



Brand Book

Your guide to using our brand with care and confidence.





Logos

At the heart of our brand are the core identity elements that shape how the Hospice looks and feels. This section covers our logo and how it's used, including variants, spacing, sizing and placement, along with guidance on typography, iconography, graphic elements and co-branding. Used consistently, these elements help create a clear and recognisable identity across everything we do.

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Need help? Contact the brand
and marketing team:
marketing@stelizabethhospice.org.uk

Logo

The new logo is created around a balanced, contemporary typeface that combines clarity with warmth. Its rounded letter forms feel open and approachable, creating a confident yet reassuring mark.

The stylised “e” characters are subtly shaped to suggest a supportive embrace, introducing a gentle sense of movement within the type.

The following pages show how to use our logo correctly across different applications so we keep our identity clear and consistent.

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Logo variants

The logo comes in three variants, to give us flexibility across different applications. This allows the logo to adapt to different formats and layouts while keeping a look that's consistent and recognisable.

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STACKED LOGO



CIRCLE LOGO



IN LINE LOGO



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Stacked logo

This is our primary logo we prefer to use in most instances.

The clear space helps prevent crowding from other elements, ensuring the logo remains recognisable and clear.

And keeping to the minimum size rules ensure the logo's legibility and impact across all applications.

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MINIMUM CLEAR SPACE



MINIMUM SIZE



Minimum size for the primary logo is 15mm wide.

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In line logo

This logo has been developed solely for its use in narrow, horizontal formats.

For example on the header of a mobile website nav or a narrow lanyard.

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MINIMUM CLEAR SPACE



MINIMUM SIZE



Minimum size for the in line logo is 30mm wide.

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Circle logo

In environments we can't control we need to ensure maximum accessibility whilst retaining strong brand recognition.

We can achieve this by housing our word mark in a roundel of our Day colour for situations like this.

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MINIMUM CLEAR SPACE



MINIMUM SIZE



Minimum size for the in line logo is 30mm wide.

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Black and White logo

These variations should be used in environments with limited colour reproduction, such as single-colour print, embossing, or low-contrast backgrounds.

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Incorrect logo usage

Using our logo correctly helps keep our brand clear, recognisable and accessible to everyone.

✗ Please do not:

- Distort the logo in any way
- Apply outline styles to the logo
- Change the letter spacing
- Use colours that are not specified in these guidelines
- Place the logo on overly complex backgrounds or images
- Create an image mask using the logo.

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Do not distort the logo in any way.



Do not apply outline styles to the logo.



Do not alter the letter or character spacing.



Do not use colours that are not specified in these guidelines.



Place the logo on overly complex backgrounds or images.



Do not create an image mask of the logo.

Following this guidance helps us maintain a consistent, accessible and professional brand across everything we do. These rules apply to all variations of our logo.

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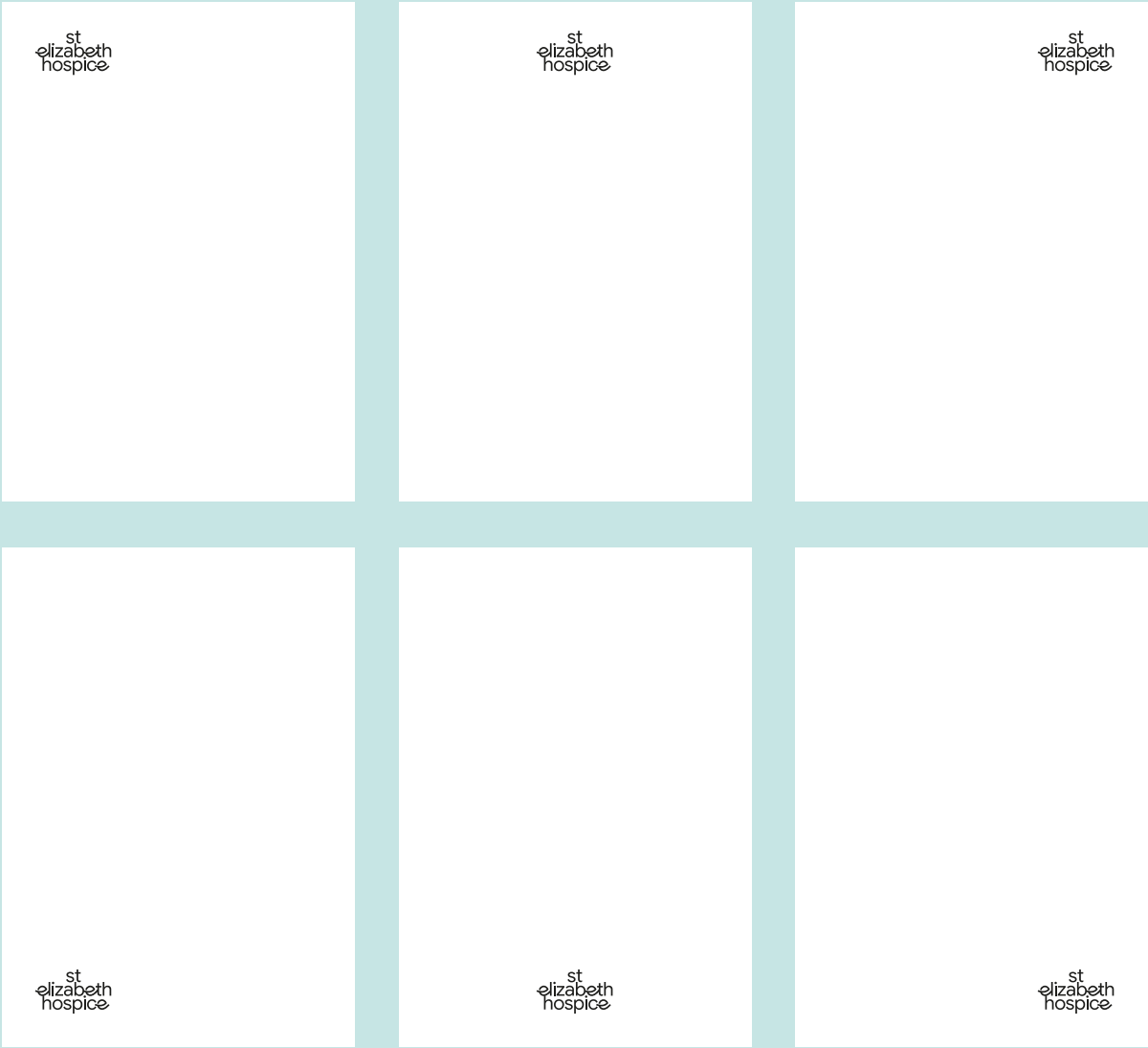
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Positioning and alignment

Our logo is designed to be balanced and flexible, so it can be positioned confidently across different applications. This allows for a wide range of layout options while keeping the overall look consistent and recognisable.



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Co branding

For partnerships and joint communications, we use our circle logo unless the background is our primary Day colour.

By following the guidance on the right our logo remains clear, recognisable and stands out when used alongside partner logos.



Both logos should be given equal visual weight, with our logo positioned first. The space between the logos should be given the minimum width of the ‘e’.



If the background of the page is anything other than our brand day colour, then use the circle version of our logo so our primary brand colour is represented.

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Supporter mark

We've created our fundraising mark for partners and supporters who are actively championing the Hospice in the wider community. By housing the logo within our circle device, the mark can be used confidently across a range of applications, while maintaining accessibility and ensuring the logo remains clear and recognisable at all sizes.

Spacing, layout and positioning guidelines should follow the main St Elizabeth Hospice brand rules outlined on the previous pages.

Mono versions of the mark are also available where required.

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With you when it matters most

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Company no. 01794927

