



UK Health
Security
Agency

UK Health Security Agency Identity guidelines

Email contact addresses will change in 2022, date to be determined

2 December 2021

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Introduction

The UK Health Security Agency is an executive agency of the Department of Health and Social Care. A uniform branding strategy has been implemented across all government departments and their bodies, with each adopting the widely recognised Royal Coat of Arms logo using their own unique brand colour.

The logo makes it clearer to the public who is accountable and responsible for information, while providing government organisations with a consistent, unified and cost-effective approach to the creation of identities and branding.

It is vital that we use and apply the logo correctly and consistently in all our communications.

These guidelines detail how to apply the identity system correctly in order to ensure consistency.

For further help and advice, please contact branding@phe.gov.uk

HM Government branding

UKHSA is part of the wider HM Government branding system. This places the Royal Coat of Arms (or department-specific crests) at the heart of departmental and arms-length body identities.

The system also demonstrates, through the use of the colour bar, that UKHSA is an executive agency of the Department of Health and Social Care.



HM Government



Department
of Health &
Social Care



UK Health
Security
Agency

Using the Royal Coat of Arms

The Government Identity System places the Royal Coat of Arms at the heart of all government logos. The Queen is Head of State, and the United Kingdom is governed by Her Majesty's Government, in the name of the Queen. The Royal Coat of Arms is personal to the Queen.

The constitutional relationship between the Sovereign and government, central government departments and their executive agencies and arm's length bodies means they are required to use the approved version of the Royal Coat of Arms and must follow the principles specified by the Royal College of Arms.

- **the Royal Coat of Arms should not be used in isolation.** It should always be used in conjunction with the department or organisation name
- HM Government logos using the Royal Coat of Arms should, wherever possible, follow the superior rule. The superior rule ensures logos using the Royal Coat of Arms have prominence and authority. To achieve this, logos must be placed at the top of any communications, following the exclusion zone illustrated on [page 9](#). In certain cases it may not be possible to adhere to the superior rule, for example online or when co-branding, in which case the logo must have equal prominence to that of its partners
- for consistency, the Royal Coat of Arms should be reproduced in black or white only. It should never be a metallic colour (for example silver or gold), as such colours have a Royal association
- the Royal Coat of Arms should not be used as a watermark or overprinted
- the official versions of the Royal Coat of Arms are not to be altered, distorted or modified in any way
- care should be taken to make sure that the Royal Coat of Arms within an organisation's logo is given due respect
- the Royal Coat of Arms should not appear on merchandise or promotional items, for example, pens or USB sticks. For more details, please refer to the UKHSA merchandise policy on the intranet

Master logo

Our logo is made up of three elements: the Royal Coat of Arms, the organisation name and the colour line. The configuration shown here must never be altered. Always use the official identity artwork.

The master logo with green bar is the logo to use by default, unless circumstances dictate otherwise.

If you work for UKHSA, the master logo is available from branding@phe.gov.uk



UKHSA master logo

Secondary logos

The master logo is suitable for most uses. The secondary logos are for use in specific circumstances. The large format version has more detail in the crest, and is used when the logo is represented at larger sizes. See [page 10](#) for sizing information.

The landscape logo can be used in place of the master logo if it is more appropriate because of content or design considerations. Examples would be on a single page form that has limited space, or an infographic that is packed with information. It is not for general use, the master logo should be used whenever possible.



UK Health
Security
Agency

Large format logo



UK Health Security Agency

Landscape logo

Logo colours

White background

When placing the logo on a white background, use the logo with the green colour line (**A**).
If you are producing a print that only requires black ink, use the black version of the logo (**B**).

Dark colour background

Always use an all white version of the logo when placing it on dark coloured backgrounds (**C & D**).
Never place our logo in a box of colour to make it stand out. Your background colour will dictate which version of the logo you use.



Logo exclusion zone

The exclusion zone is the minimum clearance that must be left around the logo. Its purpose is to ensure that the logo is not compromised by other elements and helps it to stand out.

Exclusion zone for print or pdf

The height and width of the clear space is set by the full width of the Royal Coat of Arms around the logo (x in the diagram below).



Minimum exclusion zone for print

Exclusion zone for digital

Digital applications (websites, apps, social media) are often seen at smaller sizes that do not allow for a large minimum exclusion area.

For these applications, the height and width of the clear space is set by half the width of the Royal Coat of Arms (x in the diagram below).



Minimum exclusion zone for digital

Logo minimum sizes

Maximum and minimum sizes refer to the width of the Royal Coat of Arms, rather than the logo as a whole.

Minimum size for print

The Royal Coat of Arms should never appear smaller than a width of 5mm in print, to make sure our logo is always clear and legible.

When using the master logo, the maximum width of the Royal Coat of Arms is 20mm. After that, the large format logo should be used.

5-20mm (print)
26px (digital)



Master logo

20mm+ (print)
55px+ (digital)



Large format logo

Minimum size for digital

The Royal Coat of Arms should never appear smaller than a width of 26px on screen.

5mm (print)
26px (digital)



Landscape logo

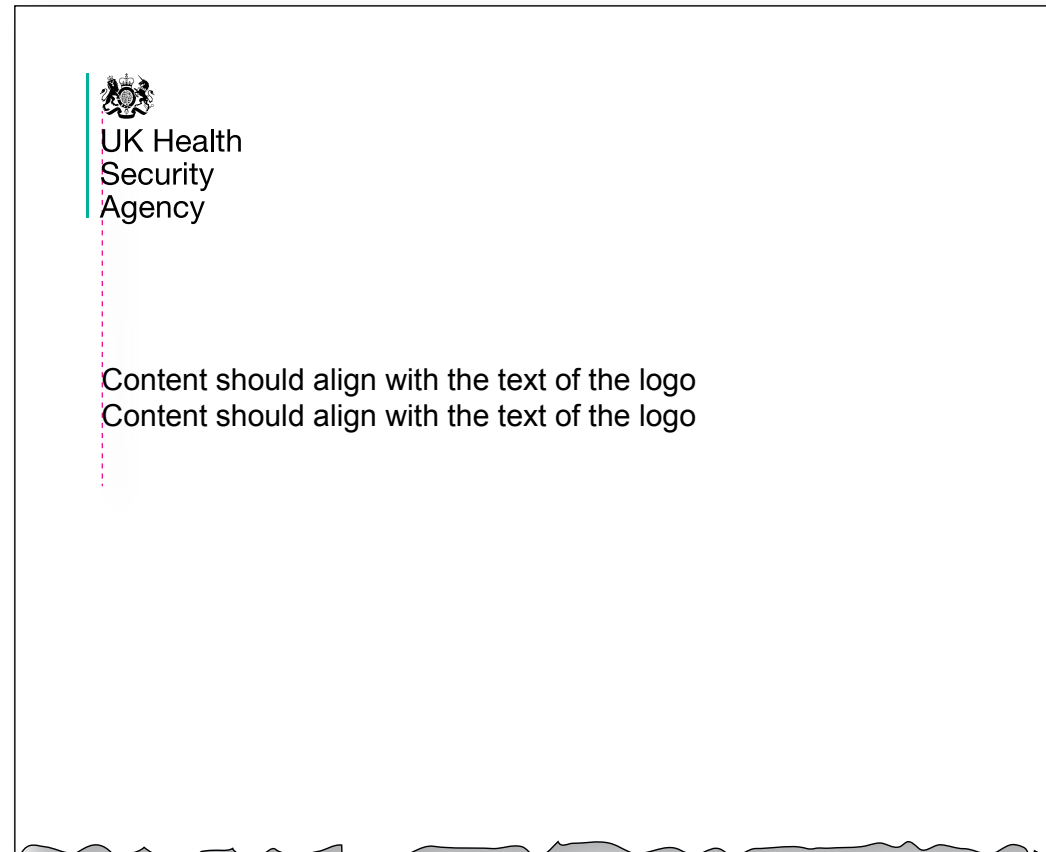
Images not to scale

Logo positioning

As a general rule, the UKHSA logo should be placed top left. Social media applications may place the logo bottom left if it better suits the design.

Always make sure the logo is at least the minimum exclusion zone distance from the edge of the page.

The content of the communication should be left aligned and in line with the logo text, not the vertical line.



Logo sizes

On A3 page

Size of crest width: 17mm.



On A4 page

Size of crest width: 11mm.



On A5 page

Size of crest width: 10mm.



Endorsements

Our endorsement logos follow the same identity principles. The only difference is the size of the exclusion zone. Extend the minimum exclusion zone up to the top line of the endorsement wording, as shown below.

UKHSA staff can contact the branding team if one of these logos is required. branding@phe.gov.uk



Logo errors

Our logo should be represented consistently wherever it appears. Here are some simple rules to avoid misrepresenting it.



Correct



Do not place the logo in a box



Do not accidentally distort or compress the logo



Do not place the logo on a background where it does not show clearly



Do not add a shadow to the logo



Do not place the logo at an angle



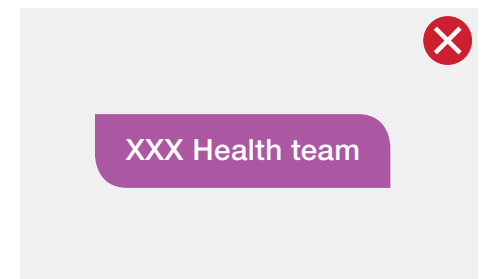
Do not create logo straplines



Do not change the colour of the logo



Do not use the logo as a watermark



Do not create any sub-brand logos

The UKHSA logo summary

There are three basic versions of the UKHSA logo:

A the master logo.



The master logo should be used wherever possible. It is appropriate to use when the crest width will measure between 5mm and 20mm across.

B the large format logo.



The large format logo has french text on the crest. This is the full version of the logo, but it is only used at very large sizes, when the crest width will measure 20mm or greater across.

C the landscape logo.



The landscape logo can be used in place of the master logo if it is more appropriate because of content or design considerations, eg on forms or webpage infographics. However, the master logo should be used whenever possible.

Using an all white or all black logo

The version of the logo with the coloured bar should always be used when possible. However, the logo can appear all white if it needs to be placed on a dark background. It can also appear all black on a black and white publication.



The white version of the logo must never have a coloured bar.



Typical application for the all black version would be on a black and white form printed single colour only.

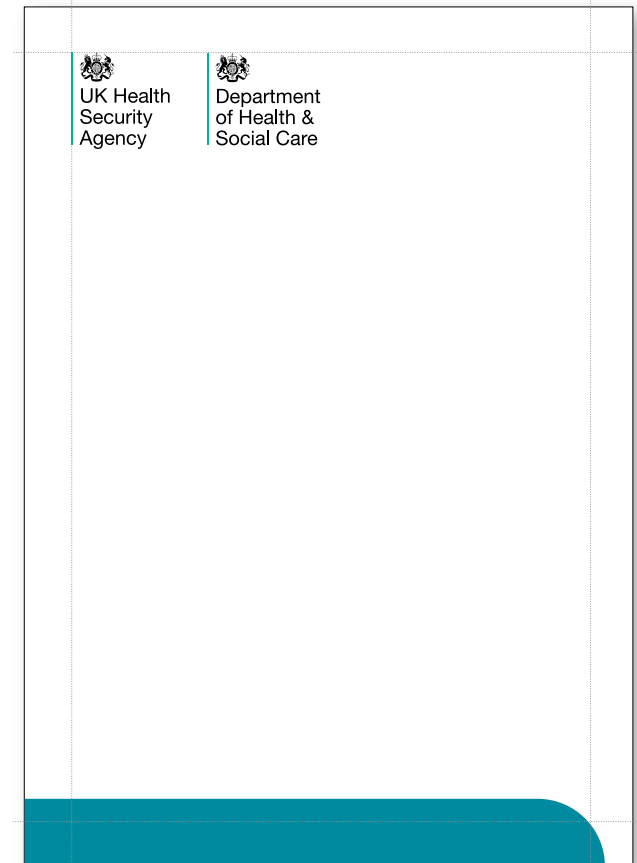
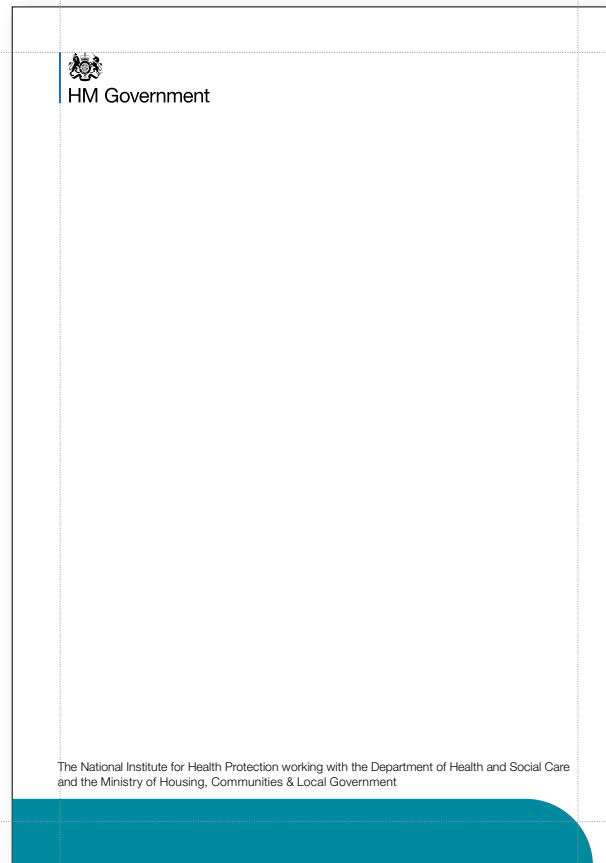
Co-branding

Co-branding a document produced by more than one government department or agency

Public facing materials. Rather than having multiple Government logos, just the HM Government logo should be used, placed in the top left corner of the page. When using the HM Government logo, a relationship statement should be added at the bottom of the page outlining the organisations involved in the publication. For an example refer to the image below left.

Peer-to-peer publications. when co-branding with one other Government Department or Agency, both logos can be used. The two logos are placed next to each other in the top left hand corner of the page. The two crests should be identical sizes, and the gap between the two logos should be equivalent to the width of the crest. For an example refer to the image below right.

When co-branding with more than one other Government Department or Agency the **public facing** rule applies and the HM Government logo is used in place of all other Government logos.



Co-branding

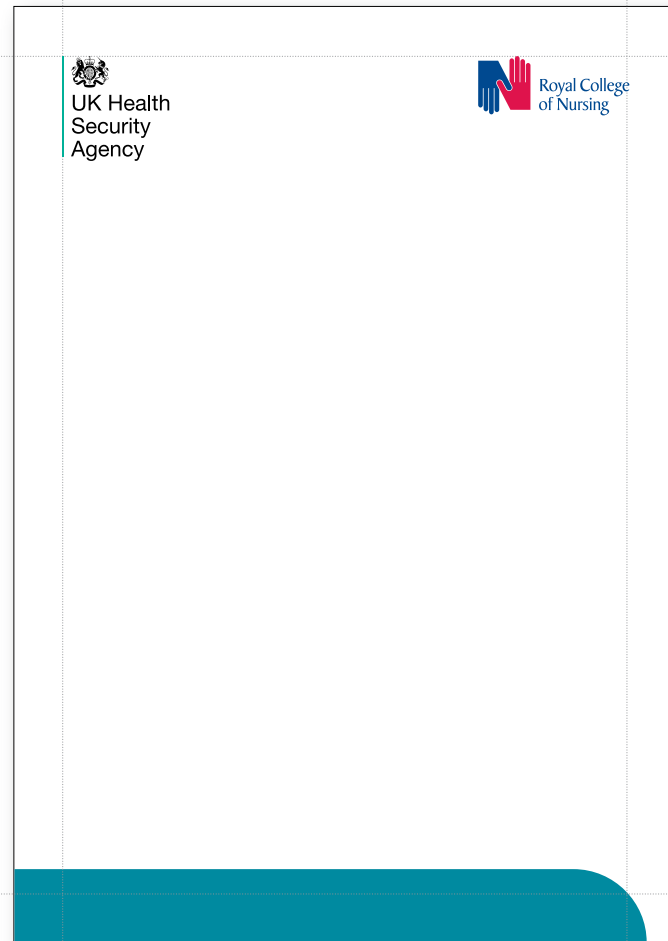
Co-branding with one external organisation

Our logo should be placed in the top left-hand corner of the design, with the external organisation's logo placed in the right-hand corner as shown below.

Align the external logo with the top of our logo and scale it so that it has equal prominence, or in accordance with their brand guidelines.

Be sure to observe the minimum size and exclusion zone of the external logo.

If the external organisation is leading the communication the design should follow their brand (as long as the placement of the UKHSA logo does not contravene our basic logo rules).



Co-branding

Co-branding with multiple non-governmental external organisations

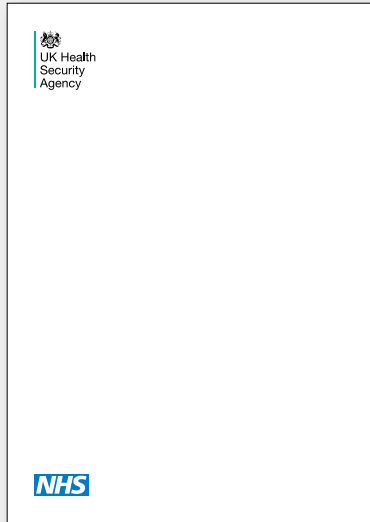
Our logo should be in the top left corner of the design, with the external logos evenly spaced. If there are more than two external logos, use the space at the bottom of the page. Be sure to observe the minimum sizes and exclusion zones of each logo.

If there is still not enough room to fit the logos onto the design, place all partner logos on an internal page, or just list the partner organisation names internally in a relationship statement.

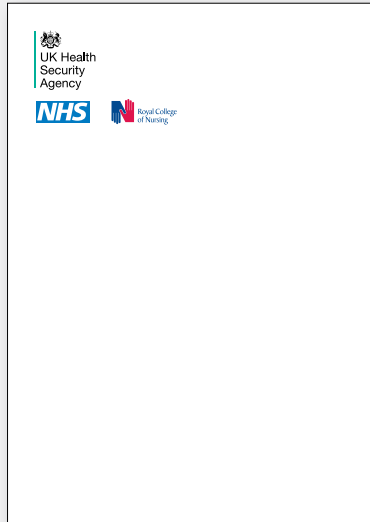


Co-branding errors

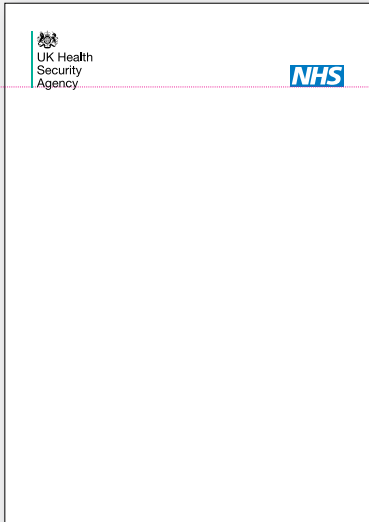
To maintain a strong, well-respected brand it is important to co-brand consistently. Here are some examples of how we should not display logos on co-branded products.



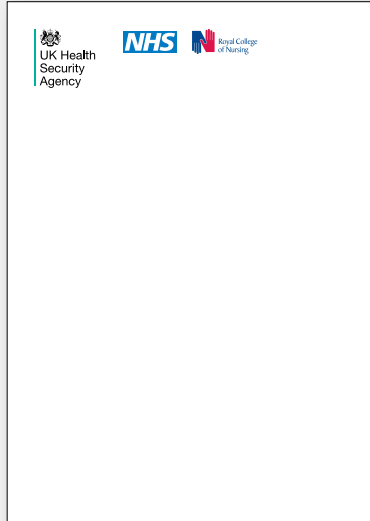
✗ Don't vertically align the logos



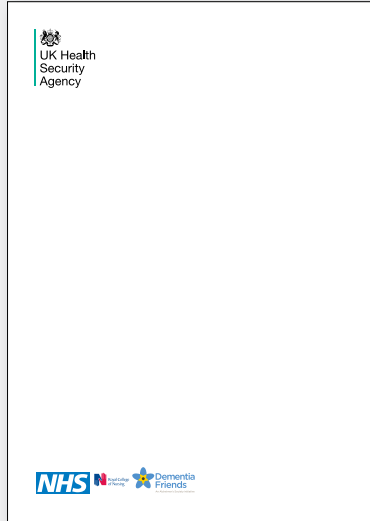
✗ Don't place external logos underneath ours



✗ Don't align an external logo to the baseline of our logo rather than to the top



✗ Don't place external logos next to ours



✗ Don't ignore logo minimum sizes or exclusion zones



✗ Don't have multiple Government logos on **public facing information**. Instead use just the HM Government logo

Note: UKHSA can co-brand with one other Government Department or Agency on **peer-to-peer** publications

Identity elements

The building blocks for consistent
and effective communication

Colour palette

The UKHSA colour palette supports the identity. Our primary colour is UKHSA Teal Pantone 2231.

Designs can be enhanced with the use of other colours or tints from the palette in graphics, charts, tables, graphs, illustrations and photography. Ensure you always use the correct Pantone colour reference, or the CMYK or RGB breakdown*.

The secondary colour palette should be used sparingly as these colours are not strongly associated with UKHSA.

Use colour schemes that provide good contrast, including enough contrast between content and the background, so that text and non-decorative images are legible for anyone with low vision or colour deficiencies.

UKHSA Primary identity colour

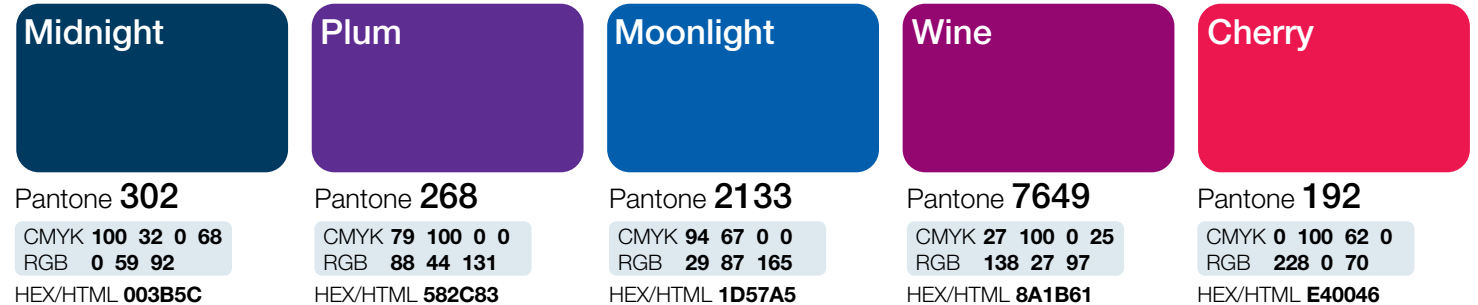
This colour is used to represent our organisation



Pantone **2231**
CMYK **100 0 23 25**
RGB **0 124 145**
HEX/HTML **007C91**

Secondary Colours

These 6 colours pass WCAG AA standard for accessibility and can be used for text



Pantone **302**
CMYK **100 32 0 68**
RGB **0 59 92**
HEX/HTML **003B5C**

Pantone **268**
CMYK **79 100 0 0**
RGB **88 44 131**
HEX/HTML **582C83**

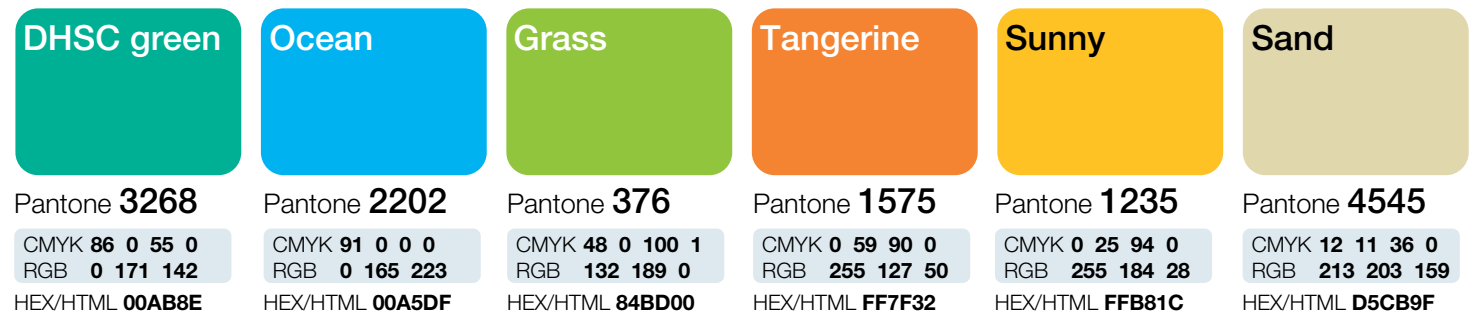
Pantone **2133**
CMYK **94 67 0 0**
RGB **29 87 165**
HEX/HTML **1D57A5**

Pantone **7649**
CMYK **27 100 0 25**
RGB **138 27 97**
HEX/HTML **8A1B61**

Pantone **192**
CMYK **0 100 62 0**
RGB **228 0 70**
HEX/HTML **E40046**

Secondary Colours

These 6 colours are appropriate for non-text applications



Pantone **3268**
CMYK **86 0 55 0**
RGB **0 171 142**
HEX/HTML **00AB8E**

Pantone **2202**
CMYK **91 0 0 0**
RGB **0 165 223**
HEX/HTML **00A5DF**

Pantone **376**
CMYK **48 0 100 1**
RGB **132 189 0**
HEX/HTML **84BD00**

Pantone **1575**
CMYK **0 59 90 0**
RGB **255 127 50**
HEX/HTML **FF7F32**

Pantone **1235**
CMYK **0 25 94 0**
RGB **255 184 28**
HEX/HTML **FFB81C**

Pantone **4545**
CMYK **12 11 36 0**
RGB **213 203 159**
HEX/HTML **D5CB9F**

Typeface

Our official typeface is Helvetica Neue. This font should be used for designed and printed documents. Below are the key weights for most applications.

General use typeface

Arial is our general use font. Use this for materials produced using Microsoft Office (for example Word documents, Excel spreadsheets and PowerPoint presentations). No other typefaces should be used.

Alignment

Type alignment should be ranged left.

Helvetica Neue 45 Light

Helvetica Neue 55 Roman

Helvetica Neue 65 Medium

Helvetica Neue 75 Bold

Photography

Imagery can influence the way in which the organisation is perceived. A set of principles has been developed for the use of images in UKHSA:

- images of people should be positive and reflect our diversity in terms of age, culture, disability, ethnic background and gender
- use images that are real and relevant to the subject matter. Avoid those that appear posed, clichéd or staged
- ensure the content in medical and scientific photography is accurate and up to date
- use images where the subject is clear and the background uncluttered
- images should never appear distorted. Be sure to maintain the correct aspect ratio

All images must be a minimum of 300dpi (at actual size of use) for printed material, and minimum 72dpi for materials reproduced online. Please ensure that UKHSA owns or has obtained the necessary licence to reproduce any images. A credit should appear with any photo that is not covered by Crown copyright. For further information, see the *Editorial and image use policy* on the intranet or contact branding@phe.gov.uk

UKHSA owned photographs are currently maintained on the *ResourceSpace photo library*, which can be accessed via the intranet.

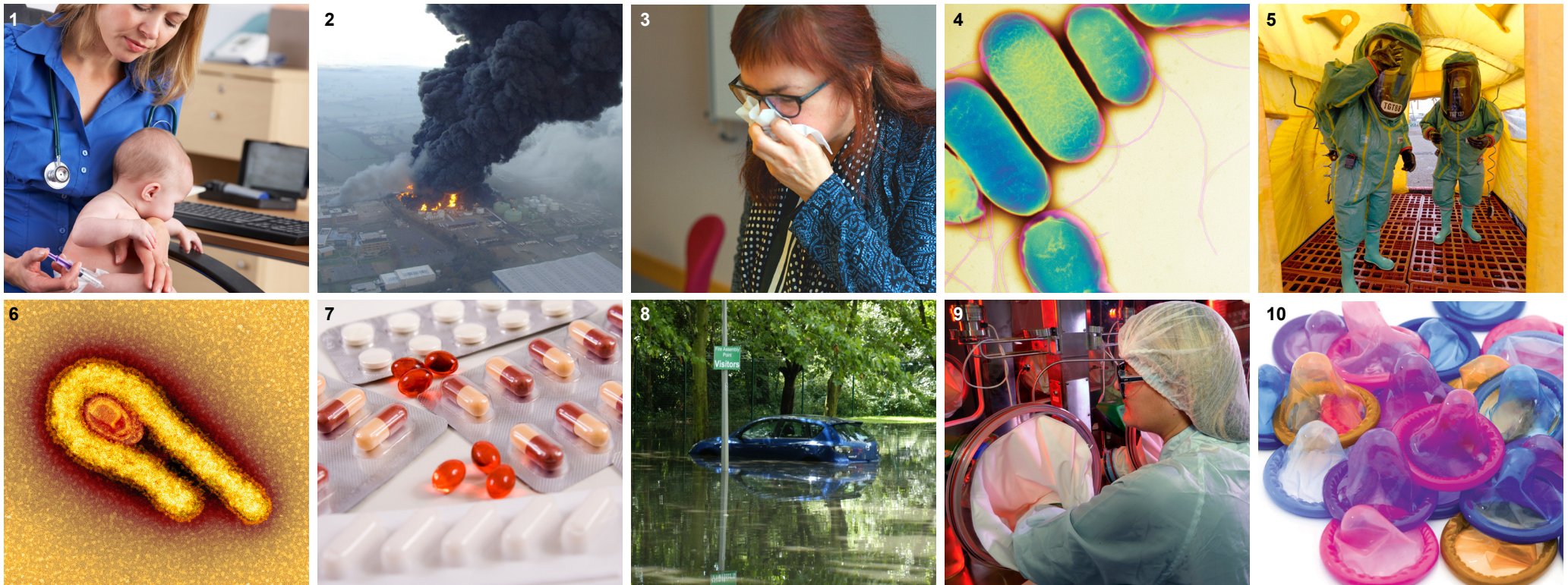


Image copyright: 1, 7, 10 - © Shutterstock; 3, 10 - © NHS photo library; 4, 6 - © Science photo library; 2, 5, 8, 9 - © Crown copyright

Graphs and charts

Styling graphs and charts

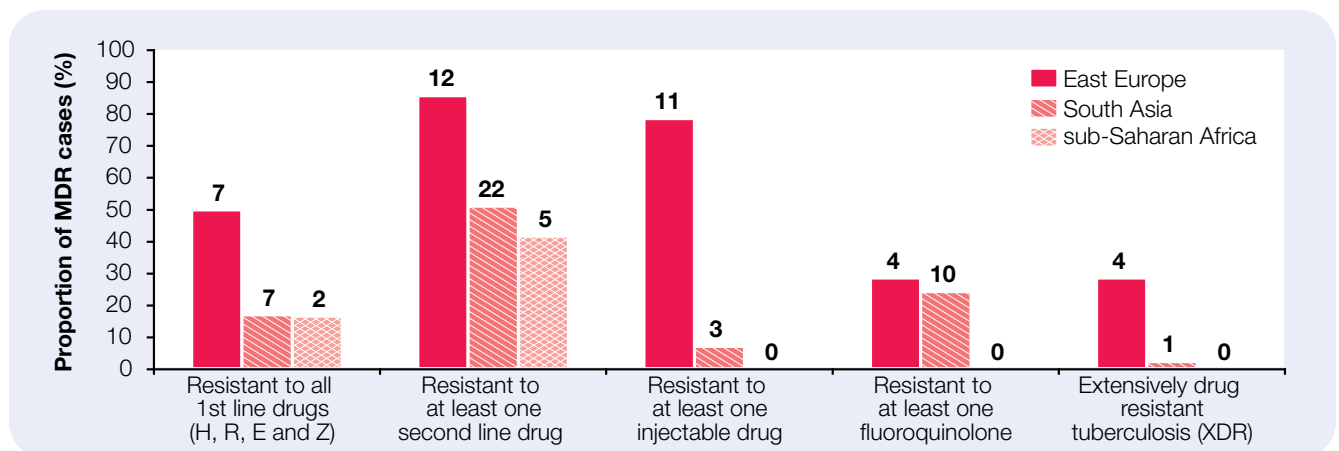
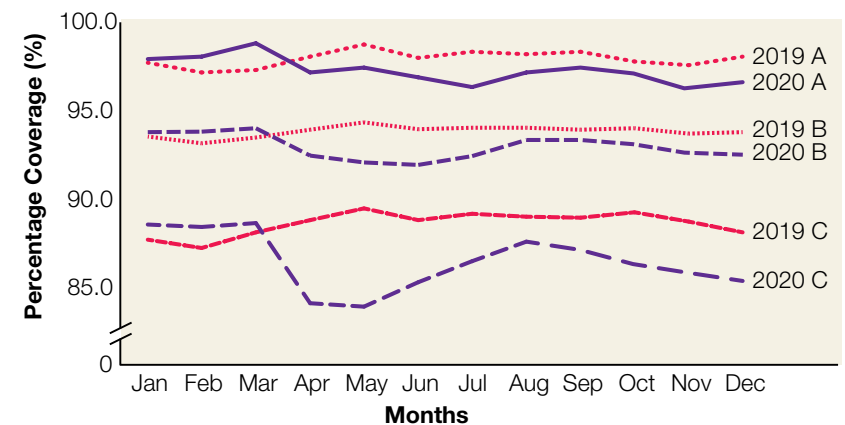
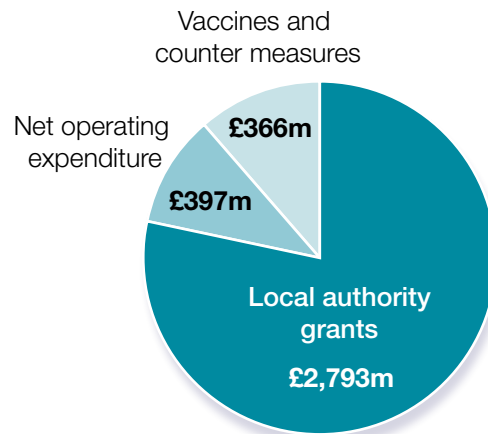
The presentation of facts, figures and graphic information should be in a clear, simple and (whenever possible) engaging way. Complex information should be presented in a format that allows it to be easily understood.

Where possible use UKHSA palette colours.

Current accessibility guidelines require appropriate contrast between elements. Non-print publishing should be accompanied with alt text.

Some considerations when producing graphs:

- ideally use different styled lines in a line chart, rather than colour, to convey information
- where possible attach the meaning of lines or bars to the lines and bars themselves not in a separate legend
- use shades of the same colour for optimal accessibility
- use legible text, 12pt Arial, for example
- make sure text has a high level of contrast with any colour it is placed on
- convey as much as possible of the information in a graph or chart in the body of the text
- add words and figures into the charts where possible so you are not solely relying on colours or patterns to convey your message.



Infographics

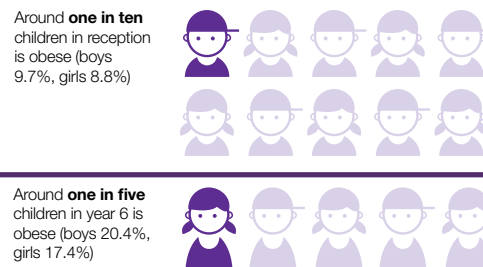
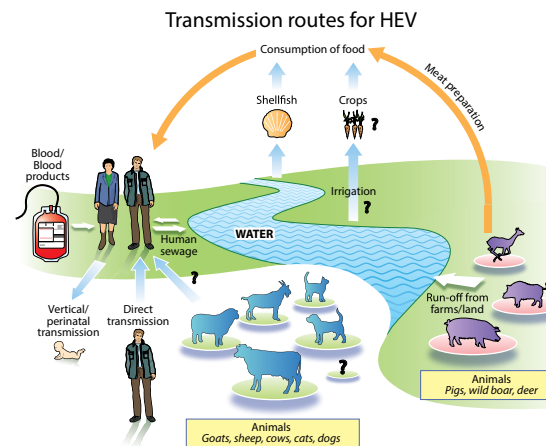
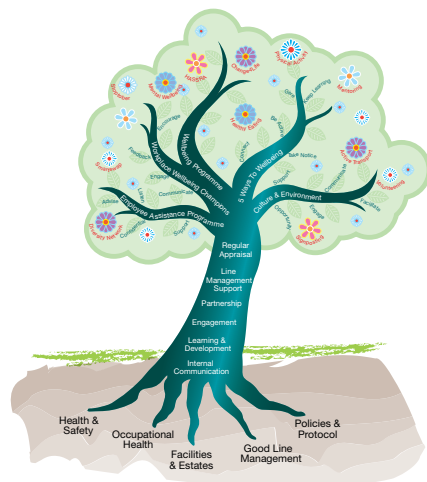
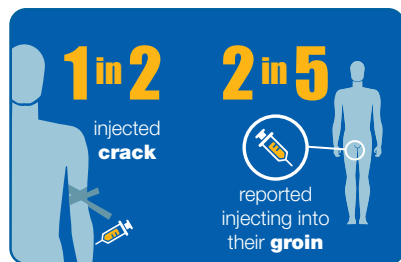
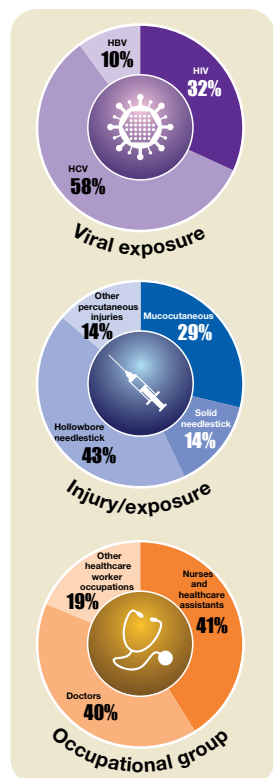
Infographics can be used effectively to help present complicated themes or data in an engaging and straightforward manner. Some examples are shown below.

Some important principles apply:

- colours should ideally be from the UKHSA palette
- care must be taken to ensure the correct information and message is being presented
- simple graphics are usually more effective than complicated ones
- avoid positioning text over graphics, as this reduces legibility

Note that when creating standalone graphics produced for distribution via social media, the UKHSA landscape logo can be used. It can be placed bottom left if it better suits the layout.

Further guidance including the UKHSA policy on infographics is available on the intranet.



Use of other visual identities

The UKHSA logo and brand identity must be used consistently across the organisation. We operate a monolithic brand identity where the whole organisation presents itself as one, both visually and in the way it communicates and behaves.

However, there are a small number of circumstances where work areas and projects within UKHSA have been permitted to use other visual brand identities for their outputs and communications. This is most commonly because they are:

- some commercial products and/or services, where the use of the governmental logo is undesirable or impractical
- shared endeavours where the work and identity is not wholly owned by UKHSA

Any application for a non-UKHSA visual brand identity or logo should be forwarded to branding@phe.gov.uk in the first instance.

Decisions on the use of other logos may be subject to change as circumstances develop, and will be consistent with Cabinet Office guidelines.

Please contact branding@phe.gov.uk for more information.

All materials involving the use of a non-UKHSA visual brand identity should not feature the UKHSA logo in addition to the logo being used, but should include the text: 'Operated by the UK Health Security Agency' or similar, usually at the foot of the materials.

Please note that UKHSA policies and procedures still apply to materials that are produced by UKHSA but which use other logos, including spending controls, print and online publishing requirements, accessibility guidelines and adherence to the GDS style guide and the gateway process.

Please see the publications pages of the intranet for more details, or contact publications@phe.gov.uk



Applying the identity

Creating professional and engaging communications
across a range of applications

Publications

UKHSA's publications are published on GOV.UK. We are a digital-first organisation, so you should only print hard copies if it's a legal requirement, or there is an evidence based compelling need among your target audience.

To publish a UKHSA publication or independent report on GOV.UK, you must use the official UKHSA Word template. The template has been designed to make sure the document will be accessible for people with disabilities, as well as giving documents a consistent look that is faithful to our corporate identity.

It is good practice to produce documents on a webpage (also known as HTML) on GOV.UK, rather than as a PDF. This is because a webpage is more user-friendly than a PDF document. Webpages are better for viewing on phones and tablets, and special software is not required to view them. They are also more accessible and are content-searchable via web browsers.

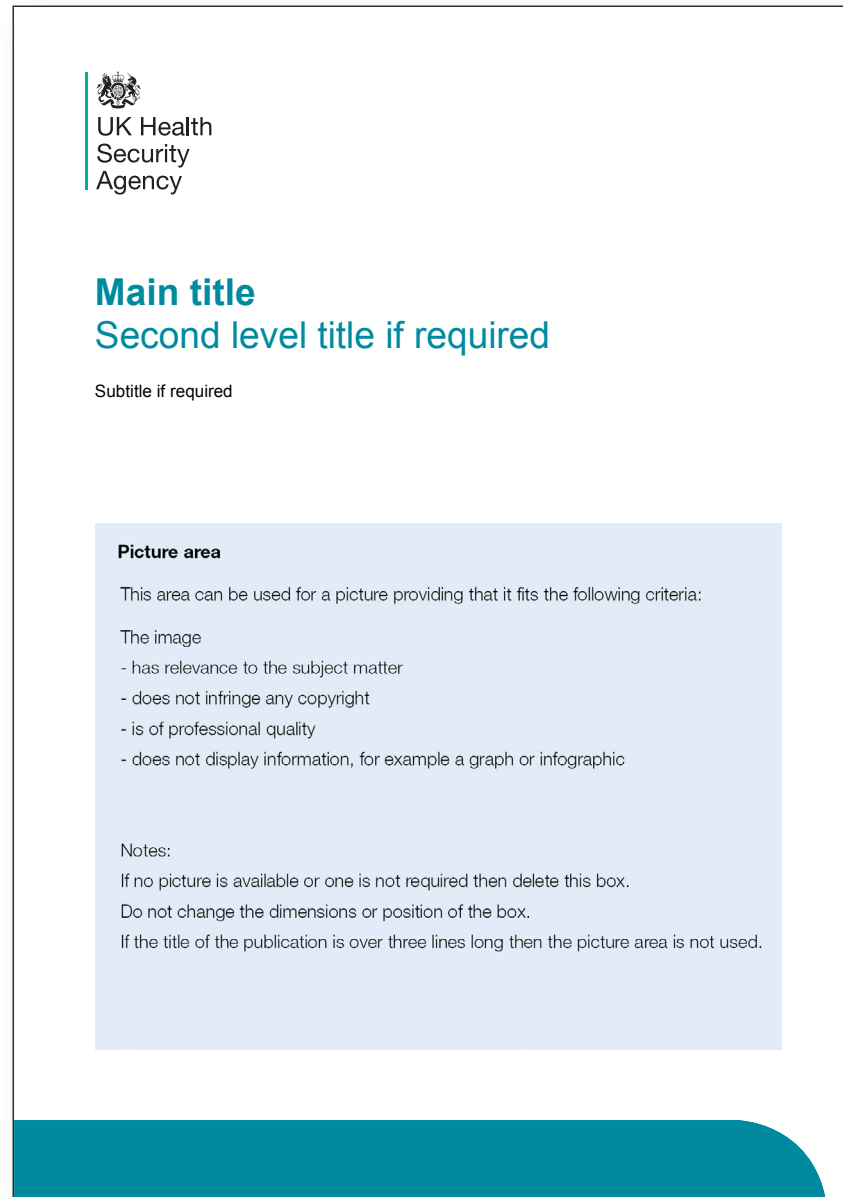
If you would like to find out more about producing documents, contact the Gateway team at publications@phe.gov.uk

Standard document template

Microsoft Word templates have been developed to aid staff in creating correctly presented publications. Documents produced by UKHSA should be published electronically. There are restrictions in place regarding printing. See the guidance and policies on the intranet or contact publications@phe.gov.uk for more information.

A simple, low-ink design has been adopted for ease of use and cost-effective creation of documents, reports and papers. Using an image on the cover is optional, please note criteria information on the template.

The Word templates are available via the intranet or from publications@phe.gov.uk



Documents designed for professional print

Cover typography

The structure of a designed document cover highlights content while retaining consistency. Recommended font sizes and weights are specified to the right.

The key elements for each cover are:

- UKHSA logo
- the document title/subtitle (ranged right)
- UKHSA coloured band at the bottom
- the date (ranged left)
- image box (if required)

Note that infographics or graphs/illustrations that carry information from the main body of the document should not be used on the cover.

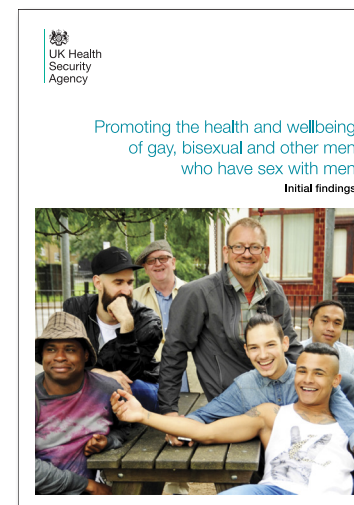
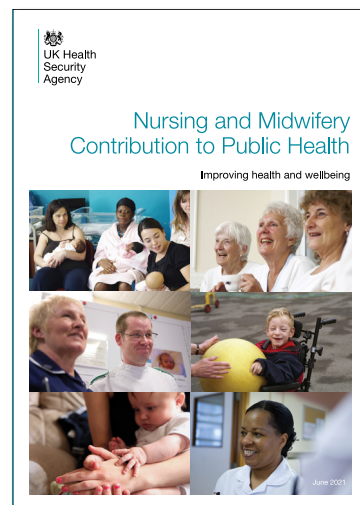
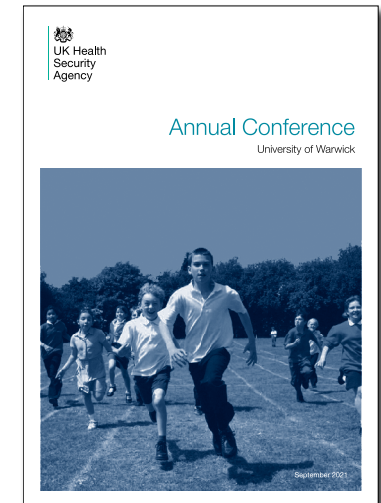


Documents designed for professional print

Cover images

The use of photography, illustration or graphics can be used on the cover to reinforce key themes or create impact. Some examples are shown below.

UKHSA must own the images used or have obtained the necessary licence to reproduce them. If they have independent copyright status then this must be stated within the document.



Document last page/back cover

A document's last page (or the back cover of a designed/printed document) should follow the format shown to the right.

The Plain English Campaign logo should appear at the foot of the page as well as the UN Sustainable Development Goals logo.

No other information should appear on the back cover.

About the UK Health Security Agency

The United Kingdom Health Security Agency is responsible for protecting every member of every community from the impact of infectious diseases, chemical, biological, radiological and nuclear incidents and other health threats. We provide intellectual, scientific and operational leadership at national and local level, as well as on the global stage, to make the nation health secure.

The [UK Health Security Agency](#) is an executive agency, sponsored by the [Department of Health and Social Care](#).

www.gov.uk/government/organisations/uk-health-security-agency

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Version X

Prepared by: XXXX
For queries relating to this document, please contact: XXXXX

Published: Month 20XX
Publishing reference: GOV-XXXX

OGL

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UKHSA supports the
Sustainable Development Goals



Parliamentary papers

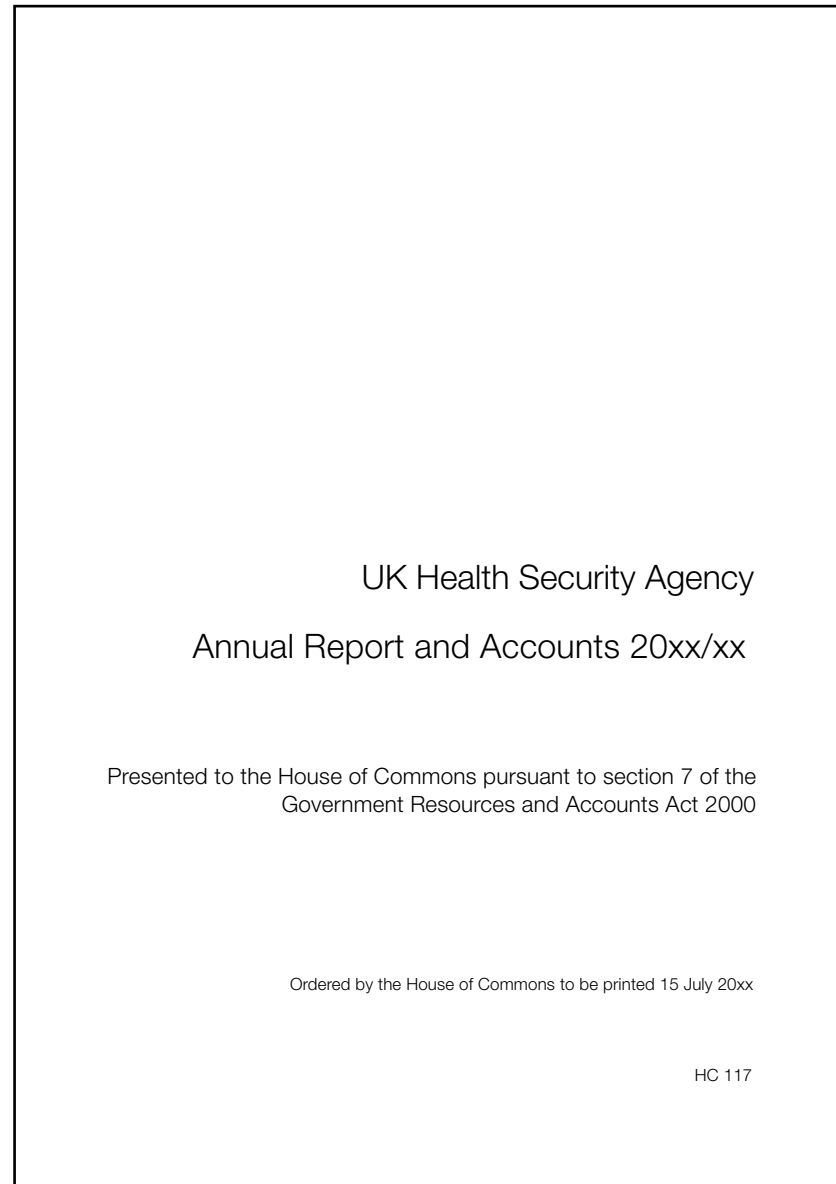
Production of House of Commons Papers

When producing documents such as the UKHSA annual report and accounts, the first right-hand page must be to the specification illustrated. It must also include the document title, author's title, date of publication and HC number.

For further information on:

- requirements
- obtaining HC numbers
- guidance and support on producing and publishing parliamentary papers, in addition to major policy documents and independent review reports
- copyright queries

please contact
publications@phe.gov.uk.



Stationery

Templates

Stationery templates are published on the intranet and are also available from the publications department. Business cards are available via the print vendor contract. Information on the ordering process can be found on the intranet.

Letter template


UK Health
Security
Agency

Service/team
First address line
Second address line
Town/city Postcode

T +44 (0)20 7000 1234
F +44 (0)20 7000 1234
www.gov.uk/ukhsa

Recipient's name
Position, Company
Street name
Town
County/Country
Postcode

00 Month 20XX

Dear Recipient,

Re: Use this line to identify the subject of the letter

Ensure that you take care to lay out your letter as shown here. The letter style is in 12pt Arial Regular on a line feed of exactly 16pt, aligned left and unjustified. Use a single line space between paragraphs.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Yours sincerely

Author's name
Position/Title
employee.email@UKHSA.gov.uk

Business card


UK Health
Security
Agency

Name Surname
Job Title

Wellington House
135-155 Waterloo Road
London SE1 8UG
Tel: 020 7811 1111
Mobile: 07795 111111
Email: name.surname@UKHSA.gov.uk
www.gov.uk/UKHSA

Compliments slip


UK Health
Security
Agency

With Compliments

Accessibility

All content that UKHSA publishes online must comply with the [Web Content Accessibility Guidelines 2.1](#) as a legal requirement. As an inclusive employer, UKHSA also wants to ensure that all our content, not only digital content, is accessible.

Making content accessible means making sure it can be used by as many people as possible. This includes:

- those with impaired vision
- motor difficulties
- cognitive impairments or learning disabilities
- deafness or impaired hearing

Everyone who works at UKHSA is responsible for ensuring their content meets accessibility standards. This involves individually researching and assessing whether your materials comply with the above guidelines.

The information in these brand guidelines provides a basic overview, but you can find more detail on the [accessibility requirements page](#) on GOV.UK and read the intranet guidance on making documents accessible.

Information on making branding aspects of your content accessible, such as font, colour and graphs can be found on the relevant pages of this document.

UKHSA Word template

Our UKHSA Word template for reports is designed to make documents accessible when they are turned into PDFs. Format your document by using the pre-set UKHSA styles in the template.

Basic principles

- ensure text is easily visible, with body text 12pt
- if you are specifically addressing visual impairment, 14pt body text is permissible
- text should be left aligned, not justified
- keep white text to a minimum
- make sure the contrast between text colour and background colour maximises contrast for readability
- do not place pictures behind text
- apply alt text to all images, graphs and designed tables
- ensure the document is well structured and uses simple language, as set out in the GDS style guide
- ensure you have a logical hierarchy of header formats

Accessibility

Alt text

All published graphs, charts and other visuals need an alternative text when you create the document for the benefit of visually impaired users. Include a description of the graphic content in the adjacent body copy or use the 'alt text' function in the document template if body copy text is insufficient to enable screen readers and other assistive technology to read the information in the image.

Colour contrast

Graphics need to meet accessibility standards for colour contrast. Best practice is to achieve the highest level of contrast with your colour palette and avoid, for example, yellow text on green background as this is not accessible to visually impaired users.

Document format

Most of UKHSA's output should be presented either as HTML (in line with government digital first policy) or within an accessible Word document or pdf. To create Word files or pdfs, read the [guidance on making documents accessible](#) and download the branded document template from the intranet. The Word template on the intranet contains in-built headings and styles to enable you to correctly structure your documents.

You can use the [Microsoft Office Accessibility Checker](#) to identify any accessibility issues within your documents.

PowerPoint presentations are difficult to make accessible and should not be used to create publications. They do not work well with assistive technologies like screen readers and are more difficult to adjust to an individual's needs.

Descriptive links

Write descriptive link text. Do not write the full web address or use repeated link titles such as 'click here' or 'find out more'. The link should be understandable on its own, even if read out of context. This is because some assistive technology systems create a list of the links contained within a document to help their users find what they need quickly.

Videos and infographics

If you produce a video, you must include captions, provide a transcript and make sure that any important information that affects people's understanding of the video is explained verbally, not just through imagery.

Infographics for social media or GOV.UK must follow the brand guidelines and be made accessible by explaining the process or topic in the main text.

For further information on accessibility, contact publications@phe.gov.uk

Copyright

Copyright statement

The copyright statement should be included in all documents. It indicates ownership and supports the government's commitment to opening up access to information created and held by the public sector and enabling its free re-use.

Through an easy-to-use process, a new licensing arrangement for re-using Crown copyright material has been introduced. This is known as the Open Government Licence and replaces the former Click-Use Licence arrangements used for Crown copyright material. The following statement must be used on all Crown copyright publications.

© Crown copyright [year]

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.

The text [OGL](#) should link to the license:

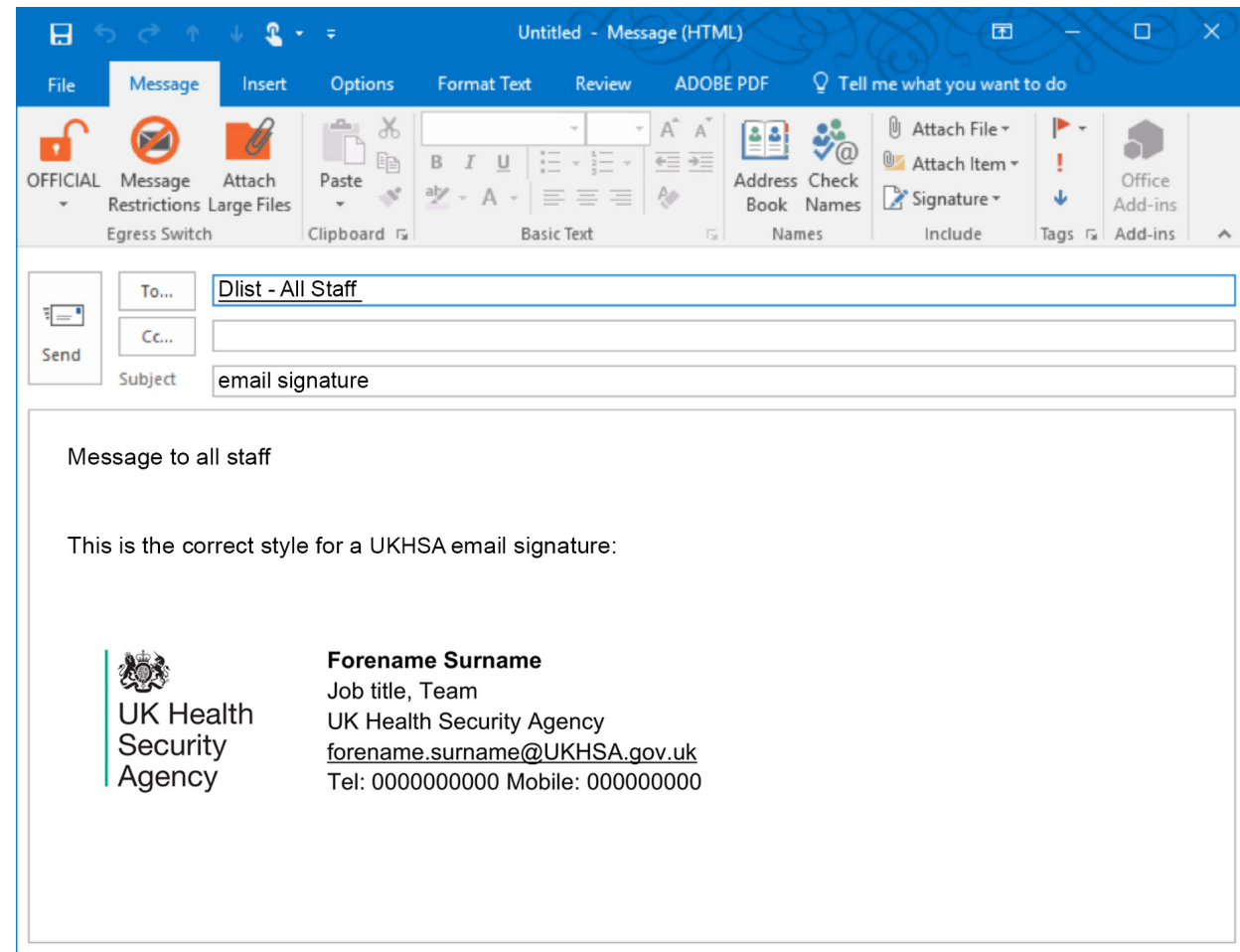
<https://www.nationalarchives.gov.uk/doc/open-government-licence/version/3/>

Email signature

Consistent communications

UKHSA has an agreed standard email signature. A template is available from the branding page of the intranet. You can add more lines if necessary, such as if you feel it is useful or important to include your postal address.

Do not include personal messages, or endorsements in your signature



Presentations

PowerPoint

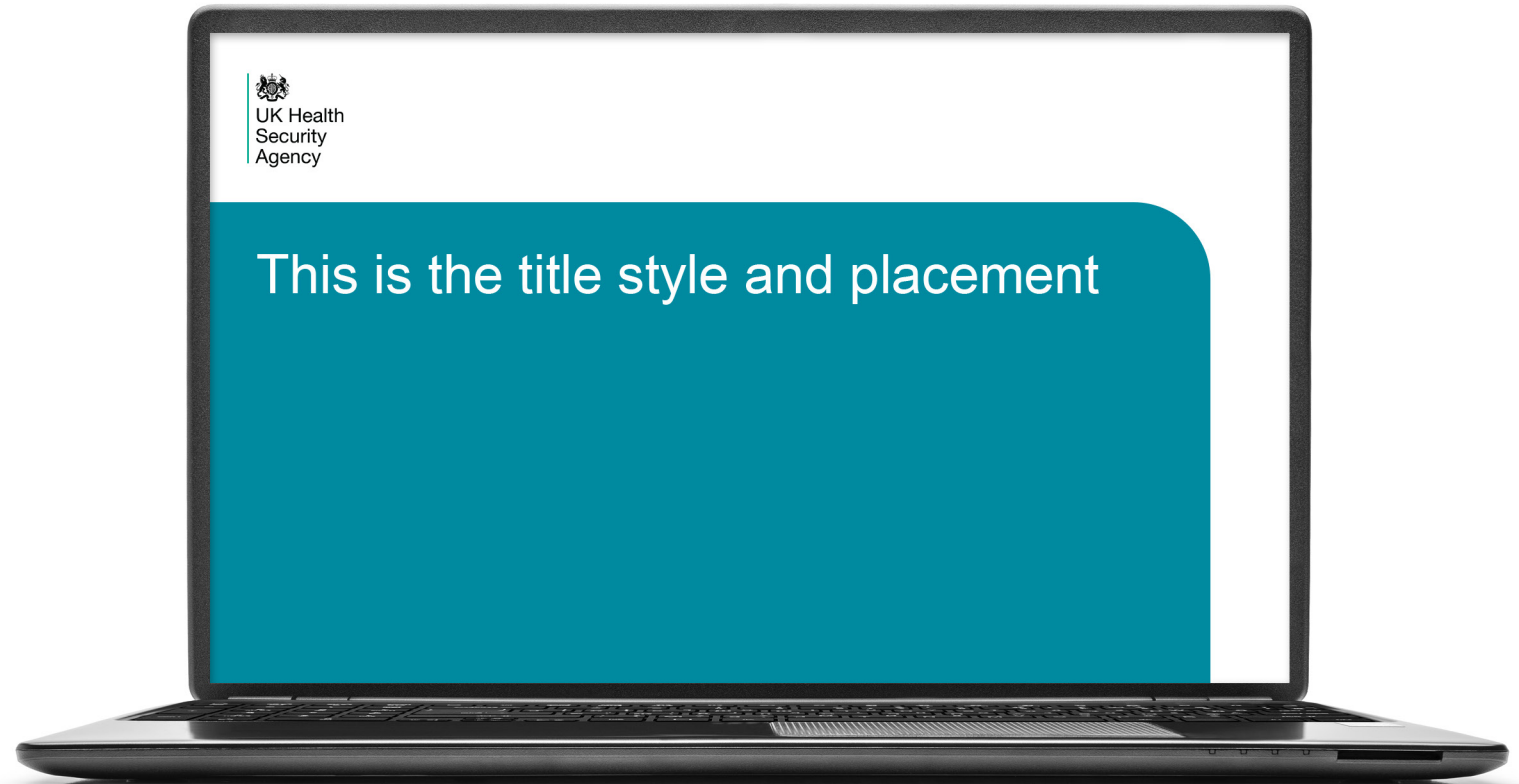
It is important that UKHSA is consistent across all materials, including presentations.

When creating slides, use minimal text, adding colour and imagery to engage the audience. Text should always be aligned left, including headings.

An example of a title slide is shown below.

PowerPoint templates are available from the intranet and the publications department.

Note: PowerPoint should only be used for presentations. Publications and guidance created in PowerPoint are not admissible on the UKHSA website.




Signage

External and internal signage should feature the UKHSA logo on a white background with a teal band of colour, as shown below. If the sign is small the teal band may be omitted.


Main building signs should display the UKHSA logo, but other information such as geographic identifiers are not permitted unless there are exceptional circumstances. The logo should be at an appropriate size, taking into account the exclusion zone ([page 9](#)).

If additional information needs to be displayed, such as directional details, text should be white on a UKHSA teal background colour, as shown below.



UK Health
Security
Agency

UKHSA logo
The correct logo to use is the large format logo, which has extra detail. This logo is used when the width of the Royal crest appears larger than 20mm across



Minimum exclusion zone

Always observe the logo exclusion zone
The height and width of the clear space is set by the full width of the Royal Coat of Arms around the logo.

UKHSA Primary identity colour

UKHSA teal

Pantone **2231**
CMYK **100 0 23 25**
RGB **0 124 145**



Portrait sign
The logo is centred in white space, teal band of colour at the bottom.



Landscape sign
The logo is centred in white space, teal band of colour to the right of the logo



Sign with directions
The logo is ranged left in white space. Text and arrows should be white on a teal band of colour below the logo
Text Helvetica Neue Medium
Note style of arrows

Exhibition and media stands

Pop-up and pull-up stands

It is important that banners are clear and concise and have impact.

The style is taken from UKHSA reports and brochures, following exactly the same design principles of layout, colour and photography.

Make sure that the title and any key messages are within the top two-thirds of the banner, as when messages are at eye level they are easier to read.

UK Health Security Agency

Reducing the risk of dementia
What's good for your heart is good for your brain

How to protect against dementia

Meeting friends, Volunteering, Reading, Puzzles, Crosswords, Learning a second language

Risk factors that can be modified include:

- smoking
- harmful drinking
- physical inactivity
- poor diet
- high blood pressure
- high cholesterol

UK Health Security Agency

UKHSA Training

Training@uk_hsa.gov.uk

UK Health Security Agency

Our mission is to work with national and local government, industry, academia, the voluntary and community sector, and the NHS to protect and improve the nation's health and to address inequalities.

Our priorities:

- helping people to live longer and more healthy lives by reducing preventable deaths and the burden of ill health associated with smoking, high blood pressure, obesity, poor diet, poor mental health, insufficient exercise, and alcohol
- protecting the country from infectious diseases and environmental hazards, including the growing problem of infections that resist treatment with antibiotics
- supporting families to give children and young people the best start in life, through working with health visiting and school nursing, family nurse partnerships and the Troubled Families programme
- improving health in the workplace by encouraging employers to support their staff, and those moving into and out of the workforce, to lead healthier lives
- promote the development of place-based public health systems
- develop our own capacity and capability to provide professional, scientific and delivery expertise to our partners

Video and animation logo placement

Where possible all video should be run through the content team in advance to discuss requirements and ensure adherence to the organisational brand identity. Please contact video@phe.gov.uk

Video production

All video should be user driven and accessible. Ideally, use language accessible to all audiences (including younger groups aged 11+). Voice-over and subtitles should be present. Videos that are public facing should be professionally filmed and edited where possible. Under certain circumstances locally produced content may be allowed however you must check with the content team first before publishing. Videos for internal use can be produced locally.

Text on screen

Text font - Helvetica Neue, ranged left, initial capital only for titles.

Bullet point style – no initial cap, no end punctuation and no final full stop.

Branding and ident

Use the correct UKHSA logo intro and outro (available from video@phe.gov.uk)

It is important that the quality of the content is well considered and follows a logical structure. Audio must also be professionally recorded with no extraneous background noise and appropriate sound levels.

Typical video properties

YouTube and TV format: Landscape 16:9 aspect ratio, Minimum 1920 x 1080 resolution, 24 FPS for cinematic video, 30 FPS for standard video.

Social media: Square 1x1 aspect ratio, 1080 x 1080 resolution, 24-30FPS (30-60FPS for animated content), under 2 minutes in length to ensure compatibility with most social platforms.

Subtitles

All finalised videos must be provided with natively embedded transcriptions or a valid SRT transcription file. Contact video@phe.gov.uk for information on agencies which offer transcription services.

The last frame of any video or animation should always contain the UKHSA logo on a white background. The logo should always be centred in the frame.

For more information on Video, please contact video@phe.gov.uk

Online and social media

The UKHSA identity applies to all digital channels and communications used by and created on behalf of UKHSA, including content on GOV.UK, blogs and social media.

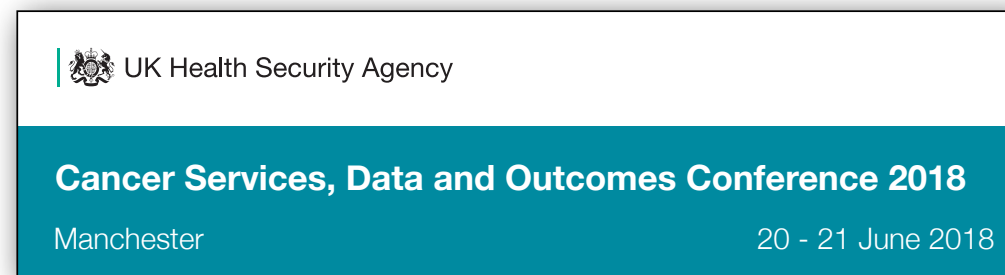
When using the identity within media such as Twitter, a gravatar has been created for optimum use at restricted pixel sizes. See below.

When creating a website banner, ensure the correct logo is used and apply the same rules regarding the exclusion zone. See sample banner below.

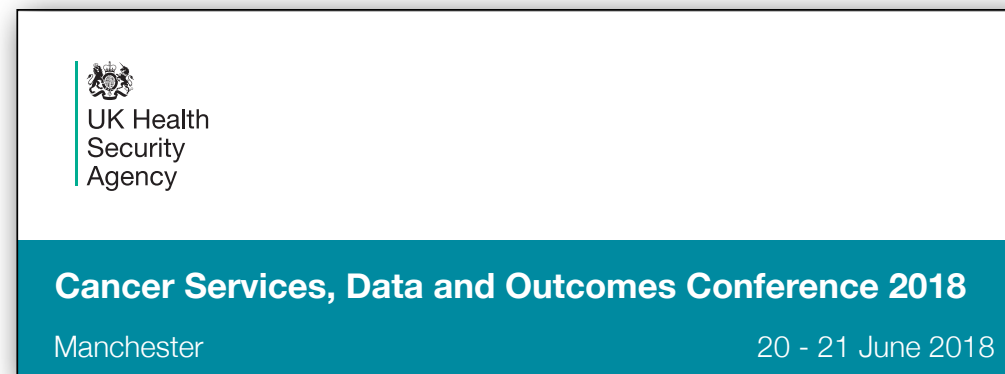
For more information about the website and digital best practice, contact the publishing team at publications@phe.gov.uk.



UKHSA gravatar. For Twitter use only



Website banner for meeting, using the landscape logo

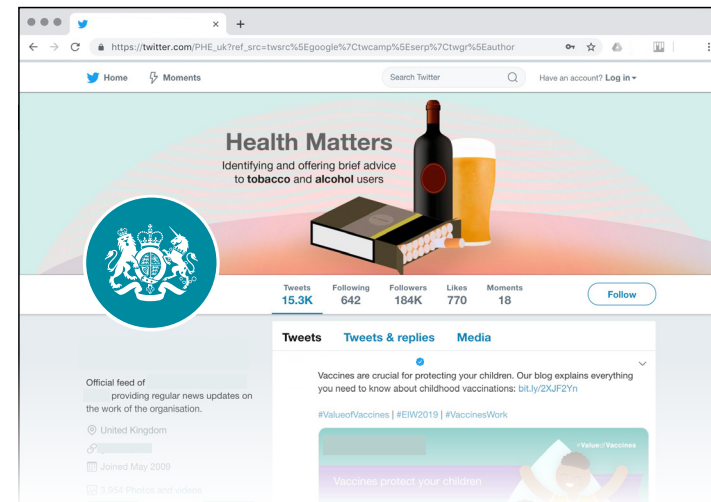
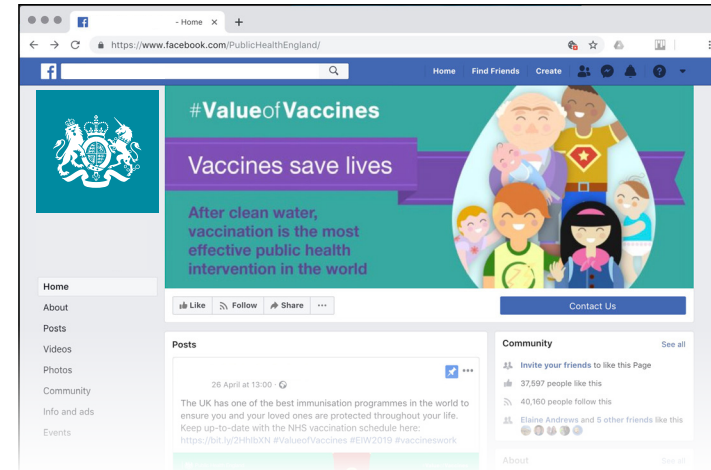


The same meeting banner has to have the regular logo when printed on paper as a letterhead

Social media avatars

For social media avatars the Royal Coat of Arms is used on its own, with our primary colour in the background. This is because the organisation name will always be visible beside the avatar on our profiles and posts.

The shapes and requirements for social media avatars change at times. However please see a guide below for how our identity can work in the most commonly used shapes.



Websites

Logo placement

On websites run by UKHSA we use the landscape logo, positioned top left in a header bar.

The following shows how close the identity should sit to the absolute top and absolute left of the site for desktop, tablet and mobile screen sizes.

The depth of the bar stays consistent across all three.

Desktop



Tablet



Phone



Contacts

For further information and advice on UKHSA's identity, please email branding@phe.gov.uk

Word and Powerpoint templates are available on the intranet, or email publications@phe.gov.uk

For further information on Video, please contact video@phe.gov.uk