

Visual Brand Standards Guide

This is Our Brand Voice

Our brand voice is inspired by making a difference for children and their families in ways only Children's Hospital Colorado can. We approach our work as a privilege and responsibility to facilitate true, authentic and mutually beneficial philanthropic partnerships. Through compelling storytelling and visual design, we demonstrate the incredible work taking place at Children's Hospital Colorado and inspire donors to partner with us in transforming pediatric health care.

Our brand personality is...

Trustworthy: Our philanthropic relationships are rooted in trust. Our donors give because they believe their gift will be used wisely to make a difference.

Worthy, not needy: "Need" may not inspire the donor; it no longer feels like a partnership. Rather, we strive to demonstrate that Children's Colorado is *worthy* of a donor's investment. We share opportunities with donors, and we are trustworthy stewards of the resources donors provide.

Partnership-focused: Our donors are our partners. We are in this together. We share a passion for our mission, and we engage deeply with our donors to understand their goals and charitable aspirations. We convey the impact of philanthropy and the critical importance of our philanthropic partners in all donor outreach and communication.

Mission-driven: Above all else, we put kids first. We seek healthy lives for all kids and advance pediatric health care by supporting the work at Children's Colorado. In all of our work – strategy, process, decision-making, action, communication, impact and deliverables – we are guided by what is best for kids.

Hopeful: We have an optimist's outlook, a pioneer's hunger and a celebrated history. Here, hope isn't just a feeling, it's an action. Here, an incredible community comes together. With the very best physicians, staff and researchers, we have the power to change policy, innovate pediatric medical care and create a better future for children around the world.



How Do We Look?

Type: Print

The Foundation will uphold the same font requirements as the Hospital to help unify our look and feel to the public, with the exception of a slightly larger body copy size to work better with our donors.

EYEBROW - CERA PRO BOLD ALL CAP 11pt

Headline – Cera Pro Bold 30pt

Divider – 3pt rule, .75" width

Second Level Headline – Cera Pro Bold 20pt

Third Level Headline - Tisa Sans OT Bold 14pt

Body Copy - Tisa Sans OT Regular 10pt

Bold Body Copy - Tisa Sans OT Medium 10pt

Italic Body Copy - Tisa Sans OT Italic 10pt

- Bullet List - Tisa Sans OT Regular 10pt;

Leading: 19pt between bullets; Left indent: 0.25"; First line indent: -0.1875"

Type: Digital

H1 - Montserrat

H2 - Montserrat Bold

H3 - Montserrat Regular

Body Copy - Merriweather Regular

Bold Body Copy - Merriweather Bold

How Do We Look?

If you do not have the Print or Digital fonts installed on your computer, you will use the System fonts. Most users will use the System font, especially in Microsoft products.

Type: System

Primary

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary

Trebuchet Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Type: System – Sizing

Headline - Arial Bold 20pt

Second Level Headline - Arial Bold 13pt

Third Level Headline - Trebuchet Bold 10pt

Body Copy - Trebuchet Regular 10pt

Bold Body Copy - Trebuchet Bold 10pt

Italic Body Copy - Trebuchet Italic 10pt

- Bullet List - Trebuchet Regular 10pt;
1.5 spacing; Left indent: 0.25"; First line indent: -0.1875"

Text Alignment

The Foundation uses left justification by default for all headlines and support copy. If alignment needs to change, a good rule of thumb is to use the same alignment through the entire piece. Try to avoid forced justified text, as it can lead to over hyphenated paragraphs and odd word length.

How Do We Look?

Type: Applications

Pull Quote - Tisa Sans OT Italic
Quote Attribution - Cera Pro Bold

*"We owe Juniper's life to
Children's Hospital
Colorado and
the Heart Institute
Team."*

JONI SCHRANTZ, JUNIPER'S MOM



Name - **CERA PRO BOLD**

Label - *Tisa Sans OT Italic*

Accent Font - Cera Stencil Medium

5

Number Call Out -
Number - Cera Pro Bold 36pt
Support Copy - Tisa Sans OT Regular 10pt

100%

Dolore Exus Adipiscing

36

Lorem Ipsum
ex Dolore

Text Bug Call Out -
Body Copy- Tisa Sans Regular
Second Level - Cera Pro Bold

Body Copy, Body Copy, Body
Copy, Body Copy, Body Copy,
Body Copy, Body Copy, Body

Second Level

Body Copy, Body Copy, Body
Copy, Body Copy,

How Do We Look?

Color

Primary

PMS 654C Darkest Blue	C- 100 R- 0 M- 71 G- 25 Y- 10 B- 51 K- 48 Hex - #001933
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PMS 2955 Dark Blue	C- 100 R- 4 M- 66 G- 39 Y- 0 B- 84 K- 36 Hex - #00407C
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PMS 2945C Brand Blue	C- 100 R- 0 M- 60 G- 71 Y- 0 B- 143 K- 5 Hex - #00478F
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PMS 2925C Light Blue	C- 84 R- 0 M- 21 G- 145 Y- 0 B- 217 K- 0 Hex - #0091D9
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PMS 2995C Lightest Blue	C- 81 R- 0 M- 1 G- 166 Y- 0 B- 230 K- 0 Hex - #00A6E6
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Secondary

PMS 115C Brand Yellow	C- 0 R- 252 M- 16 G- 214 Y- 100 B- 64 K- 0 Hex - #FCD640
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PMS 130C Sunshine	C- 0 R- 242 M- 32 G- 169 Y- 100 B- 0 K- 0 Hex - #F2A900
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PMS COOL Gray 1C Cool Gray	C- 4 R- 217 M- 2 G- 217 Y- 3 B- 217 K- 8 Hex - #D9D9D9
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PMS COOL Gray 7C Cool Gray	C- 20 R- 126 M- 14 G- 128 Y- 12 B- 130 K- 40 Hex - #7E8082
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PMS COOL Gray 10C Cool Gray	C- 43 R- 45 M- 32 G- 46 Y- 20 B- 46 K- 65 Hex - #2D2E2E
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Body Copy Gray 80% Black	C- 0 R- 51 M- 0 G- 51 Y- 0 B- 51 K- 80 Hex - #333333
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How Do We Look?

Color

Tertiary

PMS 7472C Mint	C- 54	R- 64
	M- 0	G- 184
	Y- 27	B- 176
	K- 0	
	Hex - #40D8D0	

PMS 362 Green	C- 78	R- 53
	M- 0	G- 145
	Y- 100	B- 28
	K- 2	
	Hex - #35911C	

PMS 568C Forrest Green	C- 90	R- 0
	M- 14	G- 64
	Y- 62	B- 50
	K- 43	
	Hex - #004032	

PMS 2583C Light Purple	C- 47	R- 120
	M- 72	G- 47
	Y- 0	B- 168
	K- 0	
	Hex - #782FA8	

PMS 233C Pink	C- 12	R- 186
	M- 100	G- 0
	Y- 0	B- 118
	K- 0	
	Hex - #BA0076	

PMS 268C Dark Purple	C- 82	R- 88
	M- 98	G- 44
	Y- 0	B- 131
	K- 12	
	Hex - #2D0A4D	

PMS 144C Brand Orange	C- 0	R- 239
	M- 48	G- 130
	Y- 100	B- 0
	K- 0	
	Hex - #EF8200	

PMS 186C Brand Red	C- 0	R- 204
	M- 100	G- 9
	Y- 81	B- 47
	K- 4	
	Hex - #CC092F	

How Do We Look?

Our logo represents hope.

Balloon Boy is unbridled and unencumbered by affliction. He is reaching up, elevated by the power of possibility. He balances on one foot, a sign of health and strength.

Children's Hospital Colorado and Foundation are proud to be recognizable and used throughout our community through multiple channels. Our logo represents so much more than a hospital, that is why it is used with great care and purpose.

We encourage you to check all uses of the logo with the MarComm team to ensure proper application in all media.

Foundation Logo

The Foundation logo should be used on all marketing material, stationary, signage and events put on by the Foundation. Each of these treatments is acceptable.

Horizontal



Vertical



Stacked



Logo Sizing

Use the optimal logos whenever possible. Reserve small logo for premiums and small space applications

Horizontal

Optimal

Balloon Boy $\geq 0.5''$ up to $4''$



Vertical

Optimal

Balloon Boy $\geq 0.625''$ up to $4''$



Stacked

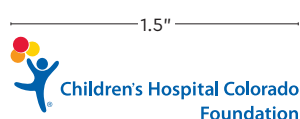
Optimal

Balloon Boy $\geq 0.625''$ up to $4''$



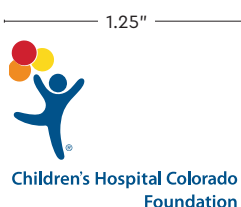
Small

Logo width $\geq 1.5''$



Small

Logo width $\geq 1.25''$



Small

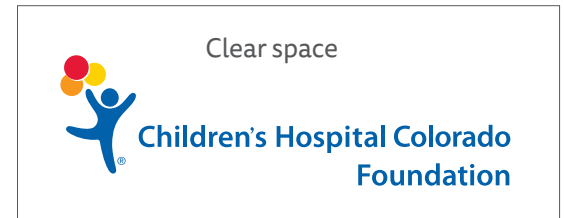
Logo width $\geq 0.875''$



How Do We Look?

Clear Space

To help keep the Foundation logo distraction-free and convey our message, utilize clear space around our logo. The minimum amount of clear space we will adhere to is the size of 2 red balloons.



Logo Color



Foundation Horizontal Logo Color - Preferred

This logo for all 4-color process print pieces and digital placements.



Foundation Horizontal Logo 1-color

This logo is to be used in all applications where the color is limited by technical, cost, or placement needs.



Foundation Horizontal Logo Color Reversed

Use this logo when 4-color process is being used and on a dark background.



Foundation Horizontal Logo 1-color Reversed

This logo in high contract situations where a color version would not work, or in limited color situations

How Do We Look?

Logo Variations, Lockups and Uses

The use of a variation of the Foundation logo may be used for different sponsorship situations, location, partners or campaigns.

Benefiting Logo

This logo should be used for all marketing, signage or events put on by a third-party that is raising money for the hospital or benefiting the Foundation.



Children's Miracle Network Hospital Lockup

This lockup should be used to signify all CMNH related marketing, signage and events.



Colorado Springs Logo

The main logo should be used as frequently as possible on all marketing material, stationary, signage and events put on by the Foundation in the Colorado Springs regional area unless referring to clinics at Briargate, Printers Park or Pueblo.



Benefiting Colorado Springs Logo

This logo should be used for all marketing, signage or events put on by a third-party that is raising money for the hospital or benefiting the Foundation in the Colorado Springs regional area.



How Do We Look?

Balloon Boy Only

On external material, use this version only when you use the full logo in the same piece.

Use this on its own for internal material, but use sparingly



Hospital Logo and Trademark usage

The Children's Hospital Colorado logo should be used sparingly and with approval of MarComm.

The preferred logo use is with the tagline, *Here, it's different.*[™]

The tagline is always set in Tisa Sans Medium Italic with a registered trademark symbol. In cases when the logo is small and the tagline is not legible, it is acceptable to use a version without the tagline.

Horizontal



Centered



Stacked



How Do We Look?

Foundation Logo Don'ts

Never alter the Foundation logos in any way. Here are some example of what not to do. If a special circumstance arises, please reach out to Marketing Communications.



DO NOT break the wordmark apart



DO NOT rotate the Balloon Boy or the type independently from one another



DO NOT Show the logo as an outline



DO NOT Change the colors of the balloons



DO NOT add other company names or identities to the main graphic, without prior approval of Marketing Communications



DO NOT add any design elements to the logo



DO NOT show the Children's Colorado logo as a screen of color. It must always appear 100% in the approved color specifications



DO NOT crop the logo, put a drop shadow on it or any other graphical embellishment



DO NOT add a drop shadow or glow to the main graphic



DO NOT change the size of the typography or proportional relationship between the type and Balloon Boy logo

How Do We Look?

Foundation Logo Don'ts

Never alter the Foundation logos in any way. Here are some example of what not to do. If a special circumstance arises, please reach out to Marketing Communications.



Maintain significant contrast between all colors of the logo and background. In this case, the yellow balloon is nearly indistinguishable from the background.



This violation includes photography and illustration. This situation requires the use of the 1-color logo.



Balloon Boy and Children's Hospital Colorado wordmark must always be the same color, preferably blue PMS 2945.



Never show Balloon Boy in white with full color balloons, as this looks ghostly or like he is missing. Instead, select the 4-color logo with white circle background, or the all white/reversed logo.



Maintain significant contrast between all colors of the logo and background. In this case, the blue is nearly indistinguishable from the background.

How Do We Look?

Photography

We are capture when a child has let their guard down and let us in; when they're showing us who they truly are and what they feel.

Take an observational, journalist approach, but give the subject space in the frame. When possible, shoot in natural light and use focus to help create negative space within images. Avoid the visual noise and clutter that can be present in the hospital and at events. As much as possible, hang back and capture the action as it happens.

Preserve white space in photos to allow for breathing room in compositions. Keep shots simple, especially with background noise, to minimize distractions and optimize focus.

Play with how images can embody the Hospital's tagline, "Here, it's different." If we are different, how do we show children and situations in an unexpected way that proves it?



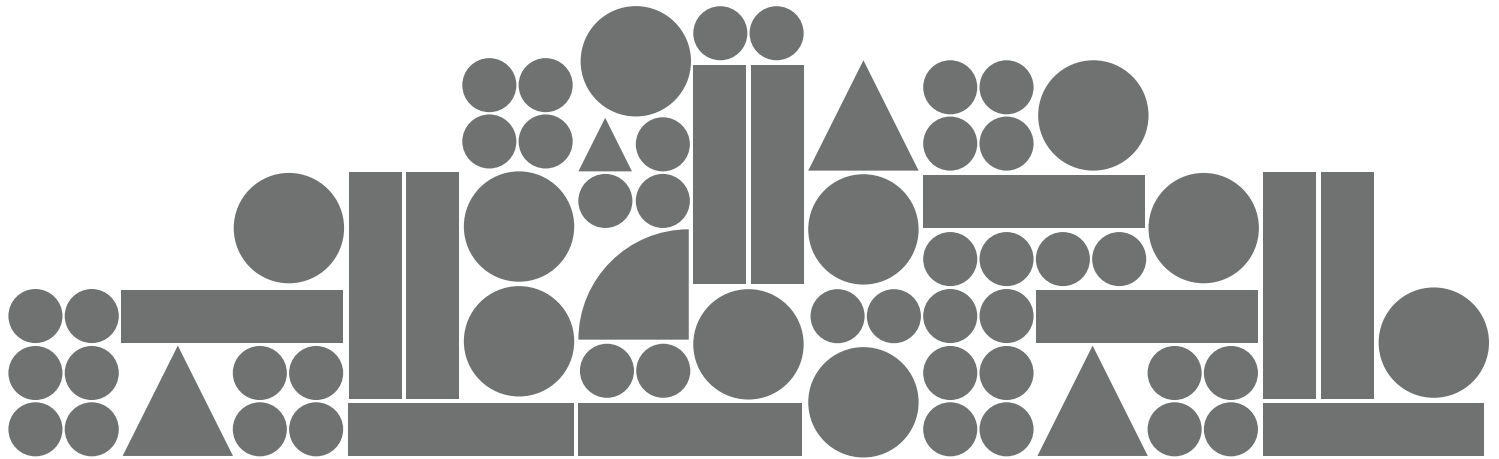
How Do We Look?

Brand Pattern

Throughout these Brand Guidelines, you see the brand pattern in action. You see it as a background and used to highlight key content. The approved pattern unifies many diverse communications across our brand system.

It is an important part of our brand recognition. It helps create a strong, memorable impression. The pattern is sophisticated, yet playful; the geometric shapes convey the spirit of childhood as well as the building blocks of our mission.

When applied in bold and colorful ways, it can feel whimsical, approachable and welcoming. When applied in more subtle and restrained ways, it can complement more academic and serious subject matters like proposals, research papers or presentations.



Design Elements

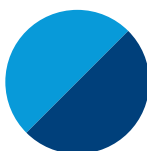
Use simple shapes that appear in the brand pattern



Icons should be designed to fit in a .75" circle



45° angles



Icon examples



Orange



Form



Prescription Pad



Orthopedics
Bone



Doctor



Heart



Digestive



Microscope



Professional
or Mom



Child



Phone



Bed

Our Community Presence

Special Event Identities

The Foundation holds several events throughout the year. These events have their own look and feel. Tier 1 events have their own brand/mood guide. Refer to those for any specific questions and guidelines.



Brand Standards Guide

If you have any questions about the brand, usage or style of the Foundation, please feel free reach out to one of these contacts



**Children's Hospital Colorado
Foundation**

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