

Hospice Style Sheet

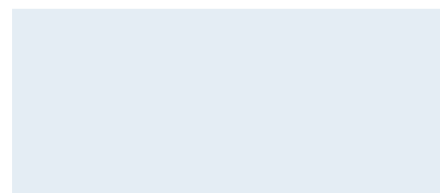
Brand Colours



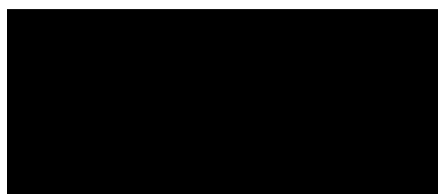
Hospice Blue
CMYK: C=89 M=69 Y=0 K=0
RGB: R=42 G=92 B=170
HEX: #2A5CAA
PMS: 7455C



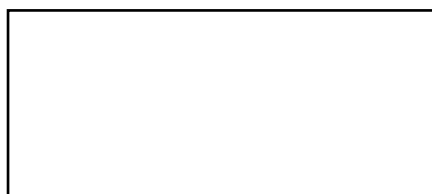
Secondary Blue
CMYK: C=67 M=41 Y=0 K=0
RGB: R=80 G=139 B=226
HEX: #508BE2
PMS: 2718C



False White
CMYK: C=12 M=6 Y=3 K=0
RGB: R=221 G=228 B=236
HEX: #DDE4EC
PMS: 656C



Black
CMYK: C=100 M=100 Y=100 K=100
RGB: R=0 G=0 B=0
HEX: #000000



White
CMYK: C=0 M=0 Y=0 K=0
RGB: R=255 G=255 B=255
HEX: #FFFFFF

Brand Fonts

Enviro Regular

Used for The Hospice of Windsor and Essex County Inc. Logo

Download Link: <https://fontsgreek.com/fonts/Enviro-Regular>

Myriad Roman Regular

Used for body copy for text/type on Hospice graphics

Download Link: <https://fontsgreek.com/fonts/Myriad-Roman-Regular>

Myriad Roman Bold

Used for headings and titles on Hospice graphics

Download link: <https://fontsgreek.com/fonts/Myriad-Roman-Bold>

Futura Bk BT - Book

Alternative text/type option for Hospice graphics

Download Link: <https://fontsgreek.com/fonts/Futura-Bk-Book>

Futura Bk BT - Book Italic

Alternative text/type for Hospice graphics

Download Link: <https://fontsgreek.com/fonts/Futura-Bk-Book-Italic>

Futura Bold - Regular

Alternative text for headings and titles on Hospice graphics

Download Link: <https://fontsgreek.com/fonts/futura-bold-regular>

Hospice Style Sheet

Main Hospice Logo



Black

French Logo



Black



Hospice Blue



Secondary Blue



Hospice Blue



Secondary Blue



False White



White



False White



White

Alternate Hospice Logo*



Black



Hospice Blue



Secondary Blue



False White



White

*Used when The Hospice of Windsor and Essex County type is too small to read

Hospice Style Sheet

How Not To Use Our Logo



DO NOT sit the logo on high contrast or vibrant colours.

DO NOT place the logo on colours and tones similar to the logo's colour.



DO NOT add unnecessary embellishments like drop shadows, gradients, embossing, etc. to the logo.

*Can be used by the Hospice design team if deemed necessary, but should not be used by anyone outside the corporation without approval.



DO NOT tilt, rotate, stretch, skew, or distort the logo in any way.

DO NOT place the logo inside a box, or any other shape with an outline.



DO NOT change the colour of the logo to a colour of your choosing.

The only colours that should be used are the five approved brand colours.



DO NOT sit the logo on colours that are not contrasting enough.

DO NOT place the logo on colours and tones similar to the logo's colour.



DO NOT use The Hospice of Windsor & Essex County Inc. logo, as this is *not* the official logo for our Hospice.

*This logo is no longer in use by The Hospice of Windsor and Essex County Inc. and has been taken out of circulation by our design team.