



A guide to using the Naomi House identity.



For more information call **01962 760060**



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This Brand Guidelines document has been created to help those working with the corporate identity of Naomi House & Jacksplace hospices for children and young adults to 'get it right' over and over again.

The identity of the organisation is marked by a number of visual components which, when applied properly, will help to strengthen the visual messages that we give to the public, our service users and our staff.

Introduction

Naomi House & Jacksplace hospices for children and young adults can be identified easily and can speak clearly through literature, signage and daily items used for communication as a result of the work done to develop this identity. Its purpose is clear: Naomi House has a voice and the visual identity will help it to be heard.

Please look carefully through this document and pass it on to others who need to produce communication so that our visual voice is as consistent, caring and as strong as the services that Naomi House & Jacksplace deliver.

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Section One

Visual components of our identity



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Our Logo

Primary logo

The primary version of the Naomi House identity is shown. While there are mono and white out variations of it (see page 02), the logo must always be used in full.

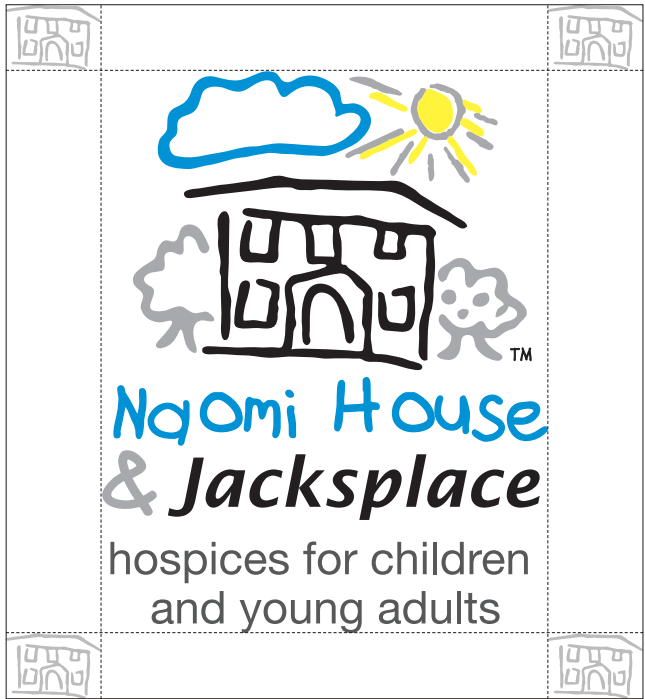
Specifically, no single element - such as the cloud, the sun, the house or the trees - should be used as graphical elements separately from the logo itself.

The logo must not be used creatively to show variations - e.g. snowflakes in winter or holly at Christmas.

Exclusion zone

To allow the logo to retain its clarity, nothing else may be printed within the exclusion zone.

The size and position of the exclusion zone, relative to the logo, are shown.



 = 1/3 of the original size the logo is being used at.



Our Logo

Logo variants

The Naomi House & Jacksplace logo should, whenever possible, be printed in full colour (CMYK).

In some cases the logo may be needed for a mono or reversed version, see examples.

The charity registration number should be used on all documents, either within the logo or as a footer. However, it is not always appropriate if it becomes illegible when the logo has to be very small or if it is to be printed on fabric.

Logo colours

Logo colour references and breakdowns are as shown.

The logo can be reproduced if necessary with 3 colour pantone reference. Sky Blue (Pantone 3005), Sunshine Yellow (Pantone 107) and Black (the greys count as one colour as they are percentages of black).

CMYK



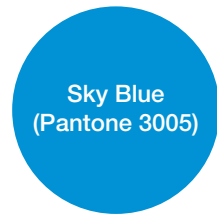
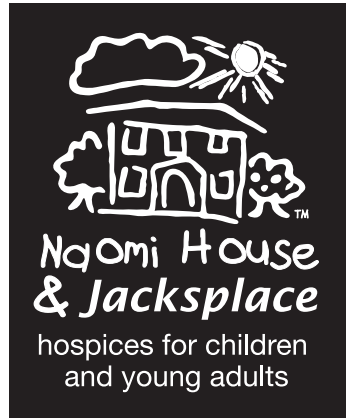
With CRN



Mono



Reversed



CMYK 96/23/1/0
RGB 0/139/208
Hex #008bd0



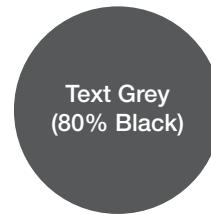
CMYK 0/0/85/0
RGB 255/239/44
Hex #ffef2c



CMYK 0/0/0/100
RGB 29/29/27
Hex #1d1d1b



CMYK 0/0/0/40
RGB 178/178/178
Hex #b2b2b2



CMYK 0/0/0/80
RGB 87/87/86
Hex #575756



Our Logo

What not to do

Several examples of what you should not do with the Naomi House logo are shown.

Horizontal logo

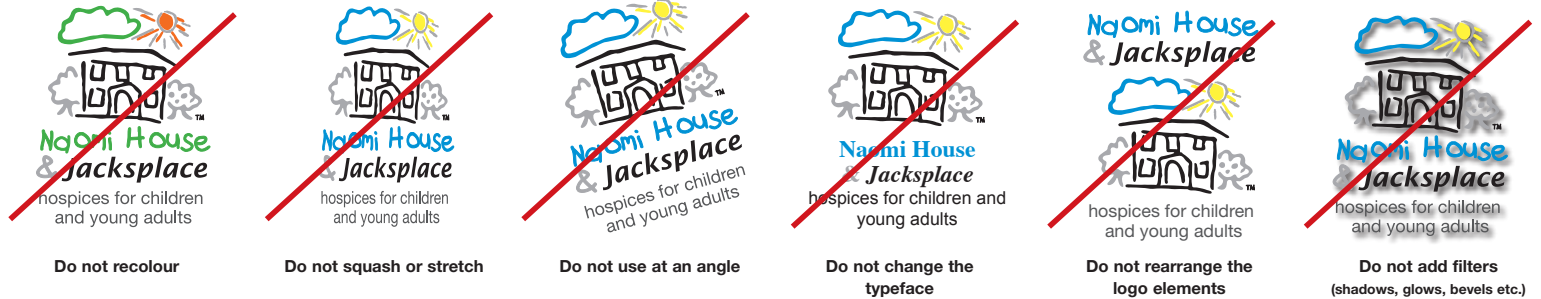
Horizontal versions of both the main logo and supporter logo are available for use where it is more appropriate within a design.

Supporter logos

If a logo is to be used by a supporter then they are supplied with either the "I'm Supporting" or "We're Supporting" logos.

Sponsor or partner logos

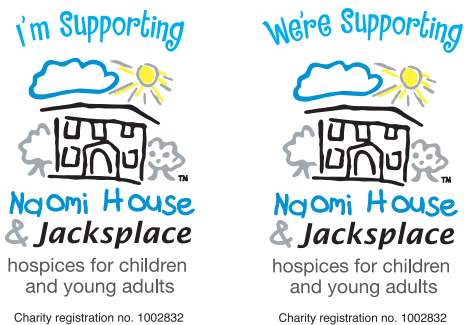
The Naomi House logo should appear top or bottom right. It must be bigger or equal in size to that of any other logo. See example shown.



HORIZONTAL LOGO



SUPPORTER LOGOS



Payment Details

Registration fee: £15 Adult, £10 under 16s

I want to book _____ bus place/s at £5 per person
 I want to book _____ lunch/dinner at £5 per person
 I want to make a donation of £ _____
 I enclose a cheque for £ _____
(please make payable to Wessex Children's Hospice Trust)

All packs will be available to pick up on the day but if you would like your pack sent to you before the event there is an additional administration fee of £5.

I want my pack's sent to me at £3

I authorise you to take a payment of £ _____ from my Maestro/Visa/MasterCard Number: _____

Valid From: _____ Expiry Date: _____ Issue Number: _____ Security Code: _____

Name on card: _____ Signature: _____ Date: _____

ALL PARTICIPANTS ARE REQUIRED TO SIGN ONE OF THE FOLLOWING DECLARATIONS AS PART OF THE REGISTRATION PROCESS.

Individual Declaration. I confirm that I wish to enter the Clarendon Way Walk and understand that I do it at my own risk and that Naomi House will not accept liability for any injury or loss that may occur as a result of my participation. I understand that I will need to arrange a lift if I am unable to complete the walk. I agree that medical advice should be sought from a general practitioner if I am in any doubt as to the physical ability required to participate in this event. I confirm that I am aware that photographs taken during the walk may be used to publicise this event and the work of Naomi House generally.

Signature: _____ Date: _____

Parent/Guardian Declaration. The signature of a parent/guardian is required for all participants under the age of 16. It is understood, on the parent or the legal guardian of the person registered overleaf and I hereby give consent to their participation in the walk and understand that he/she takes part in the walk at their own risk and that Naomi House will not be liable for any injury or loss that may occur as a result of their participation. I understand that I will need to arrange a lift if he/she is unable to complete the walk. I agree that medical advice should be sought from a general practitioner if I am in any doubt as to the physical ability required to participate in the event. I confirm that I am aware that photographs taken during the walk may be used to publicise this event and the work of Naomi House generally.

Signature: _____ Date: _____

Name: _____

Please print

Why Naomi House & Jacksplace...

Naomi House & Jacksplace provide respite, emergency, end of life and bereavement care to life-limited children, young people and their families in central southern England.

SUPPORT IS AVAILABLE 24 HOURS A DAY, 365 DAYS OF THE YEAR.

We need to raise £7 million each year to run our whole service and deliver our plans. With less than 10% of income coming from Government and other statutory bodies, we rely on the generosity of people in the community to continue this work. This support enables the charity to supply these crucial care services, free of charge.

for good days, difficult days and last days

With Special Thanks to:

Salisbury Cathedral | WINCHESTER CATHEDRAL

T: 01962 760060
 E: supporterteam@naomihouse.org.uk
 www.naomihouse.org.uk

Charity registration number 1002832

TAKE PART in our biggest fundraising event & HELP US RAISE £125,000

Clarendon Way Walk 2015
 Salisbury Cathedral to Winchester Cathedral
 Sunday 31st May 2015



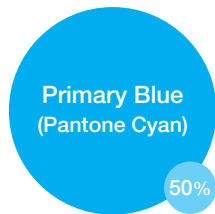
Colour Palette

Primary colour palette

To evoke that sense of happy, fun-loving and inclusive activity at Naomi House & Jackspace, we use a very bright, vibrant colour palette.

These colours can be used alongside the secondary palette to produce an even more striking appearance or they can be used as tints if a more subtle appearance is required.

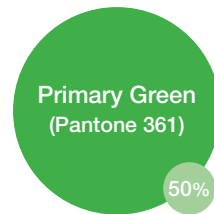
Primary



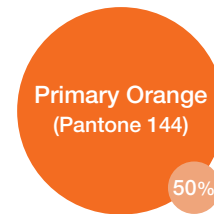
CMYK 100/0/0/0
RGB 0/159/227
Hex #009fe3



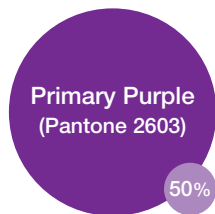
CMYK 0/100/0/0
RGB 230/0/126
Hex #e6007e



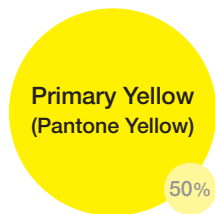
CMYK 75/5/100/0
RGB 65/163/53
Hex #41a335



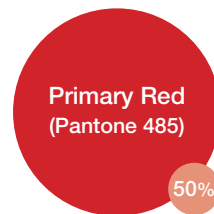
CMYK 0/71/100/0
RGB 236/100/8
Hex #ec6408



CMYK 67/100/0/0
RGB 118/34/130
Hex #762282



CMYK 0/0/100/0
RGB 255/237/0
Hex #ffed00



CMYK 15/100/100/0
RGB 205/23/25
Hex #cd1719

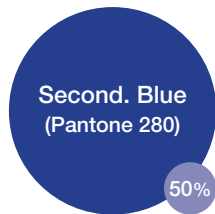


Colour Palette

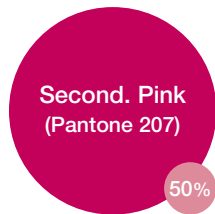
Secondary colour palette

The secondary colour palette is used to complement the vibrant primary palette and is very effective for producing striking gradients.

Secondary



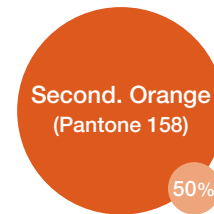
CMYK 100/90/10/0
RGB 40/53/131
Hex #283583



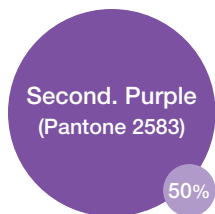
CMYK 0/100/30/20
RGB 195/0/85
Hex #c30055



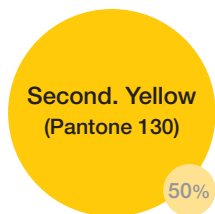
CMYK 30/0/100/0
RGB 200/212/0
Hex #c8d400



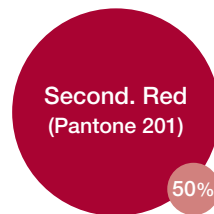
CMYK 0/77/100/9
RGB 218/81/10
Hex #da510a



CMYK 60/80/0/0
RGB 129/73/151
Hex #814997



CMYK 0/20/100/0
RGB 255/204/0
Hex #ffcc00



CMYK 15/100/100/0
RGB 169/10/46
Hex #a90a2e



Typefaces

Promotional Materials

NH Countryhouse

The font NH Countryhouse is used for headline text, on professionally designed items.

Helvetica Neue

Main body copy is produced using the Helvetica Neue family of fonts.

NB: Arial font is a suitable alternative to Helvetica Neue, if this font is not available.

Additional Communications

Calibri

Main body copy for internal communications, letters, emails and Word documents is produced using Calibri font.

For guidance on the tone of voice, please refer to section 2 of these brand guidelines.

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NH Countryhouse

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 *Helvetica Neue Light*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 *Helvetica Neue Roman*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 *Helvetica Neue Medium*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 *Helvetica Neue Bold*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 *Helvetica Neue Heavy*



Visual Devices

Graphic elements

Suns, flowers, splats and swirls are used in all materials. They can be used as tinted objects in the background or as full colour space fillers. See examples, these are used in moderation.



Section Two

Corporate tone of voice



For more information call **01962 760060**



Corporate Tone of Voice Introduction

Target audiences

Naomi House & Jacksplace communications typically include business owners, business charity representatives, community groups, schools and colleges and the general public.

Trustwide literature

Primarily trustwide literature is focused on explaining what we do and how to get involved. We also have to impress upon these audiences the importance of the work that we do and to reassure them that we make effective, pro-active use of the resources generously donated or raised on our behalf, whether as funds, goods or services.

The annual review document in particular requires us to be accountable and demonstrate that we use resources responsibly and efficiently. Our newsletter, illustrated here, is another vital piece of communication. It discusses our activities and helps with fundraising.

When writing copy for a piece of literature, our tone of voice should be consistent with these keywords:

- Professional
- Open
- Informative
- Approachable
- Friendly

Newsletter





Stationery

Trustwide stationery

There are three versions of the Naomi House Letterhead, for: Trust administration, Care Team and Fundraising.

The design style is the same for all three, but the text detail in the footer is different for each version.

Corporate letterhead



Compliment slip



Care Team letterhead



Fundraising letterhead





Outdoor Livery

Shop frontage

The shop signage reflects our corporate style, including both Naomi House & Jacksplace using bold colours and cheerful assets.

Van livery

Vehicles display elements of the corporate platform including the logo and devices.

T-shirts

Branded t-shirts can be worn and the colour denotes job role.

Shop signage



Van livery



T-shirts





Photography

A mixture of professional and amateur photographic imagery is used.

Photos of children, families and young people are demonstrative of activities and services provided by the hospice. All images of these people must have the permission of the person(s) before use.

Photos must convey emotion, they are natural (not posed) and describe our services or the feeling of being involved in fundraising.

Here are some examples:



Please refer to our media policy.



Communication Material

Trustwide communications

Use of the NH Countryhouse font for titles and headings is limited.

Call-out and highlighted text is shown in the document's single dominant colour.

Roundels and square insets provide holding devices for images. Supplied images come from a mix of professional and amateur photographers, so using these holding devices can help to overcome problems with some low resolution images.

Newsletter



Powerpoint template



Annual review





Communication Material

Care communications

New look for our care communications on its way.

Section three

Fundraisers/Volunteers



For more information call **01962 760060**



Fundraising/Volunteers Tone of Voice Introduction

Target audiences

Communications targeted at our supporters, (fundraisers and volunteers) should be happy and light-hearted in tone, in order to report positively on the latest achievements and initiatives. They often provide information on upcoming events.

We want our supporters to feel that they are part of the Naomi House family and to understand that we are grateful for all of the help and support that they provide. We achieve this by portraying both past and upcoming events as fun, rewarding experiences, and by singling out for special praise those who go the extra mile to show their support, as good examples for others to follow.

Upbeat accounts of hospice initiatives and stories about support by our fundraisers and volunteers maintain a positive sense of achievement and keep supporters informed and motivated.

Keywords to be considered when copywriting for this target audience include:

- Happy
- Fun-loving
- Caring
- Inspirational
- Committed
- Inclusive
- Grateful
- Motivational

Newsletter





Communication Material

Fundraising

These items are made up of several key types, because we communicate with a number of different target audiences and because they have different purposes.

The NH Countryhouse font is used liberally in literature aimed at fundraisers/volunteers, in titles and headings.

These examples show how these guidelines are followed through to different types of literature.

There is a bespoke identity for our corporate supporters and is for this audience only. No elements can be used elsewhere in other fundraising materials.

Empty belly posters

There are a range of empty belly posters available for supporters to use, to avoid the need for designing bespoke posters - these include "We're Supporting", "I'm Supporting", corporate and also seasonal posters such as Easter and Christmas.

Corporate supporters



Community supporters



Empty belly posters





Communication Material Examples

Posters



Donation DL



Flyers



Advert



Promotional items



Events



Section Four

Campaigns



For more information call **01962 760060**



Campaign Examples

Caterpillar Appeal



Lottery



Light up a Life



Make your Will Fortnight



Section Five

Internal communications



For more information call **01962 760060**



Internal Communications

It is important that internal comms are of a high standard and that their design reflects the corporate platform.

Here are some examples that reflect this:

These items can be directed both internally - to staff and volunteers and externally to Naomi House families and siblings.

Open house newsletter

Open House - February

Welcome to the first issue of Open House for 2011. This time, in the staff and volunteer newsletter, you can read about news and events from across the charity.

Children was very busy. The feedback from families, who stayed over the Christmas period, was very positive. The Warren family kindly allowed us to publish their story from their visit. You can see this on our website at: <http://www.naomihouse.org.uk/news/the-warren-family-stays-at-naomi-house/>

There have been other events for the families including a sliding day and the Christmas celebration.

Fundraising also had a very successful autumn leading up to Christmas and are now starting 2011 with plans for a full and varied programme of events.

We have news about new volunteering opportunities and a number of new team members have joined us since the last issue of Open House.

In the next few pages you can find our latest activities across the organisation. If you have any views you would like to share, or ideas for articles in the newsletter please call Rachel Morton on 02969 760 900 or email Rachel.Morton@naomihouse.org.uk

HR News

Firstly we would like to offer a warm welcome to our newest member of staff Natasha Perdon-Matthews. Natasha will now be taking the role of Assistant shop manager covering both Ramsey and Bittans.

We would also like to extend our congratulations to Jo Coleman (nee park) from our care team who got married in December of last year. Congratulations are also due to Andy Chapman, our Practice Educator who recently became a daddy again to baby boy Isaac. Best wishes to you both!

Budget Update

Following the launch of jurisdiction the Naomi House team has continued to grow, recruiting more staff and creating new roles. Because of this we are launching a new scheme to give each employee the opportunity to fully understand the work of the charity. The 'budget scheme' will put up members of staff from different departments, this will create a fantastic chance for staff to gain a better insight into the large range of roles we have across the charity and the contribution each one brings. Budgets will also be changed around three times in a year so staff can gain perspective of a variety of different roles. You will hear more about the scheme over the next few weeks.

Sparkler poster and leaflet

Sparkler

We provide respite, emergency, end of life and bereavement care for low-income children, young people and their families in central southern England.

Currently
287 children and young adults supported

Current age of children and young adults in our care

Since 1997
827 families supported

Children and young adults supported since 1997: 867

Children and young adults discharged: 607

Number of deaths: 391

£7m The amount we need to raise each year to run our whole service and deliver our plan

For every £1 we spend on fundraising we raise £3.000

Excluding what £22m in every £1 spent is on charitable services

Number of lottery players per week: 12,500

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Number of lottery players per week: 12,500

Children and young adults accepted per county since 1997

11% Bedfordshire, 12% Isle of Wight, 4% Dorset
11% Dorset, 4% Dorset, 11% West Sussex
5% Hampshire, 6% Hampshire, 11% 15% Wiltshire

Total income

91% Charitable income
9% Investment
2% Retail
7% Lottery
4% Fundraising