Ashgate Hospicecare

Our brand guidelines

Ashgate Hospicecare
Every Person Matters

Contents

Our values

How we demonstrate this externally

- We listen to people, showing care and kindness.

- We care for people affected by any life-limiting illness and believe everyone deserves respect, privacy and dignity.

- We respect people's right to choose and enable them to make decisions about their care.

- We support people when and where they need us the most.

- We work with others to deliver the best care for people.

How we demonstrate this internally

- We listen to each other, showing care and kindness.

- We foster a culture of open mindedness and value diversity.

- We enable positive change and support staff and volunteers in reaching their maximum potential.

- We support staff and volunteers when and where they need us most.

- We expect our staff and volunteers to work together.

Values

- Collaborative
- Compassionate
- Inclusive
- Empowering
- Responsive

Our vision

Our vision is to ensure that hospice care is available to all who need it, in the environment most appropriate for their individual needs and wishes.

Our Mission

Is to provide specialist palliative care and support to patients and their families, across the whole of North Derbyshire, in a setting which best meets individual needs.

This may include the patients' own home or other caring environment.

The symbol of Ashgate Hospicecare

Our logo is the symbol of Ashgate Hospicecare and is unique to us.

It is the primary brand mark. It is crucial that we use it correctly and consistently across all applications.

Here's how you can always apply the logo in a clear, consistent way.

The Ashgate Hospicecare logo has been specifically drawn so always produce it from original artwork.

Clear space

The impact of the Ashgate Hospicecare logo depends upon the space surrounding it. This is known as minimum clear space.

A minimum clear space surrounding the Ashgate Hospicecare logo has been established using the width of the 'A', see figure 88.

This area must be kept clear of all other type, graphic elements, rules and detailed areas within photography and illustration.

Scaling

It is essential that when scaling the logo you always ensure that it is done proportionately.

Using the logo in black or white

Whenever you are using the logo in black-out or white-out, ensure it's one of the approved versions as demonstrated in figures 88, 88 and 88.

Figure 88

Figure 88

Figure 88

Figure 88

Incorrect usage of the logo

All the elements of the logo have been specifically designed, spaced and positioned. Never redraw or distort the original artwork in any way.

Avoid using the logo when the backgrounds or imagery do not provide sufficient contrast for the brand identification to clearly stand out.

You can not:

· Twist or distort the proportion of the logo.

· Use the logo in any other colour or tint than those specified.

Do not put the logo on:

· Coloured or dark backgrounds (this would only apply to the full colour and black logo).

· Complicated images.

· Textured backgrounds.

Never recreate, alter or modify any aspect of the Ashgate Hospicecare logo, see figures 88 and 88.

Do not modify the artwork i.e. move the lettering or substitute with another typeface, see figures 88 and 88.

Do not print in a colour other than those specified or use the logo as a repeat pattern for a background effect, see figures 88 and 88.

Do not allow secondary information or picture imagery to intrude on the clear space, see figure 88.

Do not use any special effects, e.g. drop shadows, see figure 88.

Figure 88

Figure 88

Figure 88

Figure 88

Figure 88

Figure 88

Figure 88

Figure 88
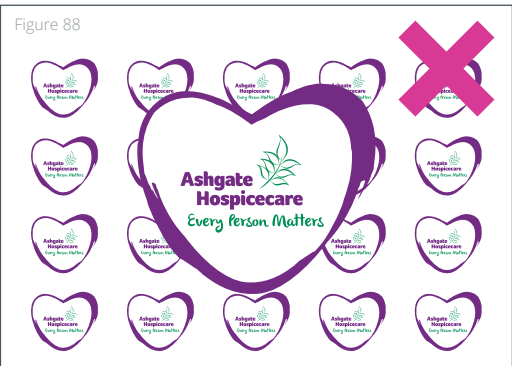
Our typeface

The Source Sans Pro and Olivier typeface has been chosen to strengthen the recognition and consistency of the Ashgate Hospicecare brand.

The font

The recommended weights of the Source Sans and Olivier family are shown opposite.

It is used across all printed collateral applications.

Source Sans Pro Light

Light can be used in a larger size to create leading paragraphs or key descriptors.

Source Sans Pro Regular

Regular is the primary weight selected for body copy.

Source Sans Pro Bold

Bold is for emphasis when highlighting text within a main body or sub-headers.

Olivier

Olivier can be used to create large graphical headers and stand-out quotes. Never use Olivier for body copy or in small sizes.

Secondary font

Our secondary corporate font is Calibri.

For internal use and within the office environment, particular applications that use software such as PowerPoint and Microsoft Word Calibri will be used.

This is a system font that is pre-installed on most PCs and Macs.

Important Note:

Do not use Calibri for setting text in print applications.

Foco and Olivier is the Ashgate Hospicecare corporate font and is used on all printed collateral.

Aa

Source Sans Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Olivier

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our typographic style

Just as important as the choice of the corporate font, is the way in which type is set.

A distinctive and consistent Ashgate Hospicecare typographic style can be achieved by applying the following typographic principles.

Do set type...

Ranged left in uppercase and lowercase.

Initial caps for sentence case titles, e.g. the first word only.

Half line spacing in between paragraphs.

Keeping punctuation to a minimum.

Using true single and double quotation marks, and not feet and inch marks.

With dashes that are true em dashes (—) not hyphens (-).

Do not set type...

With headings that use capital letters on the first letter of every word as shown in figures 88 and 88 unless they are proper nouns.

Any additional letter spacing to the text face.

Justified, left and right justified together as shown in figure 88.

That has been altered, artificially condensed, expanded or distorted in any way see figure 88.

That uses special effects, such as drop shadows, outlines or underlines.

In fonts other than the corporate fonts specified in these guidelines.

Following these simple principles will give typographic consistency across all applications and help to strengthen the Ashgate Hospicecare identity.

Figure 88

✕ This Is An Incorrect Use of Typography

Figure 88

✕ THIS IS AN INCORRECT USE OF TYPOGRAPHY

Figure 88

✕ This Is An Incorrect Use of Typography

This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography.

This Is An Incorrect Use of Typography

This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography, This Is An Incorrect Use of Typography.
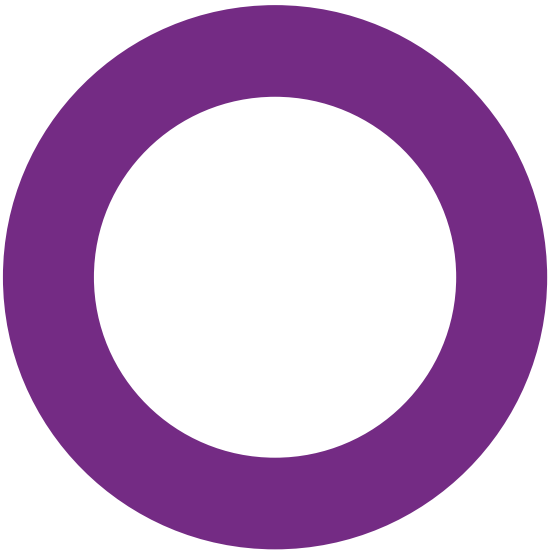
Figure 88

✕ This is an incorrect use of typography

Core palette

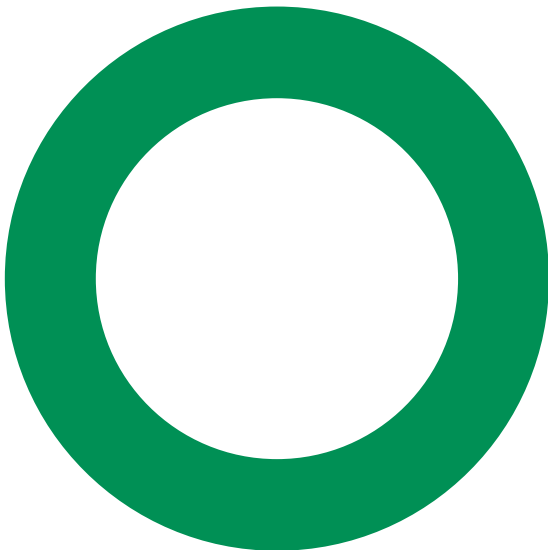## There are two core colours which are used solely for our brand icon

Our core colours have been carefully considered and selected, only use the colour vales demonstrated in figure 88.

Ashgate purple

Ashgate green

C 68 M 100 Y 12 K 0

R 116 G 37 B 121

HEX #742479

C 92 M 0 Y 84 K 20

R 0 G 144 B 86

HEX #009056

Secondary colour palette

Colour is no longer simply an element of design but a standalone statement about the brand.

Our complimentary palettes give us the freedom to differentiate and highlight certain activities.

These palettes can be used by services to develop their own identity, allowing them to stand out and give greater flexibility.

Sunrise
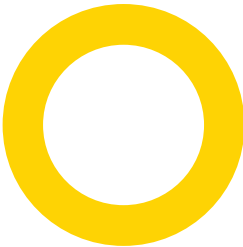
C 0 M 15 Y 100 K 0
R 255 G 211 B 47
HEX #FFD32F

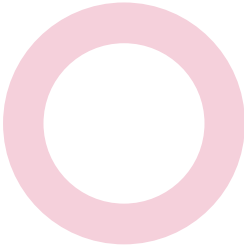**Tangerine**
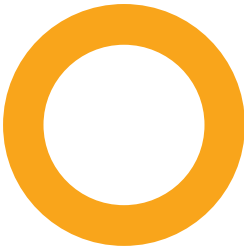
C 0 M 40 Y 100 K 0
R 248 G 165 B 49
HEX #F8A531

Strawberry

C 0 M 90 Y 85 K 0
R 237 G 67 B 61
HEX #ED433D

Jazzberry
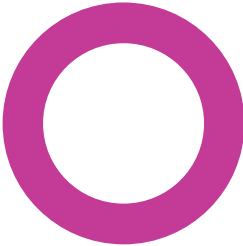
C 21 M 90 Y 0 K 0
R 194 G 66 B 149
HEX #C24295

Cupcake

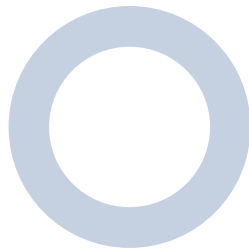C 2 M 21 Y 4 K 0
R 243 G 208 B 218
HEX #F3D0DA

Lilac
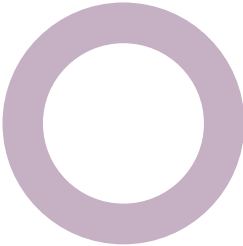
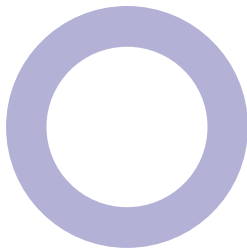C 21 M 30 Y 11 K 0
R 199 G 177 B 195
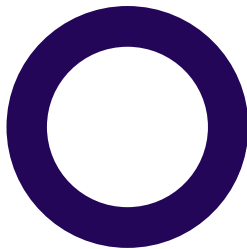HEX #C7B1C3

Colour palettes

Mauve

C 21 M 12 Y 5 K 0
R 198 G 209 B 224
HEX #C6D1E0

Heather

C 28 M 27 Y 0 K 0
R 180 G 179 B 216
HEX #B4B3D8

Blackberry

C 91 M 100 Y 0 K 49
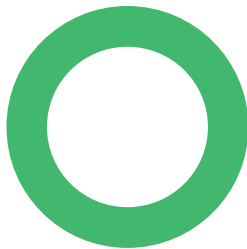R 38 G 14 B 87
HEX #260E57

Jade

C 55 M 12 Y 25 K 0
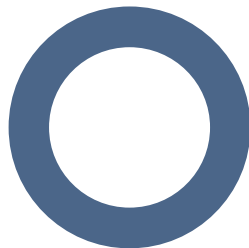R 117 G 182 B 188
HEX #75B6BC

Slate

C 82 M 47 Y 47 K 19
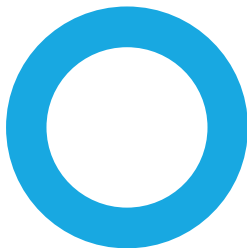R 53 G 102 B 110
HEX #35666E

Pine

C 70 M 0 Y 77 K 0
R 77 G 184 B 113
HEX #4DB871

Wedgewood

C 77 M 58 Y 28 K 8
R 77 G 102 B 135
HEX #4D6687

Pacific

C 72 M 15 Y 0 K 0
R 36 G 170 B 223
HEX #24AADF

Spearmint

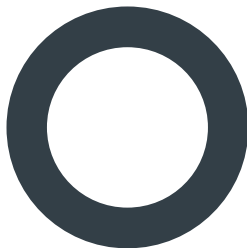C 26 M 0 Y 12 K 0
R 187 G 227 B 225
HEX #BBE3E1

Lime

C 27 M 0 Y 95 K 0
R 198 G 216 B 71
HEX #C6D847

Pebble

C 8 M 5 Y 6 K 0
R 232 G 233 B 232
HEX #E8E9E8

Charcoal

C 21 M 3 Y 0 K 37
R 53 G 63 B 71
HEX #353F47

Grid system

It is important that all our literature and marketing materials are visually engaging whilst maintaining a consistent style.

We have developed a grid system to ensure flexible, creative and striking graphical layouts can be originated for our sectors and services, and that these can be used easily across multiple platforms.

Creating the grid

When creating your artwork document, set a grid of 21 columns and 21 rows. These will form the main structure of the grid, see figure 88.
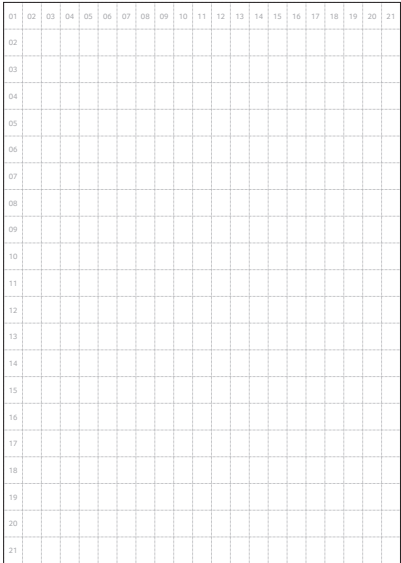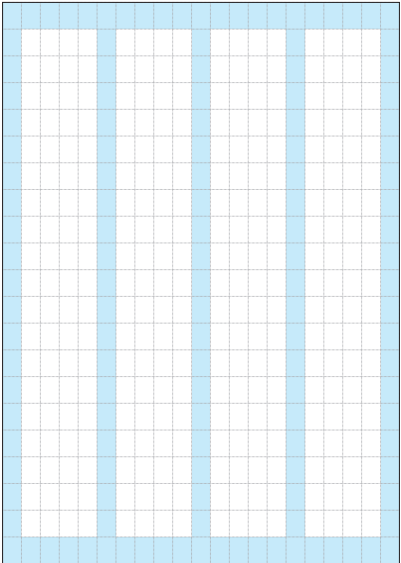
The grid forms a structure for and margins and columns, see figures 88 to 88.
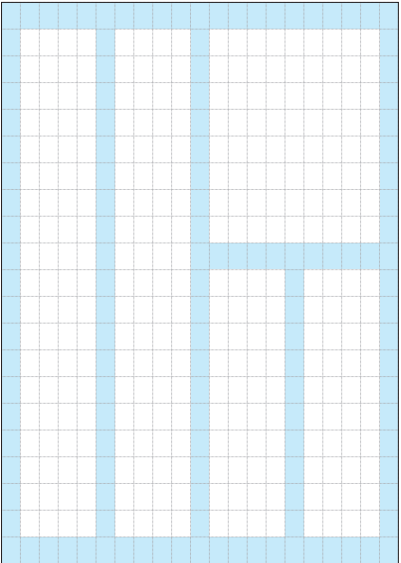
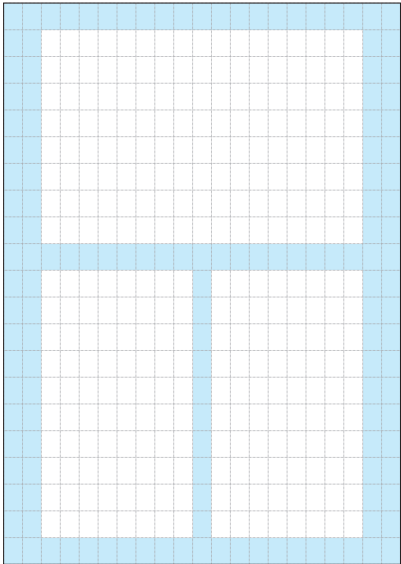Figure 88

Figure 88

Figure 88
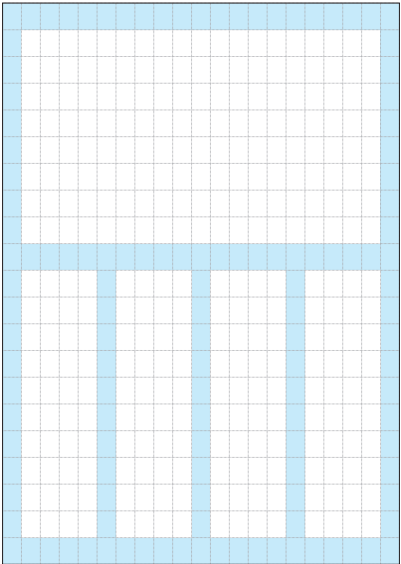
Figure 88

Figure 88

Figure 88
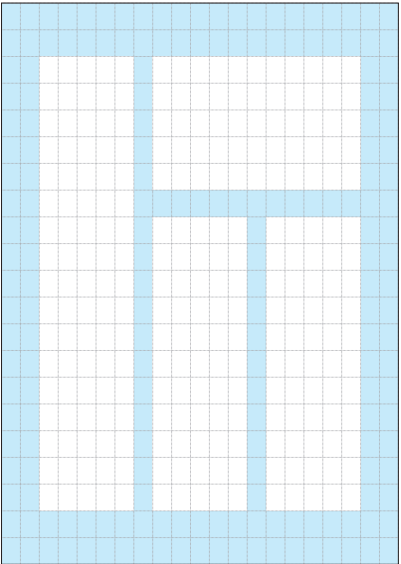
Graphical elements

Our philosophy is based on the care and commitment we provide, by using our sketched shapes help to communicate this on graphical layouts.

Our 'graphical shape' has been carefully designed and considered, only use original elements from our graphical resource folder.

Graphic elements have been developed in order to make our literature and marketing materials engaging and approachable.

These elements can be used to create 'stand-out' text boxes, frame images and artistic backgrounds, see opposite.

See page 88 to 88 'Using our elements' for examples of how to use our graphical shape.

Use our graphical shape to create dynamic visuals and engaging layouts...

Using the elements

How to use our brand elements to create dynamic layouts.

By following our grid system and using our 'graphical element', it is possible to create striking graphical layouts and dynamic marketing materials.

Figure 88 to 88 demonstrates how a layout can look when all of the brand elements have been used correctly.

01. Our 'graphical element' has been used to frame the cover image, it has been scaled in height to the grid structure.

02. Circles can be used to frame images to add a visual impact, it has been scaled to the height and width of the grid structure.

03. Small quotes can be added in the Olivier typeface, our 'graphical element' can be used to add a subtle highlight.
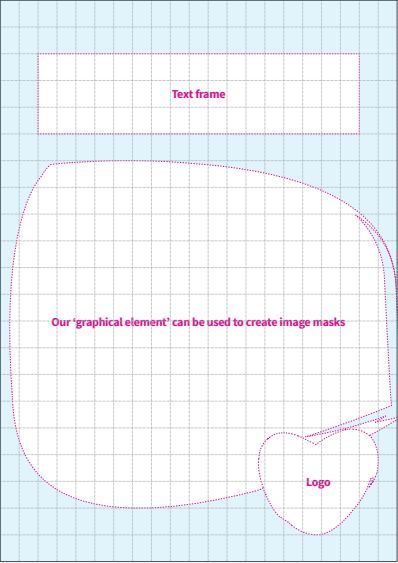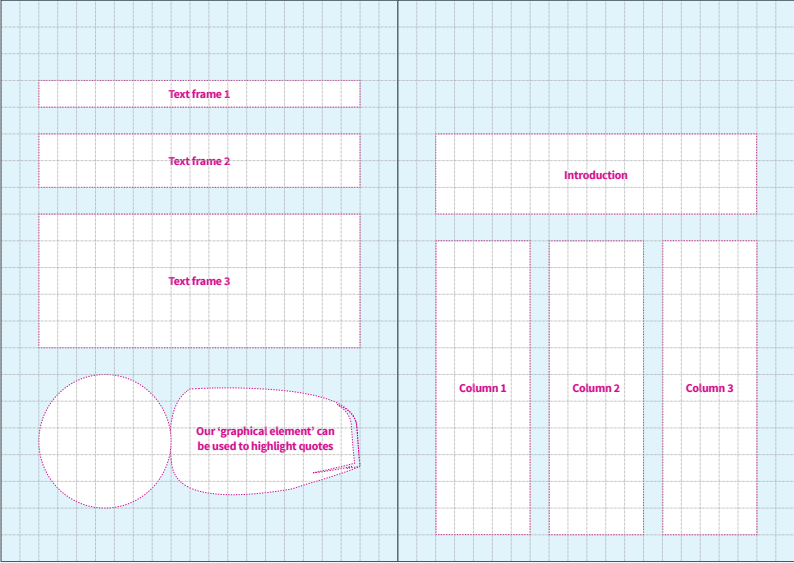
Figure 88

Text frame

Our 'graphical element' can be used to create image masks

Logo

Figure 88

Text frame 1

Text frame 2

Introduction

Text frame 3

Our 'graphical element' can be used to highlight quotes

Column 1

Column 2

Column 3

Figure 88

Subtitle to go here

Min title to go here

01

Ashgate Hospicecare
Every Person Matters

Figure 88

Title to go here

Ecusapic ipsandi cillore non necaes sus aut

Perferit, tem essitat quatur, con nobitae cessum rem fugia dolupis et iur reicatur eos as dunt volorrum, sedit licitibuscid qui bea porpores qui berum alitaep uditatur assunt cusam.

Ovid magnihil isquiatusdam que suntur, que pratet faceper natetum autatium fugit, non rerem quatis provit laccumque re corumque apita duntium eum sandita plandae vollaut ommod expedigenia vel eum es.

03

02

Jiovemp oreces quia pernam essitibus igenet eta modi picim es aute prerum qui offici.

Using the elements

For internal documents and information materials.

Our internal documentation needs to heavily reflect our dedication to extensive care, support and professionalism.

Figure 88 to 88 demonstrates how to correctly use our colour palettes and brand elements to create materials that look dynamic, reassuring and reflect the care we provide.

Figure 88

Asitem porem quia modit apiendae

www.ashgatehospicecare.org.uk

Ashgate Hospicecare
Every Person Matters

Figure 88

Subtitle to go here

Min title to go here

Ashgate Hospicecare
Every Person Matters

Figure 88

Title to go here

Ecusapic ipsandi cillore non necaes sus aut

Perferit, tem essitat quatur, con nobitae cessum rem fugia dolupis et iur reicatur eos as dunt volorrum, sedit licitibuscid qui bea porpores qui berum alitaep uditatur assunt cusam.

Ovid magnihil isquiatusdam que suntur, que pratet faceper natetum autatium fugit, non rerem quatis provit laccumque re corumque apita duntium eum sandita plandae vollaut ommod expedigenia vel eum es.

Jioremp oreces quia pernam essitibus igenet eta modi picim es aute prenum qui offici.

Using the elements

For fundraising and marketing materials.

Our fundraising and marketing materials need to demonstrate the sense of fun, excitement and achievement that our supporters and fundraisers can provide.

Figures 88 to 88 demonstrate how combining bold colours from our palette with dynamic and inspiring images can ensure that exceptional marketing materials are created.

Figure 88

Asitem porem modit quia!

Drioremp oreces quia pernam que essitibus igenet eta modit.

www.ashgatehospicecare.org.uk

Figure 88

Ecusapic ipsandi cillore non

Date to go here

Quiat harum, sunt re volor alite ium esecullaut harum, am quae asitem autation

www.ashgatehospicecare.org.uk

Figure 88

Asitem porem quia modit apiendae

Ovid magnihil isquiatusdam que suntur que pratet faceper natetum autatium fugit.

www.ashgatehospicecare.org.uk

Date

Figure 88

Asitem porem quia modit apiendae

Ovid magnihil isquiatusdam que suntur que pratet faceper natetum autatium fugit.

www.ashgatehospicecare.org.uk

Date

Figure 88

Asitem porem quia modit apiendae

Ovid magnihil isquiatusdam que suntur que pratet faceper natetum autatium fugit.

www.ashgatehospicecare.org.uk

Date

Digital design - social media

Social media is an integral part of life online, it allows us to engage, inform and update people with news, developments and events.

When using social media sites we want users to instantly recognise them as a point of reference and a place for event news and information about Ashgate Hospicecare.

Our 'Heart Logo' can be used as a stand-alone icon on social media web applications, always ensure that when it is scaled down the mark remains clear and consistent.
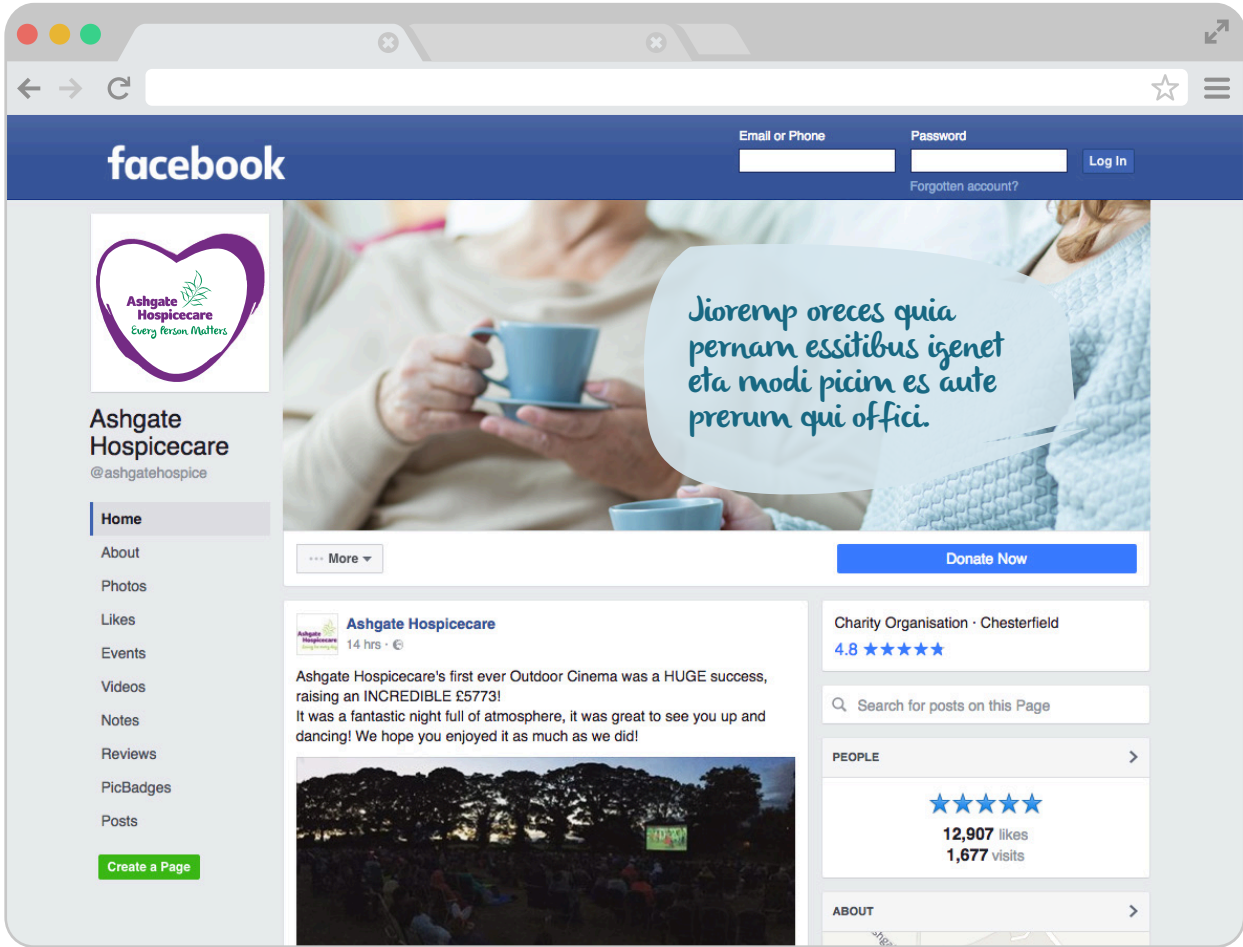
Using imagery

We use photography to depict the real world with emotion, immediacy, directness and honesty.

Do not use clip-art in any printed collateral.

Imagery defines the difference we make to people's lives and expresses our core values just as strongly as our colours and typefaces.

Imagery overview

Images can be treated in many ways to achieve an impactful piece of printed collateral.

These attributes are:

• 'Real' and natural looking images without appearing artificial or staged.

• Sharp, clear, unambiguous images with all or the majority of the image in focus.

Photography

For internal documents and information materials.

Photography for internal documentation needs to express the care, support and professionalism that we strive to achieve.

Figure 88 demonstrates how simple and clear images can be used to evoke our dedication, care and support.

Images should always look natural, understanding and empathetic.

Figure 88

Photography

For fundraising and marketing materials.

Images for fundraising and marketing materials need to reflect the difference fundraisers and volunteers can make.

Dynamic images should be used that promote a sense of activity, community, friendship, emotion and achievement.

Figure 88 demonstrates how images can evoke excitement, togetherness and support.

Figure 88

Getting photography wrong

When creating marketing materials it is important that poor photography is easily identified and not used.

Examples opposite have been given to indicate what to look out for.

Never use clip-art for any marketing and communications materials.

Avoid poorly composed images that look fake or staged.

Do not use images that have been badly edited or that use exaggerated special effects.

Always ensure that images are clear, relevant and don't contain ambiguous messages.

Figure 88 demonstrates some of the types of images that should be avoided.

Figure 88

Promotional items

There are times when we require certain promotional items, such as name badges, mugs, pens and other items.

Promotional items can often be restrictive with colour options and the available space to place our logo and any additional marketing messages or information.

Always produce the logo from original artwork ensuring that it is clearly displayed with the correct colour palettes used.

It is essential that when scaling the logo you always ensure that it is done proportionately, never twist or distort it in any way.

Figure 88 demonstrates how promotional items can be created even when colour palettes and space is restrictive.

Figure 88

PowerPoint presentations

PowerPoint presentations need to be visually impressive and clearly show any relevant information.

Always ensure that PowerPoint presentations use the core elements of the brand guidelines, such as, the correct colour palettes, logos and imagery.

Figure 88 demonstrates how our brand elements can be used to create attractive and communicative presentations.

Figure 88

Partnership and event logos

Certain campaigns and events will require the use of partnership or event specific logos.

It is important that all logos are displayed clearly and easily communicate what the campaign or event is promoting.

Consideration also need to be made when applying our brand mark, always ensure that it is clearly defined and fully legible at all times.

CRUSH