



## U.S. BRAND GUIDELINES

### LOGO

#### primary logo

The Extra Life logo is made up of five elements; "controller" icon, "dice" icon, wordmark, tagline and Children's Miracle Network Hospitals® logo. The icons, wordmark, tagline and Children's Miracle Network Hospitals logo should always remain together.



#### secondary logos

Two other options have been created for use on dark backgrounds.



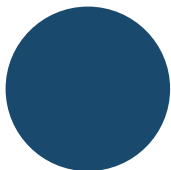
#### logo clear space

There should always be clear space around the logo. To obtain this you should use the "e" from "extra" as a guide.

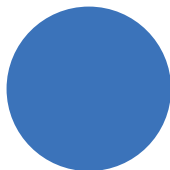


### COLOR PALETTE

Extra Life materials must keep within the core colors of navy, mid blue, light blue and green, as shown below.



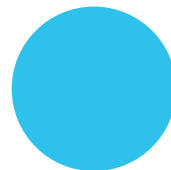
HEX: #1a4c6d  
PMS: 3025



HEX: #4074c2  
PMS: 7683



HEX: #7fd836  
PMS: 375



HEX: #26c2eb  
PMS: 637

C: 95 R: 29  
M: 69 G: 76  
Y: 36 B: 108  
K: 20

C: 78 R: 64  
M: 53 G: 116  
Y: 0 B: 194  
K: 0

C: 52 R: 127  
M: 0 G: 216  
Y: 100 B: 54  
K: 0

C: 66 R: 38  
M: 1 G: 194  
Y: 3 B: 235  
K: 0

## FONTS

Furore is a free font and can be downloaded from [www.fontsquirrel.com/fonts/Furore](http://www.fontsquirrel.com/fonts/Furore)

Cantarell Bold is a free font and can be downloaded from [www.fontsquirrel.com/fonts/cantarell](http://www.fontsquirrel.com/fonts/cantarell)

Nunito is a free Google font and can be downloaded from <https://fonts.google.com/specimen/Nunito?selection.family=Nunito>

AG Book Light should be used on all body copy.

### FURORE

LOREM IPSUM DOLOR SIT AMET.

### CANTARELL

LOREM IPSUM DOLOR SIT AMET.

### Nunito Regular

### Nunito Bold

Lorem ipsum dolor sit amet.

### AG Book BQ Light

### *AG Book BQ Light Italic*

Lorem ipsum dolor sit amet.

## IMAGERY

Icon images & pattern have been created to represent the event program. These images can be used to create graphic communication materials. These images should always be shown in one color: either dark blue, light blue or white (see color palette).

We highly recommend using the controller and dice outline icon floating in the background.

Please follow similar designs from provided support materials on page 5.

### GRAPHIC ELEMENTS



BUTTON

BIG BUTTON

### PROPER NAME USAGE—CHILDREN'S MIRACLE NETWORK HOSPITALS

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**Proper Name Usage:**

Children's Miracle Network Hospitals®  
(Use "®" with first use on any page.)

**Abbreviating:**

"CMN Hospitals" is the only proper abbreviation of our name. It should be used primarily in e-mail addresses, websites and digital forums.

**Improper Name Usage:**

CMN  
CMNH  
The Children's Miracle Network  
The Children's Miracle Network Hospitals

### PROPER NAME USAGE—EXTRA LIFE

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**Proper Name Usage:**

Extra Life

**Abbreviating:**

It should never be abbreviated

**Improper Name Usage:**

ExtraLife  
extralife  
Extra-Life  
extra-life

### ABOUT EXTRA LIFE

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In 2008, Extra Life started as a local fundraiser, in legacy of Victoria Enmon for Texas Children's Hospital, the Children's Miracle Network Hospital where she received treatment for cancer. In 2010, Extra Life became an official Children's Miracle Network Hospitals® fundraising program and began benefitting 170 children's hospitals throughout North America. More than 50,000 gamers unite each year to play games for 24 hours to raise critical funds that impact pediatric care in their local communities.

Visit our YouTube channel at [www.youtube.com/c/ExtraLife4Kids](http://www.youtube.com/c/ExtraLife4Kids) to watch Tori's Story!



## SAMPLE SUPPORT MATERIALS



TRIFOLD BROCHURE



FLIER



POSTCARD



FACEBOOK COVER



SOCIAL MEDIA THUMBNAIL IMAGE



TWITTER COVER

A full graphics kit for Extra Life can be obtained by visiting:

[www.extra-life.org/mediakit](http://www.extra-life.org/mediakit)

## GUILD BOOTH KIT SIGNAGE OPTIONS

Please use any of these signage options for your booth. All native files are available to download in the Guild Toolkit. Please send to your hospital's Marketing Department or print service bureau to add your hospital logo and to make any size adjustments.



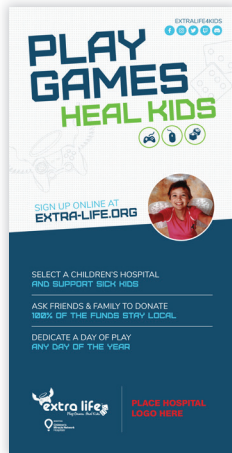
8' X 10' STAND UP FABRIC AXIS BANNER - OPTION 1



8' X 10' STAND UP FABRIC AXIS BANNER - OPTION 2



4' X 7' STAND UP FABRIC ION BANNER



4' X 8' VINYL BANNER



4' X 7' STAND UP FABRIC ION BANNER-SAMPLE



8' TABLE SKIRT-LIGHT BLUE OPTION