

Naming

First Reference

Monroe Carell Jr. Children’s Hospital at Vanderbilt

Second Reference Monroe Carell

No acronyms should be used in marketing communication materials.

Brand Mission

Making Children’s Health Care Personal

Brand Voice

Monroe Carell Jr. Children’s Hospital at Vanderbilt is making children’s health care personal. We do that in part by sharing the stories of the amazing children we’ve been able to help with our world-class care. We connect with parents by speaking to them in a tone that’s reassuring and warm. We’re the authority on children’s health, but we know parents are the authority on their children, so our tone is always collaborative and caring. We know that having a sick child is stressful and scary, so we use language that’s friendly, clear, and easy to understand. Personal connection is central to our brand so our communications let parents and caregivers know that they’re an essential part of the care team by making them feel included, empowered and welcome.

We are: Knowledgeable *and* confident | Friendly *and* approachable | Collaborative *and* encouraging | Strong *and* wise
We are not: Complicated *and* technical | Formal *and* stiff | Arrogant *or* intimidating

Typography

Archer

Primary Typeface (Requires paid license)
 Archer Family includes the following weights:
 Light, Book, Medium, SemiBold, **Bold**

Zilla Slab

Alternate Typeface (Free Google Font)
 Zilla Slab includes the following weights:
 Light, Medium, SemiBold, **Bold**

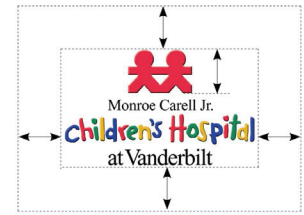
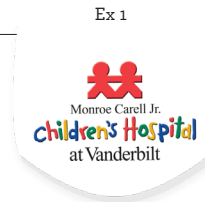
Helvetica or Arial may be used as substitute typeface in emails.

Condensed typefaces should not be used.

Photography

- **Conceptual Portraits:** Simple, bold and colorful. People are positioned bottom right of composition to allow for range of headline, body copy lengths. Image complements headline/concept.
- **Lifestyle:** Active, hopeful and colorful. Tells a story through emotion, scenery, and context.
- **Personal Stories:** Real, hopeful, simple, colorful. These are stories told by our patients about their experience. Original Photography is preferred.

Logo Usage



- It is preferred for the full color logo to be on a white background. Opacities of secondary colors as a background are acceptable. The banner listed above as “Ex 1.” can be used when the background is an image or color for improved contrast and hierarchy.
- Logo size needs to be at least **1.25” wide**.
- Minimum clear space = to the height of the paper dolls.

Color Palette

Primary Red | We use red as a color device to create hierarchy. Headlines and CTAs are good examples of where we often use red to guide the viewer’s eye.

Paper Doll Red **White**
 PMS 185
 CMYK 15.100.100.0
 RGB 210.31.41
 Hex #d2232a

Secondary Colors | The bottom color is 25% of the color specs listed below. Screens can be used as backgrounds to provide a range of consistent color and best legibility of text as needed.

Robin’s Egg Blue	Grass Green	Sunshine Yellow
CMYK 40.5.20.0	CMYK 33.9.53.0	CMYK 7.4.56.0
RGB 153.209.210	RGB 177.199.144	RGB 240.229.139
Hex #99d1d2	Hex #b1c790	Hex #foe58b

CTA Examples



Scan to learn how we are making children’s health care personal.

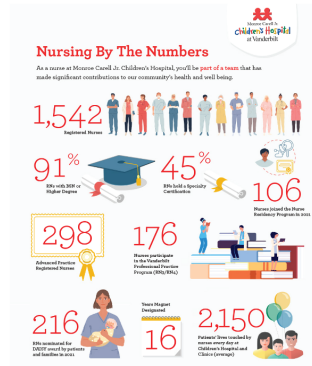
QR links to “Their Story Is Ours” website

Follow **@vumcchildren** on Instagram to learn how we are making children’s health care personal every day.

ChildrensHospitalVanderbilt.org

Illustration

The preferred illustration style is simple, bold and colorful infographic to educate as well as entertain the audience.



The use of images depicting children alone in a clinical setting is discouraged because we do not want to portray children as being alone, abandoned or unsupported. Images of children in a clinical setting require approval from Vanderbilt Marketing and Engagement.

Diversity and inclusivity are core values of Monroe Carell and should be reflected across the totality of our communications to all audiences.