



# Cornwall Hospice

## Brand Book

PREPARED FOR CORNWALL HOSPICE BY KINGDOM & SPARROW

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01

# Our principles



# Purpose

**Our purpose is to provide compassionate, specialised end of life care for patients, their families and carers.**

**Together with our local community in Cornwall we will continue to make every day *matter*.**



# Ambitions

**Working together**  
**Learning & Education**  
**Funding**  
**Sustainability**  
**Innovation**



# Values

## Compassion

BEING GENTLE, KIND,  
CARING AND HELPFUL.  
FOSTERING A SENSE  
OF INCLUSION AND  
RESPECTING ALL.

## Togetherness

VALUING EVERYONE WHO  
WORKS OR VOLUNTEERS  
FOR OUR CHARITY OR USES  
OUR SERVICES, GIVING US  
ALL THE INFORMATION,  
TOOLS, INDEPENDENCE AND  
FREEDOM TO ACHIEVE.

## Integrity

BEING HONEST AND  
HAVING STRONG MORAL  
PRINCIPLES. BEHAVING  
WITH INTEGRITY BOTH  
PROFESSIONALLY AND  
ETHICALLY AT ALL TIMES  
AND IN ALL WORK PLACES.

02

# Our voice

## Tone of voice

Our tone of voice is **purposeful passion**. It is about bringing meaning and credibility to all that we say. It helps us make sure that our words are not only filled with our easy warmth, but also have a resounding reason to be there.

Written copy should always be a balance between purpose and passion. We achieve this by using straight talking and warm language.

### STRAIGHT TALKING

Direct, honest, natural, informal, trusted language. Impart knowledge and expertise with others in a generous and easy, yet confident way. Use genuine, understandable and accessible words.

### WARM

Natural, clear, human, caring, appropriate, supporting language.

**At Cornwall Hospice, we believe every moment *matters*.**

**Our care is about more than comfort - it's about helping people live fully, with dignity and peace.**

**From the warmth of our wards to the welcome in our shops, we're here for our community when it matters most.**

# House style

To keep our communications **clear** and **consistent**, the following words and phrases should always be spelled in the same way across all our materials.

**End of life** should be written without hyphens.

**Outpatient** should be written as one word.

**Inpatient** should be written as one word.

**Front line** is two words and no hyphen.

**Long-service** is written with a hyphen between long and service.

**Rebuild** is one word.

**Healthcare Assistant** (HCA) has healthcare written as one word.

**Biannual** is written as one word.

**Will** or **Wills** as in making/writing a Will, use a capital letter.

**Face-to-Face** should be hyphenated if it's an adjective before a noun ("We had a face-to-face talk.") If it's not an adjective ("We have to talk face to face.") there's no set rule so this style guide recommends not using hyphens in this instance.

**Lockdown** is one word.

**Open Door** as in our Open Door sessions is two words, no hyphen.

**ONETEAM** (as in the People & Culture system) is one word and written in capital letters.

**Coordinator** is one word with no hyphen.

Job titles and formal committee names should always start with capital letters. For example: **Head of Fundraising**, **Income Generation Committee**, or **Information Governance Forum**. When referring to a department or group more generally within a sentence, lower case is fine. For example: The fundraising team were delighted to report on the success of the event. The matter was agreed by members of the forum.

03

# Visual identity

## Logo lockup

Cornwall Hospice has one logo. It is a combination of an icon and wordmark, designed to be well-balanced and work effectively across all kinds of applications. By using this single version every time, we build strong, consistent brand recognition that's easy for everyone to remember and trust.

The logo may appear in any colour from the primary palette. However, where appropriate, Coastal Teal should be the first choice, followed by Cornish Gold, then white or black. Always ensure the selected colour maintains the logo's legibility and visual presence.



# Cornwall Hospice



## Hospice logos

Cornwall Hospice has two hospices, St Julia's and Mount Edgcumbe, and each has its own logo lockup.

These logos are to be used in communications relating to that specific hospice. When communications are relating to Cornwall Hospice in general or both hospices then the primary logo should be used.



**Cornwall  
Hospice**

St Julia's  
Hospice



**Cornwall  
Hospice**

Mount Edgcumbe  
Hospice

## Minimum spacing

Cornwall Hospice's logos follow the accompanying rules for minimum spacing. The aim is to allow the logo enough space so that none of its characters are concealed or difficult to read, but also to allow it to have the right amount of presence in communications.

The demonstration here shows an ideal minimum amount of space for the logo. This can be measured using the 'O' of the logotype.



# Using the logo

These examples demonstrate a collection of positive uses of the logo as well as some of the simple things to avoid. These are included to ensure the logos maintain legibility and brand presence.

These requirements apply to all uses of the logos.

## POSITIVE EXAMPLES



Logo is legible and has enough space to have brand presence.



The logo has clear contrast over the background colour.



Logo interacting with imagery and is clearly legible

## AVOID



Don't stretch or squish the logo in any way.



Avoid using colours with low contrast.



Don't rotate the logo.



Don't use the logo on photography or illustration where it isn't legible.

# Our icon

Our icon is a recognisable mark for Cornwall Hospice. It features in our logo and can feature as a stand alone asset and can be used as an alternative to the logo when space is restricted.

The icon is a visual symbol for the values of Cornwall Hospice, below shows how these values come together to create the icon.



## NATURE & TOGETHERNESS

Warmth, calming and environmental ethos



## RAINBOW

Positivity, hope and transition



## LETTER C

Care, compassion, community and consolation



## Our slogan

Our slogan, “Making every moment matter.” captures the heart of who we are. It reflects our principles in a clear, genuine way, using our warm and purposeful tone of voice. It reminds us that every moment holds meaning and showing our commitment to care, comfort, and dignity.

Make  
every  
moment  
*matter.*

04

# Colours



# Primary palette

The primary brand palette features a coastal teal and a warm golden yellow. These two colours form the core of our brand identity and should have a strong presence across all communications.

Black and white are also part of the palette and should be used sparingly to support legibility. White can be used as a background colour in marketing materials to provide balance and help break up the use of the two core colours.



## Coastal teal

CMYK 95 35 65 38  
RGB 0 90 79  
HEX 005A4F  
PANTONE 3292 C

## Cornish golden

CMYK 0 30 100 0  
RGB 253 185 19  
HEX FDB913  
PANTONE 1235 C

## White

CMYK 0 0 0 0  
RGB 255 255 255  
HEX FFFFFFFF



## Black

CMYK 0 0 0 100  
RGB 0 0 0  
HEX 000000

05

# Typography

# Typography

Cornwall Hospice use a complimentary pair of typefaces throughout all communications.

## IVY PRESTO HEADLINE

A balance of elegance, trust, and warmth, its refined serif design conveys credibility and care, while high-contrast forms add a sense of dignity and compassion. Used as headlines, it helps communications feel authentic, human, and reassuring.

## COMMISSIONER

Chosen for its modern, approachable, and clear design. Its geometric sans-serif style conveys openness and professionalism, while its high legibility in body copy ensures accessibility across print and digital formats.

Ivy Presto Headline is available through Adobe Typekit:  
[FONTS.ADOBE.COM](https://fonts.adobe.com)

Commissioner is available through Google fonts:  
[FONTS.GOOGLE.COM](https://fonts.google.com)

## IVY PRESTO HEADLINE

**A B C**

SemiBold

***A B C***

SemiBold Italic

## COMMISSIONER

**A a B b C c**

Light

**A a B b C c**

SemiBold

# Type hierarchy

This example demonstrates a positive use of the brand typography and hierarchy, as well as some example point sizes and tracking to help with future communications.

We suggest a general rule for line-height at approximately 1.2-1.5x the point size. This applies across all weights to allow enough space for information to be read easily and create space in communications.

N.B. This example has been created as a guide but we appreciate that it may not always be possible in all circumstances.

IVY PRESTO HEADLINE	Size	72pt
SemiBold	Line height	86pt
& SemiBold Italic	Sentence Case	

COMMISSIONER	Size	48pt
Light	Line height	58pt
	Tracking	100pt
	All Caps	

IVY PRESTO HEADLINE	Size	24pt
SemiBold	Line height	30pt
	Sentence Case	

COMMISSIONER	Size	12pt
Bold	Line height	18pt
	Tracking	100pt
	Sentence Case	

COMMISSIONER	Size	12pt
SemiBold	Line height	18pt
	Tracking	100pt
	All Caps	

# Make your time *matter.*

## VOLUNTEER WITH US

**How volunteering can make a real difference to our patients, their families, and you.**

Volunteering is good for you! It boosts your well-being, confidence, and sense of purpose - and it's a great way to meet new people. Whether you're retired, looking for a new direction, or keen to build experience and skills, we can help you find a role that fits your life. We also offer training to support your growth in teamwork, communication, and problem-solving.

At Cornwall Hospice, giving your time is one of the most rewarding things you can do.

**TO FIND OUT MORE, VISIT [CORNWALLHOSPICE.ORG](https://www.cornwallhospice.org)**

06

# Photography

## Photography style

Photography is one of the most powerful ways to share who we are and the difference we make. Every image should tell the story of the lives we touch, real people, real moments, genuine care.

Our photographs should feel **natural**, **emotive** and **unstaged**, focusing on people rather than places. Show the warmth, compassion and dedication of our staff, volunteers, patients, and families.

To use photographs of staff, volunteers, patients, visitors or members of the public, written consent is required. A media consent form is available on our website or by emailing the Brand and Marketing Team at [communications@cornwallhospice.org](mailto:communications@cornwallhospice.org)

### KEEP IT SIMPLE

Choose images that are **clear**, **honest**, and **uncluttered**. Simplicity helps our message shine through.

### LESS IS MORE

Before taking or using a photograph, look carefully at every element in the frame. Avoid images that are busy, overcomplicated, out of focus, low resolution, or poorly lit.



07

# Marketing material

# Social frames

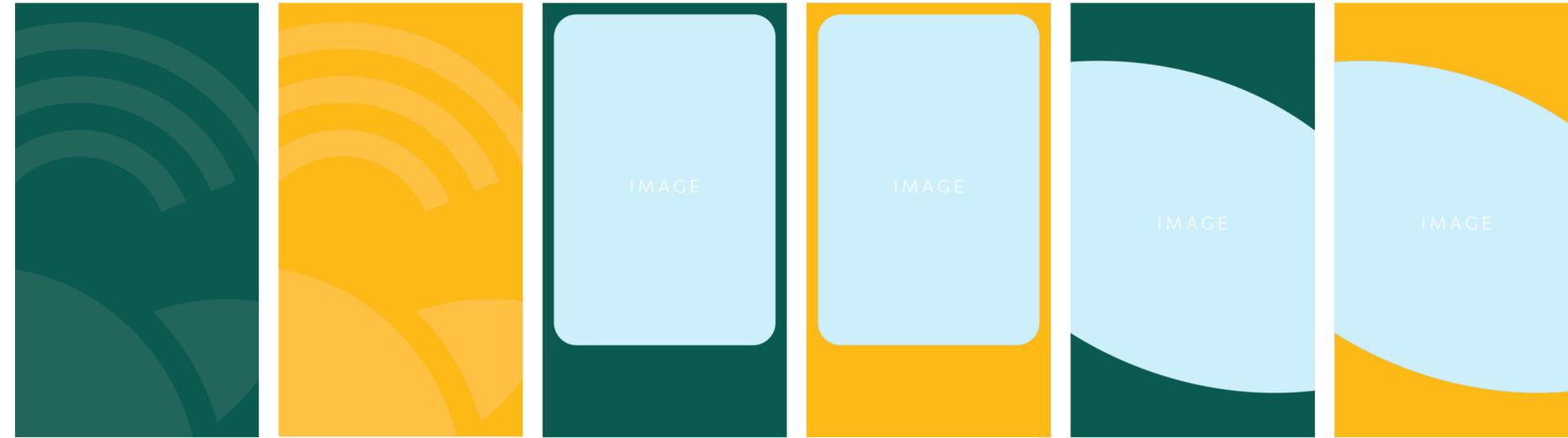
As part of the Cornwall Hospice branding, a set of social media frames have been provided to help maintain a consistent and recognisable visual presence.

These frames should be used sparingly and combined with other photography to avoid visual repetition. Refer to page 26 for suggested usage examples.

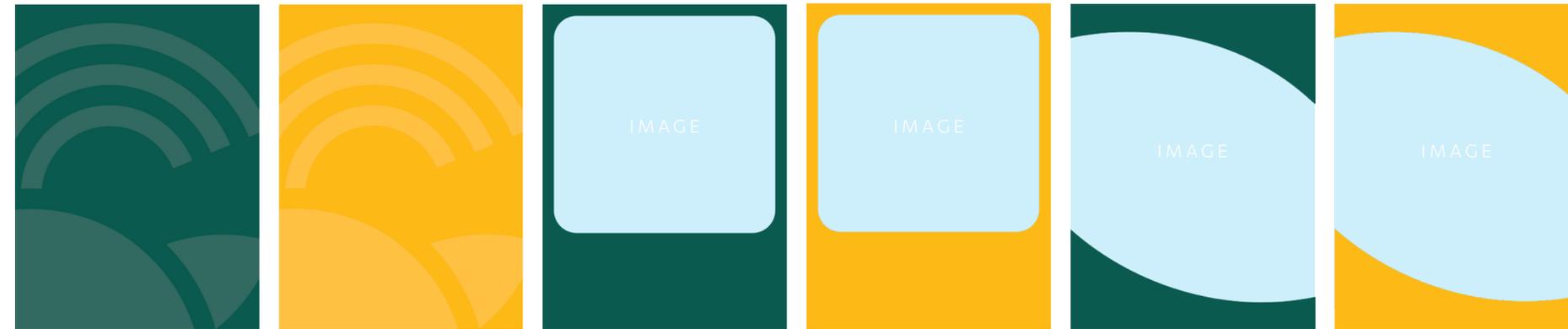
Frames are supplied in both PNG and SVG formats, allowing them to be easily overlaid onto photography. Solid colour frames are designed to hold text placed on top.

**TWO SIZES ARE AVAILABLE:**

- 1080x1920px for social stories
- 1080x1440px for grid posts



1080 X 1920



1080 X 1440

# Post examples

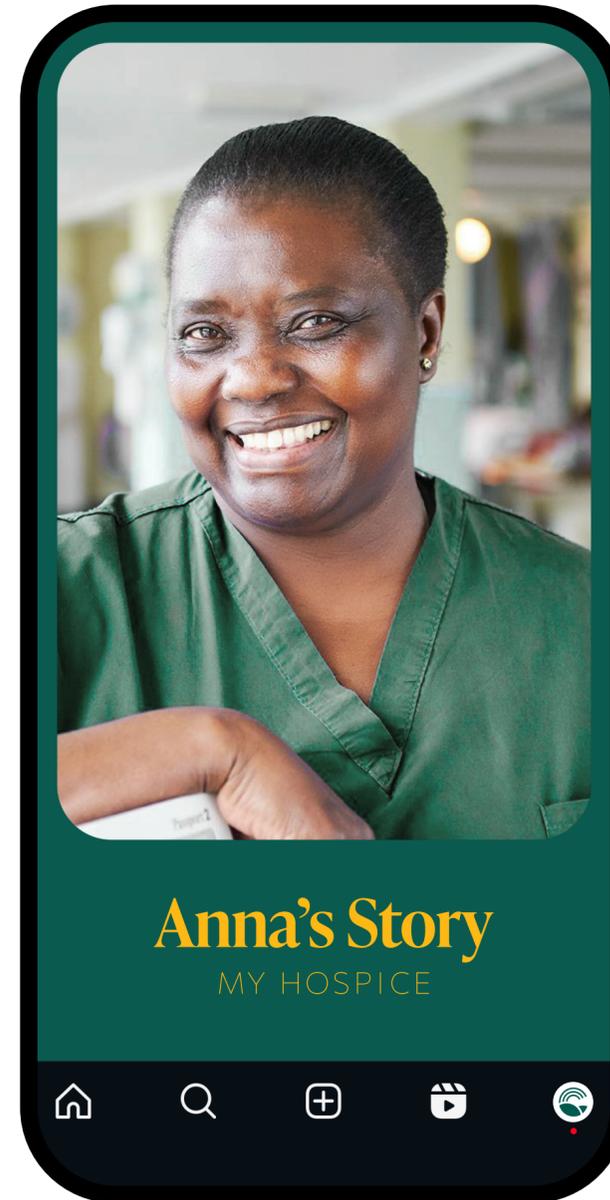
These are examples of social content where the brand has been correctly used.

Overall, the Cornwall Hospice social feed should convey an **approachable, compassionate, and inclusive tone**. Content should feature a balanced mix of personal stories, fundraising events and achievements, and educational material.

The aim is to communicate the vital work carried out by Cornwall Hospice and highlight the benefits provided to carers, patients, and the wider community.

These are simple demonstrations of how the brand can be used and do not necessarily need to be used as strict guidelines.

N.B. These images are for reference only. On all brand communications, be sure to only use photography and imagery that you have the rights to.



## Print examples

These examples demonstrate positive use of our brand assets in print. Printed materials play an important role in communicating who we are, creating a personal, **compassionate touchpoint** with patients, families, supporters, and our community. They help share news, events, and stories that build trust, strengthen connections, and encourage lasting support for our Hospice.



**Make every  
moment *matter*.**  
[cornwallhospice.co.uk](http://cornwallhospice.co.uk)

**Make your  
jackets,  
jumpers,  
tee's, skirts,  
vases and  
lamps  
*matter*.**



YOUR DONATIONS AND PURCHASES ARE WHAT ALLOW US TO  
CONTINUE OFFERING LIFE-SAVING, QUALITY CARE  
TO FIND OUT MORE, VISIT [CORNWALLHOSPICE.CO.UK](http://CORNWALLHOSPICE.CO.UK)



08

# Brand in use

# Touchpoint examples

These examples demonstrate effective use of our brand across a range of touchpoints. Each application provides ample space to the logo and supporting assets, while strong use of brand colour helps create a **clear** and **recognisable** visual across all points of the Hospice.



## Creative freedom

To introduce greater **flexibility** and **creative freedom**, the brand assets can be adapted and deconstructed to produce more energetic and joyful visuals.

Below are a few examples of how this approach can be applied:

### EXAMPLE ONE

Use the 'hill/leaf' shape from the icon, combined with circles, to create a confetti effect.

### EXAMPLE TWO

Use the icon as a frame for part of an image, allowing the subject to overlap or extend beyond it.

This creative freedom should always be exercised thoughtfully and executed by someone with the appropriate design skills to achieve the desired effect. Incorrect application could harm the brand's appearance and integrity.



EXAMPLE ONE



EXAMPLE TWO

IF YOU HAVE ANY QUESTIONS OR NEED ANY OF THE LOGOS IN THIS DOCUMENT PLEASE EMAIL THE BRAND AND MARKETING TEAM ON **COMMUNICATIONS@CORNWALLHOSPICE.ORG**

# Thank You

PREPARED FOR CORNWALL HOSPICE BY KINGDOM & SPARROW

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