

# DIGNITY AT WORK BRAND GUIDELINES.



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# INTRODUCTION

Communication, Communication, Communication.

We can't communicate enough if we want to build a dignified workplace. The type of workplace where people can be themselves, somewhere where people say thank you (and mean it) and somewhere where people learn from mistakes.

This booklet details the content of the design assets CD Rom so that you can access all the elements you need to promote respect in your workplace.

To ease accessibility we've provided A5 and A4 versions of most elements and where we can we've made word files available too.

The design assets also include a number of components that aren't in the toolkit, electronic resources such as screensavers and e-mail signatures for example, as well as artwork for promotional items such as pop up stands and badges. We think it would be a great idea to give badges to your confidential contacts or workplace champions, or you might decide to award the badges to staff who have gone that extra mile to make the workplace welcoming for all.

Whatever you want to do, however you want to do it, we think we've given you the tools to get the conversation started.

When you work at it, Respect Works

## 03 GIVE RESPECT GET RESPECT LOGO



### The Logo

The Give Respect Get Respect logo should never be manipulated in any way. e.g. never be squeezed or stretched to fit on a page.

### Artwork

There are three artwork files. One is an Adobe Illustrator EPS which is for use if creating new posters etc. The other two files are jpegs for general use. The ...hi.jpg is higher quality whilst the ...lo.jpg is generally for screen use, email etc.

### Colours

The logo is four colour process, CMYK.

### File names

NHS DAW Give Respect Get Respect.eps  
NHS DAW Give Respect Get Respect lo.jpg  
NHS DAW Give Respect Get Respect hi.jpg

(No dignity at work strapline)

NHS Give Respect Get Respect.eps  
NHS Give Respect Get Respect lo.jpg  
NHS Give Respect Get Respect hi.jpg

# 04 POSTERS (x4) A3



## Artwork

The artwork file is an Adobe Acrobat print ready Pdf. It can be sent out to an external printer or printed in-house.

## Colours

Files are four colour process, CMYK.

## File names

- 01: NHS DAW A3 Poster Cream.pdf
- 02: NHS DAW A3 Poster Drip.pdf
- 03: NHS DAW A3 Poster Vitamins.pdf
- 04: NHS DAW A3 Poster Gel.pdf

# 05 LEAFLET A4 & A5



## Artwork

The artwork file is an Adobe Acrobat print ready Pdf. It can be sent out to an external printer or printed in-house.

## Colours

Files are four colour process, CMYK.

## File name

NHS DAW A4 Leaflet.pdf  
NHS DAW A5 Leaflet.pdf

## 06 ADVERTS



### Artwork

The file is an Adobe Illustrator file which is editable. All the elements are the same as the poster and can be found in the **Campaign Links folder** on the Disc.

### Colours

Files are four colour process, CMYK.

### File name

NHS DAW Advert.pdf  
NHS DAW Advert.ai

### Size

Artwork is set up at 89mm x 110mm. This is just an example as advert sizes will vary from publication to publication and so will most likely need re-sized.

## 07 SCREENSAVERS (x2)



### Artwork

The file is an Adobe Illustrator file which is editable. All the elements can be found in the **Campaign Links folder** on the Disc.

### Colours

Files are Red, Green, Blue (RGB) for screen.

### File name

NHS DAW Screensaver email 1024 x 768.jpg  
NHS DAW Screensaver email 1280 x 1040.jpg  
NHS DAW Screensaver phone 1024 x 768.jpg  
NHS DAW Screensaver phone 1280 x 1040.jpg

### Size

Artwork is set up at two sizes.  
1024 x 768 is best suited to laptop or widescreen monitors.  
1280 x 1040 is for standard monitors.

# 08 POP-UP BANNER STANDS



## Artwork

The file is an Adobe Illustrator file which is editable. All the elements are the same as the poster and can be found in the **Campaign Links folder** on the Disc.

## Colours

Files are four colour process, CMYK.

## File name

NHS DAW Pop-up Banner.ai

## Size

Artwork is set up at 1000mm x 1500mm. This is just a guide as banner sizes will differ depending on style and size chosen. Artwork will therefore need adjusting to fit.



# 09 MINI DISPLAY CUBE



## Artwork

There are two files, one is an Adobe Illustrator file which is editable. All the elements are the same as the poster and can be found in the **Campaign Links folder** on the Disc. The other is an Adobe Acrobat print ready Pdf.

The second file is an Adobe Acrobat print ready Pdf that will be sent out to an external printer. Silk or gloss paper will give best results with brighter colours. Paper weight should be around 250gsm.

## Colours

Files are four colour process, CMYK.

## File name

NHS DAW Mini Display Cube.ai  
NHS DAW Mini Display Cube.pdf

## Size

Each side of the cube is 130mm x 130mm (that's about the size of CD case). The cube comes in two parts and needs folded and slotted together. No glue or double sided tape is needed.

# 10 EMAIL SIGNATURE

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Assistant

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**PEOPLE DON'T SWITCH OFF  
THEIR FEELINGS WHEN THEY  
SWITCH ON THEIR COMPUTERS.**  
Never send an email you wouldn't like to receive yourself.

## Artwork

The artwork is a jpeg.

## Colours

Files are Red Green Blue for screen.

## File names

NHS DAW email signature.jpg

## Size

Artwork is set up at 70mm wide  
at 72dpi (screen resolution).

# 11 WEB BANNER ADVERT



## Artwork

There are two files, one is an Adobe Illustrator file which is editable. All the elements are the same as the poster and can be found in the **Campaign Links folder** on the Disc. The other is a jpeg.

## Colours

The files are RGB for screen use

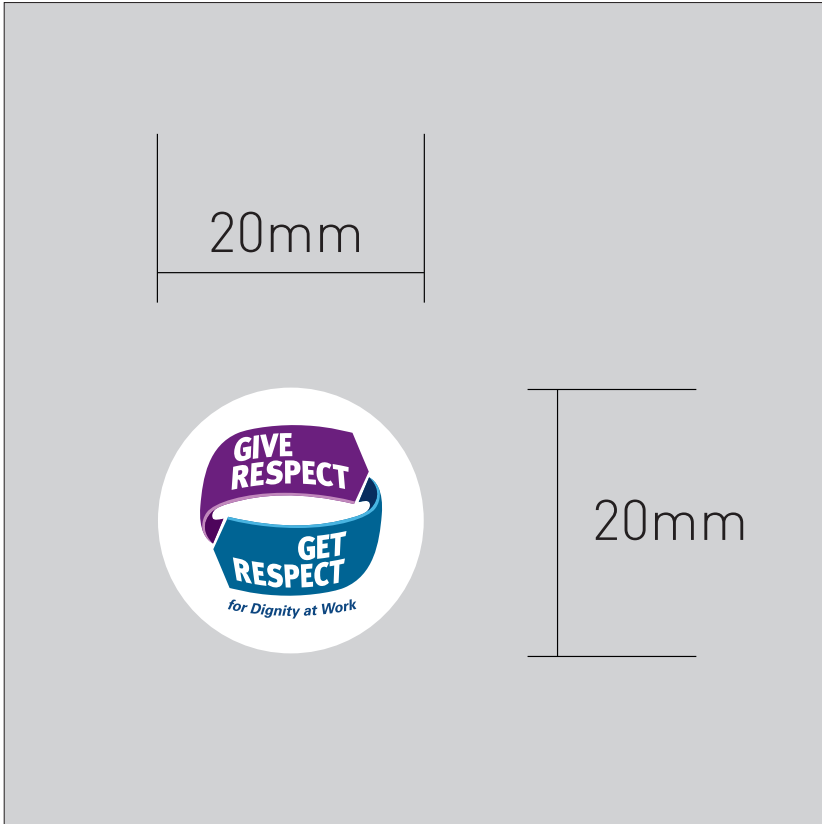
## File name

NHS DAW Web Banner.jpg  
NHS DAW Web Banner.ai

## Size

Web banner artwork is set up at 581Pixels x 71Pixels.

# 12 PIN BADGE



## Artwork

There are two artwork files. One is an Adobe Illustrator file which is editable. The second is an Adobe Acrobat Pdf ready to be sent to the printer, this is the file that will be most commonly used.

## Colours

File is set up as CMYK.

## File name

NHS DAW Pinbadge.ai  
NHS DAW Pinbadge.pdf

## Size

Artwork is set up at 20mm diameter.

# 13 PEN



## Artwork

The artwork file is an Adobe Illustrator file which is editable. The second is an Adobe Acrobat print ready Pdf.

## Colours

Files are four spot colours,  
Pantone 2995  
Pantone 288  
Pantone Cool Grey 9  
Black

## File name

NHS DAW Pen.ai  
NHS DAW Pen.pdf

## Size

The printer will be able to re-size artwork slightly if needed to fit chosen pen.  
A white pen should be used.

# 14 INTRO LEAFLET A4 & A5



## Artwork

The artwork files are Adobe Acrobat print ready Pdfs. There is also a text only Microsoft Word document.

## File name

NHS DAW A5 fact or fiction leaflet.pdf  
NHS DAW A4 fact or fiction leaflet.pdf  
NHS DAW Text fact or fiction leaflet.doc

## Colours

Files are four colour process, CMYK.

## Size

Artwork is set up at A5 & A4

# 15 LITERATURE REVIEW A4 & A5

## WHAT IS **DIGNITY AT WORK?**

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Being valued, being listened to and being treated with respect are just some of the things that add up to a Dignified Workplace.

Doing work of social value, i.e. work that is recognised as 'good work' is what researchers call dignified work, and we believe that every role in NHS Scotland fits the bill as everyone one of us contributes to the health and wellbeing of the nation.

Research tells us that if we combine dignified work with a dignified workplace then we will have dignified workers. This theory has driven the work of the Dignity at Work project. We believe that by focussing on the actions that support us to build a dignified workplace we will be successful in tackling bullying and harassment and support employers make sure people do feel valued, listened to and treated with respect as they go about their work in NHSScotland.

### What is bullying?

"Bullying at work means harassing, socially excluding someone or negatively affecting someone's work tasks. In order for the label bullying (or mobbing) to be applied to a particular activity, interaction or process, it has to occur repeatedly and regularly (e.g., weekly) and over a period of time (e.g., about six months). Bullying is an escalating process in the course of which the person confronted ends up in an inferior position and becomes the target of systematic negative social acts."

Bullying damages lives. The emotional stress it inflicts can lead to poor work performance, absenteeism, even force an individual to leave their job. Conversely, Dignity at Work in practice has a profoundly energising effect on employees' feelings of integrity, self-respect, pride and motivation.

## Artwork

The artwork files are Adobe Acrobat print ready Pdfs. There is also a text only Microsoft Word document.

## Colours

Files are four colour process, CMYK.

## File name

NHS DAW A5 Literature Review.pdf  
NHS DAW A4 Literature Review.pdf  
NHS DAW Text Literature Review.doc

## Size

Artwork is set up at A5 & A4.

# 16 WORKPLACE STORIES (x8) A4 & A5

## DIGNITY AT WORK WORKPLACE STORY NHS BORDERS – DIGNITY AT WORK CONTACT AUDIT TOOL

For this groundbreaking initiative the Board was awarded the first-ever Partnership Information Network (PIN) Award.

It has also taught valuable lessons in maintaining momentum and staff engagement. The Dignity at Work Contact Audit Tool has made the identification of problem areas in behaviour more accurate, and with continued refinement through experience, has created a sharply targeted approach to training and development.

The NHS Borders Occupational Health team originally recognised a need for a policy to specifically cover Dignity at Work issues, since a trend of increasing personnel problems had been noted by both Occupational Health and Staff Counselling Services. So in 2001 a cross-board, cross-staff partnership group was set up to develop a Policy that would address standards of behaviour in line with the new PIN guidance.

As a first step, the Policy established what employees can expect and what is expected of them in behavioural standards. Step two was to build a confidential network of staff contacts. These staff members received in-depth training as well as other support, including quarterly assessment meetings with a Board level steering group.

To support the confidential contacts and to ensure that the service offered to staff was being used properly, it became clear that a mechanism was required to gather information. For example, feedback on where, when and what kind of problems were arising was essential to monitoring the Policy's effectiveness.

The Dignity at Work Contact Audit Tool is now the tried and tested way in which information is collected confidentially, and has been carefully and continually modified to embrace new policies. The vital inclusion of outcomes, for example, helps HR managers keep track of the steps towards Dignity at Work issue closures. The Tool now performs an active, inclusive audit covering all possible scenarios regardless of the staff member's position or the nature of complaint. It provides an invaluable anonymised picture that can be used to inform training programmes, target support activity and produce year on year comparative reports.

There was a major marketing push to launch the initiative, informing staff about the policy and the procedures for raising issues. The campaign's impact was maximised using leaflets, posters, the staff newsletter and all the customary communication channels.

## Artwork

The artwork files are Adobe Acrobat print ready Pdfs. There are also a text only Microsoft Word documents.

## Colours

Files are four colour process, CMYK.

## Size

Artwork is set up at A5 & A4.

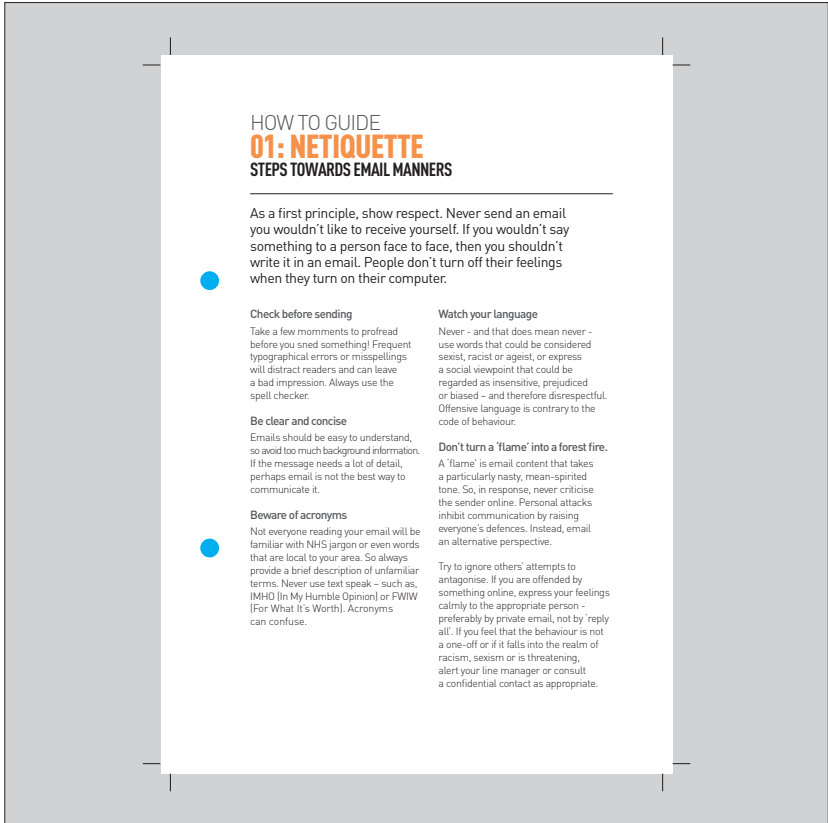
## File name

(These are the A5 file names, A4 versions are also on disc, marked A4 instead of A5. Word documents are also available)

NHS DAW A5 Story – Borders.pdf  
NHS DAW A5 Story – Dumfries&Galloway.pdf  
NHS DAW A5 Story – Fife.pdf  
NHS DAW A5 Story – Grampian.pdf  
NHS DAW A5 Story – Highland.pdf  
NHS DAW A5 Story – NHS 24.pdf  
NHS DAW A5 Story – Tayside 01.pdf  
NHS DAW A5 Story – Tayside 02.pdf



# 17 HOW TO GUIDES (x4) A4 & A5



## Artwork

The artwork files are Adobe Acrobat print ready Pdfs. There are also a text only Microsoft Word documents.

## Colours

Files are four colour process, CMYK.

## Size

Artwork is set up at A5 & A4.

## File name

[These are the A5 file names, A4 versions are also on disc, marked A4 instead of A5. Word documents are also available]

NHS DAW A5 How to guide – interview.pdf

NHS DAW A5 How to guide – netiquette.pdf

NHS DAW A5 How to guide – review.pdf

NHS DAW A5 How to guide – recruitment.pdf

# 18 DISCUSSION GUIDE

## A4 & A5



### Artwork

The artwork files are Adobe Acrobat print ready Pdfs.

### Colours

Files are four colour process, CMYK.

### File name

NHS DAW A5 Discussion guide.pdf  
NHS DAW A4 Discussion guide.pdf

### Size

Artwork is set up at A5 & A5.