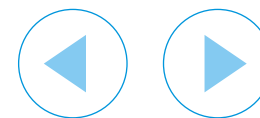




Brand Guidelines

Stiùireadh air a' Bhrannd



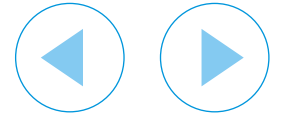
Applying the NHSScotland brand identity consistently helps protect, promote, and enhance the values and reputation of the NHS in Scotland for the benefit of those who receive care and use its services.

It is also important because the brand identity (including logo, naming conventions, and official typeface) helps effectively signpost patients and the public to recognisable, quality NHS services, care, and information in Scotland free at the point of delivery – as well as helping people navigate and understand health and care services.

Subsequently, creation of NHS Highland's dual language logo, and development of criteria for correctly applying the logo, pairs accessibility standards with an approach that maintains NHSScotland brand integrity.

Permission to introduce a dual language (English-Gaelic) logo was granted to NHS Highland by The Scottish Government as part of its Gaelic Language Plan 2023-28, subject to the plan being approved by Bòrd na Gàidhlig.

This is with the aim of NHS Highland supporting cultural ambitions to make Gaelic increasingly visible and audible across the communities it serves.



Ma thèid brannd NHS na h-Alba a chur an sàs gu cunbhalach, cuidichidh sin le bhith a' cur dìon air, a' cur adhart, agus a' cur taic ri luachan is cliù an NHS ann an Alba a chum maith nan daoine a gheibh cùram agus a chleachdas na seirbheisean aca.

Tha e cuideachd cudromach a chionn 's gu bheil am brannd (a' gabhail a-steach an t-suaicheantais, modhan-ainmeachaidh, agus an seòrsa-clò oifigeil) a' cuideachadh le bhith a' sealltainn do dh'èuslaintich is dhan phoball far am faigh iad seirbheisean NHS, cùram agus fiosrachadh sàr-mhath agus aithnichte an-asgaidh ann an Alba – tha e cuideachd a' cuideachadh dhaoine le bhith a' lorg diofar sheirbheisean slàinte is cùraim agus le bhith a' faighinn tuigse orra.

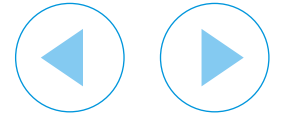
Mar sin, nuair a thig e gu bhith a' cruthachadh suaicheantas dà-chànanach NHS na Gàidhealtachd, agus a' stèidheachadh shlatan-tomhais gus an suaicheantas a chleachdadh gu ceart, thathar a' gabhail ealla ri inbhean-ruigsinneachd agus a' dèanamh cinnteach gun tèid a dhèanamh ann an dòigh a tha cunbhalach ri brannd NHS na h-Alba.

Fhuair NHS na Gàidhealtachd cead bho Riaghaltas na h-Alba, mar phàirt dhen Phlana Ghàidhlig aca airson 2023-28 ris am feum Bòrd na Gàidhlig aonta a chur, gus suaicheantas dà-chànanach a chleachdadh.

Thathar a' dèanamh seo mar thaic dhan amas gum bi NHS na Gàidhealtachd a' cuideachadh leis a' cheann-uidhe chultarach: gum bi a' Ghàidhlig air a faicinn agus air a cluinntinn barrachd sna coimhearsnachdan air a bheil iad a' frithealadh.

Dual Language Logo

An Suaicheantas Dà-chànanach



When the dual language Gaelic logo is used, as agreed through NHS Highland's Gaelic Language Plan, it should always be in full colour by default wherever possible (with English first, followed by Gaelic wording underneath).

The dual language Gaelic logo should, wherever possible, be reproduced in NHSScotland Dark Blue (Pantone 288) and NHSScotland Light Blue (Pantone 2995).

Gaelic wording must be in NHSScotland Light Blue (Pantone 2995) to meet accessibility standards.

Nuair a chleachdar an suaicheantas dà-chànanach, mar a chaidh aontachadh ann am Plana Gàidhlig NHS na Gàidhealtachd, bu chòir dha a bhith air a shealltainn leis na dathan uile nuair as urrainnear (le Beurla an toiseach, agus Gàidhlig fon Bheurla).

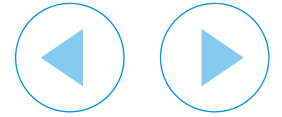
Bu chòir, nuair as urrainnear, an suaicheantas dà-chànanach a shealltainn ann an Dorcha-ghorm NHS na h-Alba (Pantone 288) agus Soilleir-ghorm NHS na h-Alba (Pantone 2995).

Feumaidh a' Ghàidhlig a shealltainn ann an Soilleir-ghorm NHS na h-Alba (Pantone 2995) gus cumail ri inbhean-ruigsinneachd.



Other Treatments

Riochdan Eile



In instances where the full colour version cannot be used, alternative treatments are available. If producing in single colour, the NHSScotland Dark Blue (Pantone 288) should be used.

If these colours aren't available, the identity should either be reproduced reversed out of a dark background or using the monotone version, in which case the Gaelic text should appear in a 60% tint of black.

Nuair nach urrainnear an dreach leis na dathan uile a chleachdadh, tha riochdan eile rim faighinn. Ma thathar a' cleachdadh dreach le aon dath, bu chòir Dorcha-ghorm NHS na h-Alba (Pantone 288) a chleachdadh.

Mura faighear na dathan sin, bu chòir dhuibh an dàrna cuid an suaicheantas a shealltainn le dath soilleir air cùl dorch no an suaicheantas aon-dathach a chleachdadh, agus ma nithear sin bu chòir an teacsa Gàidhlig a shealltainn ann an dubh le fiamh-dhath de 60%.

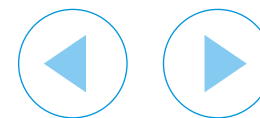
NHS
Highland
na Gàidhealtachd

NHS
Highland
na Gàidhealtachd



Exclusion Zone

Pìos Bàn



To help to ensure clarity and improve the identity's stand-out, a clear area should be maintained around the logo in which nothing else should appear.

This clear space, (H), is proportional to the size of the identity and is defined as the height of the letters 'NHS'.

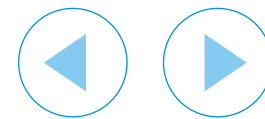
Gus dèanamh cinnteach gum bi an suaicheantas soilleir agus follaiseach, bu chòir pìos bàn a bhith timcheall air an t-suaicheantas anns nach nochd dad eile.

Bidh am pìos bàn, (H), ann an co-rèir ri meud an t-suaicheantais agus tha e air a chomharrachadh a rèir àirde nan litrichean aig 'NHS'.



Minimum Sizing

Am Meud as Lugha a tha Ceadaichte



The new dual language logo is accessible against WCAG AA criteria, and must adhere to the minimum size guidance on a white background.

To ensure visibility, legibility, and accessibility, the 'caring hands' device should never be used narrower than 27.5 mm (a). This will keep the text at 14pt and achieve a 3:1 colour contrast ratio.

Where sizing of the dual language logo doesn't fit the accessibility criteria, as circumstances arise, then the default is to use the NHS Highland single language logo variant (b).

Tha an suaicheantas dà-chànanach ùr so-ruigsinneach a rèir shlatan-tomhais WCAG AA, agus feumaidh e a bhith co-dhiù dhen mheud as lugha a tha ceadaichte a rèir an stiùiridh agus e a' nochdadh air cùl geal.

Gus dèanamh cinnteach gu bheil e soilleir, gun gabh a leughadh, agus gu bheil e so-ruigsinneach, cha bu chòir an ìomhaigh le 'làmhnan coibhneil' a bhith nas caoile na 27.5 mm (a). Nì sin cinnteach gum bi an teacs a dhen mheud 14pt agus gum bi co-mheas iomsgaradh nan dathan aig ìre 3:1.

Nuair nach bi meud an t-suaicheantais dhà-chànanaich a' cumail ris na slatan-tomhais airson so-ruigsinneachd, airson diofar adhbharan, bu chòir an suaicheantas le aon chànan aig NHS na Gàidhealtachd a chleachdadh (b).

(a)



Minimum width of 'caring hands' device 27.5 mm.

'S e an leud as lugha airson nan 'làmhnan coibhneil' 27.5 mm.

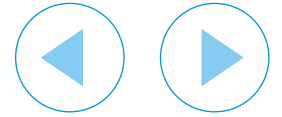
(b)



Minimum width of 'caring hands' device 23.5 mm.

'S e an leud as lugha airson nan 'làmhnan coibhneil' 23.5 mm.

Colours Dathan



The colour palette that has been developed supports our straightforward, clear and cost-effective style.

The colour palette for the logo includes NHSScotland Dark Blue (Pantone 288) and NHSScotland Light Blue (Pantone 2995).

When printing in a single colour, NHSScotland Dark Blue (Pantone 288) or black are the preferred options.

NHSScotland Light Blue (Pantone 2995) may be used for text exceeding 14pt.

Gaelic wording in the NHS Highland logo must be in Light Blue (Pantone 2995) to meet accessibility standards.

Tha an roghainn de dhathan a chaidh a thaghadh a' cuideachadh le bhith a' stèidheachadh dreach a tha sìmplidh, soilleir agus nach eil ro dhaor.

'S e an roghainn de dhathan airson an t-suaicheantais, Dorcha-ghorm NHS na h-Alba (Pantone 288) agus Soilleir-ghorm NHS na h-Alba (Pantone 2995).

Nuair a thathar a' cleachdadh clò le aon dath, thathar a' moladh Dorcha-ghorm NHS na h-Alba (Pantone 288) no dubh a chleachdadh.

Faodar Soilleir-ghorm NHS na h-Alba (Pantone 2995) a chleachdadh nuair a tha an teacsa nas motha na 14pt.

Feumaidh an teacsa Gàidhlig air suaicheantas NHS na Gàidhealtachd a bhith ann an Soilleir-ghorm (Pantone 2995) gus cumail ri inbhean-ruigsinneachd.

NHSScotland Dark Blue

Pantone® 288

C 100% M 65% Y 0% K 30%

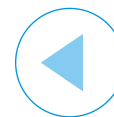
R9 G40 B105

NHSScotland Light Blue

Pantone® 2995

C 100% M 9% Y 0% K 0%

R3 G145 B191



Thank You
Tapadh leibh