GIG CYMRU NHS WALES

NHS Wales Logo Guidelines

July 2022 Version 2

NHS Wales logo

The following NHS Wales logo guidelines should be adhered to without exception.

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NHS Wales colour palette

Full colour logo

The NHS Wales logo should, wherever possible, be reproduced in full colour.

Mono logos

Sometimes it is not practical for the logo to appear in full colour. In those circumstances use pantone 534, black or white as a mono colour logo as below.

Colour values

Pantone 534
C: 91 M: 72 Y: 27.5 K: 0
R: 50 G: 90 B: 138

Black
C: 0 M: 0 Y: 0 K: 100
R: 35 G: 31 B: 32

Pantone 465
C: 20 M: 32 Y: 58 K: 0
R: 207 G: 171 B: 122

White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255

Exclusion zone, placement and minimum size

Minimum size

To ensure good and clear readability of the corporate mark it must not be used smaller than 24mm high.

Exclusion zone

The clear space surrounding the NHS logo should measure half the height of the logo.

Placement

When placing the logo you should consider relevant guidelines. When co-branding the logos should appear with equal prominence.

NHS Wales fonts

Frutiger
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Primary font

Frutiger is the recommended typeface for all NHS materials.

Where possible the font size should be 12pt minimum.

Attention should be paid to meeting patients' needs for information in a larger font size than 12pt when requested, especially in obvious cases such as for visually impaired people. Or offer other formats like braille for example.

Verdana
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

Alternative fonts if the brand font is unavailable

If Frutiger is not available an alternative font such as Verdana or Arial is recommended.

Minimum 12pt type size should be used where possible.

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Bwrdd Iechyd Prifysgol
Aneurin Bevan
University Health Board

Health Board and Trust logos

Guidance for the 7 Health boards, and 3 NHS Trusts

NHS Health Boards

Health boards

There are 7 Health boards, these are:

- Aneurin Bevan University Health Board;
- Swansea Bay University Health Board;
- Cardiff & Vale University Health Board;
- Hywel Dda University Health Board;
- Cwm Taf Morgannwg University Health Board;
- Betsi Cadwaladr University Health Board; and
- Powys Teaching Health Board.

To obtain a Health Board logo - please contact the Health Board directly.

Each Health Board has their own logo. Please see an example from one of the Health Boards opposite.

Welsh NHS Trusts

There are 3 NHS Wales Trusts, these are:

- Public Health Wales
- Velindre Cancer Centre
- Welsh Ambulance services (WAST)

To obtain the Trust logos - please contact the NHS Wales Trust directly.

GIG CYMRU NHS WALES
Iechyd Cyhoeddus Cymru
Public Health Wales

Public Health Wales prefers to use Pantone 534 Blue as their preferred logo colour, you can also use black or white logo on a coloured background.

GIG CYMRU NHS WALES
Ymddiriedolaeth GIG Prifysgol Felindre
Velindre University NHS Trust

The preferred colour for Velindre University NHS Trust is the full colour version where possible. Or Pantone Blue 534, Black or White where this is not possible.

The preferred colour for Welsh Ambulance Services NHS Trust is the full colour version where possible. Or Pantone Blue 534, Black or White where this is not possible.

Each Ambulance Trust/Foundation Trust has its own unique Crown Badge and third parties may not use this badge.

GIG CYMRU NHS WALES
Ymddiriedolaeth GIG Gwasanaethau Ambiwlans Cymru
Welsh Ambulance Services NHS Trust

Social Media

Social Media Platforms

The NHS roundel and text should only be seperated when used for social media platforms like, Facebook, Twitter, Instagram and others, it is not possible to display the complete logo in the small profile image.

In this case it is ok to separate the brand roundel from the text, this is the ONLY instance where it is acceptable to do this.

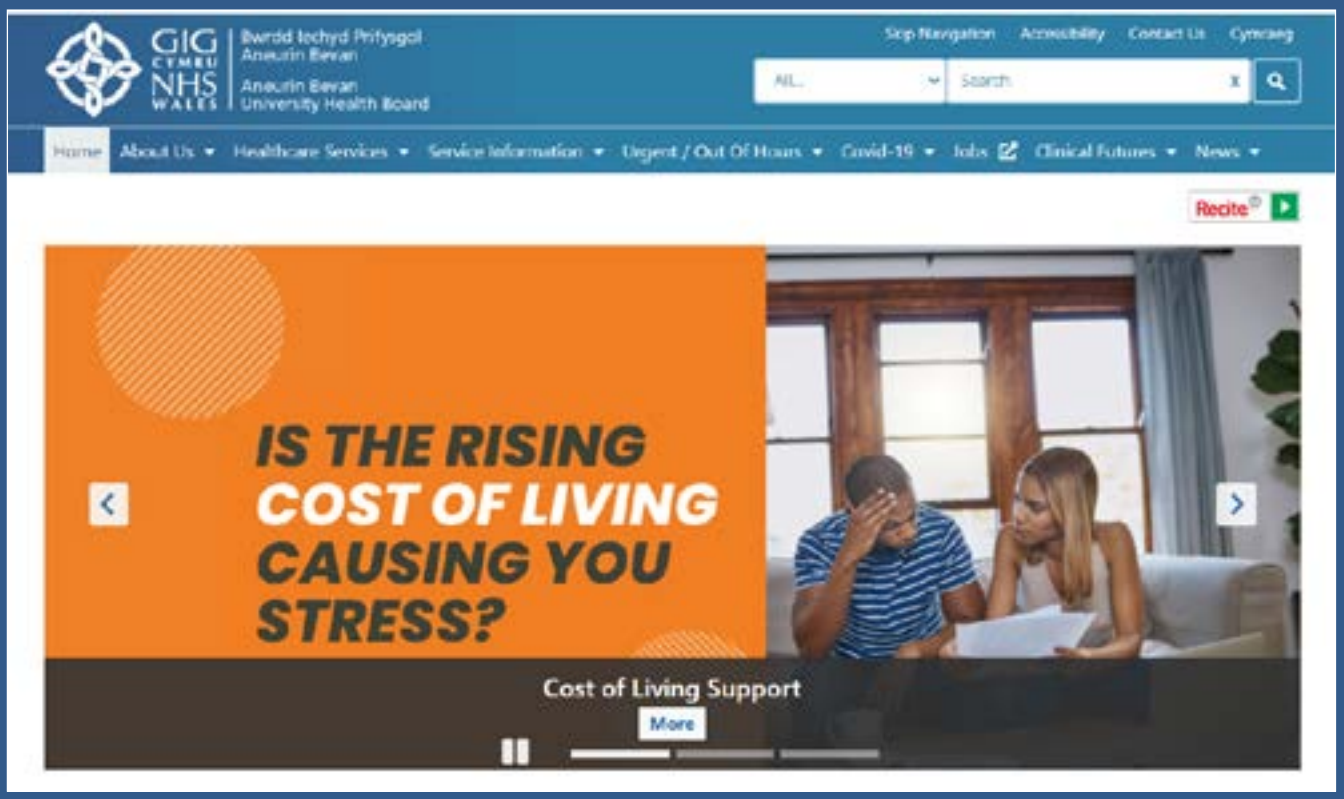
- The roundel should be full colour as the preferred version.
- The roundel should be within close proximity to the Health board name which should be clearly displayed in full.

Facebook example

Twitter example

Websites

For any Health Board website please use the white version of the logo as below.



Guidance for service providers commissioned by NHS Wales

This guidance applies to any organisation, company, contractor or authority which has been commissioned to provide services for, or on behalf of, NHS Wales (for example, dentists, optometrists, GPs, contractors or any other service provider).

If you have been commissioned to undertake work for NHS Wales, or offer a service in conjunction with NHS in Wales you may use the NHS Wales logo on or in your publications, information leaflets, posters and other items; provided that you do so in accordance with these guidelines.

Your permission to use the NHS Wales logo is subject to the following conditions:

- That you display the NHS Wales logo alongside your own branding where possible, and follow these guidelines for size and placement of the NHS Wales logo (see pages 6-9). The NHS Wales logo does not have to take prominence as the main brand placement.
- You must contact the relevant contract holder to discuss any logo placement and branding use prior to the NHS Wales logo being placed on any items. This is to maintain the integrity of our brand.
- The NHS Wales logo may not be used for profit or commercial gain.
- If you have been commissioned to provide services for NHS Wales, you may (unless we direct otherwise) advertise the fact that you provide services for NHS Wales (or a particular Health Board), but you are not permitted to use the NHS Wales logo for direct marketing purposes or for advertising your own business or the services you offer.
- You must not use the NHS Wales logo in any manner which could adversely affect the reputation of NHS Wales or any Health Board or could be detrimental to the NHS Wales brand.
- We may withdraw our consent to your use of the NHS Wales logo in the event that you breach and/or fail to comply with these guidelines or any other directions we provide to you in relation to your use of the NHS Wales logo. We may require you to withdraw and/or destroy any non-compliant materials.

Further information and requests

For further information, to request the NHS Wales logos or request new logos please contact:

design@gov.wales

To request Health Board, or Trust logos - please contact them directly.

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This document is also available in Welsh Rydym yn croesawu gohebiaeth a galwadau ffôn yn Gymraeg/
We welcome correspondence and telephone calls in Welsh