



Logo Standards Guide

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ur logo is our most valuable brand element. It identifies and represents Children's Medical Center Dallas at every point of contact and is often our first and last chance to communicate who we are. Whenever we write a letter; send a statement; produce a brochure, newsletter, flier or poster; or simply add our logo to a document, we are representing Children's and have a responsibility to use our brand in an appropriate manner. Inside you'll find simple directions on how to use our visual identity correctly, while always capturing the unique spirit of what goes on at Children's every day.

## Children's Medical Center Dallas Logo Standards Guide

### The Children's Brand

**A** brand vision is a promise that a brand makes to all who encounter it.

It defines our business in a way that casts a wide net over all our audiences, while providing an inspirational goal that can be in the hearts and minds of our staff.

The purpose of defining a brand's position is to develop a platform for communications that is relevant and motivating to the people we are trying to reach – in our case, physicians, patients, volunteers, staff, donors and our community.

By consistently putting forth a unified image to the public, we are bringing value, prominence and awareness to Children's. This increased visibility in turn helps with recruiting, fundraising, and other areas of growth.

The brand's personality is its expression in human terms. Often, it is the brand's personality that allows an emotional relationship to develop between the brand and its audiences.

### The Brand Personality

The Children's brand personality focuses on these five traits:

innovative  
driven to results  
trusted  
compassionate  
magical

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### The Children's Brand Color Palette

**O**f all the forms of non-verbal communication, color is the most instantaneous method of conveying messages and meanings.

Color adds tremendous meaning to communication as it creates a visual message, delivering an instantaneous impression that is most often universally understood. This is especially important in conveying a mood or idea where verbiage is not used or understood.

Five distinct colors make up the Children's color palette. You'll see these colors consistently, in building signage, brochures, flier and other materials around our hospital. Each color conveys a different trait: warmth, energy, relaxation, tranquility and passion.



**PANTONE® 7417** Cooler shades of orange, such as PANTONE 7417, behave much like yellow — cheerful, expansive, rich and extroverted — although somewhat more restrained. This shade of orange garnishes high visibility and demands attention, while retaining an understated quality of maturity and warmth.



**PANTONE 142** Most colors tend to darken when fully saturated. Yellow is the one hue that is brightest at maximum saturation, as exemplified by PANTONE 142. Yellow is the most luminous color in the spectrum and, subsequently, is the first hue to be recognized by infants.



**PANTONE 576** Earthy shades of green, like PANTONE 576, share the ability to delight the eye without fatiguing it. Stemming from its ease of perception, this shade of green is often associated with the qualities of relaxation, stability and security, and is prominently represented throughout nature and the flourishing life cycle.



**PANTONE 2727** While darker, murky shades of blue may feel cold or depressing, lighter and fresher shades of blue, like PANTONE 2727, often have been credited with the ability to lower blood pressure, calm the nerves and soothe the soul. Blue surroundings, if not too dark, have been known to increase productivity.



**PANTONE 266** While richer shades of violet, such as PANTONE 266, communicate sophistication and sensitivity, lighter shades often appear artificial and unsettling. Violet is often associated with internalization, sublimation and depth of feeling. At the same time, it is synonymous with passion and fascination.

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### The Naming Convention

One of the most vital parts of maintaining a strong identity is creating consistency in the way that we refer to ourselves in text. The following naming system will help us achieve this goal.

Our institutional name is *Children's Medical Center Dallas*. At times, subsidiary, divisional or peer entities may need to replace Dallas with location or facility identification.

When using the Children's name in communications materials, always use the full institutional name for the initial reference. In all other instances within the same document, you may use a nickname. Approved nicknames are limited to *Children's Medical Center*, *Children's* and *Children's (plus location)*. The examples found on this page demonstrate correct usage of the Children's naming system in text format.

#### Institutional Name in Text Format

Children's Medical Center Dallas

#### Subsidiary, Divisional or Peer Entities in Text Format

Children's Medical Center Legacy

#### Approved Nicknames in Text Format

Children's Medical Center

Children's

Children's Dallas

Children's Legacy

## Children's Medical Center Dallas Logo Standards Guide

### The Logo

The Children's Medical Center logo is composed of two elements: the red balloon and the Children's Medical Center logotype. These elements combine to create the Children's Medical Center logo. This logo is custom designed and should not be modified, altered or adjusted in any way, as it may jeopardize our legal trademark.

Under the most extreme circumstances, the logo may need adjustment. This can only be determined and accomplished by the Children's public relations and marketing department.

When applying the logo, use only the approved electronic versions available from the Children's public relations and marketing department. Please do not attempt to reconfigure or redraw the logo.



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### Area of Isolation

A minimum unobstructed area, known as the area of isolation, must surround the logo on all sides to separate it from any other visual material. This space gives the logo prominence and makes it easier to see.

The minimum dimension for the area of isolation is equivalent to the height of the letter *c* in the Children's Medical Center logotype. This area must remain empty, free of text, slogans and other design elements. This includes logos, copy, taglines, graphics, photography, illustrations, etc.

When applied to television, signage, billboards or online executions, the area of isolation may be reduced to accommodate size restrictions. This may occur only with approval from the Children's public relations and marketing department.



## Children's Medical Center Dallas Logo Standards Guide

### Logo Color Usage

**T**he Children's Medical Center logo must always be reproduced in the following approved color palette: Children's Red, black and white.

The preferred version of the logo is the two-color version with the balloon in Children's Red (white highlight) and the logotype in black. If the color of the background is too dark to permit legibility, the logotype may be changed to white while the balloon remains Children's Red (white highlight). Note that no other two-color combinations are acceptable.

The one-color logo is used only when the two-color version cannot be used. When using this version, the balloon must be 50% black (white highlight) and the logotype must be black or white only. It is unacceptable to reproduce the one-color logo in any other color combination.

#### Logo color palette



**White**



**Children's Red**

Alternate color: PANTONE® 032

C: 0 M: 100 Y: 100 K: 0

R: 255 G: 0 B: 0



**Black**

Alternate color: PANTONE® Black

C: 0 M: 0 Y: 0 K: 100

R: 0 G: 0 B: 0

#### Two-color usage:



#### One-color usage:



The PANTONE® Color Standard is based in the PANTONE® Color Formulas Guide P4709. As paper and ink sets may vary in color, all applications must be visually checked and adjustments made accordingly. In lieu of Children's Red and black, you may use PANTONE 032 and PANTONE Black, respectively, the standards for which are so shown in the current editions of PANTONE Color Publications. The colors shown throughout these logo standards are not intended to match the PANTONE® Color Standards.

®PANTONE® is a registered trademark of Pantone, Inc.

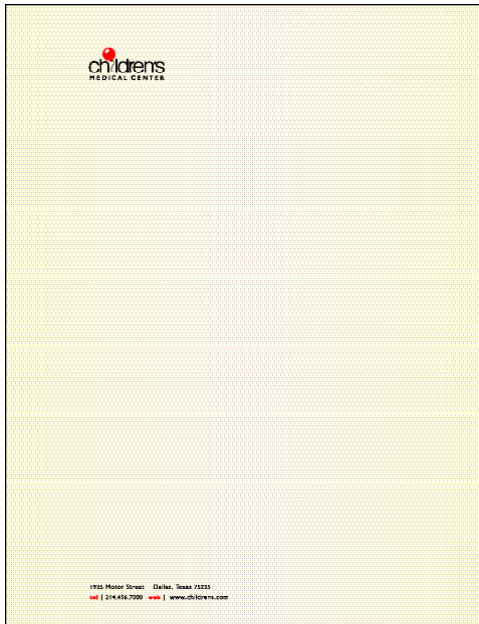
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### Stationery

Our stationery is now a warm white, rather than the traditional bright white. This new, contemporary look reflects our vision as we look toward 2010 and beyond.

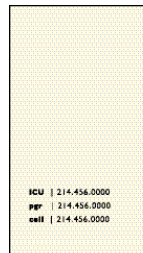
The business card should be considered a contact reference only. In order to project our branded image, take care to include only necessary information.

Business cards, letterhead and envelopes may be ordered through the Orion system.



#### Letterhead margins

top 2.0" left 1.5" right 1.25" bottom 1.0"



#### Business Card

Front (top) and optional back



Public Relations and Marketing Department

214.456.5310