

# OUR VISUAL GUIDELINES

## LOGO

Primary Logo (Landscape)



Nightingale House Hospice  
Hospis Tŷ'r Eos

Primary Logo (Portrait)



Nightingale House Hospice  
Hospis Tŷ'r Eos

## TYPOGRAPHY

**Gibson** *Primary*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @£\$&%()

**Roboto Slab** *Secondary*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @£\$&%()

**Arial** *Alternative*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 @£\$&%()

## COLOURS

Primary Palette



**CMYK:**  
C: 100  
M: 1  
Y: 40  
K: 7

**RGB:**  
R: 0  
G: 146  
B: 155

**HTML:**  
00929b

**PANTONE:**  
321

Supporting Palette



**CMYK:**  
C: 50  
M: 95  
Y: 0  
K: 16

**RGB:**  
R: 124  
G: 65  
B: 124

**HTML:**  
7C4070

**PANTONE:**  
2355



**CMYK:**  
C: 0  
M: 63  
Y: 95  
K: 0

**RGB:**  
R: 229  
G: 104  
B: 73

**HTML:**  
e56849

**PANTONE:**  
1665



**CMYK:**  
C: 69  
M: 52  
Y: 54  
K: 19

**RGB:**  
R: 99  
G: 105  
B: 104

**HTML:**  
636968

**PANTONE:**  
446