



Brand Guidelines

Our History

Primrose Hospice & Family Support Centre has been providing care and support to patients in North East Worcestershire since 1987.

The original hospice opened at Hill Top in 1987 before moving to the current location in St Godwalds Road in 1991.

In 2003, an extension was built to house the Day Hospice and improve the clinical space. In 2010 the Coppice Centre was built to provide an enhanced Family Support Service.



Our Vision Statement

"To provide the best possible care and support to anyone in our catchment area who requires our services, ensuring choice and empowerment for every individual."

This statement should be channelled through all communications we have with all stakeholders. It is not necessary to use the whole statement at all times, sections can be used in communications.

Our Mission Statement

"Primrose Hospice is a charity which enhances quality of life for people with life limiting illness in North East Worcestershire; in addition, we provide care and support for families, carers and friends."

This statement should be channelled through all communications we have with all stakeholders.

Our Values

Care:

- Provide high quality personalised care and support for everyone
- Be the best we can be at everything we do

Community:

- Primrose, one team providing holistic support
- Inclusive and work together both internally and externally

Compassion:

- Respect and dignity for all
- We listen, engage and act with warmth, kindness and understanding

These values should be communicated by all staff/volunteers through all communications we have with all stakeholders.

Our logo



Our logo is integral to representing our brand and core values.

Only approved versions of our logo can be used. Any change in the logo may damage the strength of our brand image.

The above logo is the main logo that should be used across all marketing and communications throughout the whole hospice.

Secondary Logos

The below logos can be used on darker backgrounds with white-out text. The Primrose icon cannot be changed and must always bare it's original colours as shown below:



Minimum Size

It is important that our logo is always big enough to see clearly. Therefore the minimum size of our logo should never be less than 27mm.

Exceptions can be made for certain items e.g. lpens, trolley tokens, badges etc



Colour Palette

Primary Palette



Secondary Palette



Our colour palette is another integral element to our branding. It is important that we stick to these colours throughout our brand. These colours are reflected in our logo.

There are exceptions to our colour palette when creating marketing materials for some fundraising events.

Fonts/Typefaces

Roboto Slab

This serif font is used solely for headlines.

There are three different weights used, being Roboto Slab Light, Regular and Bold. The weights are used depending on what works best visually.

Roboto Slab complements Century Gothic which is used for sub headers and body copy, these fonts contrast with one another and strengthen one another's appearance.

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Roboto Slab: Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Roboto Slab: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Roboto Slab: Bold

Century Gothic

This sans-serif font is used for sub-headers and body copy only.

There are four different weights used, being Century Gothic Regular, Italic, Bold and Bold Italic. The weights are used depending on what works best visually.

Sub-headers and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Century Gothic: Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Century Gothic: Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Century Gothic: Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.!?

Century Gothic: Bold Italic

Graphic Elements

Several graphic elements have been created to support and elevate our brand. These elements give our brand consistency and further its recognition.

Blue Swoosh Elements

The below blue graphics can be used on anything from letterheaded paper, social media graphics and posters.



Primrose Hearts

The Primrose Hearts are an element of the Primrose Logo. They represent our brand and can be used as decorative elements on various Primrose marketing and communications elements.



Posters/Flyers

Posters and flyers can be created to promote various different elements of Primrose Hospice.

We use three main pieces of printed literature to promote Primrose Hospice.

Tri-fold leaflets

Clinical Services tri-fold leaflet

This tri-fold leaflet for Clinical Services features the Primrose Hospice logo at the top right. The main heading is "Welcome to Primrose Clinical Services". It includes sections for "What happens next?", "How can I access Primrose Hospice?", "Where to find Primrose Hospice & Family Support Centre", "Any questions?", and "Comments, complaints and compliments". A map shows the location of the hospice. The bottom left corner contains contact information: "For more information: primrosehospice.org 01527 889799".

Our printed literature can be used to promote our organisation in a variety of ways. We send out leaflets to patients and families as well as using them at fundraising events and in our shops.

Family Support Services tri-fold leaflet

This tri-fold leaflet for Family Support Services features the Primrose Hospice logo at the top right. The main heading is "Primrose Hospice Family Support Centre". It includes sections for "What happens next?", "How can I access Family Support Services?", "Where to find Primrose Hospice Family Support Centre", "Any questions?", and "Comments, complaints and compliments". A map shows the location of the hospice. The bottom left corner contains contact information: "For more information: primrosehospice.org 01527 889799".

This section continues the Clinical Services tri-fold leaflet. It features sections for "What support is available?", "Who will I see at Primrose Hospice?", "What to expect?", and "All of our services are provided free of charge thanks to the support of our local community and volunteers". It includes a table of services and a "Make a suggestion" box. The bottom right corner contains contact information: "T: 01527 871051 primrosehospice.org".

This section continues the Family Support Services tri-fold leaflet. It features sections for "What support is available?", "Children & Young People", "Group Support", "Complementary Therapy", "Clinical & Wellbeing Services", "Family Support", and "Benefits Advice". It includes a table of services and a "Make a suggestion" box. The bottom right corner contains contact information: "T: 01527 889799 primrosehospice.org".

Posters/Flyers

General Primrose Flyer

We use the below double sided A5 flyer to promote Primrose Hospice in our shops and at fundraising events.

Front

How can Primrose Hospice help you?

Are you living with a life-limiting illness? Do you know someone that would benefit from pre or post bereavement support? Primrose Hospice can support you.

Primrose Hospice & Family Support Centre is an independent charity, offering care and advice to patients living with a life-limiting illness and supporting families in the North East Worcestershire area.

Our Clinical & Wellbeing Services provide a range of support for people living with a life-limiting illness. Patients can benefit from our Day Hospice, Nurse Led Clinics, Physiotherapy and Services, Spiritual and Emotional support.

Our Family Support Services offer support to adults and children including a Counselling Service, Benefits Advice and Complementary Therapy. We support anyone, both adults and children who are bereaved regardless of whether their loved one has accessed our services.

Find out more about Primrose Hospice:
T: 01527 871051
E: info@primrosehospice.org
or visit our website:
www.primrosehospice.org

primrose hospice
Care Compassion Community

Back

How can you help Primrose Hospice?

Primrose Hospice and Family Support Centre is an independent charity and relies heavily on support from the local community. We have to raise over **£1.95 million** each year to continue to provide our services to care for our patients and families.

How can you help?

- Donate**
Make a one off or regular donation to help us to continue to provide our services for free.
- Leave a gift in your will**
Do something amazing and leave a gift in your will so our hospice can continue our services in the future.
- Fundraise**
Come along to one of our events, hold your own event or get your workplace involved by making us your charity of the year. There are lots of ways you can fundraise and have fun at the same time!
- Volunteer**
Whether you could spare minutes or hours, days or weeks, you could make a meaningful difference to enable us to continue to offer our services.
- Play our lottery**
The Worcestershire Hospices Lottery is your local lottery. You could win a cash prize of up to £500 each week, or our roll-over prize which can reach £5,000!
- Support our shops**
Our shops help us to raise funds. You can get involved by donating unwanted items or becoming a volunteer!

Find out more about how you can help:
primrosehospice.org
T: 01527 871051
51 Godwolds Road, Bromsgrove, Worcestershire B60 3BW

primrose hospice
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Primrose Fundraising Events

The fundraising and marketing team work together to produce marketing materials for various Primrose Fundraising Events throughout the year. Examples can be seen below.

SNOWDON AT SUNRISE
18th May 2025

SIGN UP TODAY!

SCAN ME

Visit: primrosehospice.org/events/sunrise-at-snowdon/

Registered charity number 700272 | E: fundraising@primrosehospice.org

primrose hospice
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TREECYCLE!

Have you got a real Christmas tree?

For a small donation, Primrose Hospice can collect and recycle your tree, so you don't have to!

11th-13th January 2025

Collecting in: B60, B61, B80, B96, B97, B98, B45, WR9, Alvechurch, Feckenham and Inkberrow.

To book your collection visit:
www.primrosehospice.org/events/treecycle

Contact us:
T: 01527 889796 | E: fundraising@primrosehospice.org

primrose hospice
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Supported by:
HILLS FORD
TREEMENDUS
TREE SERVICES LTD.

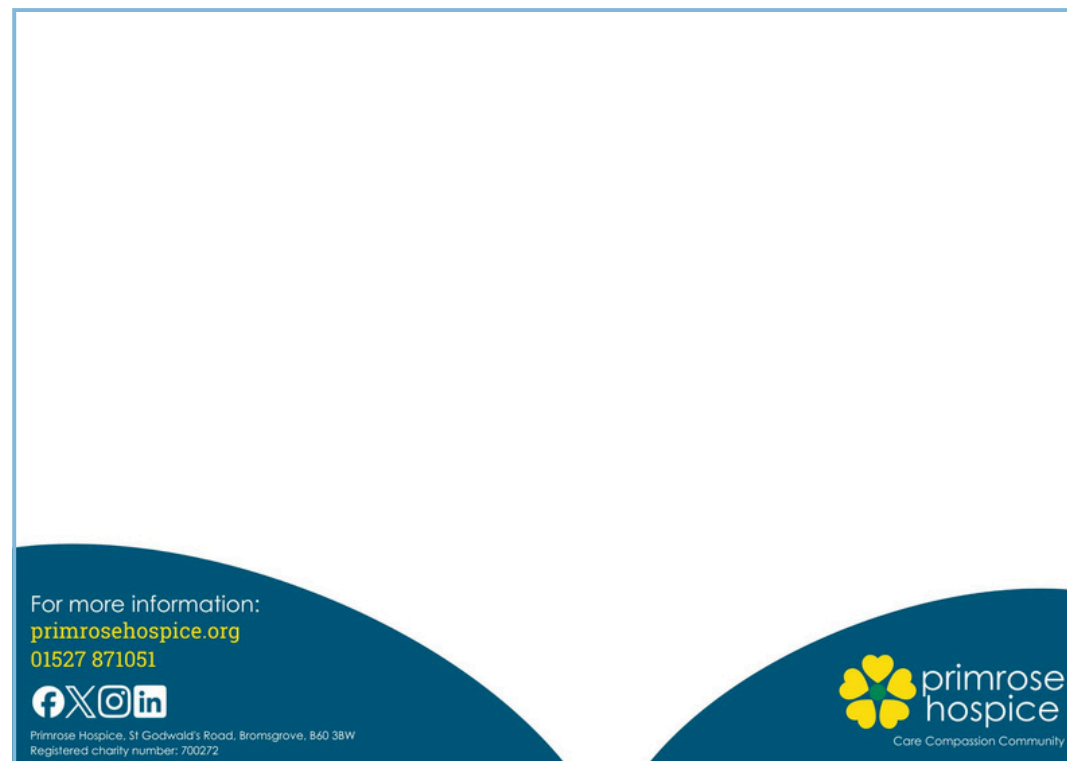
Registered charity 700272

Poster Templates

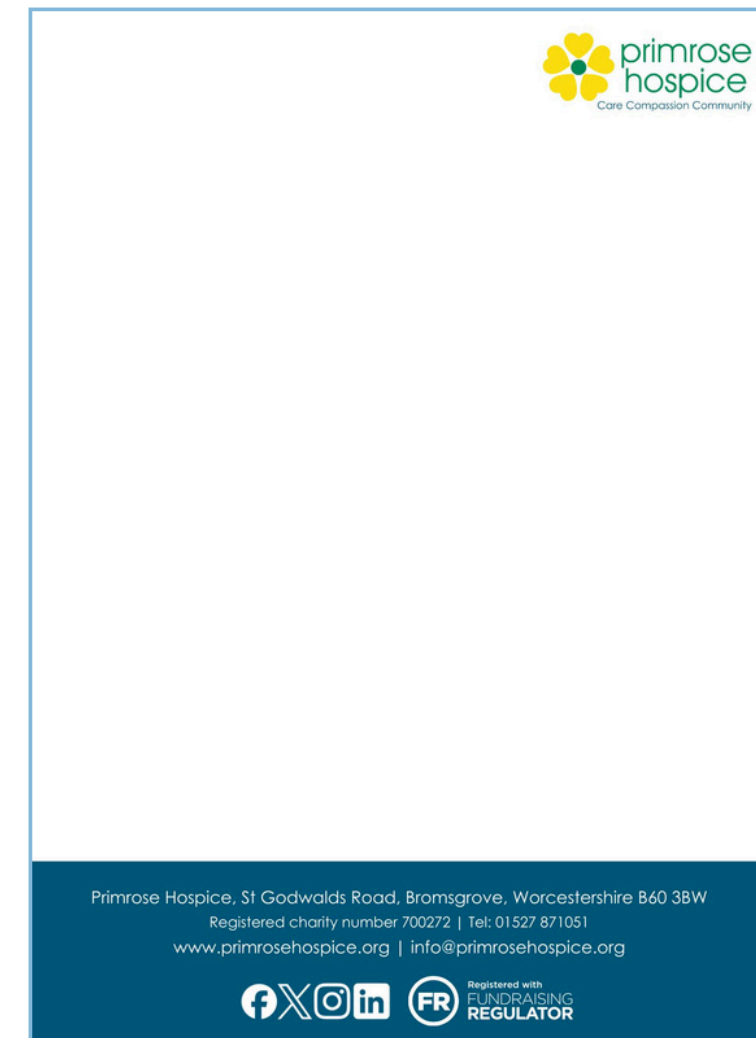
There are several poster templates that can be used by staff to create their own posters.

The marketing team can also produce posters and flyers on request. We use the below templates wherever possible to ensure consistent branding.

General information poster template



Fundraising poster template



The Primrose Bulletin

The Primrose Bulletin is a 12 page newsletter that is produced, printed and posted twice per year.

The bulletin follows our branding throughout and can be accessed by the public at our receptions, our shops and fundraising events.

The Primrose Bulletin - Autumn/Winter 24

THE primrose BULLETIN
All the latest news from Primrose Hospice
Issue 8 | Autumn/Winter 2024

primrose hospice
Care. Compassion. Community.
primrosehospice.org
T: 01527 871051
Registered Charity No. 700272

Hello from Becky...
I first came into contact with Primrose Hospice in 2021, after my Mum was diagnosed with Motor Neurone Disease. I was caring for my Mum alongside my family, working as an Oncology Nurse Specialist and had two little boys depending on me. I was at breaking point when I was referred to the Family Support Team.

The world was at the height of Covid. That, combined with my Mum's diagnosis, produced a whirlwind of emotions. I attended face-to-face counselling sessions; that precious hour was pure relief. I could talk freely, cry my heart out, be angry with the world, unpick family dynamics and walk away feeling energised, ready to tackle the week ahead.

My oldest son Freddie wasn't coping with Granny's diagnosis; the amazing children's team stepped in. Their time with Freddie was invaluable; they created games, ideas and solutions to help with his fear of MND and the changes in Granny.

My Mum sadly lost her battle with MND in January 2022. Nothing fully prepares you for the loss of a loved one. The team were immediately there for us. I received more counselling, group counselling, reiki and Freddie and George have made memory boxes and attend the Explorations groups.

In January 2024 I was discharged. This day would not have come without the amazing support, guidance and belief from all the individuals who have supported me on my bereavement journey. You walk into the Coppice Centre and you are greeted with warmth from the amazing reception volunteers, smiles from behind every door and cuddles from Trevor the dog. You are never alone on this journey at Primrose.

I hope that by reading this issue of the bulletin you will be able to learn more about the vital care and support Primrose provide for patients and families during extremely difficult times. Primrose relies on help and kindness of our community to raise the income needed to keep their doors open. There are lots of ways you could support Primrose, from donating to their shops, making a regular donation or volunteering your time. Please do consider supporting them so they can help more families like mine.

Becky Hennan
Client
Primrose Hospice & Family Support Centre



What it costs

£35

Could pay for a patient to be assessed by our skilled clinical team to identify the care and support needed for the individual.

£160

Could provide a child or young person with specialised support from our expert children's Family Support Team.

£240

Could support one patient to visit our Day Hospice for two days. Including; transport, medical care, a nutritious meal and access to our support groups.

£1.95m

Is how much it costs each year to fund our services, with only 14% being received via statutory routes.

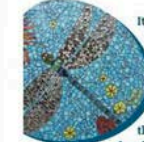


The Primrose Bulletin Autumn/Winter 2024

A Magnificent Mosaic

Over the last year Jackie Nash – local Mosaic artist has been creating a beautiful mosaic which is now on display at Primrose Hospice & Family Support Centre.

We spoke to Jackie about her work and what inspired the piece:
"My current work is predominantly inspired by the natural world, particularly the flora and fauna I see in the fields around where I live when I'm walking my dogs."



It's with thanks to the generous sponsorship from Arts Council England, plus support from The Bromsgrove Society, Elliott Nash Ltd and Marmox UK that I have been very fortunate to work alongside Primrose Hospice to produce a Summer garden mosaic inspired by a lovely book called "Water bugs and Dragonflies".

This is a story told to the children and young people at the Hospice as part of their support to help them process what happens when someone they love is diagnosed with a life-limiting illness or someone they love dies. It's hoped the mosaic will be a way to engage with children and patients to support their services.

The Hospice patients also suggested imagery for the mosaic, such as butterflies, primroses and dragonflies, making this a personal project for everyone at the Hospice. I've also had the opportunity to work with the children, patients and staff to teach them how to make mosaics, which was really enjoyable. Collaboratively we've made several mosaics which are now on display at the Hospice.

I'm genuinely grateful to have had the chance to work alongside everyone at the Hospice, as it has been an immensely fulfilling experience for me."

Please do pop into the Hospice to see the mosaic for yourself. From everyone at Primrose Hospice we'd like to thank Jackie for her hard work and dedication in creating this beautiful mosaic which will be admired and shared for many years to come.

Learn more about Jackie's Mosaic:



PRIMROSE BUSINESS BREAKFAST

Q&A with local motivational speaker and endurance athlete Nigel Watson

Wednesday 19th February 2025
Holiday Inn Birmingham Bromsgrove



The Primrose Bulletin Autumn/Winter 2024

Living Well with Primrose

"Primrose is somewhere that wouldn't work without everybody. There's no question of that. It's a people place, run by people, for people." - Paul Whitehouse, Living Well Service Volunteer.

Do you know about our Living Well Service? This support is designed for people with a life-limiting illness and families in North East Worcestershire.

Our support is aimed at enhancing your wellbeing and increasing your happiness, whilst meeting your individual needs. Whether they be physical, psychological, emotional or spiritual.

We spoke to Paul Whitehouse who kindly volunteers his time every week to run our popular art group for our patients. Paul has come full circle through Primrose, from being supported as a patient before he had his life-changing heart surgery to then go on to become a volunteer.



"I've come to volunteer with Primrose through a rather unique door. I was formerly a patient, as I had serious heart failure. I had been given three months to live and it was suggested I come to visit Primrose. I wasn't sure at first, but it was the best thing I ever did."

I was at a point in my illness where my cardiologist said, there is some clever people at the QE Hospital fitting electric hearts for people, which I could have, and I thought I've got nothing to lose. So I had the procedure and I now carry around a battery pack and run on electric! I always said to my family, if I get through this I'm going to come back and volunteer at Primrose – so that's what I did!"

Tell us about how you started volunteering with the Art Group?

"Initially I was asked to help run a card group for a group of gentlemen, which I did for a while and then I went on to run the art group on a Tuesday with support from other volunteers. I've always painted even when I was a soldier. I've always found the medium of art, be it a cartoon painting or sculpture so entrancing and so rewarding. It doesn't really matter what it looks like, whether you can only manage a stickman or a Goya, everyone is welcome at our art group."

I've been a volunteer for around five years now and I look forward to coming every week. It's lovely to see people having fun and also getting something out of it. For me it's about the friendships and camaraderie the patients form from coming to the Hospice. The painting and drawing is almost secondary!

I always say we may not all be in the same boat, but we're certainly on the same stream. Sometimes in the group and indeed in other groups, you can say things that you wouldn't say to your family. I think the fact that everybody, including me, having been a patient can begin to understand what others are going through."



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Living Well with Primrose

Primrose Hospice offers support groups and sessions aimed at improving your mental health and helping you find ways to cope better with your symptoms to enable you to manage and maintain your quality of life.

As well as our Art Group, our Living Well Service offers groups like: Yoga, Tai Chi, Therapeutic Singing, Breathwork and much more. We also offer one-to-one therapies such as reflexology, hypnotherapy, massage, and Reiki.

Could you pick out a favourite moment that you've had since volunteering at Primrose?

"There have been a couple of patients who've come to the group who I've seen flourish. One gentleman I remember was quite withdrawn with everything regarding art, but over time he became more confident and even does art at home now, and brings his art in to show me. It makes me want to do backwards somersaults, because you can see the joy in his face. It's the fact that Primrose, myself and our other wonderful volunteers create an environment where there is no criticism, they can just go with the flow and do what they want to do."

Helen, one of the Primrose patients who comes to the art group said: "The group is very enjoyable, easy and sociable. Paul and Natalie, the volunteers are superstars - absolutely brilliant!"



What would you say to someone who may be worried about coming to Primrose?

"You are coming into a very safe environment. There are so many things you could do. I'm surprised you don't do welding to be honest, because it's the only thing I can think of we don't do or you can have a great day doing daddy squat with your feet up."

If you need a bit of extra help in any particular way, regarding your illness, even down to things like applying for a blue badge. The team can help with things like that, which may be worrying you at home. When you come to Primrose you can just enjoy yourself – it's wonderful.

Speaking from personal experience, patients coming to Primrose also gives their family or carers a vital break. That is something that always stuck with me, because you need a break sometimes, otherwise you get stuck on the same tracks."



Between April 2023-March 2024 we supported **1,036** patients and clients

The Primrose Bulletin Autumn/Winter 2024

Social Media Icons

Social Media is an integral part of our branding and marketing strategy. It is important that we let the public know that we are on Social Media wherever possible to increase our reach.

We use a set of Social Media Icons throughout our marketing materials. There are two versions of these logos shown below.

Colour icons



White icons

The below icons can be used on darker backgrounds.



Use of Logo and Brand

The Primrose Hospice logo and the name Primrose Hospice and Family Support Centre name are owned by the charity Primrose Hospice and Family Support Centre.

At no time should the logo be made available for use by organisations, companies, groups or individuals without the express permission of Primrose Hospice and Family Support Centre.

In order that our 'rights' to this property are maintained it is important that it remains under our control and is always used correctly. This means that as guardians of the logo and title we should be aware of all instances where the logo might be used by agents outside of Primrose Hospice and Family Support Centre.

When agreeing to the use of the Primrose Hospice and Family Support Centre logo by an external body we need to consider carefully about any association which might compromise the Primrose Hospice and Family Support Centre brand.

The use of our logo by any individual or organisation does not infer an endorsement by Primrose Hospice and Family Support Centre.

The logo should always appear in the form in which this guidance requires (see pg 6 for guidance).

All materials and communications must include the Registered Charity Number 700272.

If you would like to request to use the Primrose Hospice logo or a copy of any resources mentioned in this document please contact Sarah:

E: sarahm@primrosehospice.org

T: 01527 871051

