

Helping us present one clear partnership identity

1. Why identity matters

Moray Health & Social Care Partnership brings together community health, social work, social care and related services for children and adults in Moray. We work alongside community planning partners, service providers and local communities to support and improve people's health, wellbeing and independence.

Moray Health & Social Care Partnership (MHSCP) is the standard name that should be used across all partnership communications. Using a single, consistent identity helps strengthen public understanding of our role and responsibilities and aligns us with partnerships across Scotland.

Our identity is more than a logo or colour palette. It's how people recognise, understand and experience Moray Health & Social Care Partnership. A strong and consistent identity helps people clearly understand:

- who we are
- the services we are responsible for
- the role we play across health and social care in Moray and in improving health and wellbeing outcomes

It also helps build trust, confidence and accountability by ensuring our communications are clear, professional, accessible and recognisable wherever they appear.

Every interaction – from phone calls, emails and letters, to leaflet, presentation and reports – contributes to how people experience our partnership. By using a shared identity and consistent standards, we can present one clear partnership voice across all our many and varied services.

2. Our approach to communications

Our communications should help people feel informed, respected and confident in the services we provide. We aim to communicate in a way that is:

- clear and easy to understand
- open and transparent
- professional and consistent
- accessible and inclusive
- focused on people and communities

Accessible communication helps everyone. We use simple language wherever possible, avoid jargon and unnecessary acronyms, and explain complex information clearly. We should communicate honestly, including when discussing challenges or difficult decisions.

Good communication helps build trust, strengthens relationships and supports better understanding of the partnership and our services.

3. Tone of voice

Our tone of voice is an important part of our identity. It shapes how people experience Moray Health & Social Care Partnership and often creates their first impression of us. Our communications should sound:

- human
- confident and accountable
- friendly and engaging
- clear and straightforward
- respectful and inclusive

We should:

- use plain, conversational language
- write actively and directly
- focus on people and outcomes
- explain acronyms and technical terms if they cannot be avoided
- sound approachable while remaining professional

We should avoid:

- corporate or bureaucratic language
- defensive or impersonal wording
- overly emotional or over-familiar language
- unnecessarily complex writing

4. Visual identity and branding

Moray Health & Social Care Partnership branding should be used consistently across partnership communications and materials.

This includes:

Moray Health & Social Care Partnership Identity and Communications Guide

- reports and strategies
- presentations
- posters and leaflets
- social media graphics
- email signatures
- letter templates
- forms and guidance documents

The MHSCP logo is the primary visual identity for partnership services. Moray Council and NHS Grampian logos should not normally be used to represent partnership services or communications.

Existing printed materials can be updated as they are refreshed, however all new materials should use the current MHSCP identity.

6. Communication and design support

For communication, engagement or design support, including reports, leaflets, posters, presentations and digital content, please contact:

Fiona McPherson

Communication & Engagement Officer

Fiona.mcpherson@moray.gov.uk

Stuart Cox

Design & Digital Development Co-ordinator

Stuart.cox@moray.gov.uk