

NHSScotland brand identity guidelines review

NHSScotland logo recognition and perception



45%
described
NHSScotland
logo



20%
described
variations of
NHS logo



17%
described
NHS England
logo

How respondents feel when they see the NHSScotland logo

When asked to describe the logo used by the NHS in Scotland



74%
Positive
impression of the
service



23%
Neither a positive
nor negative
impression of
the service



1%
Negative
impression of
the service

Words that spring to mind when respondents see the NHSScotland logo

Waiting times Trust Caring Safety

Long Care Healthcare Pride Helpful

Professional Quality Free Assurance

Trust in NHSScotland care and service What matters to people about NHSScotland

