

# Summary Care Records design style guide



Contact [scr.comms@nhs.net](mailto:scr.comms@nhs.net) for help in applying NHS Connecting for Health's visual identity correctly.

Your emergency care summary

# Summary Care Records

A Summary Care Record (SCR) is an electronic record that will give healthcare staff faster, easier access to essential information about you, to help to provide you with safe treatment when you need care in an emergency or when your GP practice is closed.

These guidelines have been prepared to help those wishing to produce communications materials about Summary Care Records.

## Further information and resources

Guidelines and templates can be found at [www.connectingforhealth.nhs.uk/commguides](http://www.connectingforhealth.nhs.uk/commguides) (note that this is only available on the NHS network, not on the 'www' site).

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# Conforming to existing guidelines

## NHS identity guidelines

All communications materials produced about SCRs must conform to NHS design guidelines. These are available at [www.nhsidentity.nhs.uk](http://www.nhsidentity.nhs.uk).

## NHS Connecting for Health visual identity guidelines

Communications materials produced about SCRs must also adhere to NHS Connecting for Health visual identity guidelines, which are available from [www.connectingforhealth.nhs.uk/commsguides](http://www.connectingforhealth.nhs.uk/commsguides).

You can also get guidance by emailing [scr.comms@nhs.net](mailto:scr.comms@nhs.net).

## NHS Summary Care Records design guidelines

These guidelines illustrate the specific design requirements for SCRs and how they should be applied to a variety of communications materials by strategic health authorities, trusts, suppliers or other partners.

## Typography

The NHS typeface family Frutiger should be used. If this is not available, Arial may be used instead. Further guidelines on typography are given on page 8.

## Programme colour

Each of NHS Connecting for Health's programmes uses specific colours to differentiate communications materials from those of the other programmes.

The SCR programme colours are Pantone 234 and Pantone 11.

## Brand colour

### Pantone 234

c: 6 m: 100 y: 0 k: 26  
r: 175 g: 0 b: 110  
Hex: af006e

## Text

### Pantone Cool Grey 11

c: 0 m: 2 y: 0 k: 68  
r: 113 g: 112 b: 116  
Hex: 717174

# The design style

## Summary Care Records design style

The SCR design style is separate to the NHS logo and should appear on an opposite corner (i.e. vertically, horizontally or diagonally) of communications materials, including web pages. The SCR design style consists of the SCR 'button' and the strapline 'Your emergency care summary'.

The SCR design style should always be used with the strapline 'Your emergency care summary'. See page 6 about the use of the design style.

## Left-hand or right-hand orientation

Wherever possible the SCR design style should be aligned to the top left-hand corner, with the NHS logo opposite in the top right-hand corner. If this is not possible then the SCR logo can be positioned in any other corner, as long as the NHS lozenge is on an opposite corner of the document or web page, i.e. horizontally, vertically or diagonally.

Both a right-hand and left-hand orientation of the button and strapline have been provided in both high and low resolution to allow you to do this.

You should always use either the left-hand or right-hand orientation in your documents. However, if you need to recreate or resize the branding elements to fit with a bespoke document then the strapline may feature in either of the SCR brand colours (grey or purple) and must be in proportion to the SCR button (see page 6). Ideally the SCR button should be 38mm in diameter and the strapline should be in 11pt Frutiger Roman font.

## Section dividers and footers

The SCR design style uses grey lines as section dividers and footers. These can be used to separate areas of content or as document headers or footers. The shade of grey used for the line is Pantone Cool Grey 6C and the recommended weight is 4pt.



Your emergency care summary



Your emergency care summary

### **High resolution or low resolution?**

We can provide both high and low resolution versions of the SCR design style. The high resolution versions (.eps format) are for external printing. For desktop printing and electronic applications such as online, PowerPoint or Word, use the low resolution versions (jpeg).

### **The NHS logo**

Nothing should supersede the prominence and position of the NHS logo, including the SCR design style. Wherever possible, reproduce the logo in NHS blue (Pantone 300). Never use a tint. If it is not possible to use NHS blue, black may be used. If neither of these colours is available, reproduce the logo in the darkest colour available, or reversed out of a colour. A reversed-out (white) logo works better on dark backgrounds.

### **Dual branding**

If a document is dual branded, and other logos are needed, then the NHS logo should always be the parent brand – and the most prominent.

The SCR design style and other organisation or supplier logos should then feature underneath the NHS logo.

# Design style usage

## Size

The standard size for the design style (excluding the strapline) is 38mm in diameter.

The minimum size for the design style (excluding the strapline) is 20mm in diameter to ensure that the design style is legible.



Your emergency care summary



Your emergency care summary

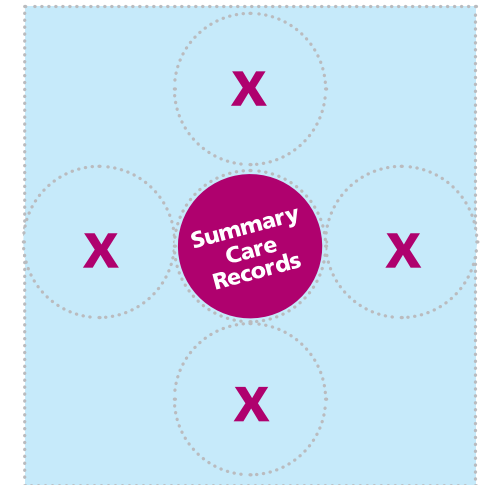
## Online applications

Online, the design style should not be less than 60 pixels in diameter. The exclusion zone for online and electronic applications follows the same formula as for printed materials (see right), i.e. the height of the design style determines the size of the exclusion zone.

## The exclusion zone

The SCR design style cannot be placed over non-essential objects such as lines and images. Text should be kept at a minimum distance to maintain the impact of the design style.

The exclusion zone is shown, indicated by X. The X zone is equal to the diameter of the SCR design style.



# Photography

The use of photography is a key element and helps to create an emotional connection. If you are using photography on any SCR materials, photographs should feature real people in real situations, and not scenarios that are staged, abstract or just meaningless.

Opaque strips can be placed over photography to draw focus towards the faces of the people. The recommended level of transparency for the opaque strips is 50%, and the width may vary according to the size of the image.

For further guidance on photography, please refer to the NHS Connecting for Health visual identity guidelines at [www.connectingforhealth.nhs.uk](http://www.connectingforhealth.nhs.uk)





Your emergency care summary

### Knowing which medicines Tracey is taking in an emergency

Tracey is 45 and lives in Birmingham. Following a traumatic experience, Tracey was diagnosed with type 1 diabetes in 1996.

Tracey is also allergic to antibiotics and there have been several occasions over the past 14 years where she would have benefitted from having a Summary Care Record.

Tracey explains, "I was on holiday in Cornwall when I collapsed with pancreatitis.

Barely conscious, I somehow managed to tell the NHS healthcare staff treating me I was a diabetic and allergic to antibiotics. Fortunately I made a fairly quick recovery, but it was very scary.

"There have been other occasions, more recently, when my GP changed my diabetes medication.



I kept on having hypoglycemic attacks and had to call the emergency services several times.

Each time we have had to explain to the paramedics what was happening; luckily my friend has been with me, I was so ill I couldn't communicate."

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# Typography

## The following general typographic guidelines should be observed:

- Body text is ideally set in 12pt Frutiger Roman, ranged left, on 16pt leading, -20 tracking with minimal hyphenation.
- Subheadings are set in 65 Frutiger Bold Italic, printing in Pantone 234.
- Ideal line length is 6–10 words.
- No paragraph indents, and full return spaces between paragraphs.
- Main headings are set in 65 Frutiger Bold at 48pt.
- Introductory text is set in 65 Frutiger Bold at 20pt with 22pt leading and -20 tracking.
- Use round bullets with about one character space before the first word. If the bullets flow on to more than one line, the indent should match this spacing.
- If Frutiger is not available (for example, in older versions of Microsoft Word) then Arial 12pt may be used as a replacement.
- Body text should be in either the SCR grey or standard black.
- Headings should be in SCR purple or SCR grey.

## We (the NHS in England) are introducing a new electronic record called the Summary Care Record (SCR), which will be used to support your emergency care.

Please read this leaflet carefully. It will give you information about the new Summary Care Record – your emergency care summary.



Summary Care Records

## Introduction to Summary Care Records

Today, records are kept in all the places where you receive care. These places can usually only share information from your records by letter, email, fax or phone. At times, this can slow down treatment and sometimes information can be hard to access.

We are introducing Summary Care Records to improve the safety and quality of patient care. Because the Summary Care Record is an electronic record it will give healthcare staff faster, easier access to essential information about you, to help provide you with safe treatment when you need care in an emergency or when your GP practice is closed.

We are telling you about this before a Summary Care Record is made for you, so that you have time to think about your choices.

**You can choose to have a Summary Care Record:** You do not need to do anything. This will happen automatically. Healthcare staff will ask your permission every time they look at your Summary Care Record.

**You can choose not to have a Summary Care Record:** If you don't want a Summary Care Record, you need to let your GP practice know by filling in and returning an opt-out form. See pages 6/7 for more information about this.

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## What are my choices?

- **You can choose to have a Summary Care Record:** You do not need to do anything. This will happen automatically.
- **You can choose not to have a Summary Care Record:** You need to let your GP practice know by filling in and returning an opt-out form.

## You can change your mind at any time

- If you choose not to have a Summary Care Record but then change your mind later we can still make one for you. You need to let your GP practice know.
- If you choose after we have made your Summary Care Record that you do not want it, you need to tell your GP practice. We will make sure that healthcare staff who try to look at your Summary Care Record will not be able to. We will only make your record available again if whoever wants to see it asks in writing and investigation has found it necessary.
- You can ask to have your record deleted, but that may not be possible if the record has already been used to give you care.

## Children and the Summary Care Record

Children will automatically have a Summary Care Record made for them.

If you **do not** want your child to have a Summary Care Record you will need to fill in an opt-out form on behalf of your child and return it to your child's GP practice. In some circumstances your GP may feel it is in your child's best interests to have a Summary Care Record. For example, if your child has a serious allergy that healthcare staff treating your child should know about.

Summary Care Records

## What do I do now?

If you are happy for us to make a Summary Care Record for you, you do not need to do anything, we will automatically make one for you.

If you do not want us to make a Summary Care Record for you, please fill in an opt-out form and return it to your GP practice.

Opt-out forms are available at [www.nhs.uk/summarycarerecords](http://www.nhs.uk/summarycarerecords) or your GP practice, or you can ask us to send you one by phoning the Summary Care Record Information Line on 0300 123 3020.

## Where can I get more information?

For more information about Summary Care Records and your choices:

- phone the Summary Care Record Information Line on 0300 123 3020;
- contact your local Patient Advice and Liaison Service (PALS) [www.pals.nhs.uk](http://www.pals.nhs.uk); or
- visit [www.nhs.uk/summarycarerecords](http://www.nhs.uk/summarycarerecords).



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# Front covers

## Mandatory elements

SCR design style and NHS logo on opposite corners vertically, horizontally or diagonally.

Main and sub titles should follow specified typography.



Left aligned



Right aligned



Incorrect – do not split design style and strapline

# Other materials

Please take time to read this leaflet. You need to make a choice.



## NHS Summary Care Record

Your emergency care summary



Your emergency care summary

Leaflet




Your emergency care summary

### Fact Sheet for NHS staff

A Summary Care Record is a secure electronic summary of key health information available to authorised healthcare staff providing care to patients in an emergency.

**About Summary Care Records**  
Summary Care Records will give healthcare staff access to key health information which helps them provide the best care for patients. It is available to authorised healthcare staff providing care in an emergency, for example when providing care in a hospital or ambulance.

A Summary Care Record will hold limited essential information such as details of any medicines the patient is taking and any allergies or adverse reactions to medicines they have had.

Additional information is made available to a patient's Summary Care Record with explicit consent from the patient.

**Why are they being introduced?**  
Summary Care Records are being introduced to improve the safety and quality of patient care.

Patients records are kept at all NHS organisations but they are usually only for specific hospital visits, the GP or pharmacy. At times, this can cause confusion and sometimes information can be hard to access, especially during an emergency.

Summary Care Records will make it easier for healthcare staff to care more safely and effectively between different healthcare providers. It will also help healthcare staff to understand the patient's health history to provide better care.

Because the Summary Care Record is an electronic record it will provide faster, safer access to essential information about a patient to support their healthcare staff when providing care during an emergency.

**Who will have access?**  
Healthcare staff involved in supporting or providing a patient's care in an emergency can access a patient's Summary Care Record if the patient has one.

To access a patient's Summary Care Record healthcare staff will:

- need to be directly involved in caring for the patient.
- need to have a Smartcard with a chip and password that is linked to their name and role.
- will only see the information they need to provide care for the patient and will have their details recorded and
- will not see personal care information they need to look at a patient's Summary Care Record.

If a patient cannot be asked, for example if they are unconscious, it is possible to look at a patient's record without asking them. In this instance, it will only be made for the patient's Summary Care Record that permission to view was not gained.

If you need care when your GP practice is closed you may need to see a doctor or nurse who doesn't know you.

You can choose if you want a Summary Care Record or not.

**For more information:**

- ask a member of staff
- visit [www.summarycare.nhs.uk](http://www.summarycare.nhs.uk)
- call the Summary Care Record Information Line on 0300 123 3020



Your emergency care summary

Factsheet



## Summary Care Records

Helping to care for you when your GP practice is closed



If you need care when your GP practice is closed you may need to see a doctor or nurse who doesn't know you.

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**For more information:**

- ask a member of staff
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Your emergency care summary

Poster




Your emergency care summary

### Helping to care for you when your GP practice is closed



*I have complex health needs and to go from the thread to the needle each time I see a healthcare professional is extremely stressful, especially if I'm feeling unwell. So to have a Summary Care Record like this available will mean that the health professionals will know my medication, will be aware of my long list of allergies and be able to see if I have had any bad reactions to the drugs they might want to give me*

Jill Grant, Patient  
NHS Bradford and Airedale



Banner




Your emergency care summary

Title

Subtitle

PowerPoint



Title

Subtitle



Your emergency care summary




Your emergency care summary

### Knowing which medicines Tracey is taking in an emergency

Tracey is 45 and lives in Birmingham. Following a bacterial dysentery, Tracey was diagnosed with type 1 diabetes in 1996.

Tracey is also allergic to antibiotics and there have been several occasions over the past 14 years where she would have identified them having a Summary Care Record.

Tracey explains, "I was on holiday in Cornwall when I suffered with pancreatitis. Being diagnosed with it, which we managed to get the NHS healthcare staff treating me as a diabetic and allergic to antibiotics. Fortunately I made a fairly quick recovery, but it was scary."

"There have been other occasions, more recently, when my GP changed my diabetes medication.

I kept on having hypoglycaemic attacks and had to call the emergency services several times.

Each time we have had to explain to the paramedics what was happening, luckily my friend has been with me, I was so ill I couldn't communicate."



Case study