

PCMS Brand Guidelines

Core Elements

Logo

- Incorrect Usage
- NHS Logo
- Colour Palette
- Typography
- Branding Layout
- Icons
- Photography

Coming Together

- Printed Material
- Document Templates
- Stationery
- Exhibition
- Adverts
- E-newsletter
- Signage

Powerful brands have attention value. They are bold, consistent and instantly recognisable. The PCMS logo is the primary representation of our brand and should appear clearly and legibly on every item.

Logo sizing in A size

The format of a communication determines the size of our primary logo.

These sizes have been specified to ensure that our primary logo is always clear and legible.

A3 (297 x 420mm) Logo height = 25mm

A4 (210 x 297mm) Logo height = 20mm

A5 (148 x 210mm) Logo height = 15mm

A6 (105 x 148mm) Logo height = 10mm



PCMS Primary Logo



PCMS Primary Alternative Logo



PCMS Healthcare Logo



PCMS Recruitment Logo



PCMS Consultancy Logo



Clear Space - Take the letter "P" from the logo and use that to measure the appropriate space around the logo.

Logo

Incorrect Usage

Core Elements

Logo

Incorrect Usage

NHS Logo
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This page shows examples of incorrect primary logo usage. To maintain consistency in the application of the PCMS identity, it is important to avoid these incorrect uses of the logo.

Which file type should I use?

It is important to select the appropriate file type depending on how the logo is being used.

If the logo is being used digitally e.g. website, social media, email, powerpoint presentations use the logos in the PNG Web folder.

If the logo is going to be printed, used the logo in the JPG Print folder.

Logos in the VECTOR Design folder are for designer use only.



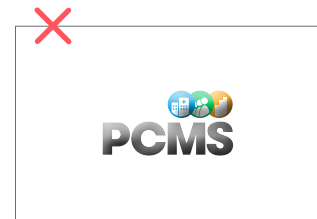
Do not place the logo over a dark or complicated section of imagery.



Do not place the white version of the logo over light background section of imagery.



Do not attempt to redraw or recreate the logo.



Do not apply any effects to the logo.



Do not add wording to the logo.



Do not resize elements of the logo.



Do not stretch or change the proportions of the logo in any way.



Do not change the colour of the logo.



Do not rotate the logo.

Core Elements

Logo
NHS Logo
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It is important that the NHS logo is used consistently and correctly to ensure proper representation across all of our communications. For more information visit:

www.england.nhs.uk/nhsidentity

Positioning of the NHS logo

Where possible, the PCMS logo should sit on the top right of the page, with the NHS logo on the bottom right, while the sizing differences of the logos and styling make sure the communications stand out as being PCMS-led.

NHS Trust Logos & Clinical Commissioning Groups

Keeping the same ratio of proportion (NHS 25% in height of the PCMS logo), partner logos should usually sit in the bottom right corner in place of the standalone NHS logo. Only one NHS logo should appear on any one page.

Logo sizing in A size

The following summarises NHS logo and margin sizes for standard print formats according the official NHS guidelines:

A3 (297 x 420mm) Logo height = 25mm
A4 (210 x 297mm) Logo height = 20mm
A5 (148 x 210mm) Logo height = 15mm
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Colour Palette

Core Elements

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Colour is a powerful means of visual recognition and the PCMS colour palette creates a strong and consistent look across all our communications.

Colour Values

This page specifies printing colours using Pantone Matching System as well as CMYK, RGB, and hexadecimal for online use.

Primary Colours

Primary colours are used for larger text such as headline titles and also as solid background colours.

Sector Colours

Sector colours are used for Healthcare, Consultancy & Recruitment. With each having their own respective colour.

Primary Brand Colours



PCMS
Primary Grey

CMYK 0 / 0 / 0 / 62
RGB 135 / 135 / 135
#878787



PCMS
Primary Navy

CMYK 100 / 41 / 0 / 39
RGB 44 / 71 / 104
#2c4768



PCMS
Primary Washed Navy

CMYK 32 / 9 / 8 / 7
RGB 151 / 162 / 178
#97a2b2



PCMS
Highlight Yellow

CMYK 0 / 25 / 86 / 0
RGB 250 / 178 / 51
#fab233

Sector Brand Colours



PCMS
Healthcare Blue

CMYK 89 / 0 / 1 / 0
RGB 0 / 158 / 226
#009ee2



PCMS
Consultancy Green

CMYK 68 / 0 / 89 / 0
RGB 0 / 193 / 96
#00c160



PCMS
Recruitment Yellow

CMYK 0 / 25 / 86 / 0
RGB 250 / 178 / 51
#fab233

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Common typefaces ensure a consistent thread runs through all communications. PCMS's main typeface is GT Walsheim, which has friendly rounded letter shapes. Helvetica is PCMS's alternative system font.

Colour Values

This page specifies printing colours using Pantone Matching System as well as CMYK, RGB, and hexadecimal for online use.

Which font should I use?

GT Walsheim should only be used by designers and marketing professionals. Helvetica should be used by PCMS staff if for the following in-house material:

Word documents
Excel documents
PPT Presentations
Email and e-newsletters

Need to use the DISPLAY FONT font, how do I get this?
You can purchase a licensed version of the font from <https://www.grillitype.com/typeface/gt-walsheim>

Alternatively, contact ClearBrand by emailing info@clearbrand.co.uk

GT Walsheim

GT Walsheim Regular

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789
?!.,;:

GT Walsheim Medium

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789
?!.,;:

GT Walsheim Black

AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789
?!.,;:

Arial

AaBbCcDdEeFfGgHhIiJjKk
LIMmNnOoPpQqRrSsTtUu
VvWwXxYyZz0123456789
?!.,;:"()*&

System font

Branding Layout

Core Elements

Logo
NHS Logo
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Printed Material
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This is an example of an A4 advert. This highlights the importance of placement that make up PCMS's consistent layout.



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Icons are used to illustrate particular information within PCMS information. They can provide reference to key issues or simply highlight certain bits of information.

What if I need a different icon?

In the event that you need an icon that is not within the icon library, please email ClearBrand at info@clearbrand.co.uk.



Physician



Nurse



Pharmacist



Manager



Receptionist



Administrator



Advanced Nurse Practitioner



Healthcare Assistant



Emergency Care Paramedic



Physician's Associate



Heartbeat



Phone



Way Point



ID



Hospital

Core Elements

Logo
NHS Logo
Colour Palette
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Branding Layout
Icons

Photography

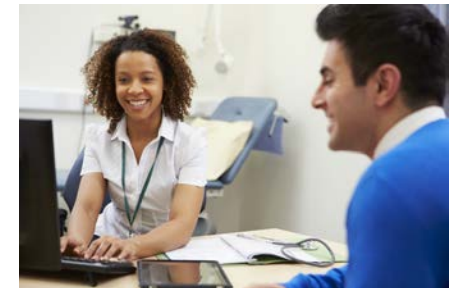
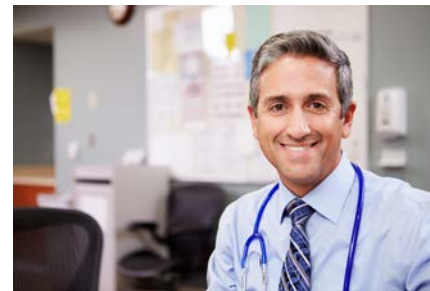
Coming Together

Printed Material
Document Templates
Stationery
Exhibition
Adverts
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These images of people are to show the partnerships established between clients and colleagues.

Prominently imagery should show individuals or a group of people working together. Alternatively, imagery that shows a single subject is to focus on friendly and caring individuals. People are to be used heavily in PCMS photography as the driving force to show good partnerships.

Photography should not use imagery that includes Hospital settings or clinicians in white coats.



Printed Material

A5 Flyer

Core Elements

Logo
NHS Logo
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Typography
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Photography

Coming Together

Printed Material

Document Templates
Stationery
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This is an example of an A5 flyer. This highlights the importance of colour, layout, type, photography etc that make up PCMS's visual identity.



Document Templates

Powerpoint

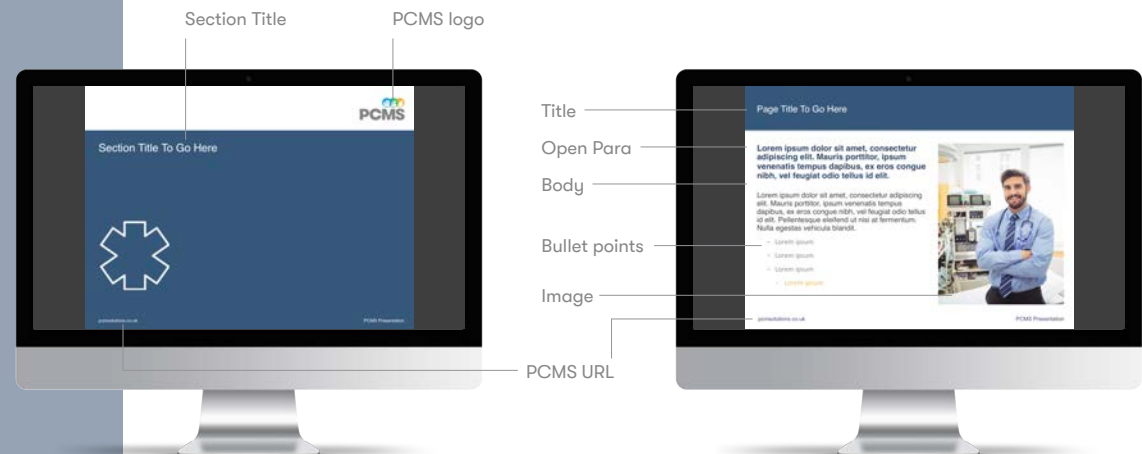
Core Elements

Logo
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Coming Together

Printed Material
Document Templates
Powerpoint
Word
Word Poster
Stationery
Exhibition
Adverts
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Use the PowerPoint template for all presentations.



Document Templates

Word

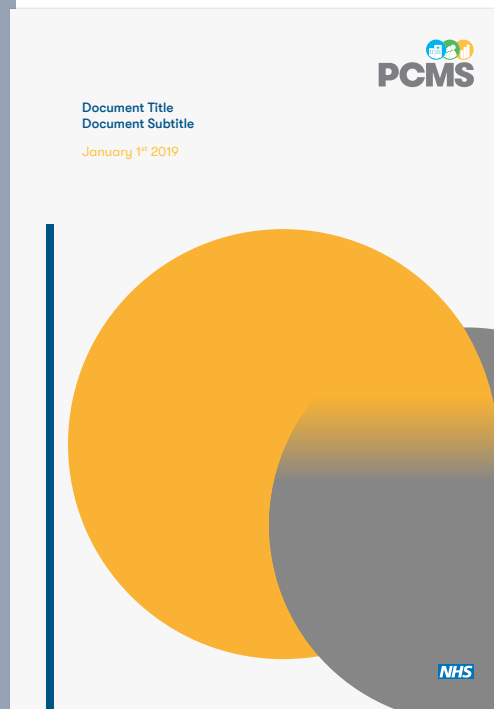
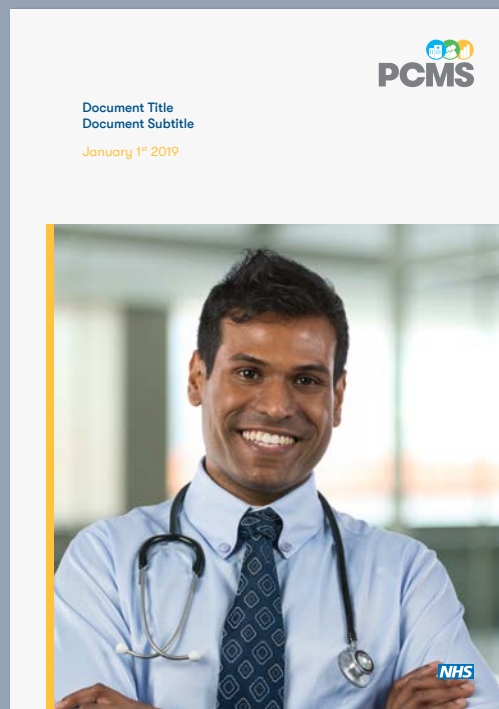
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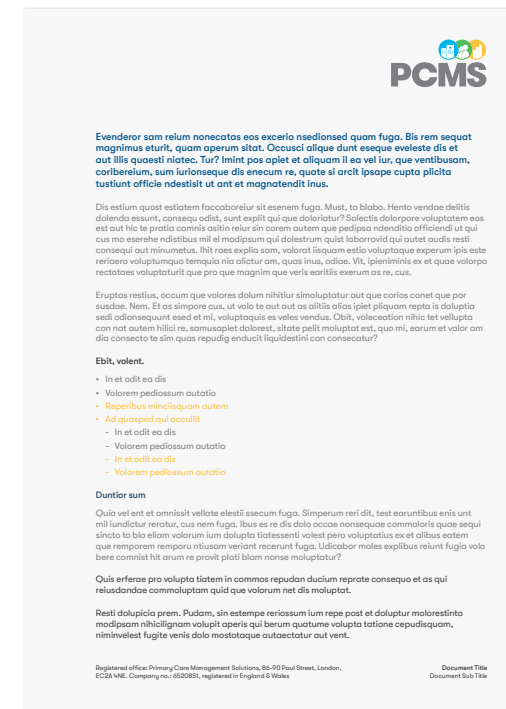
Printed Material
Document Templates
Powerpoint
Word
Word Poster
Stationery
Exhibition
Adverts
E-newsletter
Signage

A templated Word document helps to make sure all company documents are consistent and recognisable.



Cover Page: Front
Can interchange between
graphic or photo variant

Content Page Back



Document Templates

Word Poster

Core Elements

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NHS Logo
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Printed Material

Document Templates

Powerpoint

Word

Word Poster

Stationery

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Signage

A templated Word document helps to make sure all company documents are consistent and recognisable.

Cover Page: Front
Can interchange between graphic or photo variant



Stationary

Business Cards

Core Elements

- Logo
- NHS Logo
- Colour Palette
- Typography
- Branding Layout
- Icons
- Photography

Coming Together

- Printed Material
- Document Templates

Stationery

Business Cards

- Letterhead
- Exhibition
- Adverts
- E-newsletter
- Signage

The PCMS brand should be carried across all methods of internal and external communications. This includes letterheads, which are created as a Word document templates, and business cards.

Front



Back

Primary Care Management Solutions

86 - 90
Paul Street
London
EC2A 4NE

08444 781 444
info@pcmsolutions.co.uk

pcmsolutions.co.uk

Stationary

Letterhead

Core Elements

- Logo
- NHS Logo
- Colour Palette
- Typography
- Branding Layout
- Icons
- Photography

Coming Together

- Printed Material
- Document Templates
- Stationery
 - Business Cards
 - Letterhead
- Exhibition
- Adverts
- E-newsletter
- Signage

The PCMS brand should be carried across all methods of internal and external communications. This includes letterheads, which are created as a Word document templates, and business cards.

DL Envelope Dimensions: 220 x 110mm



Exhibition

Bannerstand

Core Elements

- Logo
- NHS Logo
- Colour Palette
- Typography
- Branding Layout
- Icons
- Photography

Coming Together

- Printed Material
- Document Templates
- Stationery

Exhibition

- Bannerstand**
- Roller Banner
- Adverts
- E-newsletter
- Signage

Large exhibition panels to have impact both from close range and at a distance, so large scale photography should be used along with further information in the text.



Lorem ipsum dolor
 sit amet, **Phasellus**
 dictum orcu.

In dignissim pretium ligula a dapibus.
Phasellus. Percidendae. Epuditi volendes.
Pellentesque at ante cursus, vitae,
facilisis urna.

Visit us at pcmsolutions.co.uk



Exhibition

Bannerstand

Core Elements

- Logo
- NHS Logo
- Colour Palette
- Typography
- Branding Layout
- Icons
- Photography

Coming Together

- Printed Material
- Document Templates
- Stationery

Exhibition

Bannerstand

- Roller Banner

- Adverts

- E-newsletter

- Signage

Roller banners can be created with a variety of different designs to communicate different levels of information.



Adverts

Print

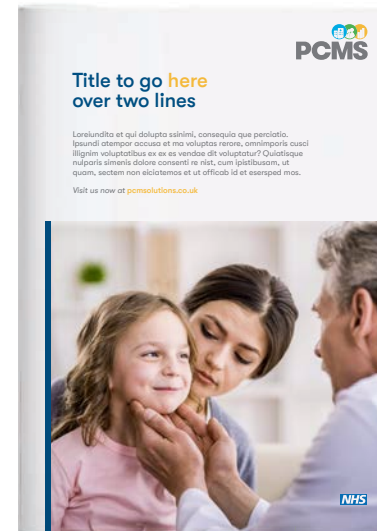
Core Elements

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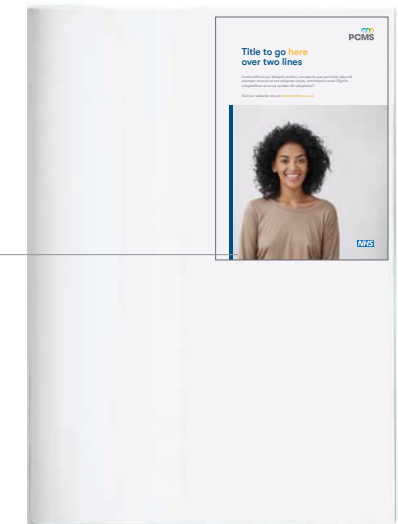
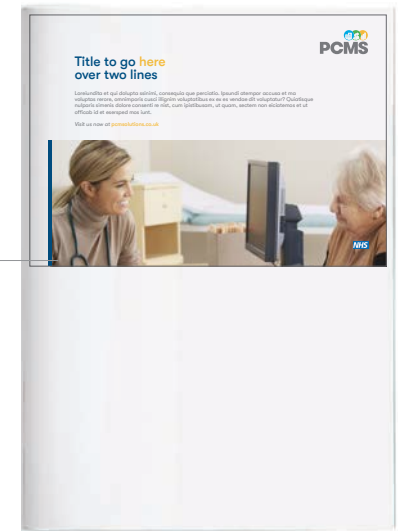
When designing adverts at different sizes, it is important to proportionally scale the text, PCMS logo and NHS logo. Refer to pages 2 and 4 for sizing information.



Full Page Advert
A5
Height 210mm
Width 297mm

Half Page Advert
A4
Height 144mm
Width 210mm

1/4 Page Advert
A6
Height 148mm
Width 105mm



Adverts

Web

Core Elements

Logo
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Coming Together

Printed Material
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Exhibition

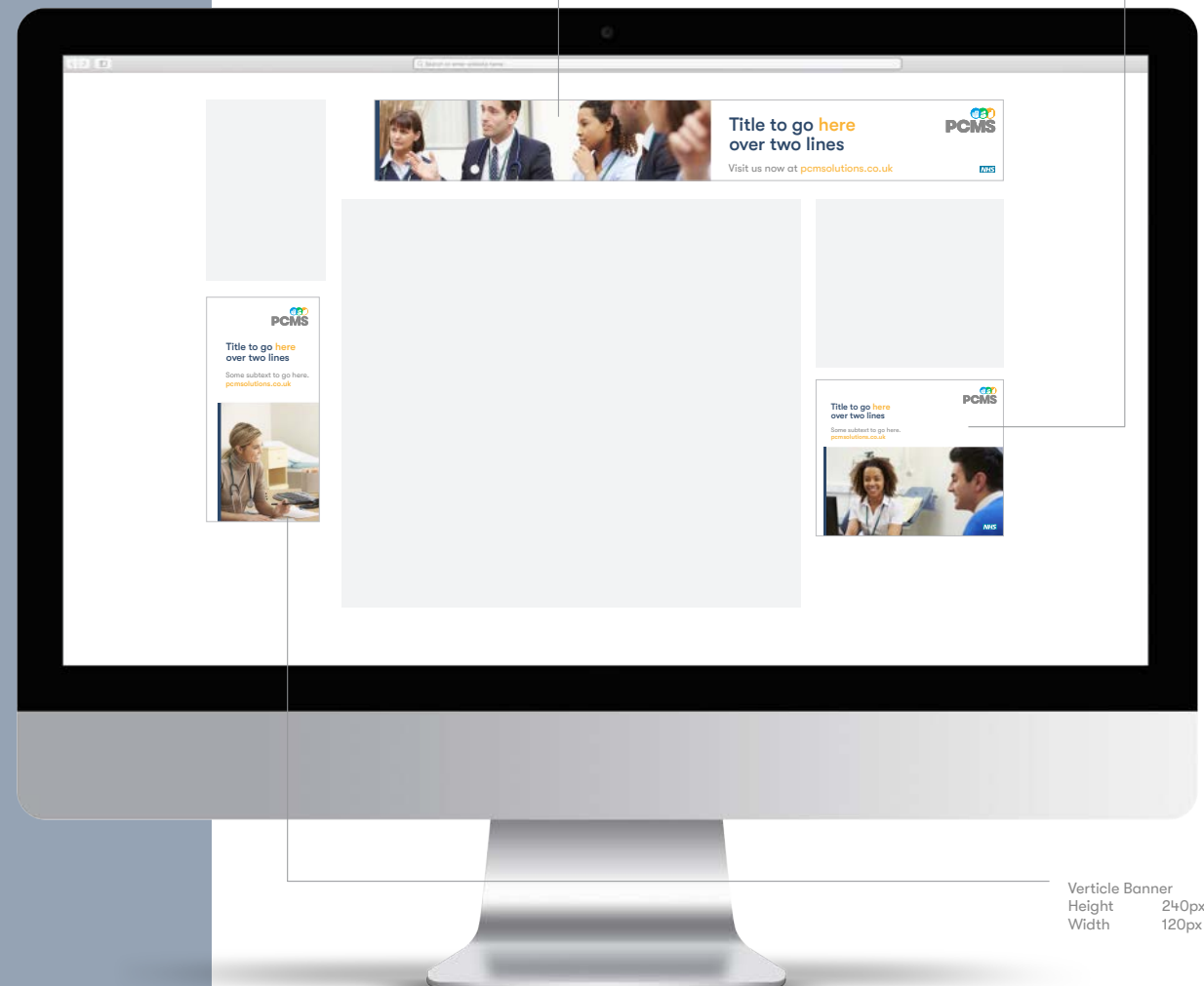
Adverts

Print
Web
E-newsletter
Signage

Online banners and MPUs come in a variety of dimensions, so some of the usual layout rules cannot apply in order to create an effective design.

Horizontal Banner
Height 468px
Width 60px

MPU
Height 300px
Width 250px



Verticle Banner
Height 240px
Width 120px

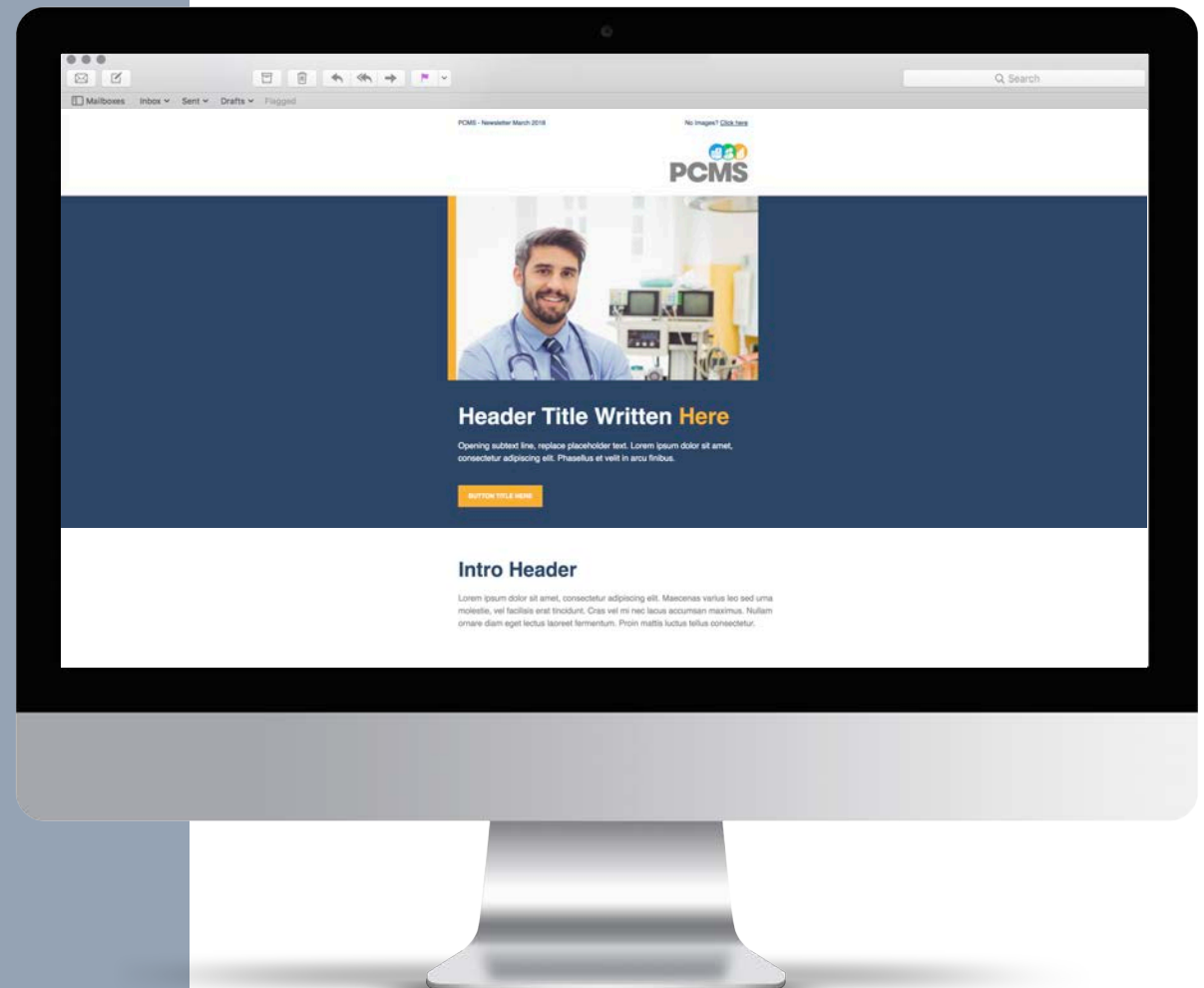
Core Elements

- Logo
- NHS Logo
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- Photography

Coming Together

- Printed Material
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Due to the restrictive nature of e-newsletter some of the usual layout rules cannot apply in order to create an effective design. Which means use of colour, type, imagery must be very consistently strong.



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Printed Material
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Signage helps clients better understand and digest important information they should be aware of.



The Mandeville Surgery

Opening Times



Monday	08:00 AM - 6:30 PM
Tuesday	08:00 AM - 6:30 PM
Wednesday	08:00 AM - 6:30 PM
Thursday	08:00 AM - 6:30 PM
Friday	08:00 AM - 6:30 PM
Saturday	CLOSED
Sunday	CLOSED

01296 337546

www.mandevillesurgery.co.uk

NHS 111

NHS

PCMS Brand Guidelines