

SNP criticised for use of doctored NHS Logo

30 May 2017



The Scottish Conservatives have hit out at the SNP's attempt to use the NHS as part of its election campaign.

The SNP posted a graphic last night adapting the NHS logo to construct the phrase "NHSNP".

It appears to be in breach of the NHS's own rules which state that its logo must "never be altered or modified in any way."

Scottish Conservative health spokesman Donald Cameron said:

"It would appear that the SNP has breached the NHS's own strict rules on the use of its logo which states clearly that it should 'never be altered or modified in any way'.

"The SNP should explain whether or not it obtained permission from NHS Scotland before publishing this image.

"More importantly, the SNP should accept that it is quite simply wrong to appropriate the NHS for its own political ends."

NHS identity guidelines can be found here. On page 5 it states: "Our identity needs to be consistently and correctly applied, and must never be altered or modified in any way."

http://www.nhsscotlandci.scot.nhs.uk/wp-content/uploads/Shared/pdf/identity_guidelines.pdf

The SNP's graphic can be found here:

<https://twitter.com/theSNP/status/869290838421102597>