

EAST LONDON NHS FOUNDATION TRUST

Brand guidelines

V1.1

If you have any questions about these brand guidelines,
please contact the communications team on **020 7655 4049**
or email elft.communications@nhs.net



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Templates are available in a seperate document

INTRODUCTION TO EAST LONDON FOUNDATION TRUST

The ELFT Strategy

Who we are & what we do

East London NHS Foundation Trust provides community health, mental health and primary care services to a population of around 1.8million people across Bedfordshire, Luton, Richmond and East London. Our strategy takes into account the changing needs and assets within our local populations, the impact of the pandemic on our communities, greater collaborative working between local health and social care organisations and the views of local people and stakeholders. It provides us with direction, and defines our priorities as an organisation.

There are four objectives in our plan, which again remain consistent with our previous strategy. They are:

- To improve population health so that our communities are healthier and able to get more out of life.
- To improve the experience of care – so that anyone in contact with our services feels safe, feels involved in decisions about their care and knows that the staff around them are focused on their recovery and their future goals.
- To improve staff experience – so that staff are able to grow, learn, feel supported and enjoy what they do.
- And finally, our fourth objective is to improve value – by making the best use of our resources, making the best use of everyone’s time, removing obstacles that delay or hold things up, and by adopting systems and processes to make things more efficient and effective for everyone

Six areas have prominence in our Strategy:

Children and young people – if we get the right care and support in place for young people from the moment they are born, or from the moment they hit a bump in the road, issues will be resolved earlier, parents will be supported sooner, schools and education hubs can act earlier, and children will have the best chance to grow into healthy adults.

Social justice - if people are treated fairly, if we do our bit to address poverty, racism and other forms of prejudice, then the people and communities we serve will feel more able to overcome obstacles in their lives, and live their lives to their potential.

Inequalities and access are key aspects of life that can hold people back. Our Strategy focuses on supporting people to attain good quality employment, support in education and learning, help to tackle issues holding them back, so they can grow in confidence and thrive.

A key part of our strategy is to get the **basics right**. We need to make sure that we are consistent in our processes, and that we do what we say we will do. And if there is a hiccup, to resolve it straight away. Individuals deserve to have the right care and support from the beginning of their contact with us, so that they can get back on track with their lives.

INTRODUCTION TO EAST LONDON FOUNDATION TRUST

Our Mission, Vision Values & Promise

Our mission is:

To improve the quality of life for all we serve

Our vision:

We will work with our partners to deliver on our commitment to person-centred coordinated mental and physical health care, to improve the health and wellbeing of the communities we serve, and to recover from the pandemic and promote social justice...”

Our Organisational Treasures

We know we have a treasure trove that will support us on our journey. Our organisational strengths are People Participation, Committed Caring Staff, Quality Improvement, Inclusion and Diversity, System Leadership and Innovation, and that we are Clinically Led.

Our Values

The Trust's values are at the heart of our vision and underpin everything we do. We use these in our values statement which features on all materials.

We care

We respect

We are inclusive

The ELFT Promise

As part of our continuing commitment to the way in which we work together in our mental health, community health and primary care services, and with our partners

We promise

To work together creatively

To learn what matters to everyone

To achieve a better quality of life

To continuously improve our services

The ELFT Promise & values lock-up device

We use this on all of our materials, see this document for guidance of how to apply this when using our brand.



We promise to work together creatively to: learn 'what matters' to everyone, achieve a better quality of life and continuously improve our services.

We care, we respect, we are inclusive.

OUR LOGO

Our NHS organisational logo

A standard format has been introduced for all NHS organisational logos to ensure that patients and the public see the NHS presented in a consistent, coherent and professional way.

NHS organisational logos are made up of the following components:

- **The NHS logo** – this is the most important part of the organisational logo to patients and the public.
- **Your organisation's name** – this must be the full and correct legal name. Patients and the public view this as the second most important part of the logo, so it is in larger, black text to make it prominent.
- **Your organisation's descriptor** – (e.g. NHS Foundation Trust, Clinical Commissioning Group). This is the least important part of the logo to patients and the public, so it is less prominent, in smaller, blue text.



NHS colour logo on White



NHS White logo on NHS Blue



NHS Black logo on White

OUR LOGO

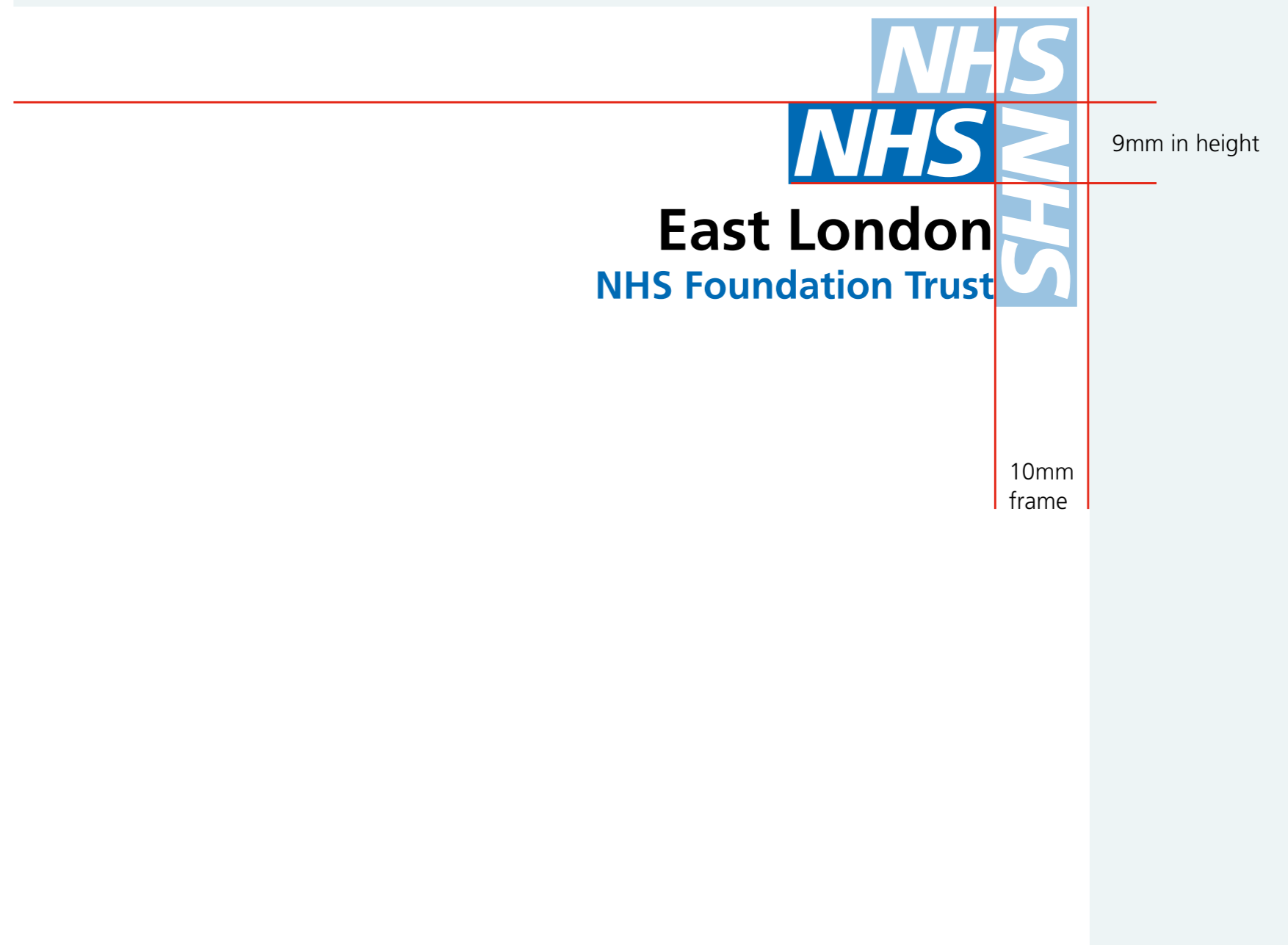
Size and position

Our logo is an NHS Partner logo and as such it follows the guidelines set down by the NHS. An example application is shown here along with sizes on most standard paper formats. Screen size and position are shown on the next page.

Logo height and margin sizes

- A2** (420 x 594mm) Margin 20mm. NHS logo height 18mm.
- A3** (297 x 420mm) Margin 15mm. NHS logo height 13mm.
- A4** (210 x 297mm) Margin 10mm. NHS logo height 9mm.
- A5** (148 x 210mm) Margin 8mm. NHS logo height 7mm.
- A6** (105 x 148mm) Margin 8mm. NHS logo height 7mm.
- DL** (99 x 210mm) Margin 8mm. NHS logo height 7mm.
- DL Envelope** (110 x 220mm) Margin 8mm. NHS logo height 7mm.
- Business Card** (55 x 90mm) Margin 6mm. NHS logo height 6mm.

Example of the logo on an A4 page



OUR LOGO

Size on screen

The following shows 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 20px high. It is important to stress that this is a minimum. The only exception to this is when designing favicons for web browsers, as they can typically 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.

On all digital applications the left aligned logo should be used, this is the only time this is used.

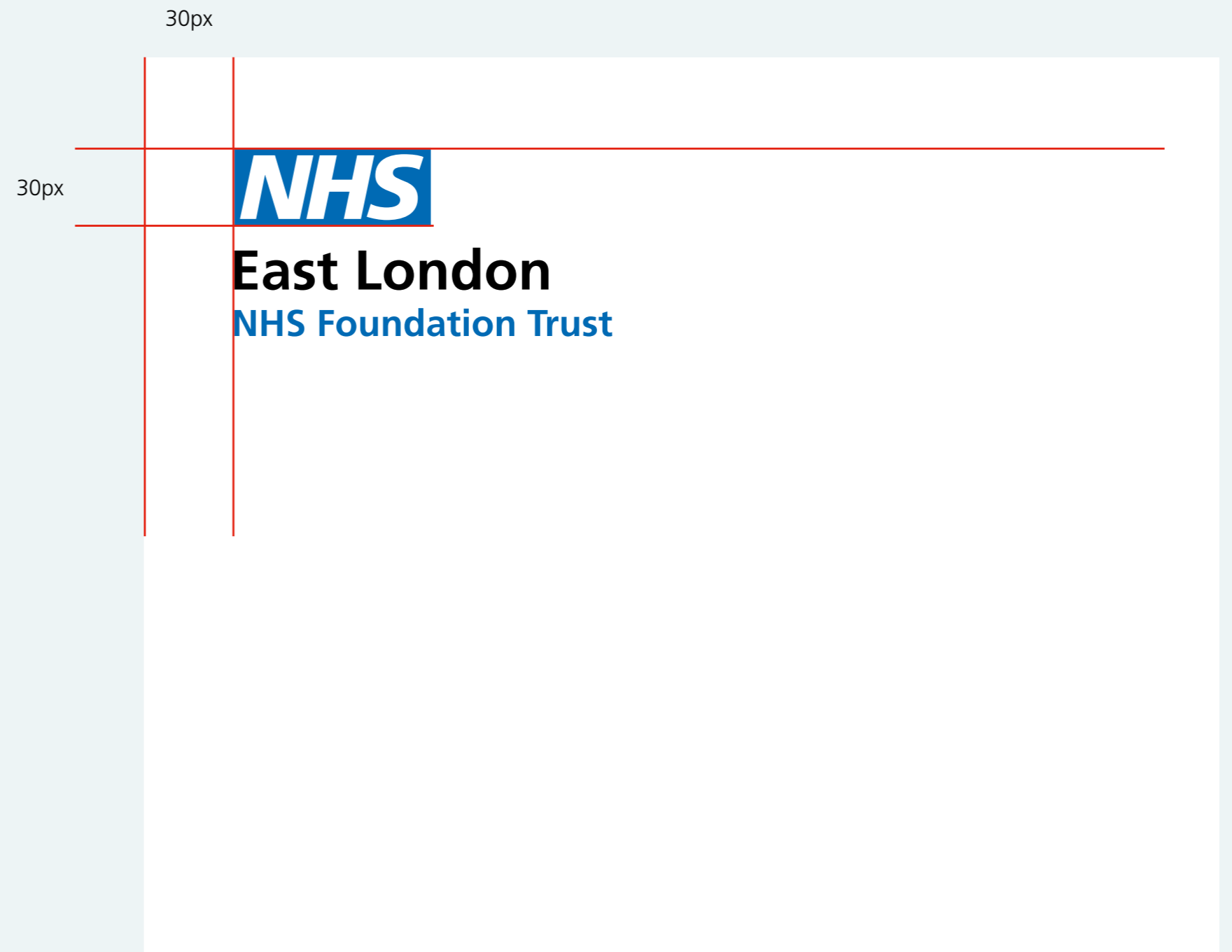
Logo height and margin sizes

Desktop Margin 30px. NHS logo height 30px.

Tablet Margin 20px. NHS logo height 25px.

Mobile phone Margin 15px. NHS logo height 20px.

Example of the logo on a desktop screen



OUR LOGO

Logo rules

The East London NHS Foundation Trust logo should only ever appear on NHS Blue or White, following the placement guidelines on page 6.

Only approved use



NHS Blue



Secondary colour palette



White



NHS Black



SERVICE LOGOS

Service logo dos and don'ts

Service level logos can only be placed on a white background following the placement guidelines on page 10.

Only approved use



White

Service logo use on White only

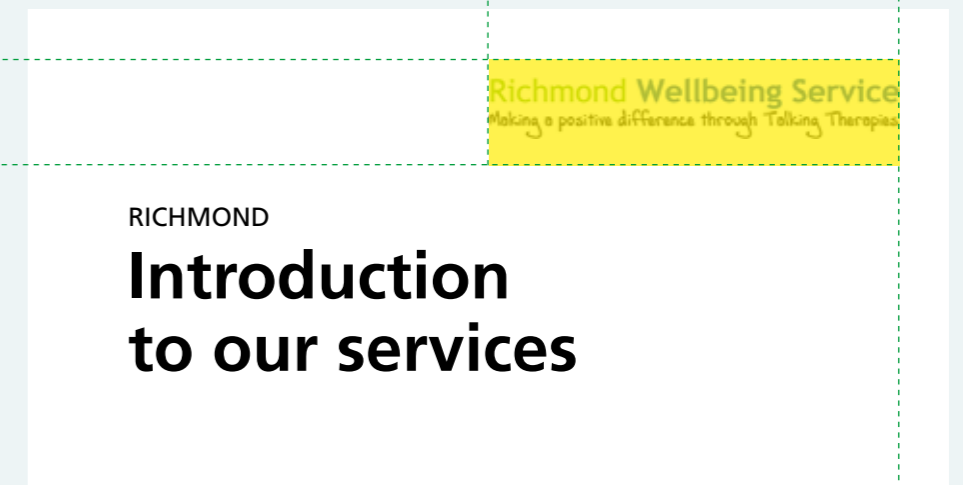


SERVICE LOGOS

Service logo placement rules

When placing a service logo the same rules and position are followed as the ELFT logo.

The height of the absent ELFT logo provides the maximum height for the service logo. Please try to ensure that longer logos do not match the full height as this will make them too long in the space.



COLOURS

Our colour palette

NHS Blue and white are the dominant colours in the NHS colour palette. They help signpost people to NHS organisations and services, by ensuring that materials are instantly recognisable as originating from the NHS.

The secondary colours can only be used to colour the shapes and the illustrations.

Primary colour palette

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

White
 CMYK: 0/0/0/0
 RGB: 255/255/255
 #FFFFFF

Secondary colour palette

- Shapes – any colour
- Illustration (any colour – but ensure they are complimentary)

NHS Dark Blue
 Pantone: 287
 CMYK: 100/75/2/18
 RGB: 0/48/135
 #003087

NHS Light Blue
 Pantone: 298
 CMYK: 67/2/0/0
 RGB: 65/182/230
 #41B6E6

NHS Aqua Blue
 Pantone: 312
 CMYK: 88/0/11/0
 RGB: 0/169/206
 #00A9CE

NHS Dark Green
 Pantone: 342
 CMYK: 93/10/75/43
 RGB: 0/103/71
 #006747

NHS Green
 Pantone: 355
 CMYK: 91/0/100/0
 RGB: 0/150/57
 #009639

NHS Light Green
 Pantone: 368
 CMYK: 65/0/100/0
 RGB: 120/190/32
 #78BE20

NHS Aqua Green
 Pantone: 3272
 CMYK: 94/0/48/0
 RGB: 0/164/153
 #00A499

NHS Purple
 Pantone: 2685
 CMYK: 90/99/0/8
 RGB: 51/0/114
 #330072

NHS Pink
 Pantone: 675
 CMYK: 18/100/0/8
 RGB: 174/37/115
 #AE2573

Promise Pink
 CMYK: 3/45/1/0
 RGB: 239/168/201
 #EFA8C9
USE WITH PROMISE ONLY

Dark Pink
 Pantone: 683
 CMYK: 26/99/12/50
 RGB: 124/40/85
 #7C2855

NHS Dark Red
 Pantone: 1955
 CMYK: 9/100/54/43
 RGB: 138/21/56
 #8A1538

NHS Orange
 Pantone: 144
 CMYK: 0/51/100/0
 RGB: 237/139/0
 #ED8B00

NHS Warm Yellow
 Pantone: 1235
 CMYK: 0/31/98/0
 RGB: 255/184/28
 #FFB81C

NHS Yellow
 Pantone: Process Yellow
 CMYK: 0/0/100/0
 RGB: 250/225/0
 #FAE100

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 Pale grey
 Pantone: 7541
 CMYK: 7/1/3/2
 RGB: 232/237/238
 #E8EDEC

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

TYPOGRAPHY

Frutiger

Core font – Frutiger

The core NHS font is Frutiger and the secondary font is Arial. These fonts should be used for all NHS communications. No other fonts should be used, even if your NHS communications are aimed at a specific target audience (e.g. children). The consistent use of permitted fonts achieves the unified and uniform approach that our patients and public want from the NHS. The only exception is foreign language fonts.

Availability

Frutiger is available to buy in many weights, and licences to use Frutiger both on and offline can be purchased from a number of font sellers. As well as specifying the type and number of licences required, you need to ensure you are buying the Linotype family of Frutiger, and the specific weights of Frutiger 65 Bold, Frutiger 55 Roman, Frutiger 56 Roman Italic and Frutiger 45 Light. These weights, as set out in the guide below, are appropriate for the majority of offline applications. Online, we suggest avoiding using italics because it is less accessible.

Unless Frutiger has been made available to you, please use Arial as detailed on the following page.

Frutiger 65 Bold – Headings and stand-out copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
UVWXYZabcdefghijklmnopqrstuvwxyz
1234567890
'?'"!"(%)[#] {@}/&\<-
+÷×=>®©\$£¥¢::;,.*

Frutiger 55 Roman – Body copy

ABCDEFGHIJKLMNOPQRST
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890
 '?"'"!"(%)[#] {@}/&\<-+÷×=>®©\$£¥¢::;,.*

Frutiger 45 Light – Lead-in copy and large headings

ABCDEFGHIJKLMNOPQRST
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890
 '?"'"!"(%)[#] {@}/&\<-+÷×=>®©\$£¥¢::;,.*

TYPOGRAPHY

Arial

Alternative – Arial

The NHS also has a secondary font, Arial, for use when Frutiger is not available. Arial is also an accessible sans serif font with good clarity and legibility. It is a very widely available typeface that all users should have easy access to. Given its availability, Arial will generally be used for internally produced documents like letters, reports and PowerPoint presentations.

Arial doesn't have the same level of character and range of weights as Frutiger, nor does it have the same associations with the NHS, because of its wide availability and use by a broad range of organisations. Therefore, it is preferable to use Frutiger where possible and available.

Arial Bold – Headings and stand-out copy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890
 ‘?’“!”(%)[#] {@}/&\<-
 +÷×= > ® © \$ £ ¥ ¢ ::, , . ***

Arial Regular – Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 UVWXYZabcdefghijklmnopqrstuvwxyz
 1234567890
 ‘?’“!”(%)[#] {@}/&\<-+÷×= > ® © \$ £ ¥ ¢ ::, , . *

PROMISE & VALUES

Promise & Values lock-up

Our Promise and Values are represented on all of our materials.

The Promise and Values lock-up consists of three parts;

- 1: Promise badge or 'Ask' badge
- 2: The Promise,
- 3: The Values statement:
We care, we respect, we are inclusive.

When the full promise lock-up is unable to be used due to space, or if the full statement is featured elsewhere, the short version of the lock-up should be used.

The promise and values should only appear as indicated on a base of NHS blue or White.

Full Promise lock-up



We promise to work together creatively to: learn 'what matters' to everyone, achieve a better quality of life and continuously improve our services.
We care . We respect . We are inclusive

Short Promise lock-up



**We care
We respect
We are inclusive**

Full Promise lock-up



We promise to work together creatively to: learn 'what matters' to everyone, achieve a better quality of life and continuously improve our services.
We care . We respect . We are inclusive

Short Promise lock-up



**We care
We respect
We are inclusive**

PROMISE & VALUES

Promise and Values device use

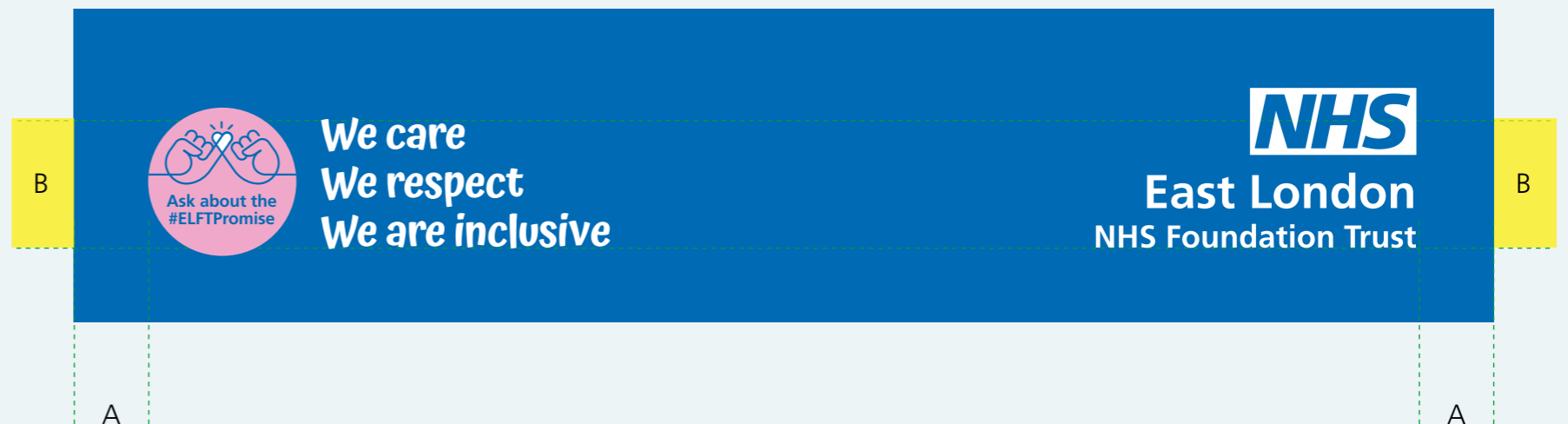
The Promise and Values lock-up will often be used in conjunction with the ELFT logo, in this instance it is important to follow the placement guidelines as indicated here.

Both the short and the full Promise & Values lock-up measure from the base of the ELFT logo to half way through the NHS logo. This sizing follows the placement guidelines for the ELFT logo on page 5.

Full lock-up application



Short lock-up application



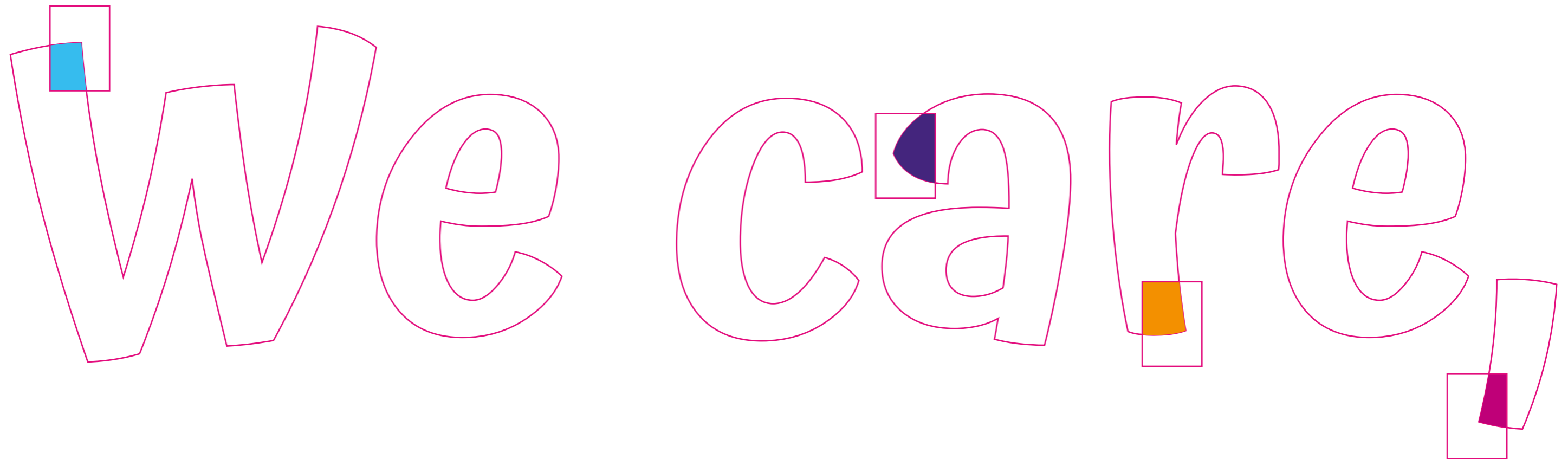
DESIGN FRAMEWORK

Built from our values

Our values are integral to our brand, so much so that our values statement forms the basis of the design structure for all our materials.

The different angles within the statement provide shapes which form the design framework for all of our branded materials.

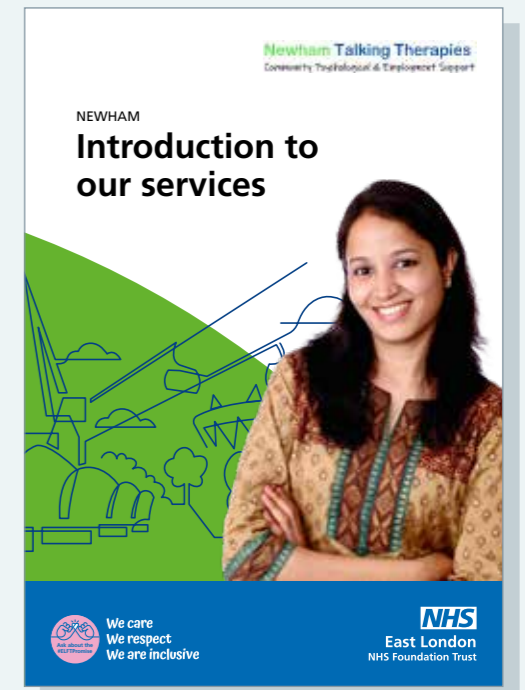
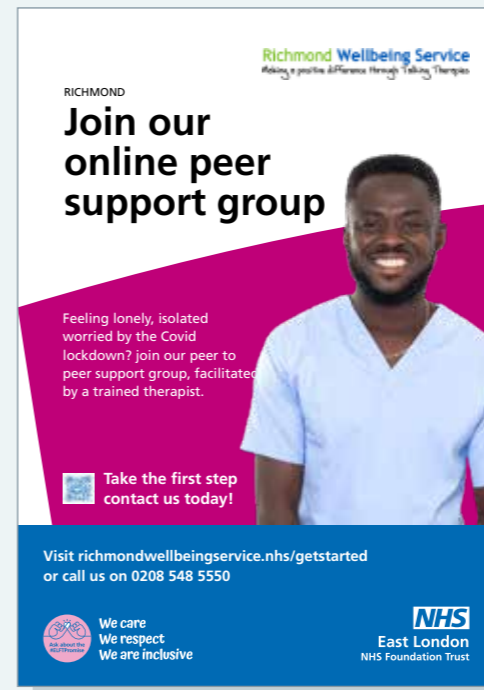
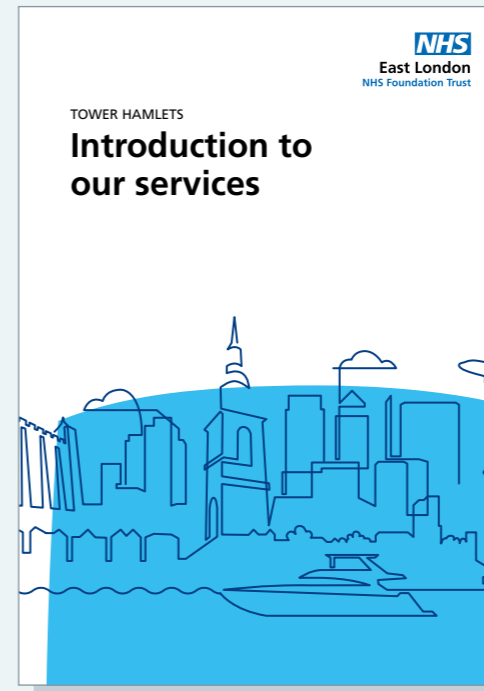
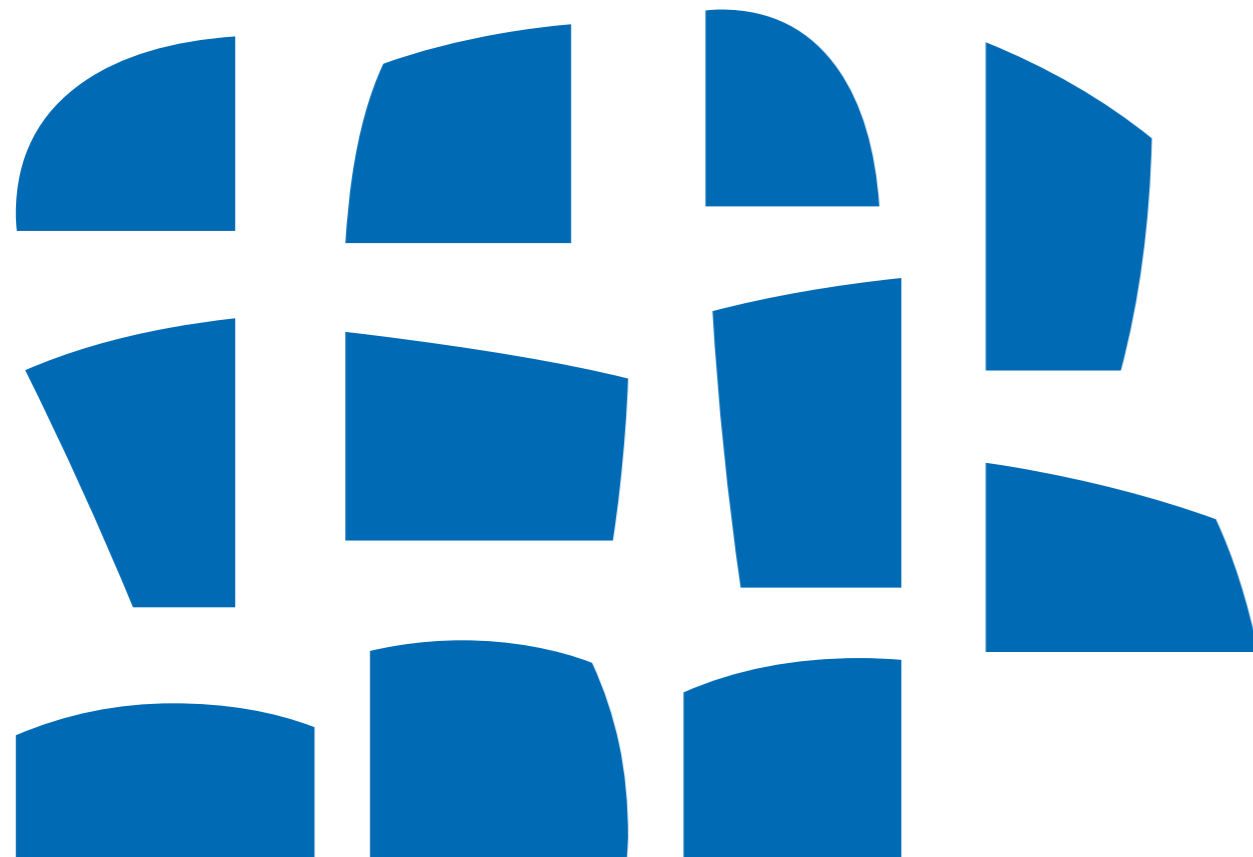
We care . We respect . We are inclusive



DESIGN FRAMEWORK

Our brand shapes

The shapes form the backdrop to our brand and they are available in a variety of shapes and colours. They can be rotated to any angle to get the desired effect. The shapes are available at via the design portal. Please contact the communications team for more information.



DESIGN FRAMEWORK

Our illustrations

A 'Living Community'

Supporting the brand shapes we also have bespoke illustrations that represent our connection to the local community. These contain iconic landmarks from the areas we cover, enabling each service to be able to tell their own story on their materials.

The illustrations can be used Dark Blue on a White background with a coloured shape or in Light Grey on a Blue Background with a coloured shape. No other combinations can be used.

Landmarks represented

City & Hackney

- Hackney Empire
- Bank of England
- Old Bailey
- The Gherkin
- Hackney Town Hall
- Mansion House
- Hackney Cab

Tower Hamlets

- Canary Wharf
- Tower of London
- Victoria Park
- St Mary Le-Bow
- St Katherine's Docks

Richmond

- Twickenham
- Richmond Park
- Richmond Bridge
- Richmond Theatre
- Ham House & Gardens

Newham

- London Olympic Park
- Greenway House
- Thames Barrier
- Emirates Royal Docks (with the cable cars!)
- Royal Victoria Docks

Bedfordshire & Luton

- Bedfordshire University
- Reflections of Bedford sculpture
- Luton Airport
- Luton Town Hall
- ZSL Whipsnade Zoo
- Wrest Park

Corporate

- Thames Barrier
- Emirates Royal Docks
- The Gherkin
- Old Bailey
- Reflections of Bedford sculpture
- Luton Airport
- Twickenham
- St Katherine's Docks

City and Hackney



Tower Hamlets



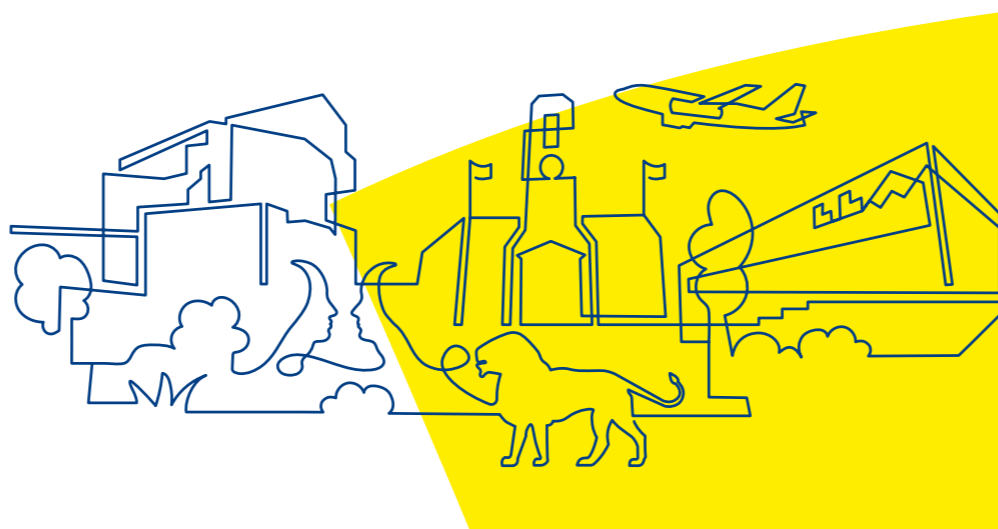
Richmond



Newham



Bedfordshire and Luton



ELFT BRAND APPLICATION

Shape colours on Blue

This page show which shape colours can be used on a Blue background.

Shape colour on white

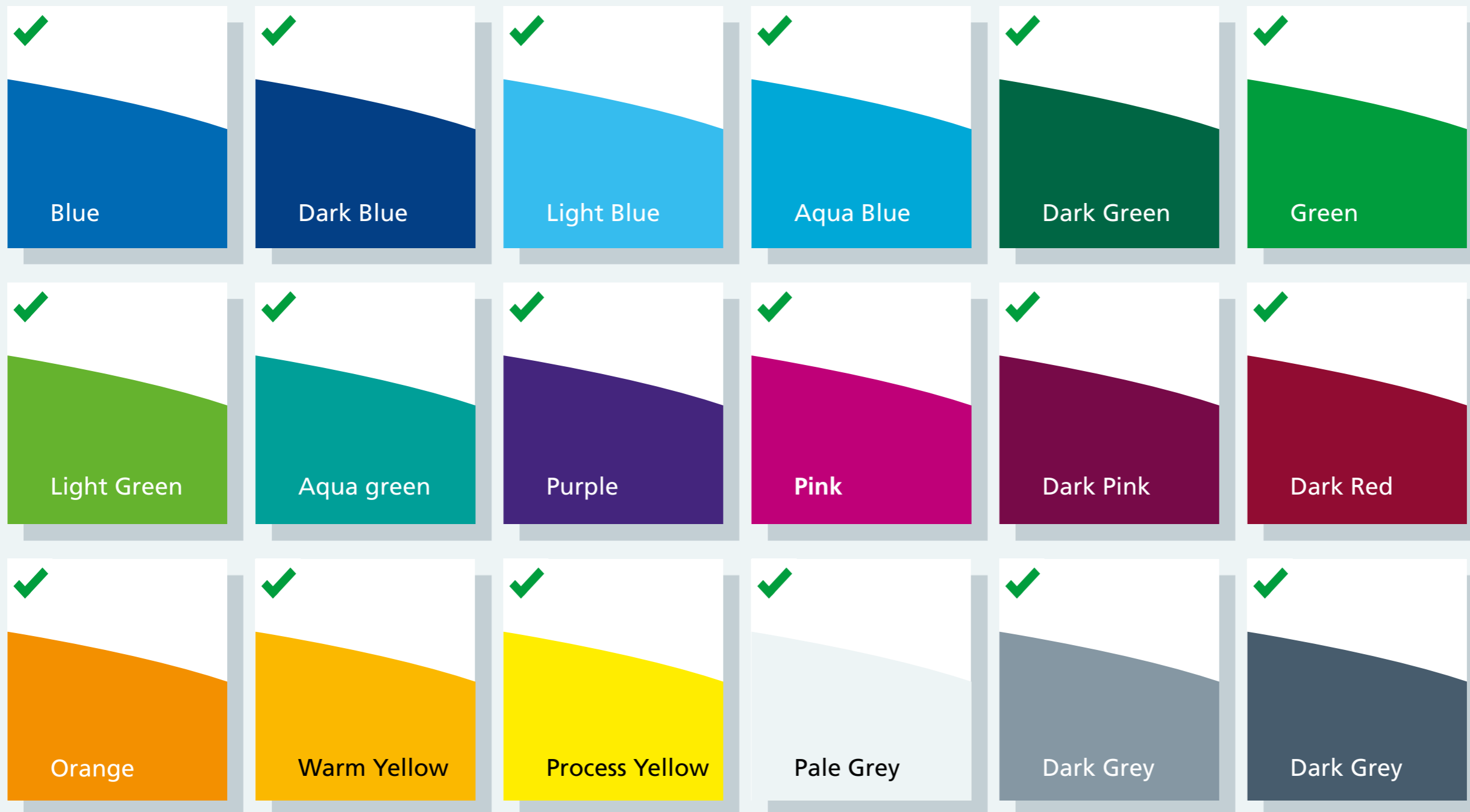


ELFT BRAND APPLICATION

Shape colours on White

This page show which shape colours can be used on a white background.

Shape colour on white

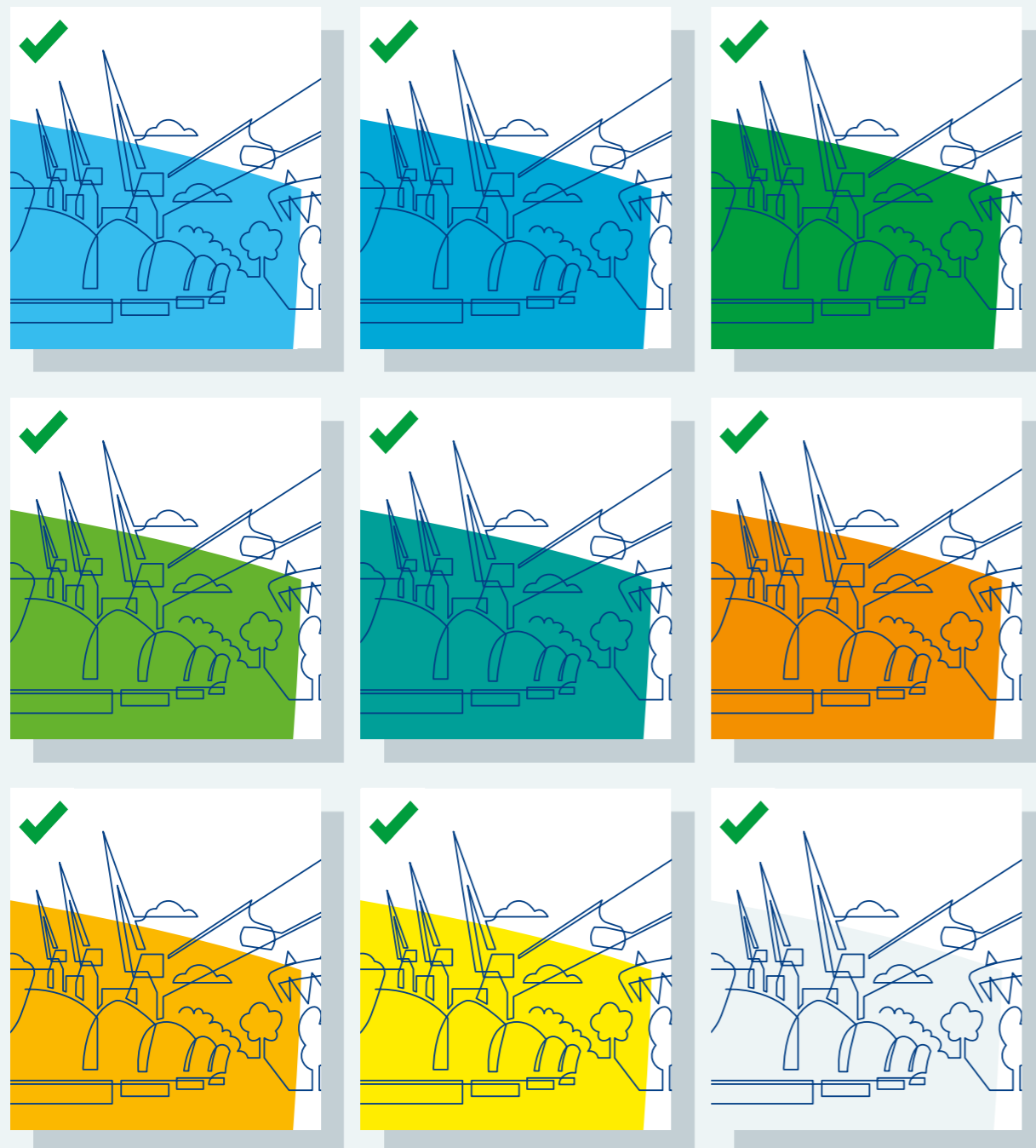


ELFT BRAND APPLICATION

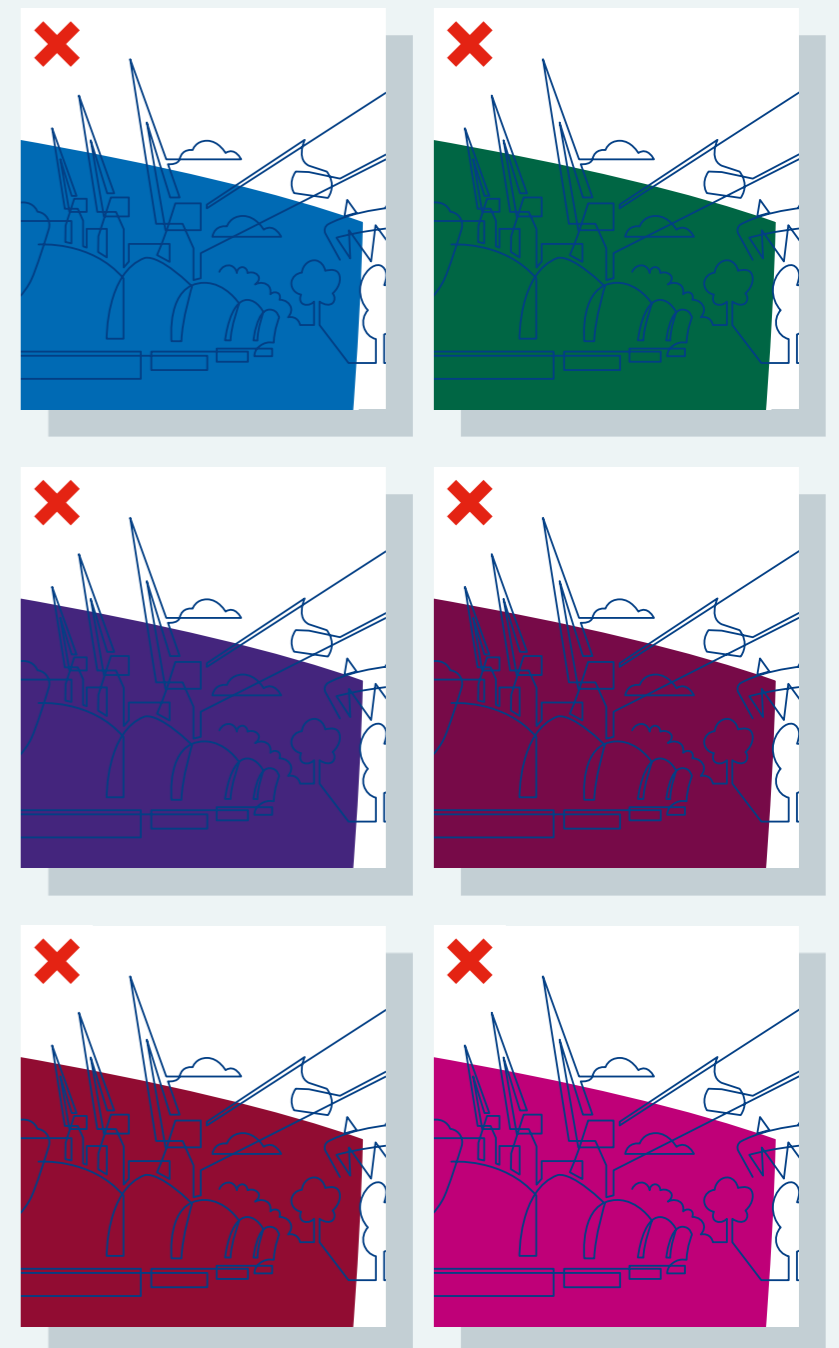
Dark Blue Illustration over shapes

When using a white background the **Dark Blue** illustration can be used. The allowed combinations are shown below.

Dark Blue illustration over shape ✓ GOOD



Blue illustration over shape ✗ BAD



ELFT BRAND APPLICATION

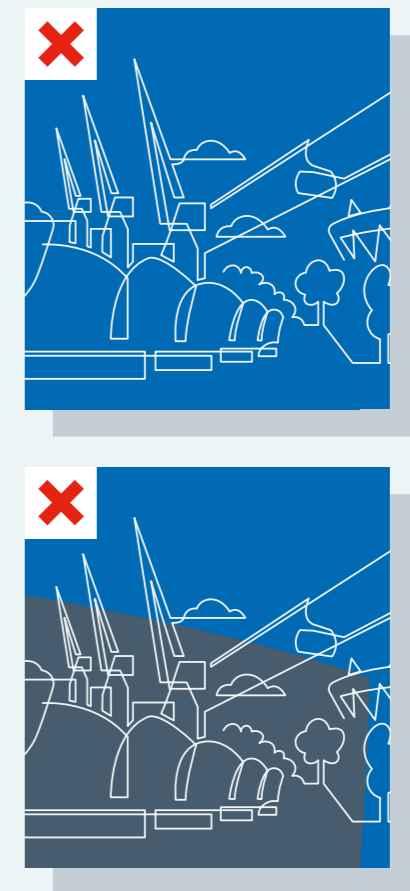
Pale Grey Illustration over shapes

When using a white background the **Pale Grey** illustration can be used. The allowed combinations are shown below.

Pale Grey illustration over shape ✓ GOOD



White illustration over shape ✗ BAD



ELFT ACCESSIBILITY

Colour blindness

Most people with colour vision deficiency have difficulty distinguishing between shades of red, yellow and green.

This is known as “red-green” colour vision deficiency. It’s a common problem that affects around 1 in 12 men and 1 in 200 women.

Someone with this type of colour vision deficiency may: find it hard to tell the difference between reds, oranges, yellows, browns and greens see these colours as much duller than they would appear to someone with normal vision have trouble distinguishing between shades of purple confuse reds with black.

In rare cases, some people have trouble with blues, greens and yellows instead. This is known as “blue-yellow” colour vision deficiency

<https://www.nhs.uk/conditions/colour-vision-deficiency>

There are two types of colour-blindness

Protanopia

Protanopes are more likely to confuse:-

- Black with many shades of red
- Dark brown with dark green, dark orange and dark red
- Some blues with some reds, purples and dark pinks
- Mid-greens with some oranges

Deutanopes

Deutanopes are more likely to confuse:-

- Mid-reds with mid-greens
- Blue-greens with grey and mid-pinks
- Bright greens with yellows
- Pale pinks with light grey
- Mid-reds with mid-brown
- Light blues with lilac

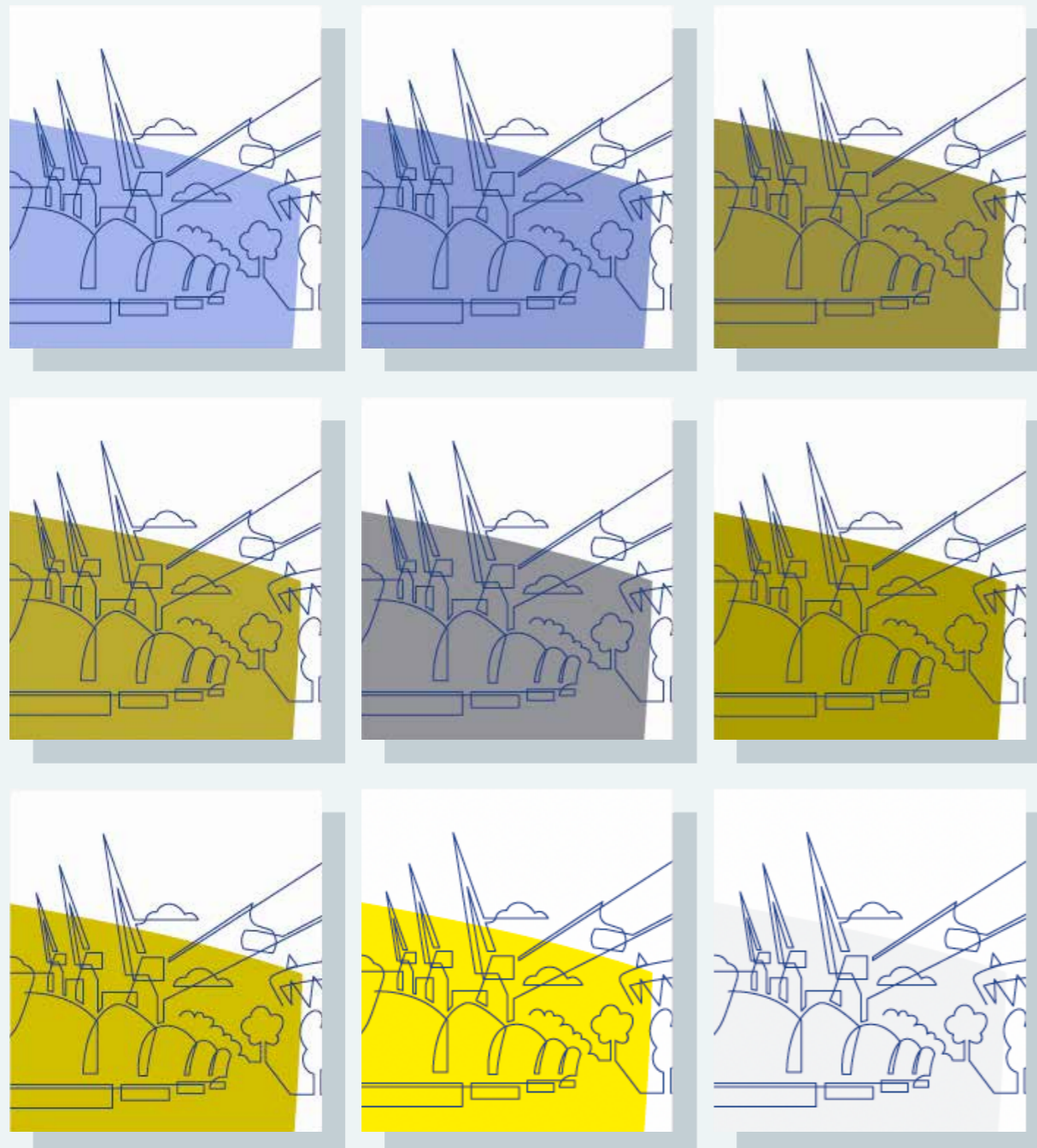
ELFT ACCESSIBILITY - COLOUR BLINDNESS

Accessibility colours Protanopia - Blue

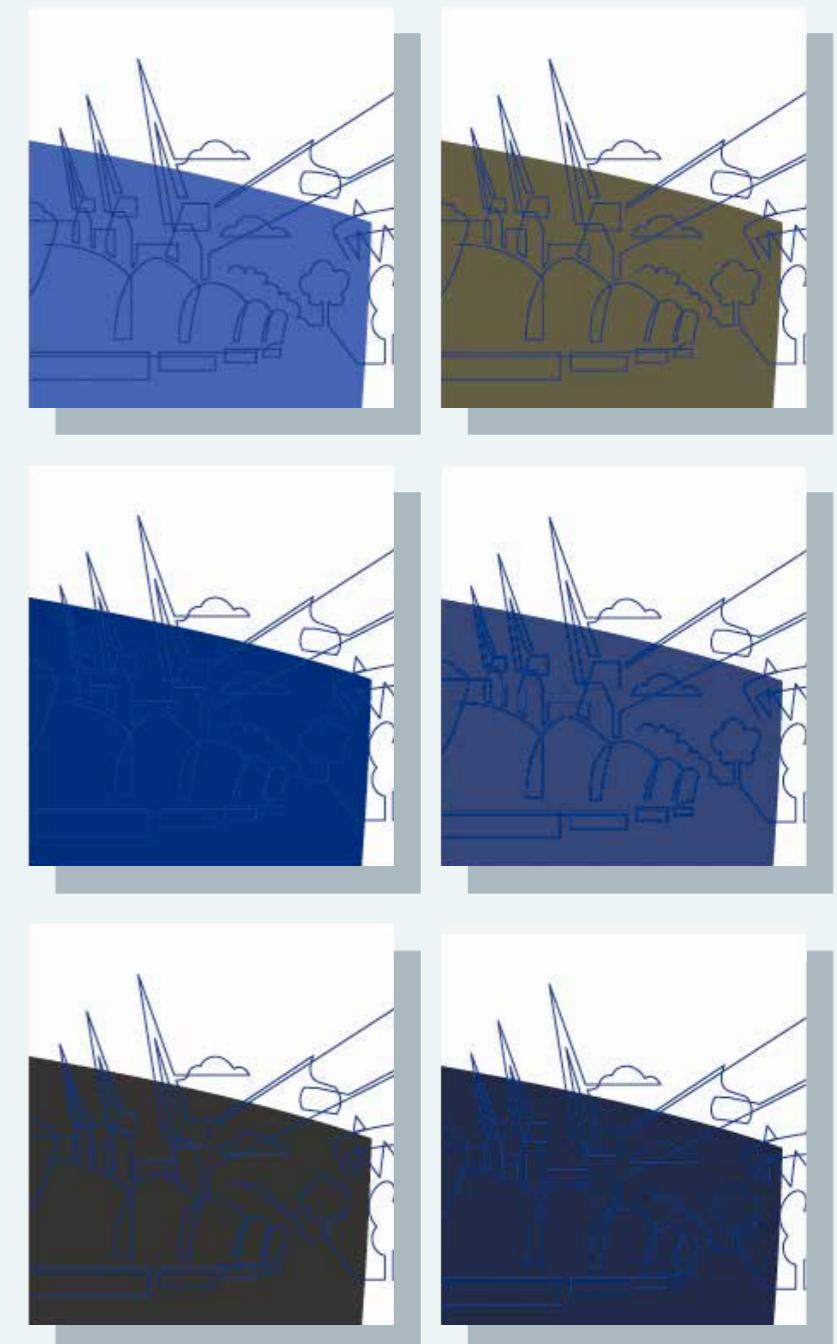
Protanopia colour blindness

This page shows how our colour combinations are perceived by someone with a Protanopia colour blindness.

✓ **GOOD** Dark Blue illustration over shape



✗ **BAD** Blue illustration over shape



ELFT ACCESSIBILITY - COLOUR BLINDNESS

Accessibility colours Protanopia - Grey

Protanopia colour blindness

This page shows how our colour combinations are perceived by someone with a Protanopia colour blindness.

✓ **GOOD** Pale Grey illustration over shape



✗ **BAD** White illustration over shape



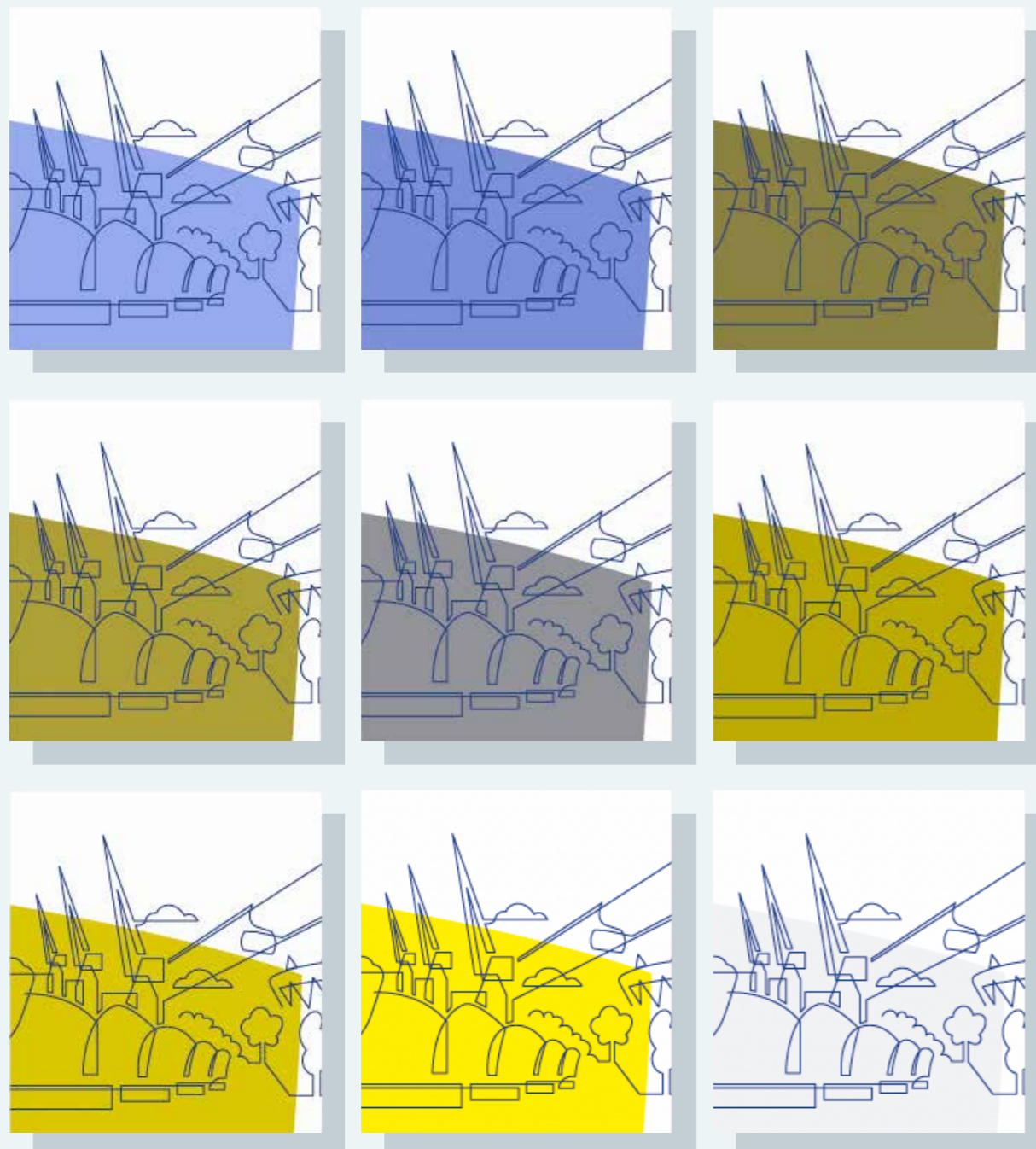
ELFT ACCESSIBILITY - COLOUR BLINDNESS

Accessibility colours Deuteranopia - Blue

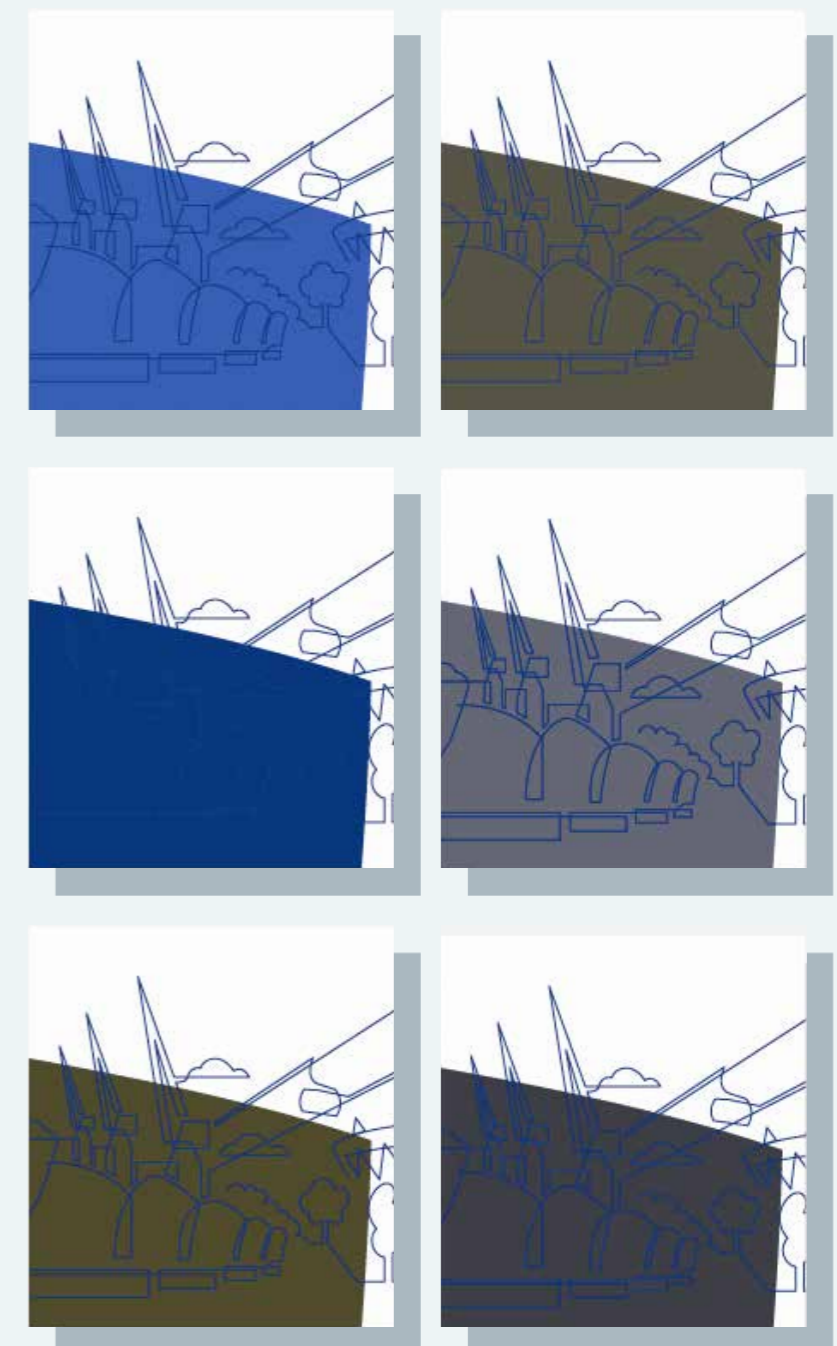
Deuteranopia colour blindness

This page shows how our colour combinations are perceived by someone with a Deuteranopia colour blindness.

✓ **GOOD** Dark Blue illustration over shape



✗ **BAD** Blue illustration over shape



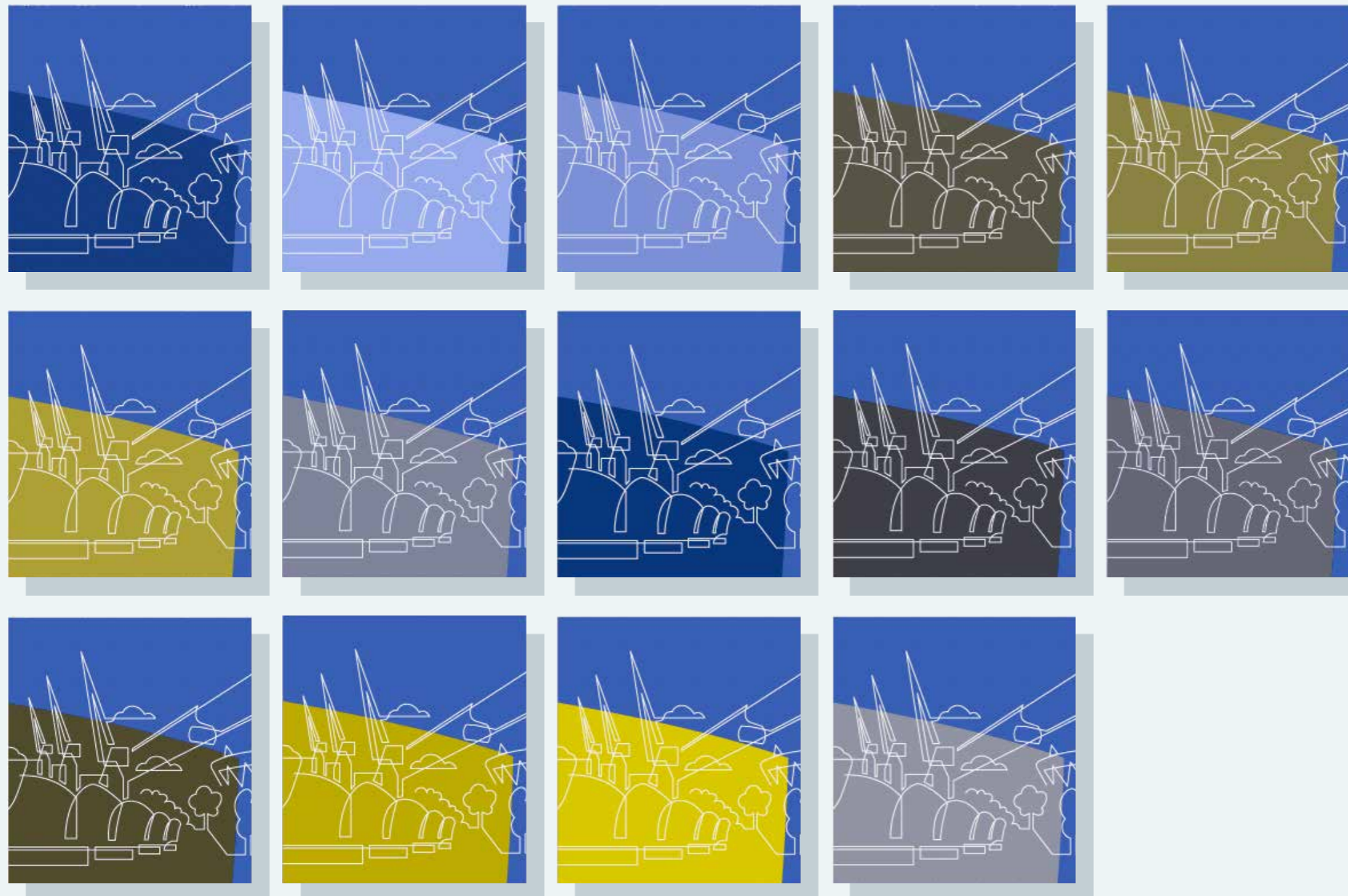
ELFT ACCESSIBILITY - COLOUR BLINDNESS

Accessibility colours Deuteranopia - Grey

Deuteranopia colour blindness

This page shows how our colour combinations are perceived by someone with a Deuteranopia colour blindness.

✓ **GOOD** Pale Grey illustration over shape



✗ **BAD** White illustration over shape



DESIGN FRAMEWORK

Feature photography

Photography forms an integral part of our brand and is used to represent our staff and patients. On the covers of documents and posters our 'cut-out feature images' can be used. A wide selection of these are available.

Please follow this guidance when creating/ selecting images:

- ✓ Always use a 'cut-out style' image for covers and feature brand pieces
- ✓ Ensure the model has a natural pose
- ✓ The model should be looking at the camera
- ✓ The shot should be well lit
- ✓ The image should be overall positive
- ✓ The model should be smiling/happy
- ✓ Show head, shoulders and arms down to waistline
- ✗ No staff badges
- ✗ No branded clothing / identifiable marks
- ✗ No cropped images above chest line



DESIGN FRAMEWORK

People imagery

All of our photography should be natural, ideally not posed and where possible real life rather than stock photography.

The photography should represent the demographic of your local service area, and show the staff and community working together.

If the photography you want isn't available please contact elft.communications@nhs.net



DESIGN FRAMEWORK

Key brand components

All the right tools

Our brand is made up of a variety of key brand components. Bringing all of these together in different combinations forms our brand. The following pages detail the rules for bringing our brand elements together.

ELFT or Service level logo



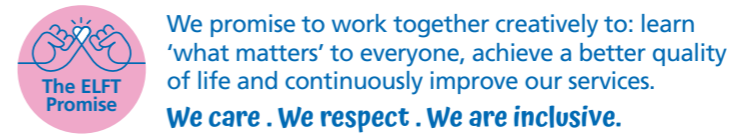
Colour Palette



Typography including location tag

TOWER HAMLETS
Young Peoples Services

Promise and values lock-up statement



Shapes



'Living Community' illustration



'Cut-out feature images' & real photography of staff and patients



ELFT BRAND APPLICATION

ELFT branding



Bringing all of the elements of our brand together is easy. You may not use all of them at the same time, but if you do the example on the right shows how all of the elements should sit together.

The example shown is for an ELFT branded piece which DOES NOT feature a Service Level logo.

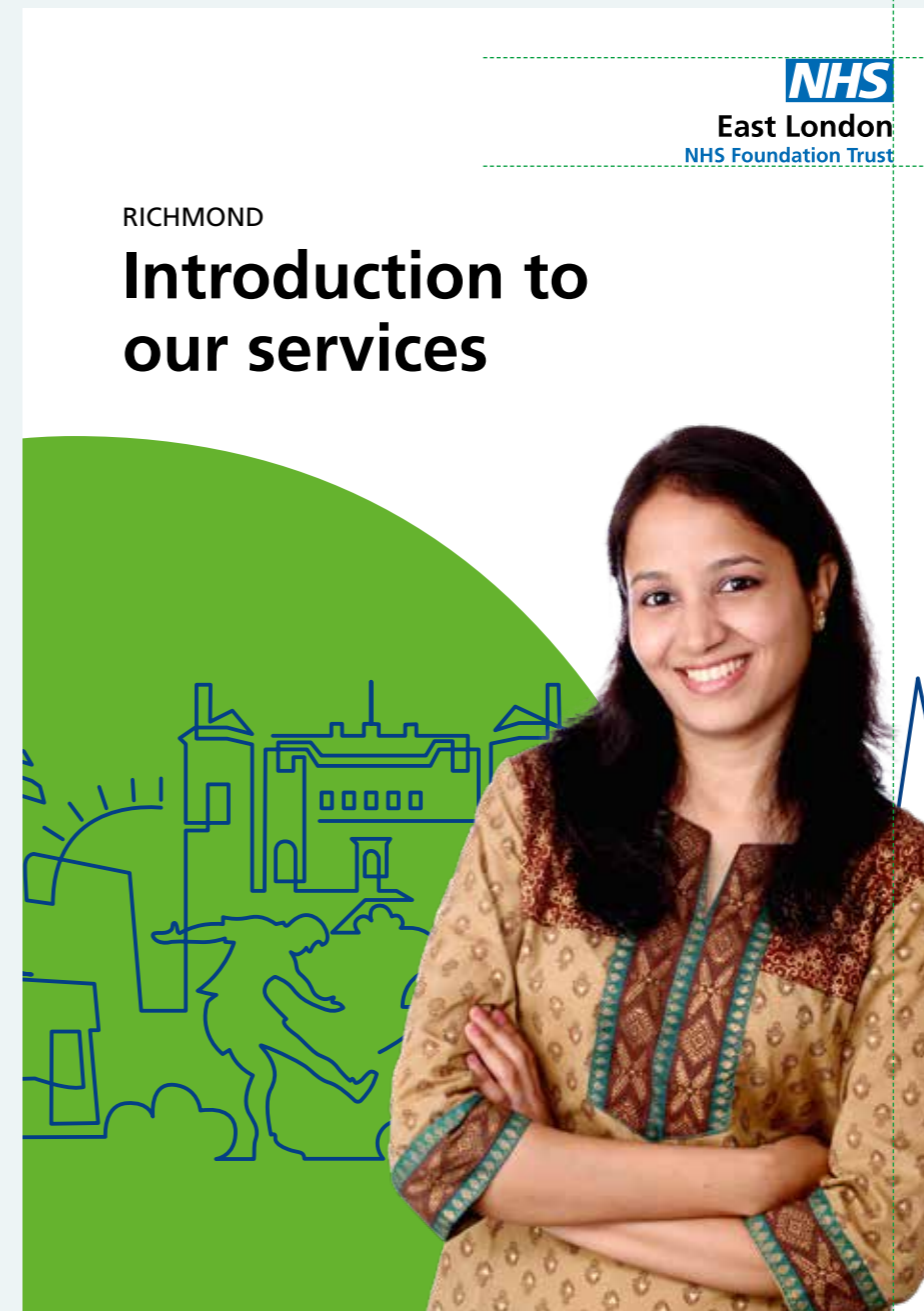
Service location descriptor →

Headline →

Shape →
• Any shape, any colour



  **Illustration** →
• Light Grey when used with a Blue background and Dark Blue when used with a White background

Using the ELFT level brand components



ELFT logo

- White logo on Blue background
- Blue and Black logo on White background

Background  
• Blue or White

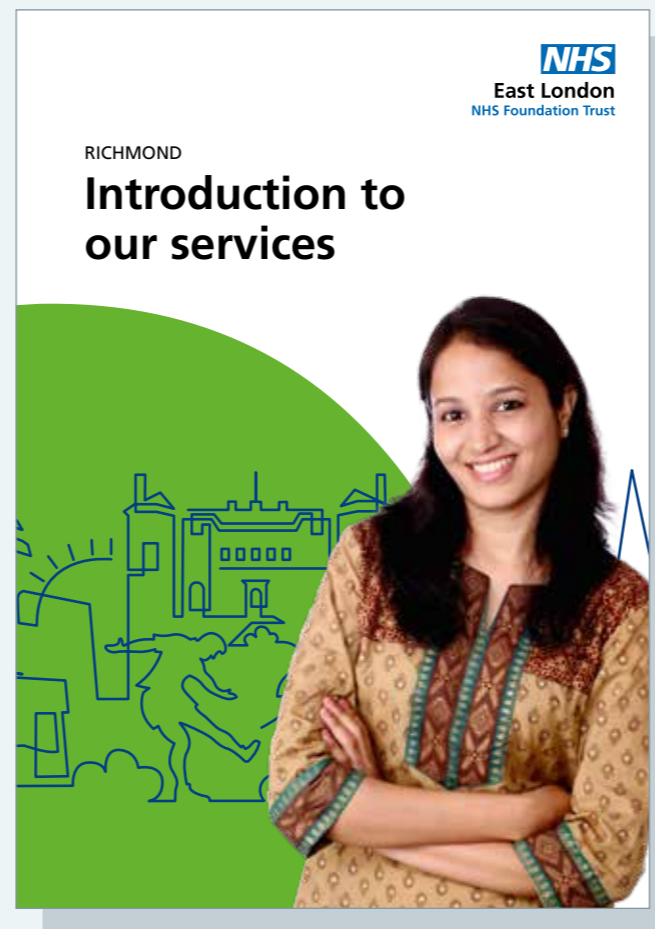
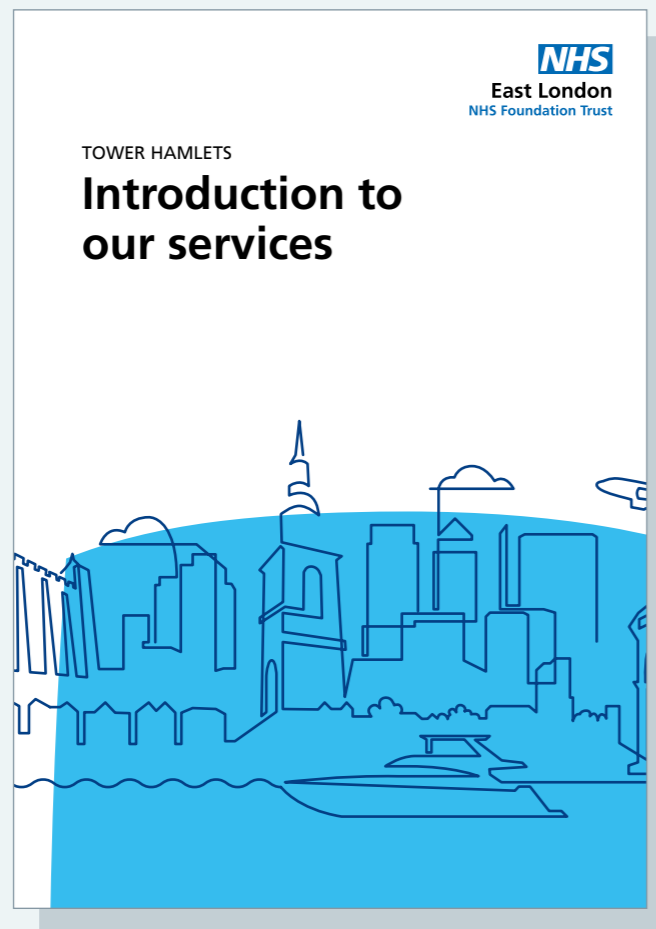
Photography

- Feature 'cut-out' photography if required

ELFT BRAND APPLICATION

Bringing it all together

Flexibility is designed in and encouraged. These examples show how the brand can be used for the ELFT top level brand application. The following page shows how the brand should be used for Service level branding.



This example is shown without a feature photo. This should be a last resort as a feature photo should always be used wherever possible.

SERVICE LEVEL BRAND APPLICATION

Service Branding

Service logos are always positioned top right.

Scaling of the Services logo should be proportional to the ELFT logo and follow the placement rules on page 9.

If services don't have a service logo then the brand will revert to ELFT branding see previous page.

Service location descriptor

Headline

Shape

- Any shape, any colour

Illustration

- Dark Blue when used with a White background

Promise and values

- Short statement lock-up

Using the service level brand components



Service logo

- Maximum same height as ELFT logo and no longer than half the page in width

Background

- White

Photography

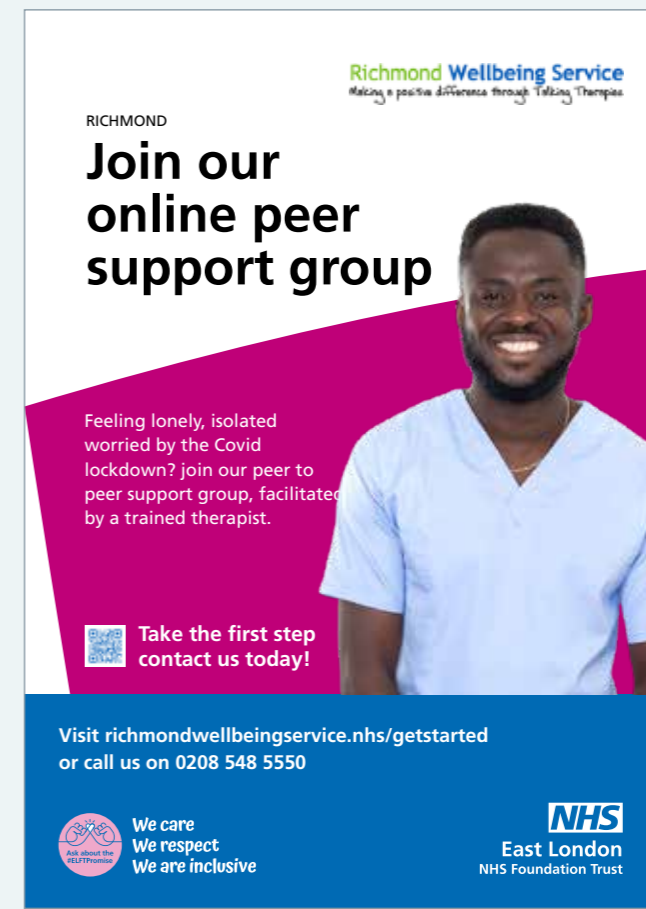
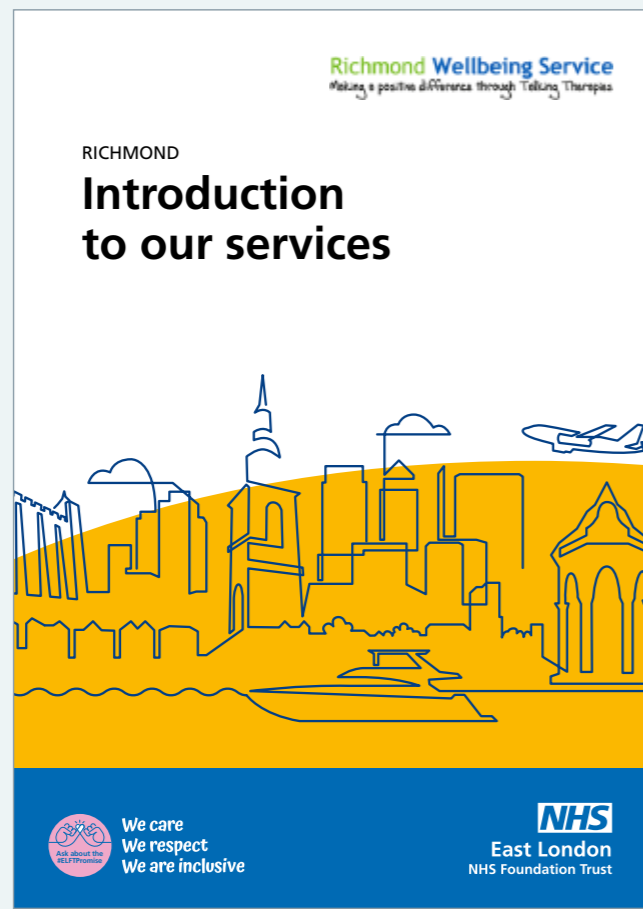
- Feature 'cut-out' photography if required

ELFT logo

SERVICE LEVEL BRAND APPLICATION

Bringing it all together

These examples show how the brand can be used for the service level branding.



This example is shown without a feature photo. This should be a last resort as a feature photo should always be used wherever possible.

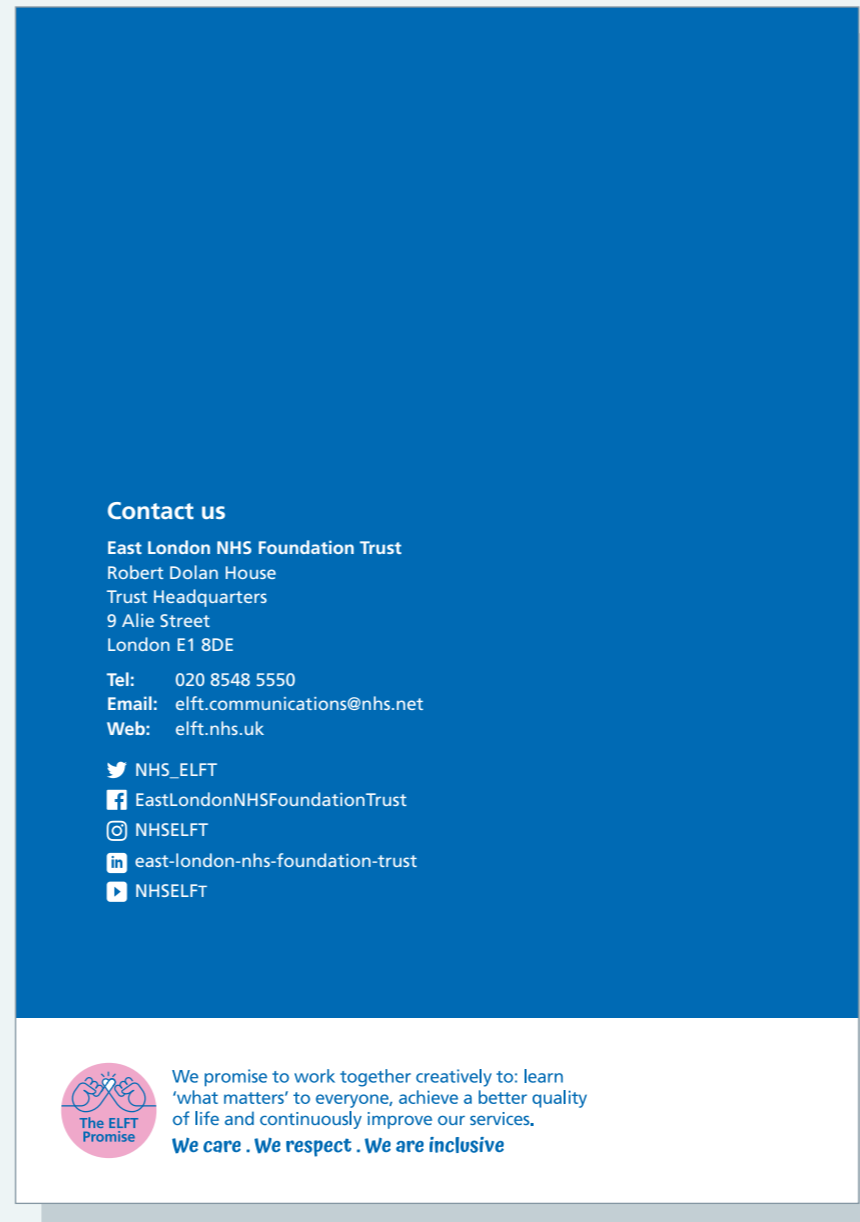
BRAND COMPONENTS

Back Covers

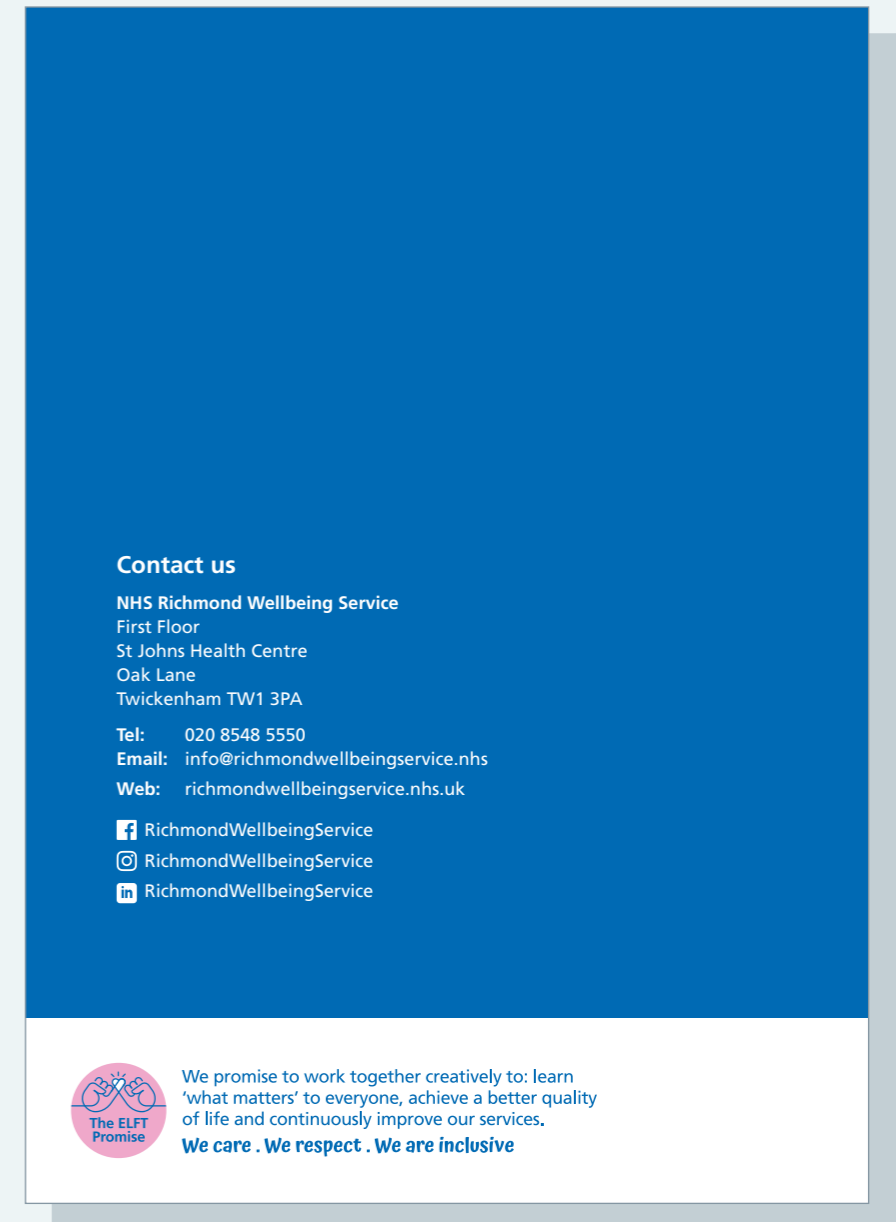
The back cover is consistent on all printed materials. It features the contact details of the organisation, contact details, the social media channels and any other relevant information required by the organisation. This will vary on a service to service basis. The footer contains the ELFT Promise and Values statement.

The sizing of this statement is the same on DL, A5 and A4 - resizing will be required for larger document sizes.

ELFT back cover



Services back cover



Contact us

East London NHS Foundation Trust
Robert Dolan House
Trust Headquarters
9 Alie Street
London E1 8DE

Tel: 020 8548 5550

Email: elft.communications@nhs.net

Web: elft.nhs.uk

 [NHS_ELFT](#)

 [EastLondonNHSFoundationTrust](#)

 [NHSELF](#)



We promise to work together creatively to:
learn 'what matters' to everyone, achieve a better
quality of life and continuously improve our services.

We care, we respect, we are inclusive.