

NORTHERN HEALTH AND SOCIAL SERVICES BOARD

CORPORATE IDENTITY PROTOCOLS



October 2005

Contents

	Page
1. Introduction	1
2. Application of Corporate Identity Protocols	1
3. Use of Northern Health and Social Services Board Logo on print and multi-media materials	1 - 3
4. Board Committees: Local Health and Social Care Groups	3 - 6
5. Board Partnerships	6 - 8
6. Funding and Use of Logos	8 - 10

Northern Health and Social Services Board Corporate Identity Protocols

1. Introduction

The following protocols have been drawn up to ensure correct and consistent use of the Northern Health and Social Services Board's corporate identity on print and multi-media materials and to protect the Board's corporate image.

The Board's corporate identity includes use of its logo and where appropriate, the use of a supporting strapline to highlight the Board's relationship with its Committees and its role within key Partnerships.

The Northern Board's corporate identity is also supported by the Board's Communicating Information Well policy which details approved House Style Guidelines.

2. Application of Corporate Identity Protocols

The protocols apply to the use of the Board logo on print and multi-media materials. This includes Board publications, annual reports, strategies, consultation material, newsletters, exhibition material, publicity materials such as leaflets, posters, conference materials, certificates, stationery, press releases, public notices, power point presentations and websites.

3. Use of the Board logo on Board print and multi-media materials

The Board logo can not be altered. The image, title and wording are one piece of artwork.

a) Corporate colours

The NHSSB logo should always be used in the appropriate pantone colours when colour printing is being used.

The colours are: blue - Pantone 287
grey - Cool Grey 8

The logo can be used in any size but the image cannot be distorted i.e. condensed or lengthened.

b) Printing in black & white

The Board logo can be used in black and white when no colour is used. For example, on a printed computer document.

c) Printing when using 2 colours

The logo may be used as a white reversed out version. This should be used if you have a solid dark background of colour.

d) Positioning of Board logo on print and multi-media material

The Board logo should be prominently displayed. For example, on printed material the logo should appear on the front cover of a document.

The Board logo can be used alongside logos from other organisations, for example on a document produced in partnership with other bodies. The logos should appear on the front of the document, where possible.

e) Permission to use the Board logo

Permission to use the Northern Board logo must be granted either by endorsement at a Board meeting or from the appropriate lead Director.

This applies to use of the Board logo on publications produced with another Health and Social Services Board, Trust or where the Northern Board has been working with other statutory, voluntary or community organisations on a specific project.

f) Website permission

All information to be placed on the Board's website must be submitted using the appropriate form (Submission of Documents for Transfer to the NHSSB Internet/Intranet Sites). This can be found on the home page of Staffweb or can be obtained from the Public Relations Office. The form should be signed by the appropriate Director and countersigned by a Public Relations Officer before the information can be placed on the site.

g) Use of the Board logo on other websites

The Board logo should be placed and displayed prominently on other websites such as those of Local Health and Social Care Groups and Board Partnerships.

The Board logo can also be placed on other websites such as voluntary or community groups where the Board has been working in partnership on a particular project or has funded a project or post. Further information on Funding and Use of Logos can be found on page 8.

h) Communicating Information Well policy

The requirements of the Board's Communicating Information Well policy should also be met.

However, if the Board is working with another Health and Social Services Board, Trust, statutory, voluntary or community organisation where the use of Arial font and 14 point size is not the normal practice, then an exception can be made. In such instances, the Board Lead should still make every effort to provide the information in a large font such as a computer printed document or CD Rom/ computer disk, upon request.

Every effort should also be made to meet requests for information to be translated into another language.

4. Board Committees : Local Health and Social Care Group

a) Own logo

Committees can develop their own corporate identity such as a logo and own corporate colours. These must be approved by the Northern Board's Chief Executive.

b) Relationship with the Board

As Committees of the Northern Board, the Committee logo must appear alongside the Board logo on corporate print and multi-media materials i.e. stationery, newsletters, reports, press releases, exhibition material, publicity materials, websites etc.

The Committee's relationship with the Board should also be highlighted with a strapline and this should be displayed prominently. For example, "A Committee of the Northern Health and Social Services Board".

c) Endorsement of print and multi-media materials

Print and multi-media materials must be approved by the Committee Lead ie Committee Chair/Manager.

d) Permission to use a Committee logo on joint publications with other organizations

Permission to use a Committee logo on materials/publications produced jointly or in partnership with another Board Committee, Partnership, statutory, voluntary or community organisation must be approved by the Committee Chair/Manager. The Board logo should be included and the Committee's relationship with the Board also highlighted.

However, an exception can be made where a Committee is working in partnership with a significant number of other organisations. In such instances, the Committee logo may be used with the accompanying strapline ie "A Committee of the Northern Health and Social Services Board" placed underneath the logo or by prominent reference to the relationship being made on the cover of the document or foreword/introduction to the document.

A strapline highlighting the Committee's relationship with the Board should be included in any associated publicity.

e) Projects funded by a Committee

Projects funded by a Committee should include the Committee logo and the Board logo on print and multi-media materials.

A strapline highlighting the Committee's relationship with the Board should be included in any publicity.

However, an exception can be made where a Committee is working in partnership with a significant number of other organisations (excluding Grants funding and Job Advertisements). In such instances, the Committee logo may be used with the accompanying strapline ie "A Committee of the Northern Health and Social Services Board" placed underneath the logo or by prominent reference to the relationship being made on the cover of the document or foreword/ introduction to the document.

f) Websites

Committee websites can have their own corporate identity as a "stand alone" website incorporated within the Board's overall website. The Board logo and a strapline highlighting the Committee's relationship with the Board should be displayed prominently. A link to the Northern Board's home page must also be clearly displayed.

g) Placing Committee information on other websites

Information about Committees placed on other funded project or partner websites should highlight the Committee's relationship with the Board i.e. "A Committee of the Northern Health and Social Services Board".

Information placed should be approved by the Committee Chair/Manager.

h) Website permission

Substantial documentation or changes to Committee websites should be cleared by the Board's Public Relations Office before amendments are made to the sites. Once these have been approved, further similar amendments (for example the addition of minutes) can be sent directly to IT.

i) Communicating Information Well policy

In line with the Board's corporate identity, Committees should meet the requirements of the Board's Communicating Information Well policy.

However, if a Committee is working with another Board, Trust, statutory, voluntary or community organisation where the use of Arial font and 14 point size is not the normal practice, then an exception can be made. In such instances, the Partnership Lead should still make every effort to provide the information in a large font such as a computer printed document or CD Rom/computer disk, upon request.

Every effort should also be made to meet requests for information to be translated into another language.

5. Board Partnerships

a) Own logo

Partnerships can have their own corporate identity such as a logo and own corporate colours. These should be endorsed by the Northern Board Lead.

b) Relationship with the Board

As the accountable organisation, the Northern Board's relationship with the Partnership must be highlighted in print and multi-media materials. This should be in the format of a strapline. For example, "A Partnership of the Northern Health and Social Services Board".

c) Board logo

The Northern Board logo should be used on publications/materials which have been endorsed by the Board. For example, Partnership strategies.

d) Permission to use a Partnership logo on joint publications with others

Permission to use a Partnership logo on materials/publications produced jointly or in partnership with another Partnership, Committee, Board, Trust, statutory, voluntary or community organisation must be approved by the nominated Partnership Lead. Reference to the Northern Board should be included in one of the following ways detailed below. For example:

- an accompanying strapline i.e. "within the Northern Health and Social Services Board area" added under the Partnership logo, or
- the strapline "A Partnership within the Northern Health and Social Services Board area" displayed prominently within the document, or
- incorporated within the title of the document, or
- use of the Northern Board logo, or
- if an introduction/foreword from the Partnership Lead is included in the document, then the following format can be used. For example: Margaret Black, Chair of the Northern Area Child Protection Committee and Assistant Director, Social Services, Northern Health and Social Services Board.

e) Projects funded by a Partnership

Projects funded by a Partnership should include the Partnership logo and an accompanying strapline i.e. “a Partnership within the Northern Health and Social Services Board area” on associated print and multi-media materials. Further information on Funding and the Use of Logos can be found on page 8.

f) Websites

Partnerships websites can have their own corporate identity as a “stand alone” website which should be incorporated within the Board’s overall website. The Partnership’s relationship with the Board should be included as a strapline i.e. “a Partnership of the Northern Health and Social Services Board” and this should appear on the home page of the Partnership website.

Partnership websites should also include a link to the Northern Board’s home page.

Logos of other member organisations of the Partnership can be included on Partnership websites.

g) Website permission

All information to be placed on Partnership websites must be submitted using the appropriate form (Submission of Documents for Transfer to the NHSSB Internet/Intranet Sites). The form must be signed by the Partnership Lead and countersigned by a Public Relations Officer before it can be placed on the site.

h) Placing Partnership information on other websites

Information about Partnerships placed on other funded project or partner websites should highlight the Partnership’s relationship with the Board. The information to be placed should also be approved by the Partnership Lead.

i) Communicating Information Well policy

In line with the Board’s corporate identity, Partnerships should meet the Board’s Communicating Information Well policy.

Partnerships should, where possible, use the Board's recommended Arial font and 14 point font size. However, if a Partnership is working with another Board, Trust, statutory, voluntary or community organisation where the use of Arial font and 14 point size is not the normal practice, then an exception can be made. In such instances, the Partnership Lead should still make every effort to provide the information in a large font such as a computer printed document or CD Rom/computer disk, upon request.

Every effort should also be made to meet requests for information to be translated into another language.

6. Funding and Use of Logos

a) Board funded projects

Services or projects funded by the Board should include the Board logo or a strapline stating that the Board has funded or part funded a particular project or service. This should be included in press releases, publications, strategies, exhibition material or other multi-media materials.

This applies to contracts with organisations for service commissioned and to groups which have been successful in funding applications through the Small Grants to Voluntary and Community Groups and other Grant Schemes.

b) Board public notices and job advertisements

The Board logo should appear at the top of Northern Board public notices and job advertisements.

If a public notice or job advertisement is funded jointly with another agency, committee, partnership or voluntary organisation/ community group, the Board logo should appear at the top of the public notice or advertisement alongside the other funding agency or voluntary organisation/community group involved.

c) Committee funding

Projects funded by a Committee should include the Committee logo and the Northern Board logo. A strapline highlighting that the Local Health and Social Care Group is a Committee of the Northern Health and

Social Services Board, should be included in any print or multi-media materials and publicity.

An exception can be made on those occasions where a significant number of organisations are involved. For further information see page 4 - Committees 4d.

d) Partnership funding

Projects funded by a Partnership, involving print or multi-media materials and publicity, should include the Partnerships logo together with an accompanying strapline “a Partnership within the Northern Health and Social Services Board area”.

e) Public notices/job advertisements funded by a Committee

The Committee logo should appear at the top of the public notice or job advertisement alongside the Board logo.

If more than one Committee, or other organisations, is involved, then all logos, including the Board logo, should be displayed.

f) Public notices/job advertisements funded by a Partnership

The Partnership logo should appear at the top of the public notice or job advertisement alongside the Board logo or reference to the Northern Health and Social Services Board area should be highlighted.

**If you require further information or clarification,
please contact the Public Relations Office,
Northern Health and Social Services Board
on ext 1015 or tel: 028 2531 1015.**

