Brand guidelines

Treetops
Hospice

End of life care in Derbyshire
and Nottinghamshire

Hello

At Treetops Hospice we provide nursing care and emotional support for adults and their families in Derbyshire and Nottinghamshire. We've been helping people to live well and die well for over 35 years.

Set in 12.5 acres of Derbyshire countryside, Treetops has a team of 150 staff, 400 volunteers and operates 18 shops. Our branding has to work hard to stay cohesive and engaging and to achieve this we need everyone's help to keep all of our communications looking and feeling the same.

This guide isn't here to creatively restrict you, it's here to make all of our working lives just that little bit easier.

Treetops
Hospice

Overview

The Treetops logo is a recognisable overview of a tree, and that it's in keeping with the compassion and warmth of the Treetops experience.

It helps to build a cohesive and recognisable brand that grows awareness and helps us to look every bit as good as we are.

Treetops
Hospice

End of life care in Derbyshire and Nottinghamshire

Together, we're making every day count

Our brand attributes and personality

We're everything you'd expect a hospice to be: friendly, caring, compassionate, warm, expert, professional, passionate, welcoming and supportive. But so is every hospice across the UK. What makes us distinctive are our brand attributes:

We're honest, empathetic and optimistic. **Honest** because we're working hard to break down the taboos around death and dying. **Empathetic** because we've all lost loved ones. And **optimistic** because, however challenging the situation, there's always hope.

We believe in making every day count. It's our job to help people live well and die well. So in every design communication please be assertive and confident. We recognise it can be difficult to talk about death, but we must be open and honest.

Our brand attributes

Honest   **Empathetic**   **Optimistic**
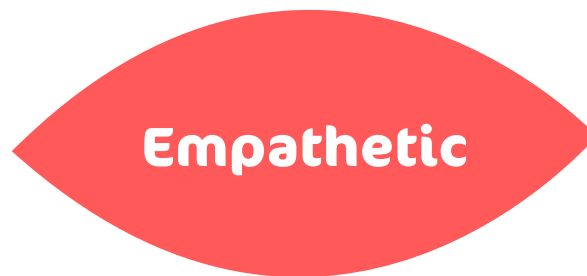
Our brand personality

Human	Non-judgemental	Positive	Safe
Non-clinical	Inclusive	Bold	Confident
Calm	Proud	Clear	Progressive
Fun	Cohesive	Open-minded	Approachable

Making our brand accessible

It's important to ensure that everyone is able to understand us, and communicate with us, as easily as possible.

There are many ways we do this. These brand guidelines cover some of the ways that we can make our written communications accessible.

1) Colour contrast

It's important that there is sufficient contrast between text and the colour behind it, that it can be easily read by everyone. This guide details all of the acceptable colour contrasts for each of our brand colours.

As a general rule for day to day work documents, text should be 90% black (RGB: 25,25,25) on a white background.

2) Font size

Text must be large enough to be easily read. This guide details the minimum font sizes for our different fonts and font colours.

As a general rule for day to day work documents, text should be Verdana, font size 11.

3) Capital letters

We use title case for titles, and sentence case for sentences. To give words emphasis, we use larger font sizes and bold.

We do not use block capitals, except in exceptional circumstances. This is because they can be very difficult for people to read.

4) Plain English

Try to make your writing as simple and easy to understand as possible.

Avoid jargon where possible.

Always explain if you use an acronym, for example TLA (Three Letter Acronym).

5) Date and time

To avoid any confusion, we write dates out in full, without shortening any of the words, e.g. Wednesday 15 December 2022.

We use the 12 hour clock, using am and pm.

To avoid confusion between midday and midnight, it may sometimes be appropriate to write 12noon instead of 12pm.

Our logo and tagline

The Treetops logo is a recognisable overview of a tree alongside the charity's name. Within the brand mark there's also the idea of a community bonding together, alongside the connotation of a celebratory firework.

Our tagline states clearly and concisely what we do and where we do it:
End of life care in Derbyshire and Nottinghamshire.

Our logo can appear with or without the tagline. When they appear together we call it our 'signature' logo.

Logo

Signature logo

Treetops
Hospice

Treetops
Hospice

End of life care in Derbyshire and Nottinghamshire

Brand architecture

The brand mark in isolation is only used in limited places online, and as a design element.

Our secondary brands speak to new or niche audiences.

Whilst their attributes are distinct, they are clearly related to the Treetops family and sit under the parent brand.

Lottery

Treetops
Tribute Funds

Using our logo

When you are using our brand logo you must protect the clear space around it from other graphic elements. The clear space around the logo is the height of the **T** in Treetops as shown below.
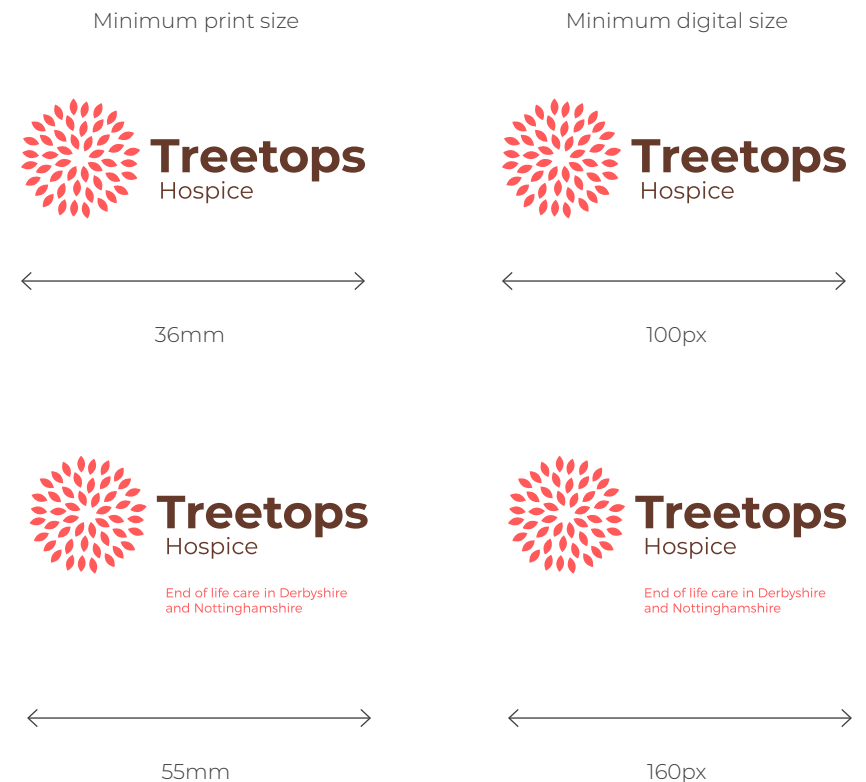
In every communication the Treetops logo should always be legible. It can never appear smaller than the values stated below.

Never create your own logo. Always use the artworks provided.

Clear space

Minimum sizes

Minimum print size

Minimum digital size

36mm

100px

End of life care in Derbyshire and Nottinghamshire

End of life care in Derbyshire and Nottinghamshire

55mm

160px

Using our logo - colour contrast

As well as the red/brown logo, we also have versions in all black, all white, and red/white.

Here, we set out the approved list of uses for each logo. This ensures the correct colour contrast between logo and background.

The list applies to both the logo and signature logo.

Red/brown logo

The red/brown logo may be placed on a **white background** only. No other colour backgrounds give sufficient contrast.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.

If you wish to place the logo on any other colour background or image, place a **white leaf** behind the logo, being sure to allow the correct clear space.

Treetops Hospice

White logo

The all white logo may be placed on an **Earth Brown, Slate Grey or Pear Green background**.

It may also be placed on an **Autumn Red background** when the width of logo is at least the size given below.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.
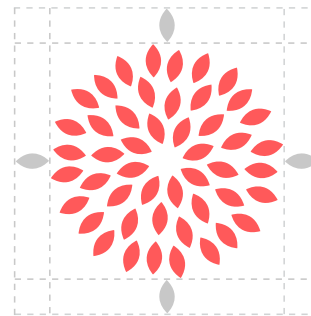

Print minimum: 36mm
Digital minimum: 100px

End of life care in Derbyshire and Nottinghamshire

Print minimum: 65mm
Digital minimum: 190px

Black and greyscale logos

The all black logo (mono) is used on documents which are printed in black and white.

The all Slate Grey logo is used on documents which are printed in greyscale.

Both must always appear on a plain white background.

Red/white logo

The red/white logo may be placed on an **Earth Brown background** only. No other colour backgrounds give sufficient contrast.

The exception to this is the uniform for nurses and HCAs.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.
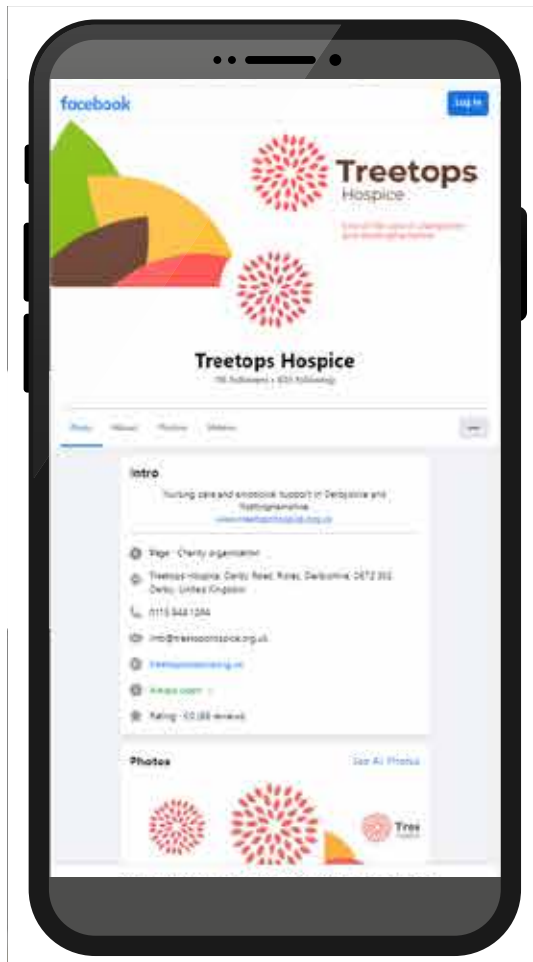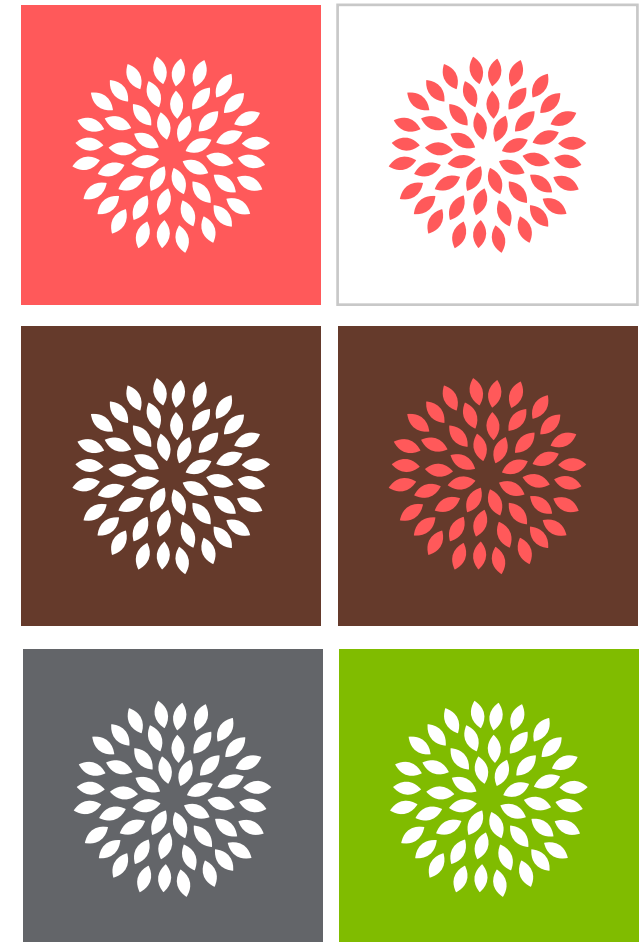
Using our brand mark

Our brand mark is a short-cut for our logo. We only use it only where there is not enough to space to use the full logo such as the website favicon, app icon or social media profile images.

There is a minimum clear space area around the mark that should always remain clear of other text or graphics. This is measured by the length of a single leaf.

These are the approved uses for the brand mark. The brand mark may only be used in **White** or **Autumn Red**, on the backgrounds shown below. This ensures the correct colour contrast between mark and background.

Print minimum: 10mm
Digital minimum: 30px

Using our brand mark as a design element

As well as a short-cut for our logo, the brand mark can also be used as a design element.

When using the brand mark as a design element, it must only be used in the colour contrasts detailed below.

When using the brand mark in multiple colours as a pattern, it must always sit on a plain white background.

Background:	White mark	Red mark	Brown mark	Yellow mark	Green mark	Stone mark	Slate mark
Autumn Red	✓		✓	✓		✓	✓
Golden Yellow	✓	✓	✓				✓
Pear Green	✓		✓				✓
Earth Brown	✓	✓		✓	✓	✓	
Slate Grey	✓			✓	✓	✓	
Natural Stone	✓	✓	✓				✓

Using our brand mark as a design element

Here are some examples of using the brand mark as a design element - both on its own or as part of the pattern.

Social media post

Core values poster

Collection tin wrapper

Using our sub-brand logos

When you are using our sub-brand logos, you must to protect the clear space around it from other graphic elements.

The clear space around the Lottery logo is half the height of the tree icon in the Lottery logo.

The clear space around the Tribute Funds logo is the height of the **T** in Treetops.

In every communication the logos should always be legible. They can never appear smaller than the values stated below.

Never create your own logo. Always use the artworks provided.

Clear space

Minimum sizes

Minimum print size

Minimum digital size

36mm

90px

36mm

90px

Lottery logo

As well as the yellow/red logo, we also have versions in yellow/white, all black and all white.

Here, we set out the approved list of uses for each logo. This ensures the correct colour contrast between logo and background.

Yellow/red logo

The yellow/red logo may be placed on a **White** or **Earth Brown background**. No other colour backgrounds give sufficient contrast.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.

If you wish to place the logo on any other colour background or image, place a **white leaf** behind the logo, being sure to allow the correct clear space.

Treetops Hospice

Yellow/white logo

The yellow/red logo may be placed on an **Autumn Red, Earth Brown or Slate Grey background**. No other colour backgrounds give sufficient contrast.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.

Black and greyscale logos

The all black logo (mono) is used on documents which are printed in black and white.

The all Slate Grey logo is used on documents which are printed in greyscale.

Both must always appear on a plain white background.

White logo

The all white logo may be placed on an **Autumn Red, Pear Green, Earth Brown** or **Slate Grey background**.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.

Tribute Fund logo

As well as the red/brown logo, we also have versions in all black and all white.

Here, we set out the approved list of uses for each logo. This ensures the correct colour contrast between logo and background.

Red/brown logo

The red/brown logo may be placed on a **white background** only. No other colour backgrounds give sufficient contrast.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.

If you wish to place the logo on any other colour background or image, place a **white leaf** behind the logo, being sure to allow the correct clear space.

White logo

The all white logo may be placed on an **Autumn Red, Pear Green, Earth Brown** or **Slate Grey background**.

It may **overlay an image** only where there is very good colour contrast, the brand mark and text are easy to read, and there is sufficient clear space.

Black and greyscale logos

The all black logo (mono) is used on documents which are printed in black and white.

The all Slate Grey logo is used on documents which are printed in greyscale.

Both must always appear on a plain white background.

Our "in aid of" logo

For people who are fundraising for Treetops, we can provide a logo which shows that they are supporting us. We call this our "in aid of" logo.

If you or someone you know are fundraising for Treetops, please contact the Community Relationships team on 0115 949 1264 or fundraising@treetops.org.uk

The team will be happy to support the fundraising, and can supply the "in aid of" logo and guidance on how to use it.

Telling people about Treetops

Spreading the word about Treetops means that we can support more people going through the most difficult time of their lives. Here are some words to describe Treetops:

...leading end of life care charity for Derbyshire and

...cated team offer confidential advice, personalised wellbeing ...ursing in patients' own homes and counselling for grieving ...e and adults.

...without our support.

...every day count.

...a registered charity

...st is a Company Limited by Guarantee. ...d. Registration Number: 1801708

...umber: 519540

...orrect, and for any other queries, we'll always be happy to help. ...9 1264 or fundraising@treetops.org.uk

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Thank you for supporting Treetops

In aid of
Treetops
Hospice

Using our "in aid of" logo is a great way to show who is benefitting from all your hard work. By using our logo, you are agreeing to follow the guidelines below - thank you.

Using the logo

Do

- Use the "in aid of" logo on your website, social media, posters, fliers, t-shirts, and anywhere else to show who you're raising money for.
- Make sure that the logo is big enough to read. We've put minimum sizes below.
- Make sure to keep the white space around the logo clear of any other text or images. See below.
- Include our Registered Charity Number: 519540.
- Check with us that the logo looks correct before going to print. Our contact details are on page 2.

Don't

- Change the logo in any way - don't stretch it, separate the elements, change the colours, or make any other changes.
- Give the logo to anyone else. Ask them to get in touch with us instead.

  Thank you!

Minimum size

The logo must not be smaller than 36mm wide when printed, or 90px online.

36mm or 90px minimum

In aid of
Treetops
Hospice

Clear space

The **T** shows the clear space around the logo. Keep this space clear of any text, images or colour.

In aid of
Treetops
Hospice

Positioning our logo and signature

Logo position

When our logo needs to be shown on a piece of collateral it should be positioned in the top right-corner, next to the margin.

Logo size

The size of the logo will differ depending on the size and purpose of the collateral but here are some recommend logo width sizes for standard print formats.

A0 = 172mm
A1 = 123mm
A2 = 88mm
A3 = 63mm
A4 = 45mm
A5 = 36mm

Our logo should always be positioned in the **top-right corner** of the collateral, with clear space to the margin.

How not to use our logo

Here are a few pointers to make sure our logo always looks consistent across everything we do.

These rules apply to all the colour variations of our logo, roundel and signature.

Do not remove any of the logo

Do not mix or add new colours

Do not use on an angle

Do not create a new lock up

Do not add a drop shadow

Do not squeeze or stretch

Our headlines

Our brand revolves around storytelling. We are privileged to regularly encounter stories of love, of loss and of hope. We need to tell these stories far and wide – to connect with people.

By valuing every day we celebrate the life we have, however long that time may be. Our aim is to bring together the whole Treetops family (patients and their famillies, our staff and volunteers) under one idea:

"Together, we're making every day count."

This concept can be flexed to help people to think about their own mortality, calling them to action and compelling them to support us.

Our headline concept

Together, we're making every day count.

Bringing the idea to life

Location	Mission	Personal	Community	Challenge
Where every day counts.	**Making every day count.**	**I'm making every day count.**	**We're making every day count.**	**Let's make every day count.**

Fonts

For staff and volunteers

Verdana

We use Verdana Regular and Bold in all of our documents, files and reports, as well as our emails, eshots and on our website. We only use Verdana in italics for quotations. It is set as our default font for all staff and volunteers to use. It is a very clear and legible font, and recommended as one of the most accessible fonts available. Pre-installed on most devices, it is universally web-safe.

Verdana is pre-installed on most devices.

Verdana
Regular and **Bold**

For designers

CoconPro

Friendly and approachable, CoconPro combines the legibilty of a modern sans serif font with curvature that complements the leaf shapes found in our marque. It's a soft sans serif typeface, that's still got gravitas and personality. We use it for all our major headlines and statements in print. We do not use it online.

CoconPro is a licensed font that we have purchased.

CoconPro
Bold

Montserrat

Montserrat is a geometric sans-serif typeface which we use for all our titles and body copy. In print, use Montserrat Bold for main titles and Montserrat Light and Regular for body copy across all collateral. Be careful to avoid using Montserrat Alternatives.

Montserrat is available for free at Google Fonts.

Montserrat
Light, Regular and **Bold**

Fonts - in use

In print

CoconPro - major headlines and statements

Montserrat - Bold for main titles, Light and Regular for body copy

Online

Montserrat - Bold for main titles and Light and Regular for body copy

Organisational

Verdana - Regular and Bold is used in emails and documents

Our colour palette

Our palette is influenced by the local natural landscape found across Derbyshire and Nottinghamshire during Autumn.

We love the symbolism of an autumn colour palette for people in the final stages of their life. Still beautiful, but no longer the strong green they might have been in the summer of their life.

As a general rule we use full colour floods for maximum impact. We also mix and match the palette within the leaf shapes as a graphic style.

Brand colours

Core colours

Our core colours are: Autumn Red, Earth Brown, Pear Green, Golden Yellow, Natural Stone and Slate Grey.

On the following pages you will find the correct Pantone, CMYK, RGB and HEX colour specifications.

Autumn Red

Earth Brown

Pear Green

Golden Yellow

Natural Stone

Slate Grey

Text colours

Main text should be 90% black. White or other brand colours may be used for short pieces of text only.

Titles may be any colour (except Pear Green) so long as it is has sufficient colour contrast to the background. See the list of approved uses on the following pages.
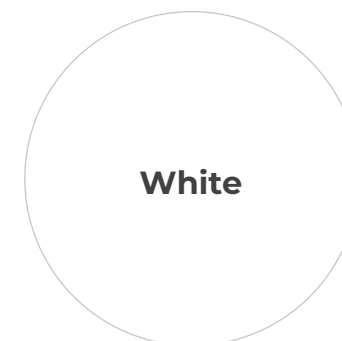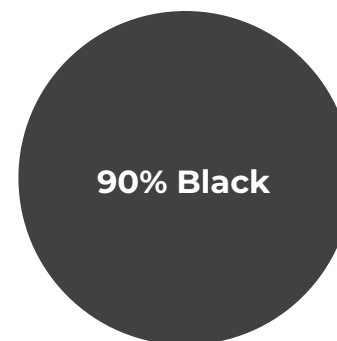
90% Black

White

Colour specifications

Autumn Red	Earth Brown	Pear Green	Golden Yellow	Natural Stone	Slate Grey	90% Black
P178 C	P477 C	P376 C	P136 C	Cool Gray 3 C	Cool Gray 10 C	No Pantone
C0 M70 Y58 K0	C0 M85 Y80 K78	C53 M0 Y96 K0	C0 M28 Y87 K0	C10 M07 Y10 K09	C0 M0 Y0 K73	C0 M0 Y0 K90
R255 G89 B90	R101 G58 B43	R128 G188 B0	R255 G191 B60	R200 G200 B200	R99 G101 B105	R25 G25 B25
Hex ff5959	Hex 643a2a	Hex 80bb00	Hex ffbf3c	Hex c7c7c7	Hex 626469	Hex 191919

80%	80%	80%	80%	80%	80%	
60%	60%	60%	60%	60%	60%	
40%	40%	40%	40%	40%	40%	
20%	20%	20%	20%	20%	20%	

Treetops
Hospice

Colour contrast for text

A key part of our digital first strategy is ensuring that our communications are accessible to all. To support this, we work to the Web Content Accessibility Guidelines (WCAG) because it is considered to be the benchmark for website accessibility. Created by the World Wide Web Consortium (W3C), following WCAG guidelines is the best and the easiest way of making our website usable for all.

We follow the guidelines for WCAG 2.0 level AA, for both online and print media. This means a colour contrast ratio of at least 4.5:1. This supports our digital first strategy, while also ensuring our printed media is accessible too.

As well as following the guidelines, we have also carried out a sense check. Where a colour contrast meets the WCAG guidelines but is borderline or we feel is not high enough contrast, we have in some cases not included it in the approved list. In addition, we have not included colour contrasts that we feel don't fit with the feel of the brand.

Note that the guidelines do not apply to logos. Advice on approved colour contrasts is given in the logo section of this guide.

We use this tool to check accessibility of font colours: https://colourcontrast.cc/

The following pages tell you our **approved** colour combinations for titles and text.

White background

Major headlines and statements

CoconPro Bold 18pt minimum - 90% Black

CoconPro Bold 18pt minimum - Slate Grey

CoconPro Bold 18pt minimum - Earth Brown

CoconPro Bold 18pt minimum - Autumn Red

Main text and subtitles

Montserrat Bold 12pt minimum - 90% Black
Montserrat Regular 12pt minimum - 90% Black

Montserrat Bold 12pt minimum - Slate Grey
Montserrat Regular 12pt minimum - **Slate Grey**

Montserrat Bold 12pt minimum - Earth Brown
Montserrat Regular 12pt minimum - Earth Brown

Montserrat Bold 14pt min - Autumn Red
Montserrat Regular 18pt min - Autumn Red

Verdana Bold 11pt minimum - 90% Black
Verdana Regular 11pt minimum - 90% Black

Verdana Bold 11pt minimum - Slate Grey
Verdana Regular 11pt minimum - Slate Grey

Verdana Bold 11pt minimum - Earth Brown
Verdana Regular 11pt minimum - Earth Brown

Verdana Bold 14pt min - Autumn Red
Verdana Regular 18pt min - Autumn Red

Treetops Hospice

Natural Stone background

Major headlines and statements

CoconPro Bold 18pt minimum - 90% Black

CoconPro Bold 18pt minimum - Slate Grey

CoconPro Bold 18pt minimum - Earth Brown

Main text and subtitles

Montserrat Bold 12pt minimum - 90% Black
Montserrat Regular 12pt minimum - 90% Black

Montserrat Bold 12pt minimum - Earth Brown
Montserrat Regular 12pt minimum - Earth Brown

Verdana Bold 11pt minimum - 90% Black
Verdana Regular 11pt minimum - 90% Black

Verdana Bold 11pt minimum - Earth Brown
Verdana Regular 11pt minimum - Earth Brown

Slate Grey background

Major headlines and statements

Main text and subtitles

CoconPro Bold 18pt minimum - White

CoconPro Bold 18pt minimum - Natural Stone

CoconPro Bold 18pt minimum - Golden Yellow

Montserrat Bold 12pt minimum - White
Montserrat Regular 12pt minimum - White

Montserrat Bold 12pt minimum - Golden Yellow
Montserrat Regular 12pt minimum - Golden Yellow

Verdana Bold 11pt minimum - White
Verdana Regular 11pt minimum - White

Verdana Bold 11pt minimum - Golden Yellow
Verdana Regular 11pt minimum - Golden Yellow

Earth Brown background

Major headlines and statements

CoconPro Bold 18pt minimum - White

CoconPro Bold 18pt minimum - Natural Stone

CoconPro Bold 18pt minimum - Golden Yellow

CoconPro Bold 18pt minimum - Autumn Red

Main text and subtitles

Montserrat Bold 12pt minimum - White
Montserrat Regular 12pt minimum - White

Montserrat Bold 12pt minimum - Natural Stone
Montserrat Regular 12pt minimum - Natural Stone

Montserrat Bold 12pt minimum - Golden Yellow
Montserrat Regular 12pt minimum - Golden Yellow

Montserrat Bold 12pt minimum - Autumn Red

Verdana Bold 11pt minimum - White
Verdana Regular 11pt minimum - White

Verdana Bold 11pt minimum - Natural Stone
Verdana Regular 11pt minimum - Natural Stone

Verdana Bold 11pt minimum - Golden Yellow
Verdana Regular 11pt minimum - Golden Yellow

Verdana Bold 11pt minimum - Autumn Red

Golden Yellow background

Major headlines and statements

CoconPro Bold 18pt minimum - 90% Black

CoconPro Bold 18pt minimum - Slate Grey

CoconPro Bold 18pt minimum - Earth Brown

Main text and subtitles

Montserrat Bold 12pt minimum - 90% Black
Montserrat Regular 12pt minimum - 90% Black

Montserrat Bold 12pt minimum - Earth Brown
Montserrat Regular 12pt minimum - Earth Brown

Verdana Bold 11pt minimum - 90% Black
Verdana Regular 11pt minimum - 90% Black

Verdana Bold 11pt minimum - Earth Brown
Verdana Regular 11pt minimum - Earth Brown

Pear Green background

Major headlines and statements

Main text and subtitles

CoconPro Bold 18pt minimum - 90% Black

Montserrat Bold 12pt minimum - 90% Black
Montserrat Regular 12pt minimum - 90% Black

Verdana Bold 11pt minimum - 90% Black
Verdana Regular 11pt minimum - 90% Black

Autumn Red background

Major headlines and statements

CoconPro Bold 18pt minimum - White

CoconPro Bold 18pt minimum - 90% Black

CoconPro Bold 18pt minimum - Earth Brown

Main text and subtitles

Montserrat Bold 14pt minimum - White
Montserrat Regular 18pt min - White

Montserrat Bold 12pt minimum - 90% Black
Montserrat Regular 12pt minimum - 90% Black

Montserrat Bold 12pt minimum - Earth Brown

Verdana Bold 14pt minimum - White
Verdana Regular 18pt min - White

Verdana Bold 11pt minimum - 90% Black
Verdana Regular 11pt minimum - 90% Black

Verdana Bold 11pt minimum - Earth Brown

Our design system

We've created a versatile and brave visual language that allows for multiple designs to be made from just a few elements.

In this section we'll show you how to get the most out of the design system.

Treetops Hospice

Our design system - the leaf shape

The Treetops leaf shape is an integral element of the visual branding. Use them predominently as flat colours. Thick and thin outlines are also available, to add depth and variation to your designs.

To reflect the idea of Autumn the leaves are always falling, or they have landed in a pile at the bottom. They are never placed with clear space all around them - they always bleed over the edge of the design.

Please do not draw your own leaf shape. Use the files provided to ensure that they are always the same shape.

Flat colour
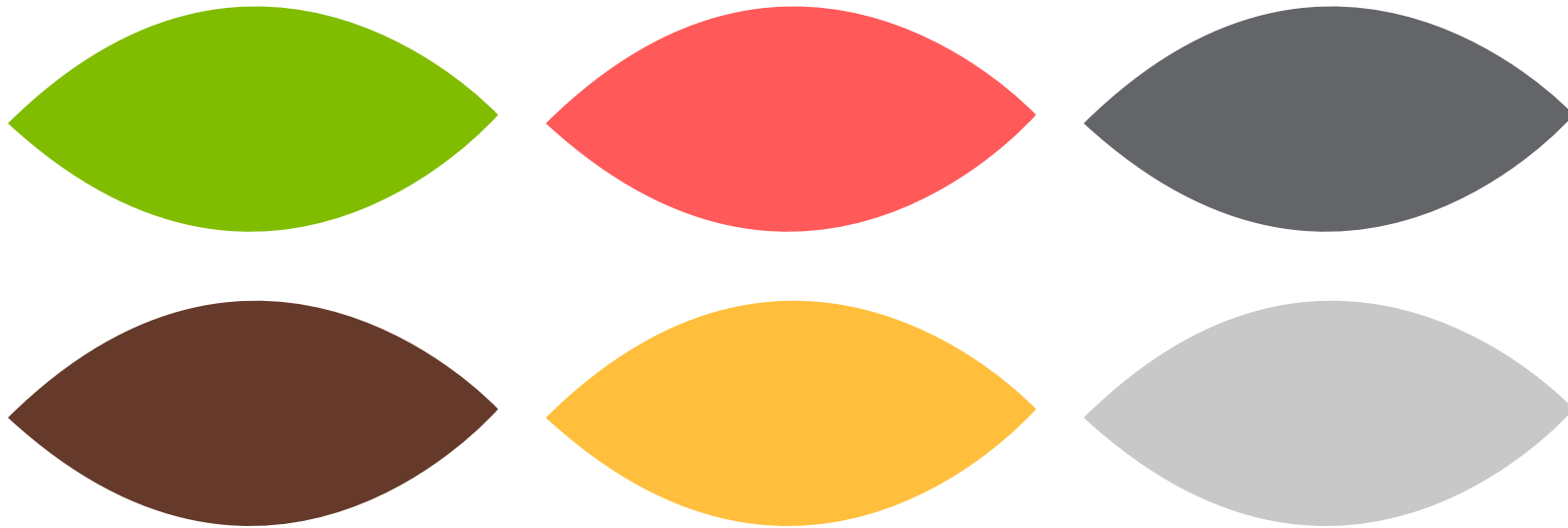
Thick outline
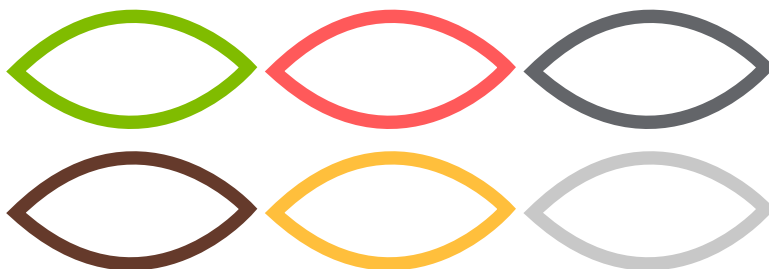
Thin outline
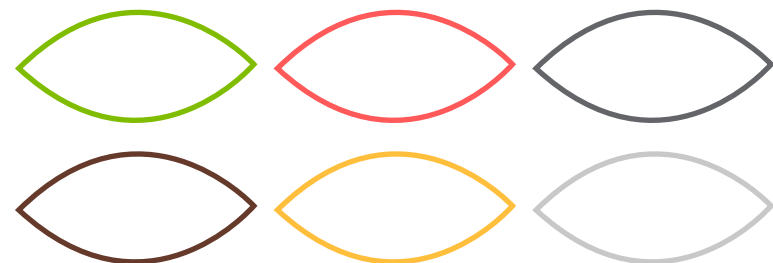
Using the leaf with images

When using imagery within the leaf there are two ways you can go about it - stay inside the leaf or break out.

Staying inside the leaf

You can place your 'Hero' images inside the leaf shape.

Breaking out of the leaf

Or you can break elements of your 'Hero' images outside the leaf shape.

Using the leaf with images in your designs

Our brand assets are fluid and adaptable, allowing multiple designs to be made from just a few elements.

Here are three suggestions on how to use the leaf alongside imagery.

Image as backdrop

When we use a 'Hero' image as a backdrop, with the leaf shapes sitting around it, the image should take up **75%** of the design space.

Image within a leaf

When we use an image within the leaf shape as the 'Hero' image of the piece the image should take up **50%** of the design space.

Leaf shapes as the 'Hero'

When we use the leaf shape as a pattern that becomes the 'Hero' of the piece, the image should take up **25%** of the design space.

Using the leaf in social media

Here are three suggestions on how to use the leaf alongside imagery in social media.

In social media we can place images inside or outside the leaf shape.

We can have people coming out of it, or use it as a frame to hold call to action messages.

Or use the leaf as both a flat colour and a colour outline to create a feeling of lightness and space.

Using the leaf on signage

Our static signage is designed and placed to increase clarity and understanding.

It guides people through our physical environment, which plays a critical role in making them feel safe - a key Treetops brand personality attribute.

Treetops Hospice

Hello and welcome

→ Visitor Parking

↖ Staff and Volunteer Parking

Open

Closed

We love your kind donations

Please don't leave them in the doorway.

Bring them inside when we're open.

Take a seat ↗

Welcome to our garden

← Reception
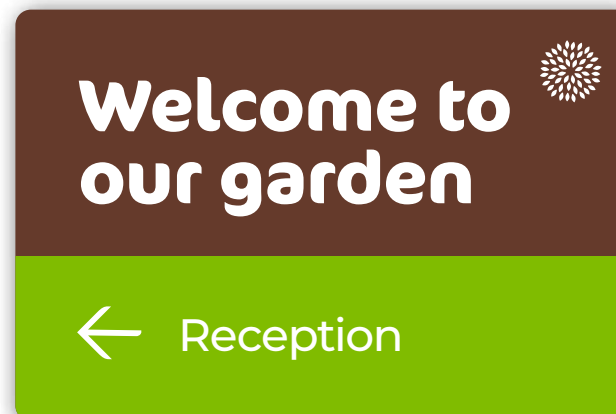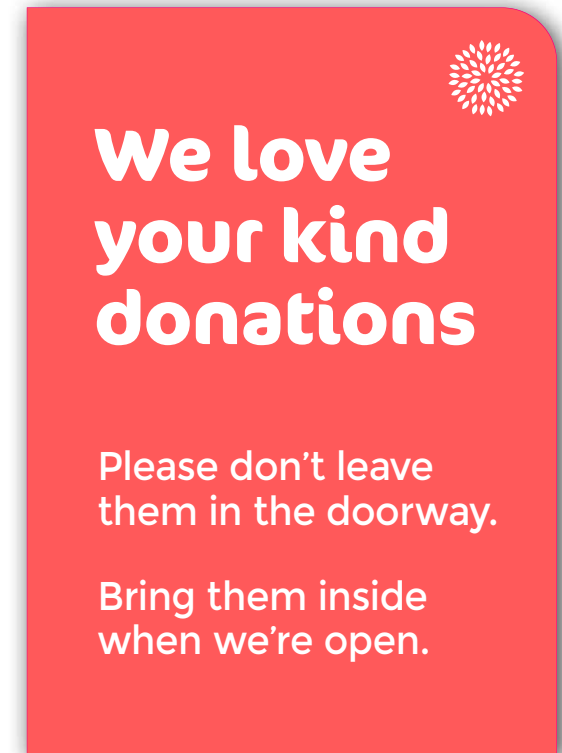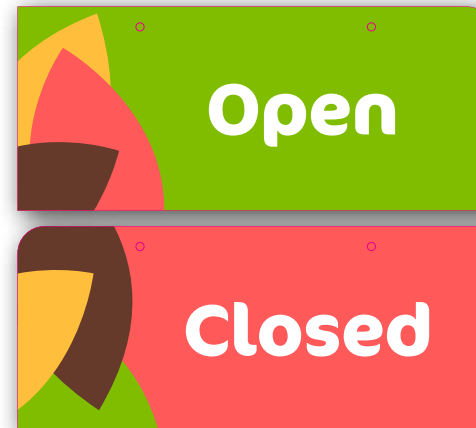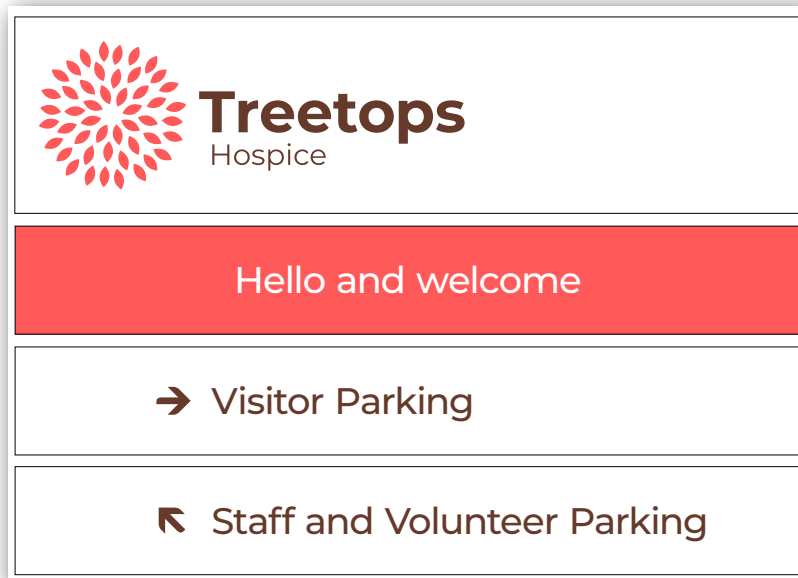
Using the leaf on stationery

Lizzie Cooper
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Marketing Lead

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Treetops Hospice,
Derby Road, Risley, Derbyshire, DE72 3SS
Registered Charity No. 519540
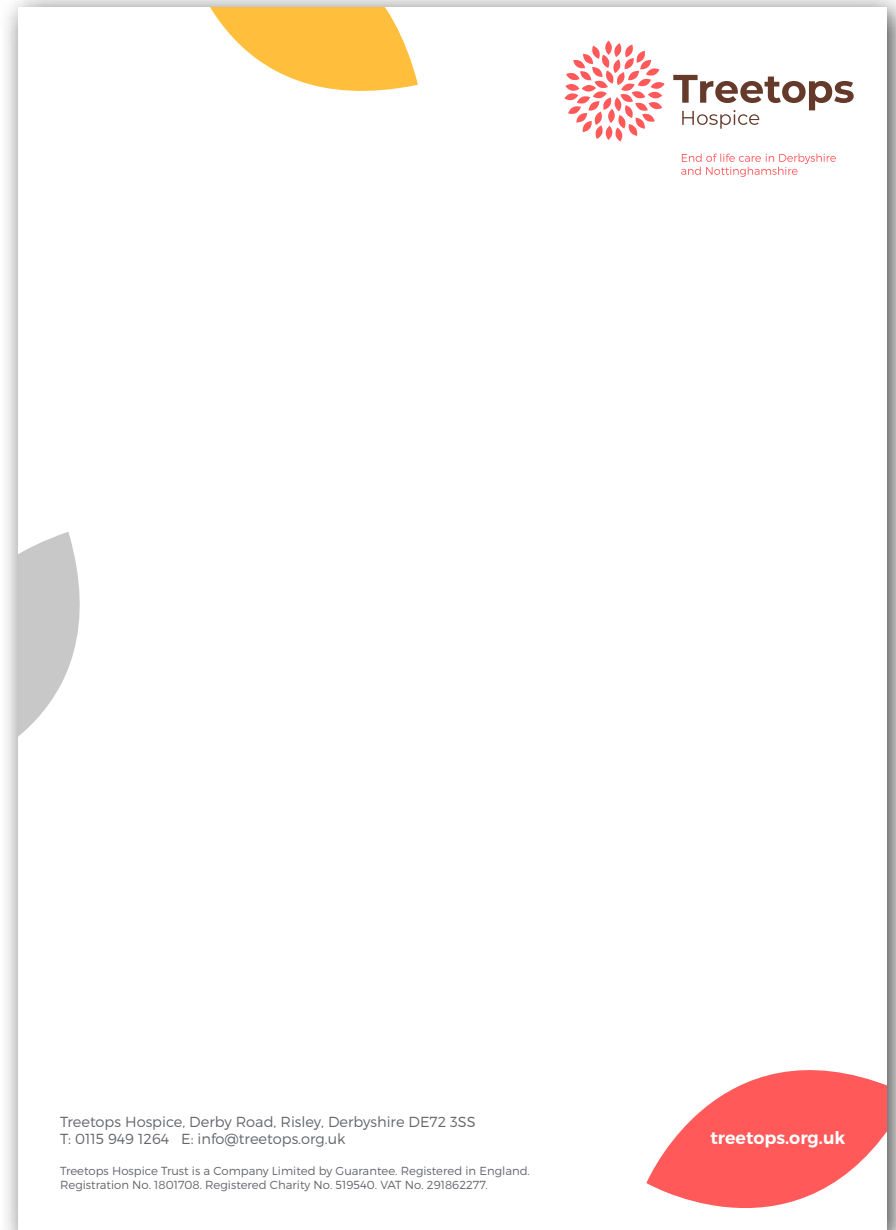
Treetops Hospice
End of life care in Derbyshire and Nottinghamshire

treetops.org.uk

Treetops Hospice

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End of life care in Derbyshire and Nottinghamshire

With compliments

Treetops Hospice, Derby Road, Risley, Derbyshire DE72 3SS
T: 0115 949 1264   E: info@treetops.org.uk

Treetops Hospice Trust is a Company Limited by Guarantee. Registered in England.
Registration No. 1801708. Registered Charity No. 519540. VAT No. 291862277.

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Photography – vibrance and saturation

Whether we're using photographs of real Treetops people and locations, or stock photography, we boost the colours. This makes our photographic library more cohesive, and more distinctively ours.

But it's also a powerful visual metaphor for how vivid and colourful life can be. A celebration of a life well lived, spent with loved ones, and a time of greater reflection on the richness of life.

In Photoshop we suggest you boost the Vibrance and Saturation levels up from 0 to **+5, +10 or +15** depending on the shot.

Images which have had their vibrance and saturation levels boosted, are saved with **TT_** at the beginning of the filename.

Photography library

People are at the heart of Treetops. This is reflected in strong photography that demonstrates how we put people and families at the heart of everything we do.

When appropriate our desire is to capture a moment in time that shows people getting the most from life, enjoying each other and the everyday things that give them joy.

It's really important to us that we use photographs that show the diversity of the communities we work with.

Our people

We want to present the care and commitment we give to others. Our staff and volunteers should always be portrayed in a friendly, open and unfussy manner.

Close-up shots of everyday interactions or a gentle touch can say a lot more about the quality of our care than buildings, vehicles or facilities.

Our local area

Ours is a local brand, and we're proud of our community. That's why, from our signature, to our comms and our photography, we always proudly celebrate Derbyshire and Nottinghamshire.

The wealth of natural beauty on our doorstep offers the perfect backdrop for our calm and honest approach to the difficulties of talking about death.

Our supporters

Our brand is grateful and celebratory and we always want to use life-affirming imagery. There is also a place for fun and humour, especially in fundraising communications.

We use different images for different purposes - whether it's our services or our supporters. These are detailed on the next page.

Images representing our services

Images representing our services reflect our brand attributes. They are honest, empathetic and optimistic. They are professional, caring, open and hopeful.

These images are a mix of our own photos and purchased stock images. They are available for you to download from our Design Dropbox: treetops.org.uk/brand-toolkit

Please do NOT store these images to your own folders and drives. The images are reviewed regularly to ensure we are not using images of people who have died, left the hospice, or no longer wish to have their image used. Storing your own photo library risks accidentally using out of date images.

Images representing our supporters

Images used in promotions and income generation are commissioned for each campaign and are not made available for general use. They are mostly stock images.

These images represent our supporters - they are life-affirming, aspirational, fun, celebratory and also, in memory.

Additional images

If you require new or different photographs, contact us on marketing@treetops.org.uk

Our visual identity

Finally, here's what happens when we bring it all together.

You'll notice no two designs or platforms are the same, yet everything is 100% Treetops.

Time to Remember

Share a moment of quiet reflection to remember our loved ones, listening to poems and thoughts from our spiritual support team.

This is a free session, open to anyone who has been bereaved.

Thursday 10 March, 6.30pm

Treetops Hospice

Week 1

What is the Spring Programme?

Spring Programme - Treetops Hospice
wellbeing@treetops.org.uk   0115 949 1264

Treetops Hospice

Run for Treetops

treetops.org.uk/run

Take on a running challenge to fund care for patients and families in Derbyshire and Nottinghamshire.

Be awesome. Run for Treetops and make a difference.

Scan to pick a race:

Treetops Hospice, Derby Road, Risley, DE72 3SS
Registered Charity Number 519540

Treetops Hospice

Lottery

Buy your Treetops Lottery tickets here

This week's rollover prize is

£1,000

£1 per entry

Provide exercise sessions to people living with illness

Weekly Prize Pool
1st £1,000 | 2nd £200* | 3rd £100 | Plus 10 x prizes of £5

*If the rollover is not won, it rolls over each week & can reach up to £10,000.

Fundraising Responsibility
Treetops Lottery is the trading name of Treetops Funding Ltd and is licensed and regulated in Great Britain by the Gambling Commission under account number 5096. Treetops Lottery benefits Treetops Hospice Registered Charity Number 519540. Responsible person: Mrs R Lee-Jones. Promoter: Treetops Funding Ltd, Derby Road, Risley, Derbyshire, DE72 3SS. T: 0115 909 9939. Further information and full terms and conditions can be found online at treetops.org.uk/lottery.

If you or someone you know needs information or help with a gambling problem, please call the National Gambling Helpline on 0808 8020 133 or visit begambleaware.org

Players must be 18 or over   BeGambleAware.org

Treetops Hospice

Treetops Hospice

Hospice care in your own home

Making every day count

End of life care in Derbyshire and Nottinghamshire

W: treetops.org.uk   T: 0115 949 1264   E: info@treetops.org.uk

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Treetops Hospice

Providing end of life care for Allestree

Thank you

This guide is here to support and inspire everyone working with Treetops. If you have any further questions on how best to use our brand system, get in touch and we'll be happy to help.

marketing@treetops.org.uk

Treetops Hospice

treetops.org.uk