



BRAND GUIDE

IMAGERY

DAISY

The primary image used by Good Shepherd Hospice is the white daisy set against the backdrop of the blue sky. The white daisy has many symbolic meanings that resonate with the mission of Good Shepherd Hospice, serving people with compassion and dignity.

The daisy serves as a symbol of new beginnings. With each end is a new beginning. Hospice serves as a transition to the beginning of the final phase of a life and a new and often uncertain future for their loved ones. At Good Shepherd, we strive to provide exceptional patient care so that this new transition can be as comfortable as possible, allowing our patients and their families to make the most of the time that they have left.

The white daisy also serves as a symbol of hope. Providing hope to grieving families after the loss of a loved one is an integral part of the hospice experience. Good Shepherd Hospice has a 13 month bereavement program that offers hope to those beginning a life without their loved one.

The making of daisy chains is a centuries old tradition demonstrating the bond of eternal love and fidelity through their interconnected links. This symbol of fidelity highlights Good Shepherd's commitment to serving people with compassion and dignity with a vision to provide the exceptional hospice experience.

COMPANY COLORS

The color palette of Good Shepherd Hospice is derived from the image of the white daisy, with its yellow floral disc and the blue sky behind.

Blue symbolizes trust, peacefulness, and calmness. We wear blue scrubs to symbolize the trust that our patients and loved ones place in us to provide compassionate care. We wear blue to project a sense of peace, comfort, and calmness that we strive to bring to our patients and their loved ones during a time when they need it the most.

Yellow is a color associated with positivity, smiling faces, and warm energy. We see these characteristics in the comforting care that our nurses, aides, social workers, chaplains, and volunteers provide to our patients and their families, offering a ray of sunshine into their lives.



Pantone 293C
#1B449C
C100 M87 Y0 K0
R27 G68 B156



Pantone 102C
#F8E200
C5 M5 Y100 K0
R248 G226 B0



BRAND ELEMENTS

SHIELD

The Shield within the Good Shepherd Hospice logo is filled with symbolism. A shield protects and projects safety. Good Shepherd Hospice wants patients, families, doctors, and hospitals to know that the wellbeing of our patients is of utmost importance. We offer our patients and their families the comfort and protection of compassionate and dignified care during a time of vulnerability and worry.



The peak of the shield represents the roof line of the home. Our hospice services are provided in the home, where numerous studies indicate that most patients and families prefer to be as they transition to the end of life. While Good Shepherd provides all four levels of patient care (routine care, respite care, continuous care, and general inpatient care) we strive to keep our patients at home where they want to be.

The cross, found in the counterspace of the shield, has served as a symbol for medical care since the adoption of the first Geneva Convention in 1864. The red cross has become synonymous with healthcare since this time, serving as an easily identifiable symbol for those seeking medical relief. While the cross along with our name also tie in to the Christian ideals of servant attitude, compassion, and care, Good Shepherd Hospice respects and welcomes patients of all faiths into our service.

The letter G is found within the shape of the shield, so that it is instantly recognizable as the first letter in a name that represents the ideals of The Good Shepherd, offering comfort and loving care.

PRIMARY LOGO

The shield is central in the primary logo, showing our central focus on patient care highlighted in the symbolism of the shield. Featuring an extended, serif typeface all set in lowercase, the Good Shepherd wordmark serves as a call to all staff to be A good shepherd in living up to our mission of serving people with compassion and dignity while living the values of our Principles of R.E.S.P.E.C.T.



SECONDARY LOGO

The secondary logo echoes all of the symbolism of our primary logo while maintaining a more vertical form factor for use in applications that necessitate its use.



good shepherd
H O S P I C E

SLOGAN

Good Shepherd Hospice emphasizes the importance of being able to provide as much quality of life as possible to our patients. This commitment to quality of life is matched with our commitment to quality of care. Our slogan (compassionate about care. PASSIONATE ABOUT LIFE) exemplifies these commitments. Our slogan is stylized in one of our two primary typefaces, Montserrat, and can be used with either the shield or by itself.



compassionate about care.
PASSIONATE ABOUT LIFE.

ANGLED ELEMENTS

Angled elements, often featuring the daisy, provide a sense of passion and dynamism to our materials, echoing our slogan as well as referencing the roof line of our shield. These angled elements should generally angle up from left to right creating a sense of uplift in our materials. These angled elements are generally set at 10°. Specific uses may necessitate deviating from these general rules if it aides in communicating more effectively.



TYPOGRAPHY

PRIMARY TYPEFACES

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Montserrat ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Barlow Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Barlow Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Barlow Condensed SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Barlow Condensed ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()_+{|}

Body text - 12/14 on baseline grid

Leading - in increments of 7

Spacing - Optical

Margins - 1p6 or 3p0

Bleed - 0p9 or 1p6

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Et netus et malesuada fames. At urna condimentum mattis pellentesque id nibh. Facilisi morbi tempus iaculis urna id volutpat lacus. Egestas dui id ornare arcu odio ut sem. Risus ultricies tristique nulla aliquet. Sed vulputate mi sit amet mauris commodo. Sapien nec sagittis aliquam malesuada. Viverra maecenas accumsan lacus vel facilisis volutpat. Ligula ullamcorper malesuada proin libero. Id aliquet lectus proin nibh nisl condimentum.

Lorem ipsum

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LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Et netus et malesuada fames. At urna condimentum mattis pellentesque id nibh. Facilisi morbi tempus iaculis urna id volutpat lacus. Egestas dui id ornare arcu odio ut sem. Risus ultricies tristique nulla aliquet. Sed vulputate mi sit amet mauris commodo. Sapien nec sagittis aliquam malesuada. Viverra maecenas accumsan lacus vel facilisis volutpat. Ligula ullamcorper malesuada proin libero. Id aliquet lectus proin nibh nisl condimentum.



BRAND DON'TS

Do not compress or stretch the Good Shepherd Hospice logo. Distorting the logo diminishes our credibility with patients, families, doctors, and hospitals.



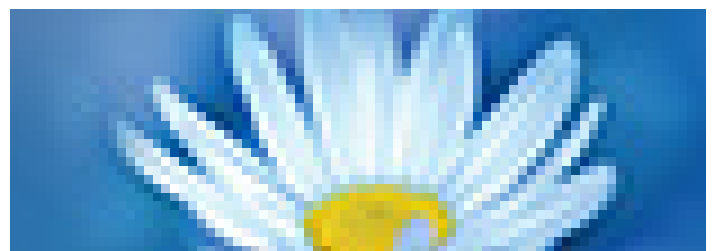
Do not place the Good Shepherd Hospice logo over busy imagery with little contrast, making our logo difficult to read.



Do not use elements from our primary or secondary logos individually. In this example, the shield is separated from the "good shepherd" wordmark and "hospice" is set beside "good shepherd." When separated, these elements are no longer the Good Shepherd Hospice logo, just as a pile of dissembled car parts is no longer a car.



Do not use pixelated imagery. These low quality images provide us with a low quality appearance.





FINAL THOUGHTS

It is important to maintain professionalism in all of our materials. Consistency of brand voice assures our audience that we provide a consistent level of high quality care. We want our audience to instantly associate the materials we produce with Good Shepherd Hospice, so all of our materials need to share common elements. Logos, brand colors, typefaces, and imagery should all be compliant with the standards previously outlined. Deviation from these standards muddies our brand voice, creating confusion for our audience and dilution of the integrity of our brand. For these reasons along with the importance of maintaining corporate compliance in all of the messages that we put forward, we ask that you not design your own forms, flyers, brochures, cards, t-shirts, or other materials.

Help us to insure that we put our best foot forward by submitting all design requests to the Graphic Design Department.

Submit design request tickets on our company support page:
<https://support.goodshepherdhospice.com>