

change the outcome®

Personality

Passionate, Nurturing, Innovative

Promise

Bringing the world the joy of healthier kids.

Equity Statement

Changing the outcome for kids from around the world.

Design Mission

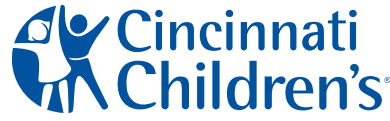
Our design theme brings to life our brand promise and personality. We celebrate the creativity, curiosity and innocence of childhood through expressive and symbolic photography. We enhance these themes with brilliant colors and simple design elements that communicate our style and reinforce our commitment to children.

The use of grids keeps our pieces organized and clean, reminiscent of the cutting-edge innovation that Cincinnati Children's is known for. We use curves and soft lines to keep the layouts playful, always with a feel of spontaneity and softness.

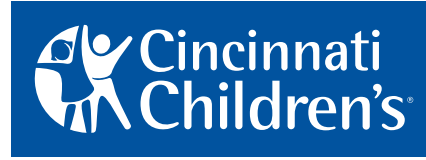
We strive to show our patients in a heroic light by looking beyond their illnesses and conditions and capturing the unique, individual qualities of each child and teen.

Questions?

If you have questions pertaining to the Cincinnati Children's brand, please contact the Department of Marketing and Communications at 513-636-4420 or marketing@cchmc.org.



Standard Logo



The logo should reverse from Cincinnati Children's Blue only. Do not reverse the logo from any other color, screen value or pattern.

The Logo

change the outcome®

Whenever possible, the tagline should reverse from a color box that is part of the design grid.

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The freestanding tagline should be used only when a grid treatment is impossible, such as on promotional items and corporate letterhead.

The Tagline

Cincinnati Children's Blue C=100 M=70 Y=0 K=8	
primary	<div style="display: flex; justify-content: space-between;"> <div style="background-color: #f9a825; width: 15%; text-align: center;">1235</div> <div style="background-color: #f47920; width: 15%; text-align: center;">151</div> <div style="background-color: #e31a1c; width: 15%; text-align: center;">200</div> <div style="background-color: #e91e63; width: 15%; text-align: center;">rubine red</div> <div style="background-color: #4db6ac; width: 15%; text-align: center;">369</div> <div style="background-color: #00bcd4; width: 15%; text-align: center;">306</div> <div style="background-color: #673ab7; width: 15%; text-align: center;">2602</div> </div>
secondary	<div style="display: flex; justify-content: space-between;"> <div style="background-color: #3949ab; width: 5%; text-align: center;">7447</div> <div style="background-color: #008000; width: 5%; text-align: center;">356</div> <div style="background-color: #0070c0; width: 5%; text-align: center;">660</div> <div style="background-color: #add8e6; width: 5%; text-align: center;">290</div> <div style="background-color: #e91e63; width: 5%; text-align: center;">215</div> <div style="background-color: #f4a460; width: 5%; text-align: center;">472</div> <div style="background-color: #c09cf2; width: 5%; text-align: center;">245</div> <div style="background-color: #808080; width: 5%; text-align: center;">444</div> <div style="background-color: #6aa84f; width: 5%; text-align: center;">576</div> <div style="background-color: #806492; width: 5%; text-align: center;">147</div> <div style="background-color: #c0c0c0; width: 5%; text-align: center;">4515</div> <div style="background-color: #800080; width: 5%; text-align: center;">241</div> <div style="background-color: #ff4500; width: 5%; text-align: center;">173</div> <div style="background-color: #ff69b4; width: 5%; text-align: center;">191</div> <div style="background-color: #d2b48c; width: 5%; text-align: center;">7407</div> <div style="background-color: #4682b4; width: 5%; text-align: center;">549</div> <div style="background-color: #ff8c00; width: 5%; text-align: center;">7413</div> <div style="background-color: #2f4f4f; width: 5%; text-align: center;">432</div> </div>

Color Palette

Headlines

Rotis Serif Family
 ABCDEFG abcdefg 12345!?

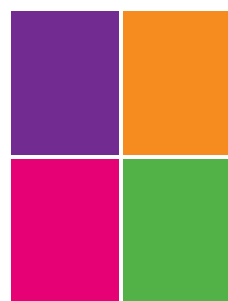
Subheads

Rotis Sans Serif Family
 ABCDEFG abcdefg 12345!?
 ABCDEFG abcdefg 12345!?

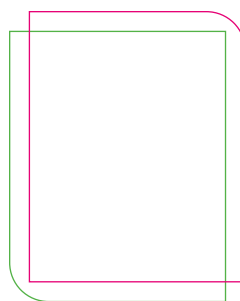
body copy

ITC Garamond Book Family
 ABCDEFG abcdefg 12345!?
 ABCDEFG abcdefg 12345!?

Typography



colorful grids



rounded corners



intersecting shapes

Design Elements



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. Wardrobe colors should reflect the color palette when possible. Strive to use models from Cincinnati Children's.

Photography