



Public Health  
England

Protecting and improving the nation's health

# **Publishing Service**

## **Common requests/questions/issues**

Last updated: 4 January 2018

# About Public Health England

Public Health England exists to protect and improve the nation's health and wellbeing, and reduce health inequalities. We do this through world-class science, knowledge and intelligence, advocacy, partnerships and the delivery of specialist public health services. We are an executive agency of the Department of Health, and are a distinct delivery organisation with operational autonomy to advise and support government, local authorities and the NHS in a professionally independent manner.

Public Health England  
Wellington House  
133-155 Waterloo Road  
London SE1 8UG  
Tel: 020 7654 8000

[www.gov.uk/phe](http://www.gov.uk/phe)

Twitter: [@PHE\\_uk](https://twitter.com/PHE_uk)

Facebook: [www.facebook.com/PublicHealthEngland](https://www.facebook.com/PublicHealthEngland)

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# Introduction

This document aims to provide answers to the most frequently asked questions received by the publishing team, particularly those directed to the [publications@phe.gov.uk](mailto:publications@phe.gov.uk) inbox, and so should be of use to people managing that mailbox.

The questions come from inside and outside the organisation.

If you think something needs to be added, please consult Phil first.

# Common questions on publishing issues

## Alternative format requests

Requests for Word versions of documents: We should not usually provide these as it will mean we have no control over what is happening with the document – someone could change it and republish it without our knowledge or consent.

Generally, requests for alternative formats should be redirected to the relevant owners. APS can produce a range of formats, including Braille.

If PHE staff receive requests and they don't know what to do, we should respond as follows:

'We have a duty to consider options of producing materials in other formats. If there are actual materials to be created (eg Braille versions) they have to be created by APS and so you should contact them for quotes (email [phe@theapsgroup.com](mailto:phe@theapsgroup.com)). Funding for this has to come from the work area involved, as the publications/communications team doesn't have a budget for it. Alternative versions such as large print can usually be achieved for zero cost (other than time).'

## Appendices and annexes

When processing documents, be consistent in terms of appendices and annexes.

An appendix is additional information that appears at the end of a document, but is still part of it.

An annexe (note UK spelling with two Es) is a separate document related to a main document. These can be problematic, as it is often necessary to ensure they include hyperlinks to the main document, and this can be tricky to arrange.

## Blogs

Blogs are a bit of a grey area in that they could be viewed as publications or extended social media posts. However, it has been agreed that in PHE blogs are published by the communications content team and so we do not need to get closely involved with them.

Any requests or questions about blogs should be referred to [sanjay.tanday@phe.gov.uk](mailto:sanjay.tanday@phe.gov.uk).

## Campaign materials: requests to use (eg logos and artwork)

Occasionally we are asked about adapting campaign materials for local use (eg by local authorities). The campaign team's view on this is as follows:

'In principle we are happy for local areas to do this and we have brand guidelines for them to follow.

'With Change4Life we allow local authorities to be quite creative and we give them access to the font, characters and brand.

'For Smokefree campaigns and particularly Stoptober we encourage local authorities to use the campaign to promote their local Stop Smoking services by adding local telephone numbers or websites to the national materials.

'For Be Clear on Cancer and Stroke we have to be more prescriptive as the message needs to be consistent but they can add a council logo.

'We don't produce materials in different languages as these are national campaigns. Some local authorities with large ethnic communities do translate the national campaign materials into a different language and this seems to work well.

'With any request to localise national materials we would want to have sight of the final artwork and sign it off before it is printed.'

Such requests should be referred to Malcolm Fawcett in PHE and his team (Blaise Connolly, David Shaw and Toni Bennett).

Queries about Change4Life specifically can be sent to Emma Corbett, who leads on Change4Life partnerships.

## Cold and hot weather plans

These are published on gov.uk. They used to be produced in printed form but not any more.

Sometimes we are asked for copies of the 'Keep Warm, Keep Well' leaflet. This used to be printed and available for order via the Orderline, but is no longer available in hard

copy. It can be found at <https://www.gov.uk/government/publications/keep-warm-keep-well-leaflet-gives-advice-on-staying-healthy-in-cold-weather>

Questions or requests for copies of documents should be directed to the extreme events team via [extremeevents@phe.gov.uk](mailto:extremeevents@phe.gov.uk) or [kevyn.austin@phe.gov.uk](mailto:kevyn.austin@phe.gov.uk).

## Conferences and events

People may ask about materials to be used at conferences, or ask permission to use the PHE logo in events. The first step must be to make sure the events team is aware, as they may feel the activity is inappropriate. Email [events@phe.gov.uk](mailto:events@phe.gov.uk). Fiona Cowan is the head of events.

As with publishing, often people try to produce events on their own, breaking all the rules on procurement, branding, accessibility etc.

## Copyright issues

Almost all PHE information is Crown copyright, including material that was produced by the sender organisations such as the HPA and NTA.

As part of its push to promote private sector activity and make available information that has been paid for by taxpayers, Crown copyright information may be reused under the terms of the Open Government Licence. This is why our standard document template contains the following:

© Crown copyright 2018

You may re-use this information (excluding logos) free of charge in any format or medium, under the terms of the Open Government Licence v3.0. To view this licence, visit [OGL](#). Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.

This means that if someone approaches PHE to reuse our information, we should respond using the standard blurb:

‘You may re-use this information (excluding logos) free of charge in any format or medium, under the terms of the Open Government Licence v3. To view this licence, visit [OGL](#). Where we have identified any third party copyright information you will need to obtain permission from the copyright holders concerned.’

It may be appropriate to ask them to add the credit: 'Reproduced with permission of Public Health England.'

Note that we cannot give permission for people to use materials involving third party copyright, such as a publication involving an image provided from a photo library.

Note also the important point that the licence does not cover the use of logos, as these are protected trademarks and cannot be reused freely.

There are some exemptions to this, such as for commercially sensitive information or data, and images that are jointly owned by PHE and Science Photo Library. If you are unsure, or the request involves large volumes of information, contact Phil.

When documents include maps derived from mapping systems (eg GIS) we need to incorporate the line 'Contains OS data © Crown copyright [and database right] 2017' next to the map. Matthew Bull of the GIS team has advised that this is not necessary if we have drawn the map and not used OS data in that process.

Obviously checking for copyright and licences is a significant part of the gateway process.

PHE has delegated authority to decide what type of copyright applies to its outputs. In the vast majority of cases this means Crown copyright and therefore reuse is permitted under OGL terms.

But in some cases (usually in relation to materials related to the business development team and involving intellectual property that needs to be protected) some other copyright licensing may be appropriate or necessary. If in doubt, contact [cecilia.buffery@phe.gov.uk](mailto:cecilia.buffery@phe.gov.uk) in business development.

## Data requests

Sometimes we receive questions about data outputs and this is difficult as we are not usually involved in their creation or publication (data products do not have to be gateway checked). So we need to pass them on. Some useful contacts are:

- MRSA and *Clostridium difficile* data questions should be sent to [mandatory.surveillance@phe.gov.uk](mailto:mandatory.surveillance@phe.gov.uk)

## Dental publications

We receive a lot of requests to send hard copies of the document “Delivering better oral health: an evidence-based toolkit for prevention”. No hard copies were produced – it is electronic only so will need to be viewed online or downloaded and printed locally.

It is published at <https://www.gov.uk/government/publications/delivering-better-oral-health-an-evidence-based-toolkit-for-prevention>.

If people do not accept that or have any other queries about this or other dental publications, please pass them on to [christopher.perfect@phe.gov.uk](mailto:christopher.perfect@phe.gov.uk). Christopher is the senior dental public health lead for PHE.

## Easy Read

Easy Read is a type of document that is aimed at people with learning disabilities. They usually consist of a series of short and plain English statements, each illustrated by an image.

We are investigating the best way to produce these, but APS is able to do this work so this should be the first choice route until further notice.

The Learning Disabilities Observatory (part of PHE) should be involved in any discussions or proposals about Easy Read. The best contact is [donna.glover@phe.gov.uk](mailto:donna.glover@phe.gov.uk).

This work area has also paid for a licence so they have access to suitable Easy Read images.

See also the section on alternative format requests.

## Factsheets

In the early days of PHE there was a ‘factsheet’ template that people could use when they wanted to publish shorter pieces of information, or material more obviously aimed at the general public. This was available for download on the intranet (in the branding pages).

In October 2017 we removed this template, and we now discourage its use. This is because:

- information for the general public (as opposed to professional audiences) should be published on NHS Choices rather than gov.uk

- short documents should be published in HTML format
- the template was very rarely used correctly
- if there is some other reason why a short document needs to be published in a PDF format, then the standard publication template is preferable as it has a standard cover and includes all our usual publishing information in the correct format

## FAQs/Q+As

GDS, the team behind the .gov.uk website, has banned FAQs from HTML content. See section 2.10 of its guidance at <https://www.gov.uk/designprinciples/styleguide>.

There is a slight loophole in that GDS doesn't tend to pay as much attention to PDF documents, though this is likely to change.

The arguments against FAQs at all are valid. They are an old-fashioned format, and it is fairly quick and easy to re-work them into headings to make them more logical and easy to read. So we should take the view that they are banned in publications as well as HTML text.

## Footnotes in Word documents

There is a style for footnotes but strangely this seems to go wrong a lot when people import footnote styles from other documents. We often see a couple of line spaces being inserted above where the footnotes start, which is a waste of space in a document.

To fix this:

- go to the View tab, then choose Draft
- go to the References tab and click Show Footnotes
- in the drop-down list that appears in the Footnotes area, choose Footnote Separator
- delete any extra spaces, carriage returns etc. It's helpful to have 'show non-printing characters' switched on
- go back to View and switch back to Print Layout

## Hard copy requests

PHE does not print hard copies of its materials, with some notable exceptions such as public health campaign (such as Change4Life) collateral and immunisation leaflets and posters.. Most hard copies we do produce are stored and sent by Prolog, and are

available to order via the Health and Social Care Publications Orderline website:

<https://www.orderline.dh.gov.uk>

If the materials cannot be ordered from this source, it is very likely that no hard copies are available, and exist in electronic versions only. However, these documents are provided in PDF format that can be downloaded and printed locally.

Some special cases are:

- CRCE documents: some might still be available in hard copy. Refer such requests to Phil
- monitoring surgical site infection leaflets are stored at Colindale and distributed by the SSI team as it needs to follow up any requests. Requests for these leaflets should be forwarded to [ssi.data@phe.gov.uk](mailto:ssi.data@phe.gov.uk)
- MRSA leaflets are stored at Colindale. Requests for these leaflets should be forwarded to [mandatory-surveillance@phe.gov.uk](mailto:mandatory-surveillance@phe.gov.uk)
- screening: Printed materials on cancer screening are available via the Orderline. Printed materials on non-cancer screening are held and distributed by Harlow Printing. Information on how to order them can be found at: <https://www.gov.uk/government/collections/population-screening-programmes-leaflets-and-how-to-order-them>. PHE's contact there is Becca on 0191 496 9735 or email [rebecca@harlowprinting.co.uk](mailto:rebecca@harlowprinting.co.uk)
- some PHE marketing campaign resources are available on the website <https://campaignresources.phe.gov.uk/resources>
- antibiotic awareness resources. Some printed materials are available as part of the European Antibiotic Awareness Day and the Antibiotic Guardian campaign, to encourage responsible use of antibiotics. Audiences should use NHS supply chain print codes to order printed copies of the resources (including leaflets and checklists). Guidance on ordering can be seen at <https://www.gov.uk/government/publications/european-antibiotic-awareness-day-resources-toolkit-for-healthcare-professionals-in-england>

Queries about Antibiotic Guardian materials can be referred to pharmacy lead Diane Ashiru-Oredope.

See elsewhere in this document for requests for:

- immunisation materials
- the infection control in schools poster
- dental publications, notably "Delivering better oral health: an evidence-based toolkit for prevention"

## Images: adapting and modifying

We may need to adapt or modify an image, eg to change its shape or resolution, eg for publishing in an HTML document, where images need to be 960 pixels wide and 640 pixels high at a resolution of 72 DPI.

Adobe Photoshop is loaded onto the Macs, and there is a free online program called Pixlr, although registration is necessary.

## Images: requests from staff

Requests for images are generally a good thing, as it means that people are not just taking unlicensed ones from a Google search. However, there are two main issues with such requests:

1. Why is the staff member wanting to use images anyway? Is the proposed use going to be appropriate or necessary – will it be adding anything or are the authors just trying to make materials look pretty? We should check this
2. Staff members may think the publishing team exists to find images for them. This is not the case

If people want to use images they can get them from the following sources:

### *EDAM*

EDAM – <http://edam/ng/index.jspx> (contact Lawrence Gibbens for any queries with this one).

### *Flickr Creative Commons*

[www.flickr.com](http://www.flickr.com)

But they MUST use the advanced search and filter to those images made available under creative commons for appropriate use (so for example if the publication is commercial, make sure the box for commercial use is ticked)

And they MUST provide a credit in the publication, “Photo by [author, including link]. Used under **Flickr Creative Commons**”. This open public resource should be used with caution.

### *CDC photo library*

See <http://phil.cdc.gov/phil/home.asp> and <http://www.cdc.gov/media/subtopic/images.htm>

### *Science Photo Library*

We have the right to use some of their images because we supplied the raw material (and take a cut of the profits when licences are bought). To see these, click on [http://www.sciencephoto.com/search?subtype=contributors&searchstring=CIN&media\\_type=images](http://www.sciencephoto.com/search?subtype=contributors&searchstring=CIN&media_type=images) and [http://www.sciencephoto.com/search?subtype=contributors&searchstring=RPD&media\\_type=images&per\\_page=48&page=1&previews=1](http://www.sciencephoto.com/search?subtype=contributors&searchstring=RPD&media_type=images&per_page=48&page=1&previews=1).

For more details contact Lawrence Gibbens.

### *NHS Health Checks*

There are 25 Crown copyright images available at [http://www.healthcheck.nhs.uk/commissioners\\_and\\_providers/marketing/image\\_bank1/](http://www.healthcheck.nhs.uk/commissioners_and_providers/marketing/image_bank1/)

The website <https://pixabay.com/> has a selection of free Creative Commons images, which do not require attribution.

Note there is an image use policy on the intranet at <http://phenet.phe.gov.uk/Policies-and-Procedures/Policy%20Documents/Editorial%20and%20image%20use%20policy.pdf>, including the important fact that staff are responsible for ensuring images are correctly licensed and they are liable for any damages incurred.

## Immunisation queries

Many people request printed copies of the 'Green Book' on immunisation. This is not produced in printed form anymore.

Respond saying: 'The green book is no longer produced in printed form. However, chapters can be downloaded and printed from <https://www.gov.uk/government/collections/immunisation-against-infectious-disease-the-green-book>'.

It is important to remind requesters that they should always refer to the digital versions of the chapters as they are the most clinically up to date.

Some other immunisation materials are printed and these are available from the Health and Social Care Publications Orderline website: [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk). All other materials should be on the [www.gov.uk/phe](http://www.gov.uk/phe) website.

Some immunisation training materials and programme resources are only available as PDFs, the childhood immunisation schedule, the complete immunisation schedule and

the vaccination algorithm and can be downloaded from <https://www.gov.uk/government/collections/immunisation> .

Other immunisation queries, including those relating to flu, should be redirected to [cherstyn.hurley@phe.gov.uk](mailto:cherstyn.hurley@phe.gov.uk).

## Infection control in schools poster

The infection control in schools poster was updated in 2014 (by a working group led by Mamoonah Tahir) and is available at <https://www.gov.uk/government/publications/infection-control-in-schools-poster>.

No hard copies have been produced. It is available in an A4 format so that people can print it locally and store it (eg in a folder) if necessary, or just view it online when required, in keeping with our digital by default approach.

The main change from before is to the immunisation schedule. More information on the immunisation schedule is available separately on the [www.gov.uk/phe](http://www.gov.uk/phe) website, or contact [cherstyn.hurley@phe.gov.uk](mailto:cherstyn.hurley@phe.gov.uk) for details.

The response to requests should be: 'The infection control in schools document is available online at <https://www.gov.uk/government/publications/infection-control-in-schools-poster>. No hard copies have been produced. It is now available in an A4 format only so people can print it locally and store it (eg in a folder) if necessary, or just view it online when required, in keeping with our digital by default approach.'

## Infographics

These have become very fashionable. Sometimes people will go off and commission them from external companies without consulting us. They do need to be gateway checked if they are going to be published, just like everything else that goes online.

Some guidance for staff has been created. This is on the intranet – see <http://phenet.phe.gov.uk/Resources/Pages/Infographics.aspx>. Send this link to anyone asking about infographics. [DON'T AT THE MOMENT – is being updated]

Note that we can't publish images and infographics on their own, ie as standalone items on gov.uk because arguably they will not make sense to users encountering them with no other explanation or context, and they do not meet accessibility requirements.

Also they are not readily visible on mobile devices (remember that about one-third of our users access information this way).

Also they are usually created with no consideration of user needs.

If they have been created they can be either hyperlinked to (from a page on gov.uk) to an external platform (usually SlideShare or App.box) or they can be embedded in publications (HTML or PDF), like **Health Matters** (infographics) or **Health Profile for England** (mostly data). If so they need to be to be 960x640 pixels and supplied with alternative ('alt') text for accessibility.

One potential fix/approach is to make the standalone infographic an appendix to an accompanying longer PDF document.

Another approach is that an accompanying guidance HTML document can be produced for gov.uk (as is the case for Health Matters). However, it is important to avoid duplication of existing content.

If we are asked to provide graphic design support, then we need to be very cautious because of the above issues. Also we have a very small in-house resource for doing this. Sam Spindlow creates some graphics for use on Twitter, and Michael Heasman has data visualisation skills. If we cannot accommodate it in-house (ie if Jon is busy) the work can be outsourced to APS or Design102.

But it is important to make people aware that they will not be able to publish them as standalone items on gov.uk.

## ISBNs

We don't need ISBNs for publications unless we are intending to sell them in shops or online. This is very rare for PHE materials.

The main product that has an ISBN is the annual report and accounts, as that has to be made available for sale (not that anyone ever buys a copy), and we are given the ISBN for that by The Stationery Office.

ISBNs are not free.

Some parts of PHE (eg CRCE) did used to produce large hard copy reports that were available for sale and therefore used ISBNs, but we've moved very firmly away from printing and distributing such materials so it would be very surprising/suspicious if someone said they needed an ISBN now.

## Newsletters

Sometimes people make enquiries about setting up newsletters, and wanting guidance about designing them, templates etc.

The main points to be aware of:

- newsletters for internal audiences are strongly discouraged, as there are established channels for internal communication (notably the intranet, PHE News and PHE Weekly) and it would be confusing for staff if any new channels were developed independently
- newsletters for external audience. These are broadly ok but need to be distributed via the **GovDelivery** system, which presents many advantages, including cross-promotion of newsletters, consistent presentation and automated subscriptions
- content created in PDF format for distribution via GovDelivery is subject to gateway checks
- the digital team looks after GovDelivery and is able to train people in its use

If in doubt, ask Phil. A newsletters policy is in development.

## Nutrition queries

We often receive queries about the Eatwell plate, 5-a-day campaign/logo and a dataset called 'Composition of foods integrated dataset (CoFID)' by McCance and Widdowson (some of the data is produced in a book called 'Composition of Foods').

The composition of foods dataset is published at

<https://www.gov.uk/government/publications/composition-of-foods-integrated-dataset-cofid> and any queries about it should be directed to the the Food Composition and Diet team – contact Natasha Powell ([natasha.powell@phe.gov.uk](mailto:natasha.powell@phe.gov.uk)) and CC Mark Bush.

Eatwell plate correspondence should be directed to Deirdre McCarthy ([deirdre.mccarthy@phe.gov.uk](mailto:deirdre.mccarthy@phe.gov.uk)) in the nutrition advice team. Elizabeth Tydeman ([elizabeth.tydeman@phe.gov.uk](mailto:elizabeth.tydeman@phe.gov.uk)) is an alternative contact.

Queries about the 5-a-day work and logo should be redirected to Kerry Church ([kerry.church@phe.gov.uk](mailto:kerry.church@phe.gov.uk)), who is in the nutrition team.

## Official Statistics

These do not need to go through gateway if they are just data.

One of the main reasons for having a gateway for publications is to ensure they have been through the correct and appropriate signoff processes.

There are already appropriate processes in place for Official Statistics so it seems unnecessary for them to go through an additional gateway process that would probably contribute little but waste time.

So from our perspective it is fine for these to be released without gateway clearance. We are happy to provide help and advice where necessary though, such as in relation to language or branding.

## PDFs: use and merits or otherwise

Since its launch PHE has published a lot of its outputs in PDF format. It is making a transition to publishing material in HTML format as a default instead (in keeping with the [digital content strategy](#)).

However, there is still a place for PDFs – usually where producing an HTML version would be massively impractical or difficult because of resource limitations. Please see the separate publishing guidance/flowchart on when materials should be produced in HTML or PDF formats.

Sometimes people seek to produce and publish landscape clickable PDFs in the belief that they are dynamic and appealing, and will fit well on screens. There is a danger that some teams may try to have these created by external designers, and may have paid for this to happen.

The problem with these PDFs (and PDFs in general) is that they cannot be found easily using search engines (which is how most users access PHE materials) and because they are not mobile friendly or accessible.

Research carried out for the immunisation team in 2017 showed that many Android phone users were unable to open PDFs at all on their phones, never mind interactive ones. And data shows that almost 40% of users of PHE's content on gov.uk are viewing it on a mobile or tablet device.

Unfortunately the situation is not helped by other organisations continuing to publish unsuitable materials on gov.uk like [this one](#). Unsurprisingly authors will see examples elsewhere and seek to mimic them, and the presence of strange things on gov.uk undermines our arguments about format being unsuitable.

When asked about producing materials in PDF format we should say:

- is there a justifiable/evidence-based user need for the information to be published in this format?
- if there is no proven user need then this is not a suitable format for communicating information and should be published in HTML format. The main reason is accessibility
- PHE takes equality legislation and duties seriously and is a leader in this area (<https://www.gov.uk/government/publications/phe-equality-objectives-2017-to-2020>)
- PHE's intention to make digital products and content accessible is clearly set out in the [PHE digital strategy](#) (section 1.1) and the digital content strategy
- publishing interactive PDFs means that people using different devices\* and with different disabilities are unable to access the content. Publishing content as HTML on gov.uk is the easiest way to ensure that everyone can read the information that we have published. See <https://www.gov.uk/help/accessibility>
- many Android phone users are unable to open PDFs at all on their phones. And gov.uk data shows that almost 40% of users of PHE's content on gov.uk are viewing it on a mobile or tablet device

PDFs that are essentially training materials should be published on SlideShare (see SlideShare section).

## PDFs: preparation of files

The following needs to happen with all PDF files.

Name PDF files correctly:

- use underscores instead of spaces between words. For example: don't call a file "Ebola in the UK 2017.pdf" – it should be "Ebola\_in\_the\_UK\_2017.pdf"
- do not use numbers at the start of the filename, For example, don't call a file "1.\_Ebola\_in\_the\_UK\_2017.pdf" – it should be "Ebola\_in\_the\_UK\_2017.pdf"
- do not include dates or version numbers relating to when the document has been created. For example, don't call a file "Ebola\_in\_the\_UK\_2017\_13\_November\_v5.pdf" – it should be "Ebola\_in\_the\_UK\_2017.pdf"
- front load the title with the interesting words that people will search for. For example, call the file "Ebola\_surveillance\_for\_England\_2016.pdf" and not "Report\_on\_surveillance\_figures\_for\_England\_in\_2017\_for\_Ebola.pdf"

Add metadata:

- after you have generated a PDF, open it with Adobe Acrobat
- click on File > Properties, then make sure there are sensible and appropriate details in the fields for title, author and subject. The title and subject can be essentially the same, and the author should always be Public Health England
- you can also add key words if these are obvious
- if you don't change these details they will probably default to something weird, like saying the name of the document is "PHE standard document template" and that Philip Hemmings is the author. Much as he enjoys having a high profile on Google, this is far from ideal

## Publishing outside of PHE (eg in scientific journals, magazines and books)

Any articles in magazines etc should be agreed with the appropriate press office lead before submission. Refer any cases to the press officers covering that subject or geographical area.

Articles in scientific/medical/technical journals need to go through a signoff process overseen by the Research and Development Office. Redirect these requests to [margaret.mauchline@phe.gov.uk](mailto:margaret.mauchline@phe.gov.uk)

Similarly chapters in books should be referred to Margaret Mauchline.

## QR codes

Quick read (QR) codes are sometimes requested by people who think/hope/believe they will make documents more 'digital'. QR codes had a brief period in the sun when smartphones were new, but now they are considered old-fashioned and redundant, and we don't use them in PHE.

Moreover, our materials are almost entirely published online anyway.

## Screening materials and queries

Printed materials on screening are held and distributed by Harlow Printing. Information on how to order them can be found at:

<https://www.gov.uk/government/collections/population-screening-programmes-leaflets-and-how-to-order-them> and <http://www.harlowprinting.co.uk/nhs> – PHE's contact at Harlow Printing is Becca on 0191 496 9735 or email [rebecca@harlowprinting.co.uk](mailto:rebecca@harlowprinting.co.uk). General screening queries can be forwarded to [phe.screeninghelpdesk@nhs.net](mailto:phe.screeninghelpdesk@nhs.net)

The PHE contact about screening documents is Nick Johnstone-Waddell, public and professional information lead, PHE Screening. Email [nick.johnstone-waddell@nhs.net](mailto:nick.johnstone-waddell@nhs.net) or call 07932 596 832, but try the general email address above first.

## SlideShare

Presentations and training materials (in PowerPoint and PDF format) should be published on SlideShare and not gov.uk. The link can then be communicated via content on gov.uk.

Note that users may view files without registering but will need to sign up for a LinkedIn account if they wish to download files from the website.

As of September 2017 the publishing team has responsibility for uploading to SlideShare.

The login details are:

Username: sam.spindlow@phe.gov.uk

Password: C0llindale (the 0 is a zero)

## Stationery (PHE branded)

PHE branded templates of Office documents can be found on the branding section of the intranet, which is under “Resources and tools” – see <http://phenet.phe.gov.uk/Resources/branding/Pages/Branding.aspx>.

Some hard copy stationery such as compliments slips are available to order via FARM. Duncan ruled that work areas do not need their own printed letterheads – the versions on the intranet are sufficient.

Information on ordering business cards is available on the branding section. There is a web-based process and printing is done by APS.

## Surveys (requests to create and send them out)

We need to question whether it is a good idea/appropriate use of public funds to create printed/posted survey materials, and if this activity is justified under the terms of the print spending freeze and PHE publications printing policy.

PHE is a digital by default organisation so online surveys should be the default approach.

PHE staff should use Select Survey – see guidance at <http://phenet.phe.gov.uk/Resources/Pages/SelectSurvey.aspx>. Note that other online surveys, such as Survey Monkey, should not be used.

Surveys do not need to be checked as part of the gateway process.

## Titles of documents (capitalisation)

The main title of a publication should be written in title case. This means only using capital letters for the principal words.

A secondary/subsidiary title should be in sentence case, ie you should only capitalise the first letter of the first word. Any proper nouns should also have a capital.

So a correctly capitalised title would be:

Publishing Service  
Common requests/questions/issues

## Translations

PHE does not produce blanket translations of its materials, in keeping with the [PHE translation policy](#).

If asked about translations, reply:

‘PHE does not produce blanket translations of all our materials, but will consider doing so on a case-by-case basis if there is a compelling public health imperative. Translations need to be carried out by a government-approved supplier, otherwise it is impossible to know if the translation is reliable and of the right quality.’

The government supplier is called K International. It is fast and surprisingly inexpensive. Our contact is Gemma Lloyd ([gemma.lloyd@k-international.com](mailto:gemma.lloyd@k-international.com)), Tel: 01908 557938.

The screening team uses the following standard response for materials where they have provided translations but other languages have been requested:

‘We carefully picked the 10 languages for translation on the basis of national need but there will inevitably be specific parts of the country with local populations we have not been able to provide translations for. In these cases, it will need to be assessed locally how to meet those needs.

‘We have no immediate plans to add to the translations currently available as we need to ensure the provision of translated materials is proportionate and cost-effective. We will consider requests for specific languages supported by evidence of the need. However, if local providers feel there is an urgent need then it is recommended that alternative arrangements are made with local interpreter services.’

## Video

Redirect any questions or requests about videos to [video@phe.gov.uk](mailto:video@phe.gov.uk), where it will be picked up by Lawrence Gibbens.

## Website issues (including branding)

Questions on website branding should be discussed with the web team – ask one of the digital content team in the first instance.

An important point to note is that there is a freeze in place on developing new websites. Refer any cases of web development work to the digital content team – do not inadvertently help people to do something they shouldn't be doing by giving them logos or colour advice.

Similarly, Cabinet Office strongly discourages the development of apps, so refer any such developments to the digital content team.

# Common questions on branding/design issues

## App branding/development

We may be asked to advise on how to make sure apps are branded correctly. Some caution is needed here. Apps are not quite banned but they are discouraged by GDS – there is a ‘no apps by default’ policy.

The guidance about apps is at:

<https://gds.blog.gov.uk/2013/03/12/were-not-appy-not-appy-at-all/>

<https://digitalhealth.dh.gov.uk/new-spending-controls/>

GDS says that we need to show we are developing apps because it really needs to be done, and just not as a gimmick, and to develop them following certain guidelines.

So if we get any requests about apps, we should pass them on to the the digital content team. Only when all assurances are in place should we advise on branding them.

## Branded stationery

Templates of Office documents can be found on the [branding section](#) of the intranet, which is under “Resources and tools”.

Some hard copy stationery such as compliments slips are available to order via FARM. Duncan ruled that work areas do not need their own printed letterheads – the versions on the intranet are sufficient.

Information on ordering business cards is available on the branding section. These are printed by APS.

## Campaign brands (such as Change4Life)

Questions or requests about these should be redirected to [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk).

Change4Life queries can also be sent to Alice Evans.

## Conferences and events

If asked about branding of conference or events materials, first make sure the events team (Fiona Cowan) is aware. As with publishing, often people try to produce events on their own and bypass the processes put in place by the events team. Email [events@phe.gov.uk](mailto:events@phe.gov.uk). Also see section below on logo use.

## Corporate colours

We have a corporate palette of colours. People shouldn't use other ones.

## Department of Health branding

Questions on this should be redirected to the DH Identity team on 020 7972 1501 or [dh.identity@dh.gsi.gov.uk](mailto:dh.identity@dh.gsi.gov.uk)

Difficult or sensitive questions can be sent to the joint heads of brand at DH (Sally Kenny and Claire Rhodes) using [kennyrhodes@dh.gsi.gov.uk](mailto:kennyrhodes@dh.gsi.gov.uk), or call 020 7210 5141.

## Difficult questions

Any particularly difficult or complicated questions on branding should be redirected to the [branding@phe.gov.uk](mailto:branding@phe.gov.uk) mailbox.

## Easy Read designs

Easy Read is the method of producing documents so that they are accessible for people with learning disabilities. We are investigating the best way to do this, but APS is able to do this work so this should be the first choice route until further notice.

The Learning Disabilities Observatory (part of PHE) should be involved in any discussions about this. The best contact is [donna.glover@phe.gov.uk](mailto:donna.glover@phe.gov.uk).

## Fonts

We use Helvetica Neue for professionally designed documents and Arial for everything else. No Calibri, Verdana, Times New Roman etc.

## Joint branding and use/positioning of the PHE logo on materials produced by other organisations

A bit of judgement is required when considering requests to use the PHE logo on materials produced by other organisations. The key question is whether it is appropriate to use the PHE logo at all. In order to be satisfied that all is ok, we need to know that a few things are in place:

- does it involve an event such as a conference? If so it needs to be cleared by the events team
- is there approval in place from someone appropriately senior in the work area involved, eg head of scientific department?
- is the press office happy? Has the press officer flagged it up appropriately, eg putting it on commplan?
- are we happy? Does it jar against previous decisions?

Only then can we send our logo. When we do, we should also send the PDF on the shared drive showing our logo use preferences.

When PHE's involvement to a document or initiative has been considerable, then it is appropriate for the PHE logo to be used in a significant manner, eg top left if possible and in keeping with the superior rule for the use of the royal coat of arms.

However, Cabinet Office has accepted that a top left position is not always representative of our involvement and so an acceptable alternative is to request placement on the bottom left of materials. In other words, if PHE has contributed a chapter or is a lesser partner in a document produced by another organisation, we should ask for the logo to go bottom left (as long as the questions above have been answered satisfactorily).

Note that even when effort on a document has been a 50-50 split between organisations, usually one organisation has to lead on branding, and the document will appear in that organisation's branding.

If PHE is taking the branding lead then the position of other organisations' logos is set out in our identity guidelines. If another organisation is the branding lead, then we accept that we may not be able to have the PHE logo in the top left, but we should insist on appropriate clearance around the logo.

## Lanyards and security

Occasionally we are asked about putting the PHE logo or name on lanyards (the cords that are used to wear ID badges around the neck).

We shouldn't allow this, mainly because of the security risk associated with people wearing them outside of work. People could use them to gain access to PHE buildings, and staff could be targeted because of PHE's involvement in sensitive work, such as medical research involving animals.

Peter Hammond, PHE's head of security, has this view:

“Specific branding on government security ID passes and badges is contrary to Cabinet Office rules. Therefore, PHE does not permit not use of the PHE logo, or the PHE name or abbreviation on lanyards or neck cords.

“First, the Cabinet Office considers it a disciplinary matter for government employees to wear their pass in public, thus identifying that they are government employees and potentially putting them at risk. Branding on a lost pass does the same thing. This is explained on the intranet in the document ‘Guidance on reporting of a security breach or a leak.pdf’ (see last page, taken from directly Cabinet Office documentation).

“Second, PHE does not permit any corporate branding on its lanyards as this would tell anyone finding lost passes where the ID cards granted access. There are a surprising number of lost passes and lanyards returned via the address on the back of the cards, and to identify where a pass operates or to which government department (or ALB) it belongs is deemed an unnecessary security risk. This also makes specific branding on security passes against Cabinet office rules.”

If you are unsure about any other proposal for a lanyard or ID badge, refer them to the security office by emailing Peter Hammond.

## NHS branding

Questions on this should be redirected to NHS Branding and Identity at [nhs.identity@dh.gsi.gov.uk](mailto:nhs.identity@dh.gsi.gov.uk) or call 020 7972 5250.

## NHS England branding

Questions on this should be redirected to [melodylaker@nhs.net](mailto:melodylaker@nhs.net) in the first instance. She's not necessarily in the branding team but should be able to advise.

## Requests for bespoke design of materials

There are two routes for design/layout/typesetting: in-house (usually by the Colindale team) or via APS/Design102. Other designers should not be used. It is potentially damaging if people seek to engage other designers because it is unlikely they will know our branding guidelines but very likely that they will try to do something inappropriately 'creative' or jazzy.

However, we broadly discourage bespoke designs:

- it is a waste of taxpayer money (and time and effort) when there are perfectly good Word templates available
- we cannot offer an in-house design service across PHE, so it would be unfair for us to help some people and not others
- similarly it is unfair that some teams have the funding to pay for outsourced design
- the desire for a bespoke design is usually an attempt to stand out or look different and is often ego related
- we are trying to move to HTML publishing by default, so having beautifully designed PDFs is unhelpful (see PDFs section)

We need to encourage people to use the Word template, which is perfectly fine for most purposes. We will do a professional in-house design on "corporate" documents such as the annual report.

If people say they need a professional bespoke design because they are going to produce professionally printed copies, then this needs to be questioned. Is there a business case or justification for this? Is there a distribution plan etc?

## Requests to use the PHE logo

This is a common request. If we receive a request to use the logo we need to find out what the person or organisation intends to use it for. It could be a number of things:

*It could be a staff member trying to use a PHE logo inappropriately*

There are Microsoft Office templates for most everyday staff uses, so why would anyone want a logo for a different purpose? Find out what they want to do and advise accordingly. See other answers below for more information.

*It could be a staff member trying to give the PHE logo to an external organisation inappropriately*

We need to control the use of the PHE logo carefully. We should let an external organisation use a logo only when:

- we are confident it is appropriate (eg on a joint report we have produced with a charity that is doing the production work, and we are happy the joint branding reflects the relationship and effort PHE has contributed, and has signoff from the work area and press office)
- we know it will be used properly (eg when we have sent guidelines etc)
- we have specified how, when and where it can be used (in complicated cases we may need to use a trademark license agreement to define this. In simple cases we can just say “This logo is being provided for use on the XXXXX report only and must not be used for any other purposes”)

Note that if a request is in relation to events, eg someone asking for a logo to be used in materials in a conference that is being organised, we need to be careful as there are reputational risks involved. For national events we should refer the query to [events@phe.gov.uk](mailto:events@phe.gov.uk) and check the events team is content. For local events the local centre director will need to have given consent and the events team needs to be made aware. The events team will also need to see any conference materials before they are made public.

#### *It could be an external organisation*

See above. If the request is valid and appropriate, we can supply the logo in a variety of formats. We should ask to see a draft before publication. However, note that we have an [official policy banning the endorsement of PHE suppliers](#). This means we should not give logos to suppliers who wish to show that they do business with us.

Remember that there are different versions of the logo for different purposes. See the [PHE identity policy](#) for details. If the issues is complicated ask Jon White or email [branding@phe.gov.uk](mailto:branding@phe.gov.uk).

Many valid uses of the PHE logo are set out in the identity guidelines document. Other situations may arise, such as requests to put the logo on clothing. One important thing to note is that some work areas often seek to spend unused budgets on things like gifts and promotional merchandise, so we have [a policy on that](#).

There is also a reputational risk to the organisation of people trying to spend money on things like T-shirts. As a guide, the question to ask is, would the *Daily Mail* consider this spending to be a waste of public money?

The former director of comms said that people can put the PHE logo on T-shirts for charity events but they will need to pay for the production – ie PHE can't fund it.

See also [Unauthorised use of PHE logos](#).

## Subsidiary branding and developing new logos

The pan-governmental identity system used by PHE does not permit the creation and use of subsidiary identities. The aim is to remove the need for multiple logos and keep things simple, allowing readers to identify where material has come from and where public money is being spent.

However, Cabinet Office and Duncan Selbie have agreed some conditions under which some logos/identities from the precursor bodies for PHE can be allowed to continue.

These are:

- where the logos are the front for commercial activity, for example the PHE Cell Culture Collections and UK Radon
- NHS screening programmes. These involve NHS staff doing the screening work in NHS settings such as hospitals, health centres and clinics. It was felt that using a PHE logo on letters etc could confuse people and mean they ignored invitations to screening
- cases where PHE does not own an identity, such as where PHE is part of a network or collaboration
- there are one or two special cases, such as the Improving Health and Lives (IHAL) Learning Disability Observatory. This has a bespoke look/appearance that has been tailored for people with learning disabilities

Consequently there are some logos that are still permitted, but not many. All have to be cleared by Duncan personally and a letter was sent to the person in charge of the work area. The process involves Phil sending Duncan a mini business case to consider. If a subsidiary logo/identity has been permitted then it should be used without the PHE logo and branding. Instead, a strapline should be incorporated in the logo or at the foot of the communication stating: “Operated by Public Health England” (Duncan’s preferred wording) or similar.

It is also important to note that logos are valuable intellectual property assets that need to be protected appropriately. The EU registration process for logos takes many months to complete. The vast majority of logos in PHE’s predecessor bodies such as HPA had no copyright protection.

Duncan has confirmed that PHE staff should use PHE email addresses etc, even if their work area is exempt from using the PHE branding.

Note that people will try to be sneaky and put their work area very close to the logo, implying it is a separate identity/subsidiary brand. The Radiation Protection Division used to do this a lot.

We should not develop any new logos.

## Social marketing brands such as Change4Life

Questions about the branding of these should be redirected to [partnerships@phe.gov.uk](mailto:partnerships@phe.gov.uk). Other contacts are [joanne.jones@phe.gov.uk](mailto:joanne.jones@phe.gov.uk) and [karen.murrell@phe.gov.uk](mailto:karen.murrell@phe.gov.uk).

Occasionally we are asked about adapting campaign materials for local use (eg by local authorities). The campaign team's view on this is as follows:

"In principle we are happy for local areas to do this and we have brand guidelines for them to follow.

"With Change4Life we allow local authorities to be quite creative and we give them access to the font, characters and brand.

"For Smokefree campaigns and particularly Stoptober we encourage local authorities to use the campaign to promote their local Stop Smoking services by adding local telephone numbers or websites to the national materials.

"For Be Clear on Cancer and Stroke we have to be more prescriptive as the message needs to be consistent but they can add a council logo.

"We don't produce materials in different languages as these are national campaigns. Some local authorities with large ethnic communities do translate the national campaign materials into a different language and this seems to work well.

"With any request to localise national materials we would want to have sight of the final artwork and sign it off before it is printed."

Such requests should be referred to Malcom Fawcett in PHE and his team (Blaise Connolly, David Shaw and Toni Bennett).

## Templates

The Microsoft Office templates should not be changed. Commonly people will try to add more details on the cover of the standard publications template, such as lots of information about their work area. This must be resisted. Tell people it has been given to us by the Cabinet Office. Note that the version on the intranet is often updated with new copyright and boilerplate information (the bit about PHE on p2), so people may be using old versions.

We have an alternative template available with space for a cover image, which can be used where appropriate. It's generally better to use the one without an image as that means any potential difficulties with images can be avoided.

## Unauthorised use of PHE logos

Occasionally we are alerted to cases where people or organisations try to use the PHE logo without permission. Usually this is an innocent mistake, done when people don't realise permission is needed.

For example, there have been several examples of e-cigarette companies using PHE quotes on promotional materials and adding the PHE logo alongside it. This isn't allowed, because the logo is protected under the Trade Marks Act and not subject to the usual OGL Crown copyright reuse conditions.

Please alert Jon, Mark and Phil if this situation arises, but the response should be of the nature of:

"I have been passed a copy of a printed flier (see attached image), which bears a Public Health England (PHE) logo in what appears to be an attempt to imply PHE endorsement of your [commercial] activity.

"The PHE logo includes the Royal Coat of Arms and its unauthorised use is prohibited under the Trade Marks Act 1994.

"It is the organisation's policy not to permit other organisations to use the logo for endorsement of products or services.

"I would be grateful if you could provide me with evidence of appropriate permission from PHE to use the logo for this purpose.

"If you do not have permission then all materials that bear PHE logos will need to be removed from circulation immediately.

"A rapid response on this would be much appreciated."

## Using old branded materials

The guidance on the branding pages is still valid. If something is being used a lot, maybe we should be creating an updated version.

## Website branding

Questions on website branding should be discussed with the digital content team – ask [digitalcontent@phe.gov.uk](mailto:digitalcontent@phe.gov.uk) in the first instance.

An important point to note is that there is a freeze in place on developing new websites. Refer any cases of actual or planned web development work to the digital content team immediately – do not inadvertently help people to do something they shouldn't be doing by giving them logos or colour advice.

Similarly, Cabinet Office strongly discourages the development of apps, so refer any such developments to the digital content team.