



# Step into Health branding guidelines

Step into Health is delivered through partnership between military organisations and the NHS



# Contents

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	<b>Page</b>
1. Logo	3
2. Typeface	4
3. Colours	5
4. Strapline and partnering organisations	6
5. Contacts	7

## 1. Logo

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Use the Step into Health logo in your local communications and promotional activity and to show your support for the programme.



[Step into Health logo jpeg](#)

[Step into Health logo ai](#)

The Step into Health logo always goes on the left-hand side and the NHS lozenge goes on the right. Please ensure you follow the [NHS England branding guidelines](#) when using the lozenge.

## 2. Typeface

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Arial is an accessible sans serif font with good clarity and legibility. It is a very widely available typeface that all users should have easy access to.

Headlines	Sub-header	Body text
<b>Arial bold pt 27</b>	<b>Arial-bold pt 17</b>	Arial pt 12




Arial regular for all headlines and larger copy.

**Arial Bold to accentuate key words if needed.**

### 3. Colours

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The Step into Health branding is supported by a set of primary colours. The primary palette uses colours that represent the NHS blue, Walking With The Wounded red and The Royal Foundation purple. They should be used when applying colour to any core communication material.

	RGB R0 G94 B184 CMYK C99 M50 Y0 K0
	RGB 220/8/20 CMYK 0/100/99/4
	RGB: 95/30/112 CMYK: 63/100/0/15

## 4. Strapline and partnering organisations

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The programme strapline is **Step into Health connects employers in the NHS to people from the Armed Forces community**. This strapline should be included in all communications relating to the Step into Health programme.

The programme is being delivered in partnership with several organisations. When using the Step into Health branding, it is important to acknowledge this partnership working.

**Step into Health is delivered through a partnership between military organisations and the NHS**



Should you need copies of the logos, please contact the respective organisation:

**Walking With The Wounded**

Email: [info@wwtw.org.uk](mailto:info@wwtw.org.uk)

**The Royal Foundation**

Email: [info@royalfoundation.com](mailto:info@royalfoundation.com)

**NHS Employers**

Email: [armedforces@nhsemployers.org](mailto:armedforces@nhsemployers.org)

## 5. Contacts

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We hope you have found this guidance useful. Should you have any questions about branding please contact the Step into Health team.

- Gemma Wright – Programme Lead
- Gina Gabor – Senior Programme Officer

Email us at: [armedforces@nhsemployers.org](mailto:armedforces@nhsemployers.org)

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