



Branding Style Guide  
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The aim of this document is to ensure consistency of brand across all internal and external literature and marking materials. Brand consistency is vital to make sure we are instantly recognizable to supporters and across the wider community, including patients and those important to them as well as our workforce. It is part of ensuring that we cannot be mistaken for other charities or companies.

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# Our Logo

Our logo evokes the feeling of "home", a key aspect of our care-giving. Our logo and charity number should appear on all literature.

The first choice for logo position is in the top left corner of any document. The secondary preferred position is in the bottom left corner.

Our full color logo, which should be used whenever possible, is the version shown to the right in our Navy, complimented by our Cardinal Red.





# Secondary Elements

Our Secondary elements consist of our diamonds. Please use diamonds as a secondary (or complimentary) design element. Our branding is recognized by our diamonds.

Please reference these potential uses of the diamonds when designing.



# Logo Usage

## Color Alternatives



### White on Dark Background

To be used when printing on colored backgrounds or dark areas of photography.



### 1 Color on Light Background

To be used on a light background or light areas of photography. May be used in Black, 209c, 7693c, 7414c, 124c, or 5773c.



### Exclusion Zone

To ensure prominence and legibility, the logo must be surrounded with an area of clear space. Nothing should encroach on this space as it will detract from the logo. Once the logo size has been set, the letter "B" should be duplicated on all edges to set the proper exclusion zone. Please note that this is the minimum, and larger space is preferred where possible.

# Logo Usage...

## Unaccepted use of our logo:

The master files should always be used and the logo should never be replicated, rendered, or altered. It should not be manipulated or distorted.

1. Do not alter the colors.
2. Do no angle/rotate.
3. Do not distort.
4. Do not alter proportions.
5. Do not recreate the logo using other fonts.
6. Do not use too small so that legibility is lost.
7. Do not use old versions of the logo.



# Our Fonts

## Cochin Headers, Titles, Main Focus areas

Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01234456789

Cochin is our personality. It's soft, yet makes a point. It is similar to Times New Roman, however compared side by side, the different is seen by Cochin's subtle flair.

## Myriad Pro Sub Headings/Titles, Secondary text, Main body text

Aa Bb Cc Dc Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
01234456789

# Our Colors

## Primary Colors

**CMYK:** 34 100 67 45  
**RGB:** 115 44 60  
**Pantone:** 209c

**CMYK:** 80 50 19 41  
**RGB:** 43 75 110  
**Pantone:** 7693c

## Secondary/Accent Colors

**CMYK:** 57 9 26 12  
**RGB:** 86 165 173  
**Pantone:** 2233c

**CMYK:** 19 68 93 0  
**RGB:** 195 110 57  
**Pantone:** 7114c

**CMYK:** 0 31 100 6  
**RGB:** 235 170 52  
**Pantone:** 124c

**CMYK:** 49 27 72 21  
**RGB:** 139 144 99  
**Pantone:** 5773c

## Millennial Market

Background Color

C: 33 M: 0 Y: 26 K:0

565c

## Boomer Market

Background Color

C: 46 M: 25 Y: 41 K:1

621c