

# Brand Guidelines

June 2025

# Welcome

Welcome to St Raphael's Brand Guidelines – a toolkit which has been designed to help you apply the fundamentals of our identity across all communication platforms, with confidence and consistency.

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# About us

As a local charity, we support 1 in 4 people in Merton and Sutton living with a life-limiting illness and those close to them. Each year, we support over 1,000 patients in their own homes and on our Hospice ward, as well as through our wellbeing programmes and bereavement services – providing comfort and dignity to the very end.

## Our Mission

We provide patient-centred specialist palliative and end-of-life care, free of charge, to the people of Merton and Sutton. The Hospice embraces the unique value of each individual. We welcome, respect and support patients and staff of any faith and none. We aim to meet the physical, emotional, spiritual, and social needs of patients and those important to them. We value the contribution of all our staff and volunteers and are committed to supporting training and education both in the Hospice and the wider community.

## Values

Our values underpin all that we do. We are currently partnering with our staff and volunteers to refresh our values, making sure they truly reflect what matters most to us and represent the heart of our culture here at St Raphael's. Together we have identified six values that we feel reflect our beliefs and behaviours:

- **Safety**
- **Respect**
- **Honesty and Integrity**
- **Person-centred**
- **Teamwork**
- **Compassion**

*We will now refine them further to ensure that they fit with our language and embody our Hospice life.*

## Tone of voice

For consistency, all language used should strike a balance between professionalism and warmth. We are specialists in hospice care whilst also being welcoming, clear and honest.

### **Expert, empathetic, respectful and informative**

*Used across all external materials and collateral*

### **Engaging, motivating, enthusiastic and grateful**

*For fundraising literature*

# Primary logo

Our logo is the core of our visual brand and should be applied to everything we produce. Master artwork files to always be used, unaltered, to maintain brand integrity.

**Solid black version** – to be used for all grey scale or black on white purposes.

**Single colour version** – only to be used if specification is limited to 1 spot colour.

**Single inverted colour version** – only used on darker St Raphael's purple brand colours.



# Logo minimum size, clear space and positioning

## Minimum size

For small items of merchandise only (such as pens) the minimum size that the logo can be reproduced at is 25mm (width). For all other uses the logo should be no smaller than 70mm wide.



## Clear space

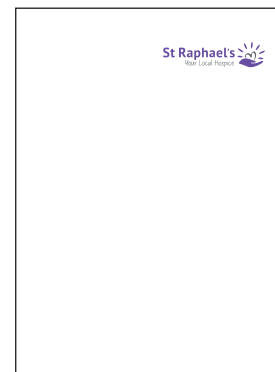
To make sure the brand logo is legible and prominent it must be surrounded by an area of clear space that should be free of all other graphic elements.

The clear space around the logo should be at least the size of the 'R' of Raphael's.



## Positioning

In most instances, the logo works best on the right hand side of any layout. The full logo must be used at least once on the front cover and/or back cover of any piece of literature and graphic.



# Logo usage

## What not to do



**Do not** convert the logo to greyscale formats or change the colours of the logo elements. Only use versions specified on page 2.



**Do not** change the layout of the elements.



**Do not** place the logo on any coloured background or imagery



**Do not** stretch or compress logo in any way.



**Do not** add any effects to the logo.



**Do not** rotate the logo.

# Typography

Typography is a key tool in elevating our voice in print and on screen. Our selected brand fonts are versatile, disability-friendly and shareable without licencing fees. This is complemented by Arial which should be used across all daily documentation for the Hospice.

The IBM Plex Sans typeface has been carefully chosen to complement the St Raphael's Hospice logo, creating a modern, professional, and approachable brand identity.

**Recommended minimum point size** for body copy is 10.5 point set on 14 point leading. When designing for audiences consider the needs of people with sight problems.

**Block capitals should be avoided** unless required for initials or abbreviations.

## Download

The fonts can be found on google fonts:  
<https://fonts.google.com/specimen/IBM+Plex+Sans>

Primary typeface  
**IBM Plex Sans**

**Bold**  
**Semi Bold**  
**Medium**  
**Regular**  
**Light**  
**Thin**

Primary typeface  
*IBM Plex Sans Italic*

***Bold***  
***Semi Bold***  
***Medium***  
***Regular***  
***Light***  
***Thin***

System typeface  
**Arial**

**Bold**  
**Regular**  
***Italic***  
***Italic***

# Colour palette

## Primary and complementary palette

As a visual extension of our brand personality, our colour palette has been carefully chosen to reflect warmth, vibrancy, compassion and professionalism. It has been designed to be used interchangeably, with complementary or contrasting colour combinations.

The refreshed colour palette balances warmth, professionalism, and compassion, while enhancing readability both in print and online.

### Primary Colours

Purple

Gold

Cool Grey

### Complementary Colours

These support the core brand, adding depth and flexibility:

**Aubergine & Lavender**

**Burnt Orange & Pale Gold**

**Deep Blue & Teals**

Accurate colour reproduction is essential to the brand.

Pantones or CMYK references to be matched as indicated.



# Brand elements

As a creative extension of our brand's visual language, the petals from our existing logo have been designed into organic patterns with overlapping shapes.

**Versality:** The graphics remain rooted within the brand and function as background designs, decorative elements or framing devices – adding vibrancy and depth, with flexibility across print and digital materials.

**Symbolism:** The fluidity of the shapes creates a sense of energy, connection and growth. They represent the gentle and comforting embrace of our Hospice with the community we serve.

## The beacon

A guiding light of care, compassion and strength.

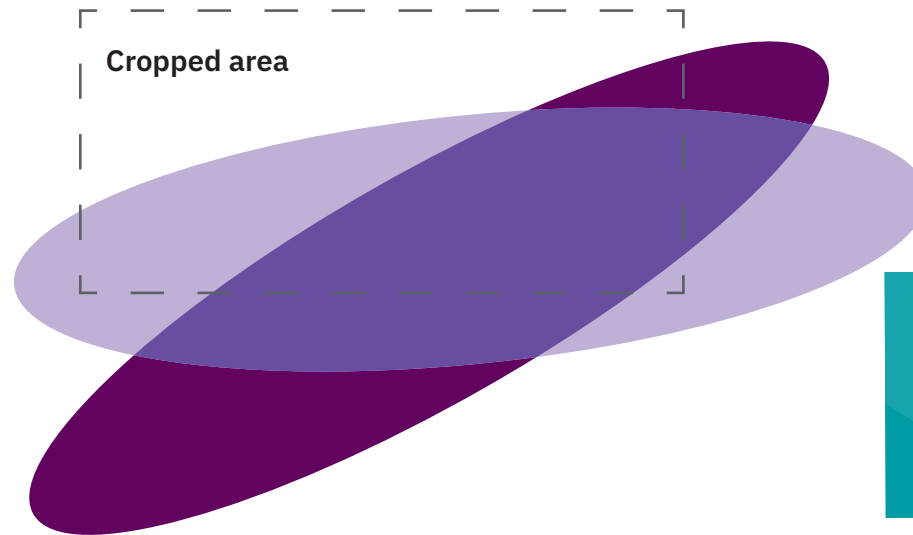


# Brand elements

## The embrace

The symbol of care, continuity and comfort reflecting the hospice's support to patients and those close to them.

Overlapping petals to form a gentle embrace or sense of being held.



Want to learn how you can support a loved one? We're here to help. Visit [straphaels.org.uk/support](https://straphaels.org.uk/support) to find out more.



*"Death is a part of life for all – every person deserves this incredible level of care when the time comes."*

# Brand elements

## Curved holding shapes

They also add visual interest while mirroring the soft, rounded forms of the radiating petal/flare graphic, ensuring a cohesive and harmonious brand look.

## Call-to-Action (CTA) Boxes –

Designed with one big soft rounded corners and brand colours to be eye-catching yet approachable.

**Quote Styling** – Set within a simple yet elegant shape, using highlight colour to accents to key messages.

## Image & Text Box Shapes –

Big curved corner or round image boxes help break-up heavy text, making layouts more engaging and easier to read.

## Scan. Sign-up. Skydive!

Experience the thrill of a lifetime with a 120mph freefall, while raising money for a worthy cause!


*“Death is a part of life for all – every person deserves this incredible level of care when the time comes.”*



# Icons

The use of icons can be a simple and clear way to enhance communication touch points. Our icons are designed with an organic holding shape. Our icons help to aid navigation, add interest, and clarify our messaging. Icons are not to be used decoratively, they should be used sparingly and with purpose.

All icons to look like they are part of the same set. They can be used in any singular colour from the brand colour palette. Icons can be expanded according to the required communication platform – any new icons must be approved in advance by the Communications Team.



Want to learn how you can support a loved one? We're here to help. Visit [straphaels.org.uk/support](https://straphaels.org.uk/support) to find out more.

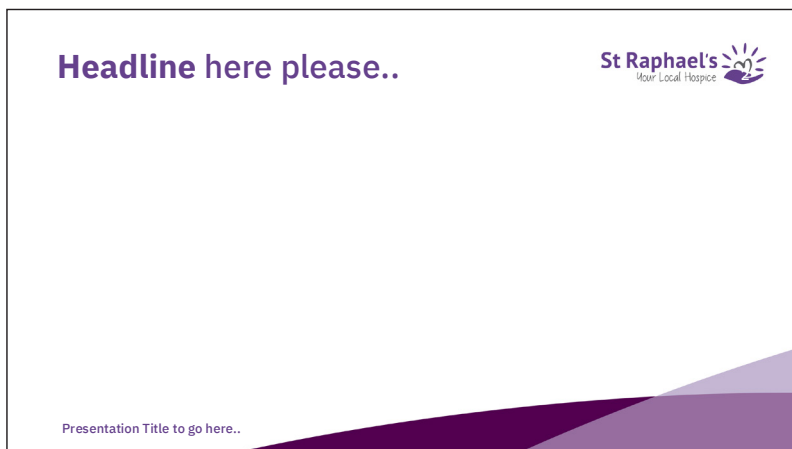
Host your own **Sip and Support** coffee morning



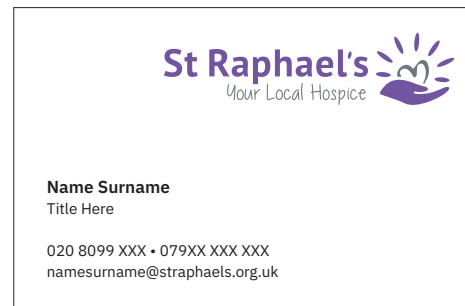
# Examples of branded items

## Stationery

### PowerPoint



### Business Cards



Front



Back

# Examples of branded items

## Poster

The bold, dynamic and structured layout captures attention while maintaining St Raphael's brand identity.

### Striking Hero Image –

In this case a skydiving photo adds energy and excitement.

### Clear Hierarchy –

Bold headline, structured text, and prominent QR code for easy action.

This design is engaging, CTA-driven, and visually aligned with the refreshed brand identity.



# Examples of branded items

## Rail Banner

Designed for high visibility and quick engagement, these rail banners use:

**Striking Hero Image** – Captures energy and excitement.

**Bold Headline** – Easily readable from a distance.

**Strong Call-to-Action** – QR code and website link for instant action.

**Brand Colours & embrace Graphic** – Reinforces identity while adding visual interest.

These banners effectively grab attention, communicate fast, and drive participation in the skydive fundraiser.



# Examples of branded items

## Social media

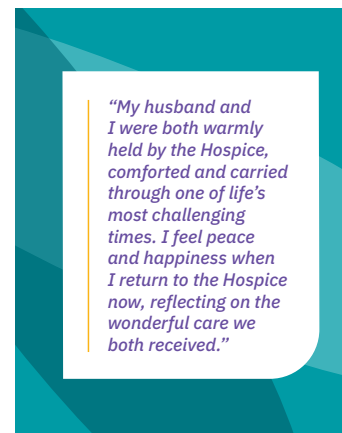
These examples showcase a variety of social media post styles, ensuring a consistent yet dynamic brand presence across different platforms.

**CTA-Lead Post** – A bold, high-impact image paired with a strong call-to-action encourages engagement and interaction.

**Text-Based Post** – A quote with a branded background adds depth and emotional connection, reinforcing trust and compassion.

**Statistic Post** – Clear, high-contrast typography ensures key information is easily digestible and shareable.

**Fundraising Photo Post** – Authentic imagery of real supporters strengthens community engagement and credibility.

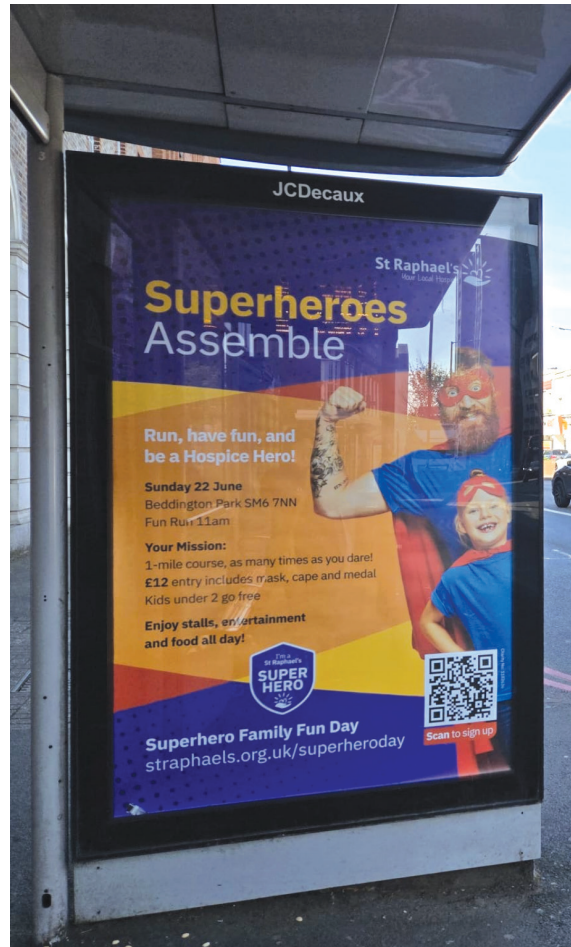


# Examples of branded items

## Superheroes Campaign



Social media



Bus Stop Ad



Medal

# Brand enquiries

For any enquiries regarding the use of our brand guidelines please contact the Communications Team:

**St Raphael's Hospice**  
**Communications Department**  
London Road, Cheam, SUTTON SM3 9DX

[communications@straphaels.org.uk](mailto:communications@straphaels.org.uk)

**St Raphael's Hospice**  
London Road  
Cheam, SUTTON SM3 9DX

020 8099 7777  
[enquiries@straphaels.org.uk](mailto:enquiries@straphaels.org.uk)

**[www.straphaels.org.uk](http://www.straphaels.org.uk)**  
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