

BRAND GUIDELINES

Thank you for fundraising to aid Northern Ireland Hospice, everyone working to deliver our services for adults, children and babies are very grateful.

We've developed a few guidelines to support you to promote your event however if you need assistance or have a query please do not hesitate to contact your dedicated Hospice Fundraiser or telephone 02890 781836

General

Please use the Northern Ireland Hospice Registered Charity Number: NIC 102337 on all your materials. Unfortunately, we cannot assist in printing materials for events.

We currently use Myriad font on our publications however, this is not widely available so please feel free to use a clear easy to read font such as Arial.

Logo

When you use our logo please don't stretch it so that the shape changes or font distorts. The minimum size for our logo is 20mm.

The white logo can be used if our main logo can't be clearly seen against the background but we would prefer that you use our full colour logo whenever possible.

Do not place the logo in front of photographs or writing as it will not be easy to see.

When using our logo can you ensure that there is enough space around it so it can be clearly seen. For designers and printers we use the size of the capital 'N' in the logo as a measurement tool.

Colour

If you are asked by someone what our colour palette is you can give them this information. A printer or designer will know what these refer to.



Pantone: 2622c
CMYK: C57 M98 Y0 K46
RGB: R84 G7 B91



Pantone: 272c
CYMK: C58 M48 Y0 K0
RGB: R117 G129 B191



Pantone: 186c
CMYK: C0 M100 Y81 K4
RGB: R227 G25 B55

**Thank you for fundraising in aid of Northern Ireland Hospice.
We really value your support.**