



your guide to corporate standards

The South Lanarkshire University Health and Social Care Partnership (South Lanarkshire University HSCP) logo has been developed to provide a distinct identity for the Partnership. In certain instances, the logo can be used on its own. In corporate matters, the logo should continue to be used together with the South Lanarkshire Council (SLC) and NHS Lanarkshire logos. Detail and guidance on the distinctions - and where to seek advice - is provided in the following pages.

The logo is for use by all SLC Social Work Resources employees and all those NHS Lanarkshire employees who are part of the Partnership.

These guidelines cover:

- **letters**
- **email signatures**
- **answering phone calls**
- **internal signage**

For SLC employees

This guidance specifies the exceptions to South Lanarkshire Council's corporate standards approved for Social Work Resources.

All other corporate standards should be applied in line with the council's corporate standards handbook available on the intranet:

 intranet.southlanarkshire.gov.uk

For NHS employees

Please refer to NHS Lanarkshire guidelines for any area of business not included here.

South Lanarkshire Council contacts

South Lanarkshire University HSCP corporate standards

Euan Duguid
Communications Manager
Phone: 07917 041 853
Email: euanduguid@lanarkshire.scot.nhs.uk

Identity usage and specifications

Logo artwork requests

Publication requests

Graphic Design Section

Communications and Strategy
Finance and Corporate Resources
Phone: 01698 453929
Email: graphics@southlanarkshire.gov.uk

Request for other exceptions to use of council logo

Tom Little

Head of Communications and Strategy
Finance and Corporate Resources
Phone: 01698 454904
Email: tom.little@southlanarkshire.gov.uk

NHS Lanarkshire contacts

South Lanarkshire University HSCP corporate standards

Euan Duguid
Communications Manager
Phone: 07917 041 853
Email: euanduguid@lanarkshire.scot.nhs.uk

Key standard

- The Partnership's identity should be reinforced by use of the South Lanarkshire University HSCP logo on all communications and printed material where appropriate**

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Maintaining our image

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Colour Partnership logo



*Working together to improve health and wellbeing
in the community – **with** the community*

Description:

In certain instances, the Partnership logo no longer needs to be used with the **SLC and NHS logo**. This applies to general publicity materials where the work is a distinct representation of a Partnership approach. Materials would include banners, booklets, leaflets and posters, however it may be used with or without the strapline, as above. (*Also see below advisory).

Colour logos only – minimum size 13mm

Do not use below 13mm in height

Colour logos with strapline – minimum size 20mm

Do not use below 20mm in height

Black and white Partnership logo



Description:

Internal communications should use the black and white logo unless exceptions have been approved.

Do not use the colour logo in black and white or grayscale by photocopying or scanning.

Minimum size 11mm

Do not use below 11mm in height

**The logo should not have the proportions altered or be cropped or amended in any way.
The full colour logo should not be reproduced in grayscale.**

* The previous logo guidance included partners at all times, **this is no longer used on all materials** as the Partnership is established. The logo with partners is deployed on stationary or formal (corporate) publications. If there is any doubt what version to use, please request advice from Euan Duguid to confirm if there is a need to include the partners.

For more information or if you want this information in a different format or language, please phone 0303 123 1015 or email equalities@southlanarkshire.gov.uk



Maintaining our image

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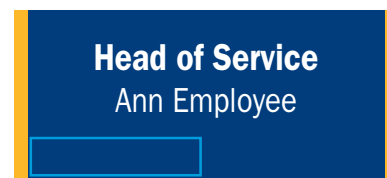
Communicating with others

Office interior signage Floor signage example



Interior door plates/signs

Should follow corporate standards



Advice on signage replacement can be sought, on a case-by-case basis and in the first instance from **Property and Support Services Division (PSSD) in NHS Lanarkshire** and **Facilities (Housing and Technical Resources) in South Lanarkshire Council**.

Any potential expenditure should be minimised, and would be subject to approval in line with established internal procurement procedures.

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Communicating with others

Corporate standards guidelines

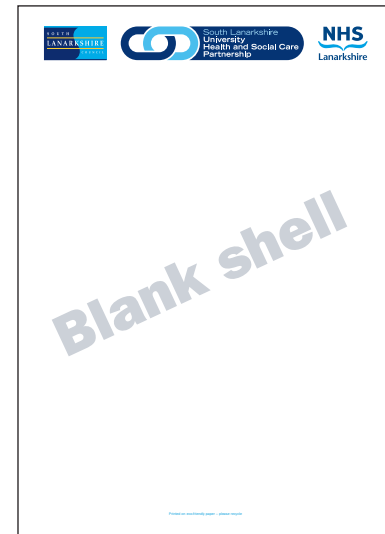
Maintaining our image

Communicating with others

Letter

All letters should use the letterhead 'blank' sheets pre-printed with the South Lanarkshire University HSCP logo. The SLC and NHS logos are still included on the stationary. Fields will appear in the areas where typing will be required.

Colour letterheads must not be photocopied for external circulation.



Shell letterhead with template overprinted

Letter header

1 Name and designation of Director.
No other name/designation to be substituted

General body of letter

2 Letters to be addressed to named person with personal salutation where known, ie Dear Mr Smith

3 Subject heading (in bold, upper and lower case)

4 Sign off 'Yours sincerely' where addressee is named and 'Yours faithfully' where addressed to Sir/Madam

5 Sender's full name and designation (in bold, upper and lower case)

Letter footer

6 Address for response, phone number, fax if appropriate, email of sender or contact person, if appropriate. Phone numbers and emails may be generic rather than personal. However, every effort should be made to ensure that the contact information provided to the customer is not confusing.

7 All services should use the Investors in People and Healthy Working Lives logos. The equal opportunities 'double tick' logo should only be used on personnel templates. Council employees should see the corporate standards handbook for full guidance on applying other service-level award or accreditation logos: intranet.southlanarkshire.gov.uk Health employees can access similar guidance on: <http://firstport2/Pages/home.aspx>

Go to the online print centre to order supplies:
e-printcentre.southlanarkshire.gov.uk/DSF

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Communicating with others

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Communicating with others

Phone communication

A caller's first impression of an organisation is often dependent upon their first phone contact. It is important that employees respond to all calls in a professional manner.

Standards

- All phones must be answered promptly within five rings or 10 seconds.
- All SLC Social Work Resources employees and all those NHS Lanarkshire employees who are part of the Partnership must answer phone calls giving the caller a suitable greeting i.e.
“Good morning, South Lanarkshire University HSCP <your name> speaking, can I help you?”
- If an employee cannot answer the caller's enquiry, then he/she should take the person's details and pass to an appropriate officer to respond.
- If a message is left or taken to be passed to another colleague, please ensure the follow/up, response is timeous.
- When employees are out of office they should transfer their phone to a colleague or activate their voicemail if appropriate.
- Employees who have voicemail should ensure that their messages are up to date and appropriate.

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Communicating with others

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Electronic communication

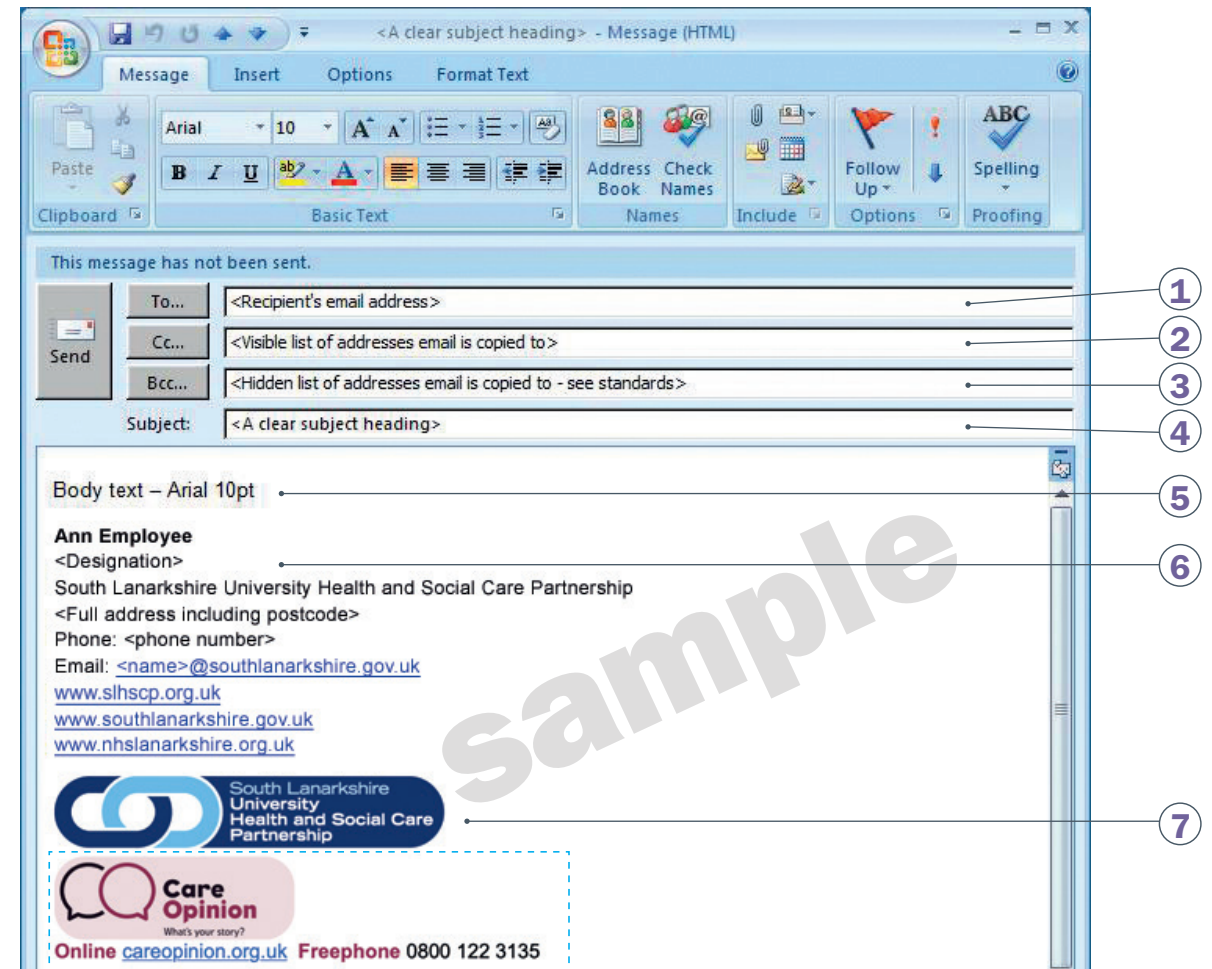
All SLC Social Work Resources employees and all those NHS Lanarkshire employees who are part of the Partnership should use the email signature shown here.

All other corporate standards should be maintained in line with council or NHS policy as appropriate.

Employees should recognise that electronic communications must be treated with care to ensure that matters of confidentiality, data protection or sensitivity to the needs of other users and to the interests or reputation of South Lanarkshire Council, NHS Lanarkshire and the Partnership are respected. They must recognise that downloading, possessing or distributing material electronically must avoid any infringement of copyright or other intellectual property rights.

Electronic mail

Email is a quick and efficient means of communication. It offers instant opportunities to communicate with people across the council or with external bodies. As such, employees should recognise the need to use email responsibly. Emails are a record of written communication and should be treated in the same manner as all other correspondence. When dealing with email and correspondence, staff should ensure they are adhering to their partner organisation's information governance guidelines at all times.



- 1 Recipient's email address
- 2 List of addresses email is copied to
- 3 List of addresses email is 'blind' copied to. (This protects an address list, particularly when it includes external contacts, being used or viewed by others)
- 4 Clear subject heading must be used

General body of email

- 5 Text to be Arial font size 10

Sign off/contact details

- 6 Signatures should include name, designation, South Lanarkshire University Health and Social Care Partnership, address of service (including postcode), phone number, email (which should be a hyperlink allowing recipients to click on the link to respond). The South Lanarkshire University HSCP and SLC / NHS website addresses should be inserted as hyperlinks to allow direct access to the websites. Text in Arial, font size 10 with employee's name in bold. **Never use ampersands. Use Phone instead of Tel.**
- 7 The logo is inserted into the signature as an image. It may be supplemented with an additional promotion banner or an organisation logo, with a hyperlink, for a specified timescale. The dashed area indicates where the image will change (the **Care Opinion** logo is used as an example only).

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