



Princess Alice
Hospice

Caring when it matters

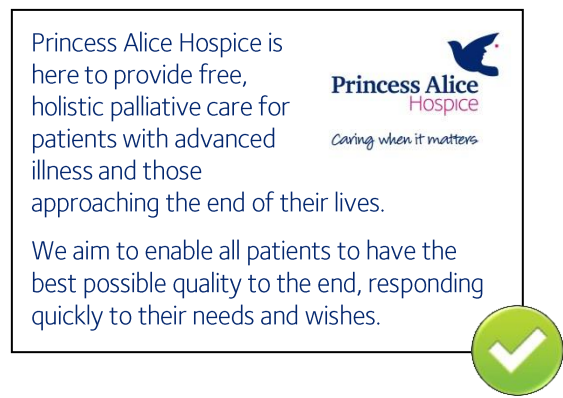
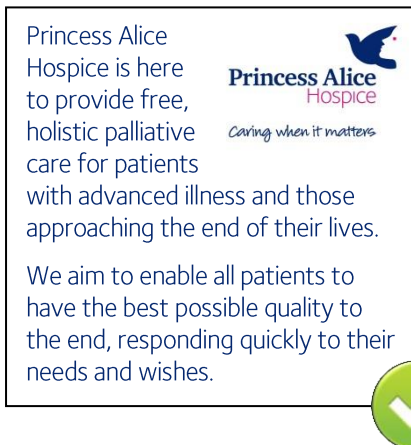
Logo guide

When using the Princess Alice Hospice logo, please follow the simple guidelines below.

1. This is how the Princess Alice Hospice logo should appear.



2. Where possible, our logo should appear on the top right corner of any media.



If this is not possible, please place the logo on the bottom right.



3. Do not stretch or squash the logo.



4. Do not recolour or add effects to the logo.



5. Do not cut bits of the logo off.
Use the full logo including the strapline.



5. Do not alter or change the logo.



6. Please leave some space around the logo.



7. For materials with coloured backgrounds it is best to use the black logo without a background.

Princess Alice Hospice is here to provide free, holistic palliative care for patients with advanced illness and those approaching the end of their lives.

We aim to enable all patients to have the best possible quality to the end, responding quickly to their needs and wishes.



The logo consists of a white rectangular box containing the text 'Princess Alice Hospice' in blue and pink, a blue bird icon, and the tagline 'Caring when it matters' in blue.



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The logo consists of the text 'Princess Alice Hospice' in black, a black bird icon, and the tagline 'Caring when it matters' in black.



More information

If you need further advice, or logos in a different format, please contact the Communications Team at communications@pah.org.uk