



Bethany*Kids*

Identity + Branding

INTRODUCTION

BethanyKids is known for their high level of compassionate and transformative pediatric care across Africa. In the field our name engenders trust and confidence.

We have been operating since 2001, and since 2004 have recorded over 30,000 surgeries for children.

Following the development of the surgical training program in Kenya we have started to grow internationally and now operate in 6 countries across Africa.

BethanyKids branding should be adhered across all mediums.

ELEMENTS

The word Bethany has an ancient and biblical connection to being a place of healing, a place of hope and a place of new life. In addition to being our name, this is subtly represented in our logo by flipping the letter B 90 degrees to form the top of the heart.

Our logo immediately conveys a sense of compassionate and loving service towards others. The heart has become a universal symbol for love and compassion.

BethanyKids is known for training surgeons and performing pediatric surgery. Our logo clearly conveys our medical experience with the use of a stethoscope.

B



COLOURS + FONTS

Turquoise is the official colour used by Bethany*Kids* and reflects the colour worn in surgical theatres and wards.

HTML 256 Display #00A79D

CMYK C 80 M 10 Y 45 K 0

RGB R 0 G 167 B 157

The font used in our logo is *Raleway*, and is a freely available Google Font.

The title is stylized as Bethany*Kids*, with Bethany appearing in regular or bold font and *Kids* being consistently italicized. The word *Kids* may appear in turquoise as appropriate.

No space appears between the words Bethany and Kids.

**CORRECT
HORIZONTAL
USAGE**



**CORRECT
VERTICAL
USAGE**



The logo features a teal heart shape with a stylized circuit or DNA-like pattern inside, composed of lines and dots.

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