

The NHS logo is located in the top right corner of the image. It consists of the letters 'NHS' in a bold, white, sans-serif font, set against a blue rectangular background.

Dorset Clinical
Commissioning Group

The 'YOUR NHS' logo is positioned in the bottom left corner. 'YOUR' is in a smaller, blue, sans-serif font, while 'NHS' is in a larger, bold, blue, sans-serif font.

Working together to shape
Dorset's Health

The text 'Bringing our brand to life' and 'Brand Guidelines 2015' is centered in a white, bold, sans-serif font within a dark purple rounded rectangular box at the bottom of the image. The background of the entire image is a photograph of a tennis court with several people playing tennis under a clear blue sky. Tall green light poles are visible around the court.

YOUR NHS

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Dorset's Health

Bringing our brand to life Brand Guidelines 2015

NHS

*Dorset Clinical
Commissioning Group*



Welcome to our brand guidelines. These guidelines are all about applying our brand, and creating fresh, focused materials for all our audiences.

SECTION 1 BRAND COMPONENTS

1.1 Logo and logo versions	4
1.2 Clear space and minimum size guidance	5
1.3 Colour palette	6
1.4 Typography	7

SECTION 2 LOOK AND FEEL

2.3 Photography style	00
2.4 Graphic elements	00
2.5 Graphic icons	00
2.6 Example applications	00



SECTION 1

Brand components

This section is about our logo and how to use it correctly

1.1 Logo and logo versions	4
1.2 Clear space and minimum size guidance	5
1.3 Colour palette	6
1.4 Typography	7

Our logotype is made up of two colours and two type weights.

The typographic play with 'Your' and 'Our' reflects the personal nature of our work. The rounded typeface emphasises our friendly and approachable values.

The logo has been especially created, so never attempt to redraw it, and always use the master artwork.

Logo versions

Our logo is available in:

CMYK, Pantone, RGB, Reverse out (white) and Grey scale.

Please check to ensure the correct logo is used for the right application.



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Minimum clear space

The clear space is the minimum area that must be left around the logo. This space is defined by using half of the 'x height' in the 'O' of our logotype.

Please remember that this formula defines the minimum requirements and that the logo should have plenty of clear space whenever possible.

Minimum logo size

Our logo must never appear any smaller than 33mm in width.

This minimum size has been determined by the strap line appearing no smaller than 7pt.

When using our logo please make sure you adhere to these guidelines.



Our primary and secondary colours are derived from the NHS colour palette.

These colours should be matched accurately to ensure that they always appear consistently. You should only use these colours in your materials.

Always lead with our primary purple and blue across all our collateral.

Secondary colours

These colours have been selected to add contrast to our primary colours. These colours have been chosen from the NHS colour palette.

Always keep to these colour breakdowns for brand consistency.

Primary Palette



Purple

Pantone®2685
C88 M100 Y0 K8
R59 G0 B131
HTML 3B0083



Light Blue

Pantone®Process Blue
C100 M13 Y1 K2
R0 G136 B206
HTML 0088CE



Gray

Pantone®Cool Gray 10
C40 M31 Y20 K70
R97 G99 B101
HTML 616365

Secondary Palette



Aqua Green

Pantone®3272
C99 M0 Y48 K0
R0 G165 B153
HTML 00A599



Aqua Blue

Pantone®312
C89 M0 Y11 K0
R0 G173 B208
HTML 00ADD0



Dark Blue

Pantone®287
C100 M75 Y2 K17
R0 G51 B141
HTML 00338D

Our typeface is Vag rounded. It is an extremely important part of our visual identity that has a distinctive look that reflects our logo.

The main use of Vag rounded will be for all text in printed materials.

Use Vag rounded bold for headings and sub headings. Use Vag light for body copy. Vag is available to buy online.

Type size

It is important that all communication material produced by Your NHS is accessible to everyone. We would recommend a body copy size of no smaller than 10pt for printed communications. Business card text no smaller than 8pt text.

Microsoft applications

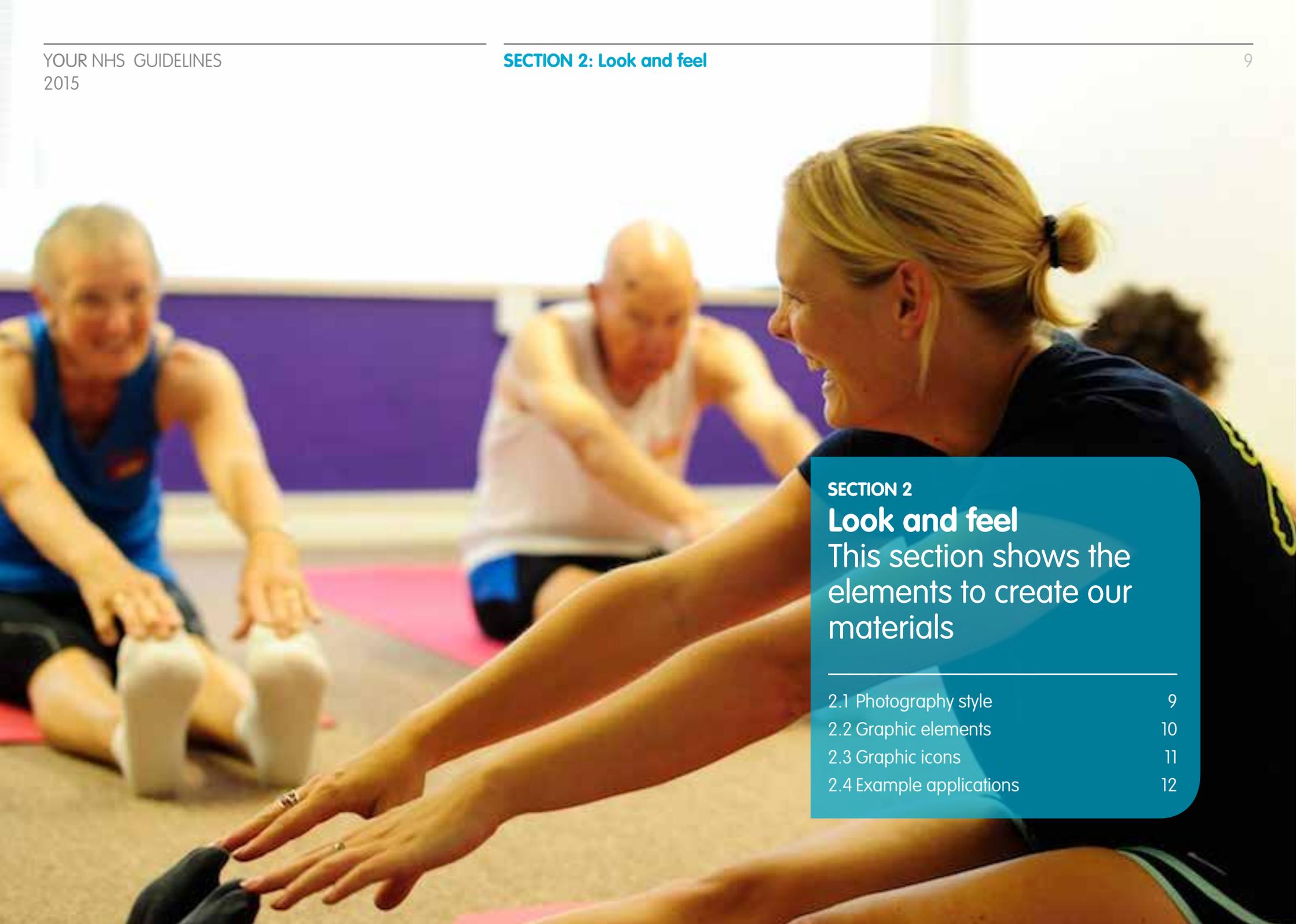
Arial should be used across all word-processing and screen based applications for example Microsoft Word, Microsoft PowerPoint and also as HTML text in all web based applications for clarity.

Vag rounded bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&*^%\$£).

Vag rounded light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&*^%\$£).

Arial regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&*^%\$£).

Arial bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(&*^%\$£).



SECTION 2

Look and feel

This section shows the elements to create our materials

2.1 Photography style	9
2.2 Graphic elements	10
2.3 Graphic icons	11
2.4 Example applications	12

Our photography style needs to capture the spirit of Dorset people and the communities they live in. With people at the heart of what we do, our imagery must focus on 'interactions':

- Happy engaged and involved people
- Must be light and bright
- Dynamic with a sense of movement, however a central focus is key to each frame
- No one person in isolation we want our library to reflect the many people we support and involve
- Capturing a believable, real life moment cannot be perceived as staged or forced
- Varied angles for interest and diversity
- Across the range of photographs gender, age, ethnicity and life stage must be represented
- Please make allowances for text areas as shown in the examples above
- Avoid negative objects (alcohol, brand named products, litter) that would distract the focus of the image.



We have a graphic box that can be used for key information, online buttons and to enhance our call to action across all our collateral.

We've created a flexible curvature to our graphic box which allows a distinctive look and feel.

Our graphic box has a corner ratio of 4°. Make sure that curved areas are balanced with straight edge areas to enhance this distinctive element.

When layering solid boxes over imagery allow for the image underneath to be revealed by either applying a multiply effect or a percentage of opacity.

You can also create full rounded edged 'buttons' to be used online or as part of a navigation device through a report. (See page 12 for examples).

The graphic boxes can appear in any of our brand colours legibility is key at all times.

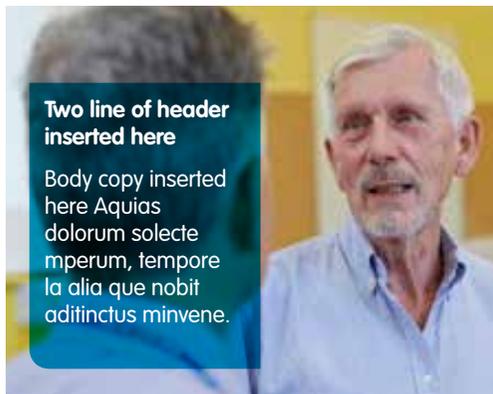
Two line of header
inserted here

Body copy inserted here
Aquias dolorum solecte
mperum, tempore la alia
que nobit adiunctus.



Two line of header
inserted here

Body copy inserted
here Aquias
dolorum solecte
mperum, tempore
la alia que nobit
adiunctus minvene.



Two line of header
inserted here



Mental Health
Review 2015



Health
Review 2015



Sign up
Today



This page introduces our functional set of icons.

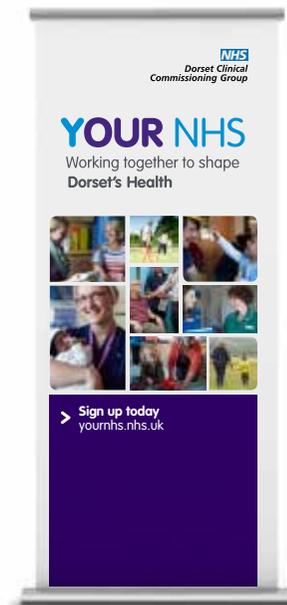
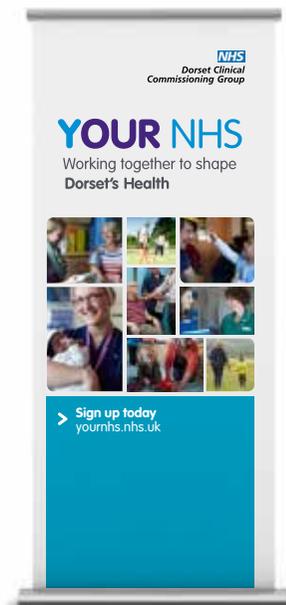
Our icons can be used in a number of different ways; in isolation to communicate an action, as a graphic device to enhance photography or as a functional element to direct key information (e.g sections online or within a report).

The icons can appear in any of our brand colours legibility is key at all times.



This page shows how all our elements come together.

For more examples please visit our website for featured updates and downloadable documents.
www.yournhs.nhs.co.uk



A photograph of a man wearing a yellow hard hat and a blue t-shirt, smiling and looking towards a young girl. The girl is wearing a light blue long-sleeved shirt and is pointing her right index finger towards the man. The background is a blurred indoor setting with wooden paneling.

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For more information

Gent ut intibusant, cum ni que velitios voluptatquae natiis suntium restorpores nam, quam et omnimpo rporunt isciliqui in remporeped ex endest estrum, quiatem sam, sedion reseditem seque eaque offic te plabo. Ferro temperrore et lati consequ atectio.