

NHS Identity guidance for NHS vaccination delivery models

9 December 2020 Version 1.1

[Updates to Version 1.0 highlighted in yellow]

Introduction

Patients and the public expect and want the NHS Identity to be applied in a consistent and uniform way – it reassures them that they can rely on the quality of healthcare being provided wherever they access it. Therefore, it is important that the different vaccination delivery models are clearly and consistently NHS branded.

The NHS logo is also instantly recognised, so NHS branding will help people identify and locate where they need to go to receive their COVID-19 vaccine, particularly if this is in a setting that they are not familiar with.

Hospital hubs

- Hospital Hubs should use their existing [NHS organisational logos](#) on any branded materials required for their vaccination hub.
- If hospital hubs need to produce temporary [exterior](#) and [interior](#) signage to signpost people to the location being used for vaccinations, this would follow the NHS Identity guidelines as for all their other signage.

Vaccination Centres

- The following vaccination centre branding guidance is for large scale centres set up in places such as sports and conference venues for high volumes of people.

- A single NHS COVID-19 Vaccination Centre logo has been developed, and is mandatory for all vaccination centres to use, to:
 - ensure a consistent branding approach
 - reflect this is a national service, locally delivered
- negate the need for individual Vaccination Centres having to produce individual logos, therefore saving time and money



- Only original artwork files for the NHS COVID-19 Vaccination Centre logo (supplied with this guidance) should be used. You should not attempt to recreate it yourself.
- The NHS COVID-19 Vaccination Centre logo should not be changed other than to resize it for the required application.
- Alternative or altered logos should not be developed or created.
- Geographical references should not be added into the logo. The address/location of the vaccination centre should be included within the content of communications materials (e.g. letters) to enable people to find it.
- The overall design of materials must follow the [NHS Identity guidelines](#). The guidelines for leaving clear space around the NHS COVID-19 Vaccination Centre logo, using the logo on coloured backgrounds, and the size and position of the logo are the same as for [NHS organisational logos](#).

Vaccination Services

- The following vaccination service branding guidance is for community and primary care-led services, led by GP practices, pharmacists and primary care networks out of GP premises, local authority sourced buildings or other local facilities, and potentially roving teams if vaccines are transportable in this way.
- A single NHS COVID-19 Vaccination Service logo has been developed for all vaccination services to use, to:
 - ensure a consistent branding approach
 - reflect this is a national service, locally delivered
 - negate the need for individual Vaccination Services having to produce individual logos, therefore saving time and money.



COVID-19 Vaccination Service

- Only original artwork files for the NHS COVID-19 Vaccination Service logo (supplied with this guidance) should be used. You should not attempt to recreate it yourself.
- The NHS COVID-19 Vaccination Service logo should not be changed other than to resize it for the required application.
- Alternative or altered logos should not be developed or created.
- Geographical references should not be added into the logo. The address/location of the vaccination service should be included within the content of communications materials (e.g. letters) to enable people to find it.
- The NHS COVID-19 Vaccination Service logo should be used on its own. Materials should not be co-branded with any other logo.
- The overall design of materials must follow the [NHS Identity guidelines](#). The guidelines for leaving clear space around the NHS COVID-19 Vaccination Service logo, using the logo on coloured backgrounds, and the size and position of the logo are the same as for [NHS organisational logos](#).

Logo packs

The logo packs for NHS COVID-19 Vaccination Centres and NHS COVID-19 Vaccination Services include two folders which contain the following logo formats:

Office use

This folder contains the following logos in JPEG format.

- JPEG (RGB) in NHS blue
- JPEG (RGB) in black – for use if you are printing in black and white.

JPEG files are for general office use (e.g. letters, presentations) and can be imported into most computer programmes.

JPEG files will degrade if enlarged, however reducing them is fine.

JPEG files do not support transparency, which is why the logo pack doesn't contain a JPEG of the logo in white. The EPS format of the logo, in the 'Professional use' folder should be used if it is reversed out in white against a solid background of NHS Blue.

Professional use

This folder contains the following logos in EPS format. These can only be opened and used within professional design software.

- EPS in blue in CMYK, RGB and PMS – the NHS letters in the NHS logo should always be set to 100% white
- EPS in white in CMYK, RGB and PMS – the NHS logo should only be reversed out of a solid NHS Blue background
- EPS in black in CMYK, RGB and PMS – the NHS letters in the NHS logo should always be set to 100% white

The EPS files are for the production of high-quality artwork and designs within professional design software. They are vector format files, meaning they can be increased in size without loss of definition.

Other file formats

The logo packs contain jpeg and eps files because these are the most widely used formats. However, you can open the EPS file (with applicable software) and resave into other formats if required.

Usage

- The logo will predominantly be used on temporary signage for patient signposting. As and when further usage is determined, additional visual examples/templates for different applications can be provided as necessary.

Invitation letters

- We would not expect GP practices and primary care services to add the NHS COVID-19 vaccination service branding on invitation letters unless it was quick and easy to do so.
- Where other centralised systems are used for generating patient invitation letters, if these already include generic NHS branding that is sufficient. It doesn't need to be changed.

Vaccination Centre and Service names

- If a name of a centre/service needs to be written in text it needs to follow the below consistent naming structure:

[Geographic reference] + NHS Vaccination [Centre or Service] e.g.

- Anytown NHS COVID-19 Vaccination Centre
- Anytown NHS COVID-19 Vaccination Service

The geographic reference in the name of vaccination centres and services needs to be agreed at a local/regional level so it reflects how they are being co-ordinated/managed locally, is sufficiently distinctive and understandable for patients. In areas where there are a number of centres/services, a broad geographic reference such as Wirral or Leeds may work well, or it may require a more localised approach – such as Birkenhead or East Leeds. A one size approach will not fit all, so it will depend on what works best locally. The name/location of the venue/building where the vaccinations are being delivered from would be in the first line of the address or in the appointment letter. This is particularly important as we know that

some of the locations being used are commercial venues that you would not normally associate with the NHS and may create confusion.

This is the naming approach that patients are used to seeing – they see the logo to know this is an official communication from the NHS, or their GP practice, and then look at the address for where they need to attend.

The geographical reference in the written name needs to be:

- a place, geographical feature or area which is named on a map in general circulation, or which has a name in common usage locally
- a centre of population (such as a village, town or city), an administrative area (such as a county or other local authority area) or an electoral district (whether Parliamentary or local authority).
- it may also incorporate compass references – e.g. North, East, South, West, North East, North West, South East and South West, or any of those in the 'Northern' (etc.) form.