

# NHS Wales

## Website Style Guide

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### Purpose

This document provides guidance to NHS Wales users on how to style websites so they have a consistent look and feel, so it is clear that they are part of the 'NHS Wales family'. By adhering to these guides, we can build a strong brand identity and familiarity to service users.

### Main Topics

- Information on the layout and best practice.
- Wireframes and screenshots of all pages and the rules for building them.



# LOGOS

It is very important that the look of the logo remains consistent. The logo must not be changed or anything extra added. It should not be rotated or unequally scaled. It's appearance and spacing should remain as indicated in this document.

## Guidelines & Space

"Our logo should always be visible". Maintain a 20px clear space on mobile and on desktop anything around 20-40px this is preferable. Do not make the logo smaller than 100px wide.

- Please allow white space around the entire logo if possible, this makes the logo more noticeable.
- The logo should not appear more than twice on single screen.
- Don't use the logo as part of a sentence.



Around 20-40px

# LOGOS

## Important

Do not alter the logo in any way. Do not amend the colour, rotate, skew, or apply effects to the logo. Do not separate the elements, NHS Wales Logo and the text, NEVER attempt to create the logo yourself, change the font, or alter the size or proportions.



Do not amend the **colour**



Do not amend the **rotate**



Do not amend the **skew**



Do not amend the **apply effects**



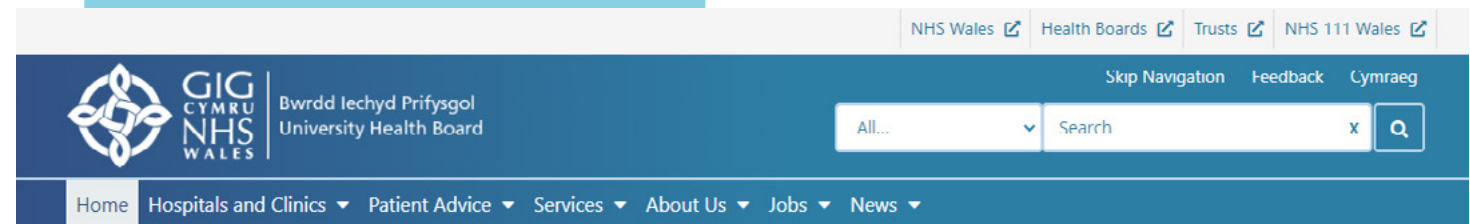


### Where to use the logo

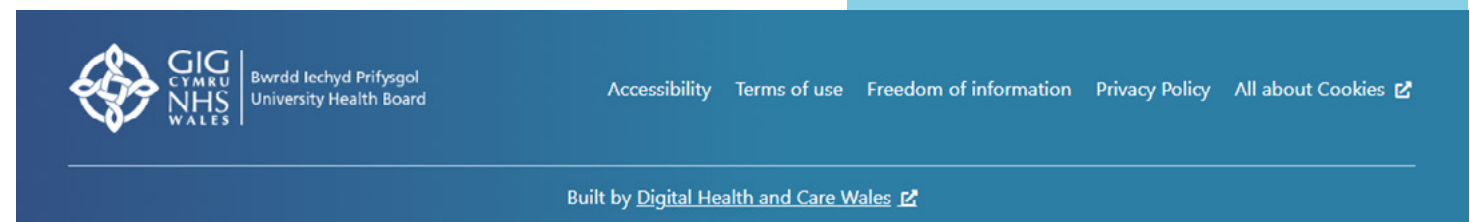
The logo should always appear to the left hand corner in the 'header' and the 'footer'.



**Header** (it runs across the top of the page and appears on every page of your website)



**Footer** (it contains information listed at the bottom of the page)





### Where to use the logo

The logo should always appear to the left hand corner in the 'header' and the 'footer'.



Font: **Verdana | Bold**  
Size: **Min 14px size**  
Colour: **#2C3E72**  
Space: **Min 20px**



Do not use the full logo (On mobile header) because the organisation title becomes unreadable and not clear enough to read.



The logo is 100% the width and aligned to the left and the copyright below.



# COLOURS

Our colour is such an integral part of branding. It conveys the mood and tone of our brand, in the most visual way.

Research shows that patients and the public strongly associate the NHS with the colours blue and white. 87% of people spontaneously recall these two colours when asked about the NHS Identity (England NHS guidelines).

## Low Colour Contrast (example)

These colours have failed the contrast test, it is important to check colour contrast to ensure that accessibility needs are met and any text is readable. "contrast ratio is under 5"

Text color

#12A3C9



Background color

#F8CA4D



Contrast

1.91

Very poor  
★ ★ ★ ★ ★

Small text

★ ★ ★

Large text

★ ★ ★

## High Colour Contrast (example)

These colours have passed the contrast test. "contrast ratio is over 5"

Text color

#2D3F44



Background color

#F8CA4D



Contrast

7.11

Very good  
★ ★ ★ ★ ★

Small text

★ ★ ★

Large text

★ ★ ★



# COLOURS

### Primary Colours

The main colours are blue and white, and supported by the secondary colours.

#### Blue

HEX: #2B3D73  
CMYK: 96 81 25 12  
RGB: 43 61 115

#### White

HEX: #FFFFFF  
CMYK: 0 0 0  
RGB: 255 255 255

### Local Branding

Some organisations may want to have elements of their own branding by incorporating their key colours. Please consult with your local communications team for branding.

### Gradient Colours



HEX: #415181  
CMYK: 84 69 25 8  
RGB: 65 81 129

HEX: #027C96  
CMYK: 83 32 29 11  
RGB: 2 124 150

# TYPOGRAPHY

The CMS uses a native font stack that selects the best font-family for each Operating System (OS) and device. These fonts are used as they draw clearer lines between the content and user interface and for optimum text rendering on every device and OS.

Depending on device and browser, the font on the website will default to the most suitable font for that device. For example, the rich text editor in the admin mode of the application uses 'Segoe UI', when using a Windows device.

The font-family property should hold several font names as a "fallback" system, to ensure maximum compatibility between browsers/operating systems. If the browser does not support the first font, it tries the next font.

## ✓ Do

- Use only the approved NHS Wales typefaces.
- Sentence case - the first letter of sentence is capitalized, the remaining letters are in lowercase.
- Title case - the first letter of each major word is capitalized.
- Use line spacing of 1.5.

## Font-family-sans-serif and font by operating system/ browser.

Operating System / Browser	Font
Safari for OS X and iOS	San Francisco, -apple-system
Chrome < 56 for OS X	San Francisco, BlinkMacSystemFont
Windows	Segoe UI
Android	Roboto
Basic web fallback	Helvetica Neue", Arial, sans-serif.
Emoji fonts	Apple Color Emoji", "Segoe UI Emoji", "Segoe UI Symbol

## ✗ Do not

- Use all caps, the only exception is abbreviations e.g. NHS. However, try to avoid abbreviations where possible.
- Justify or center paragraphs just left alignment.
- Distort the typeface and no effects e.g. drop shadows.



# Buttons

We aim to keep all buttons across the website as consistent as possible. All buttons have min font size of 16px and max of 19px.

Use descriptive links such as “View all press releases” instead of “Read more”. Use descriptive links such as “View all press releases” instead of “Read more”.

### Clear size

Always maintain a minimum clear space around the button. This clear space insulates the button from distracting visual elements such as images and text.

### Size

Desktop: 40px high and a min of 110px & a max of 250px width.

Buttons

Small devices: 100% width on small devices.

Learn more about...

Welsh Clinical Portal

More

Welsh Nursing Care Record

More

My Health Online

More



Community Healthcare

Add in your local information on Community Healthcare

More

# IMAGES



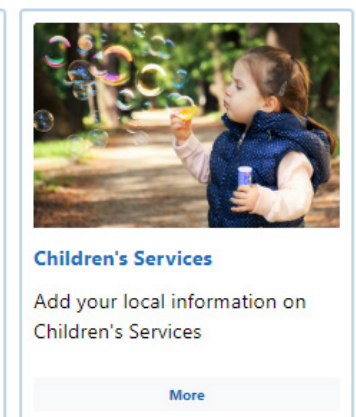
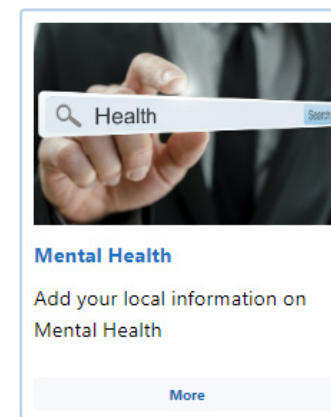
- Always strive for diversity in ethnicity, age, etc.
- Use the correct aspect ratio (NO stretching or skewing).
- Choose an image with the right colours.
- Minimum opacity (see-through percentage) of 70% and max 80%.
- If you do crop an image, make sure not to cut peoples faces and anything else that is important to the message.
- When obtaining rights to use images of identifiable individuals, check with the copyright owner and what the position is regarding the clearance given by the individuals concerned.
- Images should be in line with the brand and reflect the content. It is the responsibility of the website administrator to source and maintain an individual website's image repository and ensure they comply with any copyright and licensing restrictions.
- Ensure you have digital rights to all publications that are published online.
- Avoid poor quality photographs and clip art. Ensure that sizing and resolution matches the actual image size, to ensure your graphics don't turn out blurry and pixelated e.g. web images, save your graphics out at 72ppi (pixels per inch)
- Use white transparent colour.

- Ensure all images have an HTML ALT attribute E.g. "A child receiving MMR vaccination" which gives a meaningful description of the image, when read out by a read speaker and can help with accessibility.

**We advise uploading the largest quality images, as the system then produces six default sizes:**

- Small (80px x 80px)
- Medium (180px x 180px)
- Large (600px x AUTO)
- Featureblockimage (515px x 320px)
- Profileimage (auto x 400px)
- Carouselimage (1506px x 628px)

Choose the most appropriate image size available; depending on the purpose and content of the image, you want to display.

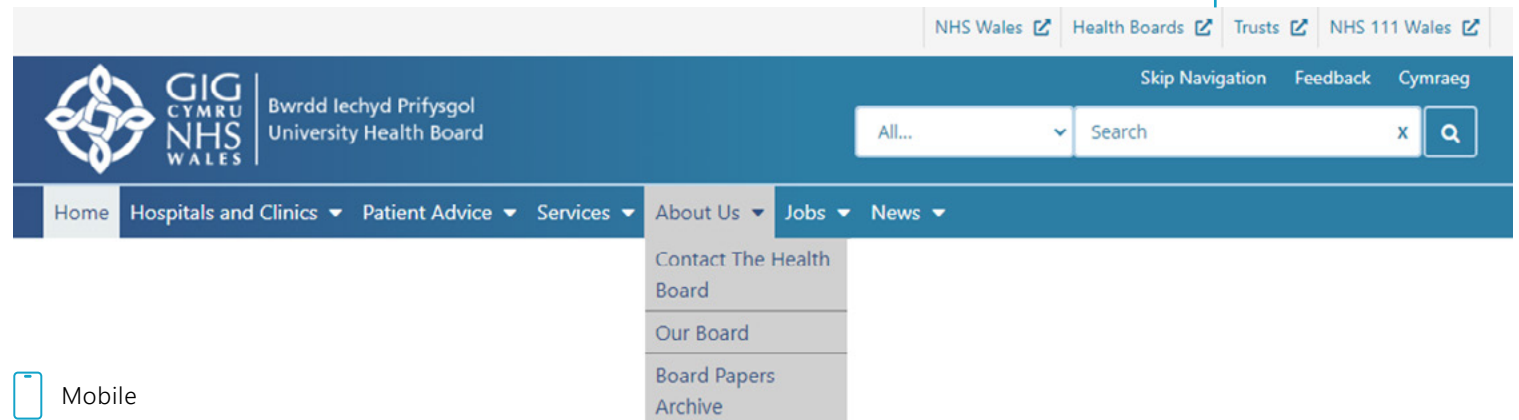



## NAVIGATION

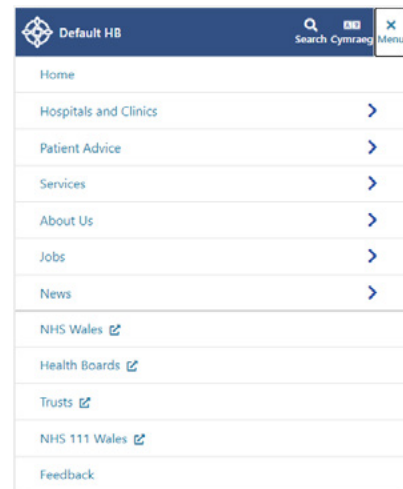
The navigation provides access to the main content of the website. The navigation bar is full-width, with a height of 50px inside a container and aligned left. All navigation should have a minimum font size of 16px.

 Desktop

Every site should include the top navigation.



 Mobile



Hamburger menu

 Unclicked

 Clicked

## NAVIGATION

### Breadcrumb

A breadcrumb is near the bottom of the navigation. This indicates the current page (Services) and is two sections (Home > Services > Urgent Care) deep within the website. Each section is also a link so, you can quickly jump to any of the parents section. Such as "Services" by just clicking on the link.

Home Hospitals and Clinics ▾ Patient Advice ▾ Services ▾

Home > Services > Urgent Care

### Side Navigation

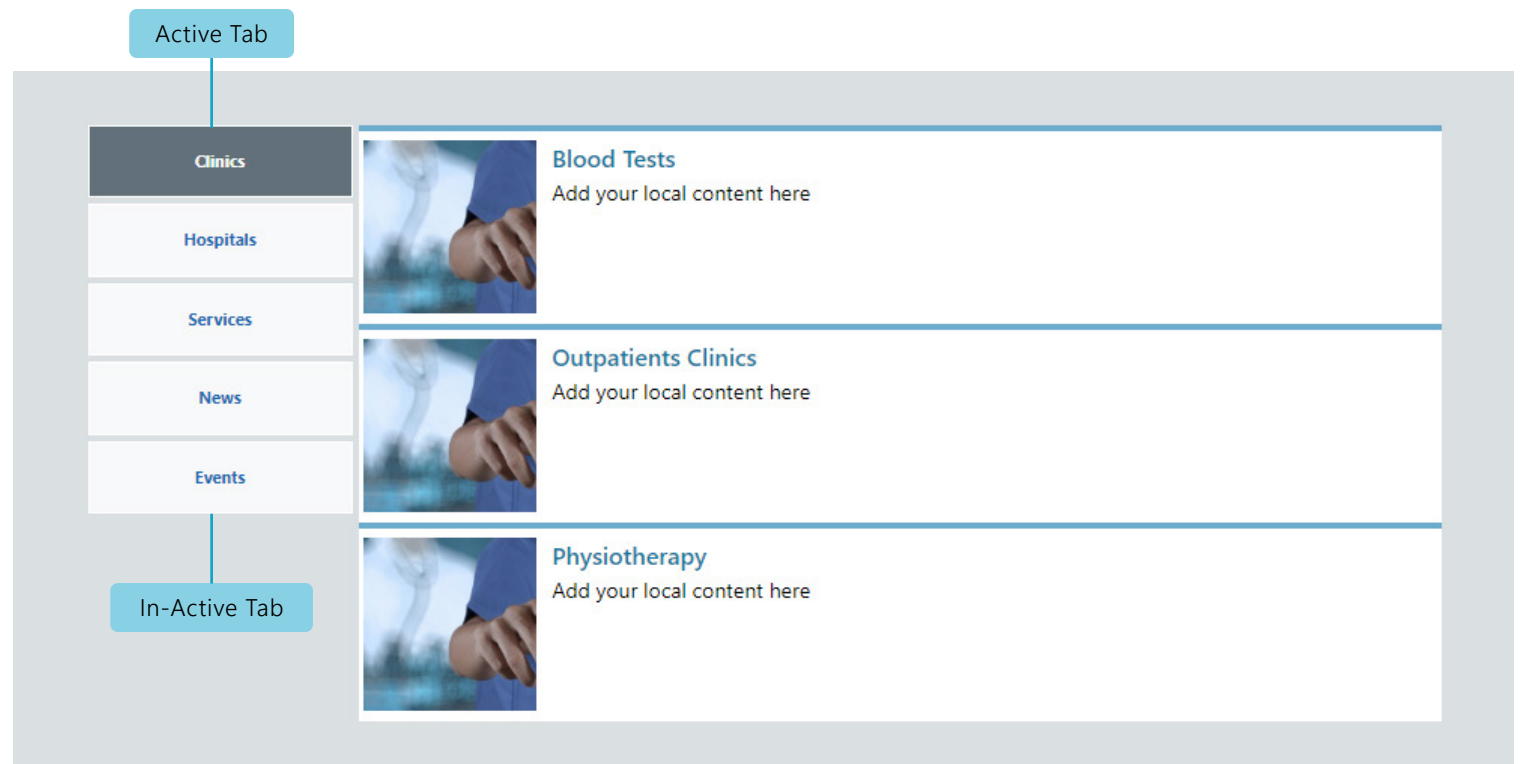
The menu displays in the sidebar region of your website on all of your basic pages NOT on the homepage.

Vivo		Hex: #EE6F56	Active
onePlus	▾	Hex: #264BA5	Level 1
onePlus5	▾	Hex: #007447	Level 2
onePlus5T	▾	Hex: #46A94E	Level 3
onePlus5Ti	▾	Hex: #A0CFA6	Level 4
onePlus5Tii	▸	Hex: #D0E4C1	Level 5
Technology and livelihood education 1			

# NAVIGATION

## Tabbed content plugin

Tab header has size font 16px and is Bold.  
Headers are aligned center.




# DROPDOWN IMAGE

## Single content 1 plugin

 Desktop



 Mobile





# MULTI CONTENT DISPLAY 1 PLUGIN

## Multi content display 1 plugin


 Desktop



**Mental Health**

Add your local information on Mental Health


[More](#)



**Children's Services**

Add your local information on Children's Services


[More](#)



**Community Healthcare**

Add in your local information on Community Healthcare


[More](#)




**Urgent Care**

Add in your local information regarding Urgent Care

[More](#)

 Mobile



**Children's Services**

Add your local information on Children's Services

[More](#)



On mobile it goes into carousel (Multi content display 1 plugin).

## Accordions

# ACCORDIONS



Desktop

✕ Coronary Care Unit Cardiology
(01792) 703634 or 703635532418
✚ Acute Medical Assessment Unit East
✚ Acute Medical Assessment Unit West
✚ A (Musculoskeletal)
✚ Anglesey (Respiratory)
✚ B (Musculoskeletal)
✚ C (Cardiology)
✚ Cardiac Short Stay Unit



Mobile

✕ Coronary Care Unit Cardiology
(01792) 703634 or 703635532418
✚ Acute Medical Assessment Unit East
✚ Acute Medical Assessment Unit West





# TEMPLATE DESIGN & LAYOUT

## Template design & Layout

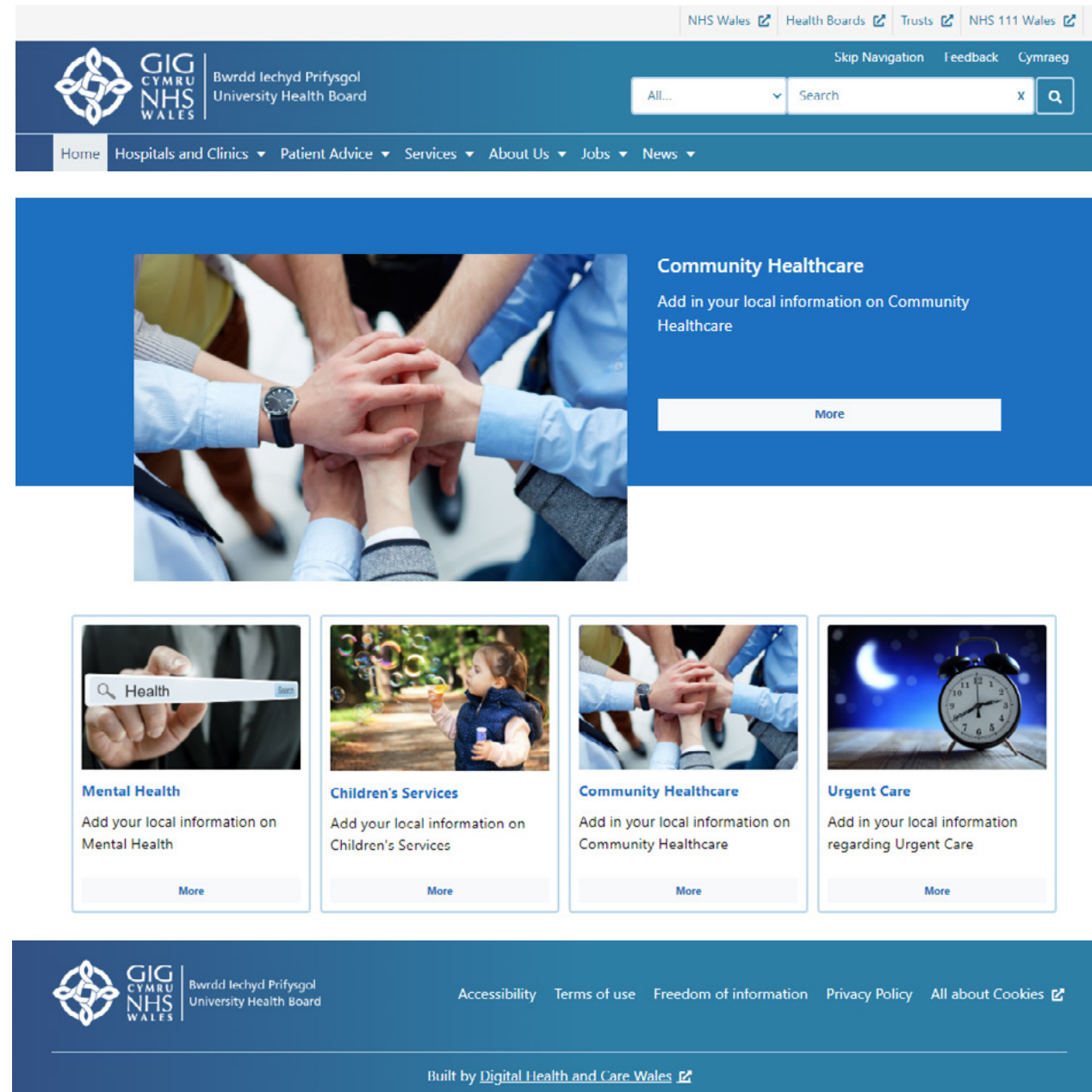
This layout has been specifically designed for the homepages of NHS Wales. Besides the consistent non-editable regions such header and footer, this layout consists of tabs, cards, images etc. The administrator of the website can choose to use any of the available plugins to populate the page.

The colour of the components will be the default colours, however, some can be edited by the administrator should they wish to incorporate any local branding. e.g Tabbed content plugin.

The homepage of the website is the face of the organisation and the most important page. It should clearly identify the purpose. Making this page image rich, using white space and light text will help achieve the visual aspects.



# TEMPLATE DESIGN & LAYOUT



# USEFUL RESOURCES

## Other useful websites to check out

[http://www.legislation.gov.uk/wsi/2018/441/pdfs/wsi\\_20180441\\_mi.pdf](http://www.legislation.gov.uk/wsi/2018/441/pdfs/wsi_20180441_mi.pdf)

<https://cmssupport.nhs.wales>

<https://cmssupport.nhs.wales/plugin-ins/>