

NORTH HARTFORD ASCEND PIPELINE

A Bright Future for Children and Families

MARKETING AND COMMUNICATIONS GUIDELINES FOR PARTNERS

Connecticut Children's is proud to serve as the lead organization on the five-year, \$30 million Promise Neighborhoods grant from the U.S. Department of Education to establish the North Hartford Ascend Pipeline. As the lead on the grant, our organization is providing the following guidance to project partners related to marketing and communications materials to ensure consistent branding and messaging.

- All marketing materials related to the Promise Neighborhoods grant shall align with Connecticut Children's brand standards. We will provide a copy of our Brand Standards Guide to partners for compliance.
- All marketing collateral related to the Promise Neighborhoods grant shall be co-branded with Connecticut Children's and City of Hartford logos. We will provide the co-branded logo for use. Per our brand standards, this logo shall not be altered in any way.
- All marketing collateral related to the Promise Neighborhoods grant shall be approved by Connecticut Children's in writing prior to printing and/or distribution to ensure consistency with brand standards and messaging. Connecticut Children's requires a minimum of two weeks to review and approve materials. Select materials will be produced by an independent marketing agency contracted through the grant. Should partners desire additional materials, they are responsible for securing the necessary contracts, statements of work, cost estimates and invoicing from their respective external design and production companies.
- All articles or website content related to the Promise Neighborhoods grant should reference Connecticut Children's as the grant lead. Per our editorial standards, our organization's correct name is Connecticut Children's. Connecticut Children's Medical Center, CCMC or CT Children's are no longer acceptable uses of our name.
- Partners should refer to the project as the North Hartford Ascend Pipeline on first reference. Second and subsequent references should use Ascend.
- Social media posts related to the Promise Neighborhoods grant should tag Connecticut Children's. Our accounts are:
 - Facebook: @connecticutchildrens
 - Twitter: @ctchildrens
 - LinkedIn: <http://linkedin.com/company/connecticut-childrens>
 - Instagram: @connecticutchildrens
 - In addition, we use the following hashtags on Instagram and Twitter: #connecticutchildrens, #ctchildrens, #bestchildrenshospital
- Any media relations outreach or requests for interviews related to the Promise Neighborhoods grant shall be coordinated by, approved by and/or referred to Connecticut Children's media relations team at mbuchanan@connecticutchildrens.org.

Please reach out to Michelle Safo-Agyeman with any questions or requests. Her email is msafoagyeman@connecticutchildrens.org.