## LOGO OPTIONS

The logo with the tagline should be used whenever possible and as appropriate. If the logo with the tagline is used, its presence can cover the ® needed for a first mention.



*Additional color options available in both layouts: dark blue, black, white.*

### 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 Minnesota 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.



**Minimum size**

.75"

### 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.



*Very rarely, additional one-color applications may be allowed with permission from the marketing and communications department.*

## BRAND PATTERN USAGE



Crop closely into areas and place into shapes or use as a background element in layouts.

*Avoid showing the entire brand pattern in a layout.*

## CORPORATE NAME

**Always:** Children's Minnesota

**Never:** ~~Children's~~    **Never:** ~~Childrens MN~~
**Never:** ~~Children's Hospitals and Clinics of Minnesota~~

## 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 and subheads
- Headlines set in uppercase
- Web headlines set in sentence case

**Web versions**
- Oswald light 400/Bold 700

**PC versions**
- Arial Narrow 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**
Condensed No. 18
**Bold Condensed No. 20**

Abc
Avenir Roman

**Abc**
**Avenir Heavy**

## COLOR PALETTE

With a wide range of colors in our palette we create distinction and hierarchy. Always use the CMYK colors when printing unless project dictates otherwise.

Guide to using color type:
**HEX** onscreen (websites)
**RGB** onscreen (Microsoft)
**CMYK** printing (offset and digital)
**PMS** printing (offset)



**Dark Blue**
PMS: 280 C
HEX: #012169
RGB: 1/33/105
CMYK: 100/94/28/23

**Medium Blue**
PMS: 2925 C
HEX: #009CDE
RGB: 0/156/222
CMYK: 76/25/0/0

**Royal Blue**
PMS: 7685 C
HEX: 1779B9
RGB: 23/121/185
CMYK: 85/47/3/0

**Light Blue**
PMS: 291 C
HEX: A7DBF1
RGB: 167/219/241
CMYK: 32/1/2/0

**Green**
PMS: 2247 C
HEX: 74C69B
RGB: 116/198/155
CMYK: 55/0/51/0

**Medium Purple**
PMS: 7656 C
HEX: 984392
RGB: 152/67/146
CMYK: 40/86/0/6

**Light Purple**
PMS: 2352 C
HEX: A975B2
RGB: 169/117/178
CMYK: 35/62/0/0

**Deep Purple**
PMS: 7657 C
HEX: 794080
RGB: 121/64/128
CMYK: 65/90/24/0

*Be mindful of vibrating boundaries (i.e., light purple/medium blue). Make sure color combinations always have contrast for accessibility.*