NHS

Leeds Mental Wellbeing Service
Brand Guidelines

Leeds Mental Wellbeing Service is a partnership between:

Leeds Community Healthcare NHS Trust, Leeds and York Partnership NHS Foundation Trust, Leeds GP Confederation, Northpoint, Community Links, Touchstone, Women's Counselling Therapy Service, Homestart Leeds, IESO, Silvercloud, Sign Health

The Leeds Mental Wellbeing Service (LMWS) Partnership
Brand Identity

The Leeds Mental Wellbeing Service (LMWS) Partnership is proud to unite some of Leeds' most prominent mental health providers, each bringing extensive expertise and experience in delivering health and wellbeing services. The service aims to truly integrate Primary Care Mental Health and Improving Access to Psychological Therapies alongside a diverse range of third sector partners in order to meet the diverse mental health needs of the people of Leeds.

Our brand guidelines are central to our shared identity; providing a universal signature across all our print and digital communications.
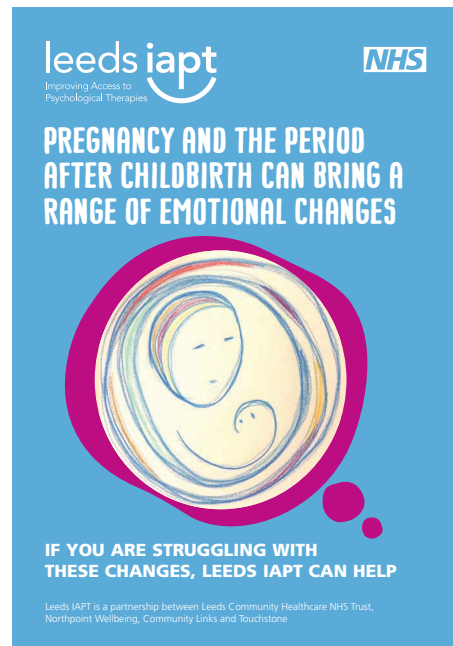
Partnership branding

Leeds Community Healthcare (LCH) NHS Trust is the lead partner in the partnership. For this reason, NHS brand identity guidelines will apply when marketing the service.

- There should never be more than one NHS logo on a page. A single NHS logo should be used top right to illustrate the NHS partners involved in the Leeds Mental Wellbeing Service. The names of individual NHS providers can then be included in text, preferably at the bottom of the page, as illustrated on the front cover of these guidelines.

- When designing literature or promotional information universal to all partners, the NHS logo should be in the top right hand corner and supporting visual images should appear along the bottom of the page. As there are so many partners involved in the service it is suggested that on universal literature, partners information appears in text form only as shown opposite.

Old design style

New design style (A5 leaflet)

Leeds Mental Wellbeing Service:

Pregnancy and the period after childbirth can bring a range of emotional changes

If you are struggling with these changes, Leeds Mental Wellbeing Service can help

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Targeted literature to specific groups of people

It is recognised that the strength of the LMWS partnership lies in its ability to reach out to a range of people through its unique mix of supporting partners. Where highly tailored material is required it may therefore be more appropriate to lead with a supporting partner's logo in the top right and the NHS logo top left.
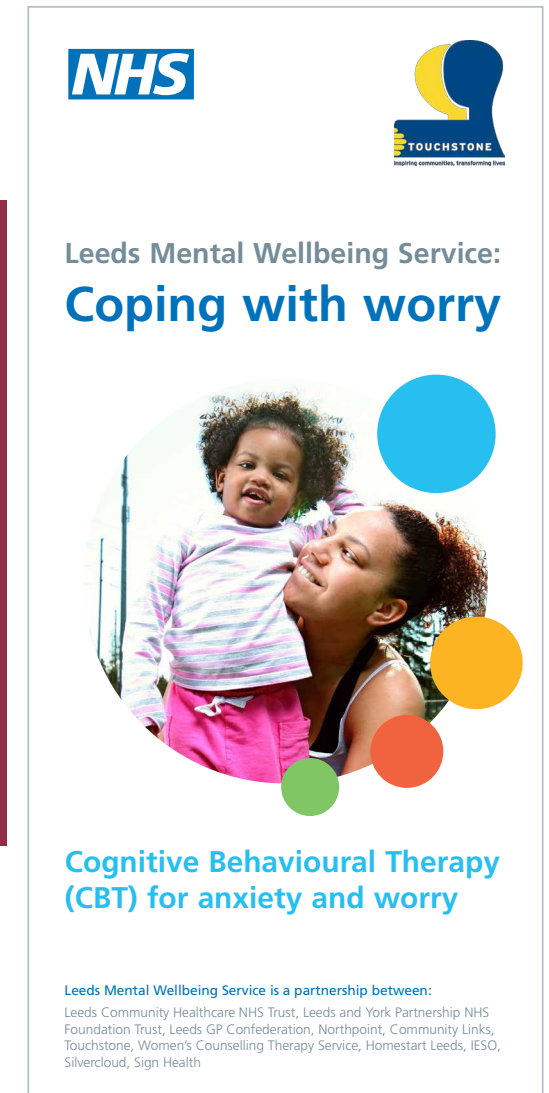
New design style (DL leaflet)

Old design style

New design style (A4 poster)

Old design style

Leeds Mental Wellbeing Service:
Stress Control and Mood Management Course

New 5 week course
at Wetherby Town Hall

To find out more, please go to **www.lmws.com**

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Leeds Mental Wellbeing Service:
Coping with worry

Cognitive Behavioural Therapy (CBT) for anxiety and worry

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Logo / supporting partners logo placement

The 'clear space' or exclusion zone is the area that surrounds the Leeds Mental Wellbeing Service logo. To make sure the logo has impact, nothing should ever appear inside this clear space.

All universal public facing material produced on behalf of the Leeds Mental Wellbeing Service (for example, patient letters, compliments slips etc) must have the NHS lozenge in the top right hand corner, as illustrated opposite. This includes use in digital publications where possible.

Logo size

The size of the Leeds Mental Wellbeing Service logo will depend on the size of your publication, i.e. whether it is an A3 poster, A4 document such as a letterhead or an A5/A6 leaflet, flyer or postcard.

Templates and correctly proportioned logos will be available at ....

Universal wording: Leeds Mental Wellbeing Service

Regardless of which logo features as the lead the wording of any public facing information should always include the title of the service, followed by the title of the leaflet. For example, Leeds Mental Wellbeing Service: Coping with Panic Attacks.

This is important to make sure that the name of the service becomes recognisable and used by all, regardless of a person's route into the service.

exclusion zone

Leeds Mental Wellbeing Service

NHS

Leeds Community Healthcare NHS Trust
1st Floor, Stockdale House
Headingley Office Park
Victoria Road
Leeds LS6 1PF

Dear XXXX,

As part of improvements we're making to mental health service across Leeds we are writing to share some important information with you about your current Improving Access to Psychological Therapies (IAPT) service.

From Friday November 1 2019 your service will be known as:

Leeds Mental Wellbeing Service

The change of name will not affect the support you receive from us and you will continue to receive your support in a clinic or at home.

We have changed the name of the service because we are now working in a much more joined up way across the city with NHS partners and with charity organisations to make sure the people of Leeds can get the right support, at the right time and in the right place.

What you may notice from Friday 1 November 2019:

Health professionals will be working even more closely together: You won't need to tell your story over and over again and we will work together to make sure you get the support that meets your needs.

Getting support will be easier and quicker: There will be much more on-line support including self-management tools and online therapy. We will also be working much more closely with GPs (family doctors) across the city to offer support in GP practices.

Specialist support for women and families: If you have recently had a baby there will be more support for you and your family. We know that this is a very important time in looking after a family's mental health.

What next? You don't need to do anything. You will continue to receive the same service from us and in the same way. We are sending you this letter to let you know about the change of name and the improvements we are making across the city.

If you do have any questions about the Leeds Mental Wellbeing Service and the support on offer from November 1 2019, please contact us at:

Email: tbc

Or you can write to us at:

tbc

Yours faithfully

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Font / typography

The official NHS font is Frutiger. This should be used when available (usually when designing on an Apple Mac). If Frutiger is unavailable, Arial should be used as follows:

Arial regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!#%&/?@[\]{|}

Arial bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!#%&/?@[\]{|}

Header style – Arial, bold, left aligned, NHS blue, black and white only

Header   **Header**   **Header**

Subheader style – Arial bold, smaller than header style, more colours may be used

Subheading   **Subheading**   **Subheading**   **Subheading**
Subheading   **Subheading**   **Subheading**   **Subheading**

Body text - Arial, regular, left aligned (must never be smaller than 10pt)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec iaculis felis. Curabitur ac luctus justo, id blandit neque. Suspendisse nec tortor ornare, condimentum dui quis, suscipit est. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia.

Quotes – Arial italic, either in black, or in another one of the primary or neutral tones

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer nec iaculis felis. Curabitur ac luctus justo, id blandit neque."

Use of colour

Level 1: NHS blues

NHS Blue Pantone 300 RGB: 0/94/184 #005EB8	**NHS Dark Blue** Pantone 287 RGB: 0/48/135 #003087	**NHS Bright Blue** Pantone: 285 RGB: 0/114/206 #0072CE	**NHS Aqua Blue** Pantone: 312 RGB: 0/169/206 #00A9CE	**NHS Light Blue** Pantone: 298 RGB: 65/182/230 #41B6E6

Level 2: NHS neutrals

NHS Black Pantone: Black RGB: 35/31/32 #231f20	**NHS Dark Grey** Pantone: 7545 RGB: 66/85/99 #425563	**NHS Mid Grey** Pantone: 7544 RGB: 118/134/146 #768692	**NHS Pale Grey** Pantone: 7541 RGB: 232/237/238 #E8EDEE	White RGB: 255/255/255 #FFFFFF

Level 3: NHS support greens

NHS Dark Green Pantone: 342 RGB: 0/103/71 #006747	**NHS Green** Pantone: 355 RGB: 0/150/57 #009639	**NHS Light Green** Pantone: 368 RGB: 120/190/32 #78BE20	**NHS Aqua Green** Pantone: 3272 RGB: 0/164/153 #00A499

Level 4: NHS highlights

|							
NHS Purple Pantone: 2685 RGB: 51/0/114 #330072	**Dark Pink** Pantone: 683 RGB: 124/40/85 #7C2855	**NHS Pink** Pantone: 675 RGB: 174/37/115 #AE2573	**NHS Dark Red** Pantone: 1955 RGB: 138/21/56 #8A1538	**Emergency Service Red** Pantone: 485 RGB: 218/41/28 #DA291C	**NHS Orange** Pantone: 144 RGB: 237/139/0 #ED8B00	**NHS Warm Yellow** Pantone: 1235 RGB: 255/184/28 #FFB81C	**NHS Yellow** Pantone: Process Yellow RGB: 250/225/0 #FAE100

Proportions

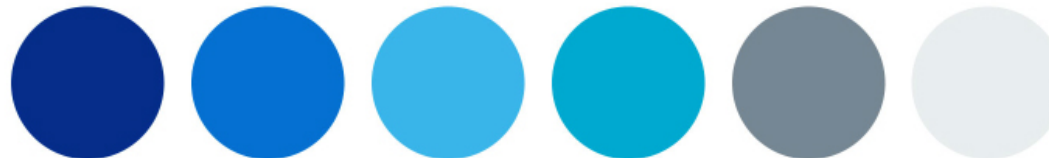The colours should be used in the following proportions/ratios:

LOTS OF WHITE.
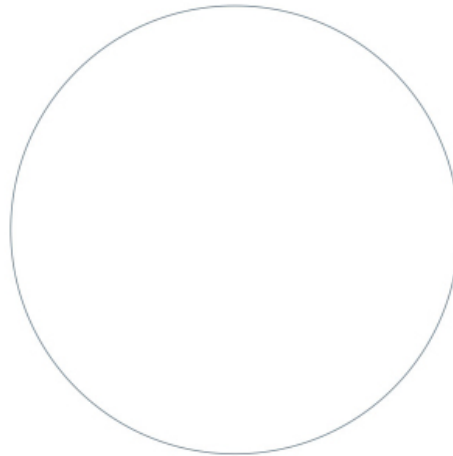
PROMINENT USE OF NHS BLUE.

Pantone 300
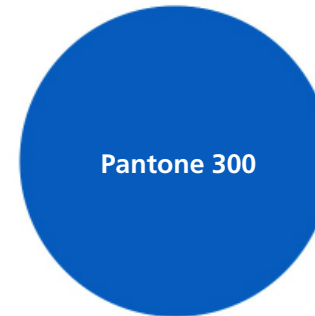
PLENTY OF CORE BLUE AND PALE NEUTRALS.

MODERATE USE OF GREEN, BLACK AND DARK GREY.

MINIMAL USE OF HIGHLIGHTS.

Use of imagery

The Leeds Mental Wellbeing Service uses images that focus on positive outcomes, using real people in a natural setting and showing the people of Leeds as partners in their care. Images should enhance the reputation of the service within the community and represent the service's shared values.

Any images used must have the correct consent.

Unauthorised images (for example, those with copyright) must never be used. The Communications Team based at Leeds Community Healthcare NHS Trust has access to a bank of photographs which can be used for the purposes of promoting Leeds Mental Wellbeing Services. Please contact the team directly if you require advice about an image.

We make sure our images are representative in terms of gender, race, disability, age, sexual orientation, religion, belief gender reassignment, pregnancy and maternity, marital and civil partnership status.

It is often most cost effective to use appropriate stock images for use on patient information. We try to use natural non-staged imagery and avoid clinical settings.

On occasion it may be appropriate to commission photography to meet your needs. If you are considering using your use of imagery in relation to the Leeds Mental Wellbeing Service please contact the team on **lch.comms@nhs.net**
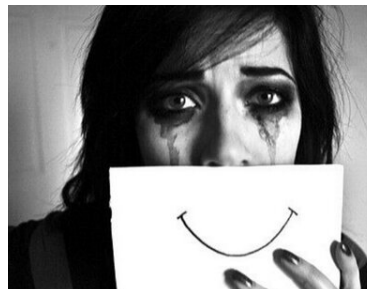
Do ✔️

- Natural lighting
- Real people in the community
- Positive imagery
- People carrying out their daily lives
- Non-clinical
- Leeds feel
- Relaxed

Don't ✘

- Unnatural lighting or filters
- Clinical setting
- Anatomical or graphic images
- Staged photoshoots
- Scaremongering
- Overly corporate

Tone of voice

The quality of our written communications affects both the reputation of Leeds Mental Wellbeing Service and the wider Partnership. It is important for the people of Leeds that we use plain language.

If you are writing for patients and the public, make sure your style is both personal and direct. Your written communication should be capable of being spoken out loud and sound as if it is being addressed to an individual. It should be clear, concise, straightforward, honest, open, professional, respectful and accessible.

If you are writing about complex subjects, use words which are as simple and accessible as possible. Avoid jargon, acronyms and unnecessary technical language. When we write like this we risk confusing our readers. It's a poor reflection on our service and it makes us seem unfriendly. Writing in plain language simply means keeping sentences short and using everyday language and familiar words.

Think about who you are writing for. Would someone who has never read about the subject before understand what you've written? Always keep your audience in mind and talk to them directly. For example, if you are speaking to a service user, always address them as 'you', rather than 'the service user' in the third person. When communicating about difficult subjects, your tone should communicate genuine understanding and respect. The listener or reader should feel empowered and informed.

If you are writing directly for patients our Patient Experience Team is happy to help you. They can be contacted on **lch.pet@nhs.net**

A-Z style guide

Abbreviations

Avoid using acronyms unless absolutely necessary as they can be excluding and are not usefriendly. Explain an abbreviation or acronym in full the first time you use it e.g. a body mass index (BMI) above the healthy weight range can increase your risk of serious health problems.

- The only exception is if it's extremely well known, e.g. UK, NHS, GP.
- Never put full stops in acronyms of abbreviations, e.g. NHS not N.H.S
- Do not use an apostrophe for pluralised acronyms or abbreviations, e.g. GPs not GP's

Acronyms

Common abbreviations such as etc. and e.g. should be written with full stops.

Where possible, especially in patient facing material, avoid using 'etc.' where possible as it implies a lack of time and effort taken to write a full list.

American vs British English

Always use British English spellings e.g. 'behaviour' rather than 'behavior'. Always use – ise, for example 'organisation' and not 'organization', and 'specialise' not 'specialize' (unless it is part of an organisation's name).

Ampersands (&)

Don't use ampersands, except:

- in organisation names when the organisation does, e.g. B&Q
- where they are universally recognised e.g. A&E

Capitalisation

We apply the following principles to using capital letters:

- Avoid unnecessary capitalisation as it looks messy and can distract the reader.
- The exception to this is in titles and headers where title case should be used e.g. Podiatry Terms of Reference. This is especially important when writing for the web.
- We never write titles in full capital case.
- Use capitals for job titles e.g. Podiatrist.
- Use capitals when referring to a team/service e.g. Podiatry Team.
- Do not use capitals when referring to the professional as a whole e.g. podiatry, not Podiatry.

Commas

Try not to overuse commas, but make sure they are included where needed to make the sense clear and grammatically correct. Where possible try to keep sentences short.

Dashes

Dashes are useful in emails and informal notes to mark an abrupt change in thought or grammatical construction in the middle of a sentence – they help to break up sentences like natural speech.

They can also be useful in formal documents in pairs as an alternative to brackets or pairs of commas.

Dates

- Use the format Wednesday 19 May 2020
- Don't add 'the' before or 'th' after the numeral
- Write out the year in full and don't use a numerical date e.g. 10/20/10
- Refer to decades in the format 1990s (not 1990's or '90s)
- Use an unspaced en dash to show time span (e.g. 2008–9)

Exclamation marks

Avoid the overuse of exclamations marks as it can look unprofessional and distracting. Exclamations are typically used in informal writing to end sentences that express:

- an exclamation, or peril
- direct speech that represents something shouted or spoken very loudly
- something that amuses the writer or is exciting

Never use a double exclamation mark.

Email addresses

In printed copy always write email addresses in full e.g. email: jaynemurphy4@nhs.net

Where possible in digital copy embed email addresses within the text, rather than typing out the email address (unless in a printed document) e.g. please contact **Jayne Murphy** to find out more.

Although most software now inputs this automatically make sure the link includes the preface 'mailto:' and click to make sure it works.

Hyphens

Avoid using hyphens unless they are absolutely necessary to avoid confusion.

Use a hyphen for:

- non-alcoholic
- non-drowsy
- sugar-free

But not for:

- wellbeing
- anticoagulant
- breastfeeding
- long term and short term
- straight away

Italics

Don't use italics as some people find them diffcult to read. The exception is when using a direct quote.

Lists

Lists should either be bullet points or numbered. Where possible try to keep bullet points short. Make sure they are consistent and that they all follow grammatically from what comes before them. Use a colon to end the sentence before the list.

There are different types of bulleted list:

1. where each point is self-contained
2. where each point follows on from the introductory sentence
3. where a particular point may involve more than one sentence.

This is an example of the first type of list:

- Each point is self-contained.
- The first word has initial capitalisation.
- Each point ends with a full stop.

This is an example of the second type of list and you should:

- introduce the list with a colon
- start each point with a lower-case letter
- don't add punctuation at the end of each point
- but end the final item with a full stop.

This is an example of the third type of list:

- Each point should begin with an upper-case letter.
- Although part of a list, a point may contain more than one sentence. This means that it should end with a full stop (unless it follows on from the introductory sentence).
- The list, therefore, behaves like a perfectly normal sentence, albeit in bullet form for ease of comprehension.

You may also occasionally include a list that is made up of a series of hyperlinked text. In this case there should be no punctuation at the end. For example:

The following children's services are available:
- Children's Audiology Service
- Children's Eye Service
- Children's Growth and Nutrition Service

Money

Always use figures when writing about currency, but don't add a space after the pound symbol, e.g. £5, not five pounds or £ 5.

Names

Don't use Mr, Mrs or Ms in acknowledgements and in promotional material but do include Dr or Professor. Contractions such as Dr don't need a full stop after them.

Always write numbers one to ten in full, e.g. there were two participants, not, there were 2 participants. For numbers over ten always write in full, e.g. There were 27 participants, not, there were twenty seven participants.

Quotation marks

Be consistent when using quotation marks. Use double for quotes and direct speech and only use single for a quote within a quote. Avoid using single quotation to emphasis words, instead use italic text.

Times

- Always use the 12-hour clock when writing the time and always include either am or pm, e.g. 12:00pm.
- Don't use the 24-hour clock with a colon between the hour and the minutes, e.g. 1:40pm, not 13:40.
- Always use a colon to separate the hour and minutes e.g. 1:00pm, not 1.00pm or 1pm.
- When writing a time span, use an en dash without spaces in between the times, e.g. 1:00pm – 6:00pm.