

National Ambulance
LGBT Network



Branding Guidance

Using the rainbow and trans
star of life logos to promote
LGBT Networks

Supporting Lesbian, Gay,
Bisexual, Trans staff,
patients and communities

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Introduction



One of the first jobs completed when the National Ambulance LGBT Network was created was establishing a distinct identity. We have worked with graphic designers to create a recognisable brand and this is now becoming engrained in NHS Ambulance Trusts across the United Kingdom.

We have also registered two of our logos with the UK Government's Intellectual Property Office. Gaining registered trade mark status means we are legally protected from people using the logos without permission.

This however comes with a responsibility to make sure that member organisations of the National Ambulance LGBT Network use the correct logos and consistently so the branding is not compromised. This guidance aims to

outline our branding guidance for everyone to comply with. We ask everyone to read this information carefully.

Principles of Our Branding

The aim of our branding:

Give Identity

The Network has a bold and distinct identity that is easily recognisable.

Promote Reputation

The Network is seen as a professionally run organisation with positive reputation.

Applied Consistently

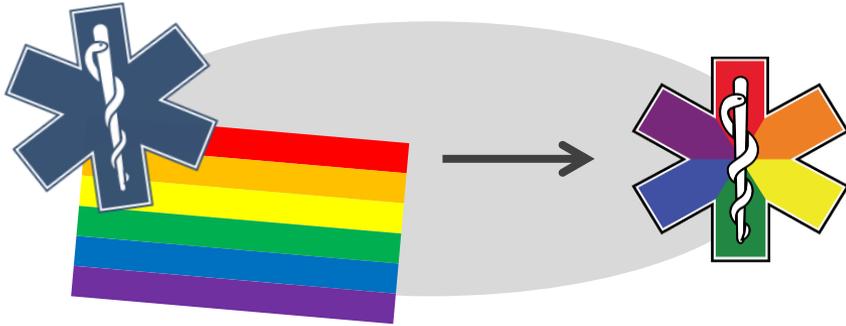
All members organisations apply the branding consistently.

A Brief History



What is the Rainbow Star of Life

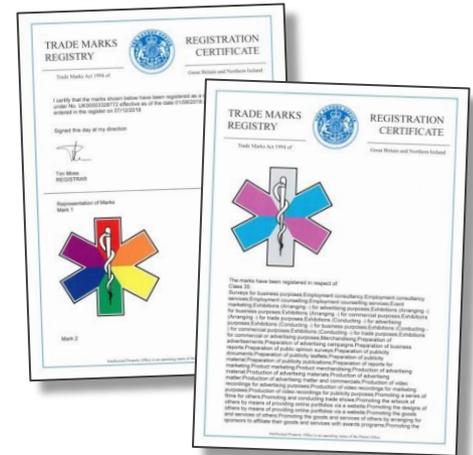
The rainbow star-of-life logo is a fusion of the internationally recognised symbol of pre-hospital emergency care, and the rainbow flag representing the LGBT community.



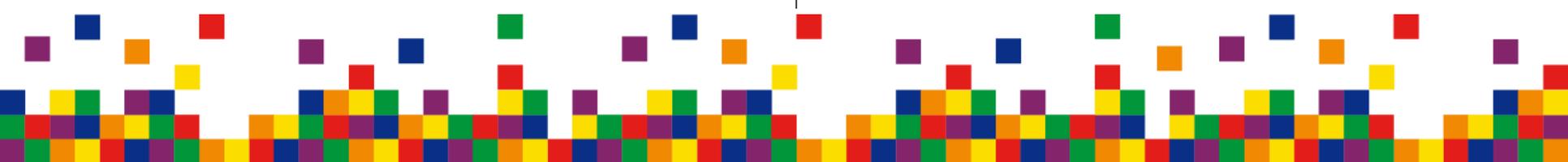
The rainbow star-of-life logo was created by members of the Yorkshire Ambulance Service LGBT Network in 2011 and was adopted by the National Ambulance LGBT Network in 2016. This logo is now the primary identifier of the National Ambulance LGBT Network and its member organisations.

Registered Trade Marks

In 2018 the Network registered the rainbow and trans star of life logos with the UK Government Intellectual Property Office. This makes both logos registered trade marks of the National Ambulance LGBT Network. This affords legal protection from people using either logo without permission of the Network.



The logos have now been updated to encompass the ® symbol denoting registered trade mark.



Design and Responsibilities



Design Elements

We have worked with graphic designers to create a set of design elements for the National Ambulance LGBT Network. This includes the star of life logos, the 'wandering pixels' element and a colour palette.

More information about the star of life logos is given on the next page. The wandering pixels is designed to portray a bold and confident organisation drawing on the colours of the LGBT rainbow flag. Two alternative 'wandering pixels' designs have been created to match the trans and bisexual star of life logos. Full style guidance is provided in Part 2 of this document.

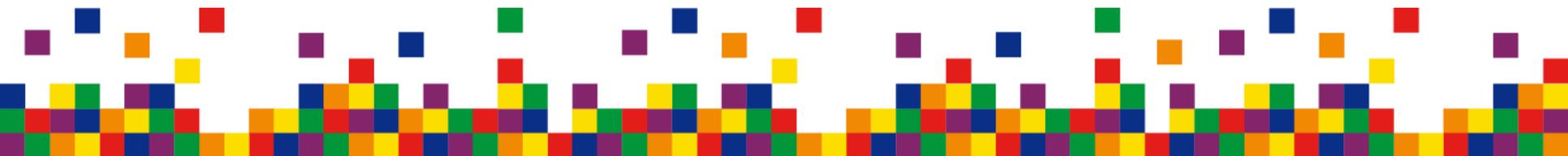
The actual design of all three versions is the same, with colour variations, in order to connect People with the Network's identity.



Responsibility of Network Chairs

It is important that all documentation and presentations written on behalf of the National Ambulance LGBT Network follow the style guidance set out in Part 2 of this document. We therefore request that Chair's of member organisations assume the role of authoriser to local publications and ensure the style guidance is followed.

Where documentation is to be published on the National Ambulance LGBT Network website these should be proof read by at least two people before being passed to the National Network Chair or Deputy Chair for final approval. This is to ensure the high standard of documentation is maintained. A range of template documents are available to assist with consistency.

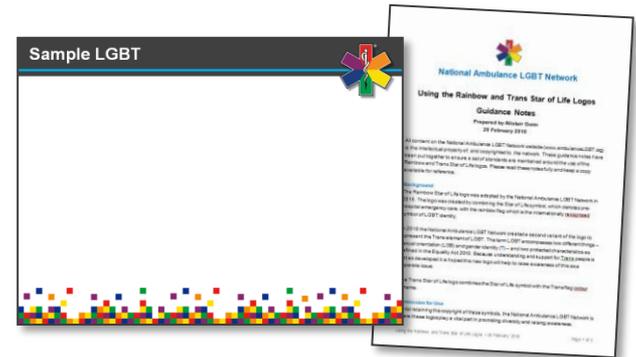


Identity Elements

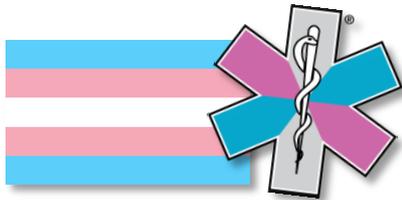
The primary identifier of the National Ambulance LGBT Network is the rainbow star of life logo.



To be used on all generic Network documents and presentation and those with an LGB or LGBT focus.

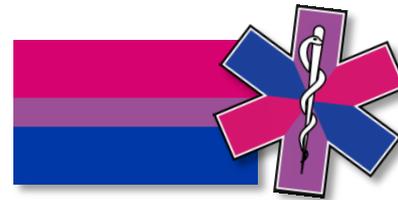
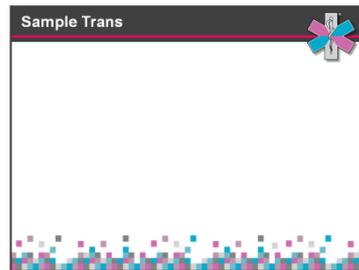


Secondary Identifiers



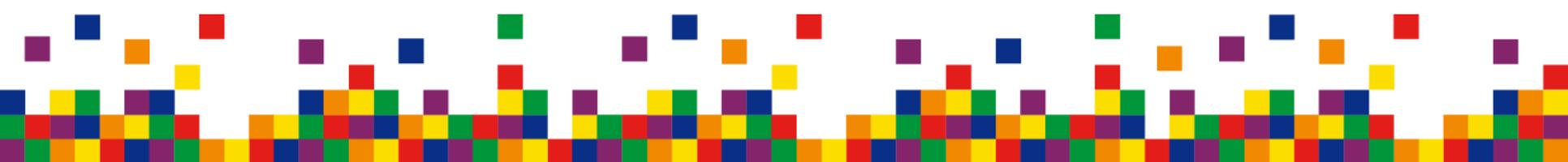
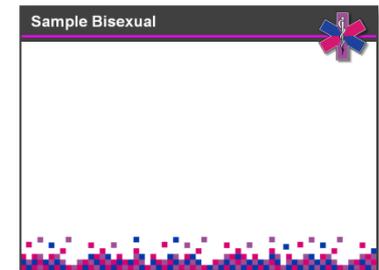
Trans Identity

To be used where the focus is specifically trans related.



Bisexual Identity

To be used where the focus is specifically bisexual related.



Permission to Use Logos



NHS Ambulance Trusts

A proactive authorisation is given for all NHS Ambulance Services to use the rainbow, trans and bisexual logos to promote their LGBT Networks and develop resources to improve patient care and support staff. This applies to documentation, presentations and other resources.

Please ensure the correct versions of the logos are used, incorporating the registered trade mark ® symbol where applicable.

Following suggested good practice with the management of our trade marks, we request that the Network Committee is notified of all products that include one of the star of life logos. This will be entered onto a register of approved products and we can keep check on where the logos are used. A suggested format for the register is included on the next page.

Other Organisations

All non-NHS Ambulance Services and other organisations must get written approval to use one of the star of life logos. To do this you should write to the Network Chair or Deputy Chair stating full details of where the logo is to be used.

Because the rainbow star of life is the logo of the National Ambulance LGBT Network, permission may be refused if it's use is likely to conflict with the Network's identity guidance or there is likely to be a negative reputational impact. The registered logos, and any products incorporating it, must never be used for any profit or financial gain.

To notify the Network Committee you can email the Chair or Deputy Chair directly or send a message from the website 'Contact Us' facility which includes a subject header for 'Register / Get Approval for Use of Star of Life Logo'.

