Brand Guidelines
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**We can help!**
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
There are many ways to define the meaning of a brand, but in considering what it means to us at Boston Children’s Hospital, this definition is perhaps the most useful:

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.”

Organizations express their brands in many ways — from the way visitors experience their website, to the quality of products they offer, to the way they answer their phones. In this guide we look at how we use words, images and the principles of design to express our brand in written, verbal and visual forms.

1. Seth Godin, brand expert
What is a brand voice?
Logos, corporate colors and fonts determine how a brand looks. Voice determines how a brand sounds. A brand voice establishes a shared framework for word choice, syntax, tone, phrasing—everything that goes into writing or speech. On the page or in person, these components come together to unify and personify a brand and express the core values of an enterprise.

Why is brand voice important?

Consistency
Along with the visual elements of our brand, an identifiable voice ensures a consistent and predictable experience for all audiences, helping them build a lasting connection to our brand. Every time people interact with our words, our buildings or our staff, we want them to feel comfortable, like they’re in familiar surroundings.

Continuity
Our audiences interact with us in myriad ways — online and off, in person and over the phone — and the transition from setting to setting should be as seamless as possible. Our brand voice is a key source of continuity across the full range of experiences and services we offer.

Differentiation
The health care industry is changing rapidly and is driven more than ever by choice. Among children’s hospitals, the competition for patients is intense. Our voice establishes how we wish to be perceived, helps position us in the marketplace, and differentiates our brand and services from those of the competition.

Clarity
A clear, consistent brand voice rises above the other messages that our audiences take in every day. By speaking with one voice, we make our message more prominent and effective.

Communication
According to the Institute of Medicine, a hallmark of “health literate” organizations is making “clear and effective communication a priority.” We believe in this goal, and we want to be understood by everyone. An accessible brand voice improves communication with our audiences and empowers them to make decisions.

One voice, many audiences
At Boston Children’s Hospital, we have a shared mission: to keep working... Until every child is well. This is who we are, and we express it with a single, shared voice that plays a critical role in how people perceive our brand. Think of every interaction we have — whether it’s a web page, a brochure or a face-to-face encounter — as an opportunity to use our voice.

Because we’re a large institution spanning clinical, research, administrative and other functions, our audiences reflect that breadth. Some of our key audiences include:

» patients and families
» referring physicians
» researchers
» industry partners
» policymakers

We want every individual — regardless of age, background, level of education or nationality — to feel confident, respected, valued and inspired after every interaction with Boston Children’s.

Our Brand Promise
Nobody is better than Boston Children’s at taking what we learn doing cutting edge research and applying it to making children’s lives better, every day. When you come to us, you can be assured of feeling confident, respected, valued and inspired.

ALL AUDIENCES SHOULD FEEL

CONFIDENT  RESPECTED  VALUED  INSPIRED
How do we use our brand voice?
Our enterprise contains intellectual and emotional sides, a brain and a heart. We offer expertise, cutting-edge technology, science, research, innovation — and also comfort, compassion and emotional support. We have tremendous confidence in our abilities and knowledge, but we’re down-to-earth and express that confidence with humility. We want to be understood by everyone — even children — and make our message clear.

Please use the below guidelines when communicating with our audiences.

Get our name right, every time
In both written and spoken word, the correct use of our name is key to maintaining our strong reputation. Any city in the world can use “Children’s Hospital.” Only we can use “Boston Children’s Hospital.” In written communication, the first use of our brand name must always be Boston Children’s Hospital. Subsequent uses should be written as Boston Children’s, not BCH.

Example

✗ At Boston Children’s, we understand that hospitalization, illness or injury is a stressful experience. BCH staff is here to support your child and family before, during and after your hospital visit.

✓ At Boston Children’s Hospital, we understand that hospitalization, illness or injury is a stressful experience. Boston Children’s staff is here to support your child and family before, during and after your hospital visit.

Use the first person
When we refer to ourselves in the third person (e.g., “the hospital”), it creates emotional distance between our brand and our audience and makes us seem imposing and aloof. Likewise, referring to our audiences in the third person (e.g., “patients and families”) keeps them at arm’s length and makes them seem like characters in a story rather than active participants. Address individuals directly.

Examples

✗ Boston Children’s Hospital partners with patients and families.
✓ We partner with you and your family.

✗ The staff works collaboratively with referring physicians, involving them in decisions about their patients’ care.
✓ We work collaboratively with you, involving you in decisions about your patients’ care.

Write like you talk
Our written communication conveys the intimacy of speech. Therefore, we implement a conversational tone when we write. That means using contractions and simple turns of phrase and avoiding jarring, stilted language — like therefore and implement. Not sure if your writing fits the bill? Read it out loud and see if it sounds natural.

Examples

✗ We are here to help answer your questions.
✓ We’re here to answer your questions.

✗ The following tip sheets were developed by our clinicians to provide you with care instructions following your visit.
✓ We created these tip sheets to help you care for your child at home.

Show humility
We strive to be the best children’s hospital in the world, and by many measures we are number one. But when we talk about our world-class care, we do so with confidence, not arrogance.

Example

✗ The clinical expertise of the physicians at Children’s is unmatched. The reputation of our clinical staff attracts thousands of suffering children and families from around the world to Children’s.
✓ Each year, thousands of children and families from around the world travel to Boston Children’s Hospital to receive guidance and care from our team of experts.

“They need to show empathy and compassion. We switched from one doctor who used to ignore my son. Our current doctor speaks to my boys directly.”

— Parent of a child with a chronic condition
AAA: Avoid Abbreviations and Acronyms
While they offer useful shortcuts for internal conversations, abbreviations and acronyms for departments or services can be confusing and even intimidating. Instead of hospital lingo, use concise phrases that readily communicate the function of the department or service.

Note: Some abbreviations (such as MRI, EKG or ACL) are actually more widely used than the spelled-out term. In these cases it’s OK, and often preferable, to use the abbreviation.

Examples
✗ AFCC pediatric radiologists use state-of-the-art technology.
✓ The radiologists in our fetal care center use state-of-the-art technology.
✗ Our providers often recommend that a child be seen by other specialists at BCH.
✓ Our providers often recommend that a child be seen by other specialists at Boston Children’s.

Translate internal labels
The ins and outs of our organization—the distinction between a center, department, division, program and service, for example—isn’t meaningful for most of our audiences (especially patient families). Internal labels are appropriate for page titles, official correspondence and other formal contexts, but otherwise it’s best to stick to everyday language.

Examples
✗ The Boston Children’s Center for Advanced Intestinal Rehabilitation team
✓ Our team of experts on short bowel syndrome.
✗ The Department of Otolaryngology and Communication Enhancement
✓ Our ear, nose, and throat department.

Be positive
Many of the patient families we interact with are feeling scared and vulnerable. When discussing a serious diagnosis or other potentially upsetting matter, be forthright but not frightening. Avoid needlessly alarming words. Use honest and reassuring language instead.

Example
✗ Obesity can cause devastating physical and psychological effects and increase the risk of developing serious and often life-threatening conditions.
✓ With the proper lifestyle changes and care, your child can lose weight and reduce the risk of serious health complications associated with obesity.

“In an ideal hospital experience, I want to feel confident, supported, cared for, understood, listened to, embraced and loved.”
— Parent of a Boston Children’s patient
Use short words and sentences
Steer clear of overly complex words and syntax. Simpler is better. Shorter is better. Use fewer commas and more periods.

Example

✗ However, although it is prudent to assume that each small radiation exposure poses a slight risk, if the procedure is appropriately performed, the benefit to your child will greatly outweigh the risk of being exposed to a small amount of radiation.

✓ Even small amounts of radiation carry a slight risk, but the benefits of the procedure far outweigh the risks.

Avoid medical jargon
We can’t assume that patients and families are familiar with medical terminology, such as the names of conditions, treatments and procedures. Don’t shy away from using clinical terms (especially if patients and families will encounter them in clinical situations), but if you do, define or explain the terms in a way that people of all ages and backgrounds can understand.

Example

✗ One of the most common indications is sclerotherapy for venous malformations.

✓ Injecting medications into the blood vessels (a technique known as sclerotherapy) is one of the most common treatments for abnormally shaped veins, also known as venous malformations.

Be creative
Our clinicians sometimes use toys or diagrams to explain complex subjects to young patients. Take the same approach when communicating with patients and families. Use analogies or visual language to describe procedures and medical terms.

Example

✗ At each port incision, a tubular instrument, called a trocar, is inserted into the abdomen.

✓ The surgeon inserts small tubes the size of drinking straws (known as trocars) into the belly.

Questions about our brand voice?
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
Primary logo

The Boston Children’s Hospital logo consists of three elements:

» nurse-and-child seal
» Boston Children’s Hospital name
» Until every child is well tagline

Each one of these elements serves a specific purpose and together they form our logo which is the primary visual identifier of our brand.

Alternate configurations

When applying the logo, the primary configuration should be considered first.

If the available art area or constraints of the design do not suit the primary configuration, don’t force it in where it does not belong. Use one of the alternate logos shown below instead.
Applying our logo

Our logo has great versatility. It evokes our essential qualities and allows us to communicate our identity instantly, regardless of language or the ability to read.

In order for it to do this for us, we must all share the responsibility of supporting and nurturing it.

DON'T

✗ Alter or modify it in any way.
✗ Use selected elements, such as the seal, by themselves.
✗ Change its colors.
✗ Distort its proportions.

DO

✓ Download and use only approved files.
✓ Use it on every piece of communication.
✓ Allow it to command the space around it.
✓ Be sure its colors are properly specified.

RULE OF THUMB

The “O” characters in “Boston” and “Hospital” should look like circles.
Reversed logo

In certain designs and situations, our logo is better presented in reverse, or knockout, form.

The same rules that apply to the standard logos should be followed when using the reversed versions. Additionally:

**DON’T**
- Use the standard logo on a dark background.
- Change the color. It may only appear in white or metallic.

**DO**
- Be sure you are using the correct file.
- Use the reversed logo for applications that require high-contrast visibility.
- Give preference to the reversed logo in single-color print jobs.

**RULE OF THUMB**

The nurse and child should always appear in white, or when being etched or engraved they should be lighter than the background on which they appear.
Black and white logo

The Boston Children's logo may be reproduced in black and white, but only if the context in which it appears is also black and white.

Common examples where this version is required are:

- Forms
- Advertisements in event programs
- Newspaper ads
- Business documents

DON'T

✗ Use the black and white version in a full-color design.

DO

✓ Give preference to the reversed logo.
A brand family
The Boston Children’s brand does not live in isolation, but instead, should be viewed as head of a brand family. Boston Children’s centers, departments, programs, locations and partners each have their own logo lockup which is designed according to an established template. Lockups should follow the same rules of usage as the Boston Children’s Hospital logo.

BOSTON CHILDREN'S HOSPITAL

Until every child is well™

CENTER, DEPARTMENT AND PROGRAM

Boston Children’s Hospital
Brain Center
Radiology
Epilepsy Genetics Program

LOCATION

Boston Children’s at Peabody
Boston Children’s Physicians Weymouth

INSTITUTIONAL PARTNERSHIP

DANA-FARBER
Boston Children’s
CANCER AND BLOOD DISORDERS CENTER

PRIMARY CARE

Chappaqua Pediatrics
Boston Children’s Health Physicians
Until every child is well™

PRODUCT

OPEN PEDIATRICS
A Boston Children’s Health Innovation
HealthMap
A Boston Children’s Health Innovation

Need a logo lockup?
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
Other logos

Boston Children’s Hospital is a Harvard Medical School teaching hospital. Harvard specifies that their teaching affiliates only use the special logo lockups they’ve provided for the purpose of expressing this affiliation.

DON’T

✗ The Harvard Medical School logo represents the medical school, not the relationship between school and hospital.

✓ Welcome

RULE OF THUMB

When they appear together, the HMS Teaching Hospital logo should be half the size of the Boston Children’s logo as shown in our PowerPoint and letterhead templates.

The U.S.News & World Report badges are used to signify our rankings in their annual survey. They’re subject to strict licensing conditions and may only be used by the Marketing and Communications department.

Questions about our logos?
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
Brand colors

Consistent use of color is critical to communicating who we are. Our core brand colors are used in our logo to represent trust and confidence. Our other brand colors fill out our palette and express ideas such as warmth, inspiration and optimism.

**Core Brand Colors**

**BOSTON BLUE**

*White Type*  
BOSTON SKY TYPE

Pantone: 287C  
CMYK: 100.75.2.18  
RGB: 0.48.135  
HEX: 003087

**BOSTON SKY**

*White Type*  
BOSTON BLUE TYPE  
BOSTON BLACK TYPE

Pantone: 298C  
CMYK: 67.2.0.0  
RGB: 65.182.230  
HEX: 41B6E6

**WHITE**

*BOSTON BLUE TYPE*  
BOSTON BLACK TYPE

Pantone: White  
CMYK: 0.0.0.0  
RGB: 255.255.255  
HEX: FFFFFF

**RULE OF THUMB**

Be mindful that some color combinations don’t work well together, such as white type on Boston Yellow, or black type on Boston Blue. Refer to the type shown on these color swatches for recommendations.

**Brand Colors**

**BOSTON YELLOW**

*Boston Black Type*

Pantone: 130C  
CMYK: 0.56.100.0  
RGB: 242.169.0  
HEX: F2A900

**BOSTON GREEN**

*White Type*  
BOSTON BLACK TYPE

Pantone: 377C  
CMYK: 51.5.98.23  
RGB: 115.150.0  
HEX: 739600

**BOSTON INDIGO**

*White Type*  
BOSTON BLACK TYPE

Pantone: 633C  
CMYK: 98.6.10.29  
RGB: 0.115.150  
HEX: 007396

**BOSTON BAY**

*White Type*  
BOSTON BLACK TYPE

Pantone: 7667C  
CMYK: 68.51.20.0  
RGB: 110.124.160  
HEX: 6E7CA0

**BOSTON PINK**

*White Type*  
BOSTON BLACK TYPE

Pantone: 674C  
CMYK: 14.79.0.0  
RGB: 198.87.154  
HEX: C6579A

**BOSTON LAVENDER**

*White Type*  
BOSTON BLACK TYPE

Pantone: 258C  
CMYK: 32.79.0.0  
RGB: 197.185.172  
HEX: C5B9AC

**BOSTON PURPLE**

*White Type*

Pantone: 242C  
CMYK: 32.100.11.30  
RGB: 128.34.95  
HEX: 80225F

**Complimentary Brand Colors**

**BOSTON MORNING**

*Boston Blue Type*  
BOSTON BLACK TYPE

Pantone: 120C  
CMYK: 0.66.0.0  
RGB: 251.219.101  
HEX: FBD865

**BOSTON WARM GRAY**

*White Type*  
BOSTON BLUE TYPE  
BOSTON BLACK TYPE

Pantone: 7528C  
CMYK: 5.10.17.16  
RGB: 197.185.172  
HEX: C5B9AC

**Auxiliary Color**

**BOSTON RED**

*White Type*  
BOSTON BLACK TYPE

Pantone: 032  
CMYK: 0.93.76.0  
RGB: 246.50.62  
HEX: F6323E

Boston Red is not a brand color, but is used to communicate concepts such as emergency, blood or stop.

**Questions about our colors?**  
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
Brand typefaces
Along with our brand colors, the type we use gives our communications a unique look and feel. The Museo and Museo Sans typefaces have been selected to represent our brand because they have a crisp, clear appearance, but also some unique quirks that make them approachable and memorable.

Departments that produce professionally designed communications are expected to use the Museo typefaces.

Museo 300 abcd EFGH 123
Museo 500 abcd EFGH 123
Museo 700 abcd EFGH 123
Museo 900 abcd EFGH 123

Museo Sans 300 abcd EFGH 123
Museo Sans 500 abcd EFGH 123
Museo Sans 700 abcd EFGH 123
Museo Sans 900 abcd EFGH 123

Headlines and body type
Both Museo and Museo Sans may be used for headlines and display type. Body type should be set in Museo Sans 300.

Museo 700 Headline
Museo Sans 700 Subhead
Body text Museo Sans 300. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Alternate typeface
The Museo typefaces must be individually purchased and licensed. We understand that many don’t have access to them. If they are not available on your computer the Arial typeface may be substituted and is perfectly acceptable for use in letters, documents and presentations.

Arial Bold Headline
Body text Arial. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Questions about our typography?
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
Photography
Boston Children’s Hospital’s photography style is genuine, unexpected and sensitive. Our photographs should never feel staged or artificial. Subjects should look natural, as though captured in a real moment.

We prefer to use original photography, but when stock is necessary, credit the source from which the photo was obtained.

Patients and families
Images of children should be spontaneous and carefree. They should capture the joy of childhood whenever possible and support our tagline: Until every child is well. Natural light and a shallow depth of field are preferred.

Hospital staff and employees
Photographs of hospital staff and employees should be active and shot in real-life situations as appropriate. Commercial stock images should not be used to represent Boston Children’s staff and employees.

Headshots
Photos added to doctor profiles must be shot with a gray background and utilize even, professional lighting. Complimentary headshots are available for all hospital employees and can be scheduled using the BrandMaker marketing management system.

Our photo collection
Boston Children’s has photos of patients, staff, employees, facilities and many other subjects. With approval, these photos may be used for many types of projects and are available through the BrandMaker digital asset management system.

Consent
As required by the Health Insurance Portability and Accountability Act (HIPAA), all patients (or their parent or legal guardian if they are under 18) must:

» be informed that they will be photographed
» be told how their image will be used
» sign a consent form indicating that they understand and agree

Hospital employees being photographed are not required to complete a consent form.

Learn more about BrandMaker
Visit the Marketing and Communications page on Boston Children’s Today.
**Photography**

**DON'T**

✗ Show subjects in pain or distress, unless there is an editorial reason for doing so.

✗ Use photos that are harshly lit, especially from artificial overhead lighting.

✗ Be overly dramatic or show subjects in contrived or unrealistic situations.

✗ Distort proportions. When resizing, make sure that the height and width are scaled in equal measure.

**DO**

✓ Use close cropping to focus on people in order to increase dramatic effect or isolate emotion.

✓ Use good lighting with attention to depth and shadow.

✓ Be warm, playful and engaging (when appropriate).

✓ Have a fresh, unique and unexpected viewpoint.

✓ Reflect the diversity of our patients and employees.

✓ Show subjects following all proper safety and regulatory procedures.

✓ Use images that are technically sound, properly color-balanced and reproduced at the correct resolution.
Videography

Video is an important and effective communication tool for Boston Children’s. Videos should adhere to the brand voice and photographic styles established in this document to ensure that the Boston Children’s brand is expressed in a strong, consistent manner.

In addition to adhering to brand standards, we strive to uphold current best practices in videography to provide our audiences with the highest quality viewer experience. This includes standardized usage of the Boston Children’s logo in title slides, and standardized content and typography in lower thirds.

Footage

Footage should be recorded in 1920 x 1080 or greater at 24 fps with a 1/48 shutter, and should be well lit and composed. Key elements to consider:

» **Action** Is anything going on, or is this just a “talking head”? If no other footage can be incorporated, reconsider whether video is the best option.

» **B-roll** What opportunities are there to use other footage to illustrate the story?

» **Timing** How quickly can you reasonably produce the video, and is there a need to turn it around quickly?

» **Exclusivity** Does the video give the viewer a glimpse of something they may never see otherwise?

Audio

Clean, clear audio is essential. Background noise should be minimized as much as possible, unless used for effect.

Typography

Titles and on-screen graphics should be set in the Museo or Museo Sans typefaces.

Lower thirds

Lower thirds are on-screen graphics used to identify a subject and are typically placed on the bottom half of the screen. They should be set in sentence case using white letters, as shown in the example below. A subtle drop shadow may be used to enhance legibility.

When identifying a subject by name and title, the lower third graphic should span multiple lines of text.

Duration of lower third

» Start lower third 0.5 to 1 second after a cut.

» We recommend that lower thirds not be extended across multiple shots. However, clip length may dictate an extension. Please ensure the lower third remains on screen long enough to read name and title.

» Minimum/maximum total duration: 4 seconds/6 seconds.

» Cross-dissolve in and out, 10 frames, centered on cut.

» Do not cross-dissolve out lower third if the shot duration is 4 seconds or shorter. Allow lower third to end on the cut.

» When a title is up for less than 6 seconds and touches a video edit, cut the title at the edit point with no cross-dissolve.

Intro-outro

The Boston Children’s Hospital logo should appear in the beginning of the video and at the end, either as a full screen graphic or as a watermark in a bottom corner of the frame.
Illustration and data visualization

Pictures, charts and graphs can be a powerful and effective way to communicate complex data and ideas. Always look for opportunities to show rather than tell.

**DON’T**

✗ Download and use web graphics without obtaining the proper license or permission.

✗ Use poor quality artwork. There are millions of very affordable images available from a number of online stock image services.

**DO**

✓ Strive for simplicity

✓ Consult with an expert to insure your representation is correct.

**RULE OF THUMB**

Avoid clichés and stereotypes. Use images that are more abstract and suggest, rather than depict, the concept you wish to communicate.

Questions about our visuals?
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
Stationery

Elements of the Boston Children’s stationery system conform to templates in which the logo size and position are fixed, copy blocks are established and type is set in the Museo Sans typeface. This gives our printed communications a consistent appearance and allows for easy customization of business cards and envelopes through our Brandmaker online ordering system.

Printed Boston Children’s letterhead featuring the 300 Longwood address and 617-355-6000 phone number can be ordered through PeopleSoft.

For personalized letterhead, a Word template can be downloaded from BrandMaker. It features a copy block that can be customized with specific department, address and contact information.

RULE OF THUMB

Boston Children’s uses the 16:9 widescreen format for on-screen presentations. PowerPoint templates are available in BrandMaker.

Learn more about BrandMaker
Visit the Marketing and Communications page on Boston Children’s Today.
Print layout

Our brand guidelines can accommodate a variety of design styles and allows us to communicate with a wide range of audiences. While creativity and innovation are encouraged, all work is expected to adhere to the specifications and principles outlined in this guide.

Also be mindful that it is becoming less common for creative work to be distributed only in printed form. Be sure that work designed to be printed can adapt to digital media such as PDFs, website elements and social media.

Self-service brochure templates can be downloaded from BrandMaker.

Learn more about BrandMaker
Visit the Marketing and Communications page on Boston Children’s Today.

RULE OF THUMB

Don’t try to say everything on a single page. Focus on the most important information you need to communicate and provide your audience with clear direction on what you want them to do.
Website

Boston Children’s website has thousands of pages and is used by a wide range of people — from parents, to doctors, to researchers — who are all looking for specific information. In order to offer them the best possible experience it is critical that we have consistency across all pages. To do this, we use a content management system called Sitecore which is administered by Marketing and Communications. All external websites related to Boston Children’s must be built in Sitecore.

If you have need to regularly edit or update a center, department or program page, you must be an authorized user and attend a training class. To request access, visit bostonchildrens.org/digitaltraining.

If you need to make a change to a page, but are not a Sitecore user, you may submit a Remedy ticket at http://remedywebvip.tch.harvard.edu/arsys/shared/login.jsp. After logging in click “Remedy Requester”, select “Create Request” and enter “Attention: Digital Marketing” in the subject field.

Navigation

Clear navigation is critical for visitors to find the information they need. Make sure the most important and relevant topics are listed in the top left-navigation panel. Secondary information may be listed in the bottom left-navigation panel. It can also be hyperlinked within the written content on the page.

Photos, Illustration and Graphics

Follow the standards as described in the “Visuals” section.

Videos

Videos posted on the Boston Children’s YouTube channel may be embedded. In the YouTube settings, make sure to turn off “related videos” and disable “show video title and player actions”.

Embedded content

Third-party content may be embedded, but must be placed within an iframe. Flash content is not allowed.

Maximum Width for all media types should not exceed 700 pixels.
Social media

Social media is one of our most important communication tools. We reach a wide range of audiences through our strong presence on a number of social media channels.

The Social Media Team within Marketing and Communications manages multiple pages on Facebook, Google+, Instagram, LinkedIn, Pinterest, Twitter and other platforms. The principles outlined in this guide should be used by page administrators to craft posts that are brand-compliant and consistent with our other communications.

Visit the Social Media page on Boston Children’s Today for more on our social media policy or to learn about the application process for setting up a program-specific page.

Questions about print, website or social media? Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.
We can help!
Contact Boston Children’s Marketing and Communications at marketing@childrens.harvard.edu.

Download the latest *Brand Guidelines*, logos and templates.

[bostonchildrens.org/brand](bostonchildrens.org/brand)

Printed copies available at Multi-Media Services, Fegan SB