



**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**



**Brand
guidelines**

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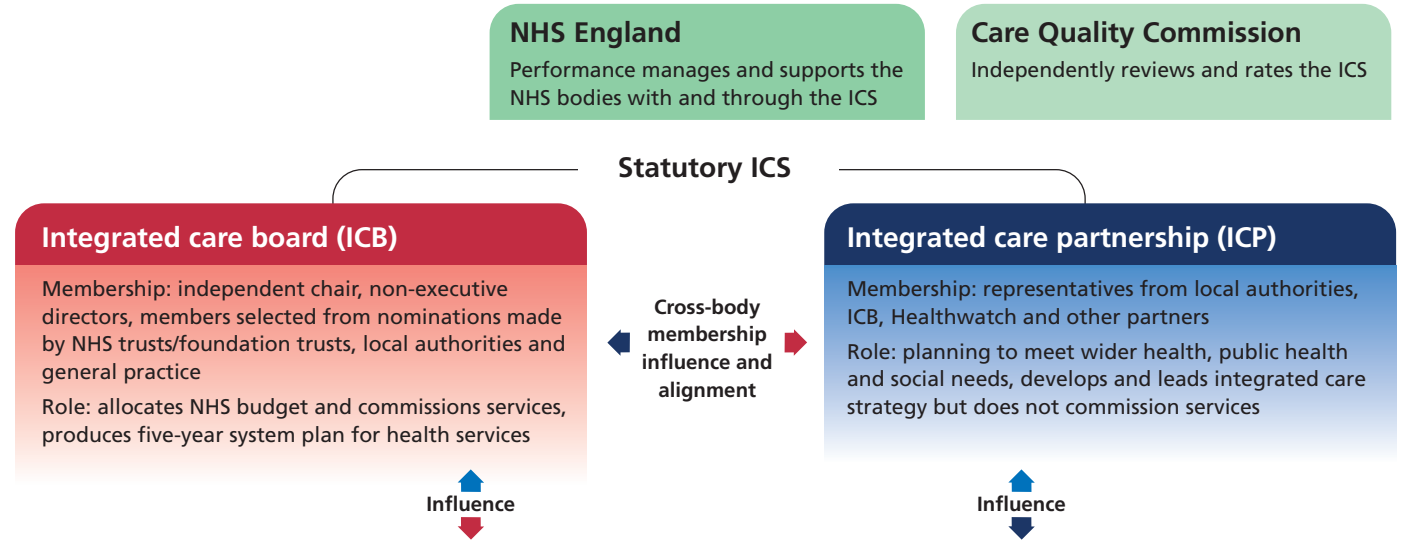
Introduction

From July 1st 2022, Integrated care systems (ICSs) become two-part statutory bodies.

ICSs are partnerships that bring together providers and commissioners of NHS services across a geographical area with local authorities and other local partners to collectively plan health and care services to meet the needs of their population

Integrated Care Systems (ICSs) will be made up of two key bodies:

- An integrated care board (ICB), known as NHS Shropshire, Telford and Wrekin
- An integrated care partnership (ICP)



Partnership and delivery structures		
Geographical footprint	Name	Participating organisations
System Usually covers a population of 1-2 million	Provider collaboratives	NHS trusts (including acute, specialist and mental health) and as appropriate voluntary, community and social enterprise (VCSE) organisations and the independent sector can also operate at this place level
Place Usually covers a population of 250-500,00	Health and wellbeing boards	ICS, Healthwatch, local authorities and wider membership as appropriate can also operate at system level
	Place-based partnerships	Can include ICB members, local authorities, VCSE organisations, NHS trusts (including acute, specialist and mental health and community services), Healthwatch and primary care
Neighbourhood Usually covers a population of 30-50,00	Primary care networks	General practice, community, pharmacy, dentistry and opticians

Public facing name for the Integrated Care Board

The new Integrated Care Board (ICB) will replace Clinical Commissioning Groups (CCG) from 1st July 2022. The legal name for the new organisation will be NHS Shropshire, Telford and Wrekin Integrated Care Board.

However, we understand that referring to an organisation as a Board can be confusing for staff and stakeholders, and this will have little to no connection with the wider public.

Therefore, our public-facing name will be NHS Shropshire, Telford and Wrekin.

NHS

**Shropshire, Telford
and Wrekin**



Our brand logo

Our new ICS logo brings fresh modernity to our system and highlights how health and care collaboration works across our county.

As there is rarely a case that the ICS logo will be used without the NHS STW logo, the emphasis has been placed on the 'integrated care system' element and not the geography. This is to avoid overwhelming the creative by having the geography feature so prominently on both logos when they are placed side by side.



Integrated Care System

Shropshire, Telford and Wrekin

Alternative logo

We have created a white-only version of our logo to use on coloured backgrounds and over images.

The same exclusion rules apply to this version also.



Exclusion zone

To keep our logo fresh and clean, we need to free it from the clutter of other text or images, this is why our logo has a minimum exclusion area around it.

This means keeping everything else at a distance and not positioning it too close to the edge of materials - to avoid it looking like an afterthought.





Using the logos

We have created a simple formula to use the brand across the various partners including Local Authorities and NHS organisations.

When delivering work collaboratively, dual logos will always be a challenging issue when it comes to branding as, in the majority of cases, all partners will want their organisations to be visually represented, this can be confusing to patients, the public and stakeholders.

The right approach will depend upon the target audience for the communications and the makeup of the partnership.

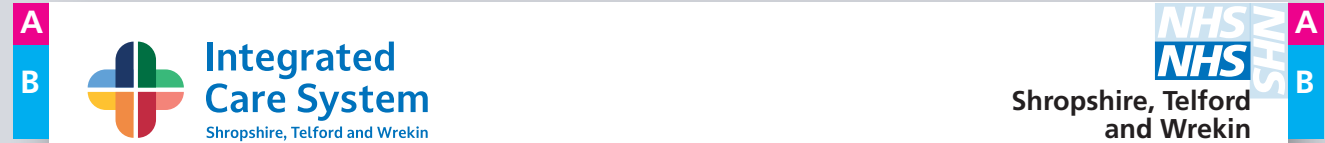


Logo usage

The general rule is to place the NHS logo in the top right.

If this layout is chosen, please follow the below rules:

- A) The same exclusion space for the NHS logo applies to the ICS logo
- B) The height of the NHS logo dictates the length of the ICS logo



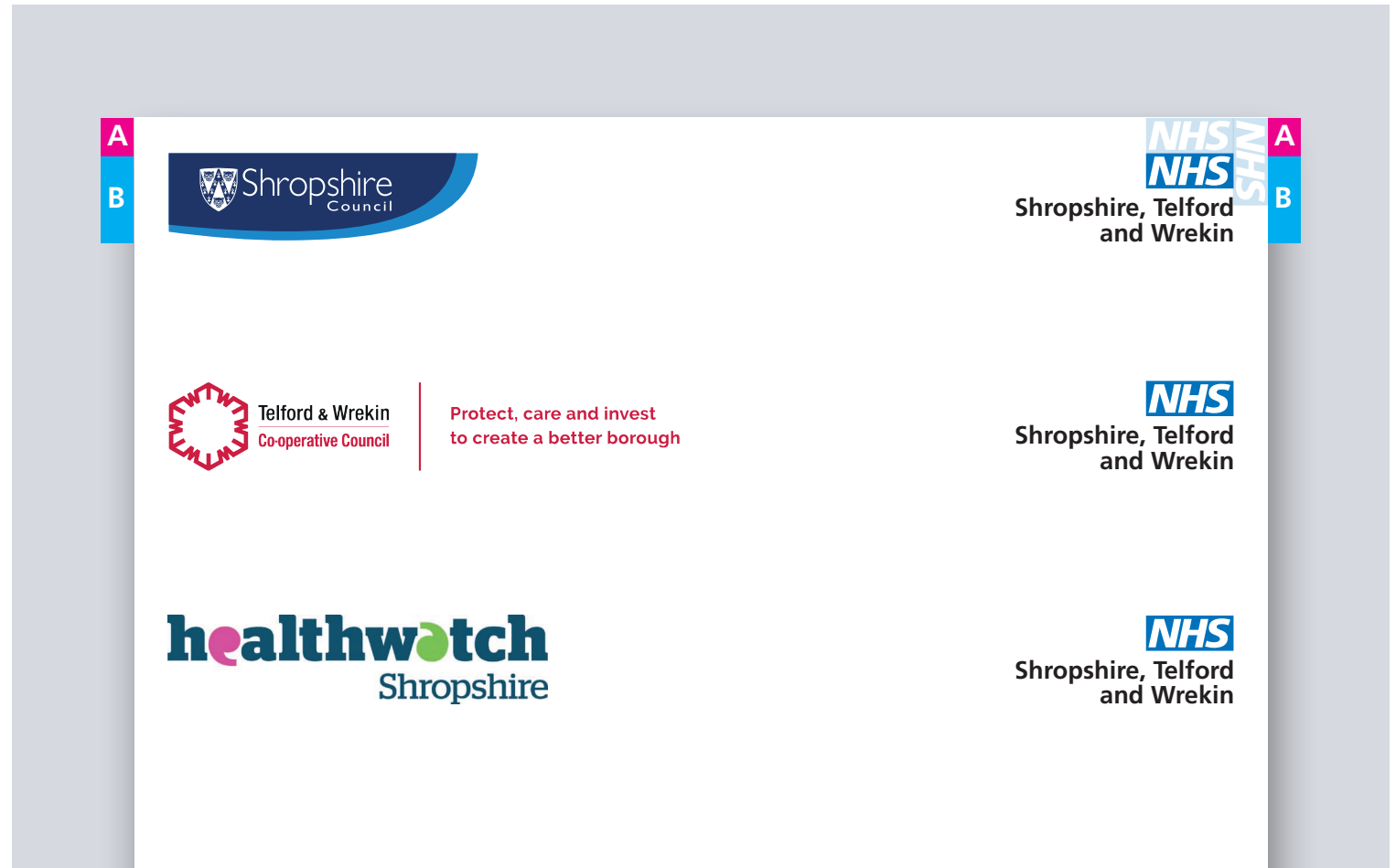
NHS STW Logo usage

Local authority and partner usage

The general rule is to place the NHS logo in the top right.

If this layout is chosen, please follow the below rules:

- A) The same exclusion space for the NHS logo applies to the other logos
- B) The height of the NHS logo dictates the length of the other logos



STW ICS Logo usage

Local authority and partner usage

If this layout is chosen, please follow the below rules:

- A) The same exclusion space for the ICS logo applies to the other logos
- B) The height of the ICS logo dictates the length of the other logos



The diagram illustrates the correct logo usage for local authorities and partners within the Integrated Care System (ICS) framework. It is divided into two columns, A and B, by vertical lines. Column A shows logos for Shropshire Council, Telford & Wrekin Co-operative Council, and healthwatch Shropshire. Column B shows three variations of the Integrated Care System logo. The ICS logo in column B is consistently sized and positioned relative to the other logos in column A, demonstrating the exclusion space and height rules mentioned in the text.

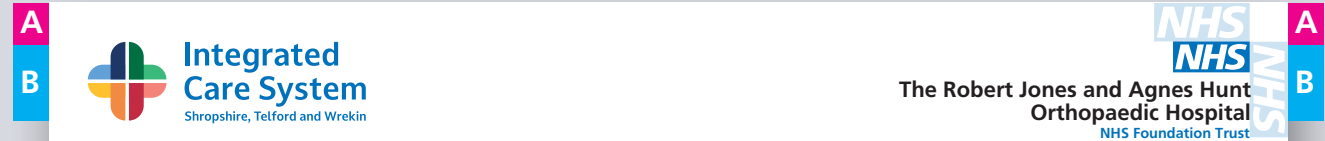
STW ICS Logo usage

NHS organisation

The general rule is to place the NHS logo in the top right.

If this layout is chosen, please follow the below rules:

- A) The same exclusion space for the NHS logo applies to the ICS logo
- B) The height of the NHS logo dictates the length of the ICS logo



Adverts

NHS-led communications

When we are delivering key NHS-led messages to our local population - for example Book your flu jab this winter at your local GP - we will lead with our dual logo:

NHS Shropshire, Telford and Wrekin
+ Integrated Care System Shropshire,
Telford and Wrekin

It is important that we start to build the ICS brand so that it begins to resonate with the public in the same way the NHS brand does.

When the ICS is promoting a system-wide or NHS led initiative, the ICS logo should appear on the top left.



**Shropshire, Telford
and Wrekin**



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Adverts

Local Authority in partnership
with NHS

When delivering a Local Authority campaign in partnership with the NHS - for example: Stop smoking today with help from your local GP - we will lead with our dual logo:

Local Authority logo + NHS
Shropshire, Telford and Wrekin

As the public begins to have more trust and engagement with the ICS brand, the above format may be reviewed.



 
Shropshire, Telford
and Wrekin

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Adverts

System - led recruitment campaign

There are some instances where two or more logos will need to be used.

For example, for a system-wide recruitment campaign for social care, prospective employees should have full visibility of the organisation they are applying to. Therefore, in this instance, we would use all the relevant logos across our communications.

Organisation (e.g. specific Local Authority / Trust) + Integrated Care System Shropshire, Telford and Wrekin



 **Telford & Wrekin**
Co-operative Council

Protect, care and invest
to create a better borough

 **Shropshire**
Council

 **Integrated
Care System**
Shropshire, Telford and Wrekin

Two healthcare workers, one in blue scrubs and one in green scrubs with a beige hijab, are smiling and talking in a clinical setting. The worker in blue is holding a tablet, and the worker in green is holding a folder.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ullamco laboris nisi ut aliquip.

Social media

When posts are running on your own channels, you only need to show the logo of who is running an initiative or campaign - as your logo will already be on your own feed.


**Shropshire, Telford
and Wrekin**



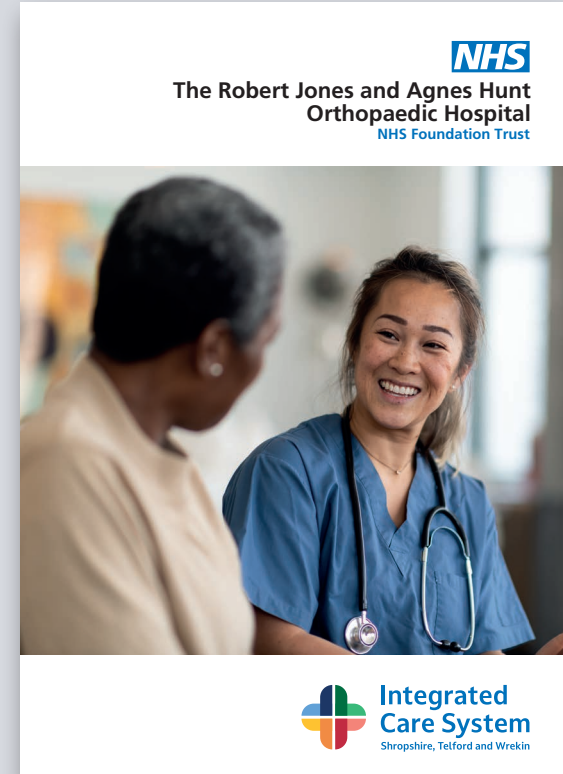
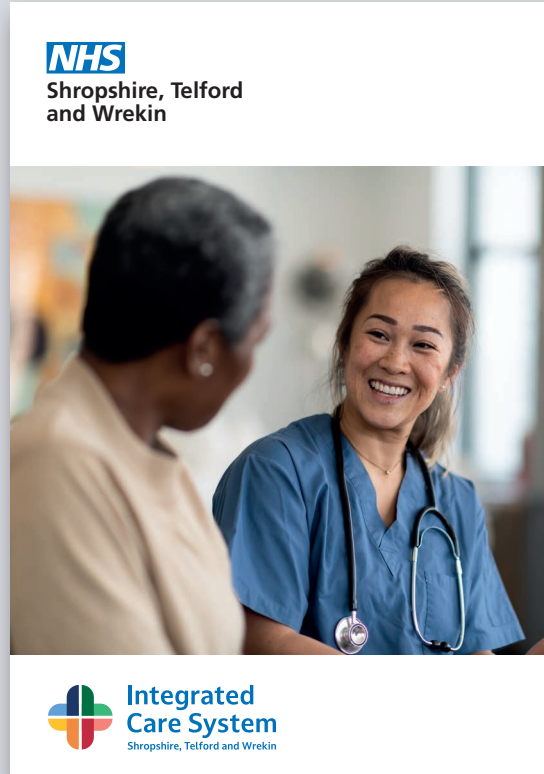
 **Integrated
Care System**
Shropshire, Telford and Wrekin



Social media STW

If we are promoting across our own channels, place the NHS STW logo and the ICS logo on the left.

If we are using an individual organisation, arrange the logos to the right.



Primary colours

Colour helps the public recognise our brand and is an important part of building trust and recognition.

We have created 4 main colours - born out of our local authorities colour palettes and the colours of the county we live and work in.



NHS Blue

Pantone: 300

Red: 0
Green: 106
Blue: 180

Cyan: 99
Magenta: 50
Yellow: 0
Key: 0

#: 0069b4



Dark Red

Red: 193
Green: 40
Blue: 56

Cyan: 17
Magenta: 95
Yellow: 73
Key: 7

#: e81f76



Dark Blue

Red: 33
Green: 50
Blue: 97

Cyan: 100
Magenta: 87
Yellow: 33
Key: 20

#: e81f76



Dark Green

Red: 0
Green: 105
Blue: 59

Cyan: 100
Magenta: 0
Yellow: 85
Key: 42

#: e81f76



Dark Yellow

Red: 239
Green: 139
Blue: 60

Cyan: 2
Magenta: 54
Yellow: 81
Key: 0

#: e81f76

Secondary colours

The tint over our primary colours highlight our fresh and modern approach.

These colours will bring vibrancy and trust to our communications.



Mid Red

Red: 237
Green: 107
Blue: 106

Cyan: 0
Magenta: 70
Yellow: 50
Key: 0

#: ec6b69



Mid Blue

Red: 79
Green: 143
Blue: 204

Cyan: 70
Magenta: 35
Yellow: 0
Key: 0

#: 4f8fcc



Mid Green

Red: 73
Green: 177
Blue: 112

Cyan: 70
Magenta: 0
Yellow: 70
Key: 0

#: 48b170



Mid Yellow

Red: 253
Green: 196
Blue: 31

Cyan: 0
Magenta: 25
Yellow: 90
Key: 0

#: fcc41e



Light Red

Red: 240
Green: 132
Blue: 122

Cyan: 0
Magenta: 60
Yellow: 45
Key: 0

#: f0837a



Light Blue

Red: 108
Green: 165
Blue: 218

Cyan: 60
Magenta: 25
Yellow: 0
Key: 0

#: 6ca4d9



Light Green

Red: 111
Green: 188
Blue: 133

Cyan: 60
Magenta: 0
Yellow: 60
Key: 0

#: 6fbc84



Light Yellow

Red: 255
Green: 206
Blue: 68

Cyan: 0
Magenta: 20
Yellow: 80
Key: 0

#: fece43

Font

For internal documents we suggest you use Franklin Gothic.

Franklin Gothic is in your fonts section in your Office suite.

There are a range of font weights from bold to light the weights we suggest you use are as follows:

Headings: Bold or heavy depending what is loaded on your PC

Subheads: Franklin Gothic Demi

Bodycopy: Franklin Gothic Book

Franklin Gothic Bold or Heavy:
Perfect for titles and text that needs to grab attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

Franklin Gothic Demi:
Ideal for Subheads.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

Franklin Gothic Book:
Ideal for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

Font for creatives

For artwork and creative materials (e.g. posters, social media adverts) we suggest using the font Frutiger.

The below weights, as set out in the guide below, are appropriate for the majority of offline applications.

Frutiger 65 Bold
Frutiger 55 Roman
Frutiger 56 Roman Italic
Frutiger 45 Light

These weights, as set out in the guide below, are appropriate for the majority of offline applications.

Frutiger 65 Bold:
Perfect for titles and text that needs to grab attention.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

Frutiger 55 Roman:
Ideal for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

Frutiger 56 Roman Italic:
For traditional italic highlighting (offline only).

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

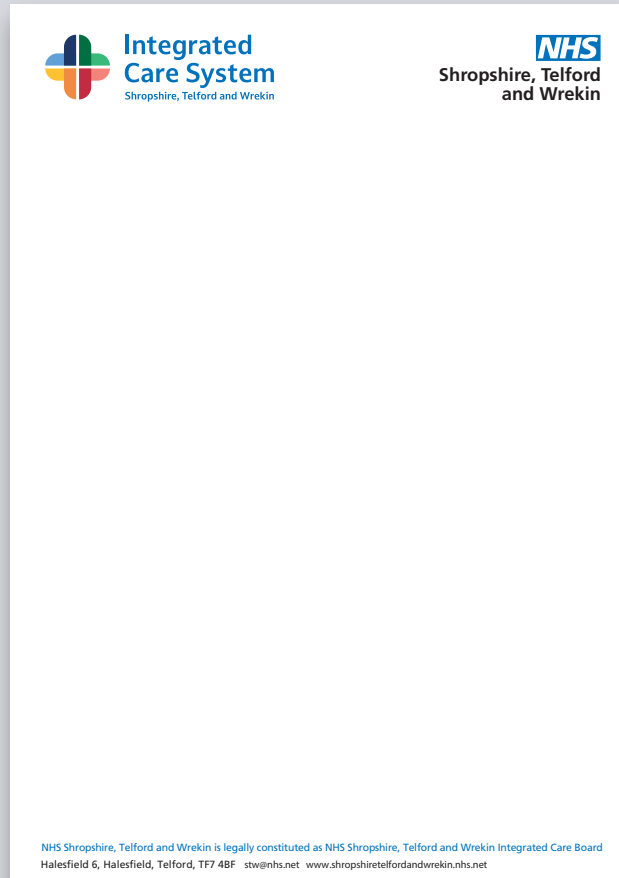
Frutiger 45 Light:
Good for very large titling and over-sized intro copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789£&@?! / + (.,:;)

Stationery

We have designed our stationery to be easy for people to understand who it is from.

Our designs are clean and uncluttered.



NHS STW Email signatures

Simplicity and brevity are key.
Use blue to highlight key
information.

Edna Boamong
Director of Communications and Engagement
NHS Shropshire, Telford and Wrekin

E: e.boamong@nhs.net
M: 07763 562 472
PA: Rebecca Dolbey - rebecca.dolbey@nhs.net



NHS
Shropshire, Telford
and Wrekin



**Integrated
Care System**
Shropshire, Telford and Wrekin

Partner organisation email signatures

We have created an email signature for partner organisations to use to demonstrate they are part of the ICS.

David Sidaway
Chief Executive
Telford & Wrekin Council
E: david.sidaway@telford.gov.uk
M: 01952 380102 or 07971 013630
@David_Sidaway1



Telford & Wrekin
Co-operative Council

Protect, care and invest
to create a better borough



Powerpoint

The design should utilise the NHS blue as its main colour, with a small hint of the ICS brand colours.



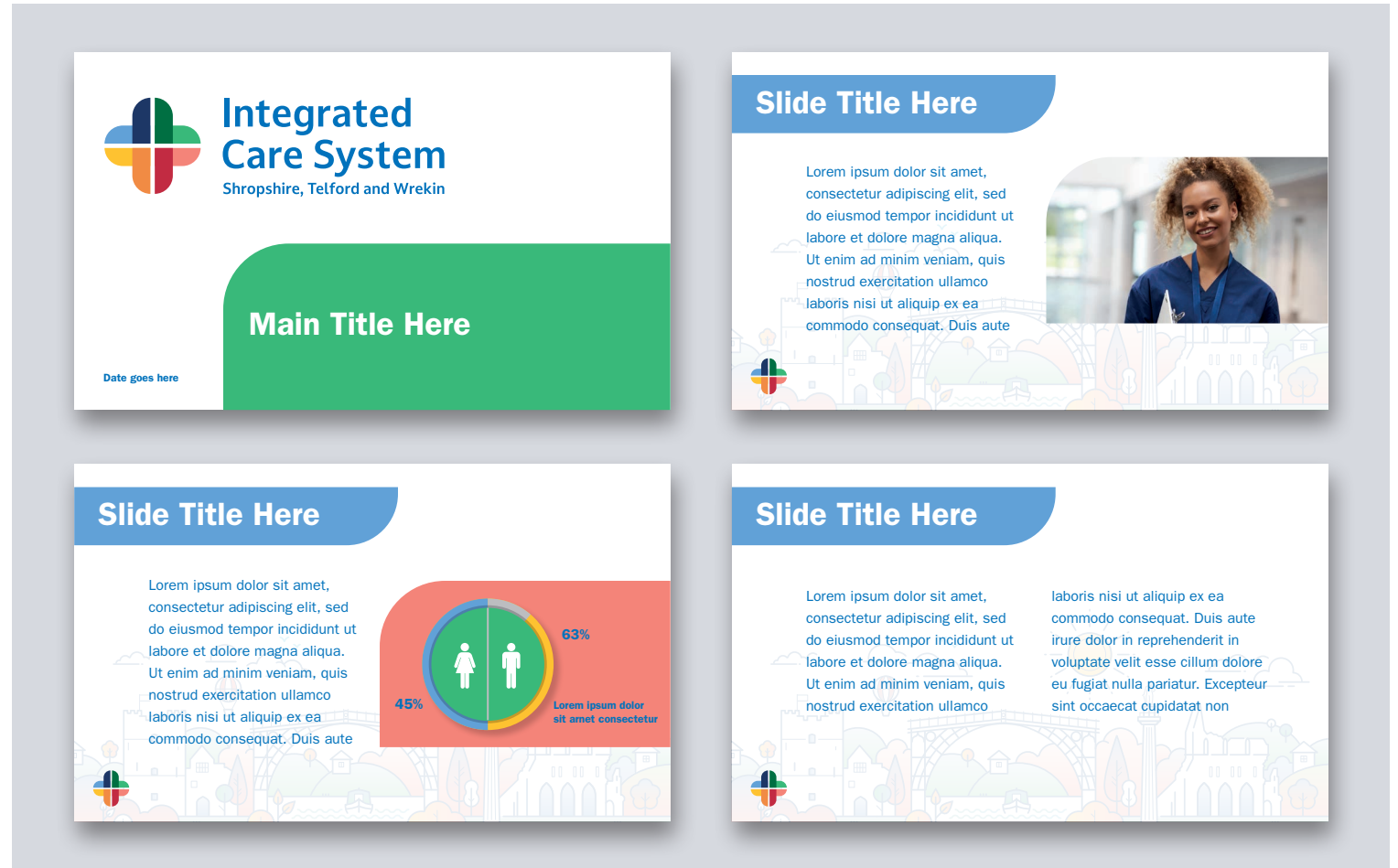
The image displays four example slides for a powerpoint presentation, each featuring NHS branding and various content layouts:

- Slide 1 (Top Left):** Features the Integrated Care System logo and NHS Shropshire, Telford and Wrekin logo. The main title is "Main Title Here" and the subtitle is "Subtitle sits here". A date placeholder "Date goes here" is at the bottom left.
- Slide 2 (Top Right):** Features a blue header "Slide Title Here". The main content is a paragraph of Lorem Ipsum text. A photograph of a smiling woman in blue scrubs is on the right. The NHS logo is at the bottom right.
- Slide 3 (Bottom Left):** Features a blue header "Slide Title Here". The main content is a paragraph of Lorem Ipsum text. A circular infographic shows 45% for a female icon and 63% for a male icon. The NHS logo is at the bottom right.
- Slide 4 (Bottom Right):** Features a blue header "Slide Title Here". The main content is two columns of Lorem Ipsum text. The NHS logo is at the bottom right.

Powerpoint ICS

This version of the PowerPoint template would be used when partners within the ICS are presenting system-wide work or programmes i.e. the communication is coming directly from the ICS or ICP and not just NHS STW.

The template follows the NHS version, but with only one logo and more use of the ICS brand colours.



The image displays four PowerPoint slide templates arranged in a 2x2 grid. Each slide features the Integrated Care System logo and name in the top left corner. The top-left slide is a title slide with a large green rounded rectangle at the bottom containing the text 'Main Title Here' and a small 'Date goes here' label. The top-right slide has a blue header with 'Slide Title Here', placeholder text, and a photo of a woman in blue scrubs. The bottom-left slide has a blue header with 'Slide Title Here', placeholder text, and a circular infographic showing 45% for a female icon and 63% for a male icon. The bottom-right slide has a blue header with 'Slide Title Here', placeholder text, and a decorative background illustration of a town.

Document pages

Our document templates have been designed to utilise the brand without distracting its readers from the important information that sits within the document.

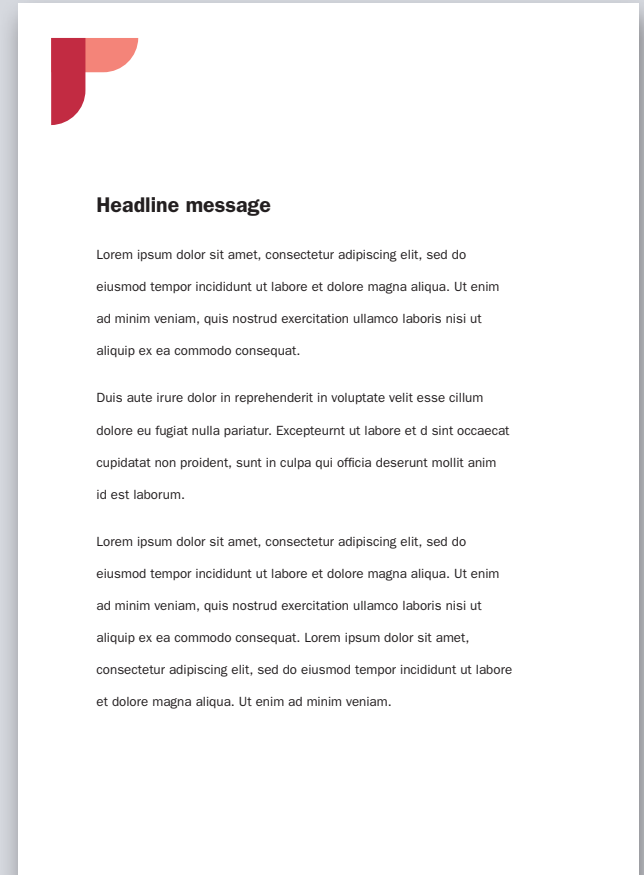
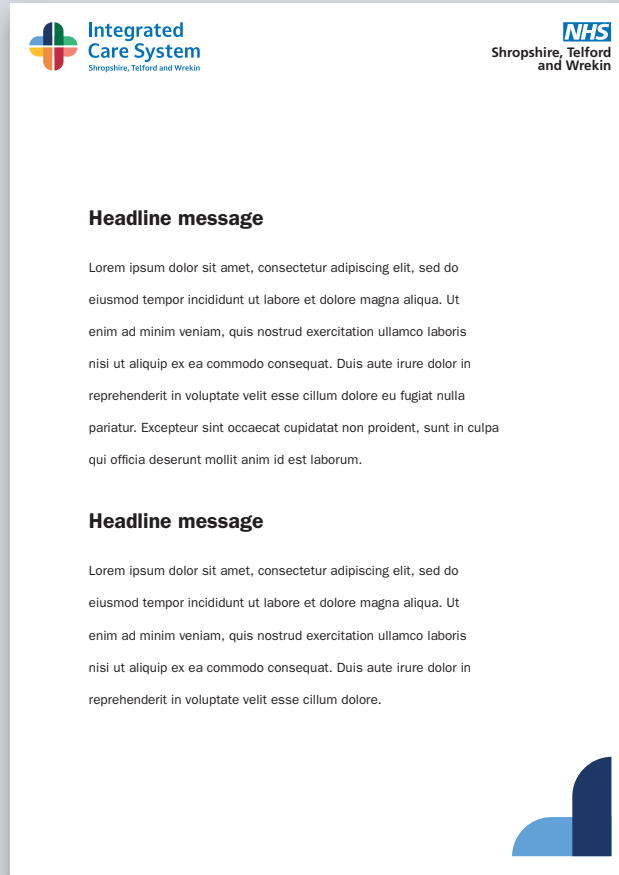
There is a front page and follow on sheet.

Headline message should be:

Franklin Gothic Demi
Pointsize - 20
Leading - 30

Body copy should be:

Franklin Gothic Book
Pointsize - 12
Leading - 30



Document pages

ICS logo only

We have also created a version with just the ICS logo.

Headline message should be:

Franklin Gothic Demi
Pointsize - 20
Leading - 30

Body copy should be:

Franklin Gothic Book
Pointsize - 12
Leading - 30



Headline message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Headline message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore.



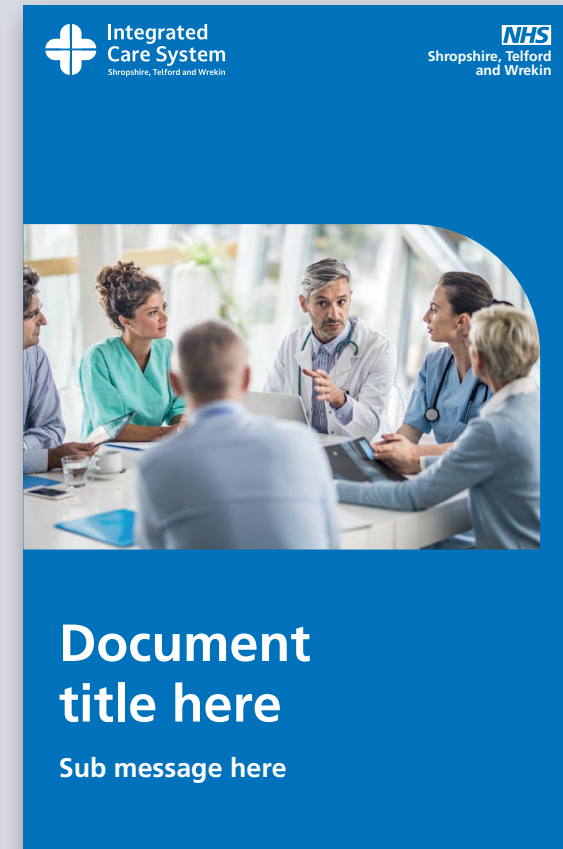
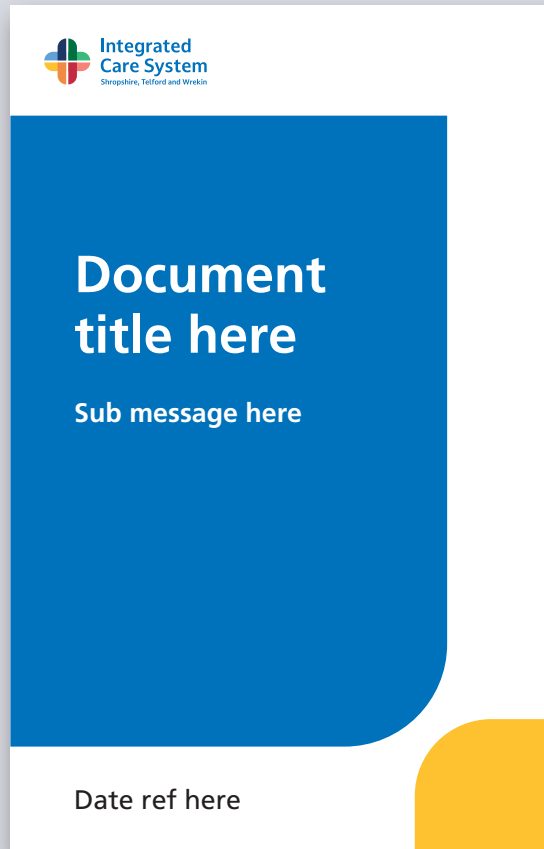
Headline message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

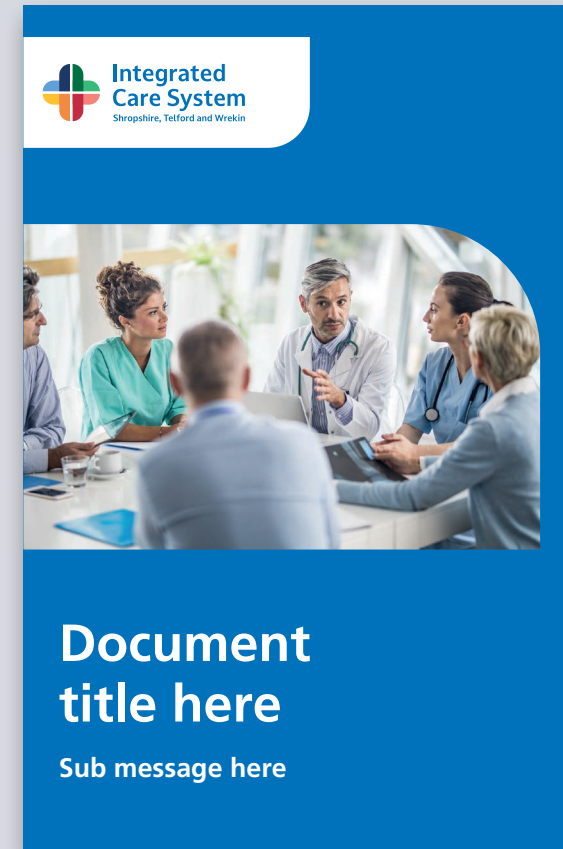
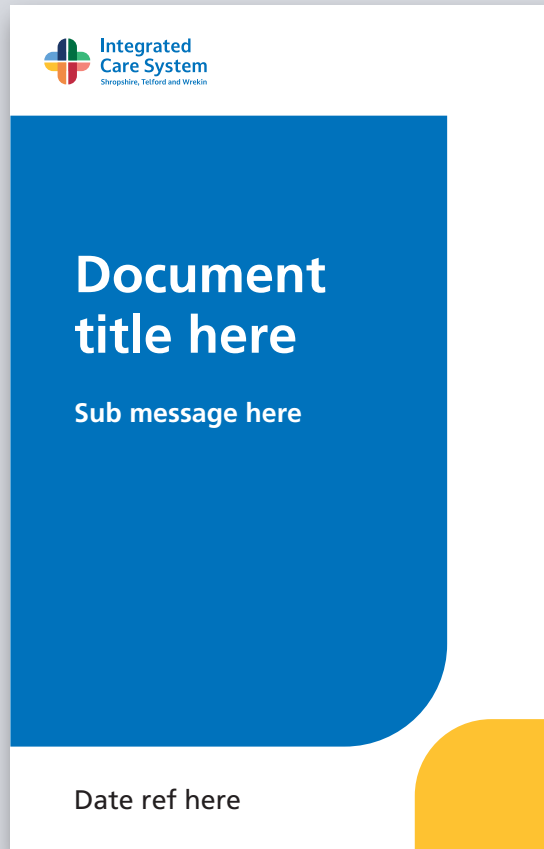
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Document covers



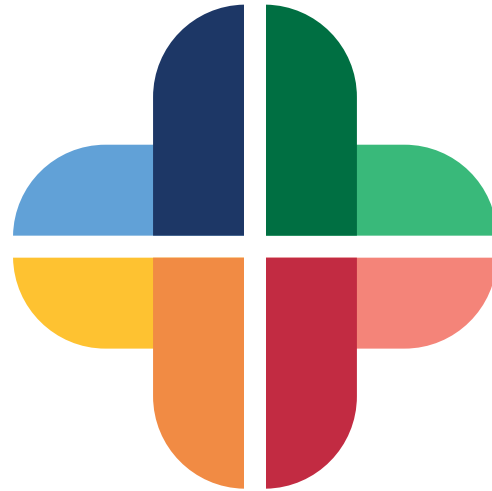
Document covers



Brand icon

Our brand icon is an integral part of creating an inviting identity.

It can be used in colour or white-only.



Brand icon

By separating the brand icon, we can build an inviting and engaging visualisation of our brand.

It can be used to place importance and prominence of an image or used to highlight a section of text - which you can see later in these guidelines.



Brand icon

The brand icon can be split to highlight part of a message or signpost an important headline.

It will also be used to build awareness of the role we play within the NHS.



Image crops



Curved panels

Curved panels are a graphical device to hold messaging on images.

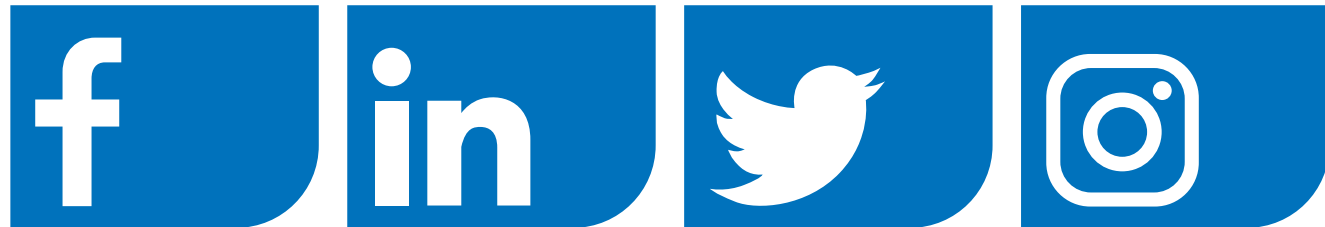
They have been created from our brand icon as they reinforce the friendly curve that our icon holds.

They can be used in any of the brand colours and there are two styles - the full curved edge or the small curved edge.



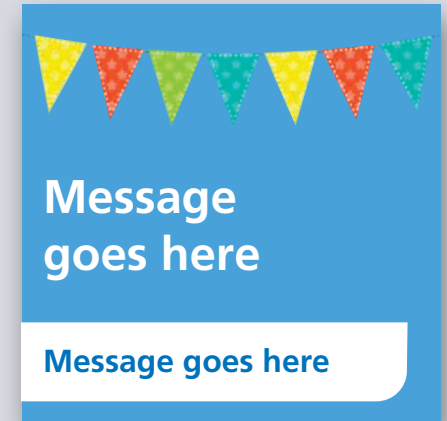
Social icons

We have created a series of icons that help continue to build our brand by utilising the curve from our brand icon.



Social media templates

Social posts should be simple and where possible, include the use of brand shapes and colours.





**Integrated
Care System**
Shropshire, Telford and Wrekin



**Shropshire, Telford
and Wrekin**



If you require any of our brand assets, or would like further information please email us at stw.communications@nhs.net