

NHS
SCOTLAND

72
YEARS
#nhsscot72

Thanking Our Health and Care Staff

Brand Guidelines

Introduction

2020 marks the 72nd year of the NHS in Scotland.

A graphic device has been created to help mark the 72nd Anniversary of the NHS in Scotland and is available to use on all communications relating to the Anniversary.

The graphic device may also be used on materials, publications and for activity in conjunction with the anniversary.



Alternative formats

The graphic device is available in a range of treatments:



And in a choice of file formats:



Reverse

Using the graphic device 1

Correct use

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

The graphic device 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.

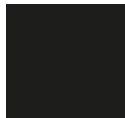
To reinforce the graphic device and aid recognition, the graphic device should, wherever possible, be reproduced in **NHSScotland Dark Blue (Pantone 288)** and **Light Blue (Pantone 2995)** or **Black**.



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 graphic device should either be reproduced in the darkest colour available or reversed out of a dark background. **The graphic device should never be reproduced in a tint of these colours.**

Printing the graphic device

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

If **NHSScotland Dark Blue** and **Light Blue** or **black** aren't available, print the graphic device 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 graphic device 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 graphic device 2

Exclusion zone

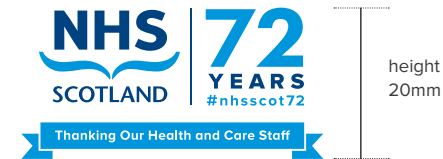
To help ensure clarity and improve the graphic device's stand-out, a clear area should be maintained around the device in which nothing else should appear.

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



Minimum size

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



minimum height of graphic device is 20mm or 90 pixels on screen

Further Information

The 72nd Anniversary graphic device 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 graphic device** and access **supporting materials**, visit:

www.ournhsscotland.com



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

NHSScotCorpComms@gov.scot
