



# Brand guidelines



Cornwall and the Isles of Scilly  
Health and Care Partnership

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# **Introduction**

**In the next five years, we have a once in a generation opportunity to change the way we provide health and social care services for the people of Cornwall and the Isles of Scilly.**

The current health and social care system needs reform and we must seize the moment. Preventing ill health and more care at home are at the heart of health and care plans for Cornwall and the Isles of Scilly.

In November 2016, all the major public sector health and care organisations published an outline plan to improve services based on the NHS England Five Year Forward View and Devolution Deal for Cornwall. This programme of work is the number one priority for everyone working in health and social care.

It has three aims:

1. Improve the health and wellbeing of the local population.
2. Improve the quality of local health and care services.
3. Deliver financial stability in the local health and care system.

## **The identity**

The Cornwall and Isles of Scilly Health and Care Partnership has its own brand identity and shares elements of the NHS identity, including colours, assets and fonts.

For more information on NHS brand guidelines visit:  
**[www.england.nhs.uk/nhsidentity](http://www.england.nhs.uk/nhsidentity)**

# The logotype

The logotype is set in Source Sans Pro and Frutiger and is shown below. Individual logos in various formats can be downloaded here:

[cioshealthandcare.nhs.uk/about/branding-toolkits](https://cioshealthandcare.nhs.uk/about/branding-toolkits)

The strapline is integrated with the logo and must not be altered in any way.

The logo should be placed in either the top right or bottom right.

The logo must be used consistently. There are three options available and the choice is based on legibility.

1. Standard logotype: preferred version
2. Logotype reversed: Can be used on a dark background
3. Logotype white: There may be occasions where a white version is required if the print process is restrictive.

## Standard logotype



Made up of three colours:  
Pink, mid grey and yellow

Pink - CMYK: 18/100/0/8 | RGB: 174/37/115 | #AE2573  
Mid Grey - CMYK: 35/14/11/34 | RGB: 118/134/146 | #768692  
Yellow: CMYK: 0/0/100/0 | RGB: 250/225/0 | #FAE100

## Logotype reversed



Made up of four colours:  
White, pink, pale grey and yellow

White: CMYK: 0/0/0/0 | RGB: 255/255/255 | #FFFFFF  
Pink: CMYK: 18/100/0/8 | RGB: 174/37/115 | #AE2573  
Pale Grey: CMYK: 7/1/3/2 | RGB: 232/237/238 | #E8EDEE  
Yellow: CMYK: 0/0/100/0 | RGB: 250/225/0 | #FAE100

## Logotype white



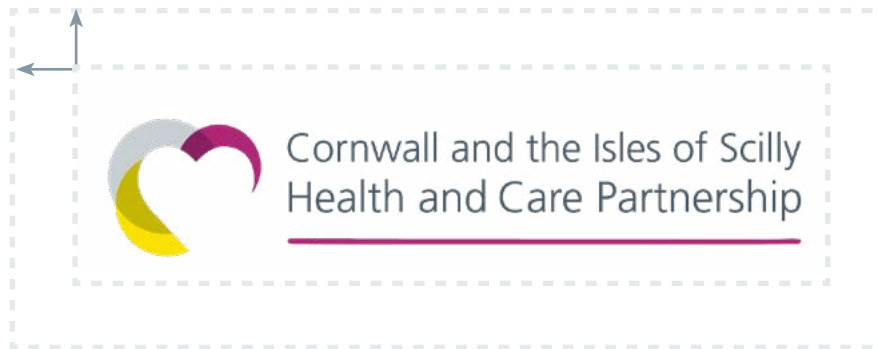
Made up of two colours:  
White and pale grey

White: CMYK: 0/0/0/0 | RGB: 255/255/255 | #FFFFFF  
Pale Grey: CMYK: 7/1/3/2 | RGB: 232/237/238 | #E8EDEE

## Leaving clear space around the logo

The logo should not be cluttered by other text or images appearing too close to it and should not be positioned so close to the edge of materials that it looks like an afterthought.

The minimum exclusion zone is one third of the height of the logo.



## Logo sizes for print

To ensure legibility and quality, the logo and strapline should be reproduced no smaller than 25mm wide on standard A4 literature.

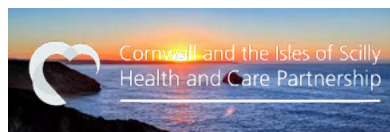
We would be happy to check the incorporation of our logo on your artwork. Please email a PDF to [shapingourfuture.cios@nhs.net](mailto:shapingourfuture.cios@nhs.net).

## Incorrect uses of the logo

These are examples that illustrate common misuses of the logo.



Do not crop the logo



Do not add an image behind the logo



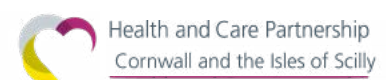
Do not add the standard logo on a coloured background



Do not put the logo on an angle



Do not recreate the logo using fonts



Do not move the strapline

## Partnership logos

We have created a template for incorporating other brands into the system logo.

If you would like a similar logo, please email [shapingourfuture.cios@nhs.net](mailto:shapingourfuture.cios@nhs.net).



# Colours

The colour palette for the brand is selected from the NHS colour guidelines. Using the primary palette will create consistency and recognition.



## Dark pink

Pantone: 683  
CMYK: 26/99/12/50  
RGB: 124/40/85  
#7C2855



## Blue

Pantone: 300  
CMYK: 99/50/0/0  
RGB: 0/94/184  
#005EB8



## Dark grey

Pantone: 7545  
CMYK: 58/32/18/54  
RGB: 66/85/99  
#425563



## Purple

Pantone: 2685  
CMYK: 90/99/0/8  
RGB: 51/0/114  
#330072



## Dark green

Pantone: 342  
CMYK: 93/10/75/43  
RGB: 0/103/71  
#006747



## Light blue

Pantone: 298  
CMYK: 67/2/0/0  
RGB: 65/182/230  
#41B6E6



## Emergency services red

Pantone: 485  
CMYK: 0/95/100/0  
RGB: 218/41/28  
#DA291C



## Orange

Pantone: 144  
CMYK: 0/51/100/0  
RGB: 237/139/0  
#ED8B00



## Yellow

Pantone: Process Yellow  
CMYK: 0/0/100/0  
RGB: 250/225/0  
#FAE100

# Typography

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We've selected Source Sans Pro and Frutiger as our primary fonts on all our communications to create consistency.

## Cornwall and the Isles of Scilly

A once in a generation opportunity to change the way we provide health and social care services for the people of Cornwall and the Isles of Scilly.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## Body text

Source Sans is our primary font for body text.

If Source Sans is not available, use Arial for desktop applications such as Microsoft Word and PowerPoint.

Source Sans Pro Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Source Sans Pro Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Source Sans Pro Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Source Sans is a sans serif typeface that was created for a more pleasant reading texture in longer text passages.

The text colour should be dark grey or black in desktop applications

Minimum size 12pt  
Regular  
Sentence case  
Single line spacing



## Headings

Frutiger is our primary font for headings.

If Frutiger is not available, use Arial for desktop applications such as Microsoft Word and PowerPoint.

### Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Frutiger bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Frutiger is a flexible sans serif font, which was designed to be clear and easy to read at a distance and in small sizes.

The text colour should be blue or black in desktop applications

Minimum size 16pt  
Bold  
Sentence case  
Single line spacing

## Chapter headings

Source Sans is our primary font for chapter headings.

If Source Sans is not available, use Arial for desktop applications such as Microsoft Word and PowerPoint.

### Source Sans bold

abcdefghijklmnopqrstuvwxyz  
1234567890

### Source Sans Regular

abcdefghijklmnopqrstuvwxyz  
1234567890

### Source Sans Light

abcdefghijklmnopqrstuvwxyz  
1234567890

Source Sans is a sans serif typeface that was created for a more pleasant reading texture in longer text passages.

The text colour should be dark pink or black in desktop applications

Minimum size 20pt  
Capitals  
Underlined  
Single line spacing

# Design elements

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A number of elements have been created to use as graphic devices that can help to convey messages.

New elements can be created as necessary but they should always be clean, simple shapes within the brand colour palette. To request additional elements, please email [shapingourfuture.cios@nhs.net](mailto:shapingourfuture.cios@nhs.net).



## Our future

**Circles can be used in place of standard headings. For example:**

**A once in a generation opportunity to change the way we provide health and social care services for the people of Cornwall and the Isles of Scilly.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

# Photography

Photography should always try to tell the story of our services, through the people that run them and use them.

People should be engaged with one another or if alone, caught in the moment of what they're doing.

Natural lighting and real locations are preferred. They should reflect the demographics of Cornwall and the Isles of Scilly and include people who have used our services whenever possible.



# Application

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## Stationery

We have created a range of templates including a letterhead, agenda, minutes, action tracker and PowerPoint presentation pack. **Download the templates.**

## PowerPoint presentations

Use the approved PowerPoint template available on the website above. Remember, PowerPoint is an aide to your presentation only and not the main event – you are the main event! Use it as a backdrop in order to keep the audience focused on you. When giving a PowerPoint presentation, you should:

- consider your audience and tailor your message accordingly
- do not overload your slides with too much information
- keep slides clear and avoid ‘busying’ slides with lots of colour and special effects
- never use clip art but use relevant graphics, diagrams and sound or video clips – remember 80% of people remember information presented this way, whereas only 20% recall written information
- try not to use more than 10 slides in a presentation
- by all means give people brief notes to take away incorporating the salient points of the presentation

## Web pages

When writing for the web, think carefully about why you are publishing the information and about your audience. Make sure it’s of genuine interest to them, useful and clear.

Good web pages have:

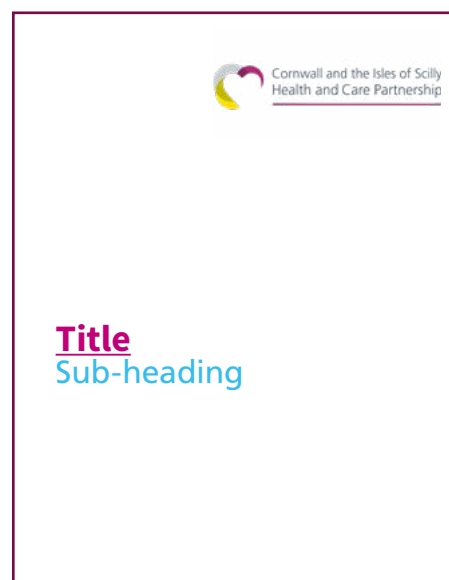
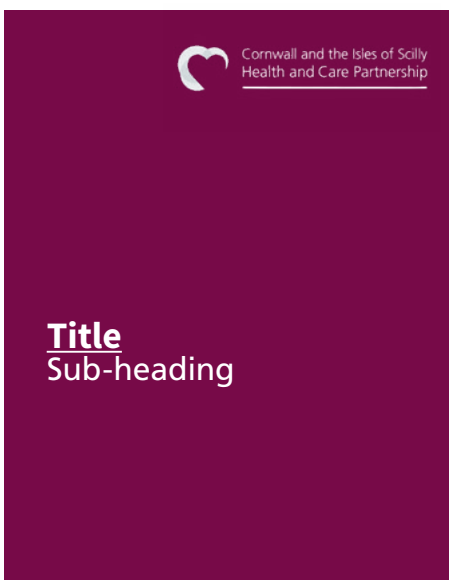
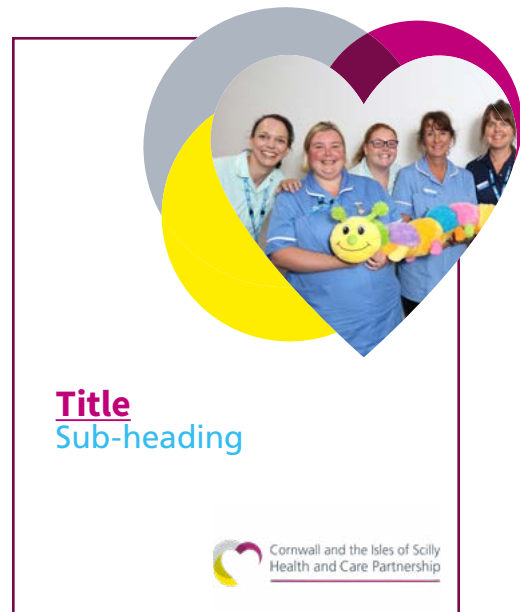
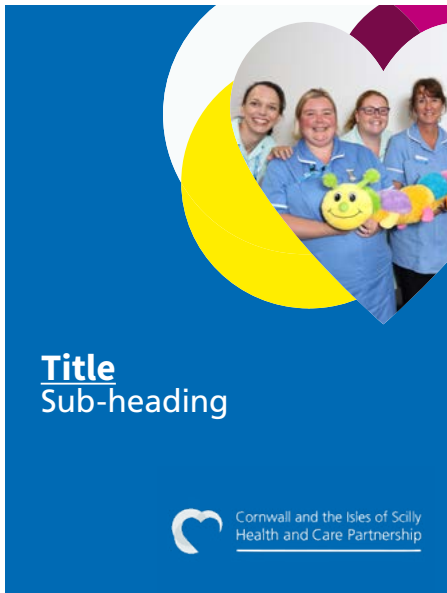
- short, sharp, sentences and focused paragraphs
- main points and the latest information first
- a clear and concise story
- no jargon
- about half the information of a paper publication
- good, relevant images (with tags including clear descriptions for those with disabilities) and meaningful titles, subheadings and links
- an accessible overview of a subject
- no unnecessary bolding, font styles, coloured text and underlining which makes reading difficult

Contact your organisation’s communications team if you have content for the website:  
**[cioshealthandcare.nhs.uk](https://cioshealthandcare.nhs.uk)**

## External publications

It is important all our publications are produced in a consistent style and use the same format to present information. All external publications should be designed in-house. Email [shapingourfuture.cios@nhs.net](mailto:shapingourfuture.cios@nhs.net) for more information.

Examples:



# **Tone of voice**

**We produce written information for a diverse audience and it is vital that communication is clear and consistent. We are committed to communicating in plain English, without unnecessary jargon and acronyms. This guide has been developed in order to ensure these principles are echoed at all levels.**

The style principles outlined within this document must be adhered to by all staff that are involved in the production of all written communication.

## **Acronyms and abbreviations**

Write a name or term in full followed by the acronym or abbreviations in brackets, for example Cornwall and the Isles of Scilly (CloS). Do not use full stops for example CloS, not C.I.O.S.

Universally accepted terms such as NHS and A&E do not need to be written in full first. Only use acronyms to refer to organisations, areas of the health and social care system and medical conditions. Avoid over-use. Never use an acronym or abbreviation to refer to a job title, the title of a publication or the name of a policy or project.

## **Ampersands (&)**

Do not use ‘&’ except in abbreviations where the use is widely recognised, such as A&E. It is Cornwall and the Isles of Scilly, not Cornwall & the Isles of Scilly.

## **Apostrophes**

These are used to show that something is missing, for example I can’t instead of I cannot.

They are also used to show possession, for example the patient’s notes. If there is more than one patient, the apostrophe comes after the ‘s’, for example four patients’ notes.

Its and it’s a common problem for many people. These are examples of correct usage:

- I’ve forgotten my umbrella and it’s (it is) going to rain.
- My dog has lost its bone - in this case, many people make the mistake of writing it’s bone because of the possessive rule. The bone belongs to the dog and not the other way around. The dog’s bone has been lost.

Apostrophes are never used to indicate plurals for example two bananas, not two banana’s.



## **British English**

Always use British English rather than American English. Therefore spell words such as generalise, emphasise and organisation with an 's' and not a 'z'. Write 'centre' and not 'center', 'colour' and not 'color', 'ageing' and not 'aging', 'judgement' not 'judgment', 'programme' and not 'program'.

## **Capitals**

Keep capitals to a minimum and do not use them to emphasise a point when writing. Use them at the beginning of a page title, page heading, initial letters of a document title, or for the name of a place, person, organisation, or at the start of a sentence. Write general terms such as clinical commissioning groups in lower case, but use capitals when referring to a specific one for example NHS Kernow Clinical Commissioning Group. Another example is: the Government but a government. Do not use capitals when referring to medical conditions or body parts.

## **Colons and semicolons**

Colons and semicolons are used for different purposes. Semicolons can be used to separate long lists, or to connect two closely related independent clauses, in which case both parts must also be able to stand alone and make sense for example 'It was the best of times; it was the worst of times'.

## **Commas**

Always insert one space after a comma, except when writing out numbers for example 13,500.

## **Dates**

Dates are structured 10 April 2013. Do not use th, st, rd, or nd. Use 'from' and 'to' or 'between' to describe date ranges. An oblique should be used for dates within tables for example 12/05/13.

## **Fractions and decimals**

Decimals should be used instead of fractions, except when the fraction is spelt out for example three quarters. These should not be mixed together.

## **Full stops**

The standard practice is to have one space after a full stop for print and online publishing rather than the out-dated practice of using two spaces.

## **Hyphens (-)**

Hyphens are used to link compound words, for example co-ordination, walk-in, build-up. Avoid over use.

## **Italics**

This should only be used when referring to publication titles and not to emphasise a point or to highlight a heading. Using italics makes a document more difficult to read for those with visual impairments, particularly if it appears on screen. For example: In the publication '*Talking it through: the importance of communications when discussing local service change*' the author discusses...

## **Measurement**

Use metric (kilometres, metres, centimetres) rather than imperial measurements. The exception to this is if you are using a proverb or saying that uses imperial measurements.

## Money

Always use figures when writing about currency for example £5 not five pounds. Money less than £1 should be written in pence, for example 50 pence and not 50p. Always use a figure without a space after the pound sign for example £10,000.

## Names

A person's name should be written in full with the forename first and surname second, for example John Smith, not Smith, J. The only time this is not the case is when citing bibliographic references. A person's job title should be written after their name, for example John Smith, Personal Assistant.

## Numbers

Numbers from one to nine should be written in full. Numbers from 10 upwards should be written in numerals. This is not the case if using a mixture of numbers which are higher and lower than 10 and in this instance each number should be written as a figure. Any number written at the beginning of a sentence should be in full for example Six thousand pounds was spent on the new equipment. Millions and billions above 10 should be written as 14 million, 16 billion. Millions and billions below 10 should be written as four million. Millions and billions should not be written as figures or ever abbreviated to 'm' or 'bn'. Commas should be inserted into figures over 999 for example 4,500.

## Obliques (/)

Do not use obliques within text, for example 'from/to' should be written 'from and to'.

## Percent

Use the % symbol rather than per cent or percent.

## Plain English

Use plain English and avoid jargon at all times to avoid confusion for patients, the public and staff alike.

Below are some commonly used examples of language which is not plain English and some replacements.

Not plain English	Plain English
Client, citizen or service user	People
Efficiency savings and disinvestment	Savings
Proof of concept	Pilot
Amend	Change
Commence	Start or begin
Comply	Meet or follow
Conduct	Carry out
Consequently	Leading to or following on
Financing	Paying
Funding	Paying for
Legislative or legislation	Law making or law
Mandatory	Required or necessary
Participants	Members, users or those taking part
Specified	Given, particular or detailed
Subsequently	Afterwards or next
Utilise	Use



### **Quotation marks**

Use double quotation marks when quoting speech and single quotation marks for quotes within speech. If the speech runs over more than one paragraph, open the quotation marks again at the start of each paragraph, but do not close them until the end of the speech. Document or committee titles do not need quotation marks.

### **Spell checking**

Microsoft Office has spell checking and readability features, but do not rely on it. Spell checkers can change a word and alter the intended meaning. When spell checking Microsoft Office documents, ensure the spell check language is set to English UK and not English US. You can set the language by clicking your tools menu bar, selecting set language, click the highlighted English UK, and click Default and OK.

### **Tables and boxes**

For accessibility reasons, tables and boxes should only be used for numerical and statistical data. They should not be used to demonstrate flow charts, list the names of individuals, or highlight any information that is not numerical or statistical data. This rule can be broken if the table reproduces a table printed in a publication.

### **Telephone numbers**

Telephone numbers should be written as follows:

01726 XXXXXX

0113 XXX XXXX

020 7XXX XXXX

07956 XXX XXX

0845 XXX XXX

### **Temperature**

Use centigrade rather than fahrenheit but this can be included in brackets for example 21C (69.8F).

### **Time**

Write times using numbers. Put a full stop between the hour and minutes and then either am or pm for example 12.30pm. Do not use the 24 hour clock or write out the time in full.

### **Underlining**

Underlining should be used for chapter headings only and underlining must not be used in body text or headings.



## More info

To find out more about, email  
[shapingourfuture.cios@nhs.net](mailto:shapingourfuture.cios@nhs.net)

[cioshealthandcare.nhs.uk](https://cioshealthandcare.nhs.uk)

