

Guidance for use of the Psychological Professions Motif

Purpose

A motif for use to unite Psychological Professions activity linked to the NHS

The purpose of the unifying informal motif is to support recognition of activity that aligns to the psychological professions Vision for the NHS in England. It is strongly associated with the Psychological Professions Network (PPN) motif, which will remain in use for PPN-specific activity. The broader Psychological Professions motif can be used to celebrate Psychological Professions activity and identity, whether delivered by a PPN or not.

Usage parameters

Can be used

- In email footers for roles that lead on or are members of the psychological professions in NHS commissioned services or training providers;
- By NHS commissioned provider organisations/education providers to denote the professional group of psychological professions as per the national taxonomy;
- To celebrate the value of all psychological professions in the taxonomy working in NHS commissioned services/training;
- To signal a joined-up approach that unites the psychological professions;
- In conjunction with the NHS logo, in compliance with the [NHS Identity Guidelines](#).
- Within the user's employing organisation's parameters for use of visual motifs.

Should not be used

- To imply endorsement, funding or commissioning by the PPN, NHS England or the Department of Health and Social Care;
- In contexts that argue for the superiority of any psychological profession in the taxonomy over another;
- To imply a separate brand to the NHS;
- To associate with any activity that is not commissioned by the NHS.
- Against the advice of the CPPO/senior professional lead in the user's employing organisation.

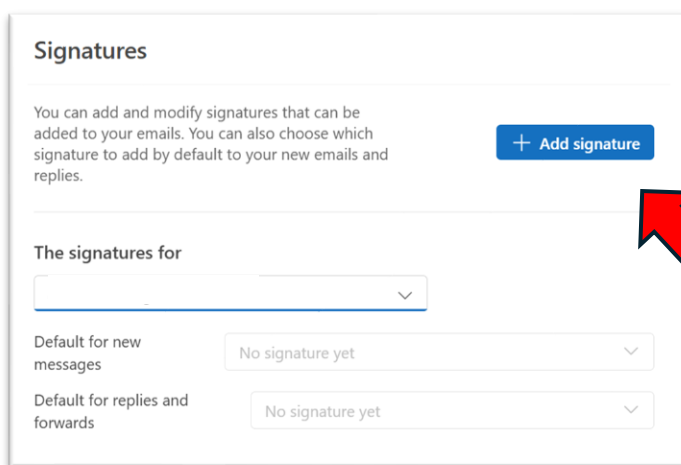
Adding the motif to your email signature

The motif image has a transparent background, so it may appear black when copied and pasted directly to an email signature. To add the motif to your email signature, follow the steps below.

- Save the motif image file to your computer
- Within Outlook, go to the Mail view, select File/Settings/Accounts/Signatures.
- From there, you can create a new signature. Alternatively you can edit an existing one.
- Use the option to insert picture, as shown in the screenshot below, to add the motif to the signature.

Step 1 –create a new signature

Select “+ Add signature”



Step 2 –add the image

Select “Pictures” and choose the psychological professions motif image file

