

St. Jude Children's Research Hospital Brand Guidelines

Spring 2018



Finding cures. Saving children.

ALSAC • DANNY THOMAS, FOUNDER

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1 Introduction

Importance of Brand

Our founder Danny Thomas' dream was that we'd reach a day when "no child would die in the dawn of life." More than 50 years later, this vision still serves as a beacon for St. Jude Children's Research Hospital.[®] But, realizing this vision requires a clear path forward.

The St. Jude brand helps us lead the way through clear, compelling and consistent communications and concrete actions. In addition to shaping how people see us, our brand influences how people experience us, deepening their relationship with St. Jude and ultimately strengthening fundraising efforts to support our shared purpose: Finding cures. Saving children.[®]

About These Guidelines

People interact with the St. Jude brand on a daily basis, from news media to symposia to digital communications. But our brand is about more than our name and logo. It's about every experience our audiences have with us. By presenting ourselves in a clear and consistent way across all points of interaction, we reinforce who we are, how we're special and why people should engage with us.

Informed by extensive research, these guidelines offer an overview of the St. Jude brand and provide guidance on how to bring it to life. Our goal is to represent St. Jude cohesively across all services, programs, campaigns and events to strengthen understanding, deepen engagement, inspire action and drive impact.

Please note that this is a living document that will be continuously updated. If you have questions, feedback or issues finding the most up-to-date document, please don't hesitate to send your thoughts to brand@stjude.org.

Your Role As Brand Champion

As employees and partners of ALSAC and St. Jude, each of us is an important champion of the St. Jude story, helping to clarify our points of difference and amplify our positive impact.

However, there is so much more to do. According to our annual brand research, the single most influential factor driving people to support an organization is the opinion of someone they know. Today, only 7 percent reported hearing about St. Jude through word of mouth. It's up to all of us to change this number so we can expand our reach and impact.

Here are some ways you can champion St. Jude today:

- Know what we stand for, how we're different and why it matters
- Learn and apply our key messages and core brand elements
- Know how to tell the St. Jude story in 60 seconds or less
- Proudly wear a St. Jude lapel pin or other branded merchandise
- Support St. Jude brand guidelines
- Use St. Jude brand assets available in the St. Jude Brand Central

Thank you for supporting our mission and for exemplifying the best of St. Jude in all you do.

2 Our Strategy

Overview

Our brand strategy is the guide for everything we say and do. When applied with consistency, it helps our audiences understand our life-saving mission, our unique approach, and why and how they should engage with and support us. The strategy is not intended to be used verbatim, but rather to guide expressions and experiences.

In the following pages, you will see how we can translate our strategy into compelling stories. Together, these elements help us inspire our audiences to learn more, get involved, or take action.

Shared Mission/Vision

It captures our reason for being – it's why we do what we do.

St. Jude Children's Research Hospital

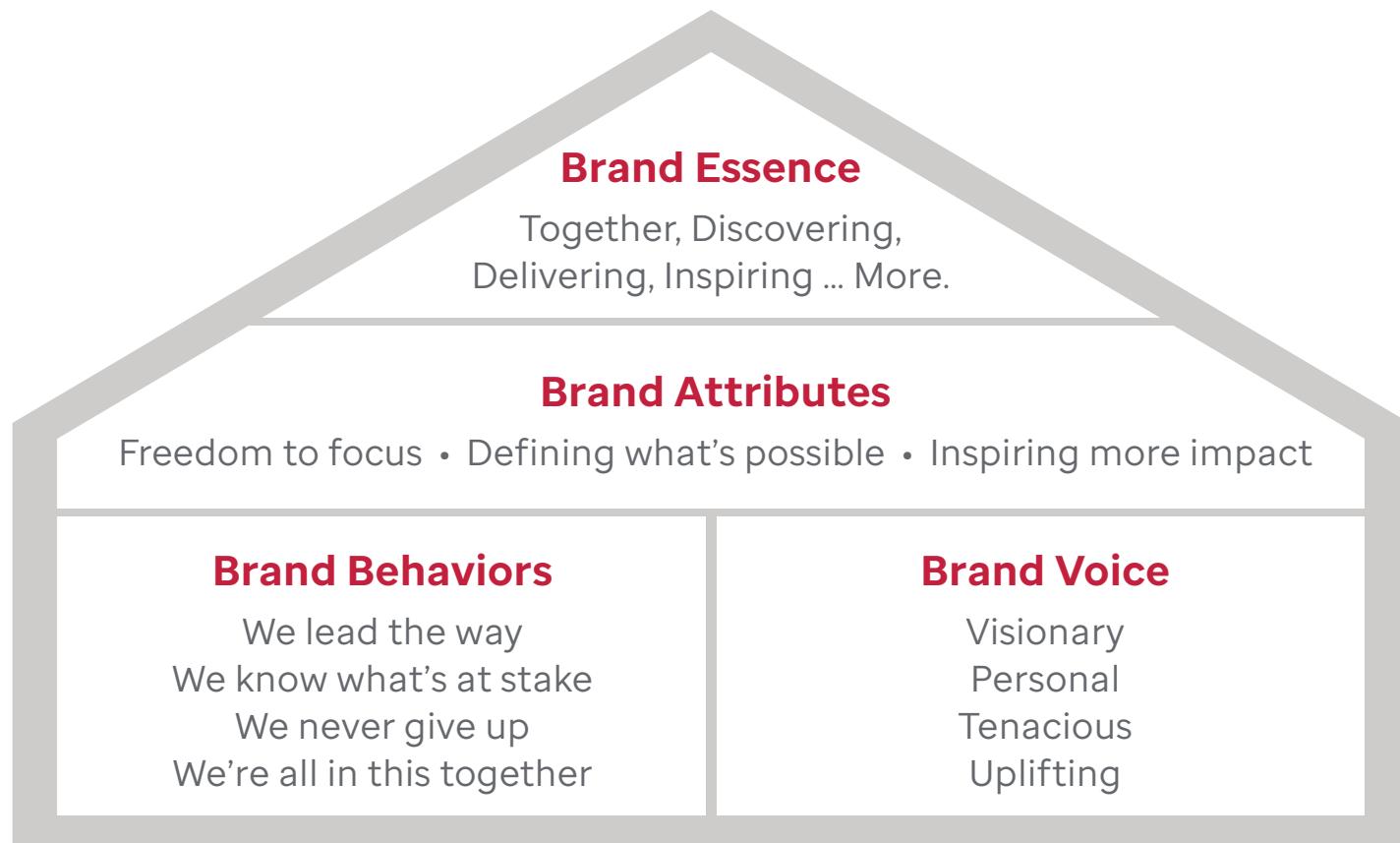
The mission of St. Jude Children's Research Hospital is to advance cures, and means of prevention, for pediatric catastrophic diseases through research and treatment. Consistent with the vision of our founder, Danny Thomas, no child is denied treatment based on race, religion, or a family's ability to pay.

ALSAC/St. Jude Children's Research Hospital

ALSAC, which is dedicated solely to raising funds and awareness for St. Jude Children's Research Hospital, aspires to be the most effective and efficient nonprofit organization in the world, achieving this vision by adhering to the core principles: dynamic and collaborative fundraising, thoughtful stewardship of donor support, and strategic brand management.

Strategic Platform (Brand House)

Our brand strategy is the guide for the way we think, act and communicate. It shapes how we want the world to see us – and how we want to see ourselves.



Brand Essence

Our brand essence crystallizes what makes us special and why audiences should engage with us.

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer.

Because most of our funding comes from individual supporters, no family pays St. Jude for treatment, travel, housing or food. This unique structure gives us, our patients, and their families the freedom to focus on what matters most – Finding cures. Saving children.[®]

By sharing our discoveries freely, we're inspiring more collaboration and possibilities worldwide and saving more children everywhere.

At St. Jude, we won't give up until childhood cancer is defeated.

WHAT we do

HOW we do it

WHY we do it

Brand Attributes

Our three brand attributes, or pillars, capture our unique approach. These defining strengths tie our messages together, regardless of audience.

Freedom to focus

What distinguishes us from every other healthcare, research or charitable organization is our ability to devote all of our attention to what matters most: Finding cures. Saving children.[®]

Defining what's possible

We push the boundaries of science and research, doing things that others wouldn't think possible. We take on the toughest cases because we are confident we can solve them.

Inspiring impact

All of our discoveries are available for the worldwide medical community to learn from and apply. There is nothing more important than sharing our knowledge for the benefit of others.

Brand Behaviors

Our brand behaviors represent our shared beliefs, guide the actions of our people, and shape our interactions with others.

We lead the way

Danny had a vision that “no child should die in the dawn of life.” We challenge ourselves today and every day to envision a brighter future, **leading the way with big thinking and bold action.**

We know what's at stake

The world relies on us to find cures and save children from cancer. We embrace the critical role each of us plays in carrying out our mission; **doing what's right even when it's not easy.**

We never give up

Cancer never rests, and neither do we. We are unstoppable in our commitment to **turning discoveries into life-saving miracles.**

We're all in this together

It takes strength in numbers to pursue a mission this big. We value family and work day in, day out, to **contribute and collaborate as one community.**

Brand Voice

Our brand voice guides how we express ourselves both verbally and visually. Use the following guardrails to evaluate tone and word choice.

Visionary

Our voice reveals a world of possibilities, captivating our audiences with wonder, imagination, and a special kind of intelligence.

We are ...

Daring
Inventive
Bright

But never ...

Lofty
Impractical
Academic

Personal

Our voice echoes our humanity, centering everything we say and do on finding cures and saving children.

Compassionate
Familial
Simple

Patronizing
Sappy
Simplistic

Tenacious

Our voice captures our unstoppable commitment, expressing a fighting spirit that never falters.

Relentless
Focused
Urgent

Reckless
Narrow-minded
Alarmist

Uplifting

Our voice acknowledges the realities, while realizing the possibilities, encouraging audiences to join our collective fight for a brighter future.

Inspiring
Empowering
Unifying

Trite
Indulgent
Overwhelming

Ready-to-Use Copy – Boilerplate

The boilerplate is a brief, external-facing description of St. Jude. It can be repurposed across different contexts and applications for all audiences.

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Our purpose is clear: Finding cures. Saving children.[®]

As the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children, treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. St. Jude is working to drive the overall survival rate for childhood cancer to 90 percent. And we won't stop until no child dies from cancer.

By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food – because all a family should worry about is helping their child live.

Join the St. Jude mission by visiting stjude.org, liking St. Jude on Facebook (facebook.com/stjude) and following us on Twitter (@stjude).

3 Our Name

Overview

One of our most valuable assets is our name, St. Jude Children's Research Hospital. As we continue to elevate our recognition, relevance and reach at home and around the world, it is important that we protect and promote this important asset.

In the following pages, we've outlined important guidelines on how to use our formal name, as well as shorthand – St. Jude – in a way that reinforces our brand. In addition to our brand name, we must communicate our organizational and program names with clarity and consistency.

Together, these names help reinforce our mission and realize our vision.

Brand Name

Our brand name helps our audiences identify and differentiate us relative to peers. It is essential that we protect and promote our brand name, wherever possible.

St. Jude Children's Research Hospital

Always use the complete “St. Jude Children’s Research Hospital®” name, with the appropriate registration mark, when making the first reference to our institution in text. After the first reference, the name can be shortened to “St. Jude.”

Examples:

First reference: St. Jude Children’s Research Hospital® is recognized as ...

Subsequent references: St. Jude has developed a reputation as ...

Treatment protocols developed at St. Jude are used around the globe.

Do not make reference to St. Jude as “St. Jude Children’s Hospital,” “St. Jude Hospital” or “St. Jude’s.”

Do not use an apostrophe in the name of the hospital, unless you must make it possessive. When the possessive is used, try to rewrite the sentence to avoid use of the apostrophe and “s”.

Correct: Donate to St. Jude.

Incorrect: Donate to St. Jude’s.

Organizational Names

Working together, our two operating entities, ALSAC and St. Jude Children's Research Hospital, realize our shared purpose: Finding cures. Saving children.[®] Below are the ways in which we should refer to and describe these entities in copy.

ALSAC

- When describing ALSAC in a sentence, refer to it as the fundraising and awareness organization of St. Jude, not the fundraising arm of St. Jude or the fundraising organization for St. Jude.
- When the names of the two organizations are used together, write ALSAC/St. Jude with a slash (/) between the two.

St. Jude Children's Research Hospital

- On first reference, use St. Jude Children's Research Hospital[®]
- On second reference, use St. Jude
 - Do not use St. Jude Hospital or SJCRH on second reference
 - Do not capitalize the word “hospital” when used alone on second reference
 - Never abbreviate St. Jude Children's Research Hospital: SJCRH

Our Tagline

Our tagline is a simple, memorable line that encapsulates the essence of our brand.

Finding cures. Saving children.[®]

Our tagline – Finding cures. Saving children.[®] – is one of our strongest brand elements and is a bold, powerful reminder of why we do what we do, every day. To protect its integrity and ownability, the tagline is trademarked. When applied in the context of the logo, the registration mark for the whole logo/tagline lock-up applies. However, when using as a heroic message or in the context of copy, the registration mark must be applied.

- ✓ Correct: Our purpose is clear: Finding cures. Saving children.[®]
- ✗ Incorrect: Our purpose is clear. We are finding cures and saving children.

- ✓ Correct: Please join our mission: Finding cures. Saving children.[®]
- ✗ Incorrect: Please join our mission to find cures and save children.

Program Names

Our program names communicate our offerings (programs, services, campaigns, etc.). Wherever possible, we should associate our programs with our brand. Following are some guidelines on how to approach and apply program naming.

In order to align with our core St. Jude brand, all program names should include and lead with “St. Jude” or “St. Jude Children’s Research Hospital.” If you’re currently using a program name that doesn’t include “St. Jude,” or you’re working on a new program name, consult with your St. Jude representative and ALSAC Legal.

There are also instances when third-party fundraising activities, managed entirely by our supporters, use the hospital name. To make it clear the event is not managed by ALSAC/St. Jude, the hospital name cannot lead, qualifying language must be added, and a licensing agreement must be put in place. For example, “Event Name for St. Jude” or “Event Name benefiting St. Jude” is ideal for supporter fundraising.

However, the “benefiting” statement requires a commercial co-venture (CCV) agreement specifying the exact distribution of benefit to St. Jude. “St. Jude Event Name” is only allowed for ALSAC-managed events.

Contact ALSAC Legal at 901.578.6819 or brand@stjude.org to learn more about obtaining a license for a fundraising partner.

Registered Trademarks

Our trademarks are symbols or words, legally registered or established by use as representing St. Jude and/or its offerings.

ALSAC/St. Jude Children's Research Hospital® holds a number of registered trademarks on core elements of our brand system, including our name, complete logo, composite logos, child graphic and tagline. It is important that we use these materials correctly and consistently to preserve the strong awareness and distinction of our brand, as well as maintain legal protection of these valuable assets.

Trademark use

To indicate that elements are registered trademarks, use the ® symbol (Ctrl + Alt + R on Windows keyboard and Option + R on a Mac keyboard) on the first and/or most prominent reference. Where appropriate, include a legal disclosure that explains that the asset is a registered trademark.

All produced work – publications, websites, videos, advertisements, etc. – must include a boilerplate copyright and trademark ownership statement, which will reference all marks used within that work. Logo merchandise should include a tag attached to or married with the item containing the boilerplate notice.

- Symbol use: St. Jude Children's Research Hospital®, Finding cures. Saving children.®
- Legal disclosure use: "St. Jude Children's Research Hospital" and "Finding cures. Saving children." are federally registered trademarks of ALSAC/St. Jude Children's Research Hospital.
- Publication use: © 2015 ALSAC/St. Jude Children's Research Hospital

Registered Trademarks

Core brand elements

The following capitalization and trademark symbols should be used with official titles on first reference.

- ALSAC®
- American Lebanese Syrian Associated Charities®
- Finding cures. Saving children.®
(Please see additional guidance in the Tagline section.)
- No child should die in the dawn of life.®
(Please note: The registered mark symbol is not required when the phrase is used to quote Danny Thomas.)
- St. Jude Children's Research Hospital®

St. Jude Children's Research Hospital programs

The following capitalization and trademark symbols should be used with official titles on first reference.

- Cure4Kids®
- Oncopedia®

ALSAC programs

The following capitalization and trademark symbols should be used with official titles of ALSAC fundraising programs on first reference. Generic names for events, such as "walk-a-thon," should be in lowercase. For information about the titles of other ALSAC campaigns, call ALSAC Communications at 901.578.6744 or ALSAC Legal at 901.578.6819, or email brand@stjude.org.

- Country Cares for St. Jude Kids® and Country Cares®
- Cruisin' for St. Jude®
- Game Day. Give Back.®
- Give thanks.®
- Give. To help them live.®
- Goals for St. Jude®
- Hoops for St. Jude®
- Partners In Hope®
- Promesa y Esperanza Para Los Niños del St. Jude® and Promesa y Esperanza®
- Radio Cares for St. Jude Kids® and Radio Cares®
- Runway for Life®
- Saddle Up for St. Jude®
- St. Jude Dream Home® Giveaway and Dream Home®
- St. Jude Heroes®
- St. Jude Math-A-Thon®
- St. Jude Memphis Marathon®
- St. Jude Thanks and Giving®
- Up 'til Dawn®

These registrations are pending:

- Play Live™
- St. Jude Play Live™

4 Our Look and Feel

Overview

With nearly two million nonprofits in the United States alone – and millions more around the world – St. Jude is challenged by an increasingly competitive landscape. While a clear story and compelling messaging is necessary to be understood, a distinctive visual identity can help St. Jude be seen and heard.

On the following pages are the visual identity elements that will help us show, and not just tell, the St. Jude impact story.

The visual identity includes our logo, our graphic elements, signatures, photography, color and typography.

When applied together, and with consistency, these elements can help us achieve greater understanding, inspire deeper engagement and support, and drive more significant impact.

Logo

The St. Jude logo has several core elements. Each of these elements works together to communicate – and legally protect – our name, visual iconography, heritage and mission.

Logo symbol (child graphic)

Our child graphic is the most visual and recognizable element of the St. Jude logo.

Logotype

The logotype is our full trademarked name rendered in a customized typeface.

Tagline

A short, compelling statement of our shared mission. The tagline is rendered in St. Jude red to link our mission to the child graphic, which reminds us of our focus on child, above all.

Founder's line

A tribute to Danny Thomas and the American Lebanese and Syrian communities who helped bring his dream to life.

Registration mark

The trademark symbol (®) must appear as part of the logo at all times.

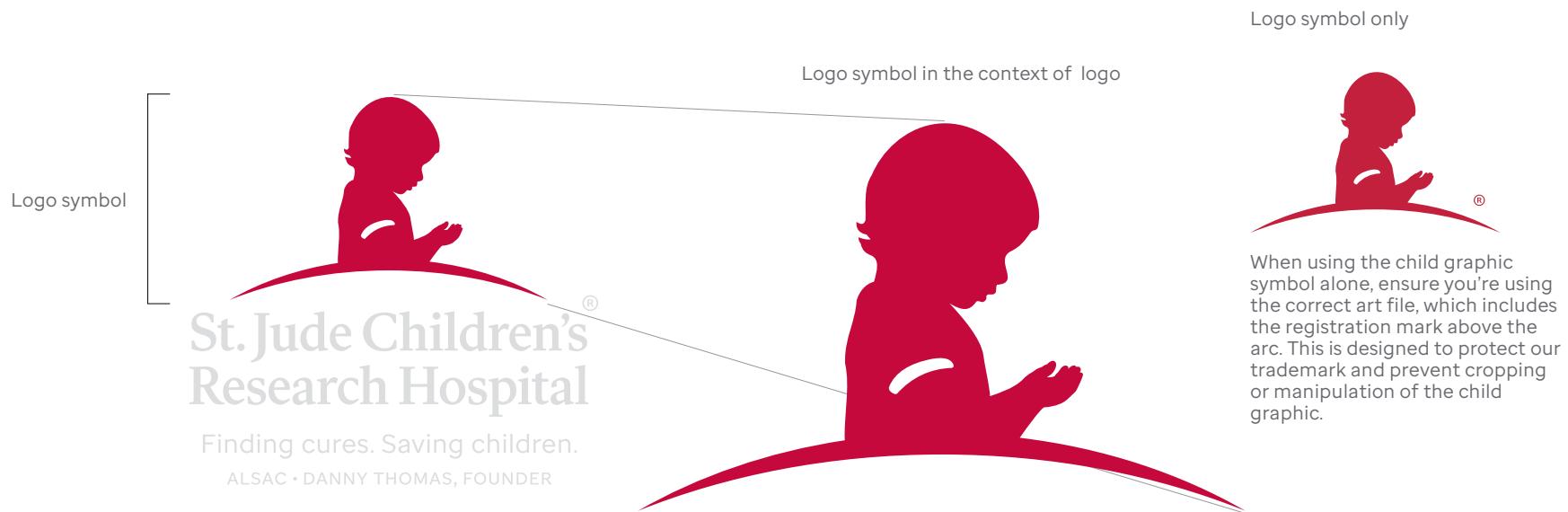


Logo Symbol (Child Graphic)

The child graphic is a simple, bold reminder of why we do what we do – and whom we do it for. The arc at the base of the child represents a horizon – for hope, and the global impact of our treatments, cures and research.

The use of the child graphic symbol alone (without any type) is allowed. However, the type elements of the logo cannot be used without the graphic. The child graphic symbol should be used as a graphic element only and must include the registration mark as shown below; it cannot be used as an identifier in place of the complete St. Jude logo.

Please contact the ALSAC or St. Jude brand teams before using the child graphic symbol as a stand-alone element.



Logotype

The logotype is our complete, trademarked name, which boldly conveys our passion and purpose. The logotype should always be used together with the child graphic. When writing the brand name in text, use the approved brand fonts.



Tagline

Our tagline is rendered in St. Jude red, creating a visual connection between our shared mission and our focus on child, above all.

When used in the context of our logo, the registration mark for the whole logo/tagline lock-up applies. When used in isolation of the logo (i.e., as a heroic message or in copy), the registration mark must be applied. See page 20 for additional details.

Tagline only

Finding cures. Saving children.®

Tagline in the context of the logo

Finding cures. Saving children.



Founder's Line

Rendered in uppercase, the founder's line serves as a visual cue of the strong foundation on which the brand is built.



Logo Application – Elements

Think of the full logo as a series of building blocks, starting with the logo symbol (child graphic), then the logotype (brand name rendered in our customized font), tagline and founder's line. In certain environments, where space is limited, the founder's line may be omitted. If space is further limited, the tagline may be omitted, too.



Full logo

- Includes the logo symbol (child graphic), logotype, founder's line and tagline
- Our primary visual identity
- Among other situational uses, required for all official ALSAC/St. Jude publications and reports

Logo and tagline lock-up

- Includes the logo symbol (child graphic), logotype and tagline (no founder's line)
- Used in applications that would make the founder's line illegible, or in instances that require simplicity
- Used when necessary to emphasize the tagline for brand purposes, such as advertising

Logo only

- Includes logo symbol (child graphic) and logotype only (no tagline or founder's line)
- Used in limited situations where space, production or legibility concerns mandate simplification, such as a website or small space application
- For use, requires advanced approval by ALSAC or St. Jude marketing leadership

Logo Elements – Configuration

Our logo must accommodate a wide range of uses, from buildings to business cards, so it has several graphic configurations. On all logo variations, the vertical format is preferred.

- Horizontal format is recommended for small space uses
- Depending on medium and space, the founder's line and/or tagline may be removed
- See Logo Minimum Size for additional guidelines on recommended configurations by medium

Vertical format
(preferred)



Horizontal format



The scale and relationship of the logo symbol and logotype have been optimized for horizontal formats

Logo Color Versions

Color versions of the St. Jude logo are available for almost every situation. The full-color logo should be used whenever possible. Use it on white or light backgrounds that provide sufficient contrast.

Preferred version

Full-color (PMS/CMYK/RGB)

The full-color version of the logo is the preferred version.

Alternate versions

One-color (red, dark gray, black)

When use of the full-color logo is not possible, a one-color version may be used in an approved St. Jude color. One-color logos are available in red, dark gray and black versions (see Color Palette), and should be used on white or light backgrounds that provide sufficient contrast or when only producing a project in one color.

Knockout (white)

The white version should be used on dark backgrounds.

Preferred version



Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

Alternate versions



Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER



Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER



Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER



Finding cures. Saving children.
ALSAC • DANNY THOMAS, FOUNDER

Clear Space

It's important to never compromise the St. Jude logo in any way. A clear space area should surround the entire logo and be kept free of text and other graphics.

Clear space

Full logo

The height of the capital R in the logotype is measured as **x**. The clear space should be equal to **1.5x** on all sides. Allow additional clear space whenever possible.

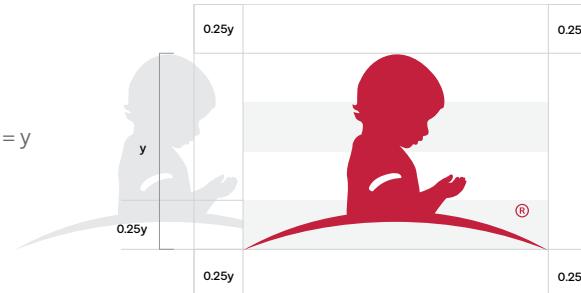
Height of capital R = x



Child graphic

The height of the child graphic is measured as **y**. The clear space should be equal to **0.25y** on all sides. Allow additional clear space whenever possible.

Height of child graphic = y



Logo Minimum Size

Follow the recommendations here to ensure that our logo remains legible in small-space applications.

Minimum size

Vertical logo (preferred)

The vertical version of the St. Jude logo should always measure a minimum of **1.0"** wide for print and **100 px** for digital applications.

Horizontal logo

The horizontal version should measure a minimum of **1.5"** wide for print and **150 px** for digital. If you have an application in which the minimum size is not possible, work with your St. Jude representative to determine the most appropriate size and configuration.

Digital

Due to limited space and legibility of digital media, use the logo only version of the St. Jude logo without the tagline and founder's line (as explained on page 31).

Full logo

Logo and tagline lock-up

Logo only

Vertical logo (preferred)



Print 1.0"

Horizontal logo



Print 1.5"



Print 1.0"



Print 1.5"



Digital 100 px



Digital 150 px

Logo Don'ts

Our logo is the most recognizable representation of our organization. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid when using our logos.

1. Don't crop the logo.
2. Don't rotate the logo.
3. Don't add any decorative elements to the child graphic
4. Don't recolor the logo using colors that are not part of the color palette.
5. Don't scale or manipulate the logo proportions.
6. Don't add a drop shadow to the logo.

1. Crop



2. Rotate



3. Decorate



4. Recolor



5. Scale



6. Drop shadow



Web Icons

For web and social media applications, where space is limited, use the logo symbol to represent the St. Jude brand.

Social media icon

For social media such as Facebook and Twitter, use the logo symbol as the icon. Here are minimum sizes for the following platforms:

- Twitter: 400 x 400 px
- Facebook: 200 x 200 px
- Instagram: 150 x 150 px
- LinkedIn: 400 x 400 px

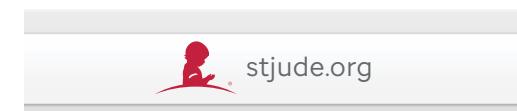
Social media icon



Favicon

Use our logo symbol as the favicon (the small icon displayed in the browser's address bar, or displayed next to the page's name in a list of bookmarks). The minimum size for favicon is 16 x 16 px.

Favicon

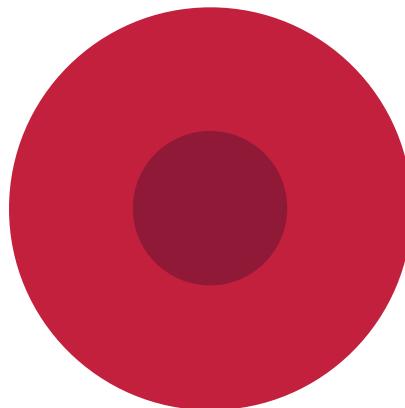


Color Palette – Primary Colors

Our color palette helps express the personality of St. Jude. For this reason, it is important to be consistent and use only the colors that we have chosen as part of our brand. Pantone (PMS), CMYK, RGB and Web hexadecimal color values are provided here. See page 41 for approximate ratios.

Primary colors

Our primary colors are red, white and dark gray. Red can be used for large blocks of color and the dark gray for smaller areas and highlights. White space is also an important element of our color palette, drawing attention to headlines, photography and messaging.



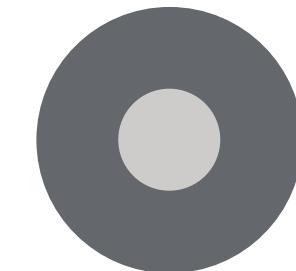
Red
C17 M100 Y77 K6
R193 G15 B58
HEX c10f3a
PANTONE 193C/186U

Dark Red
C29 M100 Y70 K26
R145 G25 B56
HEX 911938
PANTONE 1955C/187U



White
C0 M0 Y0 K0
R255 G255 B255
HEX ffffff
PANTONE N/A

Light Gray
C3 M2 Y2 K0
R245 G245 B245
HEX f5f5f5
PANTONE Cool Gray 1C/U



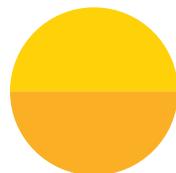
Dark Gray
C62 M52 Y47 K18
R99 G102 B107
HEX 63666b
PANTONE Cool Gray 10C/11U

Gray
C19 M15 Y16 K0
R204 G204 B204
HEX ccccccc
PANTONE Cool Gray 3C/U

Color Palette – Secondary Colors

Secondary colors

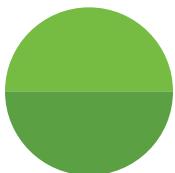
We have a wide range of secondary colors in both light and dark tones. These complement our primary colors and can be used as accent colors for infographics and secondary subheadings – and amplified across event communications and in merchandise.



Yellow
C1 M16 Y99 K0
R255 G209 B0
HEX ffd100
PANTONE 116C/114U



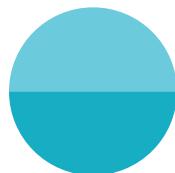
Dark Yellow
C0 M35 Y95 K0
R255 G177 B37
HEX ffbe12
PANTONE 1235C/122U



Green
C59 M2 Y100 K0
R117 G188 B33
HEX 75bc21
PANTONE 368C/375U



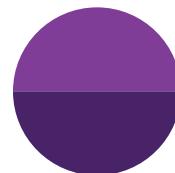
Dark Green
C69 M15 Y100 K2
R92 G161 B50
HEX 5ca132
PANTONE 7737C/376U



Light Aqua
C53 M0 Y13 K0
R100 G208 B228
HEX 64d0e4
PANTONE 310C/U



Aqua
C74 M10 Y22 K0
R30 G173 B193
HEX 1eadc1
PANTONE 631C/U



Purple
C60 M91 Y0 K0
R131 G50 B167
HEX 8332a7
PANTONE 527C/2602U



Dark Purple
C84 M100 Y24 K20
R73 G14 B103
HEX 490e67
PANTONE 2617C/U



Aqua
C74 M10 Y22 K0
R30 G173 B193
HEX 1eadc1
PANTONE 631C/U



Dark Aqua
C100 M89 Y36 K35
R0 G40 B86
HEX 002856
PANTONE 654C/295U



Black
C0 M0 Y0 K100
R0 G0 B0
HEX 000000
PANTONE Black C/Hexachrome Black U



Medium Gray
C43 M35 Y35 K1
R153 G153 B153
HEX 999999
PANTONE Cool Gray 7C/U



Gray
C19 M15 Y16 K0
R204 G204 B204
HEX ccccccc
PANTONE Cool Gray 3C/U



Peach
R253 G83 B57
HEX fd5339



Dark Peach
R235 G78 B54
HEX eb4e36

Note: For user interface (UI)/error messages in digital applications only.

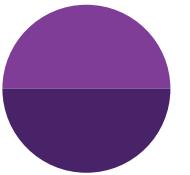
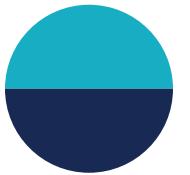
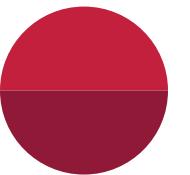
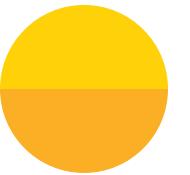


Blue
R51 G76 B213
HEX 334cd5

Note: For hyperlinks in digital applications only.

Color Palette – Color Strategy

When applying the secondary color palette, consider the audience you are reaching and the actions you want them to take.

| | Conveys that St. Jude is ... | Helps our audiences feel ... |
|---|-------------------------------------|-------------------------------------|
|  | Visionary | Confidence and peace-of-mind |
|  | Personal | Welcomed and reassured |
|  | Tenacious | Urgency and emotional connectivity |
|  | Uplifting | Inspired and empowered |

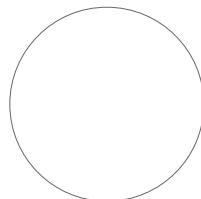
Color Palette – Application Guide

Where possible, the photography should always be the hero. Layouts should allow the photography to shine and offer plenty of breathing room. Color should be used to accent and amplify a piece of communication, and should never overwhelm our focus on the child, above all.

Approximate ratios



Photography



White space



Red



Dark Gray



Secondary color

- Achieve a clean, sophisticated look with ample white space and small, deliberate pops of secondary colors.
- When applying secondary colors, consider what we want our audiences to understand and feel about St. Jude.
- Avoid combining too many secondary colors in one single layout as it may appear overwhelming or cluttered.



By Elizabeth Jane Walker

At first, you might assume the president and chief executive officer of St. Jude Children's Research Hospital is posing a rhetorical question: "If not St. Jude, then who?" he asks. But the fire in his eyes and the determination in his voice make it clear that James R. Downing, MD, is issuing a battle cry, not presenting an idle query. Downing is the man with a plan: a \$7 billion, six-year strategy for conquering cancer and other childhood diseases. "We're in a war against

17

Typography – Primary

To protect our brand and underscore our distinctive approach to everything we do, we have created our own customized brand font, St. Jude Sans. With its choice of font weights, St. Jude Sans can be used for everything from bold headlines and large-scale messaging to elegant body copy.

St. Jude Sans

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Book Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Typography – Alternative

When sending editable documents to external stakeholders who do not have access to St. Jude sans, or when the brand font is not available, use Arial as the default.

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typography – Usage

Our typography and color palette can be used together to create clean, clear and impactful messaging. The following is an example of how we can apply typography and color to create a messaging structure. Remember, the secondary color palette should only be used as an accent, such as calling attention to content or driving a call to action.

| | | | | | |
|---|---|---|---|---|---|
| <p>Key message St. Jude Sans Bold</p> | <p>Introductory copy St. Jude Sans Regular</p> | <p>Body headline St. Jude Sans Bold</p> | <p>Callout/Testimonial St. Jude Sans Regular</p> | <p>Body subhead 1 St. Jude Sans Medium</p> | <p>Body St. Jude Sans Regular</p> |
| <p>Key message St. Jude Sans Bold</p> <p>Introductory copy St. Jude Sans Regular</p> <p>Body headline St. Jude Sans Bold</p> | <p>Key message St. Jude Sans Bold</p> <p>Introductory copy St. Jude Sans Regular</p> <p>Body headline St. Jude Sans Bold</p> | <p>Key message St. Jude Sans Bold</p> <p>Introductory copy St. Jude Sans Regular</p> <p>Body headline St. Jude Sans Bold</p> | <p>Key message St. Jude Sans Bold</p> <p>Introductory copy St. Jude Sans Regular</p> <p>Body headline St. Jude Sans Bold</p> | <p>Key message St. Jude Sans Bold</p> <p>Introductory copy St. Jude Sans Regular</p> <p>Body headline St. Jude Sans Bold</p> | <p>Key message St. Jude Sans Bold</p> <p>Introductory copy St. Jude Sans Regular</p> <p>Body headline St. Jude Sans Bold</p> |

This messaging structure is for illustrative purpose only.

Headline Style

Much like our tagline, which is active and impact-oriented, we should use headlines as an opportunity to showcase our vision and tenacity. When writing headlines, lead with a concrete statement of commitment or bold declaration of impact. Where possible, invite audiences to learn more, get involved or take action.

Use of Color

To add attention to headlines, consider bold applications of the secondary color palette.

Use of Typography

To emphasize our tenacity and vision, you may bold key phrases in a headline for added impact.

Secondary color



Solving Mysteries of the Microbiota

By Elizabeth Jane Walker

How many bacteria inhabit your body? Thousands? Millions?
Try again.

Trillions of organisms call your body home. The bacteria that populate your mouth, gut, skin and the rest of your body are known as the microbiota. And scientists estimate that these cells outnumber your body's cells 10 to 1. The microbiota has become a hot topic recently, thanks in part to work conducted by immunologist Thirumala-Devi Kanneganti, PhD, at St. Jude Children's Research Hospital. In one study, she and her colleagues explored the influence of diet on the microbiota, as well as on a variety of autoimmune disorders. Another study led to groundbreaking discoveries about colon cancer, which may provide hope to thousands of patients diagnosed with the disease each year.

Diet and disease Scientists have long known that diet can affect disease. But until Kanneganti conducted her research, they did not understand exactly how that happened. "When I started studying the microbiota more than 10 years ago, I was skeptical about whether it could be used to control diseases," Kanneganti

Typography

Secondary color

Graphic Elements – Arc

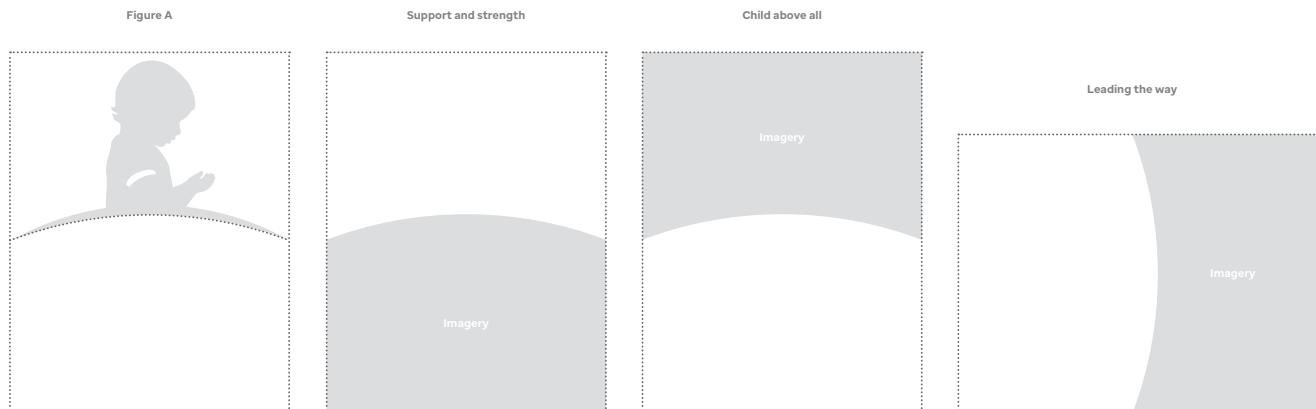
The arc element is taken directly from the logo mark. The arc is a powerful visual device that can convey dynamism and demonstrate our support and strength, commitment to child above all, and show how we are leading the way.

Follow these guidelines to adjust the curvature of the arc:

- Never redraw the arc
- Always scale the arc proportionally; never stretch or distort it
- In vertical layouts, center the arc on the x axis
- In horizontal layouts, center the arc on the y axis
- Always scale the arc down to fit entirely within your layout for maximum curvature (figure A)

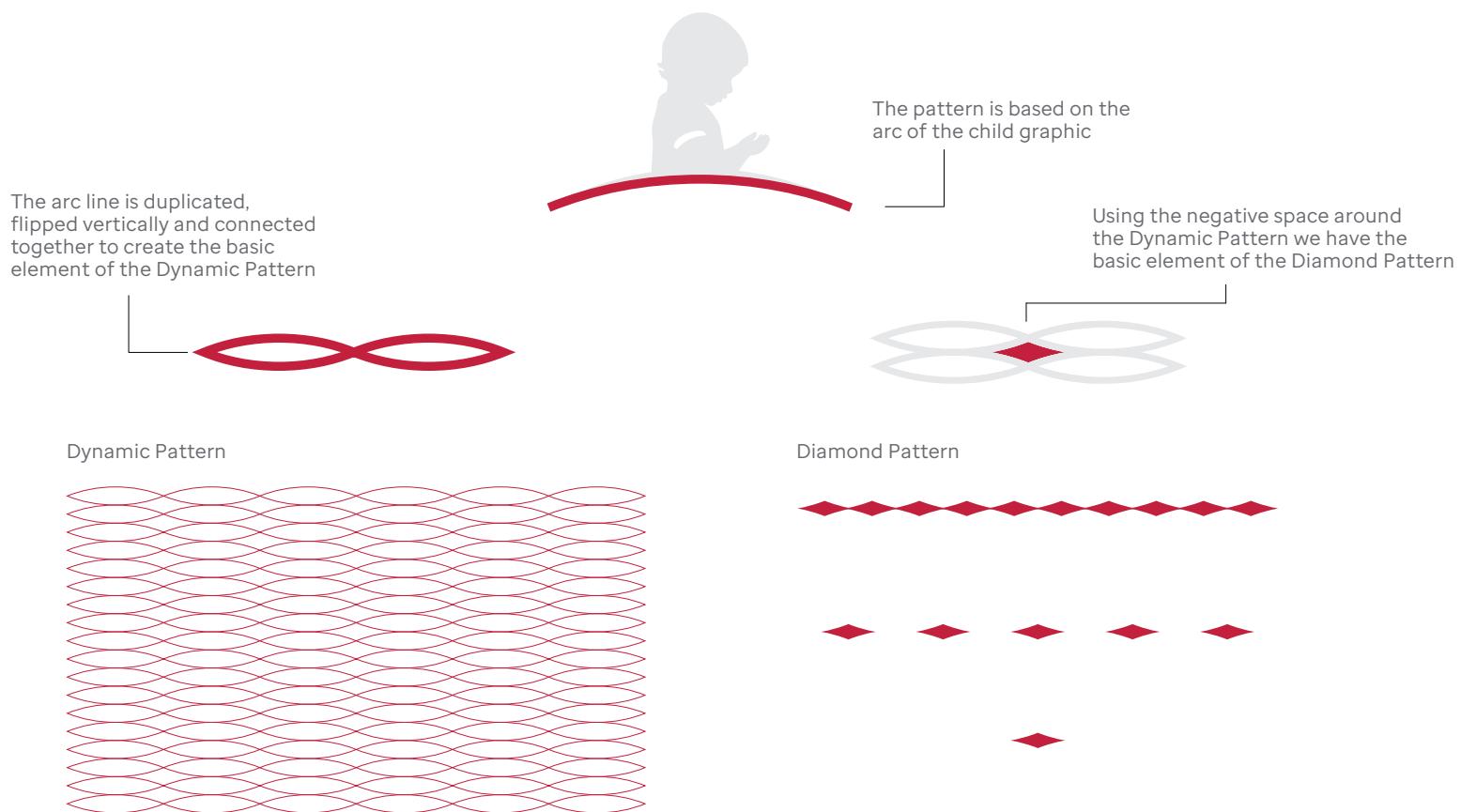
- Refer to the photography section (starting on page 49) when sourcing imagery
- Never place a photo of a child below the arc (child above all)
- To emphasize child above all, ensure that the arc always points towards (1) the patient first and, (2) if no patient, the logo
- Photos should bleed off three edges of the design with the fourth edge cropped by the arc shape

Child Above All
Arc should always point towards the:
1. Patient first
2. Logo, if no patient



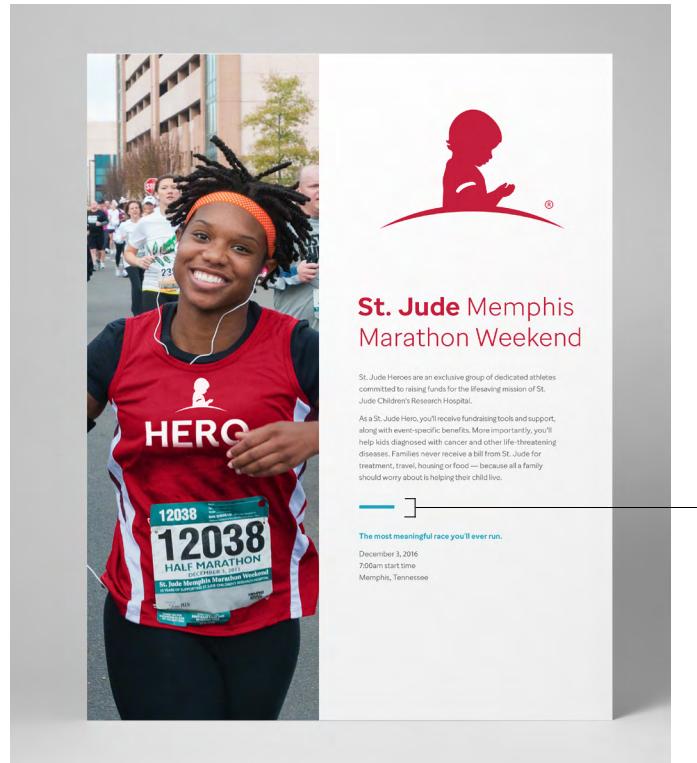
Graphic Elements – Pattern

We can use the arc in the child graphic to create patterns, adding texture to fabrics and select communications. These elements are most appropriate for acknowledgments, gifts and event programs or invitations.



Graphic Elements – Impact Line

The Impact Line can be used to connect content to programs, campaigns or event details as well as calls to action. The secondary color palette can be applied for added emphasis.



Column Width = x

The Impact Line
is equal to 1/6
of the column
width of text or
headline

Impact Line = $0.166x$



St. Jude Heroes are an exclusive group of dedicated athletes committed to raising funds for the lifesaving mission of St. Jude Children's Research Hospital.

As a St Jude Hero, you'll receive fundraising tools and support, along with event-specific benefits. Most importantly, you'll help kids diagnosed with cancer and other life-threatening diseases. Families never receive a bill from St. Jude for treatment, travel, housing or food — because all a family should worry about is helping their child live.

The most meaningful race you'll ever run.

December 3, 2001

Photography

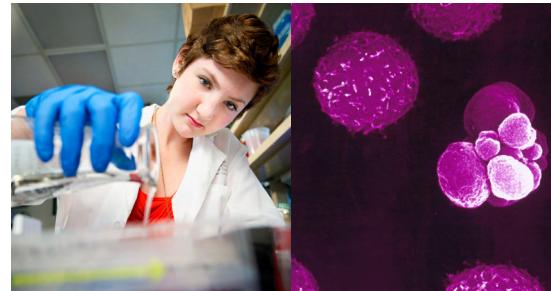
One of our single most powerful assets is our photography, which showcases the brave faces of our patients, families and communities – and all the staff dedicated to discovering, delivering and inspiring more life-saving treatments. Given the diversity of our audiences, our photography should run the emotional spectrum – from confident to urgent to celebratory, offering insight into what makes St. Jude so special.

It is important that all imagery used in St. Jude communications accurately reflects the high standards of research and clinical care practiced by the hospital's faculty and staff.



Patient imagery must comply with all BBB and HIPAA regulations.

Photography – Style and Selection



Make it personal

- Focus on the child above all
- Show genuine relationships (e.g., parent and child, clinician and patient, researcher and clinician, etc.)
- Ensure subjects are relational (i.e., subjects interacting with one another or making direct eye contact with the viewer)

Dial up authenticity

- Capture real and relatable people, moments and emotions
- Show patients and families in context (e.g., with wristbands, at events, in housing or hospital)
- Capture clinicians with clear identifiers (e.g., St. Jude logo should be clearly visible on coats)

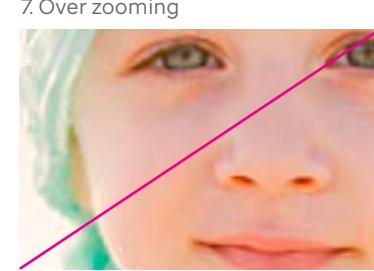
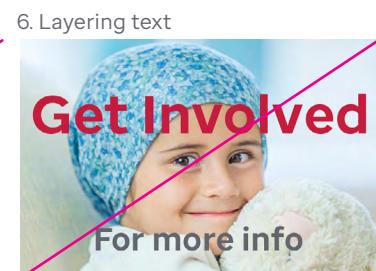
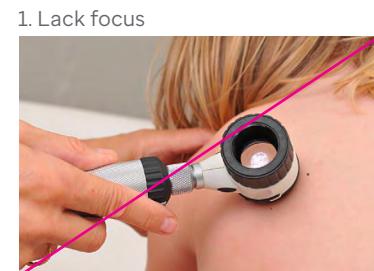
Showcase macro and micro perspectives

- Ensure that the child is the focal point of our communications, wherever possible, then scale to reinforce how our focus allows us to define new possibilities in care and cures – which we then share with the world
- Demonstrate how we see things others can't through interesting angles and perspectives

Photography – Don'ts

Imagery must be authentic, representing the integrity of the institution. Actors or stock images should never be used to represent St. Jude patients, family members or employees.

1. Don't use photos that lack a sense of focus or purpose.
2. Don't use imagery with dark subject matter or negative undertones.
3. Don't use photos with unnatural or extreme filters or effects.
4. Don't use images of low resolution or poor quality.
5. Don't use staged or posed photos.
6. Avoid layering text over a patient's face/head wherever possible.
7. Avoid cropping or zooming to the point of losing context



Visual Identity Toolkit

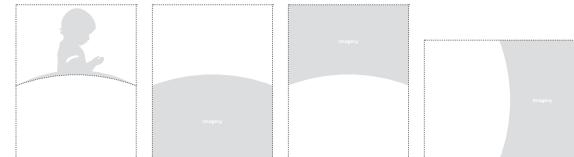
Logo



Headlines

Making life-saving treatments possible,
everywhere.

Graphic Elements – Arc



Graphic Elements – Pattern



Graphic Elements – Impact Line



Font

**St. Jude
Sans**

Light
ABCDEFGHIJKLMNPQRSTUWXYZ
abcdefghijklmnoprstuvwxyz
1234567890@#%'^&*()

Regular
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
1234567890!@#%^&*()

1234567890!@#\$%^&()
Book
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()
Medium
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bold
ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Light Italic
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnoprstuvwxyz
1234567890!@#\$%^&*

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

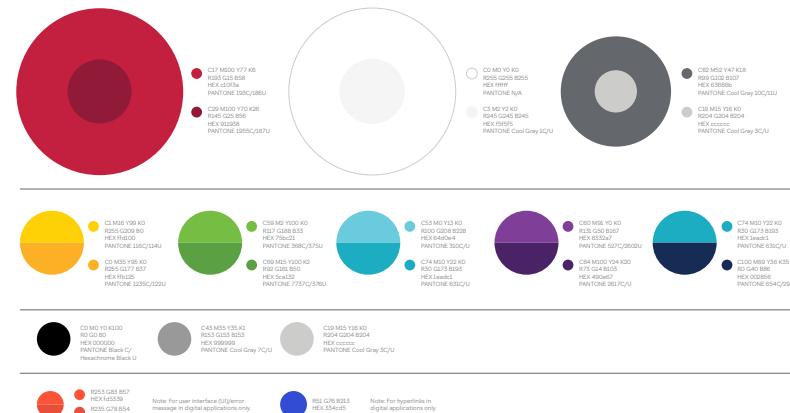
1234567890!@#\$%^&()
Book Italic
ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Medium Italic
ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklmнопարտսւյան

Bold Italic
ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()

Color



Photography



5

Our Offerings

Overview

Our brand has many facets and moving parts – from our programs and services to our campaigns and events to our partnerships and affiliates.

Our signature system helps bring visual and verbal clarity, so that audiences can understand the breadth and depth of our offerings and see a clear path for engagement and action.

Signature System Elements

Masterbrand



Organizing Principles

Care and Treatment • Research • Training • Get Involved • Ways to Give

Programs/Services + Functional Groups

Programs
Brain Tumors
HIV/AIDS
Sickle Cell
Partners in Hope
St. Jude Tributes
Danny Thomas – St. Jude Society

Groups
Departments
Centers
Teams

Communications Tools

Digital
Print
Broadcast

Buildings

Target House
Tri Delta Place
Chili's Care Center

Richard C. Shadyac ALSAC Tower
Donald P. Pinkel, MD, Research Tower
Danny Thomas Research Center

Seminars/Symposia

Danny Thomas Lecture Series
St. Jude Grand Rounds
Community Conference Call

Signature System Elements

Campaigns

St. Jude Thanks and Giving
Childhood Cancer Awareness Month
St. Jude Dream Home

Events

St. Jude Event:
St. Jude Evening for Champions
St. Jude Walk/Run to End Childhood Cancer
St. Jude Rock for Hope
St. Jude Wall Street Taste of New York

Corporate Event:
FedEx St. Jude Classic
Legends for Charity
Fitness for a Cure

Volunteer-Led Event:
Cruisin' for St. Jude
Around the World with St. Jude

Strategic Relationships

Academic Partner:
University of Tennessee
Le Bonheur
Washington University
Pediatric Brain Tumor Consortium
Association of American Cancer Institutes

Corporate Partner:
AMC Theaters
AOL
AutoZone
Brooks Brothers
Chili's
GNC
Kmart
Saks Fifth Avenue
Sterling Jewelers
Target
Univision

Outreach Partner:
Hospital de Câncer de Barretos
Hospital Luis Calvo Mackenna
Shanghai Children's Medical Center (SCMC)
Beijing Children's Hospital Affiliated to Capital University of Medical Sciences
Hospital Nacional de Niños
Hospital Infantil Dr. Robert Reid Cabral

Organizational Partner:
Tri Delta
Epsilon Sigma Alpha International
Alpha Delta Kappa
William Randolph Hearst Foundation

Masterbrand

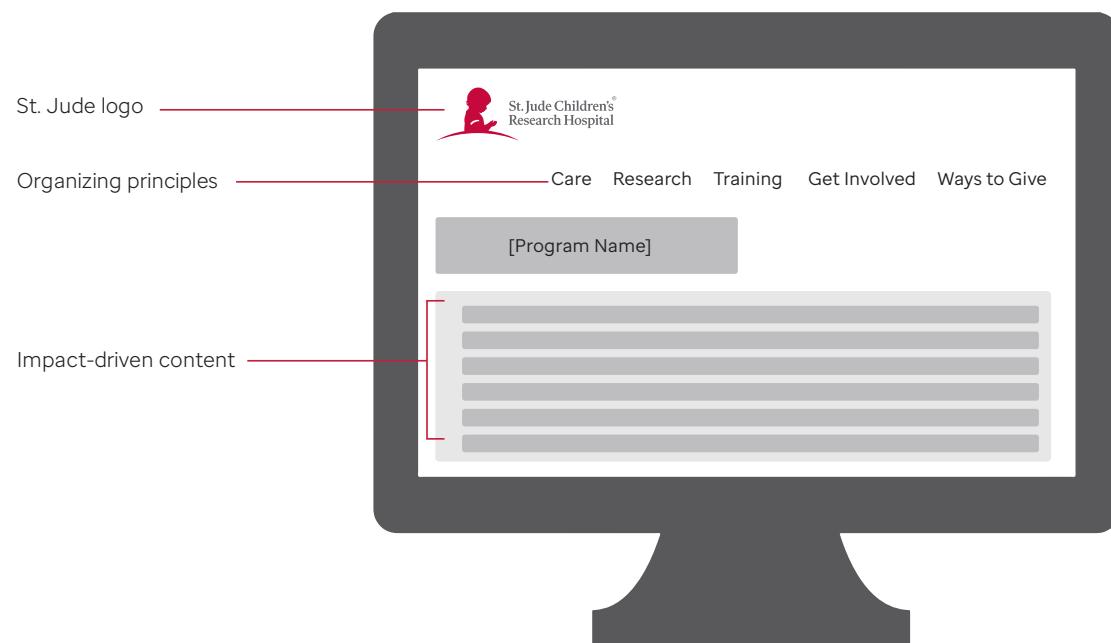
As a nonprofit, it is important that we are efficient and effective in our communications. In the past, St. Jude had many brands with their own look and feel, logos and communications. To concentrate our resources and impact, we have adopted a masterbrand strategy for our offerings. This means that, wherever possible, we will drive associations and recognition to St. Jude, rather than disparate brands or sub-brands. Unless there are special, approved circumstances, such as the need to elevate a signature program, participate in a co-branded initiative or convey an endorsed relationship, we should always protect and promote the masterbrand.



Organizing Principles

The organizing principles capture the five primary ways that audiences can engage with St. Jude. They are generally only applied when we are communicating our full breadth and depth of programming, and need to help audiences understand and navigate our offerings.

- Use a simple St. Jude Sans type treatment
- Apply in dynamic environments that require navigation and/or when we want to communicate the breadth and depth of our portfolio



Signature system elements are placeholders only. Recommendations still need review.

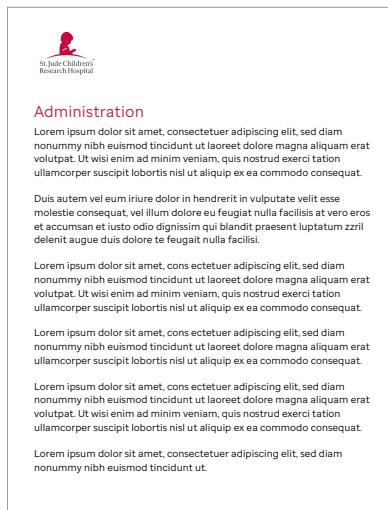
Programs/Services and Functional Groups – Clinical

Our clinical programs/services and functional groups represent the activities and teams associated with care, research and education.

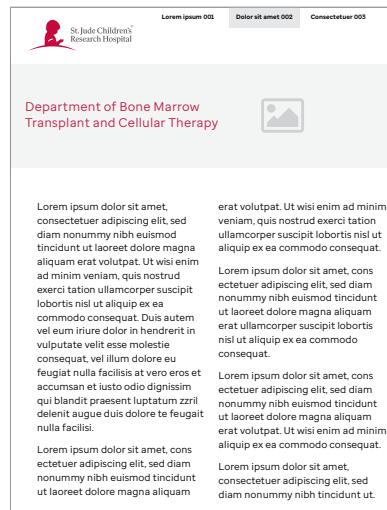
Recommended use

- Communicate programs and groups in St. Jude Sans
- Maintain sufficient space between the logo and program/group name to ensure it does not read as a lock-up
- Where color permits, use St. Jude red to connect the program/group back to the child graphic

Vertical logo



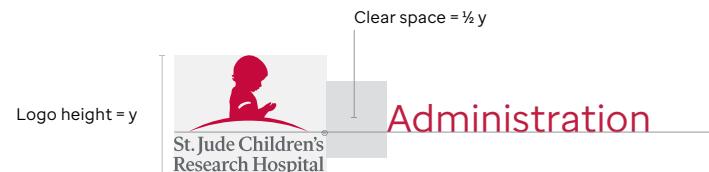
Horizontal logo



Signature system elements are placeholders only. Recommendations still need review.

Programs/Services and Functional Groups – Clinical

Vertical clear space



Signature system elements are placeholders only. Recommendations still need review.

Programs/Services and Functional Groups – Clinical

Horizontal clear space

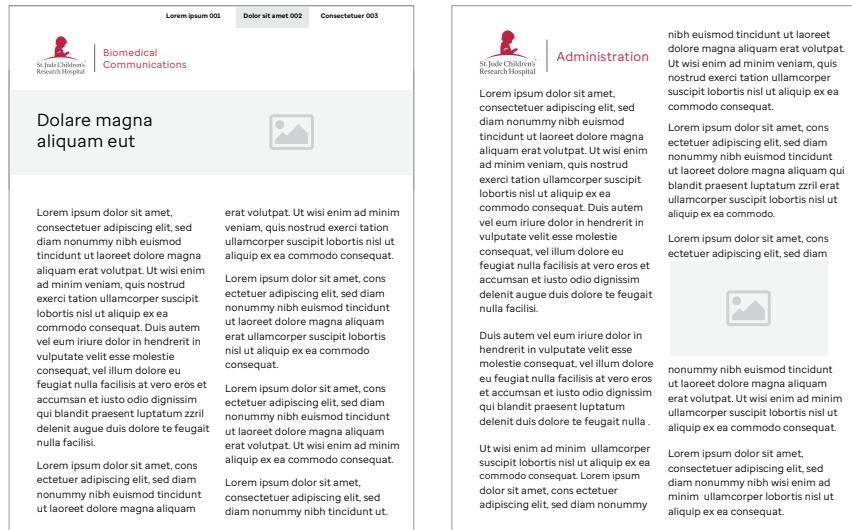


Signature system elements are placeholders only. Recommendations still need review.

Programs/Services and Functional Groups – Clinical

Small space use

- If a relationship approach is not feasible, a simple lock-up can be considered with clear guidance around its application
- Lock-ups would use a vertical logo and a lighter weight of St. Jude Sans for the program/group name
- Where color permits, use St. Jude red to connect the program/group back to the child graphic



Signature system elements are placeholders only. Recommendations still need review.

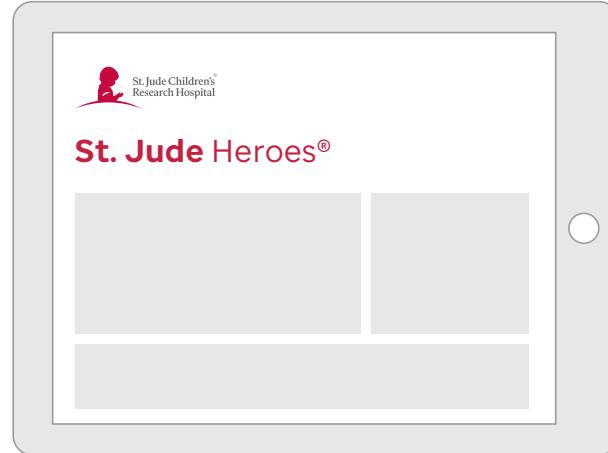
Programs/Services – Consumer and Supporter

Consumer and supporter programs and services represent those offerings that inspire people to get involved and give back to the life-saving mission of St. Jude. Treat St. Jude-owned programs similarly across the portfolio.

- Use a simple, St. Jude Sans type treatment to establish a clear relationship to the logo via size, weight, placement, color, etc.
- Maintain sufficient space between the logo and program name to ensure it does not read as a lock-up



⋮



Signature system elements are placeholders only. Recommendations still need review.

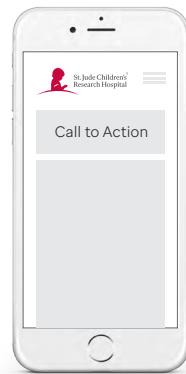
Communications Tools

Communications tools are digital, print or broadcast resources designed to educate, engage or activate key audiences.

Digital

- Masterbrand wherever possible
- Logo version dependent on the size of the canvas

Digital



Print

St. Jude
Publication Name



Broadcast



Print

- Always include St. Jude in the publication name (type only)
- Prominently endorse/sign off the publication with the St. Jude logo

Broadcast

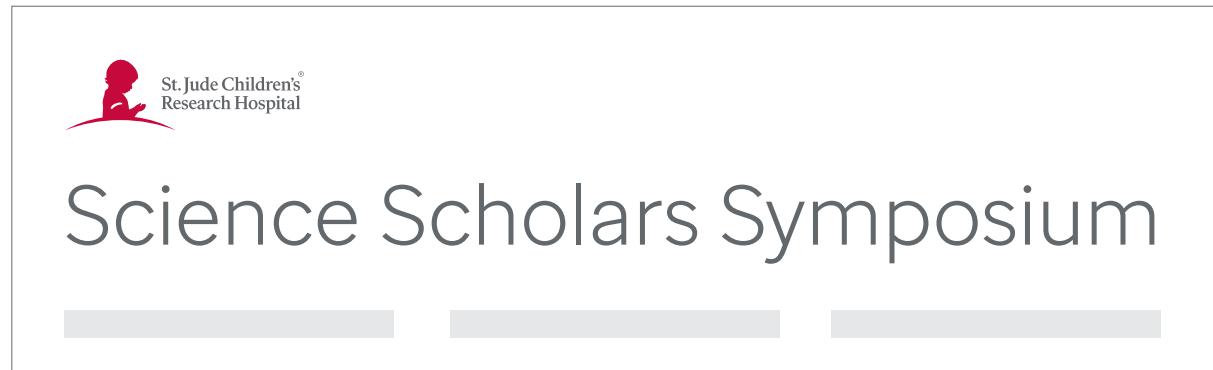
- Masterbrand wherever possible
- Logo version dependent on the size of the canvas

Signature system elements are placeholders only. Recommendations still need review.

Seminars/Symposia

Our seminars and symposia are events that educate or inspire patients, families, supporters, partners/peers and employees.

- Always masterbrand seminars and symposia to reinforce how St. Jude facilitates an open exchange of ideas and knowledge
- Communicate the symposium or seminar name in a simple St. Jude Sans type treatment
- Establish a clear relationship to the logo, but avoid lock-ups



Signature system elements are placeholders only. Recommendations still need review.

Campaigns

Our campaigns include a series of consumer-facing activities, usually limited to a specific time frame or to meet a specific objective, that encourage awareness, education, giving or getting involved.

- Masterbrand and communicate the campaign name in messaging and through calls to action
- Amplify graphic elements and designate accent colors for signature campaigns, where appropriate (e.g., green for Thanks and Giving, yellow for Childhood Cancer Awareness Month, etc.)



Signature system elements are placeholders only. Recommendations still need review.

Events – St. Jude-Owned

Events unite and inspire patients, families, supporters, partners and employees. When determining how to visually represent the event, we must first establish whether the event is owned by St. Jude or a partner. Following are the guidelines for how to treat St. Jude-owned events.

Recommended use

- A simple St. Jude Sans type treatment creates a clear relationship to the logo
- In this case, include the tagline where space permits

Recommended use



St. Jude Event Name

Small space use

- Uses the logo plus the event name set in St. Jude Sans, with "St. Jude" more prominently weighted

Apply graphic elements and themes to add flavor and context to events

.....
Small space use



**St. Jude
Event Name**

Signature system elements are placeholders only. Recommendations still need review.

Events – St. Jude-Owned

Type treatment

- Use St. Jude Sans
- The event name should be the largest font size
- The organization name should be approximately 60% of the size of the event name
- Alternatively, the event name can have mixed font sizes where the smaller event name font is 60-75% of the size of the larger event name font
- Clear space between the event name and the St. Jude logo should be **0.5x**, where x is the height of the St. Jude logo

St. Jude Organization 30pt 60% of the size of event name
Red Carpet Event name 50pt
for Hope

St. Jude Organization 30pt 60% of the size of event name
Red Carpet Event name (largest font size) 50pt
for Hope Event name (smaller font size) 38pt 60% – 75% of the size of event name

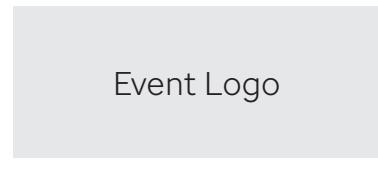


Signature system elements are placeholders only. Recommendations still need review.

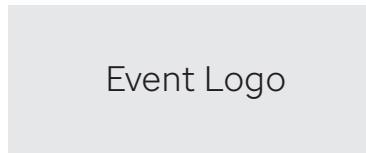
Events – Corporate

- These events should follow the look and feel of sponsoring organizations
- Proximity/distance from the St. Jude brand should align with the strategic partnership agreement

Co-branded



Endorsed events



Signature system elements are placeholders only. Recommendations still need review.

Events – Field-Led

- The first example should be reserved for tenured, trusted partners with strong fundraising potential and/or reach
- Because these are not St. Jude-owned events, the tagline should not be included in any co-branded, endorsed or badge treatments



Signature system elements are placeholders only. Recommendations still need review.

Strategic Relationships – Academic Partnerships

Strategic relationships convey a collaboration or partnership with a peer or partner organization for a discrete goal or initiative. Relationships are established through business and legal agreements, and the visualization of these relationships is determined by the terms of these agreements. On the following pages we have outlined the optimal visual treatment by relationship; however, exceptions may be negotiated by the brand and legal teams. Please confirm with the ALSAC or St. Jude teams prior to issuing any visual assets to a strategic partner.

- Should be communicated as co-branded or collaborative relationships, depending on the nature of the partnership
- Wherever possible, St. Jude should be in a primary position to reinforce how we “lead the way”
- Because these are partnerships, the tagline should not be included in any co-branded or collaborative treatments

Academic Partnerships



Academic Partner Logo

Collaboratives/Coalitions

Collaborative Initiative Identity



Partner Logo

Partner Logo

Partner Logo

Signature system elements are placeholders only. Recommendations still need review.

Strategic Relationships – Affiliations

- Affiliations should lead with their organizational brand, followed by the “affiliate clinic of” St. Jude signature
- To mitigate risk and clarify roles, the affiliate logo should always be in the primary position
- For care delivery partners that collaborate but aren’t officially affiliated with St. Jude, communicate the relationship in type
- Because these are partnerships, the tagline should not be included in any treatments

Affiliation

Affiliate Logo



Collaboration

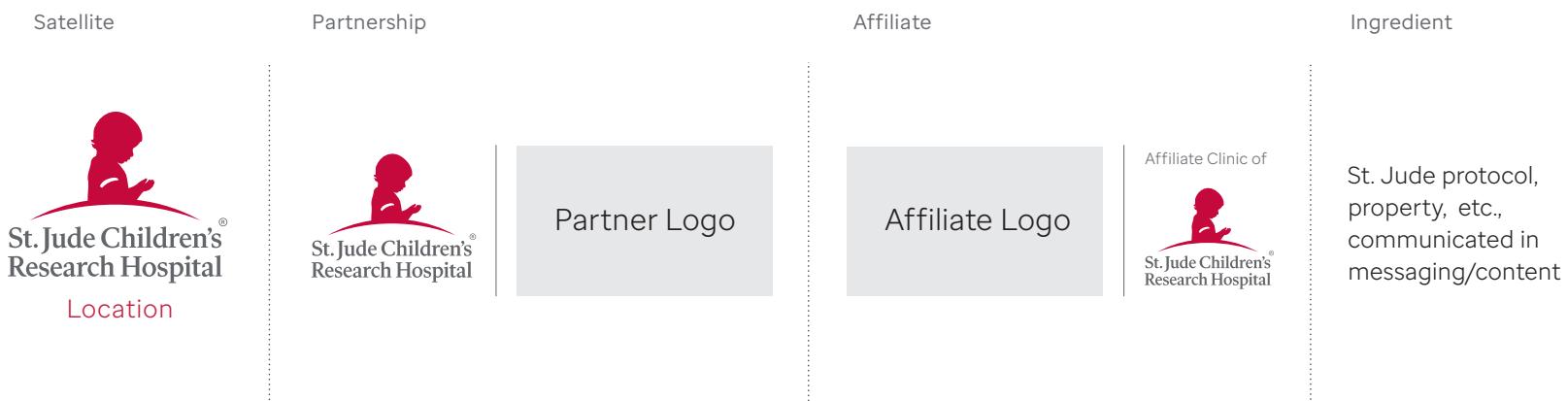
Partner Logo

In collaboration with St. Jude
Children's Research Hospital

Signature system elements are placeholders only. Recommendations still need review.

Strategic Relationships – International Outreach

- Treatments should reflect the nature of the relationship (i.e., satellite, partnership, affiliate or ingredient)
- For satellites, use the St. Jude logo, with the location set in St. Jude Sans beneath; for simplicity and to protect the integrity of the masterbrand, do not include the tagline or founder line
- Partnerships and affiliates should follow the same structure as outlined the previous pages
- Ingredients should be communicated in messaging

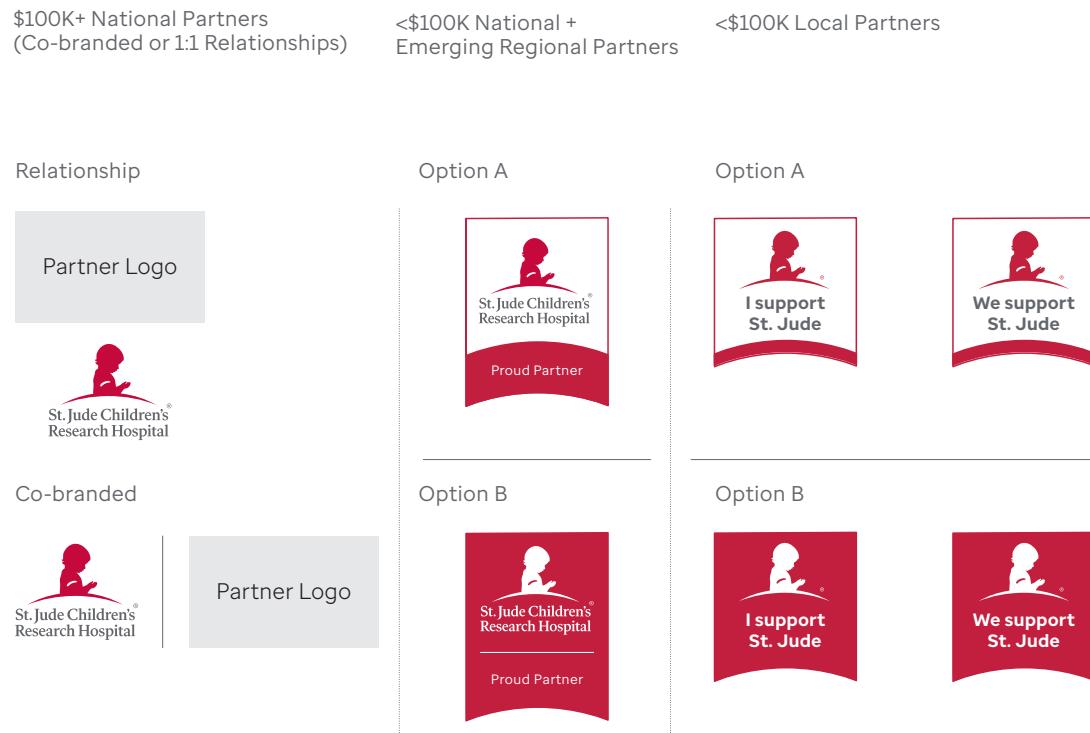


ALSAC legal has 40 international trademarks for the masterbrand elements; however, use is varied across each.
Ability to maintain trademarks is dependent upon use in country.

Signature system elements are placeholders only. Recommendations still need review.

Strategic Relationships – Corporate or Organizational

- A simple, tiered approach can differentiate between partners, whose reach and fundraising potential vary
- \$100K+ National Partners can apply the St. Jude logo, without the tagline, as a co-branded lock-up or equal relationship (1:1 scale)
- <\$100K National and Emerging Regional Partners receive a badge with the full St. Jude logo, a partner designation (e.g., “proud partner”) and a time stamp
- Local partners get a simplified version of this badge with the child graphic, supporter message and time stamp



Signature system elements are placeholders only. Recommendations still need review.

Signature System Summary

Masterbrand



The St. Jude masterbrand contains our child graphic, name, tagline and founder line. Its modular design allows us to drop the founder line and tagline to accommodate various spaces and situations. For simplicity, the founder line should only appear when the masterbrand appears on its own. To preserve its integrity and impact, the tagline can be used in lock-ups and treatments for entities that St. Jude owns, but should not be applied to partnerships, relationships or events involving other organizations.

Organizing Principles

Apply type treatment in dynamic environments that require navigation, and where it is appropriate to communicate the breadth and depth of the entire portfolio.

Programs/Services + Functional Groups

Communicate program and group names in St. Jude Sans and establish a clear, consistent relationship to the logo. Where color permits, use St. Jude red to connect the program or group back to the child graphic.

Communications Tools

Digital: Masterbrand wherever possible.

Print: Always include St. Jude in the name (type only); prominently endorse/sign off the publication with the St. Jude logo.

Broadcast: Masterbrand wherever possible.

Signature System Summary

| | |
|-------------------------|---|
| Seminars/Symposia | Seminars and symposia should always be masterbranded to ensure we build on/reinforce that St. Jude facilitates the exchange of ideas and shares knowledge freely. |
| Campaigns | Masterbrand and communicate campaign name in messaging and through calls to action. Amplify the graphic elements and apply/designate accent colors for signature campaigns, where appropriate (e.g., green for Thanks and Giving, yellow for Childhood Cancer Awareness Month, etc.). |
| Events | <p>St. Jude events: These events should be masterbranded. Apply graphic elements and themes to add flavor and context to events. The tagline can be applied in this instance.</p> <p>Corporate events: These events should follow the look and feel of sponsoring organizations and should follow guidelines re: proximity/distance from the St. Jude brand in accordance with the strategic partnership agreement. The tagline should not be included in this instance.</p> <p>Field events: Depending on fundraising commitments to and coordination with St. Jude, field events require a range of assets. Use the “proud supporter” badge with the logo for trusted and tenured field partners and/or for larger scale events that comply with our brand standards. Use the “proud supporter of St. Jude” type treatment badge for events that we have less control over and/or that are smaller in scale. Encourage self-expression with simple pins or badges for individuals, teams or organizations.</p> |
| Strategic Relationships | <p>Academic partners: Should be communicated as co-branded or collaborative relationships, depending on the nature of the partnership.</p> <p>Affiliates: Should lead with their organizational brand to clarify the relationship and mitigate risk, followed by the “affiliate clinic of” St. Jude signature.</p> <p>International outreach partners: Should reflect the nature of the relationship, i.e., satellite, partnership, affiliate or ingredient.</p> <p>Corporate/Organizational partners: Should follow guidelines re: proximity/distance from the St. Jude brand in accordance with the strategic partnership agreement.</p> |

6

Design Inspiration

The applications on the following pages demonstrate our logo and visual style across a spectrum of communications and are for illustrative purposes only. Use these examples as inspiration for implementing our brand.

Overview

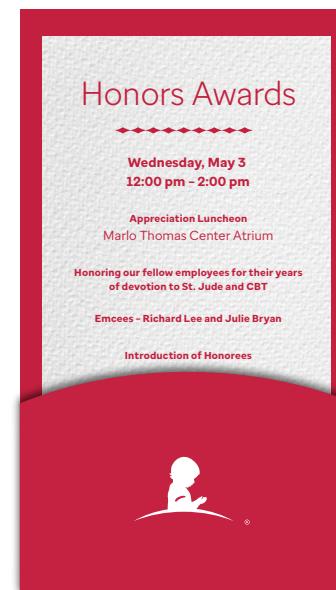
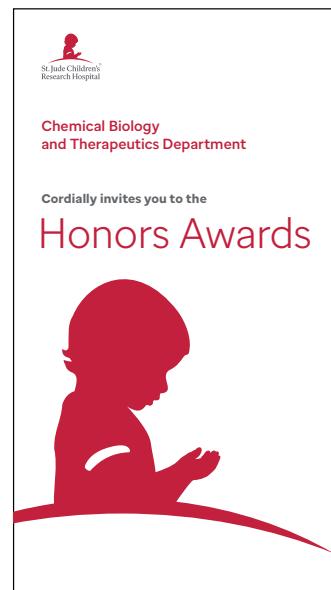
In the following pages you will see some illustrative examples of how you can apply the logo, imagery, typography, graphic elements and color to achieve a strategic goal (e.g., showcase research, inspire giving, etc.). These applications are intended for inspiration only.

Showcase Research Expertise



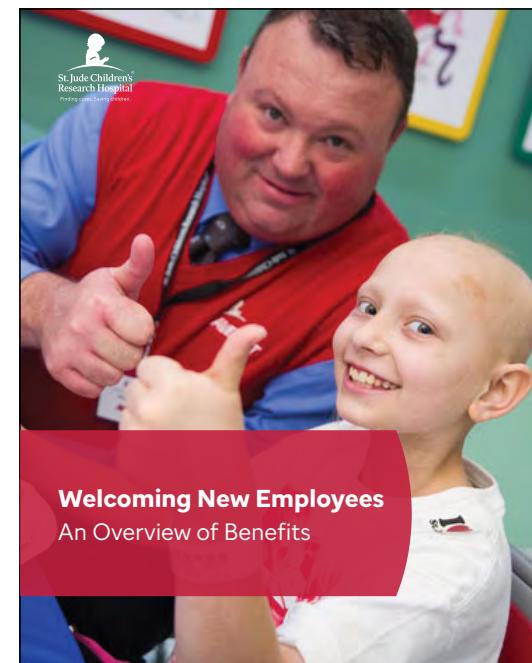
These designs are for inspiration only.

Energize Employees



These designs are for inspiration only.

Educate Employees



These designs are for inspiration only.

Promote Programs



The St. Jude logo, which is a red silhouette of a child in a cross-like pose, is displayed above the text "If Not St. Jude, Then Who?". Below the logo, there is a short bio by Elizabeth Jane Walker and a quote from her.

If Not St. Jude, Then Who?

By Elizabeth Jane Walker

At first, you might assume the president and chief executive officer of St. Jude Children's Research Hospital is talking about St. Jude, the donor who gave \$1 billion to the hospital. But she's referring to the trillions of other bacteria that inhabit your body.

"When I started studying the microbiota more than 10 years ago, I was skeptical about whether it could be used to control diseases. But seeing is believing."

—Thirumala-Devi Kanneganti, PhD



Solving Mysteries of the Microbiota

By Elizabeth Jane Walker

How many bacteria inhabit your body? Thousands? Millions? Try again.

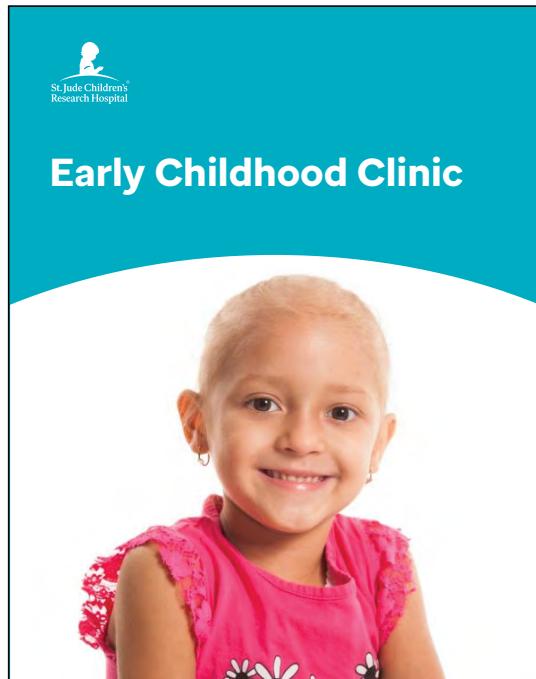
Tellings of organisms you may have heard. The trillions of bacteria that populate our mouth, gut, skin and the rest of your body are known as the microbiome. And scientists estimate that these cells outnumber your body's cells 10 to 1. The microbiome has become a hot topic recently, thanks in part to work conducted by immunologist Thirumala-Devi Kanneganti, PhD, at St. Jude Children's Research Hospital. In one study, she and her colleagues explored the influence of diet on the microbiota, as well as on a variety of autoimmune diseases. In another, she and her team made startling discoveries about colon cancer, which may provide hope to thousands of patients diagnosed with the disease each year.

Diet and disease. Scientists have long known that diet can affect disease. But until Kanneganti's work, they didn't know why or how. "We didn't understand exactly how that happened," "When I started studying the microbiota more than 10 years ago, I was skeptical about whether it could be used to control diseases," Kanneganti.



These designs are for inspiration only.

Educate and Engage Patient Families



The St. Jude Children's Research Hospital Early Childhood Clinic was created for children younger than 3 years of age.

The purpose of the Early Childhood Clinic is to assess young patients, direct early intervention services while the patient is undergoing treatment at St. Jude, and help families access similar services in their home communities.

What is the Early Childhood Clinic?

The Early Childhood Clinic is for St. Jude patients younger than 3 years of age. The clinic staff are experts in early child development. The Early Childhood Clinic can help guide interventions that are important to your child's:

Physical development.

- Activities, such as learning to feed or dress himself,
- Language, such as learning to talk,
- School readiness, and
- Emotional and social needs.

02

How can the Early Childhood Clinic help my child?

The Early Childhood Clinic helps your child learn, grow, and develop as much as possible for his age, even when he is getting treatment. Being sick, in the hospital, and away from home can keep your child from learning and growing normally. The stress of sickness, treatment, and changes in routine can make a child forget things he already learned or stop doing them. In some cases, your child needed extra help before he got sick and still needs it while at St. Jude. The Early Childhood Clinic can help you and your child with all these issues.

What services do you offer?

Developmental evaluation and personal plan – A psychologist who specializes in young child development spends time with you and your child to learn what kinds of help are needed. Then, the Early Childhood Clinic staff meet and create a personal plan for your child. We share the plan with you and arrange the appointments your child needs at St. Jude.

Treatment appointments – After the evaluation, the psychologist coordinates with Early Childhood Clinic team members including professionals in:

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam."

A small photo of a young child with short blonde hair, wearing a red tank top, smiling at the camera. This photo is positioned next to the text about treatment appointments.

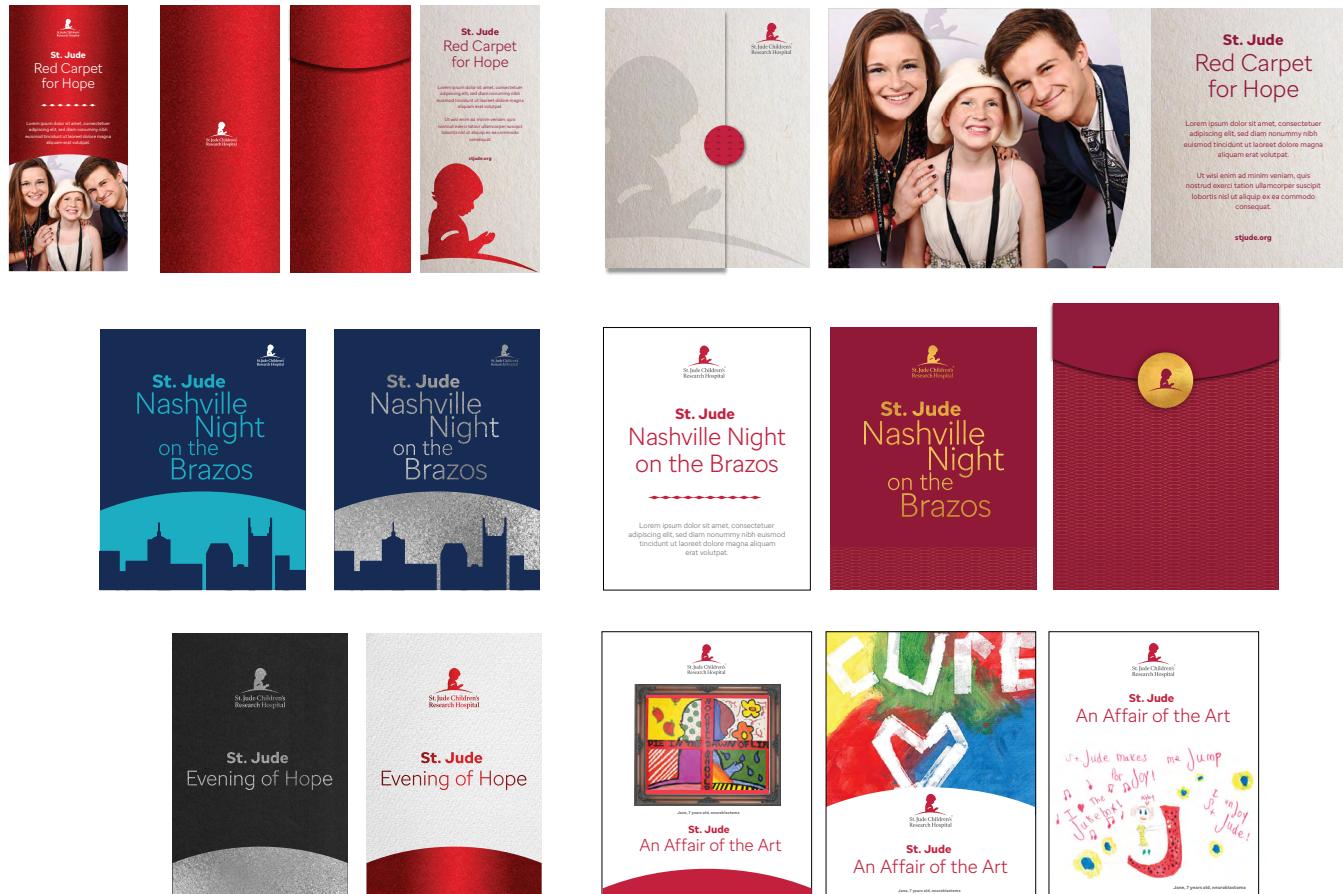
These designs are for inspiration only.

Drive Public Awareness



These designs are for inspiration only.

Inspire Donors



These designs are for inspiration only.



Finding cures. Saving children.

ALSAC • DANNY THOMAS, FOUNDER

For further information, please contact:

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stjude.org