



**HAMPSHIRE  
MEDICAL FUND**

**BRAND GUIDELINES**

January 2019



**BRAND GUIDELINES**

- p3 Logo rules
- p7 Brand Colours
- p8 Brand Fonts
- p9 The Petal device
- p10 Terminology



## PRIMARY LOGO

Use the logo with strapline for important documents and marketing literature. It's only necessary to use one instance of the Strapline logo per document.

With Strapline



**HAMPSHIRE  
MEDICAL FUND**

*The charity buying tomorrow's equipment today*



**HAMPSHIRE MEDICAL FUND**

*The charity buying tomorrow's equipment today*

Without Strapline



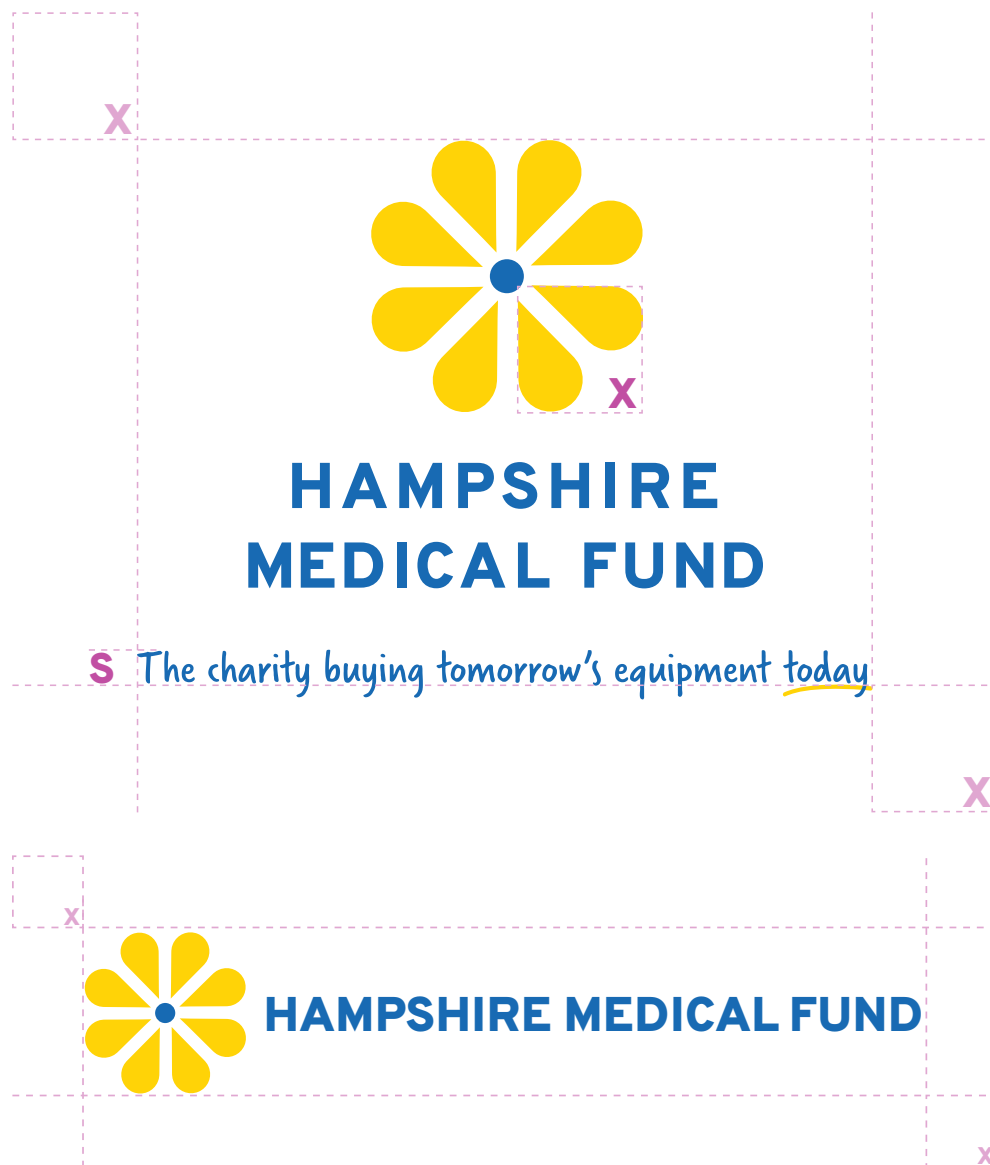
**HAMPSHIRE  
MEDICAL FUND**



**HAMPSHIRE MEDICAL FUND**



**HAMPSHIRE  
MEDICAL FUND**



## EXCLUSION ZONE & SCALE

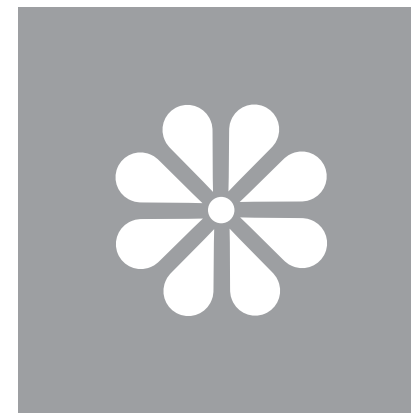
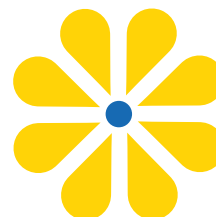
Always ensure the logo has an exclusion zone as shown. The exclusion zone is taken from a square area of the two logo 'petals', and ensures the logo has space for prominence.

Legibility of the strapline is crucial and therefore we recommend a minimum 'S' height of: **3.5mm / 30 pixels**

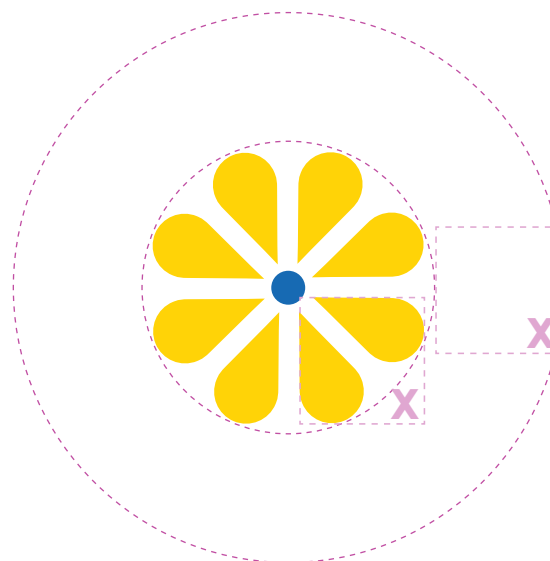


## THE 'FLOWER'

The Hampshire Medical Fund logo uses its iconic 'Flower' symbol, as a brand stamp or badge. This should only be used when the full brand name is also visible elsewhere on the same layout. For example, as an icon or badge used on Twitter, or as a website favicon, no smaller than **32px square**.



Preferably use the colour variant, sitting on white or cream, but the white reverse version can be used when required.



When placing the 'Flower' on a circular container, apply an exclusion zone taken from the exclusion zone 'X'.

**LOGO RULES:**

- The full colour logo is the preferred variant and must be placed over white backgrounds, light colour tints or photography.
- When a dark background colour is required, the white reverse variants can be applied.

**The logo should not:**

- Be placed over cluttered imagery.
- Be shown in different colours (other than the official secondary logo colours).
- Be rotated, stretched or warped.
- Have its elements modified in any way.





## Primary brand colours for print and digital:



R 23  
G 106  
B 178  
# 176ab2

PANTONE 7716 C  
PANTONE 7717 CP  
PANTONE 326 U  
PANTONE 327 UP

Uncoated:  
C 88  
M 54  
Y 0  
K 0



R 235  
G 205  
B 41  
# ffd207

PANTONE 7716 C  
PANTONE 7717 CP  
PANTONE 326 U  
PANTONE 327 UP

Uncoated:  
C 0  
M 17  
Y 92  
K 0

## Secondary brand background colours:



R 251  
G 244  
B 213  
# fff5dc

PANTONE 7716 C  
PANTONE 7717 CP  
PANTONE 326 U  
PANTONE 327 UP

Uncoated:  
C 0  
M 4  
Y 18  
K 0



R 236  
G 236  
B 240  
# ececf0

PANTONE 7716 C  
PANTONE 7717 CP  
PANTONE 326 U  
PANTONE 327 UP

Uncoated:  
C 3  
M 2  
Y 0  
K 5

## BRAND COLOURS

The Hampshire Medical Fund has a limited range of brand colours. The values of these colours are shown here in CMYK, RGB and Hex values.

The primary brand colours are *HMF Blue* and *HMF Yellow* and are the only colours used on the logo. These can be used in copy, graphics and backgrounds, paired with their respective contrasting colour.

The secondary brand colours, *HMF Cream* and *Silver* can be used as an background colours.

## Typography colour system:

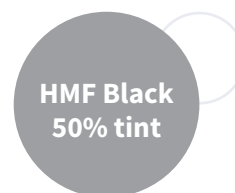


For headlines, pullquotes and subheadings (H1, H2, H3) and short paragraphs of copy used on a contrasting coloured background.



For body copy on pale coloured backgrounds.

C 0    R 20  
M 0    G 19  
Y 0    B 18  
K 90   # 1413121



For H3, callouts and labels on white backgrounds only.

**Headlines:**

Source Serif Pro  
Sentence case, Regular

abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;'"<>!@&\*)

**Body copy and subheadings:**

Source Sans Pro  
Sentence case, regular and **bold**

abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;'"<>!@&\*)

**Titles and calls to action:**

**OVERPASS**  
HEAVY, CAPS, KERNING 100

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789(.,:;'"<>!@&\*)**

**Pullquotes and special text:**

Verveine  
Sentence case, regular

abcdefghijklmnopqrstuvwxyz  
0123456789(.,:;'"<>!@&\*)

**BRAND FONTS**

In both print and web materials the primary font family used should be Source Sans Pro and Source Serif. Overpass, the font used in the HMF logo is used sparingly for CTAs and titles only.

Verveine is used for pullquotes and special instances such as a callout or special headlines or tag lines.

When Source Sans and Source Serif are unavailable, the web-safe font Arial should be used. Though this should only be used as a fall-back in applications such as:

- Email
- Powerpoint
- Word documents
- Other internal-facing documents

**Backup font, body copy:**

Arial  
Sentence case, regular

abcdefghijklmnopqrstuvwxyz 0123456789  
(.,:;'"<>!@&\*)

**Backup font, Headlines:**

Georgia  
Sentence case, regular

abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;'"<>!@&\*)



## THE 'PETAL' DEVICE

We use the petals from the logo to encapsulate key brand elements. Here are some example applications:



A branded page marker



An image container



An subtle background watermark



## PHOTOGRAPHY AND VIDEO

Imagery is positive, warm and honest in tone. We celebrate hospital workers and fundraisers and focus on key moments that tell an emotive story.

A blue or yellow tint can be applied for background imagery where text is placed on top.



**HAMPSHIRE MEDICAL FUND**

*The charity buying tomorrow's equipment today*