



# BRAND GUIDELINES

To keep our branding consistent please follow these rules.

## TERMINOLOGY & IMAGES

### ✓ PLEASE SAY

Harbour Hospice

Harbour Hospice Hibiscus Coast  
or  
Harbour Hospice Hibiscus House

Harbour Hospice North Shore

Harbour Hospice Warkworth/Wellsford  
or  
Harbour Hospice Tui House

### ✗ NOT

Hospice

Hibiscus Hospice  
Silverdale Hospice  
Red Beach Hospice

North Shore Hospice

Warkworth/Wellsford Hospice

Tui House Hospice

**All funds raised will be donated to Harbour Hospice for palliative care services (on the Hibiscus Coast /North Shore/ Warkworth/Wellsford).**

## IMAGES

It is your responsibility to ensure the images you use not subject to copyright. Harbour Hospice cannot be held liable for any copyright infringement incurred in the promotion of your event, therefore for your protection please ensure:

- Images taken from the internet are not copyrighted
- You have an appropriate license to use images downloaded from a stock library
- Have permission to use images of people in photos you have taken or been supplied with
- You obtain parental permission to use photos of children aged 18 and under.

If you have any questions about working with our brand,  
please contact Jackie Bott, Graphic Designer  
[jackie.bott@harbourhospice.org.nz](mailto:jackie.bott@harbourhospice.org.nz)

FUNDRAISE  
YOUR WAY  
FOR HARBOUR HOSPICE

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## USING OUR LOGO



### DOWNLOAD LOGO

Click to open link in your browser  
then right click to download.



Don't change the  
colours.



Don't distort.



Don't flip or rotate.



PANTONE 7459  
CMYK C74 M27 Y20 K0  
RGB R63 G150 B180  
#3F96B4



PANTONE 137  
CMYK C0 M46 Y100 K0  
RGB R255 G161 B0  
#FFA100