

SUSTAINABILITY BRAND

NHS SCOTLAND

CLIENT STAGE 4

teVIOT

SUSTAINABILITY ACTION

A bold arrow or tick that gives a sense of purpose and confidence. The marque is strong and positive supported by clear typography.

The device lends itself to being adapted across a wider visual identity with the potential to be applied in a variety of ways.

LOGO



LOGO



LOGO



SUSTAINABILITY **ACTION**

Our NHS **Our People** Our Planet

IDENTITY KIT ELEMENTS

MARQUE



LOGO



TAGLINE LOCKUP



GRADIENT



IMAGE OVERLAYS



TAGLINE BADGE



ARROWS/POINTERS



IMAGE FRAMES



HEADLINE STYLING



**HAVE YOU
THOUGHT ABOUT
CYCLING
TO WORK?**



**A LITTLE LESS
CONVERSATION
A LITTLE MORE
ACTION**



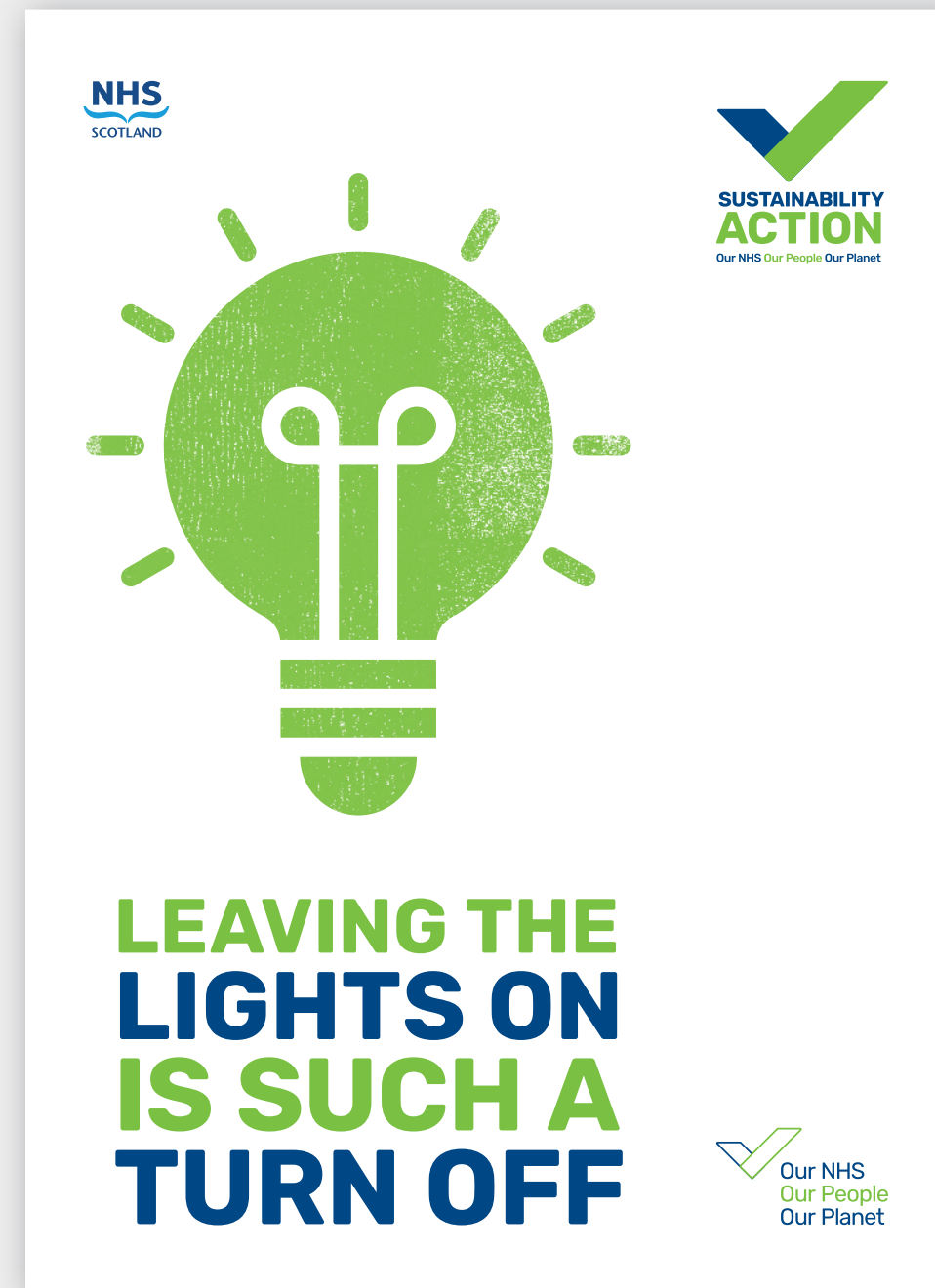
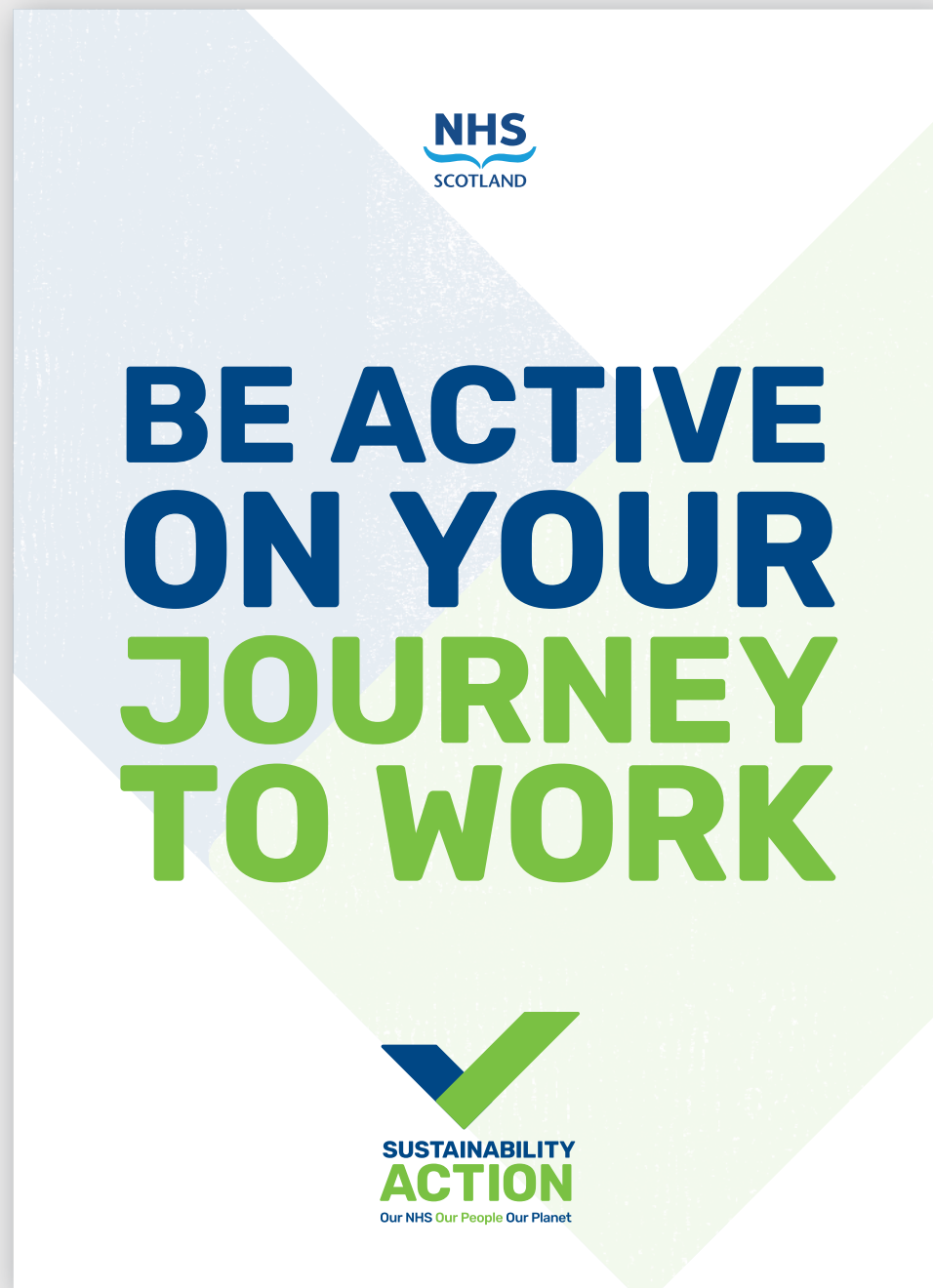
**SOMEBODY
HIT THE
LIGHTS**



EXAMPLE APPLICATIONS



EXAMPLE APPLICATIONS



EXAMPLE APPLICATIONS



EXAMPLE APPLICATIONS



EXAMPLE APPLICATIONS

