



# Brand Identity Standards Guide



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## Why Branding Matters

Branding is the outward expression of a company or organization. It communicates who we are as Connecticut Children's, the value we bring to our patients, their families and the broader community, and the essential truths that distinguish us.

Our brand comes to life through our name, logo, color palette, visual images, and the design, tone and voice of our communications. Every touch point with the Connecticut Children's brand should make a favorable impression and convey the attributes that Connecticut Children's represents. Whether a visit to the Medical Center, contact with our team members, advertising, social media, our website, signs, media coverage, etc., each brand experience should adhere to the same standards to boost recognition and forge an emotional connection.

### Brand Guidelines

These guidelines were thoughtfully developed, but are most powerful when used broadly and with discipline. It is vital to present our brand identity in a planned manner that conveys value, coordination and consistency.

#### *Objective of these Guidelines:*

This guide provides an easily applicable set of messaging and graphic standards that will enable Connecticut Children's to:

1. Implement and maintain a cohesive and consistent graphic identity for the entire organization
2. Generate a greater brand awareness and a strong association to a clearly defined set of corporate brand identifiers
3. Differentiate our brand from our competitors

#### *When to use these guidelines:*

The simple answer: always.

The success of promoting the Connecticut Children's brand in the most consistent and effective manner possible requires the understanding and cooperation of our entire organization. Please refer to these guidelines every time you use the Connecticut Children's name or logo regardless of the form or format. These guidelines may also be distributed to vendors for reference.



Reflecting the true nature of who we are and demonstrating a keen understanding of our patients and their families is critical in sharing the Connecticut Children's brand story. This helps not only convey all for which we stand, but ensures it resonates with all of our audiences – patients, referring providers, donors, government thought leaders and employees/employed faculty.

### Brand Platform

#### *Brand Vision:*

To be one of the country's premier destination children's hospitals.

#### *Brand Position:*

Not unlike the kids we treat, at Connecticut Children's, our vivid imaginations embolden us. They drive our commitment, fuel our passion, and push us to fight harder for kids. To think less about what's now and more about what should be. To imagine.

Our imaginations have helped fuel huge breakthroughs and strides advancing pediatric healthcare. We're proud of all our accomplishments, but even our big wins dare us to think even bigger.

Connecticut Children's innovative spirit and imagination connects to that of a child's. By highlighting cutting-edge breakthroughs paired with images that bring new and future innovations to life, we give a nod to our achievements and establish we're already imagining what comes next.

#### *Brand Personality:*

- Valiant: acting with boldness, courage and determination
- Unwavering: passion and commitment to children and their families
- Uplifting: inspiring hope, security and trust
- Pioneering: leading the way
- Compassionate: in touch with the attitudes, needs and vulnerabilities of children and their families

When we communicate, we want to be sure to exude a consistent tone and personality that helps personify our brand story.

It is important that we put a critical eye on our communications to ensure they are "on brand". With everything we produce, we need to ask "How well does this communication support the Connecticut Children's brand promise and personality?"

### Questions?

Please contact the Connecticut Children's **Marketing and Communications Department** at **860.837.5705** and **marcom@connecticutchildrens.org**.

# Mission, Vision, Values

## Mission

Connecticut Children's is dedicated to improving the physical and emotional health of children through family-centered care, research, education and advocacy. We embrace discovery, teamwork, integrity and excellence in all that we do.

## Vision

- We are making children in Connecticut the healthiest in the country.

## Values

- Family-Centered Care
- We place our patients and their families at the center of all we do.
- We partner with families and embrace their involvement in all aspects of service and care.

### Discovery

- We look for new ways of doing things.
- We ask questions, invest in research, find answers and share new knowledge with the world.

### Integrity

- We are open, honest and ethical.
- We take responsibility for our actions and fulfill our commitments.
- We admit our mistakes and learn from them.

### Teamwork

- We live by the statement "I care if you succeed."
- We work together to achieve our goals. We value one another and celebrate our success.

### Quality

- We come to work every day with the goal of making things better than the day before.
- We pursue the highest standards, the safest care in the safest workplace and the best outcomes in everything we do.

### Respect

- We honor the dignity and value of every person and take pride in our organization.
- We trust each other.
- We treat each other as we wish to be treated and value our workplace as our home.
- We embrace diversity and the unique contributions that each person brings to Connecticut Children's.

## Boilerplate Language

Connecticut Children's is the only hospital in Connecticut dedicated exclusively to the care of children and ranked one of the best children's hospitals in the nation by *U.S. News & World Report* and a Magnet<sup>®</sup> designated hospital. Connecticut Children's provides more than 30 pediatric specialties along with community-based programs to uniquely care for the physical, social, and emotional needs of children. Our team of pediatric experts and care coordinators bring access to breakthrough research, advanced treatments for both rare and common diseases, and innovative health and safety programs to every child. Connecticut Children's is a not-for-profit organization with a mission to improve access to healthcare for all children through convenient locations, care alliances and partnerships.



Visit the Intranet and click on the *Quick Links* drop down menu. Select "*Brand Shop*" to access forms, templates and logos.

# A Brand Family

The Connecticut Children's brand encompasses a suite of logo lockups which help to identify our growing list of departments, programs, locations and partners in accordance with an established template that supports our look and feel. Logo lockups follow the same rules of usage as Connecticut Children's logo and must be created and approved by the Marketing Communications team prior to use. *\*Please note that all previously created logos/emblems/identifiers/symbols/trademarks/etc. will be reviewed and possibly updated going forward by Marketing and Communications.*

## Connecticut Children's Primary



## Center



## Division



## Support Service



## Program



## Location



## Non-Clinical Departments



Please note an exception has been made in this instance only as a more compact, vertical logo is required for a majority of non-clinical department branded merchandise and clothing.

## Care Network



## Academic Co-branding



## Institutional Alliances



## Care Alliance Co-branding \*



## Care Alliance



## Alliance\*



## Partnership



\*For the complete Hartford HealthCare Care Alliance or Nuance Health Alliance Co-branding Guidelines, contact Marketing and Communications at 860.837.5705 and marcom@connecticutchildrens.org.

# Logo Usage

## Primary Logo

The Connecticut Children's logo is at the core of our branding. Altering it in any way dilutes our identity and weakens our ability to stand out in a crowded and competitive marketplace. Connecticut Children's primary logo is horizontal and should be the logo of choice at all times.

*The Connecticut Children's logo consists of two elements:*

- the graphic mark.
- the typeface for Connecticut Children's name.

Each element serves a distinct purpose and together form our primary logo.

## Alternate Configurations

When applying the logo, the primary configuration should be considered first. If the available art area or constraints of the design do not suit the primary horizontal configuration, it is acceptable to use a vertical version of our logo for those cases only.

## Using our Logo

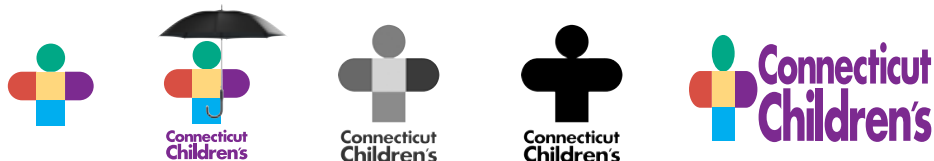
Our logo is a clear visual representation of Connecticut Children's and our brand. It helps audiences easily identify with us and the services we provide and should be used thoughtfully and consistently.

### Do:

- ✓ Use only approved files.
- ✓ Use on all communications.
- ✓ Use established colors.

### Don't:

- ✗ Alter or modify the logo.
- ✗ Reverse the logo to one solid color.
- ✗ Grayscale logo.
- ✗ Apply photo filters.
- ✗ Use only part of the logo.  
(graphic mark should not be used separately without the Medical Center's name)
- ✗ Do not stretch or distort logo proportions.



## Logo Size

The Connecticut Children's logo needs to be relative to the size of the designed/printed piece. Our logo must always be the largest on any communication unless co-branding with partners.



## Clear Zone

To ensure legibility and maximize impact, always keep a minimum clear zone around the logo. This prevents the logo from competing with surrounding graphic elements like body copy, images, or other logos.

The minimum clear zone is defined by the width and height of the bottom square of the bandaid man and should be maintained around the entire logo. If you re-size the logo, be sure to proportionately re-size the clear zone accordingly.



## Color Usage

To preserve the logo's integrity, only certain color combinations may be used.

*Examples of correct color combinations:*

The full color should always be used on a white or light background.

When using a solid or dark background, use the full-color mark with knock-out text or all white knock out mark.

When printing in black and white, use the black knockout



## U.S. News & World Report Badge Use

In order for Connecticut Children's to use the *U.S. News & World Report* badges, we need to comply with their specific requirements.

Permission is granted to use the *U.S. News & World Report* badge "Best Children's Hospital 2018-2019".

Our usage license extends only for one year and must be removed from all communications by June of the following year when the new rankings and badges are published.

*Guidelines for use are as follows:*

- Use PNG formats for web/digital use.
- Use EPS formats for print materials.
- The badge(s) should not appear smaller than 1.125 inches in width in any print material or 70 pixels wide on screen.
- Do not alter, manipulate or remove any trademark/copyright.
- Transparent backgrounds are acceptable.
- A badge should only be used to indicate medical center's ranking, not as an endorsement.
- Only use the badge in the form and colors indicated, without modifications or alterations.



## Magnet Recognition Program®

When referring to our Magnet recognition in copy, please keep in mind the following basic guidelines for description:

- The ANCC "confers" organizations Magnet "recognition," thereby giving that organization "status" as a Magnet-recognized organization.
- ANCC uses the terms honored, received, achieved, and/or bestowed to describe the designation. Please do not describe Magnet recognition as an "award."
- The name Magnet should always begin with a capital M.
- Please do not use Magnet or Magnet-recognized as a description or an action. It is the name of the program and should be used as such.
- Please spell out the full program name, Magnet Recognition Program, as much as possible.



# Typography

Appropriate typography is critical in the presentation of our brand. Our typeface has been carefully selected for legibility and to help set a tone appropriate for the communication.

## Primary Typefaces

### Berhold Akzidenz Grotesk

This sans serif typeface is fresh and modern through its clean lines and lack of adornments. With a broad range of styles and weights, this typeface offers versatility and can be used for headlines, subheads, and body copy.

#### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (headlines)**

**abcdefghijklmnopqrstuvwxyz**

#### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

#### Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (body copy & subheads)

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



## Alternative Typeface

### Arial

If Berhold Akzidenz Grotesk is unavailable, Arial is a suitable alternative and comes pre-installed on both PCs and Macs. A blend of traditional, geometric, and organic styles, Arial can be used for both headlines and expanded text.

#### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ (headlines)**

**abcdefghijklmnopqrstuvwxyz**

#### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

#### Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz (body copy & subheads)

## Formal Typeface

### Aldine

Main usage should be for invitations and envelopes.

#### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

#### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

#### Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

#### Alt/Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



## Digital Headline Typeface

### Castoro

Using a web font ensures a consistent viewing experience across devices, browsers, etc. For web, email and screen applications, use the Castoro Regular typeface for headlines.

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz



## Digital Subhead & Body Typeface

### Open Sans

Using a web font ensures a consistent viewing experience across devices, browsers, etc. For web, email and screen applications, use the Open Sans typeface for subheads and body.

#### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz (headlines)**

#### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*

#### Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

#### Light


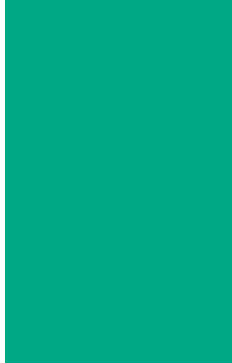


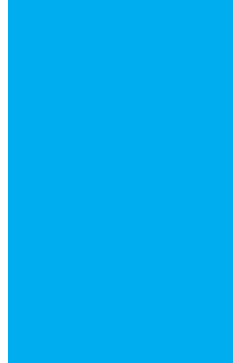
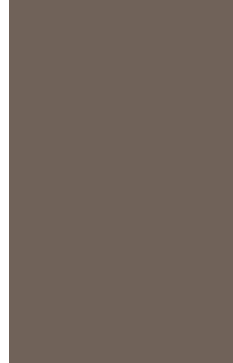
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz

## Color Palette







Color is a powerful brand tool when used consistently. Our colors were chosen to capture the friendly and optimistic spirit of Connecticut Children's. Strict adherence to this collection of colors reinforces a visual connection and boosts recognition of our brand.

- CMYK: best used for projects do not allow for printing Pantone colors
- RGB: electronic media, such as PowerPoint presentations
- HEX: web use

### Brand Colors:

					
<b>PMS</b> 2593	<b>PMS</b> Pantone Green	<b>PMS</b> 186	<b>PMS</b> 1225	<b>PMS</b> Process Blue	<b>PMS</b> Warm Gray 11
<b>CMYK</b> 63/100/0/0	<b>CMYK</b> 100/0/65/0	<b>CMYK</b> 0/81/72/11	<b>CMYK</b> 0/15/60/0	<b>CMYK</b> 100/0/0/0	<b>CMYK</b> 53/53/59/24
<b>RGB</b> 123/42/144	<b>RGB</b> 0/168/134	<b>RGB</b> 216/79/67	<b>RGB</b> 255/216/125	<b>RGB</b> 0/174/239	<b>RGB</b> 110/98/89

### Web Safe Colors:

					
<b>HEX</b> 663399	<b>HEX</b> 009999	<b>HEX</b> cc6633	<b>HEX</b> ffcc66	<b>HEX</b> 3399cc	<b>HEX</b> 666666

# Photography

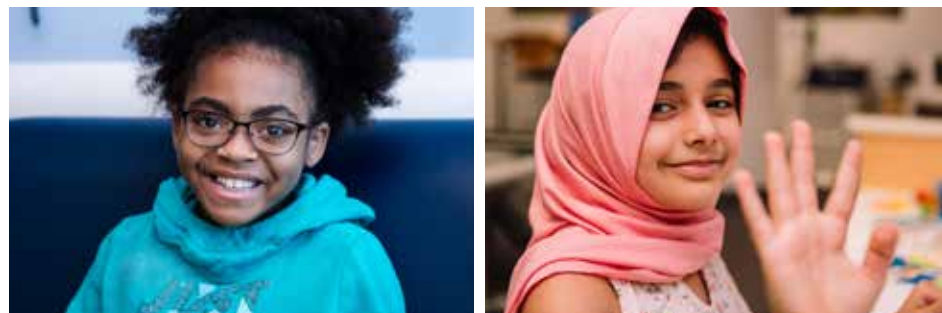
Photography transcends language and it allows us to bring our brand personality to life and share our story in a rich and compelling way. Choosing the right photograph helps set the right tone and reinforce the inspirational, tenacious and optimistic essence of Connecticut Children's. Whenever possible, photography should feature actual patients, families and team members in real situations and never feel contrived or inauthentic.

### Patients & Families:

Images of children should capture authentic moments that reflect the ideals of Connecticut Children's. Avoid showing a child in pain or discomfort. If a caregiver is included in the subject matter, primary focus should be on the child.

### Doctors, Nurses & Team Members:

Photos of doctors, nurses and team members should show them actively engaging with patients and families or in the midst of their daily work responsibilities.



## Headshots

Headshots for provider and team member profiles should be professionally taken and use blue marble background. When cropping the headshot there should be a clear zone around the head; the top of the box should not touch the top of the head. The bottom of the box should end roughly in the middle of the chest, showing 4 to 6 inches of a man's necktie.



## Media Release

All photography of patients must be approved and signed off by a parent or guardian via the "Media Release Authorization" form available through Marketing and Communications. If a parent or guardian is not present and a patient is under 18 years of age, two separate parties must acknowledge a verbal approval from a parent or guardian via phone. Patients 18 years or older may sign for themselves and do not require parental consent.

Visit the Intranet and click on the Quick Links drop down menu. Select "Media Release" to download official files.

For photos or approval of stock photography, please contact the Connecticut Children's **Marketing and Communications Department** at **860.837.5705** and **marcom@connecticutchildrens.org**.

## Clip Art

Clip art detracts from the professionalism of our brand and should never be used.

## Stock Photography

We understand it's not always possible to use custom photography. If stock photography is the only option, images must be properly purchased and credited. Avoid internet sources like Google Images, Bing, Yahoo, etc.

# Video

All videos created for or by Connecticut Children's require approval by the Marketing and Communications department before distribution or use.

### Logo

Videos must include the Connecticut Children's logo on the bottom left corner of the screen the entire duration of the video with the exception of the end card and supers.

Logo Size:  
15%

X: -810% Y: -406%

Videos for use on any Connecticut Children's social media pages require the official hospital logo with purple or white text in the lower left hand corner of the screen.

### Supers and Graphics

Supers or graphics should include the following:

- A teal and white bar in the lower third
- Text in white Arial TUR size 82 on teal bar
- Text in teal Arial TUR size 50 on white bar

### End Card

The end of every video should include our standard "Connecticut Children's" logo on a white background for a full 10-second count.

### Artwork

For logo, super line, and end card artwork, please contact Marketing and Communications at [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org) or 860.837.5705.

### Media Releases

All videos require signed releases for anyone featured—please respect the request of anyone not wishing to be videotaped. Contact Marketing and Communications for a copy of the release form at [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org) or 860.837.5705.



# Marketing Materials

Our marketing materials are designed to be fully customizable while still staying on brand.

- Connecticut Children's logo must be included on the bottom right of the piece.

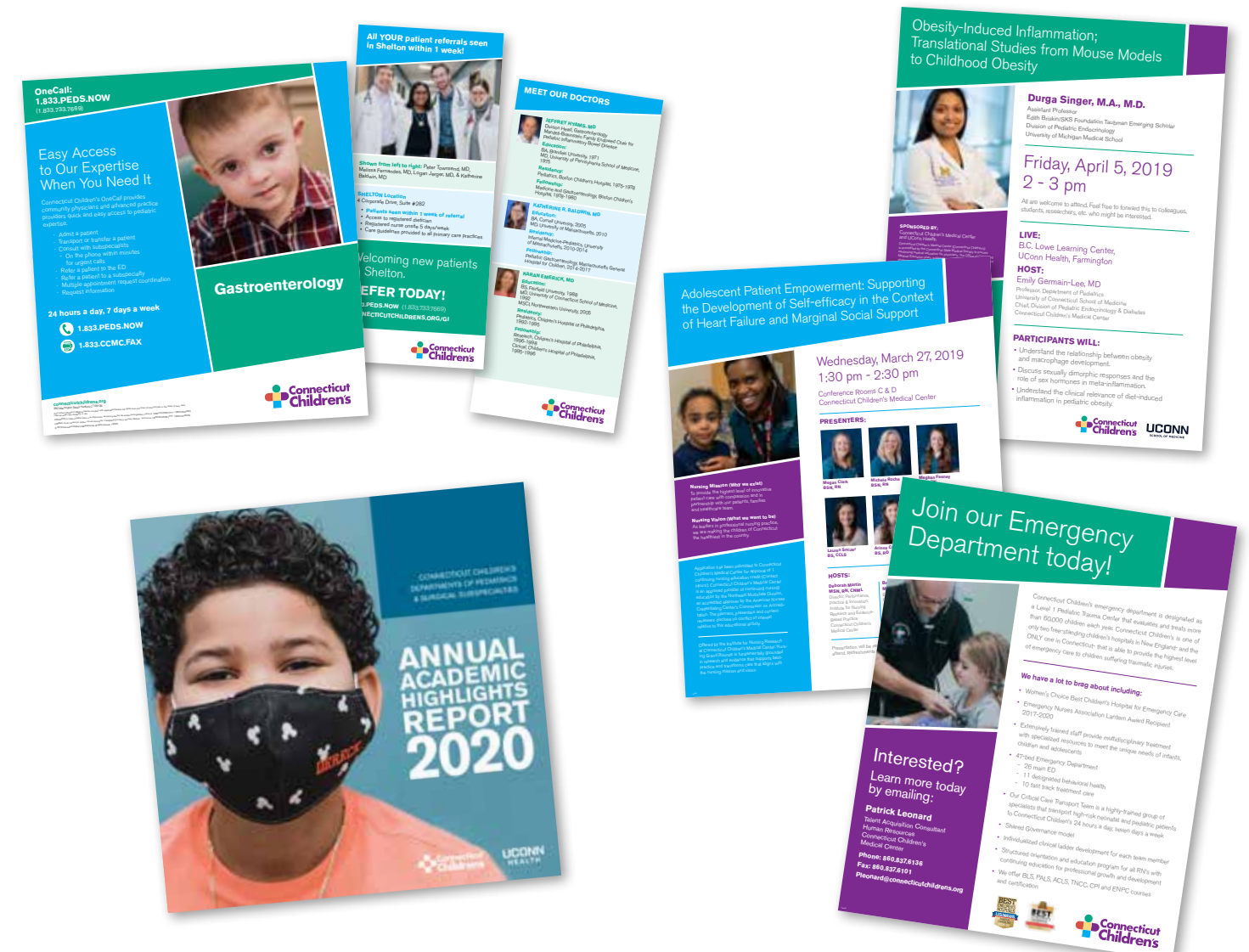
All marketing materials must be approved by Marketing and Communications.

## Print Collateral

To request printed marketing materials, please submit your request to [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).

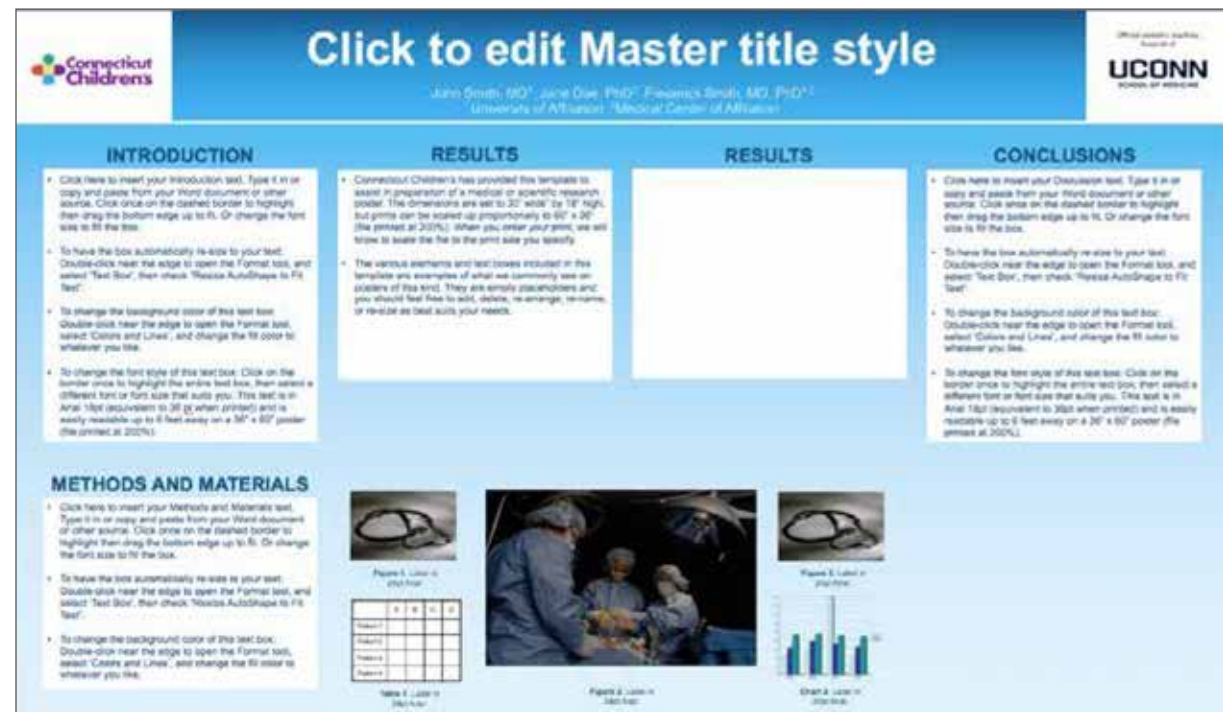
Sample marketing materials:

**Questions?**  
Please contact the Connecticut Children's Marketing and Communications Department at **860.837.5705** and [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).



## Conference Posters

A conference poster template is available for use on our intranet site>[Quick Links](#)>[Brand Shop](#). Feel free to adjust to the required specifications for your conference. For printing, please contact [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).

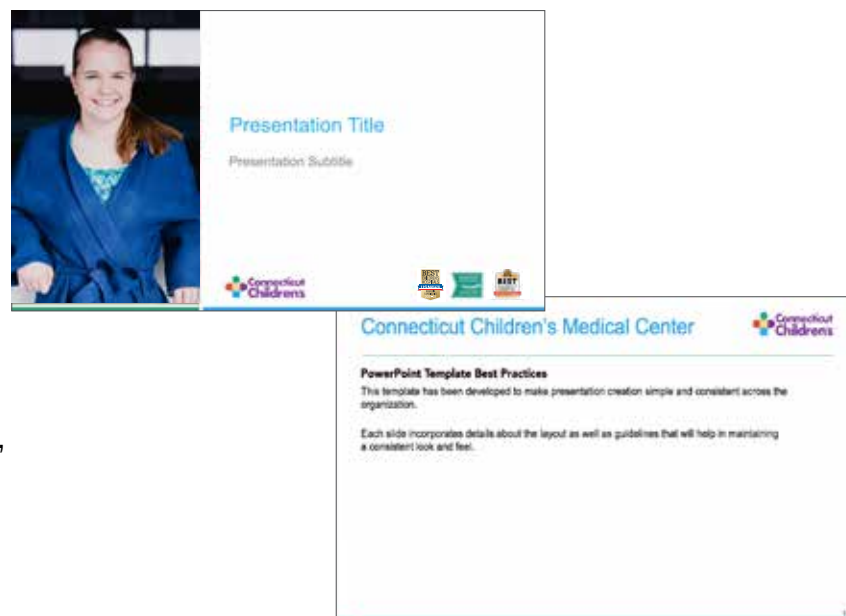


## PowerPoint

Brand guidelines should carry through presentation decks, even those used internally. You can access our branded template on our intranet site>[Quick Links](#)>[Brand Shop](#).

### Things to Remember

Use brand-approved photography when possible. For access to our full library of pre-approved images, please contact Marketing and Communications at [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).



# Communications Tools

## Email Signature

Here are step by step instructions on how to create your Email signature in Outlook.

- 1) Visit Connecticut Children's Intranet and select Templates & Logos from the Quick Links dropdown. Click the Email Signature template hyperlink. A pop-up window will appear at the bottom of your screen, click Open. An email window will open. Highlight and copy the signature.
- 2) Go to your Outlook and open a **New** Email. Then click **Signature** from the task bar at the top.
- 3) Select the arrow under Signature; a drop-down menu will appear; select Signatures.
- 4) Under the Email signature tab, select the "New" button. Choose a name for your new signature and click OK.
- 5) Paste the signature into the new signature window.
- 6) Customize the signature by overwriting the fields with your Connecticut Children's contact information. Be sure to double check that your email address is properly hyperlinked. If it is not, select the globe with chain icon to edit and SAVE.
- 7) Open a new email message and select your new signature from the "Signature" menu. Your new signature is ready to use!



**PLEASE NOTE:** Please do not change the font, use wallpapers, images, taglines, quotes or inspirational thoughts in your signature area.

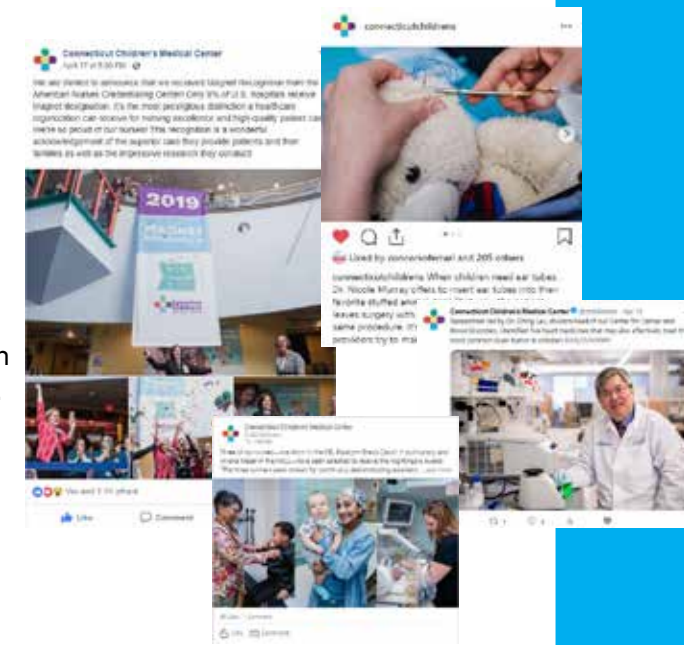
## Social Media

Connecticut Children's social media accounts are managed by the Marketing and Communications Department.

No individual staff or department may create a social media account representing the organization in any way without receiving prior permission from Marketing and Communications.

### Social Media Handles:

- Facebook: @ConnecticutChildrens
- Instagram: @ConnecticutChildrens
- Twitter: @ctchildrens
- LinkedIn: Connecticut Children's



## Questions?

Please contact the Connecticut Children's **Marketing and Communications Department** at **860.837.5705** and [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).

## Merchandise

For imprinting on merchandise, please adhere to logo guidelines. Please ensure text is large enough to ensure legibility and clarity. For easy ordering please go to the online store on our intranet site >[Quick Links](#)>[Online Store](#)

### Questions

If you have branded merchandise needs beyond the inventory of options offered through the online store, please contact [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).



## Events

When planning your event, please be sure to identify any signage or materials needed to support your event.

Event materials are created custom for each event and need at least ten business days for design and another ten business days for outside print vendors. Prior to production, please share all artwork with Marketing and Communications for approval at [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).

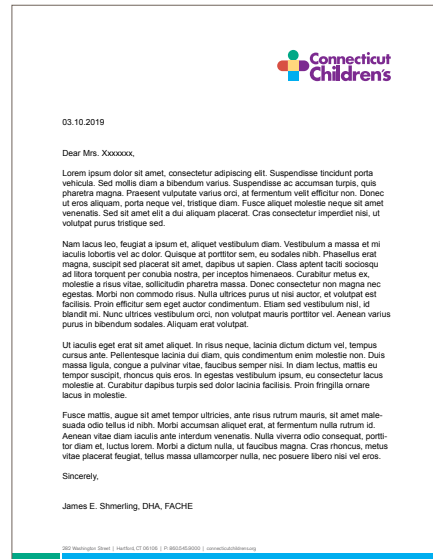


## Questions?

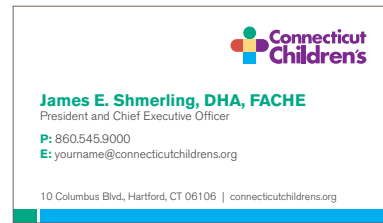
Please contact the Connecticut Children's **Marketing and Communications Department** at **860.837.5705** and [marcom@connecticutchildrens.org](mailto:marcom@connecticutchildrens.org).

# Stationery

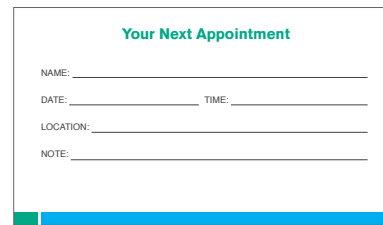
Connecticut Children's brand guidelines extend to our stationery to maintain consistency across all touch points with our patients, families and beyond. This includes business cards, appointment cards, envelopes, letterhead, note cards and pocket folders.



Letterhead sample



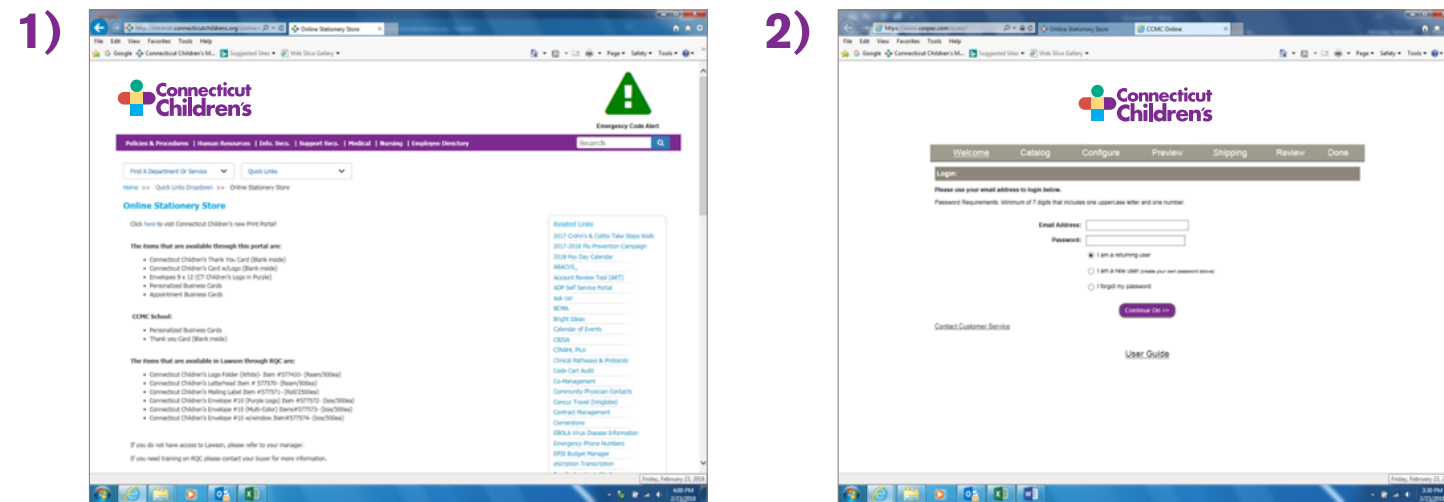
Sample business card



Sample appointment card

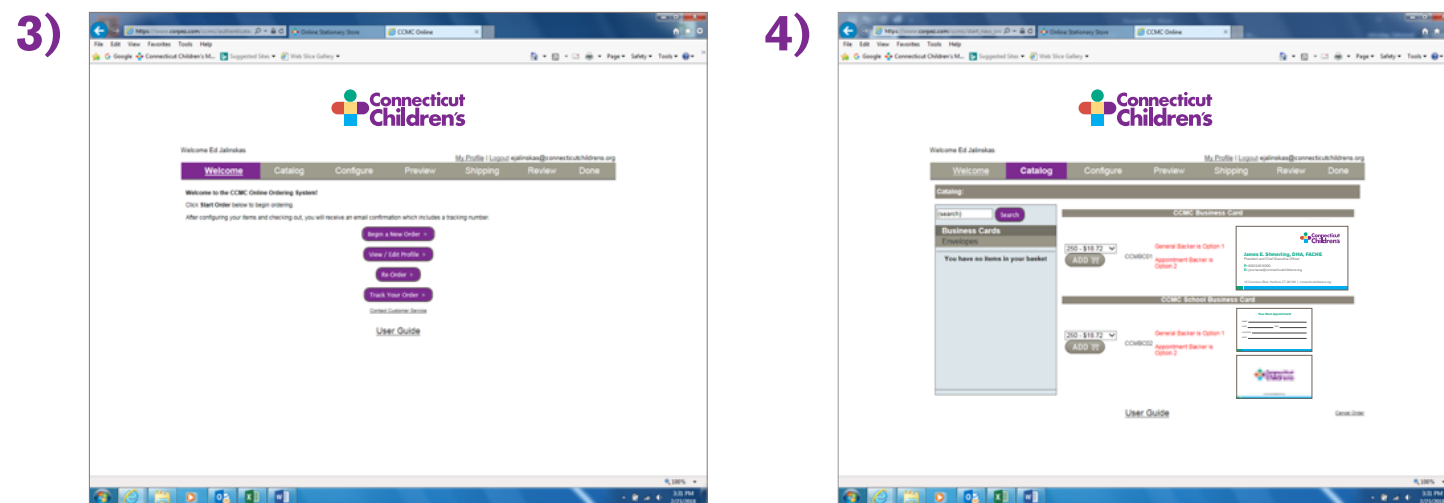
## Ordering

Stationery: Place an order through the online stationery store on our intranet site. ([Intranet](#)>[Quicklinks](#)>[Online Stationery Store](#))



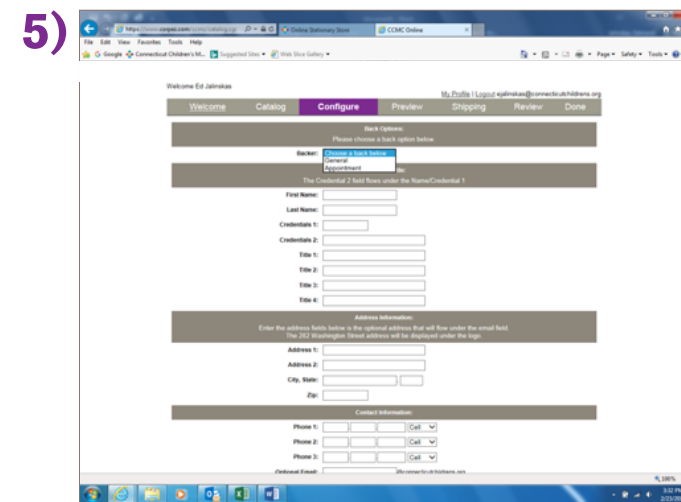
Click here to visit Connecticut Children's new Print Portal

Enter your personal information

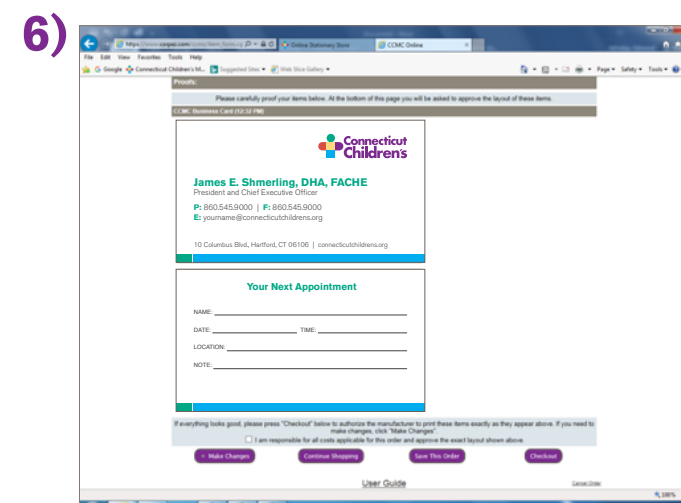


Start a new order or work on an existing order

Choose the quantity of business cards you need



Choose the back of the card you need and fill in all the information you want on the card.



Proof your card carefully, check the little box after reading the disclosure – then fill in all the billing and ship to information.

Please note the turnaround time for all stationery orders is 10 business days from placing the order to delivery to Connecticut Children's.

Please call the purchasing department at 860.837.6572 with any questions.

