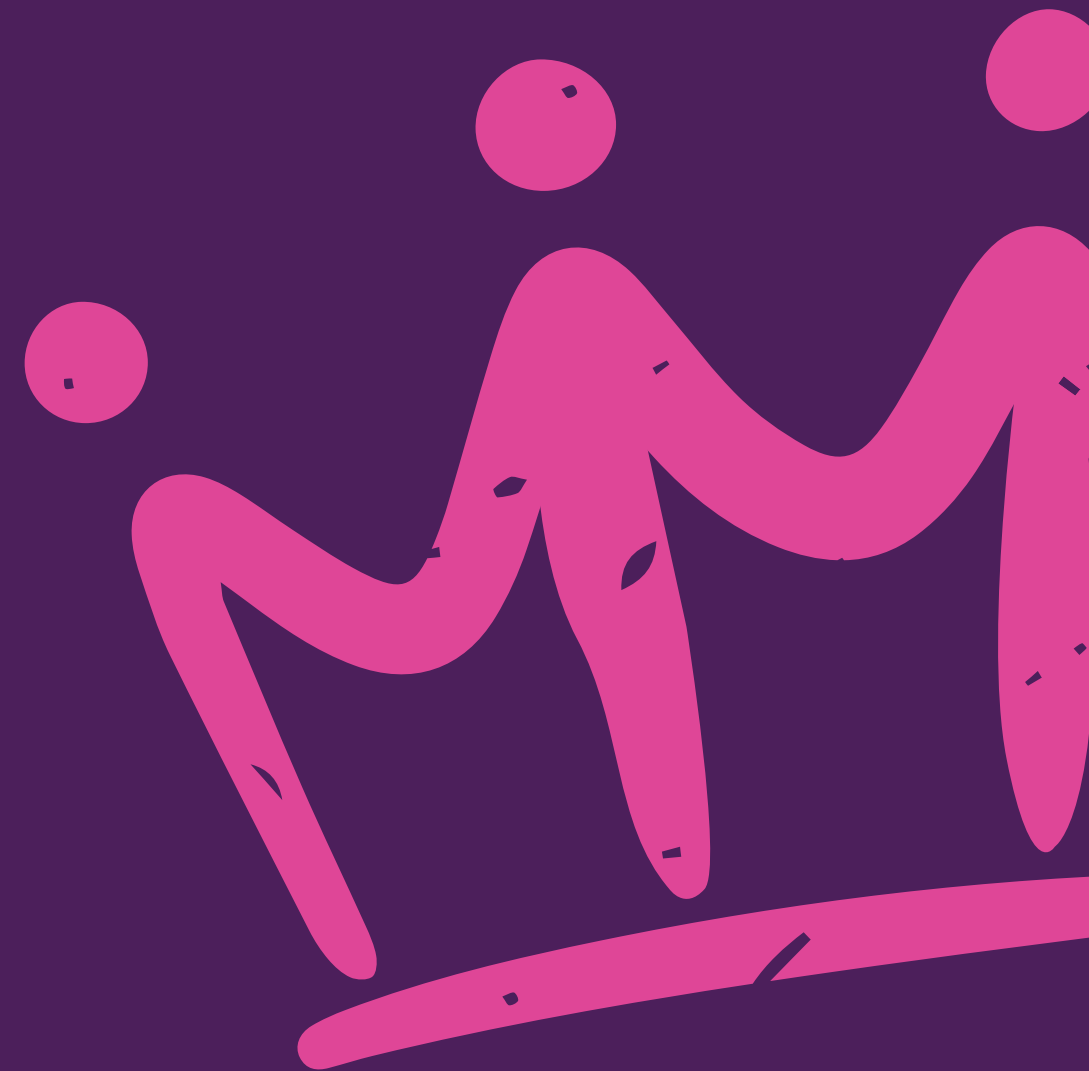




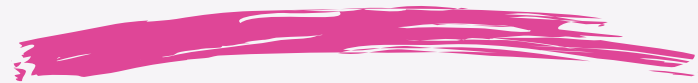
Royal Devon
Hospitals Charity

Brand Playbook





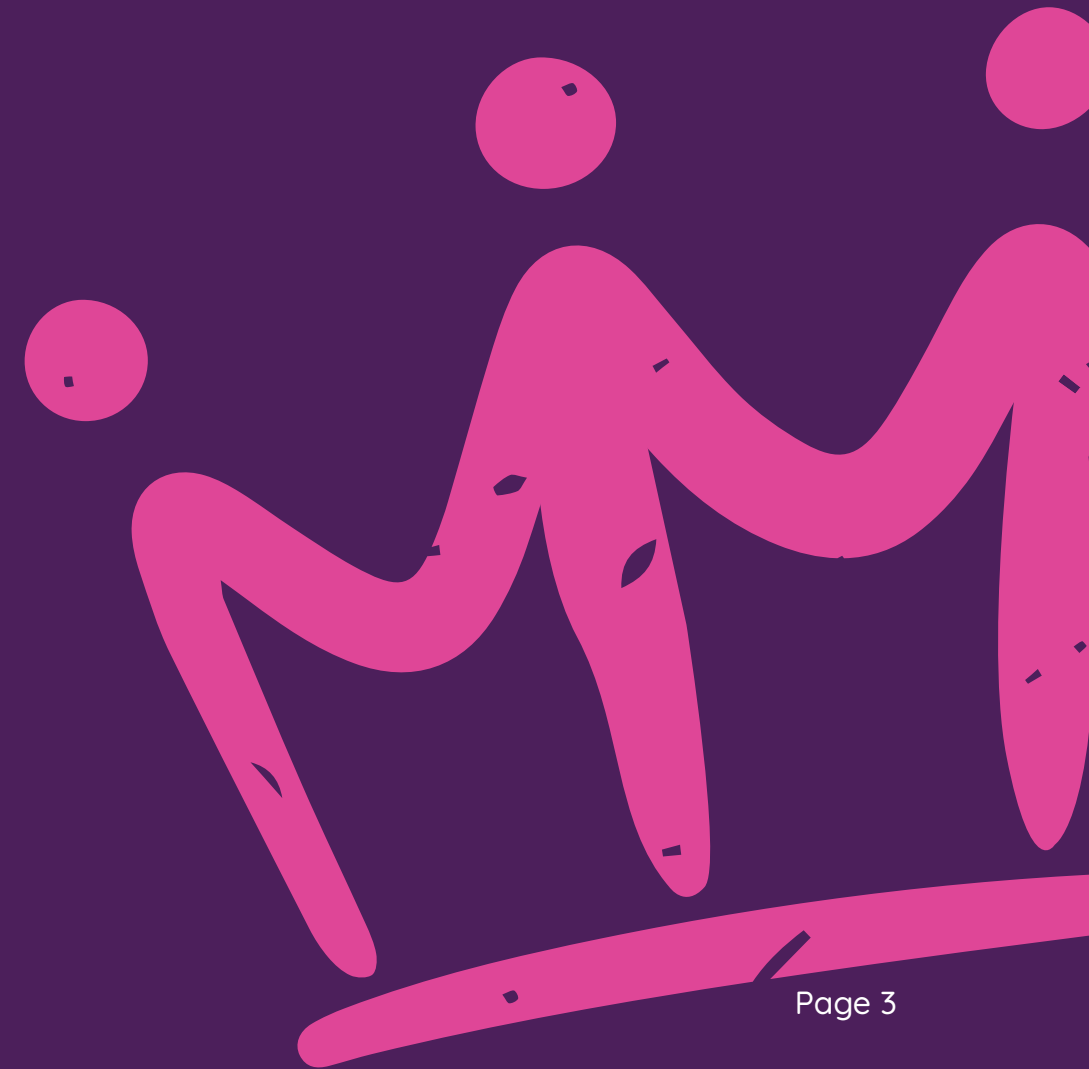
Contents



1. Our story
2. Logo usage
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Our story





Our story

Hey everyone! We're excited to announce that the **RD&E Charity**, and the **Over and Above Charity** have joined forces to create the amazing **Royal Devon Hospitals Charity**. This is a momentous union that signifies our shared vision to enhance and transform healthcare services for people in Devon.

Together, we'll combine our expertise, resources, and unwavering dedication to support patients, their families, and the incredible healthcare professionals at the Royal Devon University Healthcare NHS Foundation Trust. Double the fundraising power to provide facilities for hospitals and health services across north, mid, central and eastern Devon, over and above what's possible with NHS funding.

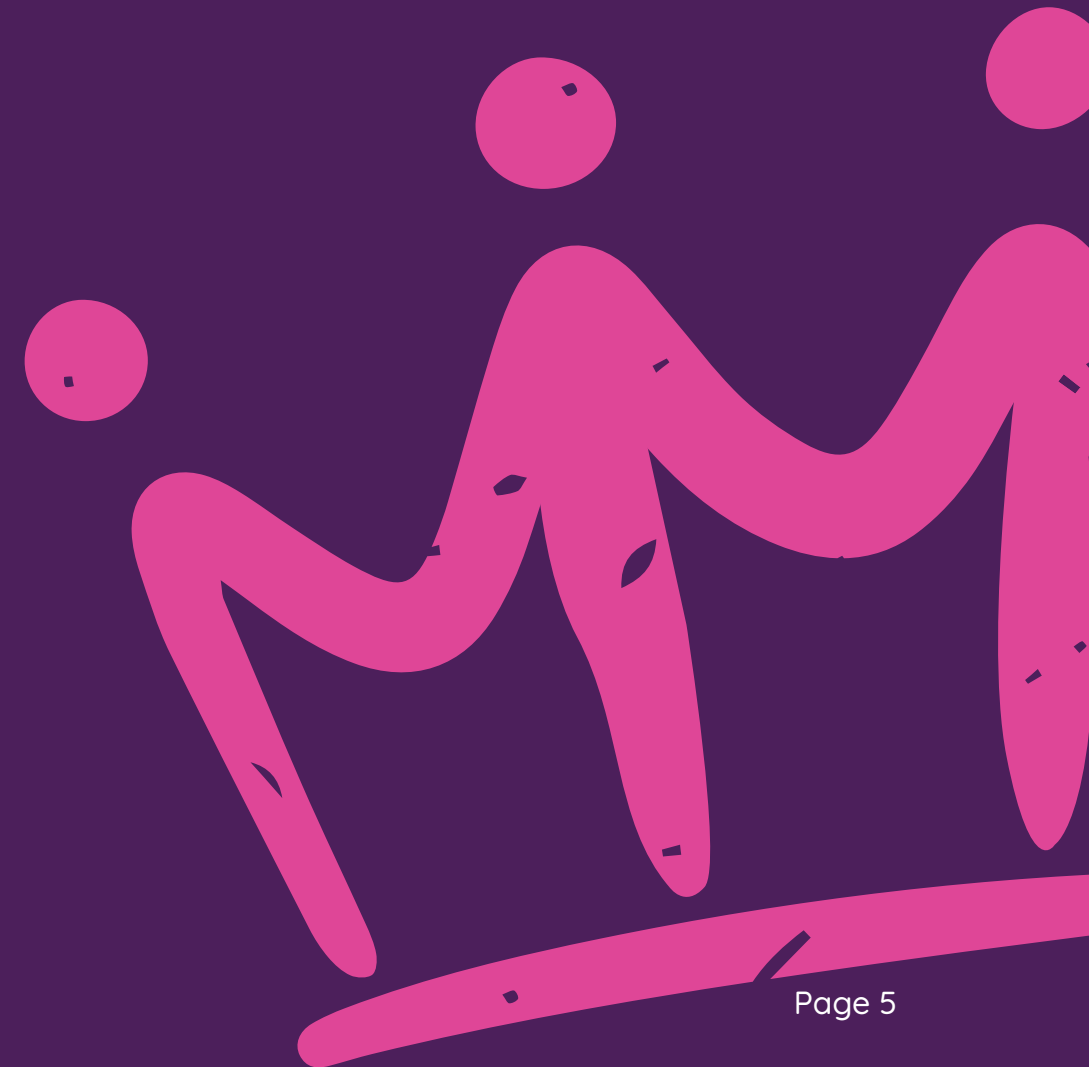
With this new chapter, we're poised to create a brighter future for healthcare, fostering innovation, and bringing hope to all those touched by their exceptional care. We're so grateful for your support as we embark on this exciting new journey.

Together, we can make a difference!





Logo usage





Logo variants

The Royal Devon Hospitals Charity logo is special. It was created with care and attention to detail, and we want to make sure that it is used correctly. Here are some guidelines for using our logo:

- Use the original artwork files, please don't recreate the logo manually.
- Use the landscape version of the logo whenever possible. If you need to use the stacked logo, that's okay, just make sure that it is used correctly.
- The hashtag logo is for social media only. Don't use it in other contexts.
- You can use the landscape and stacked logos without the brand slogan on merchandise, marketing, and brand materials. Remember, if the slogan becomes too small to be legible, you should use the version without the slogan.
- When other companies use our logo, it is preferable that they use the version with the slogan.



Stacked logo



Landscape logo



Hashtag logo



Logo guidelines

We appreciate your help in using our logo correctly. It helps us to keep our brand looking its best, and ensures that our logo is always displayed in a way that makes people smile. Here are a few quick tips for using our logo:

- Use the full colour logo whenever possible. It looks best on the light backgrounds.
- Use the light logo on dark backgrounds. This will make sure that the logo is still visible and readable.
- Use the dark logo on our 'Royal Pink' colour background. This is the only time you should use the dark logo.
- Use the black or white logos only when absolutely necessary.



Full colour logo



Light logo



Dark logo



Black logo



White logo



Logo misuse

Using our logo correctly is important to us. It helps us to maintain the integrity and consistency of our brand. If the logo is misused, it can disrupt our brand identity and confuse our audience. Here are some rules for using our logo:

- **Do not recolour, redraw, rotate, distort, disrupt, or alter the logo in any way.** These rules apply to all variants of the Royal Devon Hospitals Charity logo.
- **Use the logo in its original form.** This will help to ensure that our brand identity maintains consistency.

If you have any questions about using our logo, please contact us. We would be happy to help.



You can't go wrong with this!



Please don't change the colours



Or our typeface!



Rotating our logo is a "no no"



Don't squash or squeeze it!



We need contrast to read it



Don't rearrange the elements



There's something missing here?



Where's the togetherness?



Logo size and clear space

Here are some tips for using our logo:

- Make sure the logo is always prominent and easy to read.
- Leave some space around the logo so that other elements don't crowd it. The minimum amount of space you should leave is equal to the height of the capital letter "R" in all variations of the logo.
- Don't resize the logo smaller than 75px for digital spaces or 20mm for print materials. This will make the logo too small to be easily seen!

We hope these tips help you to use our logo correctly. Thank you for your cooperation!



Logo clear space



Minimum digital logo size



Minimum print logo size



Logomark

We can use the logomark separately from our primary logo, but there are some guidelines that we need to follow. The logomark should only be used in two specific situations:

1. When the stacked and/or landscape logo are too large for the available space,
2. When it serves as a branded asset in design materials.

Whenever possible, we should use the primary logomark as our first choice. This will help to ensure visual consistency across all of our branding materials. If we need to place the logomark on the 'Royal Purple' background, use the secondary logomark. This is because the primary logomark will not be visible against the dark background.

The logomark can be used in a variety of colours from our brand palette. However, it should not be used alone as a representation of the Royal Devon Hospitals Charity unless it is being used on clothing merchandise.



Primary logomark



Secondary logomark



Royal Red logomark



Devon Waves logomark



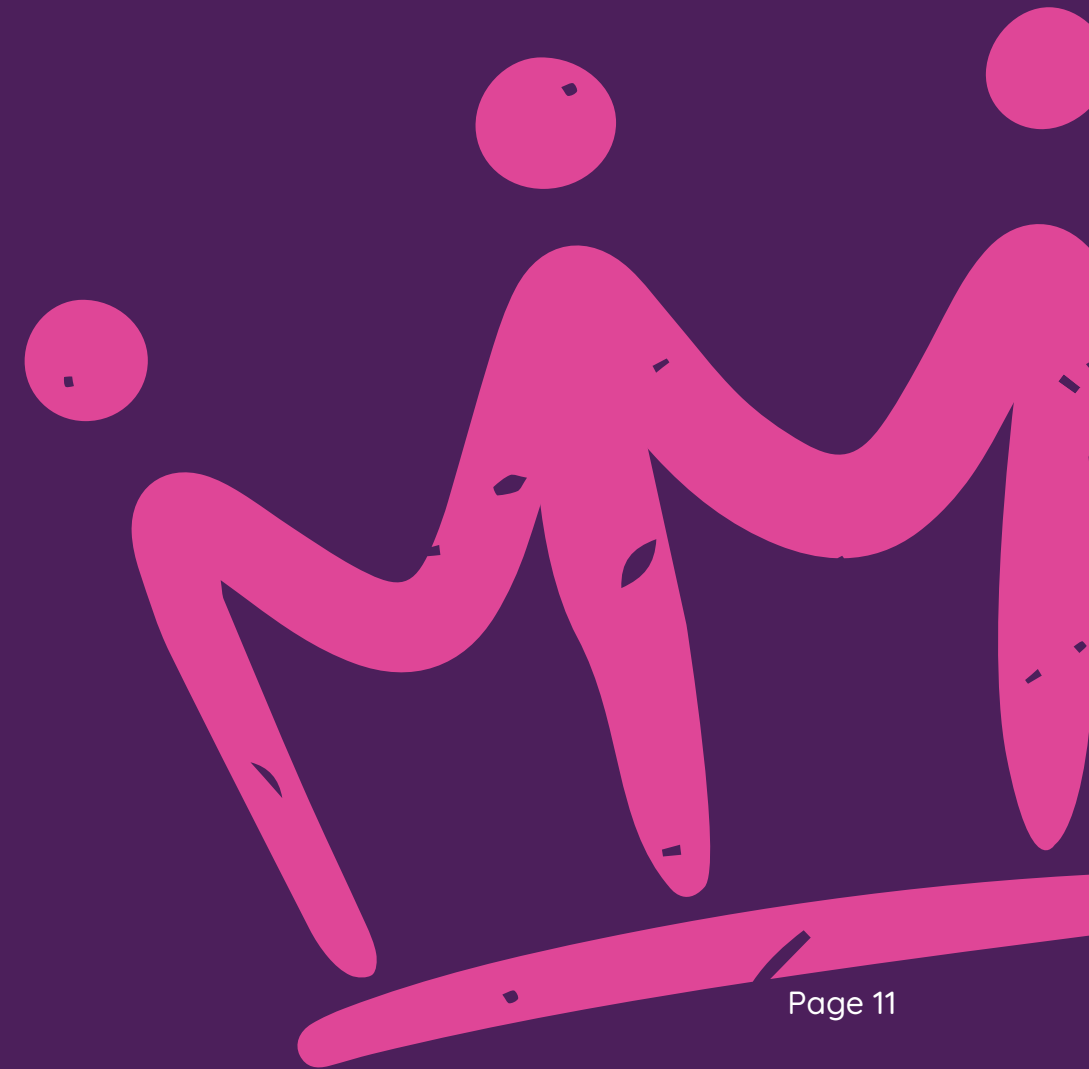
Devon Fields logomark



Devon Sunrise logomark



Colours





Primary colours

Our brand colours are important to us. They help us to communicate our values, personality, and visual identity. They also help us to stand out from other healthcare and charitable organisations.

We have a prescribed primary brand colour palette that we use consistently across all of our touchpoints. This helps to ensure a unified brand experience and reinforces our brand's authenticity and professionalism. Here are some of the benefits of using our brand colours consistently:

- **It helps people to recognise us.** When people see our brand colours, they know that they are dealing with the Royal Devon Hospitals Charity.
- **It helps us to stand out from the competition.** There are a lot of healthcare and charitable organisations out there, and so our brand colours help us to differentiate ourselves.
- **It creates a more professional and trustworthy image.** Our brand colours convey a sense of competence and reliability.



Royal Purple

CYMK: 79, 100, 32, 25
RGB: 76, 32, 91
Hex: #4C205B
Pantone: 2627 C



Royal Pink

CYMK: 7, 87, 1, 0
RGB: 223, 69, 151
Hex: #DF4597
Pantone: 2039 C



Royal Red

CYMK: 0, 91, 55, 0
RGB: 231, 50, 82
Hex: #E73252
Pantone: 711 C



Devon Sunrise

CYMK: 0, 24, 93, 0
RGB: 253, 197, 6
Hex: #FDC506
Pantone: 810 C



Devon Fields

CYMK: 33, 0, 92, 0
RGB: 192, 210, 45
Hex: #C0D22D
Pantone: 380 C



Devon Waves

CYMK: 71, 0, 30, 0
RGB: 37, 182, 188
Hex: #25B6BC
Pantone: 7466 C



Devon Night

CYMK: 70, 67, 64, 74
RGB: 35, 31, 32
Hex: #231F20
For body text only



Devon Clouds

CYMK: 1, 3, 0, 0
RGB: 249, 245, 252
Hex: #F9F5FC
For backgrounds only



Secondary colours

For a confident look across volunteer clothing, merchandise, and social media, our vibrant colour palette is here to help us stand out! We've introduced a secondary colour palette that complements our primary colours beautifully. For instance, with 'Royal Pink,' you can add a touch of depth using the slightly darker 'Royal Pink' secondary colour. Please remember, only pair secondary colours with their corresponding primaries, no mixing please! See below for secondary colour codes, but keep in mind that they should never replace our primary colours. For more guidance on our colours, please refer to the next page.

CMYK: 83, 100, 37, 40 RGB: 58, 23, 73 HEX: #3A1749 Pantone: 2695 C	CMYK: 45, 100, 28, 7 RGB: 146, 33, 108 HEX: #92216C Pantone: 2425 C	CMYK: 28, 100, 63, 20 RGB: 154, 26, 66 HEX: #9A1A42 Pantone: 7420 C	CMYK: 27, 42, 100, 5 RGB: 186, 142, 39 HEX: #BA8E27 Pantone: 1255 C	CMYK: 51, 26, 100, 6 RGB: 136, 151, 55 HEX: #889737 Pantone: 7495 C	CMYK: 85, 39, 51, 15 RGB: 32, 113, 115 HEX: #207173 Pantone: 322 C	CMYK: 75, 68, 67, 90 RGB: 0, 0, 0 HEX: #000000
Royal Purple	Royal Pink	Royal Red	Devon Sunrise	Devon Fields	Devon Waves	Devon Night
75%: #795884	75%: #E773B1	75%: #ED657D	75%: #FDD344	75%: #D0DD61	75%: #5BC8CD	75%: #514F51
50%: #A58FAD	50%: #EFA2CB	50%: #F398A8	50%: #FEE282	50%: #DFE896	50%: #92DADD	50%: #8B8A8B
25%: #D2C7D6	25%: #F7D0E5	25%: #F9CCD4	25%: #FEF0C1	25%: #EFF4CA	25%: #C8EDEE	25%: #C5C4C5












Colour guides

Our colour palette is inspired by the beautiful landscapes of Devon, and we curated it to evoke a friendly and vibrant brand aesthetic. To keep things consistent, we have a few guidelines:

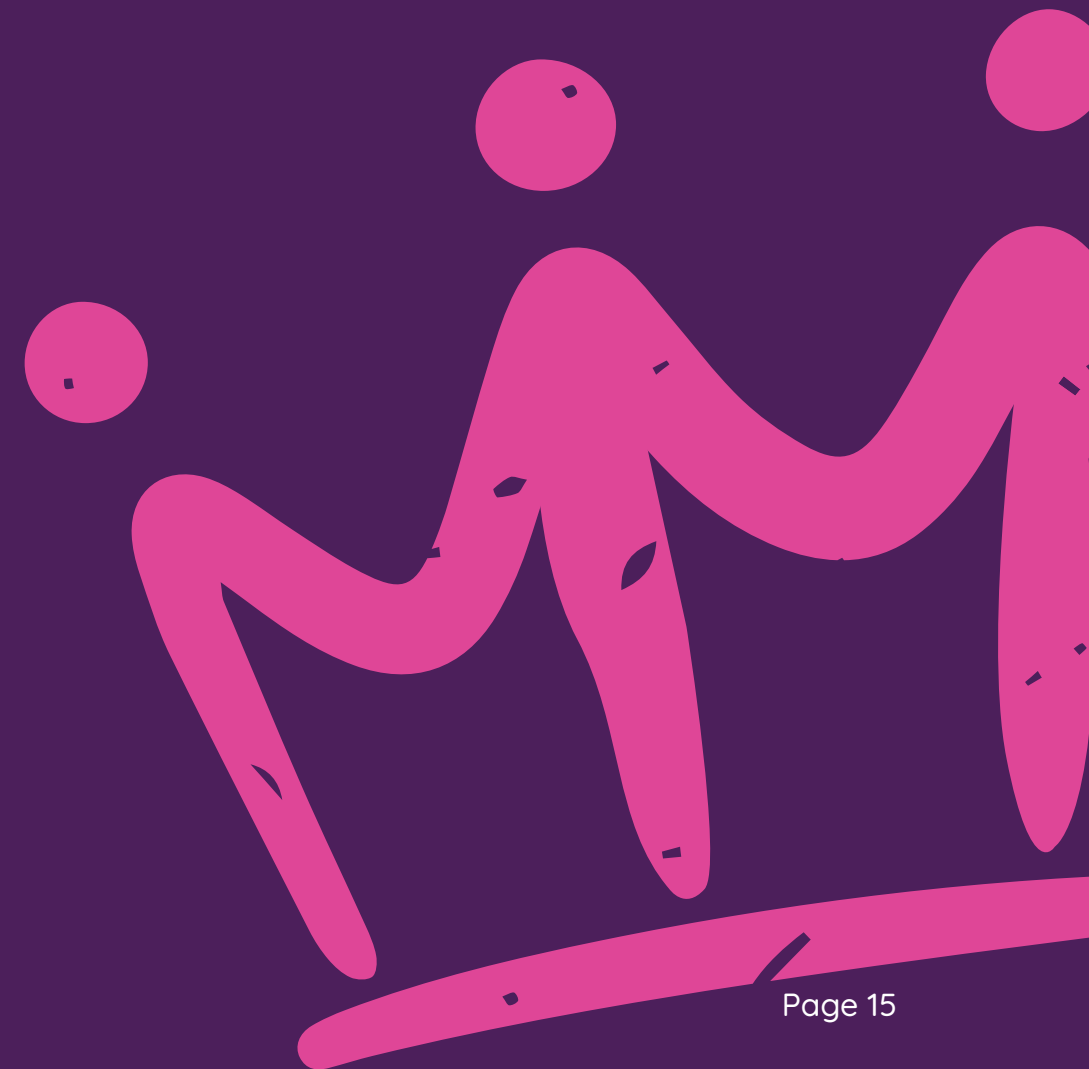
- **Don't mix colours, except for our primary brand colour, 'Royal Purple'.** This will help our brand be more recognisable and prevent any clashing colours.
- **Don't modify or expand our colours palette.** Please refer to our 'Devon Waves' colour as an example of how to use our colours together.

Thanks for helping us keep our brand looking its best!

 <p>You can't go wrong with this!</p>	 <p>Bold and brave, we like it</p>	 <p>It's still looking good!</p>
 <p>Now doesn't that look wow!</p>	 <p>Ooops! Colour clash</p>	 <p>Sorry, no mixing!</p>
 <p>Oooo that's fresh!</p>	 <p>Hey, we said no mixing!</p>	 <p>We want to see our crown!</p>



Typefaces





Typefaces

Typography is a big part of our brand, and it helps us communicate our tone and personality. We want our brand to be cohesive and memorable, so we use the same fonts throughout our materials.

Our primary typeface is **Chelsea Market**, which we use for headings. Our secondary brand font is **Quicksand**, which we use for body text. The preferred font weight for body text is Quicksand Medium, but you can use other weights if you think they're more appropriate.

We want to keep our fonts consistent, so we never replace or substitute them. Both typefaces are available for free on [Google Fonts](#).

Aa

Chelsea Market

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£%&*(),.?

Primary typeface

Aa

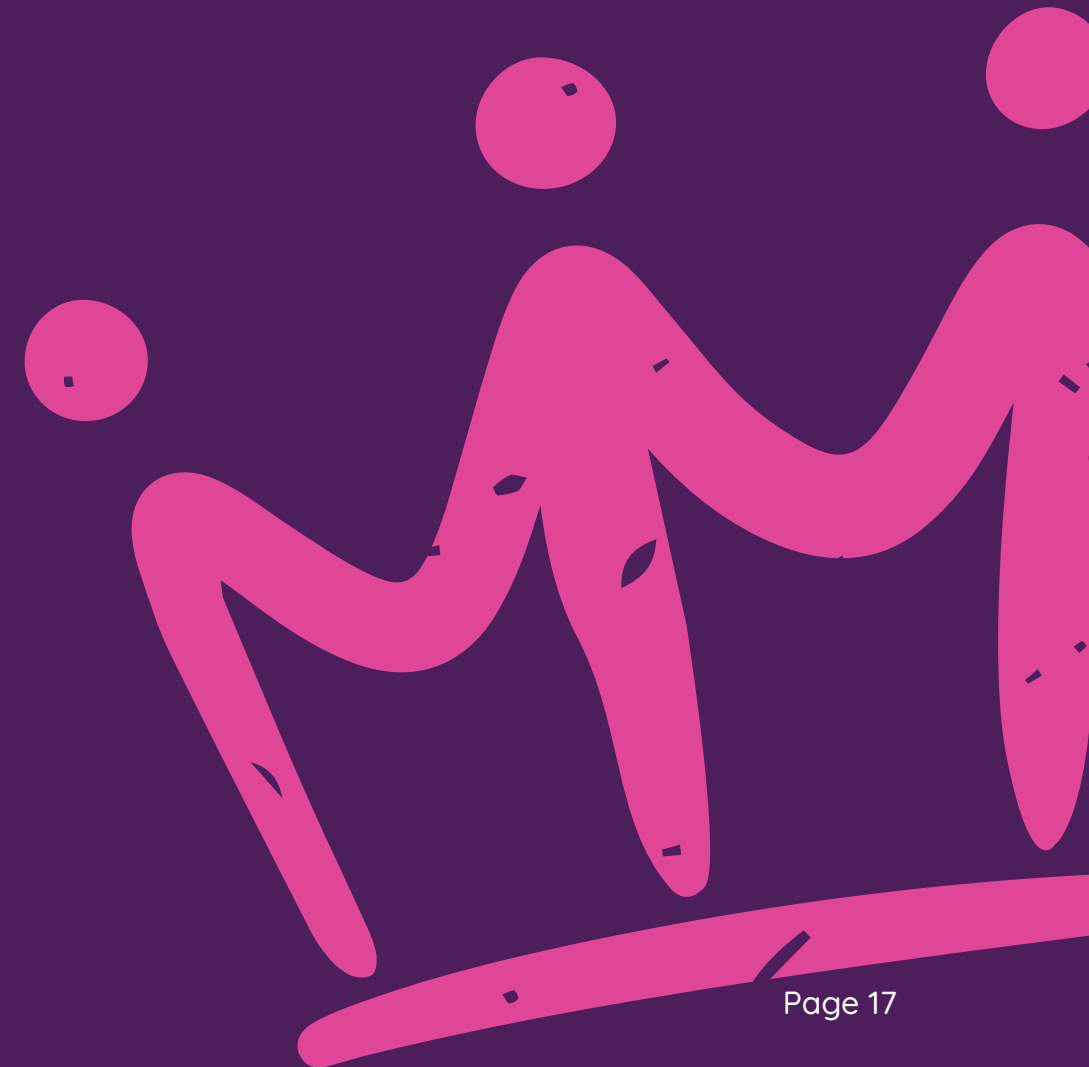
Quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@£%&*(),.?

Secondary typeface



Visual elements





Visual elements

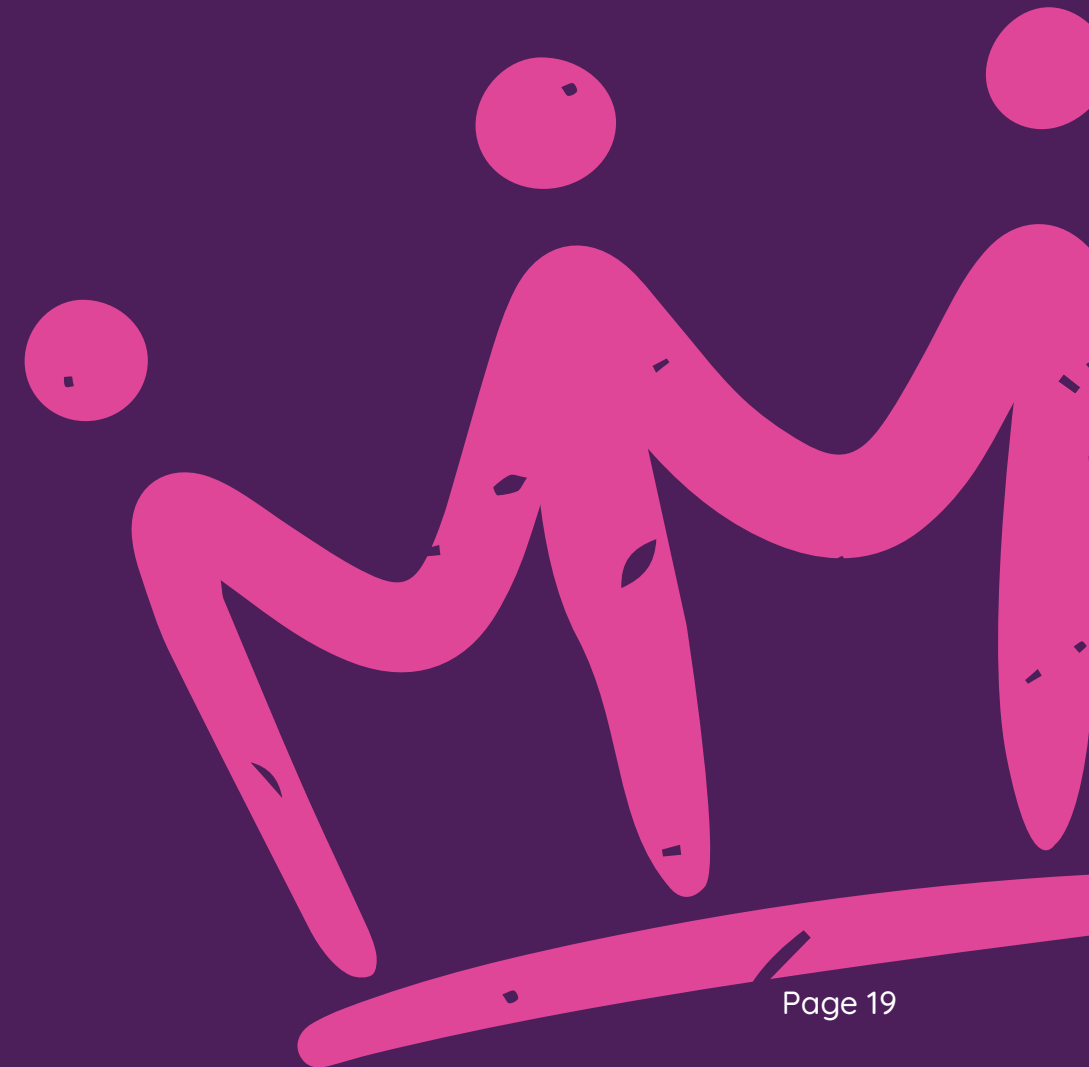
We want our brand to be fun and positive, so we use a lot of visual elements to help us achieve that. Our visual elements include a hand-drawn underline swoosh, background visuals, and our distinctive crown icon. These elements help our designs look recognisable and impactful.

We don't want to change our visual elements too much, but we can manipulate them to fit specific design features. For example, we can extend the underline swoosh. However, we can't redraw or alter the brand's crown icon or circle in any way other than resizing them. You can find the original visual elements in our brand pack, so that all of our design materials look consistent.





Application





Application

As you use our brand guidance, we want you to have fun and be creative. Our brand is all about inspiring and uplifting people, so we want our designs to be positive and impactful.

We've provided some examples to help you get started with using our brand rules creatively. These examples are just a starting point, so feel free to get creative with your own ideas! Here are a few things to keep in mind:

- **Stay true to our brand identity.** While you can get creative, it's important to make sure your designs still look and feel like us.
- **Be mindful of our brand rules.** There are a few things that you can't do when using our brand rules creatively.
- **Have fun!** The most important thing is to have fun and be creative. Our guidelines are designed to help you, not hinder you!

Thank you for helping us make a difference in Devon!





RD&E Children's Emergency Department Appeal



**Royal Devon
Hospitals Charity**
Doing what's best for you, for your local NHS

**Creating a
special space for
young hospital
patients needing
urgent medical care**

The RD&E Charity has launched a £250,000 appeal to help fund a world class children's Emergency Department (ED) area at the Royal Devon and Exeter Hospital (RD&E).

We want to create a calm and welcoming space within the ED for younger patients needing urgent medical care. It will have a separate reception and larger waiting area, with colourful wall art, bespoke comfortable seating and USB charging points, as well as child-friendly interactive equipment, including an often-cramped waiting room at what can be a scary and upsetting time for families.

The dedicated children's ED area will feature paediatric bays and a new Paediatric Assessment Unit (PAU). It is being built as part of a multi-million-pound transformation of the ED by the Royal Devon University Healthcare NHS Foundation Trust, which started in March 2021 and is due to be completed in September 2024.

The ED at the RD&E sees around 104,000 patients of all ages per year, of which, around 36,000 are children and young people. Together, with the help of the local community, we can help them feel safe and secure from the moment they arrive.

Donate

To get involved or to make a donation, please give us a call on 01392 402040 or email info@rdacharity.com. Appeal donations can also be made online at www.rdehospital.nhs.uk/rd-e-charity/our-latest-appeals/rd-e-children-s-emergency-department-appeal. Thank you for your support.

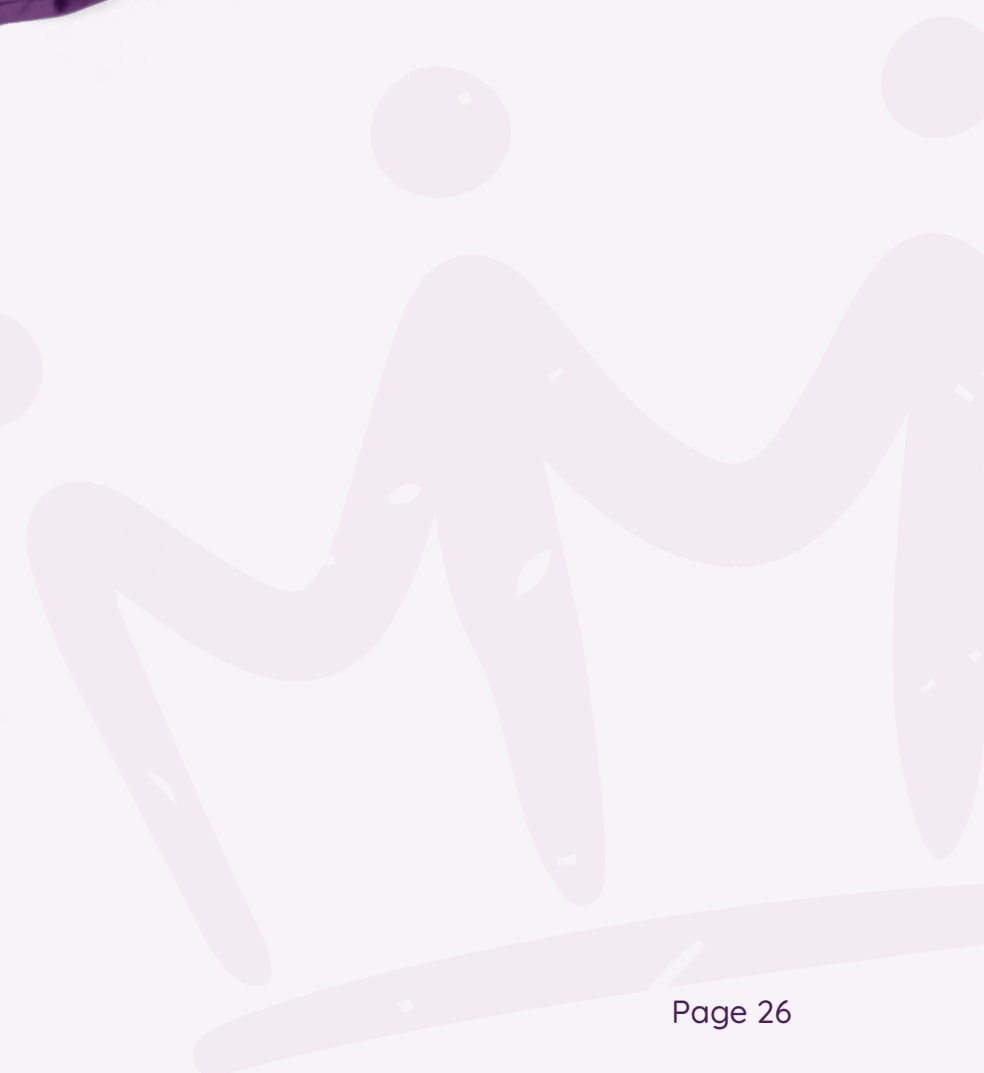


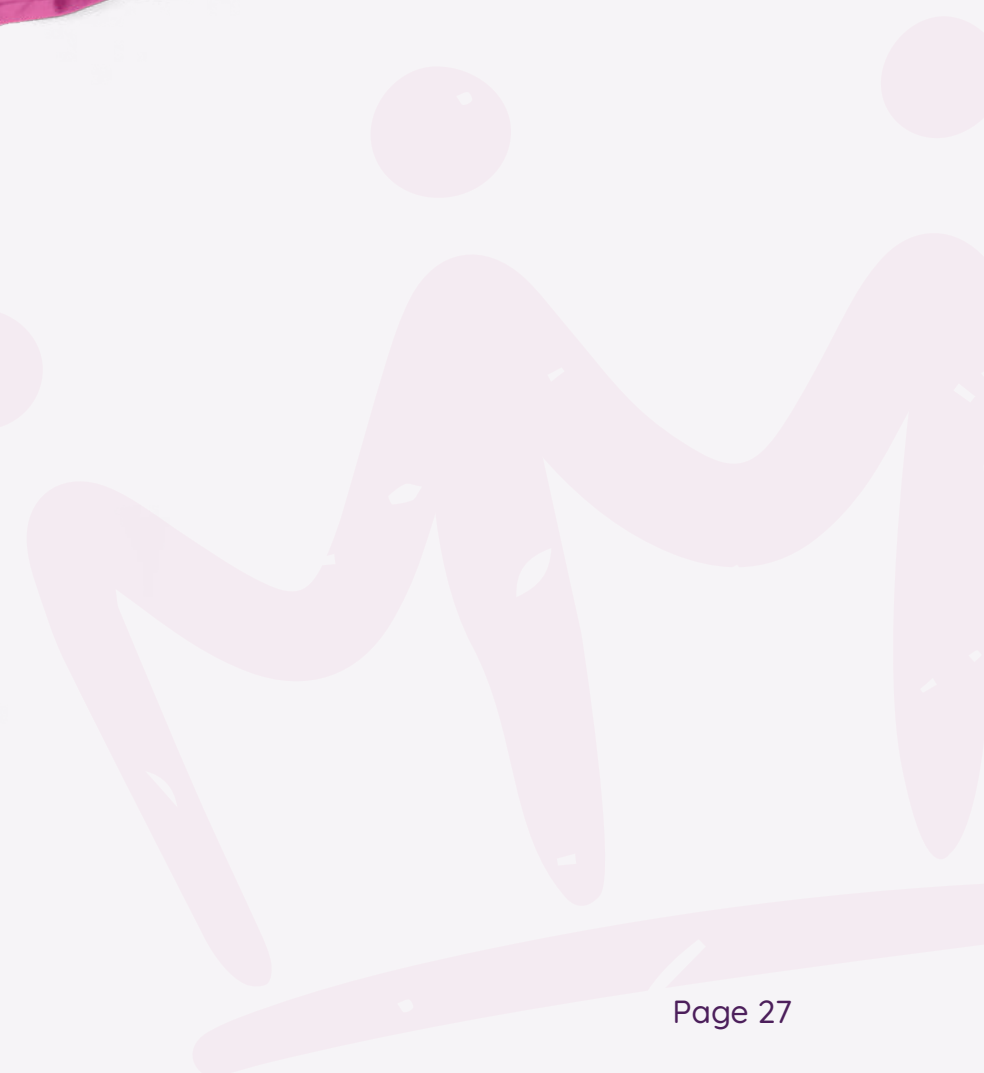








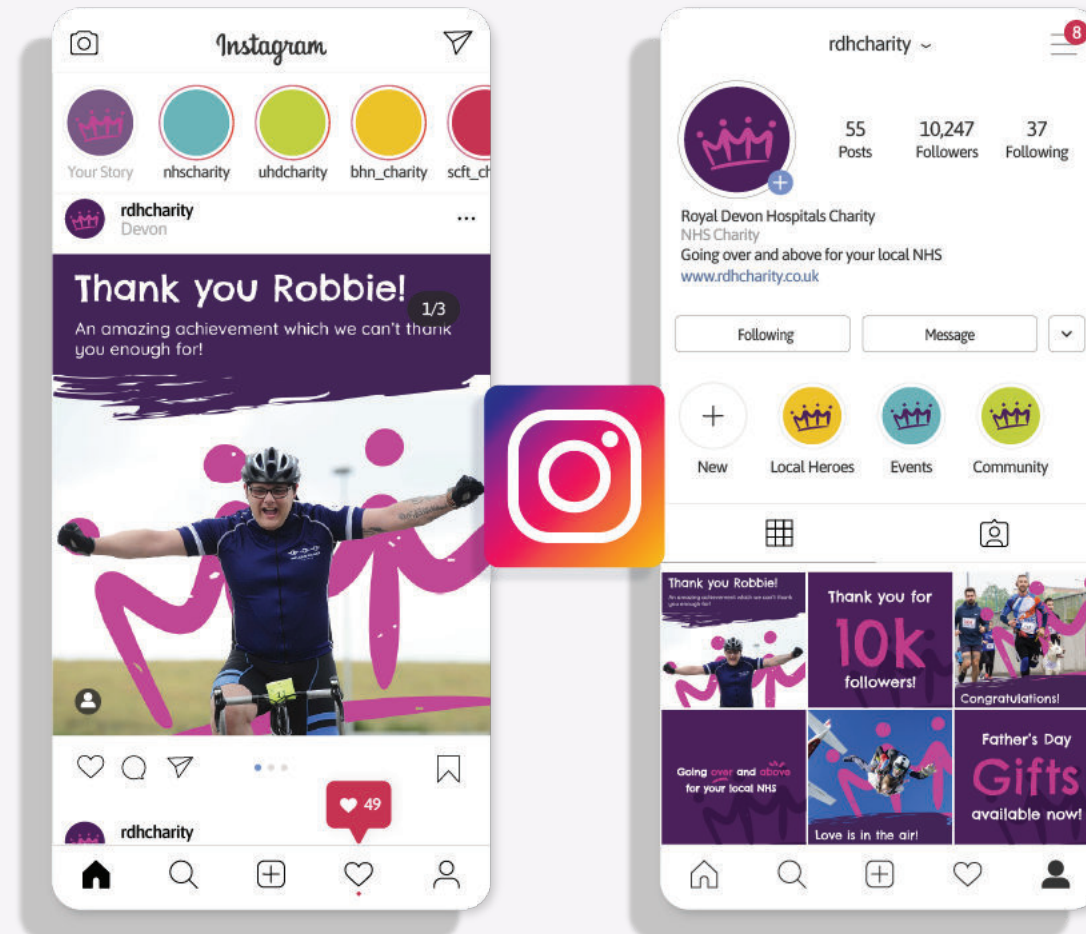


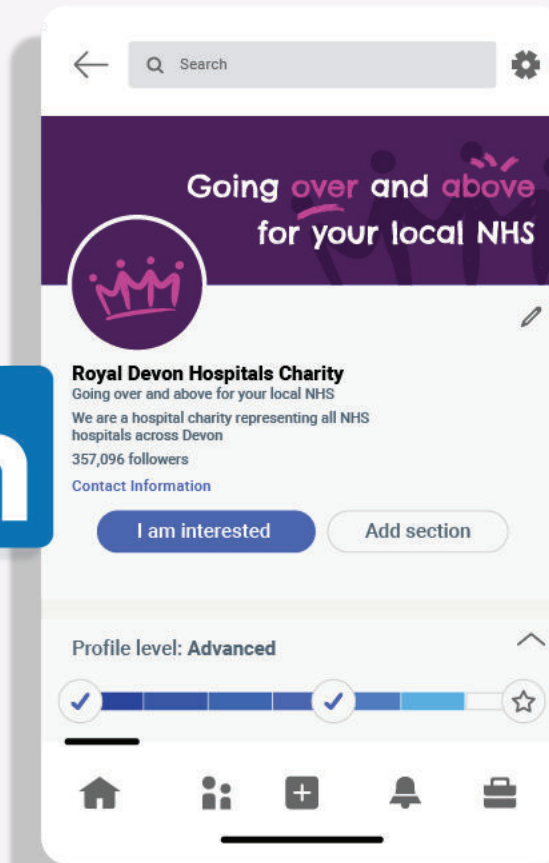
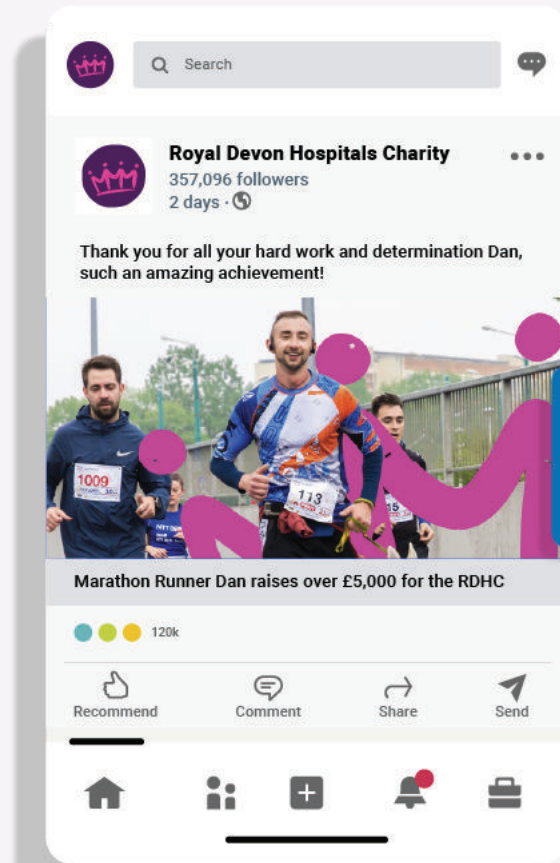














Royal Devon
Hospitals Charity

Going over and above for your local NHS

Thank you!



If you have any questions about our brand guidelines or how to apply them, please don't hesitate to reach out to our dedicated team via rduh.charity@nhs.net. They're always happy to help!

