The 'NHS75' mark

To help celebrate the 75th birthday of the NHS in July 2023, an 'NHS75' mark has been created for use by approved and permitted stakeholders. The mark consists of the NHS logo and the number 75 together.

This guidance is for the use of the 'NHS75' mark by NHS Trusts and NHS organisations.

NHS organisations can use the NHS75 mark in the same way that they can freely use the NHS lozenge, unless intended for a commercial partnership. Internal NHS teams should employ the mark's use following these guidelines and the [NHS Identity Guidelines.](#)

Please note that the letters 'NHS' and the NHS logo are protected by law. They are UK trade marks owned by the Secretary of State for Health and Social Care and may not be produced without permission.

In addition, the Secretary of State owns the copyright in the NHS logo and reproduction without permission is similarly prohibited.

The term "NHS" is also protected by the Company, Limited Liability Partnership and Business Names (Sensitive Words and Expressions) Regulations 2014 and no company can be incorporated with the letters without the express permission of the Department of Health and Social Care.

Therefore, the NHS letters and NHS logo cannot be used as part of the corporate identity of an organisation or their strapline, or as part of the name or logo of a particular initiative, without authorisation from the Department of Health and Social Care on behalf of the Secretary of State for Health and Social Care.

Use of the 'NHS75' mark

This guidance sets out how the 'NHS75' mark should be applied. It also includes the timescales for using it and which publications can use the mark.

The mark can be used on all electronic sources and printed materials. This includes, for example; letterheads, email signatures, Trust web pages and printed flyers.

Adapting a Trust-specific NHS lozenge to incorporate the 'NHS75' mark will be permitted for the period through until 31 December 2023 only. Any Trust wishing to do so, can swap in the 'NHS75' mark to take the place of the NHS lozenge. Below is an example of how this should look for reference.

Clear guidance on logo positioning for Trusts is available online within existing NHS Brand guidelines: NHS Identity Guidelines | Organisational logos (england.nhs.uk)

Please note that there should never be more than one NHS logo on a page.

What are the timescales for using the 'NHS75' mark?

The 'NHS75' mark can be used with permission through until 31 December 2023. After which time it should be removed from all electronic sources and letterhead and it should not be used in printed materials.

Who can use the 'NHS75' mark?

The 'NHS75' mark can be used on relevant materials, by the Department of Health and Social Care, NHS Trusts and NHS organisations.

How the 'NHS75' mark cannot be used?

The 'NHS75' mark must not be used on merchandise, consumer products or on any materials that may be sold to generate commercial gain, income or funds. For further information on who cannot use the NHS identity, please refer to NHS Identity Guidelines | Who cannot use the NHS Identity? (england.nhs.uk)

Size and positioning of the 'NHS75' mark

The 'NHS75' mark, with the exception of digital applications, should ideally appear in the top right of materials.

The following shows the relative sizes and margins for the 'NHS75' mark on standard print and digital formats. Any other formats should be sized proportionally or should replicate the size and margin of the closest format shown below.

Please note that the measurements refer to the height of the NHS lozenge rather than the 'NHS75' mark in its entirety.

The following summarises NHS logo and margin sizes for standard print formats:

- A2 (420 x 594mm) Logo height and margin size = 20mm
  A3 (297 x 420mm) Logo height and margin size = 15mm
  A4 (210 x 297mm) Logo height and margin size = 10mm
  A5 (148 x 210mm) Logo height and margin size = 8mm
  A6 (105 x 148mm) Logo height and margin size = 8mm

The following summarises NHS logo height and margin sizes for digital formats:

- Desktop (>1000px wide) Logo height = 40px and margin size = 30px
- Tablet (>600px and <1000px wide) Logo height = 35px and margin size = 20px
- Mobile phone (<600px wide) Logo height = 30px and margin size = 15px

The minimum size that the NHS logo can appear in digital applications is 30px high. It is important to stress that this is a minimum.

Exclusion zones

The 'NHS75' mark should not be cluttered by other text or images appearing too close to it and should not be positioned so close to the edge of materials that it looks like an afterthought. To ensure this happens, the NHS logo has a minimum exclusion area around it.

Please note that in order to maintain consistency with previous birthday marks, permission has been granted for the 'NHS75' mark to break the usual 'exclusion zone' around the NHS logo. This has been allowed as an exception.

Minimum exclusion zone for print

For print and signage applications, this is equal to the full height of the logo no matter how large it is. This ensures that the logo is always clear and legible.

Minimum exclusion zone for digital

However, digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller minimum exclusion area equivalent to half the height of the logo is accepted.

It is important to stress that these are both minimum exclusion areas. More space is preferred where it is possible and practical.

Colour and backgrounds

The colour of the mark should not be edited in any way, the lozenge must always be applied in NHS blue (Pantone 300) on a white background wherever possible. If printing in black and white only, the mark can be printed in black. To ensure stand out and legibility, the 'NHS75' mark should not be applied over an image.

Further guidance

For further guidance on applying the 'NHS75 mark' on backgrounds and sizing for other print and digital formats, please refer to the NHS Identity guidelines for the NHS logo at www.england.nhs.uk/nhsidentity/identity-guidelines/nhs-logo

For any queries not covered in these guidelines, please contact either your regional comms lead or email england.nhs75@nhs.net