



NHS Fife identity guidelines

Making sure that the NHS Fife Identity is always used correctly and consistently helps to build trust and make patients feel reassured. It's up to everyone who uses it to protect it and maintain the high standards that patients expect from the NHS.

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For all NHS Fife digital assets and templates, visit the communications toolkit on StaffLink.

Together, the initials 'NHS' and the caring symbol form the foundations of our identity. Wherever they are applied, they signify to the people of Scotland the involvement of their most cherished public service.



For digital assets and more information on the national identity, visit www.nhsscotlandci.scot.nhs.uk



Our identity needs to be consistently and correctly applied, and must never be altered or modified in any way.

For maximum impact, the NHS Fife identity should only ever appear once on a single communication.

The identity is a visual symbol and isn't intended to be 'read' as part of a phrase. For example, when writing 'NHS Fife is improving healthcare services', the word 'NHS Fife' should never be replaced by its visual identity. Nor should the name be enhanced in any way, for example by using italics or bold. For 'NHSScotland', there should be no character space between 'NHS' and 'Scotland'.



Exclusion zone

To help to 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 letters 'NHS'.



Minimum width of caring device 11mm

Minimum size

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

R 0
G 156
B 222

The consistent use of standard colours will help people to recognise our communications easily. The NHSScotland colour palette allows for diversity, while still providing a consistent look and feel.

R 0
G 69
B 135

0096DC

004587

R 255
G 237
B 0

#FFED00

R 244
G 150
B 0

#F49600

R 229
G 39
B 19

#E52713

R 178
G 9
B 51

#B20933

R 197
G 0
B 104

#C50068

R 123
G 32
B 127

#7B207F

R 128
G 186
B 39

#80BA27

R 0
G 155
B 62

#009B3E

R 0
G 105
B 68

#006944

Stone Sans

NHSScotland core font

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£\$%&*()

Stone Sans is available in 2 weights — regular and bold.
Not longer licenced and must be only be used as outlined text.

Open Sans

Alternative sans serif font to suit a wide
range of modern communication channels

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890£\$%&*()

Open Sans is a variable font family available to download
from Google.

For all material produced by staff on
office-based platforms, please use
Calibri, Arial or Georgia.

Positioning the identity

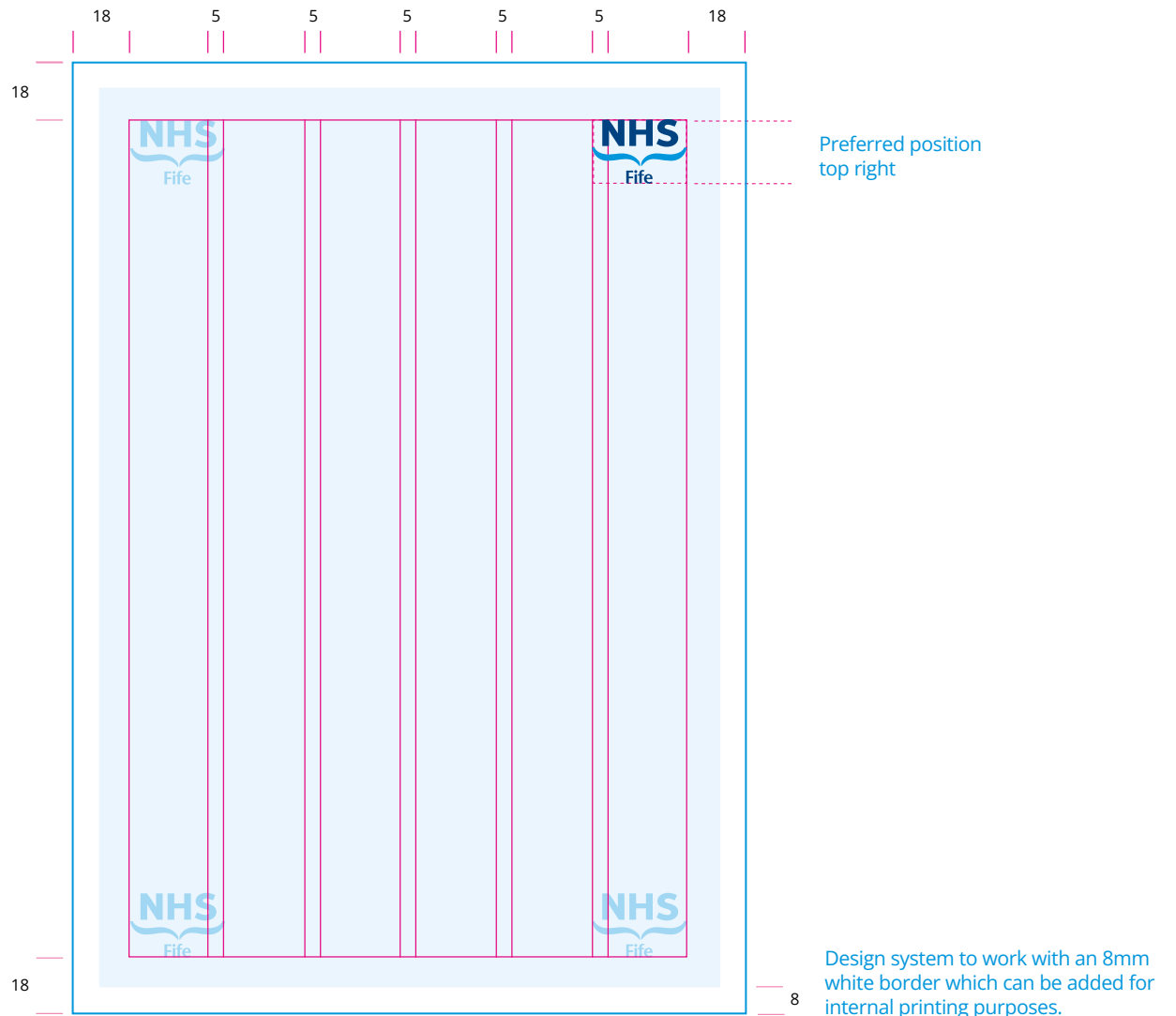
Wherever possible, the identity should be positioned in the top right hand corner of your document. If this isn't possible, then it can be positioned at an alternative corner as long as you adhere to the exclusion zone.

On an A4 grid structure

- 210 x 297mm
- 6 column grid
- 18mm margins
- 5mm gutters

The grid is the underlying structure for any design layout. It helps to organise all graphic elements in a clear and consistent way.

When creating non-standard formats, please use these measurements as a basis for proportion.



NHSScotland works with many other organisations to deliver healthcare and to promote health, often with a number of different partners at a time.

In such cases, we should always strive to ensure that our identity is given equal prominence to any others which appear. Wherever possible, our identity should sit to the top right of other identities and be reproduced in NHSScotland Dark Blue and Light Blue or black, rather than adopting our partner identity's colours. If this isn't possible, then the whole of our identity should either be reproduced in the darkest colour available or reversed out of a dark background. Exclusion zones apply in just the same way as if our identity were appearing on its own.

Finally, always try to ensure that any partners' material on which our identity appears, adheres to NHSScotland's principles of clarity and professionalism.

Fife Health
& Social Care
Partnership



Video and animation logo placement

The last frame of any video or animation should always contain the NHS Fife logo. An animated version of the logo can be requested from the communications team.

When creating an HD video or animation, the logo should be at least 250px wide in size or larger.

The logo should always be centred in the frame.



For advice and tips on filming with a mobile phone, see our guidance resource from the communications toolkit on StaffLink.

Written communication is at the heart of what many of us do at NHS Fife. Think how you would describe the health topic you are writing about to a family member or friend. Too often we use technical terms that most people, including some of our own colleagues, do not understand.

Our aim should be to open up health information so everyone can understand it.

We can start by setting out some fundamental principles of good written communication:

- Use plain English and avoid long or complicated words when short or easy ones are available.
- Use active language, not passive. It is usually clearer, more direct and more concise and does not disguise who is doing what. For example, “We will make a decision on your application once we have received your letter”, not “Once we have received your letter, a decision will be made on your application”; and “We recommend that you...”, not “it is recommended that...”
- Avoid technical language and jargon unless you are addressing a specialist audience and even then use it with care.
- Use short sentences without multiple sub-clauses. Sentences should usually be no longer than 25 words.
- You can usually remove a third to a half of what you write in a first draft.

Friendly
Informative
Caring
Respectful
Empowering
Trustworthy

Abbreviations and acronyms

Don't assume your audience knows what they stand for – spell out the words in full wherever possible. The following are acceptable uses.

- When the acronym is more commonly used than the words (for example, BBC, CD, Dr, DVD, GP, NHS).
- When producing documents aimed at a clinical or technical audience – write out the words in full first time and put abbreviation or acronym in brackets immediately after this.

We are developing a healthcare associated infection (HAI) risk assessment tool. This tool will identify patients who may be more at risk of acquiring an HAI whilst in hospital.

Capitalisation

Do not capitalise job titles unless the title is given along with a name.

Carol Potter, Chief Executive, proposed changes to the local delivery plan. The Chief Executive also highlighted...

In external documents, do not capitalise committees, teams and groups.

NHS Fife healthcare governance and risk management committee...

Bullet points

We use bullet points in two different ways.

As a list within the text

Use bullet points to make text easier to read. Make sure that:

- you always use a lead-in line
- there is always a space between the lead-in line and the bullet points
- the bullets make sense running on from the lead-in line
- each bullet is short (no more than one sentence)
- you use lower case at the start of the bullet point, unless it starts with a proper noun
- you do not use full stops within bullet points – where possible start another bullet point or use commas, dashes or semicolons to expand
- you do not put “or”, “and” after the bullet points
- there is no punctuation at the end of bullet points
- if you add links they appear within the text and not as the whole bullet point
- there is no full stop after the last bullet point

Your list should have at least three bullet points. If you have fewer, rewrite your content as individual sentences or paragraphs.

For bullet points following a heading

This is a series of related points, but each one stands on its own.

- Each point should only contain one sentence.
- Each point needs to start with a capital letter and end in a full stop, or the appropriate punctuation (for example, a question mark).

Date and time

Date examples

21 July 2002

2007–2008 (this dash is called an en dash)

January–December 2001

January 2003–December 2004

Time examples

11pm

5–8pm

9am–5.30pm

Tip: To insert an en dash, press Ctrl key and then minus key on number pad.

Do not use '&'

Only use if part of an organisation's name.

NHS Ayrshire & Arran

NHS Dumfries & Galloway

Exception: NHS Greater Glasgow and Clyde

Do not use eg, ie and etc

Use 'for example', 'that is', 'such as', or 'namely'.

Staff use personal protective equipment (such as aprons and gloves)...

Italics

Should only be used to format the formal title of publications quoted in text.

...and the *Clinical Standards for Heart Disease* were published in April 2010.

Tip: Use lower case and no italics for all publications which do not follow the formal title order.

...the heart disease standards...

Numbers and units

Numbers one to nine are written in full, and from 10 upwards are written as numerals. If a number is at the beginning of a sentence - spell it out.

Exception: Units of time and measurement (including age groups)

9 minutes, 4 hours, 7 days, 4–6 weeks, 3 months, 4–15 years, 2%

For any further advice or guidance, please speak
to a member of the communications team.

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 facebook.com/nhsfife

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