BCPS Brand Guidelines

Edition 1 | October 2018

NHS Pathology Serving the Black Country

Introduction

These guidelines introduce the new Black Country Pathology Service (BCPS) brand.

The BCPS identity is designed to create a distinct visual style, while working within the overall branding of the NHS, clearly showing that it is part of the respected NHS brand. The NHS has its own comprehensive brand guidelines, which should be referred to for anything not covered here.

It is important that everyone reads and follows these carefully so that we can present the organisation in a consistent and positive way.

The key elements

There are four main visual elements to the brand

1. The NHS format Black Country Pathology Service logo
This is the most fundamental part of the visual identity. It must appear on all publications and the rules regarding its size and position, together the space around it, must be carefully observed.
– see page 3

2. The BCPS 'wave pattern'
This is the second most important part of the identity and should also appear in some form on all publications. It is a flexible decorative element. It should most usually appear as a narrow horizontal band running the full width of a page, but may also be cropped and stretched to help make creative designs.
– see page 5

3. The BCPS initials
NB: this element is not and **must not be used as** an alternative to the standard NHS format logo. It is an additional decorative element. Its use is optional. It may be used in conjunction with other text, for example within a heading or strapline. It may also be used independently in a decorative manner.
– see page 6

4. Credits and Strapline
A strapline "NHS Pathology Serving the Black Country" should be used wherever possible. A credit line listing the NHS trusts which provide BCPS services **must appear** in small print on all publications.
– see page 7

In addition there are important guidelines on

The use of colour – *see page 8*

The use of type – *see page 9*

Email signatures – *see page 10*

Writing style and conventions – *see page 11*

The use of images – *see page 11*

And you can also see

Examples of the brand in use – *see page 12*

NHS
Black Country Pathology Services

NHS Pathology Serving the Black Country

Provided by Sandwell and West Birmingham NHS Trust, The Dudley Group NHS Foundation Trust, The Royal Wolverhampton NHS Trust and Walsall Healthcare NHS Trust.
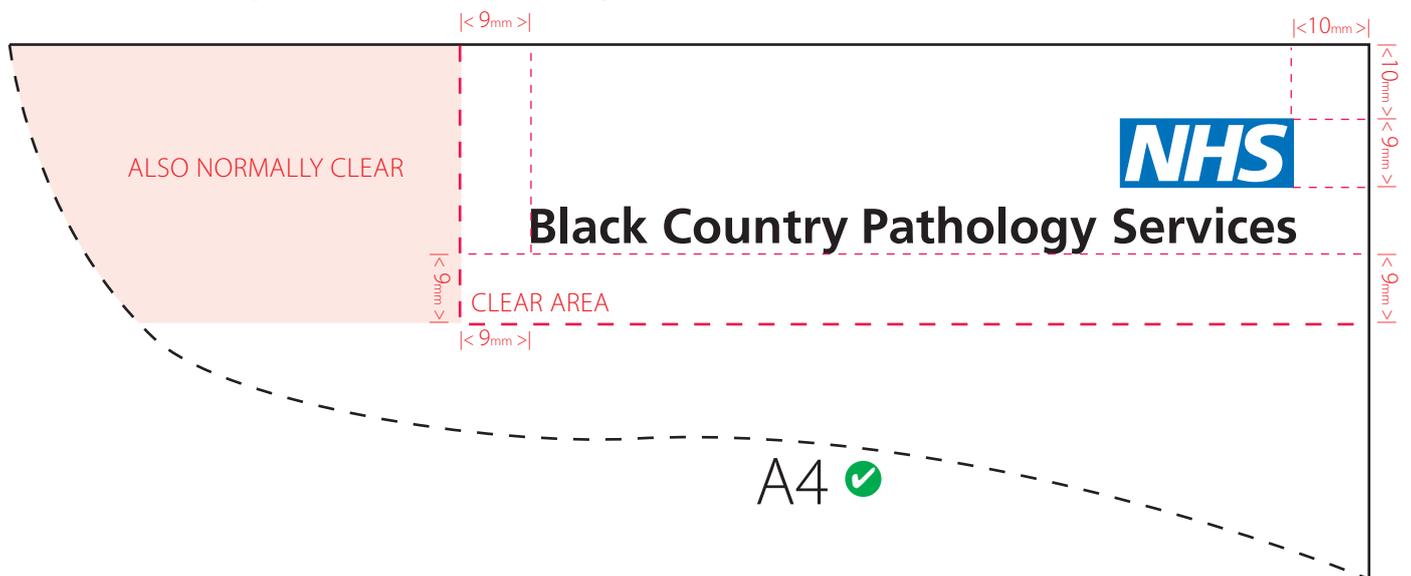
Key to symbols

✔ = standard use

✔ = permissible alternative

✗ = never allowed

The NHS format logo

This logo follows the standard NHS logo format. It **must appear** at least once on all publications. There are strict guidelines regarding its use.
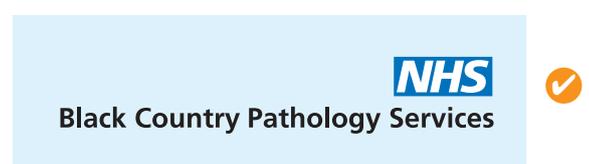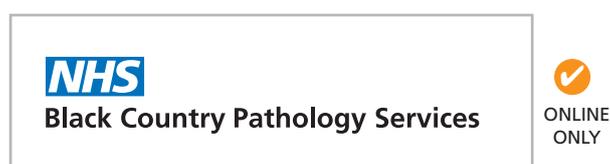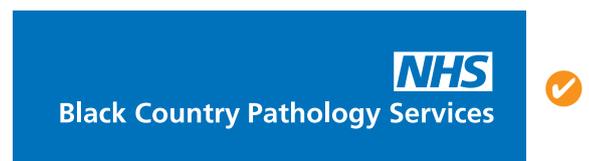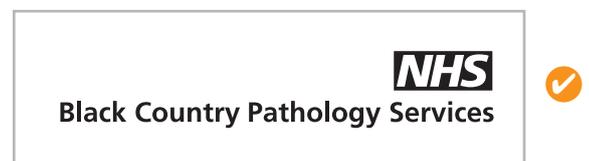
Size and positioning

- It must appear in the top right hand corner.
- On A4 the height of the blue box should be 9mm.
- On A4 there should be a 10mm margin to the top and the right.
- On A4 a clear areas of 9mm must be maintained around the logo.
- On other sizes of publication these dimensions should be increased or reduced in proportion.
- There should not normally be any other elements to the left of the logo at the same level.
- It should normally appear on a white background.

|< 9mm >| |<10mm >|

ALSO NORMALLY CLEAR

NHS

Black Country Pathology Services

CLEAR AREA

|< 9mm >|

A4 ✔

Alternative options

- Where space makes it necessary a two-line version of the logo may be used.
- The logo may appear in black only where no colour print is available.
- The logo may appear in white out of solid NHS blue.
- The logo may appear on a pale blue or grey background or pale photograph.
- For online use ONLY the logo may appear in a left justified form in the top left corner.

NHS
Black Country Pathology Services ✔

ONLINE ONLY

NHS
Black Country
Pathology Services ✔

NHS
Black Country Pathology Services ✔

NHS
Black Country Pathology Services ✔

NHS
Black Country Pathology Services ✔

DO NOT...

• Distort the logo.

• Re-colour the logo.

• Re-draw the logo or change the text.

• Re-position any elements.

• Add shadows or other effects

• Place the logo on a black, dark coloured or dark photographic background.
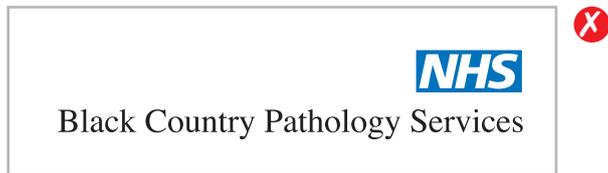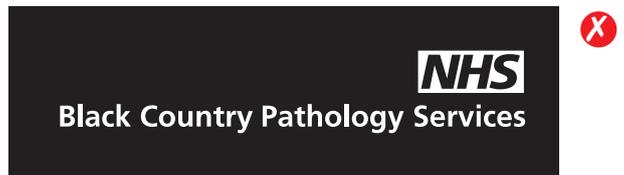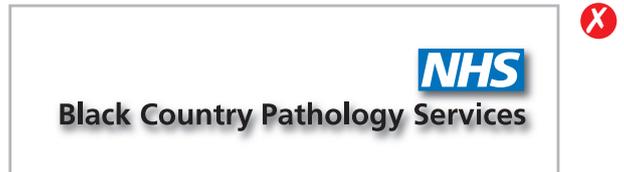
For further information on the use of the NHS logo see:
www.england.nhs.uk/nhsidentity/identity-guidelines/organisational-logos

The BCPS 'wave pattern'

This is the second most important part of the identity and should normally appear on all publications.

It is intended as a flexible decorative element.

In its most usual form it will appear as a narrow horizontal band running the full width of the page.

However, portions of it can also be enlarged and stretched to form larger decorative shapes and used in creative ways, for example to frame a photograph.

Guidelines for use

• Unlike other elements there are no hard and fast positioning guidelines.

• The logo may be stretched, cropped and enlarged.

• Individual elements may be extracted for creative use.

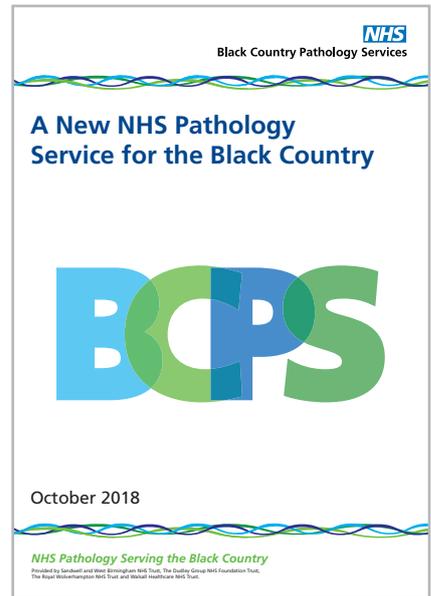• The colours MUST NOT be changed
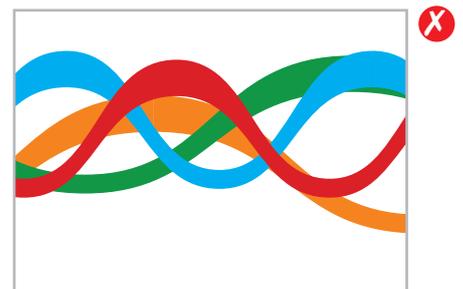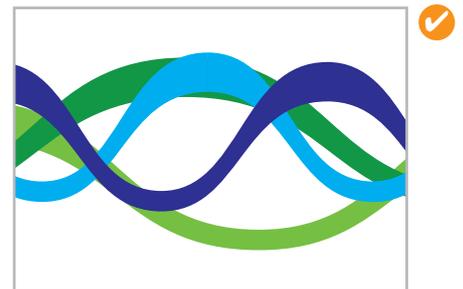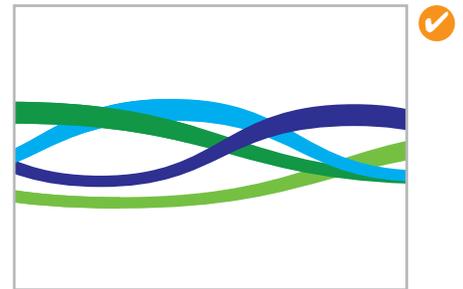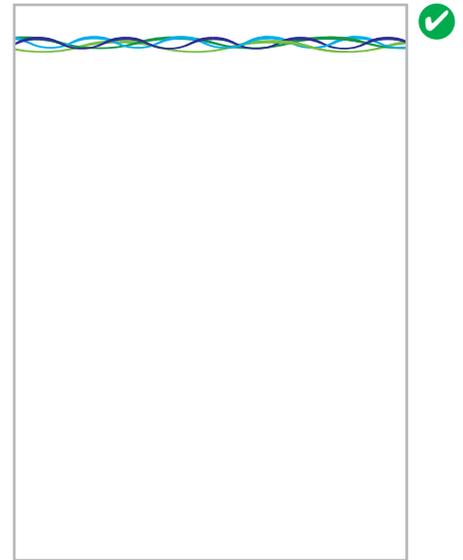
The BCPS initials

This is an additional decorative element and its use is not essential on any publication.

It may be used in conjunction with other text as a more interesting way of displaying the initials in, for example, headings or straplines.

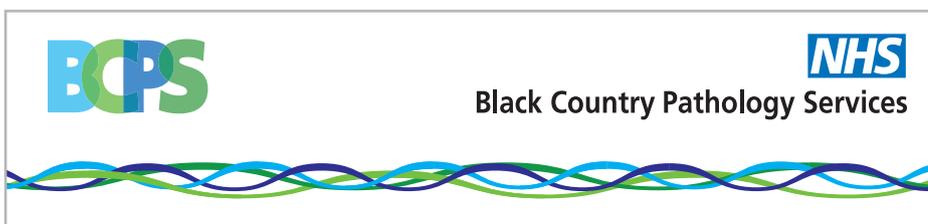It can also be used independently in a decorative manner.

(see also page 7)

DO NOT...

• Distort the logo.

• Re-colour the logo.

NB: this element **is not and must not** be used in a manner which might make it appear as an alternative or 'rival' to the standard NHS format logo.

It should not normally appear more than once on any one page.

Strapline and Credits

Strapline

Our strapline "NHS Pathology Serving the Black Country" is optional, but should be used wherever possible.

• It should normally appear in the font Frutiger bold italic.

• It should normally be coloured NHS Light Green.

• It should normally appear in the footer of a document, preferably in the bottom left corner.

• It should normally appear on one line where possible.

NHS Pathology Serving the Black Country

Credit text

The credit text listing the NHS trusts which provide the Black Country Pathology Service must appear somewhere on all documents using this wording:

"Provided by Sandwell and West Birmingham NHS Trust, The Dudley Group NHS Foundation Trust, The Royal Wolverhampton NHS Trust and Walsall Healthcare NHS Trust."

• Normally it would appear towards the bottom of a page in small print.

• Text should be in Frutiger roman, normally between 6pt and 8pt in size.

• It may appear on one or more lines as most visually appropriate.

Provided by Sandwell and West Birmingham NHS Trust, The Dudley Group NHS Foundation Trust, The Royal Wolverhampton NHS Trust and Walsall Healthcare NHS Trust.

Creating a footer

Often the best way to use the credit and strapline elements will be to combine them into a 'footer' at the bottom of a page. In this manner may also be combined with the wave design and optionally the BCPS initials, as in the examples below.

BCPS *NHS Pathology Serving the Black Country*
Provided by Sandwell and West Birmingham NHS Trust, The Dudley Group NHS Foundation Trust,
The Royal Wolverhampton NHS Trust and Walsall Healthcare NHS Trust.

NHS Pathology Serving the Black Country
Provided by Sandwell and West Birmingham NHS Trust, The Dudley Group NHS Foundation Trust,
The Royal Wolverhampton NHS Trust and Walsall Healthcare NHS Trust.

The use of colour

Only NHS brand colours may be used with the BCPS brand.

The BCPS colours are drawn from the Level 1 range of NHS blues and the Level 3 range of NHS support Greens.

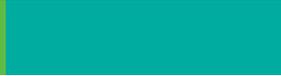Black, neutral greys and white are also permitted.

Paler tints of the NHS blues and NHS greens are also allowed.

The NHS brand also has permitted ranges of highlight colours. However, these do not form part of the core BCPS colour palette. They may be used, but only sparingly and only where it is essential to extend the range of colours – for example to differentiate sections in a publication, or where extra colours are needed for a diagram. Where additional colours are needed, these must be taken from the NHS colour palette unless there is some very specific reason to do otherwise.

Level 1 NHS blues

NHS Dark Blue	**NHS Blue**	**NHS Bright Blue**	**NHS Light Blue**	**NHS Aqua Blue**
Pantone: 287	Pantone: 300	Pantone: 285	Pantone: 298	Pantone: 312
CMYK: 100/75/2/18	CMYK: 99/50/0/0	CMYK: 90/48/0/0	CMYK: 67/2/0/0	CMYK: 88/0/11/0
RGB: 0/48/135	RGB: 0/94/184	RGB: 0/114/206	RGB: 65/182/230	RGB: 0/169/206
#003087	#005EB8	#0072CE	#41B6E6	#00A9CE

Level 3 NHS support greens

NHS Dark Green	**NHS Green**	**NHS Light Green**	**NHS Aqua Green**
Pantone: 342	Pantone: 355	Pantone: 368	Pantone: 3272
CMYK: 93/10/75/43	CMYK: 91/0/100/0	CMYK: 65/0/100/0	CMYK: 94/0/48/0
RGB: 0/103/71	RGB: 0/150/57	RGB: 120/190/32	RGB: 0/164/153
#006747	#009639	#78BE20	#00A499

Sample tints
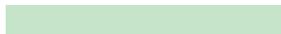
100%	100%
75%	75%
50%	50%
25%	25%
10%	10%
NHS Blue	**NHS Green**
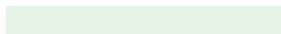
For further information see:
www.england.nhs.uk/nhsidentity/identity-guidelines/colours/

The use of type

The core NHS font is Frutiger.

This should be used for all professionally produced publications and signage.

Frutiger roman
Frutiger italic
Frutiger bold
Frutiger bold italic

For internally produced documents, Frutiger may not be available. It is therefore necessary to use the secondary NHS font, Arial, which is generally available on all computers.

Arial regular
Arial italic
Arial bold
Arial bold italic

• Do not use any other fonts.

• Do not distort type

• Ensure type is at a legible size

• Ensure type colour has good contrast with the background.

• Avoid type effects such as '3D' or shadows.

For further information see:

www.england.nhs.uk/nhsidentity/identity-guidelines/fonts/

Email signatures

Please use the standard format email signature, example shown below:

Michelle Harris
Programme Manager, Name of Department

Black Country Pathology Services
Supporting Name of Trust

T: 01902 444498 (Internal 70-4498)
M: 07788 293 762
E: michelleharris3@nhs.net

In order to use this signature you may need to create it within the specific email software you use. To help with this a full specification is shown below.

Specification

Name [12pt Arial bold]

Job title, Department [11pt Arial regular - 2 elements on one line where possible, separated by comma]

[line space]

Black Country Pathology Services [12pt Arial bold]

Supporting 'Name of Trust' [11pt Arial italic - NB potentially this line is optional]

[Insert graphic on one line - it already has space around it so no extra needed]

T: your telephone number   [11pt Arial regular with 'T:' in bold]

M: your mobile number   [11pt Arial regular with 'M:' in bold]

E: your NHS email address   [11pt Arial regular with 'E:' in bold]

Writing style and conventions

Use words which are as simple and accessible as possible. Avoid jargon, acronyms and unnecessary technical language, especially in material intended for the general public or non-specialists.

Where it is necessary to use abbreviations make sure they are defined when first used (e.g. 'This is the brand for Black Country Pathology Services (BCPS). BCPS is a pathology service.')

Keep capitalisation to a minimum. Normally, especially in the main body of text and sub-headings, only proper nouns and the first word in a sentence should be capitalised.

Keep the use of ALL CAPITALS to a minimum. It actually makes text harder to read, and may be considered rude or aggressive, especially in online communication.

Numbers up to ten should normally be spelt out in full (e.g. 'four', 'seven') and numbers of 11 and above written in figures (e.g. '25', '554'). However, numbers which form part of a measurement or quantity should always be expressed in figures (e.g. '9mm', '5mL').

For further information see
www.england.nhs.uk/nhsidentity/identity-guidelines/tone-of-voice

The use of images

Ensure images are representative in terms of gender, race, disability, age, sexual orientation, religion, belief, gender reassignment, pregnancy and maternity, marital and civil partnership status.

Where possible, photography should feature real NHS patients and staff.

Ensure the appropriate consent is obtained and records are kept.

Use your discretion and judgement when choosing suitable images.

Avoid poor quality photographs and clip art.

Some Examples

BCPS Pathology News

BCPS Garlic Challenge

BCPS Report cover

BCPS Letterhead

BCPS Report cover

BCPS Form

BCPS Powerpoint header slide

BCPS Powerpoint slide