



**SUSTAINABILITY**  
**ACTION**  
Our NHS Our People Our Planet

# IDENTITY GUIDE

July 2018



# CONTENTS

<b>INTRODUCTION</b>	<b>3</b>
<b>LOGO OVERVIEW</b>	<b>4</b>
<b>LOGO RULES</b>	<b>5</b>
<b>DESIGN ELEMENTS</b>	<b>6</b>
<b>COLOUR PALETTE</b>	<b>7</b>
<b>TYPOGRAPHY</b>	<b>8</b>
<b>DISPLAY HEADLINES</b>	<b>9</b>



## INTRODUCTION

**The Sustainability Action brand identity is built around a bold, positive and dynamic logo paired with a simple and clear typography style.**

**This short document provides guidance for the fundamental elements of this and it's basic application.**



# LOGO OVERVIEW

This page shows all the variations and individual elements that make up our logo lockup.

All logo versions are available from the identity kit in RGB/CMYK and in a variety of file formats.

Always use the artwork files provided. Never change the artwork or attempt to recreate any of the elements yourself.

➤ **ALL ARTWORK FILES AVAILABLE IN THE IDENTITY KIT**

## LOGO LOCKUP

BRAND MARQUE



BRAND LOGOTYPE

**SUSTAINABILITY  
ACTION**

BRAND TAGLINE

**Our NHS Our People Our Planet**

The main logo made up of three component parts: the brand marque, brand logotype and brand tagline. The full logo lockup should be used in most circumstances as long as it can be reproduced at a size where the tagline is still legible.

## LOGO MINUS TAGLINE



**SUSTAINABILITY  
ACTION**

To be used where the tagline would be too small to be legible or on documents where the tagline is separated and shown elsewhere in the layout.

## LOGO LOCKUP REVERSALS

REVERSAL OPTION 1 ON DARK BLUE



REVERSAL OPTION 1 ON IMAGE



REVERSAL OPTION 2 ON LIGHT GREEN



There are two different reversal options available. One for a light green or mid tone background and one for a dark blue or dark background. Option 1 should also be used to reverse out of an image.

## BRAND MARQUE



In some circumstances the marque can appear on its own. Separate artwork files have been provided.

## BRAND TAGLINE

**Our NHS Our People Our Planet**

**Our NHS  
Our People  
Our Planet**

If using the tagline separately from the logo lock up please use one of the options provided above.

## LOGO COLOURS

**PANTONE 288  
C100 M65 Y0 K 30  
R9 G40 B105**

**PANTONE 368  
C57 M0 Y100 K0  
R103 G191 B41**

The dark blue and light green used for the logo are taken from the current NHSScotland guidelines,

# LOGO RULES

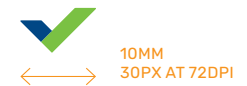
Please follow the simple rules shown opposite for consistent and legible application of our identity.

## SAFE AREA



The recommended safe area for the logo is equivalent to the vertical height of the letter 'A' from Action.

## MINIMUM SIZES



# DESIGN ELEMENTS

In addition to the main logo components a number of additional elements have been created. These can be used to point at things, to frame things, as loading icons, as image overlays etc.

➤ **ALL ARTWORK FILES  
AVAILABLE IN THE  
IDENTITY KIT**

## ARROWS



## ROUNDELS



The arrows and roundels can be used in a variety of creative ways to bring our identity and messages to life and draw attention to specific actions.

## TAGLINE LOCKUP



The tagline lockup can be used on its own or to compliment the main logo. Never use the tagline lockup with the full logo lock up so that there isn't two taglines visible.

## IMAGE TREATMENTS

### IMAGE OVERLAY USING SEMI-TRANSPARENT BRAND MARQUE



### IMAGE FRAME USING BRAND MARQUE AS A MASK



### SEMI-TRANSPARENT GRADIENT IMAGE OVERLAY



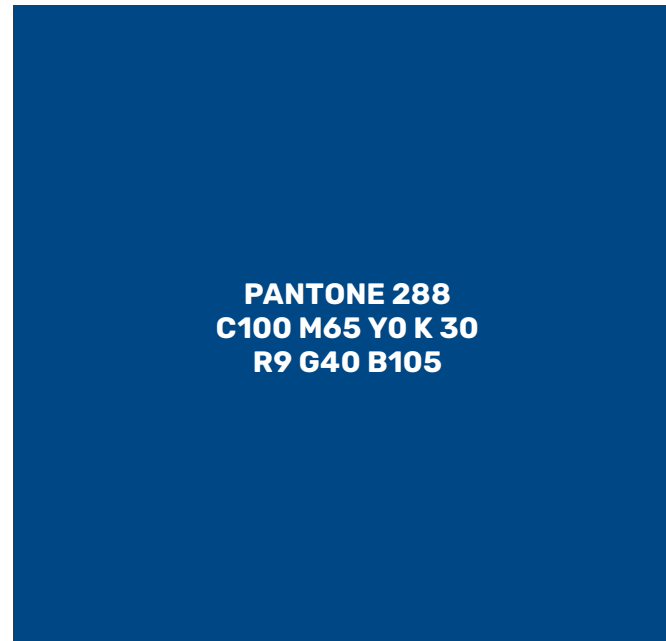
Gradient can run dark blue to light green in any orientation to suit the image. Opacity is flexible. Example opposite is shown at 55% opacity with no multiply effect.

# COLOUR PALETTE

Our approved colour breakdowns are shown opposite. These are taken from the NHSScotland Brand Identity Guidelines.

These colours should be combined with white to produce layouts in the brand style.

## CORE COLOURS



## BODY TEXT COLOUR



A neutral colour. To be used only for body text or secondary page elements such as keylines or infographic elements.

## HIGHLIGHT COLOURS



Only be used for very small highlights within text or infographic elements for example.

# TYPOGRAPHY

Our brand typeface is called Rubik. It's an open source Google font which means it's free for online use, commercial use and we are free to distribute it within NHSScotland without the need for additional licenses.

It has a full family of weights that can be used to create hierarchy in our communications. Italics are also available if required.

 **FONT FILES  
AVAILABLE IN THE  
IDENTITY KIT**

RUBIK LIGHT  
RUBIK REGULAR  
RUBIK MEDIUM  
RUBIK BOLD  
RUBIK BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



# DISPLAY HEADLINES

We've created a headline style to help build recognition of our brand identity over and above the logo lockup.

When creating your own headlines please follow the simple rules shown opposite.

The main headline is displayed within a dotted rectangular frame. It consists of three lines of text: 'A LITTLE LESS' in blue, 'CONVERSATION' in blue, 'A LITTLE MORE' in green, and 'ACTION' in green. The text is left-aligned. A green arrow points to the left margin, and a blue arrow points to the right margin. Two vertical lines with arrows point to the text: one to the first line and one to the second line. Below the headline, two vertical lines with arrows point to the text: one to the first line and one to the second line.

ALWAYS ALIGN TEXT ON THE LEFT AND RIGHT WITHOUT STRETCHING THE TYPE OR ACHANGING THE SPACING

ARROWS ARE OPTIONAL TO FRAME OR POINT AT THINGS

WE ALWAYS USE RUBIK BOLD ALL IN CAPITALS FOR DISPLAY HEADLINES

USE A SPLIT OF COLOUR AT A POINT THAT MAKES SENSE TO EMPHASISE A PART OF THE HEADLINE

Five examples of headlines are shown, each with a green arrow pointing to the left margin and a blue arrow pointing to the right margin.

SOMEBODY  
HIT THE  
LIGHTS

HAVE YOU  
THOUGHT ABOUT  
CYCLING  
TO WORK?

LITTLE CHANGES  
MAKE  
A BIG  
DIFFERENCE

BE ACTIVE  
ON YOUR  
JOURNEY  
TO WORK

LEAVING THE  
LIGHTS ON  
IS SUCH A  
TURN OFF

Some examples are shown above. Using the arrows as a device is optional. Headline writing tone is simple, to-the-point yet light hearted. Some appropriate humour or quirkiness is good to appeal to people but always take care not to trivialise the brand message. Sustainability is and should always be a serious issue.