

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

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 money we raise through donations , fundraising and everything in between funds life-saving specialist equipment, new facilities, vital research for the treatment for thousands of children from across the world and helps us create a comfortable, engaging environment. One of only three standalone 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.

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

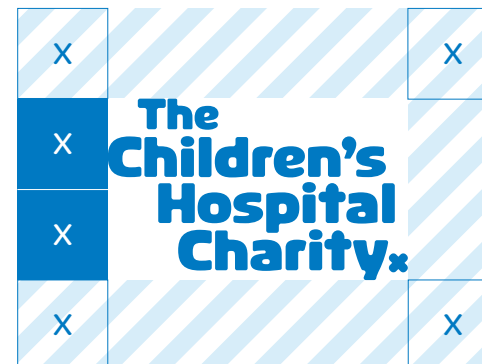
The Children's
Hospital
Charity*

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
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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

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

C	100
M	44
Y	0
K	0
R	0
G	94
B	184

Pantone 123 C

C	0
M	24
Y	94
K	0
R	255
G	199
B	44

Pantone 298 C

C	69
M	7
Y	0
K	0
R	65
G	182
B	230

Secondary colour palette

Our secondary palette is there to support the primary and should be used sparingly. You might consider one of these colours when creating tone and/or highlight within a design. We've also got a deep grey that can be used for setting typography.

Pantone 288 C

C	100
M	67
Y	0
K	23
R	0
G	45
B	114

Pantone 425 C

C	0
M	0
Y	0
K	77
R	84
G	88
B	90

Pantone 130 C

C	0
M	34
Y	100
K	0
R	242
G	169
B	0

Pantone 1585 C

C	0
M	56
Y	90
K	0
R	255
G	106
B	19

Pantone 2592 C

C	60
M	90
Y	0
K	0
R	155
G	38
B	182

Pantone 225 C

C	1
M	83
Y	0
K	0
R	223
G	25
B	149

Pantone 1785 C

C	0
M	67
Y	50
K	0
R	248
G	72
B	94

Pantone 3405 C

C	85
M	0
Y	65
K	0
R	0
G	175
B	102

Pantone 3275 C

C	95
M	0
Y	47
K	0
R	0
G	179
B	152

Type

Primary typeface

Our primary typeface is Omnes, which we've chosen because it has a strong, stable, 'grown up' feel in its lighter weights. But, at bold or black it brings some of that softness and fun back in.

Available from either Type Kit or Darden Studio:

www.typekit.com/fonts/omnes-pro

www.dardenstudio.com/typefaces/omnes_pro

Minimum type size – Try to avoid setting text below 9pt. If in doubt, print out and test. Text should be clear, readable and appropriate for the communication.

In some instances, such as business cards, a smaller text size is permissible, but should always be discussed with a member of the marketing team.

Omnes Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£%?!

Omnes Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£%?!

Omnes Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£%?!

Omnes Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@£%?!

Secondary typeface

Our secondary typeface is Arial, which should only be used when Omnes is unavailable. For example, internal documents or emails don't need to be set using your corporate typeface and may well be more effective, especially in electronic communications with people who might not have Omnes installed.

However, anything that is public facing, especially marketing materials should include Omnes. Any exclusion from this should be discussed with a member of the marketing team.

Minimum type size – Try to avoid setting text below 9pt. If in doubt, print out and test. Text should be clear, readable and appropriate for the communication.

Arial

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789@£%?!

Arial Bold

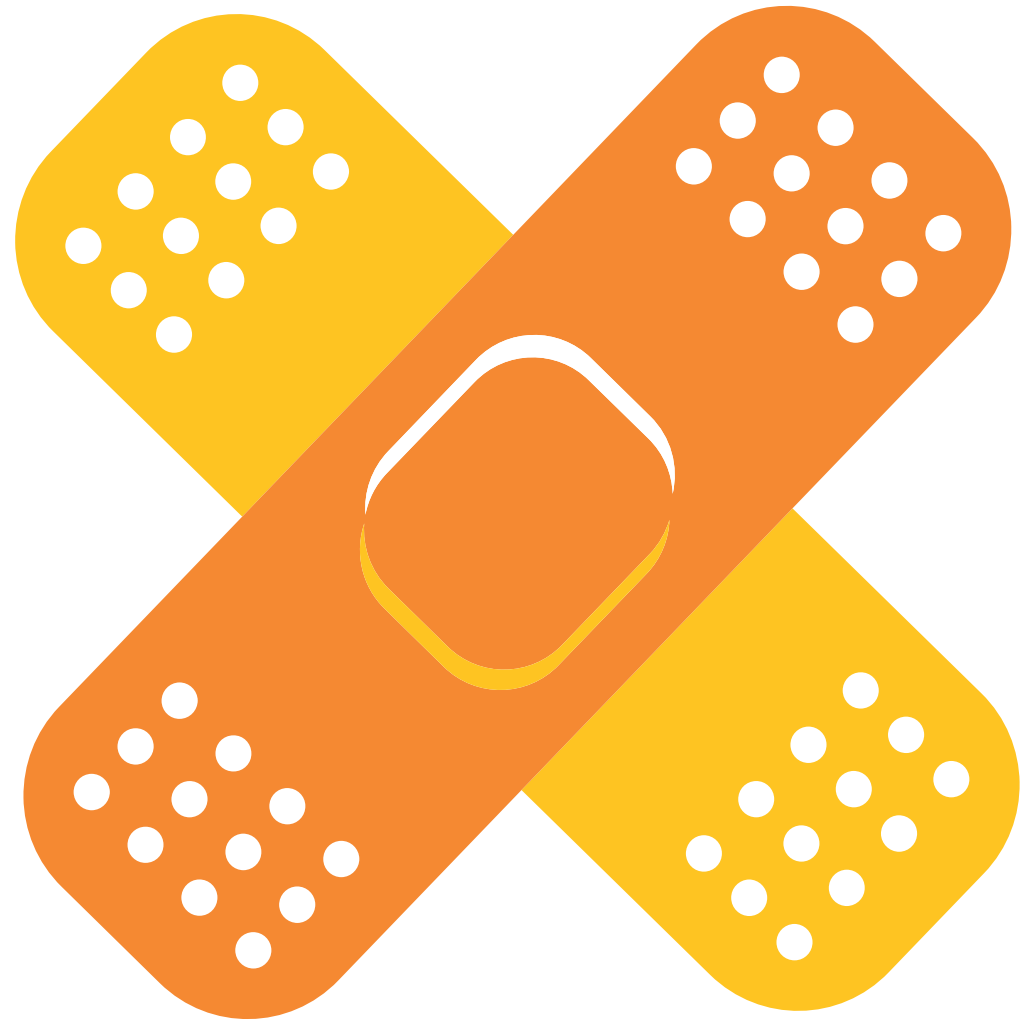
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789@£%?!

Plaster

What is the plaster for?

The plaster is a graphic device we use decoratively and as a sign of support. It is used by our sponsors, fundraisers and supporters to demonstrate their relationship with us and to help promote the charity. It is the main tool for use in 'corporate' or fundraising activity and a symbol of the charity's role in 'making it better'.

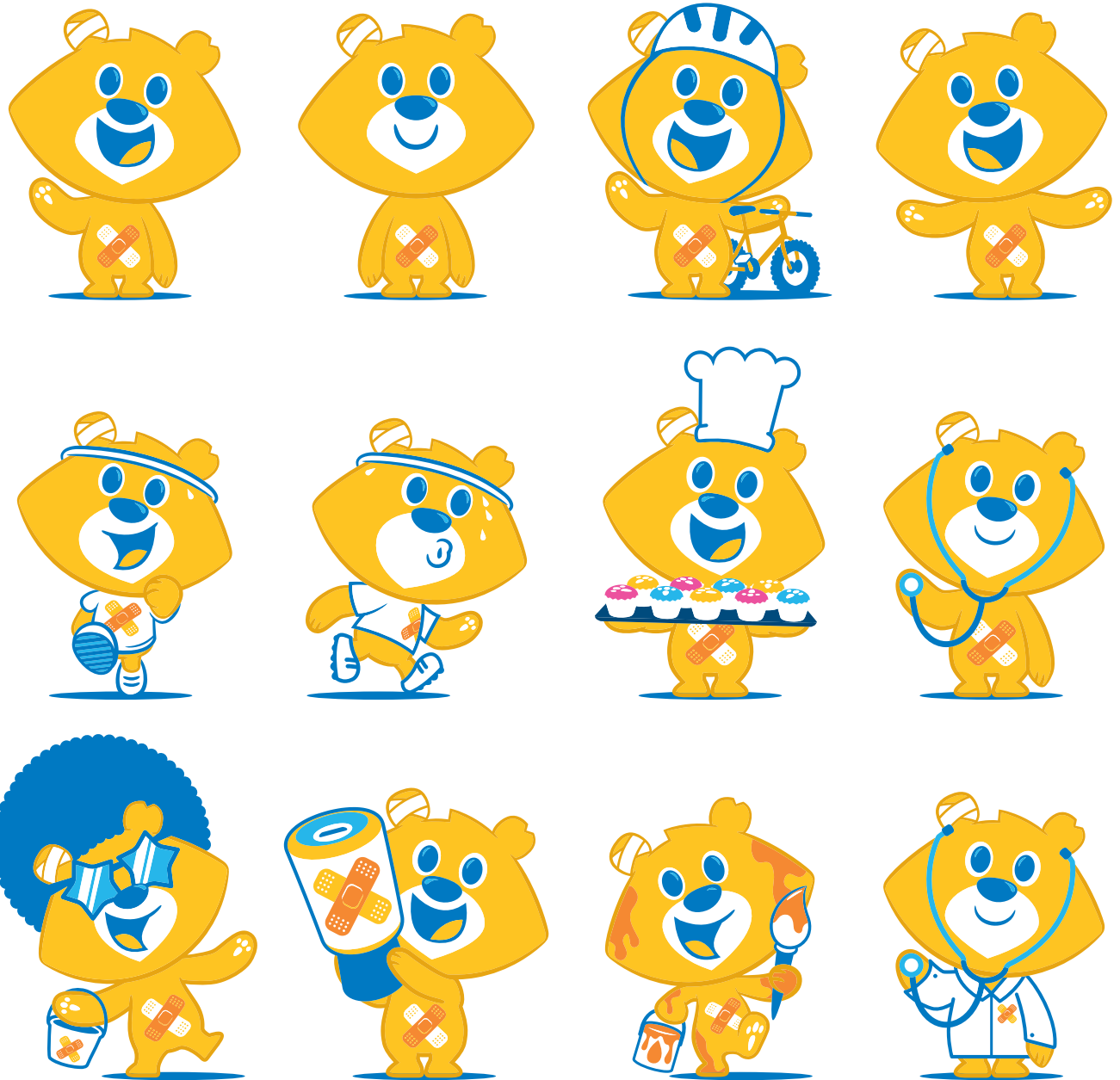
The plaster can be various colours depending on the project or campaign, however it cannot be blue or of the blue spectrum due to legal constraints with Blue Cross for Pets or purple such as Glasgow Children's Hospital. The primary colour will be yellow and orange.



Theo

Theo

Theo has a voice and he is an active fundraiser getting involved in lots of different activities. He likes to get involved in lots of active challenges from running to cycling and features in our fundraising campaigns.



Artfelt

Artfelt
making hospital
feel better

**The
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please direct them to marketing team:

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