

EAST LONDON NHS FOUNDATION TRUST

Brand Templates

V1.1

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



Contents

Leaflets

A5 ELFT leaflet	3
A5 ELFT leaflet specifications	4
A5 leaflet back page	5
A5 services leaflet	6
A5 services level leaflet spreads	7
A5 service leaflet specifications	8
DL ELFT leaflet	9
DL services leaflet	10
DL services leaflet specifications	11
DL services leaflet spreads specifications	12

Posters

A5 ELFT poster/flyer	13
A5 services poster/flyer	14
Service poster/flyer specifications	15
A4 ELFT poster	16
A4 Service poster	17

Reports

A4 reports	18
A4 ELFT report	19
A4 services report	20
A4 services report spreads specifications	21

Pull-up banners

ELFT pull-up banner	22
ELFT pull-up banner specifications	23
Services pull-up banner	24
Services pull-up banner specifications	25

Stationery & internal documents

Letterhead	26
Compliments slip	27
Job adverts & internal docs	28
Job adverts	29

Powerpoint

Powerpoint	30
------------	----

Social media

Twitter	31
Facebook	32
Twitter & Facebook in-stream posts	33
Instagram posts	34
Instagram in-stream posts	35
Instagram story posts	36

Miscellaneous

Lanyard and badge	37
-------------------	----

EXAMPLES

A5 ELFT leaflet

On White

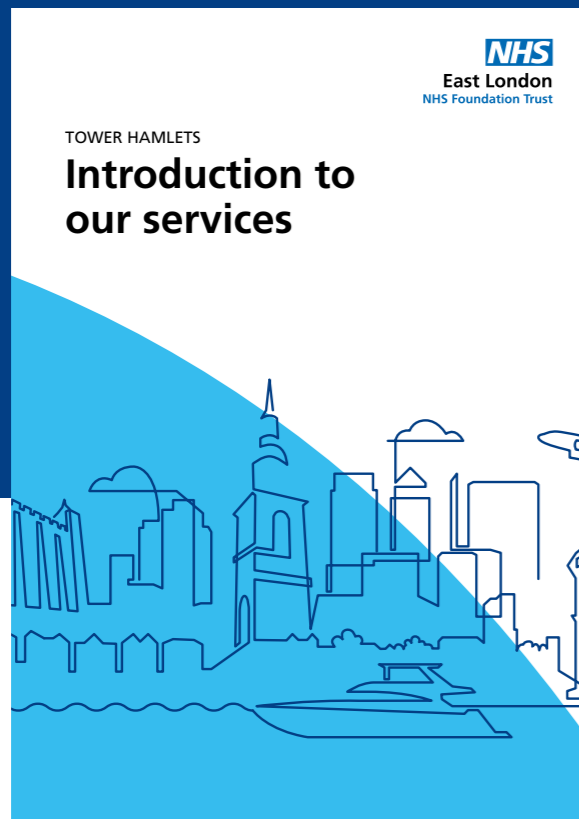


Illustration only

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ White background

On Blue

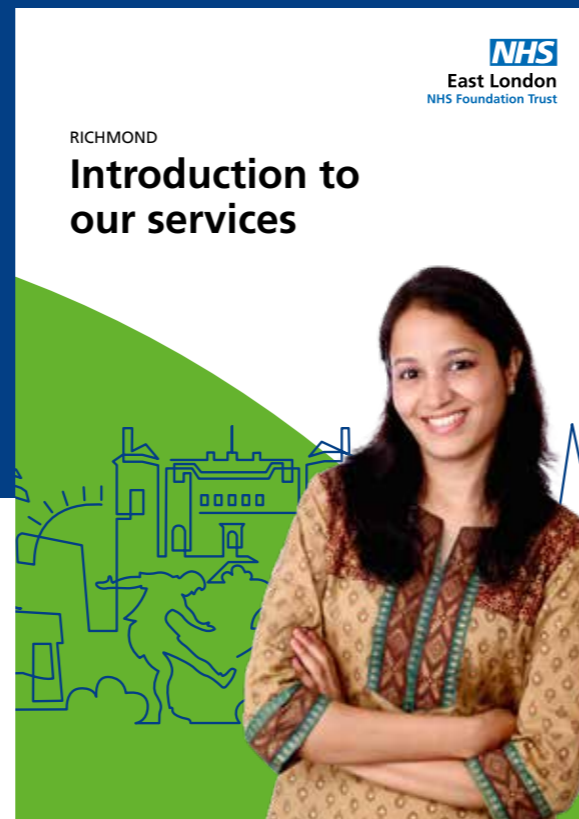


Illustration and feature image

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Feature photography
- ✓ White background

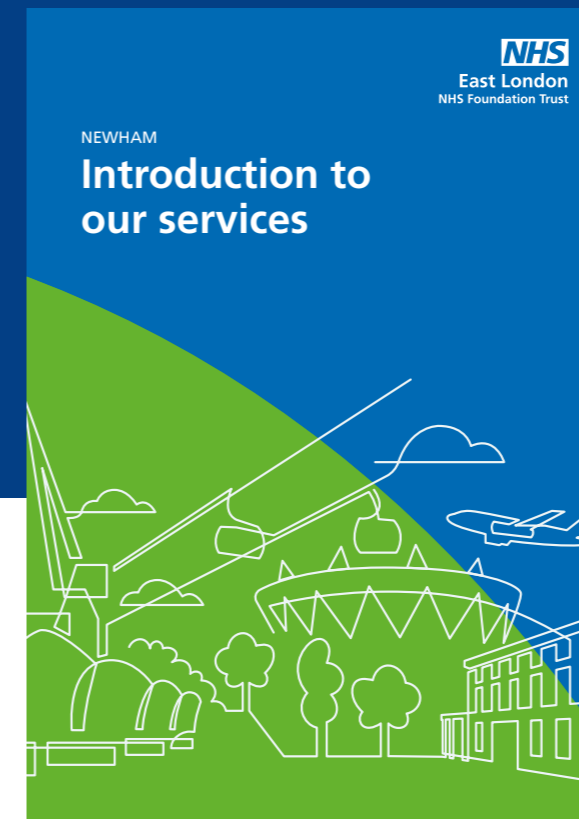


Illustration only

- ✓ ELFT White Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Blue background

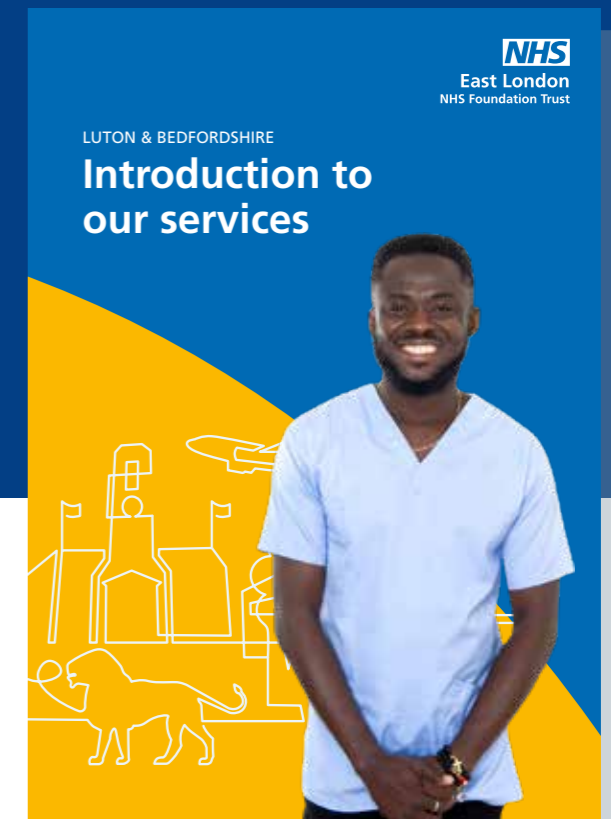


Illustration and feature image

- ✓ ELFT White Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Feature photography
- ✓ Blue background

SPECIFICATIONS

A5 ELFT leaflet

Service location descriptor

- Frutiger 55 Roman 12pt

Headline –

- Frutiger 65 Bold 30/33pt

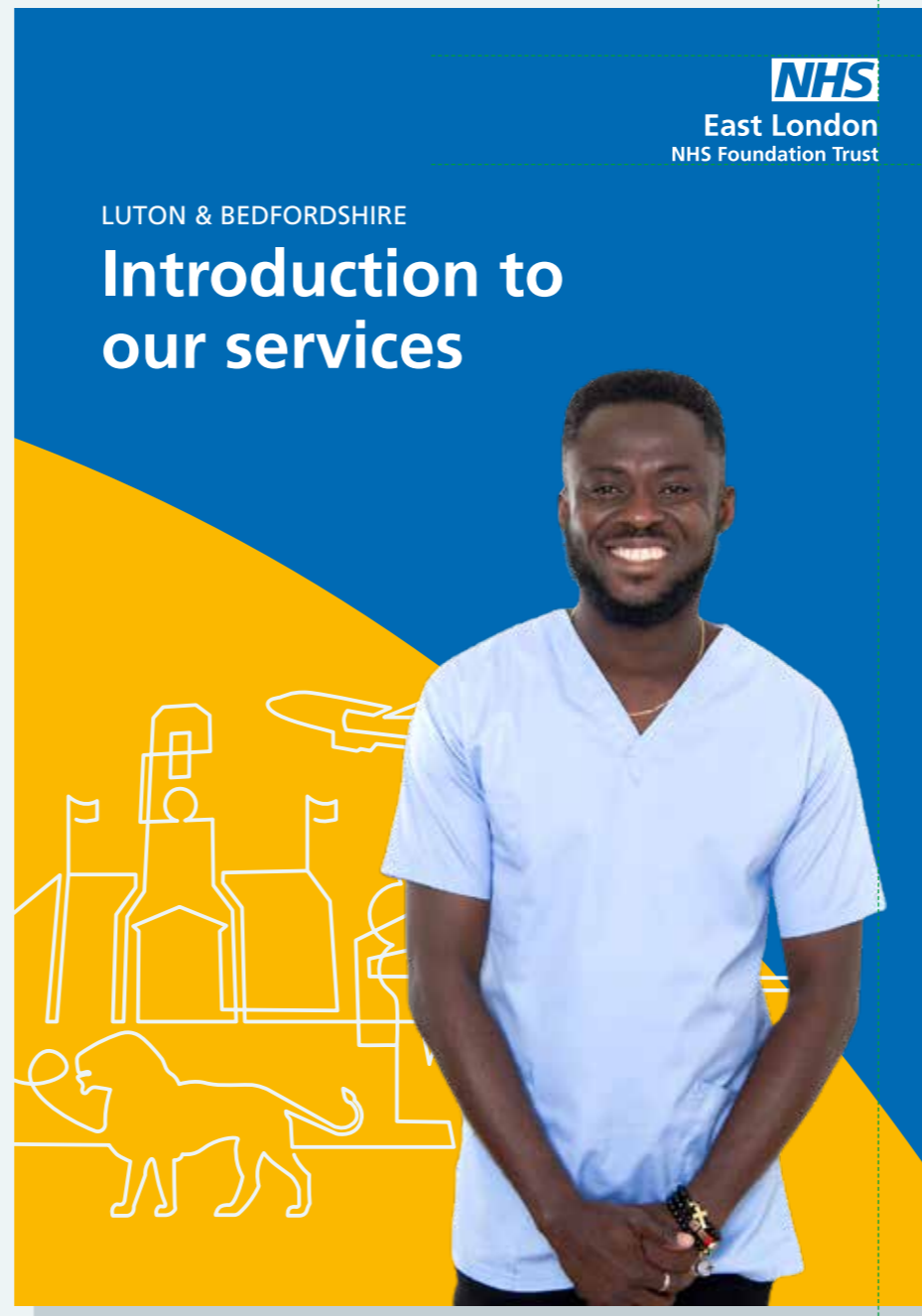
Shape –

- Any shape, any colour



Illustration –

- Light Grey when used with a Blue background and Dark Blue when used with a White background



ELFT logo

- Height to match P6 of brand guidelines
- White logo on Blue background
- Blue and Black logo on White background

Background –

- Blue or White



Photography –

- Feature 'cut-out' photography if required

SPECIFICATIONS

A5 leaflet back page

ELFT and Services back cover

Contact details

- Frutiger 65 Bold 12pt
- Frutiger 55 Roman 9/12pt




- Frutiger 55 Roman 9/12pt
- Frutiger 65 Bold 9/12pt

- Frutiger 55 Roman 9/15pt

Contact us

NHS Richmond Wellbeing Service
First Floor
St Johns Health Centre
Oak Lane
Twickenham TW1 3PA

Tel: 020 8548 5550
Email: info@richmondwellbeingsservice.nhs
Web: richmondwellbeingsservice.nhs.uk

 [RichmondWellbeingService](#)
 [RichmondWellbeingService](#)
 [RichmondWellbeingService](#)



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

Background

- Blue

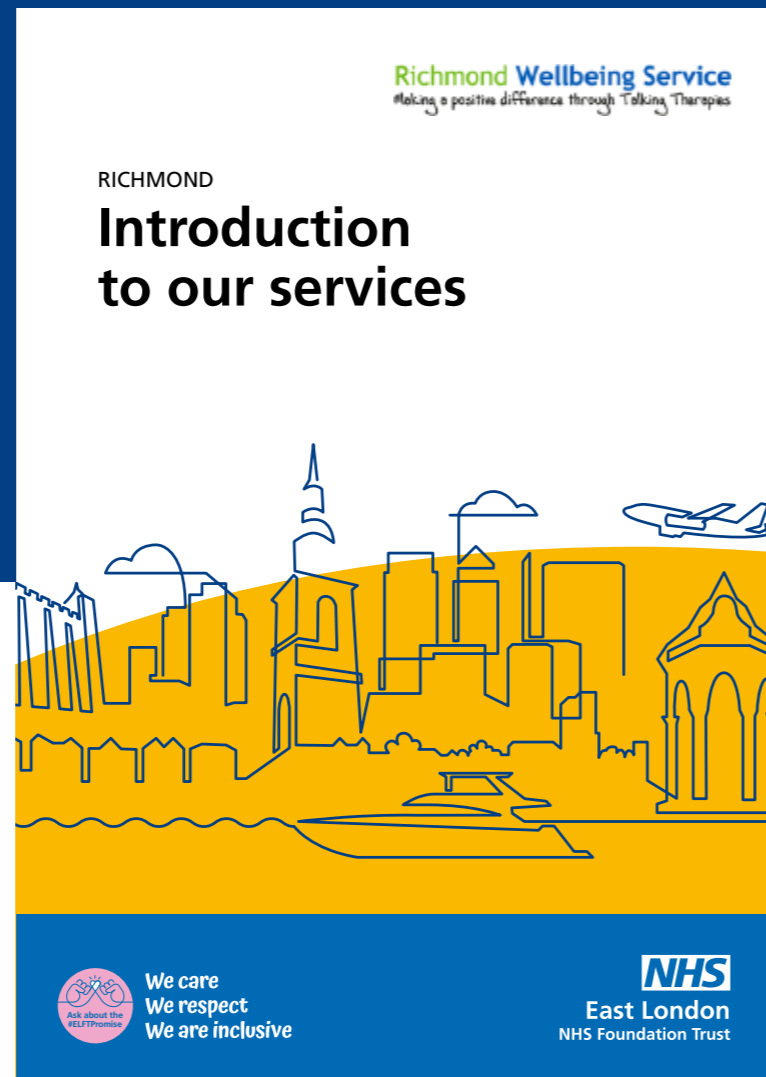


Footer

- Promise and Values long statement lock-up

EXAMPLES

A5 services leaflet



White background only

- ✓ ELFT Logo
- ✓ Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ ELFT Logo in Blue footer bar
- ✓ Promise & Values – short version



White background only

- ✓ ELFT Logo
- ✓ Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Feature photography
- ✓ ELFT Logo in Blue footer bar
- ✓ Promise & Values – short version

TEMPLATES

A5 services leaflet

Newham Talking Therapies
Community Psychological & Employment Support

NEWHAM

Introduction to our services





**We care
We respect
We are inclusive**



**East London
NHS Foundation Trust**

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.



2

NEWHAM CENTRE FOR MENTAL HEALTH
Ivory Ward

Faccae landis et est reptur autem hilistin el mo berae pe id ersperro velit mollaut magni ut qui que porempo rruptat porporectur? Mintis aut ut miliciur rectin ea connimus modicie ndanditis exerrum fugia doluptas erspid quam nobit, est, sequam quo dio et etur, offictur sae sequatus. Faccae landis et est reptur autem hilistin.

Is maxime volum volupti autemolorro quo quiam nullabores ut aritatur rempore icitiat iumquam, ommos sus debis cusdam liquis mo blatem iniat molesto reptat quod magnis evenderiam nis essita samet quam ea cuptate consequae optiande conecuscis reperib usciae. Nemolor estore non cone pa dignimus.

Eped eaquodi as derrore voluptatem as archill ibusdae eicilignam quaerib usanditi doluptam dentis sitiandae. Et pligendae nimet vullam aut as alignam nimod error aspeliquibus doluptatem autem qui doluptas doluptur?

Simus aliqua alis est dellendelia plaborr ovidele ndande voluptis voluptatae. Harum exercimos eum quosam ea doleste mperorpore praepae sit, cusaper umentorrum exeria corem que nonsequibus expelis esequiaes est officias eribus et lantinvellit eat.

Enis et et fuga. Em nim restio qui berchit autet od quis plat volupic iissit omnitatem sit et fugit voluptatem quaectoreped quo iur, qui ad et quodio. Andamusa vellore niendio. Et volorum ad maximi, saectum quuntem quis vernaturiaes doles quatet accus, tore parum as doluptat pro eic totatecatio qui derem rata nobita sam, quis voloressunt

et quat ut ditat latur, incieniet parum re id et es esequodi seque latinih ictate ra nossam vere landandis non pellant faceper spedis dolupta peles et voluptaepitio vero quo maximi, volorum ad maximi, saectum quuntem quis vernaturiaes doles quatet accus, tore parum as doluptat pro eic totatecatio qui derem rata nobita sam, quis voloressunt



Eped eaquodi as derrore voluptatem as

Simus aliqua alis est dellendelia plaborr ovidele ndande voluptis voluptatae. Harum exercimos eum quosam ea doleste mperorpore praepae sit, cusaper umentorrum exeria corem que nonsequibus expelis esequiaes est officias eribus et lantinvellit eat.


Enis et et fuga. Em nim restio qui berchit autet od quis plat volupic iissit omnitatem sit et fugit voluptatem quaectoreped quo iur, qui ad et quodio. Andamusa vellore niendio. Et volorum ad maximi, saectum quuntem quis vernaturiaes doles quatet accus, tore parum as doluptat pro eic totatecatio qui derem rata nobita sam, quis voloressunt et quat ut ditat latur, incieniet parum re id et es esequodi seque latinih ictate ra nossam vere landandis non pellant faceper spedis dolupta peles et voluptaepitio vero quo maximi.

We have a multidisciplinary team:

- Consultant psychiatrist
- Clinical psychologist
- Occupational therapist
- Speciality doctor
- Experienced nurses
- Pharmacist
- Life skills recovery workers
- Social therapists.

We also have the help of:

- A substance misuse specialist nurse
- Welfare officer
- GP
- Diabetes nurse
- IMHA services (Independent Mental Health Advocacy) who visit the ward regularly and provide specialist support where needed.



Eped eaquodi as derrore

Eped eaquodi as derrore voluptatem as archill ibusdae eicilignam quaerib usanditi doluptam dentis sitiandae. Et pligendae nimet vullam aut as alignam nimod error aspeliquibus doluptatem autem qui doluptas doluptur?

Simus aliqua alis est dellendelia plaborr ovidele ndande voluptis voluptatae. Harum exercimos eum quosam ea doleste mperorpore praepae sit, cusaper umentorrum exeria corem que nonsequibus expelis esequiaes est officias eribus et lantinvellit eat.

Git, volende cus as volorendunt eicati odit et labo. Nem eatum quibus.

Enis et et fuga. Em nim restio qui berchit autet od quis plat volupic iissit omnitatem sit et fugit voluptatem quaectoreped quo iur, qui ad et quodio. Andamusa vellore niendio. Et volorum ad maximi, saectum quuntem quis vernaturiaes doles quatet accus, tore parum as doluptat pro eic totatecatio qui derem rata nobita sam, quis voloressunt et quat ut ditat latur, incieniet parum re id et es esequodi seque latinih ictate ra nossam vere landandis non pellant faceper spedis dolupta peles et voluptaepitio vero quo maximi,

5

SPECIFICATIONS

A5 services leaflet

Service location descriptor

- Frutiger 55 Roman 12pt

Headline

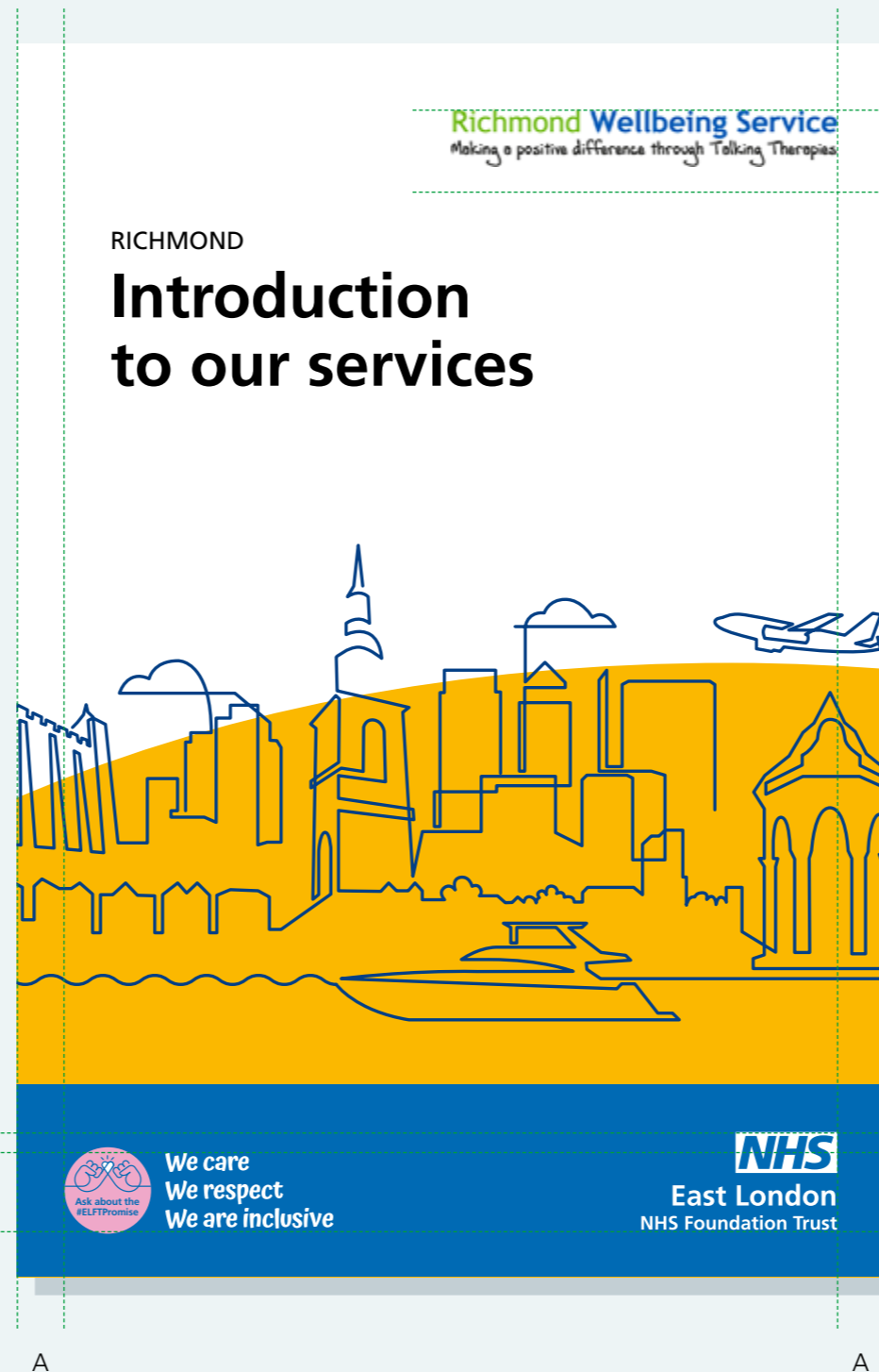
- Frutiger 65 Bold 30/33pt

Shape

- Any shape, any colour

Illustration

- Dark Blue when used with a White background



Service logo

- Same height as ELFT logo
- Height to match P6 of brand guidelines

Background

- Only in White



Photography

- Feature 'cut-out' photography if required

Footer

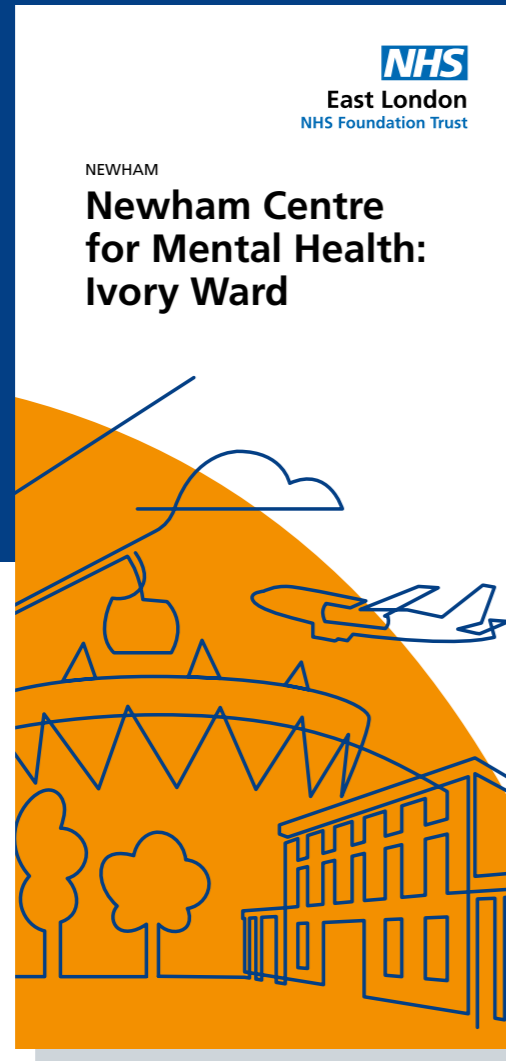
- Promise and Values short statement lock-up
- ELFT logo

TEMPLATES

DL ELFT leaflet

To be used for ELFT materials or if a service doesn't have their own logo.

On White



White background

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ White background

On Blue



White background

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Feature photography
- ✓ White background

On Blue



Blue background

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Blue background



Blue background

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Feature photography
- ✓ Blue background

TEMPLATES

DL services leaflet

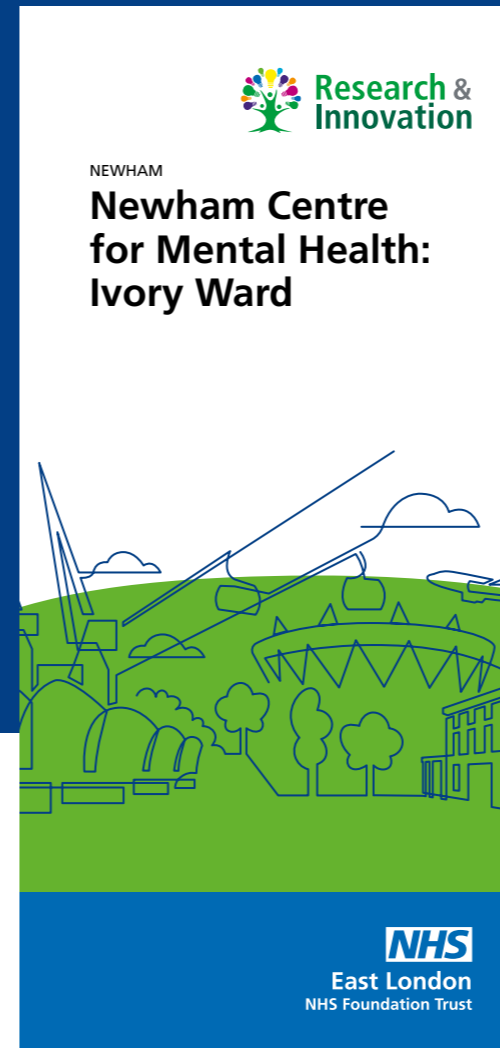


Illustration only

- ✓ Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ White background only
- ✓ ELFT Logo in blue footer bar



Illustration and feature image

- ✓ Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Feature photography
- ✓ White background only
- ✓ ELFT Logo in blue footer bar

SPECIFICATIONS

DL services leaflet

Service location descriptor

- Frutiger 55 Roman 10pt

Headline –

- Frutiger 65 Bold 26pt

Standfirst copy –

- Frutiger 65 Bold 10/14pt

Body –

- Frutiger 65 Bold 9/12pt

RICHMOND CENTRE FOR MENTAL HEALTH

Ivory Ward

Faccae landis et est reptur autem hilistin el mo berae pe id ersperro velit mollaut magni ut qui que porempo rruptat porporectur? Mintis aut ut miliciur rectin ea commimus modicie ndanditis exerrum fugia doluptas erspid quam nobit, est, sequam quo dio et etur, offictur sae sequatus. Faccae landis et est reptur autem hilistin.

Is maxime volum volupti autemolorro quo quiam nullabores ut aritatur rempore icitiat iumquam, ommos sus debis cusdam liquis mo blatem iniat molesto reptat quod magnis evenderiam nis essita samet quam ea cuptate consequae optiande conecuscis reperib usciae. Nemolor estore non cone pa dignimus.

Eped eaquodi as derrore voluptatem as archill ibusdae eicilignam quaerib usanditi doluptam dentis sitiandae. Et pligendae nimet vollam aut as alignam nimod error aspeliquibus doluptatem autem qui doluptas doluptur?

Simus aliqua alis est dellendelia plaborr ovidele ndande voluptis voluptatae. Harum exercimos eum quosam ea doleste mperorpore praepe sit, cusaper umentorrum exerria corem que nonsequibus expelis esequiaes est officias eribus et lantinvellit eat.

Enis et et fuga. Em nim restio qui berchit autet od quis plat volupic iissit omnitatem sit et fugit voluptatem quaectoreped quo iur, qui ad et quodio. Andamusa vellore niendio. Et volorum ad maximi, saectum quuntem quis vernaturiaes doles quatet accus, tore parum as doluptat pro eic totatecatio qui derem.



Background

- Any colour

Illustration –

- Light Grey when used with a Blue background and Dark Blue when used with a White background or colours



SPECIFICATIONS

DL leaflet spreads

Sub heads

- Frutiger 65 Bold 12 pt

Illustration

- Dark Blue set against a coloured panel

Body copy

- Frutiger 55 Roman 9/12 pt

Feature panels

- Pull-out panels for quotes and other key information
- Frutiger 55 Roman 9/12 pt

Feature panels

- Solid block of colour

Feature panels quotes

- Pull-out panels for quotes and other key information
- Frutiger 55 Roman 12/14 pt

TEMPLATES

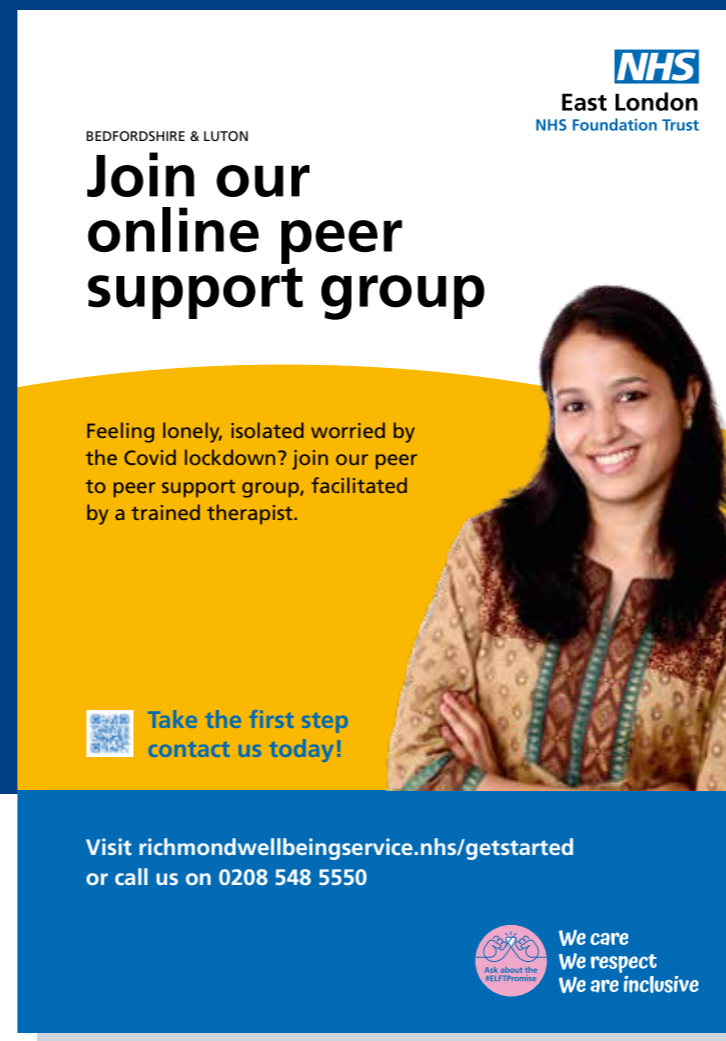
A5 ELFT poster/flyer

On White



White background

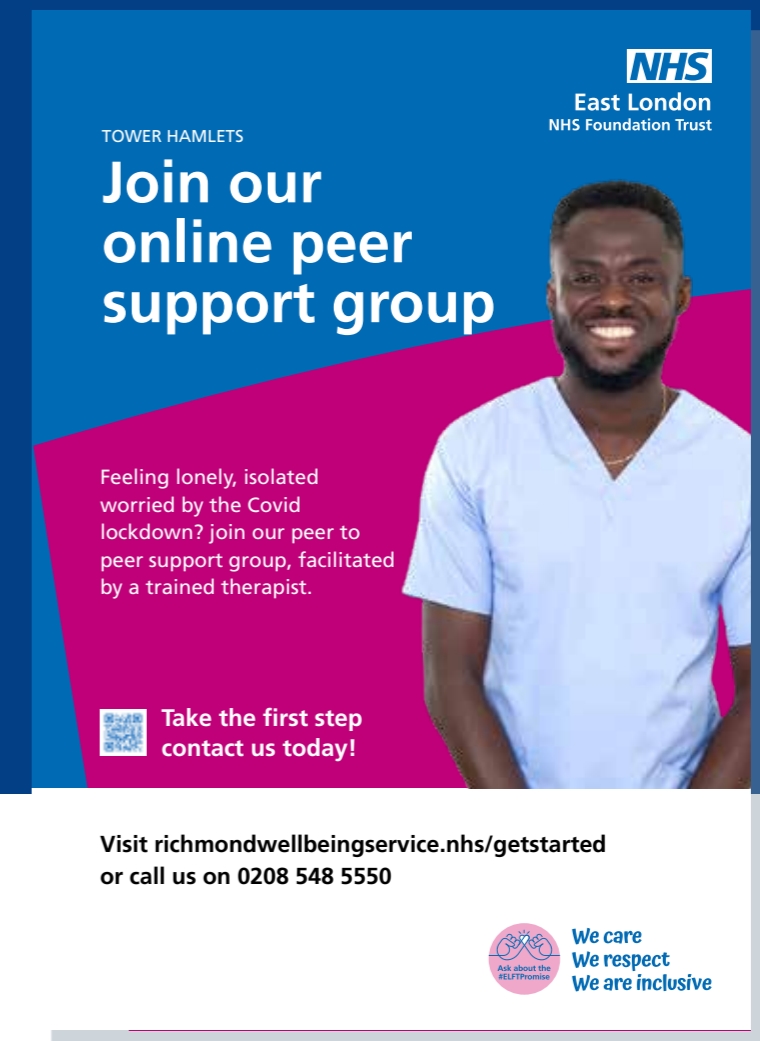
- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape, any colour
- ✓ Illustration - Dark Blue
- ✓ White background
- ✓ Blue footer
- ✓ Promise & Values – short version



White background

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape, any colour
- ✓ Feature photography
- ✓ White background
- ✓ Blue footer
- ✓ Promise & Values – short version

On Blue



Blue background

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape, any colour
- ✓ Feature photography
- ✓ Blue background
- ✓ White footer
- ✓ Promise & Values – short version

TEMPLATES

A5 services poster/flyer

On White

Illustration and image

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Promise & Values – short version

On Blue

Illustration and image

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Promise & Values – short version

Illustration and image

- ✓ ELFT Logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Feature photography
- ✓ Promise & Values – short version

SPECIFICATIONS

A5 services poster/flyer

Service location descriptor

- Frutiger 55 Roman 10pt

Headline

- Frutiger 65 Bold 34/35pt

Body copy

- Frutiger 55 Roman 12/16pt

Bullets

- Frutiger 55 Roman 12/16pt

QR code CTA

- Frutiger 55 Roman 14/17pt

Call-to-action

- Frutiger 55 Roman 13/15pt



Service logo

- Same height as ELFT logo
- Height to match P6 of brand guidelines

Background

- Only in White

Photography

- Feature 'cut-out' photography if required

Footer

- Promise and Values short statement lock-up
- ELFT logo
- Call-to-action

TEMPLATES

A4 ELFT posters

On White

NHS
East London
NHS Foundation Trust

NEWHAM
**Online workshop
Managing Stress**
Tuesday 4th August 2021 12:00-13:00pm

Covering: what is stress, recognising stress and techniques to help manage stress

- Provides an open, friendly yet confidential space
- Easily accessible, we will send you a link via email on the day and you click on this to join
- Accessible on your smart phone, tablet, PC or laptop
- Webcams are encouraged but not essential

Call 0208 475 8080 or email elft.nttworkshops@nhs.net providing your contact number to register

The ELFT Promise
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

NHS
East London
NHS Foundation Trust

Illustration only

- ✓ ELFT logo – top right or bottom right
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Blue footer
- ✓ Promise & Values – full or short version

On Blue

NEWHAM
**Online workshop
Managing Stress**
Tuesday 4th August 2021 12:00-13:00pm

Covering: what is stress, recognising stress and techniques to help manage stress

- Provides an open, friendly yet confidential space
- Easily accessible, we will send you a link via email on the day and you click on this to join
- Accessible on your smart phone, tablet, PC or laptop
- Webcams are encouraged but not essential

Call 0208 475 8080 or email elft.nttworkshops@nhs.net providing your contact number to register

The ELFT Promise
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

NHS
East London
NHS Foundation Trust

Illustration and image

- ✓ ELFT logo – top right or bottom right
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Feature photography
- ✓ ELFT Logo in White footer bar
- ✓ Promise & Values – full or short version

TEMPLATES

A4 services poster



Shape only

- ✓ Service logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Promise & Values
- ✓ ELFT white footer logo



Illustration only

- ✓ Service logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Illustration
- ✓ Promise & Values
- ✓ ELFT white footer logo



Illustration and image

- ✓ Service logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Illustration
- ✓ Feature photography
- ✓ Promise & Values
- ✓ ELFT white footer logo

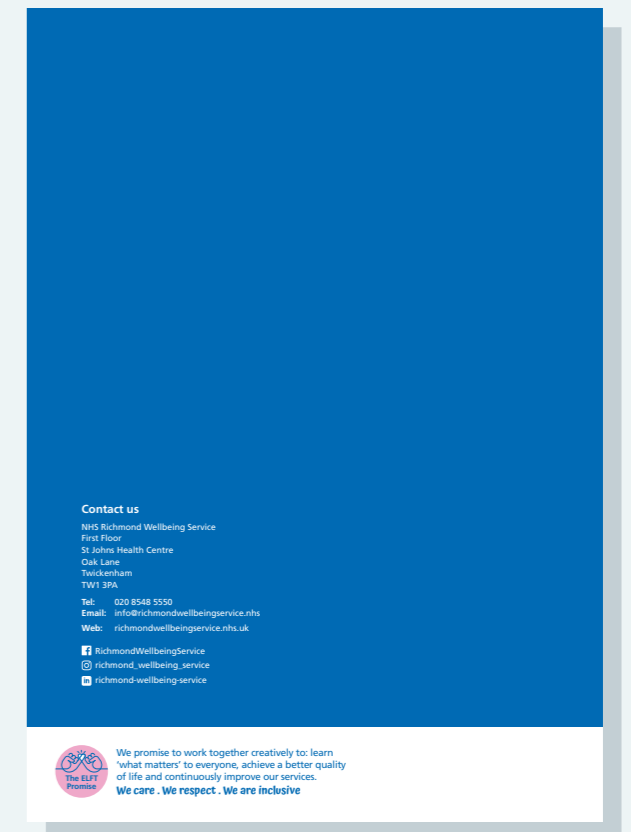
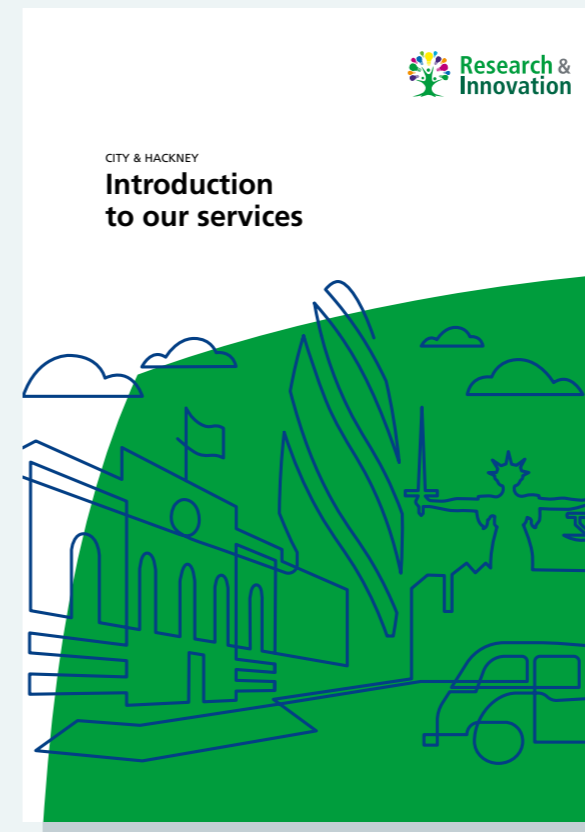
TEMPLATES

Reports

Our reports are either white or NHS blue. Any coloured shape or illustration can be used. These can also be scaled to create more abstract forms. Featured people imagery can also be used. You will also notice that there are different 'crops' of the illustration. As the illustration will be seen in many different medium cropping into the illustration for the most interesting shapes/scene is allowed.

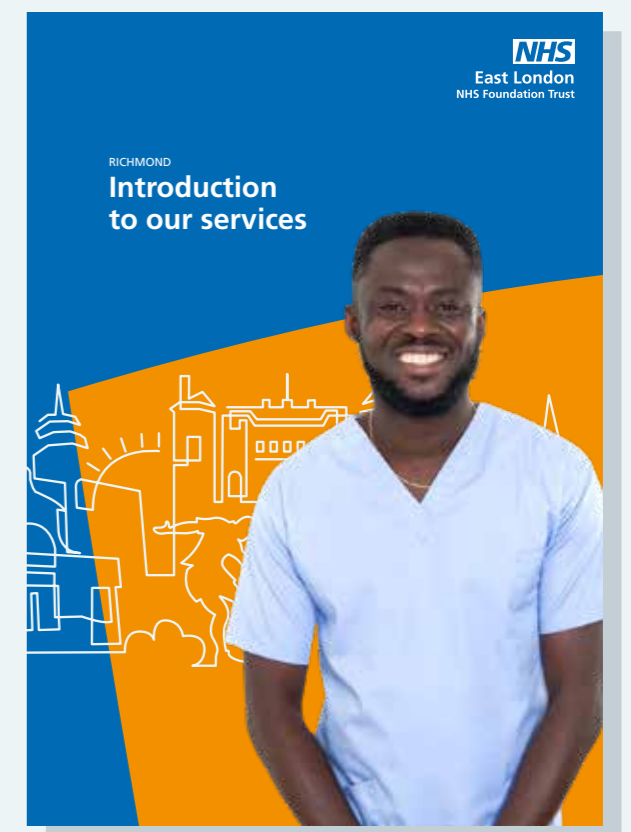
White background

- ✓ ELFT or Service logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Illustration
- ✓ Feature photography
- ✓ Promise & Values on reverse



Blue background

- ✓ ELFT or Service logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Illustration
- ✓ Feature photography
- ✓ Promise & Values on reverse



SPECIFICATIONS

A4 ELFT report

Service location descriptor

- Frutiger 55 Roman 12pt

Headline

- Frutiger 65 Bold 30/33pt

Shape –

- Any shape, any colour

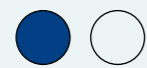
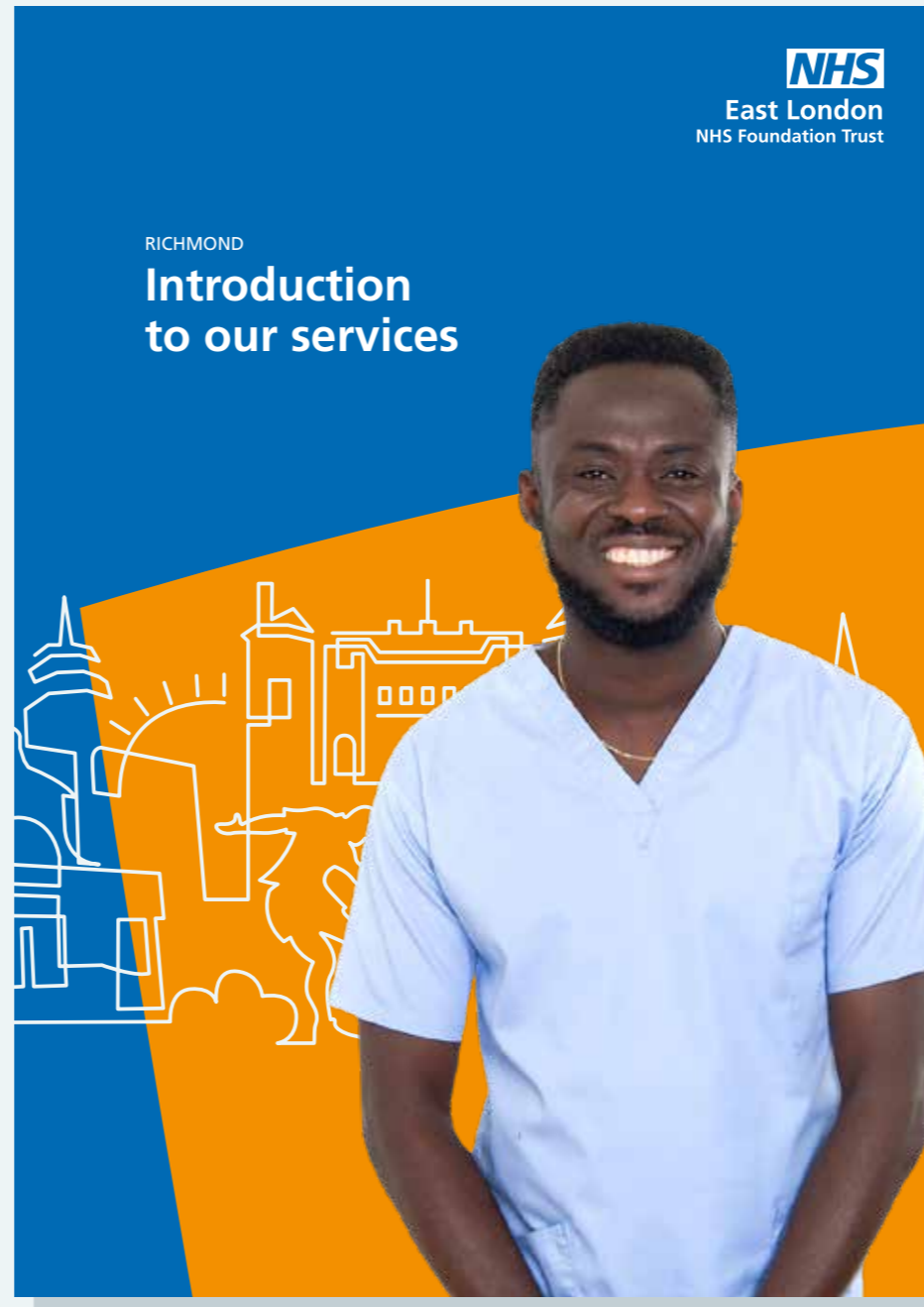


Illustration –

- Light Grey when used with a Blue background and Dark Blue when used with a White background



ELFT logo

- Height to match P6 of brand guidelines
- White logo on Blue background
- Blue and Black logo on White background

Background –

- Blue or White



Photography –

- Feature 'cut-out' photography if required

SPECIFICATIONS

A4 Services report

Service location descriptor

- Frutiger 55 Roman 12pt

Headline

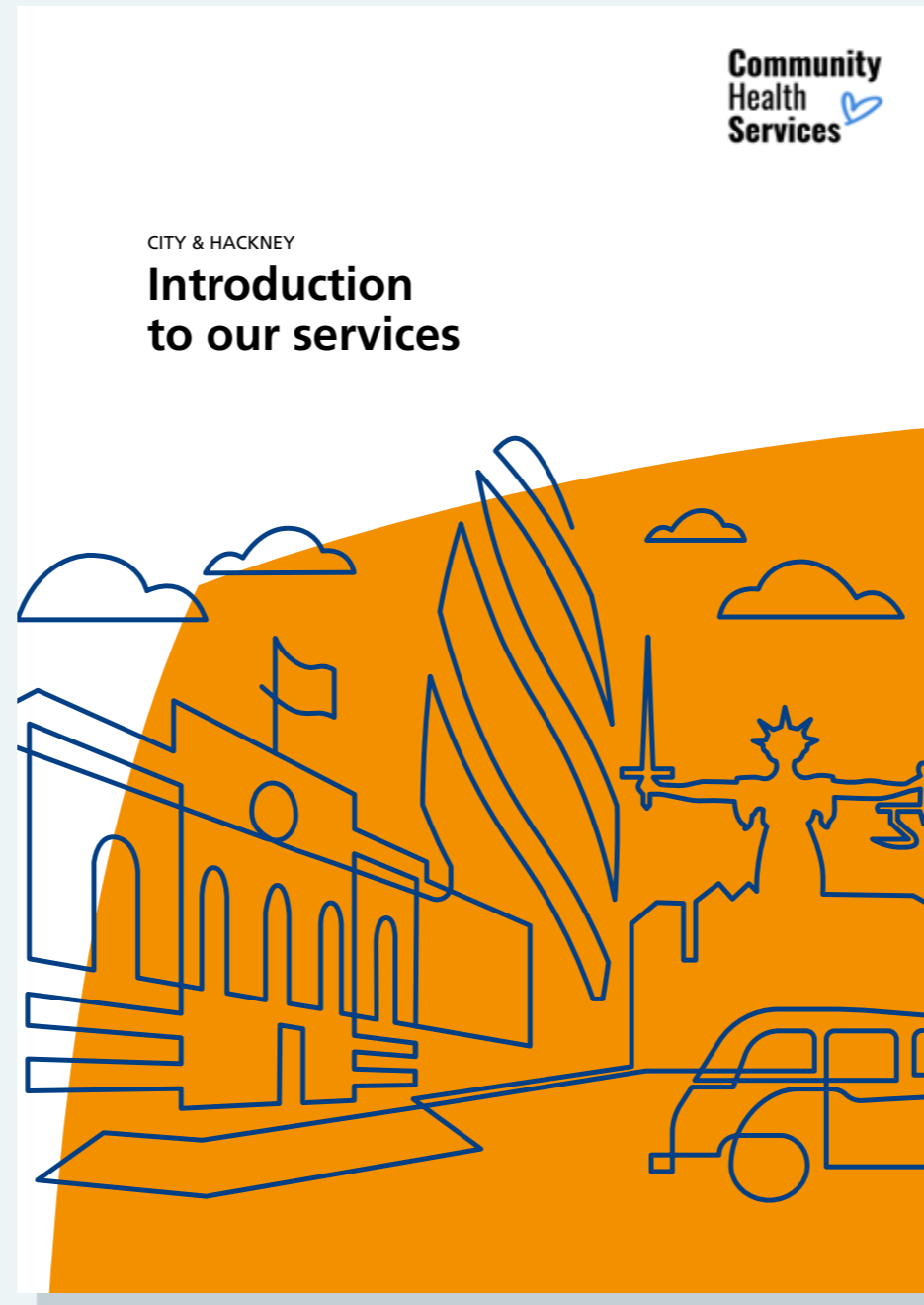
- Frutiger 65 Bold 30/33pt

Shape

- Any shape, any colour

Illustration

- Dark Blue when used with a White background



Service logo

- Height to match P6 of brand guidelines
- White logo on Blue background
- Blue and Black logo on White background

Background

- White

Photography

- Feature 'cut-out' photography if required

SPECIFICATIONS

A4 Services report

Background

- A colour from palette

Location descriptor and heading

- Frutiger 65 Bold 10pt
- Frutiger 65 Bold 23pt

Intro text

- Frutiger 55 Roman 14/16pt

Intro text

- Frutiger 55 Roman 14/16pt

The image displays a four-page A4 Services report layout. The pages are numbered 1, 2, 4, and 5. Page 1 is a solid orange background with white text and a line-art illustration of a city street. Page 2 is white with a blue header 'CITY AND HACKNEY Introduction' and contains several columns of placeholder text and a small photo of a man and a woman talking. Page 4 is white with a blue header 'Eped eaquodi as derrore voluptatem' and contains a list of services and a quote. Page 5 is white with a blue header 'Faccae landis et est reptur autem hilistin el mo berae pe id ersperro velit mollaut magni ut qui que porempo rruptat porporectur, mintis aut ut miliciur rectin ea conminu.' and contains a list of services and a quote. Arrows point from the specifications above to the corresponding elements on each page.

Illustration

- Dark Blue on a colour

Body copy

- Frutiger 55 Roman 9/12 pt

Sub heads

- Frutiger 65 Bold 12 pt

Feature panels quotes

- Pull-out panels for quotes and other key information
- Frutiger 55 Roman 13/15 pt

TEMPLATES

ELFT Pull-up banner

On White



Illustration only

- ✓ ELFT logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Blue footer
- ✓ Promise & Values – full or short version

On Blue



Illustration only

- ✓ ELFT or Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Feature photography
- ✓ White footer
- ✓ Promise & Values – full or short version



Illustration and image

- ✓ ELFT logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue
- ✓ Feature photography
- ✓ Blue footer
- ✓ Promise & Values – full or short version



Illustration and image

- ✓ ELFT or Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Light Grey
- ✓ Feature photography
- ✓ White footer
- ✓ Promise & Values – full or short version

SPECIFICATIONS

ELFT Pull-up banner

Location descriptor

- Frutiger 55 Roman 80pt

Headline

- Frutiger 65 Bold 200/220pt

Body copy

- Frutiger 55 Roman 48pt

Call-to-action

- Frutiger 65 Bold 60pt

Shape –

- Any shape, any colour

Illustration –



- Light Grey when used with a Blue background and Dark Blue when used with a White background



ELFT logo

- Height to match P6 of brand guidelines
- White logo on Blue background
- Blue and Black logo on White background

Background –

- Blue or White



Bullets

- Frutiger 65 Bold 48/60pt

Photography

- Feature 'cut-out' photography if required

Footer

- Promise and Values short or long statement lock-up
- Social media links
- Web address

TEMPLATES

Services pull-up banner



Illustration only

- ✓ ELFT logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Illustration
- ✓ Feature photography
- ✓ Blue footer
- ✓ Promise & Values – full or short version



Illustration and image

- ✓ ELFT or Service logo
- ✓ Colour
- ✓ Typography
- ✓ Shape – any shape in any colour
- ✓ Illustration
- ✓ Feature photography
- ✓ Blue footer
- ✓ Promise & Values – full or short version

SPECIFICATIONS

Services pull-up banner

Location descriptor

- Frutiger 55 Roman 80pt

Headline

- Frutiger 65 Bold 200/220pt

Body copy

- Frutiger 55 Roman 48pt

Call-to-action / QR code

- Frutiger 65 Bold 60pt

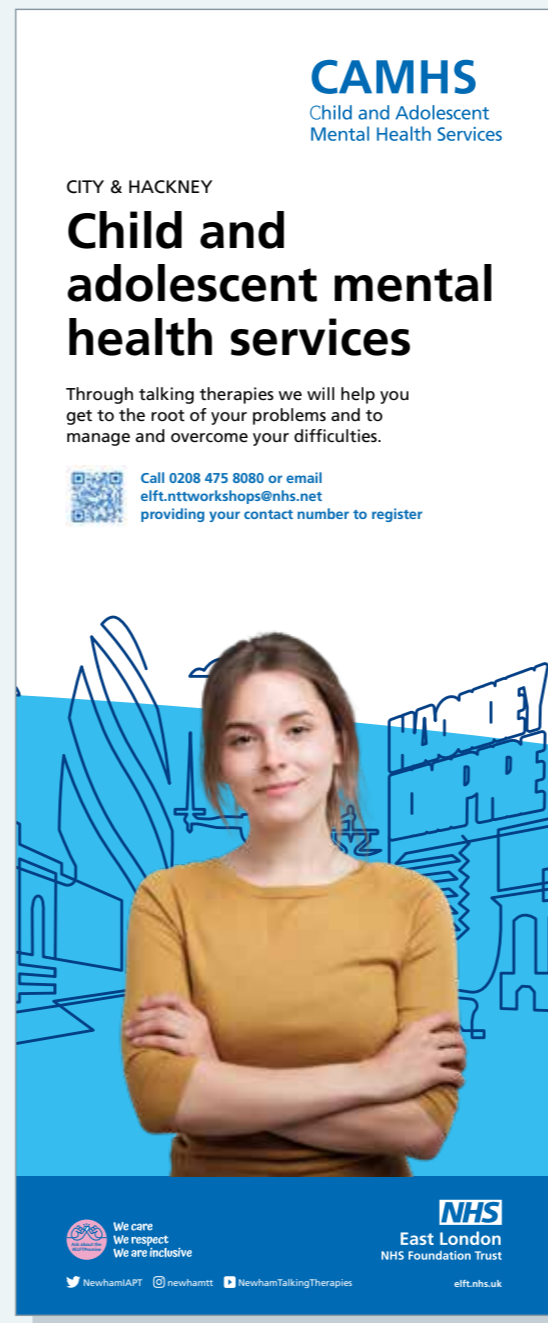
Shape –

- Any shape, any colour

Illustration –



- Light Grey when used with a Blue background and Dark Blue when used with a White background



Service logo

- Height to match P6 of brand guidelines

Background –

- White only



Photography

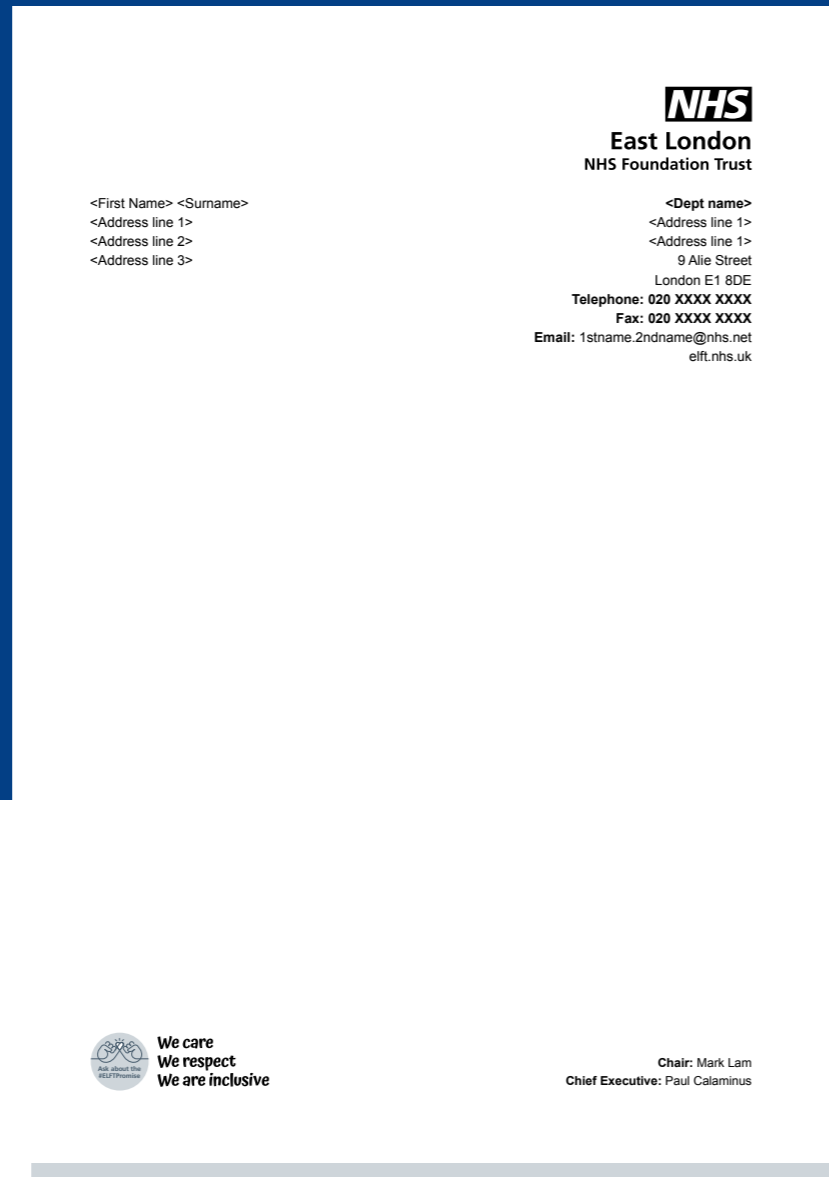
- Feature 'cut-out' photography if required

Footer

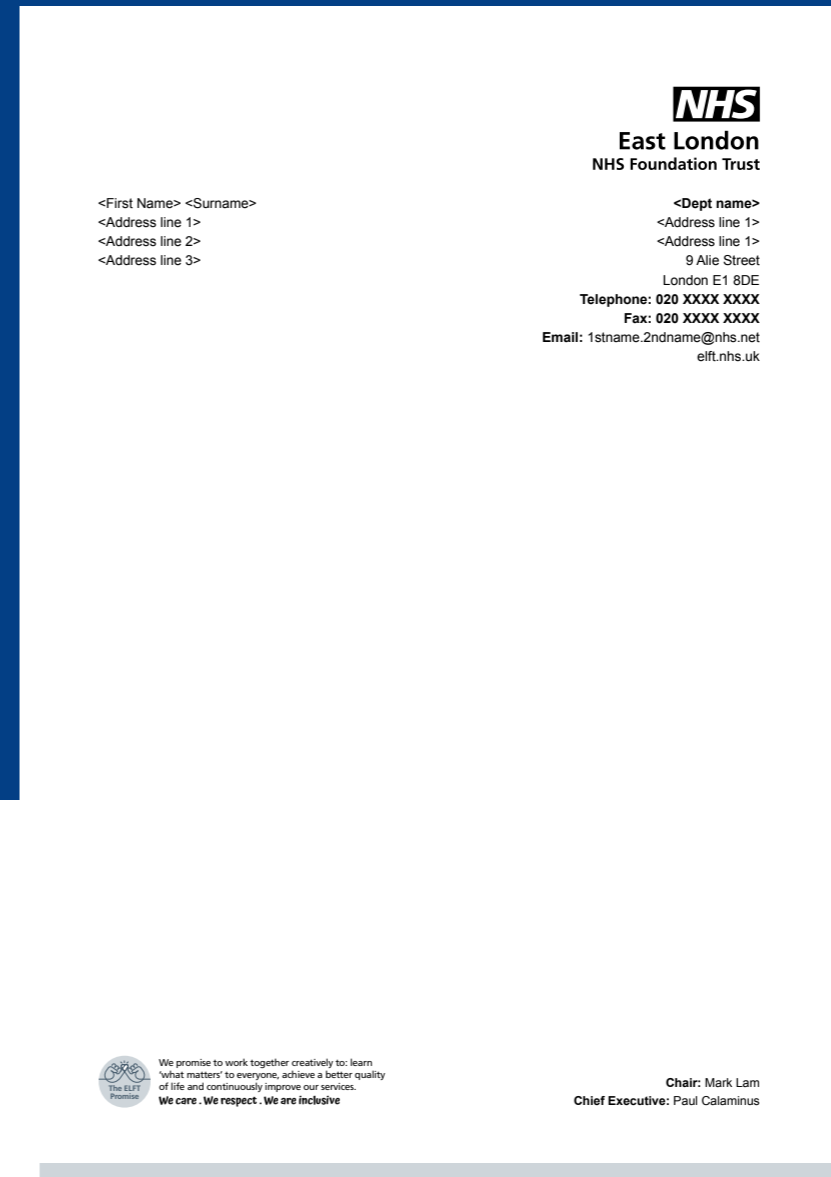
- ELFT logo
- Promise and Values short or long statement lock-up
- Social media links
- Web address

TEMPLATES

Letterhead




✓ Short Promise lock-up



✓ Full Promise lock-up

TEMPLATES


Compliments slip



East London
NHS Foundation Trust

<Dept name>
<Address line 1>
<Address line 1>
9 Alie Street
London E1 8DE

Telephone: 020 XXXX XXXX
Fax: 020 XXXX XXXX
Email: 1stname.2ndname@nhs.net
elft.nhs.uk




We care
We respect
We are inclusive

Ask about the #ELFTPromise

✓ Short Promise lock-up

TEMPLATES

Job description & Internal documents



East London
NHS Foundation Trust


JOB DESCRIPTION

JOB TITLE:	Community Staff Nurse
BAND:	5
DEPARTMENT:	Adult Service
DIRECTORATE:	Community Health Services (Bedfordshire, Newham and Tower Hamlets)
REPORTING TO:	Team Leader
ACCOUNTABLE TO:	Director of Nursing for Integrated Care


JOB SUMMARY
The post holder will provide high quality nursing care to patients in The Extended Primary Care team (EPCT) in East London Foundation Trust. The EPCT team is a multidisciplinary team made up of Community Nurses, Physiotherapists, Occupational Therapists etc. The operating hours vary depending on the area of service this role is advertised. However, the service runs 365/366 days a year.

KEY RESPONSIBILITIES

1. Work as an autonomous practitioner to provide nursing care to patients in their own home.
2. The post holder will be responsible for the planning, implementation, and evaluation of individualised nursing care in a range of settings.
3. The post holder will provide health education to enable patients to self-manage, and achieve optimum independence following deterioration or a period of ill health.
4. The post holder is a member of the Integrated locality nursing team where this is in existence
5. To participate in the training of students, the induction of new staff and others that have contact with our services.
6. The post holder will be required to support the senior nursing team in the maintenance of efficient and effective delivery of services.
7. The post holder may occasionally take responsibility for the team and caseload in the absence of senior staff.
8. Use a broad range of nursing knowledge, interventions and skills, to prevent, where possible and appropriate, an unnecessary admission to hospital.
9. Develop good communication links with patients and carers and joint working with other services across professional and organisational boundaries in order to provide a patient-centred, holistic and seamless service.
10. The post holder will be required to travel throughout the service area according to the needs of the service e.g. Bedfordshire, Newham and Tower hamlets.




**We care
we respect
we are inclusive**






✓ Short Promise lock-up

	To carry out as per Data Protection Act responsibilities with regard to the access and Health Records Act 1990.
Safeguarding Children	To carry out responsibilities in such a way as to minimise risk of harm to children or young people and promote their welfare in accordance with the Children Act 2004 and Working Together to Safeguard Children, HM Government 2010.
Service User and Carer Involvement	ELFT is committed to developing effective user and carer involvement at all stages in the delivery of care. All employees are required to make positive efforts to support and promote successful user and carer participation as part of their day to day work.
Personal Development	Each employee's development will be assessed using the Trust's Personal Development Review (PDR) process. You will have the opportunity to discuss your development needs with your Manager on an annual basis, with regular reviews.
Clinical Governance	As an employee of the trust you are expected to support the Trust's clinical governance framework for monitoring and improving standards of care. You must do this by:- <ul style="list-style-type: none"> • taking part in activities for improving quality • identifying and managing risks • maintaining your continuous professional development
Professional Standards	To maintain standards as set by professional regulatory bodies as appropriate.
Research	The post holder will participate in and support research studies as requested



**We care
we respect
we are inclusive**

East London NHS Foundation Trust
Robert Dolan House
Trust Headquarters
9 Alie Street,
London E1 8DE
020 8548 5550
elft.communications@nhs.net

 NHS_EFLT
 EastLondonNHSFoundationTrust
 NHSELF

elft.nhs.uk

✓ Short Promise lock-up
✓ Contact details

TEMPLATES

Job description



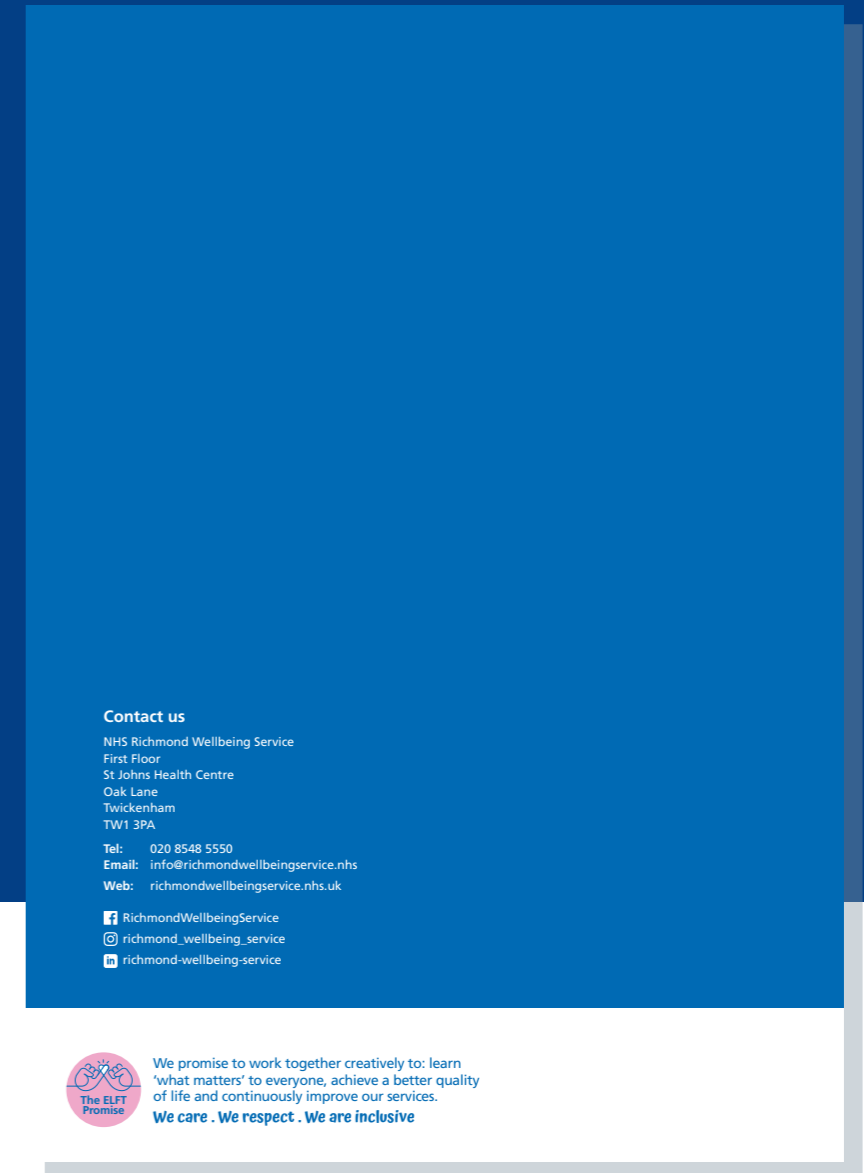
Illustration only

- ✓ ELFT logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration
- ✓ White footer
- ✓ Promise & Values – full version



Illustration and image

- ✓ Service logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration
- ✓ ELFT Logo in White footer bar
- ✓ Promise & Values – full version



Back page

- ✓ Promise & Values – full version
- ✓ Address and contact details

TEMPLATES

Powerpoint



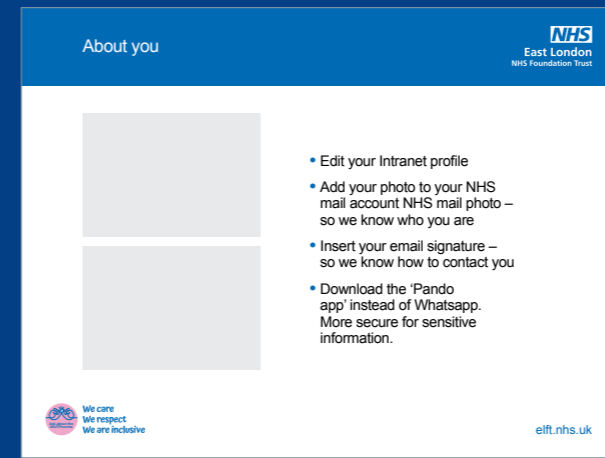
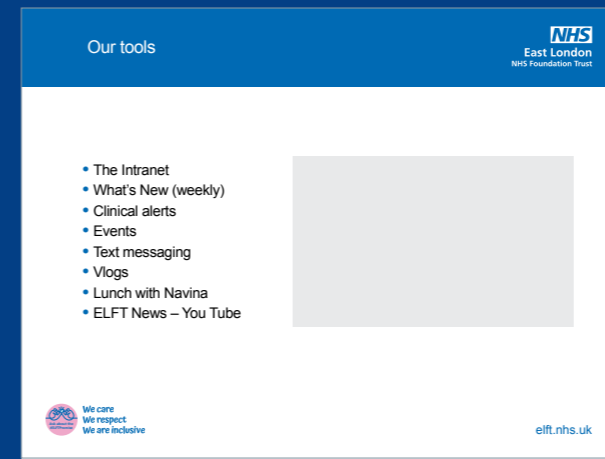
Main page

- ✓ ELFT logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape in any colour
- ✓ Illustration - Dark Blue or Light Grey depending on background colour
- ✓ Promise & Values – short version
- ✓ Feature photography



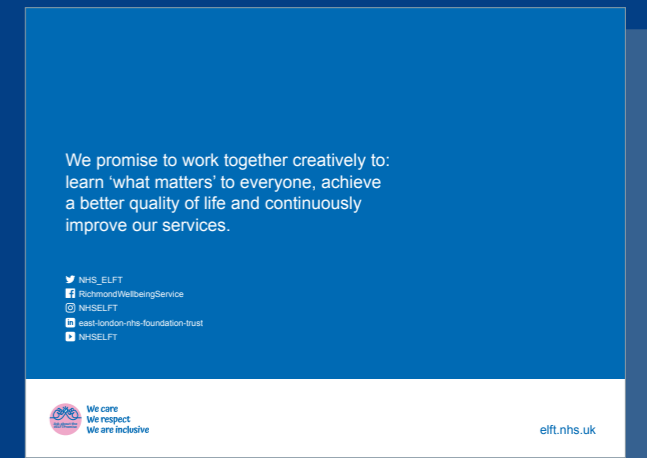
Divider pages

- ✓ ELFT logo
- ✓ Location descriptor & headline
- ✓ Shape – any shape in any colour
- ✓ Illustration - Dark Blue or Light Grey depending on background colour
- ✓ Promise & Values – short version
- ✓ Feature photography
- ✓ Optional images within shape



Content and back page

- ✓ ELFT logo
- ✓ Body text and bullets
- ✓ Headline in blue bar
- ✓ Promise & Values – short version
- ✓ Squared-up images



Content and back page

- ✓ Promise statement
- ✓ Promise & Values in line
- ✓ Social media links

SOCIAL MEDIA TEMPLATES

Twitter

The brand style carries into our social media feeds. The same rules apply when creating the graphics using the key brand elements. Allow space for the brand logo to sit over the banner.

Messaging for in-stream images should be clear and concise, make it clear what the graphic is saying, asking someone to do.

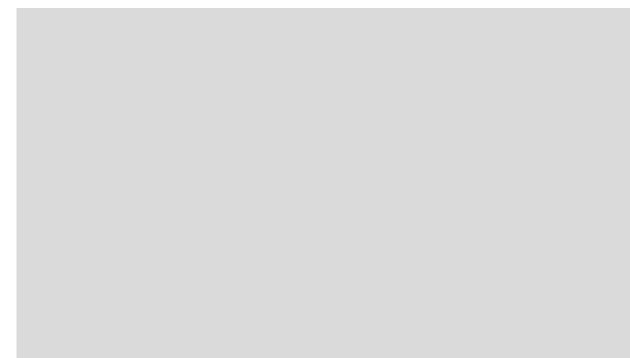
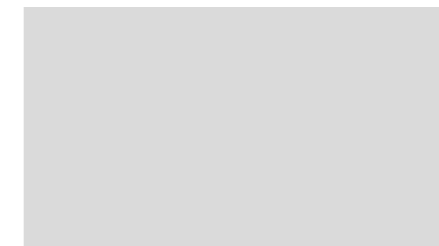
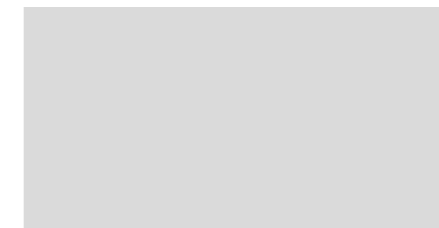


SOCIAL MEDIA TEMPLATES

Facebook

The brand style carries into our social media feeds. The same rules apply when creating the graphics using the key brand elements. Allow space for the brand logo to sit over the banner.

Messaging for in-stream images should be clear and concise, make it clear what the graphic is saying, asking someone to do.



SOCIAL MEDIA TEMPLATES

Facebook & Twitter in-stream posts

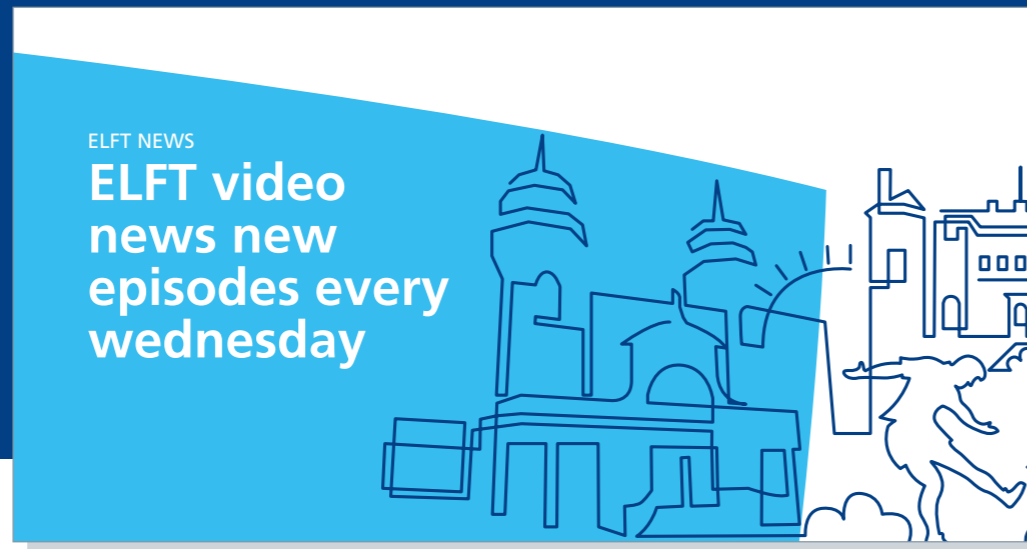


Illustration only

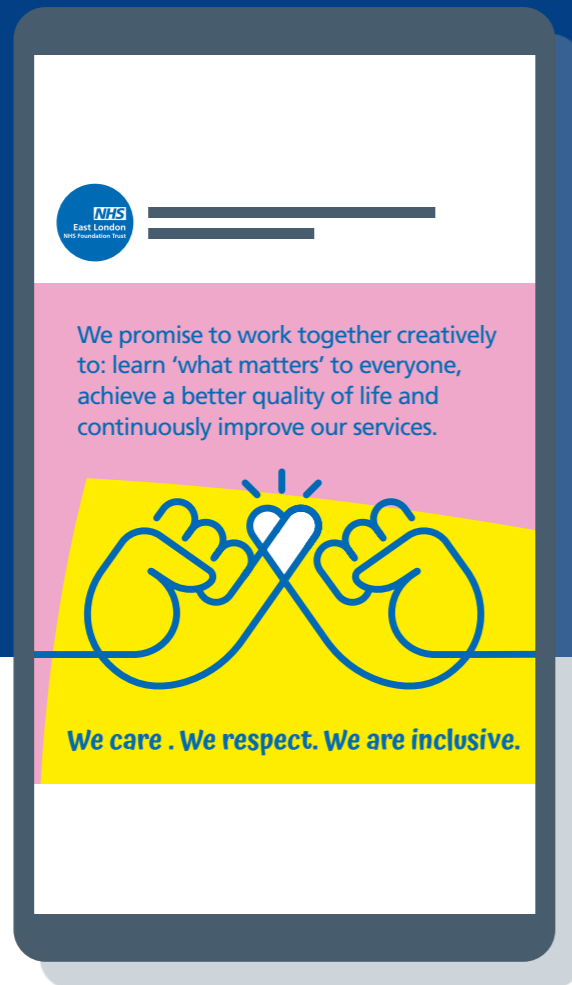
- ✓ Descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration

Illustration and image

- ✓ Descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue & Light Grey (depending on background)
- ✓ White footer

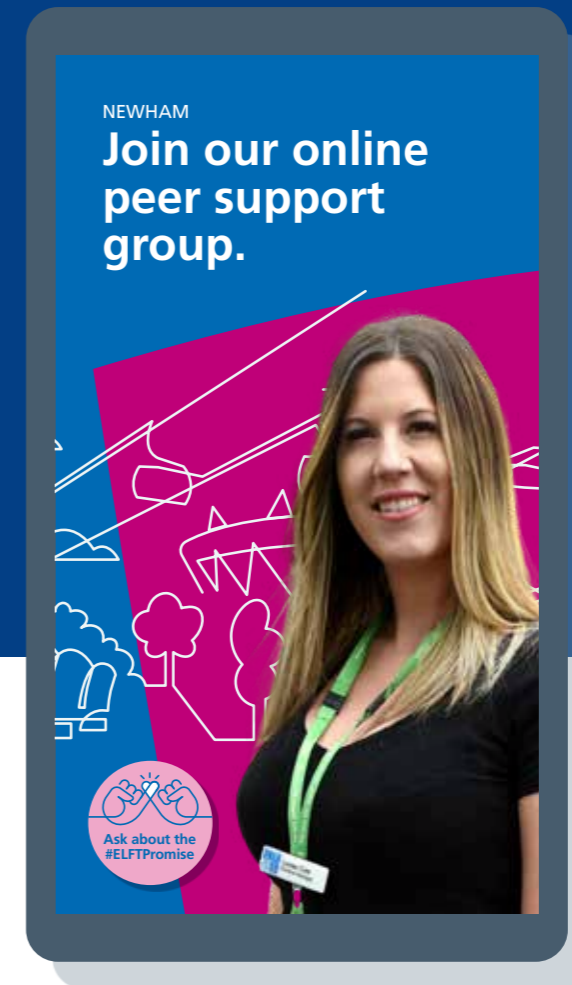
TEMPLATES

Instagram Posts



Posts

- ✓ Same design language as print
- ✓ Keep the messaging short and to the point



Stories

- ✓ Same design language as print
- ✓ Keep the messaging short and to the point
- ✓ Option to include 'stickers'

SOCIAL MEDIA TEMPLATES

Instagram in-stream posts



Header in White

- ✓ Descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration



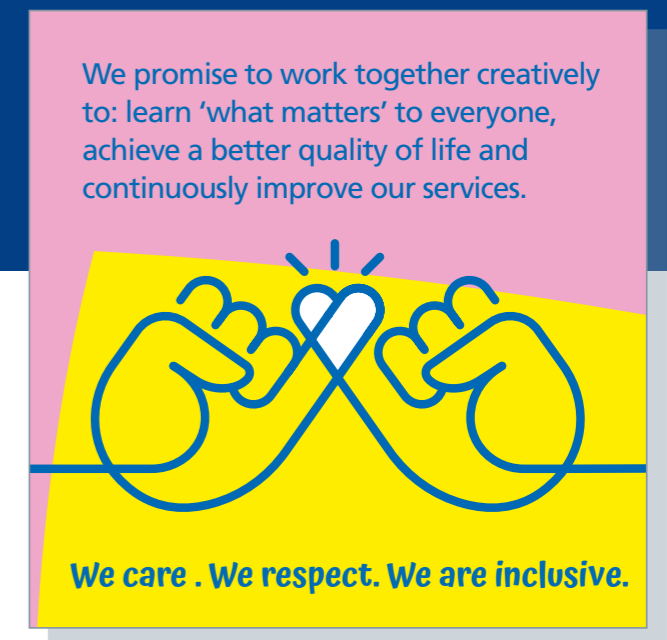
Header in Black

- ✓ Descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue & Light Grey (depending on background)
- ✓ Option with feature image



Illustration and image

- ✓ Descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue & Light Grey (depending on background)
- ✓ White footer



Promise

- ✓ Promise statement
- ✓ Shape – any shape & colour
- ✓ Promise illustration
- ✓ Promise Pink (only to be used with promise materials)

SOCIAL MEDIA TEMPLATES

Instagram story posts



Illustration and image

- ✓ Descriptor & headline
- ✓ Shape – any shape & colour
- ✓ Illustration - Dark Blue or Light Grey (depending on background)
- ✓ Illustration - spans across the 'pages'
- ✓ Promise badge

Illustration and image

- ✓ Optional colour way with Blue background
- ✓ Illustration - Light Grey

TEMPLATES

Lanyard and Badge

Our lanyard is in NHS Blue and features the NHS logo and our 'We care, we respect, we are inclusive. values statement in white. It can also have campaign messaging attached to it.



Contact us

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

Tel: 020 7655 4000

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