



Brand Guidelines | v.1

Contact design@vumc.org with questions or for document and logo reviews.



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Brand Position

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 | Strong *and* wise | Collaborative *and* encouraging

We are not: Complicated *and* technical | Formal *and* stiff | Arrogant *or* intimidating



Naming

The hospital name should always be referred to as **Monroe Carell Jr. Children's Hospital at Vanderbilt**.
A second reference made within the same article or on the same page should be **Monroe Carell**.
No acronyms should be used in marketing materials (ex. MCJCHV, VCH).

These guidelines apply to print, video, email and online communications.
In video, the full first reference is to be spoken audibly before a second reference is used.



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 below as example 1 can be used when the background is an image or color for improved contrast and hierarchy. One-color logos are available in black, grayscale and white, but the white logo on red background is preferred.
- **Paper dolls** | The paper dolls icon is a part of the trademarked logo, which consists of all the type and the icon. The paper dolls icon should rarely be used on its own.
- **Double branding** | Using two or more logos on a piece is considered double branding and is rarely approved. Some exceptions are made for community partners and sponsorships.
- **Minimum size and clear space** | The logo may not be reproduced smaller than 1.25" wide from the outside of the C in Children's to the L in Hospital. There must be clear space equal to the height of the paper dolls around the logo.

Contact Marketing and Engagement, design@vumc.org, for any questions or exceptions to the above logo usage guidelines.



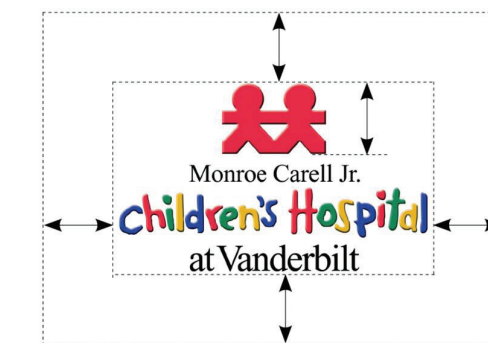
Example 1



This logo is used for clinics and buildings that are offsite - not on the Nashville campus.



All white logo is used when only one color can be used



Minimum clear space =
to the height of the paper dolls

Logo Usage Examples


**Making
Children's Health Care
Personal**




Providing safe and effective medications for pediatric patients.

Children's needs are different from adults.

Our pharmacy team works with doctors and other health care professionals to offer safe and effective pediatric medications for the best possible patient outcomes.



Nationally recognized leader in pediatric health care. Scan to learn about our residency program.




Grow and Thrive

A Breast Milk Support Group

Tuesdays, 3 – 4:30 p.m.

VUMC Medical Center East
South Tower, Room 8380

Professional support and education is offered by a registered nurse who is an International Board Certified Lactation Consultant. Bring your baby and come as often as you'd like. *The group is free of charge!*



Vanderbilt University Medical Center and Monroe Carell Jr. Children's Hospital at Vanderbilt are committed to providing breast milk feeders with a supportive community to help get through the challenges of new parenthood.

Regardless of where you delivered your baby, we hope you will join us at our drop-in breast milk support group meetings. Discussions will revolve around breastfeeding topics, including:

- pumping
- milk storage
- returning to work
- air travel
- weaning
- starting solids
- infant massage
- tummy time
- safe sleep
- car seat demonstrations
- postpartum planning
- and more

If you need personalized, one-on-one breastfeeding assistance, please schedule a private consultation for any of the services below by calling 615-936.1414

- Telephone consults
- Rental or purchase of breastfeeding products and/or pumps

Visit VanderbiltHealth.com/service/childbirth-and-lactation-resources for more information.

Making New Mother's Care Personal




Vanderbilt Children's Heart Transplant Program

Monroe Carell Jr. Children's Hospital at Vanderbilt's Heart Transplant Program provides your patients with exceptional care throughout the transplant process, from initial consultation to post-transplant monitoring.

Khori Norton was diagnosed with a rare cardiac defect at birth, and it was determined she would need a new heart after suffering heart failure from a "double switch" surgery (rerouting of blood flow from one side of the heart to the other and switching the heart's major arteries). After three months on the transplant waiting list, Khori received her heart transplant at five years old. Her condition will always need to be monitored, but she is back to happily mothering her baby dolls and flaunting her high-heeled shoe collection.




Ranked #1 in Tennessee and the entire Southeast.



[vumcchildren](https://www.instagram.com/vumcchildren)

Typography

Using one typeface for the brand creates consistency. Archer was chosen because of its playful characters. The tails and terminals include soft, rounded features that compliment the shape of the paper dolls. There are a range of weights that help create hierarchy in use of headline, subhead and body copy.

Archer

Primary Typeface (Requires paid license)

Archer Family includes the following weights:
Light, Book, Medium, SemiBold, **Bold**

Zilla

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, powerpoints and other documents.

Condensed typefaces should not be used.

Color Palette

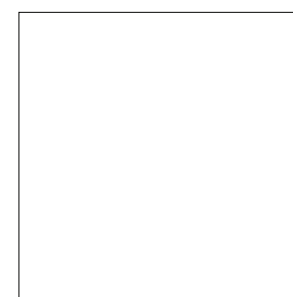
Primary Red | We use red as a color device to create hierarchy. Headlines and calls-to-action are good examples of where we use red to guide the viewer's eye through the layout and highlight what we consider important.



Paper Doll Red

PMS 185
CMYK 15.100.100.0
RGB 210.31.41
Hex #d2232a

White | White is the primary background color.



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



Robin's Egg Blue

CMYK 40.5.20.0
RGB 153.209.210
Hex #99d1d2



Grass Green

CMYK 33.9.53.0
RGB 177.199.144
Hex #b1c790



Sunrise Yellow

CMYK 7.4.56.0
RGB 240.229.139
Hex #foe58b

Usage Note:

The brand logo uses a saturated blue, green and yellow. The secondary colors are less saturated than the brand logo colors to create a softer, more calming and assuring tone, especially when used as background colors. The primary red is consistent across all communications.

Call-to-Action Usage

Print



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

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

ChildrensHospitalVanderbilt.org

ChildrensHospitalVanderbilt.org/TheirStory

Digital Display

The use of buttons in digital display increases conversions and is preferred over underlines or all-copy calls-to-action. Red is the preferred call-to-action color to attract the eye.

Initial State Options

Click here

Learn how

Learn more

Learn more

Rollover States

Click here

Learn how

Learn more

Learn more

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.

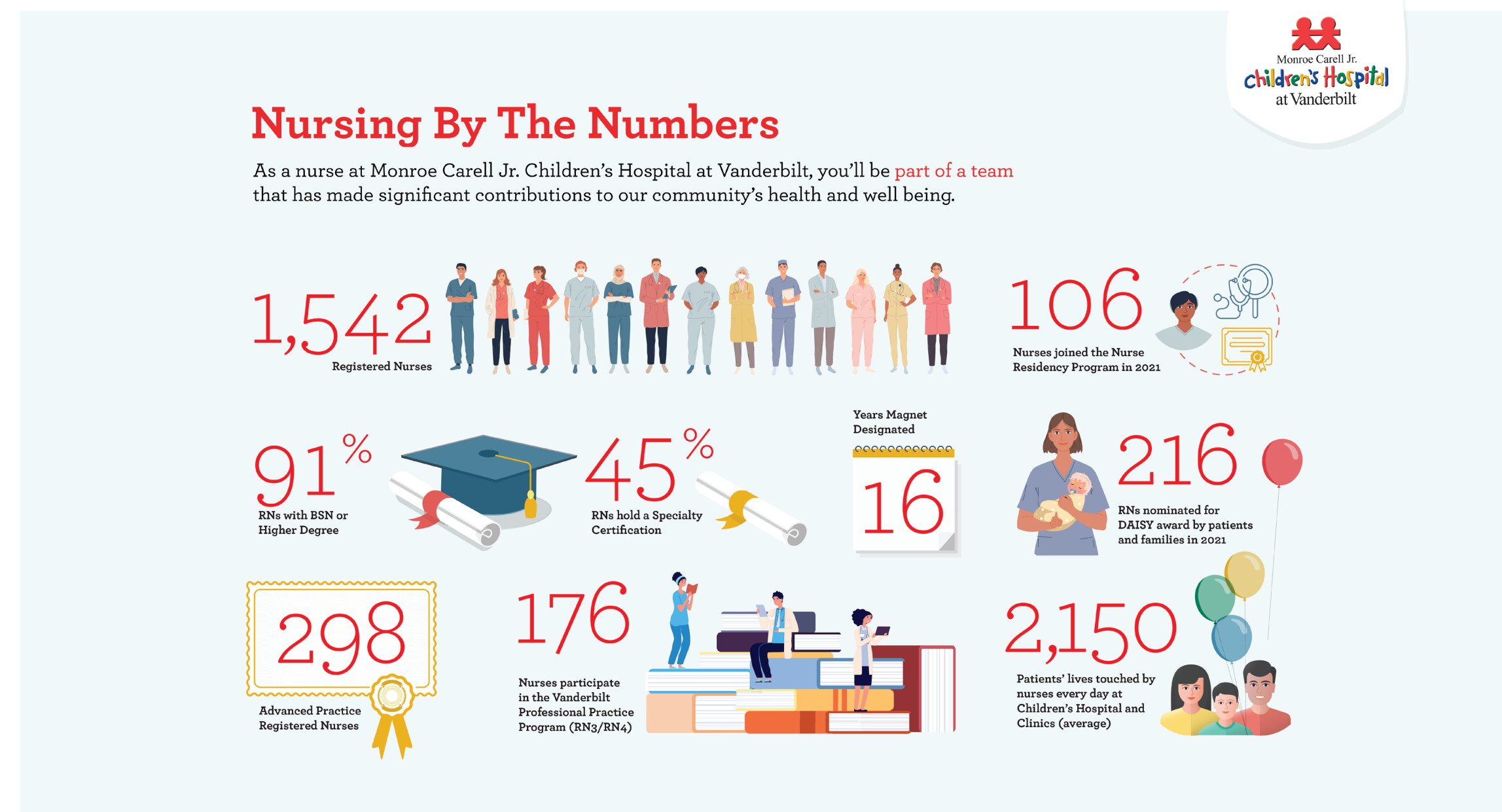


The use of images depicting children alone in a clinical setting is discouraged because we do not want to portray children as being alone, abandoned or unsupported. Images of children in a clinical setting require approval from Vanderbilt Marketing and Engagement.

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

Illustrations

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

Monroe Carell Jr. Children's Hospital at Vanderbilt

Nursing By The Numbers

As a nurse at Monroe Carell Jr. Children's Hospital at Vanderbilt, you'll be **part of a team** that has made significant contributions to our community's health and well being.

- 1,542** Registered Nurses
- 106** Nurses joined the Nurse Residency Program in 2021
- 91%** RNs with BSN or Higher Degree
- 45%** RNs hold a Specialty Certification
- 16** Years Magnet Designated
- 216** RNs nominated for DAISY award by patients and families in 2021
- 298** Advanced Practice Registered Nurses
- 176** Nurses participate in the Vanderbilt Professional Practice Program (RN3/RN4)
- 2,150** Patients' lives touched by nurses every day at Children's Hospital and Clinics (average)



Champ Guidelines

Champ's primary role is to support children's safety and wellness. He may not be used in materials where he is treated as a logo or brand of the hospital. His image should never be used without the logo on the same page. Champ's image is owned by Vanderbilt and should not be altered or recreated without permission.

All materials using the hospital logo and/or Champ (brochures, flyers, booklets, promotional materials, etc.) must be approved prior to production.



Monroe Carell Jr.

children's Hospital

at Vanderbilt

Thank You.

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