

Date: 01 February 2016

From: nhs.identity@dh.gsi.gov.uk

To: press@voteleave.uk

Subject: Re: Vote Leave flyer and the NHS Identity

Good Afternoon,

I work for the NHS Identity team which is responsible for managing and protecting the NHS trade mark on behalf of the Department of Health in England.

We have received various correspondences from members of the public concerned to have received the attached flyer. (ATTACHED)

I am sure you can appreciate why these people believed they were receiving communications from the NHS, and then upon further inspection their annoyance and concern which lead them to bring this to our attention once they realised this is not a NHS resource.

The attached, is against our guidelines and risks misleading and confusing the public.

I have been instructed to request that there is no further use of the NHS logo, or any graphic that resembles it. Can you confirm on email that you will no longer use this flyer or the NHS logo on any other resource?

Any questions or concerns please advise.

Kind regards

NHS Brand and Identity Team

nhs.identity@dh.gsi.gov.uk

020 7972 5250

Date: 26 February 2016

From: nhs.identity@dh.gsi.gov.uk

To: press@voteleave.uk; info@voteleave.uk

Subject: Re: Vote Leave flyer and the NHS Identity

Good Morning,

Following on from my initial email dated 01 February, (a copy of which is attached below), we have continued to receive communications from members of the public concerned about the implications of the 'Save our NHS', help protect your local hospital leaflet.

Some have also noted that your website shop sells these particular leaflets. Link;

<http://www.voteleavetakecontrol.org/shop#!/Save-Our-NHS-Leaflets-Qty-350/p/59065636/category=16326154>

The NHS logo and letters (NHS) are registered trademarks and owned by the Secretary of State for Health and their use is strictly controlled. These trademarks cannot be used by other organisations without the Department of Health's authorisation.

Therefore, we request either an amendment to, or removal of this particular leaflet, and distributing to cease whilst the NHS logo is present. We would ask that this request is fulfilled within seven days of receipt of this communication.

If you require any further advice or wish to discuss the above, please do not hesitate to contact me on 020 7972 5250

Kind regards

NHS Brand and Identity Team

nhs.identity@dh.gsi.gov.uk

020 7972 5250