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Shared Business Services

FRAMEWORK AGREEMENT SUPPLIER BADGE

Guidelines

GUIDELINES

We encourage you to use the supplier badge provided to promote your framework agreement position. You can use the supplier badge to help you visually promote your position and explain your partnership with NHS Shared Business Services to potential customers. You are permitted to use the supplier badge on digital channels and print materials, including:

- presentation slides
- promotional material (brochures, leaflets, emails, banners)
- promotional graphics (social media)
- web pages
- event stands

These guidelines are provided to support the correct use of the badge in a variety of applications.

If you have a query about using the badge, which isn't answered by these guidelines, please get in touch with us at: **sbs.hello@nhs.net**

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VARIATIONS

The supplier badge is available in three colour combinations.

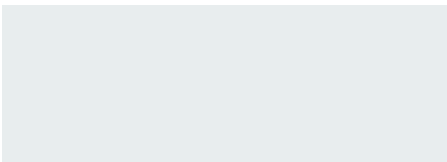
The colours used are:

NHS Aqua Green



PMS 3272
CMYK 94 / 0 / 48 / 0
RGB 0 / 164 / 153
HEX 00A499

NHS Pale Grey



PMS 7541
CMYK 7 / 1 / 3 / 2
RGB 232 / 237 / 238
HEX E8EDEE

NHS Dark Grey



PMS 7545
CMYK 58 / 32 / 18 / 54
RGB 66 / 85 / 99
HEX 425563

White



CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

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We can provide the supplier badge in different file formats to suit your requirements, please get in touch with us at: sbs.hello@nhs.net

MINIMUM EXCLUSION AREA

The minimum exclusion area ensures the supplier badge is clearly visible and not impacted by other assets around it.

DIGITAL

The recommended clearance area (x) is equal to the size of the margin in all directions.

PRINT

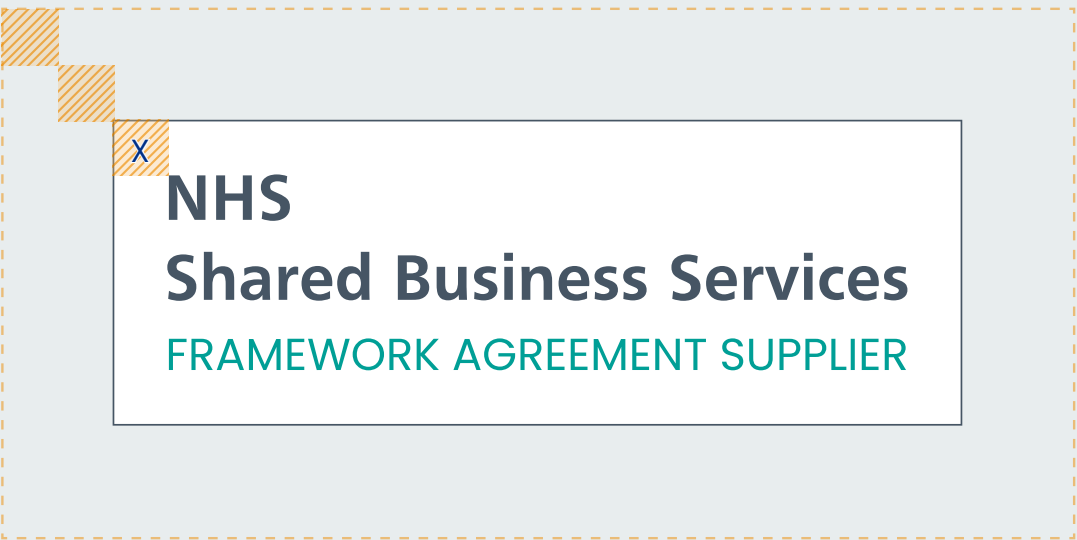
When using the supplier badge in print materials, please allow 2 (x) in all directions.

This area of separation is a minimum and should be increased whenever possible.

Digital



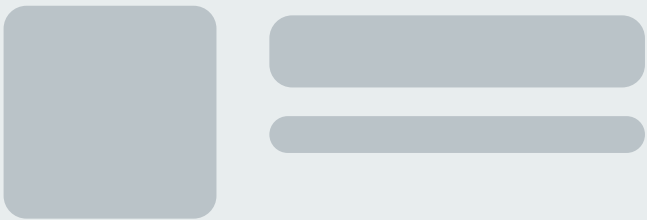
Print



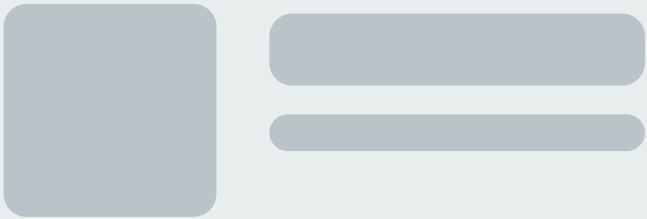
POSITION & HIERARCHY

The supplier badge can be positioned at either side or below your own logo.

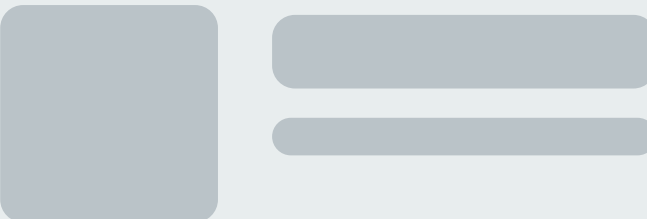
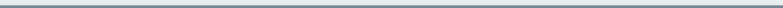
To avoid the supplier badge appearing to be a primary logo, it should be proportionally the same, or a smaller size, than your logo, while maintaining legibility.



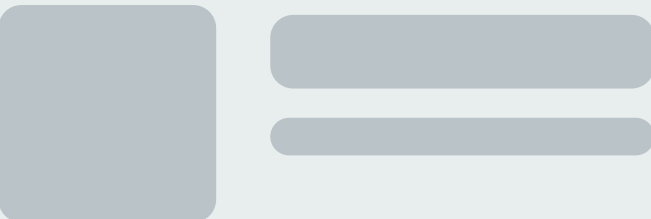
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HOW NOT TO USE

To ensure consistency, and for legal reasons, please do not alter the supplier badge in any way.

If you require further assistance or advice on the correct application of the supplier badge, please contact us at: sbs.hello@nhs.net



Use background box version when using over complex images



Ensure version contrasts with background



Do not change contrast



Do not add elements.



Do not change fonts



Do not distort

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If you have any questions please don't hesitate to contact the NHS SBS Marketing and Communications team on:
sbs.hello@nhs.net

NHS Shared Business Services was created in 2004 by the Department of Health and Social Care to deliver the most cost effective and highest quality corporate services to the NHS. A unique joint venture with Sopra Steria, a European leader in digital services and software development, we make life easier for NHS employees, patients and suppliers, and deliver value for money to the taxpayer.

Proud members of the NHS family, we provide finance & accounting, digital, procurement and workforce services to more than half the NHS in England. Committed to being a force for good, we are dedicated to acting responsibly and sustainably at organisational, team and individual level. Sharing common values and unity of purpose with the rest of the NHS family, our solutions are underpinned by cutting-edge technologies and our teams' expertise, in-depth understanding of the NHS, and commitment to service excellence.

For more information, please visit **www.sbs.nhs.uk**