

A thick blue horizontal bar with a slight curve, spanning the width of the page.

Total Reward Statement - Visual identity and local branding pack

Branding

Why do we need a visual identity?

All Total Reward Statement (TRS) literature uses the NHS branding and adheres to the NHS branding guidelines.

This visual identity is the part of our brand that deals with the look and feel of our visual communications. It is designed to be clear and consistent, corporate and stylish, with the flexibility to be creative, innovative and dynamic.

Having a consistent, clear and memorable visual identity will help us to communicate who we are and what we do. It projects a professional image of the service we provide.

These guidelines are intended to help our staff understand our visual identity and how it should be used.

Total Reward Statements also has a strapline that can be used at the bottom of communications.

If you have any questions regarding these guidelines please contact the Communications Team on:
Email: nhsbsa.communicationsteam@nhs.net

Poster

NHS

Total Reward Statements
are coming soon...

My NHS Total Reward Statement is coming soon

Your new Total Reward Statement is coming soon. It may include information about your employment and the local benefits your employer offers.

If you are a member of the NHS Pension Scheme it may also include an Annual Benefit Statement which has information about your NHS Pension benefits, membership and contributions.

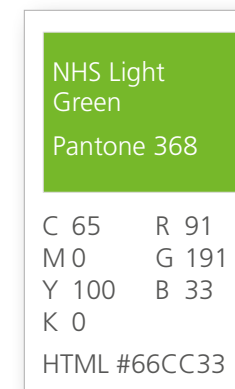
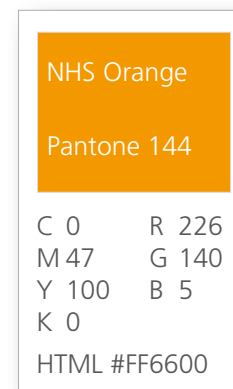
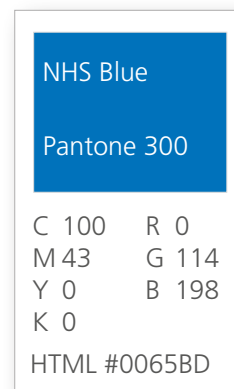
Please visit the employee section of our information website at:
<https://www.nhsbsa.nhs.uk/total-reward-statements>
if you need more information.

Colours

The NHS brand colour palette is used for all TRS products.

A striking contrast and clean look is created by using a combination of blue and orange, also using green as an accent colour

This also ensures that the products will work equally as well printed in black and white.



Typography

Our primary typeface Frutiger is used for specialist design and print.

Our secondary typeface Arial is used for all internal corporate communications. It can be used in PowerPoint presentations, Word documents, emails and the web.

Frutiger

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890.,!?

Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890.,!?

Assets

There are three assets:

- 1. NHS logo
- 2. TRS strapline
- 3. TRS strapline - faded

To use images in Microsoft Word and design software import the image into the document, if text is required within the bubble it can be created in the software and arranged on top of the bubble. Use the software's arrange tools to bring images to the front or send to the back.

Use the Wrap text tool and its sub option of through or in line with text as required.

NHS logo



Strapline

Totally about you

Strapline - Faded

Totally about you

Characters

One of the primary design elements of the TRS suite of products is the use of the TRS characters.

These reflect a variety of ages and ethnic backgrounds and represent the entire range of NHS roles.



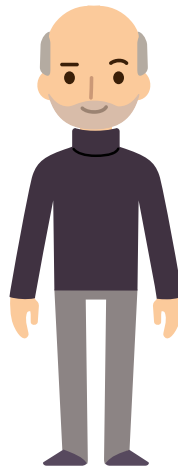
Man 1 - Large



Man 2 - Large



Woman 1 - Large



Man 3



Man 4



Man 5



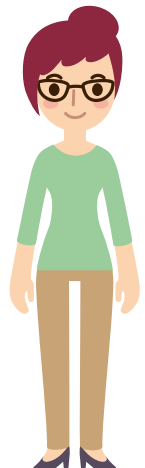
Man 6



Woman 2



Woman 3



Woman 4

Icons and bubbles

A range of simple, effective and modern illustrative icons can be used to lighten the content of any TRS document.

They are used in two ways – to represent the rewards available, and to highlight important information (for example the magnifying glass could be used where readers can find out more).

Blue and orange icons can be used, or they can be reversed out of the background colour.

Further illustrations may be added, as long as they follow a similar illustrative style.

Bubbles



Icons



Piggy bank



Pencil



Laptop



Dumbbells



Paper clip



Mobile



Heart magnifying glass



Bicycle



Voucher



Phone book



Shopping trolley