

Brand Guidelines

For Design Professionals

DRAFT



We are changing the outcome together

Every person at Cincinnati Children's is here to nurture patients and families to better health and to help eradicate childhood disease through research, innovation, application and a passion for the human spirit.



How to use this guide

These guidelines represent the foundation of the Cincinnati Children's brand identity system. They are intended to provide you with the basic tools—and rules—to begin using the identity properly. We strive every day to deliver a consistent brand experience. Our audiences expect it. Everyone is responsible for protecting it. It is important that you bear in mind the fundamental thinking behind our identity.

These guidelines are designed to accommodate all of our offerings, meeting the needs for creativity and flexibility, while fulfilling our desire to have our patients, families, donors, employees and other stakeholders see us as one cohesive organization.

What's inside:

Tone of voice. Tone of voice is the verbal style we use to communicate with our audiences. Follow these guidelines for expressing our brand.

Logo guidelines. From color to clear space, these guidelines explain how to use our master brand logo. Use them if you need to apply our logo in any communications.

Graphic system guidelines. These guidelines show how to use our entire graphic system. Use them if you need to apply our color palette, patterns, photography, typography or grid.

Sample applications. Here you'll find samples of our master brand identity in action. Review these samples to see how our brand is applied to everything from business cards and advertising to devices and apparel.

Introduction

Go on, take a look inside

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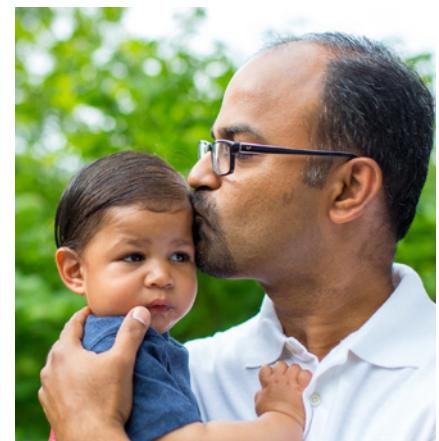
Contact us

- 92 Let us know if you have any questions

Our brand

Purpose statement

Care drives us
Science moves us
Collaboration empowers us
Discovery inspires us
We are touched by humanity
And propelled by compassion
This isn't our job
It's our calling
And we answer it every day
For every family
And every child
And every future
We are Cincinnati Children's
changing the outcome together



Our beliefs



We believe that **we are all caregivers**—making children well is everyone's business.

We believe that **science and compassion are equally important**.

We believe that **small acts have tremendous impact**.

We believe in each other—colleagues, patients and families.

We have the power to save lives through collaboration.

We believe in sharing our ideas, our discoveries and our advancements so that **children in Cincinnati and around the world can thrive**.

What guides us

Vision:

To be the leader in improving child health

Mission:

Cincinnati Children's will improve child health and transform delivery of care through fully integrated, globally recognized research, education and innovation. For patients from our community, the nation and the world, the care we provide will achieve the best:

- Medical and quality of life outcomes
- Patient and family experience
- Value today and in the future

Values:

Respect everyone

Tell the truth

Work as a team

Make a difference

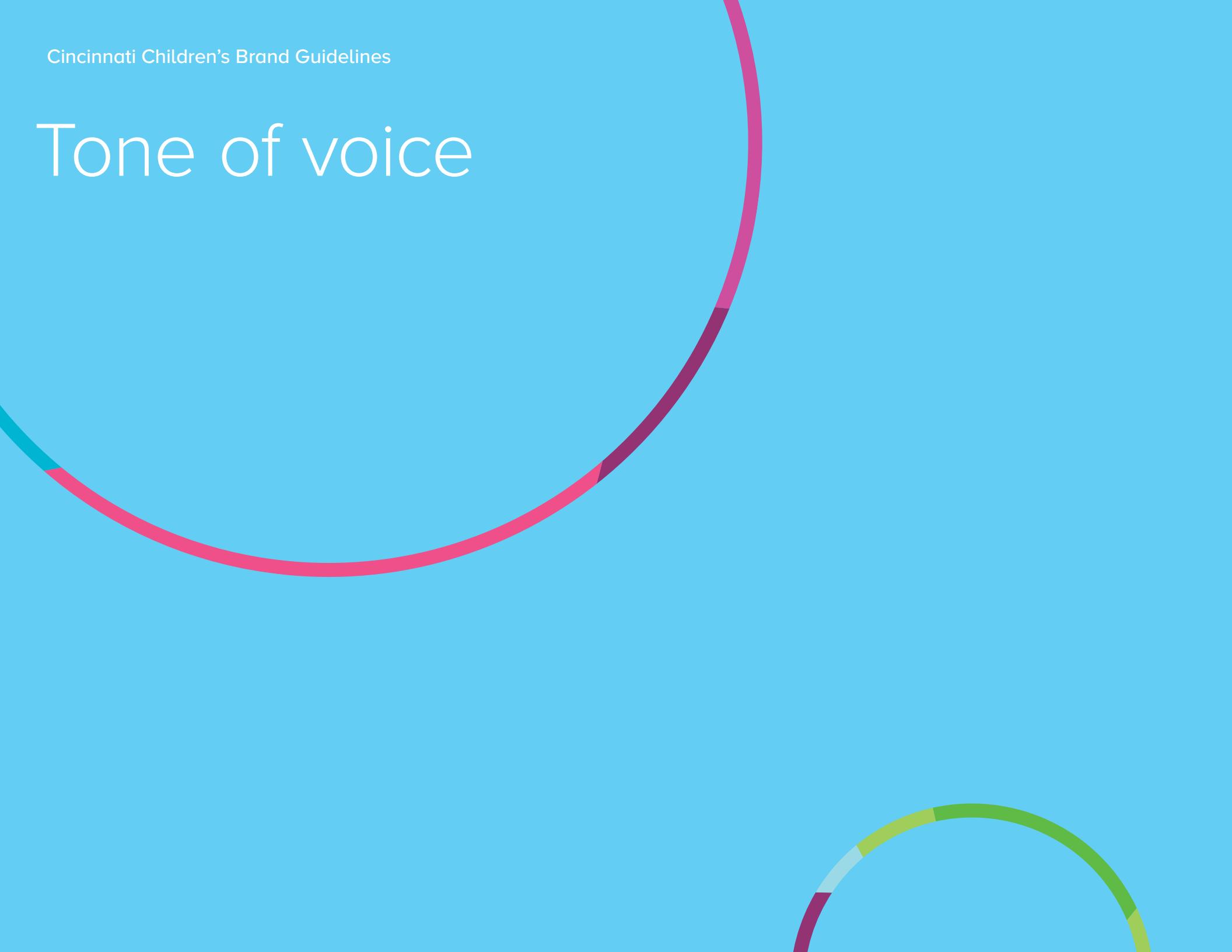


HEAD + HEART

In our ongoing quest to make children well, we believe that science and compassion are equally important. Together, we deliver upon our collective passion through innovative research and outstanding, passionate care. Collaboration is in our DNA—that's what sets us apart from the rest.

We are truly changing the outcome together.

Tone of voice



About tone of voice

Tone of voice is the verbal style we use to communicate with our audiences. It's the way we express our personality across copy and verbal communications, like radio and TV ads.

Our tone of voice (TOV) is inspired by our vision and the beliefs set forth in our brand platform. We use it to create richer relationships with our key audiences, be they parents, staff or donors.

What TOV does:

- Expresses our personality
- Let's us establish a rapport with our audiences
- Reflects and reinforces our brand beliefs (see our brand platform)
- Brings a level of consistency to our written and verbal marketing communications
- Differentiates us from competitors

What TOV doesn't do:

- Teach us how to write—it's simply about how to communicate our brand
- Tell us what to write or speak about—use our messaging guidelines for that
- Make everything sound exactly the same—just like a real human voice, our tone shifts and flexes to accommodate the situation
- Serve as a traditional style guide—voice can't tell you whether to capitalize Internet or not

Using tone of voice

TOV is the way we express our personality across communications. But there are instances when it's not appropriate—and could even impede clear communications.

See below for a quick look at where (and where not) to use it.

Where to use it:

- Marketing and recruiting materials
- Social media
- Websites, microsites and blogs
- Fundraising materials
- Advertising
- Branded signage and displays such as posters, banners, focal walls, etc.

Where not to use it:

- Contracts
- Whitepapers
- Instructional signage (directions, maps, protocol)
- Billing information
- Medical and legal documents
- Regulatory copy

Our tone of voice

Everything we do for Cincinnati Children's should sound like it comes from the same person. That doesn't mean everything should sound exactly the same—like a person's voice, there's room for variation, depending on the situation, audience and medium.

Just be sure you always write against the three key characteristics that define our style:

Simple. Bold. Emotional.

These words represent the marriage of head and heart—one of the core tenets of our brand.

Creating our tone of voice

The following tips and guidelines will help you craft copy that feels simple, bold and emotional.

Tip: To see these principles in action, refer to the appendix. There you'll find a number of copy samples from recent communications and campaigns—which will help guide your writing.

Simple

Keep it short. Don't use 20 words when 10 will do.

Stay focused. Stick to one or two clear main points. Don't try to tell everyone everything in every piece.

Cut the clutter. Line breaks help copy feel shorter and less intimidating to read.

Use periods. There's nothing simple about fussy punctuation. Use periods to separate thoughts. It feels simple and plainspoken. Em dashes too—they're a great way to add finesse without bulk.

Tip: You shouldn't (and couldn't) use TOV in every single sentence. Instead, use it to craft your overall message and find ways to be more engaging.

Bold

Be direct. Speak directly to your audience. This helps us communicate confidence—without sounding arrogant.

Use the first and second person. (i.e.) we are, you are, all of us together, etc.

Embrace bold language. While we strive to keep our language natural and accessible, we like to use bold, powerful language and unexpected words for emphasis—Seismic impact. Eradicate disease. Etc.

Use the active tense. Whenever and wherever possible (i.e.) we're proud of our accomplishments vs. our accomplishments are something we're proud of.

Avoid asking questions. For example, in headlines and body copy, avoid posing questions such as, "What makes Cincinnati Children's different?" Our audiences have enough on their mind already. They don't need questions. They need answers.

Don't be childish. We are a children's hospital. Not a toy store. We write like adults. Because that's who our audience is.

Emotional

Be natural. Write the way people talk. This helps us sound genuine and approachable—instead of stiff and stilted. Use contractions and apostrophes. Fragments. Start sentences with because. End them with prepositions. Don't worry. Your AP English teacher will never find out.

Put others first. Focus on the wants and needs of our audience. And let them know how we fit into their lives.

Warm up your vocab. Use language that feels warm and inclusive—sharing, collaborating, helping, inspiring, moving, involving, joining, caring, comforting, nurturing, together, all of us, etc.

Use calls to action sparingly. This convention can come across as irreverent, bossy or aggressive. That's not an appropriate tone for our brand.

Before—and—after examples

Getting our tone of voice right is simply a matter of practice.

On the next few pages, you'll find a before—and—after example that highlights the difference between copy that has our tone of voice applied—and copy that doesn't.

Tip: Don't forget you can (and should) also use the copy samples from the appendix to help you craft the right tone. Simply rewrite your material until it feels similar.

Before (example)

Dedicated to collaboration, transparency and improving outcomes

We believe that involving your family in our care team will provide the best possible outcomes for your child. Through transparency, collaboration and a dedication to finding the best care approaches, we have become a world leader in pediatric medical care.

We collaborate with families on many levels, including in the development of evidence-based care recommendations. Evidence-based care recommendations are published as Evidence-Based Care Guidelines or Best Evidence Statements (BESts), and more than 100 care recommendations have been developed. These recommendations are focused on acute and chronic childhood conditions (such as asthma, gastroenteritis, pain management) as well as for care areas (family-centered care, patient safety). Anyone may browse these recommendations, which are listed by topic/condition, specialty/discipline, or type of guidance (disease management, intervention/therapy, nursing care).

To demonstrate our collaborative approach to care, we fully support transparency. We're willing to talk about the bad, as well as the good, and we readily share data on patient satisfaction and outcomes, helping your family be better involved in the care process.

After (example)

Collaboration. Compassion. Care.

You want the best possible treatment for your child.

So do we.

You want to be part of an approach that focuses on caring as well as care.

We do too.

You want to be part of your child's journey—to share in the conversation and be treated with compassion every step of the way.

And you will.

Because here at Cincinnati Children's, we believe the best approach to your child's health is the one that involves you.

- Quality Measures & Outcomes: We're world leaders in pediatric care—learn why.
- Evidence-Based Care Recommendations: We develop our care guidelines in partnership with you—learn more.

What's different?

Focuses on what our audience wants and needs

Sticks to one main message

Short, declarative sentences

Simple, natural-sounding language

Use of first and second person

Lots of white space

Emotional without being tearful or childish

Vocabulary

Head

Actively
Activate
Breakthrough
Committed
Dedicated
Determination
Driven by
Dynamic
Exciting
Fixated on
Focused
Fueled by
Galvanizing
Groundbreaking
Identify
Ignite
Inexhaustible
Innovative
Intense
Intensely
Implement
Joining forces
Momentum
Perseverance
Persistent

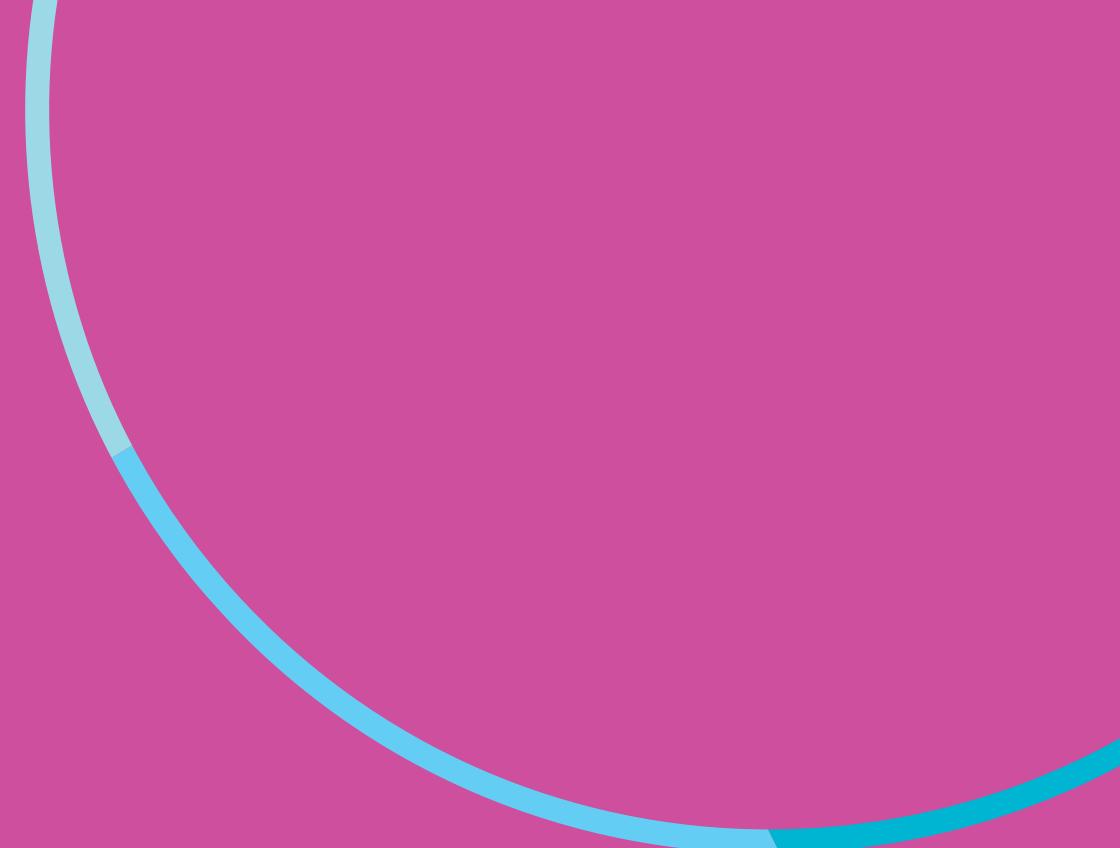
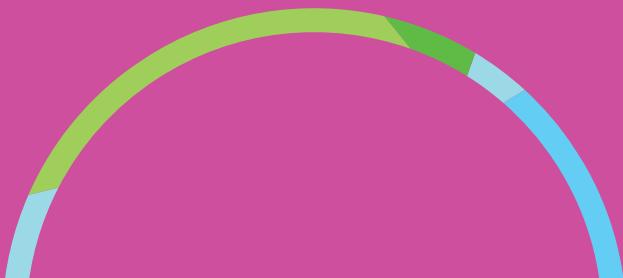
Powered by
Propelled
Radical
Rigor
Seismic
Specialized in
Tireless
Unfaltering
Unwavering
Voracious

Heart

Attentive
Attention
Better together
By your side
Caregiving
Caring
Cheer
Cherish
Closer
Comfort
Collaboration
Compassionate
Connecting
Ease
Encourage
Fostering
Genuine
Giving
Human
Inspiring
Kindness
Look after
Mindful

Moving
Passion
Pulling together
Reassurance
Relief
Sense of belonging
Sharing
Side by side
Warmth
Welcome to

Our logo



Our logo

Meet our logo



Cincinnati
Children's®
changing the outcome together

The design symbol was inspired by the collaborative spirit throughout Cincinnati Children's. The overlapping colors and shapes represent teams working together to make a difference in the lives of children. These multiple colors and shapes also stand for the diverse employee and patient base at Cincinnati Children's. The larger half-circle, the adult figure, lifts up and supports the smaller half-circle, the child figure.

The full-color mark is locked up with "Cincinnati Children's" and the tagline "Changing the Outcome Together." The tagline is a bold statement that communicates Cincinnati Children's ongoing quest to

work together to deliver positive impact for children around the world.

Our logo is the perfect balance of our head + heart coming together—precise geometry and expressive colors. It is a strong symbol of connection, collaboration and our passion.

Our logo

The making of our logo



A. The symbol



B. The logotype with tagline

The Cincinnati Children's brand identity consists of the symbol, the "Cincinnati Children's" logotype and the tagline. As the cornerstone of our brand's identity, the master brand logo must always be consistent in look and placement. Otherwise, our brand's image could be negatively affected over time.

Always use the approved electronic artwork and never alter the logo.

A. The symbol

Our symbol brings to life our brand strategy. **Separation of the symbol as a standalone element is not allowed except for those applications as deemed appropriate by Marketing & Communications.**

B. Logotype with tagline

Our logotype is a carefully typeset version of the name Cincinnati Children's. It delivers the balance of head + heart by combining friendly approachable curves with precise angles. Our tagline, "changing the outcome together," is carefully typeset below the logotype.

B. Tagline

The tagline may not be used independently as a standalone piece of art without the approval of Marketing & Communications. In instances where the tagline stands alone, the logo must appear somewhere else in the same piece.

Never alter the type treatment of the logotype or tagline.

Our logo

Logo Lockups



A. Example of department, division, center or institute communication



B. Research Foundation lockup



C. University of Cincinnati partnership

The Master brand logo for Cincinnati Children's acts as the definitive symbol of the organization. Therefore, this asset must be respected and protected. The driving principle behind our brand is "Changing the Outcome Together." **Each and every one of us has a role in improving child health and so our preferred logo is the symbol, logotype and tagline that represents us all.**

A. Departments & divisions

Initially, we are not using departmental, divisional, center or institute logo lockups. When communication is coming from a specific department, division, institute, program or center, that entity should use the preferred, master brand identity. A headline

or other prominent means of communication can be used to feature the department, division, institute, program or center. This applies to all activations including stationery and business papers, primary branded signage and advertising. We will continue to explore additional scenarios as we move forward.

B. Research Foundation

The Research Foundation lockup is the only exception to using the master brand. If you need to use the Research Foundation lockup, please contact Marketing & Communications.

C. University of Cincinnati partnership

The University of Cincinnati is the academic partner

to Cincinnati Children's. This is a co-branding relationship where logos are separated by a vertical rule. The entity positioned on the left side of the rule is the entity that leads the initiative or communication. The entity on the right side of the rule plays a secondary role in the initiative.

Our logo

Clear space and minimum size



A. Clear space

To ensure prominence and legibility of the Cincinnati Children's logo, it must always be surrounded by a field of clear space. Clear space isolates the logo from competing graphic elements such as text, photography and background patterns that may divert attention from the identity. This area also describes the minimum distance to the edge of a page or screen.

A. Clear space

The absolute minimum amount of clear space around the identity is equal to the height of the "C" of Cincinnati in the size at which the identity is reproduced.

The same clear space requirements apply when using the logo without the tagline.

B. Minimum size with tagline

Proper scaling and legibility are integral to the success of our brand. The logo's width determines the minimum size. To ensure legibility in print applications, the identity must be at least 1.5" in width. *For digital applications please refer to the Digital Guidelines.*

C. Minimum size without tagline

When using the logo without the tagline, the identity must be at least 1" in width. *For digital applications please refer to the Digital Guidelines.*



B. Minimum size with tagline



C. Minimum size without tagline

Our logo

Logo color variations



A. Full-color (preferred)
PMS/CMYK/RGB

Color is a powerful means of recognition, so the full-color version of our master brand logo is preferred. When full-color isn't available, you can use the options provided above. Never reproduce the logo in any way other than what is shown on this page.

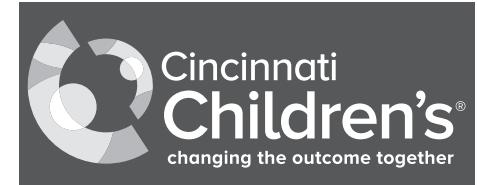
For specialty items such as wearables and merchandise, additional approved logo colors may have been used for specific items, please contact Marketing & Communications for additional information.

A. Full-color (preferred)

The primary Cincinnati Children's identity features the symbol and wordmark in a horizontal lockup. This is the preferred identity for all communications, and



B. 1-color black halftone



C. 1-color white halftone



D. 1-color teal mosaic
PMS 3125



E. 1-color black mosaic
black/grayscale

should be reproduced in full-color whenever possible.

B. 1-color black halftone

The black halftone logo is designed for use in limited applications where full-color is not possible, such as forms or other functional business communications. The black halftone logo should only be used when a grayscale/black logo is required for print production.

C. 1-color white halftone

The white halftone logo is designed for use in limited applications where full-color is not possible, such as forms or other functional business communications. It always is used on a dark background when a grayscale logo is required for print production.

D. 1-color—teal mosaic

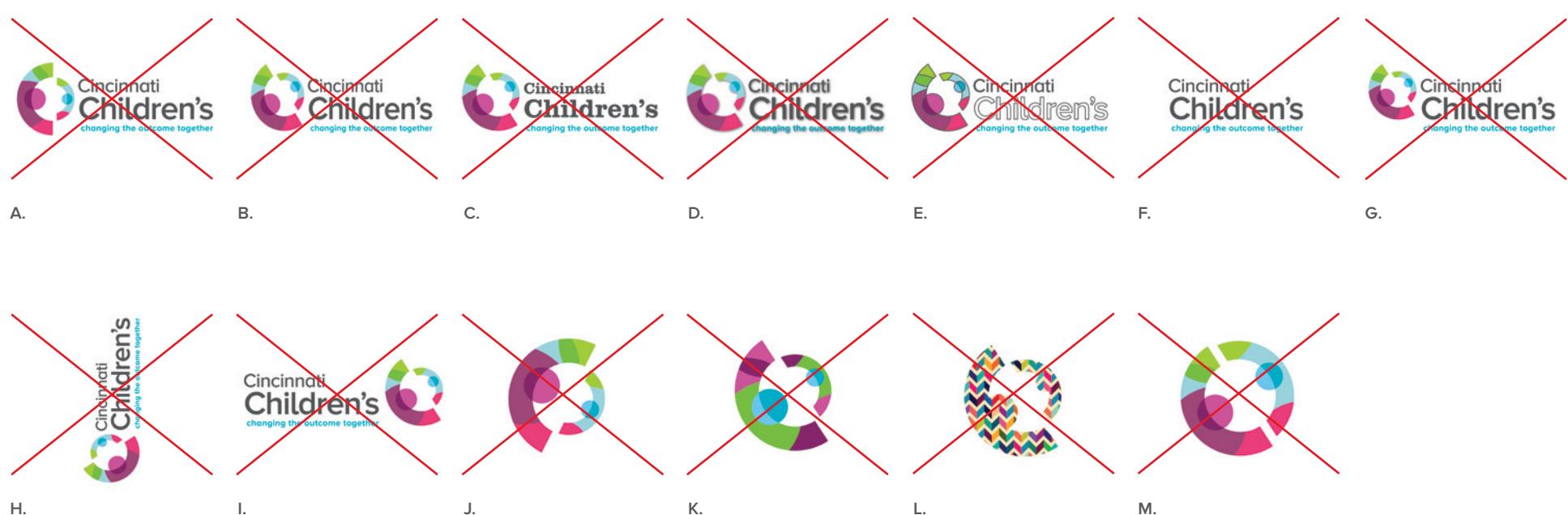
This logo should only be used in extreme circumstances where print limitations require a 1-color logo. This is a rare exception.

E. 1-color—black mosaic

This logo should only be used in extreme circumstances where print limitations require a 1-color logo. This is a rare exception.

Our logo

Incorrect use of symbol and logotype



Incorrect use of the Cincinnati Children's identity can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction, never alter, add to or re-create the Cincinnati Children's identity. To preserve the integrity of our logo, never change the approved configuration or substitute elements.

- A. Do not rotate or re-create the logo
- B. Do not horizontally or vertically distort the logo/ do not alter the proportions
- C. Do not re-typeset the logotype
- D. Do not use drop shadows, glows or bevels on any part of the logo
- E. Do not outline any part of the logo
- F. Do not use the logotype without the symbol
- G. Do not change the scale or proportion of the logo elements
- H. Do not rotate the identity
- I. Do not change the position of the symbol
- J. Do not rotate or re-create the symbol
- K. Do not change the colors of the symbol
- L. Do not place other images inside the symbol
- M. Do not change the proportions of the symbol

Our logo

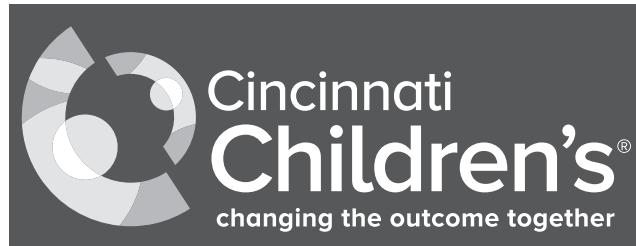
Logo use on backgrounds



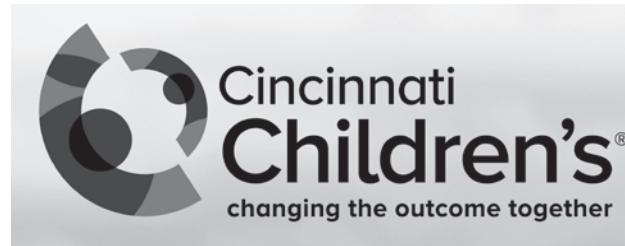
A. Full-color over photograph
PMS/CMYK/RGB



B. Full-color over Varnished Pattern
PMS/CMYK/RGB



C. 1-color white halftone logo on PMS 425



D. 1-color black halftone logo on grayscale photograph

The preferred use of the logo is full-color on white for crisp clean contrast. You may place the logo on a varnished pattern or over a photograph, but you must follow the guidelines outlined on this page. The logo reversed out of color should be used only when print limitations exist.

A. Full-color over photograph

The full-color logo may be used over a white or simple area of a very light-colored photograph. Care should be taken to ensure that the color is light enough to provide logo colors with a clean, crisp contrast.

B. Full-color over varnished pattern

The full-color logo may be used over a varnished pattern. Ensure the pattern scale does not visually compete with or match the logo in size.

C. White halftone logo on gray

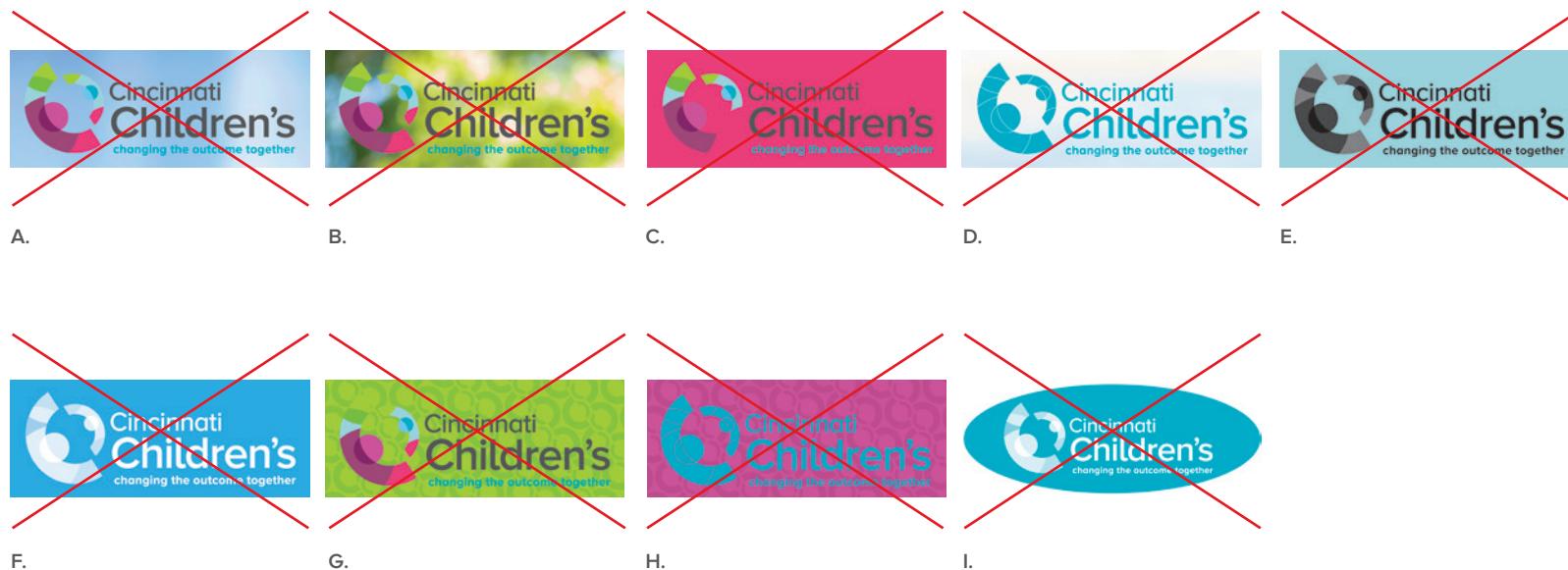
The white halftone logo is designed for use in limited applications where full-color is not possible, such as forms or other business related communications. It always is used on a dark background when a grayscale logo is required for print production. This option is for grayscale applications only.

D. Black halftone on grayscale photograph

The black halftone logo may be used over a white or simple area of a very light colored photograph. Ensure that the color is light enough to provide the logo with a clean, crisp contrast. This option is for grayscale applications only.

Our logo

Incorrect use of logo on a background



- A. Do not place the logo over a background that is too dark or blends into the logo colors.
- B. Do not place the logo over a busy part of a photograph.
- C. Do not place the full-color logo over a solid color from the color palette or any unapproved colors.
- D. When printing in full color do not use any other execution other than the full-color logo.
- E. Do not use the black logo over any of the primary or secondary colors.
- F. Do not use the white/reversed logo over an unapproved background color.
- G. Do not place the full-color logo over a colored pattern. The full-color logo should only be used over a varnished pattern.
- H. Do not place the 1-color logo over a colored pattern. Only the white/reversed logo should be placed over a colored pattern.
- I. The logo should never be placed in a box, circle or other shape.

Look and feel



Spectrum of expression

Head

Heart

Clinical, Research-Focused

Connected, Human, Warm



With visual unification, the Cincinnati Children's brand celebrates its collaborative spirit. Every piece of communication is visually connected to the greater brand universe just as every person at Cincinnati Children's plays an important role in improving child health.

Yet there are occasions when we are designing for a distinct audience and a greater degree of rational or emotional communication is required. This spectrum provides a common visual language yet offers flexibility for different audiences and topical needs. When we design for these needs, we lean into either side of the spectrum. The following pages explore designing across our visual spectrum.

Head

When we communicate more rationally to an audience, and focus on our scientific rigor or discoveries, we choose assets on the “head” side of the spectrum:

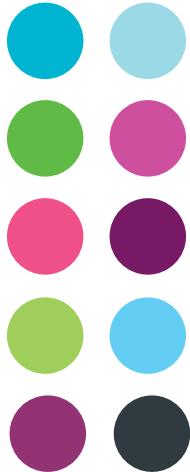
- Cooler colors with warmer accents, more controlled use of color and color palette
- Photography focused on discovery, science, collaboration in a working environment and passionate focus
- Brand patterns are technical and structured
- Typography is more credentialled and professional

Heart

When communications require a greater degree of empathy and sensitivity, we choose assets on the “heart” side of the spectrum:

- Large floods of color, mostly warm with cool accents. More colors are used together
- Photography focused on human connection and passionate care
- Brand patterns are expressive and energetic
- Typography is more approachable and expressive

Graphic elements



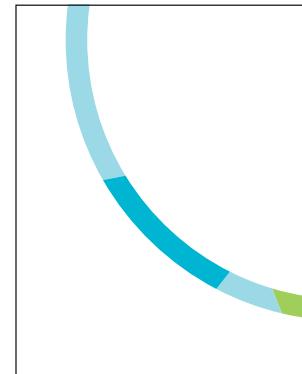
Proxima Nova A

Proxima Nova

Mercury Text

Proxima Nova

Condensed



We believe that
SMALL ACTS
have tremendous impact.

Color

Our color palette represents the diversity and collaboration at Cincinnati Children's.

Typography

Our typefaces allow for a range of expression that enables visual hierarchy.

Photography

Our photographic style reflects our broad range of experiences—from head to heart.

The Arc

The arc is a colorful and continuous element that celebrates our collaborative spirit and passion.

Pattern

A variety of pattern adds texture and can be used to further enhance branding.

Graphic Typography

Graphic typography is used sparingly to bring color and expression to important copy.

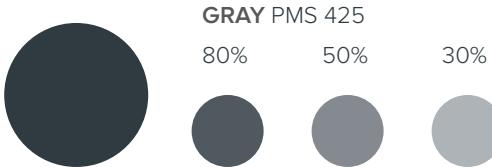
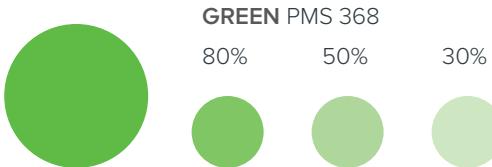
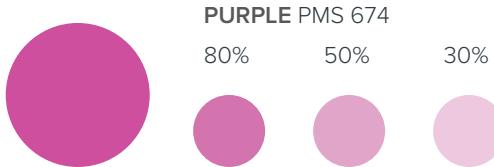
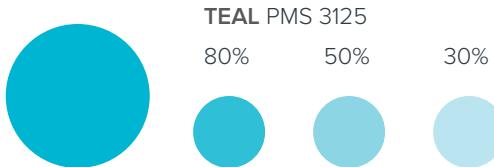
The five elements shown above, when used as outlined in the following pages, are interconnected and will work together to create our brand presence.

Consider this section to be part rule and part inspiration. Select photography with care and consideration. Use only our approved brand colors. Express ideas with typography. And bring it all together, Head + Heart.

Design exceptions

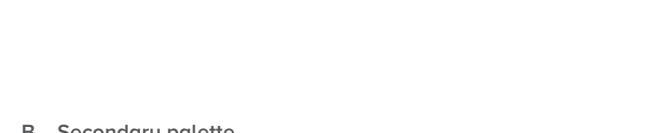
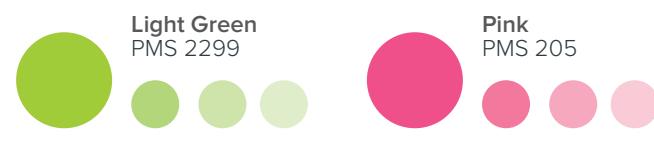
The majority of brand communications should follow the design assets on the following pages. Exceptions to these rules are organizational publications such as 360° and large-scale, corporate themed events such as the Celestial Ball.

Color palette



80% BLACK
(for typography and small fields of color where 4c build for PMS 425 is too light)

A. Primary palette



B. Secondary palette

The Cincinnati Children's color palette is full of diverse and brightly saturated colors. Certain applications may require a broader toolkit of softer colors; in these scenarios tints of the primary and secondary color palettes may be used.

The preferred choice of color is 100% but screens of 80%, 50% and 30% may be used when necessary. The tints provide a wider range of options for legibility if gray type is required over a color background. Tints may also be used to create monochromatic layouts such as in infographics or charts.

Color Notes

These callouts are targets by which our color equity success can be gauged. For all projects, please use the PANTONE® Color Bridge equivalents for all spot colors, unless the project is utilizing spot inks.

Coated vs. Uncoated

The preference is to run all projects on dull, silk or matte coated paper, using the PANTONE® Color Bridge Coated equivalents. Should it become necessary to run a project on uncoated paper, please utilize the PANTONE® Color Bridge Uncoated equivalents for all spot colors EXCEPT for PMS 425—please use 80% black in lieu of the Bridge CMYK build.

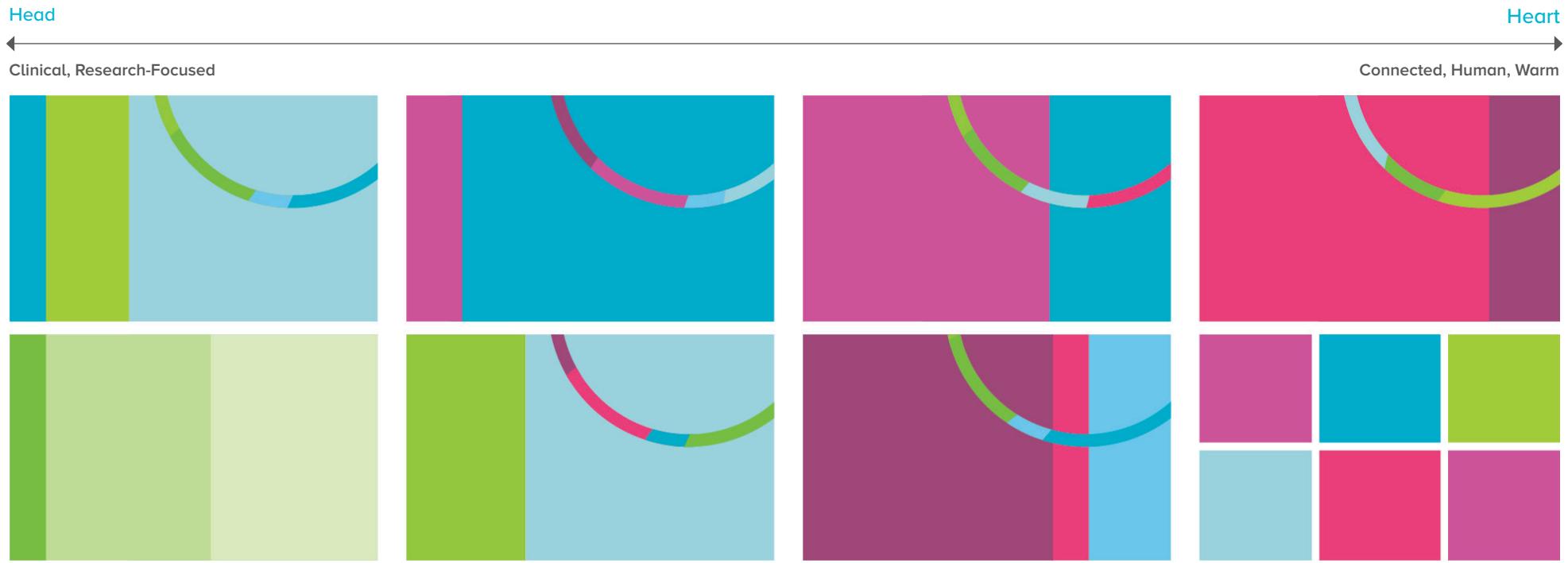
There are no specifications for brand of coated or uncoated paper. Please feel free to specify the appropriate paper for the project.

Color Exceptions

Due to the sensitive nature of safety information and its well-established color palette among staff and visitors, these do not need to match the primary and secondary palettes. Our patients are our first priority, and it is important to not jeopardize an already established system that allows for immediate response to ones care.

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Color combinations—examples



The color palette offers a range of options to explore. While all colors can be used on either side of the spectrum, the proportion of color use changes, as there are preferred color combinations to be leveraged depending on your audience.

The head side of the spectrum primarily uses green/blue with pink/purple accents in a more controlled use of color. The heart side uses primarily pinks/purples with blue/green accents and more colors from the palette together in one application. Additional examples shown in application are on the following page.

Some helpful tips as you consider your layout:

- A color combination is most successful when blue is paired with one other analogous color such as purple
- Choice of colors can influence emotion of each application. Greens and blues may communicate more serious content. Pinks and purple colors lend themselves to be more expressive and energetic
- Use of the arc allows for a variety of color expression

Look and feel | Color

Color combinations in application

Head



Clinical, Research-Focused

Heart



Connected, Human, Warm



INNOVATION SHOWCASE

September 28, 2019

Our Innovation Series is internal and external change leaders from across Cincinnati Children's Hospital Medical Center and research sites from across the nation. Learn how we're driving real scientific change.

For more information, visit [cincinnatichildrens.org/innovation](#) or [www.cincinnatichildrens.org/research/scientific-change](#).

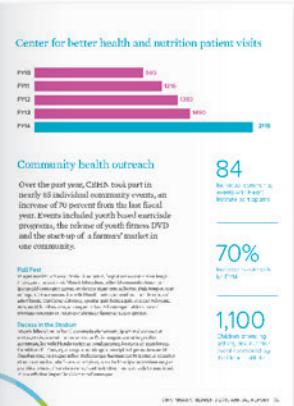
Cincinnati Children's



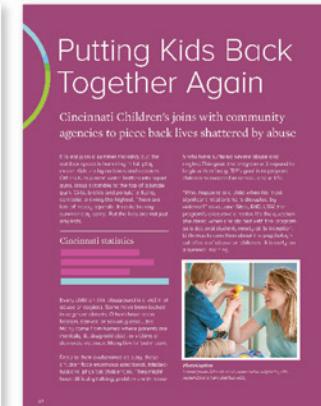
Advancing Change Through Outreach

City wide obesity clinic delivered directly to kids.

What: A city wide obesity clinic delivered directly to kids.
When: September 2019
Where: Cincinnati Children's Hospital Medical Center, 3333 Burnet Avenue, Cincinnati, OH 45229
How: Through mobile clinics, children can receive medical care and nutrition education right where they live.



Cincinnati Children's



Putting Kids Back Together Again

Cincinnati Children's joins with community agencies to piece back lives shattered by abuse

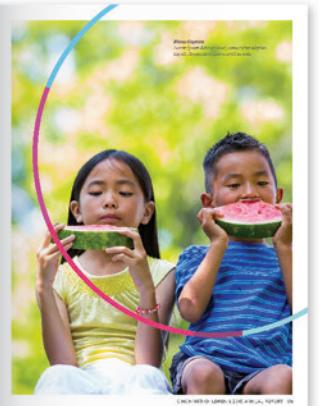
What: Cincinnati Children's joined with community agencies to piece back lives shattered by abuse. The goal was to help families heal and rebuild after being separated due to abuse. The program involved a team of professionals from different agencies who worked together to provide support and resources to families.

When: September 2019
Where: Cincinnati Children's Hospital Medical Center, 3333 Burnet Avenue, Cincinnati, OH 45229
How: Through a partnership with community agencies, Cincinnati Children's provided support and resources to families who had been separated due to abuse.

Cincinnati statistics

Every day, 1 in 100 children in the U.S. is a victim of abuse. Sadly, no one knows exactly how many children are affected. An estimated 1 in 4 children in the U.S. will experience abuse before age 18. In addition, 1 in 5 children will experience sexual abuse before age 18.

What: Cincinnati Children's joined with community agencies to piece back lives shattered by abuse.



What: Cincinnati Children's joined with community agencies to piece back lives shattered by abuse. The goal was to help families heal and rebuild after being separated due to abuse. The program involved a team of professionals from different agencies who worked together to provide support and resources to families.

When: September 2019
Where: Cincinnati Children's Hospital Medical Center, 3333 Burnet Avenue, Cincinnati, OH 45229
How: Through a partnership with community agencies, Cincinnati Children's provided support and resources to families who had been separated due to abuse.

White is used to balance the vibrant color palette across all of our applications. Our use of color is flexible and may evolve with our brand. Additional examples showing how to design with color can be found on the following page.

Head

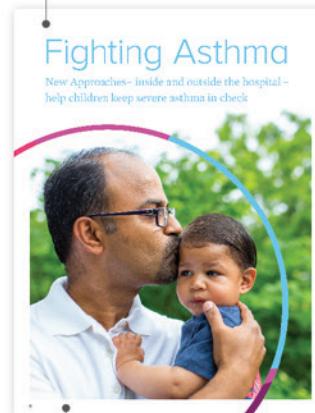
- The use of white is leveraged more on this side of the spectrum due to the nature of the content
- Uses green/blue colors with pink/purple accents
- More controlled use of color and color palette
- Monochromatic palette is appropriate here

Heart

- Larger floods of color, uses purples/pinks with blue/green accents
- Larger variety of colors can be used together
- White should be used to separate the many colors to offer visual rest

Designing with Color—possibilities

Typography in color connects the headline to the article



Fighting Asthma

New Approaches—inside and outside the hospital—help children keep severe asthma in check



The use of white balances the color palette

Large floods of color bleed to the edge and are not framed. Color should compliment the photography instead of matching exactly (for example green would be too much here)

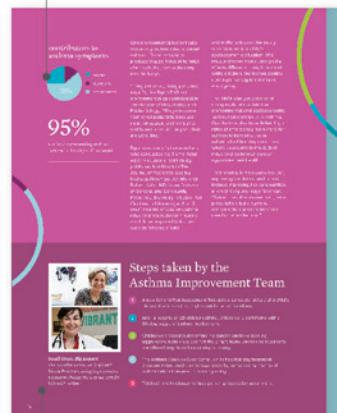


I am HAPPIEST at my job when



Squares of color separated by white are used to hold short pieces of information

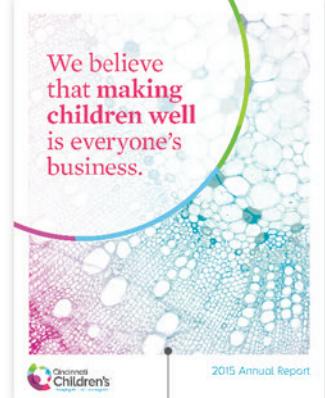
Infographics add additional pops of color



Blocks of color are used to section information

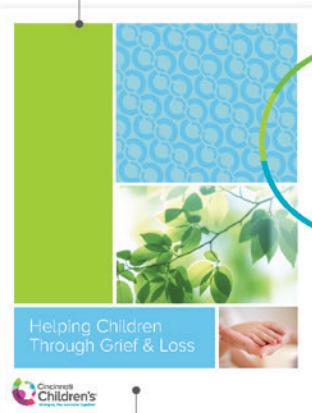


We believe that making children well is everyone's business.



Photography is used to bring in color

Colors can be chosen based on the emotion of each application.



Helping Children Through Grief & Loss

Color blocks can be used to create space for headlines

Color blocks may bleed to the edge of the page or be surrounded & separated by white depending on the desired look as long as it is consistent across an application

Steps to Surgery Children 12 months and older	
1 History & Physical	2 Pro-Op Call
3 Stop IV Fluids	4 Stop Solids/Milk
5 Stop Drinks	6 Eat Concerns
7 Arrive at Hospital	8 What to do



Color may touch or be separated by white lines that match the grid

Arcs add additional pops of color

Consistent color choices can link pages of content together

Tints of color separate information

Colors may touch or be separated by white lines that match the grid

Restricted Use Palette



Royal blue
PMS 286



Raspberry
PMS 221



Red
PMS 200



Bright Purple
PMS 259



Navy blue
PMS 2748



Blue green
PMS 3275



Yellow
PMS 123



Lavender
PMS 2577



Royal purple
Pantone medium purple



Green
PMS 362



Orange
PMS 144



Coral
PMS 710

The restricted use color palette is an expanded set of colors used primarily for communications related to safety, security and emergency information or for communicating large sets of data.

The primary and secondary color palette should be exhausted first, leaving the restricted use palette to fill in smaller pieces of the infographic if necessary.

Safety Colors

Due to the sensitive nature of safety information, well-established color palettes may continue to be used in conjunction with the brand color palette.

An important note on color

This document is not an accurate representation of color. These callouts are targets by which our color equity success can be gauged. Reference the current edition of the PANTONE® COLOR BRIDGE for accurate representations of each target and its process equivalent.

PANTONE® is the property of Pantone LLC.

Type families | Primary

A. Primary typeface—headlines & short copy

Proxima Nova A
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Proxima Nova A Light

Proxima Nova A Light Italic

Proxima Nova A Regular

Proxima Nova A Regular Italic

Proxima Nova A Medium

Proxima Nova A Semibold

Proxima Nova A Bold

B. Primary typeface—body copy

Proxima Nova
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Proxima Nova Light

Proxima Nova Light Italic

Proxima Nova Regular

Proxima Nova Regular Italic

Proxima Nova Medium

Proxima Nova Semibold

Proxima Nova Bold

Our typography is a strong expression of our brand's personality. Proxima Nova A is our primary typeface and overall type impression of our brand. It delivers the balance of head + heart by combining friendly, approachable curves with precise angles. We use two type families for our materials: Proxima Nova and Mercury Text Grade 2. Proxima Nova can be purchased from myfonts.com. Mercury Text Grade 2 can be purchased from Hoefler & Co. at typography.com.

The type strategy (relationship between primary and secondary typefaces) will change depending on the audience or desired expression for each piece. Type strategies are explained in full on page 37.

A. Primary typeface—headlines & short copy

Proxima Nova A is a versatile typeface with many sizes and weights that you can use for your application or context. Proxima Nova A is used for headlines and short amounts of copy. The personality in the characters conveys our brand but is not as legible when used in lengthy copy.

B. Primary typeface—body copy

Proxima Nova is used only for body copy. It has been selected for its legibility and relationship to Proxima Nova A.

Our minimum body copy size is 8pt. Recommended print body copy is 9pt with 13pt leading. Adjust for

content and legibility on each application. Our letters should never be tracked out except when using an all caps type treatment. Kerning adjustments may be applied as necessary for optimal legibility and spacing.

Type families | Secondary & tertiary

C. Secondary typeface

Mercury Text (Grade 2)
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Mercury Text Roman
Mercury Text Italic
Mercury Text Semibold
Mercury Text Bold

D. Tertiary typeface

Proxima Nova Condensed
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Proxima Nova Condensed Light
Proxima Nova Condensed Light Italic
Proxima Nova Condensed Regular
Proxima Nova Condensed Italic
Proxima Nova Condensed Medium
Proxima Nova Condensed Semibold

C. Secondary typeface

Mercury Text Grade 2 (G2) is used as a secondary typeface when there is need for differentiation in a piece that is copy heavy (such as an editorial or print piece) or in a more credentialled or serious application. Mercury Text G2 represents the head side of our visual spectrum.

Recommended print body copy for Mercury Text G2 is 9pt with 13pt leading. Adjust for content and legibility on each application. Our letters should never be tracked out except when using an all caps type treatment. Kerning adjustments may be applied as necessary for optimal legibility and spacing.

D. Tertiary typeface

Proxima Nova Condensed is used minimally when a condensed font is required in length-restricted areas such as captions (only when necessary).

Arial Regular and Georgia may be used when the primary and secondary typefaces are not available. Both have been carefully chosen because of their accessibility and legibility.

Type strategies

Head

Clinical, Research-Focused

Heart

Connected, Human, Warm

Head strategy

Mercury Text is used for headlines

Proxima Nova A Light balances as an approachable typeface

Body copy is Mercury Text.
It is designed for editorial content and provides a credentialed look. Usanduntium laborit, nihiliiquidem quiducilla imusam que por sequid ut fugias as eaque periber ibusda quam latenecta dolorecus pore do

Subhead within body copy is set in Proxima Nova A Medium
Fugitas acia es cor ressum qui.
Obit aut eum sequasp edi

There are occasions when we are designing for a distinct audience and a greater degree of rational or emotional communication is required. These three strategies provide a common visual language yet offer flexibility for different audiences and topical needs. When we design for these needs, we lean into either side of the spectrum.

The type strategy (proportion of each typeface used) will change depending on the audience or desired expression of each piece. Proxima Nova A is used in each and every application because of its importance to our logo and brand, but the proportion of use will flex across the spectrum.

Heart strategy 1

Proxima Nova A is used alone for applications with less copy.

Proxima Nova A is approachable and best represents our brand. When in doubt, just use Proxima Nova A.

Head strategy

This strategy is used when there is need for differentiation in a piece that is copy heavy (such as an editorial or print piece) or in a more credentialed research-focused application. Mercury Text is used primarily for headlines and body copy while Proxima Nova A is a supporting element.

Heart strategy 1

This strategy is used when an application requires less copy such as a billboard, business cards or advertising campaigns. Proxima Nova A delivers the balance of head + heart by combining friendly, approachable curves with precise angles.

Heart strategy 2

Proxima Nova A Light is used for headlines

Mercury Text for subheads helps to create visual hierarchy

Body copy is Proxima Nova.
It is related to Proxima Nova A but is more legible for large amounts of copy. Ulluptur?
Mintio idusantur? Ceatusc iendant ioribusciis solut ommod utem etur, Como quia cus.
Optatec usanduntium laborit.

Subhead within body copy is set in Mercury Text
Fugitas acia es cor ressum qui.
Obit aut eum sequasp edi

Heart strategy 2

This strategy reverses the proportions of type found in the head strategy by using Proxima Nova A for headlines and Mercury Text as a supporting typeface. Using both together creates a visual hierarchy and a range of possibilities for communicating information. Proxima Nova A is approachable and friendly while Mercury Text adds a level of professionalism. Proxima Nova is always used for body copy for its legibility and relationship to Proxima Nova A.

Type strategies in application

Head

Clinical, Research-Focused

Head strategy



Using Mercury Text as headlines and body copy credentials applications that need to feel more research focused

Heart

Connected, Human, Warm

Heart strategy 1



Applications with less copy (such as billboards and business cards) utilize Proxima Nova A

Heart strategy 2



The pairing of Proxima Nova A with Mercury Text creates visual hierarchy to organize editorial content. Body copy is set in Proxima Nova for legibility.

The above examples demonstrate applications where each type strategy has been used.

Designing with type

Break up large amounts of copy with quotes, infographics or imagery to add color and visual interest.



"They might come in as a case of neglect, but then we get the rest of the story."

Joan Neary, LMSW

Varying weights of a font draw attention to important words within a statement. No more than 2 weights should be used in a single message.



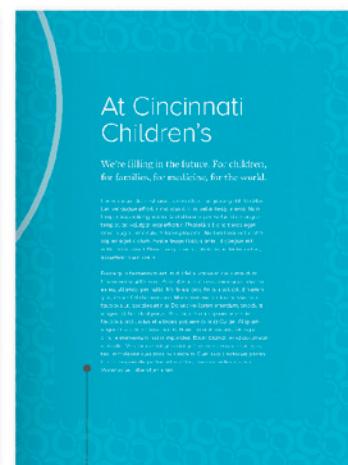
We believe
that **making**
children well
is everyone's
business.

2015 Annual Report

Changing the color of type on white allows for information to stand out (such as captions or subheads within a story).



Filling in the Future
2015 Annual Report



At Cincinnati
Children's

We're willing in the future. For children,
for families, for medicine, for the world.

Primarily we set type in lower and uppercase characters, but all caps can be used sparingly to draw attention to part of a message.



Expert Research.
PASSIONATE CARE.

Cincinnati
Children's
WE ARE THE CHILDREN'S

Steps to Surgery: Children's Intervention



Grey type can be used on lighter tints of the color palette.

The above examples demonstrate applications with typography. Our brand communicates verbally and visually.

Our type is primarily upper and lowercase letters because it's approachable and friendly. We typically capitalize the first letter of a headline and allow the rest to be lowercase. All caps may be used sparingly to draw attention to a statement. We use various weights in our messages to show hierarchy and highlight important words or phrases.

Our brand communicates visually as well as verbally. Break up large amounts of copy with photography or infographics to add color and visual interest.

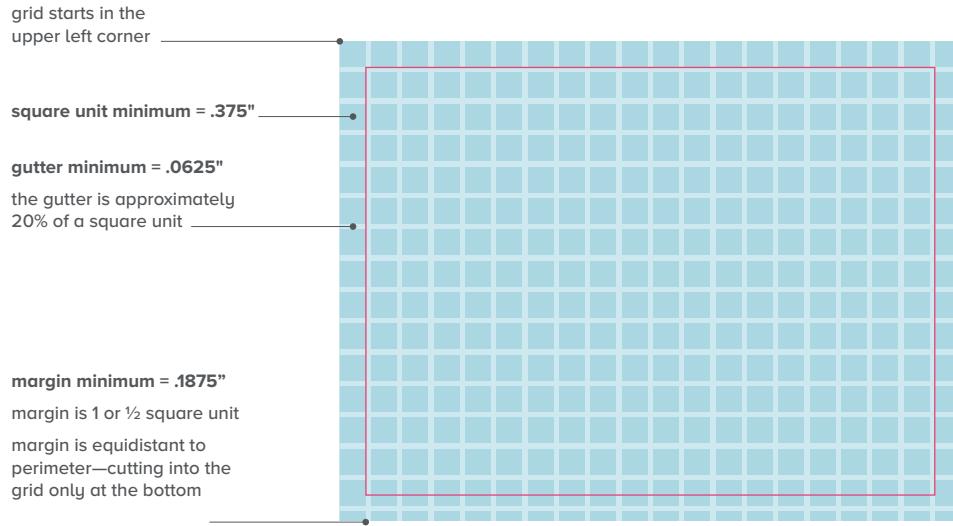
Typography on color

When designing with type on a background color, always choose colors that provide enough contrast with the type. Always adjust font size, weight and leading for optimal legibility. Shorter amounts of copy work best when reversing out of background colors.

Live on the grid

Grid layout

Vertical layout: minimum of **4** and no more than **16** square units across
 Horizontal layout: minimum of **8** and no more than **24** square units across



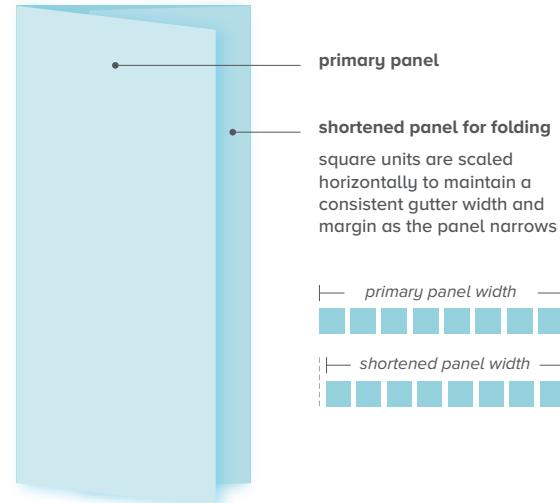
The grid represents the logic found in everything we do. Using this unifying grid ensures visual consistency across all applications.

Our grid is based on a square. The grid creates a modular, flexible system that can be adapted to work across a variety of applications. The flexibility of this system allows for visual interest and creates possibilities across our brand. Type, photography and color bands should all align to the grid.

Standard grids

The grid is based on the size and orientation of the primary panel as the viewer would experience the application. Grids have been created for standard size pieces that are used throughout the organization.

Panel descriptions



Standard Grids

Available at Widen Media Collective in the Designer Toolkit

Letter	8.5" x 11" & 11" x 8.5"
margin	= .4516"
Tabloid	11" x 17" & 17" x 11"
margin	= .5844"
Poster	24" x 36" & 36" x 24"
margin	= 1.275"
Bifold brochure/program	5.5" x 8.5"
margin	= .5844"
Trifold brochure	3.6875" x 8.5"
margin	= .3879"
Postcard	6" x 4.25"
margin	= .1966"
Postcard	8" x 5.5"
margin	= .4393"
Postcard	11" x 6"
margin	= .4516"
A-6 notecard	6.25" x 9.25"
margin	= .4096"
A-7 notecard	7" x 10.25"
margin	= .4256"
A-8 notecard	7.875" x 10.75"
margin	= .4324"
Rackcard	3.5" x 8"
margin	= .375"
PowerPoint	10" x 7.5"
margin	= .4323"

Standard grids are provided in the toolkit on Widen Media Collective as both InDesign templates and Illustrator eps files. Use the grids provided and only create a new grid when a communication need dictates the use of a new format.

Creating a new grid

Step 1: Determine the size and orientation of the primary panel. The primary panel is considered the front or main surface from the viewers perspective.

Step 2: Determine the number of square units across that are needed—starting in the upper left corner. An easy way to begin is to find an existing standard grid that is close in size and adjust by scaling, adding or subtracting square units as needed. Then adjust the

size of the square unit and gutter until the relationship between the two is approximately 20%. Duplicate the rows based on the gutter dimension until you've filled out the grid for the panel.

Step 3: The grid is then duplicated throughout the piece per panel or page.

Multi-fold applications (trifolds, gatefolds, etc) with shortened panels to accommodate folds require a modified grid. On the shortened panels the square units should be scaled horizontally as necessary to maintain the gutter width and margin.

Square units, gutter and margin are to remain consistent throughout a piece.

Look and feel | Grid

Designing with the grid

Arcs dynamically break the grid to add visual interest to layouts

type is inset one additional square when possible for extra breathing room and to create space for arcs

margins create a natural white frame around photography

large photographs require a margin sized amount of clear space around the perimeter

infographics, statistics or pull quotes are used to break up content

color bands can bleed to the edge

this example uses a two column layout to organize content. Type is left aligned

smaller photography or infographics align with other elements in design within the grid (such as columns of type or another photo)

Choose a grid based on the individual page orientation, instead of the spread (vertical grid is used here)

arcs break across the margins to bleed to the edge

this example uses a three column layout to organize content.

smaller photos align with the larger photo above to avoid awkward white space in the margin

Our grid is extremely flexible and full of possibilities. A diverse range of layouts can be designed within the grid structure, which allows us to maintain not only consistency but also visual interest.

The above spreads are two examples of using the grid in different ways to organize content.

Margins

The margin is determined by the size of a square unit—either 1 square unit or 1/2 of a square unit. The margin is to remain equidistant from the perimeter.

Copy alignment

On copy-heavy applications type may flow to the margin but when possible type columns should be inset one additional square around the perimeter for extra breathing room and space for arcs to dynamically break the grid.

On rare occasions when an application is very small or is a shape (circle, triangle, etc) that is not conducive to using the grid, it may be omitted. The minimum margin should be maintained.

Logo alignment and placement



Where possible align the baseline of Children's and Cincinnati with the grid. When not possible always align some elements of the logo with the grid.

White space can be carved out within the grid for logo placement



In most applications the Cincinnati Children's logo will fit into the white frame. The logo can be applied in areas of white space in a composition or photograph as long as contrast holds.

When possible, logotype should align to the grid. The icon may be aligned optically and extend beyond the confines of the grid as needed for better visual balance. Additionally, the baseline of the logotype can be aligned to the grid.

Our photography

Head

Clinical, Research-Focused



Heart

Connected, Human, Warm



Photography for Cincinnati Children's should reflect the broad range of experiences it offers—from compassionate care to scientific discovery. Images should be genuine, authentic moments that reflect collaboration, compassion, discovery and diversity. See the following page for additional photography examples and principles. For more information and to access our photography library, visit: cincinnatichildrens.widencollective.com

Please contact Marketing & Communications for any additional photography or photoshoot needs.

Headshots

- Badge headshots should be shot on white for simplicity and functionality.
- Any feature articles requiring a large headshot should follow our principles. Smaller headshots should be shot in context with a simple background.

Photography exceptions

These photos do not need to follow our principles:

- Images from scopes, scans and X-rays (these should not be altered, unless being shown artistically);
- Photography provided by families to help tell a story;
- Photography that accompanies instructions on how to do something;
- Photography used to communicate in place of words when language is a barrier.

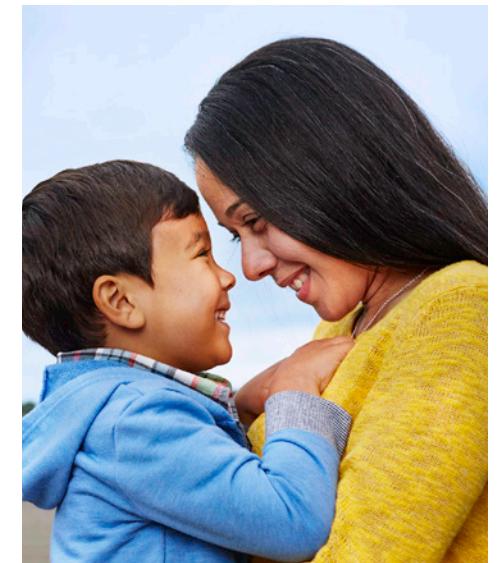
Photography principles

Head

Heart

Clinical, Research-Focused

Connected, Human, Warm



Our photography spans the entire Head + Heart spectrum and follows the same principles.

Collaboration

- People should be shown in context
- Show human interaction:
 - » multiple people in frame
 - » individual in frame interacting with another outside of the frame
- Avoid expected or clichéd poses

Compassion

- Capture candid, genuine moments between real people
- Avoid overly staged or cheesy expressions

Discovery

- Use dynamic cropping perspectives and short depth of field to highlight moments of discovery
- Avoid overly complex or busy backgrounds
- A single subject can be shown if they are having a moment of discovery or interaction

Diversity

- Celebrate a variety of age, ethnicity, gender and physical capability
- Capture a variety of moments—from quiet and nurturing to exuberantly thriving to discovery

Lighting

- Lighting should be warm and natural

Color

- Our photography is natural but vibrant with color. Colorful environments and clothing add to the vibrancy without being too complex
- Outdoor photography should be shot on days with blue skies and colorful environments

Incorrect use of photography



A.



B.



C.



D.



E.



F.

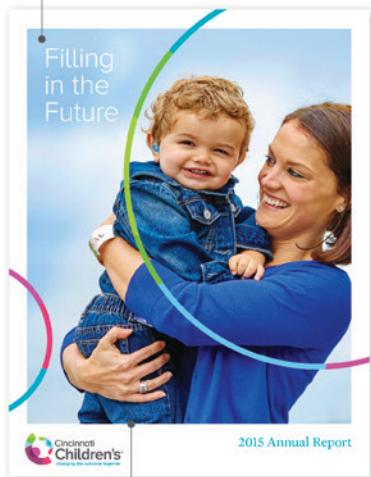
To set a consistent tone that captures the spirit of the brand voice, it's important to keep these key points in mind when evaluating photography.

Photography should never be artificial, unnatural, decorative, stereotypical, dated or staged. Avoid artificially lit photos.

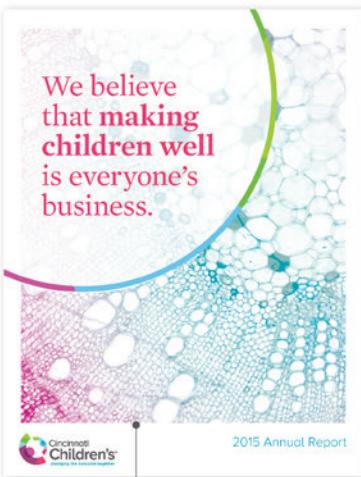
- A. Do not clip people out from original backgrounds
- B. Do not use duotone photo treatments
- C. Do not use intimidating photographs
- D. Do not use obviously staged photographs
- E. Do not use forced perspectives
- F. Do not use a photo of a single subject who is not interacting with another person, the camera or an object

Designing with photography

Photography with enough blank space acts as a backdrop for typography



Photography can be used to fill an entire layout



Photography can be used to bring in color

Create visual hierarchy and diverse compositions by using different sizes of photography.



several smaller photos can be used together

Photography should always match the message and tone of an application



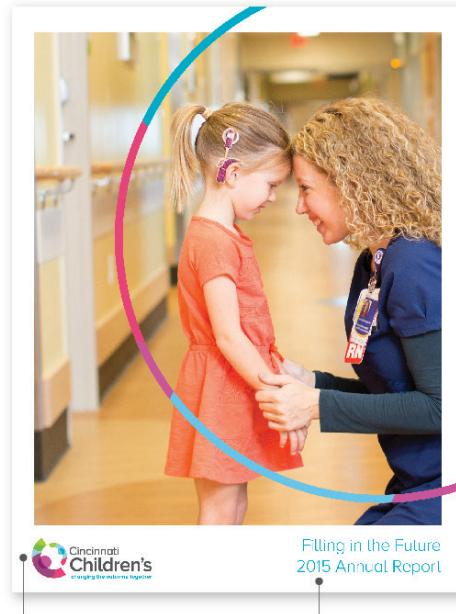
If photography already has white space or light, the photo can be faded to make room for our logo or typography

Because a picture is worth a thousand words, we need to clearly communicate our brand to a particular audience. Make a meaningful connection with the images you choose. Photography should have impact and be colorful, matching the chosen theme and message. Some helpful tips are called out on this page for your reference.

Fading images to white

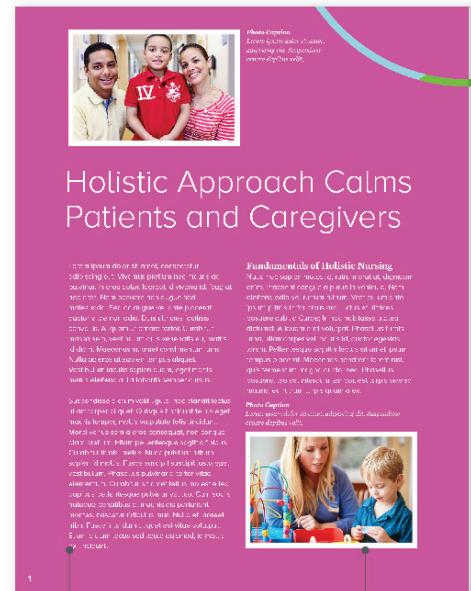
If white space or large amounts of light occur naturally in a photograph, the photo can be faded to make room for communication. The fade should always be soft, natural, and never feel like a halo of light.

The white frame



The white frame creates space for our logo to live on white

Filling in the Future
2015 Annual Report



The white frame creates space for copy



Large floods of color don't need a white frame and can bleed to the edge

Photos on color are given a small frame that matches the space between squares on the grid



The white frame creates clean space around photography where the arc dynamically overlaps

The white frame is used as breathing room around a colorful layout and white space separates color in this instance

To balance the colorful range of our brand, the white frame was developed to add visual rest space and a place for our logo to live. The white frame is clean, modern and feels editorial.

The margins of the grid create an optimal frame size for photography which has been balanced to fit any application size. The grid proportions should always be used when creating any white frame. The white frame also creates space for the arc to break across as a dynamic element.

Any footers or page numbers on applications fit into the white frame.

All photography must be surrounded by the white frame. Photography does not bleed off the page in most print communications.

The white frame may also be used around a colorful layout to create rest space. White lines are used to separate blocks of color and photography, following the grid lines. The space between color is equal to the space between squares on the grid.

Large photos

Large photos that span the entire composition vertically or horizontally (or flood the entire page) always require a white frame that matches the margin for visual rest space.

Smaller Photos

Smaller inset photos shown on a color also receive a smaller white frame which matches the space between squares in the grid. This allows photography to pop off the color and also keeps any colors within the photo from blending in with the background. Small photos with a white background, or those that are primarily white, do not need a white frame.

White frame exceptions

Certain applications do not require the white frame, such as billboards/outdoor, digital advertising and organizational publications handled by Marketing & Communications.

Designing with the arc

The arc is used to frame a moment or key part of a photo



The arc is used on white and color backgrounds (from the palette)



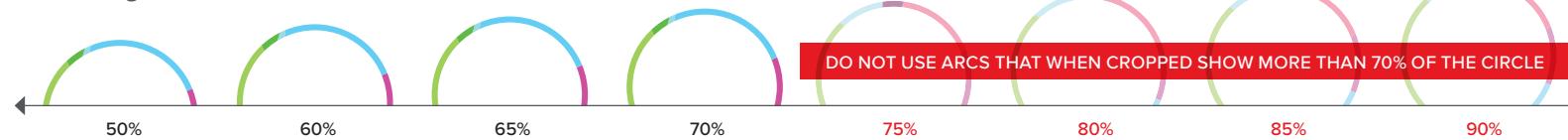
The arc can be used as an element that visually points or draws attention to a message or image



The arc can frame typography and draw attention to a message



Percentage of arc visible



The arc has a variety of uses, from highlighting a moment in photography, to surrounding a message, to adding a colorful accent to any application. The arc may be used across our visual spectrum but not every application requires the use of the arc.

Arc vs. circle

The arc is always meant to visually continue off the page, and is always more of a sweeping arc than a circle. No more than 70% of the circle is visible when cropping an arc. The entire circle should never be visible.

Arc sets

Arcs sets are provided in the toolkit on Widen Media

Collective and should not be edited. New arcs should not be created. Arcs are not to be resized or scaled. You should choose the arc set that is closest in size to the piece you are working on.

Using the arc

The arc is one of our only elements that breaks the grid. An arc should never "end." Arcs can only be used on pieces that are printed full bleed. More than two arcs are never used on a single page. When using two arcs on a single page, one should always have a larger diameter. The x-large arc is not to be used with another arc on a single page—it is always used alone. To avoid over use on a multi-page application the arc should not appear on every page.

The arc should never appear more than twice on a spread as seen by the viewer. The arc is never placed behind other elements in layout. It always appear as the top most layer. Arcs never intersect or overlap with each other.

The arc and color

The arc can live on white or a color from our palette. Each individual arc should always show at least two colors so the design intent of overlapping colors is always visible. When using an arc on a color, there may be segments that blend into the background. When this occurs, you can either choose a different arc from the toolkit or rotate the arc until no color segments blend.

Arc Sets

Available at Widen Media Collective in the Designer Toolkit

Letter | 8.5" x 11"

Tabloid | 11" x 17"

Poster | 24" x 36"

Small Applications | > 8.5" x 11"
i.e. notecards, rackcards and formats smaller than letter size

Sets contain 8 color arcs that each come in small, medium, large and x-large sizes.

Minimum arc width = $\frac{1}{8}$ "

If an occasion arises that the arcs in the toolkit do not fit an application, contact the Brand and Design team to discuss the options.

Incorrect use of the arc

A.



B.



C.



D.



E.



F.

G.

H.

The use of the arc must follow these guidelines for integrity. Here are samples of how we should never use the arc.

- A. Do not crop a photo to fit within the arc and do not use the arc without cropping some portion of it (the entire circle should never be visible)
- B. Do not use the arc and graphic typography together on one page or spread
- C. Arcs should never intersect or overlap
- D. The arc should never be used to surround or draw attention to the logo
- E. Do not use more than 2 arcs on a single page
- F. Do not use more than 2 arcs on a spread

- G. Do not scale arcs. Use only the ones as provided in the Designer Toolkit.
- H. The arc should never “end.” Never use an arc when a print piece cannot be full-bleed

Patterns

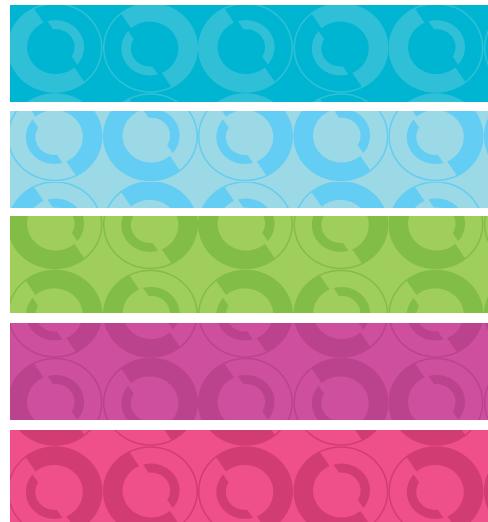
Head

Clinical, Research-Focused

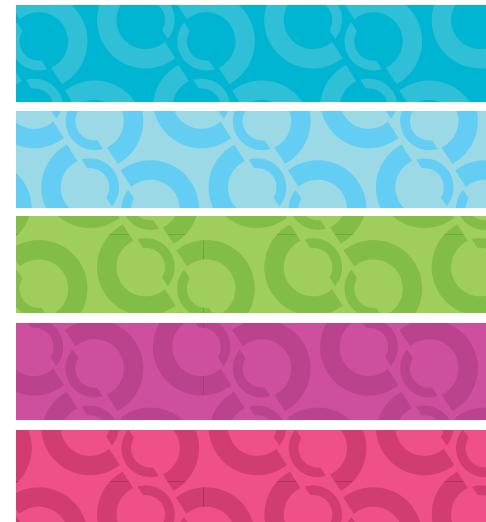
Heart

Connected, Human, Warm

Structural Pattern



Interlocking Pattern



Organic Pattern



We have developed a range of patterns that are inspired by our symbol. The patterns correlate with the head to heart spectrum and reinforce our unique and ownable brand identity, especially when photography is unavailable or not appropriate for an application.

Working with Patterns

Patterns are a brand asset—please do not create your own pattern. Patterns come in three basic sizes: 8.5"x11", 11"x17" and 24"x36". The size of pattern used corresponds with the size of the finished piece (for example, books that are letter size when finished use the 8.5"x11" pattern, not 11"x17").

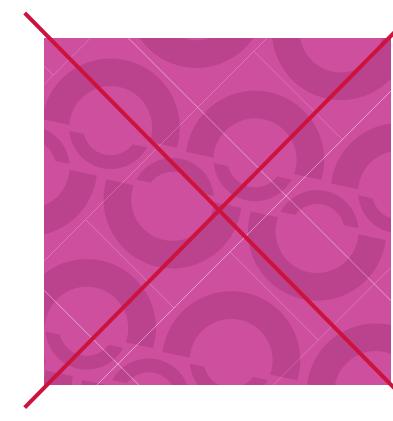
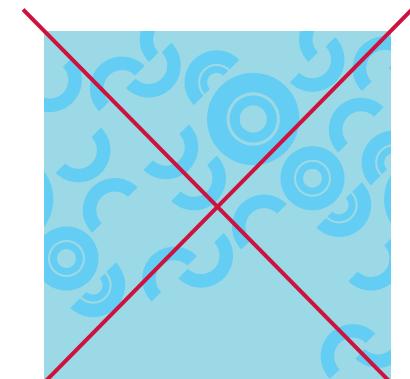
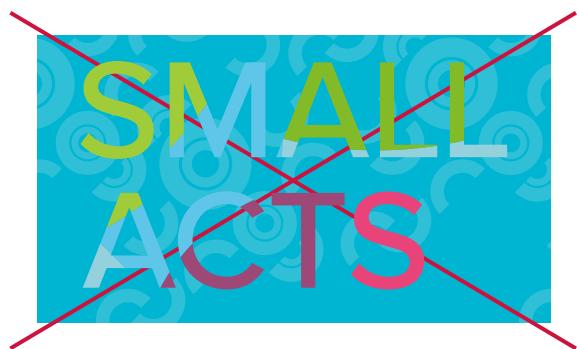
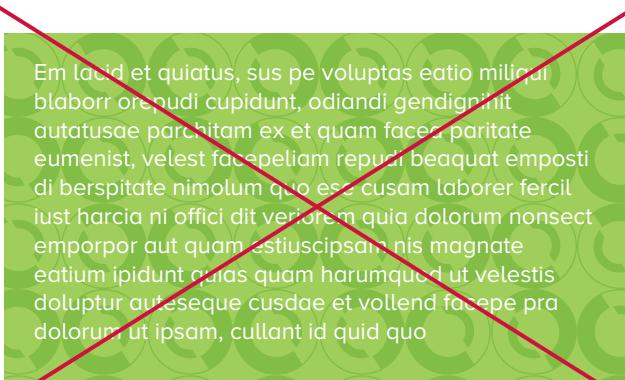
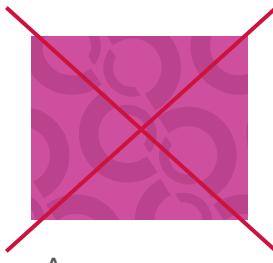
Please use the following rules when working with patterns:

- Patterns should be used in the colors provided.
- Do not scale, rotate or manipulate the scale of the pattern.
- For pieces smaller than letter size, please use the 8.5"x11" pattern. Do not use patterns on pieces smaller than 2" in width or height.
- Patterns are applied as swatches in Illustrator and placed as .eps into InDesign or other software for use.
- Please use the pattern as is whether your piece is horizontal or vertical.

Do not put copy over a pattern unless it is a headline of large enough size and weight to ensure legibility. Body copy should never be shown over pattern. If overlaying a pattern with typography, be sure type is legible.

When using a pattern, please ensure that enough of the art is visible to establish the pattern (Please see Incorrect Use of Patterns on the following page).

Incorrect Use of Patterns



The use of patterns must follow these guidelines for integrity. Here are samples of how we should never use patterns.

- A. Do not use pattern in spaces smaller than 2" in width or height.
- B. Do not use pattern under body copy.
- C. There should always be enough art showing to establish it as a pattern.
- D. Do not use graphic typography over a pattern.
- E. Do not scale, rotate or manipulate the pattern.

Graphic typography

We believe that
SMALL ACTS
have tremendous impact.

Graphic typography can be used alone or paired with smaller teal copy set in Proxima Nova A Light.

Graphic typography is a special type treatment that celebrates our passion for discovery and collaborative spirit by using the same overlapping colors found in the Cincinnati Children's logo.

Our graphic typography should be used sparingly to bring color and expression to belief statements and other important copy. Graphic typography is most successful when it's used to bring attention to one to three words in succession. It can be used alone or in conjunction with smaller copy to continue a message.

Graphic typography can only be used when all capital letters are set in Proxima Nova A Semibold. They can only be placed on a white background with plenty of

space surrounding them so they make a statement both literally and figuratively.

Graphic typography can be used on both sides of our visual spectrum but work more successfully on applications that are emotive for either care or discovery. Serious applications should not use graphic typography.

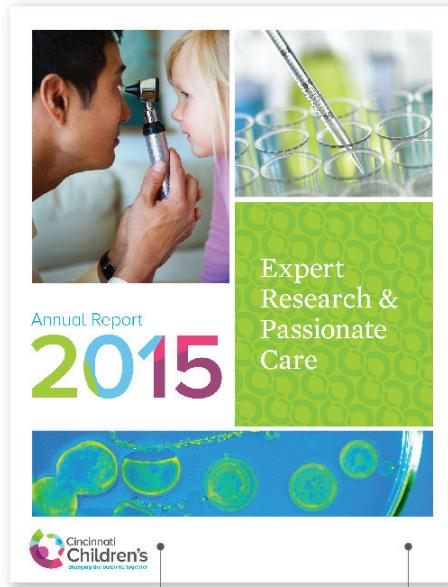
Graphic typography should always be used as a headline or main communication. Minimum type size for this typography treatment is 20pts to maintain legibility of the colorful texture.

Please use the graphic typography fill in the brand asset library. Do not create your own fill.

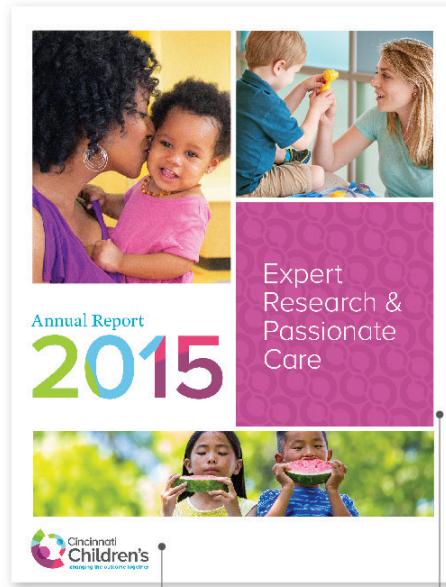


Graphic typography draws attention to a message and adds pops of color

Collage



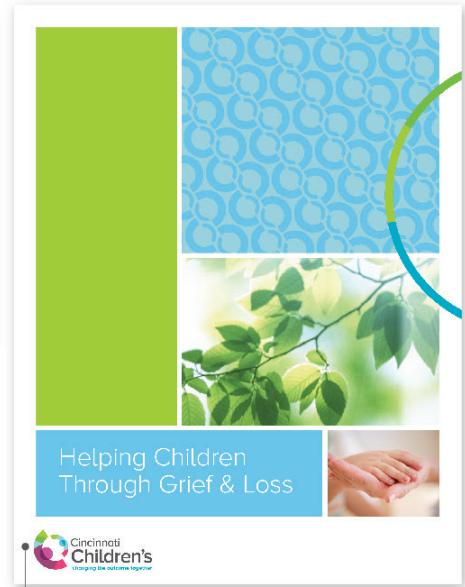
Example of a discovery and research themed collage (head)



Photos are united by a similar feeling and color palette



Example of a collage focused on child care (heart)



Example of using several color blocks paired with photography and a unified color palette. Blocks can be used to hold messaging or just colorful accents of rest space

Collages within the Cincinnati Children's brand are combinations of photography and blocks of other content (color, pattern or type) that are guided by the grid. Collages are always surrounded by a white frame for breathing room and to create a place for our logo. They are always designed on white. The grid creates an endless, unique collage possibilities.

Collages create a sense of story, while celebrating a range of diverse moments.

Collages are most successful when there is a visual hierarchy and a balance between images. Photography should be balanced between visually complex and simple, from close-in moments to farther out in

perspective. The overall color presence can be very unified (i.e., choosing only blue and green colors) to expressively diverse (i.e., a range of color).

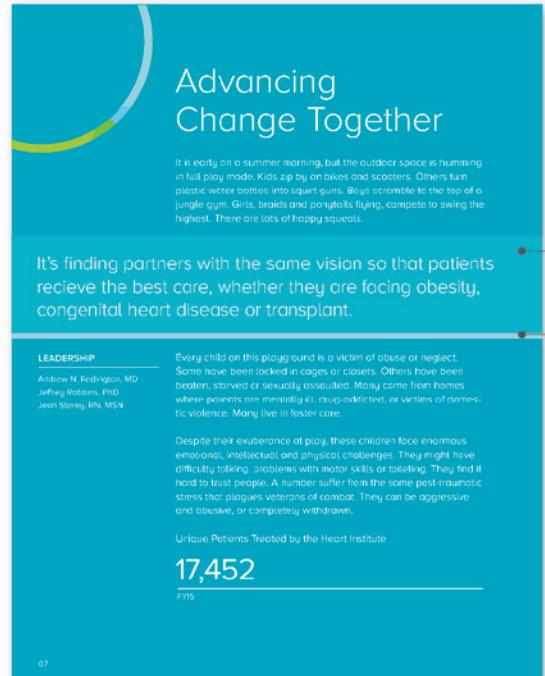
Photography can be chosen to represent a common theme within a collage, such as discovery. Photography can be used to communicate all Cincinnati Children's has to offer by showing several different types of moments.

Color blocks and patterns can also be used within collages to create visual interest and add additional color accents. These blocks may also be used to hold messaging. Arcs can be used to visually break the structure and add color accents. Or graphic

typography can be used to draw attention to a message while adding color. **Do not mix arcs with graphic typography on a single page or spread.**

Use only one pattern in a single composition and up to 2 arcs. Patterns may fill more than one block but please utilize only one pattern in a single color across the composition.

Tone-on-tone color bands



- Color bands may be used to draw attention to copy and create hierarchy

- Using a tone-on-tone smaller band creates an added detail of color



- Tone-on-tone color bands may be used to hold headlines and create hierarchy

Tone-on-tone color bands provide another way to organize information, create hierarchy or add a touch of color.

Bands are created along the lines of the grid (for information on the grid see page 40). Bands should always exist in our color palette and only alike colors should be paired together to create a tone-on-tone impression (such as dark purple with purple). The relationship between the two bands is always greater than 2:1.

Pairing tone-on-tone color bands with photography

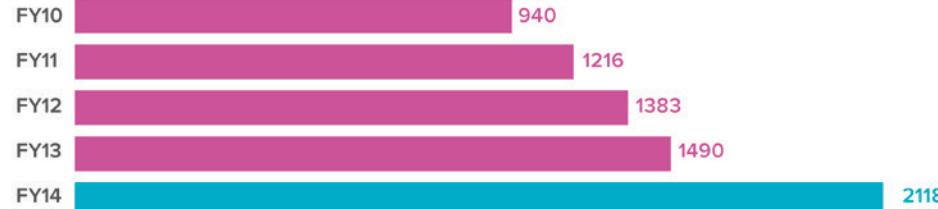
When using color bands paired with photography, a white frame does not need to separate photography from the bands.

Infographics

example of a graph with an x and y axis



color can be used to highlight a key finding or statistic



Results
Acoustic Features:

Overall	Control	Subject
Length of acoustic baseline response in seconds	0.81	0.91
Length of visual baseline response in seconds	0.80	1.07
Total length of baseline response in seconds	1.61	1.98
Number of voices with visual response	21	24
Number of voices with total response	10.89	23.89**
Number of follow-up questions with total response	0.89	0.98**
Speechiness ratio	0.60	0.67**
Articulation rate in words per second	0.40	0.52**
Average length of answer in seconds	0.40	0.49**

example of a white chart on a color background



Circular infographics can break up the square grid and the shape language relates to our logo

Color is a powerful tool to communicate information in infographics

Whenever possible, convey content visually. Clean and simple graphics help communicate the message quickly and concisely, while providing visual rest from large amounts of copy. Reference the helpful tips above for creating infographics within applications.

Creating new infographics

The range of infographic styles demonstrated here is not exhaustive—you can apply the following principles to customize infographics as needed.

Keep charts, graphs, etc. as simple and clean as possible. Do not use unnecessary drop shadows, patterns or other graphic elements that will clutter the information.

Infographics may appear in a single color or in multiple colors, depending on need. Always use color from the brand palette. Use the fewest colors possible for simple legibility—remember tints may also be used.

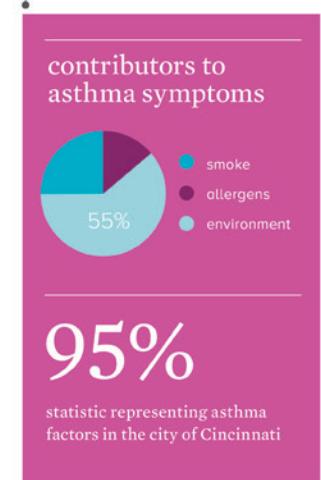
bars of color can be used to create a chart

VAD Implants in the last five years (fiscal)
Berlin Hearts 14
HeartMate II 3
HeartWare 4
SynCardia 2
ROTAFLOW 8

8
VAD implants
FY14

88%
Survival to discharge
FY14

infographics can add additional color accents to a design



Call out statistics to break up body copy and draw attention to findings

Complex data

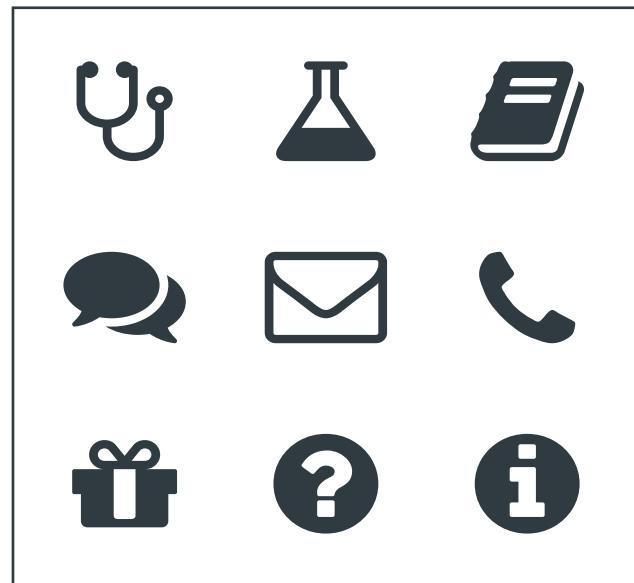
The restricted use palette (see *Restricted Use Palette* section) is used in instances where a large amount of data needs to be communicated and colors need strong separation.



Illustration

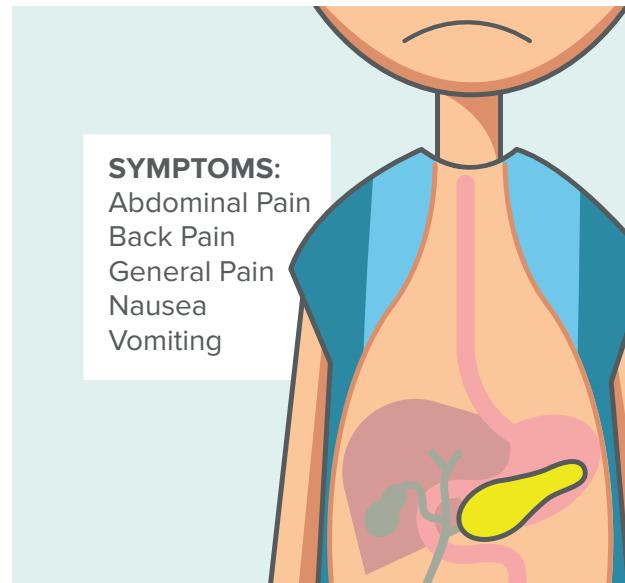
Simple/Minimal

Iconography

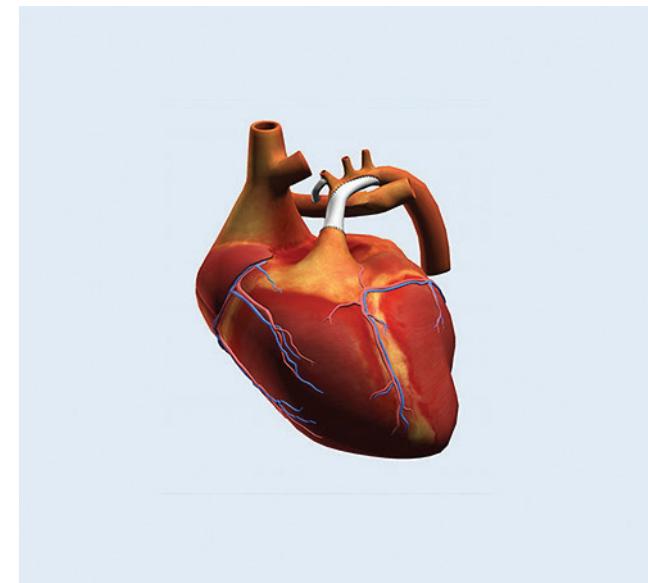


Detailed

Environmental and Narrative Illustration



Educational and Medical Illustration



Our brand utilizes illustration for a variety of purposes. It adds visual interest in our environment and helps enhance patient experience. It helps readers navigate a copy-dense communication. It sometimes makes it easier to understand a complex set of instructions or medical procedure.

There is a range of illustration present in our brand, from simple and minimal iconography to illustration that helps tell a story to complex medical illustration.

Iconography

Icons represent the most basic form of illustration in our brand. They are a simple way to add visual communication to text. Icons also communicate to

those who don't read or speak English. Icons are used to communicate a global concept or category of information. They are not used to tell a story or to communicate something specific about a department or procedure. Whenever possible, default to the universal symbol for a concept or category of information.

Icons are created with simple, geometric shape or monoweight line. They do not contain a lot of visual detail. They are created in a single brand color on white, or white on a single brand color.

Please contact Marketing & Communications for guidance on iconography that already exists for the

brand and before creating new icons. Please refer to the *Digital Guidelines for iconography for online applications*.

Narrative Illustration and Medical Illustration

Other forms of illustration—including illustration that depicts how to do something, safety/educational illustration and medical illustration—require further guidance from the brand. Please contact Marketing & Communications for illustration needs for your project.

Sample applications

We have an inspired brand identity that suits a variety of applications. It's versatile and adaptive to all kinds of communications. The following pages show examples of how it could come to life. These are not final designs.

Sample applications

Letterhead

The following examples show how our brand comes to life through professional letterhead.

General Letterhead



Second Page

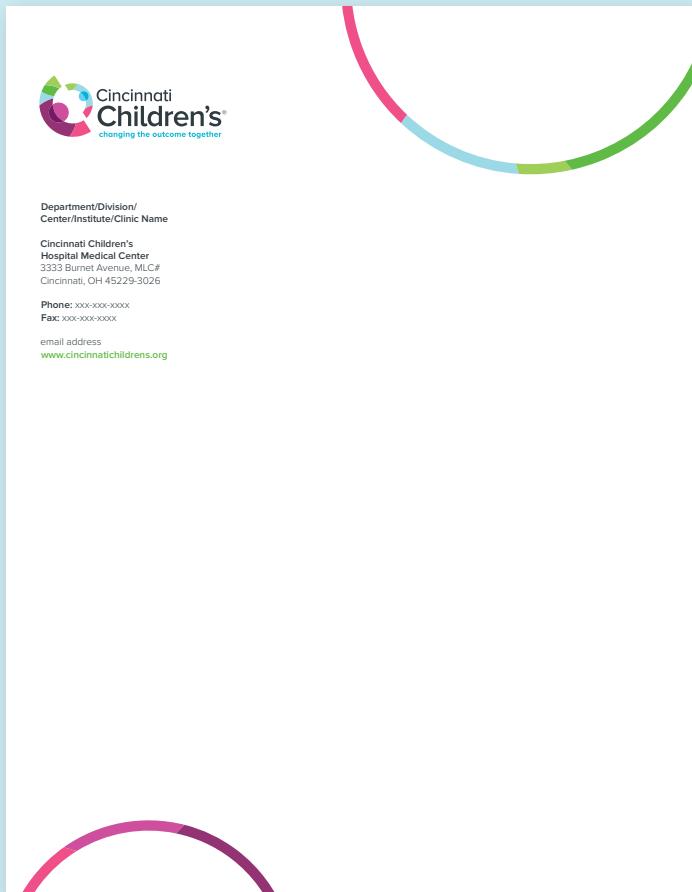


Sample applications

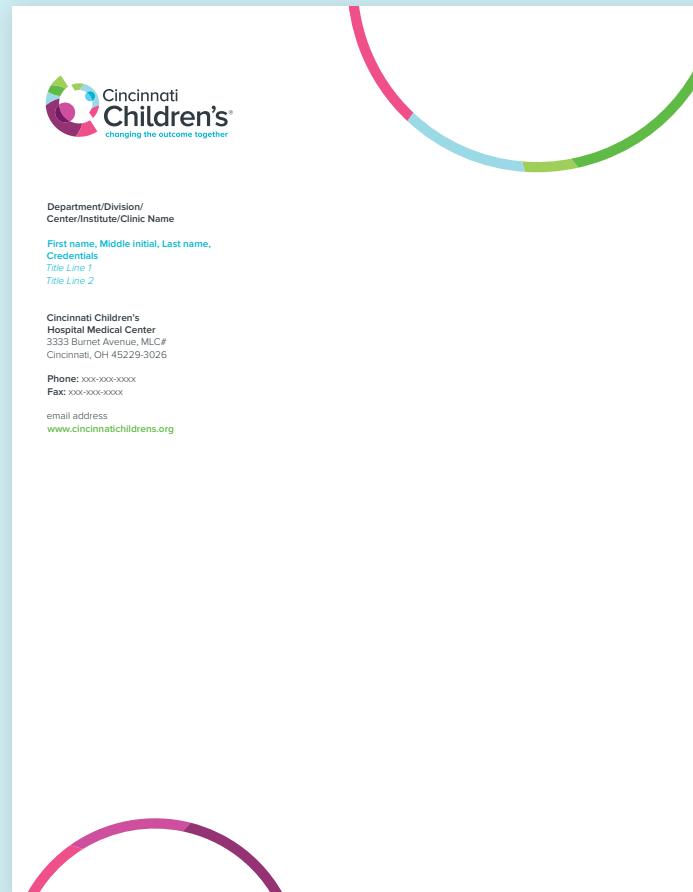
Letterhead

The following examples show how our brand comes to life through professional letterhead.

Department/Division/Center/Institute/Clinic Letterhead



Individual Letterhead



Sample applications

Business cards—fronts

The following examples show how our brand comes to life through business cards.

Clinic Business Card



Individual Business Card



UC Individual Affiliated Business Card

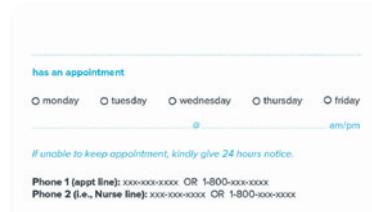


Sample applications

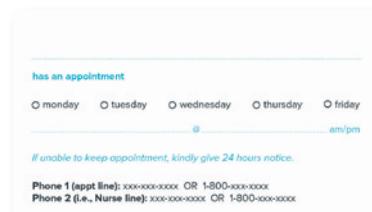
Business cards—backs (functional)

The following examples show how our brand comes to life through business cards.

Clinic Specific



Individual



General Social Media



Sample applications

Business cards—backs (expressive)

The following examples show how our brand comes to life through business cards.

Beliefs



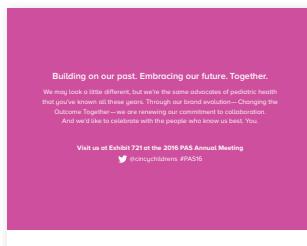
Pattern



Sample applications

Conference Materials

The following examples show how our brand comes to life at industry conferences.



A detailed schedule for the PAS16 Annual Meeting, organized by day and time. The schedule includes a grid of 24 headshots of speakers, each with their name and title. The days are labeled "SATURDAY, APRIL 30", "SUNDAY, MAY 1", and "MONDAY, MAY 2". The times are labeled "1:2 PM", "2:3 PM", "3-4 PM", "4:30-5:30 PM", and "6:30-8:30 PM". Specific sessions include "Visit Us at Exhibit 721", "The Registration of Newborn Care", "Virtual Reality Curriculum for Pediatric Education", "Ongoing Research in Pediatric Core Delivery", "Red Flag Cards to Improve Acute Care Delivery", "Pediatric Endocrinology Fellowship", "Genetics of Preterm Birth", "Residency and Fellowship Programs", and "Infant MRI". Other speakers mentioned include Stuart Goldstein, MD, FAAP, FNKF, Robert Kohn, MD, MPH, Jennifer O'Toole, MD, MEd, Sonja Shah, MD, MSc, Michael Farrell, MD, Jennifer Cole, MD, MPH, Michael O'Toole, MD, MEd, and Louis Muglia, MD, PhD.

Sample applications

Patient Marketing (New Mover Mailer)

The following examples show how our brand comes to life in patient marketing.

HELLO
from your new neighbor

Cincinnati Children's
Hospital & Medical Center

MCID 020
3233 Burnet Avenue
Cincinnati, Ohio 45229

PAID
Cincinnati Children's Hospital Medical Center

WELCOME

Hope this is your home for a long time. We've been here 125 years ourselves. It's a nice community. Even nicer people.

Love makes a house a home. And expert healing makes Cincinnati Children's your new home for health care. Our doors are always open.

Urgent Care
Anderson, Burnet, Green Township,
Liberty, Milford, Mason Campuses

24-Hour Emergency Services

Maps & Directions

[Visit www.cincinnatichildrens.org/mover](http://www.cincinnatichildrens.org/mover)

Driving Directions | Maps | Phone Numbers | Location services

We love making new friends.

We're your local children's hospital. We're also an international referral center for the most complex diseases and conditions. Families from 50 states and 90 countries turn to us for the most advanced care. Babies, teens, and everything in between.

WELCOME

Hope this is your home for a long time. We've been here 125 years ourselves. It's a nice community. Even nicer people.

Love makes a house a home. And expert healing makes Cincinnati Children's your new home for health care. Our doors are always open.

Urgent Care
Anderson, Burnet, Green Township,
Liberty, Milford, Mason Campuses

24-Hour Emergency Services

Maps & Directions

[Visit www.cincinnatichildrens.org/mover](http://www.cincinnatichildrens.org/mover)

Driving Directions | Maps | Phone Numbers | Location services

Local favorite. National reputation.
Doctors from around the world send their patients here. That's more than respect. That's trust. Our national rankings reflect that trust:

- #3 children's hospital – five years in a row
- Top 10 in all 10 measured specialties
- Achieved Magnet® recognition for nursing excellence. Fewer than 6% of American hospitals can say the same.

FPO BEST
FOR
THE
NATION
HOSPITALS

Parent friendly.
You know your child best. So we'll always discuss what's best for your child. We'll explain what we know. We'll keep your family involved. The best decisions are made together.

Kid friendly.
Our 11 neighborhood locations feature treatment and training that are all specially designed for children:

- Laboratory services
- Optometry services
- Pediatric medical and surgical
- Pediatric specialty clinics
- Physical therapy and occupational therapy
- Sports physical therapy
- Urgent and emergency care
- X-rays, radiology and diagnostic imaging, including ultrasound, MRI and CT

Full-service care beyond Cincinnati.
Our full-service Liberty Campus hospital brings award-winning care to northern Cincinnati and southern Dayton. Outpatient, inpatient, urgent and 24/7 emergency—all types of care for all types of kids.

Wherever you are, expert care is near.

FPO

Full-Service Hospitals with Emergency and Urgent Care

- Dixie 151 West Golobroth Road 45216
- Eastgate (in partnership with 24-Hour Emergency Services) 45245
- Fairfield for Mercy Center for Health & Wellness 2800 Madison Road 45236
- Kentucky MH (a Shapiro of Kentucky) 7710 A Montgomery Road 45236
- Northern Kentucky (partnership with St. Elizabeth Healthcare) 2700 Chagrin Place 44227
- Oak Campus 2800 Winslow Avenue 45206
- Milford Campus 9540 Children's Drive 45040

Neighborhood Location with Urgent Care

- Anderson (at Mercy Center for Health & Wellness) 7495 Dixie Road, Suite 355 45255
- Green Township 5899 Harrison Avenue 45248
- Milford 9540 Children's Drive 45040

Internal Communication

The following examples show how our brand comes to life in internal communication.

**Headline copy abor
sandest ione stotae.
Dam vol es dolupa.**

Body copy pellia di aut rem exerero corporis ideliquate offic tecate vellaceriae pelestem fugitature laccae. Poreptiatur mi, oditas et etur, con nimus, volupti busscien isclaspicia quam quaes soluptassimo bernatius, te delit quias essit, nonsequis is demporeperi eiunt aut lilia dolupat.

Epre odita ni aut at quo ipsus commodit qui volaborem aliciet volesti consequ ossint.

Nulparunt repellenis ducll ipsum eiusdant.





**Headline copy ficate core ille.
Ficate core ille re ille.**

Body copy ibus, sin non restis sendunt. Roroestium facillom loccategoce voluntur, commis mosam, volorum es sin coroe nulpa sit facerum valor am veniam clikeque nullest, im quatilis monstrunet, cus dolorese num labo.

Neque prerum lignimus ipsunto beribus volesesse cumquibus eosserunt autatquis eostrum ulla volupta corum qui offic te vellout ut dolores evelibus.





**Headline copy fugia
nectatus prature ipsunt
alia dit estotatem.**

Body copy Itatus ilis ut labo. Us dolorest ut horit, odigent ibusont, sumet quom fugiori modipsum notbus, opit tem horios dolupata cum nem quant quam ilupcor o velicis moare militorerat sit quae nonest ut est, ius expere cum encucum ligris upo iliqui beatem demgii con eaurum ver spitias velenti ident ea olicunt labo.

Tiam audom volut eret ipiet aut quunto repudist, cont, sequi beo voluptam, eos dest, im invellit litor ne sim ent quoce volupta quantorit labo. Am est, optio volupto turpeptus simint eos et cutate oditis expiuplo connect asist volupt otione natur, sent dellup aturibus, que labore nonsequia ipsumu peperum coreun testum vere nonised eoscoparum, omnis dem quom esequeam qura soe.

Am, odis restibequaum expeliquo vendis volupta fistrum o sitis et quat fugios motor relus. Turendant abor-



Editorial style guide



Introduction

At Cincinnati Children's Hospital Medical Center, meeting our vision to be the leader in improving child health includes communicating in a consistent voice to our patients, their families, our community and our colleagues.

Any document you write for internal or external use represents the medical center and its people. This editorial guide can help you follow a uniform style for any type of document you write, including:

- Web content
- Marketing brochures
- Training materials
- Newsletter articles
- Presentations
- Email
- Letters
- Memos
- Any other business documents

This editorial style guide is based primarily upon The Associated Press Stylebook and Libel Manual. Our style, however, differs from AP style in several respects, based upon the unique needs of a medical center and our general preference for simplicity and brevity.

This guide also incorporates approaches and recommendations from a variety of widely used guidebooks and references, including:

- American Medical Association Guide
- American Psychology Association Guide
- Effective Business Writing
- The Elements of Style, Third Edition
- Merriam Webster's Collegiate Dictionary, Eleventh Edition

Please note that when you write for academic or professional publications, your document should reflect the editorial style preferred by the publication.

Our people and places

PROFESSIONAL TITLES

In general, job titles should be lowercase, except when a formal title directly precedes a name. This follows contemporary style and avoids pileups of capital letters. Avoid using middle initials. Do not use periods for MD, PhD or other degrees. Avoid using more than two degrees, except in biographical listings. Avoid using Dr. in second references.

Jane Smith, MD, PhD, director of the Division of Cardiology

*Michael Fisher, president and CEO of Cincinnati Children's
Jones is professor of biology at the University of Cincinnati.*

In her eight years with the organization, she has worked as a nurse and as a nurse coordinator.

Barack Obama is president of the United States.

Physician titles

Individual titles for physicians should be treated in the following manner:

First reference: *Daniel Choo, MD*

Second reference: *Choo.*

Avoid using Dr. as a second reference for people with MDs. This usage follows Associated Press style, saves space, and avoids potential confusion with PhDs and others with doctoral degrees in non-medical fields.

Middle initials, informal names

Use the middle initial only in formal contexts, or when necessary to distinguish among people with the same name. Use of casual versions of first names may be permitted when an informal, conversational tone is appropriate. Personal preference for name usage should be honored when practical.

Jeffrey Whitsett or Jeff Whitsett; not Jeffrey A. Whitsett

Our people and places

Post-titles

In personal names, no comma is used to set off terms such as Jr., Sr., III, etc.

*John Greinwald Jr., MD
James Lawrence III*

On business cards and letterheads

Write academic degrees, professional licensures and certifications without periods.

MD, PhD, RN, CNA, PhD, BS, BA, MS, MBA, MPH, SLP, RPh, DDS, DO

In cases where you are writing out the degree, write Master of Science or master's degree.

ORGANIZATIONAL, DEPARTMENTAL AND DIVISIONAL NAMES

In formal situations, spell out the full name of the medical center—Cincinnati Children’s Hospital Medical Center—on first reference.

Cincinnati Children’s should be used as second reference and beyond. It is acceptable as first reference in many informal communications.

Never use CCHMC for any external document, including our website.

Likewise, spell out Cincinnati Children’s Research Foundation on first mention. The preferred second reference is Research Foundation. Do not use CCRF on our public website. Use of CCRF is acceptable for limited, internal use only.

How to refer to departments, divisions and centers

Capitalize specific names of departments, divisions and other units within the medical center. Use lowercase when the department, division or center is referenced without its formal name.

The Department of Pediatrics has been recognized as one of the top in the country for its teaching program. The department is chaired by Arnold Strauss, MD.

Use the full names of departments and divisions in academic publications. For publications that are more consumer-oriented, it is acceptable to drop “Division of” or “Department of.”

Our people and places

HOW TO REFER TO NEIGHBORHOOD LOCATIONS

Capitalize formal names, such as Cincinnati Children's Kenwood or Cincinnati Children's Liberty Campus.

When referring to multiple neighborhood locations in a narrative form, it is not necessary to repeat "Cincinnati Children's" with every instance

Auditory brain stem response (ABR) tests and other audiology services are offered at our neighborhood locations in Eastgate, Fairfield and Mason.

By the way, the large auditorium in Location D is called the Sabin Auditorium.

Preferred spellings for common terms

Acronyms

Like any industry, the medical world has its own alphabet soup. Spell out the full name on first reference, followed by the acronym in parentheses. After that, use the acronym alone, without periods.

Cincinnati Children's received \$92 million last year in research grant funding from the National Institutes of Health (NIH), the second highest amount of NIH funding awarded to a pediatric center.

Below are the full names and acronyms of some commonly mentioned organizations:

American Academy of Pediatrics (AAP)

American Heart Association (AHA)

Centers for Disease Control and Prevention (CDC)

Child Health Corporation of America (CHCA)

Cincinnati Pediatric Society (CPS)

Centers for Medicare and Medicaid Services (CMS), formerly Health Care Finance Administration (HCFA)

The Joint Commission is the new formal name of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO).

Industry terms

Here are examples of our preferred usage for a variety of common terms:

anti-inflammatory

caregiver, caregiving

checkup (noun), check up (verb)

chickenpox

child care (preferred term over daycare or day care)

co-pay, co-payment

co-worker

Preferred spellings for common terms

dietitian

email (*not E-mail, e-mail or Email, except at the beginning of a sentence.*)

e-newsletter (*E-newsletter at the beginning of a sentence*)

evidence-based

family-centered care

flyer (*not flier*)

fundraising; fundraiser

go-live (*note the hyphen*)

handout (*one word*)

healthcare (*one word*): *Follow an organization's spelling if it differs from our standard, such as Health Care for America Now (HCAN).*

health maintenance organizations (*Use HMOs on second reference.*)

in-house

inpatient

interdisciplinary

internet and intranet (*both lowercase*)

IV (*acceptable on first reference*)

kickoff (*noun*), kick off (*verb*)

long-term care (*note the hyphen*)

multidisciplinary

nonprofit, not-for-profit

online

on-site

orthopaedics

outpatient

patient-care provider, patient-care setting

patient-centered

payor (*Although some organizations prefer payer, Cincinnati Children's uses this widely accepted industry spelling.*)

preoperative, postoperative

preprinted (*one word, no hyphen*)

rehabilitation therapy *The term rehab therapy may be used for variety, but only after the full term has appeared at least once.*

rollout (*noun*), roll out (*verb*)

stepdown unit (*not step down or step-down*)

subspecialty, subspecialist (*no hyphen*)

teenager

Tristate

up-to-date (*as an adjective before a noun, up to date elsewhere in a sentence*)

U.S. News & World Report (*Second reference U.S. News. We keep the periods in this case because they are part of the publication's formal name.*)

website (*not Web site*)

well child care

X-ray (*not x-ray or X ray*)

Netiquette

Writers, designers and distributed authors should refer to the Cincinnati Children's Website Style Guide and the Cincinnati Children's Brand Consistency Kit when producing material for our website. These resources can be found in the Template Toolbox on CenterLink.

These common electronic media terms should be spelled and capitalized as follows:

CenterLink

CenterNews

download

email (*not E-mail, Email or E-mail. However, Email should be used at the beginning of a sentence.*)

e-newsletter (*E-newsletter at the beginning of a sentence*)

home page

internet

intranet

online

URL

webmaster

website (*not Web site*)

World Wide Web

When a URL (web address or internet address) appears in a printed piece, avoid hyphenating the URL at the end of a line break. Rework the sentence to eliminate the break. If that is not possible, break the URL after a period or a slash. If the URL must wrap to a second line, do not use a hyphen at the end of the line break.

Weak

For more information, visit www.cincinnatichildrens.org/adhd or call 513-636-8107.

Stronger

For more information, call 513-636-8107 or visit www.cincinnatichildrens.org/adhd.

Netiquette

Email

Do not use uppercase letters in URLs or email addresses.

Wrong: www.CincinnatiChildrens.org

Right: www.cincinnatichildrens.org

Wrong: Joe.Smith@cchmc.org

Right: joe.smith@cchmc.org

Other web issues

Do not underline text on the web. Only hyperlinks should be underlined.

If an internet address falls at the end of a sentence, end the sentence with a period.

The official internet address for Cincinnati Children's is www.cincinnatichildrens.org.

In most cases, include “www” when referring to URLs in print, such as: Call 513-636-4366 or visit www.cincinnatichildrens.org/sportsmed for more information. NOTE: This rule may not apply to advertising.

Refer to a section of www.cincinnatichildrens.org (for example, a division or program’s area of the site) as an online resource, not as a website, particularly in articles or press releases.

Cities, dates, numbers, states

Number

Spell out numbers from one to nine. Use figures for 10 and above. Exceptions: always use figures for ages, addresses, percentages and dimensions/measurements.

Sally Smith, now 17, was diagnosed with leukemia when she was 3.

She has visited 41 states and will tour the other nine this fall.

5 inches, 5-foot 6-inch

Spell out percent in narrative copy; use the % symbol in charts and tables or sidebar material when the desired result is easy-to-skim material.

In the last election, 5 percent of the students did not vote.

Do not start a sentence with a numeral, except for years.

Six hundred people volunteer their time at Cincinnati Children's each year.

1976 was a very good year.

Spell out fractions less than one in text, using hyphens between the words. Use numerals for a fraction combined with a whole number, and use numerals in charts and tables.

two-thirds of the student body, four-fifths of every dollar

5½ or 5-1/2 (but spell out if the figure comes at the beginning of a sentence: Five and one-half...)

Hyphenate telephone area codes. Include a “1” before toll-free numbers. Avoid using letters as telephone numbers.

203-222-0000; 1-800-222-0000; 1-800-344-2462 ext. 6-0000 or 3-0000

Write out first through ninth; use numerals thereafter.

That is your fifth slice of pie.

This is the festival's 23rd year.

Cities, dates, numbers, states

When writing dollar amounts, do not use decimals or zeros for whole dollar amounts.

\$45 (*not \$45.00*)
\$39.87

Use a comma where appropriate in large numbers.

1,509
48,964

DATES AND TIMES

Time-date-place

The preferred structure for conveying event information in narrative text is time-date-place.

The conference will be held at 2 pm, Jan. 25 at the Hyatt Regency Hotel.

Use of the day of the week is optional. If the day is included, it should be spelled out.

The conference will be held at 2 pm, Saturday, Jan. 25 at the Hyatt Regency Hotel.

Time

Use figures except for noon and midnight.

*They placed the call at midnight. (*not 12 midnight*)*

Use lowercase letters and do not use periods in am and pm.

*5:30 pm (*not 5:30 p.m., 5:30pm, or 5:30 PM*)*

For time “on the hour,” do not use zeroes.

*11 am, 2 pm (*not 11:00 am, 2:00 pm*)*

When listing a range of times, use an en dash in between the times for easy scanning. Do not include a space before or after the en dash. In narrative form, spell out the word “to” in place of the en dash.

*5–9 pm
The Adult, Child and Infant CPR class will run from 5 to 9 pm, July 19.*

Cities, dates, numbers, states

Date

Use figures, without st, nd, rd or th.

The meeting is scheduled for May 15. (not May 15th)

When listing a range of dates, use an en dash in between the dates. Do not include a space before or after the en dash.

When referring to a range of dates in narrative form, spelling out the word “to” or “through” in place of the en dash is acceptable.

Oct. 20–21

May 22–June 1

Days

Capitalize days of the week and do not abbreviate.

The party on Saturday, July 4, was a huge success.

Months

Certain months are spelled out in all cases: March, April, May, June, July. The remaining months may be abbreviated (Jan., Feb., Aug., Sept., Oct., Nov., Dec.) when they are used with a specific date. Use commas to separate the year.

Columbus sighted land on Oct. 12, 1492.

April 14, 2011, was the target date.

Years

Use an s without an apostrophe to indicate spans of decades or centuries.

the 1920s

the 1800s

Cities, dates, numbers, states

Cities, states and countries

Abbreviate United States and the United Kingdom only when used as adjectives. Do not use periods in the abbreviations.

Cincinnati Children's Hospital Medical Center treats patients in the United Kingdom. The UK market is very different from its US counterpart.

For example, in the United States, the healthcare industry is more regulated.

When referring to an entire state, spell out the name.

The family brought their child from Kansas to Cincinnati Children's to seek specialty care.

When referring to large, well-known cities, such as Chicago, Paris, Tokyo or Moscow, it generally is not necessary to add national or state designations. One rule-of-thumb: nearly all cities that have professional baseball or football teams are so widely known within the United States that state locations typically can be omitted, such as Los Angeles, Miami, Cleveland or Cincinnati. However, if concerns exist about audience confusion, there is no harm in adding the state location.

When using the state as part of a US city location, or as a mailing address, use the Postal Service abbreviations: The family brought their child from Topeka, KS, to Cincinnati Children's to seek care.

The Postal Service abbreviations are:

Alabama AL	Florida FL	Louisiana LA	Nevada NV	Oregon OR	Virginia VA
Alaska AK	Georgia GA	Maine ME	New Hampshire NH	Pennsylvania PA	Washington WA
Arizona AZ	Hawaii HI	Maryland MD	New Jersey NJ	Rhode Island RI	West Virginia WV
Arkansas AR	Idaho ID	Massachusetts MA	New Mexico NM	South Carolina SC	Wisconsin WI
California CA	Illinois IL	Michigan MI	New York NY	South Dakota SD	Wyoming WY
Colorado CO	Indiana IN	Minnesota MN	North Carolina NC	Tennessee TN	
Connecticut CT	Iowa IA	Missouri MO	North Dakota ND	Texas TX	
Delaware DE	Kansas KS	Montana MT	Ohio OH	Utah UT	
District of Columbia DC	Kentucky KY	Nebraska NE	Oklahoma OK	Vermont VT	

Grammar and writing tips

CAPITALIZATION

Organizations and institutions

Capitalize the full names of organizations, institutions and groups.

*American Medical Association
University of Cincinnati*

Use lowercase when the organization, institution or group is referenced without the formal name.

*the board of trustees
the university*

Directions and regions

Lowercase north, south, northeast, northern and so on, when they indicate compass direction.

He drove east to get to I-71.

Capitalize these words when they refer to specific geographic regions.

Our services include the only Level 1 pediatric trauma center in Southwestern Ohio, Northern Kentucky and Southeastern Indiana.

Seasons

Lowercase north, south, northeast, northern and so on, when they indicate compass direction.

*He leaves in spring 2012.
The Winter Ball sponsored by Cincinnati Children's was a big success.*

Common medical terms

Capitalize proper nouns, formal names and adjectives, and words used as proper nouns.

*Down syndrome
Fanconi anemia
Freudian slip*

However, some proper nouns that have acquired a common meaning are not capitalized.

*eustachian tube
cesarean section*

Grammar and writing tips

Publications and articles

Use italics for titles of medical journals, books, magazines, newspapers, movies, long musical compositions and other works of art.

New England Journal of Medicine

Nature

The New York Times

the movie Titanic

Mozart's Don Giovanni

PUNCTUATION

Apostrophes are used to show possession. Most singular nouns take a simple 's.

the president's speech

With plural nouns or proper nouns ending in s, use only an apostrophe.

Achilles' heel

Water ruined the girls' drawings.

It's is a contraction meaning "it is." Do not use an apostrophe when you are writing about something that belongs to "it."

She put the book back in its place. It's on the third shelf.

Apostrophes are not used with figures, with plurals of acronyms or with multiple letters.

Interest rates were high in the 1980s.

She knows her ABCs.

Use an apostrophe when omitting the first two figures in a year and with the plural of single letters.

the class of '08

She brought home four A's and two B's.

Grammar and writing tips

Bullets

Capitalize the first words in bulleted lists. Do not use periods at the end of a bulleted list of items or phrases unless the bulleted item is a full sentence.

The Division of Pediatric Orthopaedic Surgery treats the following:

- *Fractures*
- *Hip disorders*
- *Instability problems associated with dwarfism and dysplasia*

Example of a bulleted list of complete sentences:

The Division of Pediatric Orthopaedic Surgery offers a wide range of care, including the following:

- *The Bone Tumors Clinic provides care and management of benign and malignant tumors in children's bones.*
- *The Cerebral Palsy Clinic offers a developmental pediatrician, physical therapist, nutrition consultant and orthopaedic surgeon to children with cerebral palsy.*
- *The Fracture Clinic treats children for fractured bones or injured ligaments and resulting complications.*

Commas create slight pauses in sentences or set apart parenthetical thoughts.

Her mother, however, didn't agree.

Use commas to separate elements in a series, but do not put a comma before "and" or "or" in a simple series.

The flag is red, white and blue. (NOT: The flag is red, white, and blue.)

However, put a comma before the concluding "and" or "or" in a series if a key element of the series uses "and" or "or."

I had orange juice, ham and eggs, and toast for breakfast.

Use commas to separate a series of adjectives equal in importance. If the commas could be replaced by the word "and" without changing the meaning, the adjectives are equal.

thoughtful, precise manner (a thoughtful and precise manner)

Do not use a comma to set an essential phrase off from the rest of the sentence. An essential phrase is a word or group of words critical to the reader's understanding of what the writer means.

They ate lunch with their friend Julie. (NOT: their friend, Julie. Because they have more than one friend, Julie's name is critical to the reader's understanding.)

Use commas to set off nonessential phrases. A nonessential phrase provides additional information, but the reader would not be misled if the information were not there.

You can see Roy Rogers' famous horse, Trigger, in a museum.

Grammar and writing tips

Em dashes (—) denote an abrupt change in thought or an emphatic pause.

We will fly to France in July—if we have enough money.

He listed the qualities—intelligence, education, experience—that he looks for in employees.

The em dash is typically used without spaces on either side. An exception to that rule are newspapers, which set the em dash off with a single space on each side.

Many modern word processors will automatically insert an em dash when you type a pair of hyphens.

En dashes (–) are used to represent a span or range of numbers, dates or time. They are wider than hyphens but shorter than em dashes.

There should be no space between the en dash and the adjacent material. Depending on the context, the en dash is read as “to” or “through.”

May–September

9 am–5 pm

The material is located on pages 47–61.

If you introduce a span or range with words such as “from” or “between,” do not use the en dash.

Wrong: He was medical director from 2007–2012.

Right: He was medical director from 2007 to 2012.

Exclamation points should be limited in use. A strong, precise word should be powerful enough by itself. Save exclamation points for genuinely emphatic expressions that convey strong emotions.

Wow!

The officer barked out his command: “Halt!”

Do not use a comma or period immediately after an exclamation mark.

“What a fabulous show!” she cried. (NOT: “What a fabulous show!,” she cried.

Grammar and writing tips

Hyphens are joiners. Use them to avoid confusion or to form a single idea from two or more words.

A child or teen was killed in a firearm-related accident or suicide every eight hours in 2001.

At the beginning of a sentence: *Up-to-date*

In a headline or subhead: *Up-to-Date*

Do not use hyphens for words ending in -ly:

*an easily remembered rule
a wholly owned subsidiary*

Most words that begin with common prefixes are not hyphenated.

nonaffiliated, nonbinding, prenatal, pretax, subcommittee, subdivision, multidisciplinary, interdisciplinary

Use hyphens with prefixes in certain cases, such as when the word that follows the prefix is capitalized, or when the prefix ends in a vowel and the word that follows begins with the same vowel.

*pre-Columbian, sub-Saharan
pre-election, pre-empt, co-opt (Exceptions: cooperate and coordinate do not take hyphens.)*

NOTE: When in doubt, consult Merriam Webster's Collegiate Dictionary, Eleventh Edition, which has extensive word listings under each prefix.

Grammar and writing tips

Quotation marks set off dialog and unusual phrases. Periods and commas belong inside quotation marks.

*"I'm going to see a movie," she said.
She was having what she called "a case of the blahs."*

Other punctuation marks such as question marks, exclamation points and semicolons go inside quotation marks when they apply only to the quoted material, not the entire sentence.

*I asked her, "Why didn't you like the movie?"
"Oklahoma!" was a Broadway play and a movie.*

Question marks, exclamation points and semicolons go outside the quotation marks when they apply to the entire sentence.

*I was astounded when he bragged about having "the right stuff!"
My answer is still "no"; the situation remains unchanged.*

For a quote within a quote, use single quotation marks.

"I think 'My dog ate it' is a poor excuse for failing to turn in the assignment," she replied.

Semicolons and colons

Use a semicolon when the thoughts are closely related and you want less emphasis than a period.

The package was mailed before Christmas; it didn't arrive until Easter.

The most common use for a colon is to introduce a list at the end of a sentence.

The relief group needs many essential supplies: bottled water, cooking fuel, canned food, clothes and blankets.

If the listed items are phrases, separate each item with a semicolon.

The relief group needs many essential supplies: purified water that can be trucked in; fuel for cooking, transportation and heating; canned and boxed foods; and clothing of all sizes.

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence. Otherwise, use lowercase.

*One trend is clear: Our earnings are increasing dramatically.
He had only one hobby: eating.*

Grammar and writing tips

OTHER RULES OF USAGE

Use the active voice whenever possible.

Passive: The residents were presented with gift baskets by the staff.

Active: The staff presented gift baskets to the residents.

Do not end a sentence with a preposition. Prepositions include for, with, of, to, by, over. It may be necessary to rewrite your sentence to avoid awkward usage.

Wrong: This is the list of people to send the letter to.

Awkward: This is the list of people to whom to send the letter.

Right: Send the letter to the people on this list.

Avoid wordy phrases such as beginning to, striving to, seeking to and in order to.

Weak: The department is beginning to implement a cost-savings program.

Stronger: The department is implementing a cost-savings program.

Weak: We need your full cooperation in order to meet the deadline.

Stronger: We need your full cooperation to meet the deadline.

Match your subjects and verbs. Use a singular verb with a singular subject.

The bittersweet flavor of youth—its trials, joys, adventures, challenges—is not soon forgotten. (The subject, flavor, takes a singular verb, is.)

Many children in this village have never seen a physician or received any immunizations. (The subject, children, takes the plural verb, have seen)

Grammar and writing tips

Removing the prepositional phrase makes it easier to choose the correct verb form.

The herd was rounded up.

Certain words are singular and require singular verbs: each, either, neither, none, everyone, everybody, nobody, someone.

Neither watch keeps good time.

None of the students is perfect for the job.

Use the correct case of pronoun. Personal pronouns change depending on whether they are the subject or object in a sentence.

Wrong: The ranger offered Shirley and I advice on campsites.

Right: The ranger offered Shirley and me advice on campsites.

When in doubt, test yourself by leaving out the other party.

I got advice...The ranger offered me advice...

Grammar and writing tips

CORRESPONDENCE

Most style guidelines apply to writing letters, but correspondence has a few special rules of its own. The general format is standard: When using letterhead, begin with the date; then the addressee's name, title and address. The writer's name and title go at the bottom, below the signature.

January 20, 2002

Sarah Smith, MD
Greater Atlanta Health Associates
1000 Peachtree Avenue
Atlanta, GA 30303

Dear Dr. Smith:

[text of letter]

Sincerely,
[signature]
John Doe
Manager
Department of Human Resources

Enclosures:

Most place names in addresses are spelled out within a letter. One exception would be a directional abbreviation such as NE. (See page 80 for more information on guidelines for capitalizing directions and regions.) Generally, a letter should use a more formal and gracious style than other types of documents. Therefore, avoid most abbreviations.

Use formal salutations, with courtesy title and last name, unless you are already on a first-name basis with the person.
When in doubt about a woman's preference and she doesn't have a title such as Dr. or Senator, use Ms. instead of Mrs. or Miss.

A colon should come after the salutation in a business letter or other formal correspondence. In a personal letter or note, use a comma.

Dear Sarah,

Grammar and writing tips

CLICHÉS AND MISUSED AND REDUNDANT TERMS

The following are commonly misused, overused, and just plain bad turns of phrase that should be avoided.

Each and every one of us – Try “all of us.”

At this point in time – Try “now.”

Accept vs. except – Accept means “to receive with consent”; except means “to exclude; to object.”

We do not accept out-of-state checks. No one outside the organization except you knows about the takeover.

Affect vs. effect – Affect means “to have an influence on”; effect means “to make; to bring about.”

Large pay increases throughout the country will affect the rate of inflation.

Rising costs of raw materials will effect large price increases in May.

Along with – Just use “with.”

Can vs. may – Can means “is able to”; may means “is allowed to.”

Just because you can access my computer files doesn’t mean you may read my private correspondence.

Care – Avoid using in the same sentence as both a noun and a verb.

Don’t write this: *We give quality care because we care about those we take care of in our facilities.*

Disinterested vs. uninterested – Disinterested means “impartial.” Uninterested means “not interested in.”

Farther vs. further – Use farther to specify physical distance and further to indicate time or degree.

You chase a ball farther; you study a subject further.

Interact – Avoid this overused word. Use descriptive terms such as communicate or share ideas as appropriate.

Irregardless – This is not a word. Use “regardless.”

Grammar and writing tips

Literal vs. literally – Use only when you mean it.

She was literally dead on her feet means her heart had stopped beating but she was still standing up.

Medium vs. media – Medium is singular; media is plural.

Obviously – Use only if something is truly obvious to the reader.

Principal vs. principle – Principal is “most important or influential; or person with controlling authority”; principle is “a basic truth or belief.”

She is the principal investigator.

It's a matter of principles.

Staff, faculty – These words take a singular verb when used to refer to the group as a whole.

The staff is having a party.

The words take a plural verb when used to refer to members of the group.

Staff are arriving at the facility. or Members of the staff are arriving at the facility.

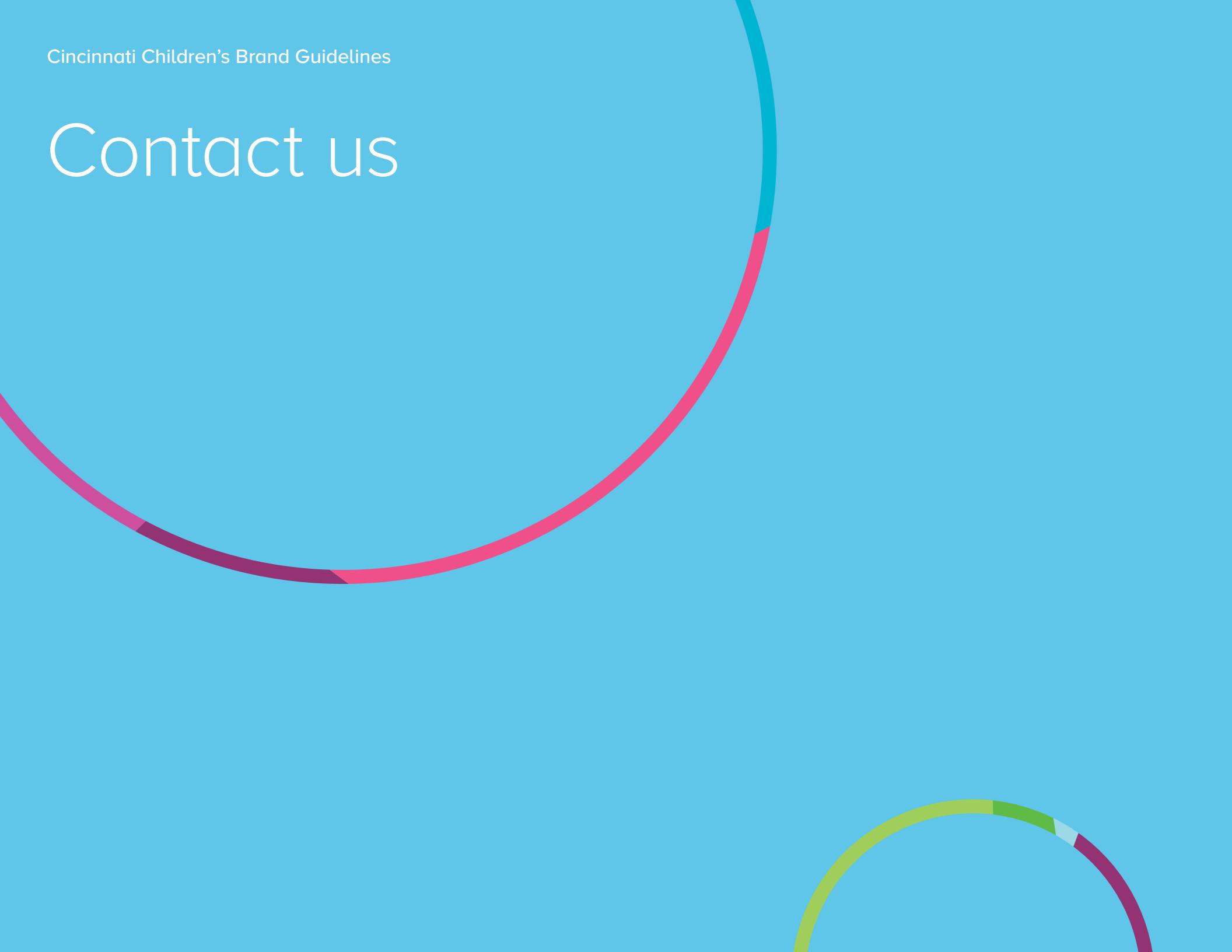
That vs. which – That defines or restricts what you’re talking about. Which describes what you’re talking about – and requires a comma.

The car that broke down is in the garage. (Not just any car.)

The car, which broke down last week, is in the garage.

Unique – Avoid overuse. Do not say “more unique” or “very unique.”

Contact us



Contact us

Let us know if you have any questions

CINCINNATI CHILDREN'S

Marketing & Communications

513.636.4420

marketing@cchmc.org

For questions about these guidelines, please email brand@cchmc.org