

# The Children's Hospital Charity\*

**Identity Guidance**  
Version 2.0



## Identity Guidance Version 2.0

The following is basic identity guidance for The Children's Hospital Charity. Please refer to this when using the logotype, our plaster and paw print graphic devices, the colour palette and typefaces. If you have any questions regarding this identity please direct them to the marketing team at:

[communications@tchc.org.uk](mailto:communications@tchc.org.uk)

We want the identity to play a vital role in communicating the values and personality of the charity and its purpose. Communications should paint a picture of an organisation that is energetic and driven in pursuing better for the hospital and its patients and families. It seeks a warm, vibrant relationship with supporters and shows its determination to always strive for more and better care facilities for children and young people. The main element of the personality here is energy – we want to show pace and conviction, to gather people behind the drive to make it better!

**The Children's Hospital Charity makes our brilliant hospital even better! The money we raise through donations buys life-saving equipment, funds vital research and treatment for thousands of children from across the world and helps us create a comfortable, engaging environment. One of only four specialist children's hospitals in the UK, the quality of care here is testament to the skill and dedication of staff, the generosity of our donors and the courage of our children and their families. It's amazing, but we'll never stop striving to make it better. There's always a way to help – let's make it better together!**

**Logotype**

**The  
Children's  
Hospital  
Charity\***

**Our logotype is our main signifier and visual portrayal of how we make it better. Please ensure you use it on all print, web and marketing material. Any exclusion from this should be discussed with a member of the marketing team.**

### Position and placement

Our logotype is pretty flexible and should be positioned according to the overall design and format. We just ask that there is clear space around it and good readability. Corners work well.

### Size and scale

Size and scale should be determined by the design and format, but as a minimum the height of the logo should be no less than 10mm (print) or 70px (screen).

As a guide our recommended sizes are as follows:

Format	Logo height
A6	16mm
A5	22mm
A4	32mm
A3	44mm

### Exclusion zone

Always make sure the logotype has sufficient clear space around it. As a general rule set the exclusion zone to 50% the height of the logo.

# The Children's Hospital Charity\*

Minimum print size

10mm

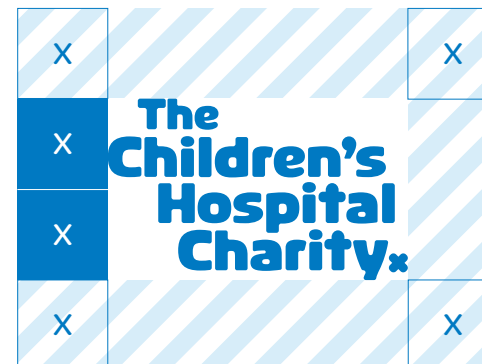
The Children's  
Hospital  
Charity\*

Minimum screen size

70px

The Children's  
Hospital  
Charity\*

Exclusion zone



**Colour**

Our logo should only be reproduced in blue (Pantone 300c), white or black. This will ensure consistency across everything we produce.

Primary: Pantone 300c

**The  
Children's  
Hospital  
Charity\***

Primary: Pantone 300c

**The  
Children's  
Hospital  
Charity\***

Secondary: White

**The  
Children's  
Hospital  
Charity\***

Secondary: Black

**The  
Children's  
Hospital  
Charity\***

**Logo misuse**

Our logo should always be applied consistently in accordance with the guidance outlined in this document. Here are some examples of how the logo should not be applied.

<p>Do not apply the logo in a different colour</p> 	<p>Do not place the logo over an image that affects legibility</p> 
<p>Do not stretch or distort the logo in anyway</p> 	<p>Do not set the logo vertically</p> 



**Additional logo lock-ups**

'Registered Charity' and 'In support of' lock-ups are available from a member of the marketing team.

Should you need to reproduce these yourself, please use the logos opposite as a guide for scale and position

As a basic rule, position each type element 10% the height of the logo away and ensure the text is never reproduced less than 6pt.



Registered Charity No. 505002

**The  
Children's  
Hospital  
Charity\***

Registered Charity No. 505002

**In support of**

**The  
Children's  
Hospital  
Charity\***

Registered Charity No. 505002

# Strapline

**What is the strapline for?**

We use this strapline to make clear our role – it both makes clear our purpose and calls people to join us. It demonstrates the kind of energy we want all our communications to have.

**Let's make it better!**

# Colour

**Primary colour palette**

Our primary colour palette consists of three main colours which should feature on all marketing material. Backgrounds, typography and logos can all be set using this palette.

**Pantone 300 C**

<b>C</b> .....	100
<b>M</b> .....	44
<b>Y</b> .....	0
<b>K</b> .....	0
<b>R</b> .....	0
<b>G</b> .....	94
<b>B</b> .....	184

**Pantone 123 C**

<b>C</b> .....	0
<b>M</b> .....	24
<b>Y</b> .....	94
<b>K</b> .....	0
<b>R</b> .....	255
<b>G</b> .....	199
<b>B</b> .....	44

**Pantone 298 C**

<b>C</b> .....	69
<b>M</b> .....	7
<b>Y</b> .....	0
<b>K</b> .....	0
<b>R</b> .....	65
<b>G</b> .....	182
<b>B</b> .....	230

# Artfelt



If you have any questions regarding this identity  
please direct them to marketing team:

[communications@tchc.org.uk](mailto:communications@tchc.org.uk)

