



Leadership Academy

Brand Guidelines for Local Leadership Academies (LLAs)

June 2018

To be used by the following LLAs:

East Midlands
North East
North West

Proud to be part of

Health Education England

www.leadershipacademy.nhs.uk



Introduction

As a non-statutory NHS organisation and a Local Leadership Academy, we are required to adhere to NHS Identity regulations within all communications materials including the placement of provider logos and branding.

It is important that our providers understand that when working with the NHS Leadership Academy North East, they must adhere to the guidelines mentioned, which can be found further through this document.

Therefore, all branding and materials used at all events and/or programmes, whatever the size, must be provided by the NHS Leadership Academy North East, further details of how this can be applied can be found in this document.

Should you have any queries relating to any of the information in this document, then please speak to Sarah Knowles, Business Manager on:

Email: sarah.knowles4@nhs.net

Telephone: 0191 372 8616




















Following the brand

All materials produced must follow these brand guidelines. It's important that our brand is used consistently to ensure that the Academy's brand is recognisable throughout all we do. This includes:

- Colour palette
- The NHS lozenge
- The Leadership Academy ribbon
- Font

Colour palette

Our primary and secondary colour palettes are derived from the main NHS identity palette. Breakdowns of each are shown below. Tints of these can be used within your designs. The use of these colours MUST follow the NHS colour balance shown on the next page.

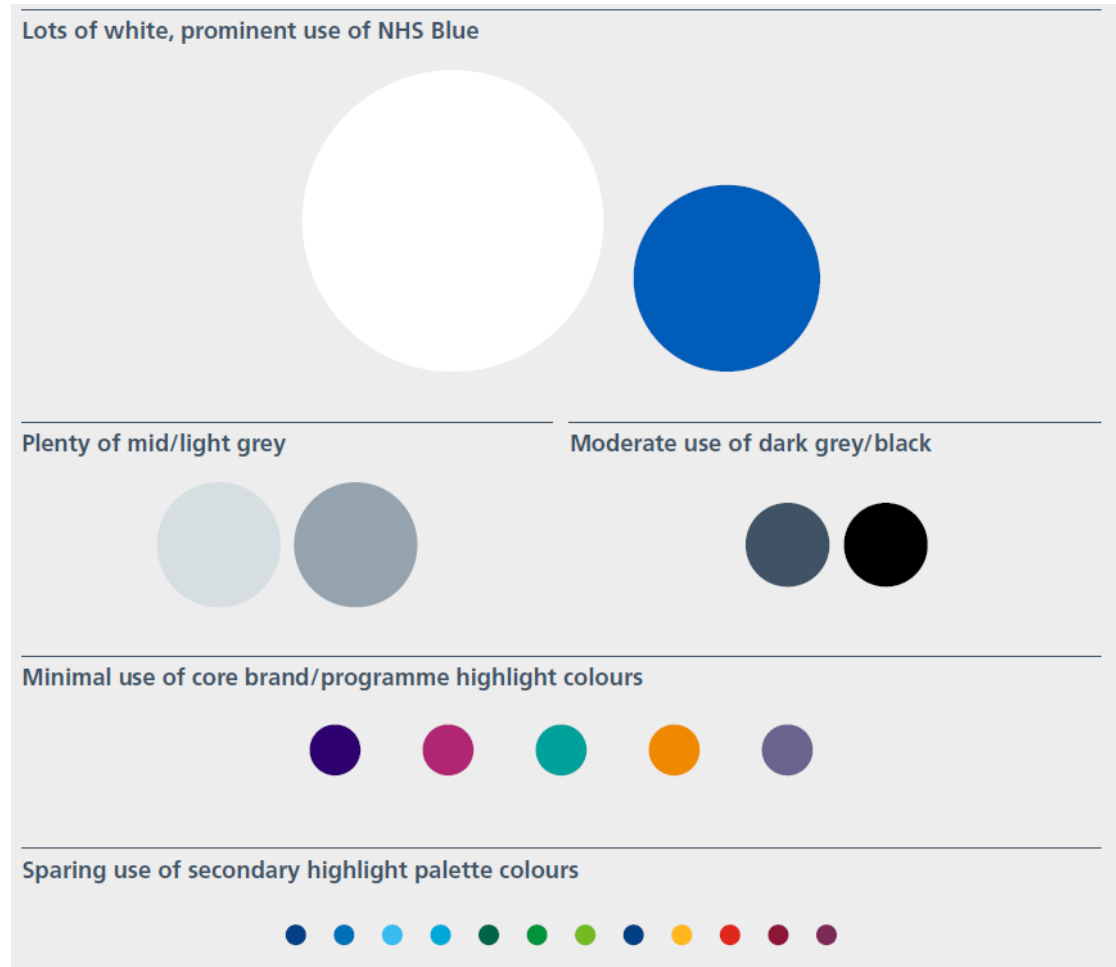
Primary palette						
						
White CMYK: 0/0/0/0 RGB: 255/255/255 #FFFFFF	NHS Blue Pantone 300 CMYK: 99/50/0/0 RGB: 0/94/184 #005E88	NHS Black Pantone Black 6 CMYK: 100k RGB: 35/31/32 #231f20	NHS Dark Grey Pantone 7545 CMYK: 58/32/18/54 RGB: 66/85/99 #425563	NHS Mid Grey Pantone 7544 CMYK: 35/14/11/34 RGB: 118/134/146 #768692	NHS Pale Grey Pantone 7541 CMYK: 7/1/3/2 RGB: 232/237/238 #E8EDEC	
Core brand highlight			National programme highlights			
						
NHS Purple Pantone 2685 CMYK: 90/99/0/8 RGB: 51/0/114 #330072	Mary Seacole NHS Aqua Green Pantone 3272 CMYK: 94/0/48/0 RGB: 0/164/153 #00A499	Nye Bevan NHS Orange Pantone 144 CMYK: 0/51/100/0 RGB: 237/139/0 #ED8B00	Elizabeth Garrett Anderson NHS Pink Pantone 675 CMYK: 18/100/0/8 RGB: 174/37/115 #AE2573	Intersect, Ready Now, Director, Aspiring Chief Executive NHS Purple Pantone 2685 CMYK: 90/99/0/8 RGB: 51/0/114 #330072	Edward Jenner NHS Purple Pantone 2685 @ 70% CMYK: 63/74/0/8 RGB: 115/80/149 #724F95	
Secondary highlight palette						
						
NHS Dark Blue Pantone 287 CMYK: 100/75/2/18 RGB: 0/48/135 #003087	NHS Bright Blue Pantone 285 CMYK: 90/48/0/0 RGB: 0/114/206 #0072CE	NHS Light Blue Pantone 298 CMYK: 67/2/0/0 RGB: 65/182/230 #41B6E6	NHS Aqua Blue Pantone 312 CMYK: 88/0/11/0 RGB: 0/169/206 #00A9CE	NHS Dark Green Pantone 342 CMYK: 93/10/75/43 RGB: 0/103/71 #006747	NHS Green Pantone 355 CMYK: 91/0/100/0 RGB: 0/150/57 #009639	NHS Light Green Pantone 368 CMYK: 65/0/100/0 RGB: 120/190/32 #78BE20

Colour balance

The NHS colour balance ensures all materials produced by NHS organisations looks like part of the overarching NHS brand. Maintaining the correct colour balance also ensures our personal brand remains consistent and clear.

This colour hierarchy should be followed at all times.

For full NHS identity guidance, see: www.england.nhs.uk/nhsidentity/identity-guidelines/colours



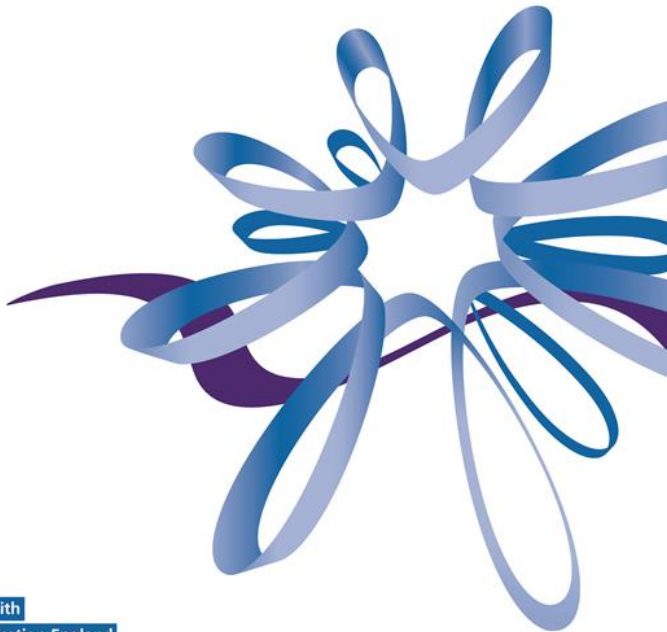
The NHS Lozenge and ribbon

The NHS lozenge must appear on all items produced. It should always sit top right. On a coloured background the logo must appear in it's 'white-out' version. If used on a white background, the lozenge must be blue, with black text, as shown below.



Main title

Sub title



North East

Font

Frutiger

Frutiger is the official typeface family used by the NHS. It is fresh, legible and modern. Our brand uses only the 'Light' and 'Roman' weights to maintain the modern feel and visually relate back to the national parent brand.

All text should be in 'Frutiger Light' and left-aligned. Important headings, key quotes and email and web addresses can be highlighted by using 'Frutiger Roman.' You can also change the colour of highlighted text if necessary to provide [extra distinction](#).

Only use '*Frutiger Light Italic*' or '*Frutiger Italic*' when absolutely necessary.

Arial

When Frutiger is not available, NHS brand guidelines stipulate that Arial should be used. This font may need to be used for web projects or if using word processing and presentation software.

Written communications

In written communications we always write our name out in full in the first instance. For example:

“The NHS Leadership Academy North East is proud to announce...”

We would never write:

“NELA is proud to announce...”

“The Academy is proud to announce...”

Following the first reference, it is acceptable to talk about 'the Academy' instead of writing it out in full again:

“Welcome to the first NHS Leadership Academy North East Prospectus, we hope you find it useful. This year, the Academy has been working hard to...”

Applying the brand

The designs below give guidance on how our brand could be applied to other items:

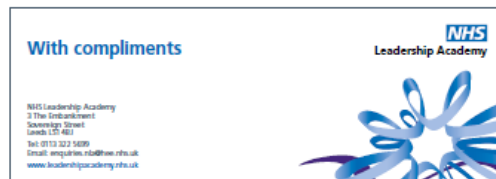
Lanyard



Banner



Compliments slip



Favicon (Twitter)



Core

