
HSCN Assurance Mark Guidance

Information and technology
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Introduction

An **assurance mark** is often used to provide a sign of quality that can be used by suppliers confirming their product meets a set of standards and has passed assurance.

The HSCN assurance mark represents affirmation of the quality of development and confirmation that your product or service has been assured against stringent criteria to establish its fitness for purpose, value for money and interoperability for use in health and social care.

Purpose

This guidance outlines an informal, non-binding summary of the licence terms which will apply to your use of the HSCN assurance mark. It has no contractual effect and does not form part of the legally binding contractual terms.

The contractual terms set out in the Consumer Network Service Provider (CN-SP) Deed of Undertaking between you and NHS Digital (“CN-SP Deed”) and the written specifications, standards and directions for the use of the HSCN assurance mark (“Terms”) with which you will need to comply. Whilst every effort has been made to ensure that this guidance is accurate, please note that in the event of any inconsistency between this informal guidance and the Terms, the Terms will always prevail as the only legally binding documentation.

Please also note that the Terms are liable to change from time to time in accordance with the formal written specifications, standards and directions as may be communicated to you by NHS Digital under the CN-SP Deed.

Usage

The HSCN assurance mark is only to be used when your service has been evaluated by NHS Digital as meeting all HSCN established criteria you hold HSCN compliance status as defined in the CN-SP Deed. It must be used in direct conjunction with the service it was awarded to and in no other context. Suppliers with HSCN compliant services may call themselves 'HSCN compliant suppliers'.

HSCN compliant suppliers, and consumers who make HSCN compliant services available to their service users, can, subject to the Terms, use the HSCN assurance mark on all relevant marketing material and any form of written or electronic communications. A link or reference to the HSCN certificate register must also be provided in the surrounding narrative.

HSCN compliant suppliers and consumers must use the HSCN assurance mark in accordance with the Terms. By signing the CN-SP Deed, you accept the Terms (see Annex A for a summary of the main Terms taken from the CN-SP Deed).

Any breach of the Terms may lead to your permission to use the HSCN assurance mark being revoked.

Available formats

The HSCN assurance mark is available in the following formats:

- PNG for online use
- JPEG for use in Microsoft Office applications
- EPS for professionally printed materials

Vector format is scalable to any size without compromising quality.

The mark

The mark in its standard form comprises the network name and its abbreviation in the logo form shown in figure 1.

The mark should always be placed on a white (or near white) background.

Other acceptable versions of this mark are grey-scale, and the mono version for use on any material that is only reproduced in black and white (e.g. photocopies - as indicated below).

Figure 1. Examples of the HSCN assurance mark



Clear space

The mark should always have at least the minimum amount of clear space around it, which is a third of the main body of the mark - shown in pink.

Recommended sizes

The minimum size that the mark should ever appear in printed materials is 70mm wide (30mm high). This is only recommended for use on A5 and smaller materials.

Recommended minimum sizes for the mark on different sized materials:

- A5 and smaller = 70mm wide
- A4 = 80mm wide
- A3 = 90mm wide
- A2 = 120mm wide
- A1 = 150mm wide

Minimum size for online:
100px deep (264px wide).



Above:

The pink area demonstrates the minimum amount of white space which should be given. This equates to one third of the main body of the mark.



Minimum size in print:

70mm wide with 5mm clear space around.

Positioning

The organisation publishing the materials will be subject to its own guidelines. This means that the hierarchy between any logos and the HSCN assurance mark will differ.

You may consult and follow your own organisation's branding guidelines when using the HSCN assurance mark but please do note that adherence to such guidelines must not result in any failure to comply with the Terms.

With this in mind, the mark can appear in a variety of positions which will allow you to comply with your branding guidelines.

It can be placed:

- At the top left/right/centre of materials
- Underneath your organisation's logos centrally
- At the bottom left/right/centre of materials.

However it must not be used in the header section of a document, incorporated into letterheads or used as a watermark.

Colour palette

NHS blue

Pantone	PMS 300
CMYK	99%C 50%M 0%Y 0%K
RGB	R0 G94 B184
HEX	#005EB8

Incorrect usage

The mark is fixed artwork and must not be recreated, distorted, altered or amended in any way.

- Don't distort or alter the proportions or rotate the mark
- Don't add extra effects like drop-shadow
- Don't place over images or coloured backgrounds
- Don't add extra elements or text to the mark.
- Don't alter the colours
- Don't place the mark in a box or a cell with a key-line
- Don't change the typeface

Business rules

Issuing the HSCN assurance mark

1. The assurance mark will be issued once the supplier passes stage 1 compliance and has signed the CN-SP Deed to become a Consumer Network Service Provider.
2. The assurance mark will be issued to the supplier via secure NHSmail as a JPEG file once the CN-SP Deed has been signed and the supplier has achieved HSCN compliance status..
3. The Terms must be adhered to by the supplier. These include rules regarding how the assurance mark should be incorporated in to documents and web pages.

Note: If a supplier is deemed to be non-compliant to the HSCN Obligations Framework or the CN-SP Deed, NHS Digital can require that the assurance mark is removed from supplier materials.

Contact us

If you have any questions in relation to this guidance or the HSCN assurance mark itself please email us: hscnenquiries@nhs.net

Further information about HSCN can be found on the NHS Digital website: <https://digital.nhs.uk/health-social-care-network>

Annex A: Licensing

- 1.1. The HSCN Authority hereby grants to the HSCN Supplier a non-exclusive, non-assignable, non-transferable licence (including the right to grant sub-licences to Material Sub-contractors) during the Term provided the HSCN Supplier continues to hold HSCN Compliance status to:
 - 1.1.1. use the Licensed Materials and HSCN Materials solely to the extent necessary for performing the HSCN Connectivity Services in accordance with this Deed; and
 - 1.1.2. use the HSCN assurance mark to indicate that the HSCN Supplier holds HSCN Compliance status for the provision of the HSCN Connectivity Services.
- 1.2. The HSCN Supplier shall not, and shall procure that the Material Sub-contractors do not, use the Licensed Materials and HSCN Materials or the HSCN assurance mark for any purpose not expressly permitted by the licences in clause 11.5 of the CN-SP Deed.
- 1.3. All use of the HSCN assurance mark by the HSCN Supplier and Material Sub-contractors shall strictly comply with the HSCN Authority's written specifications, standards and directions for use of that mark as may be communicated by the HSCN Authority from time to time.
- 1.4. The HSCN Supplier shall not do or fail to do, and shall procure that no Material Sub-contractors do or fail to do, any act or thing whereby the validity, enforceability or the HSCN Authority's ownership of the HSCN assurance mark, or the reputation or goodwill associated with the HSCN assurance mark, is likely to be prejudiced.
- 1.5. The HSCN Supplier and Material Sub-contractors shall not have any of the rights described in section 30 of the Trade Marks Act 1994 or in any equivalent legislation from time to time in force in any jurisdiction.

1.6. The HSCN Supplier and any Material Sub-contractors shall promptly inform the HSCN Authority of any suspected unauthorised use of the HSCN assurance mark (or any confusingly similar mark) of which they become aware, and shall provide the HSCN Authority with such documents, information and assistance as they can in relation to any such use.

1.7. Any goodwill derived from the use by the HSCN Supplier or any Material Sub-contractors of the HSCN assurance mark shall accrue to the HSCN Authority absolutely, and the HSCN Supplier hereby assigns to the HSCN Authority, by way of present and future assignment, any and all of its right title and interest in and to that goodwill absolutely, with full title guarantee.

The HSCN Supplier shall procure that the Material Sub-contractors assign all of their right title and interest in and to that goodwill to the HSCN Authority absolutely, with full title guarantee.

The HSCN Authority may, at any time, call for a document confirming the assignment of that goodwill and the HSCN Supplier shall, and shall procure that any Material Sub-contractors shall, immediately execute it.

1.8. At its own expense, the HSCN Supplier shall, and shall use all reasonable endeavours to procure that any necessary third party shall, promptly execute and deliver such documents and perform such acts as may be required for the purpose of giving full effect to this clause 11 of the CN-SP Deed.

1.9. All licences granted to the HSCN Supplier (and any sub-licences granted by the HSCN Supplier in respect of the same) under this Deed, including to use the Licensed Materials, HSCN materials and the HSCN assurance mark, shall terminate automatically, and the HSCN Supplier and any Material Sub-contractors shall immediately cease all use of the rights and materials so licensed, upon termination or expiry of this Deed or upon the HSCN Supplier ceasing to hold HSCN Compliance status for any reason.