



Our brand guidelines



These guidelines have been prepared to help anyone involved in designing or preparing printed or digital materials for the Trust. It is important that everything we do has a consistent look and feel to it, as this reinforces our ‘brand’ and helps to spread and support general awareness of who we are and what we do. They are not intended to be ‘set in stone’, but to act as general guidance. If anything you are producing cannot, for any reason, follow the guidelines, please contact me, as Trust Secretary.

Neal Williams Trust Secretary

T: 01202 477628 E: neal@macmillanlocal.org

Mission, Vision, Ways and Means 02

Our Mission

To sustain and build upon the provision of specialist, responsive and compassionate end-of-life care close to home for the residents of Christchurch, South East Dorset and South West Hampshire.

Our Vision

Macmillan Caring Locally (MCL) envisions access to specialist and compassionate end-of-life care close to home for those living with a terminal diagnosis that responds sensitively to individual and family centred needs. MCL aims to support living whilst dying, and specialist palliative and end of life care at home, or close to home, in purpose-built hospice accommodation.

Ways and Means

- Energetic, ethical and sustainable fundraising
- Working constructively with NHS Providers, Commissioners, and other local palliative care services to ensure the provision of equitable and responsive services
- Contribute significant funding to the development or replacement of the existing Christchurch based Hospice premises
- Make available funding for those services considered desirable to support palliative and end of life care, but outside the current scope of the NHS
- Employment of appropriate professionals to enable MCL to meet its objectives and discharge its legal obligations to the Charity Commission
- Work towards recognition as an Educational Centre of Excellence supporting the interprofessional learning and development of specialist clinical expertise of all practitioners engaged with end of life and palliative care
- Through the above foster a sense of connection between the community and Macmillan Caring Locally

The Macmillan Caring Locally logo is a key part of our identity. It should appear in all our communications and always be used in a way that is clear and legible.

Our logo is made up of two vital components that are essential to the brand. The relationship between the two is fixed and should never be altered. All the elements must always appear together.

Icon

The Icon has been developed to represent the two core aspects of the brand: care and community. The two aspects unite to create the iconic 'M' of the brand. The icon also communicates the important role that the charity has in the community - to link people together, to help and reassure and to give support to patients and their families.

Name

The name Macmillan represents the history and heritage of the charity and links it to the care of patients. It should never be used on its own, but always with the final words 'Caring locally'.



www.macmillanlocal.org

Registered Charity No. 1189412

We must always aim to produce our logo in its preferred version of Macmillan Blue and Green. Do not reproduce the colour logo on any background other than white. When it is not possible to use the logo in its preferred version, our logo can be reversed out of the primary colours or black. A mono version has been produced for use when only black and white is permitted.



Standard colour version



Standard mono version



Standard reversed version



Standard reversed version



Standard reversed version

Exclusion zone

An exclusion zone has been established for our logo to allow it to stand out and to protect it from other elements. The zone extends around the logo using the Macmillan 'M' as a boundary guide. The clear space created is demonstrated below.

Do not put the logo in a 'box' or print a line around it.



Minimum size

Our logo should never be reproduced on any material at a size less than 30mm in width.



Primary palette

Colour is an integral part of our identity. It helps to promote our brand as a friendly and approachable organisation in the community. The two core colours should be carried through onto all branded applications.

Great care should be taken to get these colours exactly right - do not use shades that are 'approximately the same'.

Macmillan Blue

Pantone 315

C: 100 M: 0 Y: 12 K: 43

R: 0 G: 85 B: 119

Macmillan Green

Pantone 382

C: 29 M: 0 Y: 100 K: 0

R: 191 G: 206 B: 26

Headline typeface

The headline typeface for Macmillan Caring Locally is Swiss 721 BT Bold Rounded. It has a rounded, contemporary quality that gives our brand a distinctive voice.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss 721 BT Bold Rounded

Body copy typeface

All body copy must be set in the font family of Swiss 721 BT. It is a modern sans serif font that is clear and legible. As part of the Swiss family it will complement the headline typeface.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss 721 BT Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Swiss 721 BT Bold

Internal/digital typeface

For all internal or digital applications, such as emails, presentations (Word/PowerPoint) and websites, Arial must be used for body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

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with compliments



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