages should be considered when it is used.

### **Who should use the logo**

- Further guidance on use of the NHS in Wales logo can be obtained from:





**This guidance applies to any organisation, company, contractor or authority which has been commissioned to provide services for, or on behalf of, the NHS in Wales (for example, dentists, optometrists, GPs, contractors or any other service provider).**

If you have been commissioned to undertake work for NHS in Wales, or offer a service in conjunction with NHS in Wales you may use the NHS in Wales logo on or in your publications, information leaflets, posters and other items; provided that you must do so in accordance with these guidelines.

Your permission to use the NHS in Wales logo is subject to the following conditions:

- We ask that you display the NHS in Wales logo alongside your own branding where possible, and follow these guidelines for size and placement of the NHS in Wales logo (see pages 6-9). The NHS in Wales logo does not have to take prominence as the main brand placement
- If you are a service provider commissioned by a Health Board or NHS in Wales to carry out work for that Health Board or NHS in Wales, you must contact the relevant contract holder to discuss any logo placement and branding use prior to the NHS in Wales logo being placed on any items. This is to maintain the integrity of our brand. The NHS in Wales logo may not be used for profit or commercial gain
- If you have been commissioned to provide services for NHS in Wales, you may (unless we direct otherwise) advertise the fact that you provide services for NHS in Wales (or a particular Health Board), but you are not permitted to use the NHS in Wales logo for direct marketing purposes or for advertising your own business or the services you offer
- You must not use the NHS in Wales logo in any manner which could adversely affect the reputation of NHS Wales or any Health Board or could be detrimental to the NHS in Wales logo
- We may withdraw our consent to your use of the NHS in Wales logo in the event that you breach and/or fail to comply with these guidelines or any other directions we provide to you in relation to your use of the NHS in Wales logo. We may require you to withdraw and/or destroy any non-compliant materials.

## Health Board logo versions

Note: these can be used in the colours mentioned on page 6

### Betsi Cadwaladr University Health Board



### Cardiff and Vale University Health Board



Cwm Taf University Health Board



Hywel Dda University Health Board



Aneurin Bevan University Health Board



Abertawe Bro Morgannwg Health Board



Powys Teaching Health Board



## Other examples of NHS in Wales branded groups



GIG  
CYMRU  
NHS  
WALES

Grŵp Cynghori Arbenigol  
Cenedlaethol Diabetes ac Endocrinoleg  
Diabetes and Endocrinology  
National Specialist Advisory Group



GIG  
CYMRU  
NHS  
WALES

Grŵp Cynghori Arbenigol  
Cenedlaethol i Ganser  
National Specialist Advisory  
Group for Cancer



GIG  
CYMRU  
NHS  
WALES

Partneriaeth Cefnogi Busnes  
Gogledd Cymru  
North Wales  
Business Support Partnership



GIG  
CYMRU  
NHS  
WALES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales



GIG  
CYMRU  
NHS  
WALES

Canolfan Ganser Felindre  
Velindre Cancer Centre



GIG  
CYMRU  
NHS  
WALES

Grŵp Cynghori Arbenigol  
Cenedlaethol Meddygon Teulu  
General Practice National  
Specialist Advisory Group



GIG  
CYMRU  
NHS  
WALES

Tîm Gwasanaethau Iechyd  
Arbenigol Cymru  
Welsh Health Specialised  
Services Team



GIG  
CYMRU  
NHS  
WALES

Law yn Llaw at Iechyd:  
Rhaglen Gydweithredol De Cymru  
Together for Health:  
South Wales Collaborative

## Other examples of NHS in Wales branded groups



GIG  
CYMRU  
NHS  
WALES

Rhwydwaith Cancer  
Gogledd Cymru  
North Wales  
Cancer Network



GIG  
CYMRU  
NHS  
WALES

Grwpiau Cynghori Arbenigol  
Cenedlaethol Diabetes  
Diabetes National Specialist  
Advisory Group



GIG  
CYMRU  
NHS  
WALES

Grŵp Cynghori Arbenigol  
Cenedlaethol Meddygaeth Anadlol  
Respiratory Medicine National  
Specialist Advisory Group



GIG  
CYMRU  
NHS  
WALES

Partneriaeth  
Cydwasaethau  
Shared Services  
Partnership



GIG  
CYMRU  
NHS  
WALES

Ysbyty Arch Noa  
I Blant  
Noah's Ark Children's  
Hospital for Wales



GIG  
CYMRU  
NHS  
WALES

Arsyllfa Iechyd  
Cyhoeddus Cymru  
Public Health  
Wales Observatory



GIG  
CYMRU  
NHS  
WALES

Pwyllgor Meddygol  
Cymru  
Welsh Medical  
Committee

# Sample usage

Note these can be used in colours mentioned on page 6

## Standard Letterhead Sample



**GIG CYMRU NHS WALES** | Bwrdd Iechyd Prifysgol Abertawe Bro Morgannwg University Health Board

Abertawe Bro Morgannwg  
University Local Health Board  
Singleton Hospital  
Swansea  
SW34 2WE

Dear

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Your Sincerely

Joe Bloggs  
Director

xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

## Standard Letterhead showing placement of appropriate awards



**GIG CYMRU NHS WALES** | Bwrdd Iechyd Prifysgol Abertawe Bro Morgannwg University Health Board

Abertawe Bro Morgannwg  
University Local Health Board  
Singleton Hospital  
Swansea  
SW34 2WE

Dear

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Joe Bloggs  
Director

xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

## Standard Letterhead showing placement of partners



**GIG CYMRU NHS WALES** | Bwrdd Iechyd Prifysgol Abertawe Bro Morgannwg University Health Board

Abertawe Bro Morgannwg  
University Local Health Board  
Singleton Hospital  
Swansea  
SW34 2WE

Dear

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Joe Bloggs  
Director

Partners

xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board



Business Card



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board


**Josephine Bloggs (Mrs)**  
Senior Director  
Singleton Hospital  
Swansea  
SW34 2WE  
Tel. 029 0334 237 456  
E-Mail. [Josephine.bloggs@nhs.gov.uk](mailto:Josephine.bloggs@nhs.gov.uk)  
xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

**Josephine Bloggs (Mrs)**  
Uwch Gyfarwyddwr  
Ysbyty Singleton  
Abertawe  
SW34 2WE  
Ffôn. 029 0334 237 456  
E-Bost. [Josephine.bloggs@nhs.gov.uk](mailto:Josephine.bloggs@nhs.gov.uk)  
xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

Compliment Slip



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

**gyda chyfarchion  
with compliments**

xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

Press Release



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

**Datganiad i'r Wasg / Press Release**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi mattis imperdiet nunc. Suspendisse ultrices auctor massa. Sed a felis. Morbi eu nunc ut lorem cursus tempus. Sed et tortor vel dolor venenatis porta. Mauris quis urna at erat iaculis iaculis. Curabitur molestie, ligula dapibus congue molestie, dolor augue vehicula neque, vitae congue libero ante pulvinar odio. Vivamus convallis lorem id mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam et purus non sapien convallis molestie. Nullam nec metus eu eros tristique sagittis. Nunc tellus justo, mollis sed, ornare a, consequat ut, magna. Quisque a nibh eget pede cursus congue.

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xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

Staff Name  
Badge



Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

**Nyrs Staff/Staff Nurse**  
**Amelia Williamson Jenkins**

e-mail  
Signature

**Josephine Bloggs**  
Uwch Gyfarwyddwr • Senior Director  
Bwrdd Iechyd Prifysgol  
Abertawe Bro Morgannwg  
University Health Board

Ffôn • (029) 2082 6418  
e-bost • email: [name.surname@place.co.uk](mailto:name.surname@place.co.uk)

Helpwch arbed papur – oes angen i chi printio'r e-bost yma?  
Help save paper – do you need to print this email?

xxxx Health Board is the operational name of xxx Local Health Board  
xxxx Health Board is the operational name of xxx Local Health Board

# Sample usage – Signage

## Guidance for signage

Mock up of possible signage below and right – illustrative purposes only

The sign should feature the Local Health Board logo in a prominent manner, and it should be on a white background. It should also have the disclosure text in small at the foot of the logo sign panel.

All other signs (if necessary to place other signs on the posts) should appear below the main sign – see illustration on right.

Signs should be positioned in a safe, but prominent place.



## Sample Usage – Website

The current Trusts and LHBs have very different looking internet sites, which give no real sense of belonging to the 'NHS Wales family'. The new corporate identity offers the chance to create an overall online look and feel for all the new organisations.

Headline banners (with the name of the Health Board and logo) at the top of each web page should comply with the guidance as outlined earlier in this document.

Pages 23-31 gives guidance on homepage design and guidance on layout of other sample pages accessible from the homepage.

Health Solutions Wales (HSW) can work with the new Health Boards to develop design and content.

Websites should be easy to navigate and jargon-free. Accessibility options should be made available where possible. For example, colour contrast should conform to web standards and pictures should be saved with a descriptive name for screen readers. DDA requirements should also be met by website managers.

### Mandatory content

Health Boards should provide the following mandatory content on their websites, either from the main menu/navigation bar at the top of the page, or via plug-ins (featured boxes) on the homepage.

Main menu/navigation bar:

- News and events
- Local Health Services
- Patient & Visitor Information
- Hospitals and Clinics
- Our Services
- Working for Us

- About Us
- Contact Us
- Cymraeg (link to Welsh content)
- Search engine.

### Plug-ins:

- Local Health Services – as this will be a popular search.
- 1000 Lives – as every NHS Wales organisation has signed up to 1000 Lives this should be included on each Health Board website.
- Swine Flu – at least for imminent future as it will be an ongoing issue for some time.

The homepage should also include some text under the heading 'Welcome to the XX Health Board.'

### Homepage (pages 25-27)

Three sample homepages are shown which all adhere to the guidelines. Health boards can choose one of the three designs to allow them flexibility.

These sample pages include:

- Headline banner with Health Board name and logo, and an image (each Health Board will be able to supply an image of their choice for inclusion in the banner).
- Welcome text.
- Mandatory 'Swine Flu', 'Local Health Services' and '1000 Lives' plug-ins.

Other plug-ins can be provided on request, for example 'Hot Topics' or 'News from NHS Wales', as shown in these sample pages. However, care should be taken to ensure the homepage is not too content-heavy. The homepage should act as a signpost.

# Aneurin Bevan University Health Board



**GIG CYMRU NHS WALES**  
Bwrdd Iechyd Prifysgol Aneurin Bevan University Health Board

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Our Performance | Global Health Links | News | About Us | Working and Volunteering for Us | Patient & Visitor Information | Your Information, Your rights | Making a donation  
Freedom of Information | Cymraeg | Hospital Mortality Data | Wall of Thanks | How are we doing?

Search

**Hot topics**

Global Health Links



Press Releases and Statements

GP Out of Hours Service and Out of Hours Pharmacy Information

Road to Well-being



Under the new Aneurin Bevan University Health Board Road to Wellbeing programme, free self-help classes are now available for anyone wishing to attend.....

Be Summer Savvy



Stay Safe in the Sun - Keep Cool, Keep Hydrated, Protect your Skin

Make sure you Choose Well



Choose well so that you and your family get the right care at the right time....

Do I need a doctor? - App



View the first on-line medical self assessment app

Health Board Meeting Dates, Minutes and Agendas

Help shape online services



Please complete our survey and help us

## Welcome to Aneurin Bevan University Health Board

NO  SMOKING

**Smoke Free Health Board**

We would like to remind our patients and visitors that the smoking of cigarettes and tobacco products (including e-cigarettes) is prohibited within all buildings and grounds of Aneurin Bevan University Health Board.

< previous | next >

This website has been created for you and is your guide to finding all the information that you need about health related services in your area. It is here to help you stay healthy, get the support and services you need and show you how you can get more involved in shaping the future of Aneurin Bevan University Health Board services.



Find us on  
**Facebook**



**twitter**

**Contact us:**

Aneurin Bevan University Health Board is based at Headquarters, St Cadoc's Hospital, Caerleon.

**Our Chair is David Jenkins and our Chief Executive is Judith Paget.**

You can write to the Chair and Chief Executive at the following address:

**Aneurin Bevan University Health Board**  
Headquarters  
St Cadoc's Hospital  
Lodge Road  
Caerleon  
Newport  
NP18 3XQ  
Telephone: 01633 436700 or email [abhb.enquiries@wales.nhs.uk](mailto:abhb.enquiries@wales.nhs.uk)

If you have any compliments, comments, suggestions, complaints or concerns, please go to our [Putting Things Right](#) pages or email your concern directly to the Putting Things Right Team at

**Local Health Services**

To browse local health services by type click on the links below:



**A&E Hospitals**  
**Other Hospitals**  
**GP Surgeries**  
**Pharmacies**  
**Dentists**  
**Opticians**

**Choose Well**



**Dewis doeth Choose well**

If you become unwell or are injured, make sure you choose the right NHS service to ensure access to the best treatment.

[Read more about Choose well >](#)

**Latest tweets**

RT: @CardiffSANDS: Plea RT : @CV\_UHB @AneurinBevanUHB @mpcityradio @Radiocardiff @HeartWales @Candy\_Jar @UskBookClub @campaignseries <https://t.co/qdSR0qaxA> Mon, 24 Aug 2015 at 15:57

@nmcnews ABUHB are looking forward to joining the twitter chat on revalidation this evening. Tue, 25 Aug 2015 at 06:11

Follow us on [twitter](#)

**1000 Lives Plus**



**1000 LIVES O FYWYDAU**

1000 Lives Plus is working with Welsh health organisations to ensure



# Websites - Have an 'our services' page

The screenshot displays the website for Betsi Cadwaladr University Health Board. The header includes the board's name, logo, and the GIG CTMBU NHS WALES logo. A navigation menu is located below the header, and a search bar is present on the right. The main content area is titled 'Services' and features a grid of 18 service categories, each with a representative image and text. A sidebar on the left provides navigation options and a list of services.

**Betsi Cadwaladr University Health Board**  
GIG CTMBU NHS WALES | Bwrdd Iechyd Prifysgol Betsi Cadwaladr University Health Board

Contact Us | Patients, Carers and Visitors | Services | Developments | About Us | Working For Us | Publications | Links | News Zone | Site Map | A-Z List

Document Search

Home > Services

This page in Welsh/Y dudalen hon yn Gymraeg  
Gwasanaethau

In this section  
Home  
Services  
A-Z of Services  
Interim Charges to Obstetric, Gynaecology, Neonatal and Breast Surgery Services  
Targion Bwrdd  
Clinical Programme Groups  
Consultant Medical Staff  
Support Service Departments

**Services**

- A-Z of Services
- Anaesthetics, Critical Care and Pain Management
- Cancer, Palliative Medicine and Clinical Haematology
- Children and Young People's Services
- Mental Health and Learning Disabilities
- Pathology
- Pharmacy and Medicines Management
- Primary, Community and Specialist Medicine
- Radiology
- Surgical and Dental
- Therapies and Clinical Support
- Women's Services
- Consultant Medical Staff
- Practice Development Team (Primary & Community)

## Contact us

For further information or to request any of the NHS in Wales logos please contact us on:

[health.enquiries@wales.gsi.gov.uk](mailto:health.enquiries@wales.gsi.gov.uk)