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Welcome

These brand guidelines were created to establish the visual identity, editorial guidelines and brand voice of Stanford Children’s Health, and guide how the brand is expressed in communications.

The guidelines help drive brand cohesiveness and communications effectiveness across all touchpoints. Please refer to these when creating any material on behalf of Stanford Children’s Health.
Stanford Children’s Health is Northern California’s largest pediatric and obstetric health care system dedicated exclusively to children and expectant mothers.
We bring Stanford expertise to more than 60 bay area locations — through general pediatric practices, specialty service locations and hospital partnerships. This allows us to deliver care closer to our patient’s home — whether it's a visit to a Stanford affiliated pediatrician, specialty care at one of our regional centers, or critical care from Stanford doctors, surgeons and nurses on staff in leading hospitals throughout Northern California.
At the center of our network is our state-of-the-art Lucile Packard Children’s Hospital Stanford, the only children’s hospital in Northern California to be consistently ranked in all ten pediatric specialties by U.S. News & World Report.

When we open the doors to our hospital expansion in December, 2017, we will be the nation’s most technologically advanced, environmentally sustainable and family-friendly hospital for children and expectant mothers.
As a top-ranked academic medical institution located on the Stanford campus, we have some of the best minds in medicine, science and innovation.

In many cases, the same doctors who care for our patients are researchers and scientists discovering the next generation treatments and procedures.

That translates to our patients benefiting from world-class scientific research and life-changing breakthroughs.
Through compassionate care and a family-centered approach, we work to understand the unique needs of each patient and their family to bring exceptional care and the best possible outcome.
Our History

Our story began with the vision of one mom. Lucile Packard envisioned a hospital committed to nurturing both the body and spirit of every child.

She believed in creating a better way to deliver health care — with innovative services, and with tremendous heart.

Today we honor her vision by bringing this compassionate, expert care to expectant moms and children across the Bay Area and beyond.
Our Vision

To heal humanity through science and compassion, one child and family at a time.

Healing humanity through science and compassion, one patient at a time.

Heal humanity through science and compassion by leading the biomedical revolution in Precision Health.

Governance structure
Stanford University Medical Center

*Stanford Medicine Executive Committee
Our Mission

Extraordinary Care.
Continual Learning.
Breakthrough Discoveries.

Our Values

Collaborating to reach goals
Advancing a family-centered approach to treatment
Respecting our patients, their families and our co-workers
Educating, innovating and translating discoveries in pediatrics and obstetrics
Serving our community through outreach and advocacy
Introduction

Voice
The Stanford Children’s Health tone of voice breathes life into our brand. While messaging (what we say) will vary depending on the subject matter and audience, the tone (how we say it) should remain consistent. The tone reflects our personality by creating feeling around our words. It’s what conveys our brand promise and brings humanity to what could otherwise feel clinical and cold.

Our voice expresses our brand in a way that creates an emotional and authentic connection with our audiences. It helps us stand out and reinforces what makes Stanford Children’s Health unlike any other healthcare provider. It’s also another way for consumers to recognize and engage with our brand.

Whether intended for a patient and family, or the media, all communications from Stanford Children’s Health should sound like someone you know and trust. It should reflect the incredible expertise and nurturing spirit of our doctors, nurses and staff. Most of all, it should be warm and compassionate — just like the care we provide.

This is the voice of Stanford Children’s Health.

Confident
Warm
Smart
Accessible
Stanford Children’s Health is a trusted and well-respected industry leader, providing preeminent care. Our groundbreaking research and innovation from Stanford Medicine is one of our greatest differentiators. Our voice should reflect this expertise and instill confidence in our patients and their families that they are in the very best hands.

Tip: Use the active voice. It makes our messages more powerful, concise and easy to understand — what you would expect from an expert who understands your needs.

Confident is substantive and credible.
Confident is not vague or arrogant.
We believe that the best care combines innovative services with deep compassion. Our voice is conversational and has the familiar tone of someone who understands. This also helps make tough messages sound less scary for patients and families. It also reflects a hopeful tone that underscores our dedication to doing everything in our power to achieve the best possible outcomes.

Tip: Use words like “you” and “your” to foster a more personal relationship with the reader.

**Warm** is genuine and personal.

**Warm** is **not** melodramatic or sappy.
The Stanford name is synonymous with superior intelligence. As one of the world’s leading research universities and top-ranked medical institutions, Stanford Children’s Health has deep expertise and our brand conveys this knowledge in a simple and eloquent manner. We have a clear point of view whether we’re talking to a patient and her family, a referring physician or a colleague.

Tip: Use words that communicate in a way that’s knowledgeable and easy to understand; never overtly academic or highbrow.

**Smart** is intelligent and clear.

**Smart** is *not* patronizing or elitist.
Whether we’re supporting expectant moms, preparing for a well-visit or helping the sickest kids, our tone should be open and make people feel comfortable. Note, as a dual-meaning term, “accessible” also underscores that we are a comprehensive health care system which should be a consistent theme when speaking about Stanford Children’s Health and any one of its parts.

Tip: Use words that are friendly, simple and not complicated.

**Accessible** is reachable and approachable.

**Accessible** is not complicated or confusing.
Stanford Children’s Health uses a variety of application specific logos shown in the table below. Each logo supports a specific use described later within these guidelines.

<table>
<thead>
<tr>
<th>Logo</th>
<th>When do I use it?</th>
<th>Additional Branding</th>
</tr>
</thead>
</table>
| **Enterprise** | ![Stanford Children’s Health Logo](image)

When referring to the Enterprise, Enterprise services and practices.

| **Main Hospital** | ![Lucile Packard Children’s Hospital Stanford Logo](image)

When referring to the Main Hospital and Main Hospital services, excluding hospital staff uniforms.

The Stanford Medicine logo must appear as a sign-off on all executions where the Enterprise, Hospital, and Dual Enterprise logos are used.

| **Dual Enterprise** | ![Stanford Children’s Health Logo](image) ![Lucile Packard Children’s Hospital Stanford Logo](image)

When referring to enterprise-wide service, specifically in-patient services on our license such as a NICU service at a partner location.

| **Dual Hospital** | ![Lucile Packard Children’s Hospital Stanford Logo](image) ![Stanford Children’s Health Logo](image)

For leadership materials, board materials, hospital staff uniforms, and staff badges.
The Enterprise logo is used for Enterprise communications (i.e. clinics, Services and satellite locations).
See specific executions within this guide for further guidance.
Use the logo files provided and as shown below. Do not create other versions of the logo.

Variations

Horizontal (preferred)

![Horizontal Stanford Children's Health logo]

Vertical

![Vertical Stanford Children's Health logo]

One-color

![One-color Stanford Children's Health logo]

One-color outlined

![One-color outlined Stanford Children's Health logo]
• The Main Hospital logo is used for Main Hospital communications (i.e. Centers and hospital provided services).
• See specific executions within this guide for further guidance.
• Use the files provided and as shown below. Do not create other versions of the logo.

Horizontal (preferred)

Lucile Packard
Children’s Hospital
Stanford

Vertical

Lucile Packard
Children’s Hospital
Stanford

Variations
One-color
One-color outlined
The Dual Enterprise logo is used when communications feature both the Enterprise and Main Hospital logos, with more focus on the Enterprise. The spacing between the two logos should be maintained as shown, at all times. Use the files provided and as shown below. Do not create other versions of this logo.
The Dual Hospital logo is used in only very specific situations. Please contact the Marketing Department for guidance in using this logo. The spacing between the two logos should be maintained as shown, at all times. Use the files provided and as shown below. Do not create other versions of this logo.

**Horizontal (preferred)**

Lucile Packard Children's Hospital

Stanford

Stanford Children's Health

**Vertical**

Lucile Packard Children's Hospital

Stanford

Stanford Children's Health

**Vertical Stacked**

Lucile Packard Children’s Hospital

Stanford

Stanford Children's Health
Clear space is the area around the logo that must be kept clear for optimal presentation.

**Clear space rule**

Always use the height of the uppercase “H” in “Health” or “Hospital” as a guide for the clear space rule.

**Minimum size**

The height of the mark is used as a guide for Minimum Size. This rule applies to both Enterprise and Main Hospital logos.

- **Print**: 6.5mm
- **Digital**: 20 px

**Grayscale**

Logos must be a uniform gray, using black tints at 70%, 80% or 90%. There should be no variation in value.
In select circumstances, the logo can appear over photography.

The logo must be clearly legible, placed in the negative space of the photos, and should not be placed over high contrast or visually busy areas of the image. If using a one color logo is necessary, it must be the outlined version.

**White outline logotype**

**Cardinal colored logotype**

### Contrast

To maintain legibility, be mindful of the contrast between logo and background.

This is equivalent to 50% Black
These guidelines apply to both Enterprise and Main Hospital logos.

**Don’ts — Logos**

- Do not create logo with “Stanford Children’s Hospital.”
- Do not replace logotype with modifier.
- Use only Brandon Text Medium for modifiers.
- “Stanford Medicine” is always in uppercase.
- Do not use color combinations not specified in provided files.
- Do not scale the mark independently from logotype.
- Do not scale Main Hospital logotype independently in Dual Lockups.
- Do not add elements to the logo.
- Do not rotate or skew the logo.
- Do not add unapproved modifiers.
- Do not put “Stanford Medicine” over logos.
- Do not use colors not specified in provided files.
- Do not scale Main Hospital logotype independently in Dual Lockups.
- Do not animate any element of the logo individually or add additional animated elements on top of the logo.
Stanford Children’s Health uses a variety of application specific logos shown in the table below. Each logo supports a specific use described later within these guidelines.

<table>
<thead>
<tr>
<th>Logo</th>
<th>When do I use it?</th>
<th>Additional Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Center of Excellence</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lucile Packard Children’s Hospital Stanford</td>
<td>When referring to a center of excellence.</td>
<td>The Stanford Medicine logo must appear as a sign-off on all executions where the Enterprise, Hospital, and Dual Enterprise logos are used.</td>
</tr>
<tr>
<td><strong>Program, Service, Practice Logos</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stanford Children’s Health</td>
<td>When referring to a program, service, or practice (Primary)</td>
<td>In partnership with Stanford Children’s Health</td>
</tr>
<tr>
<td><strong>Adult/Transitional Service</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stanford Medicine</td>
<td>When referring to adult or transitional services and practices. See Marketing for additional guidelines.</td>
<td>The Enterprise Partnership Tag must appear with the Adult/Transitional logo.</td>
</tr>
<tr>
<td><strong>Shared Services Branding</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stanford Children’s Health</td>
<td>When referring to jointly-offered service between any combination of Lucile Packard Children’s Hospital, Stanford Children’s Health, Stanford Health Care, or Stanford Medicine. See Marketing for additional guidelines.</td>
<td></td>
</tr>
</tbody>
</table>

At-a-glance: Logo Lockups
The Center of Excellence (COE) names can be lengthy which creates challenges in use. To alleviate this two forms of the name for a Center of Excellence can be used: the full center name or a shortened center name.

Presented here are both versions of the Center names. In some case there is no shortened center name, and the full center name must be used. For usage guidance see the “Logos in Use” section of this guide for a given Center of Excellence.

<table>
<thead>
<tr>
<th>Full Center Name</th>
<th>Shortened Center Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bass Center for Childhood Cancer and Blood Diseases</td>
<td>Bass Cancer Center</td>
</tr>
<tr>
<td>Brain and Behavior Center</td>
<td>Brain and Behavior Center</td>
</tr>
<tr>
<td>Cystic Fibrosis and Pulmonary Disease Center</td>
<td>Pulmonary Center</td>
</tr>
<tr>
<td>Betty Irene Moore Children’s Heart Center</td>
<td>Moore Children’s Heart Center</td>
</tr>
<tr>
<td>Johnson Center for Pregnancy and Newborn Services</td>
<td>Johnson Center</td>
</tr>
<tr>
<td>Transplant Center</td>
<td>Transplant Center</td>
</tr>
</tbody>
</table>
Our centers of excellence provide comprehensive services and deep expertise in key obstetric and pediatric areas: brain & behavior, cancer, heart, pregnancy & newborn, pulmonary, and transplant. A modified logo, shown here, is used to individually represent these centers.
Branding for the a Center of Excellence may include the logo structures shown here.

**COE lock-Up**

**COE Enterprise-Only**

![Stanford Children's Health](image)

Full Center Name Line 1
Full Center Name Line 2

**COE Hospital-Only**

![Lucile Packard Children's Hospital Stanford](image)

Full Center Name Line 1
Full Center Name Line 2

**Core Logos (No COE)**

**Enterprise-Only**

![Stanford Children's Health](image)

**Hospital-Only**

![Lucile Packard Children's Hospital Stanford](image)
Branding synopsis

Services offered network-wide and at the hospital

- Print (Brochures/Slip Sheets, Ads, Direct Mail, etc.)
- Long-Form Digital (Website, Email, Blogs, Multimedia, Video Titles and Applications)
- Short-Form Digital (Display & Social)
- Uniforms - Ambulatory/PCHA
- Public Relations/Media (Copy Only)

Logo  
Stanford Children’s Health
Full Center Name Line 1
Full Center Name Line 2

Copy  Always introduce the center as “Stanford Children’s Health’s Full Center Name.” Subsequent mentions reference the center as the “Shortened Center Name” (shortened version).

• Where there are Space Limitations

Logo  
Stanford Children’s Health

Copy  “Stanford Children’s Health’s Shortened Center Name” (shortened version).

• Radio

For radio ads that are a minimum of 30 seconds, refer to the center as “Stanford Children’s Health’s Full Center Name.” Only when time is limited, reference the service as “Stanford Children’s Health’s Shortened Center Name” (shortened version).

• Signage

Refer to p.x for signage branding overview and p.x for COE-specific signage guidance.

Services offered only at the hospital

Only for these circumstances:

- Print (Brochures/Slip Sheets, Ads, Direct Mail, etc.)
- Long-Form Digital (Website, Email, Blogs, Multimedia, Video Titles and Applications)
- Short-Form Digital (Display & Social)
- Uniforms - Hospital-
- Public Relations/Media (Copy Only)

Logo  
Lucile Packard Children’s Hospital Stanford
Full Center Name Line 1
Full Center Name Line 2

Copy  Always introduce the center as “Lucile Packard Children’s Hospital Stanford’s Full Center Name.” Subsequent mentions reference the center as the “Shortened Center Name” (shortened version).

• Where there are Space Limitations

Logo  
Lucile Packard Children’s Hospital Stanford

Copy  “Lucile Packard Children’s Hospital Stanford’s Shortened Center Name” (shortened).
Marketing creates and approves logo lock-ups for programs, services, practices, and practice groups. See Marketing for specifics around which core logo to use, Enterprise or Hospital. Leadership must approve lock-ups using the Dual Enterprise logo (See following page for design information).

**Program**
General term for any clinical or nonclinical offering at Stanford Children’s Health or Lucile Packard Children’s Hospital Stanford. Can include specialties or sub-specialties.

**Service**
A clinical specialty or sub-specialty.

**Practice**
The name of a physical location. Also called clinic, location, ambulatory location.

**Practice Group**
The name of a group of practices usually organized by specialty or sub-specialty.

---

**Enterprise**

**Horizontal** (preferred)

![Enterprise Horizontal 1](Image)

**Vertical** (secondary)

![Enterprise Vertical](Image)

**Hospital**

**Lucile Packard Children’s Hospital Stanford**

Program, Service, or Practice

**Program, Service, or Practice Logos**

---

![Lucile Packard Children’s Hospital Stanford](Image)
The Stanford Medicine logo **must appear at least once** on all executions where the Enterprise and/or Main logos are used. It is used as a sign-off in marketing materials, and should not overpower the Enterprise or Main Hospital logos. It typically appears towards the bottom of executions. If there are space limitations due to a small deliverable size, the Stanford Medicine logo may be omitted—please contact marketing to verify when this is appropriate.
The Stanford Medicine logo is not required to be locked up with the Enterprise or Main Hospital logos.

Refer to the guidelines below when the logos and Stanford Medicine logo are used together in executions.

**Alignment**

**Vertical alignment**

Always left aligned in vertical formats

**Sizing**

To ensure the Stanford Medicine logo does not overpower the Enterprise or Main Hospital logos, follow the sizing guidelines below.

The Stanford Medicine logo should ideally be at least “2H” away from the Enterprise and/or Main Hospital logos.

For larger pieces like billboard advertising, the size of the Stanford Medicine logo in relation to the Enterprise logo is flexible, as long as it is legible.

**Horizontal alignment**

Always on same baseline for horizontal formats
The Mark is an evolution of the previous hospital logo. The leaping human figure has been modernized and placed in a shield shape that mirrors the Stanford Medicine logo, reinforcing the credibility and trust that comes from being part of Stanford.

The mark must never be used on its own. When it’s on a piece that is part of a suite, it must be accompanied by pieces including the full logo.

Variations

**One-color**

One color logo should be used against a solid, dark background (preferably Cardinal or Red).

**One-color outlined**

One color outlined logo can be used as a tone-on-tone watermark...

...and also for use against photo backgrounds, so the leaping figure will not be filled with the photo.
Cropping the mark allows for an increase in scale, creating more visual impact. The mark can only be cropped along one edge at a time, as shown below.

The Filled mark and Outlined mark have slightly different rules so be mindful while creating cropped mark executions. Do not crop more than the shaded areas shown below.

**Filled**

![Filled Crop Examples](image)

**One color outlined**

![One Color Outlined Crop Examples](image)
The Mark

Don’ts

Do not rotate the mark.

Do not use any effects on the mark.

Do not add graphic elements to the mark.

Do not add patterns to the mark.

Do not create mark with colors not specified in provided files.

Do not skew the mark.

Video

Do not animate any element of the mark individually or add additional animated elements on top of the mark.
Signage

Permanent Signage Lockups: Overview. .... 38
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Exterior Signage Modifiers. ............... 40
Permanent signage identifies physical locations for Enterprise (Non-Hospital) locations and Main Hospital locations.

There are two types: **exterior** and **interior**.

Types of permanent signage may include wayfinding signs, room identifications, informational signs and regulatory signs. (See the complete signage policy on the intranet for more information.)

**Enterprise (specialty service locations and doctor practices)**

The Enterprise signage logo is used for interior and exterior signage at locations excluding the hospital, locations with our hospital-licensed beds, and clinics on Welch Road.

**Main Hospital**

The Main Hospital signage logo is used for interior and exterior signage at the Main Hospital, locations with our hospital-licensed beds, and locations on Welch Road. Quarry Road locations are branded with the Enterprise logo.
Permanent Exterior signage includes general, informational, directional and regulatory signage on the outside of buildings (See the complete signage policy on the intranet for more information). This also includes signage outside the entrance of a location but inside a larger building complex with other organizations.

Use the uppercase “Stanford Medicine” modifier as shown below, rather than the Stanford Medicine Logo, only on permanent signage lockups for building exteriors where the Enterprise logo is used.

In some instances the building may not be owned and or operated by Lucile Packard Children’s Hospital and may require that we adhere to building owner standards. In those instances, signage design will be considered on a case-by-case basis.

**Enterprise (specialty service locations and doctor practices)**

The Enterprise signage logo is used for interior and exterior signage at locations excluding the hospital, locations with our hospital-licensed beds, and clinics on Welch Road.

---

**Stanford Children’s Health**

STANFORD MEDICINE  
<Modifier>

Enterprise Permanent Signage always includes a modifier for the location, specialty, service, program, etc. See the following pages for modifier guidelines.

---

**Main Hospital**

The Main Hospital signage logo is used for interior and exterior signage at the Main Hospital, locations with our hospital-licensed beds, and locations on Welch Road. Quarry Road locations are branded with the Enterprise logo.
Exterior permanent signage often uses modifiers, typically placed below the horizontal bar of the signage. The construction and proper use of these modifiers are described in the following pages.

A special case, Packard Children's Health Alliance (PCHA) practice locations on-board with their original private practice name — this is unchangeable as of August, 2015.

When signage requires the use of a Stanford Medicine modifier, use the uppercase “Stanford Medicine” modifier as shown below, rather than the Stanford Medicine Logo, only on permanent signage with the Enterprise logo.

---

**Multi-Specialty**

Multiple specialists practice at multi-specialty locations. These locations may include PCHA and/or ambulatory services.

**Modifier (basic)**

Specialty Services – City

**Modifier (complex)**

When there are two or more multi-specialty locations in one city, the signage logo will include the Street Name*

Specialty Services – City

at Street Name

**Example**

![Image](https://example.com)

**Perinatal Diagnostic Center**

A Perinatal Diagnostic Center offers services to expecting moms so it is not considered a pediatric location.

**Modifier (basic)**

Perinatal Diagnostic Center – City

<leave blank line>

at Hospital Name**

**Modifier (complex)**

When there are two or more Perinatal Diagnostic Centers in one city, the signage logo will include the Street Name*

Perinatal Diagnostic Center – City

at Street Name

at Hospital Name**

**Example**

![Image](https://example.com)

---

* The Street Name may also be included in a signage logo to meet a Building Code requirement that an address must be prominent on a building exterior or as a wayfinding solution.

** Use “at Hospital Name” if a hospital partnership exists at the location.
Signage

Exterior Signage Modifiers (continued)

**Single Specialty (PCHA)**
Locations where one specialty is offered. At PCHA locations, private practice names are used.

**Modifier (basic)**
Private Practice Name

**Example**

![Stanford Children's Health](image1.png)

**Single Specialty (Non-PCHA)**
For non-PCHA locations, the service name begins with “Pediatric” in order to differentiate it from non-pediatric services and is followed by the service name.

**Modifier (basic)**
Pediatric <Specialty> – City

**Modifier (complex)**
When there are two or more of the same single-specialty locations in one city, signage logos will include the Street Name.*

Pediatric <Specialty> – City at Street Name

**Example**

![Stanford Children’s Health](image2.png)

**Primary Care (PCHA)**
A location that only offers general pediatric care. In some instances, some general adult care (family practice) is also offered. As of 07/15 there are only PCHA primary care locations. In the future, suggest moving to the non-PCHA structure.

**Modifier (basic)**
Private Practice Name

**Example**

![Stanford Children’s Health](image3.png)

**Primary Care (non-PCHA)**
For non-PCHA locations, the service name begins with “Pediatric” in order to differentiate it from non-pediatric services and is followed by the service name.

**Modifier (basic)**
Primary Care – City

**Modifier (complex)**
Primary Care – City at Street Name

**Example**

![Stanford Children’s Health](image4.png)

* The Street Name may also be included in a signage logo to meet a Building Code requirement that an address must be prominent on a building exterior or as a wayfinding solution.

** Crossed-out modifier descriptions may exist in the future but do not exist now.

** Use “at Hospital Name” if a hospital partnership exists at the location.
**Main Hospital**
The Main Hospital Permanent Signage Lockup is used at the Main Hospital, locations with our hospital-licensed beds, and clinics on Welch Road. Quarry Road locations are not included.

**Modifier**
Location Name
at Street *

**Example**

![Lucile Packard Children's Hospital Stanford](image)

Mary L. Johnson Specialty Services
at 730 Welch Rd

**Modifier (outside-owned buildings)**
When our licensed inpatient beds are located within outside-owned buildings or another hospital, use the following modifier:

Pediatric <Specialty> – City
at Street Name

**Example**

![Lucile Packard Children's Hospital Stanford](image)

Special Care Nursery
at Sequoia Hospital

**Urgent Care (Next to Hospital)**
Only standalone Urgent Care locations will have exterior signage. Urgent Care locations with other services will not have exterior signage.

**Modifier**
Urgent Care – <City>

**Example**

![Lucile Packard Children's Hospital Stanford](image)

Urgent Care – Palo Alto

**Urgent Care (NOT Next to Hospital)**
Only standalone Urgent Care locations will have exterior signage. Urgent Care locations with other services will not have exterior signage.

**Modifier**
Urgent Care – <City>

**Example**

![Lucile Packard Children's Hospital Stanford](image)

Urgent Care – San Jose

Crossed-out modifier descriptions may exist in the future but do not exist now.

* The Street Name may also be included in a signage logo to meet a Building Code requirement that an address must be prominent on a building exterior or as a wayfinding solution.

** Use “at Hospital Name” if a hospital partnership exists at the location.
Fertility / ACHD / Other

Adult/Transitional Services include services for adult patients or services where a child or adolescent is transitioning to an adult service.

Use the Stanford Medicine logo, and uppercase “Stanford Children’s Health” modifier as shown below.

Example

![Stanford Medicine](image)

STANFORD CHILDREN’S HEALTH
Fertility and Reproductive Health

Example

![Stanford Medicine](image)

STANFORD CHILDREN’S HEALTH
Adult Congenital Heart Program
Colors

Colors ......................... 45
The Stanford Children’s Health color palette helps reinforce the organization’s connection to Stanford, while also clearly differentiating it as a children’s hospital.

The primary palette includes White and Warm Greys to create a clean, open, hopeful and modern feel. It also includes Cardinal Red, reinforcing the connection with Stanford. This is balanced with a pop of Red that feels young and approachable.

The secondary palette of vibrant accent colors provides a sense of youth and joy. Each color is inspired by nature, signifying growth, health and well-being.

See Executions section for examples of color usage.

### Primary Colors

- **Red**
  - PMS 185C
  - C3 M100 Y85 K0
  - R255 G46 B53
  - #FF2E35

- **Cardinal**
  - PMS 201C
  - C0 M100 Y65 K34
  - R140 G21 B21
  - #8C1515

- **Dark Warm Grey**
  - PMS 405C
  - C23 M29 Y32 K67
  - R95 G87 B79
  - #5F574F

- **Light Warm Grey**
  - PMS 401C
  - C8 M9 Y14 K24
  - R182 G177 B169
  - #B6B1A9

- **Black**
  - PMS BLACK C
  - C0 M0 Y0 K100
  - R0 G0 B0
  - #000000

- **White**
  - C0 M0 Y0 K0
  - R255 G255 B255
  - #FFFFFF

### Secondary Colors

- **Blueberry**
  - PMS 5473C
  - C89 M47 Y46 K18
  - R16 G100 B12
  - #106470

- **Robin’s Egg**
  - PMS 325C
  - C56 M0 Y25 K0
  - R93 G193 B200
  - #5DC1C8

- **Sunshine**
  - PMS 116C
  - C0 M19 Y100 K0
  - R255 G184 B0
  - #FFB800

- **Daybreak**
  - PMS 177C
  - C0 M62 Y30 K0
  - R255 G137 B133
  - #FF8985

- **Sprout**
  - PMS 360C
  - C64 M0 Y91 K0
  - R90 G182 B72
  - #5AB648

- **Tangerine**
  - PMS 165C
  - C0 M75 Y96 K0
  - R255 G112 B51
  - #FF7033
# Color Hierarchy

Size of swatch indicates ranking

## Primary Colors

<table>
<thead>
<tr>
<th>Red</th>
<th>Cardinal</th>
<th>Dark Warm Grey</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Light Warm Grey</td>
<td>White</td>
</tr>
</tbody>
</table>

## Secondary Colors (no hierarchy)

<table>
<thead>
<tr>
<th>Blueberry</th>
<th>Daybreak</th>
<th>Robin’s Egg</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sprout</th>
<th>Sunshine</th>
<th>Tangerine</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Typography

Typography .................................. 48
Brandon Grotesque’s friendly forms, extended ascenders and descenders, and rounded corners provide an approachable, warm feel. It should be used for headlines and subheads. Brandon Text’s higher x-height and more traditional ascenders and descenders make it easy to read in large blocks of text.

**Headlines**  
*Brandon Grotesque Regular*  
AsBbCc 0123  
abcdefghijklmnopqrstuvwxyz  
0123456789(!@#$%^&*+?)

**Body Copy**  
*Brandon Text Regular*  
AsBbCc 0123  
abcdefghijklmnopqrstuvwxyz  
0123456789(!@#$%^&*+?)

**Bold**  
AsBbCc 0123  
abcdefghijklmnopqrstuvwxyz  
0123456789(!@#$%^&*+?)

**Light**  
AsBbCc 0123  
abcdefghijklmnopqrstuvwxyz  
0123456789(!@#$%^&*+?)

Foundry: HVD Fonts  
Font (Print & Web):  
myfonts.com/fonts/hvdfonts/brandon-grotesque/

**Secondary**  
*Impressum STD Italic*  
AsBbCc 0123  
abcdefghijklmnopqrstuvwxyz  
0123456789(!@#$%^&*+?)

Foundry: Linotype  
Font (Print & Web):  
linotype.com/45686/ImpressumStdItalic-product.html

*NOTE: All typefaces must be licensed by Stanford Children’s Health prior to use. They are shown here for illustrative purposes only. Licenses may be purchased from the foundries specified above.*

* For web, if it’s not possible to use our brand font, use web font Lucida Grande.
Lorem Ipsum

DOLOR SIT AMED.


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VIS at-a-glance

Enterprise Logo

Stanford Children’s Health

Main Hospital Logo

Lucile Packard Children’s Hospital
Stanford

Mark

Dual Logo

Stanford Children’s Health

Lucile Packard Children’s Hospital
Stanford

Color

Type

Brandon Grotesque Regular
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#$%^&*?)

Brandon Text Regular
abcdefghijklmnopqrstuvwxyz
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789(!@#$%^&*?)

Iconography

Photography
Content

Photography
Lighting should feel welcoming, accessible and hopeful.

- Bright, natural light creates natural tones that have an optimistic feel
- Avoid harsh, dramatic lighting that doesn’t feel real
- Tone should not be dark or dim, and should never feel artificial or clinical (i.e., fluorescent lighting)
Draw attention to the subject and create a strong emotional impact.

- Angle should be straight-on, making the shot feel considered and creating a calm, authentic feel.

- Avoid exaggerated angles, artificial perspectives or towering above the subject, which can feel imposing and intimidating.

- Incorporate negative space to help ensure a strong focus, and to allow for potential copy placement on executions.

- Avoid strong background colors and/or visual noise that could overpower the focus of the image.

Avoid dramatic angles or those that create exaggerated perspectives.

A wide-angled lens makes the shot less engaging.

Doctors shouldn’t tower over patients or appear intimidating.
Keep the focus on the subject or moment to create a more engaging image.

- Busy backgrounds should be in soft focus
Take shots in natural, simple settings to engage the viewer.

- When possible, take photos outdoors or in spaces that give the perception of lightness and openness
- Avoid overly cluttered or busy settings that can feel imposing and intimidating
- Images should never be shot in a studio
Capturing real connections between family members makes images feel genuine, warm and engaging.

- Shots should capture real interactions when possible; not posed or staged. Shoot families in an environment where they can naturally and comfortably have those interactions.

- Feature families that reflect the diversity of our patients

- Show families living healthy, happy lives

Subjects shouldn’t look bored or disengaged
Family photos shouldn’t be staged or posed
Clothing should never distract from the image.

- Avoid busy prints and fabrics, and recognizable trademarks
- Clothing should feel current, but not overly trendy
- Avoid overly formal clothing, hair or makeup
When possible, shoot staff in real interactions. When portraits are needed, create a natural setting.

- Images shouldn’t feel clinical or intimidating
- Reflect the diversity of our staff
- Shots should capture real interactions when possible; not staged or awkward
- When possible, take photos outdoors or in spaces that give the perception of lightness and openness

Staff/patient interactions should look natural
Images should show doctors at the same level as patients, not towering above
Staff shots shouldn’t be staged or feature phony props

Signifies image is shown for reference only, to help illustrate a concept. It is not intended for use. Stanford Children’s Health does not have license to use these images.
Clothing should never distract from the image.

- Staff should look casual, but professional — preferably no lab coats
- Avoid busy prints and fabrics, and recognizable trademarks, other than Stanford Children’s Health
- Avoid overly formal clothing, hair or makeup
Demonstrate Stanford Children’s Health’s inclusiveness and diversity among its staff and patients.

- Reflect the diversity of our patients, their families and our staff in images. This includes all aspects of diversity, including, but not limited to, race, gender, age, pregnant moms, kids, etc.

- Show both men and women in various professional roles — not all doctors are men and not all nurses are women
Our doctors, nurses and staff are dedicated to providing nurturing care. Staff portraits should feel approachable, reflect warmth and personality, and give a sense of who we are.

A cohesive collection of staff portraits comes from maintaining a consistent photography style. One option is to photograph subjects in a real space, taking shots near a window or other natural light source whenever possible. The repeated use of deep blurry space adds visual consistency without being too repetitive. Alternatively, a warm grey backdrop, consistent with the neutrals in our color palette, provides a simple and focused setting to capture the subject’s personality.
Candid facial expressions give a sense of the subject’s personality.

- Even posed shots can convey an individual’s personality if the facial expression is natural

- Consider using more editorial techniques rather than traditional portraiture:
  - Shoot while chatting with subject (looking on or off camera)
  - Shoot subjects doing something he/she normally does

Expressions shouldn’t feel artificial or forced
Draw the audience into the image and create a strong emotional impact.

- Create a modern, dynamic image with wide, horizontal shots
- Create negative space with asymmetrical cropping

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Draw the audience into the image and create a strong emotional impact.

- Create a modern, dynamic image with wide, horizontal shots
- Create negative space with asymmetrical cropping
Clothing should be simple and modern, never distracting.

- Staff should look casual, but professional — preferably no lab coats
- Avoid busy prints and fabrics, and recognizable trademarks, other than Stanford Children’s Health
- Avoid overly formal clothing, hair or makeup
Content

Iconography
Iconography is used within the visual system to make our communications more effective and friendly. These icons can be used across all communications.

Additional icons can be added to the system as needed. They should maintain the same visual characteristics and friendliness as the icons shown in this section.
**Place & Things**

- 10 miles from home
- Network/Enterprise
- Doctor’s office
- Vaccine
- Stethoscope
- Telephone/Mobile
- File chart A
- File chart B
- Computer/Online
- Video
- Photo
- Hospital A
- Hospital B

**Emotion**

- Cuddle (baby and parent)
- Celebrate
- Nurture/Hug/Love
Actions

Healthy eating A
Healthy eating B
Healthy eating C
Learn/School

Outdoors
Run/Play/Sports
Read/Look

Hospital expansion

Electric vehicle charging stations
Reduce scheduling delays
Water-efficient bath fixtures
On-site water collection and storage

Native and adaptive vegetation
Green space
Playrooms/Outdoor spaces
Organs

- Cells
- Eye
- Ear
- Hand
- Brain
- Lungs
- Heart
- Liver
- Kidneys

People

- Baby
- Doctor
- Nurse
- Parent/Caregiver and child
- Doctor and child
- Family (baby & child)
- Family (1 child)
- Family (2 children)
Staff Wardrobe
Our uniform brand standards are outlined below.
If you have any questions, contact the Marketing department at marketing@stanfordchildrens.org.

**Stanford Children’s Health (with service modifier)**

**White Top**
Full Color Logo

**Gray Top**
White Logo

**Cardinal Top**
White Logo

**Bright Red Top**
White Logo

**Pantone Color Guide**

- Gray 405C
- Cardinal 201C
- Bright Red 185C

*maximum art width is 3.5 inches
Lucile Packard Children’s Hospital Stanford (with service modifier)

White Top
Full Color Logo

Gray Top
White Logo

Cardinal Top
White Logo

Bright Red Top
White Logo

Pantone Color Guide

- Gray
  405C

- Cardinal
  201C

- Bright Red
  185C

* maximum art width is 3.5 inches