

# Brand Guidelines

Logo usage, typography, colour and ownership

Edition 1 - December 2016





## The new format LPT organisational logo issued by the NHS National Identity Unit

A standard format has been introduced for all NHS organisational logos following extensive patient and public research which found that they want, and expect, to see the NHS presented in a consistent, coherent and professional way – it reassures them that they can rely on the quality of services being provided. The NHS logo must only appear once on any one page.

The guidance issued by the National Identity Unit is very prescriptive and our appropriate use of the new logo will be monitored by them.

### **The logo must always appear in the top right hand corner.**

LPT logos of various sizes (sized appropriately by page size) are available to download from e-source: [http://www.leicspart.nhs.uk/\\_Services-Communications-Brandingandstyleguidelines.aspx](http://www.leicspart.nhs.uk/_Services-Communications-Brandingandstyleguidelines.aspx)

This is the NHS lozenge:



### The NHS blue



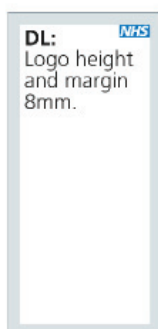
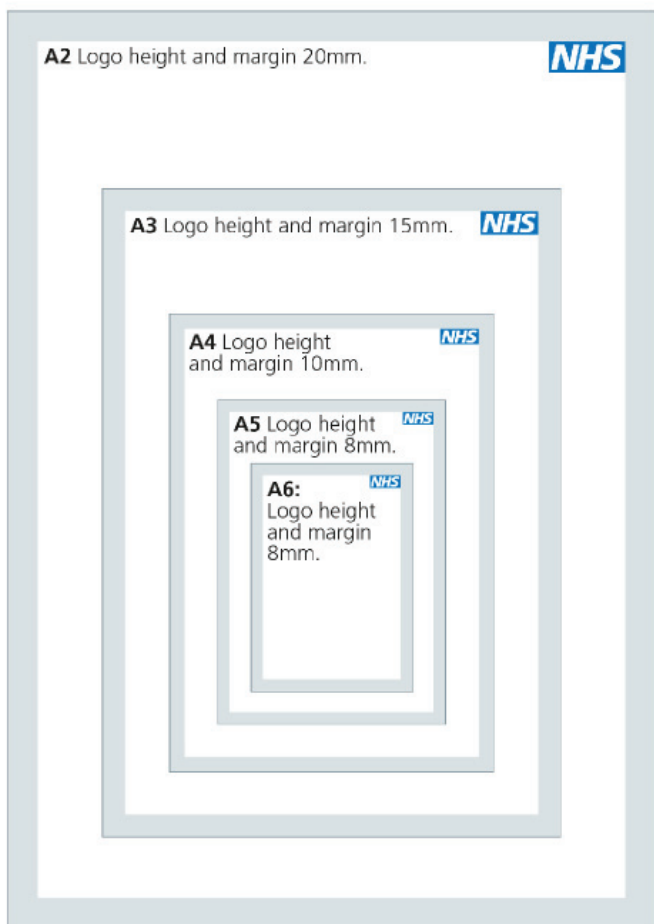
The NHS logo in its highly-recognised, core colour scheme of NHS Blue and white.  
**NHS Blue**  
Pantone 300  
CMYK: 100/43/0/0  
RGB: 0/114/198  
#0072C6

The full National Guidance is available on e-source:  
<http://www.leicspart.nhs.uk/Library/20160816NHSlogoguidelines.pdf>

## Sizes for documents/printed materials

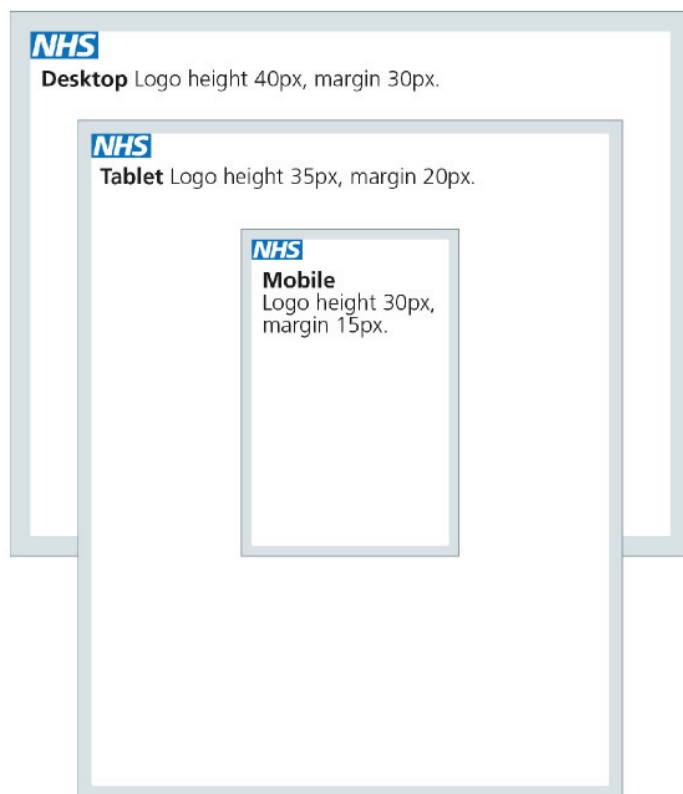
### For documents/printed materials:

The size of the LPT logo is defined by the size the lozenge appears at and has to have an exclusion zone around it which is equal to the depth of the NHS lozenge - whatever size it appears at. The diagram below shows the sizes the NHS lozenge has to appear in relation to paper size.



## Sizes for digital - eg mobile, tablet and phone display

The exclusion zone is reduced to half the depth of the lozenge. The diagram below shows the sizes the NHS lozenge has to appear in relation to various devices.



## The WeAreLPT brand

The WeAreLPT logo is our internal engagement brand, representing our values and our sense of team spirit as an organisation. It is for the use of internal documents and communications, to show our pride in our work. It can be used externally in exceptional circumstances, such as social media campaigns where the target is LPT staff in recruitment it can be used at targeting potential staff (sub-brand held by the recruitment team). For more information about WeAreLPT please visit the Trust staff charter page under Your Working Life on e-source:  
<http://www.leicspart.nhs.uk/UserPage.aspx?PageId=6f58e6c65c4440fab70db3feb4b9a57a>

## The logo

This artwork version of the logo should be used whenever the logo needs to be reproduced for promotional materials and publications.



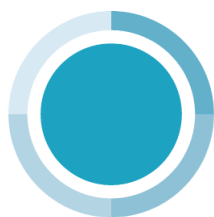
## The sub-brands (only one logo should appear on any page)

We have created specific sub-brands for various areas of the work. These are interchangeable with the WeAreLPT logo bearing our Trust Values. Only one logo should appear on a page - either the values logo or a sub-brand logo, but never both.



## Logo usage primary brand colours

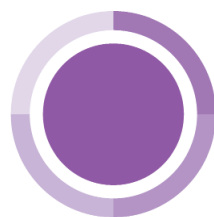
The WeAreLPT logo uses four primary colours.



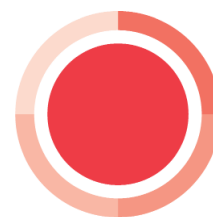
**C78 M21 Y18 K2**  
**R0 G151 B188**



**C97 M0 Y65 K0**  
**R0 G155 B121**



**C55 M82 Y0 K0**  
**R140 G70 B148**



**C0 M93 Y81 K0**  
**R230 G42 B47**

Where only a single colour is available, the greyscale and white out (WO) versions may be used. No other colour versions are allowed.

- On no occasion should tints of these colours be used without prior agreement with the Communications Team.  
Tel: 0116 295 0919.
- On no occasion should gradation fills, vignettes or additional graphics be used on the logo.

Whilst the colour version is preferable, the logo may also be used in black and white.

The logo should appear on a white background wherever possible. If not, the logo must be placed upon a solid background and should appear reversed out as shown below.



Mono



White out of a colour  
(PNG file placed on top of a block of colour)

## Logo usage exclusion zone

Wherever possible, the WeAreLPT logo should be used with a minimum exclusion zone of 10mm for print or 20px for digital display.

The clear space area shown here is the recommended minimum clear space – but we request that you increase this space wherever possible.



## Logo usage minimum size

The full logo should never be reproduced smaller than 22mm in height to ensure legibility of the text.



## Logo usage appearance and placement

To keep brand consistency the logo should not be stretched, distorted or altered in any way. The WeAreLPT logo should always be placed on the left side of the page, away from the Leicestershire Partnership NHS Trust logo, preferably at the bottom where space permits. Minimum size and exclusions should also be followed.



Do not twist or rotate



Do not stretch or distort to get it to fit



Do not change the colour

## Font usage

For accessibility, **text has to be a minimum of 12pt** in all documents (including letters). Arial regular should be used for all body text.

Please see below for typical font usage. Consistent use of the fonts will help to reinforce the national and LPT brand identity.

Fonts and their appropriate sizes are contained within the templates

**Arial Rounded MT Bold**  
**Jinxed wizards pluck ivy  
from the big quilt.**

Typically used for headings and sub headings.

**Arial Regular**

Crazy Fredrick bought many  
very exquisite opal jewels.

Typically used for body copy - minimum 12pt.

## Ownership of the WeAreLPT logo

Overall ownership of the WeAreLPT logo and its derivatives resides with Leicestershire Partnership NHS Trust. Authorised use of any of the WeAreLPT logos can be rescinded by Leicestershire Partnership NHS Trust at any stage and without notice or liability. However, authorised use of any of the WeAreLPT logos will not be unreasonably withdrawn.

Contact details:

Head of Communications  
Leicestershire Partnership NHS Trust  
Riverside House, Bridge Park Plaza  
Bridge Park Road, Thurmaston  
Leicester LE4 8BL  
Tel: 0116 295 0919  
Email: [communications@leicspart.nhs.uk](mailto:communications@leicspart.nhs.uk)