



## **BRAND GUIDELINES FOR EVENTS IN AID OF NICHS**

### **General**

- All promotional and marketing materials must state that the event is “in aid of” NICHS.
- NICHS cannot assist in printing materials for events that are “in aid of” the organisation.
- You should use the NICHS Registered Charity Number on all your materials, using the words “In Aid of NICHS Registered Charity No: XN47338.”
- Please refer to us as Northern Ireland Chest Heart & Stroke and not just Chest Heart & Stroke.

### **Logo**

- You can download our bubble logo from our website.
- When you use it please don’t stretch it so that the shape changes or font distorts.
- The bubble comes in red and white. The white one can be used if the red bubble can’t be clearly seen against the background.
- Try to place the bubble aligned to the left or right of the page, rather than in the middle.
- It doesn’t matter if it is at the top or bottom of the page.

### **Font**

- The font we use on our NICHS materials is Omnes.
- Not all computers have this font, so if you don’t have it, you can use Arial instead

### **Colour**

- If you are asked by someone what our correct colour of red is, give them this information.
- A printer or designer will know what these refer to.

Pantone®:	CMYK:	RGB:	HEX:
485C	C0 M95 Y100 K0	R226 G35 B26	E2231A

Thank you for organizing an event in aid of NICHS. We really value your support.