

Top Tips for Branding & Communications

- Ensure you fully understand the NHS Identity guidelines before commencing your communications activity (see Guidelines)
- Do not underestimate the time it will take to draft, sign off and produce your communications material.
- Always remember who your audience is for your materials, ensure for patients, it is in plain English with no jargon, is easy to read and available for hard to reach groups.
- To ensure a consistent sign off criteria is achieved for your materials, ensure they are sent all together (sign off will only be from a branding and generic message perspective).
- Use the NHS Identity team if you feel the guidelines do not meet your organisations needs as an NHS provider.
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