

CHILDREN'S BRAND QUICK GUIDE

LOGO OPTIONS



Additional one-color applications may be allowed with permission from the marketing and communications department.

AREA OF NON-INTERFERENCE

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials.

To ensure that the Children's logo stands out, allow for an area of non-interference that is at least equivalent to the full height of the letter "C" in "Children's" as shown.



UNACCEPTABLE USAGE

To maintain logo integrity, it is unacceptable to alter the logo in any way. Do not use colors outside of the color palette, adjust logo colors, change logo proportions, or recreate the logo using different fonts.



TYPOGRAPHY

A variety of typography styles should be used in all layouts to create hierarchy. Contrast in weight and size will also help create hierarchy.

TRADE GOTHIC

- Use for headlines & subheads
- Headlines set in uppercase

Web versions

- Oswald light 300/Bold 700

PC versions

- Arial Narrow Bold
- Franklin Gothic Medium Cond

GEORGIA

- Use for body copy
- Not set in uppercase

Web/PC versions

- Georgia Regular/Bold

AVENIR

- Use for body copy and information design
- Use for functional copy like captions

Web versions

- Proxima Nova

PC versions

- Arial Regular/Bold

ABCabc

Trade Gothic

Bold Condensed No. 20

Abc

Georgia Regular

Abc

Georgia Bold

Abc

Avenir Roman

Abc

Avenir Heavy

COLOR PALETTE

With a wide range of colors in our palette we create distinction and hierarchy. Limit color combinations to 1-3. Always use the PMS uncoated colors when printing unless cost dictates otherwise.

PRIMARY COLORS



280

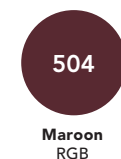
Dark Blue
RGB
1/33/105
CMYK
100/85/5/22



2925

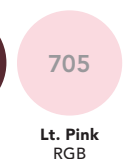
Medium Blue
RGB
0/156/222
CMYK
85/21/0/0

SECONDARY COLORS



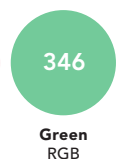
504

Maroon
RGB
87/41/50
CMYK
29/82/44/73



705

Lt. Pink
RGB
245/218/223
CMYK
0/11/3/0



346

Green
RGB
113/204/152
CMYK
53/0/51/0



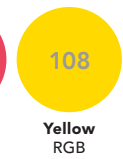
290

Lt. Blue
RGB
185/217/235
CMYK
23/0/1/0



198

Red
RGB
223/70/97
CMYK
0/82/37/0



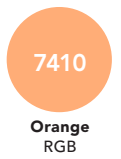
108

Yellow
RGB
254/219/0
CMYK
0/5/98/0



7655

Purple
RGB
161/90/149
CMYK
33/72/0/0



7410

Orange
RGB
254/173/119
CMYK
0/41/59/0

Analogous colors combinations are preferred, and never use vibrating boundaries (i.e., red/green). Make sure color combinations always have contrast for distinction. Use tints (up to 3) if a piece is one-color. Do not mix tints and solids of multiple colors.

