

identity guidelines

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

NHS Wales logo

The identity of NHS Wales is important and the logo is the cornerstone of that identity. It is the mark of NHS Wales ownership of a service or message. And it should be used consistently and correctly.

The NHS Wales logo should wherever possible, be reproduced in full colour. Where this is not practical the logo should appear in one colour either - Pantone: 534 (blue), or mono: (black or reversed out of a colour). Remember, a reversed out logo works best on a dark background. Any other applications must be approved by the Health and Social Services Publicity Team (contact details overleaf).

The crest and title should usually appear together, representing the corporate identity. The crest may, however, be used alone for the purpose of design creativity.

full colour logo:



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

single colour logo:



Pantone:534 (blue)

mono logo:



100% black

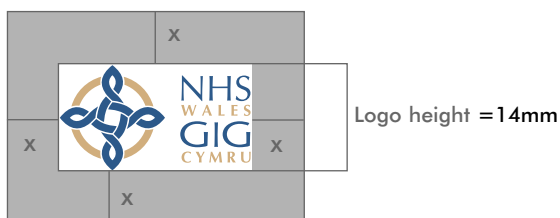
reversed out logo:



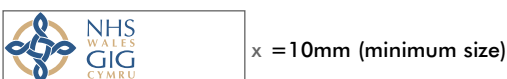
Pantone:534 (blue)



100% black



■ = exclusion zone



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 is to be a minimum of 7mm. This will vary proportionally, and is half the height of the logo used.

The minimum size:

To ensure good and clear readability of the corporate mark it must not be used smaller than 10mm high. ***Maximum size is left to the users own discretion.**

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Another way to reinforce our identity is to use consistent typefaces

Recommended typefaces:

Two typefaces suggested to create a distinctive style for NHS Wales communications. ***These are not mandatory but are suggested for guidance only.**

- Garamond (serif typeface)
- Futura (san serif typeface)

Garamond

Garamond roman

Garamond italic

Garamond bold

Futura

Futura light

Futura book

Futura italic

Futura medium

Futura bold

Using the logo

When?:

- On any communication activity undertaken by NHS Wales
- Along side any logo or corporate identity used by NHS Wales organisations

Where?:

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

Who?:

- NHS Wales statutory organisations (eg. NHS Wales trusts, local health boards, community health councils, NHS Wales Department offices, Health Commission Wales)
- Non-statutory NHS Wales organisations, group and clinical networks (eg. Health promotion units, units within trusts, NHS Confederation Wales)
- Other organisations, solely for work commissioned by, or on behalf of NHS Wales
- Commercial organisations and external contractors must contact the Health and Social Services Publicity team for guidance

***Note:** Existing material stocks should continue to be used until exhausted, however, all new materials should adhere to these guidelines.

For logo artwork, further information and advice contact...

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e: nhwaleslogo@wales.gsi.gov.uk

Health & Social Services Publicity Team

Communications Directorate

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**Contact
Details**