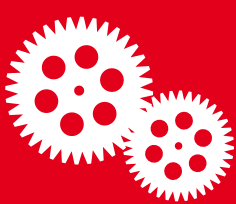


NHS Health Check identity guidelines

March 2010



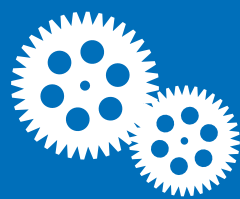
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About these guidelines



These guidelines explain how PCTs can use the NHS Health Check identity.

NHS Health Check is a national programme and therefore a number of nationally produced promotional materials are available for PCTs to use free of charge.

For details visit the NHS Health Check toolkit on NHS Comms Link www.nhscommlink.nhs.uk or visit www.dh.gov.uk/nhshealthcheck

These materials (which include a leaflet to send out with invitations for a check) have been produced to ensure consistency of message and to prevent duplication of cost and effort across the NHS.

All the nationally produced materials were developed based on research and testing with those

members of the public who are at highest risk of developing heart disease, stroke, diabetes and kidney disease.

For more details on the information leaflet, see page 16.

Who are these guidelines for?

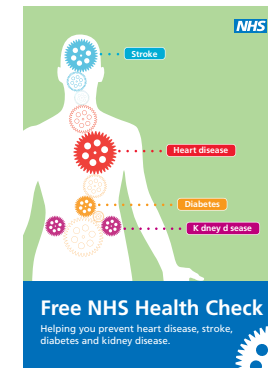
These guidelines are designed for PCT communications teams who may need to produce further, localised communications materials to support implementation of the NHS Health Check programme.

Please note that these guidelines conform to the overarching NHS identity.

The NHS Health Check visual identity is a registered trademark owned by the Department of Health. You must always use the NHS Health Check identity in accordance with these identity guidelines.

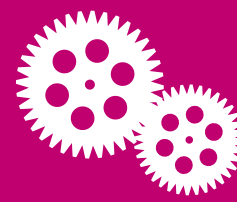
Never redraw the NHS Health Check identity, change it in any way or attempt to create it yourself.

The NHS Health Check identity should not be used by third party providers without the express consent of the Department of Health. Consent will only be given to third party providers to use the identity as part of the work they have been commissioned to do by a named PCT.



The NHS Health Check identity should only be used when describing the check as outlined in the Best Practice Guidance at: www.dh.gov.uk/nhshealthcheck





What is the NHS Health Check?

The NHS Health Check programme is a universal and systematic programme for everyone between the ages of 40 and 74. It will assess people's risk of heart disease, stroke, kidney disease and type 2 diabetes and will support people to reduce or manage that risk through individually tailored advice.

The check itself involves a standard assessment based on straightforward questions and measurements. These will record basic information such as height, weight, current medication, age, family history, smoking and blood pressure. It will also include a simple blood test for cholesterol and (in some cases) glucose levels. This will be followed up with personalised advice on how to lower that risk and maintain a healthy lifestyle.

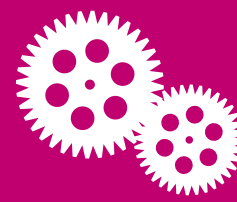
Why is the NHS Health Check being introduced?

Everyone is at risk of developing heart disease, stroke, type 2 diabetes or kidney disease. The good news is that these diseases can often be prevented. Department of Health modelling work clearly demonstrated that a universal and systematic programme of checks for people between the ages of 40 and 74 on a five-yearly call and re-call basis would be clinically and cost effective. For further information on the background to this programme, visit www.dh.gov.uk/nhshealthcheck

It is up to PCTs to decide how best to offer the checks. The NHS Health Check programme has been designed so that the basic risk assessment and management components of the check are suitable to be undertaken in a variety of settings, for example pharmacies, GP practices and community centres. This means that people who are not in touch regularly with formal health care, particularly GP services, will be encouraged to access the checks at convenient locations and times.



About the NHS Health Check



Who is the NHS Health Check aimed at?

All men and women aged between 40 and 74 who have not been diagnosed with heart disease, stroke, type 2 diabetes or kidney disease will be invited for a check once every five years.

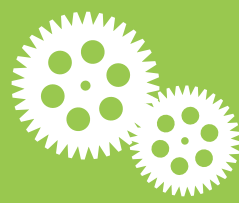
Lower socioeconomic groups and South Asians are among those at highest risk of developing the diseases mentioned above. Therefore it is important that any communications you produce about the NHS Health Check appeal to these groups.



For more information about the NHS Health Check, visit www.improvement.nhs.uk/nhshealthcheck or www.dh.gov.uk/nhshealthcheck



Using our identity

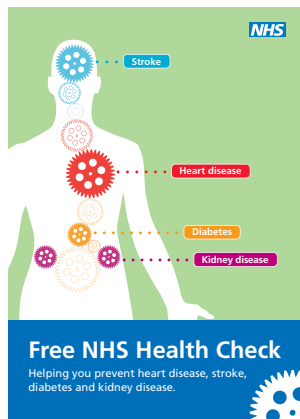


The NHS Health Check identity has been created to motivate people to attend an NHS Health Check.

There are four elements to the NHS Health Check identity:

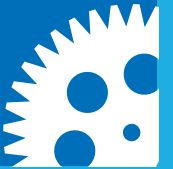
- Blue band with cog
- The human body
- Cogs
- The NHS identity (NHS logo, typeface and colours)

These four elements are linked and research with the public showed that making a connection between the four elements could help motivate people to take up their invitation to the NHS Health Check.



Free NHS Health Check

Helping you prevent heart disease, stroke, diabetes and kidney disease.



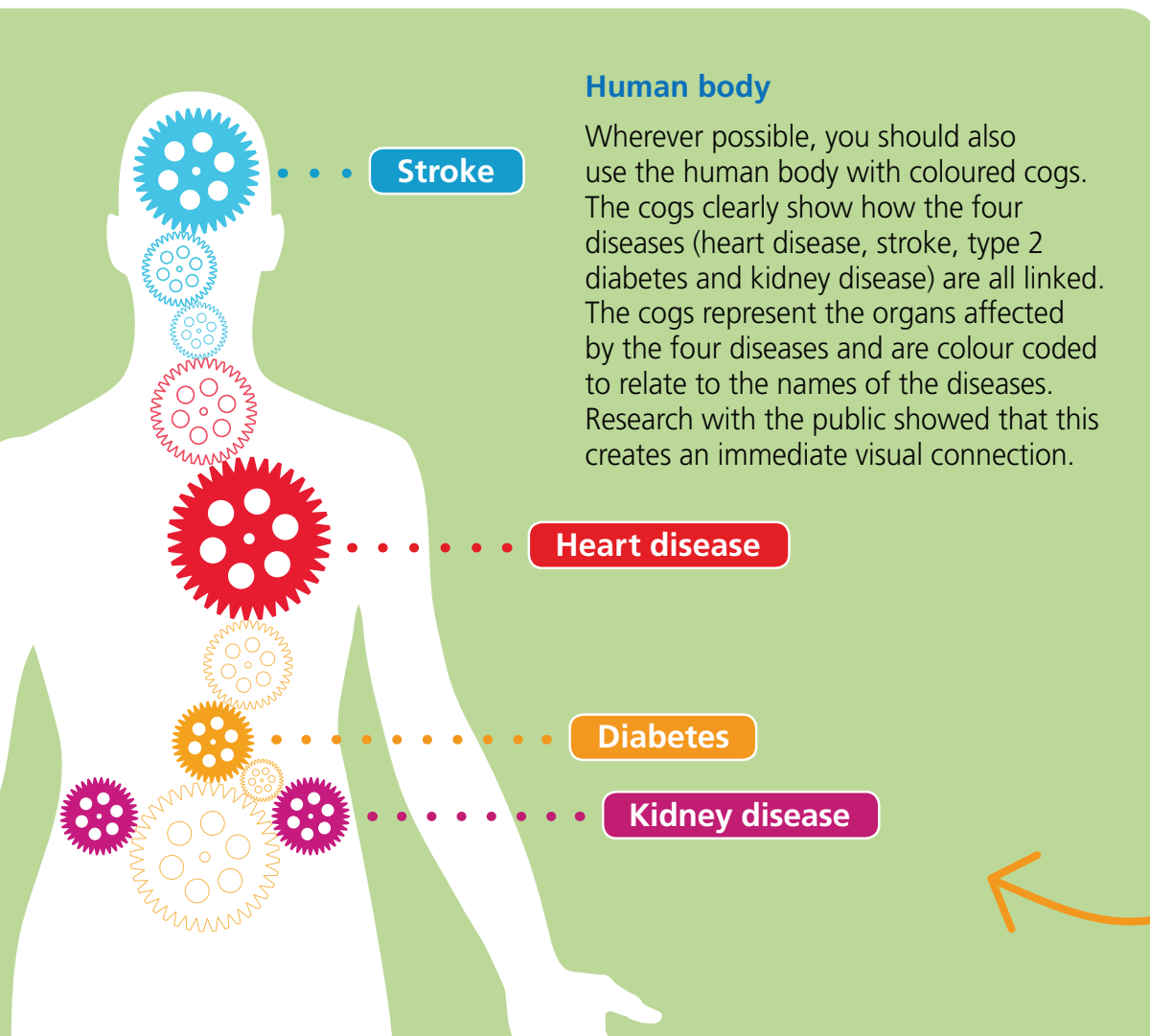
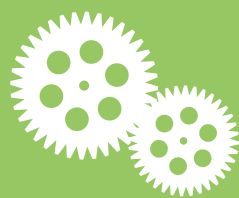
Blue band with cog

The blue band containing the cog and wording about the NHS Health Check (see above) must be used on all of your communications about the NHS Health Check. Do not tamper with this lock-up. It is important that people understand that the check relates specifically to these four diseases. Whatever communications you produce locally, they must be

recognisable as being part of the same national NHS Health Check programme. This way, we can ensure consistency and build awareness of the check with the public. It is important that you reproduce the band using NHS Blue Pantone® 300. Research showed that the public associate this colour with the NHS and that it reassures them.



Using our identity



Stroke

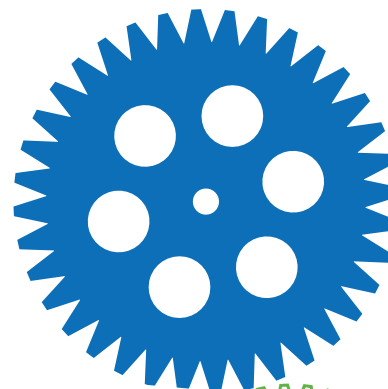
Human body

Wherever possible, you should also use the human body with coloured cogs. The cogs clearly show how the four diseases (heart disease, stroke, type 2 diabetes and kidney disease) are all linked. The cogs represent the organs affected by the four diseases and are colour coded to relate to the names of the diseases. Research with the public showed that this creates an immediate visual connection.

Heart disease

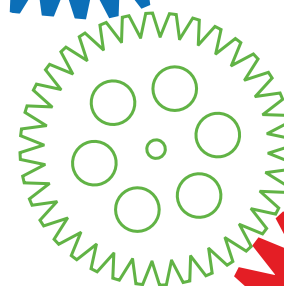
Diabetes

Kidney disease



Cogs

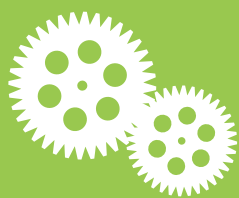
The cogs can be used by themselves in a variety of ways, e.g. to help break up text or to add visual interest.



Background

The background colour is a 50% tint of Pantone 368 for good legibility





Typeface

The typeface used for the NHS Health Check identity is Frutiger. This is an NHS typeface and you must always use this typeface when producing any communications about the NHS Health Check.

The typeface should never be smaller than 12pt.

Frutiger Light

Frutiger Light Italic

Frutiger Medium

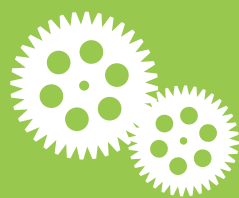
Frutiger Medium Italic

Frutiger Bold

Frutiger Bold Italic



Using our identity



Colour palette

The blue used throughout these guidelines is the main NHS Health Check colour. Research with the public showed that this colour is seen as reassuring.

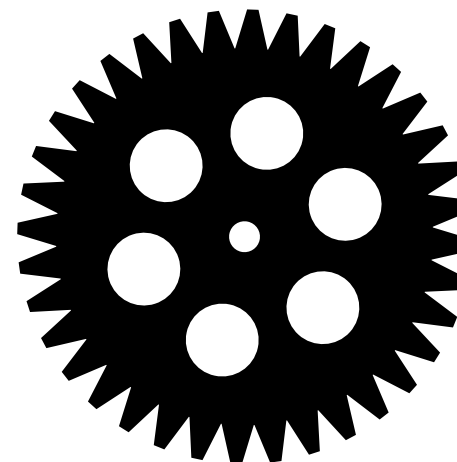
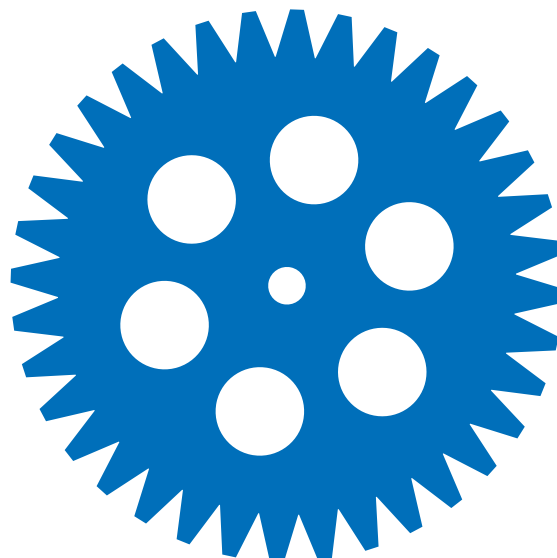
There are also other colours that you can use to make your communications look more varied (see secondary colours on page 10). All of the colours used in the NHS Health Check identity have been chosen because they are bold and striking, but also because they are inclusive and approachable.

These colours are also used in the main NHS identity so you must use these colours when communicating about the NHS Health Check.

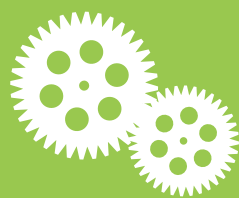
Primary colours

NHS Blue
Pantone® 300
C 100% M 43% Y 0% K 0%

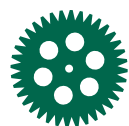
Black
C 0% M 0% Y 0% K 100%

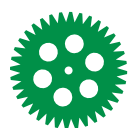



Using our identity

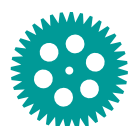


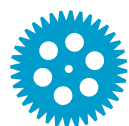
Secondary colours

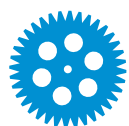
 **NHS Dark Green**
Pantone® 342
C 100% M 0% Y 69% K 43%


 **NHS Green**
Pantone® 355
C 100% M 0% Y 91% K 6%


 **NHS Light Green**
Pantone® 368
C 65% M 0% Y 100% K 0%


 **NHS Aqua Green**
Pantone® 3272
C 100% M 0% Y 47% K 0%


 **NHS Aqua Blue**
Pantone® 312
C 100% M 0% Y 15% K 0%


 **NHS Light Blue**
Pantone® Process Blue
C 100% M 8.5% Y 0% K 6%

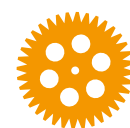
 **NHS Dark Blue**
Pantone® 287
C 100% M 69% Y 0% K 11.5%

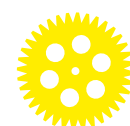
 **NHS Purple**
Pantone® 2685
C 100% M 94% Y 0% K 0%

 **NHS Dark Pink**
Pantone® 676
C 8.5% M 100% Y 0% K 15%

 **NHS Dark Red**
Pantone® 1955
C 0% M 87% Y 43% K 30.5%

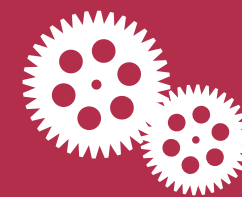
 **NHS Red**
Pantone® 485
C 0% M 100% Y 91% K 0%

 **NHS Orange**
Pantone® 144
C 0% M 47% Y 100% K 0%

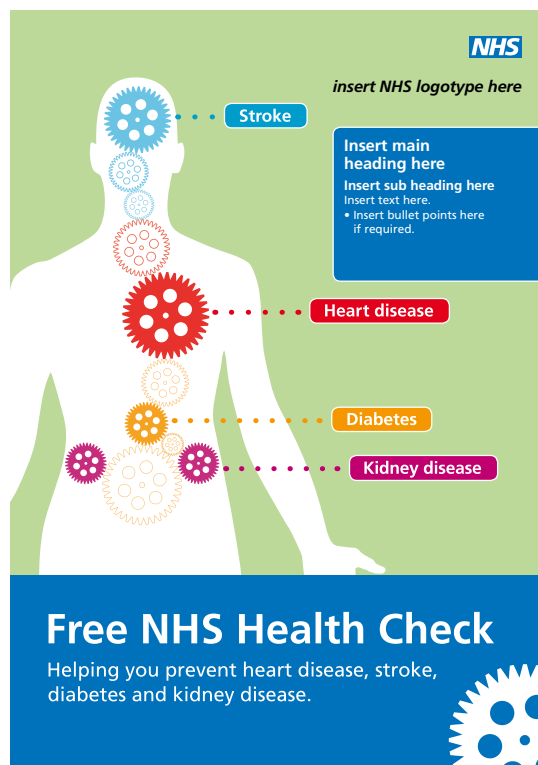
 **NHS Yellow**
Pantone® Process Yellow
C 0% M 0% Y 100% K 0%



Using our identity with your local branding



The NHS Health Check identity has been designed to work flexibly with local PCT identities.

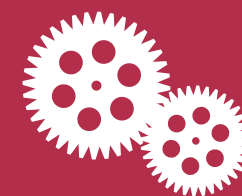


Remember that you must use the blue band containing the cog and wording about the NHS Health Check in all of your communications about the check. Whatever you produce locally must be recognisable as being part of the same national NHS Health Check programme. This way, we can ensure consistency and build awareness of the check with the public.

Knowsley Health and Wellbeing poster



Using our identity with your local branding



Using the NHS logo

The NHS blue logo must be used on any communications about the NHS Health Check. It is this mark that signals NHS ownership of the programme and research shows that it reassures the public.

Make sure you observe the exclusion zone rule and wherever possible position the logo in the top right corner of your communication.

If you are using PCT branding, make sure you only use the NHS logo once.

For more detailed advice about using the NHS logo, see the NHS Identity Guidelines, available from www.nhsidentity.nhs.uk



Exclusion zone
(do not print this area)

Logo sizes

A3 X = 12.5mm

A4 X = 8.5mm

A5 X = 6mm

DL X = 6mm

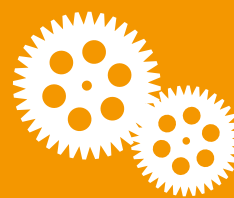
A6 X = 5mm

Business card X = 4.25mm

The minimum size

To ensure visibility, readability and accessibility, the NHS logo may never be used smaller than the size used on business cards.

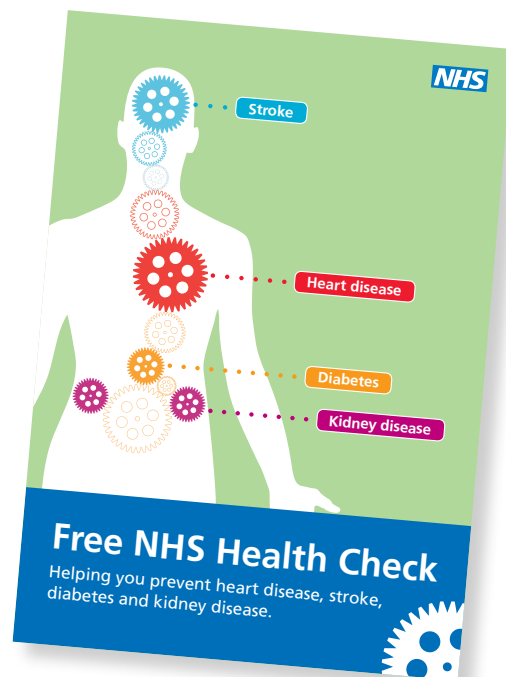




The words and the tone of voice you use when talking about the NHS Health Check are just as important as the way that your communications look.

The NHS identity guidelines state that communications should be professional, clear, respectful, accessible and straightforward. This is also true of any materials you produce about the NHS Health Check.

Research with the public showed that the national invitation leaflet explains the check in language that people understand. Therefore we suggest that you use this leaflet as the basis for any other communications you produce.

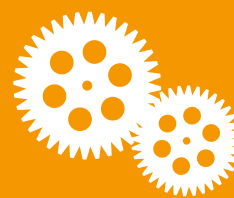


Whatever type of communication you are producing, research with the public showed that:

- **information needs to be clear and convincing;**
 - language should be framed positively, e.g. “Keeping you well”;
- **tone of voice should be friendly and encouraging, e.g. “We’ll help you...”; and**
 - making the information personal helps to motivate, e.g. “Any suggestions will be tailored to your lifestyle”.

While it’s important that your communications appear serious and important, do not use medical language that will put people off, confuse or frighten, e.g. “vascular” or “renal”.





Talking about the NHS Health Check

It's important that you always refer to the "NHS Health Check" (as written here) whenever you talk or write about the check. This is to distinguish our check from other organisations' health checks.

If it becomes too repetitious to always write "NHS Health Check" in full, then you may refer to it subsequently as a "check" (with a lower case "c") – providing it's always clear to the public that you are referring to the NHS Health Check.

Whenever possible, follow the phrase "NHS Health Check" with the phrase "Helping you prevent heart disease, stroke, diabetes and kidney disease".

You must refer to "type 2 diabetes" within copy. However, you should refer to just "diabetes" within the blue banner.



NHS Health Check

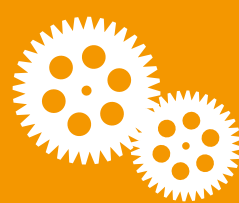
Getting key messages across

The key points that it's important to get across in your communications are that:

- heart disease, stroke, type 2 diabetes and kidney disease are serious conditions and there is a link between them;
- everyone is at risk of developing heart disease, stroke, diabetes or kidney disease;
- even if you're feeling well, it's worth taking up your invitation for the NHS Health Check when you get it – prevention is better than cure;
- it's possible to identify these conditions before they become serious problems;
- there is help and support available to help you improve your health; and
- the NHS Health Check is free.



Language and tone of voice



Research showed that mentioning the diseases early on catches people's attention.

The call to action is important so that people understand what they need to do.

NHS

Dear Xxx

We are inviting you to attend your free NHS Health Check on xx xxxxxx xxxx at xxxx.

NHS Health Checks are being offered to people aged between 40 and 74 once every five years.

The check is to assess your risk of developing heart disease, stroke, kidney disease or diabetes. If there are any warning signs, then together we can do something about it.

By taking early action, you can improve your health and prevent the onset of these conditions. There is good evidence for this.

The check should take about 20–30 minutes and is based on straightforward questions and measurements such as age, sex, family history, height, weight and blood pressure. There will also be a simple blood test to measure your cholesterol level.

Following the check, you will receive free personalised advice about what you can do to stay healthy.

Take a look at the enclosed leaflet for more information about the NHS Health Check and how it could benefit you.

If you cannot attend this appointment, please call the xxx on xxx xx xxx and we will arrange a more suitable time for you.

Yours sincerely
xxxxxxxxxxxxxxxx

(Name of health care professional to go here)

Free NHS Health Check
Helping you prevent heart disease,
stroke, diabetes and kidney disease.

Remember to make it clear that the check is free and from the NHS.

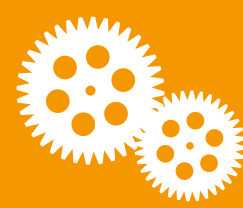
Reassure people that action can be taken to prevent these diseases.

Make sure you make it clear that alternative appointment times are available.

Research showed that it is important that the letter comes from a GP or a healthcare organisation that people will recognise.



Language and tone of voice



Information leaflet

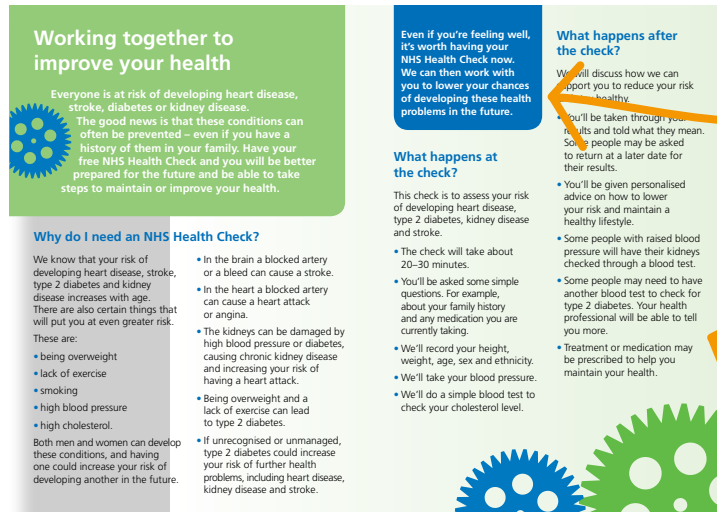
To save you time, we have produced an information leaflet that explains all about the NHS Health Check. Based on research with the public, this leaflet explains the check in language that people understand. This leaflet is designed to be sent out with the letter (see page 15), inviting people to attend a free NHS Health Check.



The four diseases are colour coded and this creates an immediate visual connection with the name of the disease.

Inside spread

Colours are used to help break up the text.



The message about the NHS working with the patient to lower their risk is highlighted.

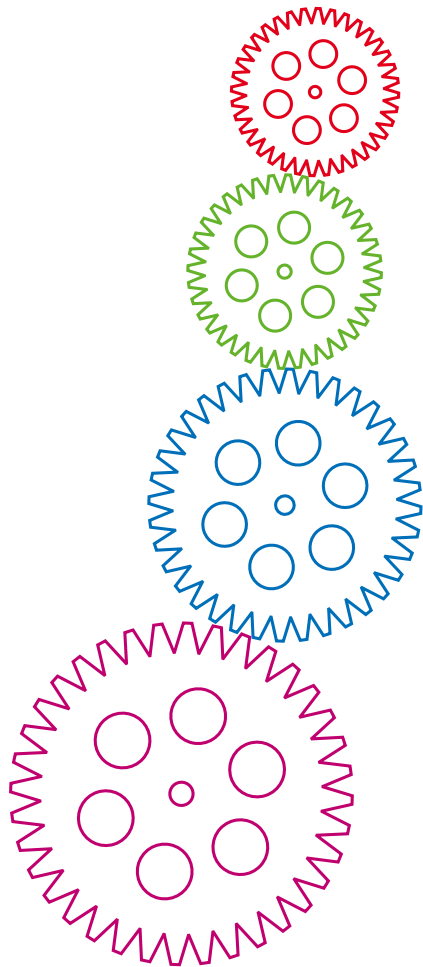
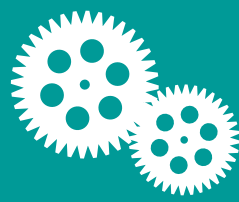
The font size of 12pt is easy to read.

Tailored and translated versions of the information leaflet are available to download at:
www.dh.gov.uk/nhshealthcheck

To order copies of this leaflet, visit www.orderline.dh.gov.uk



Any questions?



NHS Health Check identity

If you have any questions about using the NHS Health Check identity or to request copies of the different elements of the identity, please contact nhshealthcheck@dh.gsi.gov.uk

General information

visit www.improvement.nhs.uk/nhshealthcheck
or www.dh.gov.uk/nhshealthcheck

