



**South East Coast  
Ambulance Service**  
NHS Foundation Trust



# Brand Guidelines

January 2019



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## Our Guidelines

This document looks at the basics of the NHS brand and provides a useful guide to applying the Trust's local design style.

The Trust brand is unique and relevant to our service and the needs of local people it serves. To ensure this guide is as simple as possible, we have put the guide into three main sections

- looking at the core NHS identity
- the ambulance service identity within the NHS brand
- the component parts used to create the identity

### A guide to utilising the design style of our NHS Trust

Our Trust design style helps to manage our reputation and image across all material.

Please work within the Trust design style to ensure that all our communications material is professional, gives the public a positive image of the Trust and helps inspire their confidence in our service.

- Our style combines element of the NHS identity: the logo type, NHS typefaces and a choice of colours from the NHS colour palette.

### Our Trust brand

Branding is an important way of differentiating ourselves from other ambulance trusts and conveying our vision and values. Strong branding will lead to recognition and loyalty from our stakeholders – people who use our services, people who commission them and people who refer into them.

### Using the brand

It is very important that the brand is used appropriately by SECAmb staff, so that it looks consistent and professional. Misuse of the brand will damage it; reducing its ability to communicate our individuality as a Trust and undermining our professionalism. In order to assist staff, branded templates have been developed for common communication requirements.

Staff requiring materials to be produced beyond the templates which have been provided on the [intranet](#), please contact the comms team for further support and guidance

# NHS Identity

## NHS Identity – NHS logo

The NHS logo and Trust brand is the cornerstone of our brand identity. It is our signature; the mark of NHS ownership of services and messages.

It is also one of the most powerful logos in the UK. It carries 98 per cent recognition among the general public and has very strong levels of credibility, authority and trust. As a result of this recognition and trust, the NHS is perceived to be an impartial and credible provider of health advice, information and services.

It is important that you use the NHS logo correctly and consistently across all applications. Always use the logo in accordance with our main brand guidelines, and make sure you do not alter it in any way.

The colour of the NHS logo is NHS Blue (Pantone® 300). By using this colour you will help to enhance recognition of our logo and reinforce our identity. Wherever possible, you should use the NHS logo against a white or lightcoloured background.

If you are printing in one colour, you can reproduce the NHS logo in black. If you are printing on a dark background, you can reverse the logo out of your background colour. You should never reproduce the logo in a tint of NHS Blue or black. This logo must always sit top right of any document or piece of literature.

For a more comprehensive guide to the NHS logo and its use, please refer to the guidelines available at [www.england.nhs.uk/nhsidentity](http://www.england.nhs.uk/nhsidentity).



## NHS Identity – Ambulance Service Crown Badge

The design and use of individual Crown Badges is granted and controlled by the King of Arms, under Crown Authority. Third party providers therefore cannot use the Crown Badge on any communication medium, including on vehicles, print, digital applications or elsewhere.



The Crown Badge should be sized and positioned as per the examples shown. The Crown should always sit higher than the NHS logo, with the central dip of the the Crown aligning with the top of the NHS logo. The bottom of the wreath should align with the base of the NHS organisational logo. This ensures the two logos appear in equal proportion. See examples provided. Templates can be found in the branding section of the intranet.



The 'exclusion zone' is the clear area that surrounds the logo. To ensure that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone. There are occasional exceptions to this rule, but in general you should never enter the exclusion zone.



The minimum width the logo can appear is 15mm – the only exception for this is business cards.

## NHS Identity – Ambulance Service Identity

If you choose to position the Crown Badge directly next to our NHS organisational logo, then visually and practically, the approach shown below works best. Both logos would appear together, either right aligned for print and offline materials or with the option to left align for digital communications. The space between the two

should be the height of the NHS logo. If you choose to separate the two logos, the important principle is to follow the guidelines for positioning of the NHS organisational logo and to maintain the relative size and horizontal alignment of the Crown Badge.

### Lockup Safe Zone



### Right Aligned



### Left Aligned

(should ONLY be used for digital material)



## NHS Identity – Typography

Frutiger is our primary font taken from the main NHS guidelines; the typeface is a modern and flexible sans serif typeface, ideal for both headings and text. When Frutiger is unavailable Arial should be used as a default font. Arial is a system font and therefore has been chosen as it is widely available. Arial should not be used for professionally printed material. Clarity of communications is a priority; point sizes are discretionary but we do recommend that clarity is taken into consideration. All body copy in this document is set as Frutiger light 12pt with 16pt leading and is the smallest body copy can appear.

### Title/Body Copy font

#### Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### Alternative Body Copy / Web font

#### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Frutiger Light

*Frutiger Light Italic*

Frutiger Roman

Frutiger Roman Italic

**Frutiger Bold**

***Frutiger Bold Italic***

**Frutiger Black**

Frutiger Black Italic

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

## NHS Identity – Tone of Voice

The Trust's communications should be professional, honest, straightforward and accessible. We aim to speak to the individual keeping our words as accessible as possible for our target audience by avoiding overly technical language, inappropriate jargon and acronyms. We are often communicating about difficult and sometimes complicated subjects. Our use of words should follow our Trust and NHS values.

For further guidance on writing styles, please refer to the intranet.

### NHS values

Working together for patients  
Respect and dignity  
Commitment to quality of care  
Compassion  
Improving lives  
Everyone counts

### NHS Identity Principles

Patient and public-centered  
Cost effective  
Support the values and principles of the NHS  
Protect the NHS identity  
Consistent and accessible  
Not for profit

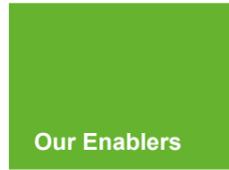
### Trust Values

Assuming Responsibility  
Demonstration Compassion  
Taking Pride  
Striving for Continuous Improvement  
Acting with Integrity

# Our Trust Design Style

## Our Trust Design Style – Colour Palette

Our main colour palette consists of five primary colours representing the different aspects of our strategic approach.

<p><b>NHS Blue</b> Pantone: 300 CMYK: 99/50/0/0 RGB: 0/94/184 #005EB8</p>  <p>Our Strategy</p>	<p><b>Aqua Blue/Green</b> Pantone: 3272 CMYK: 94/0/48/0 RGB: 0/164/153 #00A499</p>  <p>Our Partners</p>	<p><b>NHS Orange</b> Pantone: 144 CMYK: 0/51/100/0 RGB: 237/139/0 #ED8B00</p>  <p>Our Patients</p>	<p><b>NHS Light Green</b> Pantone: 368 CMYK: 65/0/100/0 RGB: 120/190/32 #78BE20</p>  <p>Our Enablers</p>	<p><b>NHS Pink</b> Pantone: 675 CMYK: 18/100/0/8 RGB: 174/37/115 #AE2573</p>  <p>Our People</p>
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### Level 2: NHS neutrals

 <p><b>NHS Black</b> Pantone: Black 6 CMYK: 100k RGB: 35/31/32 #231f20</p>	 <p><b>NHS Dark Grey</b> Pantone: 7545 CMYK: 58/32/18/54 RGB: 66/85/99 #425563</p>	 <p><b>NHS Mid Grey</b> Pantone: 7544 CMYK: 35/14/11/34 RGB: 118/134/146 #768692</p>	 <p><b>NHS Pale grey</b> Pantone: 7541 CMYK: 7/1/3/2 RGB: 232/237/238 #E8EDEE</p>	<p><b>White</b> CMYK: 0/0/0/0 RGB: 255/255/255 #FFFFFF</p>
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## Our Trust Design Style – Colour Usage

### Application Dos and Don'ts

There is no set colour for departments or areas of the Trust, any of the colours can be used. Attention should be given to use of the most appropriate colour for a piece, with minimal colour usage often the most effective. When choosing colour it is important to consider the best colour option from the palette to convey information clearly, effectively, and compliment any chosen images. There must be good contrast between text and the background colour. Colours can be aligned to our values if the content of material warrants their inclusion.

				
Use of tints 	Use of gradients 	Use of colour overlays 	Use of off-brand colours 	Use of black (only used as text) 

## Our Strategy Design Style – Aspiration Spiro and Strapline

### Aspiration Spiro

The spiro an easily recognisable symbol and gives the organisation a clear brand which differentiates from other NHS ambulance service providers.

This graphic element strongly identifies our Trust to local people, patients and potential staff – building on the principles of our Five-Year Strategy.

The spiro should only be used as a graphic device not an alternative logo.

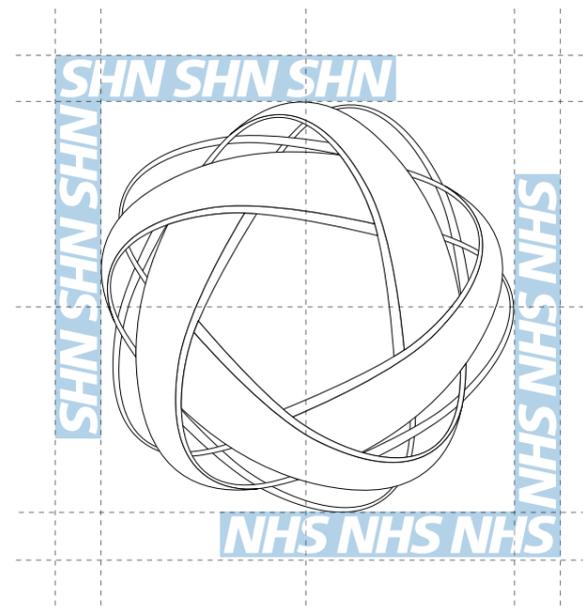
The spiro and Trust strapline should not be placed too close to, or be incorporated into, our NHS name logo or Crown badge and should not be positioned where you would expect to see the NHS logo or Crown badge (e.g. top right or top left).

Further guidance on the use of the graphics and straplines can be found on the [NHS Identity Guidelines](#).

### Full colour Spiro



### Spiro structure and safe zones



### Our Strapline

“Aspiring to be better today and even better tomorrow”

It is a simple and again aspirational statement which encapsulates the journey and our vision for the future of our Trust. It should be used in all external materials and communications.

### Strapline format

Aspiring to be **better today** and even **better tomorrow**

Frutiger Light

Frutiger Bold Italic

Frutiger Light

Frutiger Bold Italic

## Our Strategy Design Style – Aspiration Spiro Usage

### Dos and Don'ts



## Our Trust Design Style – Photography Style

The use of photography in our Trust brand is a key element. The NHS is service driven, with people at its heart, both staff and patients. Our photography should be clean, modern, simple and emotive. Our photographic style is very much reportage. The Trust has its own library of approved images for use in communications.

### Images should follow the following principles:

- Reflect diversity in the work place and of NHS patients
- Reinforces the principle that we are an NHS service provider
- Reinforces the principles of a quality service – therefore avoid poor quality images
- Demonstrates our aim of people are at the heart of what we do - so images should have real patients and our staff

Please remember photographs and illustrations are protected by copyright law, so if you are using third party images, always make sure you have the owner's permission.



## Our Trust Design Style – Photography Style Usage

### When using photographs:

- any staff featured should be Infection Prevention Ready
- no patient identifiable information should be show in photos

### Application Dos and Don'ts

Here are some simple guidelines to help when using imagery.

For further support in choosing the right image to reflect the key values and principles of the NHS and our Trust, please discuss your requirements with a member of the communications team.



✗ Placing images Inside shapes



✗ Stretching Images or displaying them at angles



✗ Cropping images so essential parts of the image are taken out



✗ Overlaying image with off brand colours.

## Our Trust Design Style – Value Icons

In celebration and in order to provide a visual representation of our Trust values, five icons representing each of the Trust's values, have been developed to be used across all internal communications and where appropriate external communications.

In line with other straplines and graphic aids, the icons support our Trust brand and should not be used in place of the NHS logo and Crown badge.

Therefore, the icons should not be placed too close to, or be incorporated into, our NHS name logo or Crown badge and should not be positioned where you would expect to see the NHS logo or Crown badge (e.g. top right or top left).

The red should only be used for the use of the values and should not be used when developing core branded communication materials.

Further guidance on the use of the graphics and straplines can be found on the [NHS Identity Guidelines](#).



Icons and safe area



Icon alternatives



Minimum width 60mm icons can appear

### Positioning



When left aligned curve is used icons should appear aligned right



When centred aligned curve is used icons should appear central

## Our Trust Design Style – Social Icons

Our social media icons are a key part of our communications. They point directly to our online communications platforms and should be included in all of our print collateral. The stacked version should be used as the preferred method of displaying these icons. Where space is limited the single line version can be used.

Social Icons Lock up left aligned

@SECAmbulance

[www.SECAmb.nhs.uk](http://www.SECAmb.nhs.uk)

[facebook.com/SECAmbulance](https://facebook.com/SECAmbulance)

Social Icons Lock up right aligned

@SECAmbulance

[www.SECAmb.nhs.uk](http://www.SECAmb.nhs.uk)

[facebook.com/SECAmbulance](https://facebook.com/SECAmbulance)

Single line arrangement

@SECAmbulance [www.SECAmb.nhs.uk](http://www.SECAmb.nhs.uk) [facebook.com/SECAmbulance](https://facebook.com/SECAmbulance)

@SECAmbulance [www.SECAmb.nhs.uk](http://www.SECAmb.nhs.uk) [facebook.com/SECAmbulance](https://facebook.com/SECAmbulance)



@SECAmbulance

[www.SECAmb.nhs.uk](http://www.SECAmb.nhs.uk)

[facebook.com/SECAmbulance](https://facebook.com/SECAmbulance)

@SECAmbulance

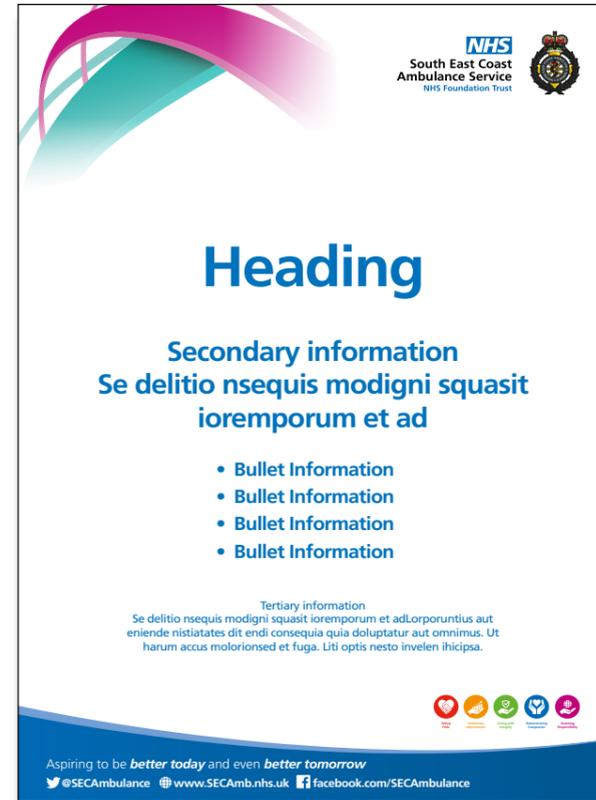
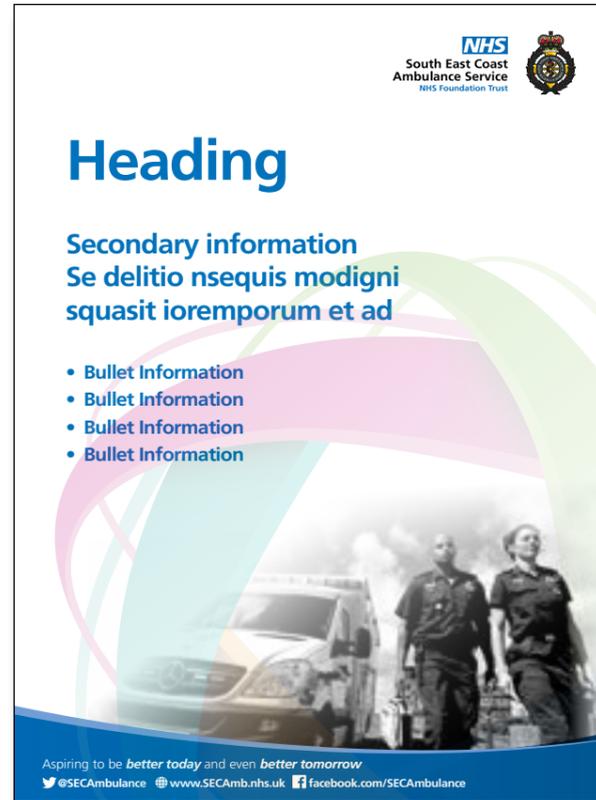
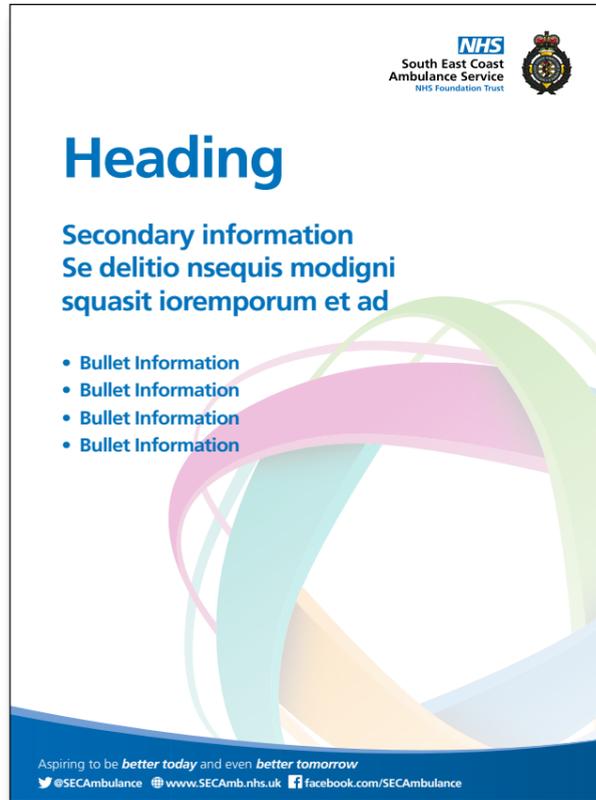
[www.SECAmb.nhs.uk](http://www.SECAmb.nhs.uk)

[facebook.com/SECAmbulance](https://facebook.com/SECAmbulance)

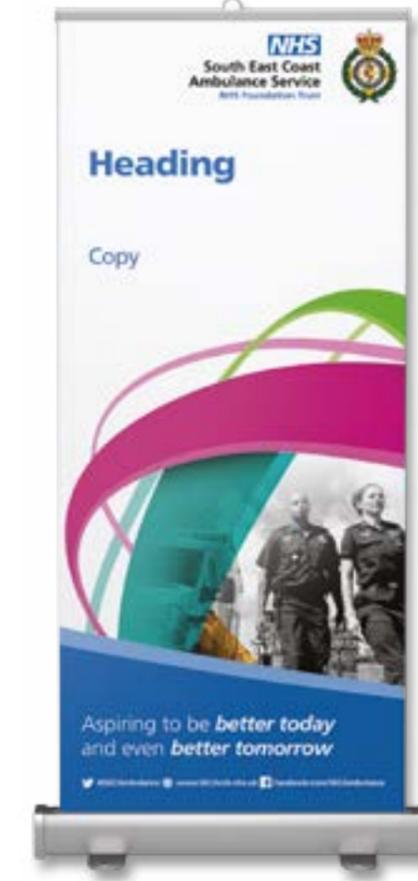
# Utilising Our Design Style

## Utilising Our Design Style – Posters

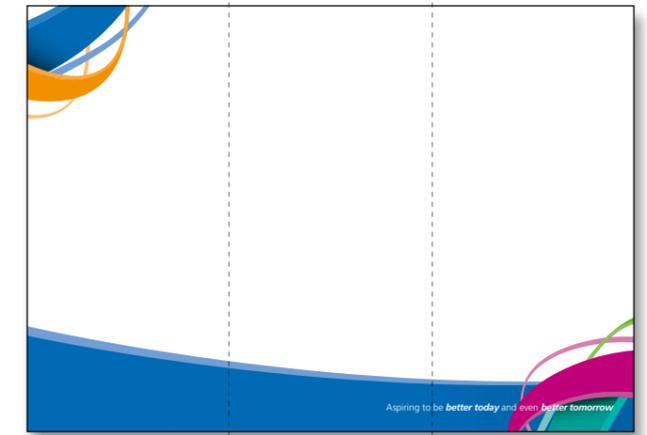
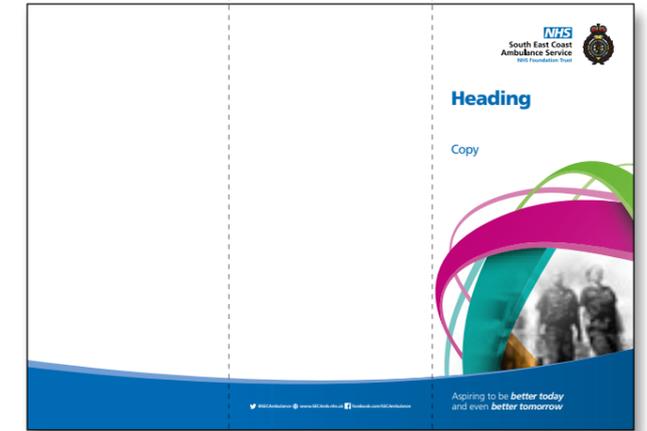
When engaging designer to develop core communication and visual tools, such as posters or banners, it is important that they are developed in line with the Trust's core brand. Please see below examples of the Trust's brand in use.



## Utilising Our Design Style – Pull up banners and DL leaflet



Pull up banners



DL Leaflet

## Utilising Our Design Style – Business cards



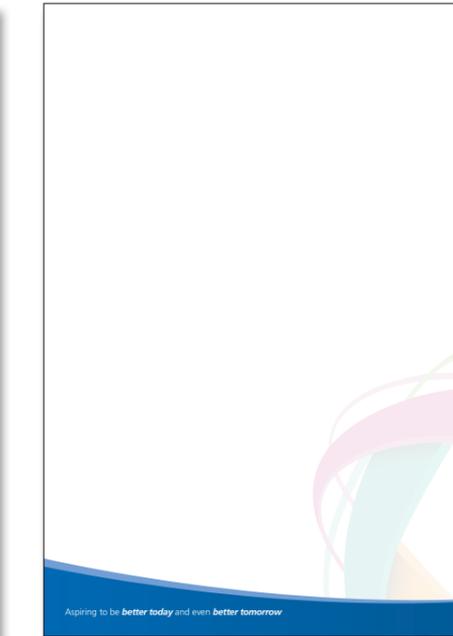
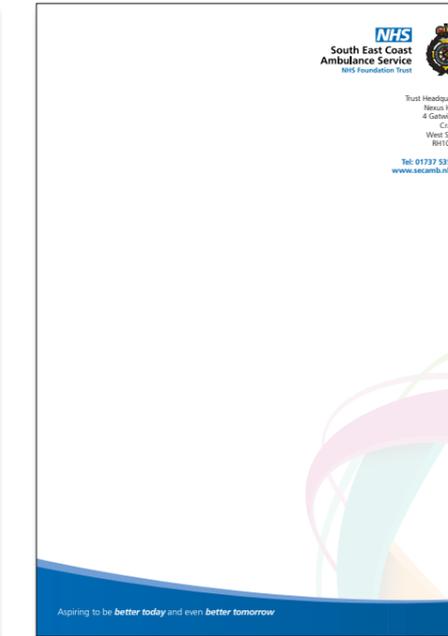
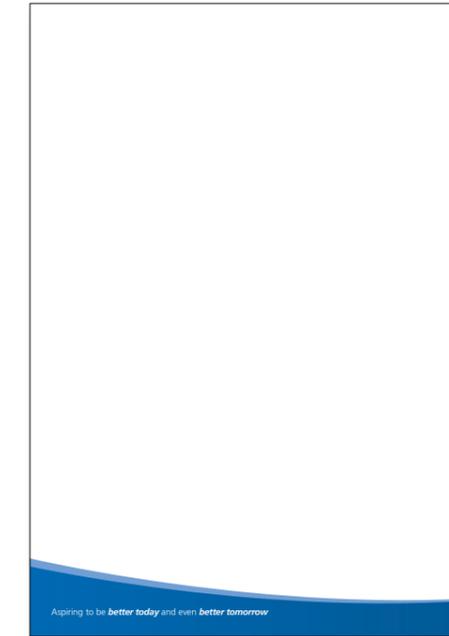
Front



Back

## Utilising Our Design Style – Letterheads

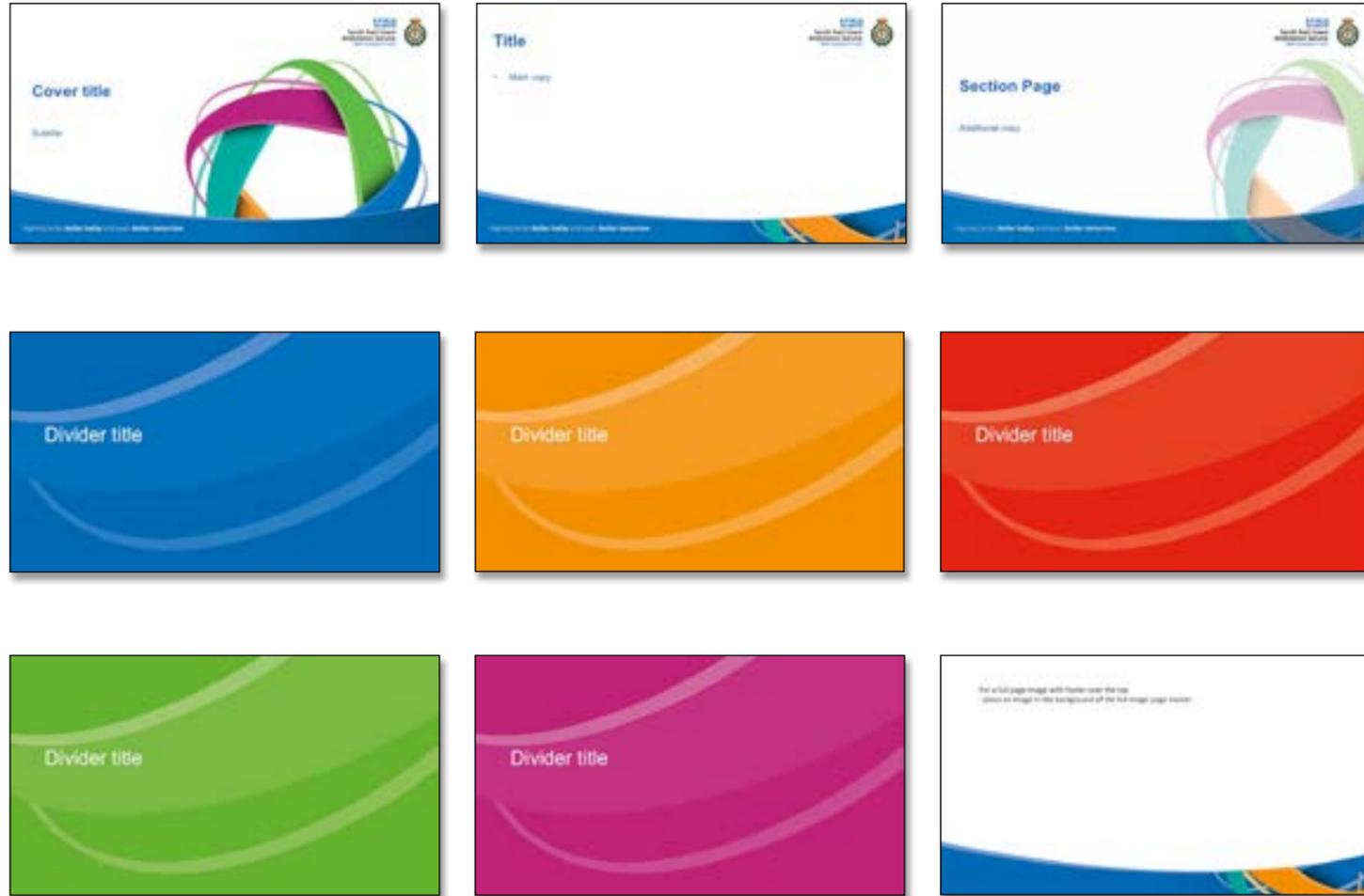
We have produced electronic letterheads. They have been created to enable consistency and ease of use. Templates are available on the [Intranet](#).



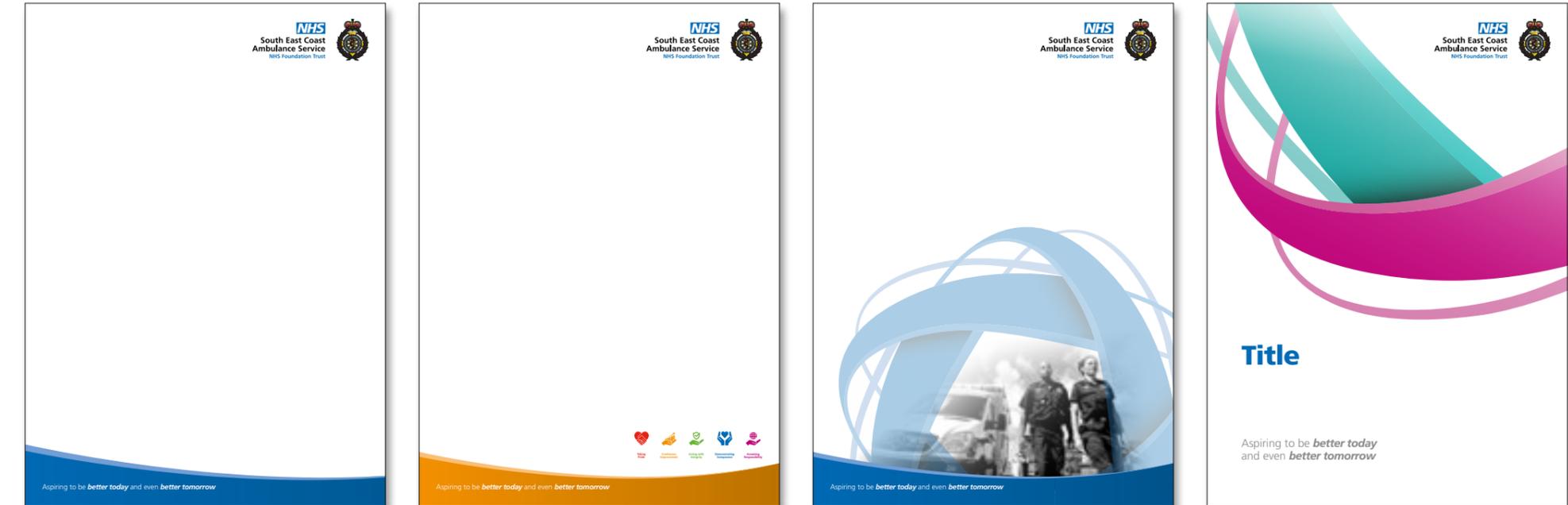
## Utilising Our Design Style – PowerPoint

### PowerPoint Presentation

The way in which SECAMB staff present, whether it is to our colleagues or stakeholders, it is very important it is done so in line with the Trust's and NHS values as well as the NHS identity principles. Therefore, a series of electronic templates has been designed to aid the development of professional, high-quality presentations. There is a choice of template covers for staff preparing a PowerPoint presentation and these can be found on the [Intranet](#). When using PowerPoint, avoid putting too much information on the slides – keep it simple. Do not use 'clip art' in PowerPoint as it looks unprofessional. Templates are available on the [intranet](#).



## Utilising Our Design Style – General Document Covers



## Utilising Our Design Style – Email Etiquette and Footer Set-Up

We all need to give consideration when communicating both internally and externally and particularly when the communication is an email or written document.

### E-mail - etiquette

- Take care when writing
- Think before you send
- Ask yourself ‘Do I need to make this communication and what is the most appropriate way of communicating?’
- Make sure that your written communications contain a clear statement

### E-mail Footer - Set-up

The email signature footer must be applied for both internal and external email recipients. Undertake the following actions:

1. Open Office Outlook
2. Click on the ‘file’ tab along the top of the screen
3. Click on ‘options’ tab which appears in a list on the left hand side of the screen
4. Choose ‘mail’ from the list of options in the list on the left hand side of the pop-up box which appears
5. Under ‘compose a message’ you have the option to create or modify a signature

6. Click the ‘signatures’ button
7. A pop-up box will appear allowing you to either edit a signature you are already using or create a new one which will appear in the text box at the bottom
8. If you do not have a signature you have the option to create one by clicking ‘new’.
9. Make the necessary changes as detailed below:
10. Using Arial font at 12pt (do not use any other fonts), type your salutation i.e. Regards, Yours sincerely, etc. **(Staff should not add copies of their actually signatures at the bottom of emails)**
11. You can set your email messages font to Arial 12pt by clicking the personal stationery tab at the top of the pop-up box

## Utilising Our Design Style – Personal Details and Footers

Personalise your details in the following way:

### Name

### Job Title

**South East Coast Ambulance Service NHS Foundation Trust**

**Switchboard: 0300 123 0999, Direct dial: XXXX  
XXXXXX, Extension: XXXX, Mobile: XXXXX XXXXXX**

**Nexus House, 4 Gatwick Road, Crawley,  
West Sussex, RH10 9BG**

1. Using the image for email signatures which can be found in the template section of the [intranet](#), add this image under your signature information and save
2. Before closing the pop-up box, ensure that you have set your new signature to appear as default on all new messages, replies and forwarded messages
3. Click OK
4. Each time you open up a new e-mail your signature will automatically appear – see illustration left

Guidance on how to set up your email signature both for Office 365 and for Microsoft Outlook from a Trust computer, can be found on the Intranet.

Single Line Space

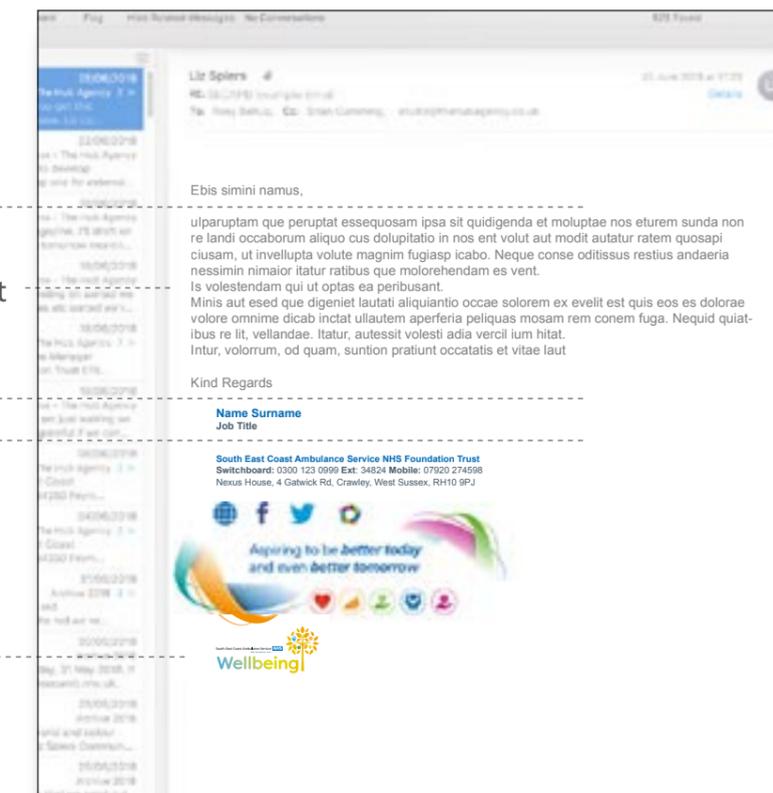
Font: Arial Regular 12pt  
50% Black left aligned

Single Line Space

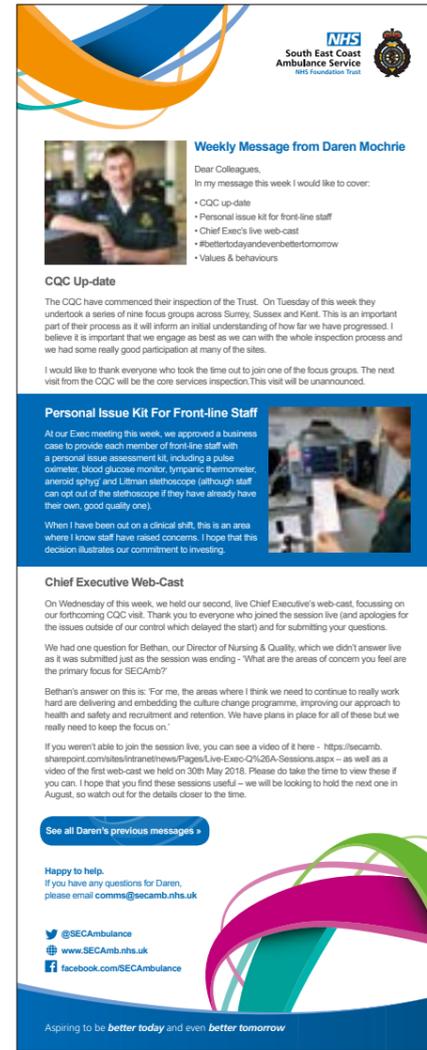
Single Line Space

**Optional** Extension  
space for extra logos.

These can be added into the signature strip manually by editing the signature within the email program



## Utilising Our Design Style – Email Newsletter Template



**South East Coast Ambulance Service**  
NHS Foundation Trust

**Weekly Message from Daren Mochrie**

Dear Colleagues,  
In my message this week I would like to cover:

- CQC up-date
- Personal issue kit for front-line staff
- Chief Exec's live web-cast
- #bettertodayandevenbettertomorrow
- Values & behaviours

**CQC Up-date**

The CQC have commenced their inspection of the Trust. On Tuesday of this week they undertook a series of nine focus groups across Surrey, Sussex and Kent. This is an important part of their process as it will inform an initial understanding of how far we have progressed. I believe it is important that we engage as best as we can with the whole inspection process and we had some really good participation at many of the sites.

I would like to thank everyone who took the time out to join one of the focus groups. The next visit from the CQC will be the core services inspection. This visit will be unannounced.

**Personal Issue Kit For Front-line Staff**

At our Exec meeting this week, we approved a business case to provide each member of front-line staff with a personal issue assessment kit, including a pulse oximeter, blood glucose monitor, tympanic thermometer, aneroid sphygm and Littman stethoscope (although staff can opt out of the stethoscope if they have already have their own, good quality one).

When I have been out on a clinical shift, this is an area where I know staff have raised concerns. I hope that the decision illustrates our commitment to investing.

**Chief Executive Web-Cast**

On Wednesday of this week, we held our second, live Chief Executive's web-cast, focusing on our forthcoming CQC visit. Thank you to everyone who joined the session live (and apologies for the issues outside of our control which delayed the start) and for submitting your questions.

We had one question for Bethan, our Director of Nursing & Quality, which we didn't answer live as it was submitted just as the session was ending - 'What are the areas of concern you feel are the primary focus for SECAmb?'

Bethan's answer on this is: 'For me, the areas where I think we need to continue to really work hard are delivering and embedding the culture change programme, improving our approach to health and safety and recruitment and retention. We have plans in place for all of these but we really need to keep the focus on.'

If you weren't able to join the session live, you can see a video of it here - <https://secamb.sharepoint.com/sites/Intranet/News/Pages/Live-Exec-Q%26A-Sessions.aspx> - as well as a video of the first web-cast we held on 30th May 2018. Please do take the time to view these if you can. I hope that you find these sessions useful - we will be looking to hold the next one in August, so watch out for the details closer to the time.

See all Daren's previous messages >

Happy to help.  
If you have any questions for Daren, please email [comms@secamb.nhs.uk](mailto:comms@secamb.nhs.uk)

@SECAmbulance  
[www.secamb.nhs.uk](http://www.secamb.nhs.uk)  
facebook.com/SECAmbulance

Aspiring to be **better today** and even **better tomorrow**

## Utilising Our Design Style – Members' Newsletter Template



**South East Coast Ambulance Service**  
NHS Foundation Trust

Tel: 0300 123 9180  
Email: [ftmembership@secamb.nhs.uk](mailto:ftmembership@secamb.nhs.uk)

Issue 24 Winter 2018 The newsletter for SECAmb members

# Annual Members Meeting

Please come along to our Annual Members Meeting: meet our staff and volunteers and learn more about your local NHS ambulance service.

You are invited to attend our Annual Members Meeting (AMM) on the 14th September 2018 at Lingfield Park Resort & Racecourse, Racecourse Road, Lingfield, Surrey, RH17 6PQ.

We have been working hard to make improvements to our services and would love to tell you about our progress so far at this event. However, we know that communication is very much a two-way street! Therefore, YOU will have the opportunity to ask the Chief Exec and his colleagues questions in our popular Q&A session.

It is free to attend our AMM so please register your attendance today by completing our online form: [www.surveymonkey.co.uk/r/SECAMBAMM2018](http://www.surveymonkey.co.uk/r/SECAMBAMM2018) or telephoning the Membership Office on 0300 123 9180.

It is our biggest formal public event so please do come along to:

- Enter our competition to win a tour of our new 999 Emergency Operations Centre & HQ!
- Meet our staff and volunteers and learn more about our 999 and 111 services

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Contact us	12

Learn emergency lifesaving CPR (cardiopulmonary resuscitation) skills with Local Community First Responders.

Hear the latest news from our Chairman, Chief Executive and Lead Governor.

Check out some of the newest ambulances and other emergency vehicles on display.

Put your questions to our Directors and other employees, and browse our exhibition for information about SECAmb including our latest clinical innovations.

Turn to page 2 to find out more...

Aspiring to be **better today** and even **better tomorrow**



# SECAmb news

**Chair recruitment news**

You are invited to attend our Annual Members Meeting (AMM) on the 14th September 2018 at Lingfield Park Resort & Racecourse, Racecourse Road, Lingfield, Surrey, RH17 6PQ.

Since our last newsletter, Richard Foster stood down from his position as Chair of the Trust. Richard, who joined SECAmb in April 2017, had been advised that he would need to undergo major surgery in the near future.

This, combined with the on-going demands of his other commitments, meant that he felt unable to devote the time that is necessary to the Trust during its continuing period of improvement.

Richard said: "I am tendering my resignation with deep regret. It has been a difficult decision but I feel it is the right decision for myself and for the Trust at this time."

However, you can potentially help save lives in the UK by signing up to become an organ donor at any time, and telling your family you want to donate. Anyone can register to donate their organs and tissue when they die, regardless of their age or medical conditions.

Becoming an organ donor only takes a few minutes if you register online, but can bring a lifetime of health and happiness to those who are waiting for a transplant. Sadly, around three people every day die in need of an organ transplant.

For more information visit <https://www.organdonation.nhs.uk/aboutdonation/> or call 0300 123 23 23

**Care Quality Commission inspection**

This year we will receive two inspections from the Care Quality Commission (CQC) - an unannounced Core Services Inspection and a new-format, announced Well-Led inspection. The CQC advised the Well-Led inspection will take place on 22 and 23 August. During this visit, inspectors will focus on how 'well-led' the Trust is; they will primarily speak to the management team and look at the Trust's governance processes.

Whilst unannounced, we are expecting the Core Services inspection to be in July. This inspection will focus on how we deliver patient care and they will measure us on safety, responsive, caring and effectiveness. The inspection team will spend time out and about across the Trust, speaking to staff and observing the care we provide. We hope to demonstrate the big improvements that have been made in many areas, whilst acknowledging there is more to do as this is only the first year of our improvement journey. We will update our members on outcomes from the inspections in due course.

**The NHS Organ Donor Register**

Over 34,000 people joined the NHS Organ Donor Register during Organ Donation Week last year and this year's campaign takes place from the 4th -10th September.

However, you can potentially help save lives in the UK by signing up to become an organ donor at any time, and telling your family you want to donate. Anyone can register to donate their organs and tissue when they die, regardless of their age or medical conditions.

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**Brighton & Hove Governor Election Result**

Marianne Phillips

We are pleased to announce that Marianne Phillips was recently elected by our members to be our Governor for Brighton and Hove.

Thanks to all members who voted in the election. Marianne brings a wealth of experience in the health service and has previously served as a Governor, trustee and Non-Executive Director for a variety of charitable/not-for-profit organisations.

We'd also like to thank Jean Gaston-Parry who stepped down from this role after six years with the Trust. Jean has always been a strong voice in the Trust and advocated for patient experience at our Council meetings; she will be sorely missed.

2018 Council and Board meetings are open to the public and members to attend. Recently Governors have sought assurance on recruitment and what the Trust is doing to retain staff and that any bullying or harassment claims are being dealt with appropriately in the Trust.

**Council meetings**

10:00 14 September  
Lingfield Park, Resort & Racecourse in Surrey RH17 6PQ (Council meeting followed by Annual Members Meeting)

10:00 15 November  
SECAmb HQ Crawley RH10 9BG.

**Board meetings**

10:00 30 August, 28 September, 29 November, 20 December  
- all at SECAmb HQ Crawley RH10 9BG

10:00 25 October  
- Tangmere Make Ready Centre, PO20 2PT.

**Trust hopes to beat last year's result of 16,500 young people trained in CPR for Restart a Heart Day**

The Trust is once again taking part in the Resuscitation Council and British Heart Foundations 'Restart a Heart Day' on the 16th October 2018. Restart a Heart is a designated yearly day of action with the aim to teach vital life-saving cardiopulmonary resuscitation (CPR) skills to as many people as possible.

SECAmb Investing in Volunteers Lead Emma Ray said: "We were delighted with the success of our involvement in Restart a Heart over the last two years and we're hoping to continue to build on that success this year. We're continuing to focus our efforts on schools and community groups as by giving young people the confidence in how to act quickly and perform CPR, they can take this skill with them throughout their lives". She added - "Anyone interested in getting their school or community group involved can email me at [restartaheart@secamb.nhs.uk](mailto:restartaheart@secamb.nhs.uk)".

Erinna with pupils at St Peter & St Paul C of E Primary School in Beahm at last year's event.

This year the event has gone global with support from resuscitation councils covering America (North, Central and South), Canada, South Africa, Asia, Australia, New Zealand, as well as Europe and the aim is to train over 200,000 people!

Aspiring to be **better today** and even **better tomorrow**

## Utilising Our Design Style – Grammar and Punctuation

### Use of capitals and acronyms

The general rule of thumb should be not to capitalise, even for spelt out acronyms because this can be inaccessible. Examples of when to cap-up would be for job titles, when relating to the individual but not when relating to the role. When referring to our Trust, we cap-up but cap-down when referring to other trusts. When using acronyms it is good practice to spell out the acronym and follow this by the acronym in brackets. It is then appropriate to abbreviate throughout the remainder of the document but bear in mind for long documents that it may be worth spelling it out in full again, if there has been a long gap between its use. Long documents should contain a glossary of terms, which can include acronyms, as well as clinical or technical terms used which require explanation.

Here are a few example sentences showing you the use of acronyms and to help you decide whether to cap-up or down.

#### An example press release:

“South East Coast Ambulance Service Foundation Trust (SECAmb) Board members supported this year’s National Heart Month by refreshing their life-saving cardio-pulmonary resuscitation (CPR) skills. National Heart Month ran throughout February and is an annual campaign organised by the British Heart Foundation (BHF) to increase awareness and raise funds for heart and circulatory disease.

### An example from the bulletin:

If you are passionate, articulate and willing to spend time reading paperwork to keep yourself informed you should consider standing for staff governor.

Full training and support will be provided to enable you to get the most from the role. We will also buddy you with an experienced governor.

As a member of our Trust, you are eligible to stand for election as a staff governor for the Trust (a three-year term). We have three vacancies – two for operational staff governor roles (frontline, 999/111/ Emergency Operation Centres (EOCs) etc.) and one non operational staff (support staff) governor role. You can also use your vote to choose someone to represent you from those that have nominated themselves.

“The role of governor is a fantastic opportunity to get under the skin of South East Coast Ambulance Service (SECAmb) and to be part of a mechanism that can result in real organisational change!” - Charles Adler, Governor.

Further guidance on writing style, can be found on the intranet.

## Utilising Our Design Style – Grammar and Punctuation

### Dates and times

Dates should always be displayed as a number with the full month and year. However, if the date is part of a long document title or within a table, it can be abbreviated to number, first three letters of month and last two digits for the year.

#### Examples:

1 April 2018 ✓ 1 Apr 18 ✓

1st April 2018 ✗ 1st Apr 18 ✗  
1 April 18 ✗

If displaying a year from and to, for instance a financial year, an oblique should be used not a

hyphen:

2010/2011 ✓ 2010/15 ✓

2010-11 ✗ 2010-2015 ✗

Times should always be displayed in 12-hour format (HH.MMam / HH.MMpm) and do not require a point if on the hour. The exception to this would be for depicting shift hours, which can be in 24-hour format (HH:MM). Hyphens should be used to show a time period.

### Examples:

12noon - 1pm ✓ 8.30am – 10am ✓

08.30am – 04.00pm ✗ 01:00pm to 6.00pm ✗

1 till 6pm ✗

08:00hrs – 20:00hrs ✓ 8.00 to 20.00 hours ✗

### Useful documents and links

The Plain English Campaign has provided a number of helpful guides on its website. You can access these for free and for personal use at: [www.plainenglish.co.uk/free-guides.html](http://www.plainenglish.co.uk/free-guides.html).

In addition, the Oxford on-line resource is a good place to start for grammatical queries such as - is it ‘an FT’ or ‘a FT’ – the answer is ‘an FT’ (foundation trust) but you could easily get this question answered and many more at:

<https://forum.oxforddictionaries.com/en/>

## Utilising Our Design Style – Publications

### Developing new materials and leaflets

In general the templates available on the intranet have been designed to cover the most common staff communication needs. However, there will be times when staff need to develop their own materials for a specific use. If the audience for the document/publication is staff then the guidelines can be used without further consultation. If a leaflet is intended for an external professional audience (e.g. GPs, commissioners or other healthcare partners) then staff should consult the Communications Team for guidance.

### Dos and don'ts

- Do be consistent
- Do use Arial font size 12 formatting whenever possible
- Do use clear, simple language
- Do check and re-check spelling and grammar
- Do consult the team for advice
- Don't alter the logo by stretching or squashing it
- Don't use complicated language when simple language will do
- Don't use fancy fonts e.g. Comic Sans or Script always use Arial
- Don't use acronyms, jargon or technical language

Check with Comms before you publish anything, please email your draft to [comms@secamb.nhs.uk](mailto:comms@secamb.nhs.uk) which will be picked up by the relevant person in the comms team.

## Useful Information

### Communications Team

The Communications Team provides advice and guidance in regard to the SECAMB brand and identity from print, web and multi-media design. They have a list of recommended designers, photographers and printers, who are familiar with the Trust's brand style.

For further information, contact [comms@secamb.nhs.uk](mailto:comms@secamb.nhs.uk)

## For more information

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 [facebook.com/SECambulance](https://facebook.com/SECambulance)