



Brand Guidelines

FOR MANAGERS AND EMPLOYEES

How to use these brand guidelines

These brand guidelines are intended to provide you with an overview of the renewed Cincinnati Children's brand and the system we've created to bring it to life. We have a lot of audiences that we are constantly communicating with — patients, families, physicians, researchers, donors and employees, to name a few. These audiences have very different needs and preferences, and what we're communicating to them can vary widely — from complex scientific content to family-friendly wayfinding signage. And everything in between.

In order to come across as one cohesive organization, we all need to be working from the same playbook. That's what brand guidelines are all about — providing the rules and the tools that help us all represent Cincinnati Children's in a cohesive and impactful way. This brand system was designed to be flexible yet cohesive — to bring us all together as “one Cincinnati Children's” focused on changing the outcome together.

It's important to note that this is an overview of our guidelines intended for those of us who are NOT professional designers (if you think you need professional design support, go to page 20). We've created new tools and templates that make it easy for non-designers to use the new brand system in the right way; however, we also want you to have the information you need to fully understand the elements of the system and how they work together. Here's what you'll find in this document:

- An overview of the foundational elements of our brand — the concept of “head and heart,” our beliefs and purpose statement
- Details on the new logo and the “do's and don'ts” of how to use it
- An overview of our new color palette, fonts and graphic elements
- Tips on how to create the right “look and feel” that best expresses the Cincinnati Children's brand
- Additional design resources and support that goes beyond the templates

We've worked collaboratively with many of our stakeholders to develop a system that represents the full spectrum of Cincinnati Children's; however, if you think we've missed something or you have questions about how to make this new system work for you, we want to know about it — reach out to us at brand@cchmc.org.

Important notes:

Brand guidelines provide the rules and tools needed to express the Cincinnati Children's brand in a cohesive, high impact way to our many audiences.

This document is an overview of our brand guidelines for those of us who are **NOT** professional designers. See Design Resources section on page 20 if you think you need professional design support.

E-mail us at brand@cchmc.org if you have any questions.



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.

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 changing the outcome together.



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.

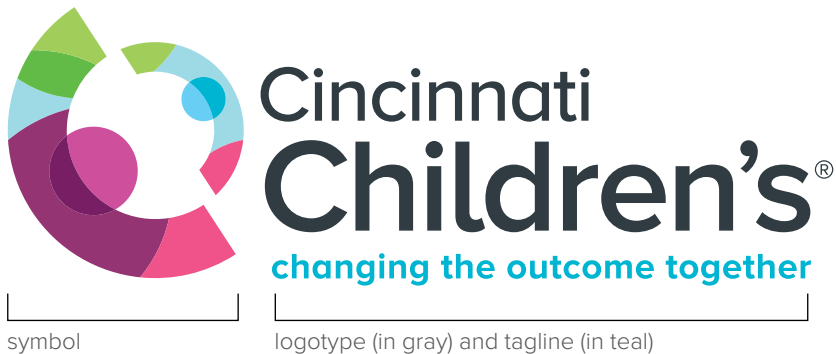
We believe that science and compassion are equally important.

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.

Our logo



Important notes:

The logo always consists of the symbol, logotype and tagline.

The symbol, logotype and tagline should **never** be separated from each other without approval from Marketing & Communications.

THE MASTER BRAND LOGO

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.



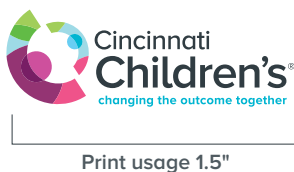
CLEAR SPACE AND MINIMUM SIZES

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

Minimum size with tagline

The logo's width determines the minimum size. To ensure legibility in print applications, the identity must be at least 1.5" in width.

Please contact Marketing & Communications if you need to apply the logo in a digital application.



Our logo

USING THE LOGO

A. Use of logo with other entities

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.

This means that we are not replacing the tagline with the names of specific entities (also called a logo lock up). In order to establish this new brand mark and reinforce that we are "one Cincinnati Children's," it is important to maintain the impact of the full master brand.



INCORRECT



CORRECT

B. Departments & divisions

When communication is coming from a specific department, division, institute, program or center, that entity should use the preferred, master brand logo. 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.



Example of department, division, center or institute communication

USING THE LOGO (continued)

C. 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.



Research Foundation lockup

D. University of Cincinnati/UC Health partnership

The University of Cincinnati and UC Health are academic and professional partners 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.



University of Cincinnati/ UC Health partnership presentation

Important notes:

The Master Brand logo (symbol, name, tag line) is the preferred logo and should be considered the default logo.

Names of other entities (Divisions, institutes, departments, programs, etc.) should be treated in text as a headline, title, etc. separated from the logo.

Our logo

INCORRECT USAGE



A.



B.



C.



D.



E.



F.



G.



H.



I.



J.

- 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 separate the symbol from the rest of the logo without Marketing & Communication approval

Our logo

LOGO USAGE ON BACKGROUNDS



Full-color over white background (preferred application)



A. Full-color over photograph



B. Full-color over varnish/gray scale pattern

The preferred use of the logo is full-color on white for crisp clean contrast. The logo can also be placed on a varnished pattern or over a photograph, but must follow the guidelines outlined on this page.

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/gray scale pattern

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

The same background rules apply for the logo without tagline.

Important notes:

The preferred application of the logo is on a white background.

There are exceptions to this rule when the logo is used on wearables or in environmental applications.

LOGO REQUEST AND DISTRIBUTION PROCESS

Brand visual assets including the logo have been made available to internal Cincinnati Children's designers and approved design partners authorized to design for the brand. These individuals have been through an onboarding process on the brand standards that govern the application of the logo and other brand visual assets.

If you think you need access to the logo, please complete a logo request form on Centerlink's Brand Resource Center. The request will be reviewed by brand leadership. If granted, you will be asked to fill out a brand usage agreement before the logo can be released.

BRANDED TEMPLATES

Before requesting a logo, please explore the branded templates available in the Brand Resource Center on Centerlink. These templates are professionally designed and offer flexibility in format, layout, patterns, colors, etc. that make it easy for you to use the new brand system appropriately and provide you with the look of professionally designed materials without the cost of a professional designer.

There are two groups of templates in the Brand Resource Center — Business Software Templates and the Custom Design Collection. The Business Software Templates include PowerPoint presentations, electronic logo letterhead, fax cover sheets, and an email signature generator — all available for immediate use.

The Custom Design Collection offers a variety of brand templates including business cards, letterhead, flyers, brochures and postcards. These templates are software-independent and accessed via your web browser. These templates offer some customization of color and photography. Completed templates can be saved down to your computer as a PDF for local printing on your office printer or can be bulk printed with our Custom Design Collection vendor, Arnold Printing.

You will need to set up a login and password to use the system — please note that login is different than your Cincinnati Children's network login.

For more information about the Brand Resource Center, please see page 20.

Important notes:

Brand visual assets are available to approved internal designers and approved design partners authorized to design for the brand.

Logo assets will only be released after a logo request form has been filled out and (if approved) a brand usage agreement has been signed.

Please try to use the branded templates on the Brand Resource Center before requesting a logo.

Look and feel

GRAPHIC ELEMENTS

The six elements, shown below, are interconnected and work together to create our brand presence.



Color

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

Proxima Nova A

Proxima Nova

Mercury Text

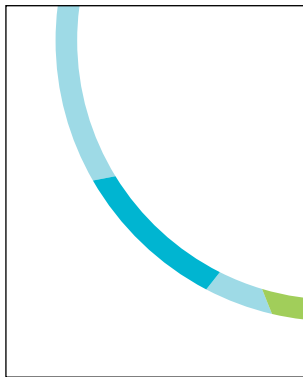
Proxima Nova

Condensed



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.

We believe that

**SMALL
ACTS**

have tremendous impact.

Graphic Type

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

Important note:

Brand visual assets such as logos, arcs and patterns are available to approved internal designers and design partners authorized to design for the brand.

TYPEFACE SUBSTITUTIONS

Only those individuals who are authorized to create graphic design for the brand are required to purchase the brand typefaces.

For other business use (letters, presentations, etc.), please use the following readily-available system typefaces as substitutes for the brand typefaces:

Brand typeface	Substitute typeface
Proxima Nova A	Arial
Proxima Nova	Arial
Proxima Nova Condensed	Arial
Mercury Text	Georgia

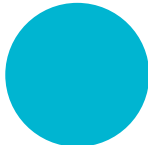
Important note:

Please use typefaces specified above in official, branded communications.

COLOR 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.

A. Primary palette




TEAL PMS 3125
RGB: 0 174 199 HEX/HTML: 00AEC7

80%

50%

30%




GREEN PMS 368
RGB: 120 190 32 HEX/HTML: 78BE20

80%

50%

30%




PURPLE PMS 674
RGB: 198 87 154 HEX/HTML: C6579A

80%

50%

30%




GRAY PMS 425
RGB: 84 88 90 HEX/HTML: 54585A

80%

50%

30%

B. Secondary palette




Light Green PMS 2299
RGB: 164 210 51 HEX/HTML: A4D233

80%

50%

30%




Pink PMS 205
RGB: 224 69 123 HEX/HTML: E0457B

80%

50%

30%




Light Blue PMS 629
RGB: 155 211 221 HEX/HTML: 9BD3DD

80%

50%

30%




Medium Purple PMS 682
RGB: 153 72 120 HEX/HTML: 994878

80%

50%

30%




Medium Blue PMS 297
RGB: 113 197 232 HEX/HTML: 71C5E8

80%

50%

30%



Dark Purple PMS 249
RGB: 128 39 108 HEX/HTML: 80276C

80%

50%

30%

Important note:

Colors related to emergency codes, safety applications and shuttle bus routes should maintain their already established color palettes.

Look and feel

COLOR COMBINATIONS

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.



Important note:

If your communication is for patients and families, use more pinks and purples. If your communication is for a clinical or medical professionals, use more blues and greens. **That said, it is OK to have colors from the “heart” side in a piece that faces professionals and vice versa.**

PHOTOGRAPHY

Photography for Cincinnati Children’s should reflect the broad range of experiences it offers — from compassionate care to scientific discovery.

Head

Heart

← Clinical, Research-Focused

→ Connected, Human, Warm



PHOTOGRAPHY (CONTINUED)

Principles

- People should be shown in context
- Show human interaction: multiple people in frame or individual in frame interacting with another outside of the frame
- Avoid expected or clichéd poses
- Capture candid, genuine moments between real people
- Avoid overly staged or cheesy expressions
- 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
- 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 should be warm and natural
- 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

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.

DO NOT:

- Use photos shot by a cell phone camera
- Use photography that does not have an appropriate photo release form signed
- Use photography that was copied from the internet without written permission from the owner
- Use photography that was not shot by a brand-approved photographer

Important note:

Check the Photography link on the Brand Resource Center to search and download photos from the brand photography collection before shooting photography of your own.

If you don't see what you need in the archive? Please contact photorequests@cchmc.org to make a request or if you are interested in hiring a photographer.

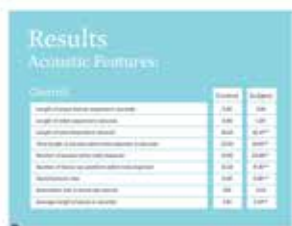
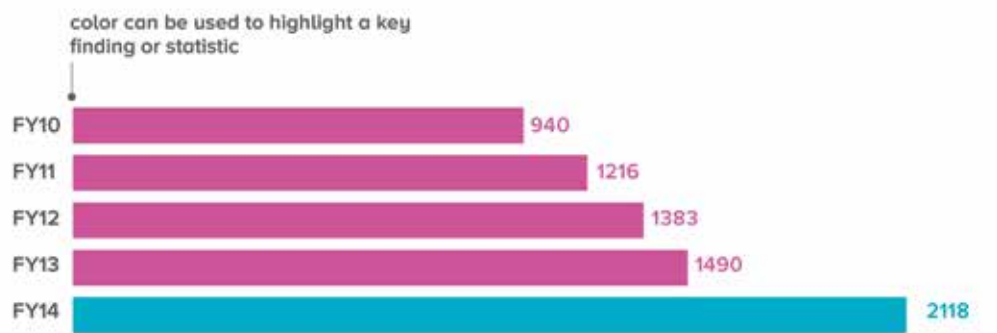
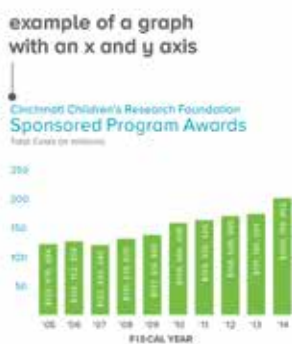
CHARTS AND GRAPHS

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.

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.

Additional colors can be introduced in instances where a large amount of data needs to be communicated and colors need strong separation.



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

Important note:

Keep charts and graphs as simple as possible.

Use the fewest number of colors possible and try to stick to colors from the brand palette.

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.

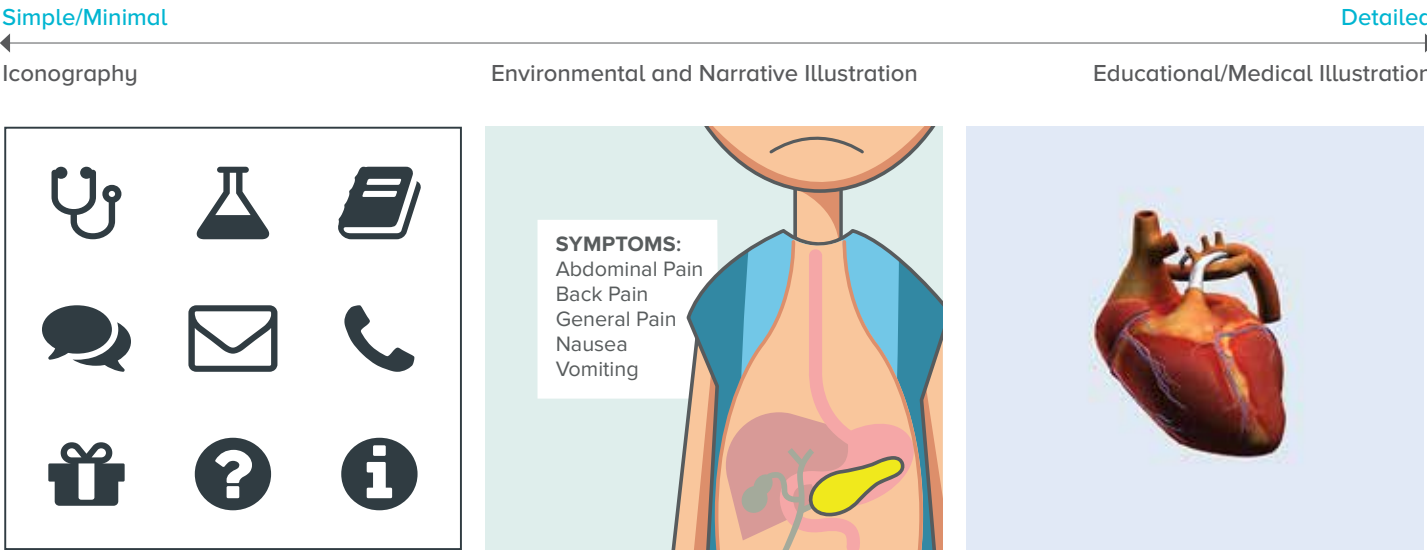
There is a range of illustration present in our brand, from simple and minimal iconography to illustration that helps tell a story to complex medical illustration.

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.

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.



Important notes:

There is a library of established iconography and illustration. Please contact Marketing & Communications before creating your own icons and illustration.

Do not use illustration found on the internet without written consent from the owner.

All illustration showing anatomical/medical accuracy or medical procedures must be created by a trained medical illustrator or animator. Please contact Marketing & Communications if your project needs this level of illustration.

Design resources

Need help with design for your project? There are several ways Marketing & Communications can help you with what you need.

The Cincinnati Children's Branding & Design Team

Did you know that Cincinnati Children's has its own internal design team? The internal Branding & Design team focuses on the following kinds of projects:

- Patient and family facing communications
- Large scale employee communications
- Development and fundraising

The internal Branding & Design team doesn't charge for its design time but you are responsible for paying costs related to printing. Please contact brand@cchmc.org if you would like to discuss this in greater detail.

Approved Design Partners

For projects that fall outside the internal team's focus areas or for projects with tight deadlines, the brand has a team of approved design partners that can take on your project. There is a cost for design. Please reach out to brand@cchmc.org if you would like to be connected to an approved design partner.

Brand Resource Center's Custom Design Collection

The Custom Design Collection offers a variety of brand-approved templates that you can use to create custom flyers, brochures, etc. The templates do not require any graphic design software and allow for some customization of copy, photography and other brand visual elements. These can be printed with Arnold Printing or saved to your computer for localized printing.

Business Software Templates

The Brand Resource Center on Centerlink also offers a variety of branded Word and PowerPoint templates for business use. These templates are suitable for everyday communication including letters, memos and presentations.

For items that will be printed in bulk or distributed to patients, please use the templates found in the Custom Design Collection.

Important notes:

Need help from the internal Branding & Design team? Contact us at brand@cchmc.org

Custom design collection templates offer brand-approved layouts with customization of color, photo and text. You can save a PDF to your computer for local printing or send to press with the Custom Design Collection print vendor, Arnold Printing.

Don't see what you need in the templates? Please reach out to brand@cchmc.org so we can help find a solution.

Marketing Brand Consistency

In an effort maintain brand consistency throughout Cincinnati Children's, all print pieces that are being printed or distributed to a wide audience need to go through an approval process with Marketing & Communications. Please note, approved print vendors for the hospital will not print material that has not received brand approval.

HOW DO I CREATE BRAND APPROVED PIECES?

1. Use Custom Design Templates on Centerlink
2. Work with an approved design partner
3. Work with the internal design team

Important notes:

Materials without a brand approval code will not be printed by approved print vendors. Please allow for 2-3 business days for feedback.

Items created from templates in the Custom Design Collection do not need brand approval.

Questions? Please reach out to brand@cchmc.org so we can help find a solution.

Frequently asked questions

WEARABLES, MERCHANDISE AND SIGNAGE

I have a vendor I like to use for branded merchandise but I don't see them on the list of approved vendors. Can I get them added? Vendors are pre-qualified and approved by Purchasing. Selected vendors offer competitive pricing and have met the quality standards as established by the organization. These vendors have also worked with Marketing & Communications to ensure that logo application meets brand standards. New vendors may be added by Purchasing to increase the number and kinds of products offered. If you are not able to find the merchandise or wearable you need in the existing vendor pool, please contact Scott Shepherd for more information.

The new logo is full color but my merchandise has always been printed in one color. Is there a one-color version of the logo available? At this time, the master brand logo may only be applied in full color. Approved merchandise vendors are aware of this and have selected their catalog of available materials accordingly.

I am responsible for ordering awards and plaques for my department. Do any of the approved vendors offer this type of product? Yes, the approved vendors can produce awards and plaques for the organization.

I need new signage for my clinical area. Is it OK to create my own? Wayfinding and signage follows a set visual system that uses best practices for legibility and ADA compliance. Wayfinding/signage is handled by Facilities, Space Planning and our environmental design partner. Please do not create your own signage. If you need signage, please contact marketing@cchmc.org to discuss your needs.

BRAND DESIGN, DESIGNERS AND APPROVAL PROCESS

I have Adobe Creative Suite. Can I get the brand assets to create my own print materials? Brand assets (including logos, patterns, arcs) are available only to internal, professional graphic designers and brand approved design vendors that are authorized to create branded communications for Cincinnati Children's. These individuals have been on-boarded to the complete design standards for the new brand and have signed appropriate brand usage agreements.

I have a graphic designer I like to work with but they've never worked with Cincinnati Children's. How do they get access to the brand logo and assets? All approved designers have access to the brand logo and assets. If you know a graphic designer that is interested in working with Cincinnati Children's, please have them contact brand@cchmc.org with a copy of their CV and a link to their online portfolio/samples. Their work will be reviewed by Marketing & Communications and they will be contacted by Purchasing for follow-up if they seem like a good fit for Cincinnati Children's.

I want my project to be brand compliant but I don't have budget for a designer. What do I do? The brand templates in the Custom Design Collection on Centerlink's Brand Resource Center are a good resource to create simple, customized brand communications without a designer. The communications you create can be printed with our vendor, Arnold Printing, or a PDF can be saved to your computer for local printing. If your project is patient-facing, the Cincinnati Children's Branding & Design team might be able to provide design assistance for free. Please contact brand@cchmc.org for more information.

How long does it take to hear back when I submit something for brand approval? Please allow for 2-3 business days for feedback on communications submitted for brand approval.

My division has an intern who does graphic design work for us. How do I get them access to brand assets? Please contact brand@cchmc.org if you have an intern producing graphic design work. All employees (full time, part time, and temporary) that produce design work for the brand must go through an on-boarding process on the new brand and must follow the appropriate brand design review process established for Cincinnati Children's.

Frequently asked questions

I forgot to put my project through brand approval before sending it to the printer. What happens now? All brand communications receive a brand approval code when they go through the review process and approved print vendors will not print a job that does not have a brand approval code. Please note that print vendors will contact the Branding & Design team regarding any print requests they receive that do not have a code — this could result in delays in printing and turnaround for your project.

LOGOS AND LOGO LOCKUPS

Why can't I download the new logo on Centerlink like I used to? In order to create better brand consistency overall, access to the logo has been tightened. Please contact brand@cchmc.org if you think you need access to the logo art.

Is there a black and white version of the logo? The preferred application of the logo is in full-color. However, a limited use, grayscale version of the logo has been developed for functional uses, namely for invoices, forms, etc. Please contact brand@cchmc.org for more information.

What is a brand usage agreement? Do I have to sign one? A brand usage agreement is used to protect brand assets such as logos when they are distributed for application on printed and digital communications. All individual (internal or external) who request a brand asset will need to sign a brand usage agreement before assets are released. Individuals who use a branded template from Centerlink's Brand Resource Center do not need to sign a brand usage agreement.

My department used to have a logo lockup. Can I get a new one made with the new logo? In order to maintain the full impact of the master brand, the organization has adopted a master brand strategy to embody the idea that we are "one Cincinnati Children's." This means that we are not replacing the tagline with the names of specific entities. Departments and divisions are welcome to present their name as a headline in a brand communication piece that utilizes the master brand logo with tagline. For more details, please reference page 7.

I am authorized to have the new logo. Am I able to share it with my co-workers? No — Individuals who have received the logo have signed a brand usage agreement which stipulates that the logo will not be distributed to other people, including other employees. Employees that feel they need the logo should fill out a Logo Request Form on Centerlink.

I'm presenting at a conference and would like to use the new logo. Can I get a copy? The decision to feature the Cincinnati Children's logo at a conference is made on a case-by-case basis depending on level of organizational involvement and visibility of Cincinnati Children's at the conference. If you would like to use the logo at a conference, please fill out a Logo Request Form and include relevant information about the conference and how the logo will be used. The Branding & Design team will review and respond to your specific request.

I have several materials that have the old logo on it. Can I just switch out the old logo for the new? No — the brand is more than a logo. Switching out the logo will not make your communication consistent with the new brand. To discuss your specific needs, please email brand@cchmc.org.

My division is a sponsor for an event. Can I get a logo to send to the event managers? The decision to feature the Cincinnati Children's logo at a sponsored event is made on a case-by-case basis depending on level of organizational involvement and sponsorship. If you would like to use the logo at an event, please fill out a Logo Request Form and include relevant information about the event and how the logo will be used. The Branding & Design team will review and respond to your specific request.

I manage a web-enabled report or system. How do I get the logo to rebrand the site? Please fill out a Logo Request Form on Centerlink and your request will be evaluated by the Digital team. Please note, there are separate design guidelines for digital applications.

Frequently asked questions

My initiative has its own logo. Can I use it in my print materials? In keeping with the master brand strategy of “one Cincinnati Children’s”, most materials should not have another logo other than the master brand logo with tagline. Please contact brand@cchmc.org if you think your initiative needs to retain its own branding.

TEMPLATES

Are Custom Design Collection templates only for projects that require professional printing? No — the communications you create in the Custom Design Collection can either be printed with our vendor, Arnold Printing, or a PDF can be saved to your computer for local printing.

Are there templates for newsletters? At this time, there are no multi-page templates for newsletters, booklets, etc. as it is difficult to template those items that might be more than one page. It is in these instances where custom design is required that we look to use the professional designers that are approved to work under the new brand visual system. Please contact brand@cchmc.org to discuss your newsletter project and to discuss options to complete your project.

None of the templates on Centerlink work for my needs. What do I do now? The templates on the Brand Resource Center are meant to serve the majority of the organization’s communication needs but we recognize that not all needs can be met with the templates. It is in these instances when custom design is required that we look to use the professional designers that are approved to work under the new brand visual system. Please contact brand@cchmc.org to discuss your newsletter project and to discuss options to complete your project.

Can I use my own pictures on the brand templates in the Custom Design Collection? No — you can’t upload your own photography into templates in the Custom Design Collection due to the inability to verify photography usage rights.

I manage an e-newsletter and announcements that are sent via email. Are there templates for email? At this time, the templates available on the Brand Resource Center are for print use. Templates can be saved as PDFs and sent via email as attachments. For information on e-news templates that have been developed for Campaign Monitor, please contact marketing@cchmc.org.