

This paper relates  
to Agenda Item 10



**Title/Subject:** Development of Visual Identity  
**Meeting:** Integration Joint Board  
**Date:** 2 December 2016  
**Submitted By:** Communications & Participation Manager, Falkirk Council  
**Action:** For Decision

## **1. INTRODUCTION**

- 1.1 The purpose of this report is to set out the outcome of the development process for a consistent visual identity for the Falkirk Health and Social Care Partnership. It also provides information about the process agreed by the IJB on 3<sup>rd</sup> June, the development of the design brief, involvement of internal and external stakeholders and the agreed approval process.

## **2. RECOMMENDATION**

The Integration Joint Board is asked to:

- 2.1 Note that the preferred visual identity for the Falkirk Health & Social Care Partnership is being brought forward to the IJB for formal sign off. This option emerged as the clear preference from the process approved by the IJB at its meeting on 3<sup>rd</sup> June.
- 2.2 Note that this process included the development of a clear brief and consultation with stakeholders, including employees, members of the Falkirk Council citizens' panel and NHS Forth Valley's patient public panel and the Strategic Planning Group.
- 2.3 Agree that the preferred visual identity should be adopted for the IJB.

## **3. BACKGROUND**

- 3.1 A report was submitted to the IJB on 3<sup>rd</sup> June setting out some key considerations for the creation of a visual identity/brand for the Falkirk IJB, defining the scope of the exercise and setting out a process for taking this forward.
- 3.2 The report noted that there are many elements which contribute to an organisation's brand, not least people's personal experience of it as employees or service users. Notwithstanding that, the creation of a coherent visual identity that is used consistently across an organisation can support its

vision, values and aspirations. It also noted that visual identity sits alongside other communications considerations, such as using clear language, providing accessible information in a range of formats etc.

- 3.4 The IJB agreed that a new identity should be developed to sit alongside the existing marks of Falkirk Council and NHS Forth Valley or used separately as appropriate. It also agreed that the development process set out in the report should be followed. This included the development of a clear brief and engagement with internal and external stakeholders.

#### **4. DEVELOPMENT PROCESS**

- 4.1 A clear brief was developed for the graphic design work. The was overseen by a small group made up of the Chair and Vice Chair of the IJB and the Chief Officer with support from the Communications & Participation Manager at Falkirk Council and the Head of Communications at NHS Forth Valley. The draft brief was circulated to a range of stakeholders, along with a short questionnaire asking for views on various aspects of the partnership. All of those who responded agreed that the brief gave a good overview of the Health & Social Care Partnership.

- 4.2 Key considerations were:

- The words “Falkirk Health & Social Care Partnership” must be included
- Simple, flexible and multi-purpose for use on e.g. presentations, e-mails, letterheads and internal and external publications
- It must sit alongside existing Falkirk Council and NHS Forth Valley corporate identities
- It needs to work in print, online and in black and white

Stakeholders were also asked to select the words that they felt best described the partnership. The top choices were caring, reliable, joined up and accessible.

- 4.4 Following the agreement of the brief, three creative design options were prepared by Falkirk Council’s communications team and presented to the Chair, Vice Chair and Chief Officer for discussion. These were then tested on internal and external focus groups. The internal group was made up of frontline staff from both organisations and the external group drew on volunteers from the Falkirk Council citizens’ panel and the patient public panel. Following discussion in groups, participants were asked to fill in a short questionnaire, identifying their preferred option. Consultation was also carried out with the Strategic Planning Group.
- 4.5 A clear preference for one design option emerged from these exercises. This has now been finalised with the Chair, Vice Chair and Chief Officer and is being brought to the IJB for final sign off as agreed in June. The identity and various applications of it are attached at Appendix 1.

## **5. CONCLUSIONS**

- 5.1 A preferred visual identify has been developed for the Falkirk Health & Social Care Partnership, following the process agreed by the IJB. This will be used consistently across all communications material relating to the partnership and will help to position the organisation externally and help build understanding and connections between staff.

### **Resource Implication**

No additional expenditure on communications resources was incurred during this process. All design work and development work was carried out in-house by Falkirk Council's Communications & Participation team, with support from NHS Forth Valley during the stakeholder engagement phase.

### **Legal and Risk Implications**

There are no additional legal & risk implications associated with this report.

### **Consultation**

Consultation with internal and external stakeholders was carried out as agreed by the IJB in June and is described earlier in this report.

### **Equalities Assessment**

Consideration has been given to accessible information guidance.

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Approved for Submission by: Patricia Cassidy, Chief Officer

**Author – Caroline Binnie, Communications & Participation Manager, Falkirk Council**

### **List of Background Papers:**

**IJB report:** June 2016 – IJB Visual Identity



# Falkirk Health and Social Care Partnership Corporate Identity

Variations and properties



**Falkirk  
Health and Social Care  
Partnership**



**Falkirk  
Health and Social Care  
Partnership**



**Falkirk  
Health and Social Care  
Partnership**



**Falkirk  
Health and Social Care  
Partnership**



## Technical Properties

Font: Gotham-Medium

Pantone Colours:

Blue - C:100 / M:9 / Y:0 / K:0

Red - C:0 / M:84 / Y:84 / K:0



# Falkirk Health and Social Care Partnership Corporate Identity

Applications: Letterhead, Enewsletter and Powerpoint

J. S. Jones  
15B Heath Road  
Airth  
FK2 8LP



Date:  
Ref:

Dear Sir/Madam,

Mollis iuaret omittam eam in. Modo volumus mel eu, volumus ponderum nec te. Sint latine eleifend eam in. Movet vocibus appetere cum an, ad summo clita postulant mei, novum persequeris sit te.

Sea tempor sanctus splendide id, ut etiam recteque definiebas vel. Paulo quidam has ei. Sea melius evertitur te, eam et simul laudem, et mea legere probatus. Ipsum regione ei sea, mea ut albus maluisse, prompta conclusionemque vix no.

At nulla splendide neglegentur sea. Noluisset evertitur voluptatum et pri, ex ipsum primis mei. Vix ei augue dissensias. Solum doming omittantur vim an. Mea et justo utamur sadipsing, cu viderer fuisset iracundia eum, pri id dicat detracto. Meis vidit hendrerit te his, mea vidisse constituto eu. Eum no scripta luptatum delicatissimi, usu oporteat singulis vulputate et. Sit id illud vivendum.

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Sea oratio malorum an. Est an adipisci corrumpit, est in nisl postulant. Diam autem appetere per ei, ut virtute dolorem expetendis mel. At nulla iudico delenit mel. Cu mea eros facilis accusata, est cu placerat adolescens constituam. Ad sit virtute accusamus, scaevola splendide vix at. Pri et alia constituto neglegentur. Ut meis nominavi imperdiet sed, quaestio instructor his eu. Vim aperiri contentiones in. Diam sensibus pertinacia an vis, nobis essent quaestio ad cum. Id pro prompta propriae intellegat, nostro facilisi in duo.

Vocibus interpretaris no ius. Sit similique vulputate ut, et omittam albus eum, eu mea minimum voluptatum. Probo dicat quo an, prima feugiat vel ex, vidisse interesset accommodare vix ei. At labitur facilisi principes has, te debet laoreet perfecto mel, ius alterum menandri in. Quo te error putent. Eos reque iuaret similique ei, vix ei oporteat disputationi. Cu sit modo deseruisse appellatur.

Sincerely,

Name  
Title

Denny Town House, Glasgow Road, Denny FK6 5DL  
Tel: 01324 504048 | Email: enquiries@fhsc.gov.uk



Falkirk Council



Falkirk  
Health and Social Care  
Partnership

## Case Study

### NHS Initiative

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus including of Ipsum.



## Events

Bo'ness Community  
Forum  
Wed 12 Feb  
Bo'ness Town Hall  
7.00pm

Airth Community  
Forum  
Wed 25 March  
Airth Castle Hotel  
7.00pm

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It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with Aldus including of Ipsum.

Falkirk Health and Social Care  
Partnership  
T:0100 654321  
E:enquiries@fhsc.gov.uk

Enewsletter

Letterhead

## Why change?

An ageing population also brings new challenges for health and social care services. These are demonstrated in the Joint Strategic Needs Assessment and include:

- rising number of older people with many conditions and complex care needs
- more people are living for longer with long term conditions
- providing support for carers
- factors that affect the health and wellbeing of people, such as housing, employment and poverty
- an ageing and changing workforce
- number of emergency hospital admissions
- unnecessary delays in people being discharged home.



Falkirk  
Health and Social Care  
Partnership

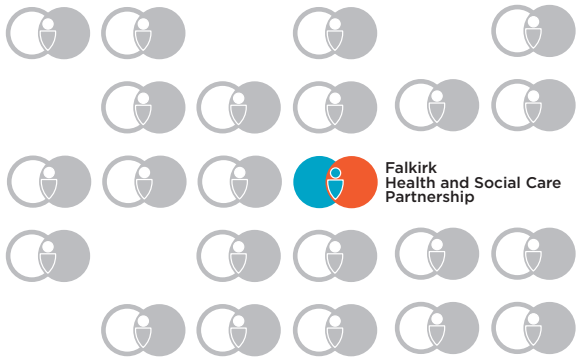
Powerpoint



# Falkirk Health and Social Care Partnership Corporate Identity

Applications: Banner and Report

Falkirk Integrated  
Strategic Plan Summary:  
2016-2019



Falkirk  
Health and Social Care  
Partnership

Report Cover



Falkirk  
Health and Social Care  
Partnership

...enable  
people  
in Falkirk  
to live full  
and positive  
lives within  
supportive  
communities.



For more information  
T: 0100 654321  
E: [enquiries@fhscp.gov.uk](mailto:enquiries@fhscp.gov.uk)



Pop Up Banner