

Using the ‘Supporting NHS70’ mark– guidance for the Department of Health and their non-NHS arm’s-length bodies, and approved non-commercial partner organisations

This guidance is for the use of the ‘Supporting NHS70’ mark by the Department of Health, their non-NHS arm’s length bodies and approved non-commercial partner organisations. If you are creating other materials for the NHS 70th birthday, or materials for other organisations, please refer to the ‘other guidance available’ section at the end of this document.

The ‘Supporting NHS 70’ mark

To help celebrate the 70th birthday of the NHS in July 2018, a ‘Supporting NHS70’ mark has been created for use by approved and permitted stakeholders. The mark consists of the NHS logo and the number 70 together with the word supporting above it. In order to maintain consistency with previous birthday marks, permission has been granted for the ‘Supporting NHS70’ mark to break the usual ‘exclusion zone’ around the NHS logo. This has been allowed as an exception.



Use of the ‘Supporting NHS70’ mark

This guidance sets out how the ‘Supporting NHS70’ mark should be applied. It also includes the timescales for using it and which publications should use the mark.

Please use this guidance in conjunction with the NHS identity guidelines which can be found at: www.england.nhs.uk/nhsidentity.

The ‘Supporting NHS70’ mark, with the exception of digital applications, should ideally appear in the top right of materials. If this is not possible e.g. because your own organisation’s logo appears in the top right, the ‘Supporting NHS70’ mark can appear bottom right.

The ‘Supporting NHS70’ mark 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. To ensure this happens, the NHS logo has a minimum exclusion area around it.

Minimum exclusion zone for print

For print and signage applications, this is equal to the full height of the logo no matter how large it is. This ensures that the logo is always clear and legible.

Minimum exclusion zone for digital

However, digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller minimum exclusion area equivalent to half the height of the logo is accepted.

It is important to stress that these are both minimum exclusion areas. More space is preferred where it is possible and practical.

The mark should be applied in NHS blue (Pantone 300) on a white background wherever possible. If printing in black and white only, the mark can be printed in black. The mark may only be reversed out of a solid background of NHS blue. To ensure stand out and legibility, the 'Supporting NHS70' mark should not be applied over an image. The height of the NHS logo in the mark should be 10mm high on A4 publications.

For further guidance on applying the 'Supporting NHS70 mark' on backgrounds and sizing for other print and digital formats, please refer to the NHS Identity guidelines for the NHS logo at www.england.nhs.uk/nhsidentity/identity-guidelines/nhs-logo

What are the timescales for using the 'Supporting NHS70' mark?

The 'Supporting NHS70' mark can be applied from 1 January 2018 until 31 December 2018.

Who can use the 'Supporting NHS70' mark?

The letters 'NHS' and the NHS logo are protected by law. They are UK trade marks registered to the Secretary of State for Health by the Department of Health in England. In addition, the NHS logo is also protected by copyright. The 'Supporting NHS70' can be used, with permission, by the Department of Health, their non-NHS arm's length bodies and approved non-commercial partner organisations.

Contact

To obtain permission to use the 'Supporting NHS70' mark please contact england.nhs70@nhs.net.