Stanford Children’s Health

Brand Standards
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Introduction
Welcome

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

The standards 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 65 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 10 pediatric specialties by *U.S. News & World Report*.

In December 2017, we doubled the size of our hospital and opened the doors to one of the most technologically advanced, family-friendly, and environmentally sustainable children’s hospitals in the nation.
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 of 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 all our patients and their families 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 the 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

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

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

Healing through science and compassion by leading the biomedical revolution in Precision Health.
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
Essentials

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Logos

Enterprise Logo
Stanford Children's Health

Hospital Logo
Lucile Packard Children's Hospital Stanford

Mark

Dual Enterprise Logo
Stanford Children's Health
Lucile Packard Children's Hospital Stanford

For more info about colors see page 16; typography, page 18; iconography, page 20; logos, page 24; and photography, page 46.

Colors

Typography
Brandon Grotesque Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789(!@#$%^&*+)

Brandon Text Regular
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789(!@#$%^&*+)

Iconography

Photography

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 health care 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. They should reflect the incredible expertise and nurturing spirit of our doctors, nurses, and staff. Most of all, they should be warm and compassionate—just like the care we provide.

This is the voice of Stanford Children’s Health.

Confident
Warm
Smart
Accessible
**Confident**

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.

---

**Warm**

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 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.
**Smart**
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.

---

**Accessible**
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.
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.

### Primary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Code</th>
<th>Code</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>PMS 185C</td>
<td>C3 M100 Y85 K0</td>
<td>R255 G46 B53</td>
<td>#FF2E35</td>
</tr>
<tr>
<td>Cardinal</td>
<td>PMS 201C</td>
<td>C0 M100 Y65 K34</td>
<td>R140 G21 B21</td>
<td>#8C1515</td>
</tr>
<tr>
<td>Dark Warm Grey</td>
<td>PMS 405C</td>
<td>C23 M29 Y32 K67</td>
<td>R95 G87 B79</td>
<td>#5F574F</td>
</tr>
<tr>
<td>Black</td>
<td>PMS BLACK C</td>
<td>C0 M0 Y0 K100</td>
<td>R0 G0 B0</td>
<td>#000000</td>
</tr>
<tr>
<td>Light Warm Grey</td>
<td>PMS 401C</td>
<td>C8 M9 Y14 K24</td>
<td>R182 G177 B169</td>
<td>#B6B1A9</td>
</tr>
<tr>
<td>White</td>
<td>C0 M0 Y0 K</td>
<td>R255 G255 B255</td>
<td>#FFFFFF</td>
<td></td>
</tr>
</tbody>
</table>

### Secondary Colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>Code</th>
<th>Code</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blueberry</td>
<td>PMS 5473C</td>
<td>C89 M47 Y46 K18</td>
<td>R16 G100 B112</td>
<td>#106470</td>
</tr>
<tr>
<td>Daybreak</td>
<td>PMS 177C</td>
<td>C0 M62 Y30 K0</td>
<td>R255 G137 B133</td>
<td>#FF8985</td>
</tr>
<tr>
<td>Robin’s Egg</td>
<td>PMS 325C</td>
<td>C56 M0 Y25 K0</td>
<td>R93 G193 B200</td>
<td>#5DC1C8</td>
</tr>
<tr>
<td>Sprout</td>
<td>PMS 360C</td>
<td>C64 M0 Y91 K0</td>
<td>R90 G182 B72</td>
<td>#5AB648</td>
</tr>
<tr>
<td>Sunshine</td>
<td>PMS 166C</td>
<td>C0 M19 Y100 K0</td>
<td>R255 G184 B0</td>
<td>#FFB800</td>
</tr>
<tr>
<td>Tangerine</td>
<td>PMS 165C</td>
<td>C0 M75 Y96 K0</td>
<td>R255 G112 B51</td>
<td>#FF7033</td>
</tr>
</tbody>
</table>
Color Hierarchy
Size of swatch indicates ranking

Primary Colors

- Red
- Cardinal
- Dark Warm Grey
- Black
- Light Warm Grey
- White

Secondary Colors (no hierarchy)

- Blueberry
- Daybreak
- Robin’s Egg
- Sprout
- Sunshine
- Tangerine
Brandon Text’s friendly forms provide an approachable, warm look and feel. It is used for headlines, subheads, and body copy. Brandon Grotesque is a good option for formal communications.

Headings and Body Copy
Brandon Text Regular

AsBbCc 0123
abcde...xyz
0123456789(!@#$%^&*+?)

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

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

Other Copy Styles
Brandon Grotesque Regular

AsBbCc 0123
abcde...xyz
0123456789(!@#$%^&*+?)

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

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

Secondary

Impressum STD Italic

AsBbCc 0123
abcde...xyz
0123456789(!@#$%^&*+?)

NOTES
All typefaces are licensed by Stanford Children’s Health for use by staff. They are shown in these brand standards for illustrative purposes only.

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


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 and 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

Emotions

- 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

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 and child)
- Family (one child)
- Family (two children)
Logos

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The logo, name, and marks, and all graphics, merchandise, and product packaging, of Stanford Children’s Health and Lucile Packard Children’s Hospital Stanford and any of their affiliates are trademarks of Stanford University. Use, reproduction, copying, or redistribution of trademarks without prior written permission of the Stanford Children’s Health Marketing Department or its affiliates is prohibited.

If you have any questions, please contact the Marketing Department at marketing@stanfordchildrens.org.
Our brand core logos and their uses are summarized in the table below. Further details can be found on the pages that follow. For signage branding, please email marketing at marketing@stanfordchildrens.org.

<table>
<thead>
<tr>
<th>Logo</th>
<th>When do I use it?</th>
<th>Additional Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise</td>
<td>When referring to the enterprise, enterprise services, and practices.</td>
<td></td>
</tr>
<tr>
<td>Lucile Packard Children’s Hospital Stanford</td>
<td>When referring to the hospital and hospital services, excluding hospital staff uniforms.</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. See page 41 for examples and exceptions.</td>
</tr>
<tr>
<td>Dual Enterprise</td>
<td>When referring to enterprise-wide service, specifically inpatient services on our license such as a NICU service at a partner location.</td>
<td></td>
</tr>
<tr>
<td>Dual Hospital</td>
<td>For leadership materials, board materials, hospital staff uniforms, and staff badges.</td>
<td></td>
</tr>
</tbody>
</table>
Enterprise

- The enterprise logo is used for enterprise communications (i.e., clinics, services, and satellite locations).
- Use the logo files provided and as shown below. Do not create other versions of the logo.

Horizontal (preferred)

![Stanford Children’s Health Logo - Horizontal](image)

Vertical Stacked

![Stanford Children’s Health Logo - Vertical Stacked](image)

Variations

<table>
<thead>
<tr>
<th>One-color</th>
<th>One-color outlined on non-white</th>
<th>One-color outlined on photo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="One-color Logo" /></td>
<td><img src="image" alt="One-color outlined on non-white Logo" /></td>
<td><img src="image" alt="One-color outlined on photo Logo" /></td>
</tr>
</tbody>
</table>
Hospital

- The hospital logo is used for Lucile Packard Children’s Hospital Stanford communications (i.e., centers and hospital-provided services).
- 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 Stacked

Lucile Packard Children’s Hospital Stanford

Variations

<table>
<thead>
<tr>
<th>One-color</th>
<th>One-color outlined on non-white</th>
<th>One-color outlined on photo</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Logo" /></td>
<td><img src="image2.png" alt="Logo" /></td>
<td><img src="image3.png" alt="Logo" /></td>
</tr>
</tbody>
</table>
Dual Enterprise

The dual enterprise logo is used when communications feature both the enterprise and 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.
Dual Hospital

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.
Our program, service, and department logo lockups and their uses are summarized in the table below. Further details can be found on the pages that follow.

<table>
<thead>
<tr>
<th>Logo</th>
<th>When do I use it?</th>
<th>Additional Branding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center of Emphasis</td>
<td>When referring to a center of emphasis.</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. See page 41 for examples and exceptions.</td>
</tr>
<tr>
<td>Program, Service, Practice Logos</td>
<td>When referring to a program, service, or practice.</td>
<td></td>
</tr>
<tr>
<td>Adult/Transitional Service</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>Shared Services Branding</td>
<td>When referring to jointly offered service between any combination of Lucile Packard Children’s Hospital Stanford, Stanford Children’s Health, Stanford Health Care, or Stanford Medicine. See Marketing for additional guidelines.</td>
<td></td>
</tr>
</tbody>
</table>
### Naming Convention

The Centers of Emphasis (COE) names can be lengthy, which creates challenges in use. To alleviate this, two forms of the name for a center can be used: the full center name and a shortened center name.

Presented here are both versions of the center names. In some cases, there is no shortened center name, and the full center name must be used. For usage guidance, see page 33 for a given Center of Emphasis.

<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 Childhood Cancer Center</td>
</tr>
<tr>
<td>Brain and Behavior Center</td>
<td>Brain and Behavior Center</td>
</tr>
<tr>
<td>Pulmonary, Asthma, and Sleep Medicine 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>Pediatric Transplant Center</td>
<td>Transplant Center</td>
</tr>
<tr>
<td>Children’s Orthopedic and Sports Medicine Center</td>
<td>Orthopedic and Sports Medicine Center</td>
</tr>
</tbody>
</table>
Logos

Our Centers of Emphasis provide comprehensive services and deep expertise in key obstetric and pediatric areas: brain and behavior, cancer, heart, pregnancy and newborn, pulmonary, and transplant. A modified logo, shown here, is used to individually represent these centers.

**Vertical Stacked**

- **Stanford Children's Health**
  - Bass Center for Childhood Cancer and Blood Diseases
- **Stanford Children's Health**
  - Johnson Center for Pregnancy and Newborn Services
- **Stanford Children's Health**
  - Betty Irene Moore Children's Heart Center
- **Stanford Children's Health**
  - Pulmonary, Asthma, and Sleep Medicine Center
- **Stanford Children's Health**
  - Brain and Behavior Center
- **Stanford Children's Health**
  - Transplant Center
- **Stanford Children's Health**
  - Children's Orthopedic and Sports Medicine Center

**Vertical (preferred)**

- **Stanford Children's Health**
  - Bass Center for Childhood Cancer and Blood Diseases
- **Stanford Children's Health**
  - Johnson Center for Pregnancy and Newborn Services
- **Stanford Children's Health**
  - Betty Irene Moore Children's Heart Center
- **Stanford Children's Health**
  - Pulmonary, Asthma, and Sleep Medicine Center
- **Stanford Children's Health**
  - Brain and Behavior Center
- **Stanford Children's Health**
  - Transplant Center
- **Stanford Children's Health**
  - Children's Orthopedic and Sports Medicine Center

**Logo Structure**

Branding for a Center of Emphasis may include the logo structures shown here. Contact marketing@stanfordchildrens.org regarding other logo structures.

**COE Lockup**

- **Stanford Children's Health**
  - Full Center Name Line 1
  - Full Center Name Line 2

**Core Logos (No COE) Enterprise Only**

- **Stanford Children's Health**
Logos in Use

Branding Synopsis

Print (brochures/slipsheets, ads, direct mail, etc.)
• Long-Form Digital (website, email, blogs, multimedia, video titles, and applications)
• Short-Form Digital (display and 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
For signage-related questions, please contact the Marketing Department at marketing@stanfordchildrens.org.
Marketing creates and approves logo lockups for programs, services, practices, and practice groups. See page 25 for specifics. Leadership must approve lockups 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 subspecialties.

Service

A clinical specialty or subspecialty.

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 subspecialty.
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 hospital logos.

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**

**Full-Color Logotype**

**Contrast**

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

This is equivalent to 50% Black
These standards apply to both enterprise and hospital 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 title case.

Do not use color combinations not specified in provided files.

Do not scale the mark independently from logotype.

Do not scale hospital logotype independently in dual lockups.

Do not add elements to the logo.

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

The Mark

Always use the height of figure's head as a guide for the clear space rule.

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 outlined

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

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.
**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.
- Only transitions that retain the original shape of the logo throughout the transition animation are permitted.
The Stanford Medicine logo must appear at least once on all executions where the enterprise and/or hospital logos are used. It is used as a sign-off in marketing materials and should not overpower the enterprise or hospital logos. It typically appears toward 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.
Logo Usage

The Stanford Medicine logo is not required to be locked up with the enterprise or hospital logos.

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

Alignment

Vertical alignment

To ensure that the Stanford Medicine logo does not overpower the enterprise or hospital logos, follow the sizing guidelines below.

The Stanford Medicine logo should ideally be at least “2H” away from the enterprise and/or 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
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)

* Maximum art width is 3.5 inches.
** Textured fabrics are reviewed on a case-by-case basis for logo legibility.

**Pantone Color Guide**
- Gray 405C
- Bright Red 185C
- Cardinal 201C
- Blueberry 5473C

White Top
Full-Color Logo

Gray Top
White Logo

Cardinal Top
White Logo

Blueberry Top
White Logo

Bright Red Top
White Logo

Black Sport Jacket
White Logo
Our uniform brand standards are outlined below. If you have any questions, contact the Marketing Department at marketing@stanfordchildrens.org.

Lucile Packard Children’s Hospital Stanford (with service modifier)

White Top
Full-Color Logo

Gray Top
White Logo

Cardinal Top
White Logo

Blueberry Top
White Logo

Black Sport Jacket
White Logo

Pantone Color Guide**
- Gray 405C
- Bright Red 185C
- Cardinal 201C
- Blueberry 5473C

* Maximum art width is 3.5 inches.
** Textured fabrics are reviewed on a case-by-case basis for logo legibility.
Our uniform brand standards are outlined below. If you have any questions, contact the Marketing Department at marketing@stanfordchildrens.org.

Lucile Packard Children’s Hospital Stanford with Stanford Children’s Health

Pantone Color Guide**

- Gray 405C
- Bright Red 185C
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- Blueberry 5473C

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Photography

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Photography

General Art Direction
Lighting and Tonality
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).

Avoid artificial lighting.
Lighting should be bright and natural.
Lighting should create warm, not dingy, tones.
**Composition and Angle**

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-angle lens makes the shot less engaging. 
Doctors shouldn’t tower over patients or appear intimidating.

**Depth of Field**

Keep the focus on the subject or moment to create a more engaging image.

- Busy backgrounds should be in soft focus.
Setting
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.
Family Photography
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.

Family Wardrobe
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.

No logos or other obvious corporate imagery.
Avoid overly formal clothing.
**Staff Photography**
When possible, shoot staff in real interactions, and create natural settings for portraits.

- 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 Wardrobe**
Clothing should never distract from the image.

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

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.
Diversity

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.
Photography

Staff Portraits
Approach

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-gray backdrop, consistent with the neutrals in our color palette, provides a simple and focused setting to capture the subject’s personality.

Genuine Expressions

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 the subject (looking on or off camera).
  - Shoot subjects doing something they normally do.

Expressions shouldn’t feel artificial or forced.
**Composition**

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.

**Lighting**

Lighting should create a feeling of warmth and optimism.

- Use bright, natural light to create warm tones.
- Avoid harsh, dramatic lighting that doesn’t feel real.
Wardrobe

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.

| Scrubs shouldn’t be busy or distracting. | Clothing should look modern but not too trendy. | Preferably no lab coats. |
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If you have any questions or requests for logo usage, please contact the Marketing Department at marketing@stanfordchildrens.org.