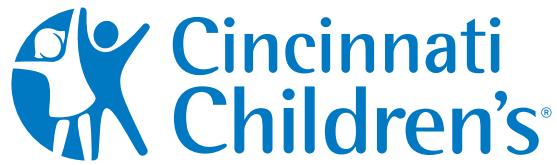


BRAND SUMMARY

logo



This is our primary identity element, so correct and consistent use and application are the foundation of brand consistency.

Cincinnati Children's brand trademark is a piece of art and a registered trademark that cannot be altered. The configuration and spacing of the kids icon and logo are "locked," ensuring that our trademark is consistent regardless of orientation or size.

tagline

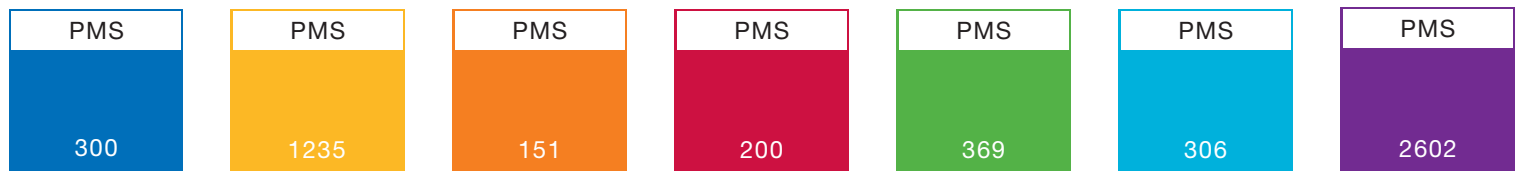
change the outcome®

Our tagline, change the outcome®, is an aspirational call to action, supporting both our brand promise of bring the world the joy of healthier kids and the applied research and education that help to ensure better quality and outcomes around the globe.

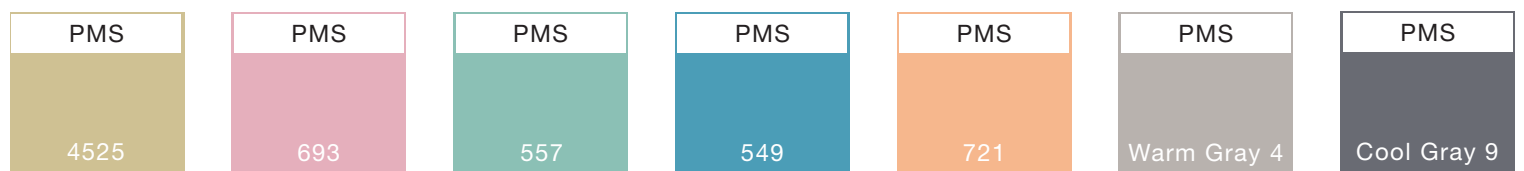
The tagline is a piece of art and a registered trademark and cannot be altered.

color palette

Primary Color Palette



Professional Color Palette



Color is a graphic element that supports design consistency and creates an emotional resonance for our brand communications.

Cincinnati Children's brand is expressed in two separate color palettes to provide optimum flexibility and connection with our various target audiences.

fonts

Garamond

ABCDEFGH abcdefg 12345!?
ABCDEFGH abcdefg 12345!?
ABCDEFGH abcdefg 12345!?

Garamond and Helvetica typefaces have been selected to be used in all communications – internally and externally.

The Rotis typeface is no longer to be used in any communications.

Helvetica

ABCDEFGH abcdefg 12345!?
ABCDEFGH abcdefg 12345!?
ABCDEFGH abcdefg 12345!?

See examples of how to use Garamond and Helvetica typefaces in the Cincinnati Children's Brand Consistency Kit on CenterLink.

photography



Photography should communicate close interaction between the primary subjects in the composition.

When possible, use natural light. Keep models as a focal point. Aim for bright colors and natural moments. Use selective focus when appropriate. Magnify details when relevant. Use models from many origins. Clothing colors should reflect the color palette when possible. Strive to use models from Cincinnati Children's.

Personality

Passionate, Nurturing, Innovative

Promise

Bringing the world the joy of healthy kids

Equity Statement

Changing the outcome for kids from around the world