

Using Children's Hospital Colorado benefiting logo

Children's Colorado marketing team has created detailed branding guidelines and has asked our support in adhering to them.

EPS

If you need high-resolution eps versions of the logos, please email your Foundation contact who will email it to you.

Get your piece approved

The approval process generally takes no more than 48 hours, or two business days. We prefer to expedite collateral approvals via email.

All materials using the name Children's Hospital Colorado and/or our logo must be approved by the Children's Hospital Colorado Foundation prior to printing/publishing to make sure the pieces adhere to our brand guidelines.

This includes, but is not limited to, the use of our logo or name in the following:

- Ads
- Signage
- Brochure
- Invitations
- Save-the-date cards
- Table tents
- Nametags
- Email
- Websites

Please email your collateral to your Foundation contact

We can receive files up to about 5 MB. A service like www.yousendit.com or Dropbox works for sending larger files.

First reference, second reference

Please use Children's Hospital Colorado on first reference as on second reference use Children's Colorado. There is no use of an acronym at any time.

Improper name use examples

- CHC
- The Children's Hospital
- Children's Hospital
- Children's

Color options

The logo may be used in the following color options and we are happy to provide you with the variation you need.

- Full color whenever possible
- All blue
- White reversed out of a solid color, please avoid the use of yellow!
- Black, as a last resort

Don't change the logo we send you

The elements of Children's logo mark and word mark have been specially designed, typeset, spaced and kerned.

- Keep the logo as provided in the image file we give you.

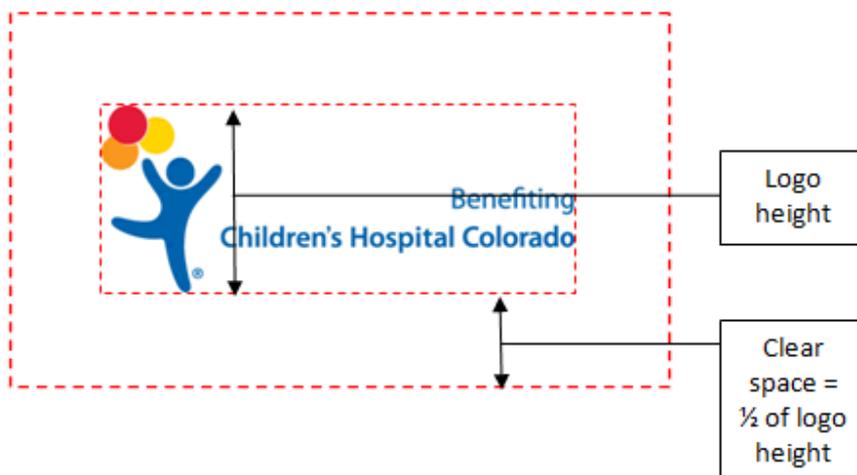
- Keep the Balloon Boy and the tagline together and do not alter either. This also means we ask that you do not change its color.
- You may size the logo to fit your space, but be sure to keep it in its current proportion—don't stretch it.
- Maintain enough clear space around the logo in your collateral item.

Maintain clear space around all sides of the logo

The most common mistake we see is making the logo so large that there is not enough white space around it.

The brand standards require a clear space around the logo equal to half the height of Balloon Boy, including the words.

To help you understand what that means, see the example below. The space between the two red dotted lines needs to equal at least half the height of Balloon Boy. We suggest you measure the space around the logo after you have placed it.



Display the logo against a solid background

The brand standards first preference is that you place Children's Hospital Colorado logo on a white background.

You may also place the logo on blocks of solid color.

Do not place the logo on a patterned or busy background.