

Veteran aware hospital accreditation

Design guidelines for the use and application of the Veteran Aware accreditation mark and design.

Design of the accreditation mark

In many respects the armed forces first loyalty is to the crown, here we align to that belief by using an illustrative version of the royal crown. The large tick then reflects the accreditation process - the hospital trust has 'ticked all the boxes' to be approved. It is also a positive mark that engenders confidence.



Although the Veterans UK purple is not part of the NHS colour palette, we have received approval from the NHS Identity team to use it. The non- NHS colours in the trademark and supporting materials (see pack), visually align the initiative with both the NHS and veteran's organisations representing the armed forces. We consulted a range of bodies on the development of the mark and promotional materials.

How it should be used

Only NHS hospitals that have gone through accreditation process and received approval can use the accreditation mark.

It must always be used within the context of your NHS organisational logo. It must not be used on its own without the NHS lozenge or organisational logo, except for the wall stickers/decals supplied in your pack.

It is designed to work against a white background only.

The accreditation mark should be in a supporting position, at the bottom of your NHS communications (e.g. at the bottom of letterheads, recruitment advertising, web pages, etc.) It should not appear larger than your NHS organisational logo but be large enough for any text to be legible - see example on next page.



You must not create your own version of the mark, if you require different formats please contact Edward Nickell, Project Manager, Veterans Aware Hospital Alliance e.nickell@nhs.net

Promotional materials

The materials have been produced to help you promote the initiative to patients and the public.

The colours used are a mix of NHS colours and that of the armed forces, to demonstrate joint working and ensure relevance for veterans and NHS staff. This is in line with NHS Identity guidelines.

Please do not change the design of the materials or the colours used – the Veterans UK purple is only used on the accreditation symbol.

We have supplied templates to enable you to adapt the text but only the text.