



**Cornwall
Hospice Care**

• Mount Edgcumbe Hospice • St Julia's Hospice •

Caring for our community

BRAND

GUIDELINES

Version 5 January 2022

This document contains all you need to know about how the Cornwall Hospice Care brand should be used on all promotional materials to ensure consistency. Using our brand correctly is extremely important to us, so we ask that the guide is **always referred and adhered to.**

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VISION, MISSION AND VALUES

VISION

Our vision is for all people living with terminal illness in Cornwall to be able to access the care and support they may need at the time and in the place that is right for them and their families.

VALUES

- **CARE** by delivering the highest quality, holistic, compassionate and individualised care to people in Cornwall.
- **VALUE** everyone, behaving with honesty and integrity and unlocking the potential of staff and volunteers so they can deliver a high standard of care, ethically generate funds and support the patients, families, friends and carers who rely on us.
- **LISTEN** carefully to what patients, families and professionals are telling us about the services we provide.

MISSION

We aspire to deliver the highest possible quality care and support to our patients and their families. We will strive to secure the resources necessary to achieve this, now and in the future.

- **COMMUNICATE** in a timely and transparent manner with both internal and external audiences, ensuring we engage, consult and inform everyone in Cornwall and beyond of what we are doing and why.
- **COLLABORATE** working in partnership with others to broaden our scope and deliver services to those who are hard to reach.
- **INNOVATE** by encouraging creativity and development of ideas to ensure we are as efficient and effective as we can be in everything we do.

OUR TONE OF VOICE

Our tone of voice is purposeful passion. It is about bringing meaning and credibility to all that we say. It helps us make sure that our words are not only filled with our easy warmth, but also have a resounding reason to be there.

Written copy should always be a balance between purpose and passion. We achieve this by using straight talking and warm language.

STRAIGHT TALKING

Direct, honest, natural, informal, trusted language. Impart knowledge and expertise with others in a generous and easy, yet confident way. Use genuine, understandable and accessible words.

WARM

Natural, clear, human, caring, appropriate, supporting language.

See page 9 for messages, straplines and hashtags

See page 13 for additional retail tone of voice

PASSION
Natural and informal
SUPPORTING LANGUAGE
CONFIDENT
Generous and easy
APPROPRIATE
FRIENDLY AND ACCESSIBLE



OUR LOGO

The logo must **ALWAYS** be used in full - with the 3 swishes, charity name, hospice names and strapline.

There are 3 versions of the logo; main, in support of and lottery.

The three swishes can be used for design purposes but never in the place of the full logo.

The logo must always be used in proportion, regardless of the size (don't stretch or squeeze it!).

The logo is never to be used smaller than 15mm in height.



MAIN LOGO

For use on all of our own materials (excluding lottery)



•Mount Edgumbe Hospice •St Julia's Hospice •

Caring for our community

IN SUPPORT OF LOGO

For use by our supporters to indicate supporting us



•Mount Edgumbe Hospice •St Julia's Hospice •

Caring for our community

LOTTERY LOGO

For use on all of our Lottery materials



a chance to win...a way to care

•Mount Edgumbe Hospice •St Julia's Hospice •

OUR LOGO

To ensure maximum impact and clarity, we insist that our logo is surrounded by plenty of clear space. We call this space the 'exclusion zone' – an area that should always remain free from clutter.

The exclusion zone - indicated by the green box - is the minimum area around the logo that must remain clear of text or other images.

The exclusion zone is calculated by using the width of the 'C' in Cornwall and varies in direct proportion to the size at which the logo is reproduced.

This applies to all three versions of the logo.

The logo is never to be used smaller than 15mm in height.



X DO NOT X



Shorten the logo



Stretch the logo



Use the logo less than 15mm high



Put text in the Exclusion Zone

OUR LOGO

WHITE



BLACK



PANTONE 206



FULL COLOUR



The three versions of the logo can be used in the following colour ways;



IN HOUSE STYLE GUIDE

The following words and phrases should be spelt in the following ways to ensure consistency across our materials and communications;

End of life should be written without hyphens.

Outpatient should be written as one word.

Inpatient should be written as one word.

Front line is two words and no hyphen.

Long-service is written with a hyphen between long and service.

Rebuild is one word.

Healthcare Assistant (HCA) has healthcare written as one word.

Biannual as in twice a year is written as one word.

Will or Wills as in making/writing a Will, use a capital letter.

Face-to-Face should be hyphenated if it's an adjective before a noun ("We had a face-to-face talk.") If it's not an adjective ("We have to talk face to face".) there's no set rule so this style guide recommends not using hyphens in this instance.

Lockdown is one word.

Open Door as in our Open Door sessions is two words, no hyphen.

ONETEAM (as in the HR system) is one word and written in capital letters.

Coordinator is one word with no hyphen.

Employee we use this word instead of 'staff'.

Job Titles

Job titles should always start with capital letters, for instance Head of Fundraising and the same applies to the formal titles of committees and forums such as the Income Generation Committee or the Information Governance Forum. When referring to a department or group in a sentence, lower case letters can be used, for example;

The fundraising team were delighted to report on the success of the event. The matter was agreed by members of the forum.

STRAPLINES, MESSAGES AND HASHTAGS

We have messages, straplines and hashtags that we use across the charity.

We must also ensure we refer to 'terminal illnesses' not 'life limiting illnesses'.

Please do not use acronyms externally. For example MEH for Mount Edgcumbe Hospice, SJH for St Julia's Hospice or CHC for Cornwall Hospice Care. Such abbreviations will mean nothing to people outside our charity. This includes in quotes and press releases. The exception is the social media hashtags listed on the right that are used in a specific way.

Caring for our community

Funding the care

Adult hospice care in Cornwall

We are here for you

#TeamCHC

#FundingTheCare

#HelpFundOurCare

#HelpFundOurKeyworkers

#CHCSupporters

#FoundInCHC

Hashtags are predominately used with capital letters at the start of each word for clarity. Where relevant, Instagram for instance, some hashtags may be totally in lower case.



Photography is a powerful way to communicate our unique brand identity. The images you choose should be reflective of the story of those lives we touch.

Photographs of our inspirational staff, volunteers, patients and families should feel natural and unstaged and predominantly feature people not buildings.

For Cornwall Hospice Care to use photographs of staff, volunteers, patients, visitors and general public, written consent is needed. A media consent form for this purpose is available on our website or from the PR and Communications team by emailing communications@cornwallhospice.co.uk

KEEP IT SIMPLE

Simple, direct and honest images are the best way to express the message of who we are to our outside audiences. Photography should be free of background or foreground noise and clutter.

LESS IS MORE

Be aware of all the essential components of an image before shooting or using them in our communications. Avoid using images that are busy, too complicated, out of focus, low resolution, or too darkly lit.



CLINICAL

A simple and clean medical palette that reflects clinical practice and care.



FUNDRAISING & RETAIL

A bright and colourful palette that reflects our fundraising and retail practices.



Red
PANTONE 206

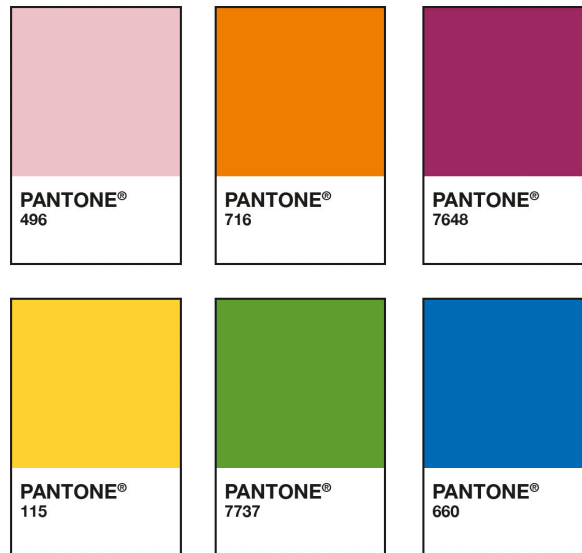
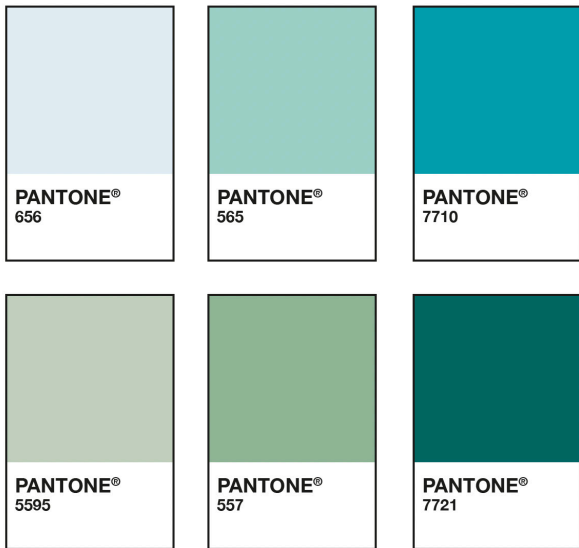
C0 M100 Y50 K0
R206 G0 B55
HEX CE0037

Green
PANTONE 382

C28 M0 Y100 K0
R196 G214 B0
HEX C4D600

Grey
PANTONE COOL GRAY 9

C52 M42 Y39 K23
R117 G120 B123
HEX 75787B



You can use a search engine e.g. Google to search the pantone number to obtain the equivalent CMYK, RGB and HEX versions of each colour for use in different applications and software. (Core colours are listed above).

To help ensure that all of our visual communications are consistent in both content and appearance, Cornwall Hospice Care uses the fonts Futura BK and Rabiohead.

FUTURA® BOOK | Body Copy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

FUTURA® BOLD | Headline Only
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RABIOHEAD | Straplines
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Futura® is a trademark of Linotype- Hell AG and/or it's subsidiaries.
These Typefaces are protected by design legislation and copyrights in certain countries.
Both typefaces are protected under licensing laws. Cornwall Hospice Care cannot provide them.
The only external exception for using Futura BK (book) or Rabiohead is fundraising event titles. Other fonts can be used to create an event image and or title to fit the theme. The materials for these events must still use Futura BK or Rabiohead.

Futura BK has been chosen for its clarity, legibility and versatility. This applies to all external communications and includes promotional materials, displays, produce labels, signs, web pages and other media.
Many of our formal internal documents, including policies and meeting minutes, have previously been produced in the font Arial and this practise can continue. However, any internal documents that are likely to be shared with external audiences should be in Futura BK.

The font Rabiohead should only be used as a strapline font not as a headline or body copy font.



RETAIL

Our shops make up the biggest charity shop chain in Cornwall, stretching from Bude in the north to Penzance in the far west. They represent the business end of our charity.

Retail tone of voice

Messaging from retail should maintain the passion, straight talking and warm tone set out in on page 4 but we can also be much more light-hearted. Our messaging is conversational and familiar; as if we're talking to our favourite customer. We can comfortably have fun, using humour and more colloquial language along with an enthusiastic attitude.

We must demonstrate that we are passionate about the charity but also about the donated items we sell and the environmental benefits of second-hand shopping. We must also be clear about our purpose, which is to raise vital funds to support the work at our two hospices. We must therefore use our messaging to reinforce the link between our customer, our key workers and the patients we help.

Our social media content can utilise current trends and viral memes to serve a specific purpose providing there are no conflicts with our core values.



RETAIL

Our shop exteriors are to follow a set layout. Our charity name in Futura Bold in Pantone Cool Grey 9, with the colour swishes from our logo either side and a hospice name at either end.

Mount Edgumbe
Hospice

 **Cornwall Hospice Care** 

St Julia's
Hospice

This layout changes when a shop location is close to one of our hospices to enhance local support. In these cases it is the hospice name that is placed in bold and in the centre, with the charity name at either end.

Cornwall
Hospice
Care

 **Mount Edgumbe Hospice** 

Cornwall
Hospice
Care

Cornwall
Hospice
Care

 **St Julia's Hospice** 

Cornwall
Hospice
Care

Existing shops will be updated as and when their facias need replacing.

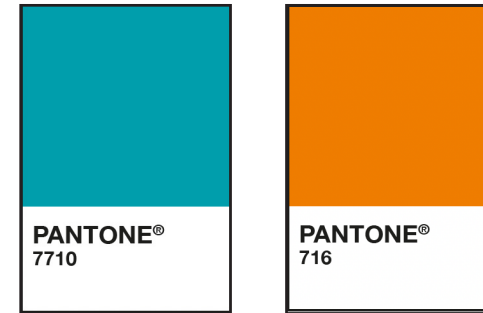
VOLUNTEERS

Volunteers are at the very heart of our charity. We simply couldn't manage without them.

Volunteer recruitment is vital and as such volunteering has its own strapline and sub logo.

The logo uses Pantone 7710 from the clinical palette and Pantone 716 from the fundraising and retail palette as volunteers are across the charity. These colours are the main colours to be used across volunteer materials.

The strapline is "Give your gift of time, volunteer with Cornwall Hospice Care".



Materials used externally by our clinical teams should follow these brand guidelines. Using the logo as identified on pages 5 - 7 and the Clinical colour palette identified on page 11.

Our Community Services team use our white logo on Pantone 7710 for their promotional materials.



FUNDRAISING

Our fundraising activities, including events, lottery, donations, and gifts from trusts and grant making bodies, provides a substantial contribution to the cost of providing the care. We run our own fundraising events throughout the year. Across Cornwall supporters hold pub quizzes, fetes and community events, jump out of planes, trek in distant lands and run marathons.

We also have a number of volunteer fundraising groups across Cornwall and specialist fundraisers who secure money from companies, trusts and grant making bodies.

The only external exception for using Futura BK (book) or Rabiohead is fundraising event titles. Other fonts can be used to create an event image and or title to fit the theme. The materials for these events must still use Futura BK or Rabiohead.

Example of an event logo not using our standard Futura BK or Rabiohead.

The logo features the word 'Run' in a large, bold, red sans-serif font. Below it, the word 'falmouth' is written in a smaller, bold, lime green sans-serif font. To the right of 'falmouth', the year '2022' is displayed in a tall, grey, sans-serif font, oriented vertically.

If you have any questions or need any of the logos in this document please email the PR and Communications team on communications@cornwallhospice.co.uk

Cornwall Hospice Care
Registered Charity No. 1113140



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