



North Central London
Integrated Care Board

North Central London Integrated Care Board Brand Guidelines 2022

Introduction

Welcome to the NHS North Central London Integrated Care Board (NCL ICB) brand guidelines.

This document has been produced to help you easily and accurately apply the NHS NCL ICB identity to your work.

It includes technical guidance on how to use our logo, colour, typeface, branded templates, and an organisational 'Five Blue Stripes' device representing our five boroughs on all digital and print channels, campaigns and materials – including those produced with partners.

Our NHS NCL ICB identity has been developed within the national NHS identity – the visual representation of the NHS Constitution's key principles and one of the most instantly recognisable, cherished and trusted brands in England.

Research by NHS England shows that when the NHS identity is correctly and consistently applied, it evokes exceptionally high levels of trust and reassurance amongst patients and other stakeholders.

As NHS employees, all staff have a responsibility to correctly apply the NHS NCL ICB guidelines and not to create alternative brands, sub brands, identities, logos and graphic devices.

If you have any questions about the guidelines or need any advice please contact the NHS NCL ICB communications and engagement team.

NHS NCL ICB logo: Key principles

Our NHS NCL ICB logo is our most valuable brand asset. It contains the NHS logo which is protected by UK trade mark and copyright. Applying it correctly and consistently across our communication channels is crucial.

Wherever possible, the logo should be used in its highly recognised core colour scheme of NHS Blue and white.

It is acceptable to reverse out the NHS NCL ICB logo in NHS blue only (so the text appears in white) on dark backgrounds. Please see page four.

Opacity

Type and NHS logos should always be reproduced in 100% solid colour, never in a tint.

Alternative logos

Staff should not create or use any other logo to represent NHS NCL ICB. It weakens our identity and has the potential to cause confusion or mistrust amongst patients and the public.

By logo we mean any mark, emblem or symbol used as a graphic design element. This includes alternative logos for boroughs, buildings, directorates, teams, services and programmes.

Logos on partnership materials

There should never be more than one NHS logo on a page. This dilutes the strength and impact of the NHS identity. Please see page 14 for information on partnership branding.

Logo in text

Never embed the NHS NCL ICB logo in a line of text as a substitute for the words NHS North Central London or NHS NCL ICB.

Preferred version



Acceptable version for dark backgrounds



NHS NCL ICB logo: Acceptable backgrounds

Ideally, apply the NHS NCL ICB logo on a white or neutral background colour such as a tint of mid grey or pale blue from within our colour palette (please see page 10).

The reversed version of the NHS NCL ICB logo in NHS Blue (so text appears in white) should only be used on a solid NHS Blue background or on an uncluttered blue photographic background (as long as the blue is a close match and the NHS letters appear in a solid blue colour).



Blue on white



White on blue



Blue on pale blue (15% tint of NHS Blue)



Blue on tint of mid grey



Blue on pale photograph



White on blue photograph

NHS NCL ICB logo: Unacceptable backgrounds

Do not use any of the following as background to the logo.

- Highlight colours from our colour palette – these are to be used as accents only.
- Dark grey and black, or photographic or patterned backgrounds that compromise legibility of the logo.
- Images that impact on the clarity of the logo.



Blue on red

X



White on orange

X



Blue on mid grey

X



White on black

X



Blue on busy photograph

X



White on pale photograph

X

NHS NCL ICB logo: Positioning and clear space

Positioning the logo

The NHS NCL ICB logo should always appear on the top right of materials (when the ICB is leading the work/communication). This is where patients and the public expect to see an NHS logo.

The exception is some digital applications as shown below. Please see page nine for more detail on social media and apps.

For guidance on using the logo on partnership materials see page 14.

Clear space

The NHS NCL ICB logo has a minimum exclusion area around it. This ensures the logo is always clear and legible and not cluttered by text or images. These are minimum exclusion areas – more space is preferred where practical.



Minimum exclusion zone for print

For print and signage applications, this is equal to the full height of the logo no matter how large it is. Specific measurements for common sizes are detailed on the following pages.



Minimum exclusion zone for digital

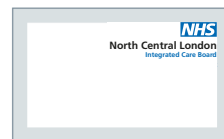
For digital applications (including websites, apps and social media) a smaller minimum exclusion area equivalent to half the height of the NHS logo is accepted. This is because they are often seen at smaller sizes that do not allow for such a large minimum exclusion area.

NHS NCL ICB logo: Print size and minimum clear space

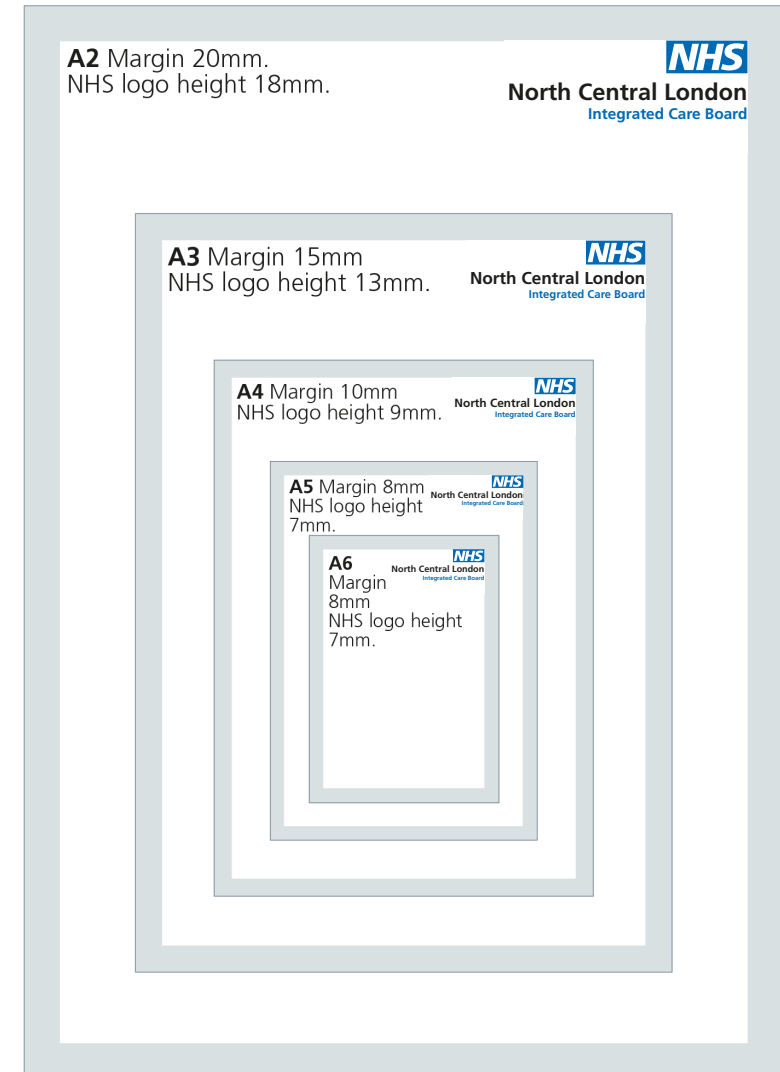
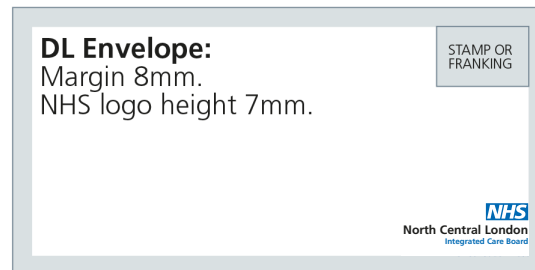
On the following pages we show the size that the NHS NCL ICB logo and the surrounding margin should appear on standard print, advertising and digital formats.

Any other formats should be sized proportionally, or should replicate the size and margin of the closest format shown here.

Size	Margin	NHS height
A6	8mm	7mm
A5	8mm	7mm
A4	10mm	9mm
A3	15mm	13mm
A2	20mm	18mm
DL	8mm	7mm
Business Card	6mm	6mm

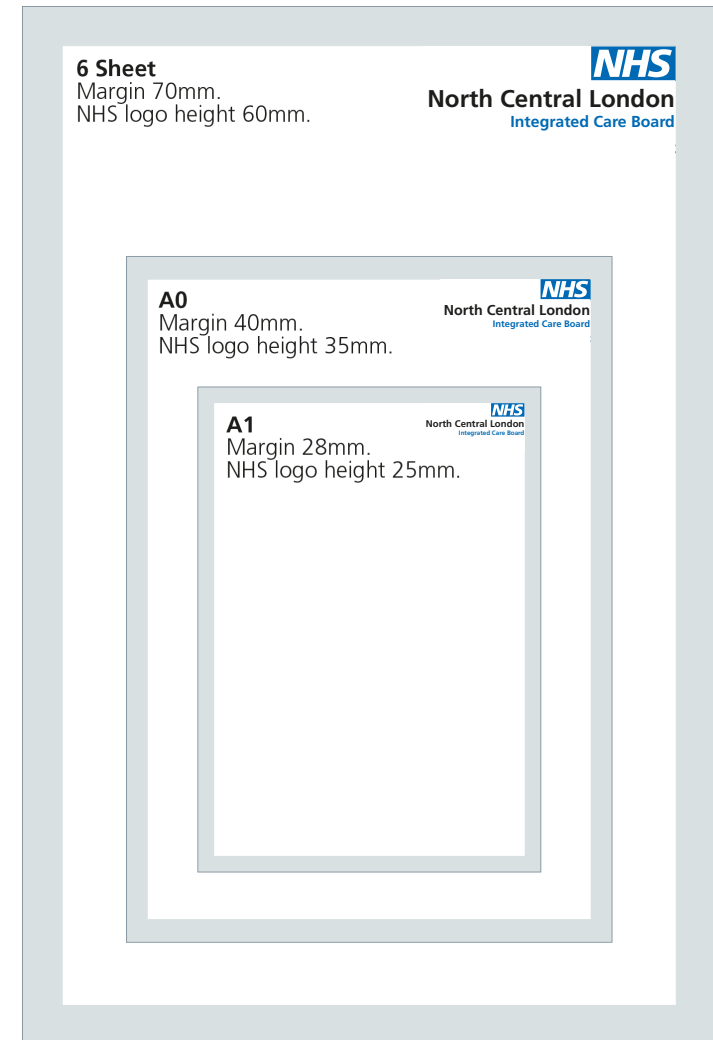
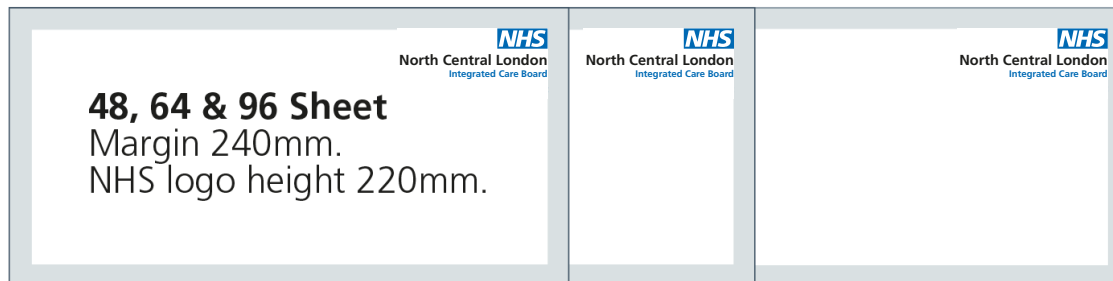


Business card
Margin 6mm.
NHS logo height 6mm.



NHS NCL ICB logo: Print size and minimum clear space

Size	Margin	NHS height
A1	28mm	25mm
A0	40mm	35mm
6 sheet	70mm	60mm
48 sheet	240mm	220mm
64 sheet	240mm	220mm
96 sheet	240mm	220mm



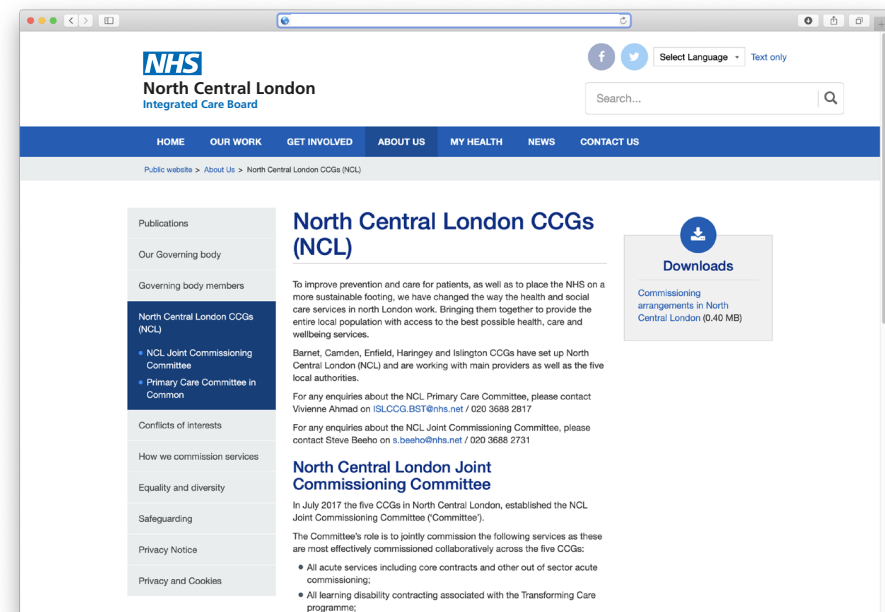
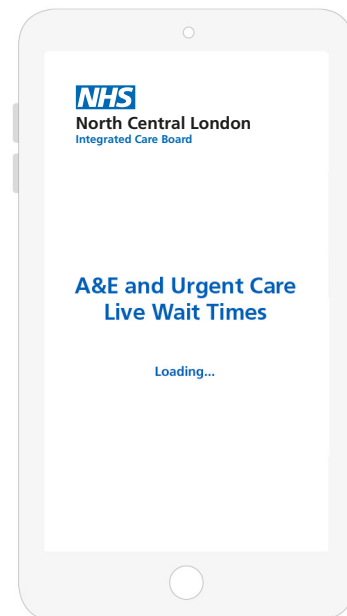
NHS NCL ICB logo: Digital size and minimum clear space

This section explains the NHS logo height and margin sizes for typical desktop and mobile screen sizes.

The minimum size that the NHS logo can appear in digital applications is 20 pixels high. The only exception is when designing favicons for web browsers, which can be as small as 15px square. Where recommended margins cannot be achieved, the minimum digital exclusion zone of half the NHS logo height should be observed.

Where profile pictures, avatars and icons do not provide sufficient space to display the NHS NCL ICB logo, use the NHS logo on its own and distinguish the account through the name and/or use of our NCL ICB graphic device.

Size	Margin	NHS height
Mobile phone	15mm	20mm
Tablet	20mm	25mm
Desktop	30mm	30mm



Colour palette

Colour is a vital part of the NHS identity.

Patients and the public strongly associate the NHS with the colours blue and white. Therefore, alongside all other NHS bodies, NHS Blue and white are the dominant colours in our organisational colour palette.

This helps ensure people instantly recognise information as originating from the NHS and provides a visual connection to the positive attributes that patients and the public attach to the NHS.

Using colour for text.



NHS Blue
Pantone: 300
CMYK: 99/50/0/0
RGB: 0/94/184
#005EB8

NHS Blue is the blue used in the logo and the blue used in backgrounds for the white cut-out logo. It is used for icons and can be used on headings, sub headings and highlighted text.

Using colour for text

The following three colours must always be used for the main body of text for legibility. Type and NHS logos should always be reproduced in 100% solid colour, never in a tint.



NHS Blue
Pantone: 300
CMYK: 99/50/0/0
RGB: 0/94/184
#005EB8



NHS Black
Pantone: Black 6
CMYK: 100k
RGB: 35/31/32
#231f20



80% Black
Pantone: 425
CMYK: C:0 M:0 Y:0 K:80
RGB: R:0 G:56 B:147
WEB: #575756

Colour palette primary, secondary and stripe colours

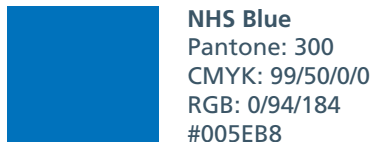
A range of supporting colours have been selected for NHS NCL ICB and categorised into sections. These have been drawn from the national NHS colour palette – allowing us to differentiate ourselves from other NHS organisations but not from the NHS.

The NHS NCL ICB colour palette must be applied to all NCL ICB communications, including graphics, abstract images and illustrations. The only exceptions are when depicting skin tones in illustrations (any colour can be used) and portrait/subject photography which can contain a multitude of colours.

Always use primary colours

NHS Blue and white must always be the dominant colours.

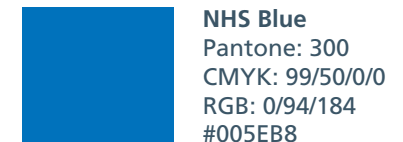
Primary colours



Secondary and stripe colours

The secondary colours have been chosen to be used in The Five Blue Stripes and to create the overall NHS NCL ICB brand, which is discussed in more detail from page 15 onwards. These secondary colours can be used moderately across all communication and marketing materials.

Secondary and stripe colours



Colour palette highlight colours

Highlight colours

Highlight colours are primarily used for charts and other items where additional colours are needed to highlight or distinguish between elements or details.

Colours should be used in decreasing levels of emphasis

- Plenty of NHS Blue and white
- Moderate use of secondary and highlight colours

It is acceptable to use tints of the colours in our palette at any percentage value as long they do not reduce the visibility, clarity or accessibility of any communication. However:

- Type and NHS logos should always be reproduced in 100% solid colour, never in a tint
- NHS logos should never be reversed out of a tint, only out of 100% solid NHS Blue
- 100% solid NHS Blue should always be the dominant colour over any tints.

Highlight colours and tint examples

NHS Dark Blue
TINTS



NHS Bright Blue
TINTS



NHS Aqua Blue
TINTS



NHS Light Blue
TINTS



NHS Blue
TINTS



NHS Dark Grey
Pantone: 7545
CMYK: 58/32/18/54
RGB: 66/85/99
#425563

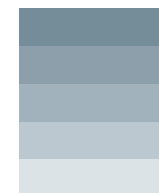


NHS Mid Grey
Pantone: 7544
CMYK: 35/14/11/34
RGB: 118/134/146
#768692

NHS Dark Grey
TINTS



NHS Mid Grey
TINTS



Typeface

Typeface is an important element of our identity.

Along with all other NHS organisations, NCL ICB's core font is Frutiger and our secondary font is Arial. No other fonts can be used except foreign language fonts.

Wherever possible, use Frutiger in all digital and print applications. Frutiger is a clean and contemporary sans serif font. It was designed to be clear and easy to read at a distance and in small sizes and is associated by patients and the public with the NHS.

Staff who do not have access to Frutiger, should use our secondary font: Arial.

Arial is a widely available sans serif font with good clarity and legibility. It is less strongly associated with the NHS but given its availability, we use Arial for all internally produced documents including letters, reports and PowerPoint presentations.

Text is more legible when it is not *italicised* or underlined. Therefore, you should not use italics or underline any text.

Written work in Arial should always be 12pt or greater to ensure accessibility.

Frutiger Bold:

Use for titles and text that needs to grab attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890@\$!%*

Frutiger Roman:

Ideal for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890@\$!%*

Frutiger Light:

Good for very large titling and oversized intro copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890@\$!%*

Arial Bold:

Use for titles and text that needs to grab attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890@\$!%*

Arial Regular:

Ideal for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890@\$!%*

Partnership branding

NHS partnerships

There should never be more than one NHS logo on a page. This dilutes the strength and impact of the NHS identity. Instead, use the NHS logo and list the organisation names in text. Organisation names should be positioned outside the NHS logo exclusion area, preferably at the bottom of the page.

Partnerships involving non NHS organisations

If the NHS organisation is the lead partner and the other organisations are supporting partners, the NHS organisation's logo should be placed top right and the supporting partners' logos should be placed along the bottom of the page. The visual style should follow the NHS NCL ICB identity guidelines.

Where NHS and non-NHS organisations, such as local authorities, are working together on programmes of work where they are equal partners the partner logos should appear in a line across the top of the page, with the NHS logo (if multiple NHS partners) or the NHS NCL ICB logo (if the only NHS organisation) ideally placed top right.

When working with a Borough Partnership, this should be co-branded when NHS NCL ICB is leading the work, or just the Borough Partnership brand if this is not the case.

If there are a large number of equal partners include the logos instead on an internal section or the back cover of the communication while still observing the one NHS logo on a page rule. A neutral visual style should be used, where neither the NHS nor the other partner organisations' individual identities dominate.



North Central London Integrated Care System

North Central London Integrated Care System

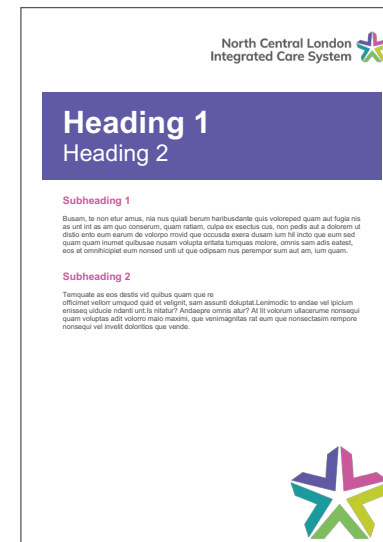
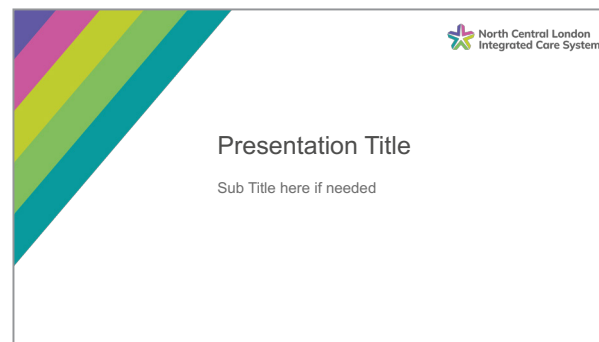
A separate visual identity exists for North Central London Integrated Care System (NCL ICS).

This includes a logo, colour palette, fonts and Word and PowerPoint templates.

NCL ICS brand elements and templates should be used when communicating about the partnership's work and programmes and not on NHS NCL ICB materials.

The NCL ICS logo can be used in conjunction with the NHS lozenge (as shown opposite). The logo is positioned in the top left of materials and NHS lozenge positioned in the top right. Additional logos such as programme supplier logos are not allowed. The NCL ICS logo should not be altered or recreated and should not be separated from the strap line.

If you are unsure which brand identity to use or how to apply it please contact the NCL ICB Communications and Engagement team.



The Five Blue Stripes



Order of stripe colours

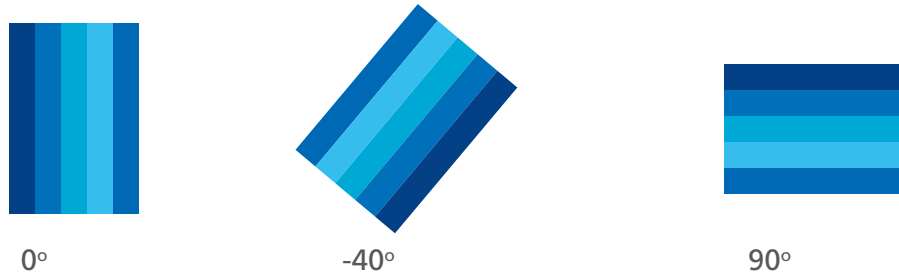


The Five Blue Stripes

The Five Blue Stripes is a graphic device which represents NCL ICB. Each coloured stripe represents one of the five boroughs of the ICB. All five stripes sit together to represent one unified group. Each stripe is a colour from the NHS brand guidelines.

For professional designers, there is flexibility on where The Five Blue Stripes can be positioned on materials.

The Five Blue Stripes must be used in conjunction with the NHS NCL ICB logo and NOT instead of it.



The Five Blue Stripes can be used in one of these rotations when sitting on the materials to keep the feeling and colour variant on materials flexible. The Five Blue Stripes should always be displayed in its unified form and never separated.

The Five Blue Stripes can be presented in any opacity percentage value and can be positioned anywhere on the page as long as it does not obscure the main element(s) in any image or sit too close to text.

The Five Blue Stripes: Positioning

The Five Blue Stripes should be used in conjunction with the NHS NCL ICB logo on all internal and external communication materials. The width can be enlarged or reduced when needed as shown below. Always use the darker colour stripe on the outer edge.

NCL ICB staff can access a range of pre-designed templates on the staff intranet.

Examples



Example of The Five Blue Stripes when no photo or illustration is used at 80% opacity.



Examples of The Five Blue Stripes used with or without photography at 50% opacity.



Examples of The Five Blue Stripes at 70% opacity.

Letterheads

A range of professionally structured and correctly branded NHS NCL ICB A4 letterheads are available on the staff intranet.

Our main letterhead is full colour and features The Five Blue Stripes in the bottom right corner.

A version without The Five Blue Stripes is available for use where the ICB is the lead or equal partner with another organisation. For example, by joint ICB and Council commissioners. This version should also be used if black and white printing is required.

Main NHS NCL ICB letterhead with no address

North Central London
Integrated Care Board

01 Month 2022

First line CCG address
Second line address
Third line address
City/town
Postcode
020 0000 0000
northcentral@ncl.nhs.uk

01 Month 2022

First line CCG address
Second line address
Third line address
City/town
Postcode
020 0000 0000
northcentral@ncl.nhs.uk

Dear recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris faucibus augue sit amet enim porta, vel dictum tortor varius. Phasellus risus nulla, vehicula a ullamcorper sit amet, lacinia eu lacus. Maecenas tempor tortor sit amet nisi viverra, sed auctor mauris vulputate.

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Yours sincerely,

Name
Job title
NHS North Central London ICB
Phone:
Email:

North Central London ICB Chair: Mike Cooke
North Central London ICB Chief Executive Officer: Frances O'Callaghan

Main NHS NCL ICB letterhead with address

North Central London
Integrated Care Board

01 Month 2022

First line CCG address
Second line address
Third line address
City/town
Postcode
020 0000 0000
northcentral@ncl.nhs.uk

01 Month 2022

First line CCG address
Second line address
Third line address
City/town
Postcode
020 0000 0000
northcentral@ncl.nhs.uk

Dear recipient,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris faucibus augue sit amet enim porta, vel dictum tortor varius. Phasellus risus nulla, vehicula a ullamcorper sit amet, lacinia eu lacus. Maecenas tempor tortor sit amet nisi viverra, sed auctor mauris vulputate.

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Yours sincerely,

Name
Job title
NHS North Central London ICB
Phone:
Email:

North Central London ICB Chair: Mike Cooke
North Central London ICB Chief Executive Officer: Frances O'Callaghan

NHS NCL ICB without stripes

North Central London
Integrated Care Board

01 Month 2022

First line CCG address
Second line address
Third line address
City/town
Postcode
020 0000 0000
northcentral@ncl.nhs.uk

01 Month 2022

First line CCG address
Second line address
Third line address
City/town
Postcode
020 0000 0000
northcentral@ncl.nhs.uk

Dear recipient,

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Yours sincerely,

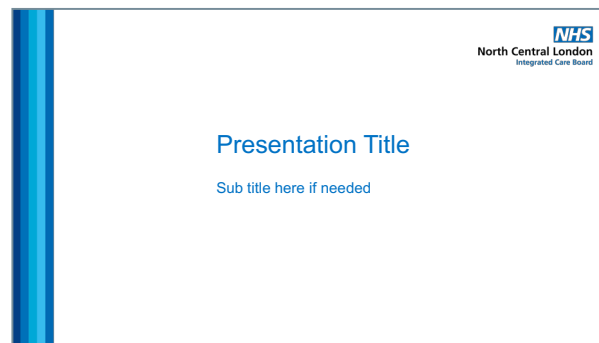
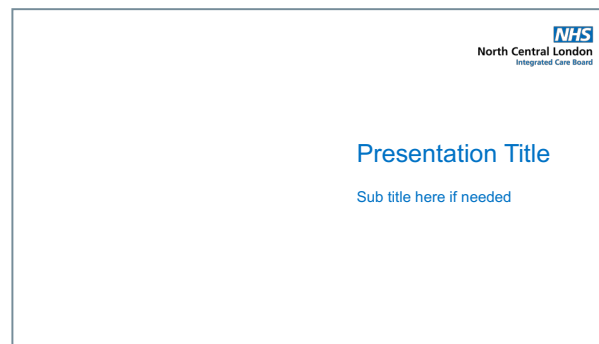
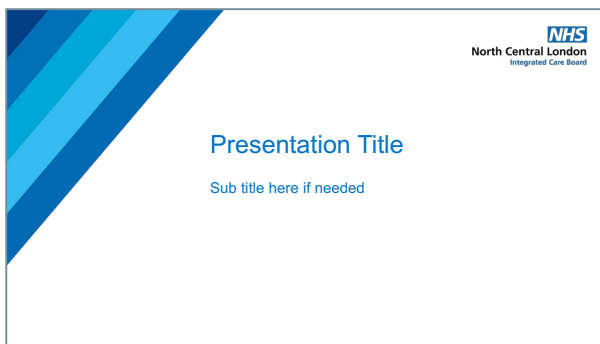
Name
Job title
NHS North Central London ICB
Phone:
Email:

North Central London ICB Chair: Mike Cooke
North Central London ICB Chief Executive Officer: Frances O'Callaghan

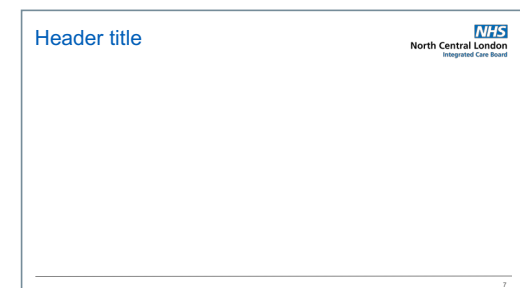
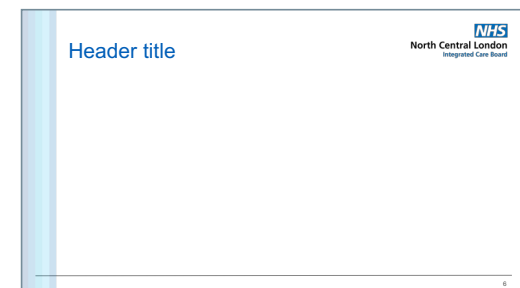
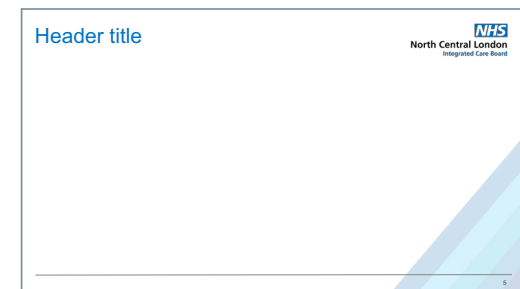
PowerPoint slides

A pack of branded PowerPoint slides is available for all staff to use.

It includes a variety of cover and internal slides, which are suitable for a range of applications including light and heavy copy.



Title slides

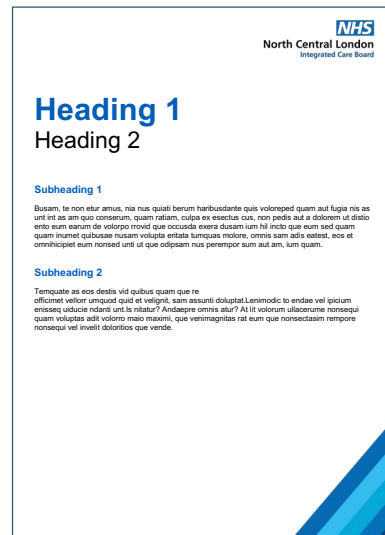
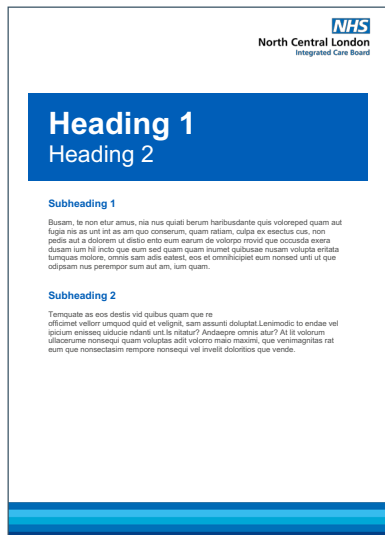


Internal slides

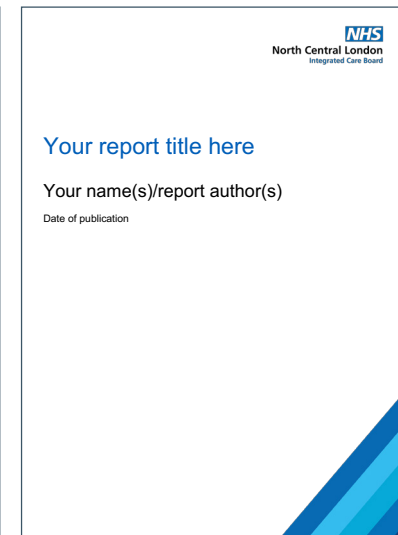
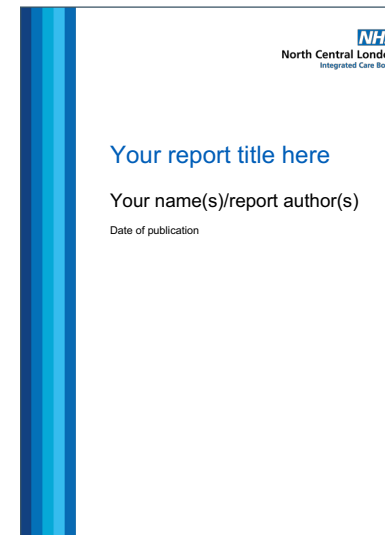
Word templates

Word templates for a variety of documents are also available.

Poster examples



Report cover examples



Iconography

A selection of icons – depicted within a circle shape and representing some of the commonly used terms in our reports, presentations and publications – are available for staff to use.

