

# CINCINNATI CHILDREN'S BRAND GUIDELINES

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## INTRODUCTION

The Cincinnati Children's brand symbolizes our promise to deliver consistently positive outcomes, experience and value to the people we serve. The guidelines in this brand consistency kit help reinforce this promise by providing a foundation for how we communicate about ourselves.

These are the components of our brand strategy:

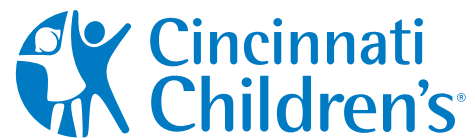
BRAND PROMISE, BRAND TRADEMARK, BRAND TAGLINE, BRAND POSITIONING, BRAND VOICE, BRAND PERSONALITY

### Brand Promise

*Bringing the world the joy of healthier kids*

Our brand promise is the implicit trust that we build with our audiences through our every word and action. In our communications, the words and images we choose should help shape the way we want people to think and feel about us.

### Brand Trademark



This icon and logotype combination is a visual representation of our brand.

### Brand Tagline

**change the outcome®**

The tagline offers a strong action statement about our work and our ultimate goal.

## **Brand Positioning**

*To those who seek a healthier life for kids, Cincinnati Children's is their best option.*

Our brand positioning comes from our mission statement and is the foundation for our key messages of outcomes, experience and value that we want to bring to life in all communications.

Our Outcomes, Experience, Value document, located on our employee website CenterLink, weaves key messages of our brand positioning into copy that can be used for specific communications.

## **Brand Voice**

Our “voice” is the overall attitude we convey in our communications. We want our voice to be warm, engaging and informative with patients and families. We want to be intelligent, approachable and efficient when we communicate with physicians, researchers, nurses and other healthcare professionals.

For more specifics on our preferred writing and editorial style, please refer to our Editorial Style Guide (see page 4).

## **Brand Personality**

Just as personality traits define an individual, Cincinnati Children's brand personality captures the attributes that describe the character of our organization. Our personality should come through in our brand voice and other creative elements, such as the photographs that we use in our communications.

Following are some characteristics of our brand personality:

- We are singularly dedicated to creating better health outcomes for children.
- We are innovative, focused not just on research breakthroughs, but on applying outcome-changing discoveries at the bedside.
- We are nurturing, committed to caring for kids and their families, as well as to educating and supporting them throughout their care.

## 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.

## EDITORIAL STYLE GUIDE | 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.*

*Of all the senators in Congress, Sen. Bill Frist of Tennessee is the only physician.*

### 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*

## EDITORIAL STYLE GUIDE | 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

Capitalize a title when it appears under a name, such as on a business card or in an address.

*Michael Fisher*

*President and Chief Executive Officer*

### For Academic Degrees, Licensures and Certifications

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

## EDITORIAL STYLE GUIDE | our people and places

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.”

### 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.*

## EDITORIAL STYLE GUIDE | 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



## EDITORIAL STYLE GUIDE | 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*)

## EDITORIAL STYLE GUIDE | preferred spellings for common terms

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*)

## EDITORIAL STYLE GUIDE | 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](http://www.cincinnatichildrens.org/adhd) or call 513-636-8107.

### **Stronger:**

For more information, call 513-636-8107 or visit [www.cincinnatichildrens.org/adhd](http://www.cincinnatichildrens.org/adhd).

## EDITORIAL STYLE GUIDE | netiquette

### Email

Do not use uppercase letters in URLs or email addresses.

**Wrong:** [www.CincinnatiChildrens.org](http://www.CincinnatiChildrens.org)

**Right:** [www.cincinnatichildrens.org](http://www.cincinnatichildrens.org)

**Wrong:** [Joe.Smith@cchmc.org](mailto:Joe.Smith@cchmc.org)

**Right:** [joe.smith@cchmc.org](mailto: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](http://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](http://www.cincinnatichildrens.org/sportsmed) for more information. NOTE: This rule may not apply to advertising.

Refer to a section of [www.cincinnatichildrens.org](http://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.

## EDITORIAL STYLE GUIDE | cities, dates, numbers, states

### Numbers

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.*

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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)*

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When listing a range of times, use a hyphen in between the times for easy scanning. In narrative form, spell out the word “to” in place of the hyphen.

*5-9 pm*

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

### Dates

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 a hyphen in between the dates. Do not include a space before or after the hyphen. When referring to a range of dates in narrative form, spelling out the word “to” or “through” in place of the hyphen 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.*

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### Years

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

*the 1920s*

*the 1800s*

### 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	Montana MT
Alaska AK	Nebraska NE
Arizona AZ	Nevada NV
Arkansas AR	New Hampshire NH
California CA	New Jersey NJ



## EDITORIAL STYLE GUIDE | cities, dates, numbers, states

Colorado CO	New Mexico NM
Connecticut CT	New York NY
Delaware DE	North Carolina NC
District of Columbia DC	North Dakota ND
Florida FL	Ohio OH
Georgia GA	Oklahoma OK
Hawaii HI	Oregon OR
Idaho ID	Pennsylvania PA
Illinois IL	Rhode Island RI
Indiana IN	South Carolina SC
Iowa IA	South Dakota SD
Kansas KS	Tennessee TN
Kentucky KY	Texas TX
Louisiana LA	Utah UT
Maine ME	Vermont VT
Maryland MD	Virginia VA
Massachusetts MA	Washington WA
Michigan MI	West Virginia WV
Minnesota MN	Wisconsin WI
Mississippi MS	Wyoming WY
Missouri MO	

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### 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 spring, summer, fall and winter unless part of a formal name.

*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*

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

*eustachian tube*

*cesarean section*

### **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*

Use quotation marks to designate articles, chapter titles or other elements within a larger publication.

*The article "Appropriate Medication for Pediatric Patients" appeared in the New England Journal of Medicine last month.*

### **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.*

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**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.*

**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

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information were not there.

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

**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.*

**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.*

**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*

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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.*

**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.*

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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.*

### 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.*

### 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)*

Don't be confused by prepositional phrases.

**Wrong:** *The herd of palomino horses were rounded up.*

**Right:** *The herd of palomino horses was rounded up.*



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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...*

### 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:

## EDITORIAL STYLE GUIDE | grammar and writing tips

Most place names in addresses are spelled out within a letter. One exception would be a directional abbreviation such as NE. (See page 18 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,*

## EDITORIAL STYLE GUIDE | clichés and other no-nos

### 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.*

## EDITORIAL STYLE GUIDE | clichés and other no-nos

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

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

*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.”

## BRAND LOGO | general brand logo

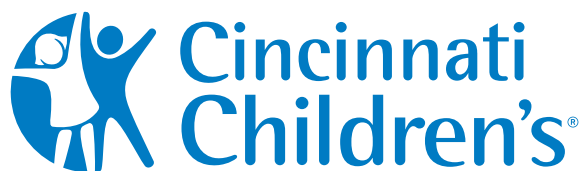
At the heart of our brand's creative expression is the Cincinnati Children's logo. This is our primary identity element. Correct and consistent use and application are necessary for brand consistency.

Our logo consists of two elements:

- 1 THE KIDS ICON, capturing the creativity, curiosity, innocence of childhood and our commitment to children;
- 2 THE CINCINNATI CHILDREN'S CUSTOM TYPE TREATMENT

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

The general brand logo is presented in two ways. The horizontal trademark lockup is preferred. The vertical trademark lockup is used only for applications in which the space for the brand trademark is insufficient for the horizontal configuration, such as on a building sign.



*General Brand Logo - Horizontal*



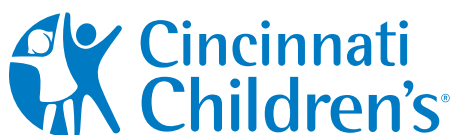
*General Brand Logo - Vertical*

## DESIGN SUPPORT | brand logo variations

### Brand Logo Variations

There are variations of the brand logo depending on the specific usage.

- 1 General Brand Logo – Used for internal and external audiences where familiarity with the brand is well established, such as for employee publications or for general business communications.
- 2 Tagline Lockup – The preferred logo for forward-facing marketing and advertising, especially to patient/family and referring physician audiences.
- 3 Hospital Medical Center Lockup – Used when it is necessary to establish Cincinnati Children's as a hospital entity, particularly for communications outside the Cincinnati area.



1 General Brand Logo



2 Tagline Lockup



3 Hospital Medical Center Lockup

## BRAND LOGO | brand logo lockups

### Logo Lockups

There is only one Cincinnati Children's brand logo. Wherever possible, the logo should stand alone. The names of Cincinnati Children's entities (institutes, departments, divisions, centers, etc.) should be placed elsewhere — for example, in the cover headline of a brochure.

There are instances when it is necessary to present the brand logo in conjunction with the name of an institute, department, division or center due to space or production constraints (i.e., uniform shirts). In these instances, the logo is presented as a lockup, with the names underneath the brand logo. An entity-specific logo lockup is not a separate logo or trademark.

All brand logo lockups are art. Do not create your own logo lockup by typesetting the name of your entity underneath the brand logo. If you are an institute, department, division, or center of Cincinnati Children's, please contact Marketing and Communications at 636-4420 to obtain the appropriate logo lockup art. If you are developing a new entity of Cincinnati Children's, please contact Marketing and Communications to see if your entity qualifies for a logo lockup.



*Examples of General Brand Logo Lockups*



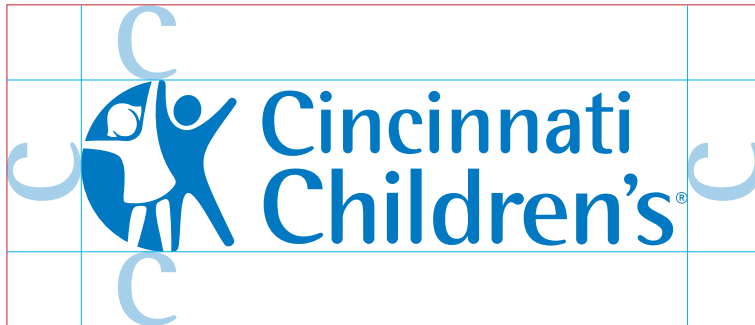
*Examples of Entity-Specific Logo Lockups*



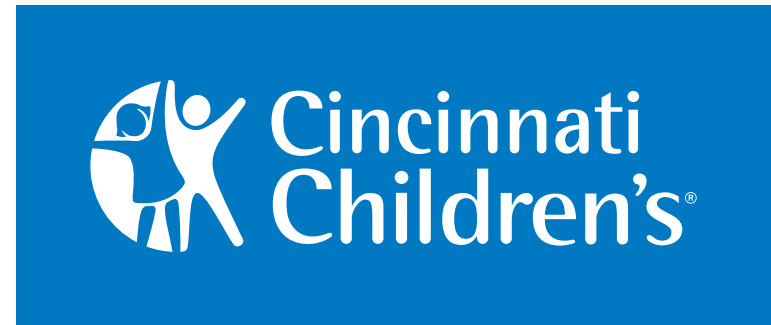
## BRAND LOGO | clear space

### Clear Space

There is an established area of isolation (clear space) surrounding the Cincinnati Children's brand logo, where no other type or images can appear, to preserve its integrity and importance. The clear space is measured by the space required for the height of the initial "C" of the word "Children's" in the trademark. This clear space applies to all instances of the brand logo, including logo lockups.



*Clear space boundary (red line)*



*Clear space on color field*

## BRAND LOGO | brand tagline

### Brand Tagline

Cincinnati Children's tagline "Change the Outcome" is a piece of art and registered trademark and cannot be altered or presented in text in place of the tagline art.

The primary and preferred presentation of the tagline is with the logo as a lockup, in the same color as the trademark (see page 30 on Logo Lockups).

The tagline may be separated from the logo under the following conditions:

- When sufficient space exists in the piece (i.e., multipage document, front and back of business card) and where there is sufficient physical separation between the logo and tagline art
- In special executions such as large-scale advertising campaigns and video/multimedia executions

In executions where the tagline is separated, the tagline art must be presented in secondary hierarchy to the logo. At no time must the tagline proportion be larger than the logo.

All separations of tagline art should be approved by Marketing and Communications. Please contact Marketing and Communications at 636-4420.

**change the outcome®**

*Tagline artwork*

## BRAND LOGO | kids icon

### Kids Icon

The kids icon portion of the logo may be used alone as a graphic element if the brand is well-established in the context that the icon appears including:

- Executions within hospital property (i.e., at the Burnet Campus, neighborhood locations, etc.) or for hospital signage and wayfinding;
- Where the Cincinnati Children's brand is already prominently established via logo or text
- On branded merchandise, keepsakes, or giveaways where space is limited and the icon makes sense visually
- As a graphic element (i.e., pattern, watermark, tone-on-tone executions) where the Cincinnati Children's brand is well established in visuals or text
- On internal or employee communications where the brand is already known

The kids icon cannot be incorporated into another visual mark or be locked to other text to create a new visual mark.

All applications of the kids icon as a standalone element must be approved by Marketing and Communications. Please contact Marketing and Communications at 636-4420.



*Kids icon artwork*

## BRAND LOGO | logo colors

### Brand Logo Colors

The Cincinnati Children's brand logo and tagline art may be presented in the following colors:

- 100% PMS 300 (Cincinnati Children's brand color) on white substrate;
- 70–100% black on white substrate;
- Reversed in white out of any color in the Cincinnati Children's color palette (see page 34) as long as contrast holds;
- Reversed in white out of any photograph as long as clear space and contrast holds.

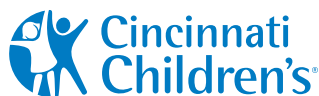
The kids icon may be presented in the colors as listed above. Additionally, the kids icon may also be represented in percentages of brand colors to create a tone-on-tone execution over the corresponding colors in the Cincinnati Children's color palette. The kids icon may not be presented in any other brand color other than PMS 300 on white substrate.

The logo and tagline may not be presented in any other color in the brand color palette except PMS 300. It may not be overprinted in PMS 300 on any color except white. It may only be overprinted in a percentage of black on white.

### Special Circumstances

The logo, tagline and kids icon may be rendered in the following ways as long as contrast holds:

- Embossed – PMS 300 and its CMYK equivalent, black, silver, white or blind
- Engraved – on any metallic, wood or stone surface
- Etched on glass



*PMS 300 (100%)*



*100% Black*



*70% Black*



*Reversed out of Brand Color*



*Reversed out of Photography*

## DESIGN SUPPORT | brand color

### Brand Color

The primary corporate color of Cincinnati Children's is PMS® 300; so the preferred logo color is blue.

These tables specify the blue color values and ink formulas to guide logo applications for print and digital media. Since ink formulas vary for coated and uncoated stocks, be sure to specify the paper stock when ordering print jobs.

Coated Paper		Uncoated Paper		Multimedia/Web	
PMS	CMYK	PMS	CMYK	RGB	HEX
300C	C 100 M 42 Y 0 K 0	300U	C 99 M 34 Y 0 K 0	R 0 G 101 B 189	0065BD

## Brand Color Palette

### Primary Color Palette

PMS	PMS	PMS	PMS	PMS	PMS	PMS	PMS
300	123	144	200	377	3272	2995	259

### Accent Color Palette


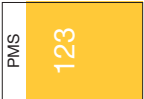



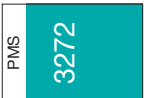


TINTS	PMS 7402	PMS 721	PMS 699	PMS 5777	PMS 7472	PMS 2905	PMS 7437	NEUTRALS	
	PMS 1245	PMS 154	PMS 188	PMS 378	PMS 322	PMS 7462	PMS 2627		
SHADES								PMS Cool Gray 9	PMS Warm Gray 9

The primary color palette is used for all communications, internal and external. The primary palette can be combined with the accent palette to give more variation in value as needed for the specific piece. If necessary, percentages of the primary color palette can be used sparingly to augment the color palette further as long as contrast holds.

Please refer to the Pantone Bridge breakdowns for CMYK, RGB and Hex values for the colors in the palette.



## DESIGN SUPPORT | color build reference

### Primary Color Palette Builds

Color	Process Coated	Process Uncoated	RGB	HEX
	<b>C100 M42 Y0 K0</b>	<b>C99 M34 Y0 K0</b>	<b>R0 G101 B189</b>	0065BD
	<b>C0 M21 Y88 K0</b>	<b>C0 M28 Y98 K0</b>	<b>R253 G200 B47</b>	FDC82F
	<b>C0 M52 Y100 K0</b>	<b>C0 M46 Y90 K0</b>	<b>R233 G131 B0</b>	E98300
	<b>C3 M100 Y66 K12</b>	<b>C3 M88 Y62 K10</b>	<b>R183 G18 B52</b>	B71234
	<b>C51 M5 Y98 K23</b>	<b>C43 M3 Y96 K20</b>	<b>R115 G150 B0</b>	739600
	<b>C98 M0 Y42 K0</b>	<b>C78 M0 Y42 K0</b>	<b>R0 G165 B153</b>	00A599
	<b>C87 M1 Y0 K0</b>	<b>C89 M0 Y1 K0</b>	<b>R0 G169 B224</b>	00A9E0
	<b>C69 M100 Y1 K5</b>	<b>C38 M64 Y0 K0</b>	<b>R110 G38 B123</b>	6E267B







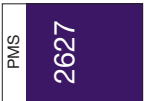


## DESIGN SUPPORT | color build reference

### Accent Color Palette Builds -Tints

Color	Process Coated	Process Uncoated	RGB	HEX
	<b>C0 M6 Y38 K0</b>	<b>C2 Y8 M43 K0</b>	<b>R235 G221 B156</b>	EBDD9C
	<b>C0 M31 Y43 K2</b>	<b>C4 M29 Y44 K2</b>	<b>R226 G174 B129</b>	E2AE81
	<b>C0 M24 Y5 K0</b>	<b>C0 M25 Y8 K0</b>	<b>R239 G197 B206</b>	EFC5CE
	<b>C22 M7 Y51 K22</b>	<b>C28 M11 Y51 K4</b>	<b>R163 G168 B107</b>	A3A86B
	<b>C62 M0 Y26 K0</b>	<b>C49 M0 Y24 K0</b>	<b>R91 G187 B183</b>	5BBBBB7
	<b>C44 M1 Y0 K0</b>	<b>C37 M1 Y3 K0</b>	<b>R143 G202 B231</b>	8FCAE7
	<b>C15 M29 Y0 K0</b>	<b>C12 M29 Y1 K0</b>	<b>R204 G178 B209</b>	CCB2D1



## Accent Color Palette Builds - Shades & Neutrals

Color	Process Coated	Process Uncoated	RGB	HEX
	<b>C7 M35 Y100 K13</b>	<b>C6 Y26 M97 K18</b>	<b>R197 G146 B23</b>	C59217
	<b>C7 M64 Y100 K36</b>	<b>C10 M48 Y92 K24</b>	<b>R149 G82 B20</b>	955214
	<b>C12 M95 Y59 K54</b>	<b>C27 M86 Y60 K30</b>	<b>R119 G36 B50</b>	772432
	<b>C43 M13 Y98 K62</b>	<b>C36 M11 Y91 K38</b>	<b>R85 G96 B28</b>	55601C
	<b>C100 M6 Y35 K32</b>	<b>C97 M6 Y41 K24</b>	<b>R0 G116 B183</b>	00747A
	<b>C100 M45 Y6 K27</b>	<b>C78 M32 Y10 K11</b>	<b>R0 G90 B139</b>	005A8B
	<b>C84 M100 Y7 K33</b>	<b>C63 M91 Y2 K9</b>	<b>R66 G20 B95</b>	42145F
	<b>C29 M23 Y16 K51</b>	<b>C28 M16 Y12 K35</b>	<b>R116 G118 B120</b>	747678
	<b>C17 M25 Y25 K49</b>	<b>C28 M16 Y12 K35</b>	<b>R130 G120 B111</b>	82786F

## DESIGN SUPPORT | typography

The brand typefaces are Garamond Premier Pro, Helvetica Neue LT Std and Helvetica Neue LT Std Condensed. All three families can be used for titles, subtitles, captions, pull quotes and decorative typography. Garamond Premier Pro and Helvetica Neue LT Std are the standard typefaces for body copy. Please see page 43 for body copy standards.

### Garamond Premier Pro

Regular – ABCDEFG abcdefg 12345&!?

*Italic* – ABCDEFG abcdefg 12345&!?

Medium – ABCDEFG abcdefg 12345&!?

*Medium Italic* – ABCDEFG abcdefg 12345&!?

SemiBold – ABCDEFG abcdefg 12345&!?

*SemiBold Italic* – ABCDEFG abcdefg 12345&!?

Bold – ABCDEFG abcdefg 12345&!?

*Bold Italic* – ABCDEFG abcdefg 12345&!?

STANDARD FOR BODY COPY. STANDARD  
FOR TITLES, SUBTITLES, CAPTIONS, PULL  
QUOTES AND DECORATIVE USES.

### Helvetica Neue LT Std

25 Ultra Light – ABCDEFG abcdefg 12345&!?

26 *Ultra Light Italic* – ABCDEFG abcdefg 12345&!?

35 Thin – ABCDEFG abcdefg 12345&!?

36 *Thin Italic* – ABCDEFG abcdefg 12345&!?

45 Light – ABCDEFG abcdefg 12345&!?

46 *Light Italic* – ABCDEFG abcdefg 12345&!?

55 Roman – ABCDEFG abcdefg 12345&!?

56 *Italic* – ABCDEFG abcdefg 12345&!?

65 Medium – ABCDEFG abcdefg 12345&!?

66 *Medium Italic* – ABCDEFG abcdefg 12345&!?

75 Bold – ABCDEFG abcdefg 12345&!?

76 *Bold Italic* – ABCDEFG abcdefg 12345&!?

85 Heavy – ABCDEFG abcdefg 12345&!?

86 *Heavy Italic* – ABCDEFG abcdefg 12345&!?

95 Black – ABCDEFG abcdefg 12345&!?

96 *Black Italic* – ABCDEFG abcdefg 12345&!?

STANDARD FOR BODY COPY. STANDARD FOR  
TITLES, SUBTITLES, CAPTIONS, PULL QUOTES  
AND DECORATIVE USES.

### Helvetica Neue LT Std - Condensed

27 Ultra Light Condensed – ABCDEFG abcdefg 12345&!?

27 *Ultra Light Condensed Oblique* – ABCDEFG abcdefg 12345&!?

37 Thin Condensed – ABCDEFG abcdefg 12345&!?

37 *Thin Condensed Oblique* – ABCDEFG abcdefg 12345&!?

47 Light Condensed – ABCDEFG abcdefg 12345&!?

47 *Condensed Oblique* – ABCDEFG abcdefg 12345&!?

55 Condensed – ABCDEFG abcdefg 12345&!?

56 *Condensed Oblique* – ABCDEFG abcdefg 12345&!?

67 Medium Condensed – ABCDEFG abcdefg 12345&!?

67 *Medium Condensed Oblique* – ABCDEFG abcdefg 12345&!?

77 Bold Condensed – ABCDEFG abcdefg 12345&!?

77 *Bold Condensed Oblique* – ABCDEFG abcdefg 12345&!?

87 Heavy Condensed – ABCDEFG abcdefg 12345&!?

87 *Heavy Condensed Oblique* – ABCDEFG abcdefg 12345&!?

97 Black – ABCDEFG abcdefg 12345&!?

97 *Black Italic* – ABCDEFG abcdefg 12345&!?

STANDARD FOR TITLES, SUBTITLES,  
CAPTIONS, PULL QUOTES AND DECORATIVE USES.

## DESIGN SUPPORT | typography

### Body Copy Standards

For all projects outside of Marketing and Communications produced publications, please use the following for body copy.

Helvetica Neue Lt Std – 45 Light

**Size:** 8.75 (minimum)

**Leading:** 12 (minimum)

**Tracking:** 15 (to start, adjust up and down as necessary)

**Color:** varies by project

*Please note: Depending on the color of background, 45 Light may not always hold up, especially in digitally printed projects. In these instances, please increase type size, type weight, or shift the type color.*

Garamond Premier Pro – Regular

**Size:** 10 (minimum)

**Leading:** 14 (minimum)

**Tracking:** 15 (to start, adjust up and down as necessary)

**Color:** varies by project

*Depending on the color of background, Garamond Premier Pro - Regular may not always hold up, especially in digitally printed projects. In these instances, please increase type size, type weight, or shift the type color.*

### Special Circumstances

Marketing and Communications publications (*Young and Healthy*, *Research Horizons*, annual reports) and large-scale advertising campaigns may introduce typefaces outside of the brand typefaces as needed for special features or to fit specific visual concepts.

## DESIGN SUPPORT | photography

Photography is the primary method of introducing emotion, vibrancy and texture into our communication materials. It is preferable to let photography have as much scale as possible for maximum visual impact. In most cases, use fewer photos at a larger size. When presenting photos within a piece, it is preferable to have the photo bleed off at least one side of the format.

Photography should:

- Communicate close interaction between the primary subjects in the composition
- Be photojournalistic in nature but still feel dramatic
- Keep subjects as a focal point
- Use natural light when possible
- Use selective focus when appropriate
- Magnify details when relevant
- Use models from many origins
- Strive to incorporate models from Cincinnati Children's

If it is necessary to source stock photography, please adhere to the same photography guidelines as when shooting original material.



## SOCIAL MEDIA GUIDELINES | facebook, twitter and youtube

When representing Cincinnati Children's on third-party social media websites such as Facebook, Twitter or YouTube, all existing brand rules apply. Please refer to the Cincinnati Children's Social Media Policy for information on the organization's expectations for conduct in the social media space.

### FACEBOOK

Facebook presents a unique opportunity for the public to interact with Cincinnati Children's. It can be a powerful tool to engage with parent, family and medical audiences.

Facebook fan pages are created to represent a real public figure, artist, brand or organization, and may only be created by an official representative of that entity. All official department, division, center, program and institute fan pages are considered extensions of the Cincinnati Children's brand experience and are subject to the organization's brand standards.

All official Cincinnati Children's related fan pages must be approved by Marketing and Communications. Please contact Marketing and Communications at 636-4420 before setting up your page.

#### Facebook Fan Page Branding

Once your fan page request is approved, Marketing and Communications will provide an assortment of cover images to choose from. The profile photo should be an image that you feel represents your entity. For more information or to request a fan page, please contact Marketing and Communications at 636-4420.

### TWITTER AND YOUTUBE

Cincinnati Children's has an official presence on both Twitter and Youtube. If you are interested in being represented on Twitter or Youtube, please contact Marketing and Communications at 636-4420.

**NOTE: Photography, illustration, art work, video and audio featured in any social media channel is subject to appropriate usage rights and restrictions.**

