

Children's Hospital Los Angeles Brand Guidelines



*Welcome to the Children’s Hospital
Los Angeles brand guidelines.*

*Designed to communicate the
mission and values of the hospital,
the brand guidelines include the
elements and best practices that
embody the identity and voice of
the CHLA brand.*

*Our goal is to give you the tools
to help keep our brand consistent
and provide a foundation for how
to properly use it.*

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Mission and Values

MISSION

We create hope and build healthier futures.

VALUES

We achieve our best together.

We are hopeful and compassionate.

We are learners leading transformation.

We are the stewards of the lives and resources entrusted to us.

We serve with great care.



Logo Usage

PRIMARY LOGO

The primary logo is designed to be energetic, strong and readable. It should be used in all cases when the materials produced are for an external audience (ads, brochures, website, etc.) as well as for all internal purposes. The former tagline (“We Treat Kids Better”) and rainbow color bar have been discontinued and should not be incorporated.



MINIMUM LOGO SIZE



NEUTRAL ZONE



CENTERING THE LOGO

Please visually center the logo using the center point of “Los Angeles.”



Logo Usage

SECONDARY LOGO

The secondary logo is a horizontal adaptation of the primary logo. It should be used when there is a restriction on the amount of vertical space available to place the logo, such as on a website or signage.



MINIMUM LOGO SIZE



NEUTRAL ZONE



CENTERING THE LOGO

Please visually center the logo using the guide below.



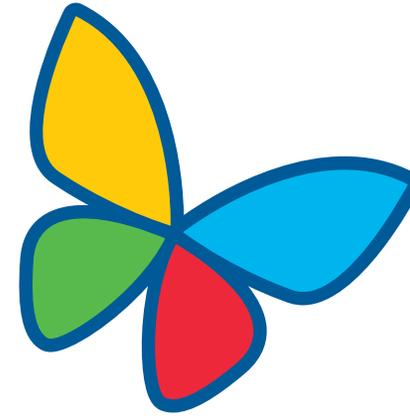
Logo Usage

BUTTERFLY ICON

As the brand continues to grow so does the use of the butterfly icon. One day, we hope it will be able to fly on its own, but it is not there yet.

Context of CHLA is needed when using the butterfly icon. For example, we use the butterfly icon on CHLA's social media posts, but it is within the walls of the hospital's account.

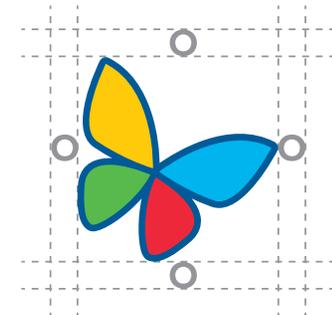
Using the butterfly icon on its own is done with discretion and must be approved by the Marketing Communications department.



MINIMUM LOGO SIZE

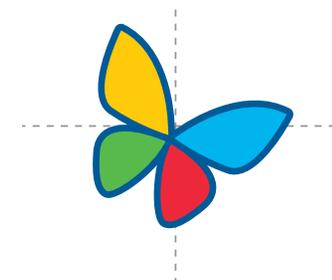
0.3125" (5/16") 

NEUTRAL ZONE



CENTERING THE LOGO

Please visually center the icon using the guide.



Logo Usage

COLOR VARIATIONS

Here are the approved color variations on the primary logo. These guidelines also apply to the secondary logo.

4 COLOR-CMYK



4 COLOR REVERSED-CMYK



BLACK AND WHITE



BLACK AND WHITE REVERSED



1 COLOR-PMS 294



1 COLOR-LINE ART



Logo Usage

PROHIBITED ALTERATIONS

The consistency of our brand is essential to its success. Here are examples of what not to do with the logo or other design elements.

Only the Marketing Communications department is approved to create new versions of the logo. Vendors are not allowed to create logos. Names must be approved by the Naming Committee.



Do **NOT** use the version of the logo with the former tagline.



Do **NOT** use the logo with the color bar.



Do **NOT** use the logo with a TM symbol.



Do **NOT** use the logo with a SM symbol.



Do **NOT** squish the logo vertically to fit in a space.



Do **NOT** stretch the logo horizontally to fill a space.



Do **NOT** mix styles of the logo.



Do **NOT** place the logo in a white box on top of an image.



Do **NOT** fill in the butterfly entirely.

Do **NOT** alter or incorporate new elements into the brand:



Clip art or images of butterflies



Rainbows



Letter color variations

Logo Usage

CORPORATE PARTNERS

CHLA partners with many other organizations and businesses. The intended result of these partnerships is to raise awareness, funds or donations through either co-branding or cross-promoting. The following logos have been created to help identify the relationship with these third parties. A logo license agreement must be signed before the logo is released to a third party. The Marketing Communications department must approve prior to use.

CO-BRANDING

In instances of co-branding with organizations and businesses our logo should typically go first with a line separating it from the other logo. The other logo should be proportionate and never larger than the CHLA logo. The Marketing Communications department must approve prior to use.

Benefiting



Proceeds Benefit



Supporting



Supports



Keck School of
Medicine of **USC**

Color Palette

PRIMARY COLOR

CHLA's primary color for its brand identity is dark blue. This color has been chosen with care to represent the organization's mission, vision and values and should be used in all materials as the lead color. By utilizing this color consistently, the hospital can establish a strong and recognizable visual identity.

SECONDARY COLORS

The secondary colors can be found in the CHLA logo. Where suitable, these can be utilized as accent colors to complement and enhance the primary brand color.

- While they are colors of the rainbow, they are never to be arranged in rainbow order.
- To maintain a distinct brand identity in the competitive Los Angeles market, avoid using color combinations of yellow/red, yellow/blue, or yellow/purple.
- Avoid heavy use of the color red. Red should only be used to represent alerts or concepts such as emergency or stop.

Darkening or screening these colors is also acceptable, but keeping the colors within the same tone is key.



Dark Blue

CMYK 100, 53, 2, 21
PMS 294U, 7691C
RGB 0, 90, 151
HTML #004877



Purple

CMYK 60, 90, 0, 10
PMS 526U, 7677C
RGB 116, 56, 139
HTML #805791



Light Blue

CMYK 89, 0, 1, 0
PMS 2995U, 299C
RGB 0, 180, 237
HTML #0D9DDB



Green

CMYK 67, 0, 97, 0
PMS 361U, 369C
RGB 91, 186, 75
HTML #4DAA50



Teal

CMYK 100, 0, 27, 1
PMS 3135U, 3125C
RGB 0, 169, 191
HTML #097C8A



Red

CMYK 0, 96, 80, 0
PMS 199U, Red 032C
RGB 238, 44, 60
HTML #EA1D36



Orange

CMYK 0, 55, 100, 0
PMS 151U, 144C
RGB 246, 139, 31
HTML #FF7F00



Yellow

CMYK 0, 20, 100, 0
PMS 114U, 116C
RGB 255, 203, 5
HTML #FFC923



Beige

CMYK 5, 9, 26, 2
PMS 7501U, 7500C
RGB 234, 220, 188
HTML #DECBA5



Rich Black

CMYK 40, 40, 40, 100
PMS BlackU, BlackC
RGB 0, 0, 0
HTML #000000



Brown

CMYK 18, 53, 92, 35
PMS 464U, 2318C
RGB 147, 95, 34
HTML #4C280F

Typography

APPROVED FONTS

The fonts listed have been chosen for their readability and unique qualities making them identifiable as part of our brand.

Primary Font

Futura Std is a sans-serif font and the primary font of CHLA's typography collection. Futura Std is suited for headlines, subheads, body copy and captions.

Please be aware that when utilizing Futura Std Bold, the text must be kept in uppercase letters.

Never use Futura Condensed, Comic Sans or fonts designed to replicate children's handwriting on any materials.

Substitute Fonts

The Futura Std typeface must be individually purchased and licensed, so we understand that many will not have access to it. If it is not available on your computer, you may substitute with Arial or Calibri. You may use either typeface in letters, documents, presentations and emails.

PRIMARY FONT

Futura Std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
~ ` ! @ # \$ % ^ & * () - _ = + [{ } \ | ; : ' " , . < > / ?

Font Weights

Aa	Aa	Aa	Aa	Aa	Aa
Light	Light Oblique	Book	Book Oblique	Heavy	Bold

SECONDARY FONTS

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
~ ` ! @ # \$ % ^ & * () - _ = + [{ } \ | ; : ' " , . < > / ?

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
~ ` ! @ # \$ % ^ & * () - _ = + [{ } \ | ; : ' " , . < > / ?

Design Elements

Along with our logo, color palette, fonts and photography, we use other design elements that are indicative of our brand. You can see these implemented throughout the brand standards.

KEYLINE BORDER

The keyline border should have rounded corners with a radius of 0.125 inches. This can vary based on the size of the piece. Do not include a drop shadow.

Line weight should be 1 pt, but can vary based on the size of the piece (example: 7 pt on 30-by-40-inch poster).

ROUNDED CORNERS

The corner radius on photos should be 0.0625 inches, but can vary based on the size of the piece. Photos should not have a drop shadow or a colored border.



Photography

STYLE

Photography should be diverse, colorful, vibrant and energetic. Where time and budget allow, a photo shoot may take place to capture unique images.

PHOTOGRAPHING CHILDREN

Always try to capture the full child, including the expression on the child's face and in his or her eyes. Avoid showing only parts of the child (hands and feet). Inpatient and surgical shoots should be done thoughtfully, with care taken not to show any graphic elements (blood, open surgery sites, etc.) unless for a specific reason.

Non-patients should be photographed wearing bright and vibrant colors. Avoid prominent logo placement or busy patterns.

PHOTOGRAPHING HOSPITAL STAFF

If photographing nurses, doctors, researchers or other administrative employees, remove all badges if appropriate and make sure either business attire or lab coats are worn. Avoid prominent logo placement or busy patterns.



*When photographing patients, we must have parents or guardians sign a **patient consent form**. When photographing non-patients, we must have parents or guardians sign a **non-patient media release form**. All forms must be explained and collected by trained CHLA staff.*

Writing Style

The voice of the hospital helps communicate how CHLA achieves its mission and values.

WRITING STYLE GUIDE

A writing style guide has been developed for all written public communications, including ads, brochures, posters and more. Please reference the style guide for any questions you may have. The writing style guide can be found at [InsideCHLA.org/MarCom](https://www.insidechla.org/marcom).

OUR NAME

Our official name is **Children's Hospital Los Angeles** and should be referred to as such in all written materials on first reference. The hospital may be referred to as "CHLA" in subsequent references in the same piece.

OUR VOICE

CHLA's public voice strives to create clear, concise content that meets the intended goals of the piece, while working to tailor our voice to specific audiences. For example, patient-family education materials should be written in a conversational tone (as close as possible to a fourth-grade reading level), and always translated into Spanish. Content for physicians can be more technical; content for potential consumers or donors can show more depth. Social media posts can be more playful.

Ideally, we want a voice that touches and affects every audience. That effort requires us to use language and tone that relates to a layperson while also being meaningful to a medical professional. We don't talk up or down; we talk across. We can be intelligent without being dense, clever without being pretentious, and straightforward without being simplistic.



Please contact the Marketing Communications Department at creativeservices@chla.usc.edu for general questions regarding the brand standards.

Please visit [InsideCHLA.org/MarCom](https://www.insidechla.org/marcom) to submit marketing requests and access the CHLA Brand Portal.