

# Brand Guidelines

For Friends Groups who are  
raising awareness and funds for  
Children's Hospice South West

Publish date: June 2024



Making the most of short and precious lives across the South West  
[www.chsw.org.uk](http://www.chsw.org.uk)

Registered Charity No. 1003314



# Our purpose, vision and ethos

**Our purpose** is to make the most of short and precious lives and to put children, young people and their families at the centre of all we do.

**Our vision** is to provide high quality care services to every child and young person in the South West who may not live to their 18th birthday.

**Our ethos** is to ensure that everyone (Trustees, staff and volunteers) places children, young people and their families at the centre of the organisation.

In order to achieve this, everyone will be expected to promote a strong, caring, community environment, characterised by a culture of sensitivity, trust, consideration and respect for others.

# Introduction and background

Founded in 1991, Children's Hospice South West (CHSW) provides care for children and young people living with life-limiting or life-threatening conditions, which means they are likely to die before reaching adulthood. Our belief is that the best way we can do this is to wrap our care around families who have received these unspeakable diagnoses. We journey with all family members from the point of diagnosis until the death of their child, into bereavement and beyond.

CHSW delivers care from 3 hospices across the South West:

Little Bridge House  Devon

Charlton Farm  North Somerset

Little Harbour  Cornwall

Our 3 hospices are located in a tranquil settings with quiet reflective space, sensory gardens and specialist play equipment. Each hospice can provide a maximum capacity of 22 beds for children, young people and families from the South West.

## Requesting materials

- For Friends Group materials and Friends Group own fundraising and events, logos, templates and other tools are available to download from the CHSW website: [www.chsw.org.uk/friendsgrouptools](http://www.chsw.org.uk/friendsgrouptools)
- For fundraising and events in aid of CHSW hosted by supporters and fundraisers (donor own events), logos, templates and other tools are available to download from the CHSW website: [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools)
- For advice please email [designer@chsw.org.uk](mailto:designer@chsw.org.uk) or contact the Design Team or Marketing Assistants on 01271 325 270

# Logo terms of use

The Children's Hospice South West (CHSW) logo and branding elements may only be used with the permission of the CHSW Marketing Team or member of the CHSW Fundraising Team.

These terms of use apply to all logos being used by CHSW staff, supporters and external agencies working on behalf of CHSW.



Registered Charity No. 1003314

The CHSW logo is a key expression of CHSW's visual identity, instantly recognised by the local and corporate community across the South West. The CHSW logo is the copyright of Children's Hospice South West and may only be reproduced when authorised.

The logos shown in these brand guidelines are shown only in order to illustrate how they should be used on website links and printed material. The logos must only be used in ways that are appropriate and must not be altered in any circumstances.

Our logo is available as a JPG and PNG for general use. An EPS vector file for professional printing and other formats are available on request (please note for Microsoft Office applications use JPG or PNG, EPS is not compatible).

## Basic rules in order to use any CHSW logo

- ✓ The CHSW logo must always be reproduced from master artwork and never from a second generation copy, such as a photocopy. It should never be recreated
- ✓ The proportions and relative size of the logo must remain constant and should never be altered; it must not be stretched more in one axis than the other
- ✓ The logo should be placed on a solid colour, ideally white. Do not place a transparent logo on top of an image
- ✓ The CHSW logo must only be reproduced in its original colours or our corporate green: C90 M25 Y90 K10/R0 G125 B68/#007d44 unless being in black and white print as 85% black. A white logo is available as a secondary option but must only be used when absolutely necessary
- ✓ The registered charity number should always appear directly underneath the logo if being used in isolation and not as part of our templates.

We encourage the use of templates provided to ensure the logo is used correctly and follows our basic rules and the branding detailed in this document.

## How not to use any CHSW logo

- ✗ Do not reproduce the logo in an unauthorised colour
- ✗ Do not apply gradients or special effects (including 3D effects)
- ✗ Do not tint or add graduated tones
- ✗ Do not distort, skew or bend the logo
- ✗ Do not use the logo as a repeat pattern
- ✗ Do not outline the logo
- ✗ Do not reproduce the logo using computer systems
- ✗ Do not present the logo vertically.

## CHSW logo



All logo files include an empty area around the artwork, this is our logo clear zone. Please make sure that no other logo, text or graphic is positioned in this clear zone.

This is the primary logo and includes the registered charity number.



This logo is only used within the lozenge on templates in conjunction with the footer swoosh which includes the registered charity number.

/// Logo clear zone

# Supporting logo

The Children's Hospice South West (CHSW) supporting logo and branding elements may only be used with the permission of the CHSW Marketing Team or member of the CHSW Fundraising Team.

The same terms of use apply to the Supporting CHSW logo as listed for the CHSW logo on the previous page.



Registered Charity No. 1003314

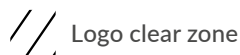
## CHSW supporter logo



The supporting logo includes an empty area around the artwork, this is our logo clear zone. Please make sure that no other logo, text or graphic is positioned in this clear zone.

This supporting logo should be used for fundraising and events in aid of CHSW hosted by supporters and fundraisers (donor own events). This logo includes the registered charity number.

Supporters can download logos, templates and other tools from our website: [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools)



Logo clear zone

## Purpose of the Supporting CHSW logo

- For fundraising/events in aid of CHSW hosted by supporters/fundraisers (donor own events)
- To make a distinction between CHSW fundraising/events and those hosted by supporters/fundraisers
- For when responsibility, liability and insurance is not with CHSW
- To be clear the fundraising/event has not been organised by CHSW.

## Use of the Supporting CHSW logo

- By supporters/fundraisers creating their own assets. Resources are available on the CHSW website: [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools)
- By Customer Relationship Management (CRM) partners, Corporate Partnership Associates (CPA) and businesses where the agreement gives them permission, or they are purchasing the license, to use the Supporting CHSW logo
- By Fundraising Teams and other members of CHSW staff who are creating assets on behalf of supporters/fundraisers hosting their own events/fundraising in aid of CHSW
- By the Marketing Team on a variety of promotional and supportive assets
- Supporting logo should never be used on any CHSW assets.

# Friends Group templates and tools

All documents (posters, letters, PR) created for Friends Group materials and Friends Group own fundraising and events, should follow standard branding. These templates will ensure all CHSW branding is correctly applied and as stated in these brand guidelines. They also include our strapline and registered charity number.

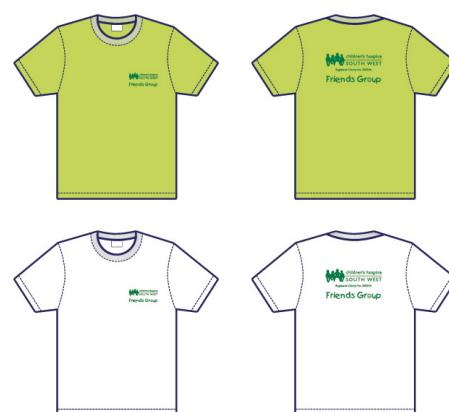
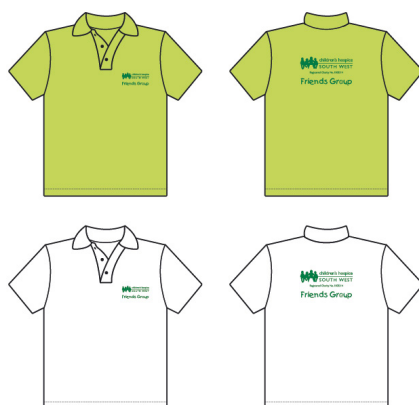
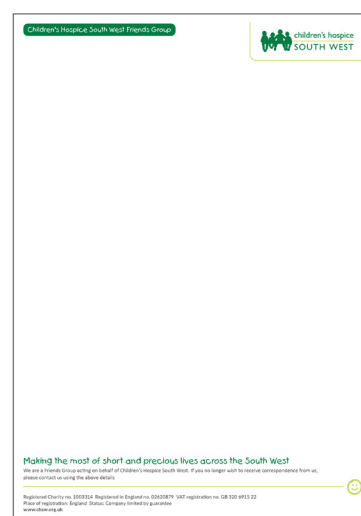
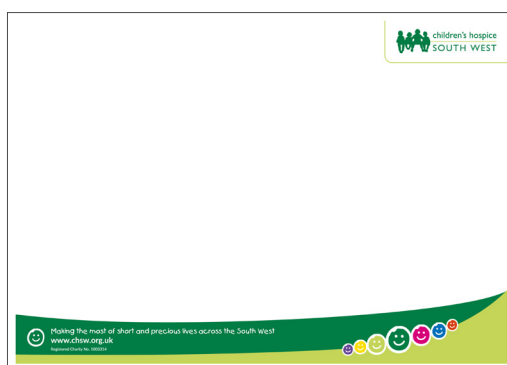
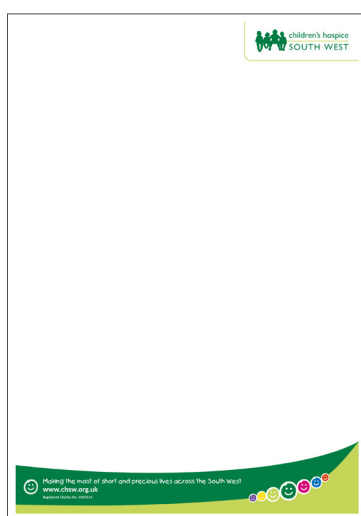
## Templates for Friends Group materials and Friends Group own fundraising and events [www.chsw.org.uk/friendsgroupools](http://www.chsw.org.uk/friendsgroupools)

There are templates available and set up for internal print with a 5mm printer margin for Friends Groups, which includes:

- A4 portrait in Word
- A4 landscape in Word
- Friends Group letterhead
- Friends Group clothing.

All templates must be used as a whole and should not be cropped, distorted, skewed or adjusted in any way. Please do not use Comic Sans. FirstGrader can be supplied if needed for headings only (this is our standard handwriting font). Otherwise please use Calibri (this should already be used for letters and emails).

If you require any other templates please contact [designer@chsw.org.uk](mailto:designer@chsw.org.uk)



## Fundraising tools and resources

There are lots of fundraising tools available, simply visit [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools) to download a variety of useful tools including:

- Print and assembly bunting
- General A4 awareness poster
- Fundraising guidelines
- Fundraising pack
- Sponsor form
- Social media top tips.

For T-shirts, leaflets, balloons and collection tins and buckets, please contact the Community Fundraiser at your local hospice, you'll find their contact details on the back page.

# CHSW colours

CHSW has a standard range of colours. Each colour can be created by using different colour modes:

- RGB (Red, Green, Blue), used by computers and screens
- HEX (hexadecimal colours which start with #), used online by designers and developers
- CMYK (Cyan, Magenta, Yellow, Black), used in digital print
- Pantone/PMS, a spot colour used only by commercial printers and often in 1 or 2 colour jobs.

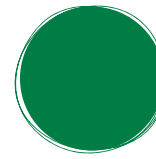
It is very important CHSW colours are always compliant with contrast and colour accessibility guidelines especially when used for text. Please follow these rules:

- Please only use 100% colours, not tints or fades
- Green text can only be used on a white background. Ensure it is not used on lime or yellow
- White text can be used on any CHSW colour background except lime and yellow
- Do not use 100% black because of its connotations with death
- Use 85% black for text only
- Lime and yellow text should not be used
- Please avoid using red, however if needed a colour value is provided.

## Primary colours

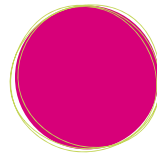


**Lime**  
 RGB: R196 G213 B88  
 HEX #: c4d558  
 CMYK: C31 M0 Y77 K0  
 Pantone: 381C

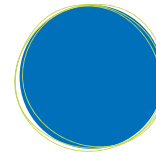


**Green**  
 RGB: R0 G125 B68  
 HEX #: 007d44  
 CMYK: C90 M25 Y90 K10  
 Pantone: 356C

## Secondary colours



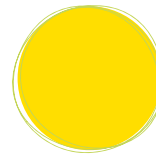
**Pink**  
 RGB: R215 G0 B121  
 HEX #: d70079  
 CMYK: C6 M99 Y4 K4  
 Pantone: 233C



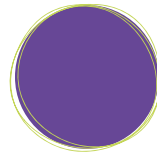
**Blue**  
 RGB: R0 G113 B186  
 HEX #: 0071ba  
 CMYK: C100 M44 Y0 K0  
 Pantone: 300C



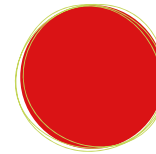
**Orange**  
 RGB: R215 G64 B20  
 HEX #: d74014  
 CMYK: C7 M85 Y100 K3  
 Pantone: 1665C



**Yellow**  
 RGB: R255 G222 B0  
 HEX #: ffde00  
 CMYK: C0 M10 Y95 K0  
 Pantone: 109C

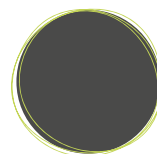


**Purple**  
 RGB: R103 G71 B150  
 HEX #: 674796  
 CMYK: C72 M80 Y0 K0  
 Pantone: 267C



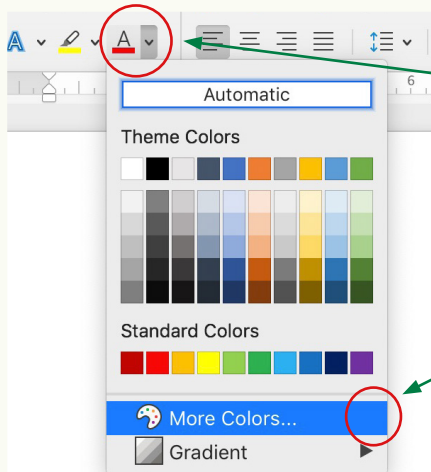
**Red (if needed)**  
 RGB: R218 G19 B21  
 HEX #: da1315  
 CMYK: C3 M99 Y99 K3  
 Pantone: 485C

## For text only



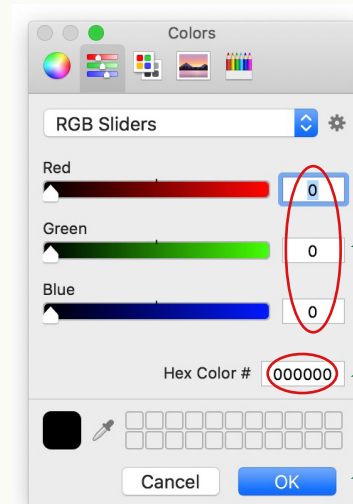
**85% Black**  
 RGB: R74 G74 B73  
 HEX #: 4a4a49  
 CMYK: C0 M0 Y0 K85  
 Pantone: 85% Black C

Microsoft Office programmes use RGB and Hex values and colours can be applied to text as shown below:



Select the down arrow next to font colour icon

Select the More Colors...



Input the RGB values

Or

Input the HEX value

Click OK

# Fonts, typography and style guide

CHSW standard fonts are FirstGrader, Lato and Calibri

CHSW fonts should be used at **all times**.

## Lato

- Standard CHSW font used for body copy and headlines
- It is a compliant San Serif font
- The versions within the font family which make up our standard font are Lato Light, Lato Medium, Lato Bold and Lato Black.

## Calibri

- A Microsoft font and the standard font for CHSW correspondence in MS Word, Outlook etc as it will view correctly for all computers
- Standard CHSW font for body copy in literature created with our staff templates
- Calibri is the alternative to Lato.

## FirstGrader

- Used in a considered approach only for headings/titles and pull out quotes, never for body copy as it does not meet Accessible Information Standard (AIS).

## Font use

All fonts must meet the Accessible Information Standard (AIS):

- Serif fonts such as Times New Roman and handwritten/script fonts such as Comic Sans and Kirsten do not meet the AIS and should not be used. Please only use the fonts listed above
- Do not put text in CAPITALS, *italics*, underlined or alignment set to justified
- Recommended only to use 2 fonts or less per document
- Finalised Microsoft Office documents (such as Word/Excel) should be circulated as PDFs for their advanced accessibility functions.

## Style guide

- CHSW follows the NHS content style guide to help make things clear and consistent across all channels as well as in line with the NHS: <https://service-manual.nhs.uk/content>  
These sections are particularly useful: A to Z of NHS health writing, numbers, measurements, dates and time, Formatting and punctuation  
If any points of style cannot be found please check <https://www.gov.uk/guidance/style-guide> and/or the Collins dictionary [www.collinsdictionary.com](http://www.collinsdictionary.com)
- Refer to the CHSW copy guide and dictionary on the Marketing Department page on the intranet: <https://CHSWIntranet/SitePages/Marketing.aspx>
- Dates should be written in the following style: Thursday 1 January 2015 - no punctuation or st, nd, rd, th after the numbers
- Times should be written using the 12 hour clock: 8am, 3pm, midday, midnight
- All numbers should be written in numerals, numbers over 999 use a comma for example 1,000. Spell out "one" when it means "a" or in phrases like "one or the other", "one at a time"
- Phone numbers should be in the following style: 01271 325 270
- Always use "and" not "&"
- Refer to "children and young people" or "child or young person". Not just "children" or "child"
- "Life-limited", "life-limiting" and "life-threatening" should always be hyphenated.
- Children or young people should not be labelled with disabilities or conditions, so do not use "life-limited children/young people" or "affected child/young person", always use "children and young people living with life-limiting/life-threatening conditions/illnesses"
- Our hospices should be listed in the order they were built and in the following areas when used in copy or as a contact address: Little Bridge House, Devon; Charlton Farm, North Somerset; Little Harbour, Cornwall.

## Disclaimer

The following disclaimer should be placed on all sensitive and professional materials:

- Disclaimer: Please note that no part of this publication may be reproduced without the prior consent of Children's Hospice South West.

Lato Light

*Lato Light Italic*

Lato Medium

*Lato Medium Italic*

Lato Bold

*Lato Bold Italic*

Lato Black

*Lato Black Italic*

Calibri Light

Calibri Regular

*Calibri Regular Italic*

Calibri Bold

*Calibri Bold Italic*

FirstGrader



children's hospice  
SOUTH WEST

Registered Charity No. 1003314



[www.chsw.org.uk](http://www.chsw.org.uk) @enquiries@chsw.org.uk



Little Bridge House 

Redlands Road, Fremington, Barnstaple, Devon EX31 2PZ  
01271 325 270

Charlton Farm 

Charlton Drive, Wraxall, North Somerset BS48 1PE  
01275 866 600

Little Harbour 

Porthpean Road, Porthpean, St Austell, Cornwall PL26 6AZ  
01726 871 800



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FUNDRAISING  
REGULATOR

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