



Brand Guidelines

Our History

Primrose Hospice & Family Support Centre has been providing care and support to patients in North East Worcestershire since 1987.

The original hospice opened at Hill Top in 1987 before moving to the current location in St Godwalds Road in 1991.

In 2003, an extension was built to house the Day Hospice and improve the clinical space. In 2010 the Coppice Centre was built to provide an enhanced Family Support Service.



Our Vision Statement

"To provide the best possible care and support to anyone in our catchment area who requires our services, ensuring choice and empowerment for every individual."

This statement should be channelled through all communications we have with all stakeholders. It is not necessary to use the whole statement at all times, sections can be used in communications.

Our Mission Statement

"Primrose Hospice is a charity which enhances quality of life for people with life limiting illness in North East Worcestershire; in addition, we provide care and support for families, carers and friends."

This statement should be channelled through all communications we have with all stakeholders.

Our Values

Care:

- Provide high quality personalised care and support for everyone
- Be the best we can be at everything we do

Community:

- Primrose, one team providing holistic support
- Inclusive and work together both internally and externally

Compassion:

- Respect and dignity for all
- We listen, engage and act with warmth, kindness and understanding

These values should be communicated by all staff/volunteers through all communications we have with all stakeholders.

Our logo



Our logo is integral to representing our brand and core values.

Only approved versions of our logo can be used. Any change in the logo may damage the strength of our brand image.

The above logo is the main logo that should be used across all marketing and communications throughout the whole hospice.

Secondary Logos

The below logos can be used on darker backgrounds with white-out text. The Primrose icon cannot be changed and must always bare it's original colours as shown below:



Minimum Size

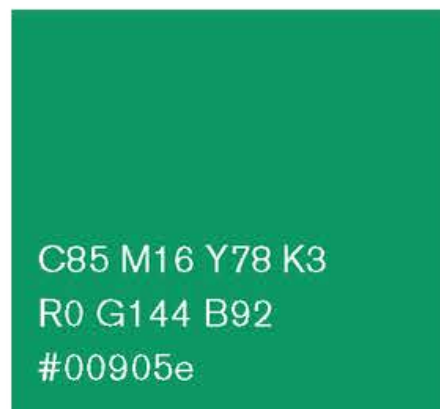
It is important that our logo is always big enough to see clearly. Therefore the minimum size of our logo should never be less than 27mm.

Exceptions can be made for certain items e.g. lpens, trolley tokens, badges etc



Colour Palette

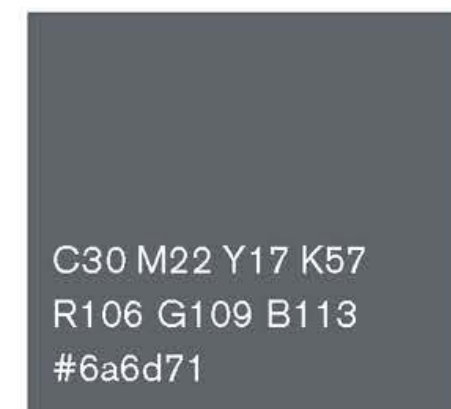
Primary Palette



C2 M9 Y91 K0
R253 G222 B46
#ffde0e

Our colour palette is another integral element to our branding. It is important that we stick to these colours throughout our brand. These colours are reflected in our logo.

Secondary Palette



There are exceptions to our colour palette when creating marketing materials for some fundraising events.

Fonts/Typefaces

Roboto Slab

This serif font is used solely for headlines.

There are three different weights used, being Roboto Slab Light, Regular and Bold. The weights are used depending on what works best visually.

Roboto Slab complements Century Gothic which is used for sub headers and body copy, these fonts contrast with one another and strengthen one another's appearance.

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Roboto Slab: Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Roboto Slab: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Roboto Slab: Bold

Century Gothic

This sans-serif font is used for sub-headers and body copy only.

There are four different weights used, being Century Gothic Regular, Italic, Bold and Bold Italic. The weights are used depending on what works best visually.

Sub-headers and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Century Gothic: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Century Gothic: Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Century Gothic: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!? _____

Century Gothic: Bold Italic

Graphic Elements

Several graphic elements have been created to support and elevate our brand. These elements give our brand consistency and further its recognition.

Blue Swoosh Elements

The below blue graphics can be used on anything from letterheaded paper, social media graphics and posters.



Primrose Hearts

The Primrose Hearts are an element of the Primrose Logo. They represent our brand and can be used as decorative elements on various Primrose marketing and communications elements.



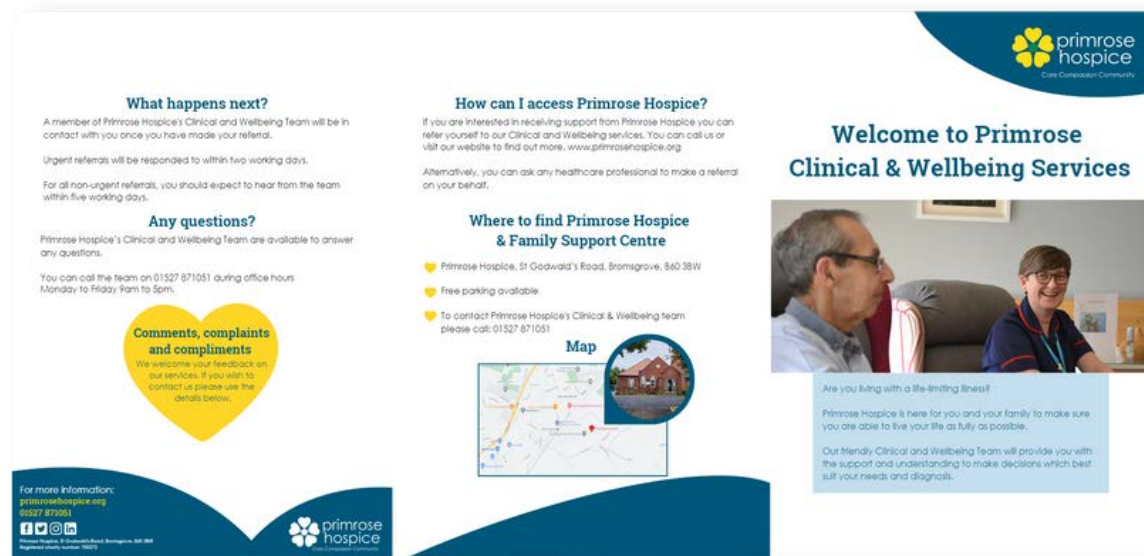
Posters/Flyers

Posters and flyers can be created to promote various different elements of Primrose Hospice.

We use three main pieces of printed literature to promote Primrose Hospice.

Tri-fold leaflets

Clinical & Wellbeing Services tri-fold leaflet



Our printed literature can be used to promote our organisation in a variety of ways. We send out leaflets to patients and families as well as using them at fundraising events and in our shops.

Family Support Services tri-fold leaflet



Posters/Flyers

General Primrose Flyer

We use the below double sided A5 flyer to promote Primrose Hospice in our shops and at fundraising events.

Front

How can Primrose Hospice help you?

Are you living with a life-limiting illness?
Do you know someone that would benefit from pre or post bereavement support?
Primrose Hospice can support you.

Primrose Hospice & Family Support Centre is an independent charity, offering care and advice to patients living with a life-limiting illness and supporting families in the North East Worcestershire area.

Our Clinical & Wellbeing Services provide a range of support for people living with a life-limiting illness. Patients can benefit from our Day Hospice, Nurse Led Clinics, Physiotherapy and Occupational Therapy Services, Spiritual and Emotional support.

Our Family Support Services offer support to adults and children including a Counselling Service, Benefits Advice and Complementary Therapy. We support anyone, both adults and children who are bereaved regardless of whether their loved one has accessed our services.

Find out more about Primrose Hospice:
T: 01527 871051
E: info@primrosehospice.org
or visit our website:
www.primrosehospice.org



Back

How can you help Primrose Hospice?

Primrose Hospice and Family Support Centre is an independent charity and relies heavily on support from the local community. We have to raise over **£1.75 million** each year to continue to provide our services to care for our patients and families.

How can you help?

- Donate**
Make a one off or regular donation to help us to continue to provide our services for free.
- Leave a gift in your will**
Do something amazing and leave a gift in your will so our hospice can continue our services in the future.
- Fundraise**
Come along to one of our events, hold your own event or get your workplace involved by making us your charity of the year. There are lots of ways you can fundraise and have fun at the same time!
- Volunteer**
Whether you could spare minutes or hours, days or weeks, you could make a meaningful difference to enable us to continue to offer our services.
- Play our lottery**
The Worcestershire Hospices Lottery is your local lottery. You could win a cash prize of up to £500 each week, or our roll-over prize which can reach £5,000!
- Support our shops**
Our shops help us to raise funds, you can get involved by donating unwanted items or becoming a volunteer!

Find out more about how you can help:
primrosehospice.org
T: 01527 871051
St Godwalds Road, Bromsgrove, Worcestershire B60 3BW



Registered Charity No. 700272

Primrose Fundraising Events

The fundraising and marketing team work together to produce marketing materials for various Primrose Fundraising Events throughout the year. Examples can be seen below.

Lights of Love 2022

Make your dedication online
www.primrosehospice.org/lightsoflove
or call **01527 889796**
for more information

Remember someone special this Christmas & dedicate a light in their memory

Our Lights of Love 2022 appeal is being kindly supported by:
THOMAS BROTHERS
The Funeral Directors

Primrose Hospice, St Godwalds Road, Bromsgrove, Worcestershire B60 3BW
Registered charity number 700272 | Tel: 01527 871051
www.primrosehospice.org | info@primrosehospice.org



Registered with FUNDRAISING REGULATOR

The Primrose Masquerade Ball

Saturday 14th October
Kings Norton Golf Club, B48 7EP

Tickets £65 book here:
www.bit.ly/primroseball23
01527 889796



Proudly sponsored by:
BACK DOOR PRODUCTIONS
primrosehospice.org
Charity no: 700272



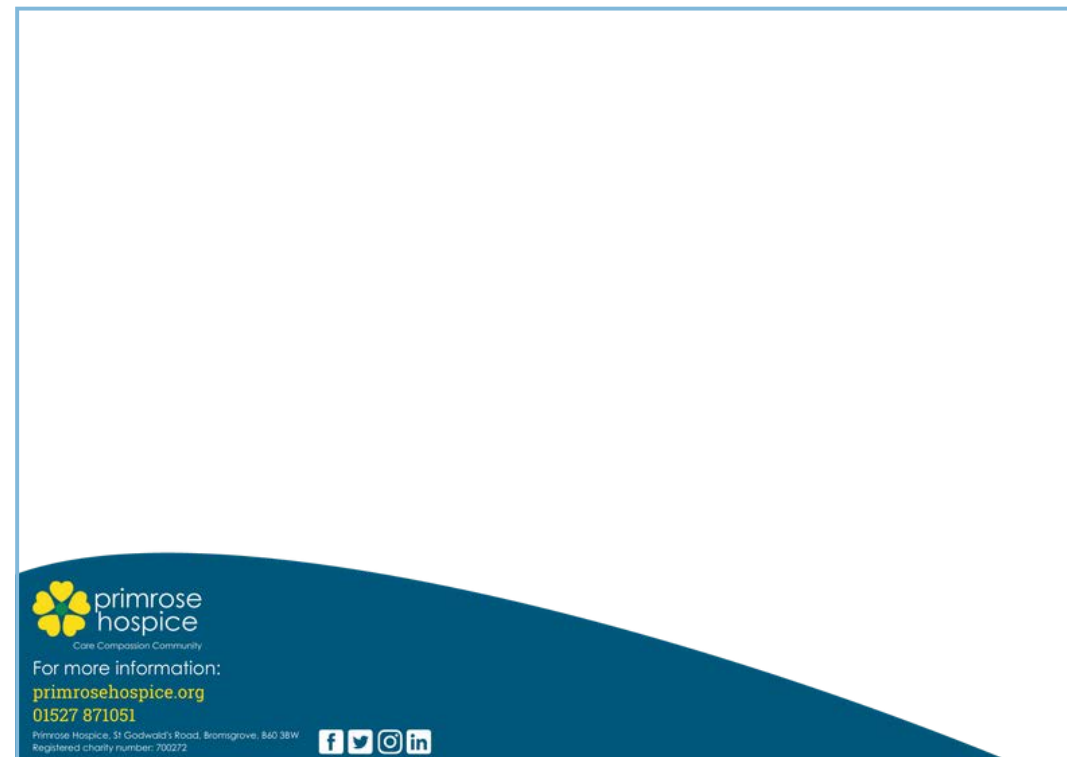
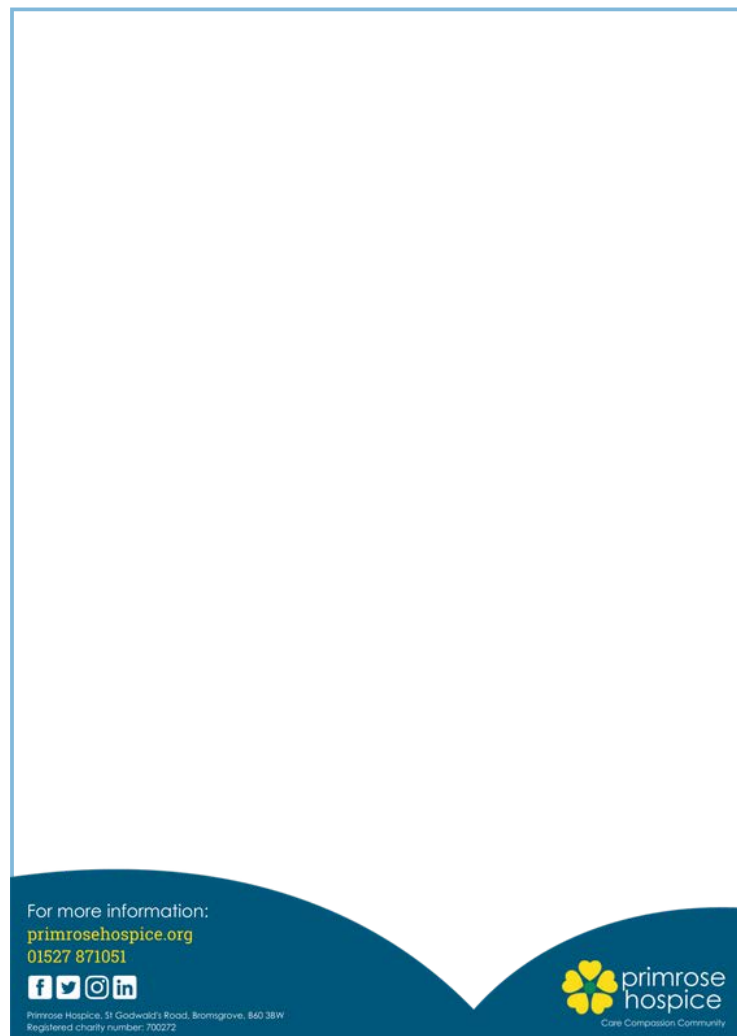
Registered with FUNDRAISING REGULATOR

Poster Templates

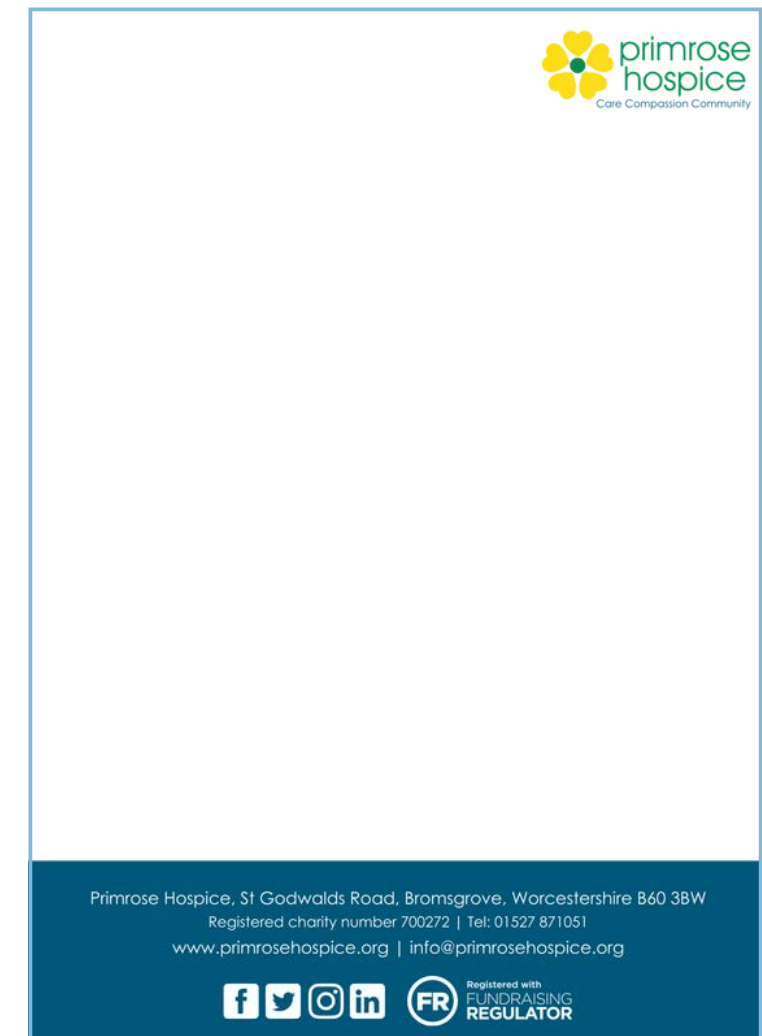
There are several poster templates that can be used by staff to create their own posters.

The marketing team can also produce posters and flyers on request. We use the below templates wherever possible to ensure consistent branding.

General information poster template



Fundraising poster template



The Primrose Bulletin

The Primrose Bulletin is a 12 page newsletter that is produced, printed and posted twice per year.

The newsletter follows our branding throughout and can be given out at our shops and fundraising events.

The Primrose Bulletin - Spring/Summer 23

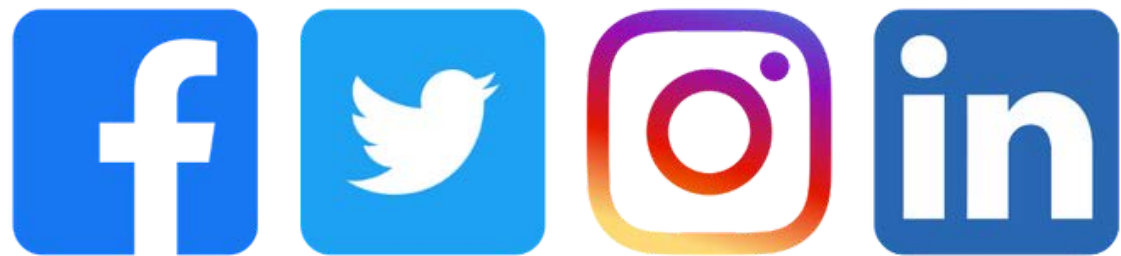


Social Media Icons

Social Media is an integral part of our branding and marketing strategy. It is important that we let the public know that we are on Social Media wherever possible to increase our reach.

We use a set of Social Media Icons throughout our marketing materials. There are two versions of these logos shown below.

Colour icons



White icons

The below icons can be used on darker backgrounds.



Use of Logo and Brand

The Primrose Hospice logo and the name Primrose Hospice and Family Support Centre name are owned by the charity Primrose Hospice and Family Support Centre.

At no time should the logo be made available for use by organisations, companies, groups or individuals without the express permission of Primrose Hospice and Family Support Centre.

In order that our 'rights' to this property are maintained it is important that it remains under our control and is always used correctly. This means that as guardians of the logo and title we should be aware of all instances where the logo might be used by agents outside of Primrose Hospice and Family Support Centre.

When agreeing to the use of the Primrose Hospice and Family Support Centre logo by an external body we need to consider carefully about any association which might compromise the Primrose Hospice and Family Support Centre brand.

The use of our logo by any individual or organisation does not infer an endorsement by Primrose Hospice and Family Support Centre.

The logo should always appear in the form in which this guidance requires (see pg 6 for guidance).

All materials and communications must include the Registered Charity Number 700272.

If you would like to request to use the Primrose Hospice logo or a copy of any resources mentioned in this document please contact us:

E: info@primrosehospice.org

T: 01527 871051

