



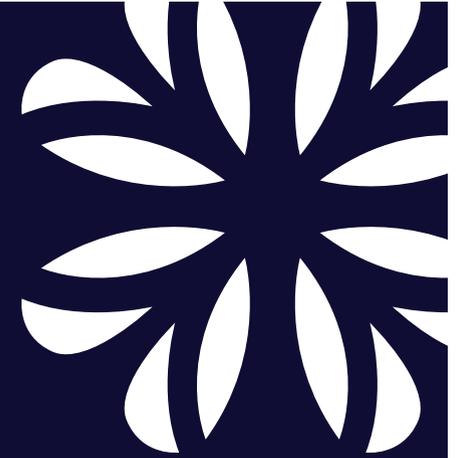
Birmingham
Hospice

Brand Guidelines

2025-26



Our Brand



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Purpose

Crucial for the understanding of why Birmingham Hospice 'is'. A clear statement that inspires faith and trust in Birmingham Hospice as it strives to excel beyond the norm.



To provide the very best, unique, unrestricted and supportive care shaped by our diverse communities. Giving people and their loved ones the power to make their own decisions during life, and at the end.

Our Vision and Mission

1.2

Vision

The difference Birmingham Hospice will make in its stakeholders' and target audiences' lives or the larger world when ultimately realising its unique purpose.

Mission

An ambitious yet achievable position within the market that recognises its purpose.

Our Vision

A future where everyone with a life-limiting illness will live and die with dignity and in comfort.

Our Mission

We will enable more people from all communities to access the care of their choice at the end of life.



Kindness

We are warm, approachable, considerate, supportive and compassionate individuals who champion diversity and fairness for all.



Respect

Respect for all is our 'norm'; we will not tolerate any form of discrimination. We are welcoming, inclusive and accepting of others, and are appreciative of different perspectives. We are comfortable when respectfully challenged and we listen to gain understanding without judgement. We always put the needs of others before our own, ensuring we share and provide timely and accurate information.



Innovation

We understand the organisation's future and are not afraid to try new ideas. We are committed lifelong learners who reflect and learn from our mistakes. We will inspire, motivate and empower those around us with mentoring and coaching to help them fulfil their potential.



Positivity

We are role models, welcoming, embracing and endorsing change and setting high standards with a solution focus. We create positive and fun working environments while remaining calm and composed under challenging circumstances.



Togetherness

Inclusion is widely understood by our people. We stand united in our behaviours, policies and approach. Equality of opportunity is embedded in the decisions we make and everything we do. We solve problems, learn together, and work together to ensure our stakeholders are always valued and listened to. As ambassadors of Birmingham Hospice we are joined together to protect our brand.



Openness

We are committed to personal and team development. We embrace new ideas and ways of thinking and working. We are open in our dealings with each other, willing to accept feedback while being sensitive, respectful and honest in ours. We will communicate in a straightforward, clear and concise manner.

We promise to:

- Extend our reach to deliver personalised palliative and end of life care when and where it's needed.
- Continue to develop evidence to inform how future services can reduce inequality of access to palliative and end of life care.
- Increase our work alongside communities and partners, shaping palliative and end of life care services for the future.
- Grow our people and resources sustainably, using our assets efficiently to ensure expert palliative and end of life care is made widely available.



For people in need of palliative and end of life care, Birmingham Hospice is the number one provider across the region, offering patients the care of their choice to live and die with dignity and comfort, achieving the best possible journey for them regardless of community and socioeconomic status.



What's the big idea?

Why is Birmingham Hospice different?

Our core brand proposition

Heritage and legacy

Our legacy brands bring together over a century of compassionate and trusted care.



New brand platform

Current, aligned, innovative and reflective of our strategic goals - ready to stimulate current and new audiences from all communities, reduce inequality and create growth.



Results

A unique brand that sets us apart from our competitors and delivers hospice care that has been shaped by our communities' needs and wants, enabling us to retain, build, grow and reach.

Key attributes

- 1** People are at the heart of everything we do.
- 2** We love and we care.
- 3** We are diverse.
- 4** We are unified.
- 5** We are innovative.
- 6** We are bold and brave.
- 7** We are leaders.
- 8** We are extraordinary.
- 9** We are pioneering.
- 10** We are inspiring.
- 11** We are accessible.
- 12** We are knowledgeable.
- 13** We are experienced.
- 14** We are listeners.
- 15** We are understanding.
- 16** We have high standards.
- 17** We understand everyone's journey is different.
- 18** We are making every moment matter.



Our Strapline

1.8

The strapline 'Together, we're making every moment matter' is used within the brand when it is felt appropriate and on collateral which is public focused.

The strapline can appear in any colour from the colour palette on a white coloured background. When placed on a coloured or photographic background, the strapline must appear in white.

The strapline must always be placed where it looks its best. Typically, the positioning of the strapline must appear on one line and used at the bottom of documentation as a sign-off.

Together, we're making every moment matter

Our Logo

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Our Primary Logo

Our Primary Logo is bold, modern, smart and proud. It combines elements from both Birmingham St. Mary's Hospice and John Taylor Hospice to create a truly unique logo. It embodies what we do.

The word Birmingham Hospice is clean and bold, using a modern typeface.

Please do not recreate the logo. The logo can be professionally supplied in many file formats suited to your needs.



Logo Usage

Please treat our logo with respect and care. It must be used consistently, clearly, and in accordance with these guidelines to help preserve the strength and integrity of our identity.

Logo placement

The logo can occupy any of the four corners of your page or screen. You can use the exclusion zone to help you consistently position the logo from the outer edge or a larger margin.

Minimum clear space

The exclusion zone is a clear area that surrounds the logo. It helps to ensure maximum impact and visibility, wherever the logo appears. No other graphic element should intrude into the exclusion zone. It's calculated by the height of one of the 'hearts' within the logo, as illustrated.

Minimum size

For legibility reasons, a minimum size of 40mm wide at which the logo may be reproduced is recommended.



Safety Zone



Mono Logo

Our mono logo is for when you need to use our logo on a different coloured background.

Where possible our logo should sit on white. However, there will be occasions when it needs to work on other colours from our colour palette.

If our logo is going to be used on a picture or any other colour background, a mono version should be used.

The logo should always look at its best.



Incorrect Usage

The logo is crucial to the brand identity and should not be altered in any way.

Here are a few examples of how you must not alter or misuse the logo:

- A. Do not rotate the logo.
- B. Do not add any embellishments such as drop-shadows or embossing to the logo.
- C. Do not change any of the elements on the logo or the typeface.
- D. The logo should not appear in full colour on a photographic or coloured background where the logo is not clearly visible.
- E. Do not stretch or squash the logo.

We love our logo and we want other people to love it as much as we do.



A



B



C



D



E

Brand Fonts



Print Brand Fonts 3.1

Digital Brand Fonts 3.2

OS

Print Brand Font

3.1

Our brand typefaces are Brandon Grotesque and Roboto Slab.

Titles and headlines should always use Brandon Grotesque.

All body copy and supportive text should be in Roboto Slab Regular; however, Bold, Light or Italic can be used to pull out words or quotes to differentiate from the body copy.

Copy is aligned to the left margin, and to create interest on a page text can also be centred.

Roboto Slab font is to be a minimum size of 10pt with 12pt being the preferred standard.

Brandon Grotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+#

Roboto Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+#

Aa

Digital Brand Font

3.2

A Google font has been chosen for its compatibility for web.

Raleway

It is distinctive with a strong personality. Raleway is available in a variety of weights. Its versatility makes it perfect for all communications.

Font weights

Thin
Extra light
Light
Regular
Italic
Medium
Medium Italic
Semi bold
Semi bold Italic
Bold
Bold Italic
Extra bold
Extra bold Italic
Black
Black Italic

Raleway Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+#

Aa

Brand Colours



Colour Palette 4.1



Colour Palette

Colour is a very important element in our identity. In order to communicate the brand in a consistent and clear way, a colour palette has been created.

Our Primary colours are our most recognisable and should be used as the main colour in all cases. Secondary colours are support colours used as accents, to add variety, or to highlight specific content.

CMYK

Use these colour values for printed media being produced using four colour process from a lithographic press or digital printer.

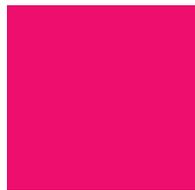
RGB

Use these colour values for media being presented on screen in applications such as Word, PowerPoint or displayed on a PDF just for screen.

HEX

Use these colour values for media being used on web applications and viewed through browsers only.

Primary colours



Pantone P68-8C
Co M99 Y30 K0
R230 G0 B101
Hex #e50065



Pantone P122-14C
C73 M0 Y21 K26
R7 G147 B164
Hex #0793a4

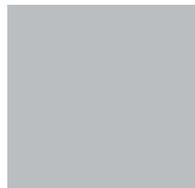


Pantone P108-16C
C100 M52 Y0 K65
R0 G54 B95
Hex #00355f

Secondary colours



Pantone 670C
C7 M22 Y4 K0
R237 G211 B226
Hex #ecd2e1



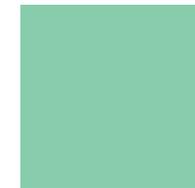
Pantone CG 3C
C25 M18 Y19 K2
R199 G199 B200
Hex #c7c7c7



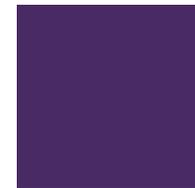
Pantone CG 10C
C59 M47 Y42 K31
R99 G101 B106
Hex #62656a



Pantone 1235C
Co M35 Y90 K0
R251 G185 B46
Hex #fbb92e



Pantone 345C
C47 M0 Y42 K0
R149 G204 B170
Hex #95ccaa



Pantone P95-15C
C60 M79 Y0 K48
R84 G47 B97
Hex #542f61

Our Photography



Image style 5.1

05

Image Style

5.1

Our photography should be in keeping and represent the brand personality - kind, supportive, strong, brave, powerful, positive and driven with a strong sense of community and diversity.

Please do not use images that are of poor quality, out of focus, pixelated, cropped or over exposed. Examples of appropriate style look and feel of photography are shown to the right.



Permission to use these images needs to be obtained from the Communications and Marketing Team.