

**St Barnabas  
Lincolnshire Hospice**



*caring for life*



Old logo



New logo

The previous logo had been in place for 25 years and the client felt their image needed updating to refresh the look of the charity.

The brief was to create a lighter, more positive feel to the corporate identity to convey the caring and friendly service that is offered by the staff to people requiring palliative and respite care.

Stipulations for the new logo included retaining the St Barnabas name but with the addition of 'Lincolnshire Hospice' and a strapline 'caring for life'.

These elements were incorporated with the requested sunflower image or sun image using bright, appealing colours and a variety of solutions were submitted to the client.

The final chosen logo can be adopted enabling the client to use individual elements on a wide range of printed and electronic promotional material.



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Initial Ideas



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Idea Development



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# Logo Placement