



Step into Health branding guidelines

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



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1. Logo

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

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
Arial bold pt 27	Arial-bold pt 17	Arial pt 12

Arial regular for all headlines and larger copy.

Arial Bold to accentuate key words if needed.

3. Colours

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

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.

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

Walking With The Wounded

Email: info@wwtw.org.uk

The Royal Foundation

Email: info@royalfoundation.com

NHS Employers

Email: stepintohealth@nhsemployers.org

5. Contacts

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

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