



Reference: 0672

**Request:**

Received:24/03/2010

Dear London Ambulance Service,

I would like to request under the freedom of information act an electronic copy of your organisations Branding Guidelines.

Kind Regards

**Response:**

Responded: 26/03/2010

Dear

Thank you for your request for information, placed under the Freedom of Information Act (2000).

Please see attachment.

You may also find the following links of interest.

[http://www.nhsidentity.nhs.uk/;](http://www.nhsidentity.nhs.uk/)

<http://www.nhsidentity.nhs.uk/all-guidelines/guidelines/ambulance-trusts/introduction>

Yours sincerely

Gary Bassett

Head of Patient Experiences  
London Ambulance Service NHS Trust



Attachment

## Brand and visual identity guidelines of the London Ambulance Service NHS Trust

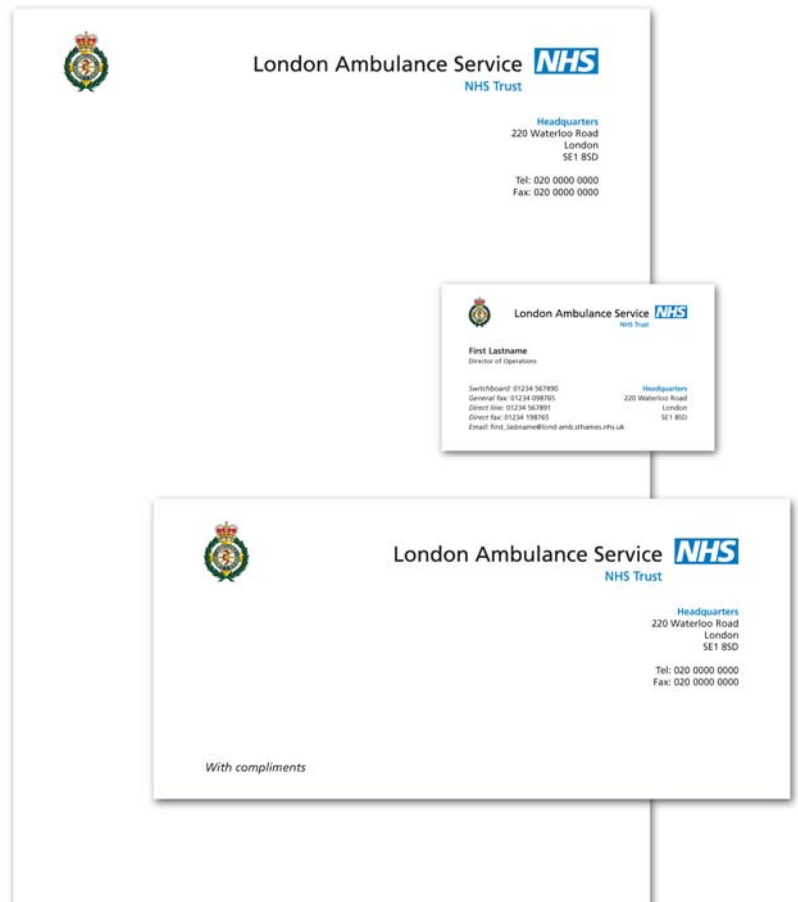
### Introduction

#### Why is the London Ambulance Service NHS Trust brand and visual identity so important?

Our brand and visual identity is important because it affects how people think and feel about the London Ambulance Service NHS Trust. It gives Londoners the confidence in the response, care and advice they will receive from us.

Our identity is largely created by what we do and how we do it – attending to patients quickly, providing high-quality care, often taking them to hospital in emergencies.

All our communication is important in creating our identity too. Everything the Service communicates and puts its name to, be it visually or verbally, is a projection of the Service's identity and is taken as being endorsed by the Service and, therefore also the NHS.



## **Why do we need these guidelines?**

We will only weaken our identity if we all interpret and represent it differently.

The Service needs a brand and visual identity guide to protect our identity and brand heritage and ensure the public consistently has positive associations with our organisation.

These guidelines have been created to help people across the Service use a design style that will consistently reinforce and protect our values, and future vision. Consistency is important because it helps us create and strengthen trust amongst the public and patients of London.

They should be used by Service staff, commissioned agencies, consultants and suppliers, who have responsibility for designing and producing London Ambulance Service NHS Trust branded materials for use internally or externally.

It has been put together to make your job easier and it will benefit the Service by ensuring we are more efficient when designing new communication materials.

## **What about the NHS identity?**

As an NHS trust, it is vitally important that we work as part of the NHS towards the same values. This guide will also help you ensure our brand and visual identity fits within the over-arching NHS identity guidelines which can be found by clicking on this link: <http://www.nhsidentity.nhs.uk/>

It is all of our responsibility to ensure that the London Ambulance Service NHS Trust brand and identity continue to be used in the correct way. If you are in doubt, or need further advice, please contact the Communications Department on Tel: 020 7921 5113 or email [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

## Supporting our values

We have created a set of values that embody the type of organisation we are and want to continue to be. We need to ensure that whenever we communicate and create designs for communications materials we support these values:

### **Clinical excellence**

We will demonstrate total commitment to the provision of the highest standard of patient care. Our services and activities will be ethical, kind, compassionate, considerate and appropriate to the patients' needs.

### **Respect and courtesy**

We will value diversity and will treat everyone as they would wish to be treated, with respect and courtesy.

### **Integrity**

We will observe high standards of behaviour and conduct, making sure we are honest, open and genuine at all times and ready to stand up for what is right.

### **Teamwork**

We will promote teamwork by taking the views of others into account. We will take a genuine interest in those who we work with, offering support, guidance and encouragement when it is needed.

### **Innovation and flexibility**

We will continuously look for better ways of doing things, encourage initiative, learn from mistakes, monitor how things are going and be prepared to change when we need to.

### **Communication**

We will make ourselves available to those who need to speak to us and communicate face to face whenever we can, listening carefully to what is said to us and making sure that those we work with are kept up to date and understand what is going on.

### **Accept responsibility**

We will be responsible for our own decisions and actions as we strive to constantly improve.

### **Leadership and direction**

We will demonstrate energy, drive and determination especially when things get difficult, and always lead by example.

### **NHS communications principles**

The NHS also has a set of communications principles which all our communications tools must also support. These are: clear, cost-effective, straightforward (not gimmicky), modern, accessibility, honest, and respectful.

## Brand and visual identity – the core elements

The core elements of the London Ambulance Service NHS Trust brand and visual identity are:

- (1) Our logo
- (2) Our corporate colours
- (3) Our corporate typeface
- (4) Our corporate name – London Ambulance Service NHS Trust
- (5) Photographic images representing our organisation and work

This section outlines how the core elements should be used to protect our brand and visual identity.

These guidelines should be followed when producing internal communication materials such as written reports, letters, posters or PowerPoint presentations. Please also see the specific PowerPoint guidelines and templates available on *the pulse* by clicking here: <http://thepulse/managing/11799419016040.html>

If you want to produce some communications materials for external audiences, these guidelines can also be used. However please contact the Communications Department for further advice before commissioning any printed work for external audiences or approving any partner organisation's materials -Tel: 020 7921 5113 or email [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

## (1) Our logo

Our logo is made up of three different elements:

- a. the NHS logo – the blue box
- b. the NHS logotype namestyle text – the NHS logo plus our organisation's name
- c. the Service's Crown badge

All parts of our logo must be used together as below.



London Ambulance Service



NHS Trust

## Background to the three elements of our logo:

### a. The NHS logo

As an NHS Trust, the NHS blue logo is the cornerstone of our identity. It is our signature: the mark that signals NHS ownership of a service or messages.

It has over 90 per cent instant and unprompted recognition amongst the public. Therefore, it needs to be used consistently and correctly.



### b. The NHS logotype with namestyle text

All individual NHS organisations have logotypes based around the NHS logo, their local namestyle text and the type of organisation.

Our logotype features our full corporate name – the London Ambulance Service NHS Trust.

London Ambulance Service   
NHS Trust

### c. The Crown Badge

The Crown Badge is a national identity for ambulance services. It may be used by each ambulance service NHS Trust in recognition of its heritage.



## Logo colours

Our logo should wherever possible be reproduced in colour as illustrated here:



London Ambulance Service  
NHS Trust



Or if only one colour is being used, it should be black as below:



London Ambulance Service  
NHS Trust



If you are using a dark background colour, it may be more appropriate to reverse the image out as shown below:



London Ambulance Service  
NHS Trust

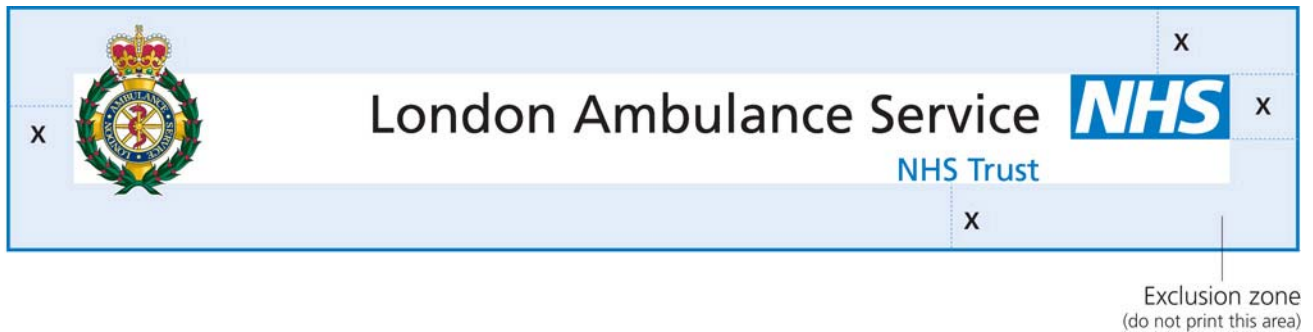


For further advice on reversed-out logos contact the Communications Department on Tel: 020 7921 5113 or email: [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)



## Exclusion zone around our logo

This is the clear space around the logo in which nothing else should appear. The clear space indicated by (X) below is proportional and is defined as the height of the NHS logo. It helps to ensure clarity and readability and improve the impact of the logo. Do not allow any words or images into this area.



## Minimum size of our logo

To ensure visibility, readability and accessibility, our logo should never be used smaller than the size used on business cards which is shown here where X is 4.25mm:



## Position of our logo

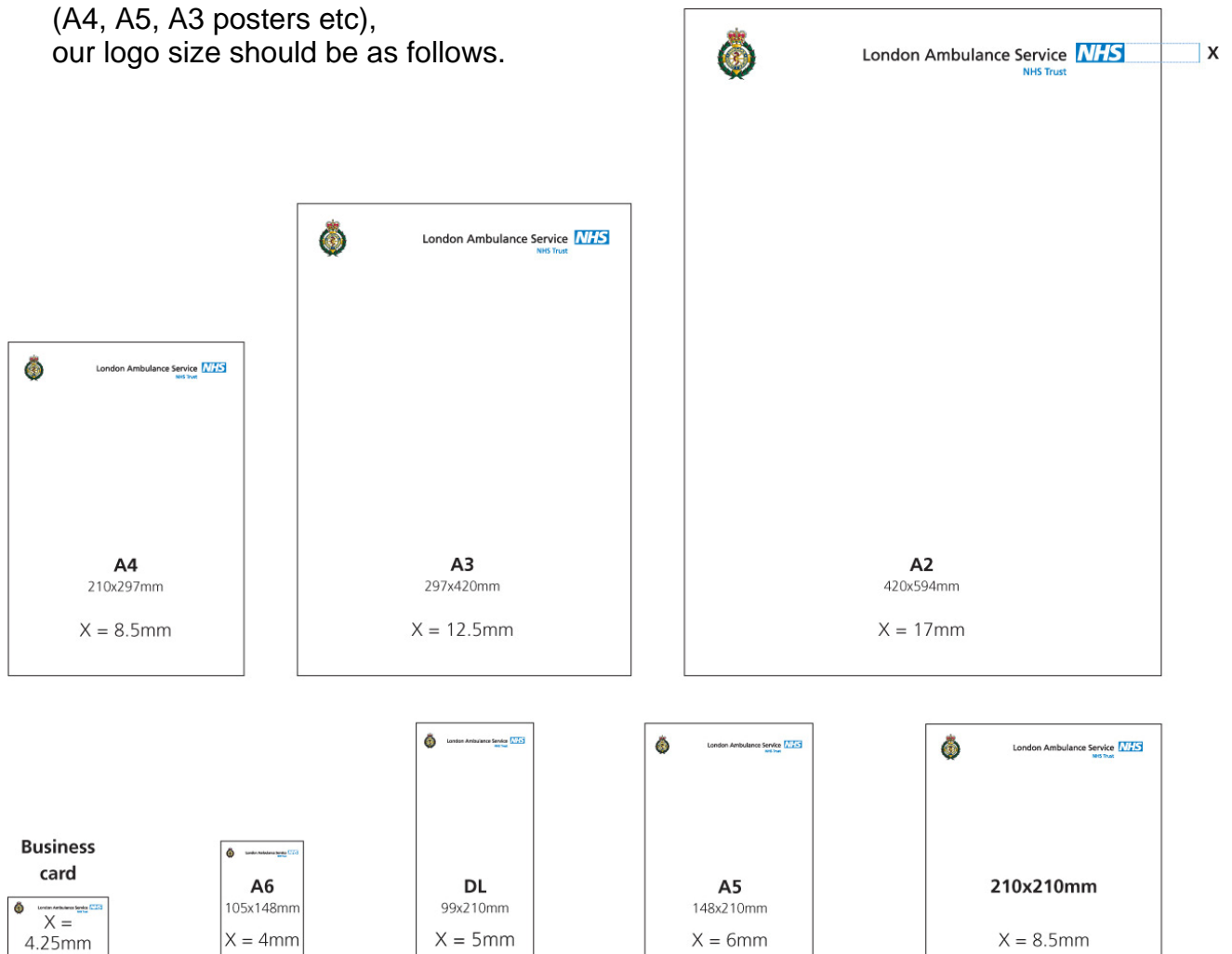
As a general rule, our logo should be treated as one complete image positioned at the top of the page. If this isn't possible, then it may be positioned at the bottom of the page.

Our logo should only appear once on a single sheet. This helps to ensure that it is seen as the cornerstone of our identity and prevents its strength being watered down by duplication.

More flexibility may be appropriate for design purposes when producing some communications material. For example, in some cases, the Crown Badge element may be used for decorative purposes as a 'watermark' image. For further advice please contact the Communications Department on Tel: 020 7921 5113 or email: [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

## Recommended sizes

On standard size formats (A4, A5, A3 posters etc), our logo size should be as follows.



## Positioning alongside other organisation's logos

We often work with other organisations to deliver our service to patients and to promote the emergency medical service we offer to Londoners.

Our identity should not be lost amongst those of other organisations. We should always strive to ensure that our logo is shown in equal proportion to other organisation's identities.

Wherever possible, every effort should be made to ensure that all elements of our logo are positioned at the top of the page or image, above any other identities.

The exclusion zones detailed earlier in these guidelines will also apply for using the logo with other partners' identities.

Where our logo is being used on partners' materials, try to ensure that the material still adheres to the NHS communications principles of professionalism, respect, clarity, accessibility and straightforwardness.

If partner materials require the logo to be treated differently, then in exceptional cases it may be necessary to feature only one element of the logo. In such cases please contact the Communications Department who will be able to advise on which element of the logo to use so that it sits alongside other organisation's logos – Tel: 020 7921 5113 or email: [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

### How not to use the logo alongside other organisation's logos

If only one element of the logo can be used, as a general rule, it should not be the Crown badge as it is not that easily identifiable as London Ambulance Service NHS Trust.



### How to use the logo alongside other organisation's logos

If only one element of the logo can be used, the NHS logo and logotype namestyle text should appear in equal proportion to other organisation's logos as illustrated below. This ensures our logo is prominent and instantly recognisable as London Ambulance Service NHS Trust.



## **Sourcing the correct logo**

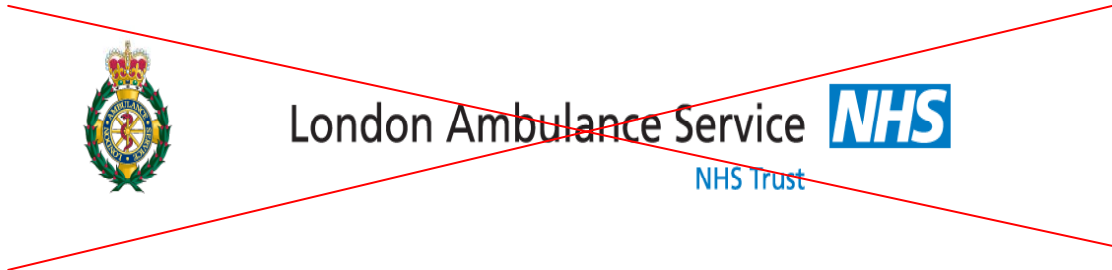
Only use an original digital logo file – the logo is available for internal use in either black and white or colour on *the pulse* by clicking here  
<http://thepulse/managing/11799417485844.html>

A higher resolution print quality logo is available from the Communications Department for external use – please contact Tel: 020 7921 5113 or email:  
[communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

If you are producing materials to be printed externally, please seek further advice from the Communications Department who will be able to provide the most appropriate logo file.

How not to use the logo

In summary, ensure you don't use the logo in any of the following ways:



## (2) Our corporate colours

The consistent use of three standard corporate colours will help people to recognise our communications as London Ambulance Service NHS Trust communications.

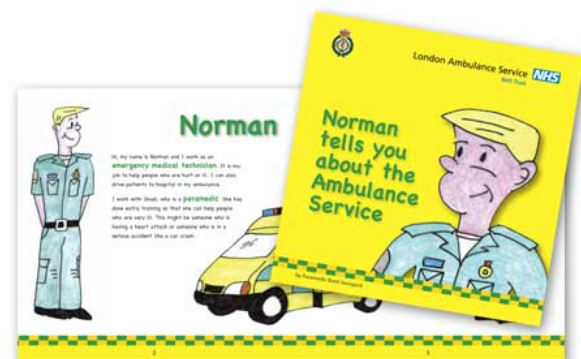
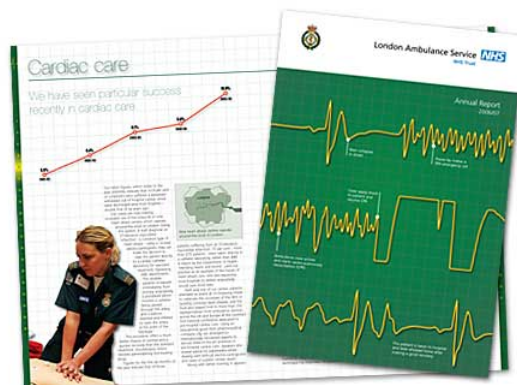
A colour palette has been specifically developed that supports the NHS principles of being straightforward, clear and cost-effective and reflects our organisation's work. The green represents our uniform, yellow represents our vehicles, and blue represents our NHS Trust status.

The colours within our colour palette may be used as solid colours or tints, although our logo must never appear as tints.

NHS <b>Blue</b>	Pantone® 300	C 100%	M 43%	Y 0%	K 0%	R 0	G 114	B 198
NHS <b>Green</b>	Pantone® 355	C 100%	M 0%	Y 91%	K 6%	R 0	G 158	B 73
NHS <b>Yellow</b>	Pantone® Process Yellow	C 0%	M 0%	Y 100%	K 0%	R 247	G 226	B 20

## Background colour

When printing coloured backgrounds, the base colour should be chosen from our colour palette, typically yellow would be the most appropriate background colour.



**(3) Our corporate typeface**

A further way to establish a recognised and professional identity is to use consistent typefaces that are clear and easy to read.

**Font style:**

**Frutiger**

The NHS preferred corporate font style for external materials is Adobe Frutiger. It is a modern and flexible typeface ideal for both headings and text.

If a copy of the Frutiger typeface is not available, your local printer is almost certain to hold a licensed copy for printed materials. Please contact the Communications Department for further advice on Tel: 020 7321 5113 or email: [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

# Frutiger

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789  
*ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789*  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789**  
***ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789***  
***ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789***

**Arial**

Arial should be used for all internally produced documents such as written reports, PowerPoint presentations and posters as an alternative for Frutiger.

It is particularly good for diagrams, tables and for breaking up text. Use either regular, bold or italic.

# Arial

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789  
*ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789*  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789**  
***ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz &£?! 0123456789***

## Legibility:

Text is more legible if:

- *it is not italic*
- IT IS NOT IN CAPITALS
- it is on a background which is a strong contrast to the type, for example black text on a white background
- it is not on a textured or patterned background

You can use different **weights**, *styles*, **sizes** or **colours** of font to create unique designs for your documents and increase impact. Be wary of over using these effects though as they can distract from the message you are trying to communicate.

As a guide, the Royal National Institute of Blind People's 'See it right' guidelines state that text should not be smaller than 12 point to ensure accessibility.



#### **(4) Our corporate name – London Ambulance Service NHS Trust**

Our full name of London Ambulance Service NHS Trust should be used when communicating with external audiences.

If it needs to be shortened to avoid repetition, it should be shortened to either London Ambulance Service or, once the full name has been used once, we can be referred to as 'the Service' or alternatively 'the Trust'.

We should not shorten our name to 'LAS' when communicating with external audiences or producing communications materials. Shortening our name only devalues our brand and using acronyms such as 'LAS' often confuses people. Be wary of presuming other people's knowledge about the Service and remember that not everyone understands what internally used acronyms stand for.

Internally, it may be acceptable to use LAS in some communications but again, we should avoid using acronyms which can confuse audiences or undermine the message you are trying to communicate. It is usually best to assume that someone doesn't know the organisation and to speak in plain English.

## (5) Photographic images

Photographs are a very powerful, emotive and memorable way of illustrating what our organisation stands for and the type of service we offer to Londoners.

Current images of the Service at work, including staff, vehicles and patients can be sourced from the Service's Media Resources Department – Tel: 020 7732 4549 / 0207 732 5564.

When selecting images to use, the following guidelines should be considered to ensure they enhance the Service's reputation. Ensure your chosen image is:

- current (in terms of uniform, vehicle, logo branding etc)
- clinically accurate
- high quality (strong colours and not blurry or out of focus)
- representative of the diversity of the population we serve across London
- respectful of our patients and staff (shows that we care about people and their health)



## **Other issues for consideration**

### **Promotional materials**

Before producing any promotional materials such as pens, mugs, posters etc for use in patient and public involvement activities or to share with external partners, please contact the Communications Department for further guidance on Tel: 020 7921 5113 or email: [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)

### **London Ambulance Service NHS Trust brand and visual identity checklist**

The following questions might be helpful when evaluating any communications projects to judge whether they support our brand and visual identity:

- Is the logo (including the NHS logo, logotype namestyle and Crown badge) in the correct position, in its correct colour and at the correct size?
- Does it sit in the right amount of clear space?
- Are the typefaces Arial and are they legible?
- Are the colours chosen from our corporate colour palette?
- Does our full corporate name appear where appropriate?

### **Where to go for help or advice**

For further information or advice on these guidelines or other elements of the Service's brand and visual identity contact the Communications Department on Tel: 0207 921 5113 or email [communications@lond-amb.nhs.uk](mailto:communications@lond-amb.nhs.uk)