

FUNDRAISE
YOUR WAY
FOR HARBOUR HOSPICE

BRAND GUIDELINES

To keep our branding consistent please follow these rules.

TERMINOLOGY & IMAGES

Always say 'Harbour Hospice'

Never North Shore Hospice, Hibiscus Hospice or Warkworth/Wellsford Hospice or any other variation.

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, Design and Creative Lead jackie.bott@harbourhospice.org.nz

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USING OUR LOGO

FUNDRAISING
IN SUPPORT OF



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



PANTONE 7459
CMYK C32 M0 Y100 K07
RGB R173 G199 B46
#ACC62E