



NHS Lothian
Charity | Green
Health

Brand Extension Creative Guidelines

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Green Health Creative Guidelines

IMPORTANT: NHS Lothian Charity is the Masterbrand ,and solutions for all brand questions should initially be sought in the [NHS Lothian Charity brand guidelines](#).

This document aims to:

- Position the Green Health creative identity within the NHS Lothian Charity Masterbrand.
- Convey the specific identity characteristics of the Green Health programme.
- Give clear examples of how the Green Health extension brand should be applied across a range of typical examples.



Inclusivity & Accessibility

An inclusive programme is designed to reach, and be accessible to, the greatest number of people. It is designed to invite absolutely everyone to engage with the experience that we have to offer.

UK Gov. reported in their Family Resources Survey 2016/17, that 22% of the UK population has a disability of some form.

Our work is person-centred and puts the needs of the people we work with at the core of all our activities. This approach has proven key to unlocking the benefits for all, including patient groups experiencing multiple deprivation and health inequalities.



Green Health Audience

Our audience falls into two distinct groups: Internal and External. Content should be tailored to the group with whom you're talking.

Internal Audience

- NHS Lothian Staff
 - Front line clinical staff
 - Estates and facilities
 - Site management
- Patients
- People visiting patients at NHS Lothian sites
- Other internal stakeholders:
i.e. NHS Lothian Charity Team,
Trustees, Committee members

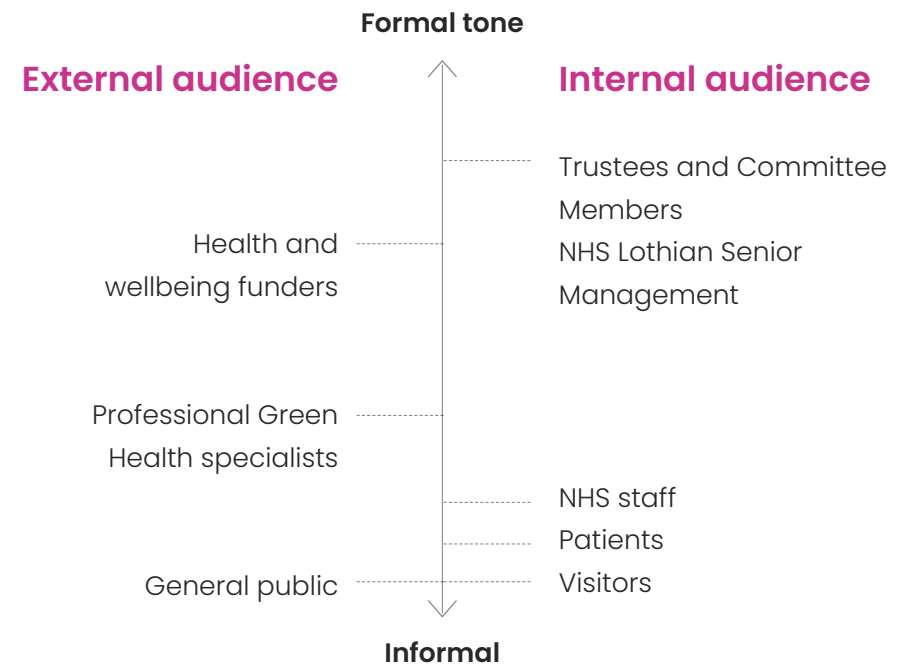
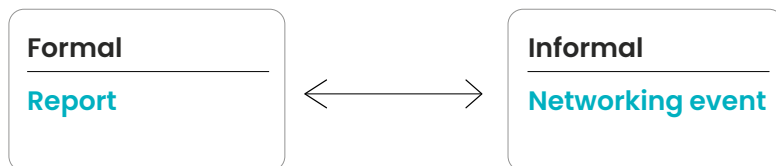
External Audience

- General public
- Greenspace / environmental professionals
 - Partner organisations
 - Funders
 - Policy makers
- People participating in Green Prescribing initiatives
- Visitors that have come to the hospital for no other reason than to visit a Green Health project

Creating for a Green Health Audience

Audiences will have varying degrees of understanding and exposure to both internal and external communications about Green Health initiatives. Assets produced should be designed to meet the needs of the primary audience and purpose and, as such, will range between formal to informal:

For example:



Writing for a Green Health Audience

The NHS Lothian Charity brand Tone of Voice is caring, compassionate and authoritative. It can be found in the [NHS Lothian Charity brand guidelines](#).

While these overriding themes define how we write for Green Health, the emphasis in that context will be informed by our need to communicate with our audiences about Green Health initiatives.

Writing for Green Health

Keep it sensory; a reminder to the reader of how it feels to be among nature. Evoke the senses of sight, smell, sound, touch, taste. Keep the copy straightforward, create a feeling of tranquillity, calm and connection.

Right information, time, place, and format.

Consider the audience, the purpose of the content, the context and the platform. Our copy distinguishes how we express ourselves and communicate with our audiences about our organisation and the initiatives we undertake we show. It helps us to answer:

- What medium are we writing this for?
- Who are we talking to?
- Why is this of interest?
- What do we want the reader to feel as they read the content?
- What does the content aim to deliver?

Accessibility

We want to encourage more people to engage with our content and take an active interest in what we are sharing, so ensure the words you use are accessible and inclusive and understandable for non-specialists.

Our name

NHS Lothian Charity should always be written in full and never written as NHSLC.

The Brand Extension

The Logo Extension

The Green Health logo is an extension to the NHS Lothian Charity logo. In order to maintain a strong visual link with NHS Lothian Charity in all Green Health activity, the programme logo retains the masterbrand primary colourway when used as either a full colour or part colour logo.

Where necessary, the logo can also be represented in black or in white.



Logo Standards

The logo should always have space around it. The minimum space is defined by the height of the letter 'y' in the logotype. No other parts of a design should enter into that exclusion zone.

The absolute minimum size that the logo extension can be is 35mm

Exclusion zone



Minimum size



A Family of Logos

The Green Health logo is one of the brand extensions owned by the NHS Lothian Charity masterbrand. Each brand extension has been developed following a strategic approach to brand architecture and hierarchy.

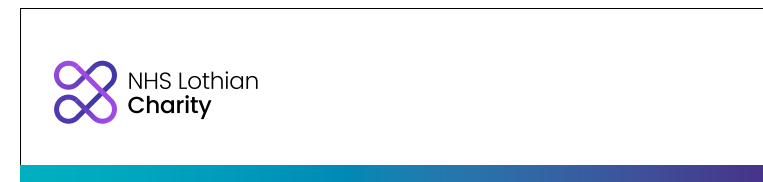
Where projects are produced by a number of project teams together, only the masterbrand NHS Lothian Charity logo should be used.

If in doubt, contact the Communications and Marketing Manager for any projects where credit needs to be attributed to multiple teams to look at the most appropriate way to do this.

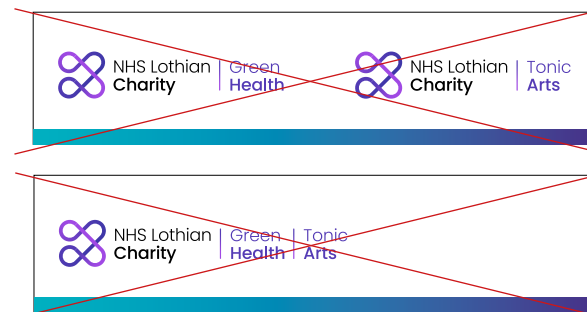


The NHS Lothian Charity masterbrand

Where multiple teams have contributed to a project, use the masterbrand:



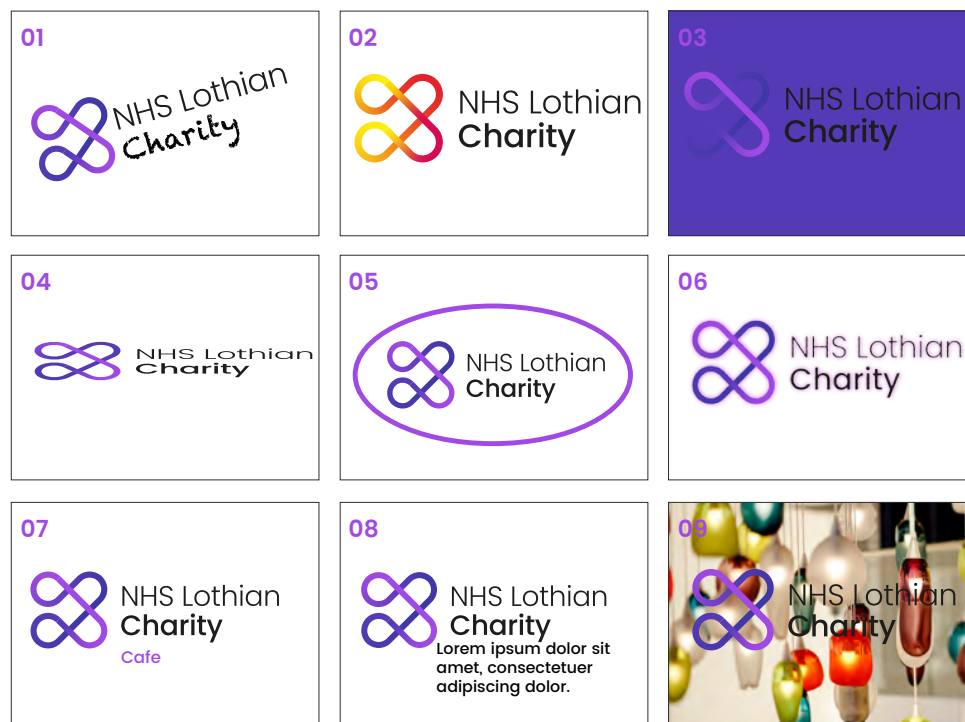
Not like this:



Logo Rules

When using the NHS Lothian Charity logo or logo extensions, do not:

01. Amend, rotate, change the scale of elements or reformat the type in any way
02. Change the colours – only use the colour combinations in the artworked asset kit, and do not create your own versions
03. Put on low contrast coloured background. The viable combinations are outlined on page 17
04. Stretch or squash the logo
05. Put the logo in a holding device other than a highlight
06. Add effects to the logo
07. Create your own sub-brand logo
08. Crowd the logo
09. Place on a busy picture background. Try using a header or footer strip if it is problematic



Colours

The Green Health Programme extension brand includes all the principal colours identified with the Masterbrand, but used with a different emphasis.

Note: Where artwork will allow, at least one of the Green Health emphasis colours should be represented in the design. This is mandatory for the principle marketing collateral such as websites and important documents.

Text colour palette



CMYK
0, 0, 0, 95
RGB
46, 45, 44
#2E2D2C

Text grey should be used for all body copy unless on dark background, in which case a white should be used. All copy should conform to W3C accessibility guidelines requiring a contrast ratio of 1:4.5

NHS Lothian Charity Colours

Primary colour palette



Pantone®
2075C
CMYK
55, 65, 0, 0
RGB
160, 73, 228
#A049E4



Pantone®
2104C
CMYK
89, 93, 0, 0
RGB
84, 59, 181
#543BB5

Secondary colour palette



Pantone®
240C
CMYK
20, 90, 0, 0
RGB
195, 36, 186
#C324BA



Pantone®
2397C
CMYK
78, 0, 27, 0
RGB
0, 96, 210
#00C4D2



Pantone®
116C
CMYK
0, 10, 98, 0
RGB
253, 216, 36
#FDD824

Green Health emphasis colours



Pantone®
2397C
CMYK
78, 0, 27, 0
RGB
0, 96, 210
#00C4D2

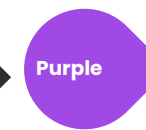


Pantone®
2104C
CMYK
89, 93, 0, 0
RGB
84, 59, 181
#543BB5

Green Health optional colours



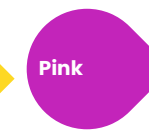
CMYK
0, 0, 0, 95
RGB
46, 45, 44
#2E2D2C



Pantone®
2075C
CMYK
55, 65, 0, 0
RGB
160, 73, 228
#A049E4



Pantone®
116C
CMYK
0, 10, 98, 0
RGB
253, 216, 36
#FDD824



Pantone®
240C
CMYK
20, 90, 0, 0
RGB
195, 36, 186
#C324BA

Brand Extension Assets

The Teardrop Motif

The teardrop motif, used by Green Health, is derived from the negative space located in the NHS Lothian Charity logo-mark. By pulling out this shape from the logo-mark, Green Health emphasises their intrinsic relationship to the NHS Lothian Charity Masterbrand, while also indicating that the programme is an identifiable part of the organisation.

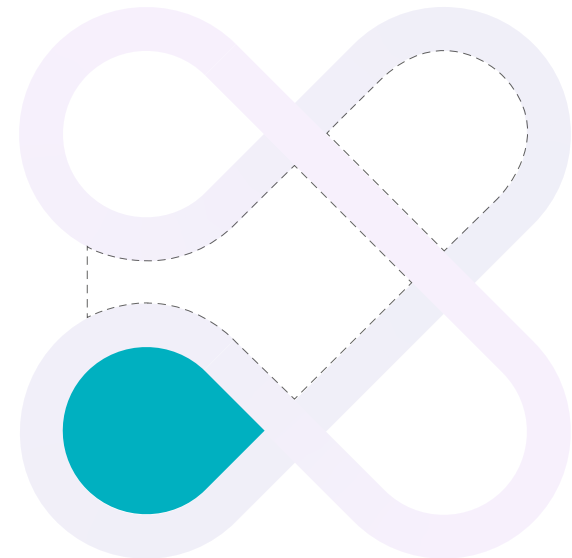
The Teardrop is a versatile motif: It can be cropped or zoomed. It can point either vertically or horizontally. It can be any percentage of opacity, or in multiply transparency.



Except in the case of its use to indicate quotation marks, the Tear Drop is never represented in multiples or pattern on a page.



The NHS Lothian Charity logo-mark contains three distinct negative spaces. The tear-drop motif is derived from this.



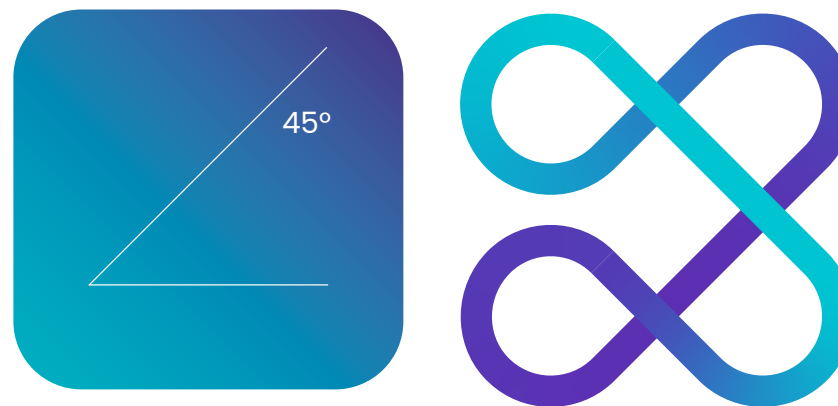
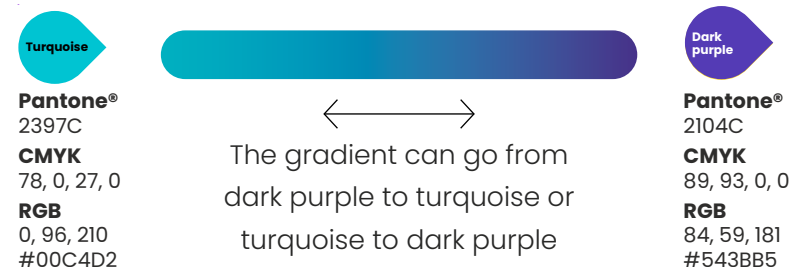
Gradient

The principle gradient associated with Green Health is the Turquoise to Dark Purple colour.

Except in narrow or very small spaces the gradient should be set at 45°. The gradient can be set in any direction to suit the artwork design.

Accessibility

The accessibility of any copy placed over a gradient should be measured from the point in the artwork where copy and background are closest in tone. An acceptable ratio is 1:4.5 at that point.



Gradient Overlay

In some instances, images can be overlaid with a colour gradient, i.e. when titles are to be placed over an image. This effect should be used sparingly and never where the image being shown is the focus of the content.

This gradient should always be turquoise and dark purple and set at an angle of 45°.

The gradient transparency should be set to *Multiply* with opacity set between 50% to 100%. Where the Multiply setting can not be used (e.g. in PowerPoints) set the transparency of the gradient overlay to 60%.



Gradient Line

In some situations, such as the end plate of a video, a simple gradient can be added to the foot of the page.

The height of the line is 5% of the height of the page

Note: Where an asset is produced within a corporate or organisational context, the masterbrand NHS Lothian Charity templates should be used.



Illustration

Illustration is designed to reflect the look and feel of the Masterbrand logo icon – referred to here as the infinity loop. Not only is the gradient employed, but also the weight of line and curve present in the infinity loop.



Illustrations are

- Content focussed
- Related to the masterbrand tone of voice.
- Clear and unambiguous.
- Contemporary, dynamic, playful, colourful & clean.

Note: Illustrations can sometimes be 'quirky', but never funny, frivolous, cute or schmaltzy

The full Masterbrand colour palette can be used in illustrations.



Photography and Video

Photography

The photography creative guideline is intended to identify an emphasis in tone appropriate to the Green Health programme.

All photography should align with the three masterbrand photographic categories described in the NHS Lothian Charity [brand guidelines](#). These are:

- **Our Beneficiaries:** Healthcare workers, patients, community health, visitors, families, and the general public
- **Our People:** our community of supporters, partners, volunteers and our teams
- **Our Projects:** the work that we do improve health and wellbeing



- A balance of context and detail should be maintained.
- Clean, bright, images with a mixture of sharp, documentary style and atmospheric with wide angled, and short focal length.
- Ensure that where people are in-focus, that they have signed a consent form. Otherwise people must be blurred or unrecognisable.

Creative Approach

Images are central to our work at Green Health. We should tell our story through people interacting with our work. Images should be chosen that portray the emotion people feel when connecting with our Green Health projects and the experience of being among nature.

Avoid images that feel staged or are over-processed as these could appear synthetic. Look for natural and realistic tones where possible.

Keywords:

- confident
- caring
- dynamic
- vibrant
- engaging
- contemporary
- natural
- life-enhancing



Captions

- Image captions must use Poppins font
- Captions should be located on the image, in white text placed on a black bar. The black bar is at 80% transparency.
- The placement on an image can vary, but avoid overly busy backgrounds
- Caption text should be aligned left

Captions on images of artwork should be written as follows:

- Subject of photograph
- © Photographers name.

For example:

Community Gardens © Will Collier



Spring Fling with Alexander McCall Smith © Chris Watt

Video

The Creative approach to video should be aligned with those described for photography.

Video captions

A white text caption should be overlaid over a 50% tint black box as long as it is legible. Increase percentage of black tint to increase legibility.

- Avoid overly busy backgrounds for caption text
- Caption text should be placed on the right of the screen, left justified and aligned left
- Minimum margins should be 100px
- Add vertical line to the left of the caption (as in the example)



Video Subtitles

Video subtitles

Subtitles should be set in white on a partially opaque background block and positioned centrally near the bottom of the screen.

- Subtitle font: Poppins
- Minimum margin should be 40px from bottom edge
- Background block should be 80% black
- Minimum block inner padding should be 15px all round



40 px

Video End-frame

Mandatory elements are:

- Logo
- Copy set in Poppins font
- Appropriate CTA - either a hash tag, URL or both is acceptable.
- Gradient line in relevant brand colours.



End frame for
Green Health
projects



End frame for
collaborative
Tonic Arts and
Green Health
projects

Practicalities

Consent Form for Video and Photography

Where images contain people: either general public, patients or NHS staff, consent must be given before those images can be used by NHS Lothian Charity.

The consent form is on our P drive at: <P:\Edinburgh & Lothian Health Foundation\ELHF\3 IMAGES\Consent Forms\CONSENT FORM FOR MEDIA AND IMAGES.pdf>.

Please ensure completed forms are saved in the shared drive along with the image.

Photography and Video Brief

A photography and video brief template can be found on our Sharepoint here: <https://scottish.sharepoint.com/:w:/s/GreenHealthARTS/ERyXMlO5HpNJqHpax8sx01MBswJkG-s2W20iOa9mQ-UL3g?e=Otmfa0>

Web Formats

Hero Images: Photographers should aim to provide some images that can be used as page headers at 1525 x 305px.



Generic Images: General images on the website are 1920 x 1080px.

Using the Green Health Creative

Print

Temporary Interpretation Boards

Temporary interpretation boards are displayed in temporary project installations.

Mandatory elements are:

- Green Health logo
- Green Health Emphasis colours from the NHS Lothian Charity colour palette
- Copy set in poppins font
- QR code linked to relevant webpage
- Charity number
- Teardrop motif is included in some way



↑
Green Health logo

↑
Partner logo

← QR code

Formal Documents

Formal documents should be clean and simple with clear brand alignment. Some minimal use of graphic elements and illustration can be employed.

Mandatory elements are:

- Green Health logo
- Green Health Emphasis colours from the NHS Lothian Charity colour palette
- Copy set in Poppins font
- Tear drop
- Charity number
- Contact details



Informal Document

Informal documents should generally adopt a more creative approach. Notably, while the cover for an informal document must carry brand elements such as the Green Health logo and organisation details, these rules do not necessarily apply to the internal content pages.

Internal content page mandates

- Copy set in Poppins font
- Green Health Emphasis colours from the NHS Lothian Charity colour palette

Cover content page mandates

- As above
- Logo
- Details, including # tag, email and web address, and the Charity number SC007342



The example shown here is an A4 trifold (210 x 297 mm) and shows the fold stages.

Informal Document

Map

Maps are project specific and have a dual function: They are designed to both highlight locations in order to enhance user search and find, and equally importantly, project maps are designed to attract people to those features being described.

Mandatory elements are:

- Green Health logo and associated partner logos
- Copy set in poppins font
- Green Health Emphasis colours from the NHS Lothian Charity colour palette
- Details, including hashtag, email and web address, and the Charity number SC007342 (though these need only appear once in any document)



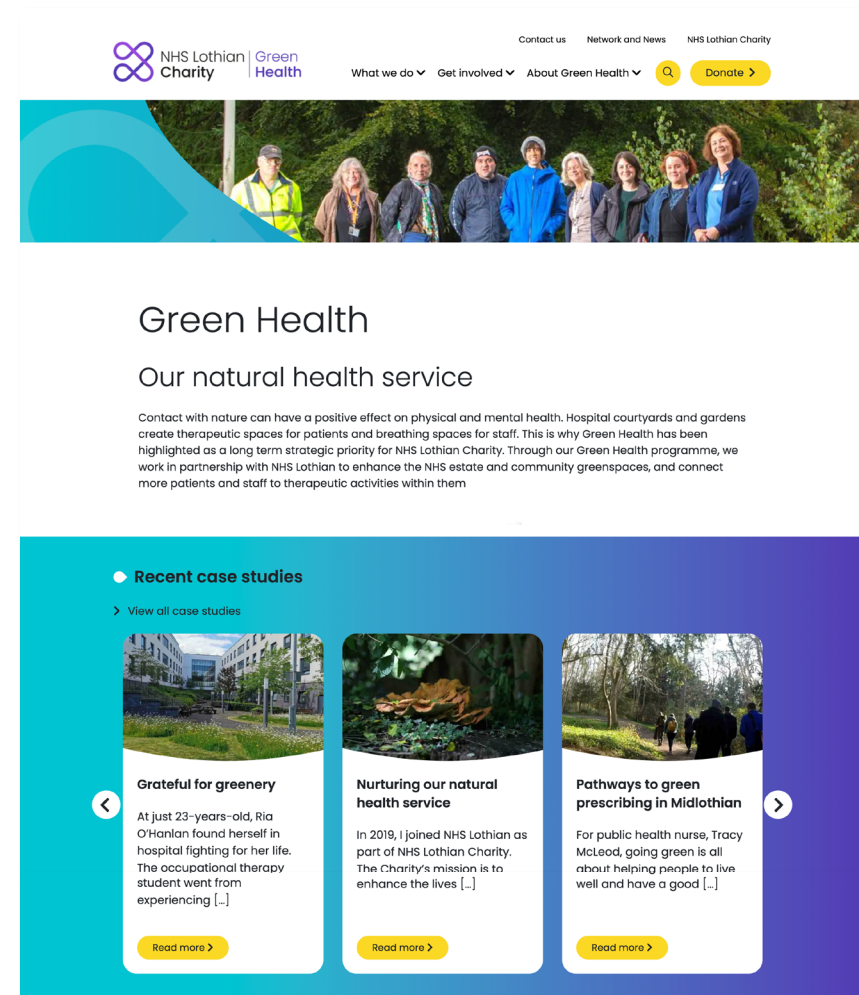
Digital

Green Health Website

Web page layout is largely set by the predetermined Wordpress block system. Each of these blocks can be made to behave in a different way. Care should be taken to vary the approach in which different types of content are delivered on a single page.

The primary advantage of the above system in regard to page design is that you can vary the delivery of content on the pages but still maintain a consistent layout design.

The only fixed elements are the page header and footer.



Greenhealth.nhslothiancharity.org
Loth.Greenhealth@nhslothian.scot.nhs.uk
#LothianGreenHealth

@nhslothcharity



Scottish Charity Number: SC007342