

The PHA's publications and design team is responsible for the development and maintenance of high quality resources produced in a range of media for use by the PHA and its stakeholders.

The team oversees the development and production of a wide range of high quality electronic and printed support materials for both health professionals and members of the public. The materials – ranging from training materials, campaign materials and scientific research reports, to booklets, information leaflets and posters – are produced to support and promote the various work areas within the PHA.

The publications team works closely with the relevant subject lead and ensures that:

- all materials are well researched and technically accurate;
- all necessary permissions such as copyright are sought;
- text is edited so it adheres to the principles of 'plain English';
- text conforms to the PHA's house style;
- layout and design enhance understanding;
- proofreading is carried out to a high standard;
- the material is accessible to the target audience.

This process is regularly reviewed to ensure a high degree of quality and efficiency is maintained, and appropriate training is organised for staff on the development and production of support materials if required.

## **Design**

The design function provides a bespoke graphic design service from concept to final artwork for a range of printed and electronic resources.

The service also liaises with printers and publishers and internet service providers – sourcing materials, quotations and tenders where necessary and purchasing external services.

### **PHA house style and brand guidelines**

- Agency style guide
- Producing accessible information

[Print](#)