

Electronic Prescription Service Release 2 Design Style Guide

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1. Welcome to the Electronic Prescription Service Release 2 design style guide

The Health and Social Care Information Centre (HSCIC) is supporting the NHS to deliver better, safer care for patients by introducing new systems and services which improve the way information is stored and shared in the NHS in England. One of these services is the Electronic Prescription Service (EPS).

The Electronic Prescription Service is being introduced in two stages, known as Release 1 and Release 2. This guidance is applicable to any communication materials that relate to EPS Release 2.

2. Why have an Electronic Prescription Service Release 2 design style?

The EPS Release 2 design style will be used nationally to help to:

- present a consistent and unified image;
- create a sense of local identity, and
- ensure that communications materials look professional and support the public's confidence.

The design style also specifically serves five other purposes:

- to help patients and healthcare staff clearly identify information sources related to EPS Release 2
- to act as the basis for a 'go-live' sign that can be displayed in sites operating EPS Release 2, so patients can clearly identify where it is being used (this is particularly important when considering that different sites will go-live at different times);
- to give NHS service providers access to what will become a nationally recognised design style that will help them raise awareness of EPS Release 2 amongst their patients;
- to help maintain the level playing field in the pharmacy market – a key element of the agreed implementation approach;
- to ensure that all sites have access to centrally produced easily recognisable material that supports the principles of nomination. The key principle of nomination relating to communication is: "in order for a patient to request a nomination they will need to be informed about the EPS and the ability to nominate a dispenser".

3. What is the Electronic Prescription Service Release 2 design style?

At all times the EPS Release 2 design style includes:

- the NHS logo and typeface;
- specific colours from the NHS colour palette;
- the words 'Electronic Prescription Service'.



It also includes a **graphic device**. The Electronic Prescription Service graphic device (the green 'e' symbol) is an element of the design style that can be reproduced in a variety of formats and settings to increase recognition and create a sense of familiarity. **This graphic device must only be used as part of the design style and must never be used on its own or to replace the NHS logo.**

The graphic device does not need to be shown in all cases. If you choose not to show the graphic device, you must include the NHS logo and the words 'Electronic Prescription Service'. The words 'Electronic Prescription Service' should not be placed close to the NHS logo to imply that this is also part of a logo.

4. Who can use the Electronic Prescription Service Release 2 design style?

It is important that the Electronic Prescription Service design style is used appropriately and in context.

If you wish to produce your own materials please follow the guidance in "*Using the Electronic Prescription Service design style*".

Organisations providing NHS services

As the Electronic Prescription Service is an NHS service, the design style may only be used by Clinical Commissioning Groups (CCGs) and sites operating EPS Release 2, including GP practices, community pharmacies and dispensing appliance contractors

System suppliers should follow the relevant guidance below.

NHS Brand Guidelines

NHS organisations (such as GP practices) should also follow the NHS Brand Guidelines on NHS organisations working in partnership – www.nhsidentity.nhs.uk/working-in-partnership

Community pharmacies and dispensing appliance contractors may wish to be identified as part of the NHS family. If pharmacies wish to use the EPS Release 2 design style, they should be aware that the NHS Brand Guidelines for pharmacies (www.nhsidentity.nhs.uk/pharmacy) are the overarching guidelines and must be adhered to when using any element of the NHS identity. Interim NHS brand guidelines are available for dispensing appliance contractors – contact NHS Identity for further information. nhs.identity@dh.gsi.gov.uk

Pharmacies and dispensing appliance contractors may not use the EPS Release 2 design style in their own marketing/promotional materials, or in advertising. **It must only be used in relation to the EPS Release 2.**

System suppliers

This section is aimed at system suppliers who are providing prescribing or dispensing systems to support delivery of the EPS Release 2.

You may:

- always refer to the service in full (NHS Electronic Prescription Service) and not abbreviate the name to EPS or NHS EPS
- use images from the Electronic Prescription Service Release 2 photo library (see *Use of the EPS Release 2 photo library*).

When the name of the service is written in full, the NHS letters should never be written in italic. The acronym of NHS in a sentence should never be replaced by the NHS logo.

You may not:

- use the NHS logo
- produce your own materials that include the EPS Release 2 design style
- use the EPS Release 2 design style in your own marketing/promotional materials, or in advertising.

The EPS Release 2 design style must only be used in relation to the Electronic Prescription Service by organisations providing the Release 2 service to patients and not in materials that are unrelated to this service.

NHS Choices

To promote recognition of the EPS Release 2 amongst patients and healthcare staff, the NHS Choices website will reference the service and, as detailed below, will show elements of the design style on some pages.

- The graphic device must not be used on its own on NHS Choices' A-Z listing of pharmacies entries – plain text will be used instead.

On the NHS Choices website, elements of the design style can be used for the individual pharmacy pages. As the NHS guidelines and the NHS Choices style guide stipulate that the NHS logo should only be used once on a page, this means only using the green graphic and title of the service – the NHS logo being top left in the masthead.

This is the only occasion on which elements of the design style may be used without the NHS logo adjacent to the graphic device.

Other NHS organisations

There may be other NHS organisations that wish, or are required, to refer to the Electronic Prescription Service in their own materials. The NHS Brand Guidelines state that the NHS logo may only be shown once on a page (printed or electronic) and the Electronic Prescription Service should therefore be referred to as text only and outside the NHS logo exclusion zone. The graphic device should not be used.

Any NHS organisations that are not listed above which wish to use the EPS Release 2 graphic device should email eps@hscic.gov.uk detailing the intended use before permission may be given.

5. Using the Electronic Prescription Service Release 2 design style

The Electronic Prescription Service is an NHS service. The design style may only be used by those organisations that are either part of the NHS or are contracted to provide NHS services.

NHS organisations and some dispensers may wish to produce their own materials. These guidelines are designed to ensure that the EPS Release 2 design style is used correctly at all times.

Above all else, the NHS Brand Guidelines must be adhered to – go to www.nhsidentity.nhs.uk for detailed guidance on how to apply the NHS brand to all communications materials.

Only artwork supplied by the HSCIC can be used for the EPS Release 2 design style. The different formats available are shown, along with the minimum size at which they should be presented:



A4 and A4+ materials: width = minimum of 55mm,

A5/DL materials: width = 35.5mm

Sizes

The Electronic Prescription Service graphic device (the green 'e' symbol) may be used in larger sizes than given in the table above, for example on a leaflet, however, it must be shown in conjunction with the NHS logo and the words 'Electronic Prescription Service',



the green 'e' symbol - large example

Artwork formats



The design elements contained within this artwork should never be modified and the Electronic Prescription Service graphic device (the green 'e' symbol) must never be shown without the NHS logo.


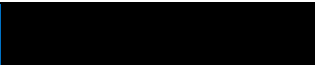



The EPS Release 2 colour palette

The NHS corporate colour, NHS blue (Pantone® 300), is supported by a vibrant secondary print colour palette for the EPS Release 2.

Not everything needs to be NHS blue – the main secondary colour for the Electronic Prescription Service is NHS dark blue (Pantone 287).

NHS light green (Pantone 368) matches the graphic device for the Electronic Prescription Service and may be used on materials relating to this.

		
Print	eps_nhs_print_A4+_cmyk.eps	eps_nhs_print_A4+_black.eps
Screen	eps_nhs_screen_A4+_rgb.jpg	eps_nhs_screen_A4+_black.jpg

				
NHS blue (Pantone 300) c: 100 m: 43 y: 0 k:0 r: 0 g: 114 b: 198 hex: 0066cc	Black c: 0 m: 0 y: 0 k: 100 r: 33 g: 30 b: 28 hex: 000000	White c: 0 m: 0 y: 0 k: 0 r: 255 g:255 b: 255 hex: ffffff	EPS blue aka NHS dark blue (Pantone 287) c:100 m: 69 y: 0 k: 11.5 r: 0 g: 56 b: 147 hex: 000099	NHS light green (Pantone 368) c: 65 m: 0 y: 100 k: 0 r: 91 g: 191 b: 33 hex: 66cc33

* The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging colour language for the selection, marketing and control of colour.

The colours shown here have not been evaluated by Pantone Inc. Trademarks for accuracy and may not match the PANTONE Colour Standards. Consult current PANTONE Publications for accurate colour.

PANTONE is a registered trademark of Pantone, Inc.

Please note: when viewed on screen or printed through a colour laser printer this document will not be accurate for colour matching.

Typography

The EPS Release 2 font is Frutiger. This is a modern font which is easy to read and available in a number of styles and weights. If Frutiger is not available, for example on desktop PCs, Arial is acceptable.

6. Use of the Electronic Prescription Service Release 2 photo library

To help create a cohesive look and to make clear the locations in which EPS Release 2 is available, a library of photographs has been produced which demonstrates the EPS Release 2 go-live sign in a range of contexts. If you wish to use any photographs from the EPS website contact us at eps@hscic.gov.uk.