



Logo Guidelines

Version 1.1

The logo

This is the Imperial Health Charity logo. The logo clearly states the charity's name and features two interlocking pentagons representing the charity's five main areas of activity (art, fundraising, grant-making, partnership and volunteering) in the five hospitals of the Imperial College Healthcare NHS Trust (Charing Cross, Hammersmith, Queen Charlotte's & Chelsea, St Mary's and Western Eye). The two pentagons also represent the charity working in partnership with the Trust and the charity working in partnership with its supporters.



The logo set

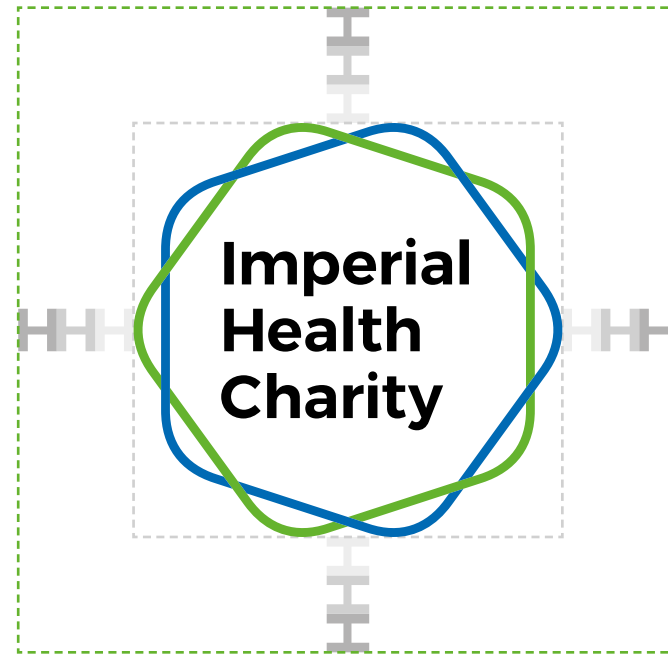
There are four versions of the logo for use in different situations:

1. Black, blue and green, for colour applications on a light background
2. White, blue and green, for colour applications on a dark background
3. Black, for black and white applications on light background, or colour applications where logo 1 will not display clearly
4. White, for black and white applications on dark background, or colour applications where logo 2 will not display clearly.



Logo clear area

To ensure the clarity of the logo is maintained on all applications, a clear area around the logo should be established. This clear area is determined by the width of three H's from the word 'Health' in the logo, as shown.



The strapline

There are versions of all logos locked up with the charity's strapline. The clear area shown on the previous page should be applied to these logos too.



HELPING
OUR HOSPITALS
DO MORE

Please don't change the logo

To ensure the logo is clear on all applications and the integrity of the Imperial Health Charity brand is maintained, please don't:

1. compress or stretch the logo
2. remove any parts of the logo
3. re-size any part of the logo
4. crop the logo
5. change any colours in the logo
6. change the font of the logo
7. rearrange any elements in the logo
8. add any words to the logo
9. add any visual effects to the logo.



1



2



3



4



5



6



7



8



9

Colours

The Imperial Health Charity's primary colours are NHS Blue, NHS Light Green and NHS Black. There are six secondary colours chosen from the NHS palette, but other colours may be used when appropriate.

NHS Blue

Pantone: 300
CMYK: 99/50/0/0
RGB: 0/94/184
#005EB8

NHS Light Green

Pantone: 368
CMYK: 65/0/100/0
RGB: 120/190/32
#78BE20

NHS Black

Pantone: Black 6
CMYK: 100K
RGB: 35/31/32
#231F20

NHS Purple

Pantone: 2685
CMYK: 90/99/0/8
RGB: 51/0/114
#330072

NHS Orange

Pantone: 144
CMYK: 0/51/100/0
RGB: 237/139/0
#ED8B00

NHS Dark Red

Pantone: 1955
CMYK: 9/100/54/43
RGB: 138/21/56
#8A1538

NHS Aqua Green

Pantone: 3272
CMYK: 94/0/48/0
RGB: 0/164/153
#00A499

NHS Pink

Pantone: 675
CMYK: 18/100/0/8
RGB: 174/37/115
#AE2573

NHS Dark Green

Pantone: 342
CMYK: 93/10/75/43
RGB: 0/103/71
#006747

Typography

The Imperial Health Charity typeface is Montserrat, which is available to download for free from <https://fonts.google.com>

Montserrat Thin

Montserrat ExtraLight

Montserrat Light

Montserrat Regular

Montserrat Medium

Montserrat SemiBold

Montserrat Bold

Montserrat ExtraBold

Montserrat Black

Contact

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