Primary Care - Visual Identity Guidelines

NHS
Greater Glasgow
and Clyde

Use of NHSGGC logo

The NHSGGC logo should appear on the front page, top right corner and at the appropriate size, on any documents produced:

Logo on A6 to measure a minimum of 23.5 mm wide (10pt text)

Logo on A5 to measure a minimum of 28 mm wide (12pt text)

Logo on A4 to measure a minimum of 32 mm wide

Logo on A3 to measure a minimum of 40 mm wide

A suitable amount of clear space should be given around the NHSGGC logo:

Logo on A6

This shows minimum distance from edge

Logo on A5

This shows preferred distance from edge

Logo on A4

This shows preferred distance from edge

Logo on A3

This shows minimum distance from edge

More information is available in the NHS Scotland Guidelines.

Primary Care **does not have it's own logo** and **should not develop one** - this is in keeping with NHS Scotland Brand Guidelines.

HSCP logos

HSCP logos may be used when required but NHSGGC should remain in it's priority position of top right corner. HSCP logs can appear at the bottom of the page.

Colour palette

All colours used are part of the new NHS Scotland colour palette. The Primary Care palette consists of four colours, which can also be used as tints.

Colour	Accessibility compliance	CMYK	RGB	HEX	SPOT
Primary dark blue	AAA	C100 M79 Y0 K37	R0 G45 B114	#002D72	PANTONE 288 C
Primary grey	AAA	C75 M53 Y42 K33	R66 G85 B99	#425563	PANTONE 7545 C
Secondary pink	AAA	C25 M105 Y33 K18	R172 G20 B90	#AC145A	PANTONE 215 C
Secondary teal	AA	C100 M0 Y29 K24	R0 G125 B138	#007D8A	PANTONE 7713 C

Colours that are **AAA** compliant can be used for **fonts** and **icons**.

Colours that are **AA** compliant can only be used for **fonts over 18pt** and **icons.**

Fonts

Primary font: Source Sans: This should be used for all professionally prepared materials

Secondary font: **Arial**. Use for documents prepared in-house and in Microsoft software (Word, PowerPoint etc.) to ensure accurate transfer between devices. Arial is preloaded on all NHS laptops and PCs.

Minimum font size: 12pts. Text can appear in black or one of the **AAA** compliant colours in the palette above.

Icon style

The icon imagery used should be reflective of the images used on the NHSGGC website. This will help improve consistency and make them more recognisable to staff and patients across GGC i.e. stethoscope to represent GP services, glasses/glasses and eye chart for optometry etc.

However, Primary Care icons have their own style.

Colour: Icons should consist of two colours, **primary grey** and one of the other colours: **Primary dark blue**, **Secondary pink** or **secondary teal**. Icon colours should be mixed throughout any documents.

They should be 'chunky' and 'friendly' without a background colour. The icons can be used on their own or within an enclosure using one of the Primary Care visual identity shapes - **circle** or **hexagon**.

Examples are shown below:

GP icon			
Better health icon			
	Icon on it's own	**Within circle enclosure**	**Within hexagon enclosure**

Photography

Any photography used must either be sourced from the NHS Scotland Photo Library or commissioned and the appropriate consent forms completed and retained.

Addition design assets

Both circles and hexagons can be used within any designed materials.

Accessibility

All content must meet AAA accessibility standards. If using background colours, contrast must be checked to ensure it meets accessibility criteria. The following website is useful for checking contrasts: **https://contrastchecker.com**.