

Southampton Hospital Charity Brand Guidelines

Visual identity is of key importance to the continued efforts of Southampton Hospital Charity. This must demonstrate a consistent and recognisable style across all media and must be sensitive to ensure all publications, whether printed or electronic, are accessible to all.

This Brand Guidelines document should be used as a guide to this effect.

Brand messaging

Southampton Hospital Charity helps to enhance the care and treatment of patients, working with our partners to raise funds and provide financial support to areas of the hospital service that lie beyond the scope of NHS funding.

We help fund specialist equipment, ward refurbishments and improvements, support for our patients, family and staff, and pioneering research.

Southampton Children's Hospital Charity is a fund of Southampton Hospital Charity, and comes under the main charity's umbrella, including using the charity registration number 1051543.

Southampton Children's Hospital Charity enhances the support, care and treatment of patients at Southampton Children's Hospital. We provide support to areas of the hospital that lie beyond the scope of NHS funding.

This includes funding specialist equipment, ward refurbishments and improvements, support for our patients, family and staff, as well as pioneering research.

Southampton Children's Hospital - Leading the way.

Logo

The logo (Southampton Hospital Charity or Southampton Children's Hospital Charity) should always be prominent on all marketing material. It should generally appear at the top right of the page - Examples can be provided upon request by calling 023 8120 8881.

The logo consists of a symbol and a wordmark and should not be separated on printed marketing literature.



Logo Variations

The logo is available in a number of formats depending on the final use – print or online. Formats include EPS for use by designers, printers and signmakers, and JPG and PNG formats for electronic use in Microsoft Word, Publisher and Powerpoint.

Alternatively, the charity can supply the logos in other colours e.g. all white, all black, all blue/pink to suit our varying colour palettes for backgrounds of printed literature.



Dual Branding

Southampton Hospital Charity have over 300 funds/appeals working under our umbrella, with the main dual branding logo being Southampton Children's Hospital Charity.

Where the Southampton Children's Hospital Charity logo is used, you must include the main Southampton Hospital Charity logo on all printed materials and the caveat: 'Southampton Children's Hospital Charity is part of Southampton Hospital Charity' (see below example).

Please speak to a member of the charity team on 023 8120 8881 if you have any questions prior to use.



Southampton
Hospital Charity

Southampton Children's Hospital Charity is part of Southampton Hospital Charity. Charity Registration Number: 1051543.

Fonts

Typefaces are an important part of the Southampton Hospital Charity identity. The consistent use of our typefaces is essential to helping us establish a recognised and professional brand.

These typefaces must be kept clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials.

Primary SHC typeface: Myriad

Secondary SHC typeface: Arial

These fonts should be used on all professionally printed SHC communications such as: posters, stationery, flyers, newsletters, signage, etc.

There is some guidance shown here, but you can use the fonts in different weights, styles and sizes to create your own unique design style within your documents.

Myriad Roman	Bodycopy
<i>Myriad Italic</i>	<i>Bodycopy highlight / Subheaders</i>
Myriad Bold	Headings
Arial	Where Myriad is unavailable

Colour palette

Colour provides a strong visual link to the brand identity across a wide range of applications.

Southampton Hospital Charity colours

Primary colours refer to the colours used in the Southampton Hospital Charity Logotype. Correct colours must be adhered to in all publications and media.

SHC Blue



Blue

C90 M78 Y23 K8
R57 G68 B123
Hex #38437B
Pantone 534C

SHC Orange



Orange

C0 M44 Y84 K0
R246 G161 B54
Hex #f5a035
Pantone 150C

Body Copy



Dark Grey

C0 M0 Y0 K70
R122 G111 B111
Hex #6f6f6e
Pantone 424C

Opening Paragraph



Black

C0 M0 Y0 K100
R29 G29 B27
Hex #1c1c1b
Pantone Process Black C

Southampton Children's Hospital Charity

The following font colour palette should be used as below for Southampton Children's Hospital Charity materials without the use of tints or variation.

SCHC Purple



Purple

C35 M100 Y35 K10
R163 G25 B91
Hex #a2195b

SCHC Pink



Pink

C0 M100 Y0 K0
R230 G0 B126
Hex #e5007d

Body Copy



Dark Grey

C0 M0 Y0 K70
R122 G111 B111
Hex #6f6f6e

Opening Paragraph



Black

C0 M0 Y0 K100
R29 G29 B27
Hex #1c1c1b