

Brand and Communications Guidelines 2026/27

Our vision is

**“ a community where no
person has to die alone,
in pain or in distress. ”**

Welcome

to St Luke's Hospice Plymouth Brand and Communications Guidelines

St Luke's Hospice Plymouth
Stamford Road
Turnchapel
Plymouth
PL9 9XA

Meet the Communications and Marketing Team:

Head of Communications and Marketing

- External / media relations
- Advertising
- Strategy

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Brand,

n. Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind. As such, brands help consumers in crowded and complex marketplaces by standing for certain benefits and value.

The St Luke's brand is one of the most powerful in our community – people recognise who we are and what we do. We should be proud of that! These guidelines are here to help us all talk and present our work in a simple, straightforward and slick way.

Brand statement

This is our brand statement and represents our care. One of these two statements should be used where possible to reflect our vision and delivery.

External:
(General public)

Our company statements:

St Luke's Hospice Plymouth, caring for you no matter where.

Internal:
(Staff and local partners)

Caring for you at home, at Derriford or at Turnchapel.

Our logo

This logo is the core representation of our charity and should be used across all corporate and digital platforms to reinforce our brand on both a local and national level. It will always supersede any other 'sub brands' detailed further on in these guidelines.



Primary logo - this version of our logo should be used whenever possible.



Secondary logo - white on a plain background.

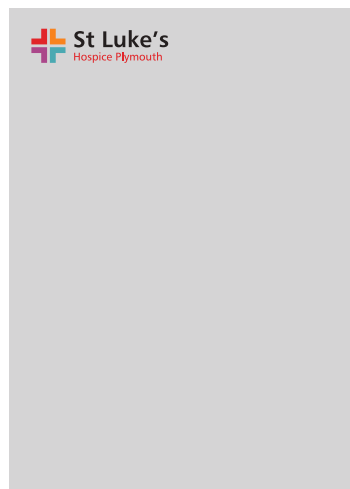


Optional logo - when restricted to black and white printing. Please don't use any other colour.

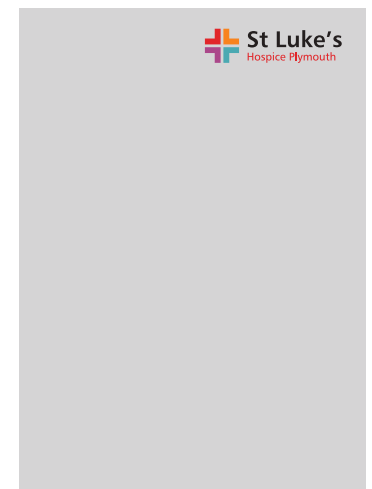
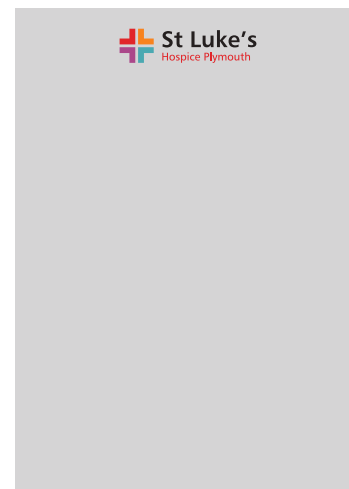
Our logo - application

Our logo should primarily be placed top left, with a secondary option of top middle. Never top right or bottom.

Primary



Secondary



Our logos - what to avoid

To keep our branding consistent please follow these rules.



Don't change the colours of our logos.



Don't use capital letters for the words.



Don't change the typeface.



Don't squash or stretch our logos.



Don't alter or change the logo form.



Don't flip or rotate our logos.



Don't place the logo on brightly coloured backgrounds.



Don't place the logos on busy backgrounds.



Don't apply gradients or effects to our logos

Our logo - exclusion zone and size

The logo should always have some breathing space.

The exclusion zone has been calculated by simply using the height from the capital letter "H" in the logo. Place this amount of space around each side.

It is important not to make the logo unreadable by applying it smaller than the minimum size (25mm). There is no maximum size for the logo.

When resizing the logo, please take care, the proportions are correct. Never stretch or squash the logo to fit a space.

The exclusion zone is calculated by the height of the letter 'H' from the logo.



The minimum size of the St Luke's Hospice Plymouth logo is 25mm wide.



Our logo - hierarchy

Working with partners is a really important part of what we do. And presenting that partnership in the right way adds value to our brand, our partner's identity and the project itself.

The visual representation on partnership projects should be a reflection of the partnership itself. Equal contributions in terms of time, resources and money deserve equal billing, side-by-side with logos of the same size.

If the partnership is more in kind, or more based on support than contributions, then the logos should sit in their rightful supporting role – beneath the St Luke's brand mark, at 50 per cent the size of our own logo.

Sponsored by or organised in equal partnership with:



Supported by:



50% of St Luke's logo



Colour

These are our four primary colours used in our logo and across the entire brand. Never change the colours.

Please take the advice of the communications team if you would like to use other colours (not shown here).

Primary colours



CMYK
C0, M100, Y80, K2

RGB
R225, G4, B45

ONLINE
#E0032C



CMYK
C0, M59, Y96, K0

RGB
R240, G127, B19

ONLINE
#EF7F13



CMYK
C38, M88, Y0, K0

RGB
R171, G58, B141

ONLINE
#AB398D



CMYK
C71, M0, Y33, K0

RGB
R43, G182, B183

ONLINE
#2BB5B6

Crown Paint: K3323G (LRV 32)

Secondary colours



CMYK
C51, M0, Y99, K0

RGB
R146, G192, B36

ONLINE
#92C024



CMYK
C2, M97, Y5, K0

RGB
R288, G13, B125

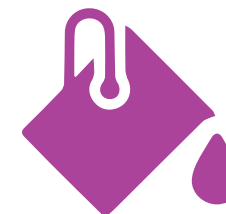
ONLINE
#E40D7D



CMYK
C83, M42, Y0, K0

RGB
R17, G125, B193

ONLINE
#117DC1



Crown Purple
RAL 3050-R30B

Typography

Myriad Pro

‘Myriad Pro’ is our corporate font and should be used at all opportunities. If unavailable, ‘Arial’ is the default font (e.g for web).

Staff should use a minimum font size of 12pt to ensure a legible viewing size.

Powerpoint presentations need to be 18pt.

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()

Myriad Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()

Imagery

Photos are an important part of illustrating and reinforcing the power of the work we do. Some tips on getting it right.

Copyright and permission to use images is a very serious issue. Using a picture without the right to do so can be upsetting for the subject and/or subject the organisation to a heavy fine. Any image used in our printed materials must carry any copyright or photographer attribution required - please maintain your records accordingly.

If it is a photo taken from a stock database please ensure you have an appropriate license (these change according to how much you bought the image for - it's unusual to have multiple uses for a low price.)

To maintain authenticity and trust, St Luke's will not use artificial intelligence (AI) to alter, generate or manipulate images of people under any circumstances. Photography and video must accurately reflect the individuals and situations depicted.



Badly cropped

Do not crop out the main focus of the image or parts of people.



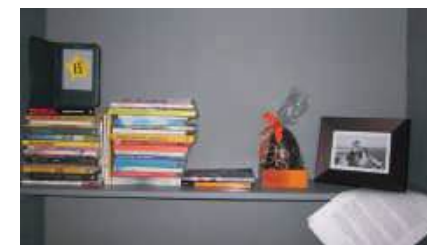
Clicked

Do not use models, use real people. Pictures should be real, not posed.



Busy/not in focus

Keep compositions simple and sharp.



Uninspiring

Use photos with life, colour and energy.

Imagery

If it is a photo that you or a colleague has taken please ensure you have either a copy of a completed permission slip for its use (or an email to that effect from the subject.) This is particularly important for children under 18 years of age. It is your responsibility to ensure images you provide/publish are in order. The communications team can assist with any advice on the suitability of an image and/or sourcing stock images if required.

To maintain professional standards and brand consistency, St Luke's does not use artificial intelligence (AI) tools to create, design or generate posters, printed materials or branded assets.

All design work must be produced in line with the organisation's brand guidelines and approved through established Communications and Marketing processes.



Low resolution

Images for printed materials should be no lower than 300DPI. Online use (web/social media) must be at 72DPI.



Clipart

These types of illustration do not reflect the professionalism of our organisation and should be avoided.

Sub-brands

Our sub-brands have been created to simplify our care into two defined services based on what they provide and their location. If the audience are likely to know who we are, then use these logos. If they don't (audience outside catchment area or on national/digital platforms), please default to the main logo.

St Luke's at home



This logo is to be used when specifically referencing our care at home, incorporating our Community Care and Urgent Care Service.

St Luke's at Turnchapel



This logo is to be used when specifically referencing to our specialist unit at Turnchapel.

General rule: **keep it simple**

We don't do rocket science.

We don't do jargon.

We don't do (unnecessarily) big words.

Follow these simple guidelines when writing for St Luke's.

Key messages

Staff and volunteers

“Caring for you at home or at Turnchapel”

- You are our Communications Ambassadors to drive our strategy and champion our vision.
- We will provide you with the tools, training and personal development to have the confidence to deliver our key messages and change the behaviour and perceptions of our external stakeholders.
- We will keep you frequently updated on our Future Hospice strategy and journey.
- All staff and volunteers who care for people at the end of their lives must be competent and up to date in knowledge and practice. We will provide education and training to both internal and external staff so they are equipped to provide excellent and compassionate end of life care.

Local healthcare professionals

“Caring for you no matter where”

- Good end of life care cannot be delivered by St Luke's alone. We want to work in partnership with other health and social care staff to ensure that people at the end-of-life in our community receive care that is personalised, responsive and enables them to experience a dignified and peaceful death. We aim to create a compassionate community that puts end of life care at the heart of its health and wellbeing.
- We proactively support and equip health and social care staff involved in providing end-of-life services to deliver competent, confident and compassionate end-of-life care.
- We are specialists in our field, offering expert care to patients and their families, no matter where they are.

Key messages

Supporters

"Caring for you no matter where"

- Caring for people at home and in our specialist unit at Turnchapel.
- £900 will enable us to care for a patient at home.
- We operate by Our Supporter Promise to give you the confidence we use your data ethically and invest your fundraising into care.

General public

"Caring for you no matter where"

- We are more than just City of Plymouth, cancer and beds.
- We are investing in our care services to respond to an ageing population where patients with a terminal illness want the choice to die at home where possible.
- We are specialists in our field, offering expert care to patients and their families, no matter where they are.

Language

Who are you talking to?
Try and avoid using jargon or unusual terms if you're speaking to the general public. These are waived a little for communications to other clinical colleagues but remember we are all full of specialist and sometimes unique knowledge – think about your audience and take pride in explaining what we do.

Social media



Social media is made for the casual voice, even for users on professional networks. The focus is on the social aspect of communication. It's about starting a conversation and engaging with others in your network. Ask questions, offer insight, and avoid the colorless "business-speak" that clutters so much business and professional writing. Your social voice should feel like talking with a friend – a grammatically correct friend!

Don't be afraid to break a few rules to convey emphasis or emotion on social media. While writing in all caps is generally frowned upon in business writing, it's perfectly okay to emphasize a word or two with capital letters. Using an exclamation mark or two is also acceptable to show excitement or emotion. With the space limits on social media platforms, these devices help convey emotion and tone.

Think about your content. We don't endorse any political party or mediumship and we are sensitive around subjects of promoting gambling and alcohol. Please also be aware that public discussion of issues around assisted dying is highly emotive and you should seek advice from the communications and marketing team on any official responses.

Finally, take care with your photos. Have we got permission to take the photo? Have you told the person out of courtesy where the photo will be used? Be cautious taking photos of children aged 18 and under. Have we got parental permission?

Tone

Income generation

Income generation is brilliant! And amazing! And incredible! Our copy needs to illustrate the energy, enthusiasm and urgency of our income generation products. Use active, exciting terms (happy, thrilled, delighted, wow) and always ensure you explain what you're asking for (a call to action) and next steps (such as click here or call for info).

Clinical

In contrast to fundraising our clinical materials are cooler, crisper and more precise. As an example, we would be pleased about things (not thrilled). Think about unusual jargon or references – if it's not a phrase your audience would use on a daily basis then do not use in the opening lines. Introduce and explain the idea before using the exact terminology.

Voice

Internal communications (Emails or the Intranet)

They are all about us. Use we, I, and our when talking about activities. For example:

Our teams are supporting partners with new activities

External audiences

If you're writing for external audiences always use St Luke's Hospice Plymouth then follow with St Luke's (never St Luke's Hospice.) For example:

St Luke's Hospice Plymouth is supporting partners with new activities. As a result St Luke's will....

Style guide - language and grammar

Talking about us:

We are a single organisation so sentences should say, “St Luke’s is...” rather than “St Luke’s are...”

St Luke’s Hospice Plymouth:

Never St.Luke’s or St Luke’s Hospice.

St Luke’s at home:

Note lower case ‘h’.

St Luke’s Urgent Care Service:

Note full capitalisation, never shortened to ‘EOLUCS’.

St Luke’s at Turnchapel:

Note capitalisation. Refer to as specialist unit at Turnchapel rather than Inpatient Unit.

Inpatient:

Never In Patient or In-Patient.

Outpatient:

Never Out Patient or Out-Patient.

The hospice:

Note lower case ‘h’. This refers to hospice care in general, we should never refer to our service at Turnchapel as ‘the hospice’ (type of care, not building).

Job titles:

We capitalise job titles (for example, Specialist Nurse) but not job names (doctors or nurses).

Style guide - language and grammar

Departments:

Give a department a capital letter when you are referring to their them or their work.

Our vision:

Our vision is a community where no person has to die alone, in pain or in distress. If you are using the vision as a stand alone piece of text then use quotation marks. If it's integrated into other text this isn't required.

End-of-life care:

This is written without capitalisation, unless in the document title (not End-of-Life).

Palliative care:

Providing high-quality palliative care is something we should be very proud of. That said, it's an unusual term for the general public – try for a simpler alternative where possible.

Style guide - dates, times and numbers

Dates

- Dates should be written as follows: 23 May 2027. We do not use “th” or “st” after dates and the year should always be included.

12 June 2027 ✓

12th June ✗

Times

- Times should be written in the 12 rather than 24 hour clock and be followed by either am or pm. These should not be written as a.m. or p.m. If it is an exact hour, do not use minutes. For example, 5pm or 5.30pm.

5.30pm ✓

17.30pm ✗

Numbers

- When using figures, numbers one to nine should be written as a word. Longer numbers or numbers displaying a unit (weight and miles etc.) are generally written in numerical format (1,000 and 13.1 miles etc.)
- Phone numbers are given without brackets around an area code. For example, 01752 401172 not (01752) 401172.
- Charity number written in full as Charity No. 280681, not separated digits.

Acronyms

If it's appropriate to use an acronym instead of a full term, eg EoL instead of end-of-life, always ensure the term is spelt out in full the first time it is mentioned, with the acronym in brackets immediately after it. Thereafter, within in the same document you can use just the acronym on its own.

Style guide - digital

Our website

- Always display as:
stlukes-hospice.org.uk
- Never use www. as HTML awareness has moved on
- The colour is not restricted and can complement the design palette.

Our shops

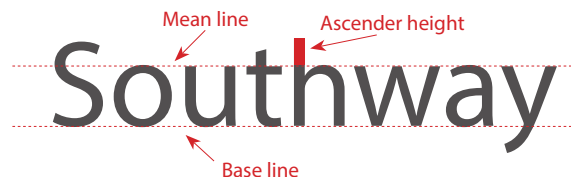
Located in prime positions on the high street and spanning across the entire catchment area we deliver care to, St Luke's shops are one of the most important platforms to reinforce our brand and establish our role within the local community. These guidelines are here to help us all ensure our shops deliver consistent representation of the St Luke's brand and messaging, whether this is directly with a customer and donor or indirectly with passers by.

The retail logo

On first glance you will notice that the St Luke's logo looks different and goes against everything we have previously mentioned in our brand guidelines about manipulating the main logo. For our retail division there is an exception to the rule, however, we must all still follow some strict guidance.

As we try to change the perception of our stakeholders that we are a charity serving more than just the City of Plymouth and the disconnection using the word 'Plymouth' may have in Cornwall where some of our shops are

based, the term 'Hospice Plymouth' has been dropped. This has been replaced by the name of the local area the shop serves, to create a link between each individual shop and our role in the community around it. The cross has also been tilted on a 20° angle, allowing more space to increase the size of our name "St Luke's" to stand out on the high street and to create a more welcoming/friendly aesthetic.



When designing a shop logo, make sure that all letters stay within the mean line and the base line of Myriad Pro Regular. It is acceptable for letters that extend beyond these lines such as 'y' or 'd' to break these guides - what's important is that the character height remains the same.

The space between the shop name (ie. Estover) is 150% the size of the ascender height of Myriad Pro Regular. When in doubt, refer to previous shop logos.

Core shop colours

Using colour for brand recognition is just as powerful as a logo, it instantly identifies to a stakeholder that we are St Luke's. For this reason, there are three core colours that must be used with our shops at all times. No other colours should be introduced without consultation with the Head of Communications and Marketing and Head of Retail.

Primary Colours



CMYK
C60, M52, Y52, K48

RGB
R66, G63, B68

ONLINE
#423F44



CMYK
C38, M88, Y0, K0

RGB
R171, G58, B141

ONLINE
#AB398D

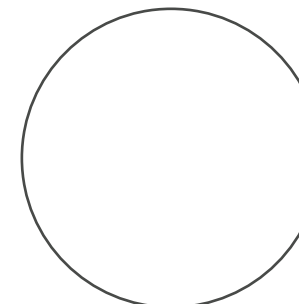
Secondary Colours



CMYK
C0, M59, Y96, K0

RGB
R240, G127, B19

ONLINE
#EF7F13



CMYK
C0, M0, Y0, K0

RGB
R0, G0, B0

ONLINE
#FFFFFF

External signage

The outside of our shops must be consistent, as they are the core brand point of contact with all our stakeholders. The shop logo must always be presented centrally to the main entrance. The large majority of shop signs will use matt vinyl with stand-off lettering.

If you find the cross cannot go off of the edges without losing the composition of the logo (such as being too zoomed in to the centre), the cross can be placed with negative space surrounding. This must be flagged up and approved by the Communications Team.

Mandatory front fascia signage, with stand-off lettering on *St Luke's*



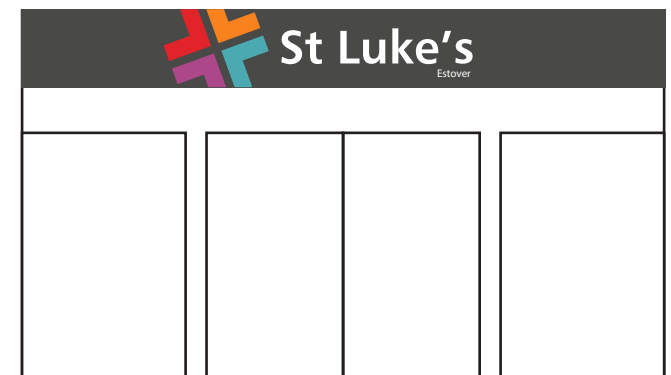
Optional external signage, stand-off on *the cross*



Optional external signage, stand-off cross only

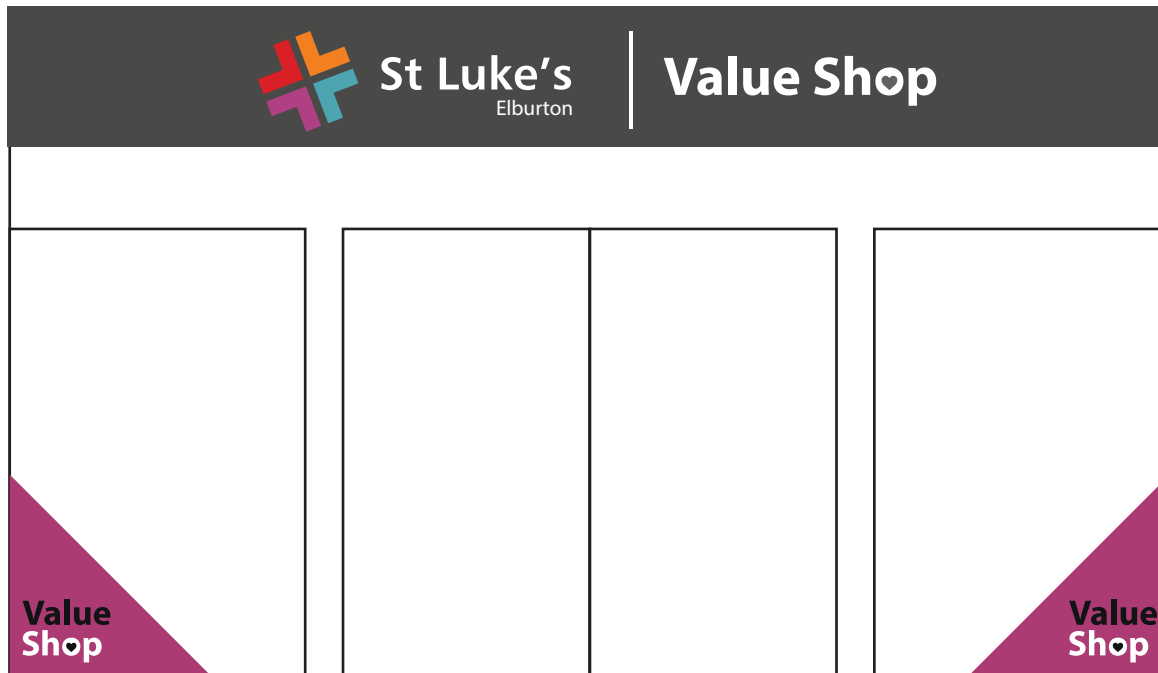


Shop logo on fascia panel must always be central to main entrance



Value brand signage

Standard layout:



The feature wall

The primary focus inside our shops is the feature wall, located behind the white till point. This can be identified by the distinct purple colour.

The feature wall should contain all of the following:

- St Luke's cross, silver ACM stand-off, tilted 20 degrees left.
- St Luke's logo tailored to the shop location in white vinyl applied to acrylic stand-off.
- TV screen and placed to either the left or right of the till counter.

The feature wall should always be purple. All other walls around the shop must be matt white.

A friendly 'Hello [shop location]' lettering should be placed in a prominent position in the shop on the wall, in purple vinyl or stand-off lettering where appropriate.



Other shop signage (interior)

We fully appreciate that often a shop is overwhelmed with requests to display posters and leaflets from both internal and external sources. To avoid unnecessary or negative signs, we have come up with this handy guide.

Only signage listed here may be displayed within the shop, any additional signage must be approved by the regional area manager.

Generic charity shop logo

When your signage is not location specific (such as a point of sale sign), you can use the logo across. This can be accessed via pre-made templates from the Retail admin team.



Till notices, A6



Returns policy

Front door notices



No smoking



Opening times



Music license



No children



No food

Advertising posters in front window



Returns policy



Gift Aid



Furniture Collection



No Abuse



Posters must be displayed in the supplied window display units. No other form of display or fixing (blue tack, tape) is permitted.

If you would like a window display unit for your shop, please contact your area manager.

Shop sign portfolio



Caring for you no matter where

**Brand and Communications Guidelines prepared for use by
internal staff and suppliers to St Luke's Hospice Plymouth.**

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