The purpose of this manual is to give creative direction and basis for the identity of Children’s Hospital & Medical Center. It contains guidelines in keeping the brand consistent in communication efforts, both internally and to the public.

The examples in this book were developed from a carefully conceived system of colors, symbols, images, typefaces, principles of organization, and methods of execution.
The Story of Our Brand

Our organization’s brand draws attention to Children’s as a warm and welcoming place, while also capturing the energetic spirit of a child. Five vibrant and colorful rays spring from the coil of the Latin “spira mirabilis,” better known as the “marvelous spiral.” This represents the joy of a child’s imagination, as well as the infinite possibilities offered by modern medicine and the discoveries yet to come. It inspires emotions and interpretations as diverse as the children we serve. It is a symbol of a new era in pediatric health care for our community, our state and our region.

This contemporary brand captures a look and feel of Children’s today and will serve us into the future. The name, Children’s Hospital & Medical Center, more accurately represents the healing, education and research taking place here. It demonstrates that we are more than a hospital. We are the premier pediatric health care center in the state on Nebraska, and we are a significant resource to medical professionals and families from across the region.

The new brand also applies to Children’s Hospital & Medical Center Foundation and Children’s Physicians. It is built from consistent and creative elements, including a corporate logo, corporate colors, corporate fonts, themeline, imagery and visual elements. The brand will appear on printed pieces (forms, stationary, envelopes, etc.) as new materials are reprinted. Signage carrying the new name will be installed throughout our organization. All material contained within these pages are the property of Children’s Hospital & Medical Center and require express permission from the Marketing Department for use.
Beaming from a “spira mirabilis,” Latin for the “marvelous spiral” that occurs in many natural forms, are five rays symbolic of a child’s boundless energy and imagination. From the five-pointed star to the five horizontal lines on a musical staff, the number five is significant in many areas of science and astronomy, religion, technology and sports in cultures throughout the world.

The vibrant rays, in the earthy colors Coral, Lagoon, Saffron, Cerulean and Periodot, reach outward from the Azure spiral illustrating how Children’s Hospital & Medical Center extends care and hope to the most vulnerable and valuable assets we have – our children. Rising over our name, it signifies the dawn of a new day in pediatric health care for the region, and the rays of hope Children’s Hospital & Medical Center brings every day to the children and families we serve.
Brand Elements: Themeline

The “We know children.” themeline is an expression of the Children’s Hospital & Medical Center brand. It is vitally important to use it correctly and consistently. The themeline is a piece of custom-designed artwork and should never be set in type. In order to keep consistency and the proper hierarchy of the elements, the themeline should always be used in the established proportions. For instance, the themeline should never be produced at a size larger than the logo itself when placed together in close proximity. It is not appropriate to say “We know kids.”

No modifications are to be made to the themeline in printing or computer graphics.

---

1 COLOR | PMS 7417

---

We know children.

---

GRAYSCALE | BLACK | REVERSE

---

SPATIAL RELATIONSHIPS

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A minimum clear space should be maintained around the themeline when used apart from the logo to ensure its visibility and protect its integrity.
The color palette for the Children’s Hospital & Medical Center brand is the current standard to be used for both internal and external communications. Azure and Lagoon, as shown, are designated as the official corporate colors. These specific shades of blue and green are to be used as the preferred color treatment of the corporate identity.

Azure, is equivalent to PMS 286 and Lagoon, is equivalent to PMS 326. The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.
Century Schoolbook

Century Schoolbook is a modern or didone classification serif typeface designed by Morris Fuller Benton in 1919 for the American Type Founders (ATF). Century Schoolbook is familiar to many in North America as being the typeface many first learned to read with.

Example usage:

**Century Schoolbook Bold**
- Use for headers, subheads, and emphasis

**Century Schoolbook Italic**
- Use for subheads and emphasis in body copy

**Century Schoolbook Bold Italic**
- Use for headers, subheads, and emphasis

Futura

Futura is a geometric sans-serif typeface designed between 1924 and 1926 by Paul Renner. Futura has an appearance of efficiency and forwardness. The typeface is derived from simple geometric forms (near-perfect circles, triangles and squares) and is based on strokes of near-even weight, which are low in contrast.

Example usage:

**Futura Medium**
- Use for body copy

**Futura Medium Oblique**
- Use for emphasis in body copy

**Futura Heavy**
- Use for headers, subheads, and emphasis

**Futura Heavy Oblique**
- Use for headers, subheads, and emphasis

Examples for Usage

**Headline in Century Schoolbook**

Subhead in Century Schoolbook Italic


**Headline in Futura Heavy**

Subhead in Futura Heavy Oblique


If recommended fonts are not available, use fonts with similar attributes.
The corporate logo shown above is the foundation of the Children’s Hospital & Medical Center brand identity system. This distinctive signature was designed to be easily recognized and remembered nationally, while retaining our brand credibility. The colors and proportions of the corporate signature must not be altered. Consistent usage of the corporate signature builds brand recognition. When applying the corporate signature, always use the artwork supplied. Do not redraw or in any way alter the artwork.

How Children’s Hospital & Medical Center is perceived, in large measure, is the result of corporate image, public perception, and the totality of communications that shape the mind-set of our patients, colleagues, suppliers, and the community at large.

Corporate identity plays a pivotal role in contributing to the image of Children’s Hospital & Medical Center. It defines global graphic standards for the correct use of Children’s Hospital & Medical Center corporate signature, one of our company’s most valuable trademarks. The signature is a means of symbolizing and differentiating our identity in the market. Correct usage of the Children’s Hospital & Medical Center signature keeps its trademark position legally strong, and creates long-term value to our brand.
The Children's Hospital & Medical Center's primary vertical signature has two preferred configurations; use them whenever possible. However, our signature must also accommodate a wide range of uses from business cards to signage. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy. To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.

**formats: primary vertical**

<table>
<thead>
<tr>
<th>FULL COLOR</th>
<th>FULL COLOR WITH THEMELINE</th>
<th>1 COLOR</th>
<th>PMS 286</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's Hospital &amp; Medical Center</td>
<td>Children's Hospital &amp; Medical Center</td>
<td>We know children.</td>
<td></td>
</tr>
</tbody>
</table>

**full color**

**full color with themeline**

**1 color | PMS 286**

**grayscale**

**black**

**reverse**

We know children.
The Children's Hospital & Medical Center's horizontal signature has two preferred configurations; use them for specific applications. However, our signature must also accommodate a wide range of uses from business cards to signage. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy. To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.

<table>
<thead>
<tr>
<th>FULL COLOR</th>
<th>FULL COLOR WITH THEMELINE</th>
<th>1 COLOR</th>
<th>PMS 286</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Full Color Logo" /></td>
<td><img src="#" alt="Full Color With Themeline Logo" /></td>
<td><img src="#" alt="1 Color Logo" /></td>
<td><img src="#" alt="PMS 286 Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRAYSCALE</th>
<th>BLACK</th>
<th>REVERSE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="GrayScale Logo" /></td>
<td><img src="#" alt="Black Logo" /></td>
<td><img src="#" alt="Reverse Logo" /></td>
</tr>
</tbody>
</table>

We know children.
The Children’s Hospital & Medical Center Omaha signature has two preferred configurations; use them for out-of-market applications. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.
The Children’s Hospital & Medical Center Omaha signature has two preferred configurations; use them for out-of-market applications. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.
The Children’s Hospital & Medical Center’s departmental signature has two preferred configurations; use them for identifying internal departments within our organization. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted. Contact the Marketing Department for permission to use any department tag lines. NOTE: The Children’s Hospital & Medical Center Departmental logo are available in 1 Color, Black and White, Grayscale, 6 Color Spot, and CMYK. The logo is to be used in the Primary Vertical format only.

 Formats: Departmental Primary Vertical

The Children’s Hospital & Medical Center Identity Guidelines Manual

OUR BRAND

CHILDREN’S HOSPITAL & MEDICAL CENTER
Spatial Relationships

Making sure that a reasonable amount of space surrounds the entire signature enhances the presentation of the Children’s Hospital & Medical Center signature. This area, referred to as the “area of isolation,” must remain clear of all graphic imagery, edges, folds and other visual elements. The preferred area of isolation is one full measure of the spiral height expressed by the “X” dimension.

*The same rule of “Spiral Diameter = X” applies to the horizontal version of the logo.*
Restricted Usage

Any deviation from the acceptable signature—no matter how minor—can undermine our valued corporate identity. Therefore, no other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated below. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate logo, use only the artwork supplied by marketing. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

*When typing out “Children’s Hospital & Medical Center,” always use an ampersand (&) as opposed to typing out “and.”*
The color palette for the Children’s Hospital & Medical Center’s primary signature is the current standard to be used for both internal and external communications. PMS 366 is set as the identifying color for this specific family.

The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.
Templates

MICROSOFT POWERPOINT

FAX COVER SHEET

MEMO

POLICY TEMPLATE

BINDER COVER/SPINE

EMAIL SIGNATURE
Templates

Project/Agenda Documents

- PROJECT/AGENDA V1 FOOTER/NO FOOTER
  - WORD

- PROJECT/AGENDA V2 FOOTER/NO FOOTER
  - WORD

- PROJECT/AGENDA V3 FOOTER/NO FOOTER
  - WORD

- PROJECT/AGENDA V4 FOOTER/NO FOOTER
  - WORD

- PROJECT/AGENDA V5
  - EXCEL

- PROJECT/AGENDA V6
  - EXCEL
Templates: Omaha

MICROSOFT POWERPOINT

FAX COVER SHEET

MEMO

PROJECT/AGENDA V1 FOOTER/NO FOOTER

PROJECT/AGENDA V2 FOOTER/NO FOOTER

WORD

WORD
Phone Script

GENERAL MESSAGE

You’ve reached (insert name) in the (insert department name) department at Children’s Hospital & Medical Center. I’m currently on the phone or away from my desk, but if you leave your name and number, I’ll return your call as soon as I can. (If you don’t have “zero out” functionality on your phone, end message here. If you do have this function, continue) If your call is of a more urgent nature, press 0, and the receptionist will be able to help you. Thank you.

OUT OF OFFICE MESSAGE

Hello, you’ve reached (insert name) in the (insert department name) department at Children’s Hospital & Medical Center. I will be out of the office from (insert date) to (insert date), and will be returning on (insert date). If you leave your name and number, I’ll return your call when I return. If you need immediate assistance, please call (insert replacement name and number). (If you don’t have “zero out” functionality on your phone, end message here. If you do have this function, continue) Or, you may press 0, and the receptionist will be able to help you. Thank you.
Logo Section B: Children’s Hospital & Medical Center Foundation

The corporate logo shown above is the primary mark of the Children’s Hospital & Medical Center Foundation brand identity system. This distinctive signature was designed to be easily recognized and remembered nationally, while retaining our brand credibility. The colors and proportions of the corporate signature must not be altered. Consistent usage of the corporate signature builds brand recognition. When applying the corporate signature, always use the artwork supplied. Do not redraw or in any way alter the artwork.

How Children’s Hospital & Medical Center Foundation is perceived, in large measure, is the result of corporate image, public perception, and the totality of communications that shape the mind-set of our patients, colleagues, suppliers, and the community at large.

Corporate identity plays a pivotal role in contributing to the image of Children’s Hospital & Medical Center Foundation. It defines global graphic standards for the correct use of Children’s Hospital & Medical Center Foundation corporate signature, one of our company’s most valuable trademarks. The signature is a means of symbolizing and differentiating our identity in the market. Correct usage of the Children’s Hospital & Medical Center Foundation signature keeps its trademark position legally strong, and creates long-term value to our brand.
The Children’s Hospital & Medical Center Foundation’s primary vertical signature has two preferred configurations; use them whenever possible. However, our signature must also accommodate a wide range of uses from business cards to signage. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy.

To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.
The Children’s Hospital & Medical Center Foundation’s horizontal signature has two preferred configurations; use them for specific applications. However, our signature must also accommodate a wide range of uses from business cards to signage. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy. To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.

<table>
<thead>
<tr>
<th>FULL COLOR</th>
<th>FULL COLOR WITH THEMELINE</th>
<th>1 COLOR</th>
<th>PMS 286</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Full Color" /></td>
<td><img src="image2.png" alt="Full Color with Themeline" /></td>
<td><img src="image3.png" alt="1 Color" /></td>
<td><img src="image4.png" alt="PMS 286" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GRAYSCALE</th>
<th>BLACK</th>
<th>REVERSE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image5.png" alt="Grayscale" /></td>
<td><img src="image6.png" alt="Black" /></td>
<td><img src="image7.png" alt="Reverse" /></td>
</tr>
</tbody>
</table>

We know children.
Making sure that a reasonable amount of space surrounds the entire signature enhances the presentation of the Children's Hospital & Medical Center Foundation signature. This area, referred to as the "area of isolation," must remain clear of all graphic imagery, edges, folds and other visual elements. The preferred area of isolation is one full measure of the spiral height expressed by the “X” dimension.

The same rule of "Spiral Diameter = X" applies to the horizontal version of the logo.
Restricted Usage

Any deviation from the acceptable signature—no matter how minor—can undermine our valued corporate identity. Therefore, no other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated below. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate logo, use only the artwork supplied by Marketing. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

> When typing out “Children’s Hospital & Medical Center,” always use an ampersand (&) as opposed to typing out “and.”

<table>
<thead>
<tr>
<th><strong>DO NOT:</strong></th>
<th><strong>DO NOT:</strong></th>
<th><strong>DO NOT:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>tilt the logo</td>
<td>bevel or emboss the logo</td>
<td>add a shadow to the logo</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>DO NOT:</strong></th>
<th><strong>DO NOT:</strong></th>
<th><strong>DO NOT:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>change the colors of the logo</td>
<td>reproduce with alternate fonts</td>
<td>align text, graphics or photography too close to the logo (see spatial relationships)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>DO NOT:</strong></th>
<th><strong>DO NOT:</strong></th>
<th><strong>DO NOT:</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>use the reverse version of the logo on a light background</td>
<td>use the color version of the logo on a dark background</td>
<td>place the logo over an area of a photo where there are distracting elements or significant contrasting levels</td>
</tr>
</tbody>
</table>

When typing out “Children’s Hospital & Medical Center,” always use an ampersand (&) as opposed to typing out “and.”
The color palette for the Children’s Hospital & Medical Center Foundation’s primary signature is the current standard to be used for both internal and external communications. PMS 127 is set as the identifying color for this specific family. The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.
Templates

Fax

Memo

Project/Agenda V1 Footer/No Footer

Project/Agenda V2 Footer/No Footer

Binder Cover/Spine

Email Signature
The corporate logo shown above is the foundation of the Children’s Physicians’ brand identity system. This distinctive signature was designed to be easily recognized and remembered nationally, while retaining our brand credibility. The colors and proportions of the corporate signature must not be altered. Consistent usage of the corporate signature builds brand recognition. When applying the corporate signature, always use the artwork supplied. Do not redraw or in any way alter the artwork.

How Children’s Physicians is perceived, in large measure, is the result of corporate image, public perception, and the totality of communications that shape the mind-set of our patients, colleagues, suppliers, and the community at large.

Corporate identity plays a pivotal role in contributing to the image of Children’s Physicians. It defines global graphic standards for the correct use of Children’s Physicians corporate signature, one of our company’s most valuable trademarks. The signature is a means of symbolizing and differentiating our identity in the market. Correct usage of the Children’s Physicians signature keeps its trademark position legally strong, and creates long-term value to our brand.
The Children’s Physicians’ primary vertical signature has two preferred configurations; use them whenever possible. However, our signature must also accommodate a wide range of uses from business cards to signage. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy. To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.
The Children’s Physicians’ horizontal signature has two preferred configurations; use them for specific applications. However, our signature must also accommodate a wide range of uses from business cards to signage. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy. To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted.

<table>
<thead>
<tr>
<th>FULL COLOR</th>
<th>FULL COLOR WITH THEMELINE</th>
<th>1 COLOR</th>
<th>PMS 286</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Full Color Logo" /></td>
<td><img src="image2" alt="Full Color with Themeline Logo" /></td>
<td><img src="image3" alt="1 Color Logo" /></td>
<td></td>
</tr>
<tr>
<td><img src="image4" alt="Grayscale Logo" /></td>
<td><img src="image5" alt="Black Logo" /></td>
<td><img src="image6" alt="Reverse Logo" /></td>
<td></td>
</tr>
</tbody>
</table>

We know children.
The Children’s Physicians’ primary vertical signature including the office name, has only one preferred configuration; use it for specific applications. When the signature is scaled down in size, the themeline will become illegible. In this case, use the logo without the themeline and separately place the themeline in the layout with appropriate hierarchy. To ensure consistency and quality in the presentation of our signature, there can be no variation on the approved colors. The acceptable color treatments of the corporate signature are demonstrated as the following. No other treatment is permitted. Contact the Marketing Department for permission to use any office name tag lines.

<table>
<thead>
<tr>
<th>OFFICE NAME</th>
<th>EXAMPLE:</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Children's Physicians" /> Office Name</td>
<td><img src="image2.png" alt="Children's Physicians" /> Embassy Park</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OFFICE NAME WITH THEMELINE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.png" alt="Children's Physicians" /> Office Name We know children.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OFFICE NAME TITLE ALIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Children's Physicians" /> Office Name</td>
</tr>
</tbody>
</table>

Text set in Futura Medium/PMS 286
Text aligns to left side of Physicians.
Making sure that a reasonable amount of space surrounds the entire signature enhances the presentation of the Children's Physicians signature. This area, referred to as the "area of isolation," must remain clear of all graphic imagery, edges, folds and other visual elements. The preferred area of isolation is one full measure of the spiral height expressed by the “X” dimension.

The same rule of "Spiral Diameter = X" applies to the horizontal version of the logo.
Restricted Usage

Any deviation from the acceptable signature—no matter how minor—can undermine our valued corporate identity. Therefore, no other configuration or any variation on the logo is permitted under any circumstances. Examples of such variations are demonstrated below. These examples are meant to be representative and do not encompass all possible cases. To ensure proper application of the corporate logo, use only the artwork supplied by Marketing. Artwork may be enlarged or reduced proportionately to satisfy design requirements; however, it may in no other way be altered.

**Do Not:**
- Tilt the logo
- Bevel or emboss the logo
- Add a shadow to the logo
- Change the colors of the logo
- Reproduce with alternate fonts
- Align text, graphics or photography too close to the logo (see spatial relationships)
- Use the reverse version of the logo on a light background
- Use the color version of the logo on a dark background
- Place the logo over an area of a photo where there are distracting elements or significant contrasting levels
The color palette for the Children’s Physicians’s primary signature is the current standard to be used for both internal and external communications. PMS 2905 is set as the identifying color for this specific family. The colors shown on this page and throughout this manual have not been evaluated by Pantone Inc., for accuracy and may not match the PANTONE® color standards. PANTONE® is a registered trademark of Pantone Inc.
Templates

MICROSOFT POWERPOINT

FAX COVER SHEET

MEMO

PROJECT/AGENDA V1 FOOTER/NO FOOTER

PROJECT/AGENDA V2 FOOTER/NO FOOTER

WORD

WORD

POLICY TEMPLATE

BINDER COVER/SPINE

EMAIL SIGNATURE
GENERAL MESSAGE

Hello, you’ve reached (insert name) with Children’s Physicians, (insert office location). I’m currently on the phone or away from my desk, but if you leave your name and number, I’ll return your call as soon as I can. (If you don’t have “zero out” functionality on your phone, end message here. If you do have this function, continue) If your call is of a more urgent nature, press 0, and the receptionist will be able to help you. Thank you.

OUT OF OFFICE MESSAGE

Hello, you’ve reached (insert name) with Children’s Physicians (insert office location). I will be out of the office from (insert date) to (insert date), and will be returning on (insert date). If you leave your name and number, I’ll return your call when I return. If you need immediate assistance, please call (insert replacement name and number). (If you don’t have “zero out” functionality on your phone, end message here. If you do have this function, continue) Or, you may press 0, and the receptionist will be able to help you. Thank you.
For more information on how to properly use the Children’s brand, please see contact information to the right.

**WHO TO CONTACT:**

Karen Kubicek  
Graphic Artist/Brand Champion

Children’s Hospital & Medical Center  
8200 Dodge Street  
Omaha, NE 68114

402-955-6961  
kkubicek@ChildrensOmaha.org

OurBrand.ChildrensOmaha.org