

St Michael's
Hospice

Brand Guidelines

2023



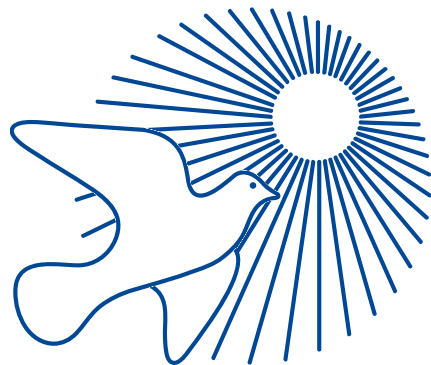
LOGO VARIATIONS

Our brand reflects our history and position within the community. The illustrative mark has been a staple of our Hospice since it opened, and it's a reflection of our positive approach to patient care.

We always try to use our brand mark with the wording. We only use the landmark in isolation on very small formats, such as profile pictures or favicons.

Where our logo supports our messaging within a design, or appears in a format with restricted height, we use the horizontal lock-up.

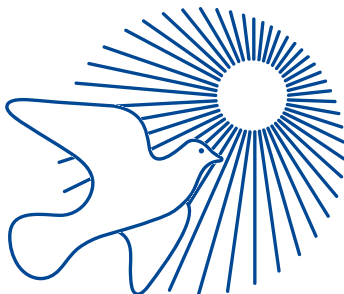
Where our logo is used in a narrow vertical format, or is used in isolation, we like to use the stacked logo lock-up.



St Michael's
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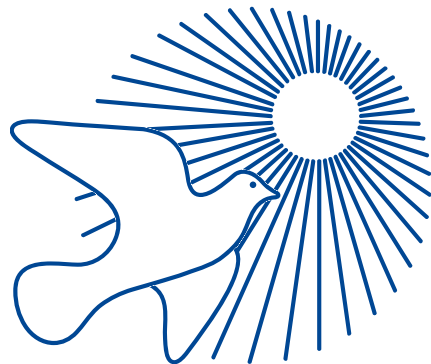
Horizontal format



St Michael's
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Stacked format



Illustrative brand mark only

Download our Logo Pack

LOGO VARIATIONS

Where the logo is used on marketing that will appear further afield, the logo must use the 'HEREFORD' sub-text. This helps us avoid confusion with similarly named organisations.



Horizontal format



Stacked format

[Download our Logo Pack](#)

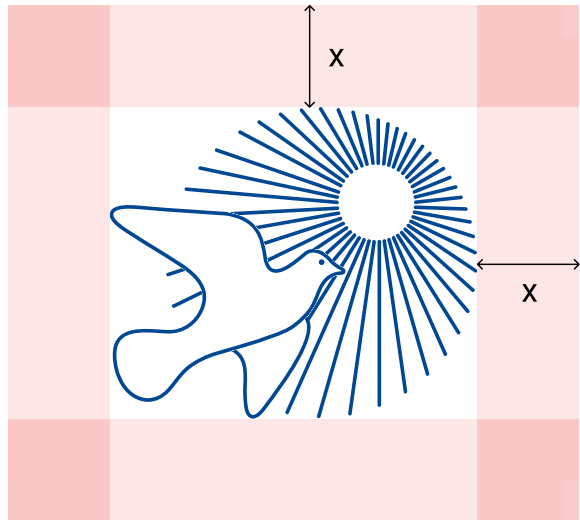
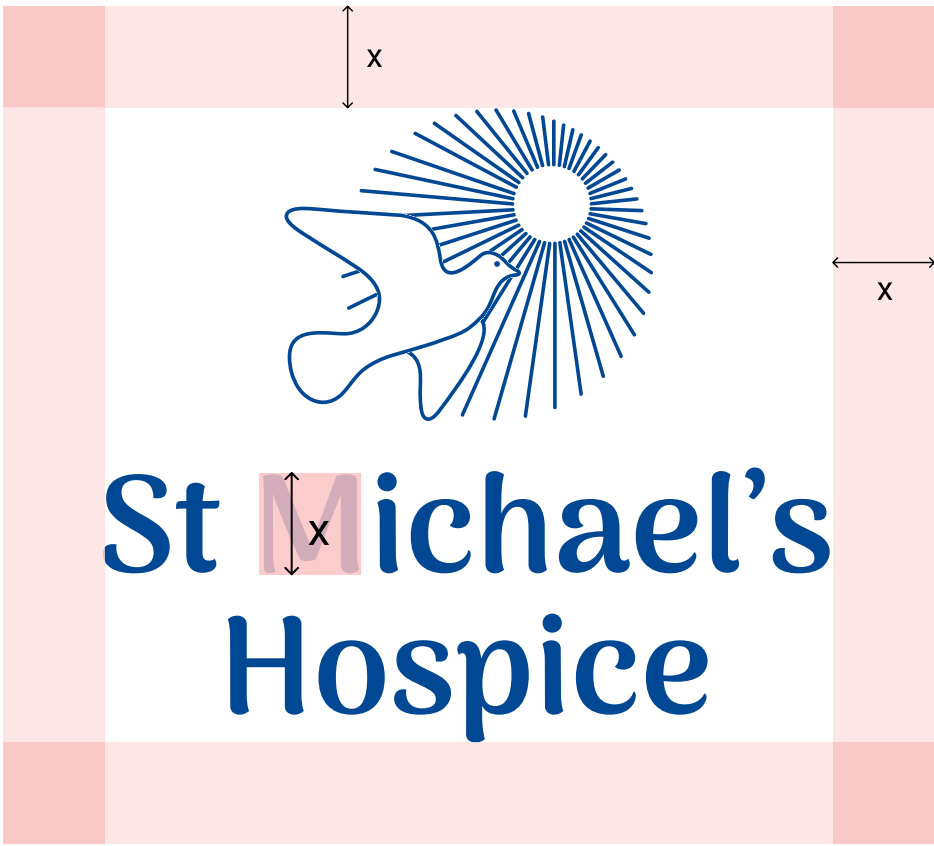
CLEAR SPACE

The clear space rules help users correctly perceive our brand. Without clear space, cluttering impacts the distinction of our brand from others, or other elements. An example below demonstrates clear space in action in an online setting.



At St Michael's Hospice, everything we can to create a friendly, homely atmosphere.

You are welcome to visit your loved one at our hospice and we welcome children and pets. If you are bringing us know in advance.



WHAT TO AVOID

- A** The logo should not be layered on images in a way that makes it inaccessible.
- B** The logo should not display in block colours not familiar to the brand.
- C** Do not warp, stretch or crop the logo.
- D** Use high quality JPG or PNG logo files, or SVG where available to avoid compromising the brand. Avoid saving and reusing images from the internet as they may be out-of-date.
- E** Do not use the logo without the brand mark.
- F** Do not recreate the logo with live text.
- G** Do not breach the clear space rules and respect the clear space rules of other brands.
- H** Do not add sub-text to the logo. If the Hereford wording is required, use a supplied logo file.
- I** Do not use the logo on background colours which fail accessibility. All backgrounds must achieve a ratio of 4.5:1 or more against small white text.



PRIMARY COLOURS

Our brand palette is primarily consisting of blues, supported by a secondary palette.

For our care messaging, we like to use our blues as the most appropriate colours for sensitive delivery.

St Michael’s Blue has been the staple brand colour for generations, and it’s the only colour the brand logo should appear in. We use Charcoal for our text.

In all scenarios, we should make sure there is sufficient colour contrast for messaging to be clear to read. Online, we are governed by WCAG 2.1 accessibility standards.

St Michael’s Blue

HEX: 004794
RGB: 0 / 71 / 148
CMYK: 100 / 73 / 0 / 7
Pantone: 7687U

St Michael’s Light Blue

HEX: 7798BB
RGB: 119 / 152 / 187
CMYK: 58 / 33 /15 / 0
Pantone: 7681U

Charcoal

HEX: 3F475A
RGB: 63 / 71 / 90
CMYK: 77 / 63 / 42 / 36
Pantone: 432 C

WORDMARK TYPEFACE

Arima

Bold

Arima is a beautiful typeface we choose to reflect our brand and philosophy. It's reflective of our passion, care and positive take on our work. We use the typeface within our logo and in headings online.

BODY TYPEFACE

Roboto

Regular

Roboto is an effective and accessible typeface which we use for online body copy. It's easy to read and helps us reinforce our key messaging. By using it as a longer-read copy, it compliments our more decorative brand font.



Questions?

For any queries or issues using our brand or brand assets,
please get in touch:

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