



Brand and print design

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01. NHS Trust Brand

This **NHS Trust brand** features a design of four interlocking shapes, each representing a key Trust value. The use of colour from the NHS brand palette symbolises these core principles: green for Compassion, teal for Respect, purple for Safety, and pink for Improving lives.

The interlocking shapes illustrate the unity and collaboration within the Trust, highlighting how these values come together to provide exceptional care.

This brand concept reflects the commitment to embodying NHS values in every aspect of service.



Compassion



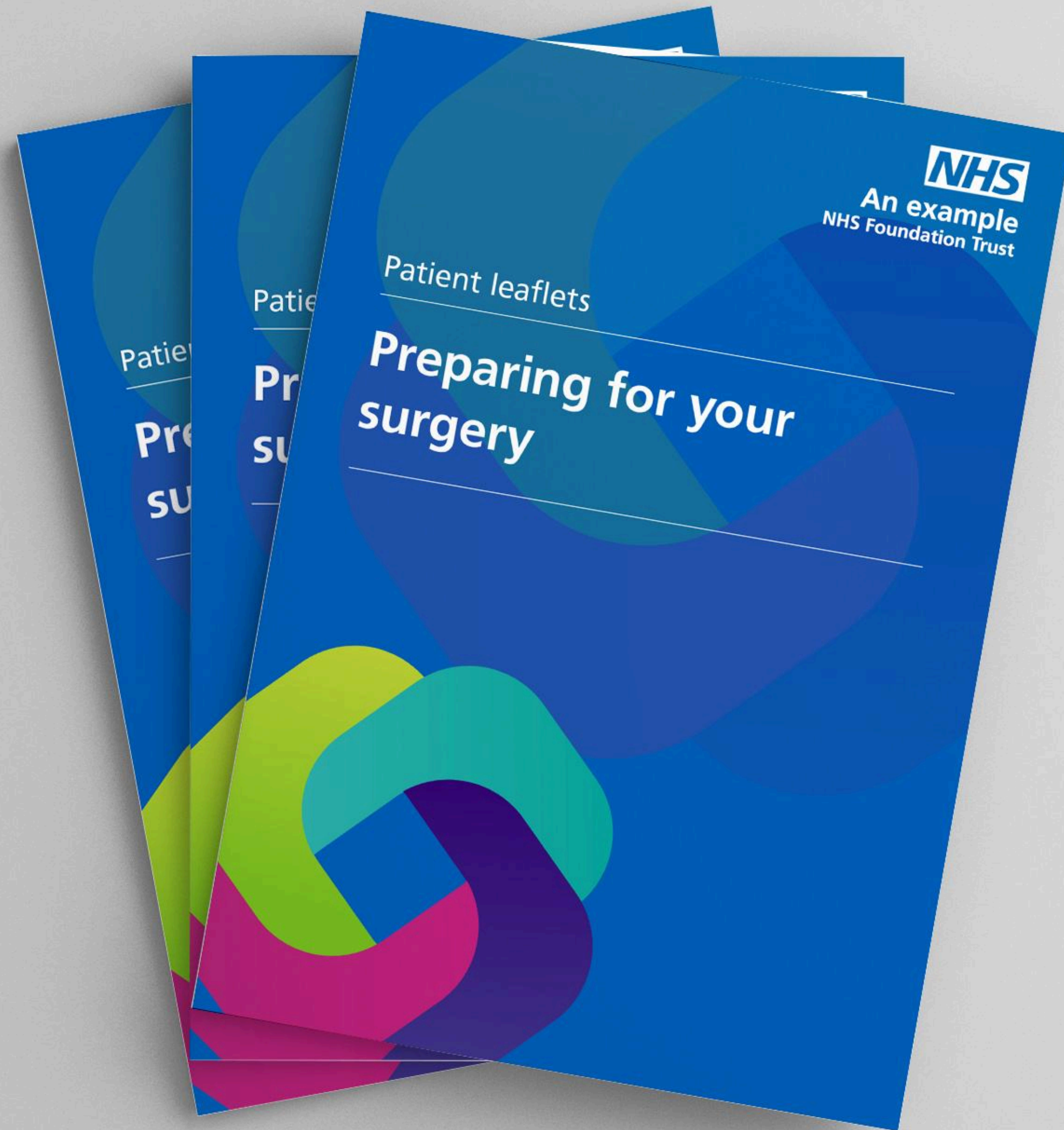
Respect



Safety



Improving lives







Joe Bloggs

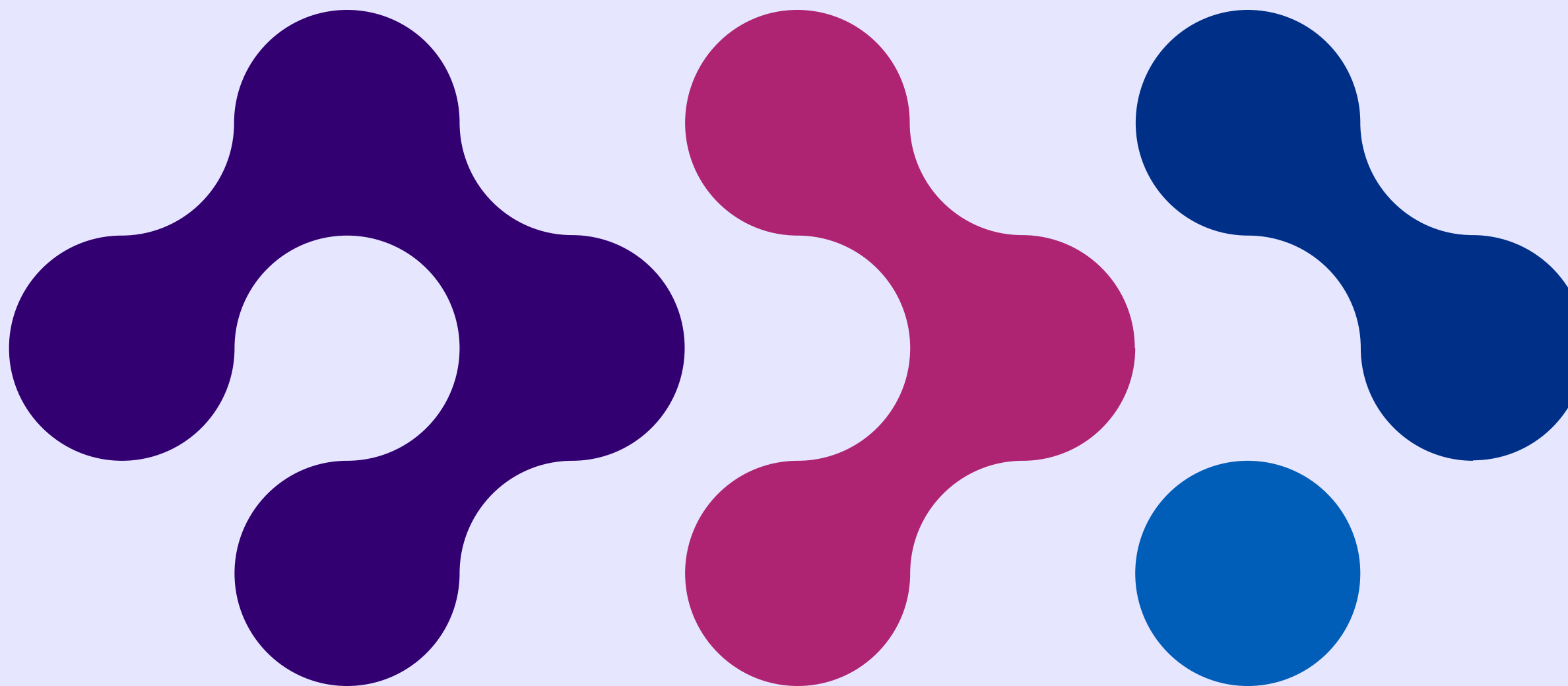
Communications Director

joe.bloggs@nhs.uk | www.ourtrustwebsite.nhs.uk | 0161 123 4567





02. NHS Trust Brand



This conceptual NHS Trust brand reflects the unity and diversity of the services provided by an NHS Trust. The logo is made up of four interconnected circular cells in NHS Blue, NHS Purple, NHS Pink, and NHS Dark Blue, all from the official NHS brand palette.

These cells form a cross, symbolising care and collaboration, and can be rearranged to represent different areas of the trust. This dynamic and versatile design embodies a commitment to holistic healthcare, uniting distinct specialties while emphasising the interconnectedness of the care delivered.





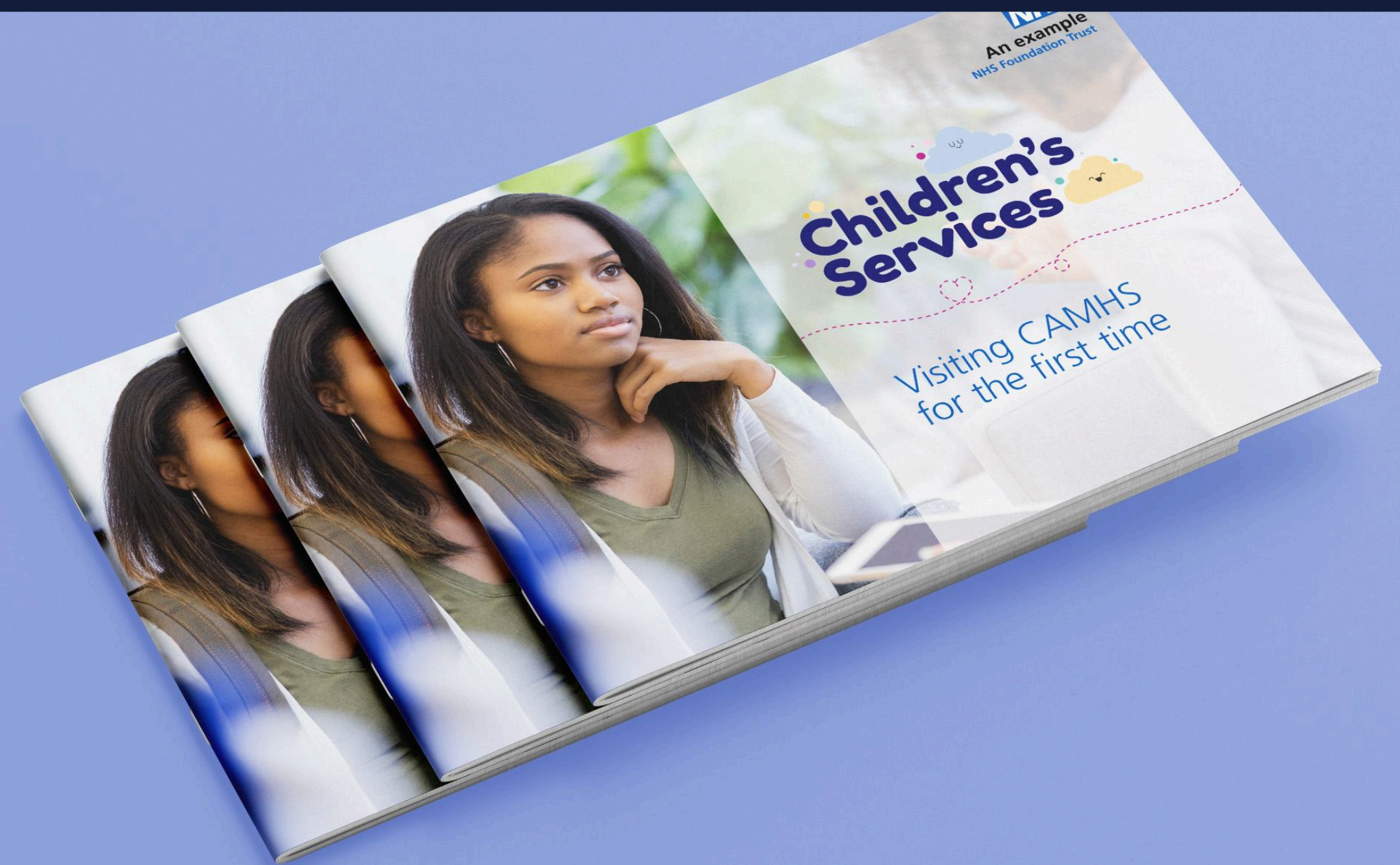


03. NHS Children's Services brand

To create a warm and reassuring identity for NHS Children's Services, we developed a soft, playful brand featuring pastel clouds, friendly bubble fonts, and hand-drawn elements. This inviting style helped make hospital visits feel less daunting for young patients while remaining clear and accessible for families.

We applied the brand across patient leaflets and hospital signage, blending creativity with functionality. The result was a welcoming, child-friendly environment that eased anxieties and made important information more engaging and approachable.

Children's Services





04. NHS Charity brand

This conceptual NHS Charity brand has been created as an example of how a charity's identity can be developed to align with the trusted values of the NHS.

The heart-shaped logo symbolises compassion, care, and community: core principles of the NHS. This conceptual charity brand shows how thoughtful design and messaging can build a strong connection between an organisation and its audience, inspiring trust and generosity.



South Manchester
NHS charity





05. Health charity brand

The Healthy Blackpool charity brand represents a community-driven health initiative, distinct from the NHS, aimed at promoting wellness and healthy living in Blackpool.

The logo features the word "healthy" in a green shade, symbolising vitality and growth, while "Blackpool" in soft blue evokes calm and trust. The gentle, swirly typography reflects the approachable and supportive nature of the charity. This brand concept showcases how a unique visual identity can capture the essence of a local health organisation, fostering a sense of connection and wellbeing among residents.




healthyBlackpool



live well
eat well
sleep well
learn well
adventure well
laugh well

Transforming lives through healthy
habits for a brighter tomorrow.

Find out more at
www.livewell.co.uk



06. Mental Health charity brand

"Live Well" embodies a warm and inviting aesthetic, reflecting a commitment to fostering healthy lifestyles.

The earthy green symbolises growth, vitality, and connection to nature, while the sunset orange evokes warmth, energy, and positivity. The off-white adds a touch of simplicity and cleanliness, promoting clarity and mindfulness.

live well





07. Solent Pulse



Solent NHS Trust ran a wider digital innovation project over 18 months to offer more choice to parents and young people to interact digitally via website, Skype, apps and texting, as well as the standard healthcare pathways.

The feedback from over 290 parents and young people was that they wanted the ability to text not only for appointment reminders, but also the ability to text in confidence about clinical queries, receiving responses directly from clinical members of staff – qualified nurses who could provide fast and reliable information to them.

Frank worked closely with the project team at Solent Trust to design and build a new patient-accessed clinical text service, a new website and online/offline marketing collateral including stickers, posters, business cards and banners.



08. GM Diagnostic Networks

The Greater Manchester Imaging and Pathology Networks are collaborative networks across the eight Greater Manchester NHS provider organisations.

GMIPN needed a new brand identity to set them apart as an organisation, whilst retaining the overarching NHS Brand Guidelines styling. Frank designed striking new logos for the networks alongside their new website, as well as signage, Teams backgrounds, Powerpoint presentations, e-mail signatures and more.

About us >

[Read more >](#)

Hide accessibility tools



Annual General Meeting

**GREATER MANCHESTER
DIAGNOSTICS NETWORK**

NHS Aqua Green



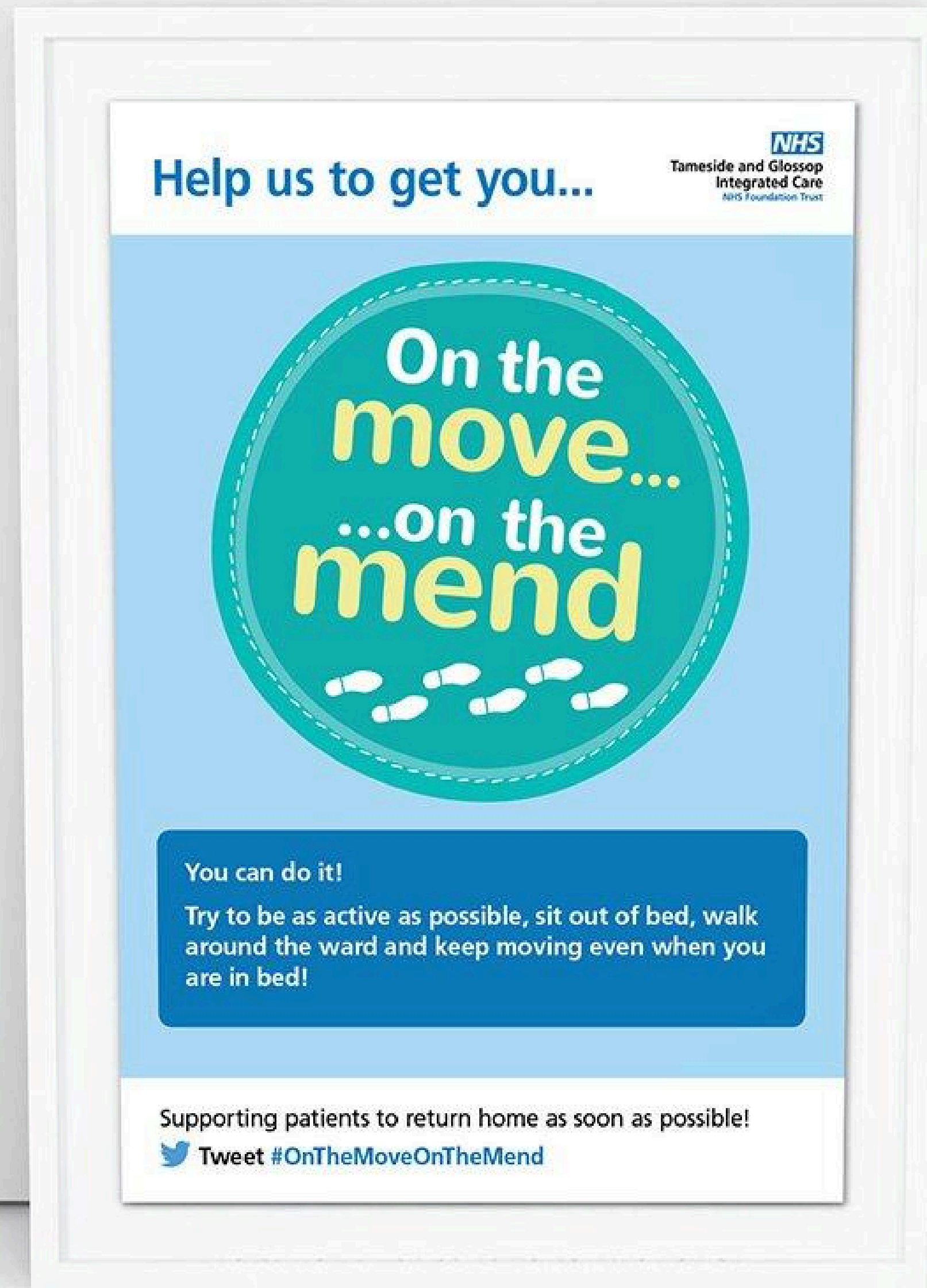
09. GMYN

At Greater Manchester Youth Network, their vision is #YoungPeopleCan and they help young people in Greater Manchester to overcome this, delivering a range of development programmes and drop-in activities to help young people transition to adulthood feeling skilled, supported and positive.

GMYN needed a new brand to reflect their youth-focused, forward thinking charity. Frank designed their new logo which has been applied to marketing materials including the GMYN website, posters, outdoor signage and other marketing collateral.







10. Tameside 'On the Move, On the Mend'

For Tameside Hospital's "On the Move, On the Mend" campaign, Frank created a vibrant and engaging campaign name and visual identity aimed at encouraging elderly patients to get out of bed and start moving after surgery.

The campaign featured an eye-catching logo with a friendly, approachable typeface, designed to inspire optimism and promote faster recovery.

This cohesive design was rolled out across a variety of materials, from posters throughout the hospital to cupcakes, t-shirts, and other promotional collateral at the hospital's campaign launch.

The playful yet motivational design elements helped foster a positive atmosphere and support the hospital's goal of getting patients back home as quickly and safely as possible.



Help us to get you...

**On the move...
...on the mend**

You can do it!
Try to be as active as possible, sit out of bed, walk around the ward and keep moving even when you are in bed!

Supporting patients to return home as soon as possible!
Tweet #OnTheMoveOnTheMend

Always Home First

Did you know that on the day a patient is ready for discharge they can be assessed and supported in their own home?

The Community Integrated Urgent Care Team provide social work assessments and therapy rehab in a patient's home, meaning they do not have to wait in the hospital once they are ready.

You can do it!
All patients can be considered for a Home First discharge. Contact Bleep 2110 for further information.

Supporting patients to return home as soon as possible!

Let's be keen, keep it green

Delays are not inevitable. Using red and green bed days provides a visual aid to show you where delays may be occurring.

A green bed day means you are doing something TODAY to progress a patient's journey. A red bed day means that a patient has spent a day in hospital that could have been spent at home.

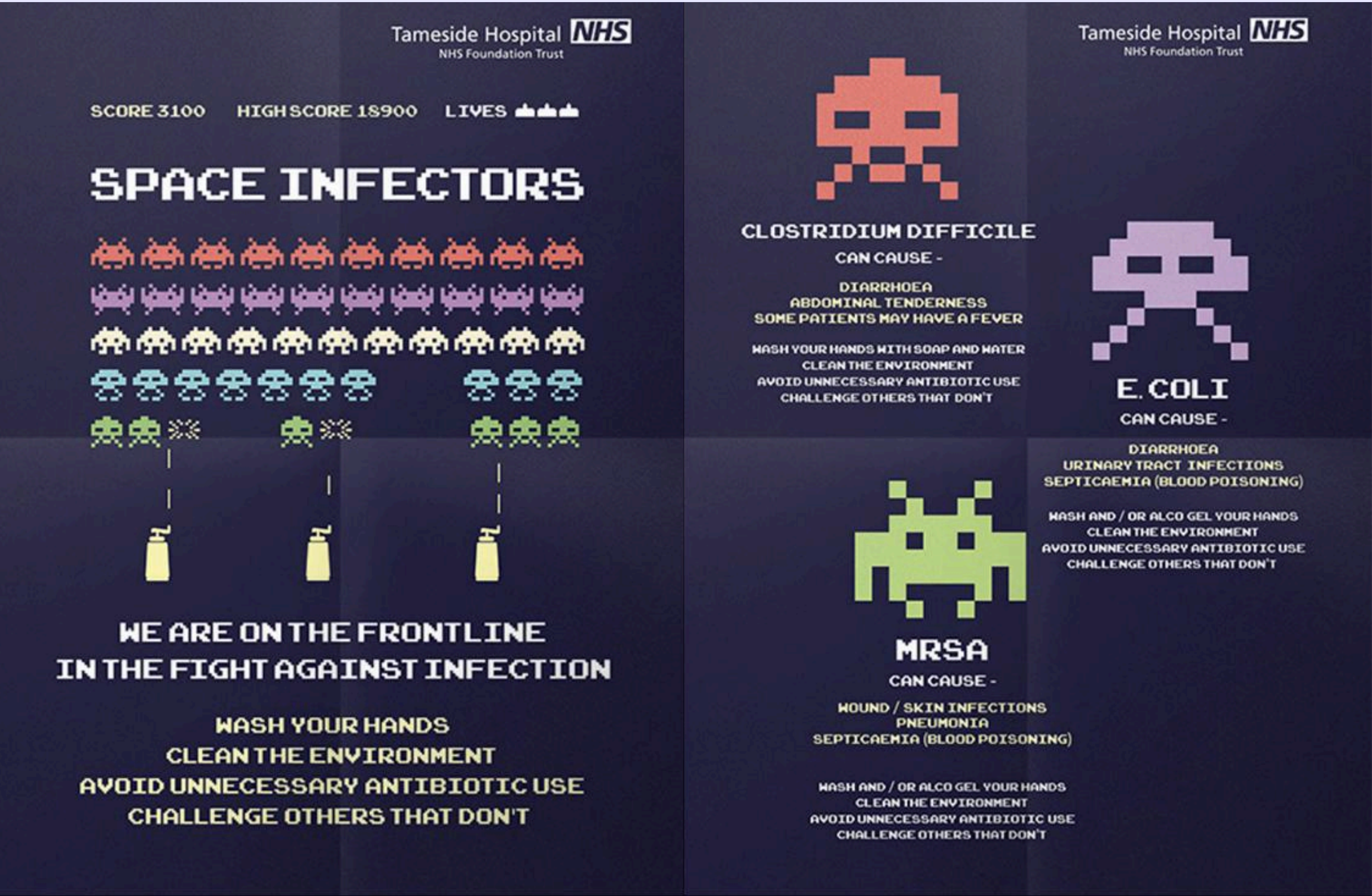
You can do it!
If a patient is identified as having a red bed day, TAKE ACTION. Address the delay, minimise the stay.

Supporting patients to return home as soon as possible!

T&G Integrated Care
@tandgift

Fantastic turnout and great feedback from staff and patients for the initiatives to improve patient flow
#OnTheMoveOnTheMend

Safety



11. 'Space Invectors' Infection control campaign

For this NHS Trust Infection Control campaign, "Space Invectors," Frank created a playful yet impactful visual identity inspired by the iconic 1980s game Space Invaders.

The campaign used retro video game graphics to represent various infectious viruses, including MRSA and E.Coli, in a fun but serious way.

Promotional posters, screen savers and flyers were displayed throughout the hospital to raise awareness about the dangers of these viruses and the crucial role of hand washing in preventing their spread. The vibrant, eye-catching design effectively captured attention while delivering an important public health message to both staff and patients.



12. St Mary's SARC leaflets and illustration

For St Mary's Sexual Assault Referral Centre, the team at Frank created soft and sympathetic illustrations to provide a comforting and compassionate visual identity for the service.

The illustrations were applied to leaflets and informational materials, aiming to convey a sense of safety, support, and sensitivity for individuals seeking help.

The design focused on warmth and empathy, ensuring that the materials felt approachable and reassuring while conveying the professionalism and care offered by the centre.





Staff Lottery

I'm in, are you?

Join in for just £2 and you could win great cash prizes as well as helping our charities!

What have you got to lose? To get involved, just fill in the Lottery form on the Staff Intranet.

www.tamesidehospital.nhs.uk/stafflottery



13. Trust events promotion

For several key events at Tameside Hospital, including the monthly Staff Lottery, Community Open Day, and the 'Everyone Matters' Staff Awards, Frank provided bold and engaging graphics to create a cohesive and exciting visual experience.

We designed vibrant posters, attention-grabbing screen savers, and a large-scale countdown board with a digital timer to build anticipation and drive participation.

Each event featured its own unique identity, tailored to resonate with the hospital community, while the countdown board added a dynamic and interactive element, heightening excitement in the lead-up to the events.

Through these designs, we helped foster a strong sense of community and engagement among staff and visitors alike.

Tameside Hospital NHS
NHS Foundation Trust

TAMESIDE HOSPITAL'S COMMUNITY OPEN DAY

18TH SEPTEMBER, 11AM-3PM



Join the fun in the giant marquee at the rear of Tameside Hospital. We have lots of fun for adults and children:

- Live entertainment (dance troupe, brass band, choir, DJ and more)
- Over 30 health, well-being and community information stands
- Rides, attractions and FREE ice cream for the kids
- Variety of food outlets to suit all taste buds
- Four hours of fun for all the family

Don't miss our annual community bash.
Bring all the family, there's something for everyone!

NHS
Tameside and Glossop
Integrated Care
NHS Foundation Trust

I'VE BOOSTED MY IMMUNITY

A woman with blonde hair, wearing glasses, a light blue face mask, and green scrubs, is holding a large, white shield-shaped sign. She is also wearing a lanyard with a badge. The sign features a large cutout of her face and upper body. The text on the sign includes the NHS logo, the hospital name, and information about booking flu and COVID-19 vaccines.

CLINICAL TRAINING
FACILITATOR

BOOK YOUR FLU VACCINE AND COVID-19 BOOSTER TODAY!
Visit the intranet for more information and to book your jabs on the Trust Portal
#TEAMTAMESIDE&GLOSSOP
tamesideandglossopicft.nhs.uk



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www.frankltd.co.uk

info@frankdesignltd.co.uk