

National Ambulance
LGBT Network

Branding and Style Guide



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

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

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1 August 2019



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

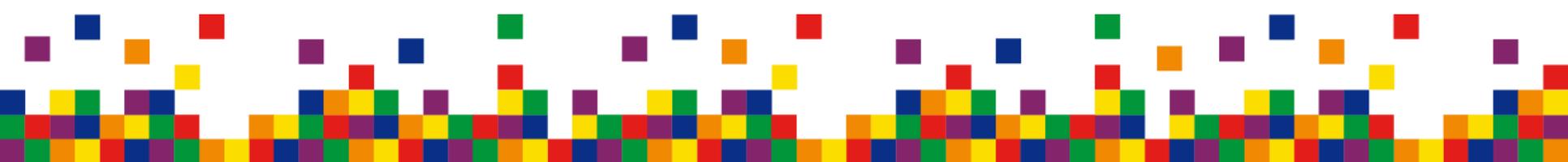
All members organisations apply the branding consistently.



‘Need to Know’ Information

Important learning points:

- The history of the Network’s identity.
- The meaning and protection of trade marks.
- Design elements and responsibilities of Chairs.
- NHS Ambulance Trust proactive permissions.

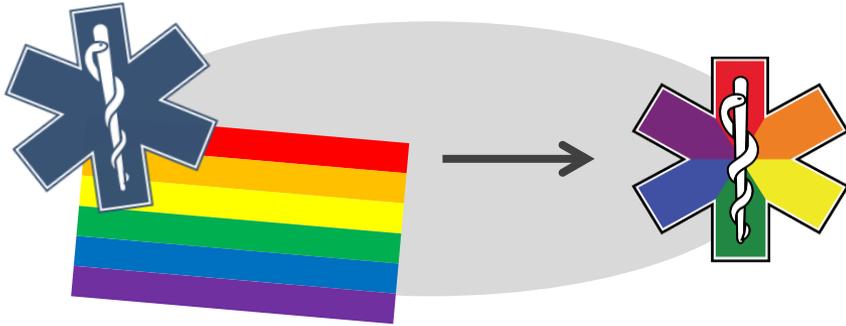


A Brief History



What is the Rainbow Star of Life

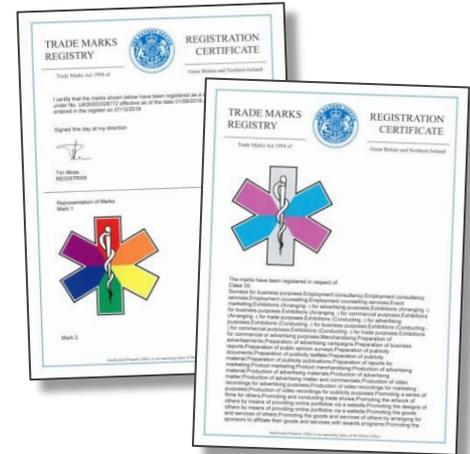
The rainbow star-of-life logo is a fusion of the internationally recognised symbol of pre-hospital emergency care, and the rainbow flag representing the LGBT community.



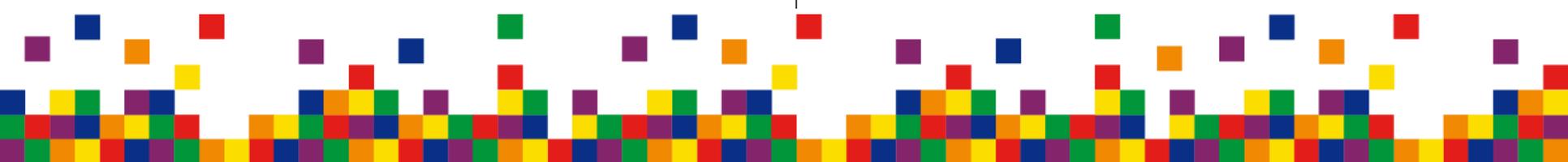
The rainbow star-of-life logo was created by members of the Yorkshire Ambulance Service LGBT Network in 2011 and was adopted by the National Ambulance LGBT Network in 2016. This logo is now the primary identifier of the National Ambulance LGBT Network and its member organisations.

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

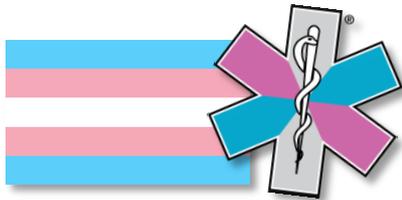
The primary identifier of the National Ambulance LGBT Network is the rainbow star of life logo.



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

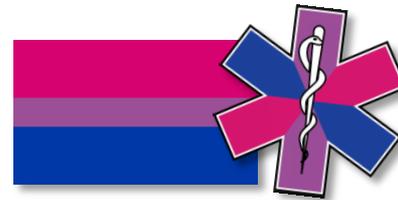
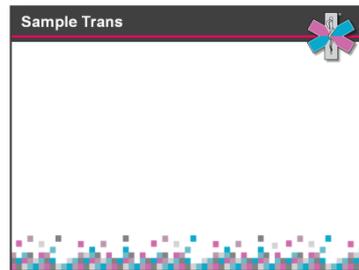


Secondary Identifiers



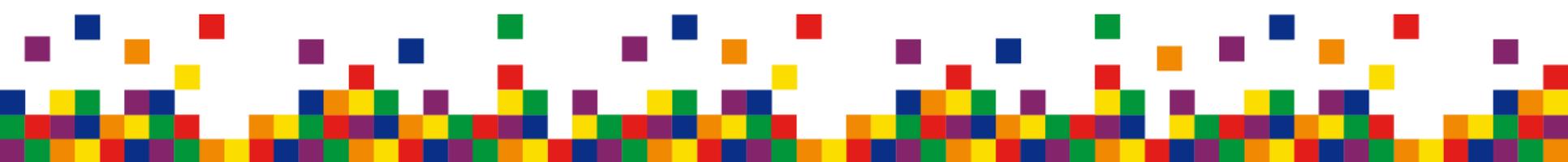
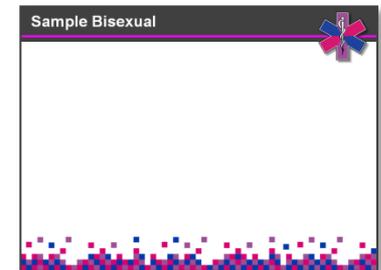
Trans Identity

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.

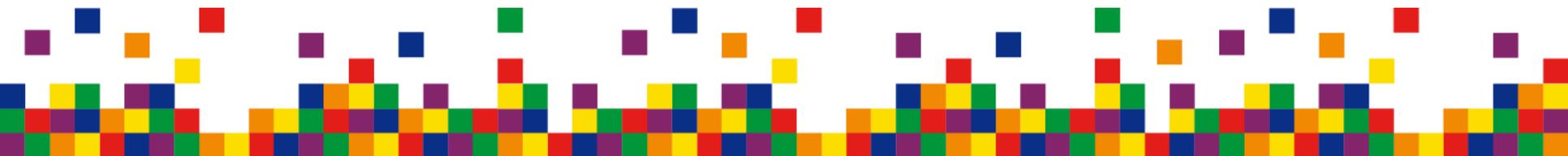
Following suggested good practice with the management of our trade marks, we request that the Network Committee is notified of all products that include one of the star of life logos. This will be entered onto a register of approved products and we can keep check on where the logos are used. A suggested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



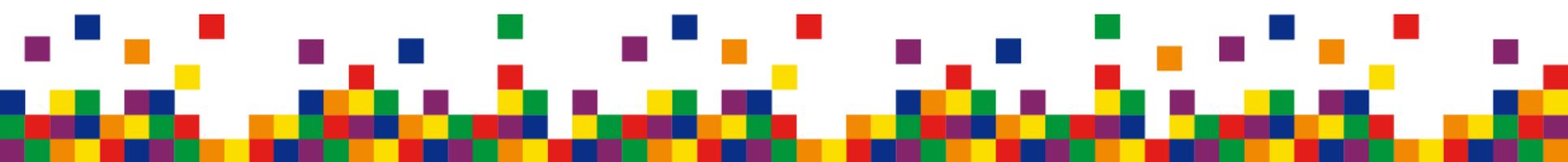
Register of Approved Logo Use



Register

Date	Person Registering	Trust	R*	T*	B*	Item Description	Photo Available	Date of Approval

Key: R* = rainbow star of life logo; T* = trans star of life logo; B* = bisexual star of life logo.

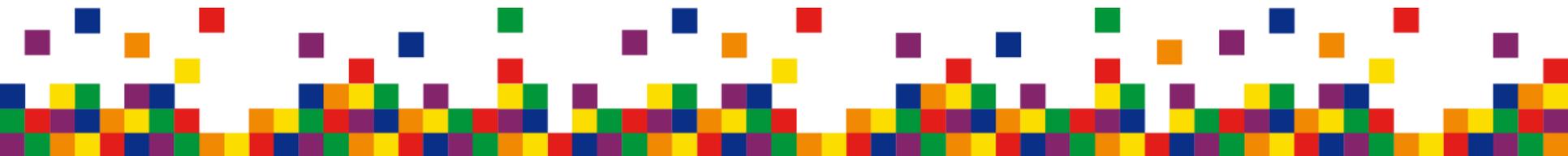




Style Guidance

Important learning points:

- Correct use of the Network logos.
- Colour matching for printing and products.
- Style guidance when making documents.
- Good practice and making documents accessible.



Logo Colour Descriptors



Introduction

When including the rainbow or trans star of life logos in any documentation or products we suggest you use the original artwork. Copies of jpeg. and AI. Files are available from the Network Chairs and Objective Leads on request.

You will note that there are two different versions of the rainbow and trans logos. It is important to ensure the ® symbol stands out on all printed materials. And therefore white and black ® versions are available. Please select the most appropriate one.

For all National Ambulance LGBT Network documents one of the logos should appear on every slide of presentations, if not on the top banner, somewhere else on the slide.

If you need to recreate the logos or are working with other parties you might find the following useful.

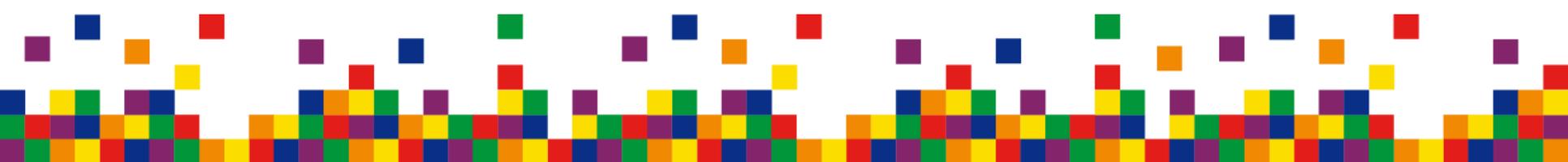
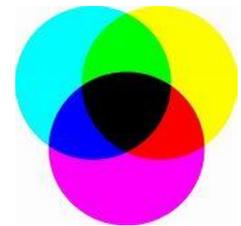
Pantone codes

Pantone is an internationally recognised registry of colour identifications and the matching codes is particularly useful when having goods produced. You will find all applicable Pantone codes on the following three slides.



CMYK codes

For printed materials there are various coding systems for matching colours. The most useful for printing is the code that defines the individual ink proportions used which are cyan, magenta, yellow and black (CMYK).



Rainbow Star of Life



Pantone and CMYK Codes

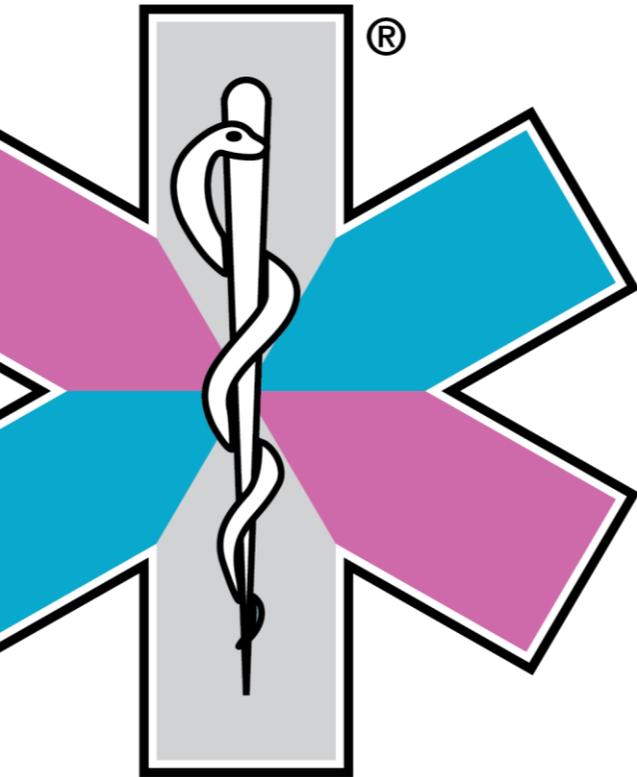
Element	Pantone Code	CMYK code
Star of Life - Red	Pantone 485C	C0 M95 Y100 K0
Star of Life - Orange	Pantone 144C	C0 M51 Y100 K0
Star of Life - Yellow	Pantone Yellow	C0 M1 Y100 K0
Star of Life - Green	Pantone 355C	C91 M0 Y100 K0
Star of Life - Blue	Pantone 287C	C100 M75 Y2 K18
Star of Life - Purple	Pantone 249C	C42 M95 Y10 K31

Where the logo is used on the grey background use the following:

Dark Grey	Pantone Black C 90%	C42 M35 Y30 K75
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Trans Star of Life



Pantone and CMYK Codes

Element	Pantone Code	CMYK code
Star of Life - Light Blue	Pantone 298C	C74 M13 Y14 K0
Star of Life - Light Pink	Pantone 1905C	C16 M71 Y0 K0
Star of Life - Off White	Pantone 2C	C0 M0 Y0 K20

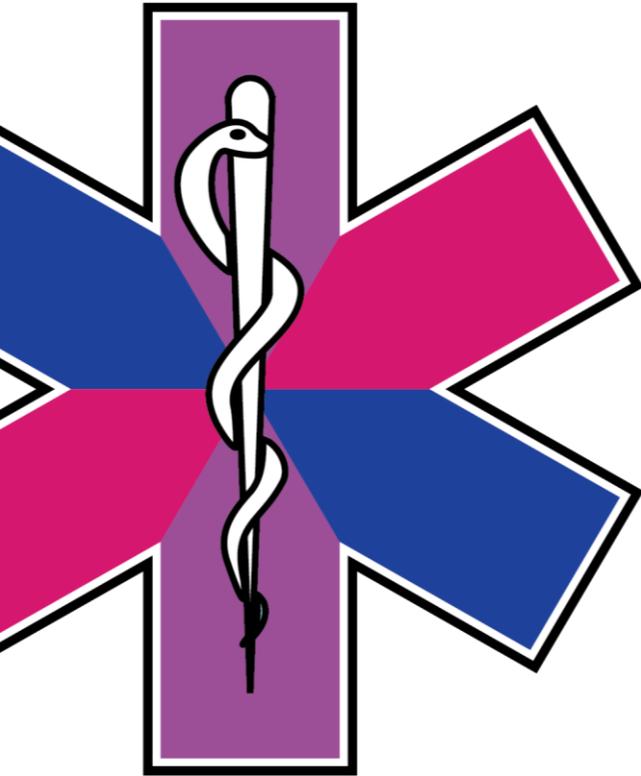
The alternative wandering pixels design element to match this logo is shown below.

The colours used in this variant of the star of life are not an exact match with the official colours of the flag. They have been adjusted slightly to work better as a graphic device.

The CMYK codes for the original flag (right) are: pink C12 M44 Y0 K0 and blue C47 M0 Y5 K0.



Bisexual Star of Life

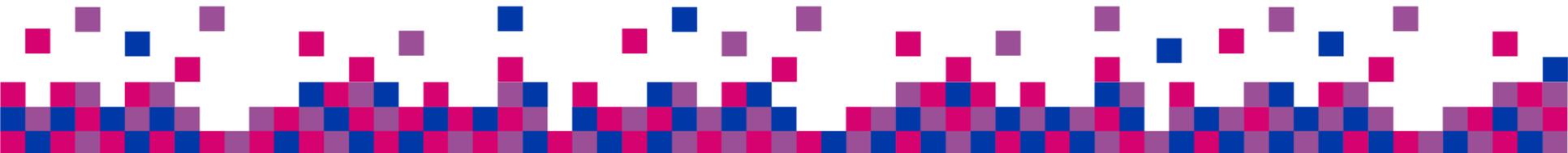
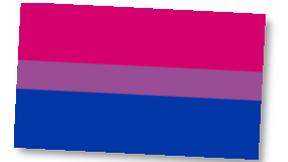


Pantone and CMYK Codes

Element	Pantone Code	CMYK code
Star of Life - Dark Blue	Process Magenta C	C100 M88 Y0 K0
Star of Life - Dark Pink	18-3838 TCX U-V	C11 M100 Y28 K0
Star of Life - Purple	Dark Blue C	C44 M82 Y6 K0

The alternative wandering pixels design element to match the logo is shown below.

This logo is a true representation of the colours used in the bisexual flag. The pantone codes are an exact match.



Network Primary Identifier



The rainbow star of life logo is the primary identifier for the network and should be used as shown in the following images.

As a header on Word documents:



The dark blue colour should be used to accent the Network's name.

If including the logo in other forms of documentation the format should be kept consistent with an appropriate use of colours to make it stand out. Some examples of appropriate use are shown in the following examples:

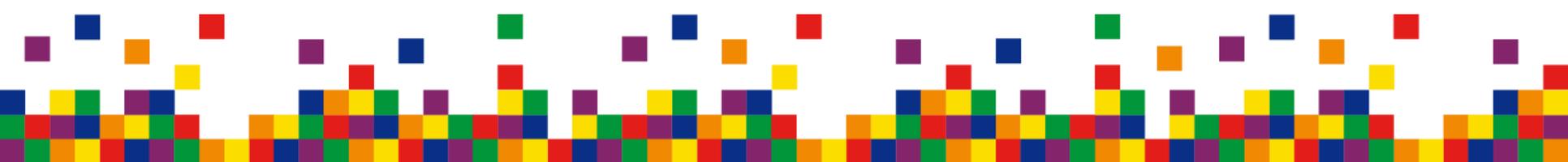
On a white background:



On a dark grey background:



On an alternative colour background (for example the inside front page of books):



Colour Palettes



Primary Palette (Base Colours)

Dark Grey

Dark Blue

White

Secondary Palette (Accent Colours)

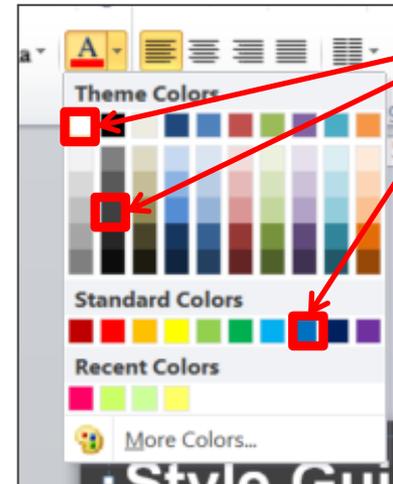
Fluoro Green - LGBT

Cyan - LGBT

Dark Pink - LGBT and Trans

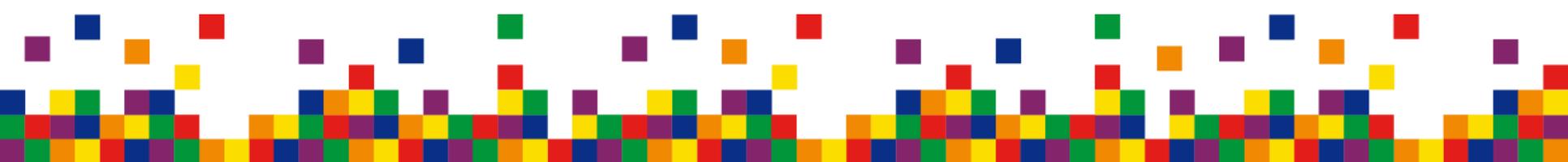
Magenta - Bisexual

The primary palette colours are the generic colours that form the base of every document and presentation. They have been picked for text and backgrounds and the combination of three colours can be used in reverse with white text overtyping the other two colours. All three colours can be found on the generic colour palette of all Microsoft Office programmes.



The graphic here shows the location of the primary palette colours.

The dark grey colour is identified as 90% black in other design programmes. This forms the top banner on all presentations.



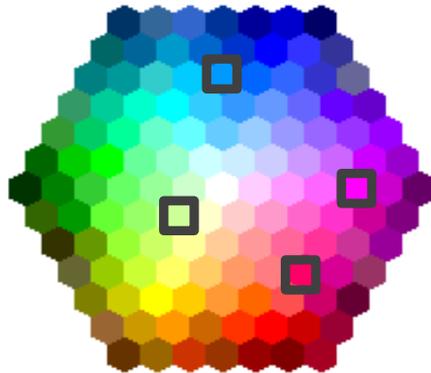
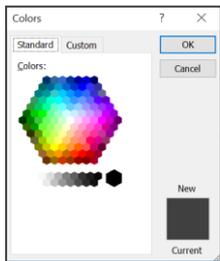
Colours and Fonts



The secondary palette is used to provide accent to presentations and, in most cases, one colour should be chosen. The exception to this would be a presentation that has several distinct parts, where using different colours for each may add value.

These colours have been chosen as they compliment the primary palette and offer a contrast to each of the 'wandering pixels' graphic elements. Three colours are available for the LGBT scheme and one colour is available to compliment each of the trans and bisexual graphics.

Location of secondary palette colours



Fonts

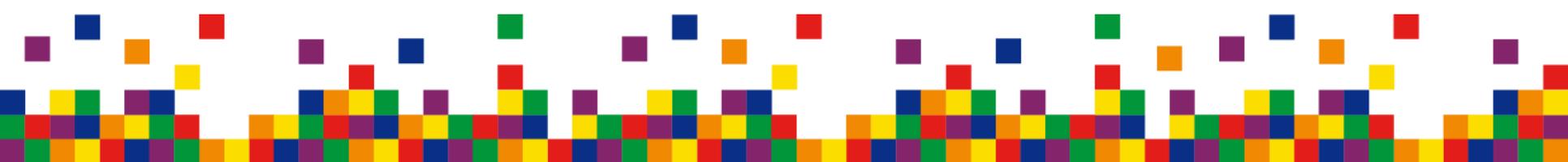
The font used in all documentation and presentations is Arial. This has been chosen as it is clear and universally available across all different media systems.

Primary headers should utilise either the dark grey colour on a white background, or white text on the dark grey banner. Secondary titles should utilise the dark blue colour for emphasis within text. All titles should use Arial Bold as shown below.

Primary Title

Secondary Title

Paragraph text. This scheme has been used throughout this document as an example of how the colours and font should be applied.



Other Considerations



Accessible Information

Wherever possible the National Ambulance LGBT Network will attempt to make documents and presentations comply with the Accessible Information Standard. Some basic pointers are included below:

- Always use dark contrasting text and avoid typing text over photographs and graphics.
- Do not use the text justify feature to align text to both margins. It is considered best practice to align text to the left margin only.
- Leave 'white space' around text so that people can navigate around the document easily.
- Try not to run text across the whole slide if using Powerpoint. Use columns as demonstrated in this document.

Good Practice Guidance

- Please ensure you always include a lead author name and date on every document. This means information can be traced if needed and the validity of information to be recognised.
- If including photographs in a document consider if an acknowledgement for the photographer is required. This is not necessary for Network stock images but might be if the photos have been externally sourced or permission has been given from a journalist or other source.
- Make sure you have permission from people in any photographs to use them.
- If you are including Network logos make sure they are used appropriately and don't compromise reputation. Make sure faces and essential information are not obscured.

