

## **Draft Guidance for Any Qualified Provider (AQP)**

Here are the NHS brand guidelines for third party providers.

As a provider you are commissioned to provide services on behalf of the NHS. For this reason, it is essential that patients understand that your services are an integral part of their NHS treatment.

All your services provided on behalf of the NHS must be positioned as NHS services and branded with the NHS logo. When describing your services, you should refer to them as services 'delivered on behalf of the NHS'.

All resources that are aimed at the public to inform of NHS services should lead with the NHS - this is using the NHS corporate colours, fonts and design style - the NHS lozenge top right, provider logo situated top left.

The NHS brand and identity should only be used when referring to NHS services.

Aside from the brand, copy for any commissioned service must be approved by the commissioner or group of commissioning organisations with whom you are working.

### **Your company logo**

Providers that have their own logo, we are advising to use a co branding solution. The best example we have of this can be found within the ISTC guidelines. The link below gives guidance on NHS size, positioning and exclusion zone.

<http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/independent-sector-treatment-centres/stationery/letterheads>

Please note, the link above shows three diagrams of logo placement on a letterhead. The larger diagram shows that the NHS lozenge is 'Y' in width, the permitted size of your own corporate logo is determined by the width of the NHS lozenge.

Please bear this in mind when placing your logo. In all co branding situations your corporate logo must not be larger than the NHS lozenge.

(The sub menu on the left hand side gives further guidance for other resources).

The ISTC guidance has been written specifically for a particular model contract so you will come across parts that are not relevant to your own organisation, but please do call the NHS Identity Helpline where you are unsure. All resources that are aimed at the public to inform of NHS services should lead with the NHS - this

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### **Localising your service**

As the AQPs are commissioned on a local basis, the service name should contain a geographical reference and relate back to the area that they are serving. Without a geographical reference, the service would appear to be a national service and not one that is being delivered at local level.

The naming principles for organizations and services should:

- clear and descriptive – not conceptual or abstract;
- written out in full – without the use of acronyms or abbreviations;
- contain a geographical reference.

**Letterheads and stationery;** communications to patients should carry the NHS brand top right (provider logo top left) and follow NHS corporate guidelines. The first line of the address block should be that of the NHS service name. Items such as business cards, badges, compliment slips should only carry the NHS logo if their use is for patients/the public during the journey of their NHS treatment. In The footer you should place an explanatory statement that reads: Providing services on behalf of the NHS'. The footer area can carry your organisational information but it should not carry straplines or feature any design style.

Explanatory text should be added to the footer:

'XXXXXXX Providing Services on behalf of the NHS' (or)

'XXXXXXX providing NHS services on behalf of NHS Anyshire'

On stationery, the NHS service name can be written in NHS corporate blue. The service name must sit outside the NHS lozenge exclusion zone, and the address block (written in black) is placed directly underneath the blue service name.

This solution is only for use on stationery that is going out to the patient/public to inform them of their NHS medical treatment. It is not permitted to float the service name and NHS lozenge off the letterhead and use these two elements as a non statutory logotype. NHS services (whether delivered by a NHS organisation or independent provider) are not are not permitted their own individual non statutory NHS logotype.

The provider name should not sit underneath the NHS logo, the provider is highlighted only by the use of their logo placed top left and as part of the explanatory textual statement.

On patient information and other resources the NHS logo sits top right, provider logo top left and the service name/ title is kept away from the NHS logo and becomes a title or heading.

Whether you use the national NHS logo or the local commissioning NHS logotype should be discussed with your local commissioner, but in either case the provider has to include a textual statement on all their communications explaining their relationship with the NHS.

Independent providers/AQPs can only use the NHS brand and identity on communications which the patient and public are required to see during their NHS medical pathway.

Providers cannot use the NHS brand for their own marketing or for general promotion of their own activities.

**Patient information** which informs of a NHS service should not carry information promoting and marketing the provider. You can only use the NHS brand on materials that are directly aimed at the public and patient to inform them that the treatment or service they are receiving is coming from the NHS. When developing your NHS materials you must use the NHS typeface and colour palette.

**Communications which are business to business;** for example, highlighting your services to commissioners. General promotion of the provider cannot carry the NHS brand and identity. You will probably need two sets of stationery, one NHS leading for use when dealing directly with the public and patient, and another set with the provider logo leading (no NHS) for your own corporate and marketing requirements.

**Websites:** You should place all NHS information on designated specific pages, these pages should carry the NHS logo situated top right (provider logo top left), as per the ISTC guidelines solution. The NHS logo should not appear in the leading position on the home page.

Please look through the guidance on the link above, and here at the NHS Identity Helpline we will be happy to discuss any specific queries you may have.

We would also like to view initial draft artwork that you produce, as it is always much easier and economical to amend in the early stages.

**When the provider is an NHS organisation**

The NHS provider may place their own corporate NHS logotype to the top right of communications. An explanatory text should be included in the footer explaining the provisions. For example if the NHS provider is delivering services outside of the geographic area represented by their name.

**Further guidance**

Additional information or clarification may be obtained from the NHS Identity team at [nhs.identity@dh.gsi.gov.uk](mailto:nhs.identity@dh.gsi.gov.uk) or 020 7972 5250 or 020 7972 5261.