

User Guide 2016

NHS Specialist Pharmacy Service Brand Guidelines

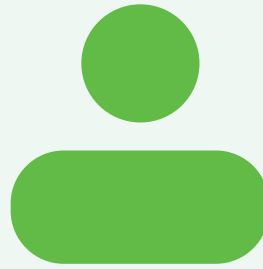




Medicine



Caregiver



Expert



SPS

What we stand for

NHS Specialist Pharmacy Service Brand Guidelines



Our logo



This is our new Specialist Pharmacy Service (SPS) logo. This is to be used as the “main” logo on the majority of items.



This version can be used when you have limited space on a document.



This is our icon which can be used on the cover of presentations and documents as a point of interest.

These logos are already set within templates for general use.
These can be downloaded <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>.

Examples of these templates can be found on pages 10 to 17.

Our brand - dos and don'ts

It is important that you apply the SPS brand correctly and consistently across all applications.

Here are some examples of what not to do:

1. **DO NOT** alter the header or footer in any way.
2. **DO NOT** squash or elongate the logo or brand in any way.
3. **NEVER** create shapes around the logo or brand.
4. **NEVER** change the position between the NHS logo and the SPS logo.
5. **NEVER** reproduce the logo or icon in any other colour, eg pink, blue, red etc... or use other colours besides those specified within these guidelines.
6. **NEVER** place other logos within the set header.
7. **ALWAYS** use the templates provided on <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/> to ensure consistency.



Specialist
Pharmacy
Service



X Do Not stretch or elongate the logo



Specialist
Pharmacy
Service



X Do Not skew or alter the logo



Specialist
Pharmacy
Service



Specialist
Pharmacy
Service

X Do Not change the colour or redraw the logo

Our logo and the NHS logo

The NHS logo must be used on all Specialist Pharmacy Service materials. It is part of our brand; the mark of NHS ownership of services and messages.

There are basic templates set up with the SPS logo and NHS logo in them for you to use. These can be found on the SPS website: <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

DO NOT CHANGE THE HEADER OR FOOTER IN ANY WAY.

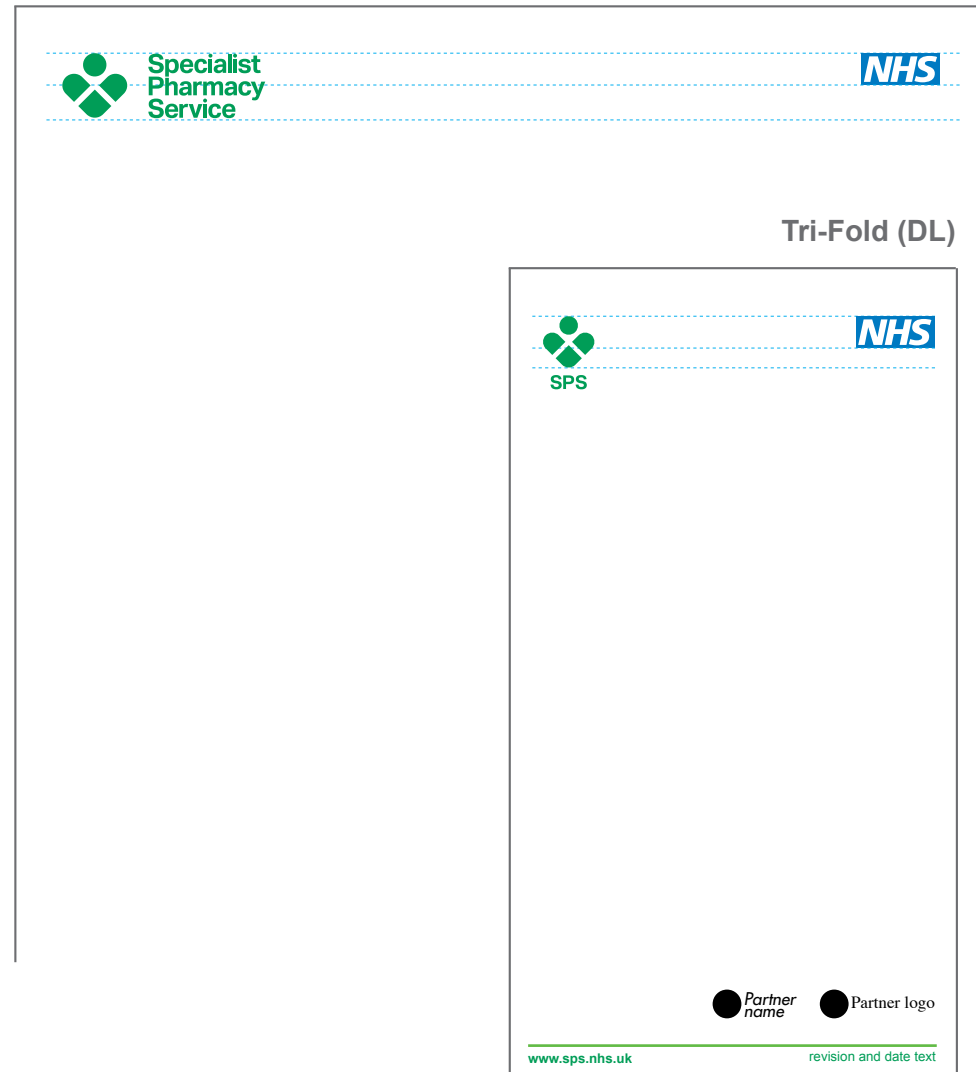
Partner Logos

If you have additional logos to add in to a document, please place them at the bottom of the document above the footer, or within the document itself.

Please try to ensure the partner logos are good quality versions of their logo.

If you need to send the SPS logo to a partner to use on their documents, there are versions available for you to use at <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

A4



Our brand colours

The colour of the SPS brand is NHS Green. By using this colour throughout your documents, you will help to enhance recognition of our logo and reinforce our brand.

You may use tints of this green within documents for things like areas of interest, charts and diagrams, or you may want to use the colours from the icon.

This is down to you and how your content works.

Adding the colours to your palette.

To add other colours to your palette, click your colour selector in whichever programme you are using, and select “more colours”.

Enter the Red, Green Blue values (provided in the boxes opposite) for each colour in the corresponding slider boxes provided and the item you have selected will change colour.

How to make the tint of NHS Green.

If you want a tint version of the NHS Green, create a shape to be tinted and follow the same process as above to enter the green in your colours. Under the colour selector you can change the tint using the transparency slider. Set transparency to 80%/60% etc...

You can download our basic templates from <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

NHS Green (Pantone®355)

R: 0 G: 158 B: 73

80% Tint

60% Tint

40% Tint

20% Tint

NHS Aqua Green

Pantone®3272

Red: 0 Green: 170 Blue: 158

NHS Blue

Pantone®300

Red: 0 Green: 114 Blue: 198

NHS Light Green

Pantone®368

Red: 91 Green: 191 Blue: 33

Our fonts

The Specialist Pharmacy Service typeface is ARIAL

Typefaces are an important part of the SPS identity.

The consistent use of the SPS typeface is essential to helping us establish a recognised and professional brand. Arial is clean, clear and easy to read.

Preferred format:

Arial Regular - Main body text

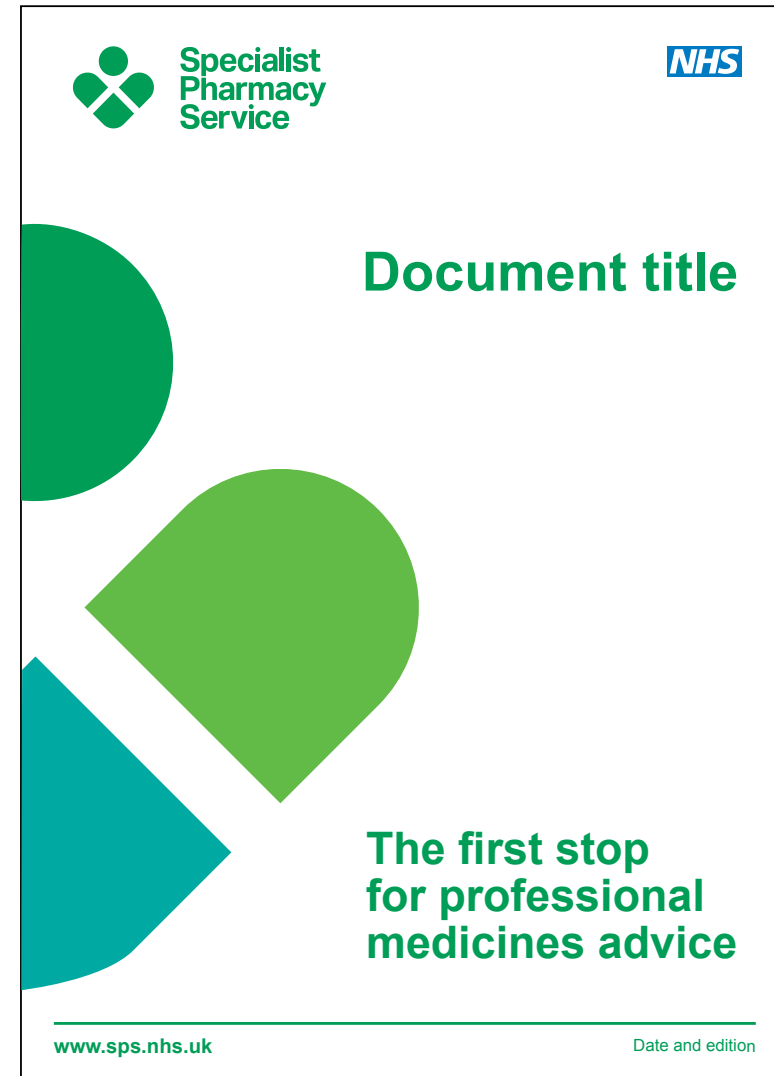
Arial Bold - **Heading text/messages/highlights/quotes**

Arial Italic - *Quotes/comments*

Arial Bold Italic - ***Any other highlights/quotes***

If you do not have Arial, please use VERDANA

You can use Verdana if Arial is not available to you. Verdana, like Arial is clean, clear and easy to read.



Strapline and Images

We do have a strapline that should be used on the cover of any leaflets or brochures.

It should always be positioned on the bottom right hand corner of a leaflet cover and in the bottom left hand corner of a simple document *if it's required*.

Images

If you use images, please make sure they are good quality images, from the FREE NHS image database or, if needed, purchased from a website like istock or Getty. See links below

www.photolibrary.nhs.uk/index.php

You need an NHS log in for this.

www.istockphoto.com/

www.gettyimages.co.uk/

Wherever possible **MAKE SURE** images are good quality.

DO NOT use images taken from Google searches, word documents or from websites. These images will be too low quality to use and there could be an issue with image rights.



The first stop
for professional
medicines advice

The first stop
for professional
medicines advice

Templates and Examples

Using our templates

The SPS brand guidelines and templates have been developed to help with the production of branded guidance and publicity material for events, (including PowerPoint documents, flyers, reports etc.)

The basic templates will help you design professional-looking documents. The main brand formatting is complete, you can then add what you want to them. **PLEASE DO NOT CHANGE THE MAIN FORMATTING.**

Current SPS Templates available for download in Word

Email footer signature and Instructions on how to insert

Letterhead	A4 report Landscape
Compliments Slip	A4 Leaflet
A4 Report	A5 Leaflet

Powerpoint templates

SPS Powerpoint	A4 Bi Fold leaflet
A0 - A4 Posters	A4 Tri fold leaflet

Logo

SPS Logo

Other resources

(please note these files are InDesign files and can only be used by a designer or printer)

Roller Banner

Business card template

Where to Save, Download and Install Templates in Word/PowerPoint

You will need to access the template you require, then save this document as a template locally on your PC into your Word/PowerPoint templates folder.

Troubleshooting issues in Word.

Depending on your version of Word there may be issues seeing the header and footers on the templates. To rectify this go to File and select "Options."

In Options select Display and check the box that says "show white spaces." You should then be able to see the header and footer in your template.

Your email footer

We have an official email footer for you to use in your email programme. Your personal details should sit above it and any partner logo's below it. Please download the file from <https://www.sps.nhs.uk/articles/resources-for-sps-staff/> and save it to your computer.

Here are the instructions for setting up your e-signature using Microsoft Outlook (please follow your email client help section if you need more assistance).

Open a new message.

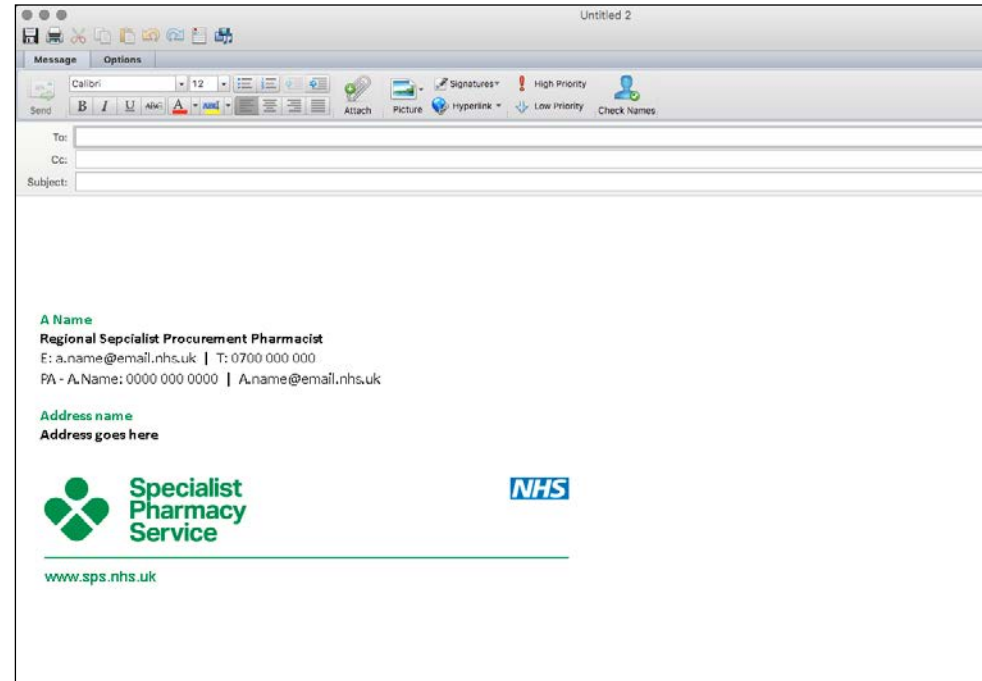
On the Message tab, click Signature, and then click Signatures.

On the E-mail Signature tab, click New.

Type a name for the signature, and then click OK.

In the Edit signature box, copy the SPS Email signature template and paste it in here along with anything else that you want to include in the signature and save.

You can then set this as your default signature.



www.sps.nhs.uk

Stationery

Here is an example of our stationery.

These files are available as Word templates at <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/> to allow you to customise them to your office/department.

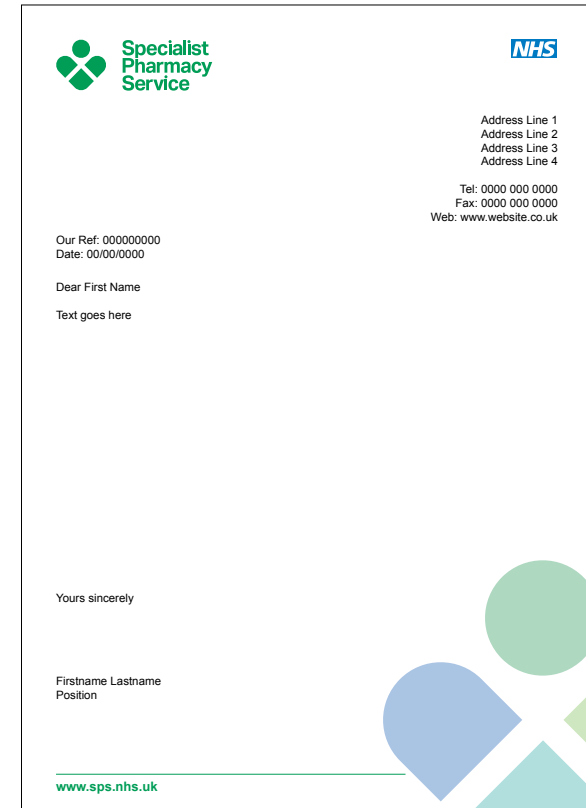
Editing the Stationery

The templates have been set up so that the brand is visible on every page. You shouldn't need to edit this area. The text area is set up as a table, to allow the text to be positioned correctly and styles set up for the main text.

Troubleshooting issues in Word.

Depending on your version of Word there may be issues seeing the header and footers on the templates. To rectify this go to File and select "Options."

In Options select Display and check the box that says "show white spaces." You should then be able to see the header and footer in your template.



Leaflets and flyers

We have produced templates for leaflets in Word and Powerpoint. The templates for these can be downloaded from <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

Editing the leaflets

The templates have been set up so that the brand is visible on every page and each page is numbered automatically. This is done as a header and footer.

You will need to edit the footer for your leaflets to include author name and dates. The space has been left to allow you to do this.

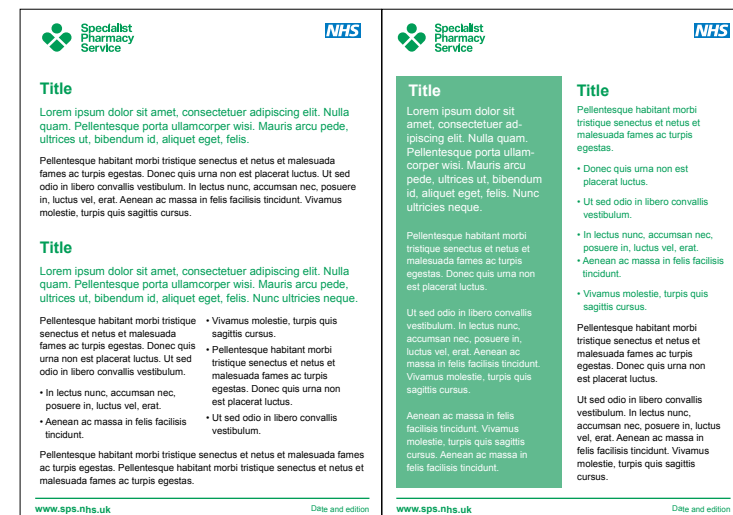
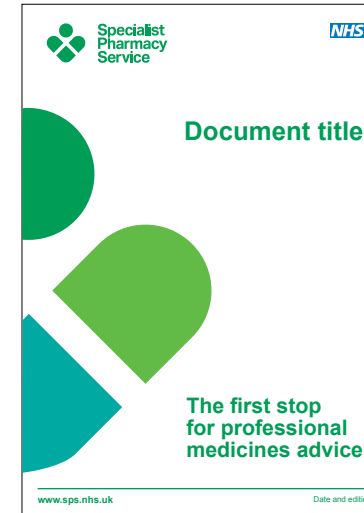
To access the header and footer, double click the header area and it will allow you to adjust the footer accordingly.

DO NOT ALTER THE HEADER OR THE WEB ADDRESS.

Troubleshooting issues in Word.

Depending on your version of Word there may be issues seeing the header and footers on the templates. To rectify this go to File and select “Options.”

In Options select Display and check the box that says “show white spaces.” You should then be able to see the header and footer in your template.



Posters

We have produced poster templates ranging from A0 - A4 examples of which can be seen opposite.

The templates for these can be downloaded from <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

Editing the presentation

The presentation has been set up so that the brand is visible on the page. This is done as a Master slide.

To edit the footer to include a current date or person/revision you must select “master slide” and select the first page in there. Then you can amend the footer.

Close and return to the main powerpoint and this will then appear on every page.

DO NOT ALTER THE HEADER AREA OR THE WEB ADDRESS.

This is an A0 poster template. It features the Specialist Pharmacy Service and NHS logos at the top. The main title is "Title goes here". Below the title is a large block of placeholder text. On the right side, there is a circular chart with three segments labeled 49%, 41%, and 10%. Below the chart is a small table with three columns and three rows. At the bottom, there is a footer with the website address "www.sps.nhs.uk" and a date field "Date and edition".

This is an A1 poster template. It features the Specialist Pharmacy Service and NHS logos at the top. The main title is "Title goes here Title goes here". Below the title is a large block of placeholder text. At the bottom, there is a photograph of a man in a white coat and a red tie, with the text "The first stop for professional medicines advice" overlaid. The footer includes the website address "www.sps.nhs.uk" and a date field "Date and edition".

This is an A4 poster template. It features the Specialist Pharmacy Service and NHS logos at the top. The main title is "Title goes here Title goes here". Below the title is a large block of placeholder text. At the bottom, there is a photograph of a man in a white coat and a red tie, with the text "The first stop for professional medicines advice" overlaid. The footer includes the website address "www.sps.nhs.uk" and a date field "Date and edition".

Reports

We have provided a couple of A4 templates in Word and can be customised as required. These files are available from <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

Editing the leaflets

The templates have been set up so that the brand is visible on every page and each page is numbered automatically. This is done as a header and footer.

You will need to edit the footer for your leaflets to include author name and dates. The space has been left to allow you to do this.

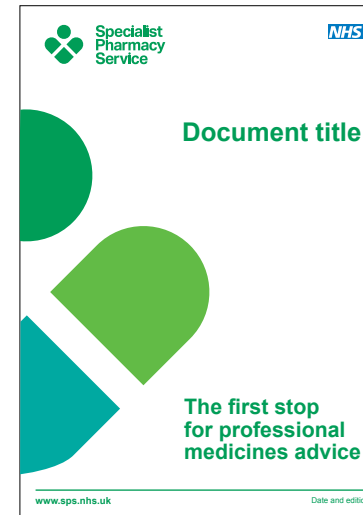
To access the header and footer, double click the header area and it will allow you to adjust the footer accordingly.

DO NOT ALTER THE HEADER OR THE WEB ADDRESS.

Troubleshooting issues in Word.

Depending on your version of Word there may be issues seeing the header and footers on the templates. To rectify this go to File and select “Options.”

In Options select Display and check the box that says “show white spaces.” You should then be able to see the header and footer in your template.



Online Presentations

We often use Powerpoint presentations within our work, so please ensure you use the SPS branded Powerpoint which can be found at <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>

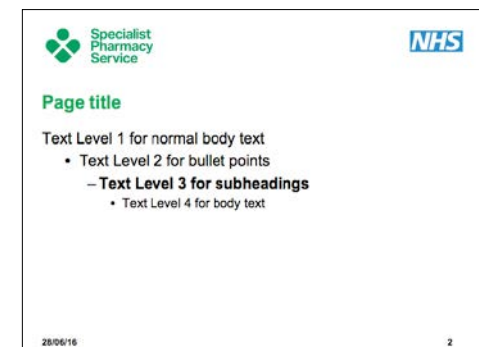
Editing the presentation

The presentation has been set up so that the brand is visible on every page and each page is numbered automatically. This is done as a Master slide.

To edit the middle part of the footer **ONLY**, to include a current date or person/revision you must select “master slide” and select the first page in there. Then you can amend the middle part of the footer.

Close and return to the main powerpoint and this will then appear on every page.

DO NOT ALTER THE HEADER AREA OR THE WEB ADDRESS.



Banners & large scale media

We have a number of roller banners available for use at events and also have the resources to produce other larger display stands

Please make sure your designer has the full SPS brand guidelines and InDesign templates for this.

They can be found <https://www.sps.nhs.uk/articles/resources-for-SPS-staff/>.





NHS Specialist Pharmacy Service
www.sps.nhs.uk