

acorns
children's hospice

Brand guidelines for supporters



Introduction

Thank you for choosing to support Acorns. Your fundraising helps us provide vital care and support to seriously ill children and their families, across the West Midlands and Gloucestershire.

To save you time and maximise your fundraising potential, we have a range of ready-made templates and resources available for you to use to help spread the word about what you're doing and to encourage people to support you. These include editable posters, social media graphics, sweepstakes, and more.

To view our library of branded resources, please visit our website: acorns.org.uk/resources

If you'd prefer to get creative yourself, these guidelines are designed to help you create professional-looking promotional materials that reflect the basics of the Acorns brand and grab people's attention to encourage them to support you.



Logo usage

As your fundraising activity is being organised independently, please use either our 'In Aid of Acorns' or 'Supporting Acorns' logos on any materials you create.

These logos make it clear that you're supporting Acorns without suggesting your activity is organised by us, helping to protect both you and Acorns.

With both versions of the logo, please make sure the registered charity number always stays visible and isn't cropped from the logo.

[Download 'In Aid of' or 'Supporting' logos](#)

Exclusion zone

On your materials, the logo should be surrounded by an area of clear space equal to the 'n'.



In aid of

This version of our logo should be used on any materials promoting events or other fundraising activities that are directly generating money that will be donated to Acorns.

E.g. posters, flyers, invites and social media graphics promoting that you're taking part in a marathon or trek, or hosting bake sales, quiz nights, etc.

In aid of

acorns

children's hospice

Registered charity no. 700859

Supporting

This version of the logo may be used by organisations, clubs or groups that have an agreed ongoing relationship with Acorns. Please contact us before using this logo so we can confirm that it is the appropriate version for your activity.

E.g. printed on the uniform of a local sports team who have a charity partnership with Acorns. Every match doesn't directly generate funds for Acorns, but the team have an ongoing relationship with the charity.

Supporting

acorns

children's hospice

Registered charity no. 700859

Incorrect usage

How not to use our logo

When using either of the Acorns supporter logos, please don't:

- > Rotate
- > Reset any part
- > Apply effects such as a drop shadow
- > Distort or stretch proportions
- > Change any of the colours

Logos should also always be placed on a background (or image) with sufficient contrast.



Our colours

Our colour palette is bright, positive and welcoming, helping your fundraising materials feel engaging and approachable.

While we encourage the use of Acorns colours to strengthen recognition and connection to the cause, you're welcome to use additional colours outside of our brand palette.

Primary colours

Acorns Orange

Pantone: 158 c
C:0 M:61 Y:97 K:0
R:245 G:127 B:38
#e87722

Deep Blue

Pantone: 541 c
C:100 M:57 Y:0 K:38
R:0 G:70 B:127
#003c71

Secondary colours

Apple Green

Pantone: 376
C:50 M:0 Y:100 K:0
R:132 G:189 B:0
#84bd00

Sunshine Yellow

Pantone: 130
C:0 M:30 Y:100 K:5
R:242 G:169 B:0
#f2a900

Plum Purple

Pantone: 682
C:24 M:86 Y:4 K:28
R:153 G:72 B:120
#994878

Sea Green

Pantone: 326
C:81 M:0 Y:39 K:0
R:0 G:178 B:169
#00b2a9

Elephant Grey

Pantone: COOL GREY 10
C:58 M:47 Y:42 K:31
R:100 G:101 B:105
#646469

Helpful tips

- > Use high-quality images that you have permission to use.
- > Make sure text easy to read and avoid placing text over busy photographs.
- > Check colour contrast, particularly for small text.
- > Add alternative text when posting images online.
- > Test QR codes and links before publishing.
- > Contact Acorns for approval before producing commercial merchandise, paid advertising or materials for a major public event.
- > Do not download and reuse photographs of children and families that Acorns support without approval.
- > Do not imply that an independently organised activity is being run or endorsed by Acorns.

For any questions about Acorns
fundraising materials, please contact
supporter.services@acorns.org.uk

acorns.org.uk

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Registered office: Acorns House, 103 Oak Tree Lane, Selly Oak, Birmingham B29 6HZ.

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