![Improving lives **together** — Norfolk and Waveney Integrated Care System](logo)
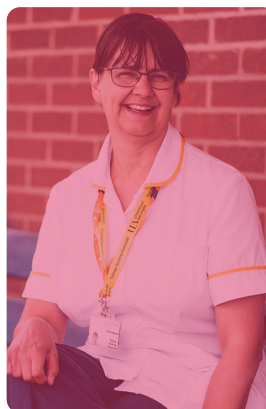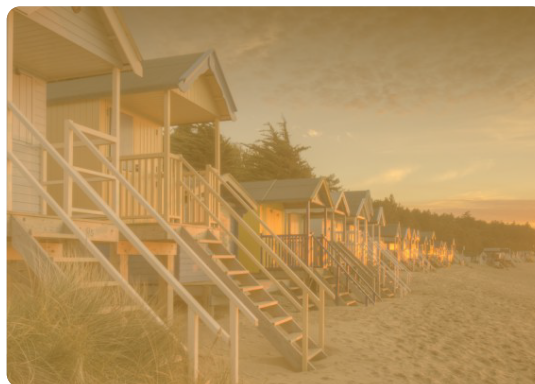
OUR
VISUAL
IDENTITY

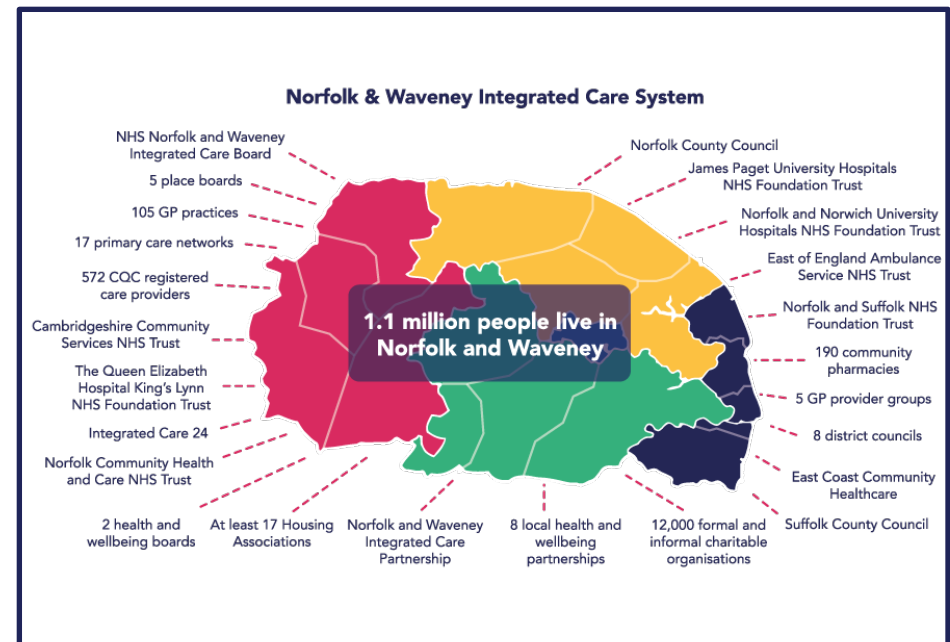**Updated: November 2022**

Contents

Norfolk and Waveney Integrated Care System

The Norfolk and Waveney Integrated Care System (ICS) is made-up of a wide range of partner organisations, working together to help people lead longer, healthier and happier lives.

Our Integrated Care System includes:

- NHS Norfolk and Waveney Integrated Care Board (ICB)
- 5 local health and care alliances
- 105 GP practices
- 17 primary care networks
- 3 acute hospital trusts
- 2 community health providers
- 2 health and wellbeing boards
- Norfolk and Waveney Integrated Care Partnership (ICP)
- Local health and wellbeing partnerships
- 12,000 formal and informal charitable organisations
- Norfolk County Council
- East of England Ambulance Service NHS Trust
- Norfolk and Suffolk NHS Foundation Trust
- 190 Community pharmacies

- 5 GP provider groups
- 8 district councils
- 572 CQC registered care providers
- Suffolk County Council
- and more.

Norfolk & Waveney Integrated Care System

NHS Norfolk and Waveney Integrated Care Board
5 place boards
105 GP practices
17 primary care networks
572 CQC registered care providers
Cambridgeshire Community Services NHS Trust
The Queen Elizabeth Hospital King's Lynn NHS Foundation Trust
Integrated Care 24
Norfolk Community Health and Care NHS Trust

Norfolk County Council
James Paget University Hospitals NHS Foundation Trust
Norfolk and Norwich University Hospitals NHS Foundation Trust
East of England Ambulance Service NHS Trust
Norfolk and Suffolk NHS Foundation Trust
190 community pharmacies
5 GP provider groups
8 district councils
East Coast Community Healthcare
Suffolk County Council

1.1 million people live in Norfolk and Waveney

2 health and wellbeing boards
At least 17 Housing Associations
Norfolk and Waveney Integrated Care Partnership
8 local health and wellbeing partnerships
12,000 formal and informal charitable organisations

Our goals

As an Integrated Care System, we have set ourselves three goals. These are:

1 **To make sure that people can live as healthy a life as possible.**

This means preventing avoidable illness and tackling the root causes of poor health. We know the health and wellbeing of people living in some parts of Norfolk and Waveney is significantly poorer – how healthy you are should not depend on where you live. This is something we must change.

2 **To make sure that you only have to tell your story once.**

Too often people have to explain to different health and care professionals what has happened in their lives, why they need help, the health conditions they have and which medication they are on. Services have to work better together.

3 **To make Norfolk and Waveney the best place to work in health and care.**

Having the best staff, and supporting them to work well together, will improve the working lives of our staff, and mean people get high quality, personalised and compassionate care.

Like all Integrated Care Systems in England, we will work to:
- improve outcomes in population health and healthcare
- tackle inequalities in outcomes, experience and access
- enhance productivity and value for money
- help the NHS support broader social and economic development.

About us

Context for who we are, what we do, how we do it, and why we exist

It can be difficult to describe what an Integrated Care System is and what it does, so we have developed simple context for who we are, what we do as system in Norfolk and Waveney and the reasons for doing so.

WHO – – – – – – – – – – **Who we are:** We are a wide range of partner organisations, working together across Norfolk and Waveney.

WHAT/HOW – – – – – – **What we do:** We buy and provide health and care services to the people and communities of Norfolk and Waveney

WHY – – – – – – – – **Why we exist:** To improve the lives of our people and communities, making sure they can live as healthy a life as possible.

Our brand

The four pillars of our ICS:

Our brand and visual identity has been is made up of the four pillars that make up our Norfolk and Waveney Integrated Care System.

> Since 2018, [Integrated Care Systems] have been deepening the relationship in many areas between the NHS, local councils and other important strategic partners such as the voluntary, community and social enterprise sector.   Source: NHSE (england.nhs.uk/integratedcare/what-is-integrated-care/)
>
> These three sectors, in combination with the people and communities of Norfolk and Waveney, are what make the four pillars of our Integrated Care System.

The NHS

Local Authority

Voluntary, Community and Social Enterprise Sector (VCSE)

Our People and Communities

Brand development

Developing the logo

When developing our visual logo it was important to ensure that the four pillars of our Integrated Care System could be easily identified and that the colours, shapes, and font styles used were able to represent our people, our organisation, and what it stands for.

Improving lives **together**
Norfolk and Waveney Integrated Care System

The universal 'infinity' symbol has been used as the basis for this graphical design. The icon itself has been incorporated to symbolise the infinite care required in order for people to live longer, healthier and happier lives.

The four key colours of our ICS elements have been incorporated in the form of a gradient to illustrate the collaboration, co-production, and 'togetherness' of our four pillars.

By separating the continuous loop of the infinity symbol and adding the dark circle, this graphic is able to emphasise the 'person' or people behind the organisation and their importance in providing care and improving lives for everyone in Norfolk and Waveney.

Colour accessibility

When developing our logo it was crucial to ensure that it can be viewed by everyone. During every stage of the development, colour accessibility standards were adhered to in order to ensure those with visual impairments can view the logo clearly. In testing colour accessibility, the below colour table was produced to confirm which of our chosen primary colours can be used together to maintain a colour contrast ration of 4:5:1.

	White text #FFFFFF Aa	Light blue text #1FB8DB Aa	Pink text #D92D5F Aa	Yellowtext #FFC240 Aa	Teal text #2EB67D Aa	Dark blue text #0E0661 Aa
Dark blue background #0E0661	Aa	Aa		Aa	Aa	
Teal background #2EB67D						Aa
Yellow background #FFC240						Aa
Pink background #D92D5F	Aa					
Light blue background #1FB8DB						Aa
White background #FFFFFF			Aa			Aa

Key

This symbol indicates a recommendation of not using these color combinations. Combinations with this symbol do not meet a color contrast ratio of 4.5:1. Therefore they do not conform with accessibility requirements for small body text. This means that some people would have difficulty reading the text. Employing accessibility best practices improves the user experience for all users.

OUR
BRAND
GUIDELINES

Logo usage

The Norfolk and Waveney Integrated Care System logo is the visual focal point of our brand. Visually, it represents who we are, our purpose as an organisation and our commitment to the people and communities of Norfolk and Waveney. Using the logos in line with the following guidance is imperative to evoking trust, confidence, positivity, care, compassion and security to our audiences.

Logo clear space

Improving lives **together**

Norfolk and Waveney Integrated Care System

x

Minimum

Preferred

The ICS logo should not be disrupted by any other text or images appearing too close to it. The logo should maintain a specific clear space area around it to ensure it does not get cut off when added to various materials. To ensure the logo remains clear and legible at all times, the minimum exclusion area around the logo should be adhered to.

Logo positioning

The ICS logo can be placed in varying positions depending on the purpose and involvement of external partners:

Top-right

When we are the lead for a piece of work, our logo should appear in the top-right. Any external partner logos should then appear in the top-left.

Top-left

Our logo should only appear in the top-left when used on digital assets and applications. For all other materials we are leading on, it should be top-right.

Information

Our logo should never appear on a page any more than once as this can impact negatively on our visual identity by reducing it's overall visual strength.

When the ICS is not the lead for a specific peice of work, please adhere to the lead organisations brand guidelines for logo positioning.
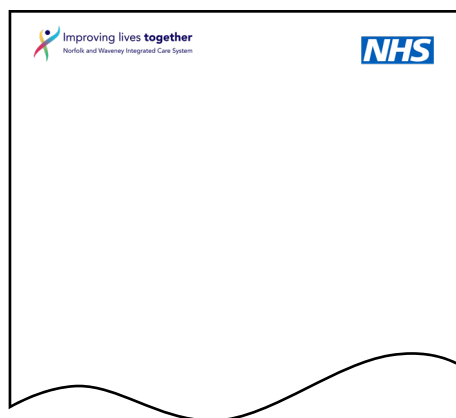
Logo usage

Logo positioning with the NHS logo and NHS organisation logos

When displaying the NHS Lozenge, or an NHS organisation logo, and the Norfolk and Waveney Integrated Care System (ICS) logo together, there are a small number of ways that these can be positioned in line with NHS brand guidelines.

When the project, initiative, or piece of work is being led by one or more NHS organisations the single NHS Lozenge (for a group of NHS organisations), or individual NHS organisation logo should be displayed as the more prominent logo. This involves the NHS lozenge/organisation logo being positioned in the top-right of any physical documentation or print materials, with the Norfolk and Waveney ICS logo then being positioned at the top-left (option 1), or in the bottom section of the page (option 2). These layouts both demonstrate partnership working, with the NHS as the lead organisation.

Document Layout Option 1

Document Layout Option 2

For further information on logo positioning inline with NHS Brand Identity Guidelines, please visit
https://www.england.nhs.uk/nhsidentity/identity-guidelines/.

Logo usage continued

Using our logo

It is important that the Norfolk and Waveney ICS logo remains as one entity and is not broken up into individual parts. The graphical 'person' icon can be used as a graphic device, though when used as a logo, these must remain combined.

Correct and incorrect usage

Improving lives **together**

Improving lives **together**
Norfolk and Waveney Integrated Care System

Norfolk and Waveney Integrated Care System

Edits to the design of the logo itself are strictly prohibited. **It is important that the logo remains in-tact every time it is used in order to enforce brand consistency**.

Elements of the brand may wish to be emphasised on specific pieces of work, though it is advised to do so within the text content of the work, rather than changing the logo in any way.
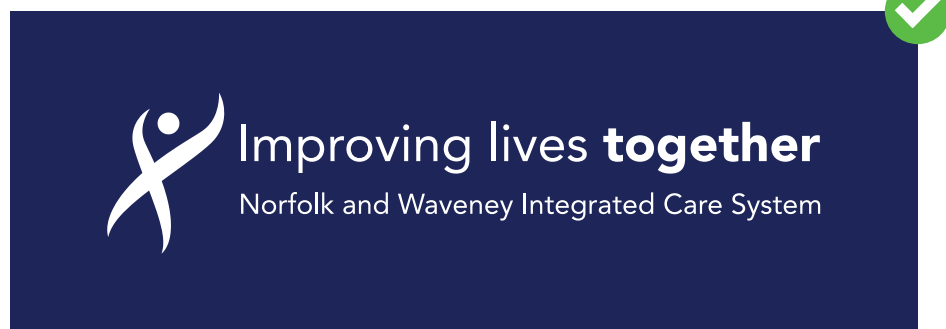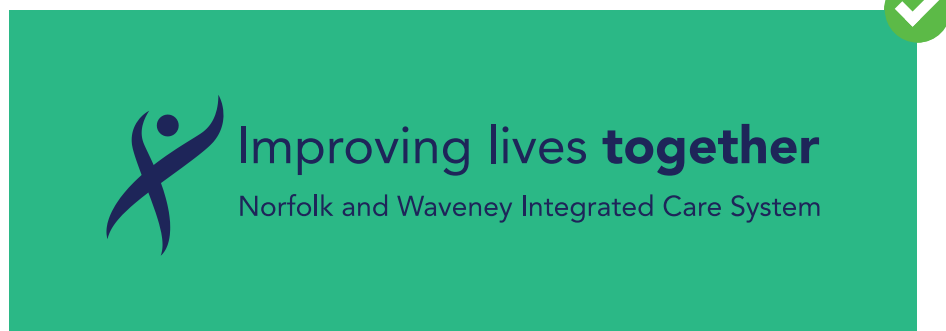
Improving lives **together**
Norfolk and Waveney Integrated Care System

Logo usage continued

Our logo on backgrounds

Our logo should be visible in all situations where it will be used. It is important to ensure that the overall look of our visual identity is protected. Where possible, the main, full colour logo should be used on a white background.

Correct usage

We have four colour variations of our logo available for various purposes. The multi-coloured version of our logo is the preferred option on a white or very light background. The all-black version of our logo should be used for white backgrounds, where printing in colour is unavailable. The all-white version should be shown on dark backgrounds as shown below. We also have a dark blue version that can be used where the background is too dark for the multi-coloured logo. The same guidance applies when the icon is used on it's own.

Improving lives **together**
Norfolk and Waveney Integrated Care System

Improving lives **together**
Norfolk and Waveney Integrated Care System

Improving lives **together**
Norfolk and Waveney Integrated Care System

Improving lives **together**
Norfolk and Waveney Integrated Care System

Logo usage *continued*

Incorrect usage

All logo and background combinations should meet the colour accessibility criteria as outlined on page 7 of this document. If you are unsure, or have any questions around our logo and it's usage, please contact nwccg.communications@nhs.net.
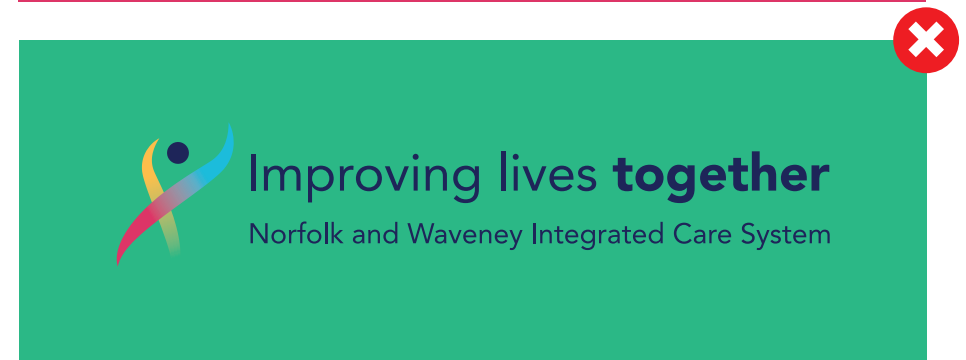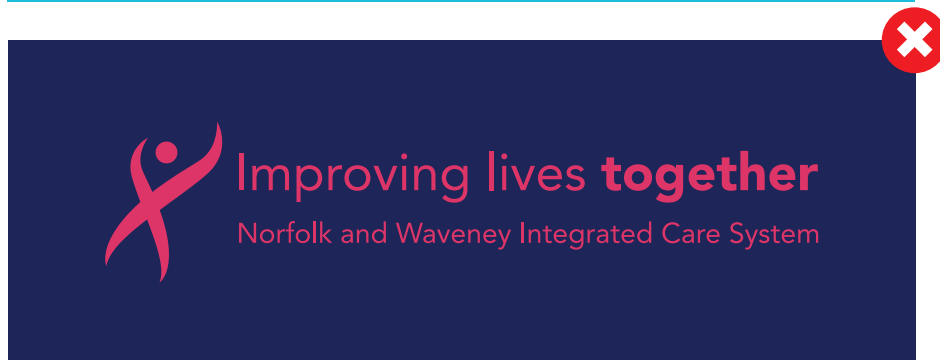
Colours

The colours that have been selected for our brand represent various feelings and emotions linked to our reputation as an Integrated Care System. Our primary colours portray trust, kindness, innovation, nature, loyalty, compassion and so much more. Our secondary colours have been selected to compliment those of the primary palette. As well as these selected colours, the use of white #ffffff is commonly used, particularly on darker background colours and where it helps with legibility.

Primary Colours

Dark Blue

Pantone: 2756
CMYK: 100/96/33/29
RGB: 14/6/97
HEX: #0E0661
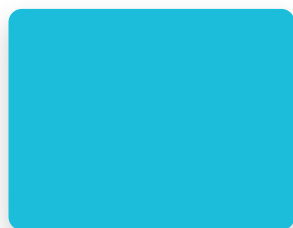
Light Blue

Pantone: 306
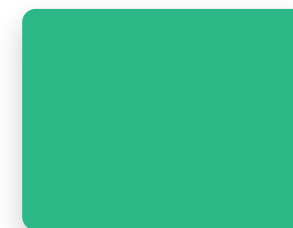CMYK: 70/1/12/0
RGB: 31/184/218
HEX: #1FB8DB

Yellow

Pantone: 136
CMYK: 0/27/81/0
RGB: 255/194/64
HEX: #FFC240

Vibrant Red

Pantone: 7635
CMYK: 8/93/41/1
RGB: 217/45/95
HEX: #D92D5F

Mint Green

Pantone: 7723
CMYK: 72/0/64/0
RGB: 46/182/125
HEX: #2EB67D

Colours continued

Secondary Colours

Purple
Pantone: 7678
CMYK: 70/87/0/0
RGB: 109/58/142
HEX: #6D3A8E

Light Purple
Pantone: 7670
CMYK: 85/76/0/0
RGB: 69/74/154
HEX: #454A9A

Blue
Pantone: 2945
CMYK: 94/65/0/0
RGB: 16/88/165
HEX: #1058A5

Dark Green
Pantone: 349
CMYK: 90/33/100/25
RGB: 1/103/48
HEX: #016730

Green
Pantone: 348
CMYK: 86/21/100/6
RGB: 3/134/56
HEX: #038638

Light Green
Pantone: 368
CMYK: 58/0/100/0
RGB: 124/185/40
HEX: #7CB928

Orange
Pantone: 716
CMYK: 0/66/99/0
RGB: 238/113/12
HEX: #EE710C

Dark Yellow
Pantone: 124
CMYK: 11/27/96/2
RGB: 229/138/4
HEX: #E5B704

Light Yellow
Pantone: 121
CMYK: 2/11/73/0
RGB: 255/222/92
HEX: #FFDE5C

Dark Red
Pantone: 187
CMYK: 23/99/69/17
RGB: 170/27/55
HEX: #AA1B37

Red
Pantone: 485
CMYK: 0/94/100/0
RGB: 228/38/19
HEX: #E42613

Pink
Pantone: 190
CMYK: 4/64/18/0
RGB: 232/123/154
HEX: #E87B9A

Black
Pantone: 532
CMYK: 79/70/62/89
RGB: 17/17/16
HEX: #111110

Dark Grey
Pantone: 7540
CMYK: 64/53/48/45
RGB: 78/78/81
HEX: #4E4E51

Light Grey
Pantone: 877
CMYK: 45/35/35/15
RGB: 141/141/142
HEX: #8D8D8E

Typography

The fonts we use play a huge part in how our organisation appears to both internal and external audiences. It also accompanies the visual element of our visual identity.

Avenir was created by Swiss type designer named Adrian Frutiger (1928-2015) who also created Frutiger, the font used for NHS headings. This sans serif typography style has been chosen for our brand due to its ability to appear clean, modern, friendly, trustworthy, humanistic, approachable, and simple to read from a viewer perspective.

While the font holds clean, strong and straight edges, it also provides smooth steady curves for specific rounded letters such as o, n, e, i, r, etc. This helps to increase legibility for readers.

Primary font: Avenir LT Std 95 Black

Used for: Headings | titles

Avenir LT Std 95 Black
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary font: Avenir LT Std 55 Roman

Used for: Subheadings | Body copy where possible

Avenir LT Std 55 Roman
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Alt. Secondary font: Arial Regular

Used for: Body copy where secondary font is unavailable

Arial Regular
abcdefghijklmnopqrstuvwxyz0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Note: The minimum size for any body copy text must be 10pt on printable materials. This includes A4 sized PDF files.

Sub-brands

Sub-brands are visual/graphical identities that have been created to highlight a specific programme or body of work within the Norfolk and Waveney Integrated Care System. These visual identities must align to the guidelines set within this document.

Sub-brand logos and graphical devices must use the same fonts and colours as those outlined in this document. These brand elements align to the overarching ICS visual identity and provide continuity and a sense of trust when used correctly. Please see **pages 10-12** for correct usage. The guidelines for the ICS logo also applies to sub-brands. See **page 16** for correct font usage and see **page 14** for our chosen colour palette. It is important that the geographical identity is also clear within the design of sub-brands. For this reason, where possible, each logo should contain the words 'Norfolk and Waveney' and in this order, here relevant, so that viewers understand where the piece of work represents, and is clear upon a glance.

Examples

protect-now
Proactive population health and care for Norfolk and Waveney

activeNoW
Supporting physical activity in Norfolk and Waveney

Community Voices
Using your feedback to improve care

Great Yarmouth
Health & Wellbeing Partnership

North Norfolk
Place Board

Imagery

The images and photography that we use should highlight our people, our places, our goals and our communities. Professional photography is preferred where possible. Any photography commissioned should be in line with these guidelines.

Examples

Our communities

Our people


Our places

Iconography

We have produced a suite of example icons as part of our brand that can be used to help you communicate messages and deliver information at a glance. Icons can also prove useful as a visual device where photography is not available. If you require a specific illustrative icon that is not shown below, please contact the communications team on nwicb.communications@nhs.net. All icons must meet colour accessibility requirements.

Material examples

We have created a selection of examples where our brand has been utilised. These are shown below to help you gain visual insight into how the brand can be used on various materials.
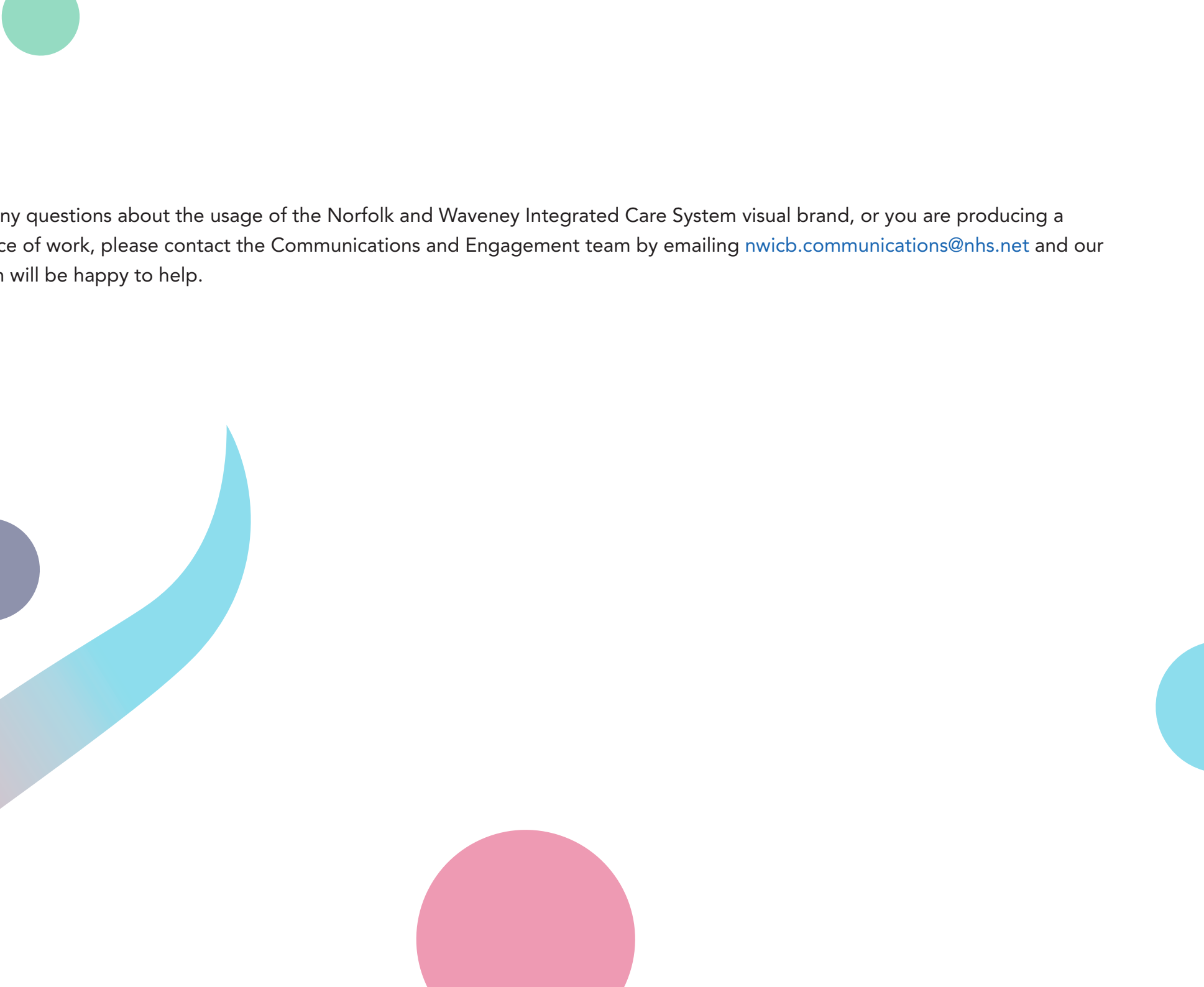
Examples of visual brand usage

A4 Document

PowerPoint Presentation Slides
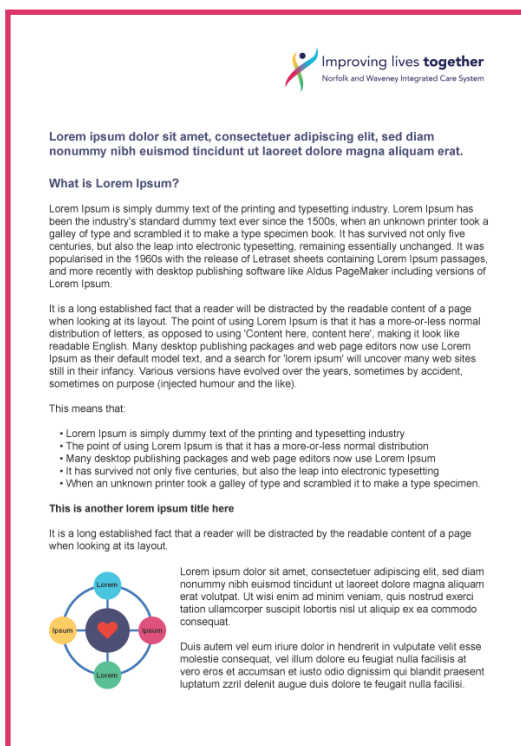
Roller Banner

Strategy Cover

If you have any questions about the usage of the Norfolk and Waveney Integrated Care System visual brand, or you are producing a branded piece of work, please contact the Communications and Engagement team by emailing nwicb.communications@nhs.net and our friendly team will be happy to help.