



**Children's
Miracle Network
Hospitals®**

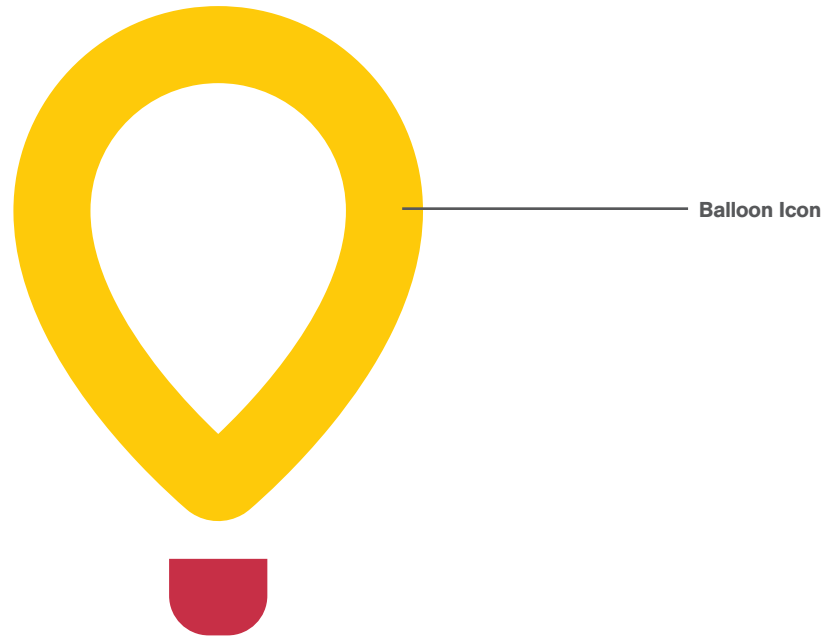
BRAND STANDARDS

United States
Edition

Our Signature

The Children's Miracle Network Hospitals signature consists of three elements: the balloon icon, the Wordmark and, in certain instances, our tagline.

Children's Miracle Network Hospitals has developed an identity system to strengthen our position and organization. The consistent and proper use of our signature helps build our brand and increase our name recognition. As the cornerstone of our visual identity, the look and usage of our signature must be consistent at all times. Otherwise, the brand image could be adversely affected over time.



Balloon Icon

**Children's
Miracle Network
Hospitals[®]**

Wordmark

Helping Local Kids

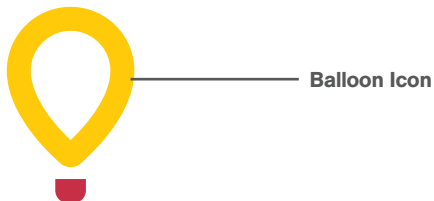
Tagline

Balloon Icon

The balloon icon was designed to be clean, contemporary, confident and iconic. Soft curves, precise angles and straightforward symmetry all come together to create a balance of friendly approachability and geometric strength.

The simplicity of the icon allows it and the signature to work well at both small and large sizes.

When using the balloon icon by itself, please use the approved version, with register mark attached. Download current logos here: <http://cmnh.co/jg>



Children's _____ **Wordmark**
Miracle Network
Hospitals®
Helping Local Kids _____ **Tagline**

Wordmark

The Wordmark was also designed to be clean, contemporary and confident. The typeface AG Book Rounded was used to create a friendly, approachable typographic treatment that also has a straightforward, structured tone.

The bold simplicity of the Wordmark allows it and the signature to work well at small and large sizes.

Children's Miracle Network Hospitals®



Balloon Icon

**Children's
Miracle Network
Hospitals®**

Wordmark

Helping Local Kids

Tagline

Core Mark

A. Core Mark

Our identity is the visual representation of Children's Miracle Network Hospitals and, in essence, our signature. This mark is always the preferred mark in all applications.

B. Clear Space

The width of the line weight of the balloon establishes "x," illustrating the minimum clear space area to be used in most applications.

C. Minimum Size

In order to maintain readability, minimum sizes have been established. Do not reproduce the core version any smaller than 3/4" wide.

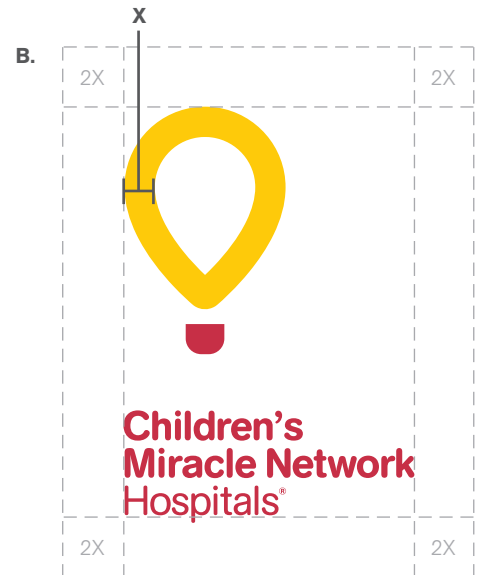
Our logo is registered with the US Patent and Trademark office. The logo has been updated with the registration mark added.

Download current logos here:

<http://cmnh.co/jg>



**Children's
Miracle Network
Hospitals®**



Mark with Tagline

A. Mark with Tagline

The Children's Miracle Network Hospitals tagline "Helping Local Kids" is to be used for clarity about the organization and its function.

B. Clear Space

The width of the line weight of the balloon establishes "x," illustrating the minimum clear space area to be used in most applications.

C. Minimum Size

In order to maintain readability, minimum sizes have been established. Do not reproduce the core version with tagline any smaller than 1" wide.

Our logo is registered with the US Patent and Trademark office. The logo has been updated with the registration mark added.

Download current logos here:

<http://cmnh.co/jg>



**Children's
Miracle Network
Hospitals®**

Helping Local Kids



Horizontal Signatures

Our logo is registered with the US Patent and Trademark office. The logo has been updated with the registration mark added. Download current logos here: <http://cmnh.co/jg>



Dynamic Signature: Our Balloon Takes Flight

In many applications there is an opportunity for our balloon icon to be separated from the Wordmark and take flight, which is referred to as our Dynamic Signature. This is an integral element to our identity and brand focus of creating high hopes for miracles for our patients.

Vertical Separation

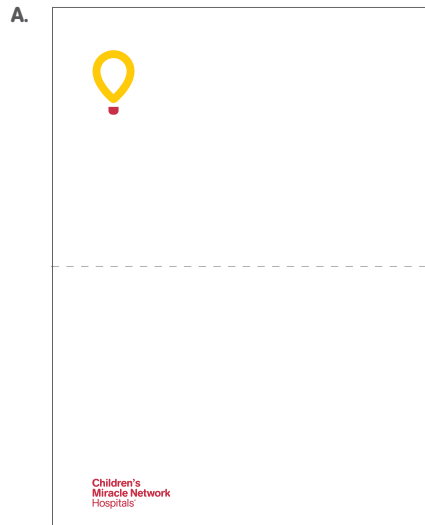
When employing the Dynamic Signature, the Wordmark should always appear in the lower half of a given layout and the corresponding balloon icon should reside in the upper half (or slightly above). We encourage you to elevate the balloon from the Wordmark as much as possible to create the feelings of elevation, motion and tension.

Horizontal Separation

Horizontal orientation of the balloon may also be altered, but when doing so the balloon should be positioned to the right of the Wordmark—where possible.

A. Vertical Separation of Dynamic Signature

B. Vertical and Horizontal Separation of Dynamic Signature



Dynamic Signature: Sizing and Cropping

When using the Dynamic Signature there are specific rules that must be followed in order to create a consistent brand character, look and feel—as well as to ensure our new balloon icon is still easily recognized.

A. Preferred Minimum Balloon Size

The size ratio between our Wordmark and our balloon icon in this usage is the same ratio of our core mark. This is always the default and preferred ratio between the two elements when employing the Dynamic Signature. The balloon should never be reduced smaller than this size in relation to the Wordmark.

B. Maximum Balloon Size

Certain instances may call for the balloon to be enlarged. In these limited situations the balloon icon should never become larger than the corresponding Wordmark's full width.

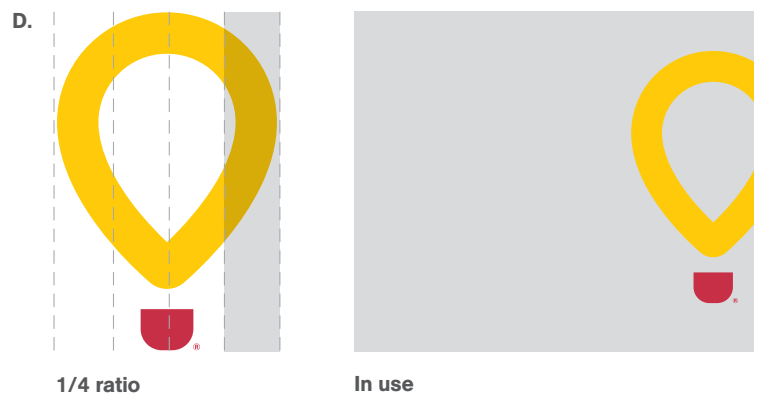
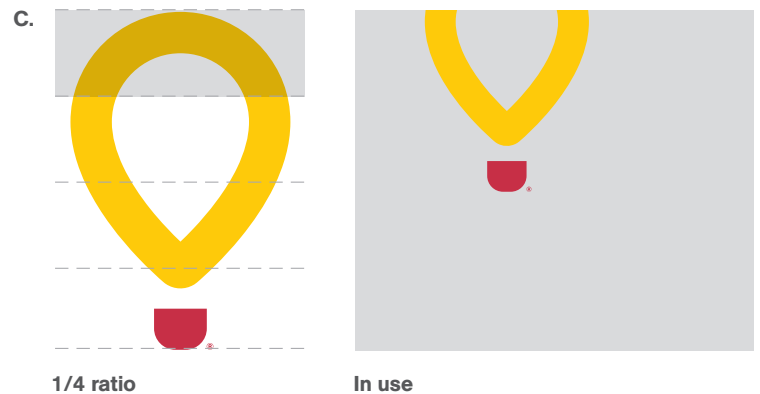
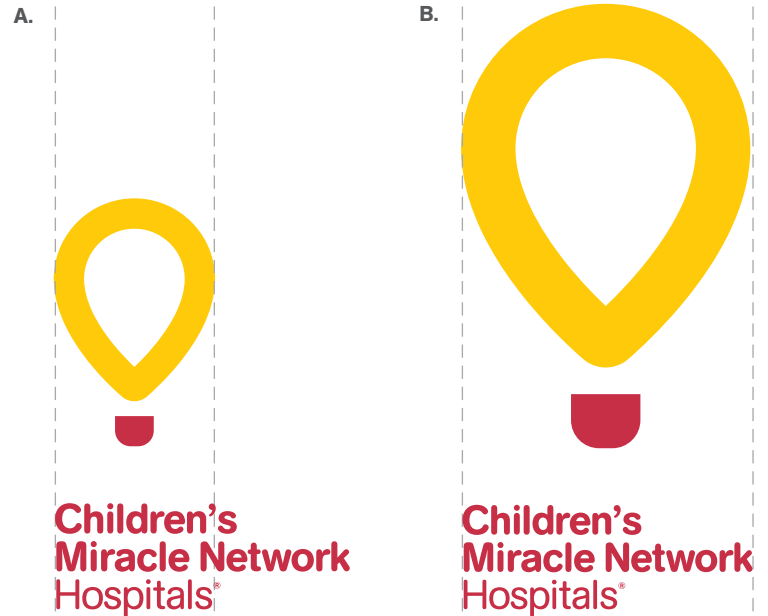
The balloon icon in the Dynamic Signature can be cropped at the top and right sides to reinforce the feeling that it is in flight and, when used with photography, that it is an integrated element of a landscape environment.

C. Vertical Cropping

The maximum crop from the top of the balloon is 1/4 the total height of the balloon.

D. Horizontal Cropping

The maximum crop from the right side of the balloon is 1/4 the total width of the balloon.



Hospital Co-Branding

Co-branding Children's Miracle Network Hospitals® with member hospitals is critical to creating proper brand linkage and meaning. Locally, the hospital should be the first element in the co-brand. Children's Miracle Network Hospitals should be positioned to add value and enhance your local brand. It is ideal that a 50/50 balance is achieved between the member hospital signature and the Children's Miracle Network Hospital signature. In co-branding applications, only use the Children's Miracle Network Hospitals horizontal signature.

The Children's Miracle Network Hospital brand should be present whenever our sponsors or programs are involved. Local co-branding efforts should include items such as:

- Hospital websites
- Hospital press releases
- Hospital annual reports
- Informational brochures
- Hospital letterhead
- Associate business cards
- Hospital advertising
- Interior posters
- Exterior hospital signage



The Children's Hospital of Philadelphia®
Hope lives here.



The Children's Miracle Network Hospitals identity is an indispensable investment in our future and requires careful management to grow in value. Our identity is designed as an integral unit and should never be modified from our guidelines in any way.

Note that not every acceptable or unacceptable use of the identity can be covered in this manual. For questions regarding identity usage, please refer to the contact information section (pg. 56).

A. Do not use Signature in all red*

B. Do not use Signature in all yellow*

C. Do not change color*

D. Do not change wordmark font

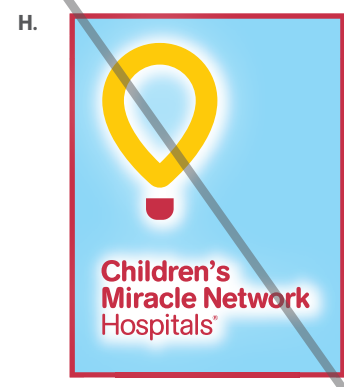
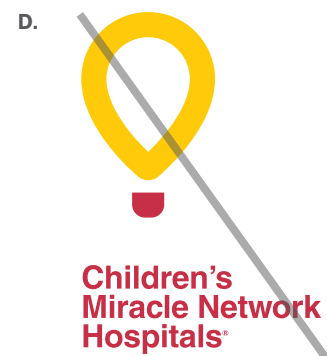
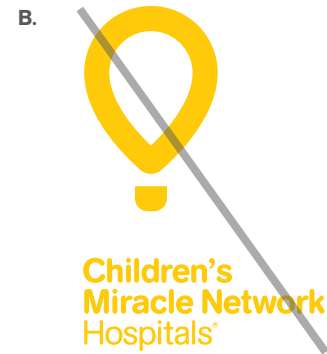
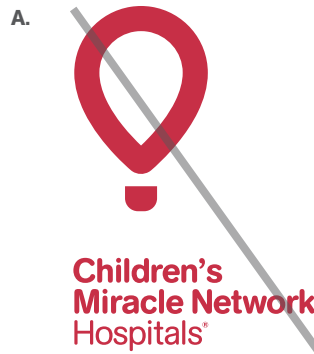
E. Do not change spacing between the balloon icon and wordmark

F. Do not distort proportions

G. Do not place on busy backgrounds

H. Do not use holding devices, glows, drop shadows or other effects

*See color section (pg. 30) for one-color version guidelines and specifications



Color Palette

Color always plays an important role in communicating our brand.

CMN Hospitals yellow and red are our two primary colors, which are used the most often in applications and make up our Core Signature. Of the two primaries, CMN Hospitals yellow is the most important. It communicates a cheerful, friendly approachability, bold confidence, and hopeful optimism. It can be used in large, striking amounts to attract attention and make assertive statements. Our bright CMN Hospitals red also conveys confidence and strength, as well as passion, ambition and emotion. When used consistently and properly they build lasting brand recognition.

Secondary and tertiary color palettes have been developed for use in all applications, but should be used more sparingly than the primary colors. These colors were carefully selected to complement our primary colors and, when used consistently, will also help establish a Children's Miracle Network Hospitals personality.

Metallic CMN Hospitals gold and silver should be reserved for specific instances like awards or lapel pins where the use of a metallic finish is appropriate.









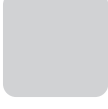



Color Palette

Color matching formulas should be optimized for each reproduction need. Always match the PANTONE® colors as closely as possible.

In lieu of the colors listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE formula guide.

The colors, CMYK and RGB breakdowns shown on this page have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards.

For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE® is the property of Pantone, Inc.

Primary	Color		CMYK	RGB	HEX
	CMN Hospitals Yellow	PMS 7406 C	0.18.100.0	244.205.48	#f4cd30
	CMN Hospitals Red	PMS 193 C	0.100.66.13	177.25.67	#b31943
Secondary					
	CMN Hospitals Gray	PMS Cool Gray 9 C	0.1.0.51	144.144.147	#909093
	White		0.0.0.0	255.255.255	#ffffff
Tertiary					
	CMN Hospitals Sky Blue	PMS 292 C	49.11.0.0	143.188.230	#8fbce6
	CMN Hospitals Medical Green	PMS 326 C	87.0.38.0	71.176.175	#4760af
	CMN Hospitals Light Gray	PMS 428 C	2.0.0.18	207.211.215	#cfd3d7
	CMN Hospitals Black	PMS Pro. Black C	0.0.0.100	0.0.0	#000000
	CMN Hospitals Gold	PMS 872 C			
	CMN Hospitals Silver	PMS 877 C			

Signature Color Variations

The Children's Miracle Network Hospitals logo is only used properly when reproduced in the specified Pantone colors, as shown, or in solid black or white. The logo should not be reproduced in any other solid color, except when dealing with extreme printing limitations such as apparel applications.

A. Signature on White Background

The two-color yellow and red signature is the default and preferred version. CMN Hospitals gray and black versions can be used in limited printing situations.

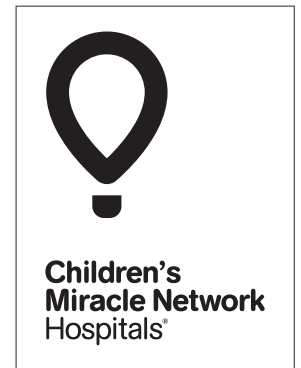
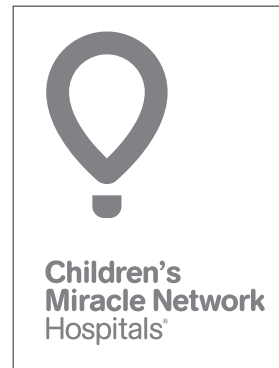
B. Signature on Colored Backgrounds

The signature can be knocked out to white against our primary and secondary color palettes in limited printing situations, and/or to achieve large, bold areas of color in the background of a layout.

C. Signature on Photography

When using our signature with photography, the two-color yellow and red signature is still the preferred version when readability can be ensured, but it is also encouraged to use a knocked-out, white version against darker backgrounds. Black can be used in black-and-white or grayscale-only applications.

A.



B.



C.

