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## **General practitioner**

PDF created: 16 November 2009

For the latest updates, see the NHS  
Brand Guideline website at  
<http://www.nhsidentity.nhs.uk>

We may at any time revise the online  
guidelines. Please check regularly. Continued  
use of downloaded NHS Brand Guidelines  
after a change has been made online is your  
acceptance of the change.

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## Introduction



Here you will find all the information you need about applying the NHS brand to your general practice.

You can print and/or download all of these guidelines by clicking on the PDF link on this page.

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## Your general practice and the NHS brand

These guidelines show you how to use the NHS brand in your surgery or clinic. We have developed these guidelines in response to specific need. This need has come from:

- GP surgeries and primary care trusts (PCTs) asking us how to use the NHS brand within their surgeries.
- Research showing the importance of helping the public to identify NHS services and information – particularly at a time of increasing diversity in healthcare provision.

### Why introduce the NHS identity to your general practice?

Using the NHS logo brings several key benefits:

- **Recognition:** over 95% of the general public recognise the NHS logo, associating it with high levels of trust and credibility.
- **Identification:** the public value having a clear indication of what is and what is not an NHS service or NHS information. By using the NHS logo you will be able to identify clearly that you are providing an NHS service.
- **Service promotion:** among patients, GP surgeries are the most popular part of the NHS. However, people are not always aware of all the NHS services offered at and through general practices. Using the NHS identity will help you to promote the range of NHS services you offer.
- **Cost benefit:** by using our nationally negotiated contracts with suppliers, you will experience long-term cost benefits.
- **Consistency and clarity:** our national suppliers will also ensure that the NHS identity is correctly applied and introduced. This will help you to be consistent and clear in the way that you use the NHS brand.

### **What is the basis of the NHS identity?**

The NHS identity is based on a set of core values. These are set out in our [main introduction section](#), but in summary our values relate to:

- Caring for health;
- Professionalism;
- Efficiency;
- Equality;
- Choice;
- Responsiveness.

By introducing the NHS identity into your surgery and clinic, you will demonstrate your support for these values.

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## GP categories

To allow for flexibility and choice, we have worked with PCTs and GP surgeries to define three categories of 'brand relationship' that exist between GP surgeries and the NHS. Within these categories, the solutions we have developed enable you to retain the elements of your present identity, such as your logo, typeface or colour, should you want to.

The three categories are:

- **Category A:** general practices that want to use the NHS identity only.
- **Category B:** general practices that want to continue using their existing identity alongside the NHS identity.
- **Category C:** general practices that are managed by their primary care trust and want to continue using their PCT logotype only.

Using these categories will help you to clarify to the public that an NHS service is being offered, and that a surgery is operating within a local PCT area.

You should decide which category suits you best, and follow all relevant information set out in these guidelines. This will help to ensure brand consistency now and in the future.

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## NHS logo

The NHS logo is the cornerstone of our brand identity. It is our signature; the mark of NHS ownership of services and messages.

It is also one of the most powerful logos in the UK, carrying:

- over 95% recognition among the general public; and
- very strong levels of credibility, authority and trust.

As a result of this recognition and trust, the NHS is perceived to be an impartial and credible provider of health advice, information and services.

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## Working with the NHS logo

It is important that you use the NHS logo correctly and consistently across all applications. Always use the logo in accordance with our main brand guidelines, and make sure you do not alter the logo in any way.

When working with the logo, you should only use original digital graphic files. You can [download the logo](#) from this site.

The NHS logo should never be used as a substitute for the letters 'NHS' in a sentence or phrase. It should also only appear once on a single sheet. Duplication can dilute the strength and impact of our logo.

### **Pull-out box: Do's and don'ts: summary info**

#### **Do:**

- make sure you use the NHS logo consistently and correctly;
- only use original digital graphic files.

**Don't:**

- alter the NHS logo in any way;
- embed the NHS logo in a line of text;
- use the NHS logo more than once on single sheet.

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## **Trademark**

The NHS logo is a registered trademark owned by the Department of Health. You must always use the logo in accordance with these brand guidelines.

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## **Colour**

The colour of the NHS logo is NHS Blue (Pantone® 300). By using this colour you will help to enhance recognition of our logo and reinforce our identity. Wherever possible, you should use the NHS logo against a white or light-coloured background.

If you are printing in mono, you can reproduce the NHS logo in black. If you are printing on a dark background, you can reverse the logo out of your background colour. You should never reproduce the logo in a tint of NHS Blue or black.

The NHS logo in NHS Blue (Pantone® 300)



The NHS logo in black





The NHS logo reversed out of an NHS Blue background (Pantone® 300)



The NHS logo reversed out of a black background



**Dos and don'ts:**

**Do:**

- use NHS Blue (Pantone® 300) to reproduce the logo;
- use the NHS logo against a white or light background.

**Don't:**

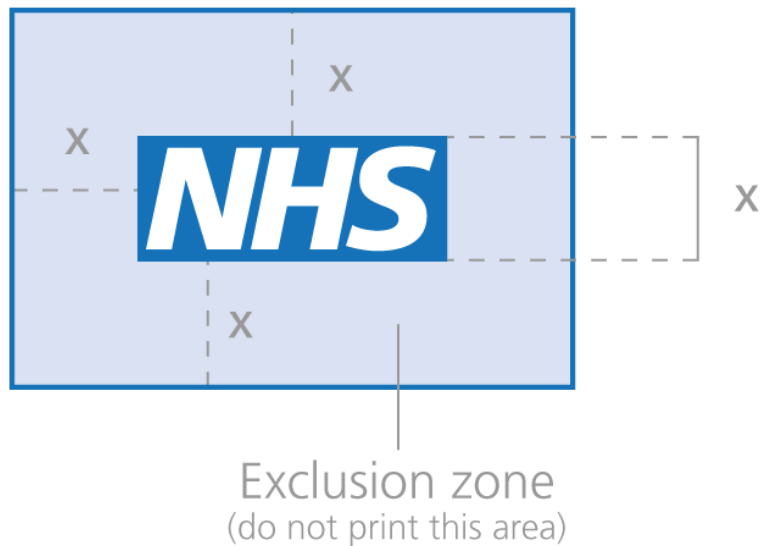
- use tints of NHS Blue or black.

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**The exclusion zone**

The 'exclusion zone' is the clear area that surrounds the NHS logo. To ensure that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone. There are occasional exceptions to this rule, for example, if you are creating specific logotypes for statutory organisations. But in general you should never enter the exclusion zone.

The exclusion zone



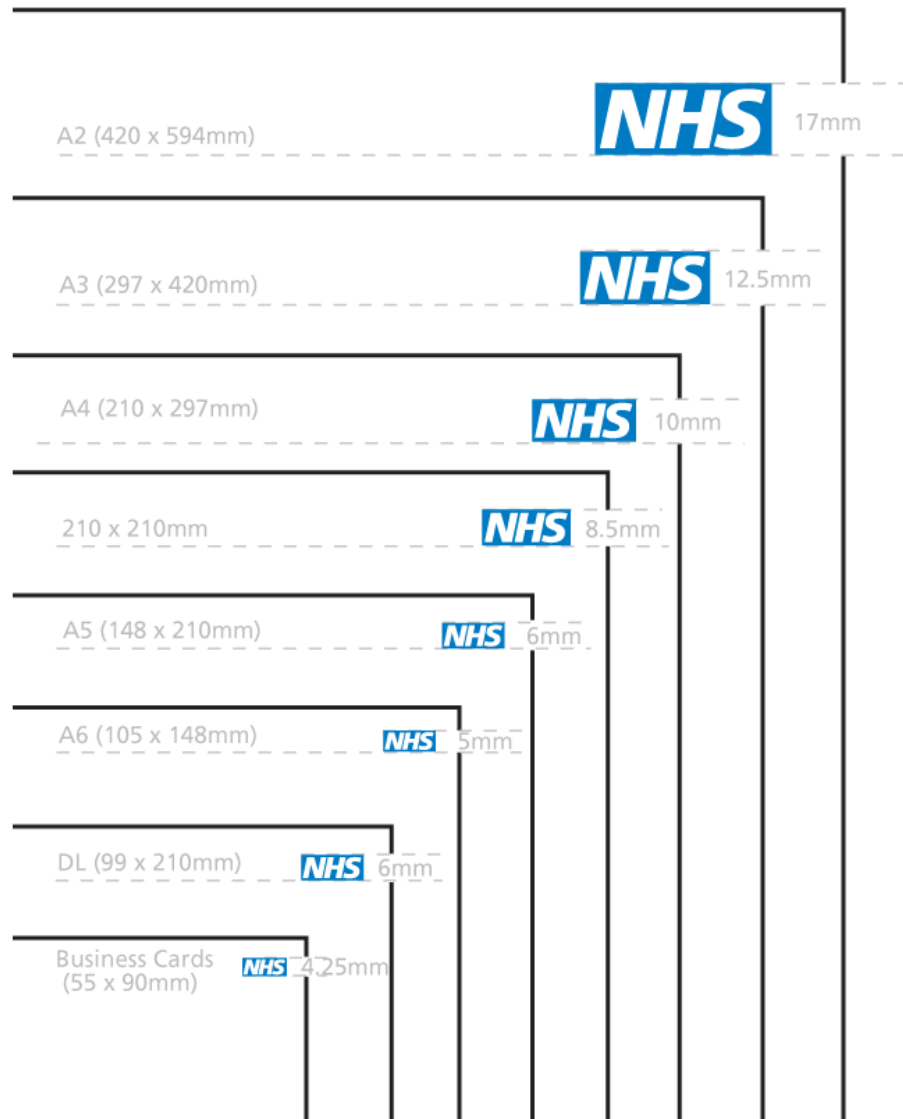
The clear space (shown here as X) is proportional and is defined as the height of the NHS logo.

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## **Position**

When producing printed materials, you should position your logo in the top right-hand corner of a printed page. If this is not possible, use the bottom right-hand corner instead.

## NHS logo size guide



### Margin

For all publications other than stationery, the margin spacing for the logo is equivalent to the logo clearspace at the appropriate size.

Stationery, such as an A4 letterhead or a business card, have a specific margin measurement, details of which can be found in the [Stationery section](#).

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## **Where do I get the NHS logo?**

You can [download the NHS logo](#) as an original graphic file from this website, providing you agree to the terms and conditions of use.

If you wish to use the logo in any other way, or if you are downloading it to pass on to a third party, please [see the help section](#).

Remember: the NHS logo is a registered trademark. If you are in any doubt about its use or have any other questions, please go to [the help section](#).

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## NHS typefaces

Typefaces are an important part of the NHS identity. The consistent use of the NHS typefaces is essential to helping us establish a recognised and professional brand. These typefaces must be clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials.

Different typefaces have different roles and uses within NHS communications, as shown here.

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### Primary NHS typeface: Frutiger

Adobe Frutiger is a modern and flexible typeface. It should be used on all professionally printed NHS communications, such as:

- stationery
- forms
- packaging.

Frutiger is ideal for headings and text, and is also very effective when used in:

- diagrams;
- charts;
- tables, or when;
- presenting technical information.

You can use Frutiger in different weights, styles, sizes and colours to create your own unique design style within your documents.

We supply all NHS organisations with a single licensed copy of the Frutiger typeface for both PCs and Apple Macs when they order

logotypes for the first time.

**Main use:** professionally produced materials.

**Preferred format:** light, regular and bold.

Frutiger Regular

*Frutiger Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!

Frutiger Regular Italic

*Frutiger Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!

## Frutiger Light

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!

## Frutiger Light Italic

*Frutiger Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!*

## Frutiger Bold

Frutiger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!**



Frutiger Bold Italic

*Frutiger Bold Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&£?!**

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## Secondary NHS typeface: Arial

You can use Arial for internally produced documents as an alternative to Frutiger. It is the preferred typeface where Frutiger is unavailable.

Arial is particularly good for:

- diagrams
- tables
- breaking up text.

Similar typefaces include:

- Helvetica
- Swiss
- Geneva
- Univers.

**Main use:** internal communications

**Preferred format:** regular, bold and italic

## Arial Regular

*Arial Regular*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!

## Arial Regular Italic

*Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&£?!*

## Arial Bold

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&£?!**

Arial Bold Italic

*Arial Bold Italic*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&£?!**

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## Other secondary typefaces

### Garamond

Garamond is a good typeface to use in body copy. It reads easily and complements Frutiger. Garamond Roman should be used where available, supported by italic and bold typefaces for printed materials.

If a copy of Garamond is not available, contact your local printer. They are likely to hold a licensed copy for printed materials.

**Main use:** body copy.

**Preferred format:** Roman, supported by italic and bold for printed materials.

## Garamond Regular

Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!

## Garamond Italic

*Garamond Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&£?!*

## Garamond Bold

Garamond Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&£?!**

## Garamond Bold Italic

*Garamond Bold Italic*  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890&£?!***

## Times New Roman

If Garamond is not available, you can use Times New Roman instead. Times New Roman is available on most computers and may be used for correspondence and internally produced documents.

**Main use:** body copy, correspondence and internally produced documents.

**Preferred format:** normal, Roman, regular, supported by bold and italics where appropriate.

Times New Roman Regular

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!

Times New Roman Italic

*Times New Roman Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890&£?!*

Times New Roman Bold

Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&£?!**

## Times New Roman Bold Italic

*Times New Roman Bold Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&£?!***

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### **Alternative typefaces**

Although Frutiger should be used wherever possible, there may be occasions when other fonts are more appropriate. For example, to add graphic interest to a printed communication aimed at young people, you could use an alternative typeface for publication titles and headlines. The alternative typeface must, however, conform to the NHS communication principles of clarity and accessibility. It must also help to include, engage and inspire the target audience.

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### **Foreign language fonts**

We want the NHS to be accessible to all people at all times; to provide quality and equality of service, and parity of experience. To do this, the language needs of our local communities need to be taken into consideration. You may need to think about producing your materials in translation, and there will be occasions when foreign language fonts are required.

As with Roman typefaces, Asian, Cyrillic and other typefaces attract a range of styles. A local specialist translator and/or typesetter will be able to advise you on these styles and on commonly used fonts. Try to use a font that is clear and uncomplicated. If possible, test it out on your target audience before going to print.

Remember that a text is more legible if it is:

- non-italic;
- against a background which is in strong contrast to the type.

### **Accessibility**

And because certain NHS audiences may have accessibility issues or print disabilities, the minimum typeface size for body copy is 12 point.



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## **NHS colours**

The NHS corporate colour is NHS Blue (Pantone® 300), this should be used as the primary colour when designing communications materials, it has a high recognition and identify that the communication is from the NHS.

This is supported by a vibrant secondary print colour palette of 13 colours and 10 tints. This will help your designs to stand out and appeal to different audiences.

There is also a colour palette for websites and other electronic media. By using these standard colours consistently, you will help to maintain recognition and trust in NHS communications.

NHS Blue (Pantone® 300)



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## The NHS print colour palette

The NHS print colour palette supports our straightforward, clear and cost-effective style. The range of colours allows for creativity and diversity, while remaining true to the NHS look and feel.

This palette of colours is intended to allow:

- the publication of a variety of leaflets and other printed and online communications;

- the flexibility to develop local literature systems; additional clarity for charts and diagrams;
- interest and appeal for a variety of audiences; and
- RGB colour variations for electronic presentations.

The palette also allows for degrees of 'corporacy'. Not everything needs to be NHS Blue, but using the same palette across the NHS builds on our overall identity.

It is strongly recommended that the NHS colour palette is used in all NHS communications. If you need to extend the palette range, please ensure that any additional colours are compatible with the originals. Colours such as fluorescents or metallics may be used for special products. However, you must make sure that their use is consistent with the NHS values and principles. Bear in mind that metallic colours should be used with caution, as they appear expensive. They may be appropriate, for example, for communications for special occasions, but make sure you consider how they will be perceived.

Secondary print colour palette

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## **Four-colour process printing**

The international standard for producing colours was developed by Pantone®. Four-colour process printing, known as CMYK, uses up to four component colours to create a standard Pantone® colour-match. These components are:

- C for cyan
- M for magenta

- Y for yellow
- K for key or black.

However, four-colour process printing will generally produce a less vivid colour than the standard Pantone® special colour.

The NHS colour palette has been chosen so that, when printed in four-colour process, the Pantone® equivalent is very similar. When printing in one colour only, it is best to use NHS Blue or black. Otherwise, you may use any other colour from the NHS colour palette - except NHS Yellow and NHS Light Green, as they read poorly against white paper.

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## **Tints**

You can use the colours within the NHS colour palette as solid colours or as tints. Palette tints bring greater breadth and flexibility to our range of colours. They are particularly useful when producing diagrams and charts, and allow for more creativity with one-and-two colour communications. The NHS logo and logotypes must never appear as tints.

## Secondary print tint colour palette

### Tint palette

NHS Dark Green	100	90	80	70	60	50	40	30	20	10
NHS Green	100	90	80	70	60	50	40	30	20	10
NHS Light Green	100	90	80	70	60	50	40	30	20	10
NHS Aqua Green	100	90	80	70	60	50	40	30	20	10
NHS Aqua Blue	100	90	80	70	60	50	40	30	20	10
NHS Light Blue	100	90	80	70	60	50	40	30	20	10
NHS Dark Blue	100	90	80	70	60	50	40	30	20	10
NHS Purple	100	90	80	70	60	50	40	30	20	10
NHS Dark Pink	100	90	80	70	60	50	40	30	20	10
NHS Dark Red	100	90	80	70	60	50	40	30	20	10
NHS Red	100	90	80	70	60	50	40	30	20	10
NHS Orange	100	90	80	70	60	50	40	30	20	10
NHS Yellow	100	90	80	70	60	50	40	30	20	10

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## Background colours

For all NHS communications, you can create a background using any colour from the NHS colour palette. However, you need to remember that:

- against a solid NHS Yellow background, text headings should appear in NHS Blue or black;
- against other backgrounds, text headings may be any colour so long as they enhance readability.

If you are printing using a coloured background, you need to make sure there is sufficient contrast and clarity. On a light coloured background, the NHS logo should appear in NHS Blue or black. You should also bear in mind that:

- the base colour should be selected from the NHS colour palette; and
- the NHS logo should be reversed out (with the lettering within the logo printing the same colour as the background); except
- against a solid NHS Yellow or white background, the NHS logo should print in NHS Blue or black and the lettering within the logo should be white.

Reversed out NHS logo on NHS palette printed background colours



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### Printing an NHS logo or logotype

You can reproduce an NHS logo or logotype in NHS Blue and black, or even just black, when printing on a solid NHS Yellow or white background. On other coloured backgrounds, logos or logotypes should preferably be printed white out of the background.

NHS logo with white lettering on NHS yellow printed background



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### **Printing onto coloured paper**

Wherever possible you should use the NHS logo on white paper. If that is not possible and you are printing onto coloured paper, the NHS logo should print black with clear lettering.



Black NHS logo with clear lettering on coloured paper



It is important to remember that white, yellow or pale coloured paper can enhance readability for people who are visually impaired. Under the Disability Discrimination Act (DDA), the NHS, and anyone working on behalf of the NHS, has a duty to anticipate the needs of disabled people by making sure that accessible information is readily available. An appropriate choice of colour scheme is one way of anticipating these needs. You also have a responsibility to ensure that 'reasonable adjustments' are made to accommodate the needs of those who may be disadvantaged by regular print formats and type size.

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## Paint references

The best match-paint colour reference to NHS Blue is BSI 18E53.  
The best RAL match is 5017. RAL is a colour specifier for paints,  
powder coatings and gels.

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## Web colour palette

As with printed communications, colour can be used in electronic media to add interest and appeal while staying true to the NHS look and feel.

The NHS web colour palette uses a different specification system to the print colour palette. For example, within the web colour palette, NHS Blue (Pantone® 300) is displayed using the hexadecimal format, HTML 0066CC. The web palette also allows for RGB variations in electronic presentations.

You should only ever use the NHS web colour palette for electronic publishing.

Do not use tints of any of the web palette colours.

## NHS web colour palette

### Web colour palette

NHS Dark Green	R 0 G 107 B 84	HTML 003300
NHS Green	R 0 G 158 B 73	HTML 009933
NHS Light Green	R 91 G 191 B 33	HTML 66CC33
NHS Aqua Green	R 0 G 170 B 158	HTML 009966
NHS Aqua Blue	R 0 G 173 B 198	HTML 0099CC
NHS Light Blue	R 0 G 145 B 201	HTML 0099FF
NHS Dark Blue	R 0 G 56 B 147	HTML 0066CC
NHS Purple	R 86 G 0 B 140	HTML 330099
NHS Dark Pink	R 160 G 0 B 84	HTML 990066
NHS Dark Red	R 147 G 22 B 56	HTML 990000
NHS Red	R 216 G 30 B 5	HTML CC0000
NHS Orange	R 226 G 140 B 5	HTML FF6600
NHS Yellow	R 247 G 226 B 20	HTML FFFF00
NHS Black	R 0 G 0 B 0	HTML 000000
NHS White	R 255 G 255 B 255	HTML FFFFFFFF

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## Stationery

When it comes to stationery, the same three GP/NHS 'brand relationship' categories apply.

You should follow the specific guidance relating to your category.

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### Category A: using the NHS identity only

When producing stationery, you need to ensure that your materials support and project our shared NHS identity. To enable you to do this, we've developed a set of guidelines covering the principal stationery items required by general practices using the NHS identity.

If you want to use the NHS identity only, the following rules and recommendations apply to all stationery applications.

#### The NHS logo

The NHS logo should appear at the bottom right-hand corner of a page. If you want to use one colour only, use black.

If you are applying the NHS logo to your stationery yourself, please follow the core guidelines for [using the NHS logo](#).

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### Category B: using the NHS identity with your own identity

If you are using your own identity on your stationery but wish to add the NHS logo and accompanying line of text, they should go at the bottom of the page with the logo aligned right.

If you are adding the NHS logo yourself, please follow our [core logo guidelines](#).

If you are using a professional printer, you will need to supply them with a digital graphics file of your own logo.

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### **Category C: using your primary care trust identity only**

If you are managed by a primary care trust, they may supply you with your letterhead and compliment slips. If your primary care trust supplies you with pre-printed paper carrying their trust logo only, you will need to insert your surgery name and address.

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### **Paper stock**

We recommend that you use good quality white paper for all NHS print applications, including stationery. This will help you maximise logo clarity and minimise procurement costs.

However, there may be instances where audience needs or business requirements make alternative paper stocks necessary. For example, if you are:

- producing materials for people with visual impairments – use yellow paper (with black ink); or
- producing materials for elderly or disabled people, who often find paper too flimsy to hold - use a stiffer material, particularly if you are supplying location directions.

In all cases you should choose a laser-compatible stock. You should also keep environmental issues in mind. Sustainable paper sources, inks and processes will lessen the impact of your printing operations.

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## Colours

When printing NHS-branded stationery, you shouldn't require more than one-or-two colour printing.

Across all your stationery materials, the NHS logo should only be reproduced in NHS Blue (Pantone® 300) or, where this is not possible, black.

More information on the NHS colour palette is available in our [main colour section](#).

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## Using a professional printer

We recommend that you use a professional printer to produce your stationery items, for the following reasons:

- A professional printer can prepare the computer files needed to print your stationery correctly.
- Using a professional printer can be a cost effective way of buying good quality stationery.
- Your stationery will be of a consistent standard.

Please note: you cannot apply a design style to your stationery.

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## **Letterheads**

Here we set out the specifications for producing letterheads.

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### **Category A: using the NHS identity only**

#### **Logo size**

If you want to use only the NHS logo on your letterheads, it should be 10mm in height.





Category A

Uplands Surgery  
1 Fiction Road  
Countytown  
Anyshire  
L12 3AB

Tel: 01234 567890  
Fax: 01234 098765  
Web: www.ourwebsite.co.uk

This surgery is within the Hillside Primary Care Trust area




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**Category B: using the NHS identity with your own identity**

### **Logo size**

If you want to use the NHS logo on your letterheads in addition to your own identity, it should be 10mm in height.

Category B


  
**Uplands Surgery**  
Uplands Surgery  
1 Fiction Road Countytown  
Anyshire L12 3AB  
Tel: 01234 567890  
Fax: 01234 567890

Your own identity

X  
X  
X


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-----  
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This surgery is within the Hillside Primary Care Trust area




NHS identity

Category B



**Uplands Surgery**  
1 Fiction Road Countytown  
Anyshire L12 3AB  
Tel: 01234 567890  
Fax: 01234 567890

This surgery is within the Hillside Primary Care Trust area



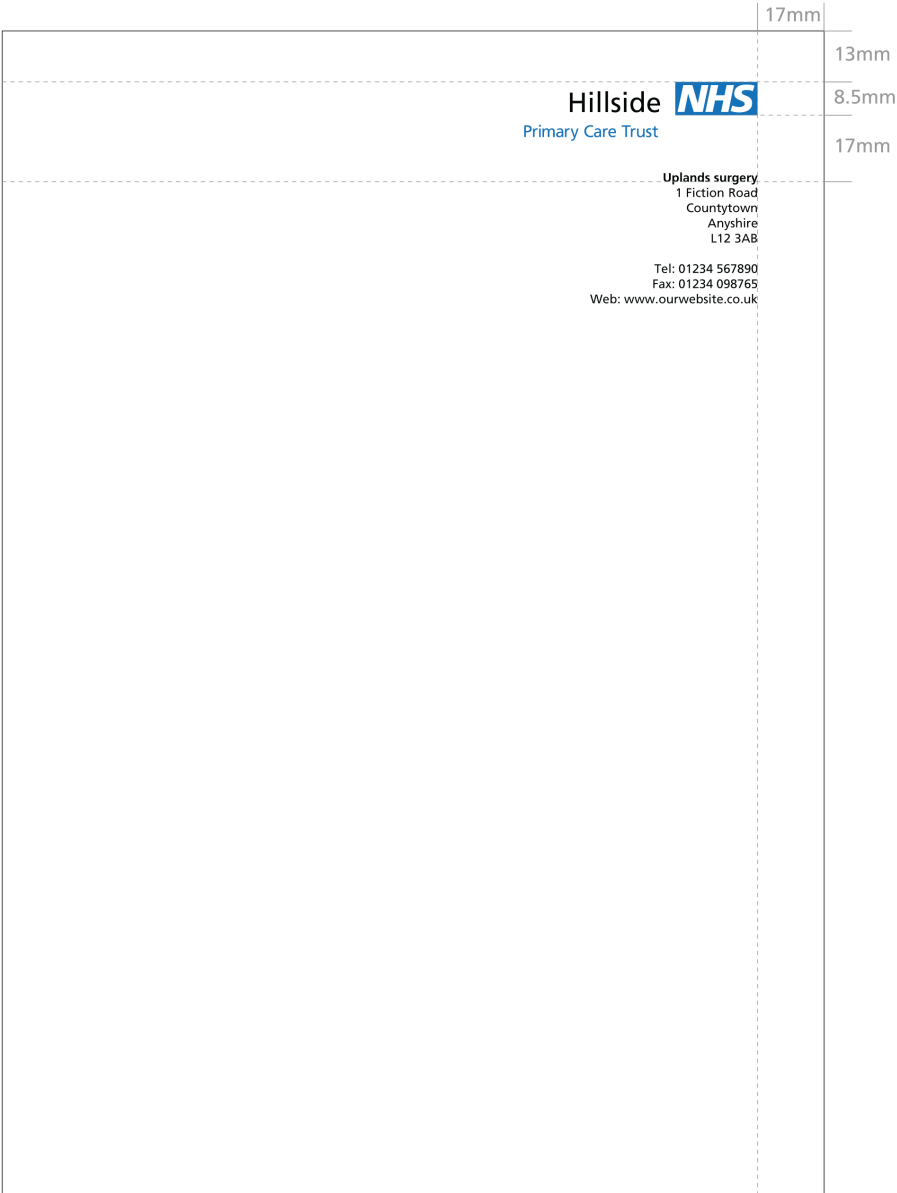
---

**Category C: using your primary care trust identity only**

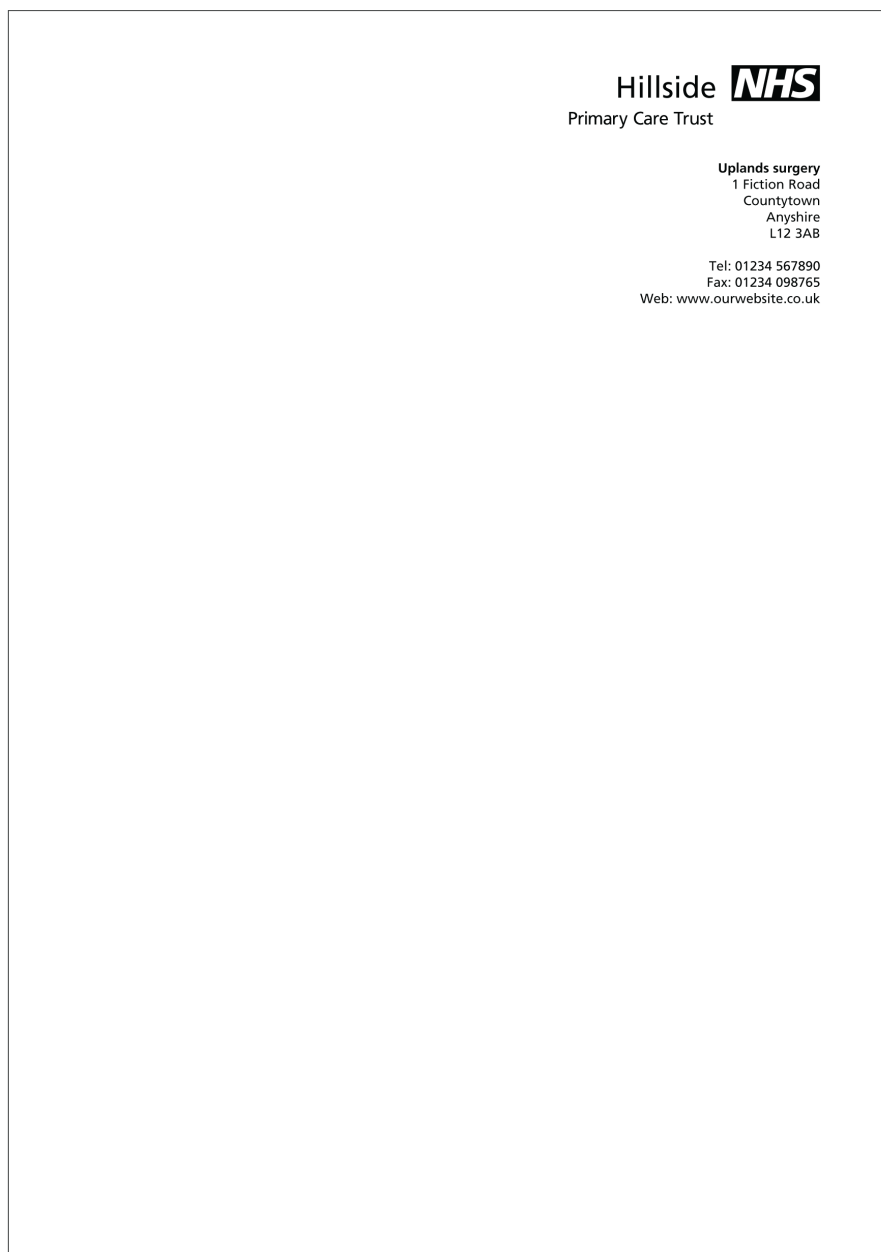
### Logotype size

If you want to use your PCT logotype on your letterheads, it should be 8.5mm in height.

Category C



Category C



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**General letterhead information for Categories A, B and C**

### **Surgery name**

The specifications for reproducing your surgery name are as follows:

**Typeface:** Frutiger Bold

**Colour:** NHS Blue (Pantone® 300) or black

**Size:** 9 point type

**Leading:** 11 point

Please note: your surgery name should represent the first line of your address.

### **Contact details**

The specifications for reproducing your contact details are as follows:

**Typeface:** Frutiger Roman

**Colour:** black

**Size:** 9 point type

**Leading:** 11 point

Please note: you should allow one standard line-space between your address, telephone and fax numbers and web address (if applicable). You can increase the type size to improve readability,



and remember to allow enough space for a direct-dial telephone number and email address if required.

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### **Additional information**

The area at the base of the letterhead is reserved for any additional information you want to include. This information should always be printed in black.

For Categories A and B, you should include the following line:

‘This surgery is in the [insert area] Primary Care Trust area’.

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## Compliments slip

Here we set out the specifications for producing compliment slips.

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### Category A: using the NHS identity only

#### Logo size

If you want to use only the NHS logo on your compliment slips, it should be 8.5mm in height.



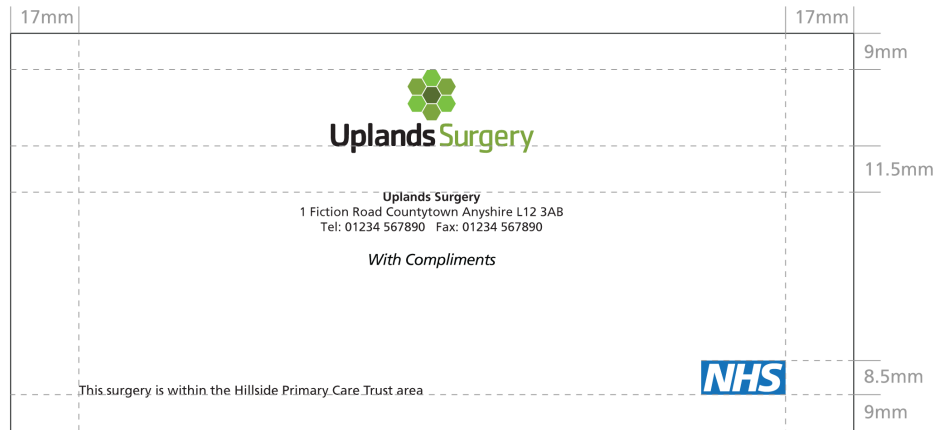
---

### Category B: using the NHS identity with your own identity

#### Logo size

If you want to use the NHS logo on your compliment slips in addition to your own identity, it should be 8.5mm in height.

Category B

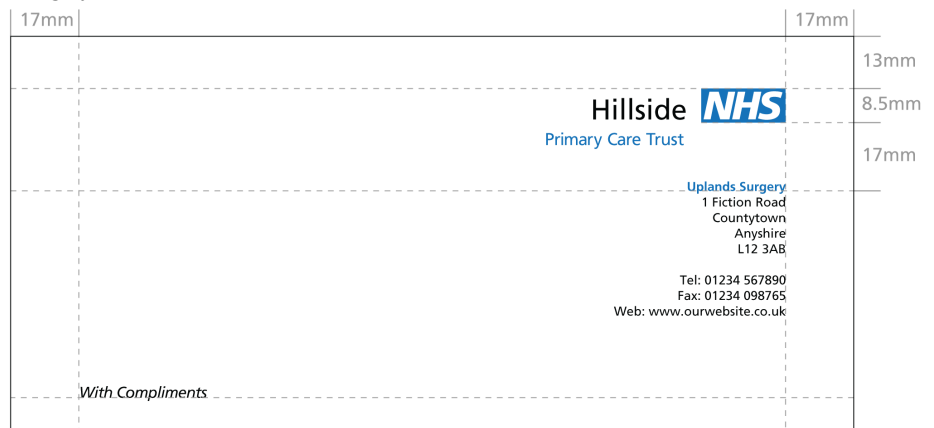


## Category C: using your primary care trust identity only

### Logotype size

If you want to use your PCT logotype on your compliment slips, it should be 8.5mm in height.

Category C



## Generic compliment slip information for Categories A, B and C

### **Surgery name**

The specifications for reproducing your surgery name are as follows:

**Typeface:** Frutiger Bold

**Colour:** NHS Blue (Pantone® 300) or black

**Size:** 9 point type

**Leading:** 11 point

Please note: your surgery name should be the first line of your address.

### **Contact details**

The specifications for reproducing your contact details are as follows:

**Typeface:** Frutiger Roman

**Colour:** black

**Size:** 9 point type

**Leading:** 11 point

Please note: you should allow one standard line-space between your address, telephone and fax numbers and web address (if

applicable). You can increase the type size to improve readability, and remember to allow enough space for a direct-dial telephone number and email address if required.

### **‘With compliments’ line**

The specifications for your ‘with compliments’ line are as follows:

**Typeface:** Frutiger Italic

**Colour:** black

**Size:** 11 point type

---

### **Additional information**

The area at the base of the compliment slip is reserved for any additional information you want to include, such as:

- Charter or similar marks, including marks denoting national initiatives such as Investors in People or Positive about Disabled People.
- Legal or explanatory information, if required.

This information should always be printed in black.

For Categories A and B, you should include the following line:

‘This surgery is in the [insert area] Primary Care Trust area’.

---

## Appointment cards

Appointments cards should follow the format of the layout in this example



**Appointments**

Patient's name \_\_\_\_\_

Date	Day	Time	Health professional

Please notify the surgery if you cannot make the appointment

---

## Posters

---

### Key specifications

When producing posters for your practice, you should refer to the visual examples set out here for guidance.

For examples A and B, use the NHS logo in the bottom right-hand corner if you are not managed by your PCT.

You should also include a strapline at the base of your poster, aligned left, which should read:

‘This surgery is within the [insert name here] Primary Care Trust area’

For all examples, if your practice has its own strapline, such as ‘at the heart of the community’, make sure you keep this clear of the NHS logo.

For further advice on producing posters, go to [Patient Information](#) within our Tools and Resources section.

## Category A

### **Important information from the surgery**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
- Laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
- Aliquip ex ea commodo consequat
- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat
- Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue

This surgery is within the  
Hillside Primary Care Trust area





## Category B



### **Important information from the surgery**

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
- Laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
- Aliquip ex ea commodo consequat
- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat
- Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue

This surgery is within the  
Hillside Primary Care Trust area



## Category C



Important information  
from the surgery

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
- Laoreet dolore magna aliquam erat volutpat.
- Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl
- Aliquip ex ea commodo consequat
- Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat
- Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue

---

## Stationery checklist

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### Making sure

When designing and producing stationery, you should check that:

- Your NHS logotype is in the top right-hand corner.
- You have produced your NHS logotype using NHS Blue (Pantone® 300) and black – no other colours should be used.
- You have not applied a local design style to your stationery items.
- You are using Frutiger typeface for all professionally printed stationery items.
- You are using Arial for items being word-processed and printed via a laser printer.
- You are keeping your audiences' accessibility needs in mind, for instance, the needs of people with visual impairments.
- You are using white paper (unless yellow paper has been requested locally for readers with visual impairments).

---

## Practice leaflets

The NHS puts patients at the centre of the way services are designed and delivered.

To empower patients and to give them greater choice over important aspects of their care means providing them with better information about local NHS services, particularly the services provided by local general practices.

Practice leaflets are an ideal way in which practices can tell local people about the local services on offer and how patients can access them.

---

## Patient information and choice

The results of the recent national consultation exercise 'Building on the Best – Choice Responsiveness and Equity in the NHS', showed that patients and potential patients increasingly wish to make choices about how they can access the type of treatment they want to receive. Practice leaflets are an important means of supporting patients in making informed choices and decisions about their health care.

Improved information is a useful way of managing demand and practice leaflets can be used as a signpost for patients in navigating their way around the NHS to appropriate alternative NHS services. These include NHS Direct, local pharmacies, NHS walk-in centres, the local out-of-hours provider, and accident and emergency services. You can find details of these services at [www.nhs.uk](http://www.nhs.uk), or you can contact your PCT for a copy of *Your Guide to Local Health Services*.

## **Regulations**

Regulations require all GMS and PMS practices to produce a practice leaflet. They also set out the core information that each leaflet must contain.

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## **Practice leaflets: the communications context**

Practice leaflets are an important part of a wider suite of national and local information tools for patients about health care. The table below shows how all these information tools fit together.

---

## Section information

This section has three main functions:

- To provide practices with a useful checklist to help with them produce their practice leaflets.
- To help share best practice and offer suggestions for additional information that practices may want to include in their practice leaflets.
- To offer practical advice on the design and the use of the NHS logo on practice leaflets.

Please note: we know that many of you are already producing quality practice leaflets. However, you might want to use the information set out in this section as a leaflet checklist or reminder.

---

## Section summary

The main elements of this section are as follows:

- [Core Information Requirements](#)
- [Suggested additional information to be included](#)
- [Writing your leaflet](#) – advice on the writing of practice leaflets, which may appeal to practice managers who have little or no experience in producing them.
- [Important considerations](#) – advice on how to communicate with hard to reach groups; how to make your leaflets readily available; and how to evaluate your leaflet.
- [Design: practical advice on technical design issues](#)
- [Design templates](#)

Apart from the Core Information Requirements, the material listed above is offered as good practice only, and practices are not required to adopt them.

---

## Core information

Schedule 10 to the National Health Service (General Medical Services Contracts) Regulations 2004 and Schedule 10 (Personal Medical Services Agreement) Regulations 2004 require the following information to be included in all practice leaflets:

- The name of the contractor.
- In the case of a contract with a partnership: whether or not it is a limited partnership; the names of all the partners and, in the case of a limited partnership, their status as a general or limited partner.
- In the case of a contract with a company: the names of the directors, the company secretary and the shareholders of that company; the address of the company's registered office.
- The full name of each person performing services under the contract.
- The professional qualifications of each healthcare professional performing services under the contract.
- Whether the contractor undertakes the teaching or training of healthcare professionals, or persons intending to become healthcare professionals.
- The contractor's practice area, by reference to a sketch diagram, plan or postcode.
- The address of each of the practice premises.
- The contractor's telephone, fax number and website address (if applicable).
- Whether the practice premises have suitable access for disabled patients and, if not, the alternative arrangements for such patients.
- How to register as a patient.



- The right of patients to express a preference for a particular practitioner, and how to express such a preference.
- The services available under the contract.
- The opening hours of the practice premises and how to access services during core hours.
- The criteria for home visits, and how such visits can be arranged.
- The consultations available to patients.
- The arrangements for out-of-hours services (whether or not they are provided by the contractor), and how patients may contact and access such services.
- If out-of-hours services are not provided by the contractor, the fact that the primary care trust referred to below is responsible for commissioning these services.
- The name and address of any local NHS walk-in centre.
- The telephone number of NHS Direct and details of NHS Direct online.
- How patients can obtain repeat prescriptions.
- If the contractor offers repeat prescription services, the arrangements for providing such services.
- If the contractor is a dispensing contractor, the arrangements for dispensing prescriptions.
- How patients make a complaint or comment regarding service provision.
- The rights and responsibilities of the patient, including the keeping of appointments.
- The action that may be taken if a patient is violent or abusive to the contractor, its staff or other persons present on the premises or in the place where treatment is provided.
- Details of who has access to patient information, and the patient's rights in relation to disclosure of such information.
- The name, address and telephone number of the local primary care trust.



---

## **Additional information**

There is additional, non-mandatory information which you may or may not wish to include in your practice leaflet. This information concerns:

### **Appointments**

- How long urgent and non-urgent patients can expect to wait for an appointment (with a GP or other healthcare professional).
- How to arrange advance appointments.
- How to arrange telephone consultations.
- Timetable of doctors' locations and availability, plus opening times of clinics and other services.

### **Staff**

- The full names of all medical and non-medical staff, avoiding the use of initials.
- An indication of the gender of all healthcare professionals in your practice. This can help patients who have a preference for being seen by male or female staff.
- Details of foreign languages spoken by healthcare professionals.
- Details of healthcare professionals' availability and areas of interest and/or expertise.

## Services

- An explanation of the role of healthcare professionals, such as nurses and healthcare assistants, and the services they provide.
- An explanation of the different clinics that you offer at your practice, including the times they are available and how patients can access them.
- Details of how your practice refers patients for specialist or hospital care, including information about booking systems and patient choice in care provision.
- Details on your practice's policy of copying patients in on letters about their care.

## Patients' rights and responsibilities

- Details of the circumstances in which a patient may be removed from a practice list, and steps a practice has to take before this can happen (such as issuing a patient warning).
- Details of patients' rights when facing removal from a list, and where they can go for help.
- Suggestions of how patients can help in the smooth running of your practice, for example by canceling appointments they cannot keep, or by calling for repeat prescriptions and home visits at the correct time.
- Details of where patients can go for further information, such as the NHS website, [www.nhs.uk](http://www.nhs.uk), or their local PCT website.
- Details of alternative formats, such as audiotape, in which your practice leaflet is available.
- Contact information for the local Patient Advisory Liaison Service (PALS). This is available on [www.nhs.uk](http://www.nhs.uk) under the entry for your PCT.

- Reference to the GMS, PMS and APMS Code of Practice on Confidentiality and Disclosure of Information.

---

## Important considerations

Here we outline some of the key considerations you need to keep in mind when producing your practice leaflet:

- Meeting your audiences' needs.
- Making your information accessible and available.
- Evaluating your leaflet.

---

## Communicating with hard-to-reach patient groups

The Disability Discrimination Act requires that you make your patient information equally accessible to all people. This means that you should be able to supply your information materials, upon request, in alternative formats. Such formats might include Braille or audiotape.

You should also consider the communications needs of other patient groups, such as patients whose first language is not English. Your PCT communications manager should be able to advise you on this, free of charge. You should also refer to our guidance on [Writing for different patient groups](#).

---

## Availability

Your practice leaflet should be readily available at your practice site. The information you include in your leaflet will also be included in the PCT Guide to Primary Care Services.

---

## Evaluating your practice leaflet

As with all information material, it is important that you evaluate your practice leaflet to find out whether it meets your audiences' needs and aspirations.

To get feedback, you may find it useful to carry out a small patient survey. This survey would need to be separate from, but could run in parallel to, the two patient surveys accredited for use in the Quality and Outcomes Framework.

When compiling your practice leaflet survey, you might want to include questions such as:

- Did you find the GP practice leaflet useful? (On a scale of 'very useful' to 'not very useful.')
- Is there any further information you feel the leaflet needs to provide? If so, what?
- How would you wish to receive this leaflet in the future? (Send it to my home; pick it up in surgery; pick it up elsewhere; other – please state.)

---

## Design advice

Here we set out some general design rules and advice, which you may want to consider when designing your practice leaflet.

To help you design your leaflet material we have produced a range of [optional design templates](#) for you to use. A professional designer or printer will be able to set your supplied text to one of the templates provided.

---

## The importance of the NHS logo

If you choose to design your leaflet yourself, or if you employ a designer to do this for you, we recommend that you use the NHS logo on your cover. While the use of the NHS logo is optional, it is a registered trademark and you should follow the [guidelines for using the trademark](#). If you are briefing an external designer or printer, make sure that they are aware of the NHS logo guidelines and other key design considerations (see below).

---

## Key considerations

When designing your leaflet, you should keep the following considerations in mind.

### Font and spacing

To make your text engaging and easy to read, use the following where possible:



- **The NHS corporate font, Frutiger:** if Frutiger is not available, Arial is a good alternative.
- **Font size of at least 12 points:** any smaller than this, and text becomes difficult to read.
- **Short sentences:** in general, no more than 15 to 20 words long.
- **Lowercase letters:** easier to read, although uppercase is always required for the first letters of names and sentences.
- **Present and active tense:** will make your text more direct and engaging. For example: 'your appointment is on...', rather than 'your appointment has been made for...'
- **Question and answer format:** will help you to divide up your text.
- **Bulleted or numbered points:** will help you to breakdown complicated information, and will help patients to digest it.
- **Small blocks of text:** long paragraphs can look daunting on the page; use headings and paragraph breaks to divide up your information.
- **White space:** makes information easier to read.
- **Large bold font:** very useful for highlighting and emphasising text, whereas uppercase letters, italics and underlining can make text more difficult to read.
- **Numbers as words:** from one to nine, numbers are easier to read if they are written as words. From 10 onwards, they should be represented as numbers.
- **Diagrams and pictures:** can be very effective for illustrating and enhancing text. Make sure that all imagery you use supports our communications principles. You should clearly label all individual pictures and diagrams, but avoid printing over them. And never use clip-art, as this can detract from our professional reputation.

## **Colour**

Consider using NHS Blue (Pantone® 300) and black when printing your leaflet, as it is widely recognised. Use a light background with dark print to make your text easier to read. Avoid using background pictures or design, and never use text over an image.

## **Photography**

If you want to illustrate your practice leaflet, we recommend you choose photographs that contain people in real settings rather than just buildings. To ensure you can reproduce them effectively, choose images that are high quality, bright and clear.

The Department of Health (DH) manages a photo library and has negotiated royalty-free images for use in NHS communication materials. These can be accessed at [www.nhs.uk/photolibrary](http://www.nhs.uk/photolibrary).

If you want to use images from the DH photo library, your leaflet must carry the NHS logo on the front cover. This is not a Department of Health stipulation, but a legal requirement concerning copyright.

If you decide to use your own images, please ensure that you have a signed consent form from the person who appears in the photograph and that you hold the copyright.

## **Advertising**

Practice leaflets fulfill an important role in demonstrating the NHS's accountability to local people. Advertising from local or national organisations can often influence the public's perception of your practice.

For more information, visit our [Communications partnerships](#) section within Tools and Resources.

---

## Consistent features

In the design of your practice leaflet, there are certain consistent features you need to include, depending on which brand category you belong to. These are:

### Front cover:

- The NHS logo (for general practices within category A).
- Your own identity (for general practices within category B).
- Your NHS PCT logotype (for practices within category C).
- The name and contact details of your practice.

### Back cover:

- Website address.
- Date of publication.
- Leaflet code.
- Copyright note of organisation.

---

## Further information

For further guidance on the NHS corporate identity, contact the communications lead at your local PCT.

Tools, resources and other design templates for producing [patient information](#) are also available on this site.

You can also find additional materials in the section on presentation, print and production: [general guidance](#), which cover:

- Information and advice to help you when working with printers and designers.
- Information on specifying format, design and production; this includes information on how to use our design templates, and which paper weight to specify.
- Information on the planning, delivery and distribution of your printed materials.

---

## Design templates

Here we provide information on the three design templates that the Department of Health (DH) has produced to help you create your practice leaflet.

The leaflet templates are divided into three design routes that correspond to our three GP brand categories:

- **Template route A:** for general practices wishing to use the NHS identity only.
- **Template route B:** for general practices wishing to use the NHS identity in addition to their existing identity.
- **Template route C:** for general practices managed by their primary care trust.

Each template format is A5, with 16 pages in total – although this page length is variable (see below). The design/colour options are:

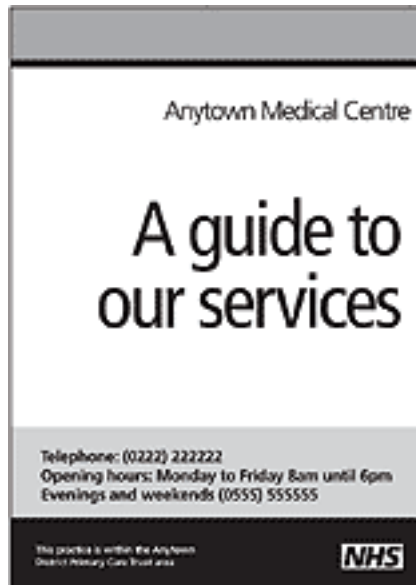
- One set in monochrome.
- One set in duotone.
- One set in full colour.

---

### Download general practice leaflet artwork templates 'A guide to our services'

#### Template route A:

- A5 16 page leaflet template for general practices who do not have their own logo and wish to use the NHS identity only.



### Template route B:

- A5 16 page leaflet template for general practices in conjunction wishing to use the NHS identity with their existing identity.



## Template route C

- A5 16 page leaflet template for general practices managed directly by their primary care trust and therefore use the PCT's logotype.



---

## Using the templates

Our full range of design templates can be downloaded as compressed files. There are two sets available to download:

- The '.zip' set is intended for use on PCs.
- The '.sit' set is for use on Apple Macs.

These files are for use on Apple Mac and PC computers running QuarkXpress 4.1 or greater. As a design package, QuarkXpress software allows for a flexible template that can be fully customised to meet local needs while still ensuring, as far as possible, good quality

design.

We have produced a PDF of each template version so you can view the designs using Acrobat Reader. The content shown in the PDFs is based on best practice and shown in the templates as an example only. You will need to write your own local content based on the material set out in [Core information requirements](#).

Once you have decided on your leaflet design route you should send your designs to your local designer and or printer as a Microsoft Word '.doc' or a similar electronic text file (with a corresponding hard copy of the document). In addition, you will also need to provide any images you want to include in the leaflet and instructions for downloading the relevant template.

---

## **Modifying the templates**

You can modify our design templates to suit your communications objectives. Our templates have fonts, styles and layout all set, but the rest you can customise.

In addition to inserting your own text and images/diagrams, you can also change the colours and the amount of pages. For example, on the front cover you can reduce the title size to allow for a picture, or increase the space for your contact details.

---

## **Extending or reducing the amount of pages**

Our templates have a set number of pages. If you need to produce a document with more or less pages than those available, your designer/printer will need to duplicate or remove pages in multiples of four.



---

## Signage

Why have signs? It may seem obvious, but by thinking about what a sign is for, we can help to ensure that it is effective.

A sign does one of two things:

- It tells someone where they have arrived.
- It tells them how to get to where they want to go.

These guidelines give direction on how to apply the NHS corporate identity to your signage. They have been developed to ensure that your signs have clarity and impact. You should read this section in conjunction with our guidelines on the [NHS logo](#), [NHS typefaces](#) and the [NHS colour palette](#).

You should also check the guidance on [Your NHS logotype](#). You can follow your normal specifications for signage materials and construction.

To allow for flexibility, we have provided a number of design options for you to choose from. Choose the option that best suits your requirements, and [keep our communications principles](#) in mind at all times.

---

## Which logo should we use?

### Category A: using the NHS identity only

If you want to use the NHS identity only, you should apply the national NHS logo to your signage.

**Category B: using the NHS identity with your own identity**

If you want to use the NHS identity alongside your existing identity, you should apply the national NHS logo to your signage.

**Category C: using your primary care trust identity only**

If you are managed by your primary care trust, you should apply their PCT logotype to your signage.

Examples of the three categories of signs can be found in the [Main and internal signage section](#).

---

## Main and internal signage

The main signage at the front of your building is very important. It is the first thing that people see when arriving to access your services and facilities.

On this sign, you need to identify clearly the name of your building or surgery. This sign also needs to inform the general public that an NHS service is being offered. You can find details of [signage suppliers](#) here.

There are guidelines regarding signage design, layout and colour. However, we understand the need for flexibility when it comes to the manufacture of your sign and the materials that you use, plus any additional information that you may want to include.

For this reason, the following options are available to you:

- Adding an address line.
- Producing your sign as a chrome plaque, rather than a standard painted sign.
- Adding a wooden plaque behind a wall-mounted sign.
- Using alternative materials for signage construction when local planning restrictions apply – in these instances, you must always reproduce the NHS logo in NHS Blue (Pantone® 300) or black, using the correct layout and positioning (see below).

Please note: for information on signs carrying opening hours and the names of practice partners, go to our [patient information section](#).

---

## Design style

### **Category A: using the NHS identity only**

For general practices using the NHS identity only (category A), you should use the following design style for your main signage:

#### **Applying the NHS logo to signage**

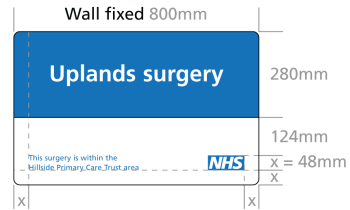
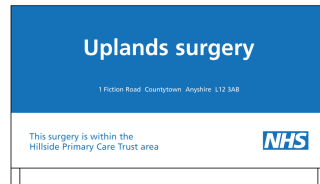
When applying the NHS logo to your signage, you should follow the visual examples set out here.

#### **Positioning**

You should position the NHS logo in the bottom right-hand corner of your sign, and make sure that you observe the exclusion zone.

## Using the NHS identity only

### Category A



### Category B: using the NHS identity with your own identity

If you want to use the NHS identity alongside your own identity (category B), you can follow one of two design routes.

### **Route 1**

This shows how your sign will look with your own surgery identity and the NHS identity:

### **Route 2**

If you don't want to replace your existing sign, this shows how you can add a small sign containing the NHS identity to your existing sign:

### **Applying the NHS logo to signage**

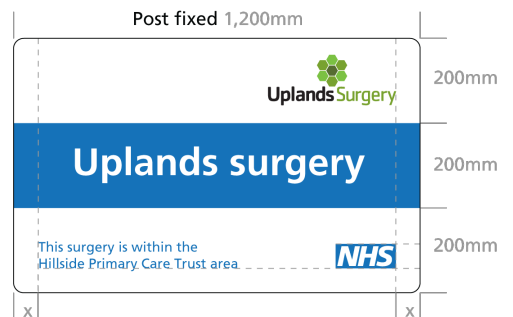
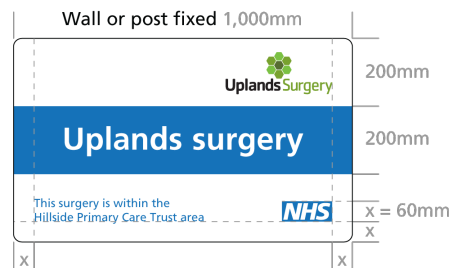
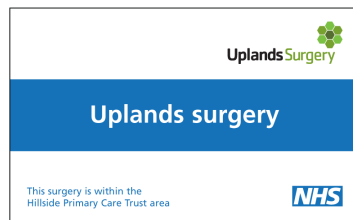
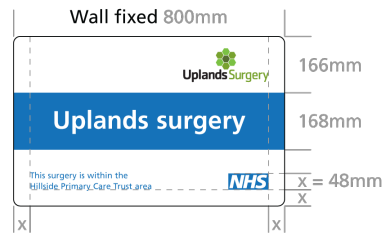
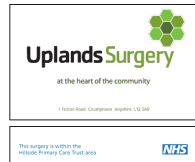
When applying the NHS logo to your signage, you should follow the visual examples set out here.

### **Positioning**

You should position the NHS logo in the bottom right-hand corner of your sign, and make sure that you observe the exclusion zone.

## Using the NHS identity with your own identity

### Category B



### Category C: using your primary care trust identity only

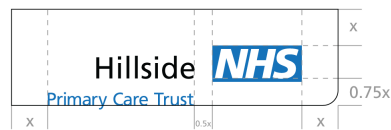
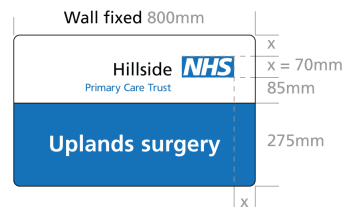
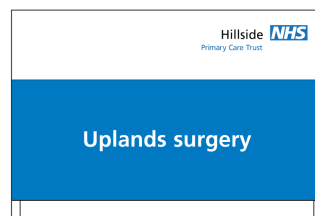
If you are managed by your primary care trust, you will need to apply their PCT logotype to your signage and follow the example set out below:

## Positioning

You should position the PCT logotype in the top right-hand corner of your sign, and make sure that you observe the exclusion zone.

Using your primary care trust identity only

Category C



## Chrome plaque signs

If your building is listed, in a conservation area or subject to planning restrictions, you may choose to produce your sign as a chrome plaque. This plaque would be placed by your front door.



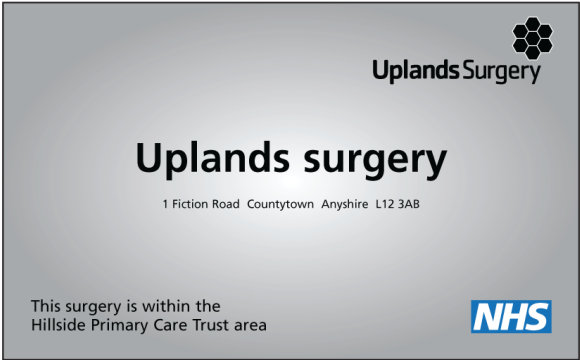
You can use any chrome sign with or without a wooden base. The following examples show small chrome plaques with a wooden base (examples 1 and 2) and without (example 3).

Chrome plaque signs

Category A



Category B



Category C



---

## Internal signage

Internal signage is also important. It provides directions within your building, and it lets people know when they have reached the room or department they are looking for.

If you are producing internal signs yourself, and not using an external supplier, you might find the following information useful:

- Use a clear, bold typeface such as Frutiger or Arial.
- Do not use all upper case type, as this is more difficult to read.
- Do not use italics.
- Use contrasting backgrounds and type – preferably NHS Blue type on a white background.
- Try to keep signs at eye level – not too high, not too low.
- You do not need to use the NHS logo on internal signs.

When creating your internal signage, you should also keep accessibility issues in mind. Use symbols to help people with visual impairments find their way around. Access and safety signs may also be necessary to help people with physical impairments or disabilities.

For further guidance in this area, please refer to *Wayfinding: guidance for healthcare facilities* by Colette Miller and David Lewis for NHS Estates. This publication should be available in your trust library. Otherwise it is available at [www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Miscellaneousletters/DH\\_4018381](http://www.dh.gov.uk/en/Publicationsandstatistics/Lettersandcirculars/Miscellaneousletters/DH_4018381)

You can order a copy from The Stationery Office on 0870 600 5522 (quote ISBN 0-11-322140).

Internal signage



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## Other signage

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### External notices

Surgeries often have external notices that either appear through a window or are placed externally. If you are producing an external notice, you should include information that is useful for patients when your surgery is closed, such as:

- Your normal opening hours.
- Details of what to do in an emergency when your surgery is closed, including emergency numbers.
- Details of different clinics available on-site.

Your external notice should also carry:

- Your surgery name.
- The names of the doctors based at your surgery.
- Your general contact telephone numbers.

Category A: using the NHS identity only

## Category A

**Uplands surgery**

**Opening Hours**

Monday	9.00am – 4.30pm
Tuesday	9.00am – 4.30pm
Wednesday	9.00am – 4.30pm
Thursday	9.00am – 8.30pm
Friday	9.00am – 4.30pm
Saturday, Sunday & Bank Holidays	Emergencies only

**Doctors**

Dr J Class MB BS Dip Med AC

Dr D Brownsted MB BS

**Telephone**

Appointments	01234 1234567
Enquiries	01234 7654321
Emergency	01234 2468024

This surgery is within the  
Hillside Primary Care Trust area



Category B: using the NHS identity with your own identity

## Category B



**Uplands Surgery**

**Uplands surgery**

**Opening Hours**

Monday	9.00am – 4.30pm
Tuesday	9.00am – 4.30pm
Wednesday	9.00am – 4.30pm
Thursday	9.00am – 8.30pm
Friday	9.00am – 4.30pm
Saturday, Sunday & Bank Holidays	Emergencies only

**Doctors**

Dr J Class MB BS Dip Med AC

Dr D Brownsted MB BS

**Telephone**

Appointments	01234 1234567
Enquiries	01234 7654321
Emergency	01234 2468024

This surgery is within the  
Hillside Primary Care Trust area



Category C: using your primary care trust identity only

## Category C

**Hillside**   
Primary Care Trust

**Uplands surgery**

**Opening Hours**

Monday	9.00am – 4.30pm
Tuesday	9.00am – 4.30pm
Wednesday	9.00am – 4.30pm
Thursday	9.00am – 8.30pm
Friday	9.00am – 4.30pm
Saturday, Sunday & Bank Holidays	Emergencies only

**Doctors**

Dr J Class MB BS Dip Med AC  
Dr D Brownsted MB BS

**Telephone**

Appointments	01234 1234567
Enquiries	01234 7654321
Emergency	01234 2468024

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### General considerations



If you are concerned that your PCT name will be changing in the near future, ask your supplier to produce the relevant text as a removable part of the sign, or as text that can be peeled off and easily replaced.

### **National suppliers**

You can order your signs from any of our [NHS national suppliers](#). They will help you find the sign you need and ensure it complies with the NHS identity guidelines.

### **Using your own supplier**

If you already have a supplier, or would prefer to use a local contractor, you will need to provide them with the appropriate technical specifications. This will help to ensure that your sign is produced to the correct standard.

Please note: you may require planning permission for any sign or notice that you put up outside your building. Check with your local authority for more information.

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## Property

The NHS is a diverse and complex organisation. By using a common brand and design style, we will enable people to recognise the NHS at all times. Whether they are visiting our premises, using our services or meeting our staff, we want people to know who we are and what we do.

This section looks at how we mark our property: our buildings, our uniforms and the things we own. Property varies in size, shape and function, and we don't aim to cover every example of NHS property on this website. But we do aim to set out the general principles that will help you to communicate our identity through your core property items.

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## Our signature

The NHS logo is our signature, our mark of ownership. It should be applied to property whenever you want people to identify and recognise NHS services.

In addition to our logo, our typefaces and colours will help to communicate key information about the NHS to patients and the public.

You should read this section in conjunction with:

- our guidelines on the [NHS logo](#);
- [NHS typefaces](#); and
- the [NHS colour palette](#).

You should also keep our [communications principles](#) in mind at all times.

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## Badges

Badges are a good way of identifying everyone who works within your general practice. By using badges, you will help people to understand who you are and what you do.

When producing badges, you need to show clearly the name and job description of the wearer. In addition to these written descriptions, you can also use photographs.

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### Key points for creating badges

When creating badges for GP surgeries, you must include:

- Your/your colleague's first and second names.
- Your/your colleague's job title – this helps people to know how staff can help them.
- The name of your general practice.

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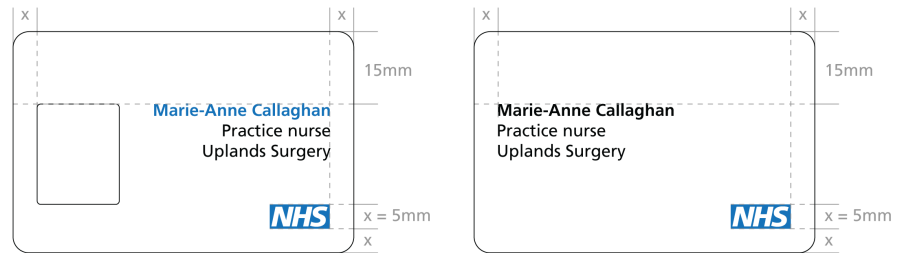
### Badge specifications

The specifications for badges are as follows:

X is based on the height of the NHS logo.

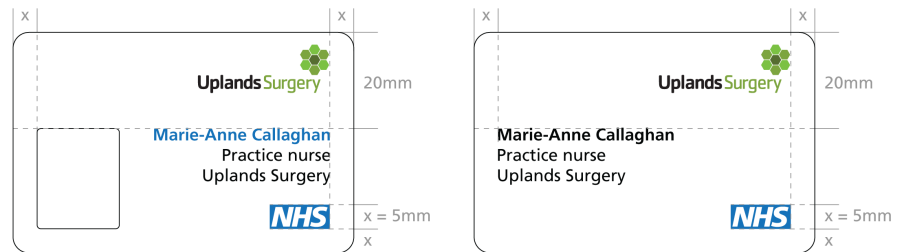
Category A: using the NHS identity only

Category A



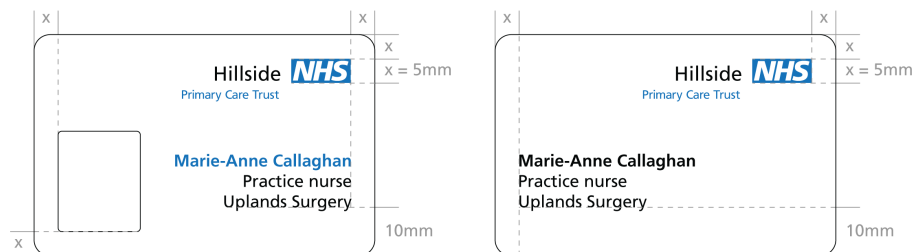
Category B: using the NHS identity with your own identity

Category B



Category C: using your primary care trust identity only

Category C



### **NHS logo or your local PCT logotype**

- **Height of the NHS logo:** 5mm.
- **Position:** top right-hand corner of your badge (except when using the NHS identity with your own identity when the NHS logo is placed bottom right)
- **Colour:** NHS Blue (Pantone® 300).

### **Staff names**

- **Typeface:** Frutiger or Arial Bold
- **Size:** 10 point type
- **Leading:** 12 point
- **Position:** aligned right, as shown
- **Colour:** black

### **Job titles**

- **Typeface:** Frutiger Roman
- **Size:** 10 point type
- **Leading:** 12 point
- **Position:** aligned right, as shown
- **Colour:** black

### **Surgery name**

- **Typeface:** Frutiger or Arial Roman
- **Size:** 10 point type

- **Leading:** 12 point
- **Position:** aligned right, as shown
- **Colour:** black

Use one line for your surgery title, or two lines if the title is longer than a single word.

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## Uniforms

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### Why consider a uniform?

Uniforms are not a standard feature of GP surgeries, but there are several reasons why you might want to consider introducing them:

- Uniforms can help to give your practice a strong sense of its own identity.
- They can help foster clear and consistent public perception of your practice.
- Uniforms can be used to identify and distinguish individual staff roles.

They don't have to be elaborate: your practice uniform could be as simple as a T-shirt or shirt. They could be for everyone or just for reception staff. But generally staff members do like wearing them.

More information on the specifications for applying the NHS logo to uniforms can be found in the general section on [uniforms](#).

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## Recruitment advertising

When it comes to recruitment advertising, the same three GP/NHS ‘brand relationship’ categories apply.

You should follow the specific technical guidance relating to your category.

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### Categories A and B

For general practices within categories A and B, you can use the NHS logo and the following strapline in recruitment advertisements:

‘This surgery is within the [insert your name here] Primary Care Trust area.’

The NHS logo should be positioned in the bottom right-hand corner of the advertisement, and the strapline in the bottom left-hand corner.

You should refer to our core guidance on the [use of the NHS logo](#), paying particular attention to the information on size, colour and the exclusion zone.

Ask for your advertisement to be set using the NHS typeface, Frutiger or Arial.

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### Category C

If your general practice is a category C practice, you should follow our [main guidance on recruitment advertising](#).



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## Further help and information

If you haven't found the information you're looking for, the FAQs on the NHS Brand Guidelines website may give you the answers.

<http://www.nhsidentity.nhs.uk/need-help>

If you need further assistance, please contact the NHS Identity helpline;

Telephone: 0207 972 5250 or 0207 972 5251

E-mail: [nhs.identity@dh.gsi.gov.uk](mailto:nhs.identity@dh.gsi.gov.uk)

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## Other resources

### NHS Comms Link

A secure 'one-stop shop' enabling NHS Communicators to share news, resources, ideas and experiences.

<http://www.nhscommslink.nhs.uk>

### NHS Picture Library

Online resource for the NHS and relates social care organisations

<http://www.nhs.uk/photolibrary>

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