



**Manchester University**  
NHS Foundation Trust

# Brand Guidelines



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**This document is a guide that offers everything you need to know about the Manchester University NHS Foundation Trust (MFT) brand. It explains why and how it should be applied to internal and external communications, whilst conforming to the NHS Identity guidelines.**



## Brand Elements

# Our logo

Patients and the public see the NHS as a single, national, unified service and expect and want our logo and the NHS Identity to be applied in a consistent and uniform way – it reassures them that they can rely on the quality of healthcare being provided wherever they access it.

A standard format has been introduced for all NHS organisational logos, such as MFT, to ensure that patients and the public see the NHS presented in a consistent, coherent and professional way.

*“The NHS logo makes me feel that it is a service I can access that is free and trustworthy.”*

NHS England public research, 2015

## Brand Elements

# Our logo

This is our logo, which is in line with the NHS Identity. Our full name is Manchester University NHS Foundation Trust.



NHS organisational logos are made up of the following components:

- **The NHS logo** – this is the most important part of the organisational logo to patients and the public.
- **Our name** – this must be the full and correct legal name and have a geographic reference i.e. Manchester. The University part refers to our University Teaching status. Patients and the public view this as the second most important part of the logo, so it is in larger, black text to make it prominent.
- **Our organisation descriptor** – (e.g. NHS Foundation Trust). This is the least important part of the logo to patients and the public, so it is less prominent, in smaller, blue text. National organisations do not have an organisational descriptor.

Only original artwork for the NHS logo should be used. You should not attempt to recreate the NHS logo yourself

## Brand Elements

# Alternative logos

NHS research shows that where NHS organisations are using alternative logos either instead of, or as well as an NHS organisational logo, such as MFT, it creates confusion, mistrust and concern.

Our patients expect a national, unified health service. At all patient touchpoints of that service, they expect to see the NHS logo, and the identity, applied consistently and uniformly. It reassures them that they can rely on the quality of service being provided.

Where people see a second, alternative logo they perceive it is a service provided by the private sector or a service run in partnership with another independent non-NHS organisation.

Therefore, alternative logos to the Manchester University NHS Foundation Trust logo are **not permitted**. This includes alternative logos for buildings, departments, teams, services, programmes and partnerships.

*“They’ve got the blue — we can trust them.”*

NHS England public research, 2015

## Brand Elements

# Our Brand

As we cannot use alternative logos, we have therefore had to create a visual device that could be used for MFT.

Design work identified that the unifying factor for all the visual identities was that they are all predominantly based in Manchester and provide a service for its population.

This was a great starting point to begin work on the visual device, using the 'M' for Manchester and trying to show unity across the Trust.



**For Manchester**  
Abstract M

Having settled on a direction we then created our visual device for the Manchester University NHS Foundation Trust. We took our M shape and rotated it 10 times to represent the 10 hospitals/managed clinical services

This visual identity is the bedrock of all the hospital identities, as they would evolve from this, so it was important to ensure it was flexible enough work in different ways.

**Please note: This brand device is not a logo, it is simply a graphic device that was created to give meaning to the identity system we are creating, whilst helping ensure there is a visual aspect that links all the hospitals together. This brand device MUST NEVER be used in isolation as a logo or shown in full on any external communications.**



**Manchester University  
NHS Foundation Trust**

## Brand Elements

# The Hospitals

Visual devices have been created for the 10 Hospitals/ Managed Clinical Services to demonstrate how effective the parent brand can be when used to create a unifying factor across the Trust.

Each one depicts an abstract visual metaphor relating the nature of the hospital eg. an iris for the eye, a family group or a playful group of children for the Children’s Hospital, an abstract W for Wythenshawe Hospital and a crown for Manchester Royal Infirmary.

Most of the devices try to incorporate a figure-like symbol to reflect the humanistic nature of the Trust and its hospitals. Each hospital has its own colour (used in conjunction with the NHS blue) to give them their own style and identity.

**These are not logos and must conform to NHS Identity guidelines at all times. They MUST NOT be shown in full on any external communications.**



Saint Mary's Hospital



Manchester Royal Infirmary



Manchester Royal Eye Hospital



University Dental Hospital of Manchester



Withington Community Hospital



Trafford General Hospital



Wythenshawe Hospital



Altrincham Hospital



Royal Manchester Children's Hospital



Clinical & Scientific Services

## Brand Elements

# Leaving clear space around the logo

The MFT logo should not be cluttered by other text or images appearing too close to them and should not be positioned so close to the edge of materials that it looks like an afterthought. To ensure this happens, all NHS logos have a minimum exclusion area around them.

**It is important to stress that these are both minimum exclusion areas. More space is preferred where it is possible and practical.**

### Minimum exclusion zone for print

For print and signage applications, this is equal to the full height of the NHS logo (applied all the way around the whole MFT logo), no matter how large it is. This ensures that our logo is always clear and legible.



### Minimum exclusion zone for digital

Digital applications (websites, apps, social media etc.) are often seen at smaller sizes that do not allow for such a large minimum exclusion area. For these applications, a smaller minimum exclusion area equivalent to half the height of the NHS logo is accepted.



## Brand Elements

# Logos on backgrounds

The key principles for this are the same as for the NHS logo. The examples below show how the text for the MFT logo should appear in its original format, with Manchester University in black and NHS Foundation Trust in NHS Blue. The MFT logo can only be reversed out in NHS Blue, in which case the text appears in white. The only exceptions are on dark coloured uniforms and on some vehicles.

### Acceptable backgrounds

The original format of our logo is designed to work best against NHS core colour backgrounds, such as white, pale grey or pale blue. Our logo can only be reversed out in NHS Blue, in which case the text appears in white. If our logo is ever shown on an uncluttered, blue photographic background, it is acceptable to reverse it out in white, the way you would on a solid NHS Blue background, provided the blue is a close match and the NHS letters appear in a solid blue colour.

Blue on white



White on blue



Blue on pale grey



Blue on pale blue (15% tint of NHS Blue)



Blue on a pale photograph



White on a blue photograph



## Brand Elements

# Logos on backgrounds

### Unacceptable backgrounds

The highlight colours in the NHS colour palette are for use as accent colours only, so do not put the MFT logo onto blocks of the highlight colours. The only exception to this rule is on an ambulance which is painted in Euro Ambulance yellow. See our guidelines on colours for more information.

Dark grey and black, or photographic or patterned backgrounds that are too cluttered or detailed will compromise the legibility of the MFT logo. If you need to place the logo over images, ensure the space is clear enough so that all parts of the organisational logo can still be easily seen, stand out and the text is legible in the original formatted colours.



## Brand Elements

# Size and positioning

Since the NHS Identity was introduced, NHS organisational logos have always appeared top-right, and this is where patients and the public expect to see them. They are ranged right which lend themselves to this position. Therefore, with the exception of digital applications (websites, apps, social media etc.) our logo should always appear in the top right of materials (when the NHS is leading the work/communication).

The following shows the relative sizes and margins for the MFT logo on standard print, advertising and digital formats. The sizing for our logo is based on the height of the NHS logo. By NHS logo we mean the blue box containing the white NHS letters. Any other formats should be sized proportionally, or should replicate the size and margin of the closest format shown here. For example, a square A4 format (210mm x 210mm) should use the size and margin guidelines for A4. Please note when using the national NHS logo on its own, please refer to the NHS Identity guidelines for the NHS logo. This is because it's not as deep as our logo and therefore the height needs to be proportionally smaller.

### Standard print size



# Brand Elements

## Size and positioning

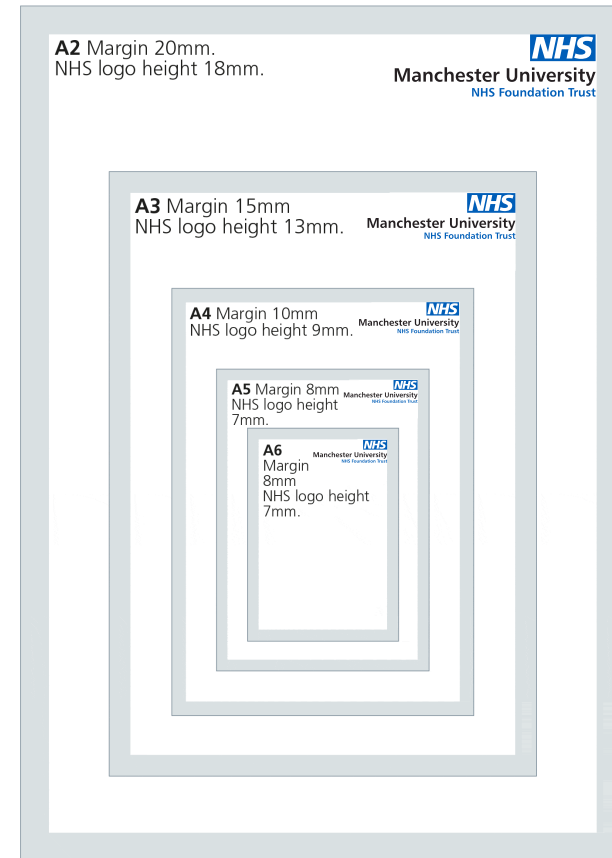
The following summarises the NHS logo height and margin sizes for standard print formats.

- A2** (420 x 594mm) Margin 20mm. NHS logo height 18mm.
- A3** (297 x 420mm) Margin 15mm. NHS logo height 13mm.
- A4** (210 x 297mm) Margin 10mm. NHS logo height 9mm.
- A5** (148 x 210mm) Margin 8mm. NHS logo height 7mm.
- A6** (105 x 148mm) Margin 8mm. NHS logo height 7mm.
- DL** (99 x 210mm) Margin 8mm. NHS logo height 7mm.
- DL Envelope** (110 x 220mm) Margin 8mm. NHS logo height 7mm.
- Business Card** (55 x 90mm) Margin 6mm. NHS logo height 6mm.

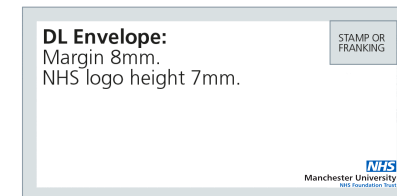
### Typical advertising poster sizes

The following summarises NHS logo height and margin sizes for typical advertising poster formats:

- A1** (594 x 841 mm) Margin 28mm. NHS logo height 25mm.
- A0** (841 x 1189 mm) Margin 40mm. NHS logo height 35mm.
- 6 sheet** (1,200 x 1800mm) Margin 70mm. NHS logo height 60mm.
- 48 sheet** (6,096 x 3048mm) Margin 240mm. NHS logo height 220mm.
- 64 sheet** (8,128 x 3048mm) Margin 240mm. NHS logo height 220mm.
- 96 sheet** (12,192 x 3048mm) Margin 240mm. NHS logo height 220mm.



**Business card**  
Margin 6mm.  
NHS logo height 6mm.



Brand Elements

## One NHS logo on a page

There should never be more than one NHS logo on a page. Duplicate or multiple NHS logos look untidy and dilute the strength and impact of the NHS Identity.

Brand Elements

## Using the NHS logo within text

The NHS logo must not be embedded in a line of text as a substitute for the letters 'NHS'.



Your Organisation's Name Goes Here **NHS** Trust

## Brand Elements

# Fonts

**Frutiger 65 Bold:** Perfect for titles and text that needs to grab attention.

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmn  
opqrstuvwxyz  
1234567890  
? \ { } ( ) \* & ^ % \$ £ @ !**

**Frutiger 55 Roman:** Ideal for body copy.

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
? \ { } ( ) \* & ^ % \$ £ @ !

**Frutiger 56 Roman Italic:** For traditional italic highlighting (offline only).

*ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
? \ { } ( ) \* & ^ % \$ £ @ !*

**Frutiger 45 Light:** Good for very large titling and over-sized intro copy.

ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
? \ { } ( ) \* & ^ % \$ £ @ !

**PLEASE NOTE:** In instances where the Frutiger font is not available then please use the Arial font.

## Brand Elements

# Colour palette



### NHS Dark Blue

**Pantone:** 287

**CMYK:** 100 / 75 / 2 / 18

**RGB:** 0 / 48 / 135

#003087



### NHS Mid Grey

**Pantone:** 7544

**CMYK:** 35 / 14 / 11 / 34

**RGB:** 118 / 134 / 146

#768692



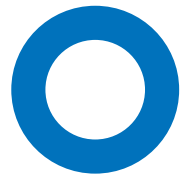
### NHS Dark Red

**Pantone:** 1955

**CMYK:** 9 / 100 / 54 / 43

**RGB:** 138 / 21 / 56

#8A1538



### NHS Blue

**Pantone:** 300

**CMYK:** 99 / 50 / 0 / 0

**RGB:** 0 / 94 / 184

#005EB8



### NHS Light Green

**Pantone:** 368

**CMYK:** 65 / 0 / 100 / 0

**RGB:** 120 / 190 / 32

#78BE20



### NHS Orange

**Pantone:** 144

**CMYK:** 0 / 51 / 100 / 0

**RGB:** 237 / 139 / 0

#ED8B00



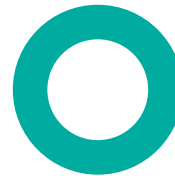
### NHS Bright Blue

**Pantone:** 285

**CMYK:** 90 / 48 / 0 / 0

**RGB:** 0 / 114 / 206

#0072CE



### NHS Aqua Green

**Pantone:** 3272

**CMYK:** 94 / 0 / 48 / 0

**RGB:** 0 / 164 / 153

#00A499



### NHS Warm Yellow

**Pantone:** 1235

**CMYK:** 0 / 31 / 98 / 0

**RGB:** 255 / 184 / 28

#FFB81C



### NHS Light Blue

**Pantone:** 298

**CMYK:** 67 / 2 / 0 / 0

**RGB:** 65 / 182 / 230

#41B6E6



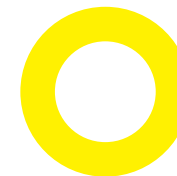
### NHS Pink

**Pantone:** 675

**CMYK:** 18 / 100 / 0 / 8

**RGB:** 174 / 37 / 115

#AE2573



### NHS Yellow

**Pantone:** Process Yellow

**CMYK:** 0 / 0 / 100 / 0

**RGB:** 250 / 225 / 0

#FAE100

The background is a solid blue color. It features several abstract, light blue shapes: triangles, circles, and stylized human figures. The human figures are composed of a circular head and a rectangular body with angled legs, arranged in a way that suggests a group or community. The text is centered on the left side of the page.

# Corporate and Group Communications

Brand Elements

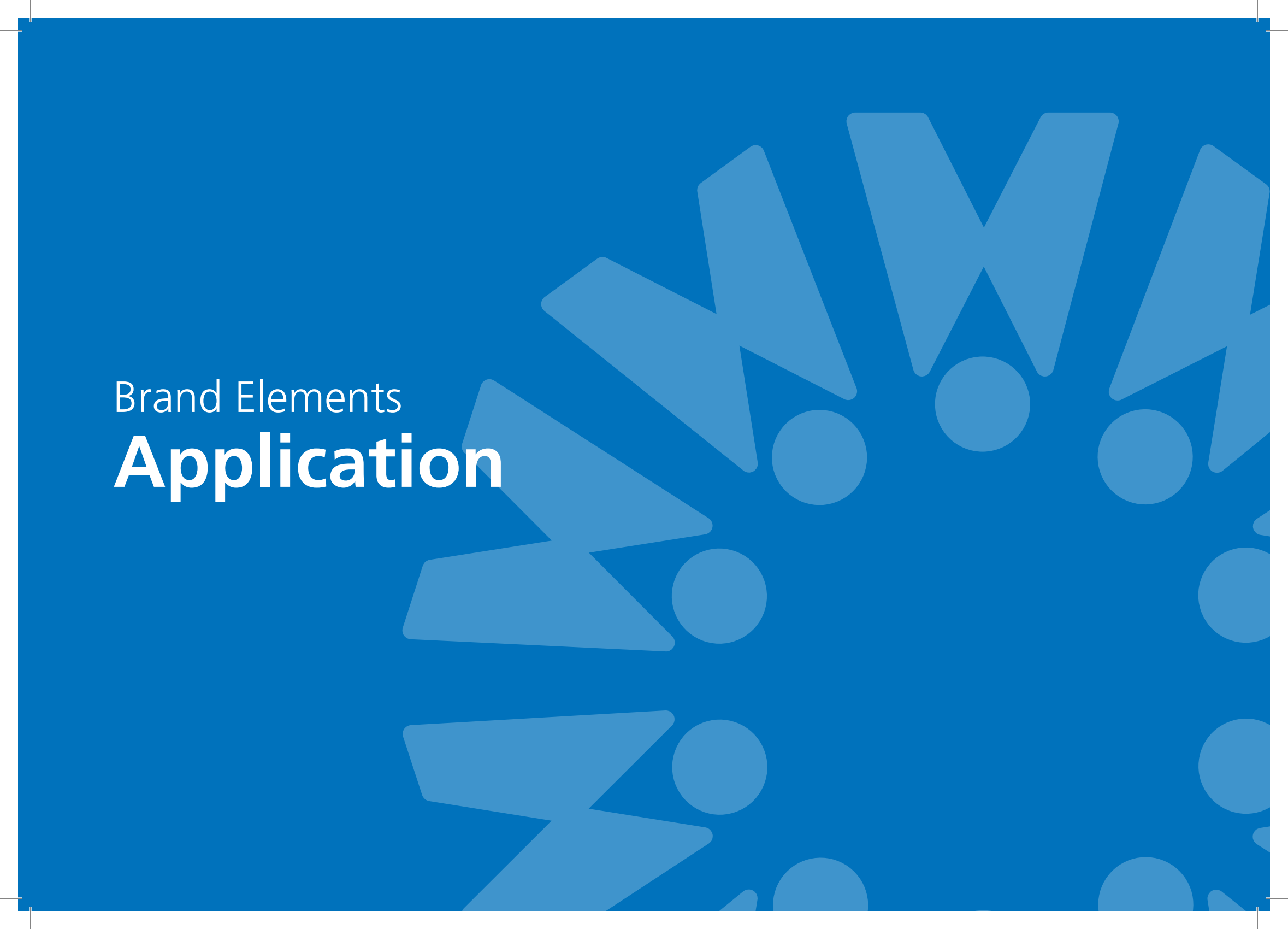
# Colour palette

Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8

Brand Elements  
**Application**

The background of the slide is a solid blue color. It features a repeating pattern of stylized, light blue elements. These elements include large, bold letters 'X' and 'W' that are slightly tilted and overlapping. Interspersed among these letters are solid blue circles of varying sizes. The overall effect is a modern, geometric, and rhythmic pattern.

Brand Elements

# Corporate and Group Communications

When communicating at corporate level or to the whole group then the main MFT icon, based on the M's can be used. In instances where the 'M' icon is used it is important that it is only done so for style purposes, as a visual device, and must not be shown in its entirety as per NHS Identity guidelines.

Brand Elements

# Individual Programmes

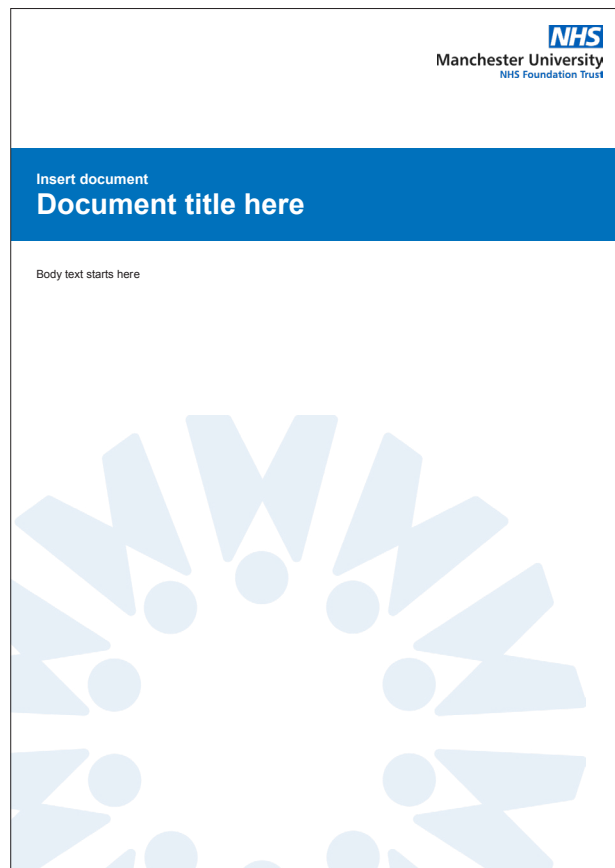
If you are developing a campaign or a programme, such as the Electronic Patient Records (EPR) programme, your visual style needs to be in line with the group or hospital approach.

Please ensure you contact your communication lead prior to commencing any design work.

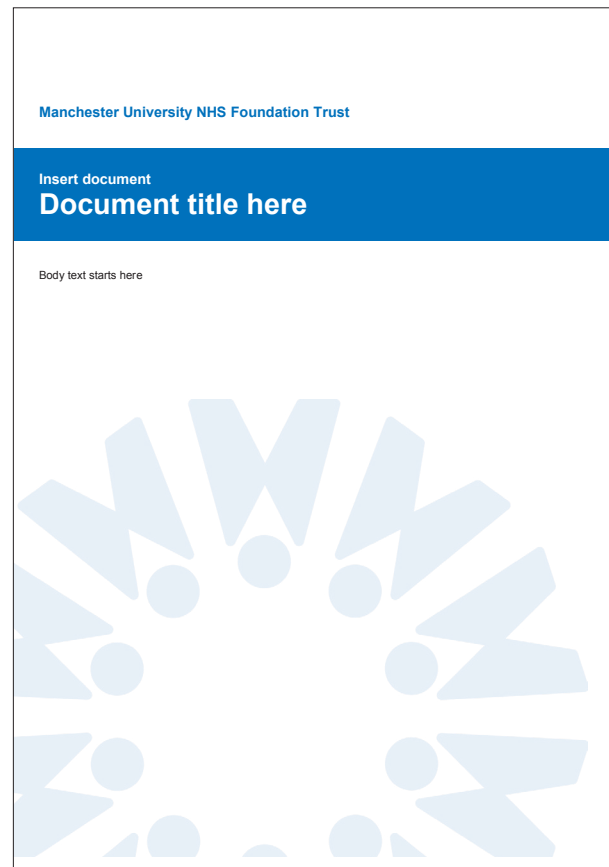
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



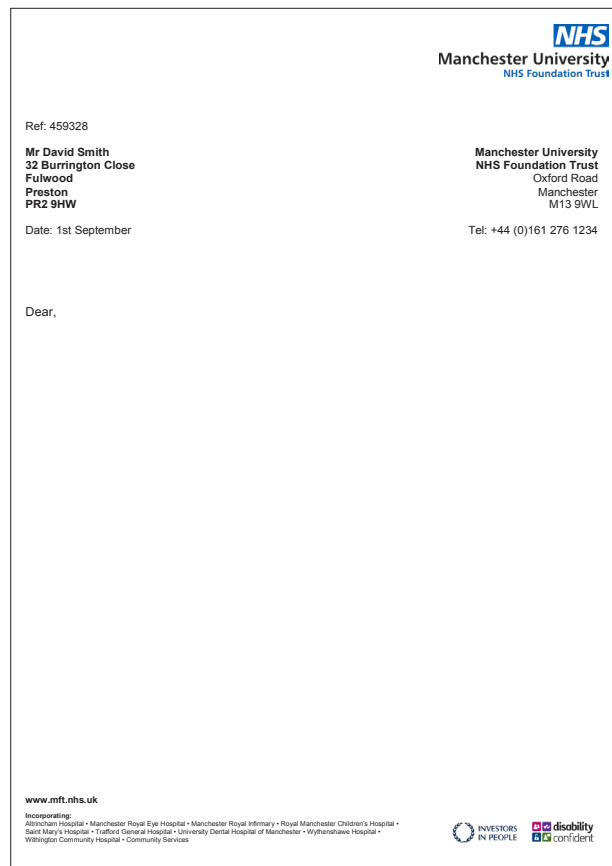
Key Report or Plan



# Brand Elements

## Print application

Letterhead Template



Patient Information Leaflet Template



Pull-up Banner Template



## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



**TITLE GOES HERE**  
Manchester University NHS  
Foundation Trust



**Pharetra Euismod Commodo**



- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
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Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



**Section Title**




**Pharetra Euismod Commodo**

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

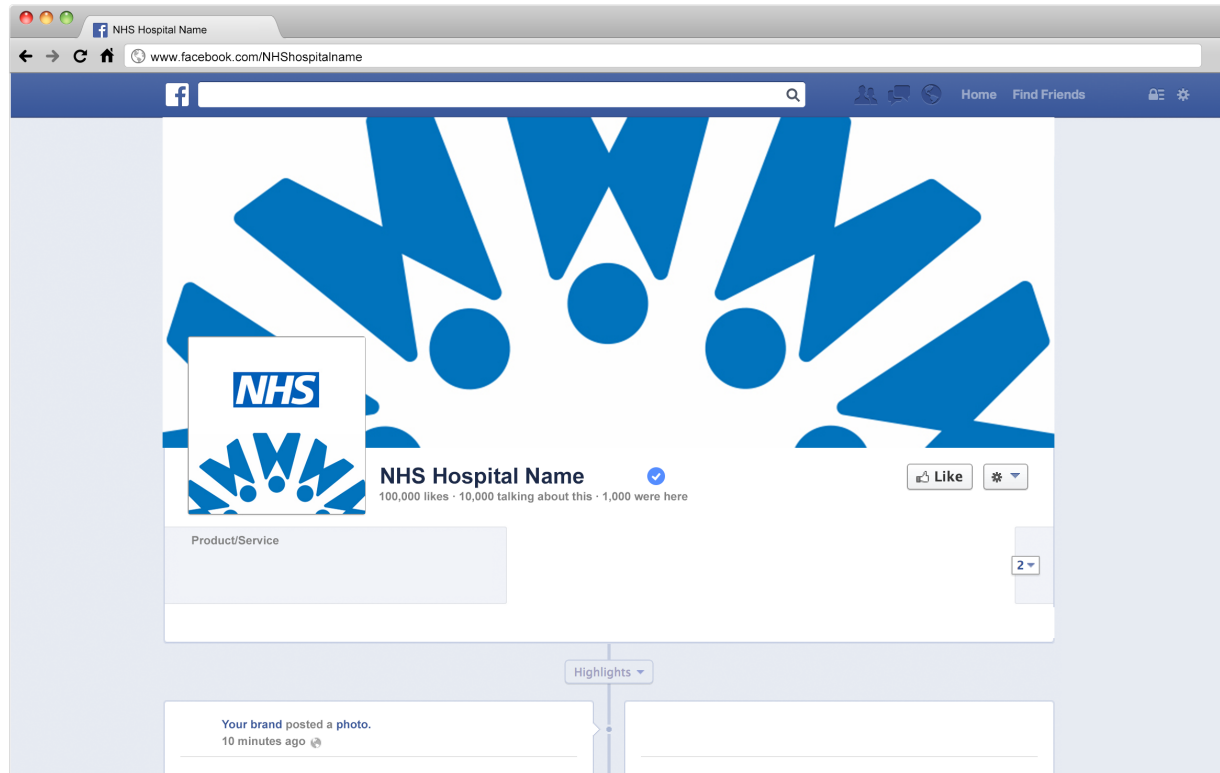
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Brand Elements

# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

## Brand Elements

# Digital and Online application

The below is the format for email signatures, which should not be changed or adapted in any way. Individual hospital icons must also not be used as this conflicts with NHS England guidelines.

The different parts of the signature, and the format required, are shown in the following way: Font Weight, Font Colour.

**Name**  
**Title**

← Bold, NHS Dark Blue



**Manchester University**  
**NHS Foundation Trust**

Address 1 | Address 2 | Address 3 | Address 4 | Address 5 | Address 6

← Regular, NHS Dark Blue

**T: telephone number**

**E: firstname.surname@mft.nhs.uk**

← Bold, NHS Blue

**www.mft.nhs.uk**

← Bold, NHS Blue

Privacy and Confidentiality Notice: The information contained in this e-mail is intended for the named recipient(s) only. It may contain privileged and confidential information. If you are not an intended recipient, you must not copy, distribute or take any action in reliance on it. If you have received this e-mail in error, we would be grateful if you would notify us immediately. Thank you for your assistance.

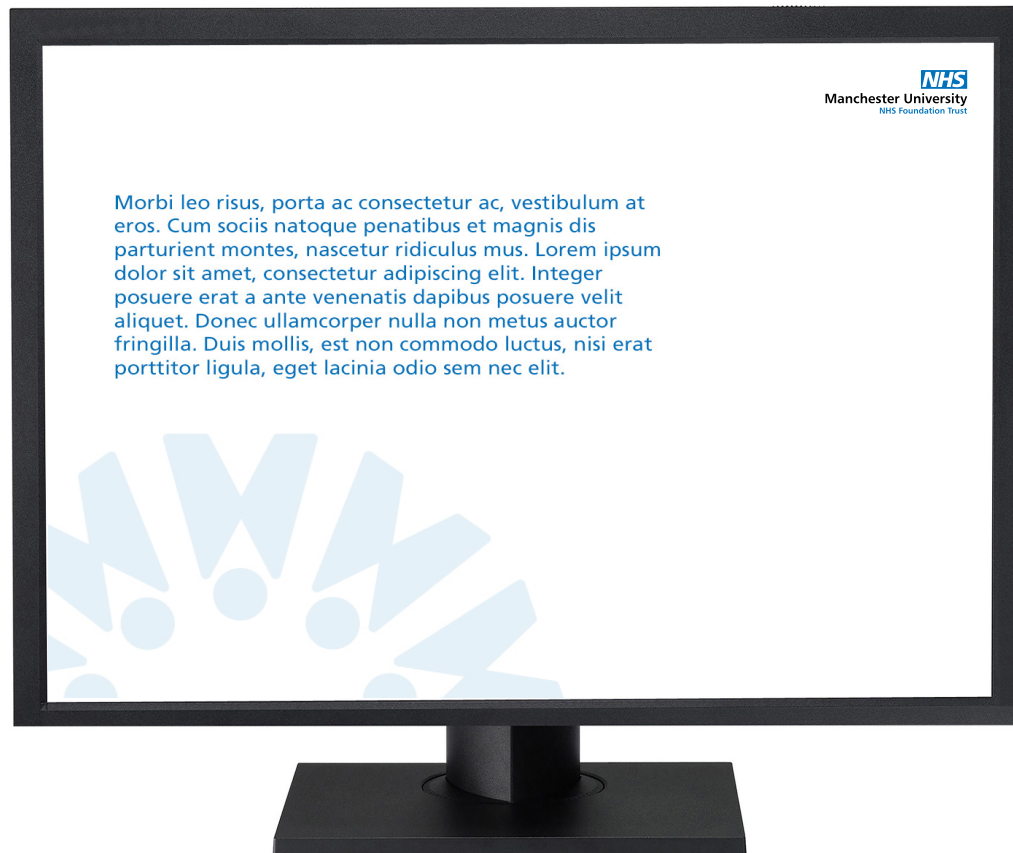
← Regular, Black

Please note that e-mails sent or received by our staff may be disclosed under the Freedom of Information Act (unless exempt).

# Brand Elements

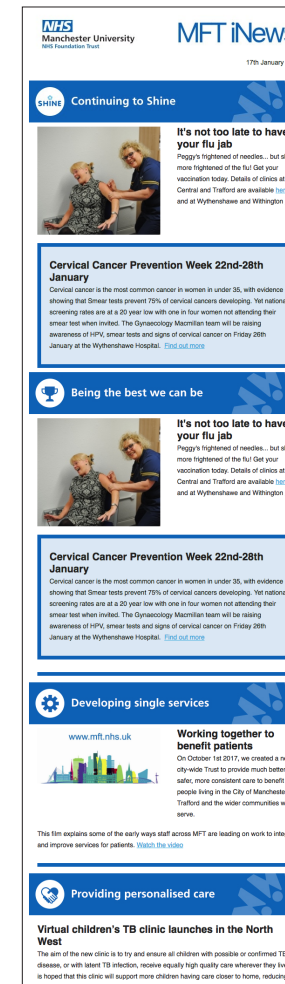
## Digital and Online application

Screensaver Template\*

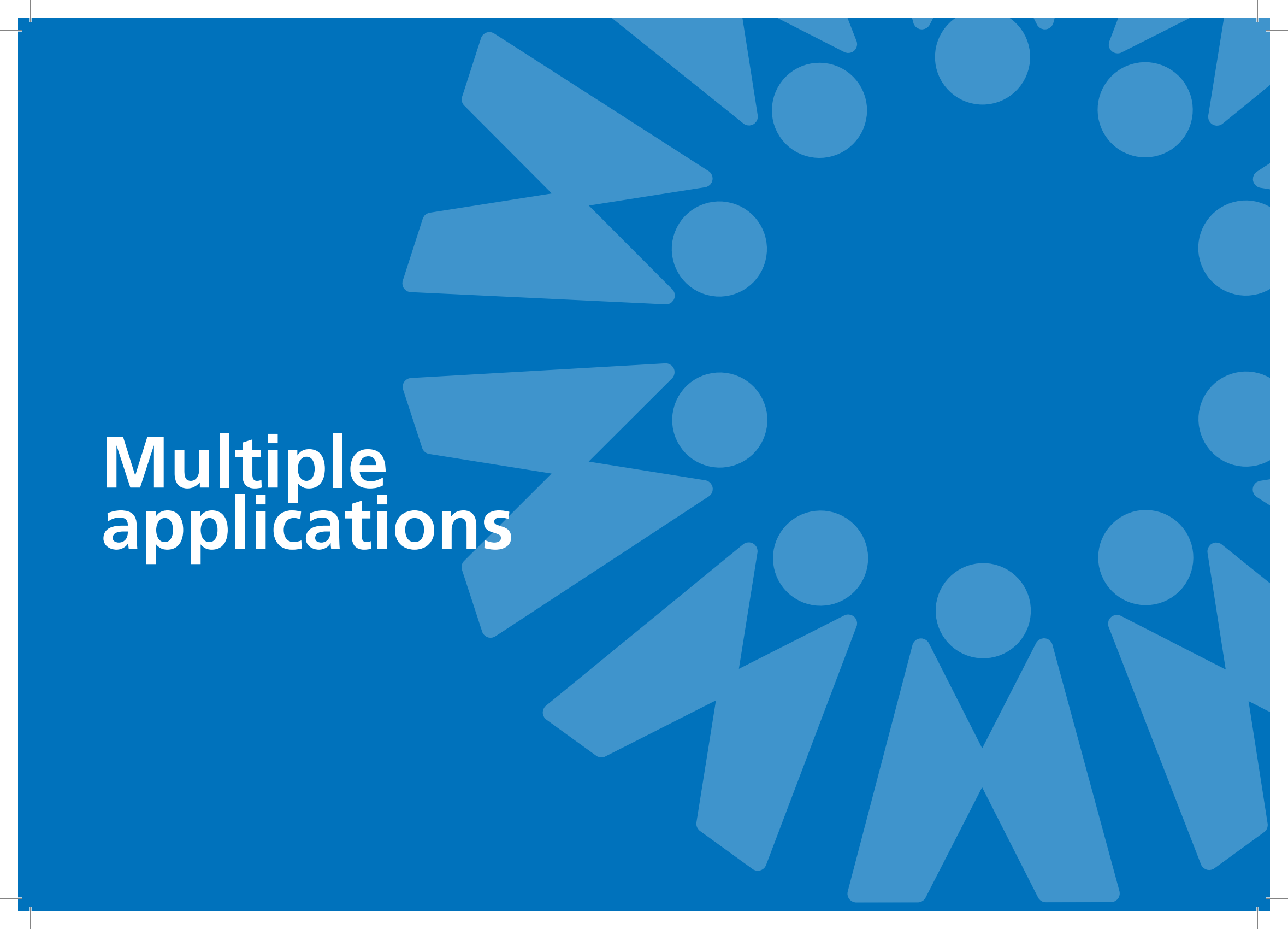


\*These are only templates. Messages and appropriate images will be determined by the communications team and are dependent on the size of individual screens

Email template

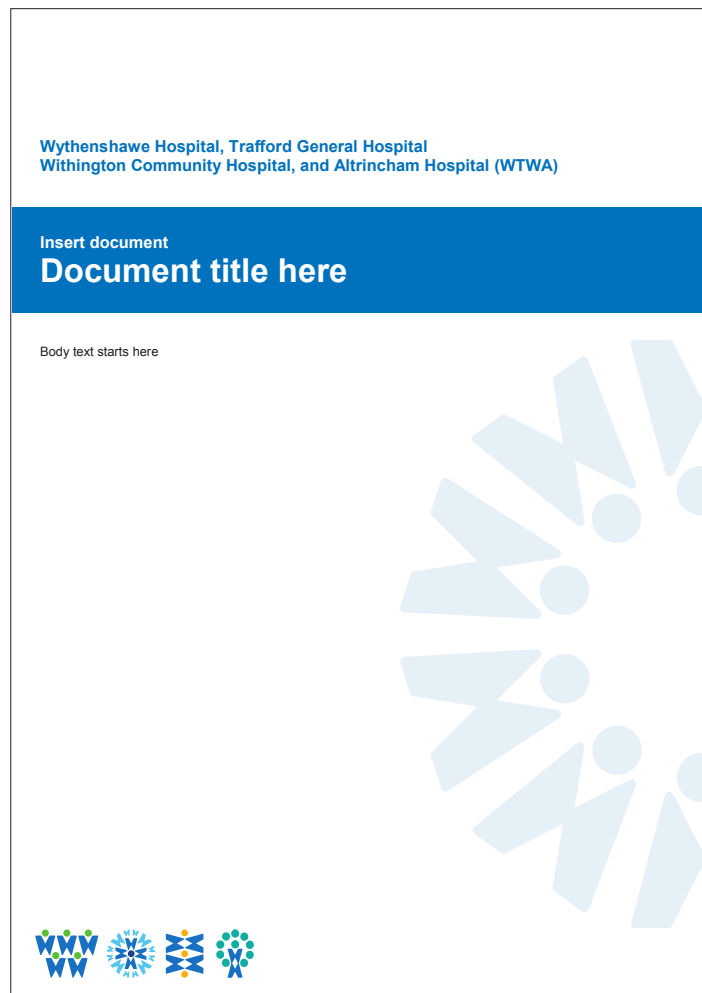


# Multiple applications

The background of the slide is a solid blue color. It features a pattern of stylized human figures in various shades of blue. Each figure is composed of a circular head and a geometric, angular body. The figures are scattered across the page, with some appearing larger and more prominent than others. The overall effect is a sense of a diverse group of people.

## Brand Elements

# Print application



Internal Communications - No NHS Logo (Internal use only)

In instances where internal communication to multiple hospitals is required, the following template should be used. The main MFT icon is to be used as a watermark to represent the Trust and then the hospitals included in the communication are to be shown in the footer. The headline strip should ALWAYS be in NHS blue as this is the common colour across all hospitals.

# The hospitals

The background of the slide is a solid blue color. It features a pattern of stylized human figures in various shades of blue. The figures are composed of simple geometric shapes: a circle for the head and a series of angular shapes for the torso and limbs. The figures are scattered across the page, with some appearing larger and more prominent than others. The overall effect is a modern, minimalist design.

Hospital

**Saint Mary's  
Hospital**



# Brand Elements

## Colour palette



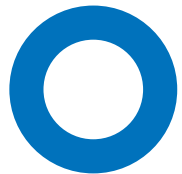
**NHS Dark Blue**

**Pantone:** 287

**CMYK:** 100 / 75 / 2 / 18

**RGB:** 0 / 48 / 135

**#003087**



**NHS Blue**

**Pantone:** 300

**CMYK:** 99 / 50 / 0 / 0

**RGB:** 0 / 94 / 184

**#005EB8**



**NHS Pink**

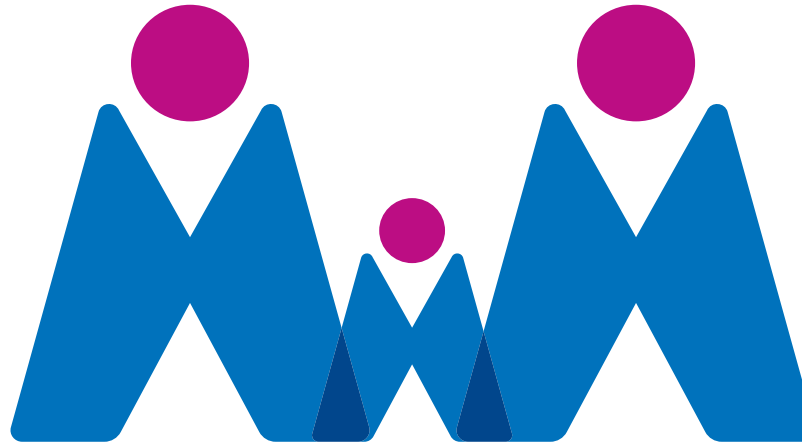
**Pantone:** 675

**CMYK:** 18 / 100 / 0 / 8

**RGB:** 174 / 37 / 115

**#AE2573**

Main icon



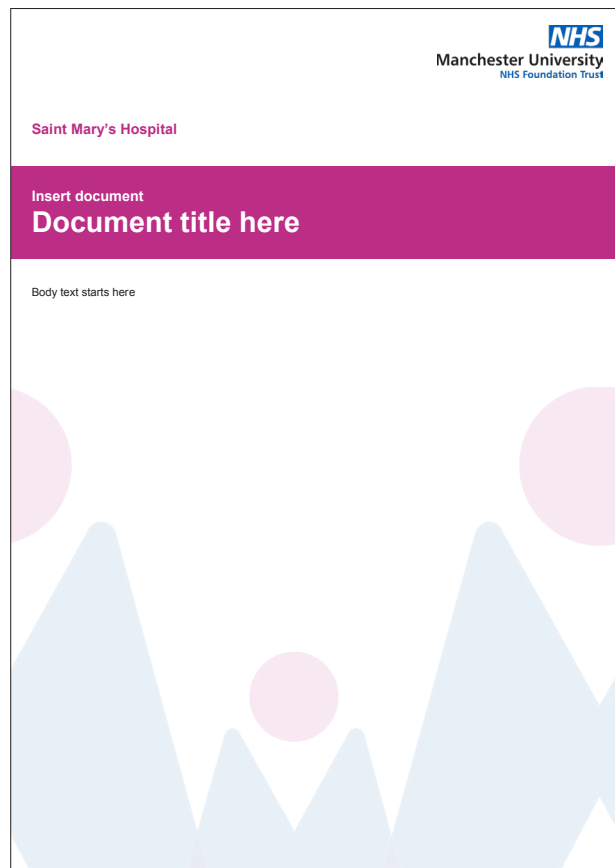
Brand Elements

# Application

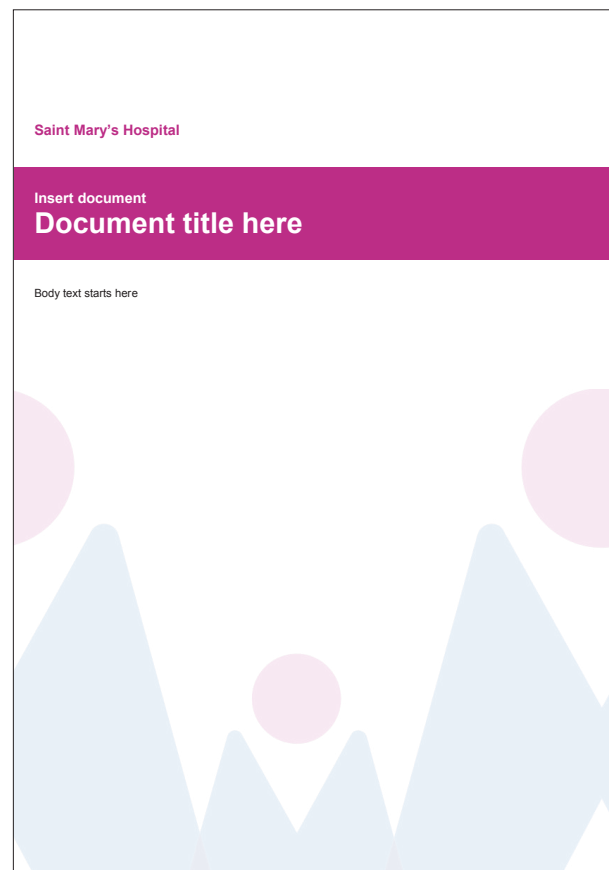
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



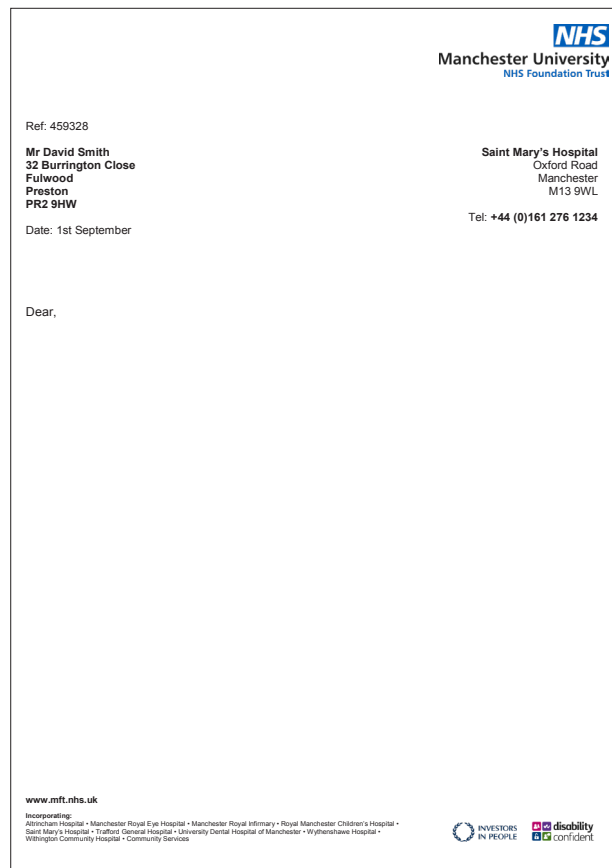
Key Report or Plan



# Brand Elements

## Print application

Letterhead Template



Patient Information Leaflet Template



Pull-up Banner Template



## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



Manchester University  
NHS Foundation Trust

**TITLE GOES HERE**  
Saint Mary's Hospital

The cover slide features the NHS Manchester University logo in the top right corner. The main title 'TITLE GOES HERE' is in a large, bold, blue font, with 'Saint Mary's Hospital' in a smaller font below it. The bottom right corner contains a stylized graphic of three human figures in blue and pink.



Manchester University  
NHS Foundation Trust

**Pharetra Euismod Commodo**

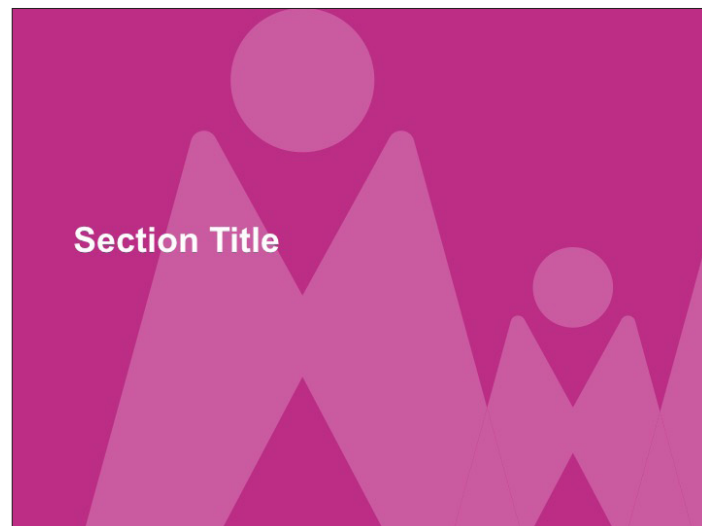
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

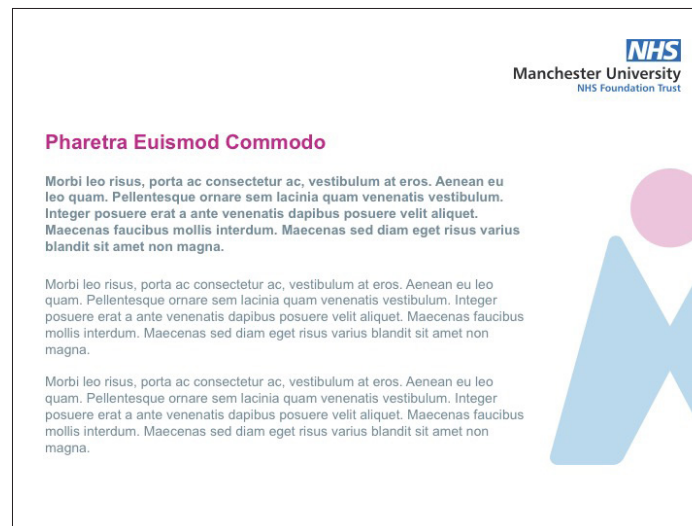


The internal slide features the NHS Manchester University logo in the top right corner. The title 'Pharetra Euismod Commodo' is in a bold, pink font. Below the title is a bulleted list of six items, each containing the placeholder text 'Morbi leo risus, porta ac consectetur ac'. Two paragraphs of placeholder text follow. On the right side, there is a circular image of a nurse in a white uniform holding a stack of papers, with a pink circle partially overlapping the image. The bottom right corner contains a stylized graphic of a human figure in blue and pink.



**Section Title**

The section slide has a solid pink background. The title 'Section Title' is in a white, bold font. The bottom right corner contains a stylized graphic of three human figures in shades of pink.




Manchester University  
NHS Foundation Trust

**Pharetra Euismod Commodo**

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

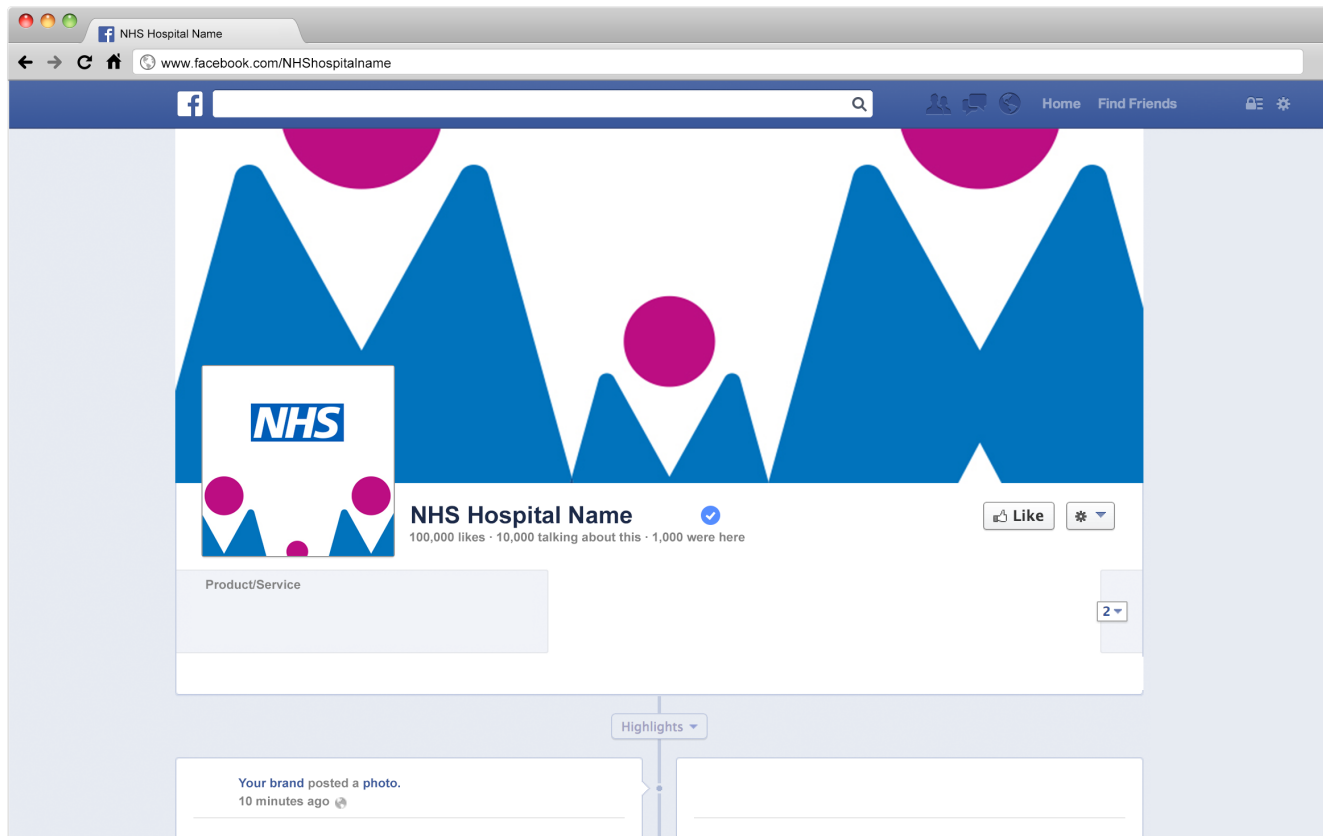
Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



The internal slide features the NHS Manchester University logo in the top right corner. The title 'Pharetra Euismod Commodo' is in a bold, pink font. Below the title is a paragraph of placeholder text. This is followed by two more paragraphs of placeholder text. On the right side, there is a stylized graphic of a human figure in light blue and pink.

Brand Elements

# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

Hospital

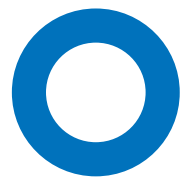
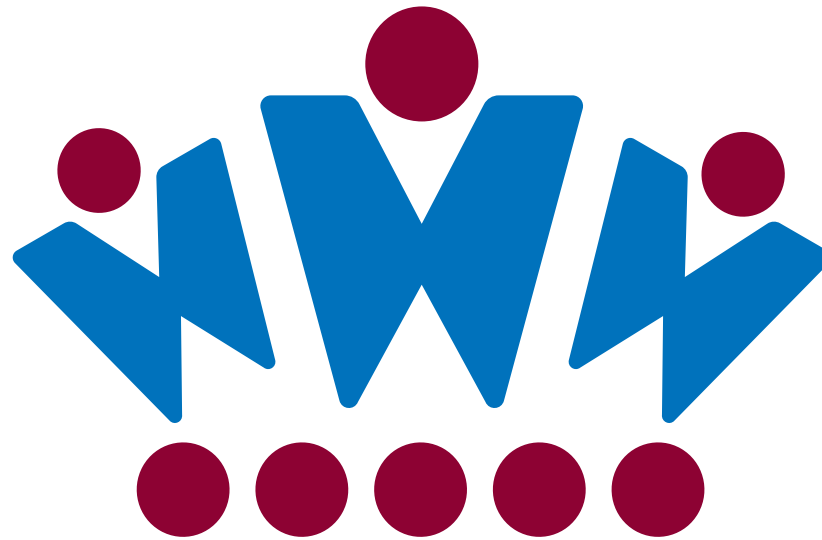
**Manchester  
Royal Infirmary**



Brand Elements

# Colour palette


Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Dark Red**  
Pantone: 1955  
CMYK: 9 / 100 / 54 / 43  
RGB: 138 / 21 / 56  
#8A1538

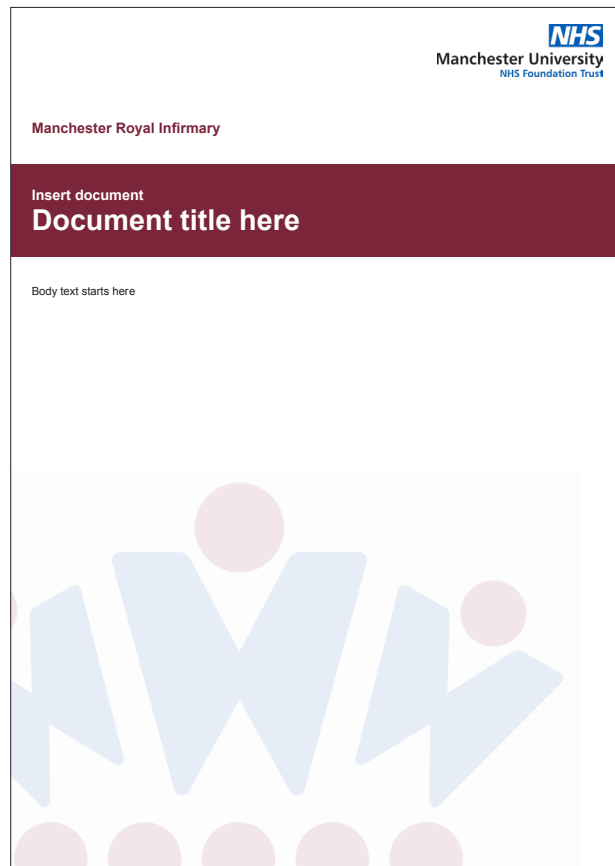
The background is a solid dark red color. It features several large, semi-transparent geometric shapes in a lighter shade of red. On the left, there are two large, stylized 'M' shapes. On the right, there are two large, stylized 'N' shapes. At the top and bottom, there are several circles of varying sizes. The overall composition is abstract and modern.

Brand Elements  
**Application**

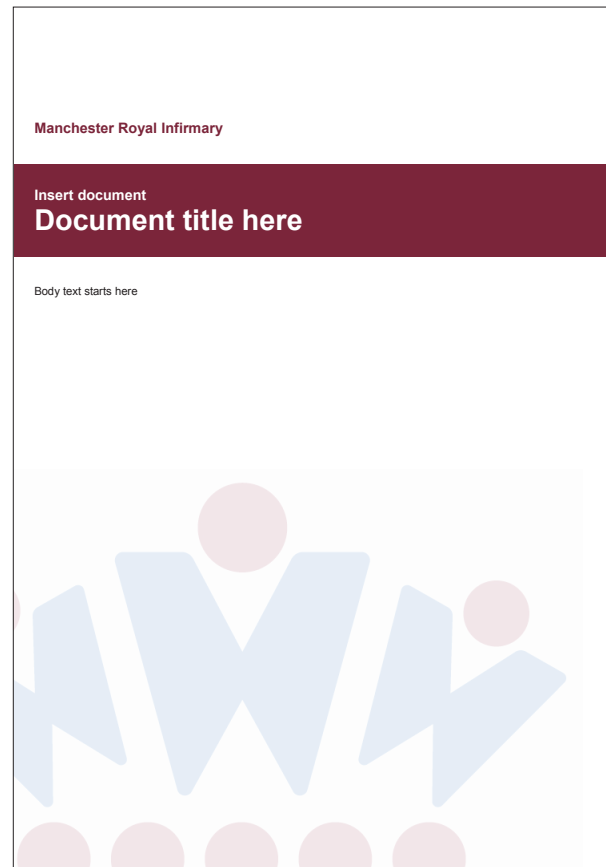
# Brand Elements

## Print application

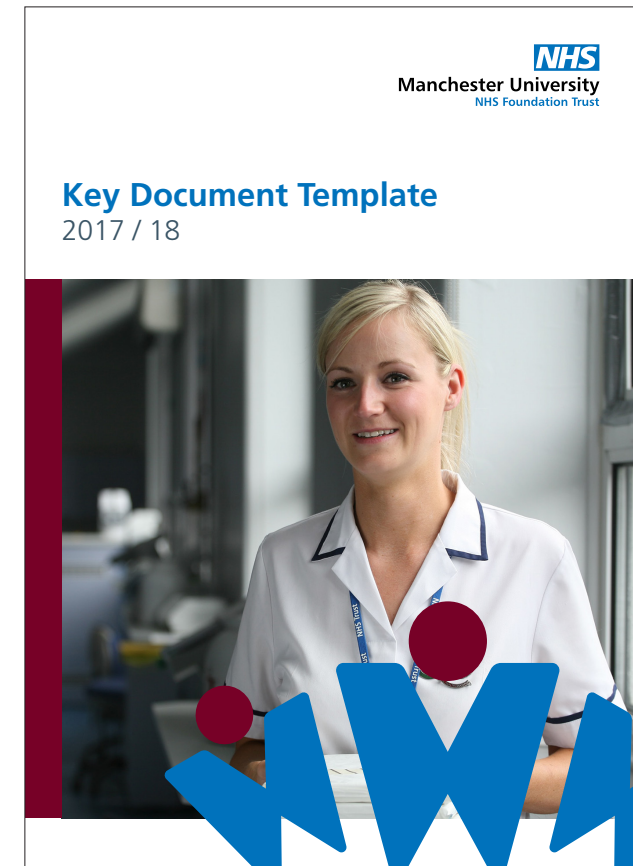
External Communications Template



Internal Communications Template



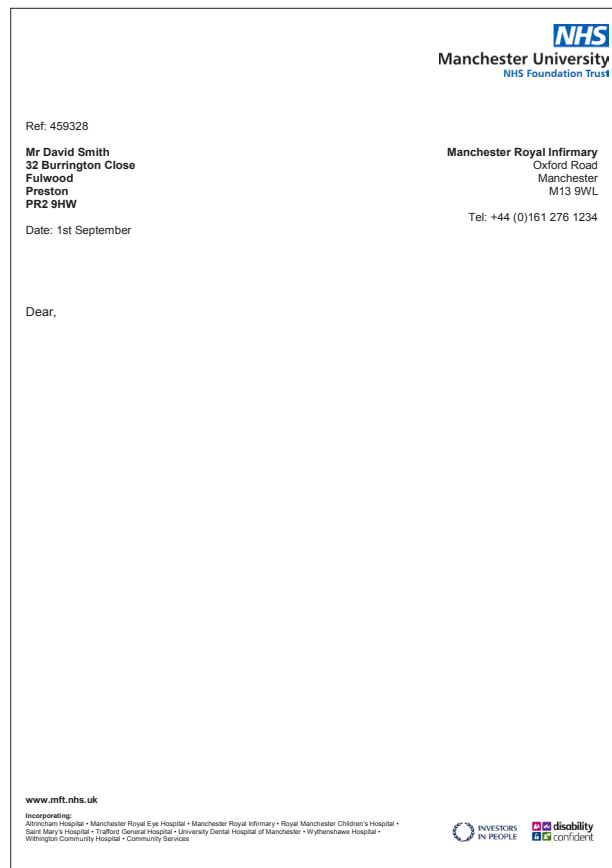
Key Report or Plan



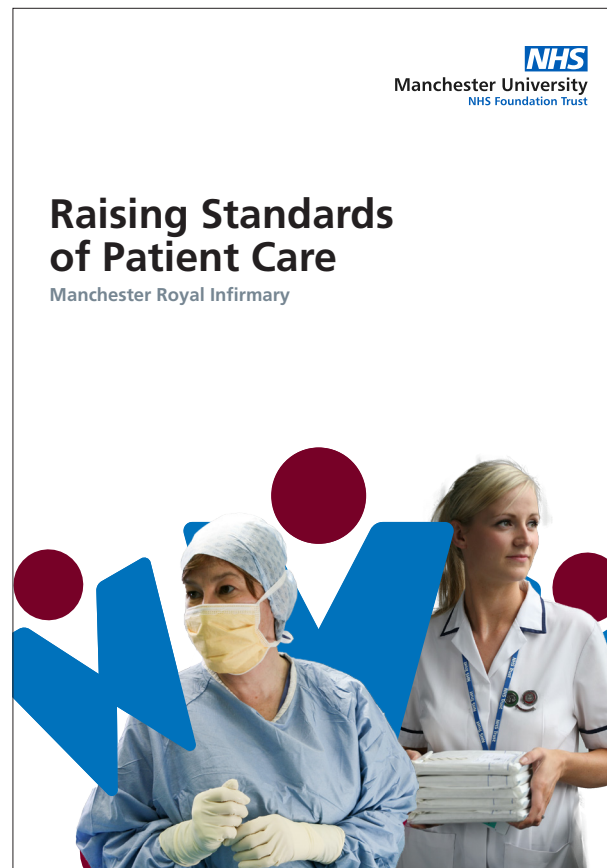
# Brand Elements

## Print application

Letterhead Template



Patient Information Leaflet Template




Pull-up Banner Template




## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



**TITLE GOES HERE**  
Manchester Royal Infirmary



**Pharetra Euismod Commodo**

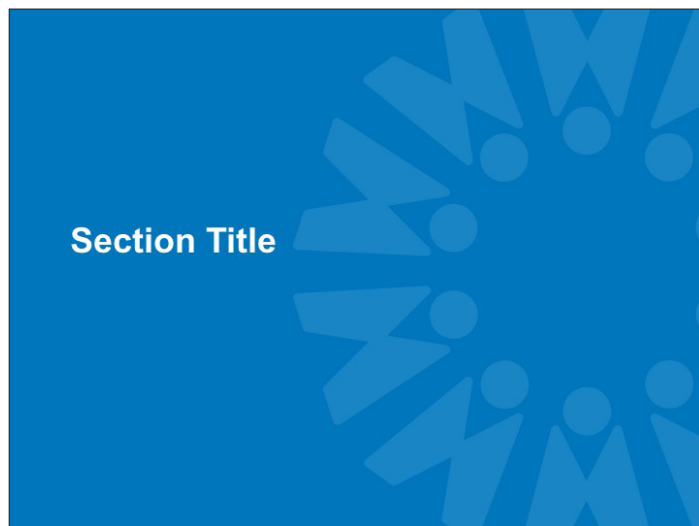
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



**Section Title**




**Pharetra Euismod Commodo**

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Brand Elements

# Digital and Online application

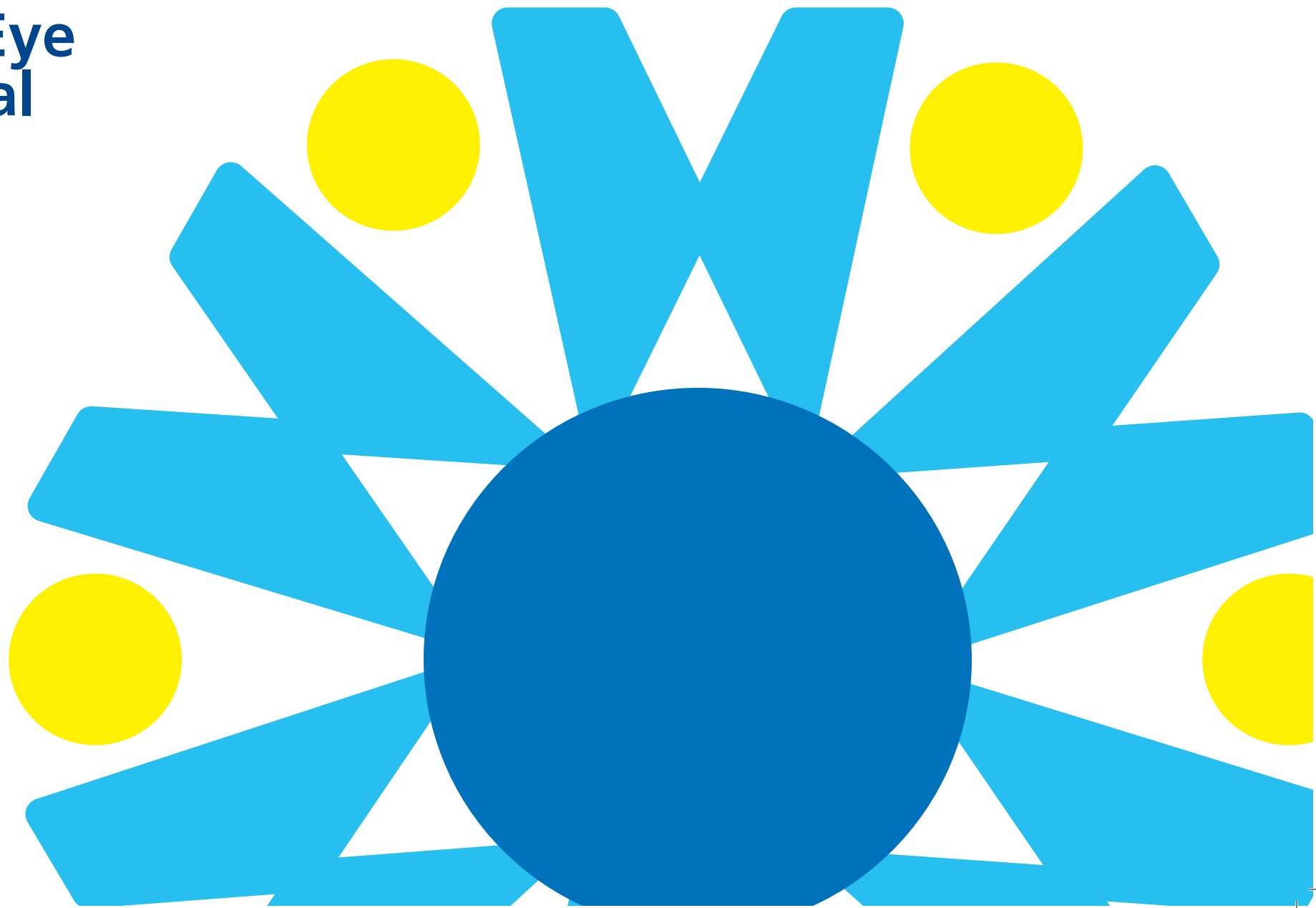


Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

Hospital

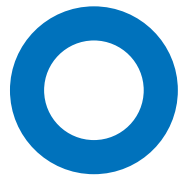
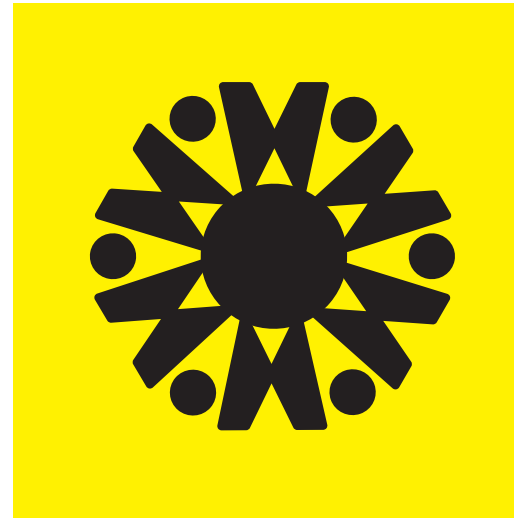
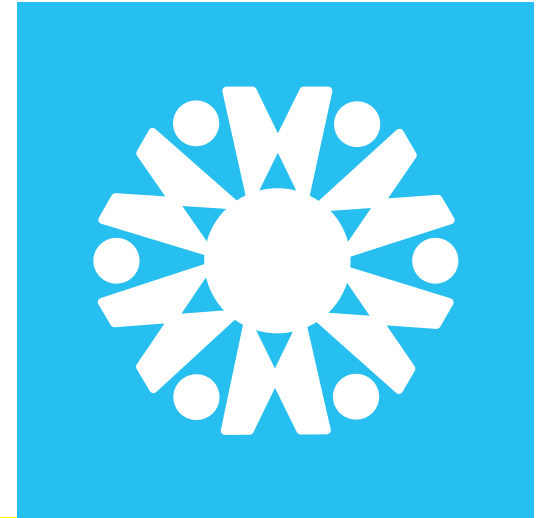
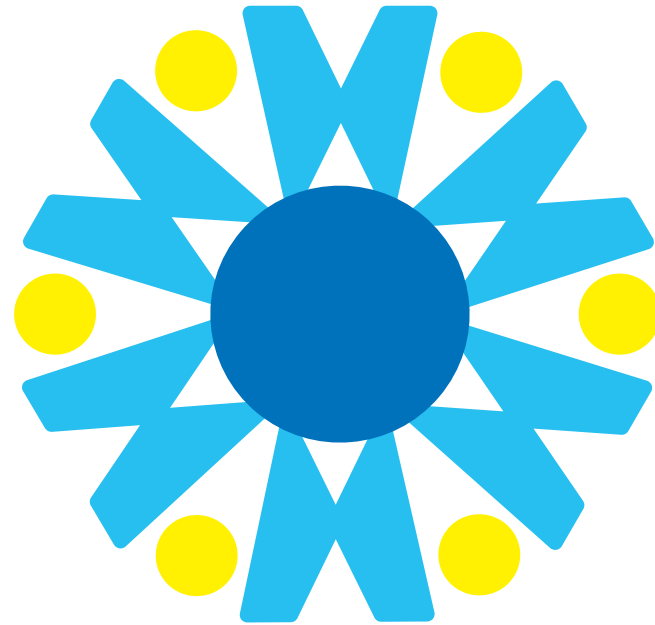
**Manchester  
Royal Eye  
Hospital**



Brand Elements

# Colour palette

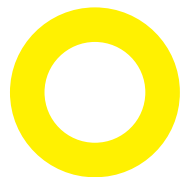
Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Light Blue**  
Pantone: 298  
CMYK: 67 / 2 / 0 / 0  
RGB: 65 / 182 / 230  
#41B6E6



**NHS Yellow**  
Pantone: Process Yellow  
CMYK: 0 / 0 / 100 / 0  
RGB: 250 / 225 / 0  
#FAE100

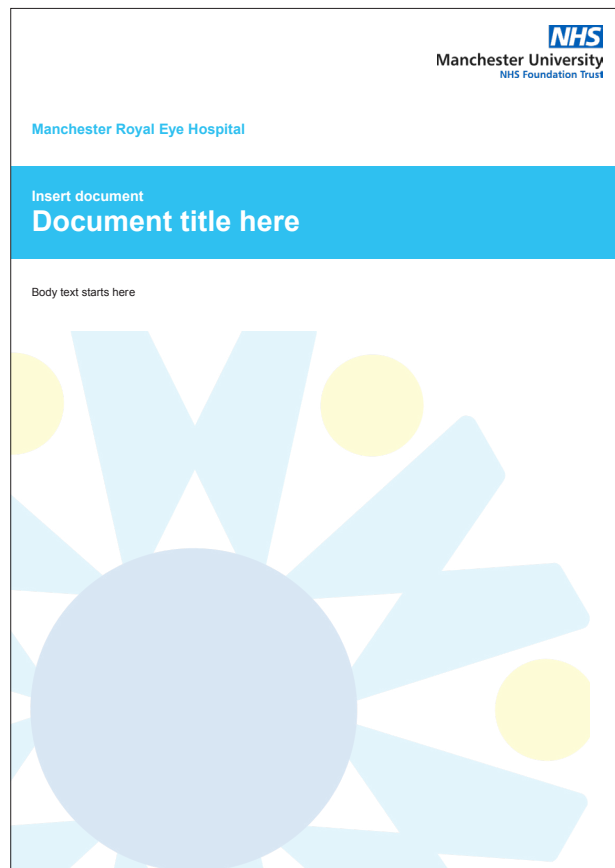
Brand Elements  
**Application**



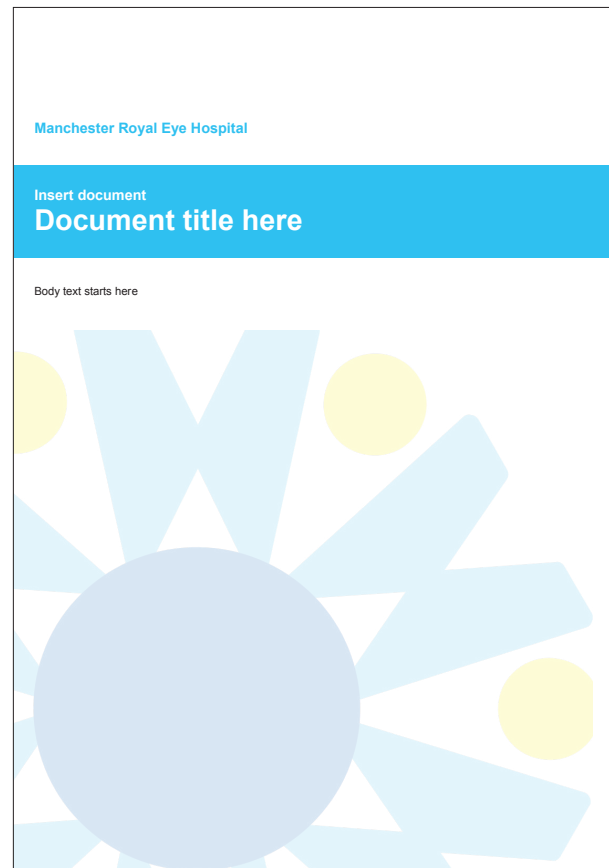
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



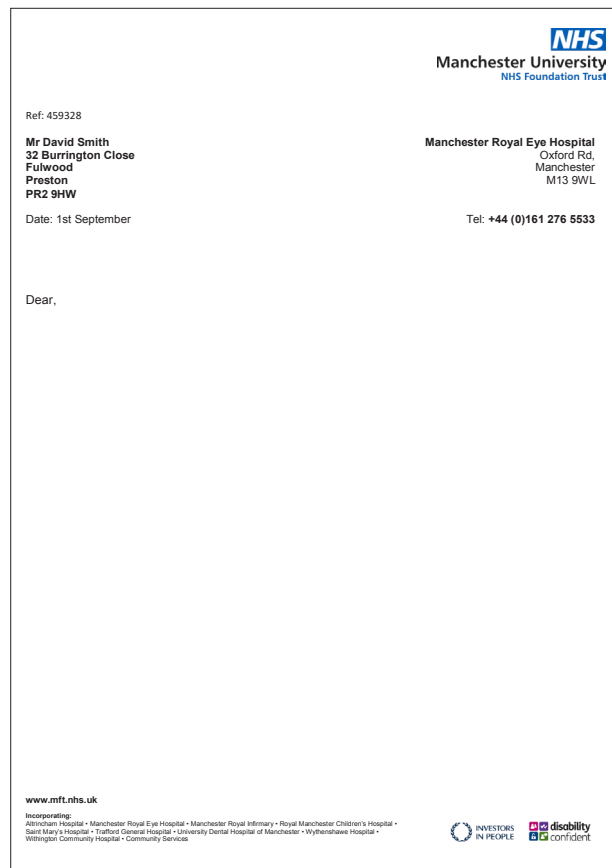
Key Report or Plan



# Brand Elements

## Print application

Letterhead Template



Patient Information Leaflet Template




Pull-up Banner Template




## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



**TITLE GOES HERE**  
Manchester Royal  
Eye Hospital



### Pharetra Euismod Commodo



- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



**Section Title**




### Pharetra Euismod Commodo

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Brand Elements

# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

Hospital

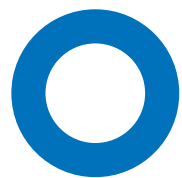
**University  
Dental Hospital of  
Manchester**



# Brand Elements

## Colour palette

Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Aqua Green**  
Pantone: 3272  
CMYK: 94 / 0 / 48 / 0  
RGB: 0 / 164 / 153  
#00A499

The background is a solid teal color. It features several large, semi-transparent, abstract shapes in a lighter shade of teal. These shapes include a circle on the left, a larger circle in the upper center, and several overlapping, angular shapes resembling mountain peaks or stylized waves at the bottom.

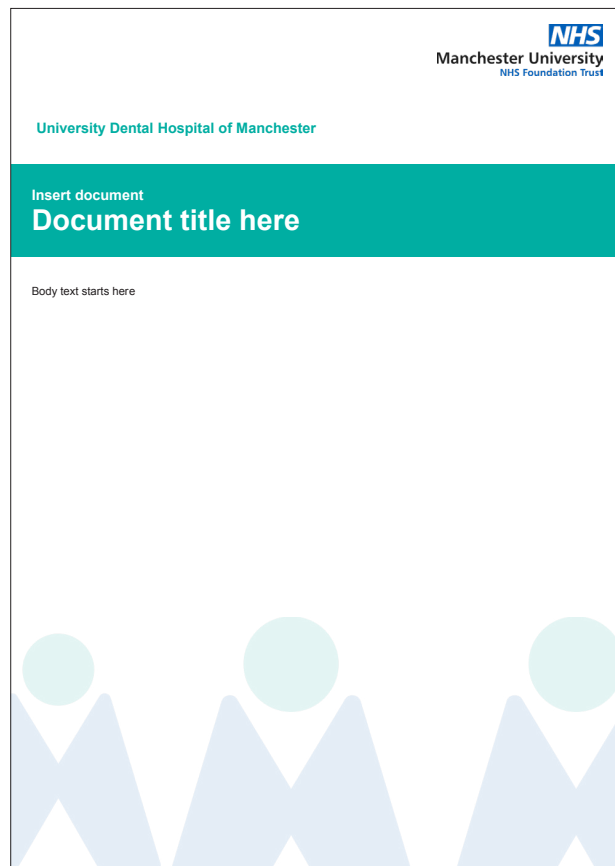
Brand Elements

# Application

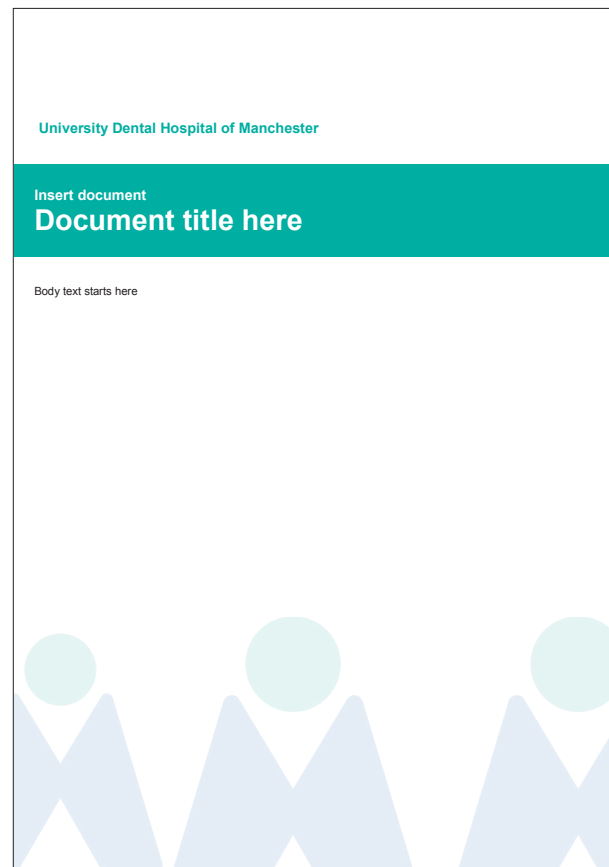
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



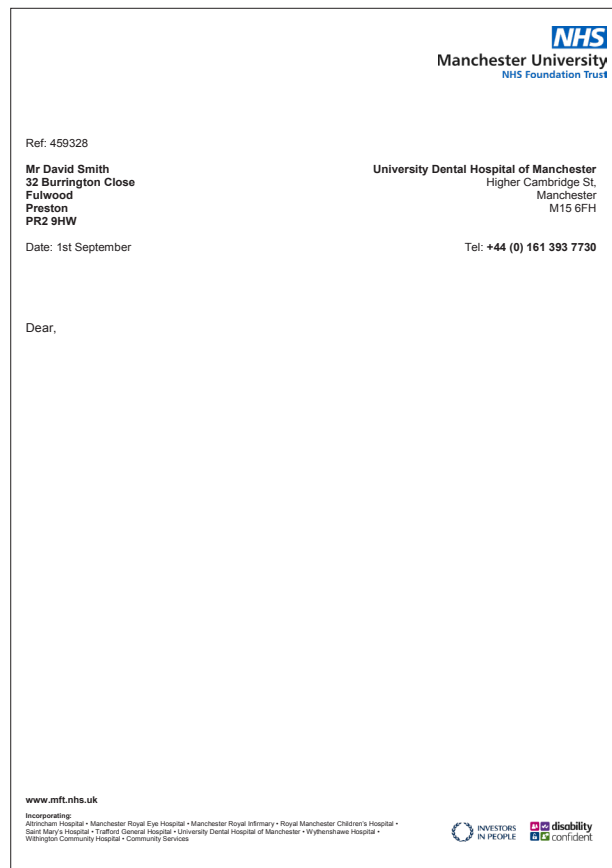
Key Report or Plan



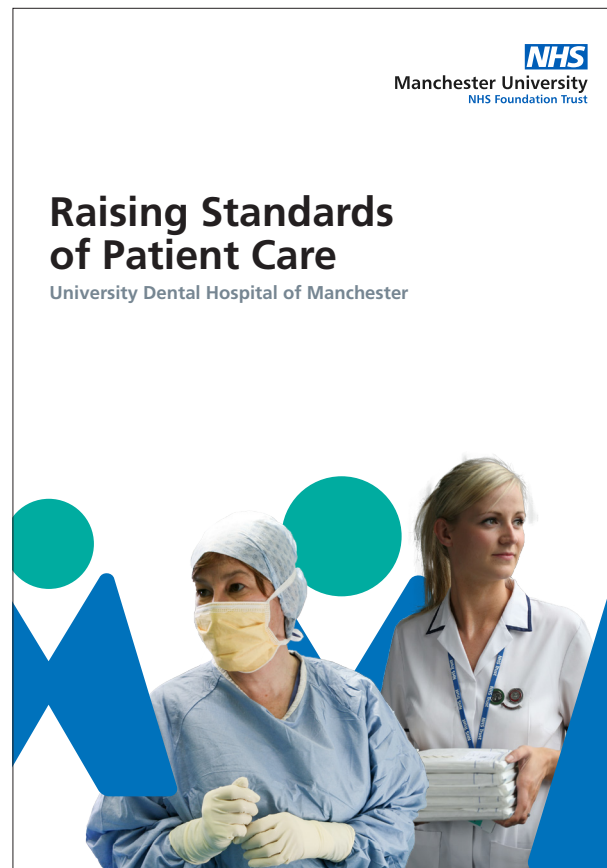
# Brand Elements

## Print application

Letterhead Template



Patient Information Leaflet Template



Pull-up Banner Template



## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



**TITLE GOES HERE**  
University Dental Hospital  
Of Manchester




### Pharetra Euismod Commodo

- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Section Title



### Pharetra Euismod Commodo

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Brand Elements

# Digital and Online application

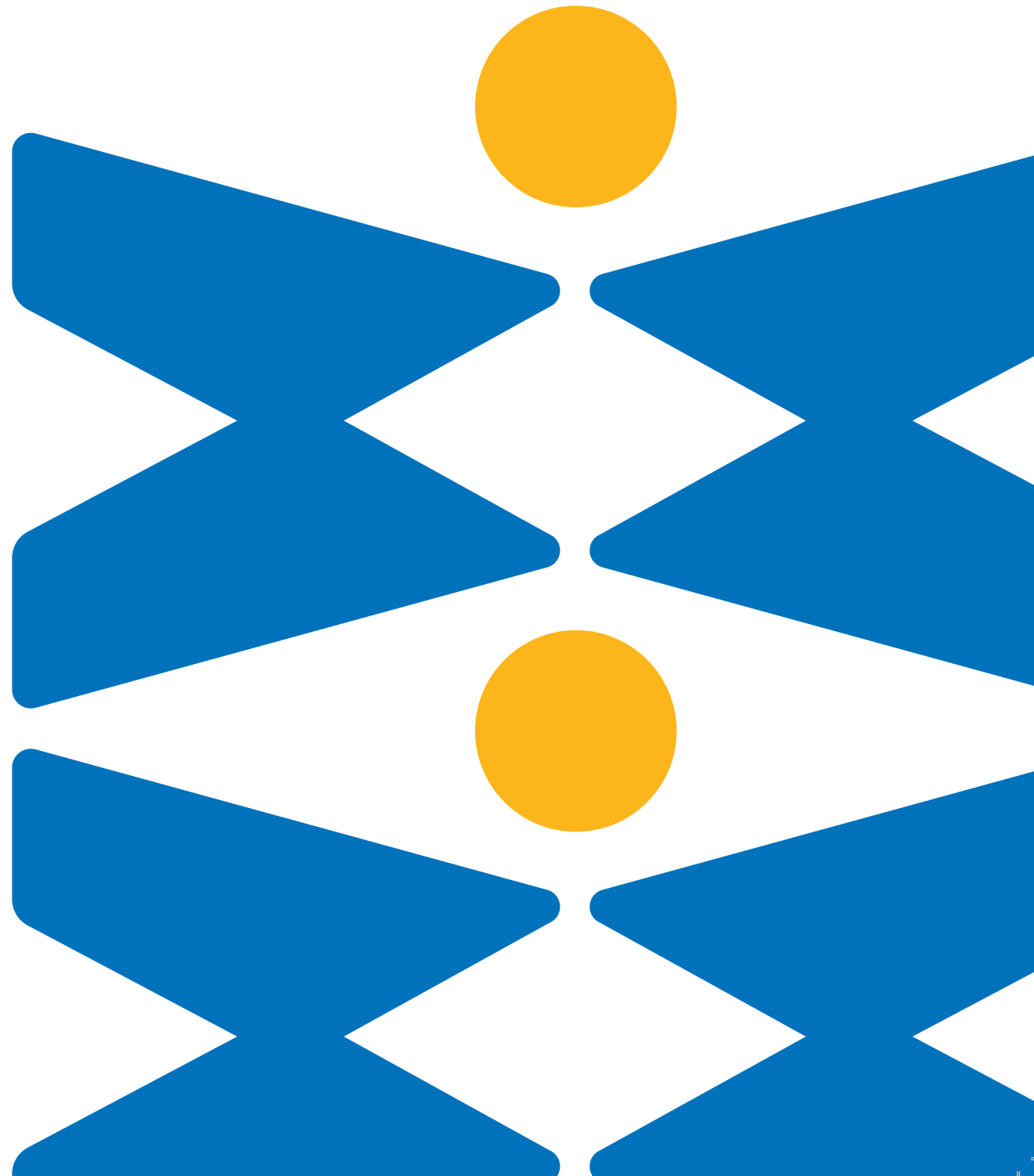


Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

Hospital

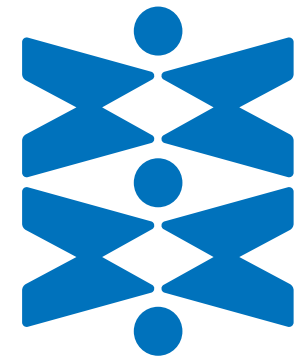
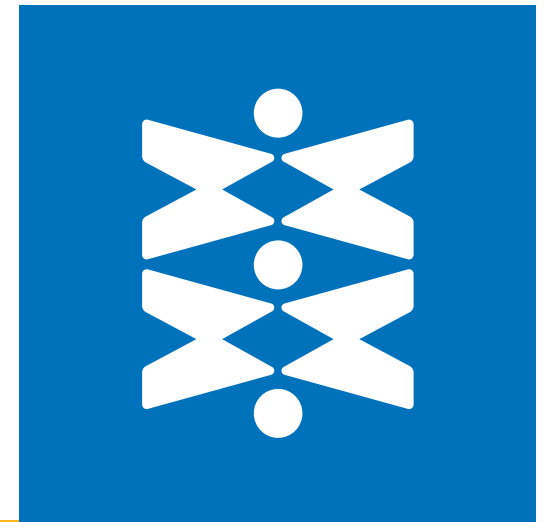
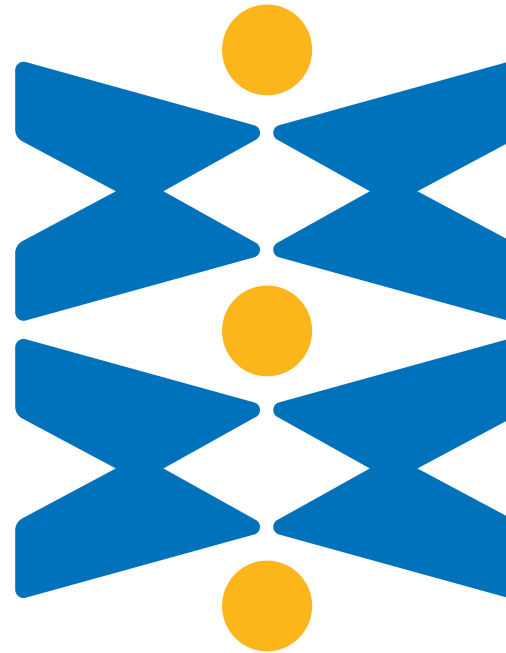
**Withington  
Community  
Hospital**



Brand Elements

# Colour palette

Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Warm Yellow**  
Pantone: 1235  
CMYK: 0 / 31 / 98 / 0  
RGB: 255 / 184 / 28  
#FFB81C

Brand Elements

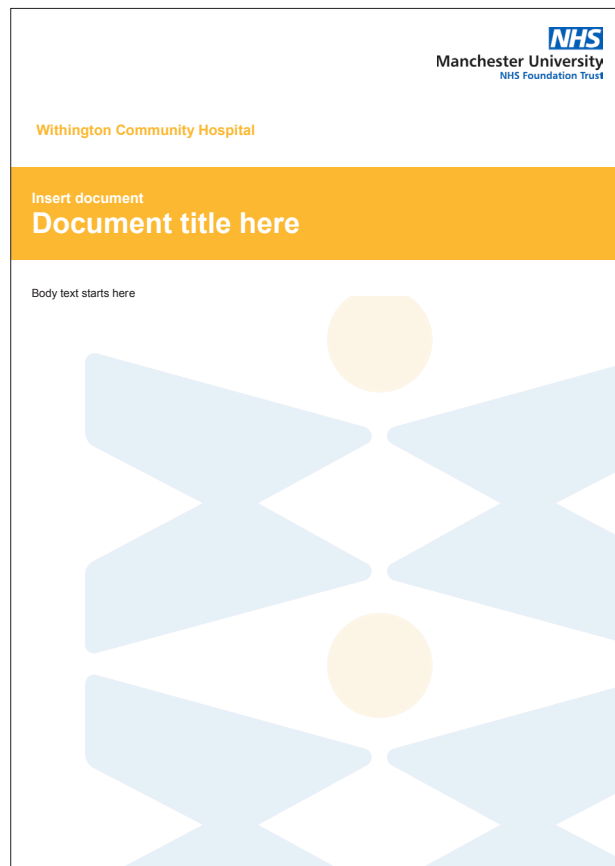
# Application



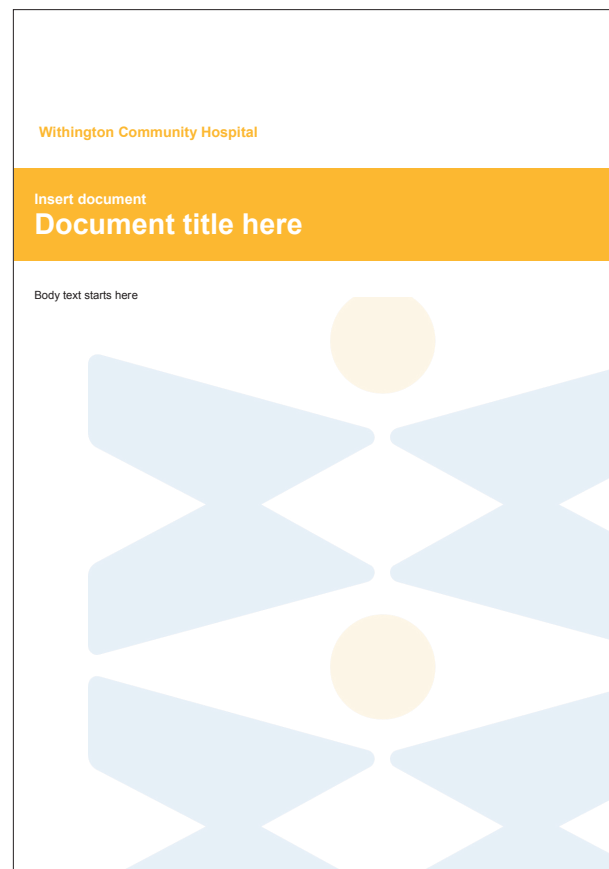
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



Key Report or Plan



# Brand Elements

## Print application

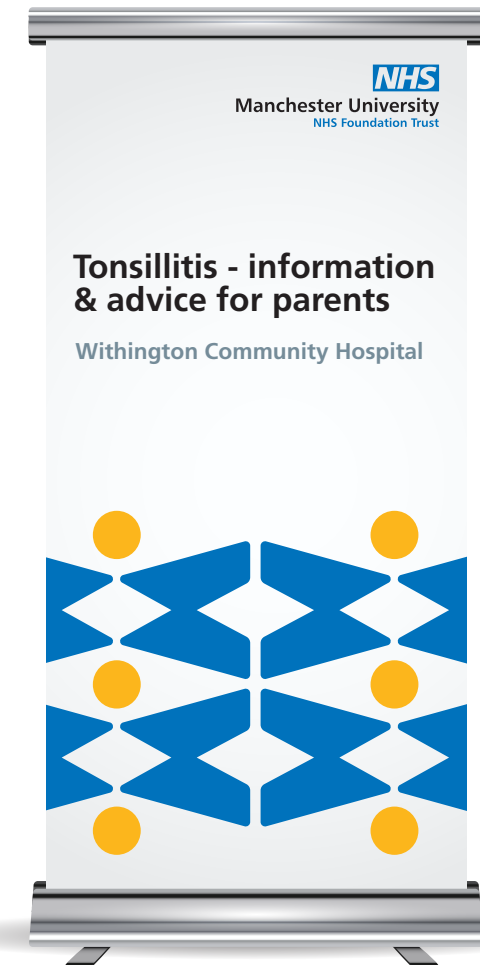
Letterhead Template



Patient Information Leaflet Template



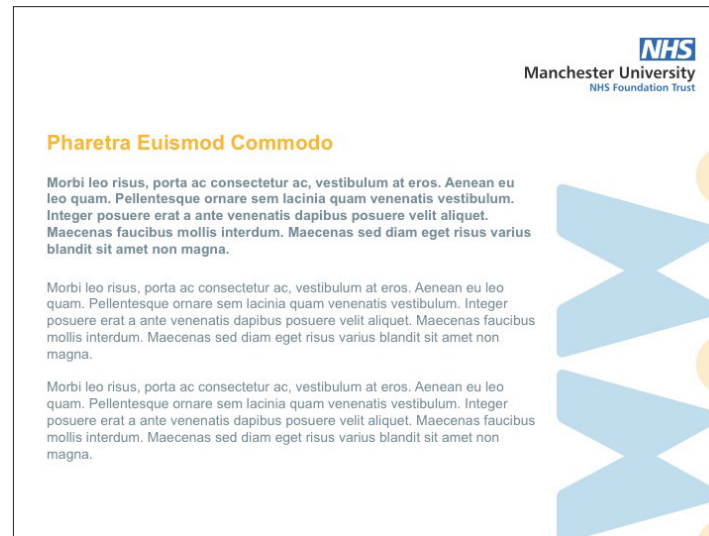
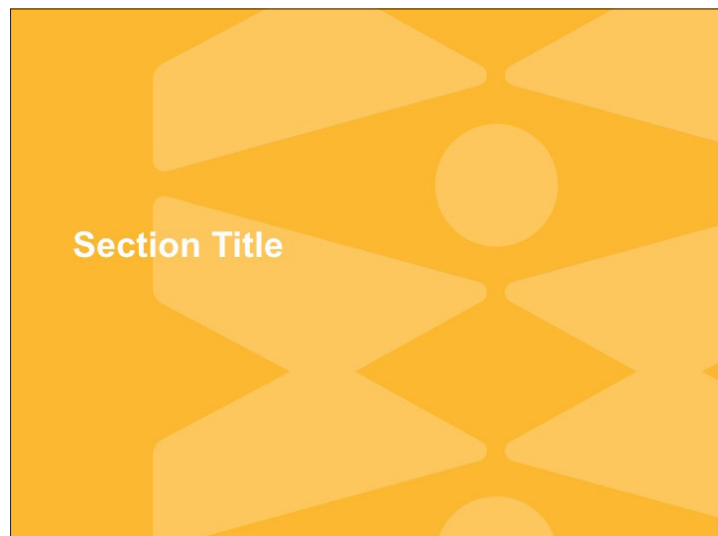
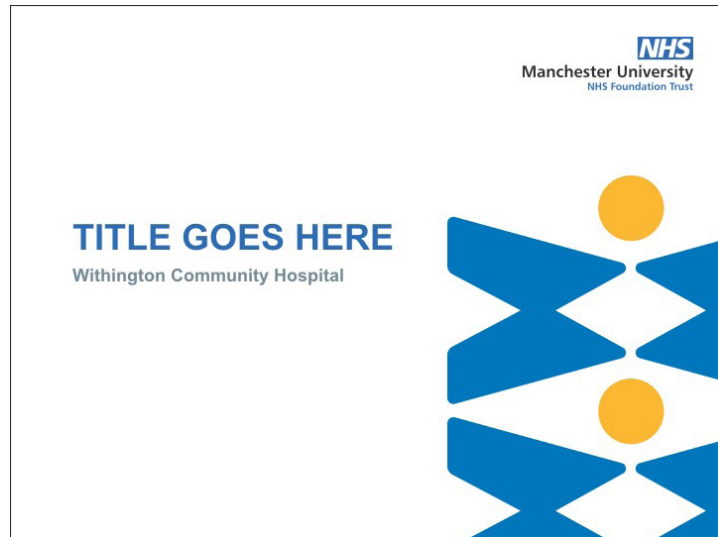
Pull-up Banner Template



## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



## Brand Elements

# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

Hospital

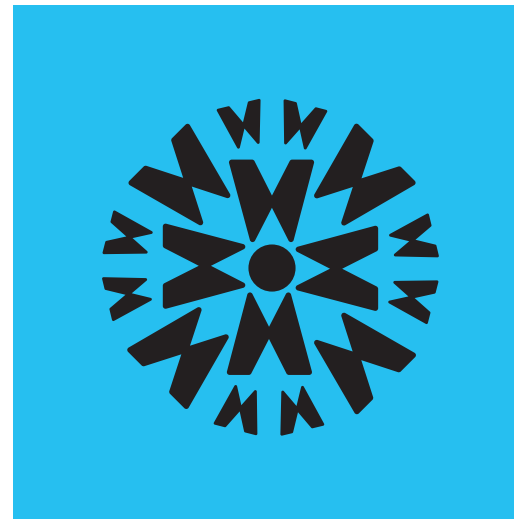
**Trafford General  
Hospital**



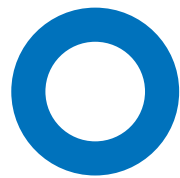
Brand Elements

# Colour palette

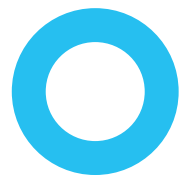
Main icon



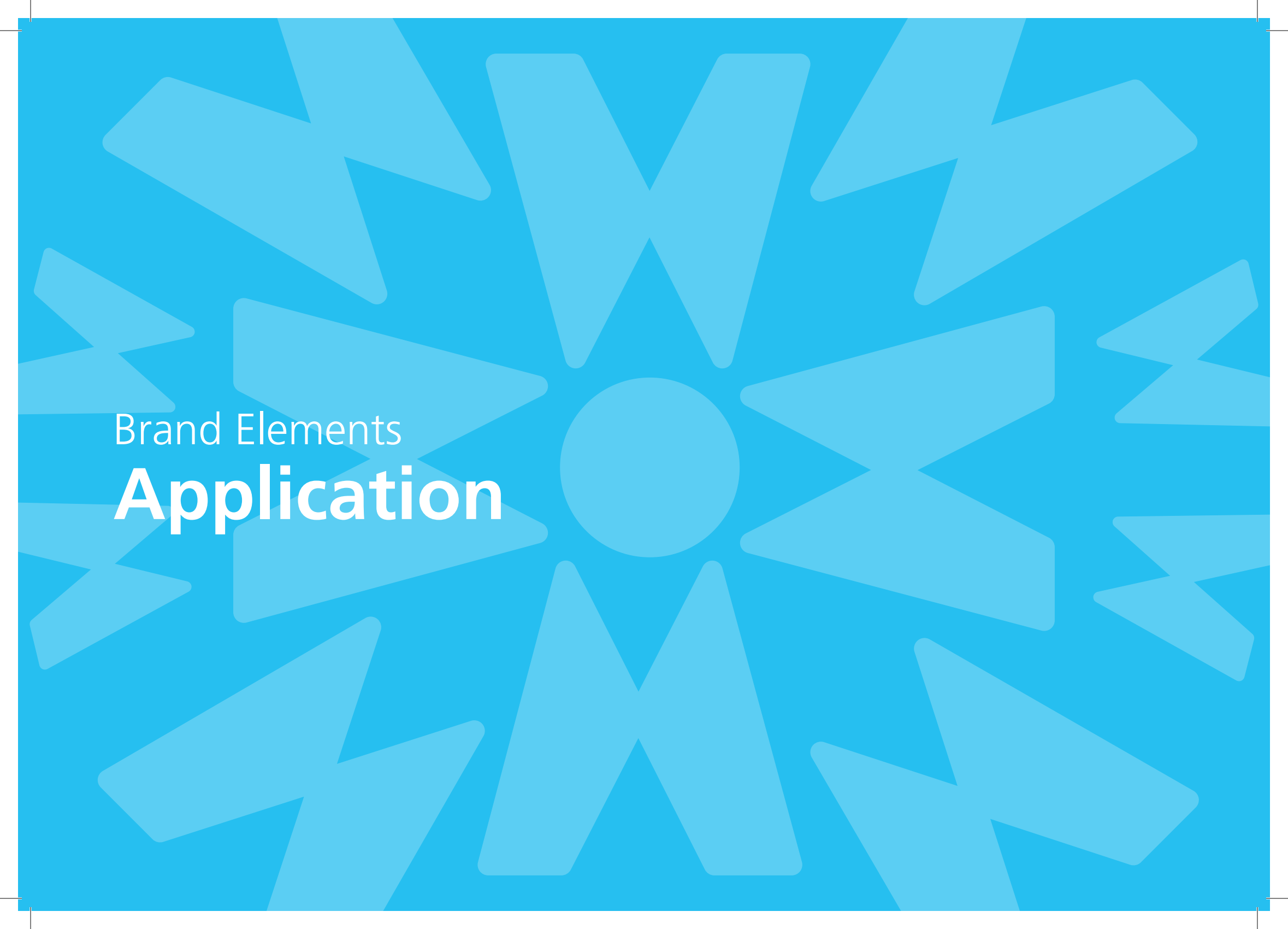
**NHS Dark Blue**  
Pantone: 287  
CMYK: 100 / 75 / 2 / 18  
RGB: 0 / 48 / 135  
#003087



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Light Blue**  
Pantone: 298  
CMYK: 67 / 2 / 0 / 0  
RGB: 65 / 182 / 230  
#41B6E6

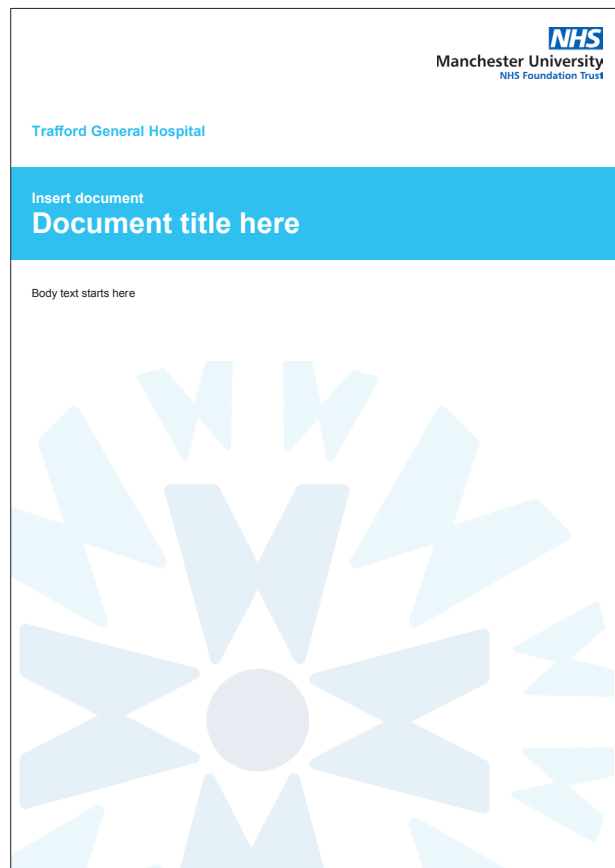


Brand Elements  
**Application**

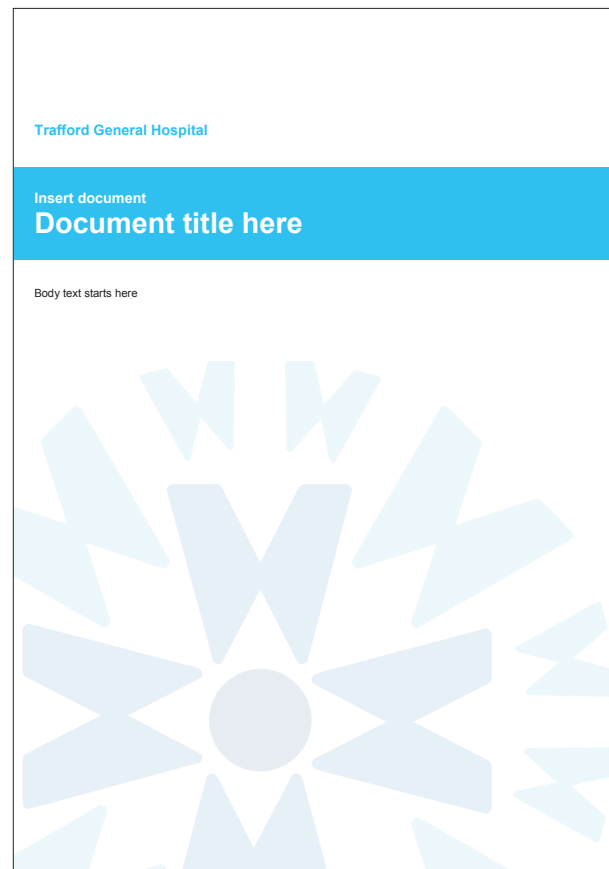
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



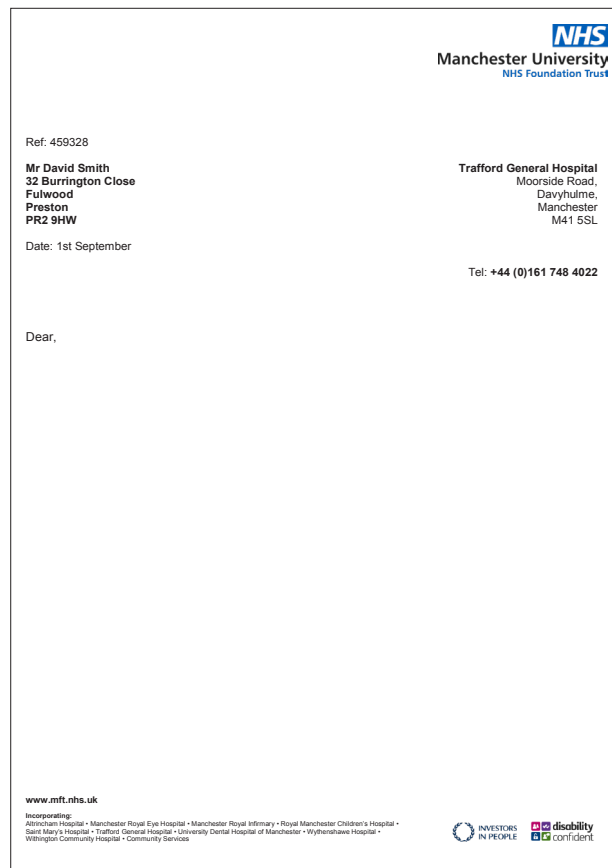
Key Report or Plan



# Brand Elements

## Print application

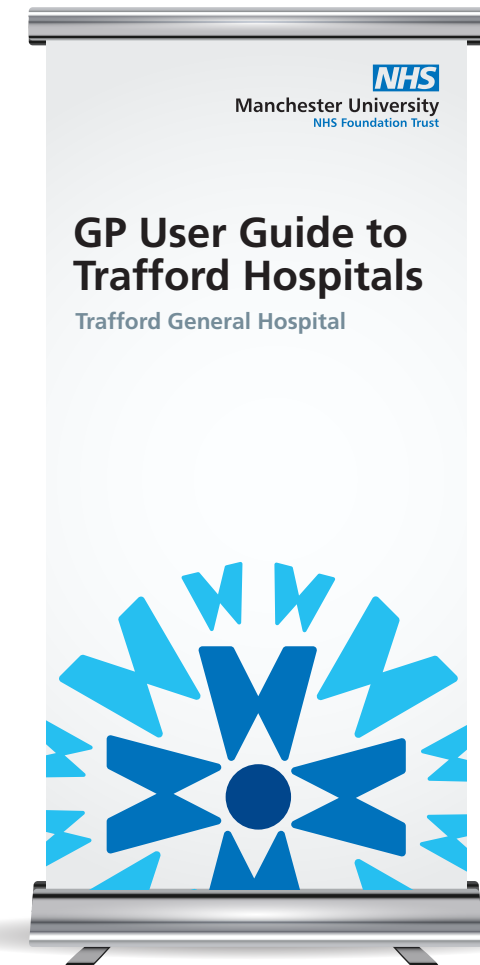
Letterhead Template



Patient Information Leaflet Template



Pull-up Banner Template



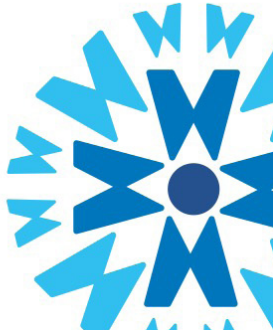
## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



**TITLE GOES HERE**  
Trafford General Hospital



### Pharetra Euismod Commodo



- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



**Section Title**




### Pharetra Euismod Commodo

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Brand Elements

# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

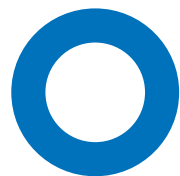
Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.



Brand Elements

# Colour palette

Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Light Green**  
Pantone: 368  
CMYK: 65 / 0 / 100 / 0  
RGB: 120 / 190 / 32  
#78BE20

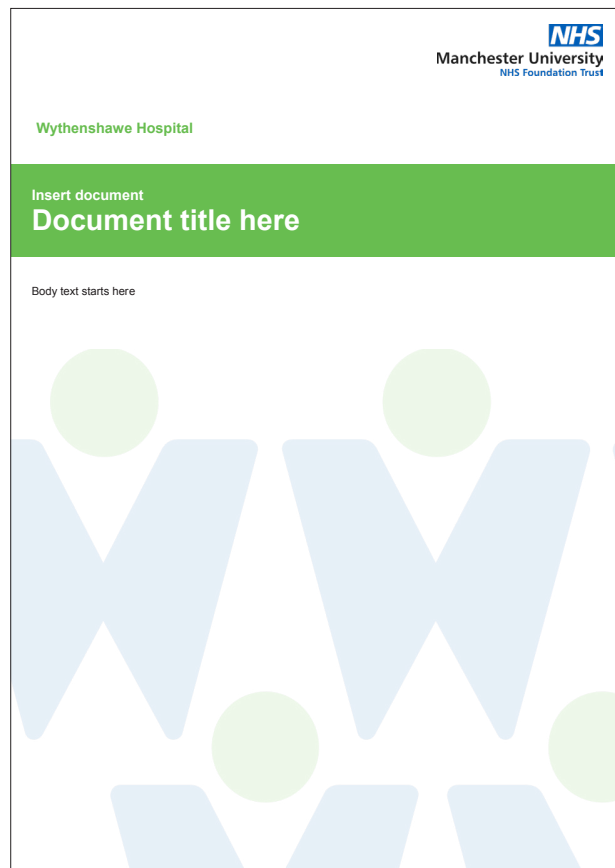
Brand Elements

# Application

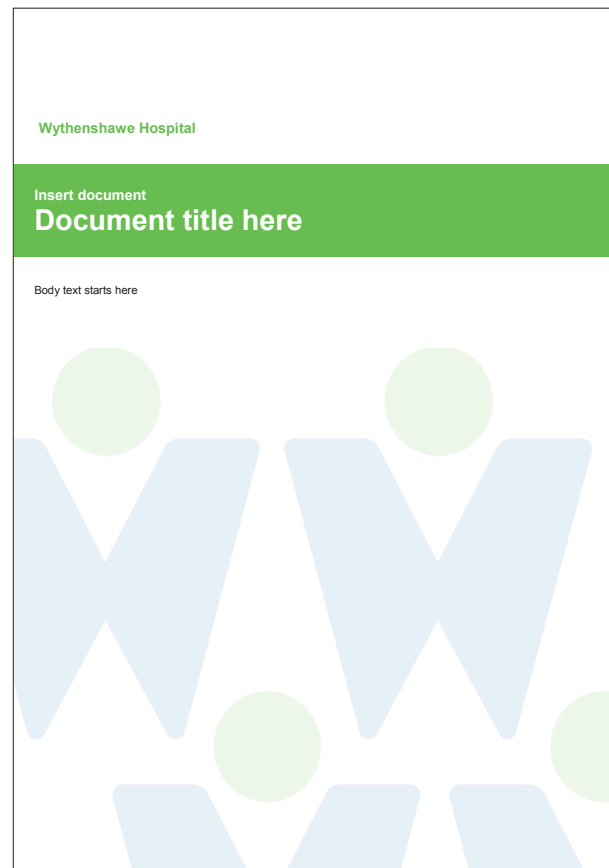
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



Key Report or Plan



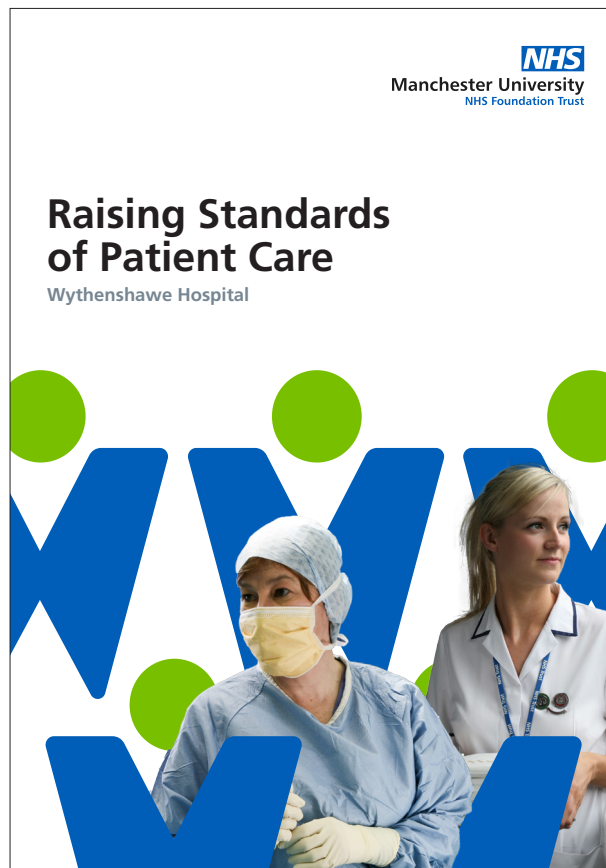
# Brand Elements

## Print application

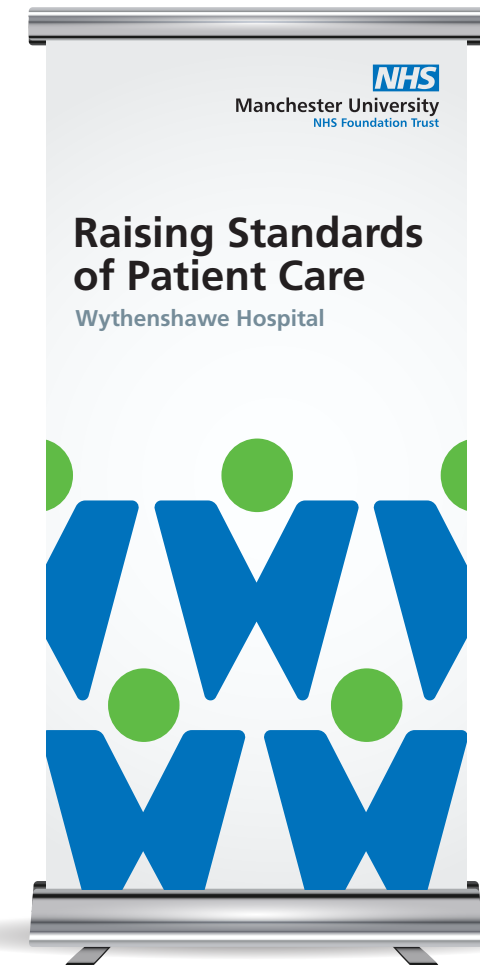
Letterhead Template



Patient Information Leaflet Template



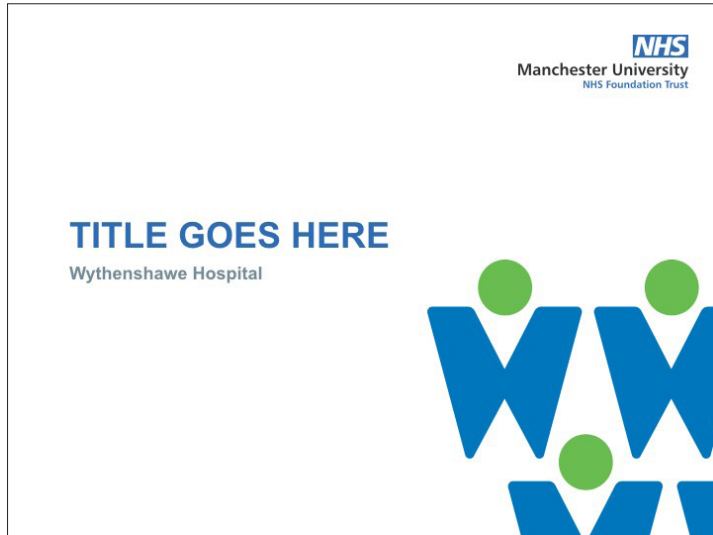
Pull-up Banner Template



## Brand Elements

# Digital and Online application


Powerpoint Template (cover and internal slides)



Manchester University  
NHS Foundation Trust

**TITLE GOES HERE**

Wythenshawe Hospital



Manchester University  
NHS Foundation Trust

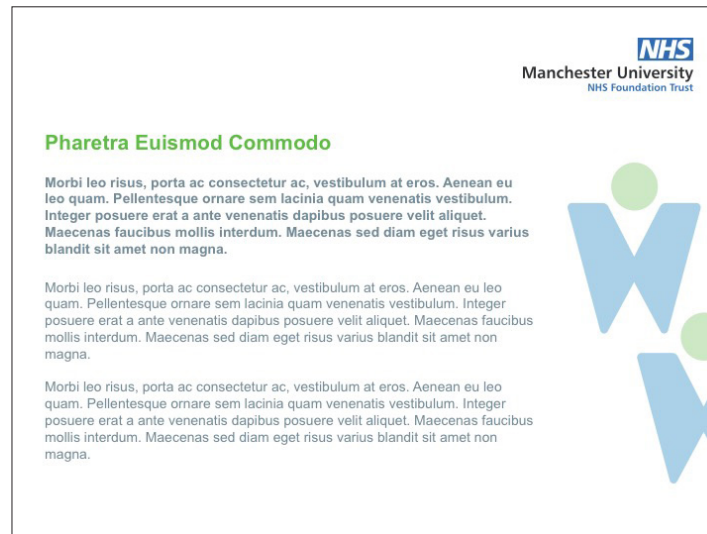
### Pharetra Euismod Commodo

- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



**Section Title**




Manchester University  
NHS Foundation Trust

### Pharetra Euismod Commodo

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



## Brand Elements

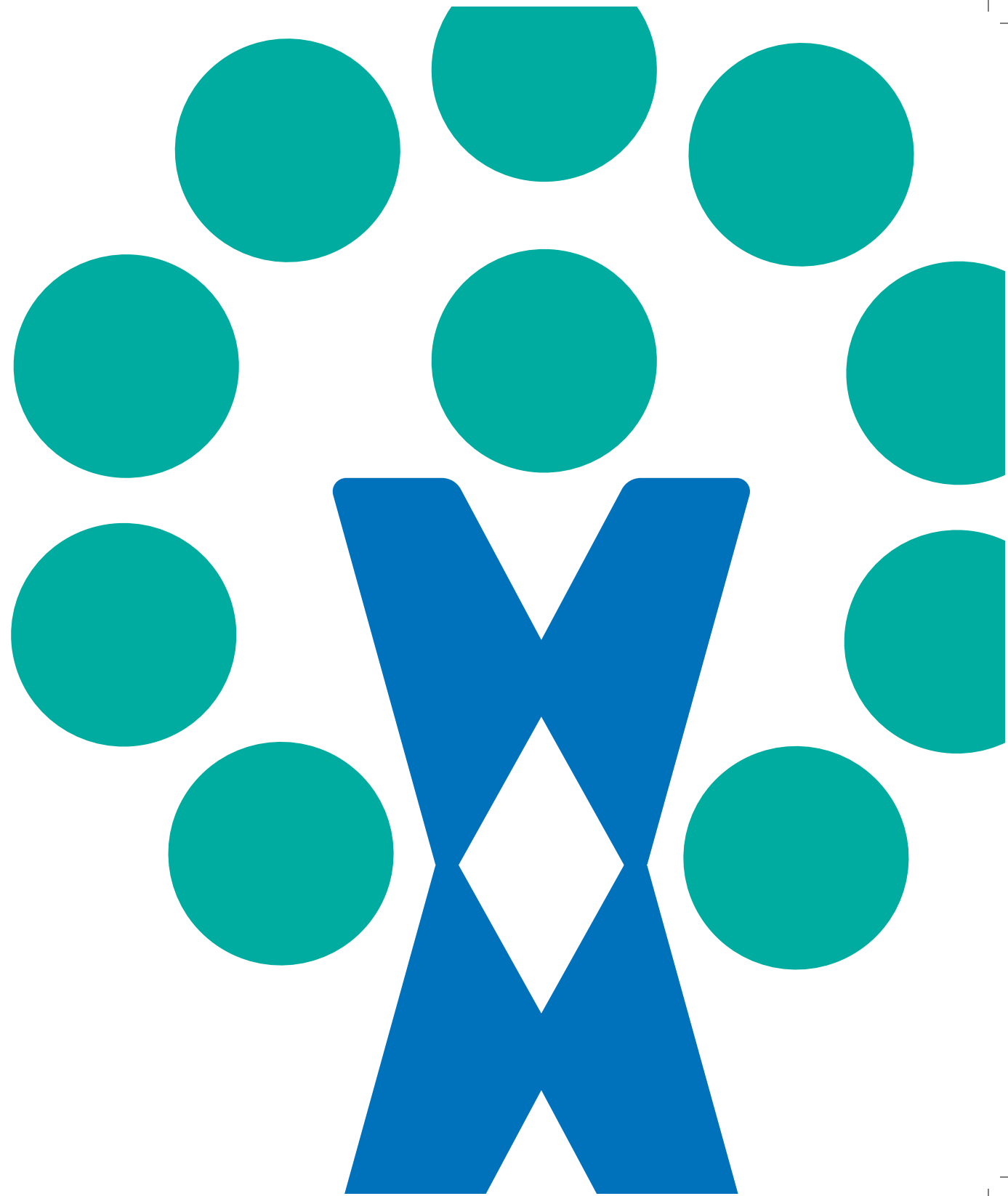
# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.

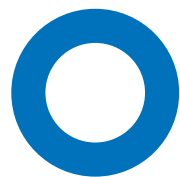
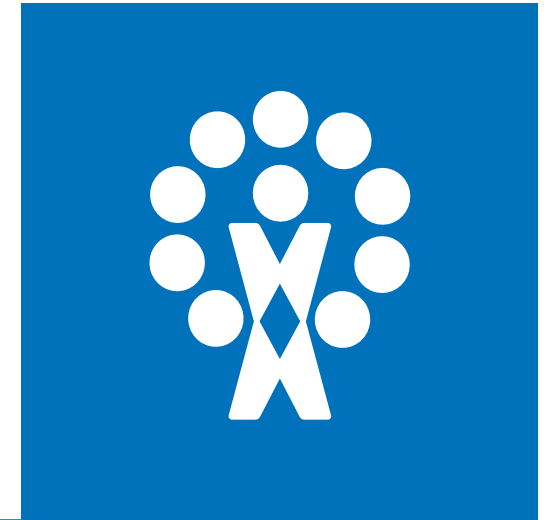
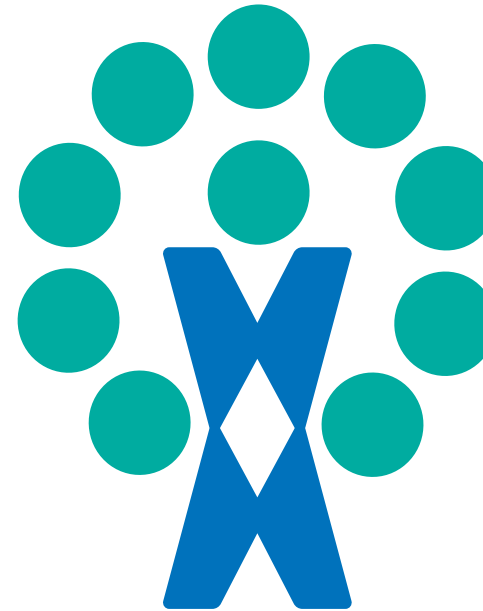
Hospital  
**Altrincham  
Hospital**



Brand Elements

# Colour palette

Main icon



**NHS Blue**  
Pantone: 300  
CMYK: 99 / 50 / 0 / 0  
RGB: 0 / 94 / 184  
#005EB8



**NHS Aqua Green**  
Pantone: 3272  
CMYK: 94 / 0 / 48 / 0  
RGB: 0 / 164 / 153  
#00A499

Brand Elements

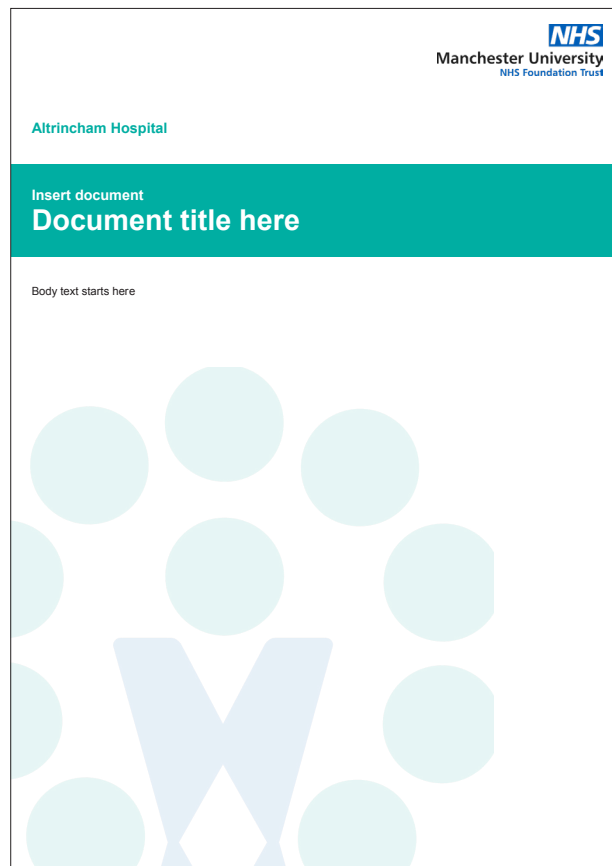
# Application



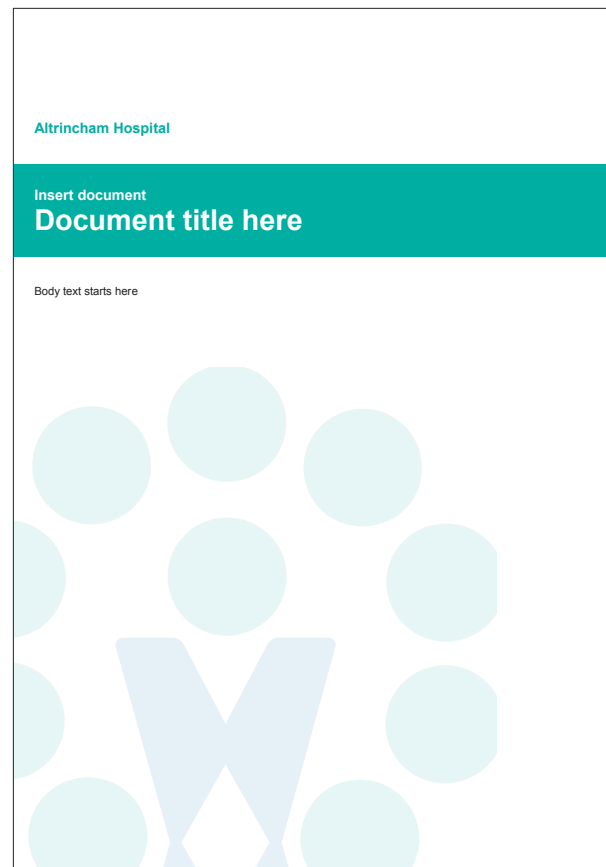
# Brand Elements

## Print application

External Communications Template



Internal Communications Template



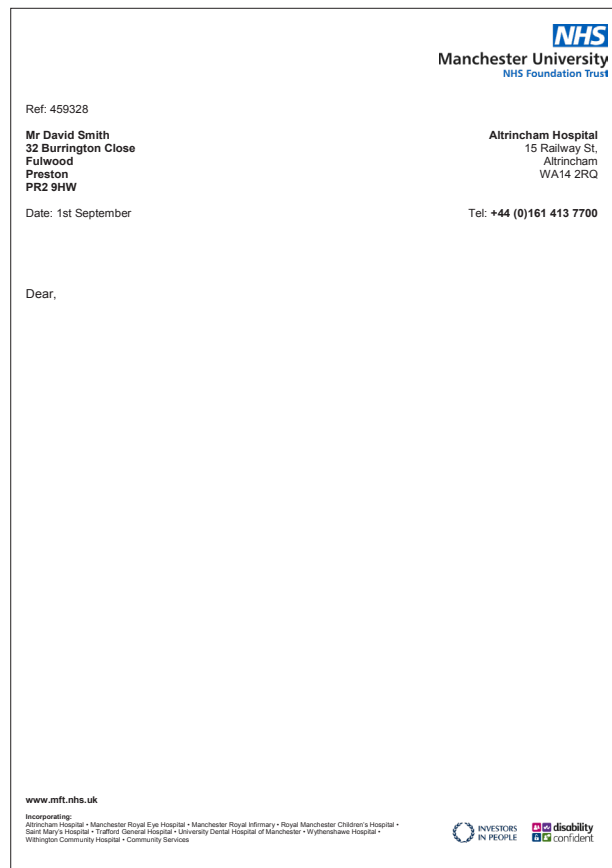
Key Report or Plan



# Brand Elements

## Print application

Letterhead Template



Patient Information Leaflet Template



Pull-up Banner Template



## Brand Elements

# Digital and Online application

Powerpoint Template (cover and internal slides)



Manchester University  
NHS Foundation Trust

**TITLE GOES HERE**  
Altrincham Hospital

The slide features the NHS Manchester University logo in the top right corner. The main content area contains a large, stylized blue 'M' logo with a white diamond shape at its base, surrounded by several teal circles of varying sizes. The text 'TITLE GOES HERE' is in a large, bold, blue font, with 'Altrincham Hospital' in a smaller, black font below it.



Manchester University  
NHS Foundation Trust

### Pharetra Euismod Commodo

- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac
- Morbi leo risus, porta ac consectetur ac

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

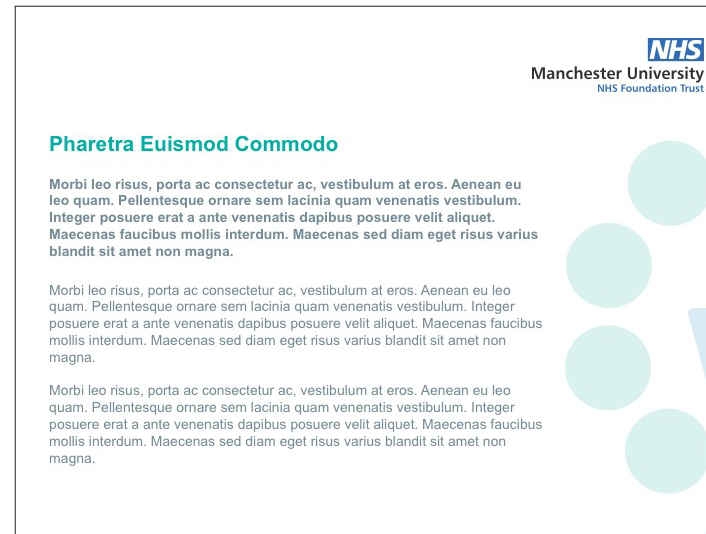


The slide features the NHS Manchester University logo in the top right corner. The main content area contains a large, stylized blue 'M' logo with a white diamond shape at its base, surrounded by several teal circles of varying sizes. The text 'Pharetra Euismod Commodo' is in a bold, blue font. Below it is a bulleted list of six items, each starting with 'Morbi leo risus, porta ac consectetur ac'. There are two paragraphs of placeholder text. A circular inset image shows a smiling nurse in a white uniform holding a stack of papers. The background is white with a large, stylized blue 'M' logo and teal circles.



Section Title

The slide has a solid teal background. It features a large, stylized blue 'M' logo with a white diamond shape at its base, surrounded by several teal circles of varying sizes. The text 'Section Title' is in a white, sans-serif font.




Manchester University  
NHS Foundation Trust

### Pharetra Euismod Commodo

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Maecenas faucibus mollis interdum. Maecenas sed diam eget risus varius blandit sit amet non magna.



The slide features the NHS Manchester University logo in the top right corner. The main content area contains a large, stylized blue 'M' logo with a white diamond shape at its base, surrounded by several teal circles of varying sizes. The text 'Pharetra Euismod Commodo' is in a bold, blue font. Below it is a paragraph of placeholder text, followed by two more paragraphs of placeholder text. The background is white with a large, stylized blue 'M' logo and teal circles.

## Brand Elements

# Digital and Online application



Facebook, Twitter, LinkedIn etc conform to the same header and profile image layout.

Header should be a cropped shot of the hospital icon ONLY and the NHS logo should appear on the profile image with a crop of the hospital icon.



**Manchester University**  
NHS Foundation Trust

# Contact details

For any enquiries and new work please contact the communications team

