

# Brand Guidelines

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

Publish date: December 2022



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

- Supporters can download logos, templates and other tools 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, Senior Marketing and Communications Officer or Marketing Assistant at Little Bridge House 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 department 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.

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).



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## 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 colour, our corporate green: C90 M25 Y90 K10/R0 G125 B68/#007d44 unless being in black and white print as 100% 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 supporter logo



/// Logo clear zone

The supporter 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 by supporters and the community who are holding their own events for CHSW. 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)

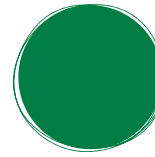
# CHSW colours

CHSW's primary colours are lime and green, please feel free to use these 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 one or two colour jobs



**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

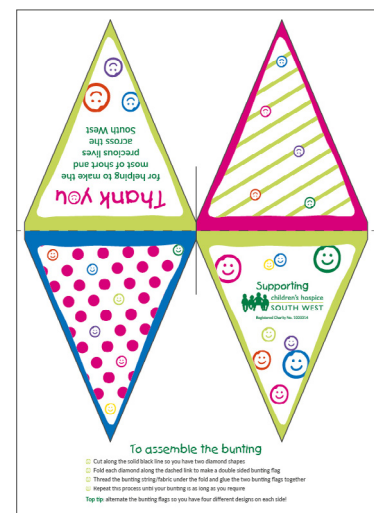
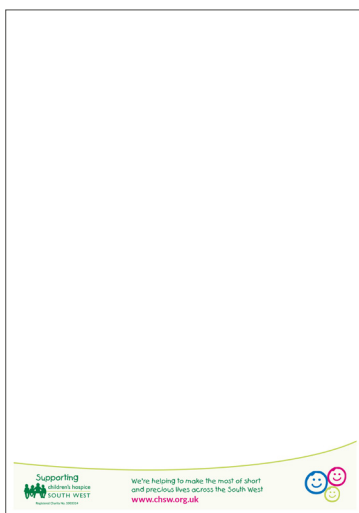
## Supporting tools and templates

All documents (posters, policies, PR) created on behalf of CHSW should follow standard branding. We have created templates and tools for our supporters to ensure all CHSW branding is correctly applied and as stated in these brand guidelines. They also include our strapline and registered charity number.

### Fundraising templates and tools

All items and templates must be used as a whole and should not be cropped, distorted, skewed and adjusted in any way. Simply visit [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools) and download a variety of useful tools including:

- A4 and A5 templates
- Customisable event poster
- Print and assembly bunting
- Press release template
- Website and email banners
- General A4 poster



### Fundraising resources

We also have lots of fundraising resources available to help give your fundraising a head start! Simply visit [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools) and download a variety of useful resources including:

- Fundraising guidelines
- Fundraising pack
- Sponsor form
- Social media top tips

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





Registered Charity No. 1003314



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



Registered with  
**FUNDRAISING  
REGULATOR**

Disclaimer:

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

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