



Brand refresh

HoDs 3 July 2025

Why?

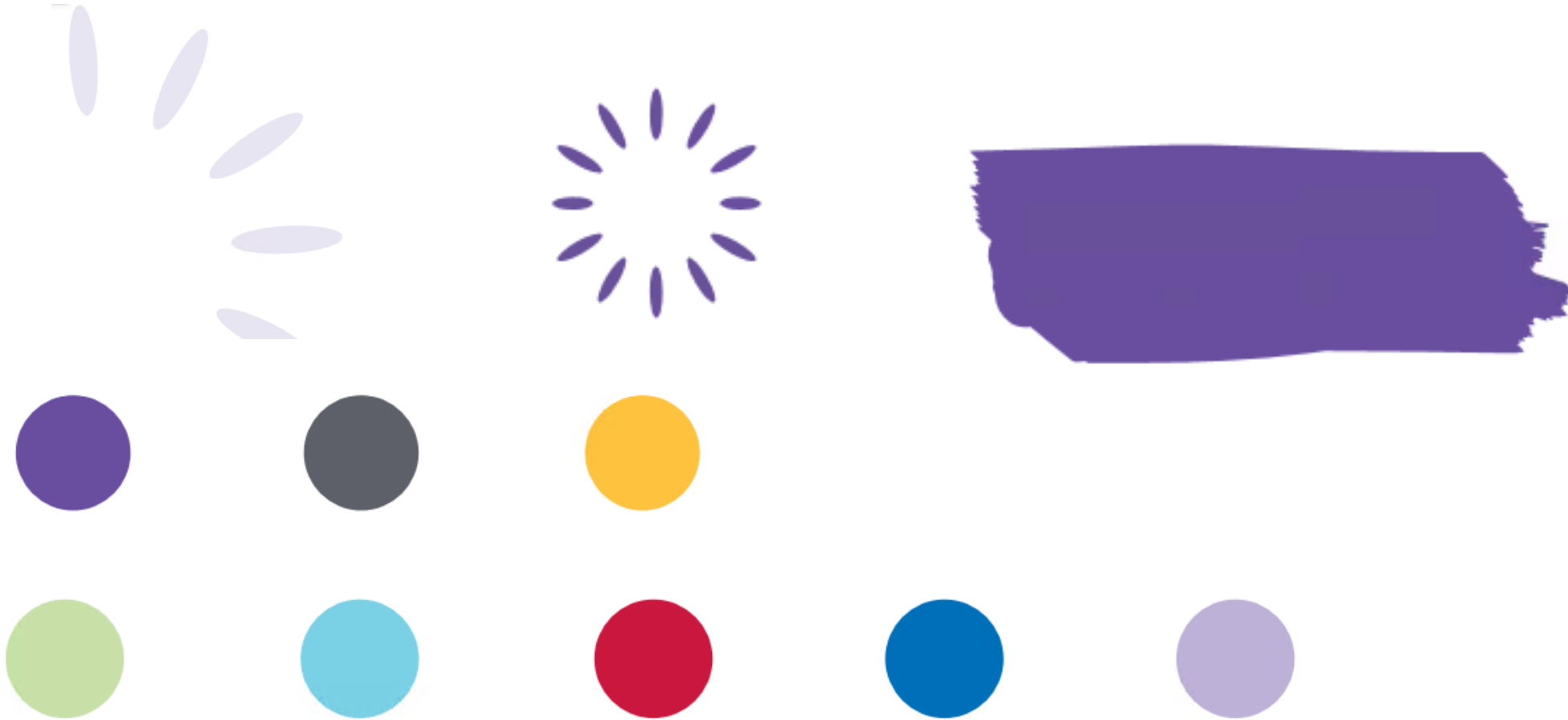
- Refine our brand
- Modernise our look and evolve
- Streamline our design
- A brand that reflects who we are
- Compete with our competitors – 21,000!

New logo?



- Refresh not a rebrand!
- Purple remains
- Phased launch
- Website to follow

Before:



Before:

In aid of
St Raphael's
Your Local Hospice 

TOUR DE FORCE

BICYCLE CHALLENGE

Saturday 8 June
9am - 5pm

Who will be crowned
the Charity Champions?

- Trinity Square
Sutton High Street
- The Piazza
Wimbledon



**MERTON VS SUTTON POLICE
CYCLE FOR CHARITY**

St Raphael's
Your Local Hospice 

Fire Walk

5 November • 6pm • St Raphael's Hospice

Conquer the coals for charity

straphaels.org.uk/firewalk
Registration fee £55 • Firewalk fundraising target £150
Group / family discounts available



Scan me

An epic Bonfire Night awaits
with music, hot food and drinks!

St Raphael's
Your Local Hospice 


LOWER MORDEN LANE LIGHTS

Gather your friends and family
on London's
"most Christmassy street"
this festive season!




THROUGHOUT DECEMBER
In support of your local Hospice

straphaels.org.uk/lower-morden-lane-lights-2024

13 September 2025 St Raphael's
Your Local Hospice 


THAMES BRIDGES TREK



Trek 25km across the Capital for St Raphael's
with stunning views of London's skyline.

Entry includes food and drink at regular rest stops -
and a medal, t-shirt and glass of fizz at the finish line!

straphaels.org.uk/thamesbridges
supportercare@straphaels.org.uk



After: Colour palatte

- No dramatic change
- Added warmth and vibrancy – reflecting our brand personality
- More contrast
- Dark blue - LUAL



New: Typography

- IBM Plex Sans
- Complements logo font
- Much more versatile, disability friendly and no licensing fees
- Arial – daily documentation

Primary typeface
IBM Plex Sans

Bold
Semi Bold
Medium
Regular
Light
Thin

Primary typeface
IBM Plex Sans Italic

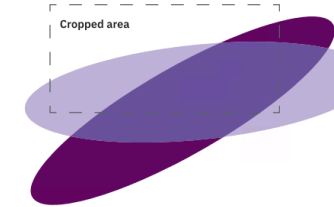
Bold
Semi Bold
Medium
Italic
Light
Thin

System typeface
Arial

Bold
Regular
Italic
Italic

New: Brand elements

- Petals from logo – organic shapes and overlapping
- Symbolic – nurturing, holding and embracing
- Shows our compassion, personalised individual care



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



New: Brand elements

- Curved holding shape
- Mirror the soft rounded petals
- Eye catching, engaging and approachable

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."



New: Icons

- Agreed set of icons
- Aid navigation and add interest
- Help clarify messaging



New: Branded items:

PowerPoint



Business Cards



Front



Back

New: Marketing materials:

- Bold and dynamic
- Striking hero image
- Captures attention
- Maintains our brand identity
- Hierarchy of copy

New: Examples:



St Raphael's
Your Local Hospice

Take the leap for St Raphael's!

Scan. Sign-up. Skydive!
Experience the thrill of a lifetime with a 120mph freefall, while raising money for a worthy cause!



Find out more by scanning or visit straphaels.org.uk/skydive2025

Scan to sign up



St Raphael's
Your Local Hospice

Calling heroes of all ages!

Sunday
22
June

Run, have fun, and
be a Hospice Hero!



Superhero Family Fun Day
straphaels.org.uk/superheroday

Scan to sign up



St Raphael's
Your Local Hospice

A little time, a lasting impact

Join our Hospice Volunteer Team

Over 25 different
volunteer roles
available!



Scan to join the team
straphaels.org.uk/volunteer25

Scan to sign up



St Raphael's
Your Local Hospice

Take the leap for St Raphael's

Scan. Sign-up. Skydive!
Experience the thrill of a lifetime
while raising money for a worthy cause!

Scan to find out more or visit
straphaels.org.uk/skydive2025



Scan to sign up



St Raphael's
Your Local Hospice

Superheroes Assemble

Run, have fun, and be a Hospice Hero!

Sunday 22 June - Beddington Park SM6 7NN
Enjoy stalls, entertainment and food all day!

Superhero Family Fun Day
straphaels.org.uk/superheroday



Scan to sign up



"My husband and I were both warmly held by the Hospice, comforted and carried through one of life's most challenging times. I feel peace and happiness when I return to the Hospice now, reflecting on the wonderful care we both received."



Join our Hospice
Volunteer Team



We care for
1 in 4
people in Merton
and Sutton living with
a life-limiting illness

New: Examples:



The Raphaelite
All about St Raphael's Hospice

Summer 2025

A Day in the Life
Meet Nurses Kevin and Marlou while on duty
Page 4

Navigating Grief
A gentle guide from our Counselling Team
Page 7

Life is a Garden
Penny explains what motivates her to volunteer in the gardens
Page 10

Regular gifts that make our
free hospice care possible

St Raphael's
Your Local Hospice

Scan to donate

Welcome

to the Summer Issue of The Raphaelite, where we share the vital work of St Raphael's Hospice, on our ward and in the community.

In this issue, you'll have a sneak peek into a day in the life of two of our nurses, Kevin from our Community Team and Marlou from our Hospice ward. You'll discover more about our weekly work with patients and families, creating special hospices that help keep the spirit and stories of loved ones alive for generations to come. Our expert Counselling Team kindly shares with us a gentle guide to navigating grief. You'll also find uplifting stories from our incredible volunteers, whose time and generosity continue to make our work possible.

Thank you for being a part of our community – our services wouldn't exist without the kindness of people like you.

We hope you enjoy this issue.

Becca Trever
Clinical Director and Joint CEO,
St Raphael's Hospice

Why regular giving matters

One gift makes a difference, but regular giving changes lives. Your support with a monthly donation helps the Hospice:

- Plan for the future
- Support more families
- Fund our specialist teams
- Keep our services free

To donate, scan the QR code or visit staphael.org.uk/everymomentmatters

St Raphael's Hospice 3

Making an impact

Every Moment Matters:
The gift of hospice care

Shorak, a devoted daughter, recently shared her story in our Every Moment Matters appeal, describing the Hospice as a 'lifeline' during her father's final days:

When you hear that the man who raised you – the one who has been by your side your entire life, is dying, your world shatters. You need something to hold on to, something to ground you. For my family, that lifeline was St Raphael's.

Before you die, you live – and how you live in those final moments depends on the care and support around you. Thankfully, my father, Bashir, had options because of St Raphael's. Cancer could take his body, but it never broke his spirit, because an army of compassionate nurses, doctors, housekeepers and volunteers stood beside him, ensuring he was never alone.

St Raphael's managed his pain, gave him freedom, and supported my mother as she cared for him until the very end. My father wasn't afraid of dying, but he feared pain and the thought of being confined to a bed, waiting for his time. St Raphael's made sure that didn't happen.

With tender hands, warm smiles, and endless patience, they eased his pain and brought him comfort. Because of them, in his last week of life, my father wasn't just existing – he was living. He danced with his granddaughters in the living room, blew out the candles on his 80th wedding anniversary cake, and made his family one last pot of tea. These moments weren't spent in a hospice bed. They were spent at home, surrounded by love.

I realize now that this care is only possible because of community support – making sure more families, like mine, don't have to face the impossible alone. Our regular donations matter because every moment matters.

We offer gentle, creative ways to hold on to precious memories that can bring comfort during some of the hardest days. One of the meaningful keepsakes we offer are small wooden hearts imprinted with the fingerprint of a loved one.

It's a simple but powerful way to keep a tangible part of the person close when they are no longer here.

We also help patients with young children create memory cards at the end of their life. The team help to capture answers to phrases like, "I love you because..." or "You make me laugh when..." These precious answers allow children to hear their loved one's voice long into the future, often becoming precious treasures for them to read and re-read over the years.

Through these simple acts, we help ensure that memories live on.

We are proud to walk beside families in their grief, offering ways to keep love present, even when someone is no longer physically with them.

At St Raphael's, we know that love doesn't end when a life does. That's why our memory work is such a vital part of the support our social workers offer to families, helping both adults and children keep the connection alive with someone they've loved and lost.

St Raphael's Hospice 6

Precious Memories
for generations to come

St Raphael's Hospice 6

Our support

Navigating Grief

Grief is a natural part of who we are as humans, yet many find it difficult to talk about. Feelings of loss can manifest with different symptoms. As we are all unique, our experience of grief will be too.

Below, our Counselling Team shows a gentle guide to help cope with bereavement and honour the loss of a loved one, while continuing to live as fully as possible.

Self-care for the mind:

- Allow yourself to grieve
- Ask for help
- Create a meaningful ritual

Self-care for the body:

- Move gently with exercise like walking, stretching and yoga.
- Rest when needed
- Connect – ask for comfort from someone you trust
- Breathe with deep controlled breathing or meditation.

St Raphael's Hospice 7

Finally: Pride

- Brand– elevating and impacting
- People – showcasing
- Care – symbolising
- Future – modernising
- Evolve – ever changing