

CHOC

CORPORATE BRAND GUIDE



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Section

01 INTRODUCTION

Welcome to the CHOC Brand Guide. The CHOC identity is one of our institution's most important assets. Used properly, it will convey our core values, provide clarity, around our

services, and strengthen our relationships – with our patients and families, our partners, the medical community, and the potential donors that we rely on for support.





Section

02 STRUCTURE

CORPORATE BRAND ARCHITECTURE

CHOC's new corporate and partner nomenclature is carefully designed to provide clarity for both internal and external audiences about our corporate relationships. It also ensures that each

group or division within the system benefits from its connection with the CHOC principal brand as CHOC expands with more services, divisions and partners.



2 PRINCIPAL LOGO

This logo is the basis for our naming system and the most recognizable element of our brand identity. As we grow, it's important to maintain the integrity of the principal logo by carefully managing its usage and its relationships with associated names.

GUIDELINES

The principal logo is comprised of the circle bear symbol and the CHOC wordmark. Choose the configuration and approved color that best fits your application.

BLUE LOGO

The blue logo is the preferred color usage for both horizontal and stacked versions. It should only be used against a white background.

COLOR SPECIFICATION: CHOC Blue



HORIZONTAL



STACKED

BLACK LOGO

The black logo should only be used against a white or light color background, or when your application requires a simple, one color execution.



HORIZONTAL



STACKED

WHITE LOGO

The white logo should only be used against a solid color or very dark background; preferably on CHOC blue, black, or gray. It can also be used when your application requires a simple, one color application.



HORIZONTAL



STACKED

2 PRINCIPAL LOGO GUIDELINES

When using the CHOC principal logo, adhere to the rules in this style guide. Only use the approved, provided logo artwork, and never alter the logo in any way.

CLEAR SPACE



HORIZONTAL C for clear space.



STACKED 2 Cs for clear space.

MISUSES



DO NOT stretch or skew.



DO NOT change colors.



DO NOT add effects.



DO NOT outline.



DO NOT alter architecture.



DO NOT crop.

2 NAMING & LOGO SYSTEM

Our naming and logo system help clarify the many types of relationships between CHOC and other entities. The relationship types are grouped in categories; each category with its own logo configuration rules.

This chart shows the full breadth of our ever-expanding system, to date.

SYSTEM GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

This framework is designed for logical expansion as our healthcare system evolves. Events are the exception. CHOC Marketing & Communications has sole authority over the creation of new logos. Please contact them with any new request.

INTERNAL EXTENSIONS

A. STANDARD



B. SPECIALIZED



PROGRAMS



EVENTS



PARTNERSHIPS

A. OWNED & OPERATED



B. JOINT VENTURES



C. AUXILIARY



AFFILIATES



DONORS



2 INTERNAL EXTENSIONS

A. STANDARD

In standard internal extensions, the CHOC principal logo is dominant.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

INTERNAL EXTENSION FONT

Gotham Book

COLOR SPECS

- CHOC principal logo: CHOC BLUE
- Internal extension name: CHOC GRAY

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



ADDITIONAL EXAMPLES



2 INTERNAL EXTENSIONS

B. SPECIALIZED

In specialized internal extensions, the CHOC principal logo and the extension name share equal height.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

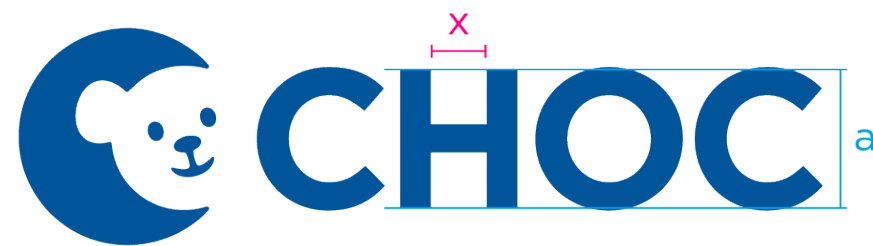
INTERNAL EXTENSION FONT

Gotham Book

COLOR SPECS

- CHOC principal logo: CHOC BLUE
- Internal extension name: CHOC GRAY

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



ADDITIONAL EXAMPLES



2 PROGRAMS

For programs, the program name shares the same height as the CHOC principal logo, but is rendered in italics to provide an energetic, modern tone.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

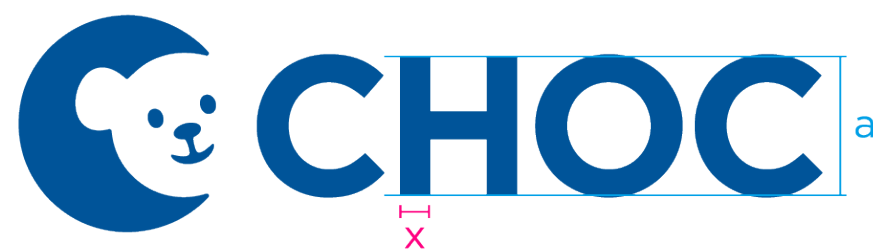
PROGRAM FONT

Gotham Book

COLOR SPECS

- CHOC principal logo: CHOC BLUE
- Program name: CHOC GRAY

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



ADDITIONAL EXAMPLES



..

2 EVENTS

For events, the circle bear symbol and CHOC wordmark act as an identifying banner to distinguish a CHOC-affiliated function.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files as a baseline for your event logos. For consistency, always maintain the provided size and distance relationships among the elements. Choose the appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

EVENT FONT

Gotham Book

COLOR SPECS

- CHOC principal logo: CHOC BLUE
- Event name: CHOC GRAY

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



ADDITIONAL EXAMPLES



2 PARTNERSHIPS

A. OWNED & OPERATED

With partnerships, the owned and operated partner entity logo, circle bear symbol, and CHOC wordmark share equal billing, separated by a single vertical line, with CHOC always located on the right. Both logos should also share the same visual weight.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

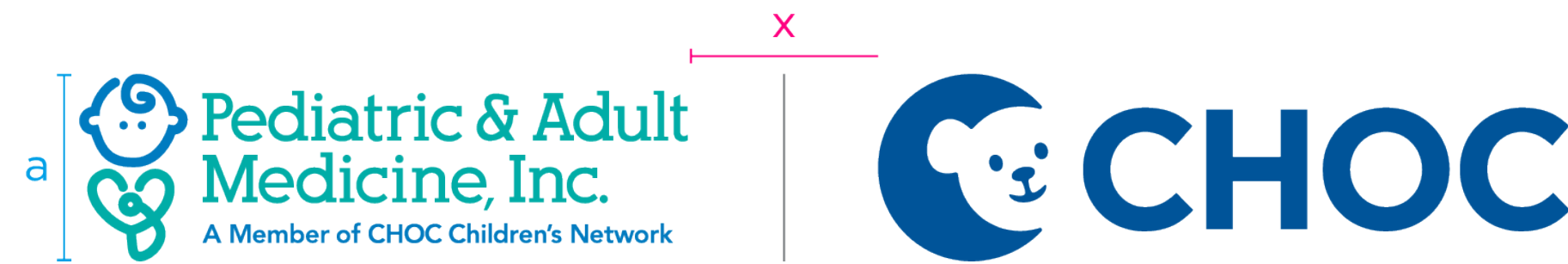
COLOR SPECS

CHOC principal logo:
CHOC BLUE

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



ADDITIONAL EXAMPLES



2 PARTNERSHIPS

B. JOINT VENTURES

Similar to owned and operated, the joint venture partnerships and CHOC share equal billing and visual weight, separated by a vertical line, with the CHOC circle bear symbol and wordmark on the right.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

COLOR SPECS

CHOC principal logo:
CHOC BLUE

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



2 AFFILIATES

In affiliate lock-ups, CHOC takes a secondary position, both describing the business relationship and establishing credibility for the affiliate.

To comply with affiliate provider standards, the size relationship should approximate 66% affiliate / 33% CHOC.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

COLOR SPECS

CHOC principal logo:
CHOC BLUE

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



pediatric services by



ADDITIONAL EXAMPLES



2 DONORS

A. NAMED EXTENSIONS

For donors with named extensions within the CHOC system, the CHOC principal logo is always placed at left and donor name on the right, separated by a vertical line. Depending on the particular donor agreement, the donor name can contain the donor logo or simply be rendered in the CHOC brand font as shown. Either way, the goal is to provide equal visual weight.

Marketing in partnership with the CHOC Foundation is responsible for management and administration of these logos. If you have any questions regarding usage of these logos, please contact branding@choc.org.

GUIDELINES

Always use the provided, approved Adobe Illustrator logo files in your designed communications. Choose your appropriate color space as required for your application, but only use the spot or process colors as shown on page 34.

CLINIC TYPE FONT

Gotham Book

COLOR SPECS

- CHOC principal logo:
CHOC BLUE
- Clinic type name:
CHOC GRAY

GUIDELINE KEY



LOGO ARCHITECTURE GUIDELINES



ADDITIONAL EXAMPLES





Section

03

SOUL

LONG LIVE CHILDHOOD

Long Live Childhood. It's more than just a slogan. It's our mantra. Our rallying cry, embodying the soul of everything CHOC stands for. This short phrase manifests our

mission to provide the resources necessary to keep every child healthy, and to preserve their opportunity to experience the joy and magic of childhood.



3 GRAPHIC WORDMARK

Our mantra is the vital declaration of our purpose, powerfully communicating the all-encompassing, emotional aspect of our mission. To preserve its significance, it should be used sparingly and strategically in prominent locations for corporate brand communications.

APPROVED USE CASES

- 1) Locked up with the CHOC principal logo.
- 2) Locked up with a photographic image.

The graphic wordmark to the right is for reference only. See the following pages for approved usage examples.



3 GRAPHIC WORDMARK + CHOC LOGO

The graphic wordmark can be used as part of a corporate tagline, in conjunction with the CHOC principal logo.

NOTE

See page 19 for additional usage examples.

BLUE CHOC LOGO LOCK-UP

The blue logo is the preferred color usage for both horizontal and stacked versions. It should only be used against a white background.



HORIZONTAL



STACKED

BLACK CHOC LOGO LOCK-UP

The black logo should only be used against a white or light color background, or when your application requires a simple, one color execution.



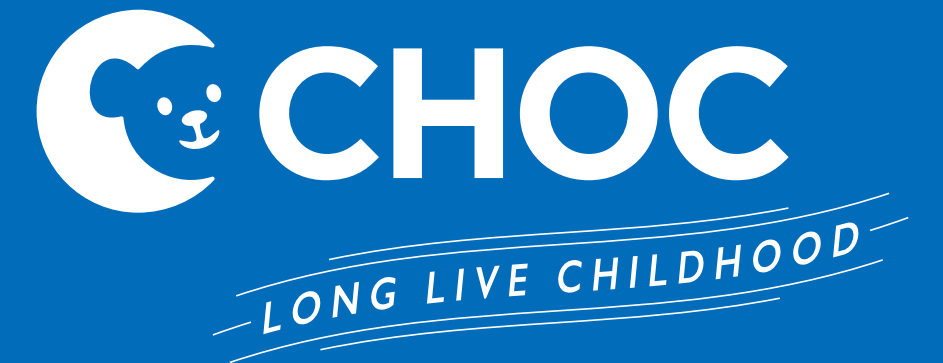
HORIZONTAL



STACKED

WHITE CHOC LOGO LOCK-UP

The white logo should only be used against a solid color or very dark background; preferably on CHOC blue, black, or gray. It can also be used when your application requires a simple, one color application.



HORIZONTAL



STACKED

3 GRAPHIC WORDMARK + CHOC LOGO USAGE GUIDELINES

The versions shown here are the only approved configurations of the graphic wordmark and the CHOC principal logo lock-up.

Except when written in text, the Long Live Childhood wordmark can only be used in its graphic form.

It is always locked with the CHOC principal logo, in its graphic wordmark form.

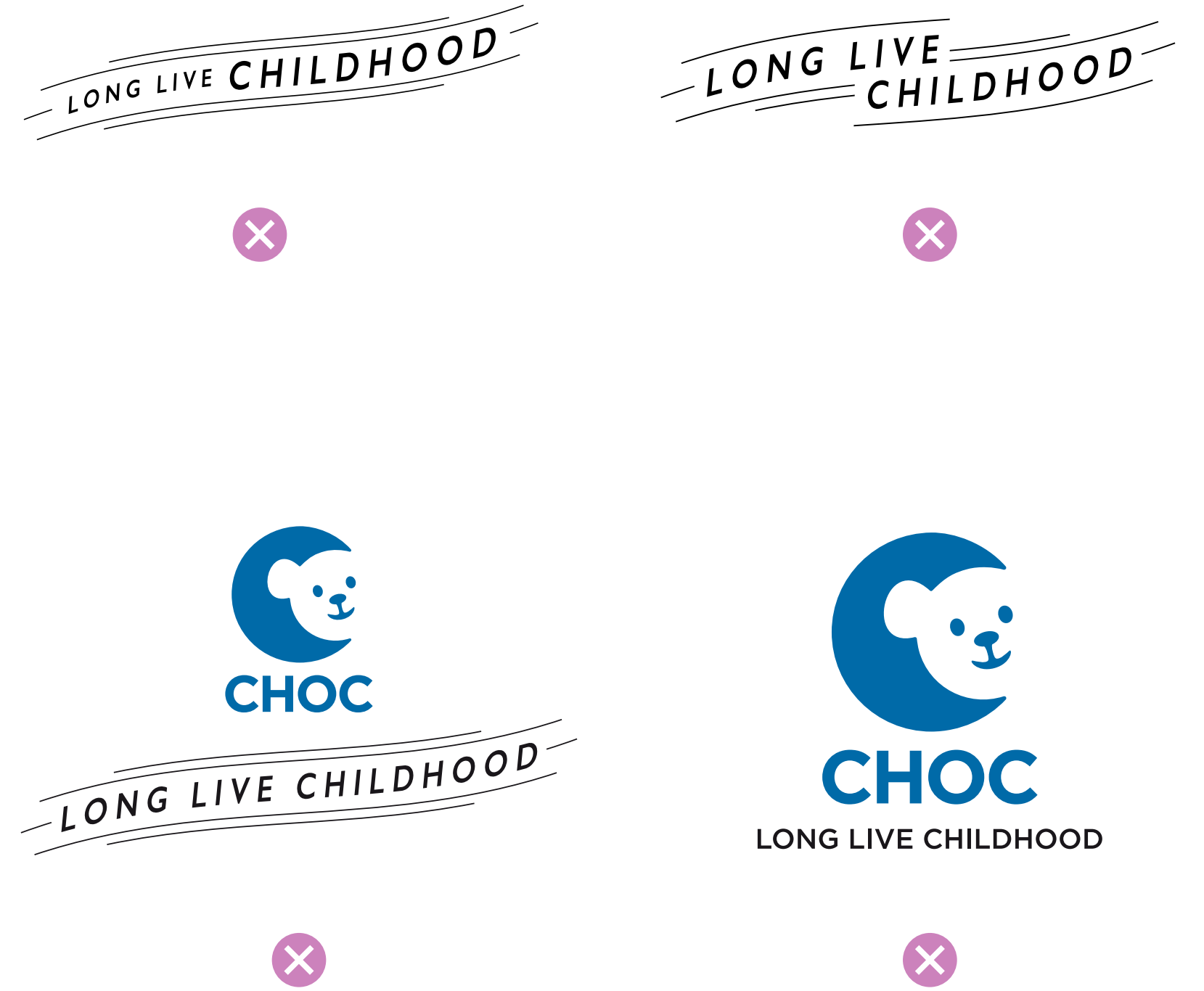
Never change the size relationship or architecture between the wordmarks.

APPROVED USES

“Long Live Childhood is more than just a slogan. It’s our mantra. Our rallying cry, embodying the soul of everything CHOC stands for.”



MISUSES



Sec. Long Live Childhood

3 GRAPHIC WORDMARK + PHOTOGRAPHY

When paired with an appropriate photograph, Long Live Childhood evokes emotion and a visceral understanding of an experience worth protecting.



3 GRAPHIC WORDMARK + PHOTOGRAPHY USAGE GUIDELINES

A lock-up of the Long Live Childhood graphic wordmark with photography serves as a powerful emotional mnemonic to illustrate the CHOC mission.

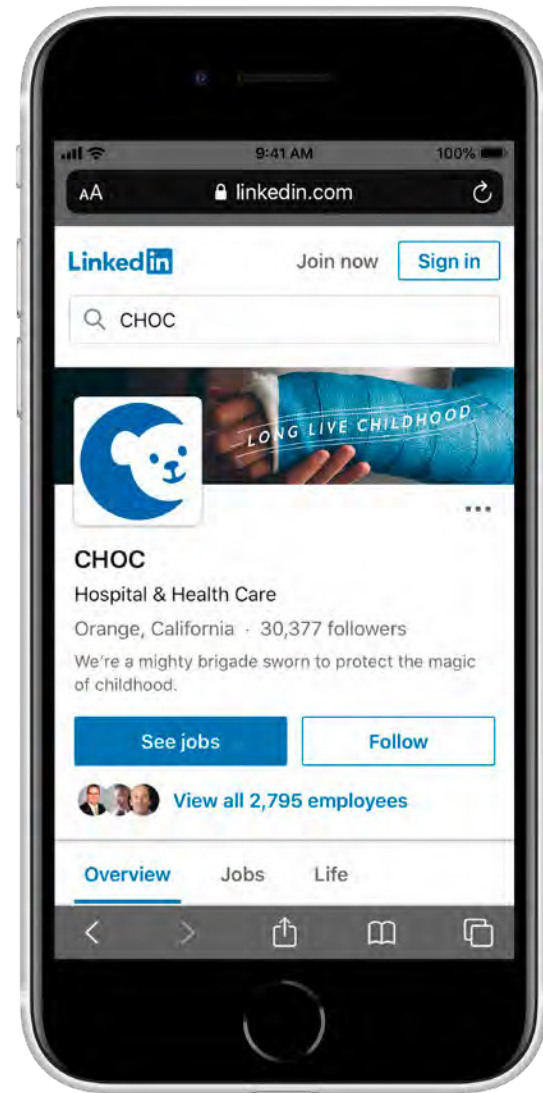
To provide an emotional impression of the CHOC brand, utilize the graphic wordmark + image lockups thoughtfully and only in premier locations (e.g. section headers on the website, backs of business cards, social media, etc.). For optimal legibility, crop the photo so that the graphic wordmark can be placed over a simple background area.

Never place the graphic wordmark over a child's face.

Choose an image that evokes the magic of childhood.

The graphic wordmark can be rendered in any of the three primary brand colors, as long as it clearly stands out against the background.

APPROVED USES



MISUSES



Sec. Long Live Childhood

3 OUR OATH: DEFENDER OF CHILDHOOD

At CHOC, every associate, physician, and volunteer is committed to preserving the magic of childhood. Not just in theory, but by solemn oath. If you have not done so already, please raise your hand and recite the following:

As a defender of childhood, I will:

Encourage creativity

Spark a spirit of adventure

Believe in the impossible

*Celebrate superheroes -
big, small, young and old*

*And always nurture, advance
and protect the health and
well-being of children*



Section

04 SYMBOL

Choco

Born from the drawing board of legendary Disney artist Bob Moore, CHOC's mascot Choco has been serving up smiles for decades. Our beloved bear, made unique with the heart on their chest and bandage

on their arm, has become a recognizable icon for CHOC that has fostered positive feelings and inspired hope in generations of children and their families.



4 PERSONALITY

Over the years, Choco's image changed many times, with new poses being created for a multitude of purposes, which strayed from our mascot's original intent.

Moving forward, we're reinforcing Choco's role as CHOC's representative to children, and limiting poses to preserve Choco's specialness.

Choco poses should evoke the magic of childhood.



**CHOCO IS NURTURING
WELCOMING
INSPIRATIONAL
EMOTIONAL
AND OF COURSE FUN!**

4 COLOR POSES

Shown here are Choco's approved poses in full color. Choose the pose that best aligns with the key message of your designed communication.

To request digital files for an approved Choco pose, please submit a marketing project request via PAWS.

NOTE

Before requesting a digital file, make sure to review the important Usage Guidelines for Choco on page 26.



LET'S CREATE!



LET'S BE KIND



HELLO!



LET'S READ!



LET'S PLAY!



LET'S HAVE FUN!



LET'S REST!



LET'S SING!



LET'S EAT HEALTHY!



LET'S GET MOVING!



LET'S ROLL!

SPECIAL USE POSES

These poses are designated for specific applications only. Please contact CHOC Marketing with any usage requests.



HELLO MASKED



RESEARCH



CLINICIAN



BEREAVEMENT

4 USAGE GUIDELINES

As CHOC's ambassador, our mascot Choco is a valued asset for the brand and must be protected with thoughtful, consistent usage.

QUESTIONS

If you have questions about these guidelines, please contact the Marketing & Communications department.

To request digital files for an approved Choco pose, please submit a marketing project request via PAWS.

CHOCO'S ROLE

Used correctly, Choco brings joy into our designed communications. But it's important to understand that Choco is not always the appropriate messenger, depending on the communication's theme, content and audience.

NOTE

Choco animations and filters are for use in social media only.

PLEASE DO!

- ✓ Only use a single Choco pose at a time. No "group poses". Choco is a unique individual.
- ✓ Use Choco to make a positive brand statement. Choco is our emotional representative.
- ✓ Always follow brand guidelines and use Choco tastefully.
- ✓ Choco's heart and bandage are a big part of their charm. Make sure they are always visible and remain on the left side of their body.
- ✓ Choco is separate from CHOC's principal brand, which is distinguished by the circle bear icon.

PLEASE DO NOT...

- ✗ Alter Choco in any manner (e.g., adding props, friends, apparel, etc.).
- ✗ Create new Choco poses or make patterns from the poses. These limited poses were strategically created to tell a cohesive brand story.
- ✗ Use Choco in an email signature, professional training videos, or in clinical infographics/illustrations, all of which should reflect the corporate brand.
- ✗ Attach Choco to the corporate logo or department names.


4 COLOR PALETTE


Full -color Choco is only to be rendered in these colors. Choco's color palette is for marketing use only. It is not meant to be used to create new poses or graphics.





PRIMARY COLORS

These are the colors that make up Choco.

 **PMS 4645**
 CMYK 30 50 75 10
 RGB 175 125 77
 HEX AC7D4D

 **PMS 728**
 CMYK 25 40 65 0
 RGB 199 157 104
 HEX C79D68


 **PMS BLACK**
 CMYK 0 0 0 100
 RGB 28 27 26
 HEX 000000


 **PMS 186**
 CMYK 2 100 80 9
 RGB 211 21 46
 HEX D3152E


 **WHITE**
 CMYK 0 0 0 0
 RGB 255 255 255
 HEX FFFFFFFF


SECONDARY COLORS


There are the same colors that can be used to build the world around Choco. These should not be confused with the corporate brand palette on page 34.


 **PMS 1685**
 CMYK 37 80 99 29
 RGB 129 62 31
 HEX 813E1F


 **PMS 187**
 CMYK 2 100 80 39
 RGB 155 23 33
 HEX 9B1721


 **PMS 2925**
 CMYK 82 26 0 0
 RGB 0 144 207
 HEX 0090CF


 **PMS 3105**
 CMYK 56 0 14 0
 RGB 142 198 215
 HEX 8EC6D7


 **PMS 2975**
 CMYK 39 0 0 0
 RGB 158 217 248
 HEX 9ED9F8


 **PMS 7482**
 CMYK 88 0 90 0
 RGB 0 162 81
 HEX 00A251


 **PMS 7409**
 CMYK 0 33 97 0
 RGB 251 178 0
 HEX FBB200

 **PMS 7540**
 CMYK 70 57 52 34
 RGB 77 81 86
 HEX 4D5156

 **PMS 424**
 CMYK 56 46 48 21
 RGB 108 110 109
 HEX 6C6E6D

 **PMS 5425**
 CMYK 34 5 0 38
 RGB 119 148 168
 HEX 7794A8

 **PMS 552**
 CMYK 30 9 11 0
 RGB 191 208 218
 HEX BFD0DA

 **PMS 656**
 CMYK 13 0 0 0
 RGB 225 243 254
 HEX E1F3FE

4 PATTERN

The Choco “wallpaper” pattern should be used sparingly as a background element, most appropriately when a lighter touch is required.

When using the Choco pattern with text, make sure the opacity is set around 10% to avoid any legibility issues.

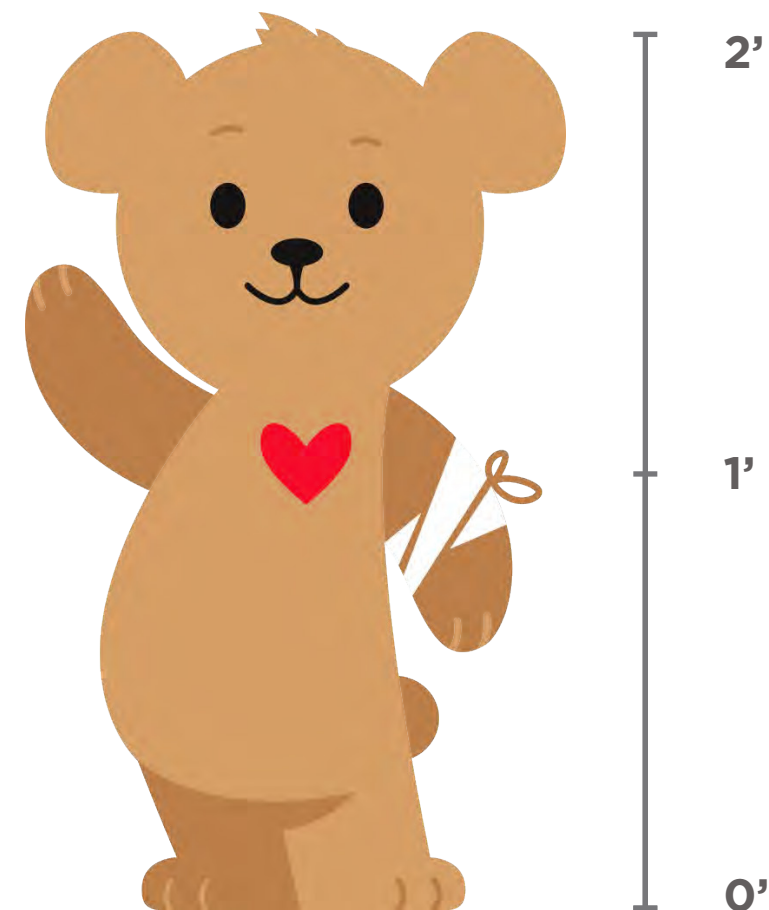


4 USAGE EXAMPLES

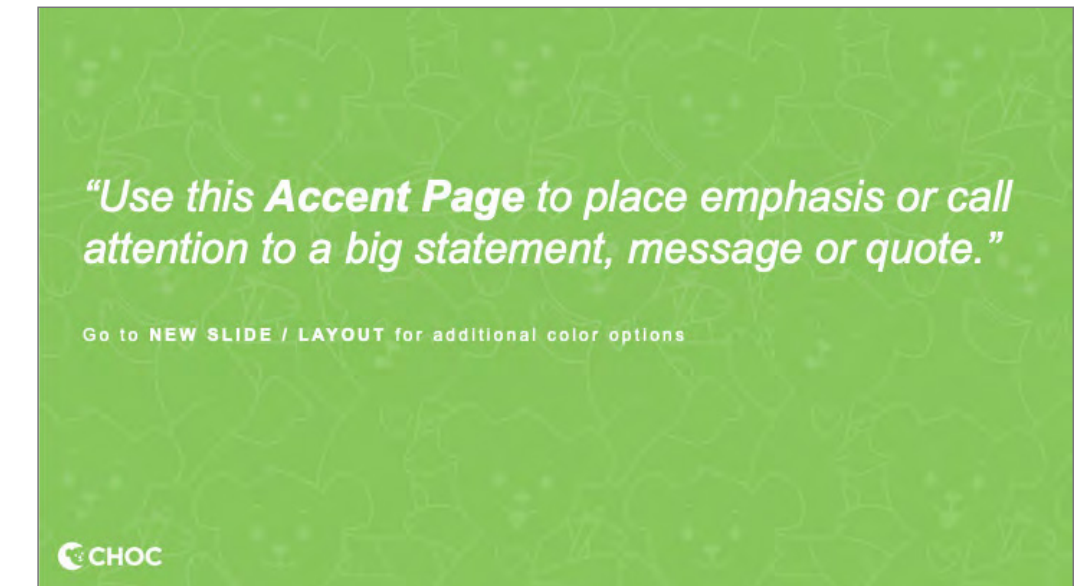
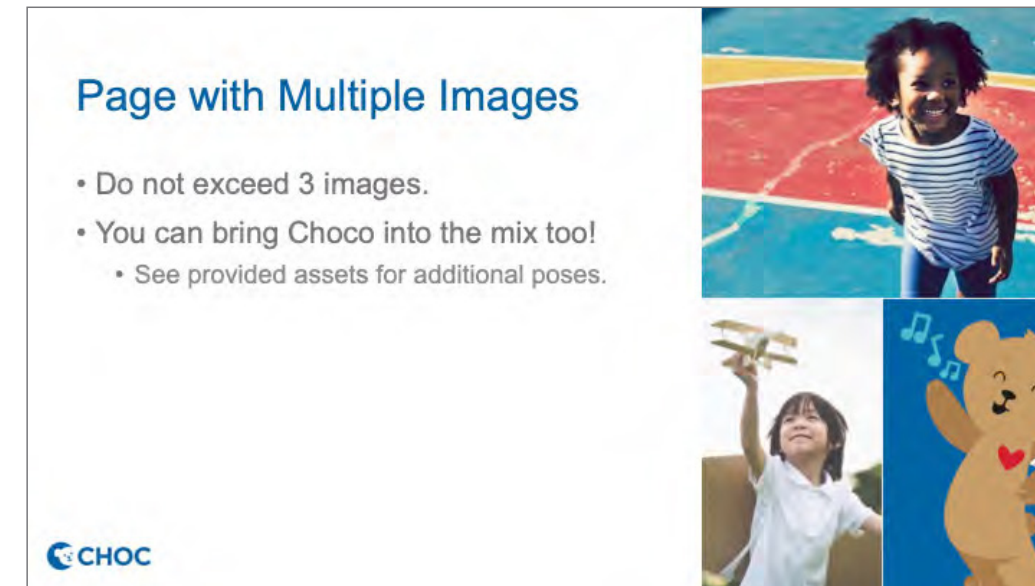
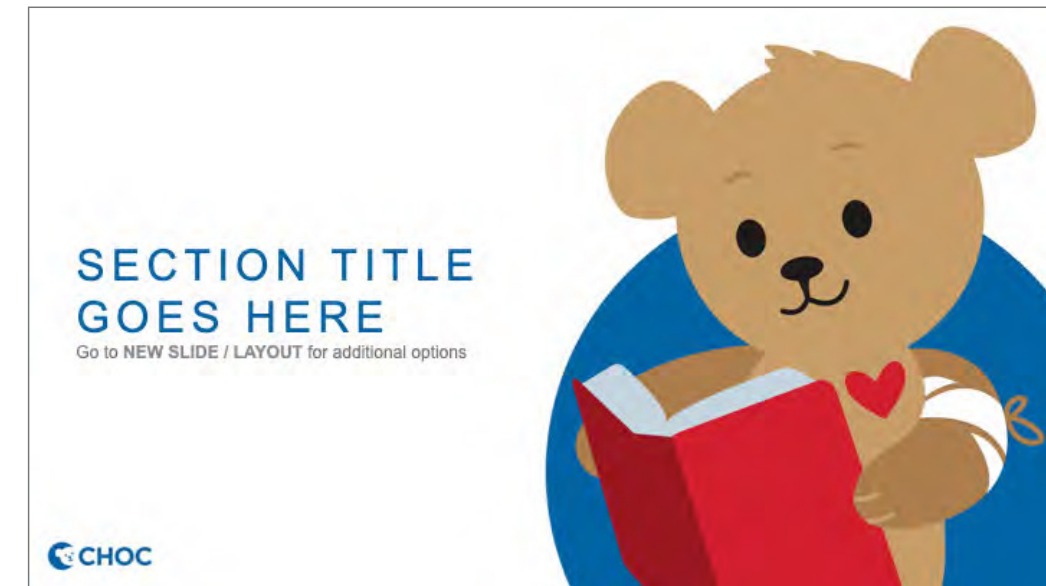
Choco brings a delightful spirit to the brand, and can be added to a photo to show an intimate connection to children, and to add warmth and fun.

CHOCO HEIGHT

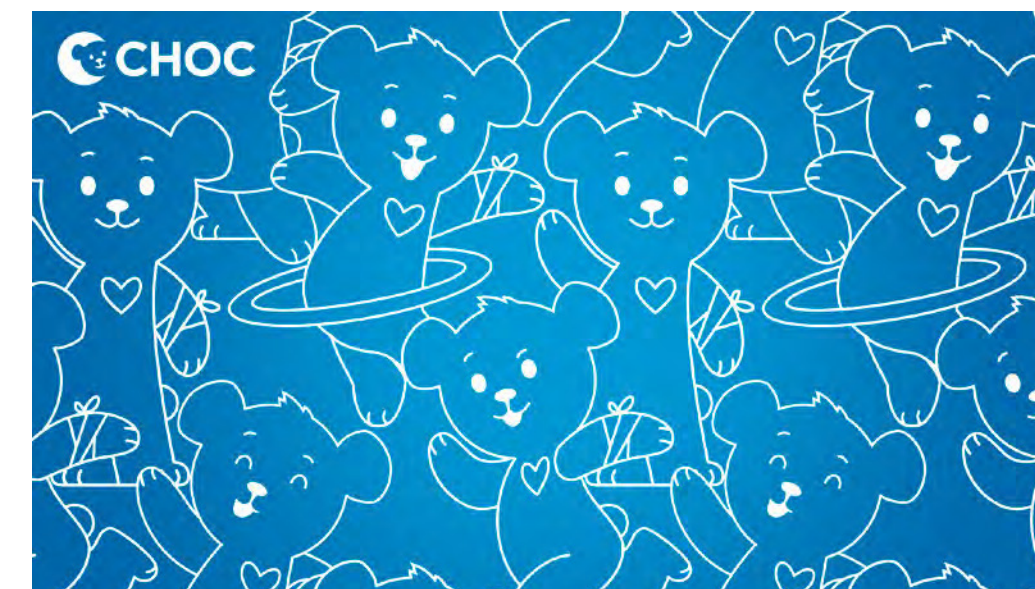
Choco is about 2' tall from foot to ear. When placing Choco in a scene with children, make sure to approximately represent our beloved bear's height.



POWERPOINT TEMPLATE



Choco EVENT ZOOM BACKGROUNDS



WEBSITE BANNER





Section

05

BUILDING BLOCKS

CORE BRAND ELEMENTS

In addition to the corporate logos, the CHOC brand identity is composed of four key elements: brand voice, typography, color, and photography. When used

consistently they combine to deliver a memorable, cohesive brand narrative across all designed communications.



5 BRAND VOICE

How we speak about CHOC is as important as what we are saying. As an organization with a higher purpose, we must try to reflect our noble mission in every written communication. And using a consistent voice and tone in our communications helps differentiate CHOC from competitors, establishes confidence and credibility, and enhances our audiences' experiences with the brand.

WHAT WE SAY

TELL AN ENGAGING STORY

Focus on communicating our purpose, our capabilities, our actions, and our impact on the health and well-being of children.

KNOW YOUR AUDIENCE

Depending on the context we may be speaking to patients, parents, donors, partners, medical professionals, and beyond. We have one compelling brand story, but it should be nuanced to address the interests of a specific audience. Take the time to communicate your ideas appropriately.

STRIVE FOR CLARITY

CHOC is a complex organization providing extensive value to children and their families, on many levels. With so much to say, it's easy to try to say too much. Stay focused, and stay on point. Keep it simple, clear and honest.

HOW WE SAY IT

CONFIDENT

We are authorities in our many fields of expertise, but we're never arrogant or boastful. We never talk down to our audiences, and we support our message with data and accountability.

HUMAN

Every health system deals with people, but focusing on children's health adds an ever deeper level of emotion. To advance our mission, we must earn the trust of everyone we interact with. Our general tone should be warm, straightforward and supportive.

POSITIVE

Despite the fact that every child's path cannot have the best outcome, we maintain an underlying message of hope. We tell it like it is, but our commitment to research and innovation inspires our optimism.

5 TYPOGRAPHY

Gotham is the primary font collection for the CHOC brand. It was chosen for its legibility, clean design and its compatibility with the CHOC logo.

Gotham will be used in fully designed materials (collateral, digital media, marketing, etc.). You can request through the Marketing project request form on PAWS.

PURCHASE

You can purchase the Gotham collection here:
www.typography.com/fonts/gotham/styles

ALTERNATIVE

For Microsoft Office applications (PowerPoint, Excel, Word, etc.), Arial is the appropriate font of choice.

GOTHAM

Light

PRIMARY BODY TEXT

Use Gotham Light as your primary body text whenever possible. It can also be used for headlines.

AaBbCc
0123456
? ! # \$ % & ”

Book

SECONDARY BODY TEXT

Only use Gotham Book when Gotham Light becomes too hard to read as your body text.

AaBbCc
0123456
? ! # \$ % & ”

Bold

PRIMARY HEADLINE

Use Gotham Bold for short headlines and to highlight key words.

AaBbCc
0123456
? ! # \$ % & ”

Medium

SECONDARY HEADLINE

Use Gotham Medium to add a subtle emphasis to your body text and key words.

AaBbCc
0123456
? ! # \$ % & ”

5 TYPOGRAPHY

USAGE EXAMPLES

Information hierarchy should be communicated through type size, weight, and color.

LEADING

For headlines and body text, leading should be at least **1.2x the font size**.

Example:

Font Size: 24pt (24 x 1.2 = 28.8)

Leading: 28.8pt

HEALDINES CAN BE BOLD.

HEADLINES CAN BE LIGHT.

This is a tagline with an **important word** highlighted.

This Headline Is Paired With Body Text.

Spacing between the body text and the headline should be at least **1x the letter height of the headline**.

Another Example

Subheadline

Spacing between the subheadline and the headline should be at least **1x the letter height of the subheadline**.

And Another Example

BODY TEXT TITLE

Spacing between the body text and the body text title should be at least **1x the letter height of the body text title**.

5 COLOR PALETTE

To maintain consistency across our extensive CHOC communications, our color palette is deliberately limited.

PRIMARY COLORS

The combination of blue and gray provides a sense of credibility, professionalism and calm. Design with a strong use of white space for a sophisticated, modern impression.

ACCENT COLORS

These colors help imbue our brand with a child's energy and joy. They should be used sparingly and never overpower the primary colors.

PRINT VS DIGITAL

PMS colors are purposefully different from their corresponding HEX values for quality purposes. Please use the PMS/CMYK values for print projects and use the RGB/HEX values for any digital projects.

WHITE

CMYK 0 0 0 0

RGB 255 255 255

HEX FFFFFFFF

CHOC BLUE

PMS 7685

CMYK 93 73 11 1

RGB 0 100 164

HEX 0064A4

CHOC GRAY

PMS COOL GRAY 9

CMYK 53 44 42 16

RGB 118 118 121

HEX 767679

CHOC LAVENDAR

PMS 252

CMYK 27 56 0 0

RGB 185 129 185

HEX B981B9

CHOC GREEN

PMS 802

CMYK 51 0 85 0

RGB 136 198 91

HEX 88C65B

CHOC YELLOW

PMS 122

CMYK 0 18 90 0

RGB 255 207 49

HEX FFCF31

CHOC BLACK

PMS BLACK

CMYK 0 0 0 100

RGB 35 31 32

HEX 231F20



5 PHOTOGRAPHY

At CHOC, we are relentless in our commitment to keep kids healthy. Our brand mantra, “Long Live Childhood,” represents the core belief that the magic of childhood is worth preserving, and that sickness should not steal from a child the joy and wonder of childhood.

Photography is a powerful tool for communicating this essence of the CHOC brand. Our images have the ability to make an emotional connection with viewers, and to help them understand the nature of our commitment.

CHOC BRAND IMAGE LIBRARY

All of the images shown in this guide are drawn from the CHOC Brand Image Library. Select your image and crop in a way that best supports the CHOC narrative you’re sharing.

PHOTOSHOOTS & STOCK PHOTOS

When a situation requires a photoshoot or new stock photos, please refer to the guidelines on the next two pages to maintain a cohesive look for the brand.



5 PHOTOGRAPHY

VISUAL TONE

Our images should capture the visceral and emotional moments we remember from our own childhoods, prompting viewers to experience nostalgia and pulling them back into their own memories. The scenes we depict should feel real, spontaneous and “unposed.”

EMOTIONAL MOMENTS

Create vignettes that portray our heroes – mostly children but sometimes parents and families, caregivers, or other dedicated participants – in emotional, relatable moments that capture the magic of childhood. Whatever the situation, we never focus on the negative. Our images embody innocence, fortitude, joy, and ultimately, hope.

MODEL CHOICE

CHOC serves all children and their families. Our imagery should be inclusive of all ethnicities, ages, genders, and physical condition. We give equal attention to sick and healthy kids.



5 PHOTOGRAPHY

ACTIVITIES

We portray real moments that are authentic to a child's experience. Kids playing in a lawn sprinkler, a child recovering from chemotherapy session, the intimate interplay between a parent and child, the caring attention of a nurse while tending a child's injury - these are all genuine, relatable activities that tell our story.

Given CHOC's role in protecting the health and well-being of children, photos must exhibit model behavior (e.g., photo subjects wearing helmets when appropriate).

ENVIRONMENTS

The settings should be appropriate to the activity. Images can portray life at home or outdoors play, as well as the hospital healthcare experience.



5 PATTERNS

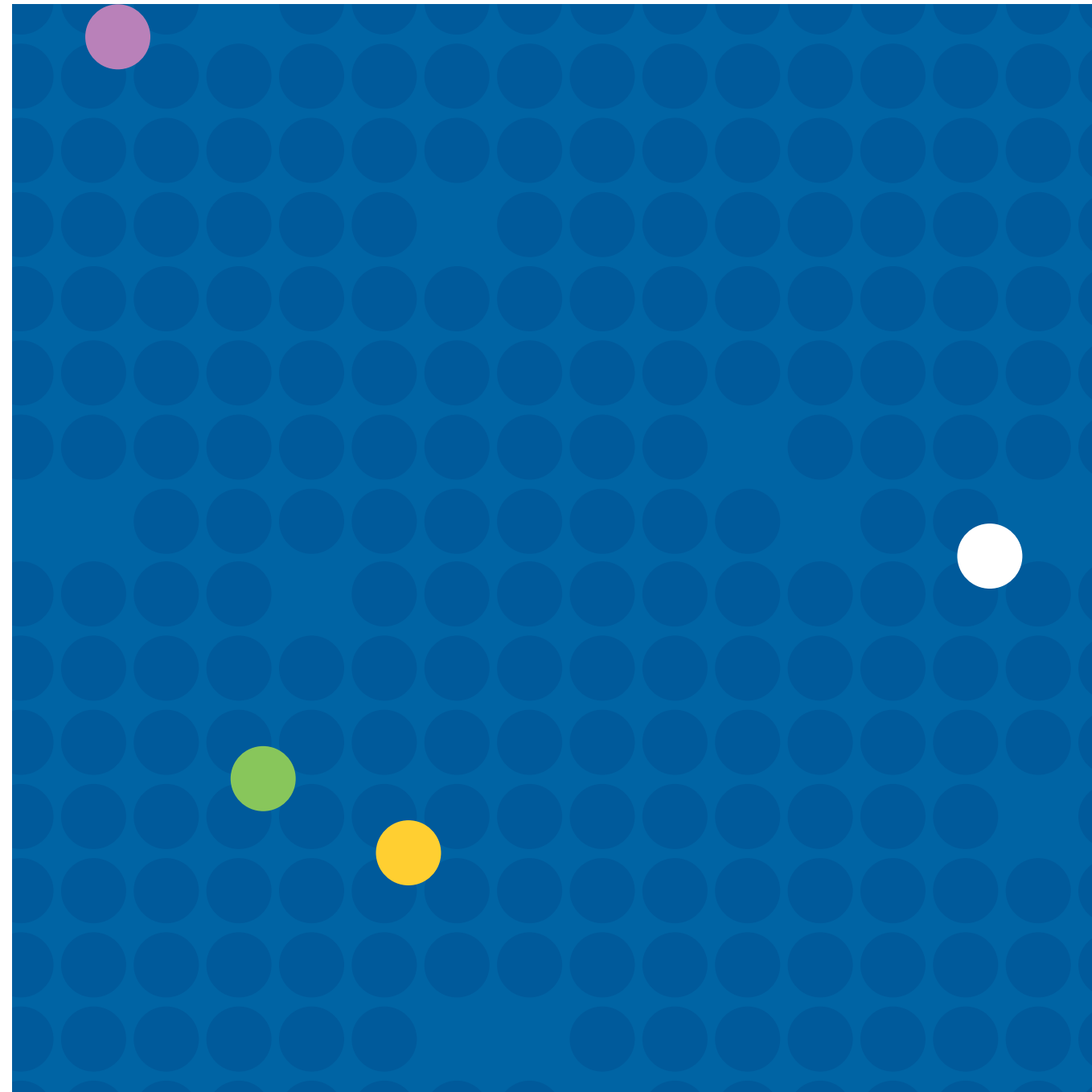
For an extra boost of playfulness and vibrancy, bring these patterns into your design (print, web, and in-hospital use).

ACCENT DOTS

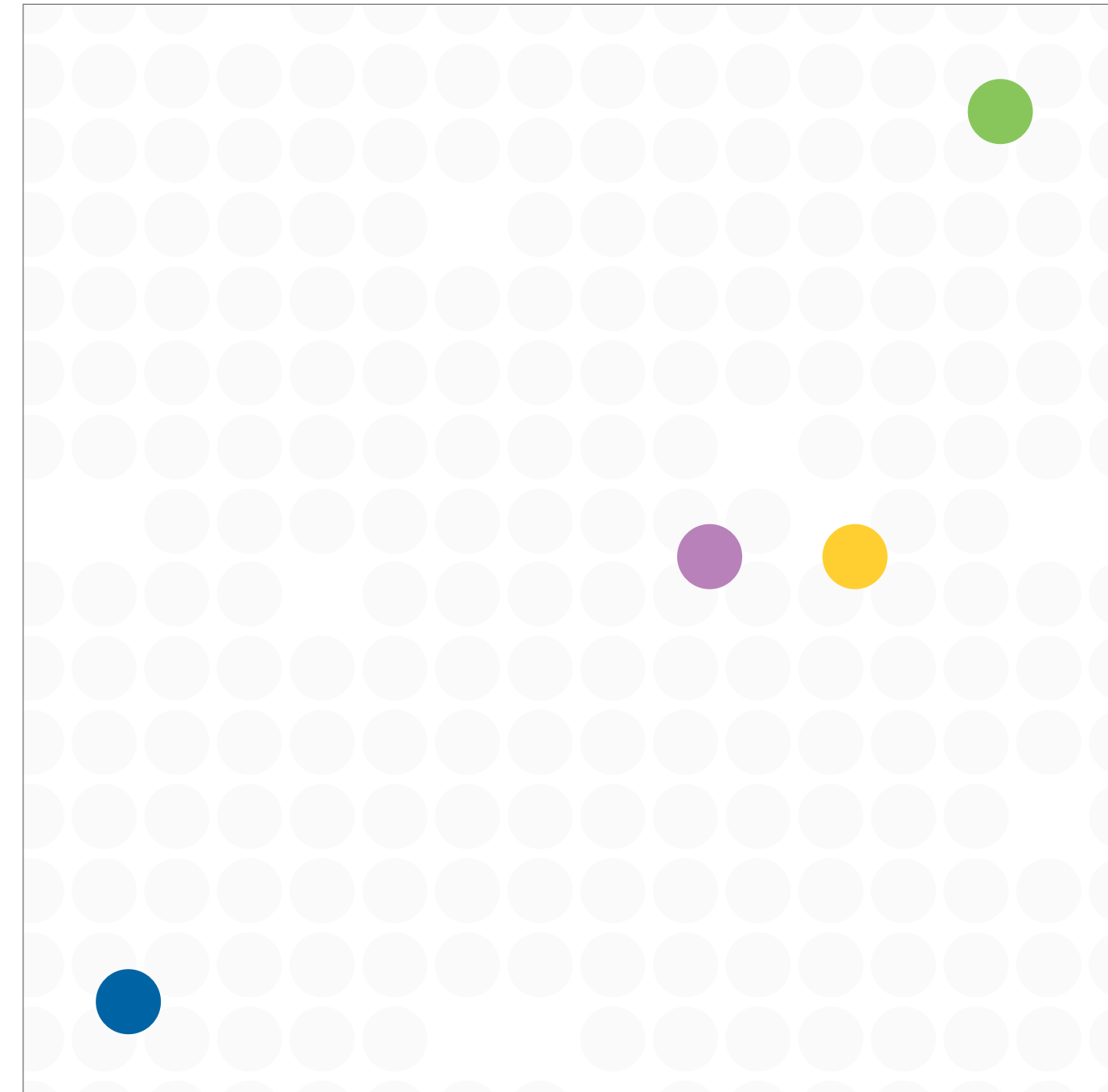
Accent dots bring energy and joy to the pattern. Move them around to better fit your layout. Additional accent dots can be used if needed. They are meant to be supporting elements and should never overpower the overall pattern.

FILE

The patterns have been created in Adobe Illustrator for flexibility and modification. Open up the file for additional usage instructions.



CHOC PATTERN BLUE



CHOC PATTERN WHITE

Sec. Core Brand Elements

5 PATTERNS USAGE EXAMPLES

Here are examples of print, digital and in-hospital designs that showcase the flexibility and modification abilities of the patterns.

PRINT VS DIGITAL

Please use the correct color mode for your medium. Use PMS/CMYK for print projects and use RGB for digital projects.



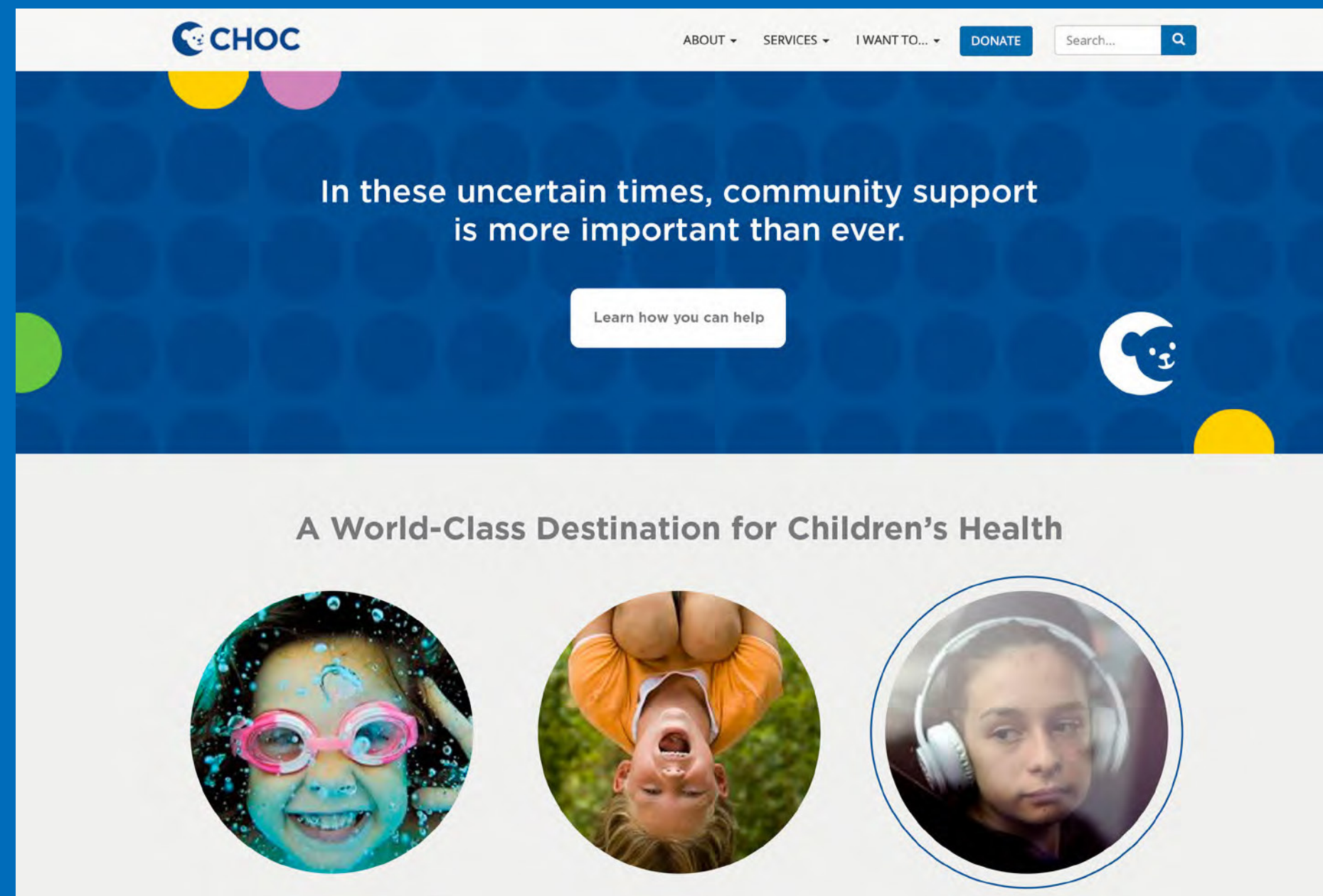
COLLATERAL



DIGITAL BANNERS



ROOM DIVIDERS



WEBSITE

5 ICONS

Use this library of icons to help bring some visual interest to your CHOC communications. Make sure to select the icon that works best in conjunction with the messaging.

To request digital files for an approved icon, please submit a marketing project request via PAWS.

SIZING

The icons will be provided as EPS for easy scalability. They can be used small to anchor a bullet point or even large to symbolize a section or category.

COLOR

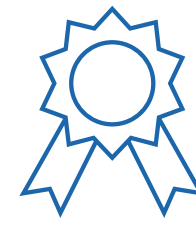
Go to page 34 for the approved color palette and usage guidelines.



ADULT



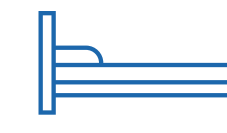
AMBULANCE



AWARD



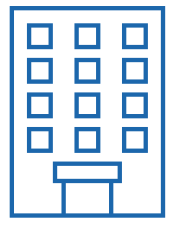
BABY



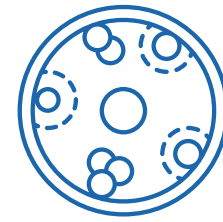
BEDS



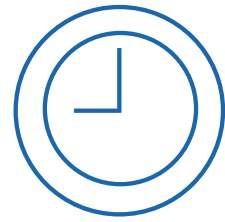
BIRTHDAY CAKE



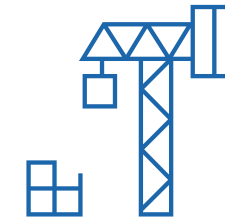
BUILDING



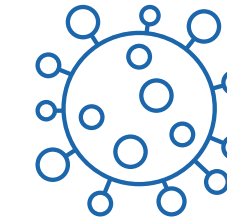
CANCER



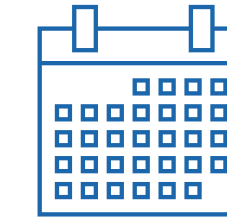
CLOCK



CONSTRUCTION



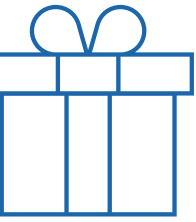
COVID VIRUS



EVENT



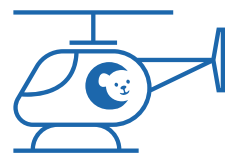
FAMILY



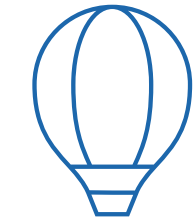
GIFT



GUILD



HELICOPTER



HOT AIR BALLOON



INNOVATION



CARDIOLOGY



LOCATION



MENTAL HEALTH



NEUROLOGY



NOTEBOOK



ORTHOPEDIC



PHONE RINGING



PIGGY BANK



PODCAST



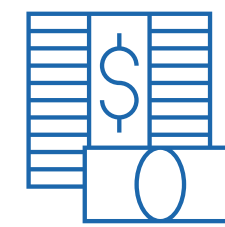
PREVENATIVE CARE



RESEARCH



SEARCH



STACK OF MONEY



TREASURE CHEST



VOLUNTEER



WILL

Section

06

BRAND TO LIFE

TEMPLATES & EXAMPLES

Each of our designed communications tells a story to its audience. It's important that our brand story is consistent,

authentic, and compelling. The following section shows examples of the system brought to life.

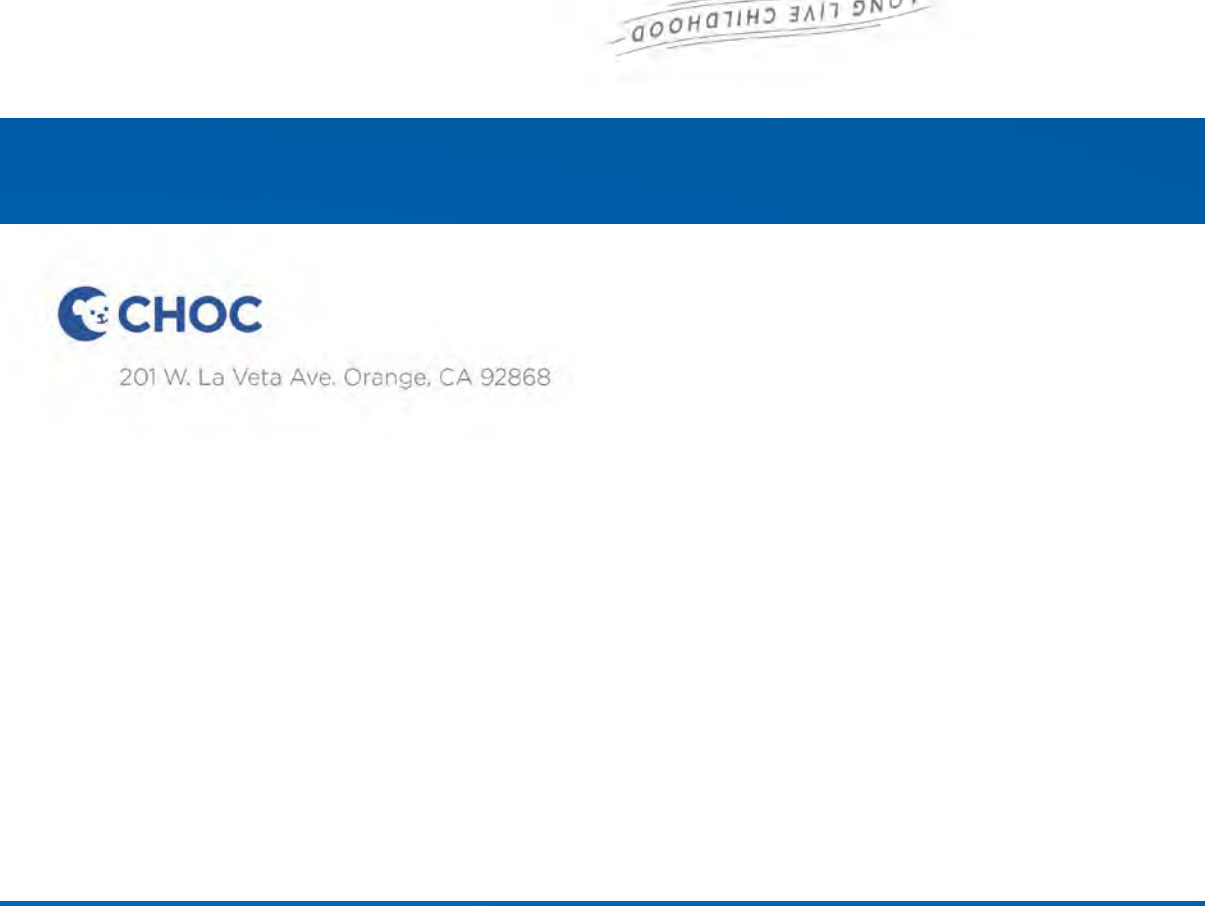
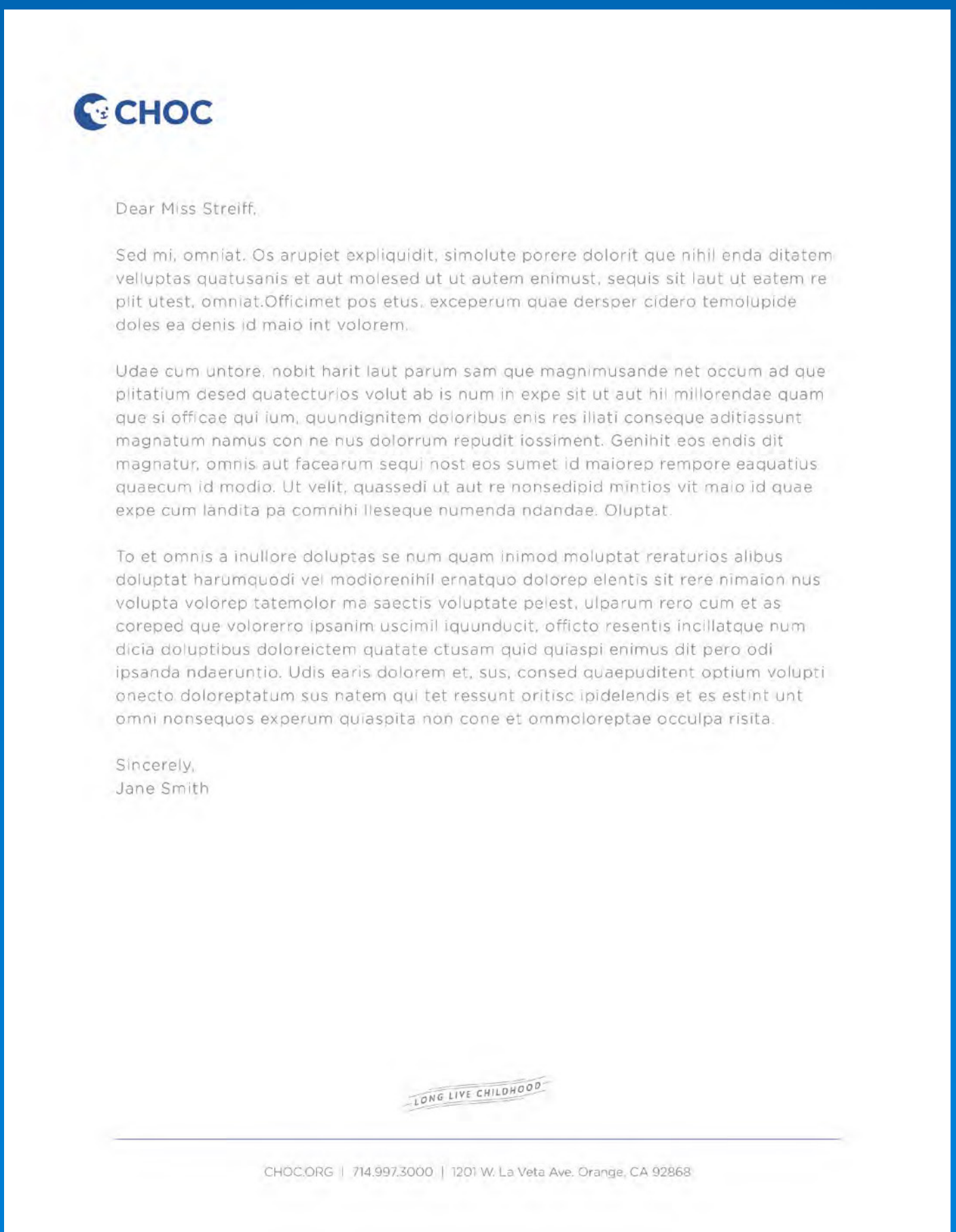
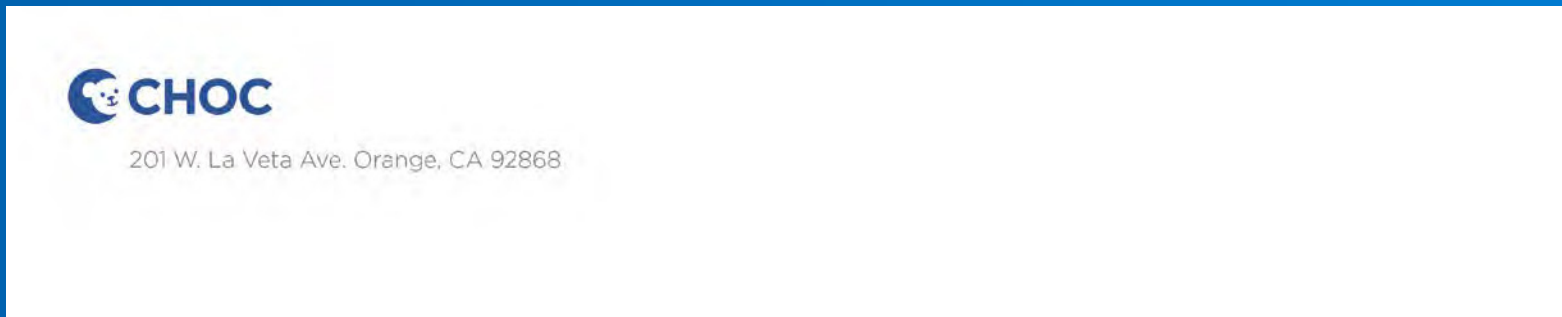
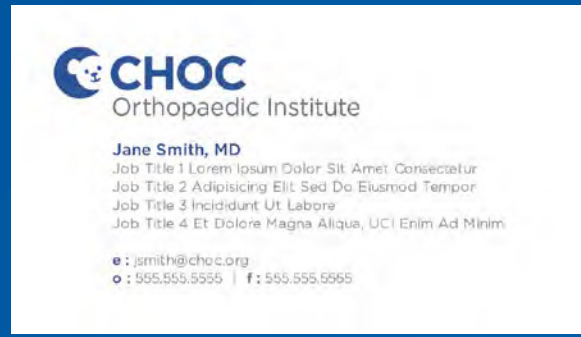


6 CORPORATE STATIONERY

Our corporate stationery is simple and straightforward. The back sides of our business cards show an array of brand images that capture the magic of childhood.

For business card orders, visit the Marketing & Communications page on PAWS.

Corporate stationery can be ordered through Central Distribution.



6 CORPORATE FAX & MEMO

Here are examples of the fax and memo templates designed with our brand guidelines in place. These can be downloaded from the form bank on PAWS.

Please submit a marketing project request via PAWS for any special requests.



1201 W. La Veta Ave. Orange, CA 92868-3814 714.997.3000

DEPARTMENT: Enter Here TEL: Enter Here FAX: Enter Here

TO: Enter Here DEPT: Enter Here FAX: Enter Here


FROM: Enter Here DATE: Enter Here PAGES: Enter Here

URGENT FOR REVIEW PLEASE COMMENT PLEASE REPLY PLEASE RECYCLE

Type Fax Message Here

The documents accompanying this transmission contain confidential health information that is legally privileged. This information is intended only for the use of the individual or entity named above. The authorized recipient of this information is prohibited from disclosing this information to any other party unless required to do so by law or regulation and is required to destroy the information after its stated need has been fulfilled.

If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, or action taken in reliance on the contents of these documents is strictly prohibited. If you have received this information in error, please notify the sender immediately, at the number above and arrange for the return or destruction of these documents.



1201 W. La Veta Ave. Orange, CA 92868-3814 714.997.3000

TO: Enter Here CC: Enter Here

FROM: Enter Here DATE: Enter Here

RE: Enter Here

Type Memo Message Here

6 CORPORATE POWERPOINTS

CORPORATE USE TEMPLATE

Our corporate use template infuses the spirit of the CHOC brand into standard business presentations. This will be used primarily by Finance and Business Development.

GENERAL USE TEMPLATE

The general use template is more promotional and image heavy. This template will be used to communicate our brand story.

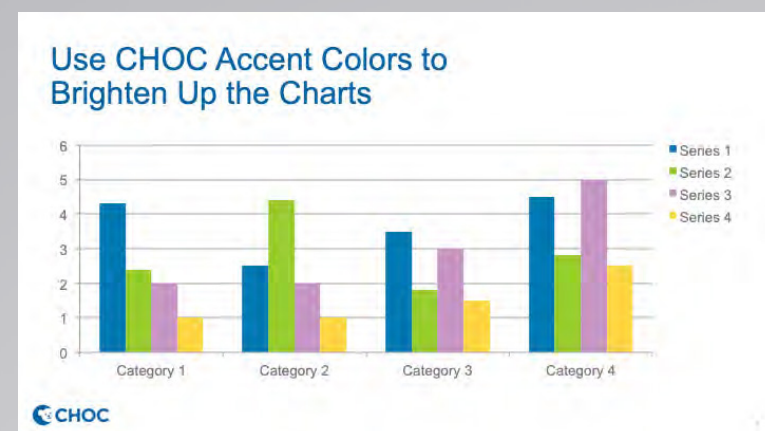
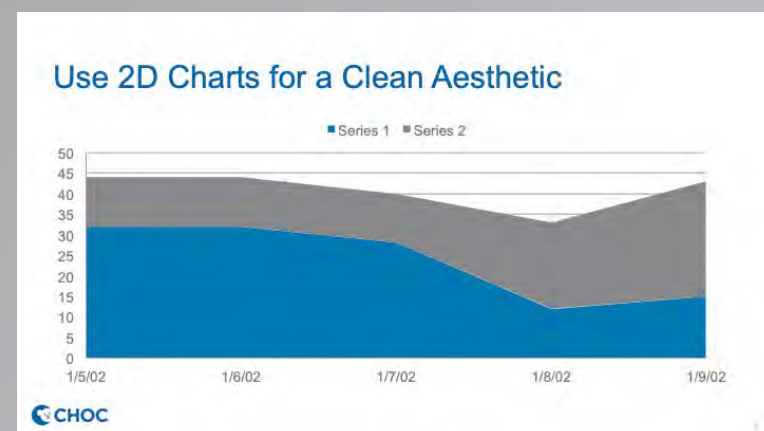
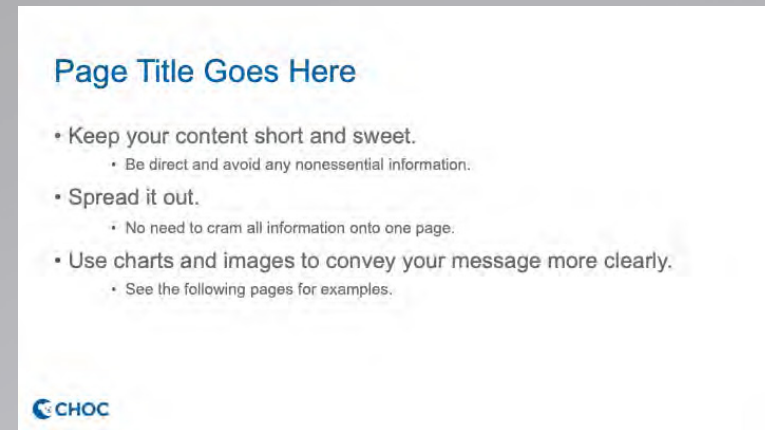
SLIM & FULL

Both templates come with a **slim** version for day-to-day presentation purposes and a **full** version for a more robust presentation.

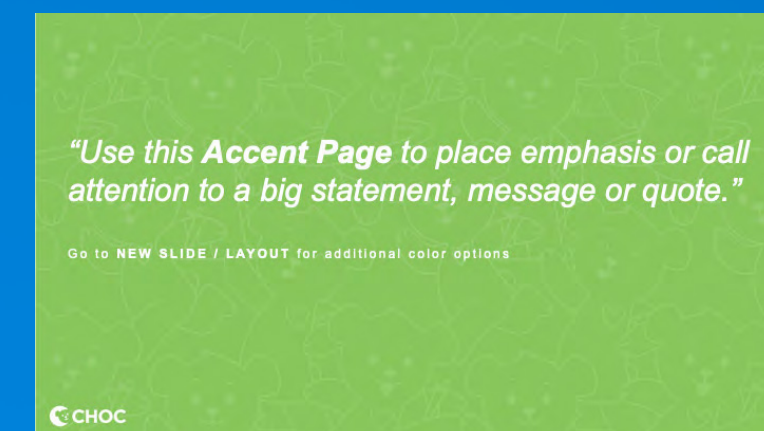
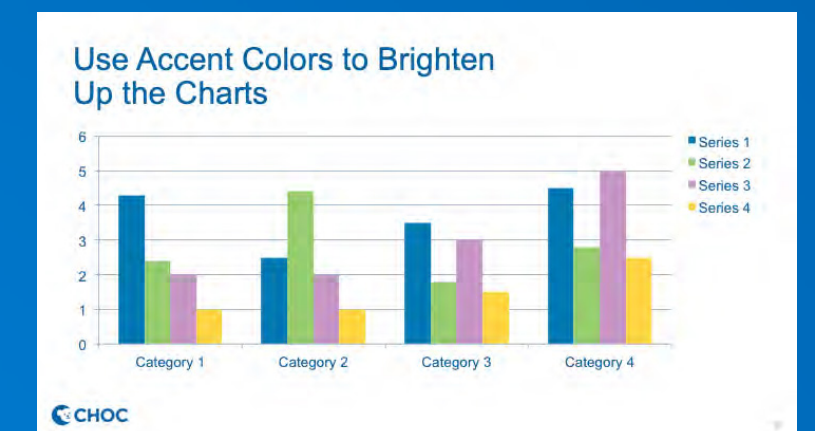
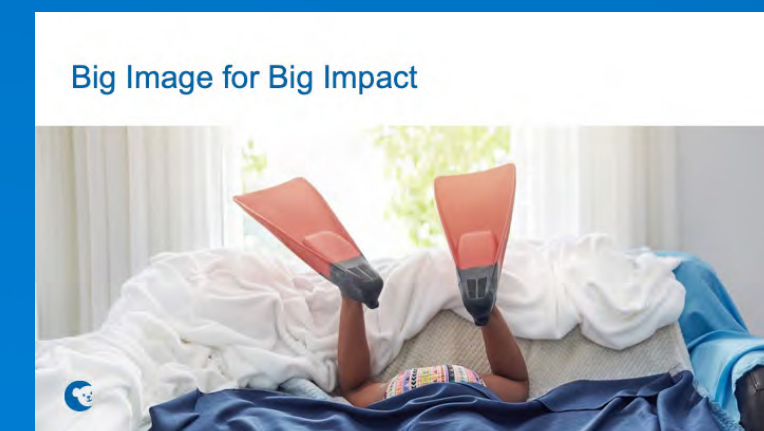
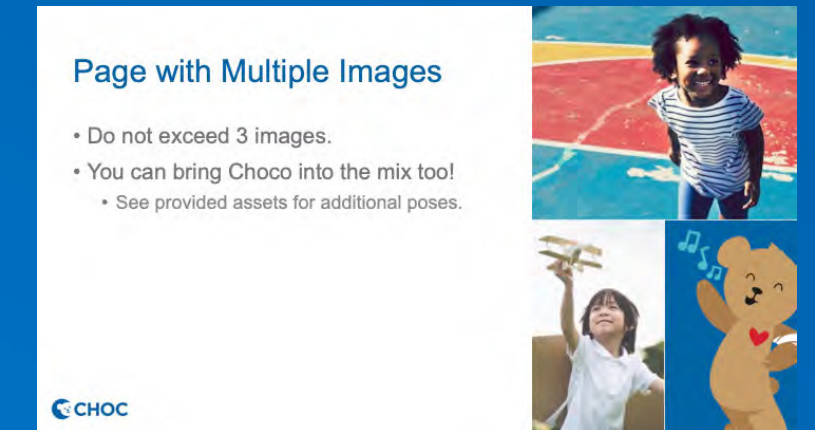
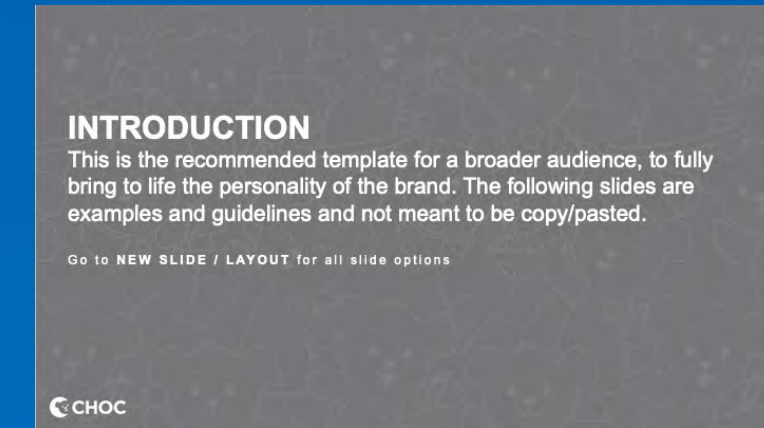
FONT

Due to PowerPoint font availability, Arial will be used as the default font.

CORPORATE USE



GENERAL USE



6 CORPORATE ZOOM BACKGROUND

Here's an example of a corporate Zoom background designed with our brand guidelines in place. CHOC-branded templates can be found on the Marketing page on PAWS.

REQUESTS

Please submit Marketing Project Request via PAWS for any special requests.

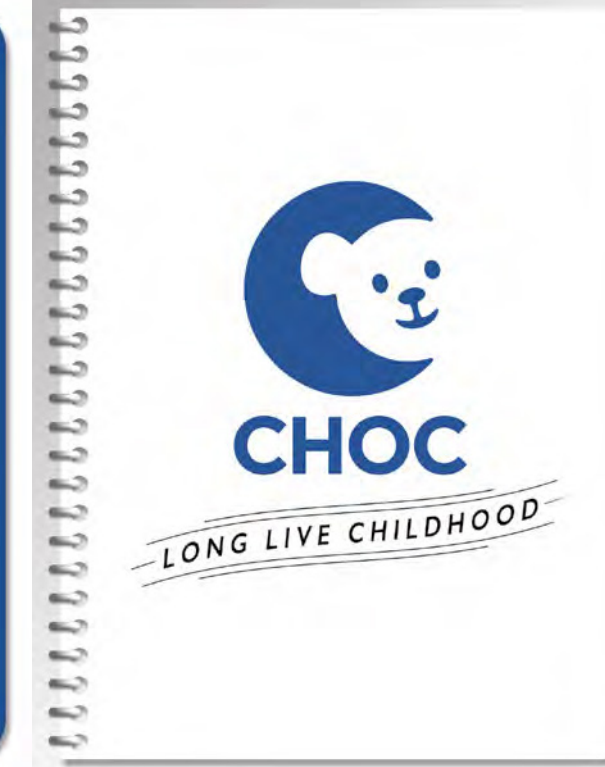
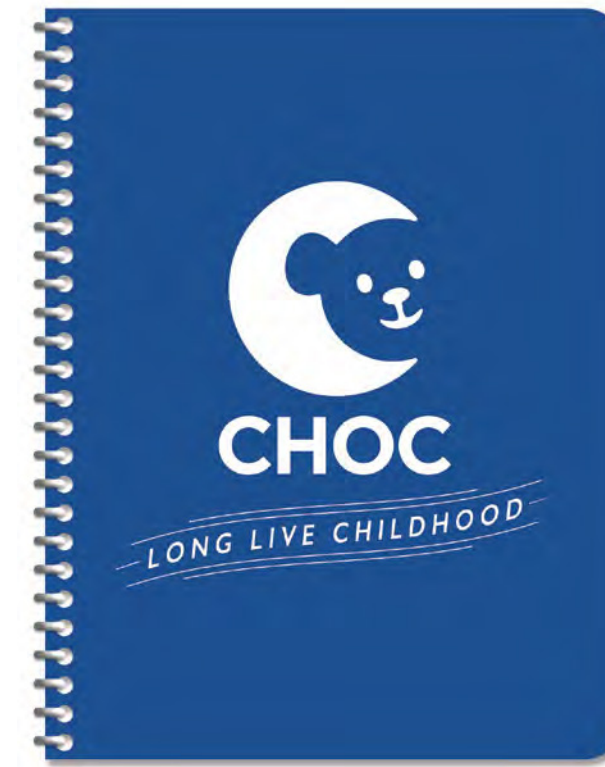


6 BRAND MERCHANDISE USAGE EXAMPLES

Here are examples of brand merchandise designed with our brand guidelines in place.

REQUESTS

Submit branded merchandise requests and designs to Marketing via the Marketing Project Request System on PAWS.



6 BRAND MERCHANDISE USAGE EXAMPLES

Here are examples of brand merchandise designed with our brand guidelines in place.

REQUESTS

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6 BRAND MERCHANDISE USAGE EXAMPLES

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Submit branded merchandise requests via the Marketing Project Request System on PAWS.



Section

07 CONTACT & REQUESTS

For any questions and inquiries, please email:

BRANDING@CHOC.ORG



7 MARKETING REQUEST PAGE

The marketing and communications page on PAWS will help you be great brand ambassadors. You'll find helpful templates for flyers and presentations along with other resources.

The page is also where you can submit a Marketing Project Request Form at choc.org/marketingrequest. Be sure to include as much detail as possible to help us get started on your project.

Please allow three weeks to complete your project.

Project Information

Requestor

Customer Contact - E-mail Address

Project Name *

Project Summary

Requested Completion Date

Group Select up to 20 choices

SL / Dept

Initiative

Keywords Select up to 20 choices

Mktg Budget Amt

Requestor Budget Amt

Priority

Level