



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

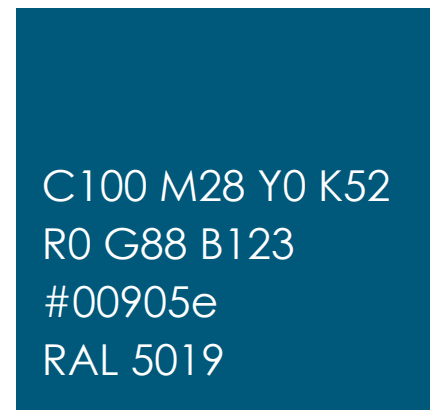
It is important that our logo is always big enough to see clearly. Therefore the minimum size of our logo should never be less than 27mm.

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.



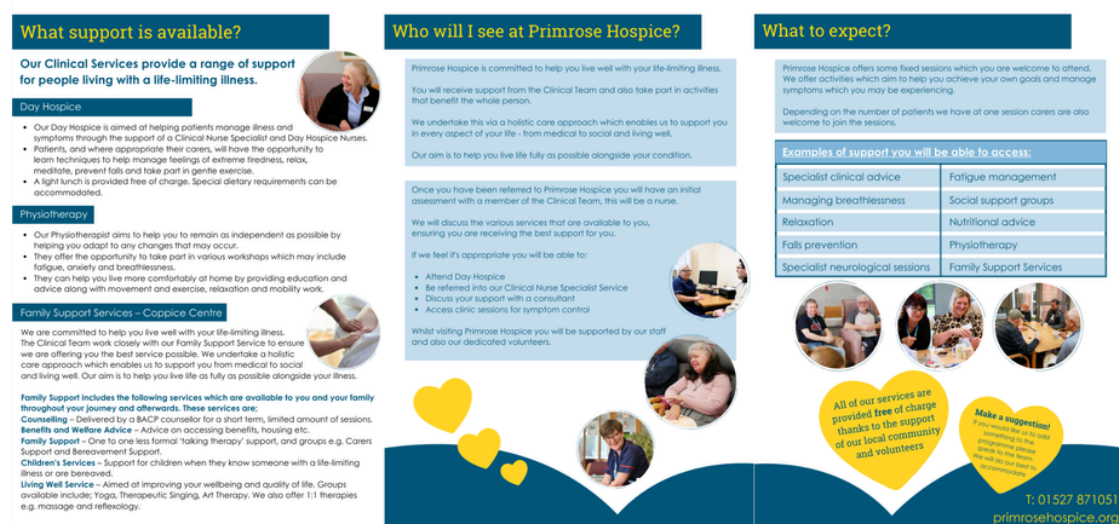
Posters/Flyers

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.

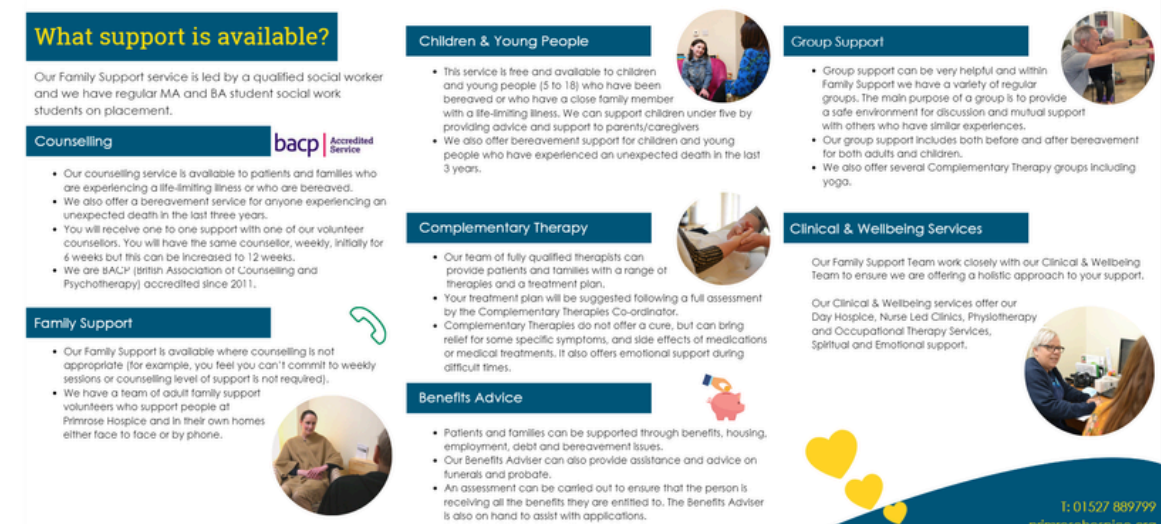
Tri-fold leaflets

Clinical Services tri-fold leaflet



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



Posters/Flyers

General how you can help Primrose Tri-fold

We use the below tri-fold to promote Primrose Hospice in our shops and at fundraising events.



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.

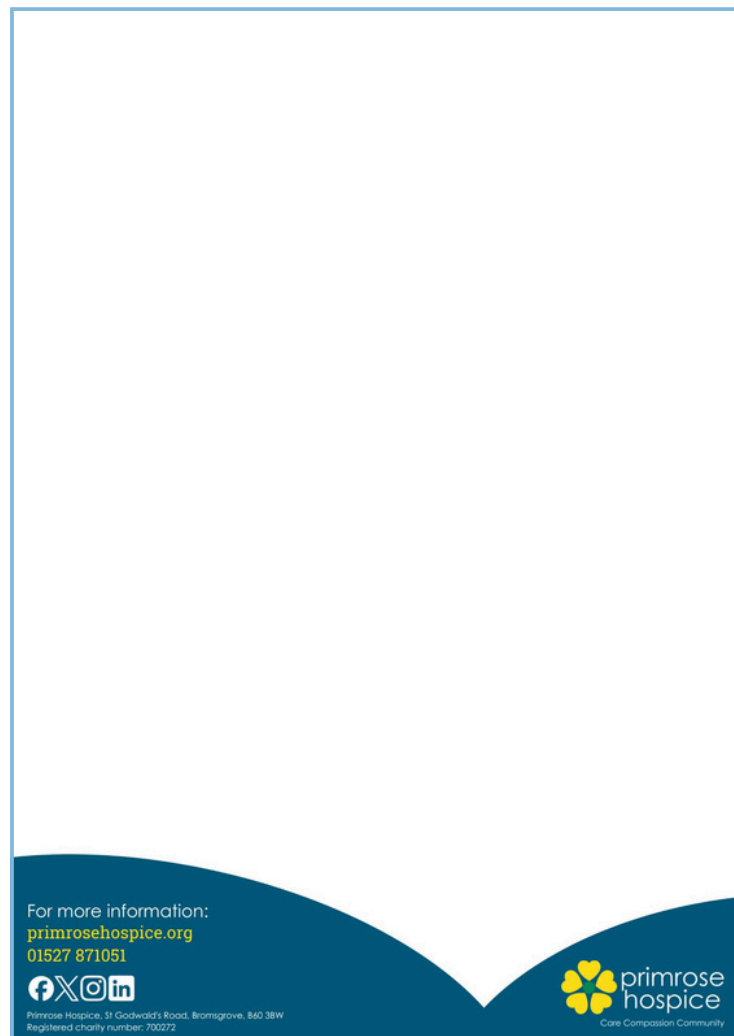


Poster Templates

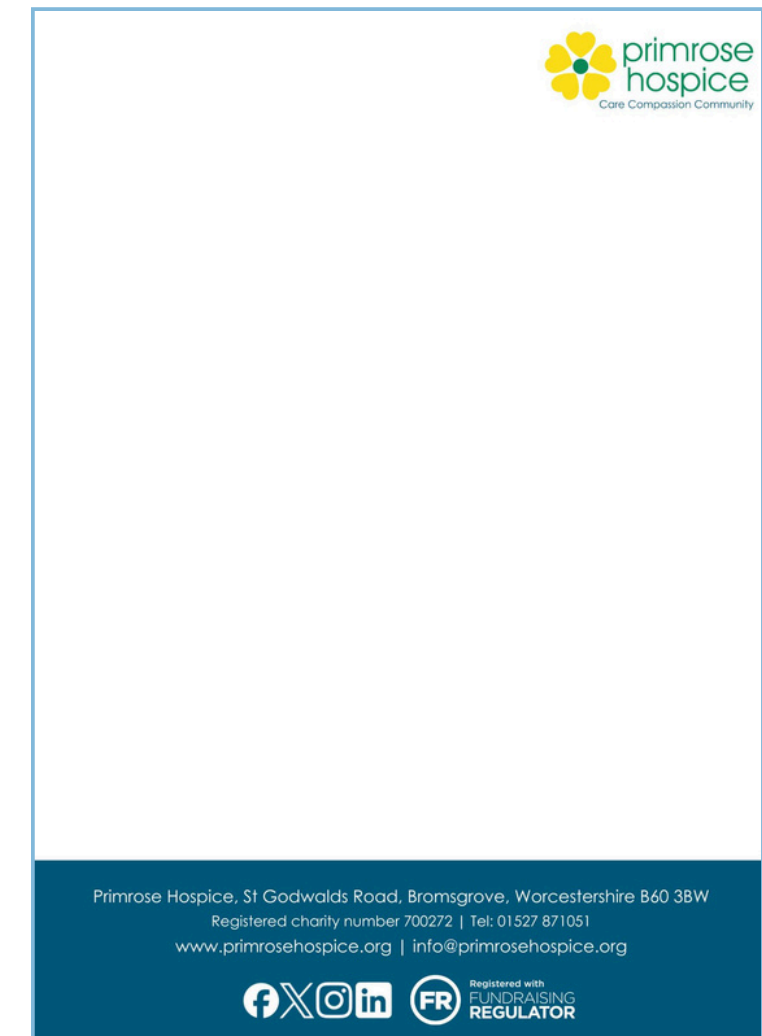
There are several poster templates that can be used by staff to create their own posters.

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 26

THE primrose BULLETIN
The latest news from Primrose Hospice
Issue 12 | Autumn/Winter 26

Meet our young ambassadors on pg 7

Hear Kim's inspiring story on pg 5

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T: 01527 871051
Registered Charity No. 700272

A Garden for Grief and Growth

Back in 2024 we were approached by Marc and Darryl from F.B. & Sons, Lawns & Landscapes, about being involved with an exciting garden design which was going to be shown at the RHS Malvern Spring Festival.

Shortly after, 'St Godwald's Retreat' was born.

The garden has been designed as a mindful retreat, offering a space for solace, reflection, and a connection to the past and present. It was inspired by the landscapes surrounding Primrose Hospice and the historic life of St Godwald.

The RHS Spring Festival was a huge success with F.B. & Sons, Lawns & Landscapes coming away with a well-deserved Bronze Medal awarded for their garden. We are so pleased to say the garden has been very kindly gifted to Primrose Hospice for patients and families to use for many years to come.

More on that later, but for now, we sat down with Marc who designed the garden, to find out more about his passion for the outdoors and the future of 'St Godwald's Retreat'.

What did you enjoy most about the RHS Spring Festival?
We loved seeing people's reactions to the garden. We had so many people respond to the meanings in the garden, particularly the Wind Phone, which was quite unexpected for us. We heard from lots of people who were inspired to try growing some of the flowers in their own garden.

What was your inspiration behind the garden?
The garden is centred around two main features: the Memory Tree and Reflection Lodge containing a Wind Phone. The Lodge is a quiet, comforting space where people can sit and remember loved ones who have died, or use the Wind Phone to share words or memories.

The Memory Tree from the Hospice gardens is a beautiful reminder of our loved ones. It was particularly poignant to see the sunlight catch the metal leaves and 'dance' around the garden. The garden overall is a space of reflection, connecting us with the memories of lost loved ones and also allowing us to be in the 'present'.

The gardens of Primrose Hospice are already special and beautiful, but we hope this addition will create another layer to the garden. We hope the Wind Phone and Reflection Lodge will allow people to grieve and remember their loved ones in a special space.

Which part of the garden are you most looking forward to sharing with the public?
It's difficult to just pick one, but I think the Reflection Lodge will leave a lasting impression. When the oak door is closed, you sit down and lift the Wind Phone receiver - the outside world seems to disappear and you're just of one with your thoughts and memories.

4 positives of spending time outside

- 1 It can reduce stress and improve your wellbeing**
"Being outside and observing the world around us is so important for our wellbeing."
- 2 It helps you to relax and improves your mood**
"We can leave some of our troubles elsewhere. Listening to the wind moving the trees, smelling the scent of flowers, listening to the texture of leaves and feeling the coolness of the grass."
- 3 It can improve your physical & mental health**
- 4 It can provide a distraction**
"We sometimes lose the pleasure in exploring our surroundings, especially when life's challenges take over. Being outside can transport us to another space, even if it's only temporary."

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The people behind the pounds

Mark Crisp's Memorial Match
More than 1,500 supporters came together at Bromsgrove Sporting on Sunday 22 March for a special charity football match held in memory of Bromsgrove Ravens legend Mark Crisp.

Organised by Mark's son, Max, the event saw Birmingham City All Stars take on a Bromsgrove Ravens XI. The community shone on the day, raising an incredible £18,044 for Primrose Hospice.

Mark, who made more than 300 appearances for Bromsgrove Ravens and scored 91 goals, sadly died in October 2024. The memorial match provided a special tribute to a much-loved player while bringing together family, friends, football fans and local businesses in his honour.

Reflecting on the event, Max and Jacqui said: "We have been blown away by the number of people who came to the game and by all the local businesses who supported us. A heartfelt thank you to our friends, family, and everyone who contributed. The support has been incredible - just amazing."

Ethan's Go Yellow Tea Party
After 14-year-old Ethan and his family received support from our team, Ethan wanted to organise his own tea party as part of our Go Yellow fundraising event.

Taking on the challenge entirely on his own, Ethan planned and delivered every aspect of the event, from promoting the fundraiser and securing a village hall, to organising the set-up, arranging refreshments, and welcoming guests on the day.

His tea party raised an amazing £440.13 for Primrose Hospice.

We asked Ethan why he wanted to fundraise for us, he said: "The support, care, and kindness Primrose has shown has meant a great deal to me, so I wanted to find a way to give something back. Organising this fundraiser was my way of showing my appreciation and helping Primrose continue the incredible work they do in supporting other individuals and families who need their services."

Ethan wanted to thank everyone who helped with this event including his Auntie, whose homemade cakes were a highlight of the event. Her generosity and support helped make the tea party such a success.

Kerry's Winning Night
Kerry Dowler, recently held a fun-filled Games Night in support of Primrose Hospice raising £450.

She said: "I organised the Games Night as Primrose has been a lifeline for me, so I wanted to give something back. I'm so thankful that I get included in the Primrose world."

Kerry has been a dedicated Primrose volunteer for the past two years. She began by driving patients to our Day Hospice before helping in the kitchen and assisting at many of our groups and activities.

Volunteers like Kerry are at the heart of everything we do, and we are incredibly grateful for her support, fundraising efforts and the difference she makes to everyone at Primrose.

The fivers are flourishing
117 students from Bromsgrove Preparatory School have taken part in our Raising Fivers Campaign and raised a record-breaking £18,444.33! Primrose Hospice gave each student £5 and challenged them to make it 'flourish' as far as they can - they got creative to make their donations including selling flowers, sweets and toys as well as sponsored dances, walks and cricket challenges.

Kate Dawood - Head of P&G at the school said: "This is a truly staggering achievement and a testament to the enthusiasm, creativity, determination, and teamwork shown by our Year 7 students, supported by staff, families, and the wider school community. To turn their initial £5's into such an outstanding amount is something everyone involved should be immensely proud of."

Giving in Memory
When someone we love dies, supporting a charity is a meaningful way to commemorate them, especially if that charity has supported them or yourself in a time of need. We are humbled to be chosen by many supporters to benefit from their loved ones' Funeral Collections and online tribute pages.

Georg's family chose to donate his funeral collection to Primrose after learning about his visits to our Cook'n'Share group after the death of his wife, here he learnt how to cook but more importantly made friends with others. We created a beautiful personalised collection box and delivered it directly to the funeral director.

Another way of remembering your loved one is by up a digital tribute page, an online space where you can remember and celebrate a life. It can be an easy way to share details of a funeral and collect donations online or it can be used as a memorial space to celebrate an anniversary. Hannah set up a tribute page for her mum Beverly in 2022. It started as a place to share memories for the funeral but as the pages never expire, people have since added thoughts, memories and added more photos.

Anyone, anywhere in the world can visit the online page to share memories, stories and photos. We can help you set up your page. Speak to our dedicated In Memory Fundraiser today about how you could support us.

Dates for your diary
Lights of Love: October-December
Santa Fun Run: 6th December
Christmas Wrapping: December
Treecycle: 9th-11th January
Check our website for more info:

Every fundraiser begins with someone who simply wants to make a difference.
Help us fundraise today.
Call: 01527 889796
Email: fundraising@primrosehospice.org

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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 the marketing department:

E: marketing@primrosehospice.org

T: 01527 871051

