



BRAND GUIDELINES

BRAND STATEMENT

Every hour of every day, we give care, reassurance and safety to courageous people across North Devon facing a life-limiting illness - with precious shelter for their families too.

End-of-life care around the clock. Memory-making. A listening ear and a hot cuppa. Our care reaches every town, village and farmstead in the area. We are a safe pair of hands that will lift you up in your darkest hour.

To wrap our community up in this care, it takes you; the inspiring people of North Devon. Your donations, gifts in wills, volunteer hours and tireless generosity make it all possible.

Together, we never forget that your life is a story, and the ending matters.

CONTENTS

What is our brand?	4
Our brand values	5
Why does consistency matter?	6
Strapline	7-8
Logo	10-11
Colour	12-14
Fonts	15-17
Hands	19-20
Line and loop	21-22
Symbols	23
Photography	24-25



WHAT IS OUR BRAND?

Our brand is how people know that we are North Devon Hospice. Our brand reflects the personality of the charity. And when people see it, they should be filled with the same **warmth** and **reassurance** felt by those in our care.

For our community to recognise our brand, it needs to be applied consistently, with simplicity and repetition. We're not trying to reinvent the wheel each time. Our aim is to present the same face to our community, so they can recognise us and our values.

The personality of our brand - and indeed the hospice - is summed up by the following words, which came from the patients and families in our care and our supporters in the community

OUR BRAND VALUES



UPLIFTING

We are a bolt of positivity, shining a light in the darkness. We believe in making the most of every moment.



COURAGEOUS

We are bold and empowering, courageous enough to talk about the end of life, and to make sure it matters.



COMPASSIONATE

We are a comforting, safe pair of hands, ready to scoop you up and give you a big hug.



WARM

We bring light and energy. Whether in our care or supporting the work we do, it is a warm and enriching experience.

WHY DOES CONSISTENCY MATTER?

It gives **reassurance** to our community. They know who we are and what we stand for. Without this simplicity and repetition, there would be confusion.

This example is from Floating Bye, an event for bereaved families. Those attending, as well as staff and volunteers, said they felt comforted by the clarity of our brand. The blue and pink resonated right across the beach, giving reassurance that the hospice was present and here to hold people.



STRAPLINE

We're not afraid to talk about the end of life. It's what we do. So our strapline tells people **exactly** why our care is so vital.

We give voice to an often-overlooked area of healthcare, and are champions for providing the very best care towards the end of life. We also treat everyone as an individual, not an illness. We value every moment they've had in their life and want to add more precious memories.

Examples when used in graphics:

**YOUR LIFE'S
A STORY.
THE ENDING
MATTERS.**

**YOUR LIFE'S A STORY.
THE ENDING MATTERS.**

YOUR LIFE'S A STORY. THE ENDING MATTERS.

USING OUR STRAPLINE

Our strapline is our reason for being, what sets us apart from everyone else. It should be **used wherever possible**.

It is the reason that people will feel reassured when entering our care, and the reason why people will support us when they realise the importance of what we do.

THE STRAPLINE CAN BE WEAVED INTO SENTENCES WHEN WRITING ABOUT NORTH DEVON HOSPICE.

FOR EXAMPLE:

North Devon Hospice cares for local people facing a life-limiting illness. We believe that your life is a story, and the ending matters.

Thank you for your support. It makes such a difference to the work of the hospice, because we believe that everyone's life is a story, and the ending matters.



**CONSISTENCY BRINGS
COMFORT. IT'S THE
BEDROCK OF OUR BRAND.**

LOGO

Having been the visual embodiment of North Devon Hospice for over 20 years, **our logo matters**. The heads and the wrapped arm speak to the comfort we give, while the shape reminds us of North Devon's hills and waves.

SIMPLE RULES FOR USE:

We use it in one of these logo 'locks', either the circle or the corner unit, in either blue or pink (depending on where it's used). This is because it brings some other important parts of our brand personality into play

On rare occasions, it can be used in white against a coloured background. This could be when the design is already slightly too 'busy', or when the logo is being reproduced in a single colour (like on a single-colour print t-shirt)

Always give the logo enough space to breath and be seen. Don't crowd it



Circle logos



Top Right Corner Locks



White on coloured background

LOGO MISUSE

For consistency and recognition, our logo must be displayed unaltered. Please do not stretch it, squash it, change the colour, add a shadow, rotate it or do anything that alters its appearance.



DON'T stretch



DON'T shadow



DON'T angle

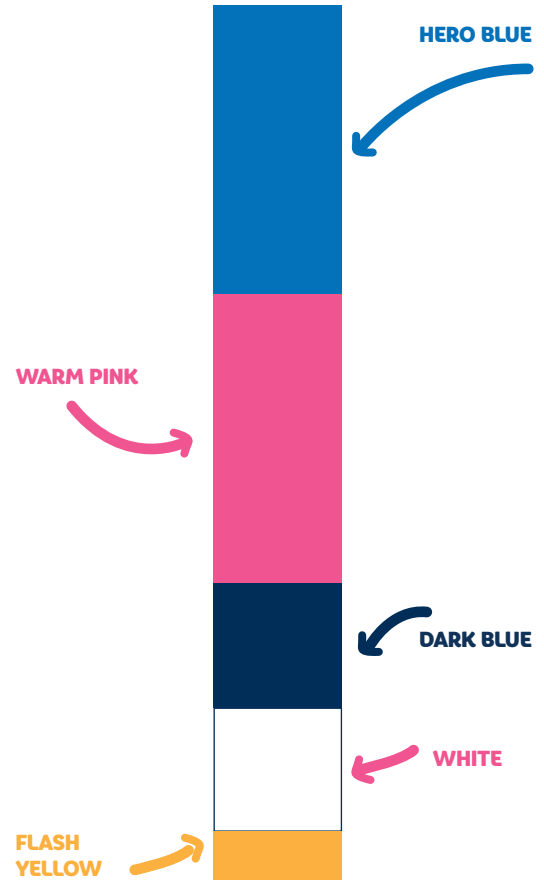
COLOUR

We're a blue and pink charity. These colours are how our community identifies us at a glance. The blue reflects our coastal area, our history and the vital health care we provide. The pink embodies our warmth, compassion and boldness.

To provide contrast, we use white and dark blue sparingly.

On the rare occasion when a flash of a different colour is needed, we use yellow.

When our brand really needs to stretch, we can use a 20% tint of the blue and pink, or the colours. Examples of this are on the next page.



HEIRACHY OF COLOUR

HERO BLUE

Pantone 3553 C
C:91 M:51 Y:0 K:0
R:0 G:108 B:181
#006CB5



WARM PINK

Pantone 2046 C
C:0 M:81 Y:11 K:0
R:207 G:108 B:138
#CF588A



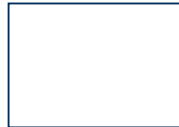
DARK BLUE

Pantone 294 C
C:100 M:76 Y:0 K:45
R:6 G:46 B:101
#062E65



WHITE

Pantone
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF



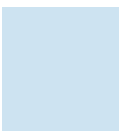
FLASH YELLOW

Pantone 143 C
C:0 M:35 Y:85 K:0
R:249 G:178 B:51
#F9B233

TINTS

HERO BLUE

20% Tint



WARM PINK

20% Tint



IN CASE OF EMERGENCY

ORANGE

Pantone 166 C
C:1 M:77 Y:96 K:0
R:232 G:86 B:25
#E85617



TEAL

Pantone 7467 C
C:77 M:11 Y:33 K:0
R:0 G:164 B:175
#00A4AF



PURPLE

Pantone 253 C
C:50 M:87 Y:0 K:0
R:181 G:18 B:177
#B5121B



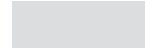
GREY 1

Pantone Cool Gray 9 C
C:0 M:0 Y:0 K:70
R:112 G:111 B:111
#706F6F



GREY 2

Pantone Cool Gray 1 C
C:0 M:0 Y:0 K:15
R:227 G:227 B:227
#E3E3E3



COLOUR EXAMPLES

Blue and pink are always the main colours you'll see (dialled up or down depending on the job). Dark blue and white provide contrast (with white often used for text). Yellow gives the odd flash when absolutely necessary, no more. The remaining colours can come into play on the rare occasions when our regular palette doesn't give enough flex, (such as this pie chart below).



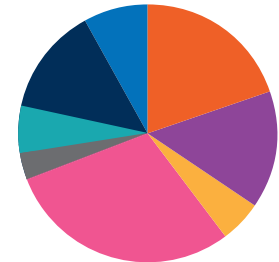
Main colour palette



Main colour palette with hint of yellow



Where needed a blue and pink fade can be used



All colours used due to complexity

FONTS

Another easy way for our community to identify us. Fonts also play a part in communicating our personality. Our headline font, Core Rhino 85, hints at our uplifting character, embracing uniqueness while still being clear. Our body copy font, Filson Pro Regular, gives clarity, without being run-of-the-mill.

CORE RHINO 85 IS OUR ATTENTION-GRABBING HEADLINE FONT

Filson Pro Regular is our body copy font, used for writing longer sentences and paragraphs and for providing contrast to our more characterful headline font.

USING OUR FONTS

CORE RHINO 85:

- always appears in capitals, never in lower case.
- tight letter spacing (-50 in Adobe and Canva)
- tight line spacing

FILSON PRO REGULAR:

- usually lower case
- can be in capitals for sub headings etc
- line spacing should be comfortable

FONT COLOURS:

- only use white text on a coloured background
e.g pink or blue
- on white backgrounds headlines should be pink
or blue, body copy should be black





**ALL THE STAFF WE
CAME INTO CONTACT
WITH WERE CARING,
GENTLE AND KIND.**



All the staff we came into
contact with were caring,
gentle and kind. What more
could you want from a
Hospice?

Letter spacing too far apart
Line spacing too far apart



**All the staff we came
into contact with
were caring, gentle
and kind.**



All the staff we came into
contact with were caring,
gentle and kind. What more
could you want from a
Hospice?

Lowercase used
Line spacing too close together



**ALL THE STAFF WE
CAME INTO CONTACT
WITH WERE CARING,
GENTLE AND KIND.**



All the staff we came into
contact with were caring,
gentle and kind. What
more could you want from
a Hospice?



**REPETITION ISN'T BORING OR
UNCREATIVE. REPETITION GIVES
OUR COMMUNITY REASSURANCE
THAT WE ARE WHO WE'VE
ALWAYS BEEN**

HANDS

The supporting hand is the main icon which represents our brand. It speaks to the support we give, the gentle comfort we give when it matters most.

The only occasion when the 'supporting' hand may not be suitable, is when used on direct asks for funding (to remove any risk of it being misconstrued). In this case, the dual hands or sheltering hands are appropriate to use.

SUPPORTING HAND

The hand is most often used like this, as a supporting hand. This can garnish almost any piece of communications.



TOGETHERNESS

On occasion, when 'togetherness' is the theme of the piece, the dual holding hands can also be used as a motif.



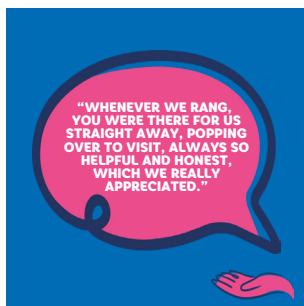
SHELTERING HAND

Finally, the hand can also be used upside down, as a sheltering hand.



HAND EXAMPLES

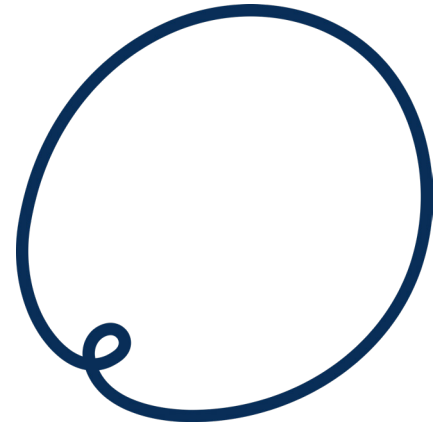
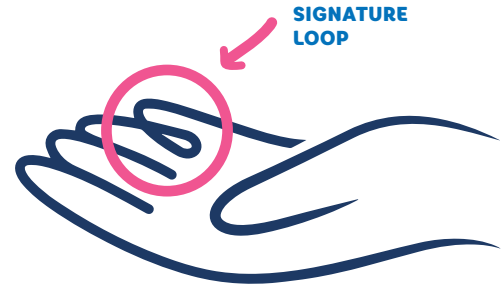
Most often, the hand (sometimes hands) is used as a garnish to pieces of communication. It is important that it **appears as often as possible**, as a key part of our brand, which reminds people of how we hold them in their darkest times. On occasion, it can be the focal point of the design, but this is rare.



LINE AND LOOP

The signature of our visual style is the flowing line and loop. The loop takes inspiration from the supporting hand icon. This is what sets our brand apart and makes us easily recognisable. It gives ownership to things like documents or photos, adding a splash of the hospice's personality.

The line and loop always appear in navy, meaning it works against hero blue, warm pink or white backgrounds.



LINE AND LOOP EXAMPLES

This gives a free-flowing feeling to our communications, busting the myth that hospices are solemn or sad places.

The line and loop always appear in navy. Sometimes that means it can blend into part of photographs, but that's OK.



SYMBOLS

The line and loop style can, sparingly, be applied to make other symbol shapes. This can help to give context to certain communications or products. However, use of such symbols should be kept to an absolute minimum, only when they are absolutely needed.

Overuse of such symbols dilutes the brand's identity, and takes away from our main symbol, the supporting hand. They should only be used when the task requires such a stretch from our brand style.



PHOTOGRAPHY

Our photography is all about people. **Real people.** The people who make North Devon Hospice special. Therefore, we always endeavour to use real photos, whether it is patients, family members, staff, volunteers, supporters or our fundraising events.

Our strength is the genuine connection we have with our community; so stock photographs, abstract images or non-descript shots are to be avoided.

We want to depict real life. Natural, authentic and warm moments. We love seeing people, faces and smiles. Our photography is upbeat and inspiring.



PHOTOGRAPHY EXAMPLES







North Devon
Hospice