

Brand Guidelines



Where the world comes for answers



Welcome to Boston Children's Hospital, the brand.

This Brand Guidelines document is designed to help anyone within the organization who is creating either external- or internal-facing communications materials.

The guidelines are written primarily to marketers.

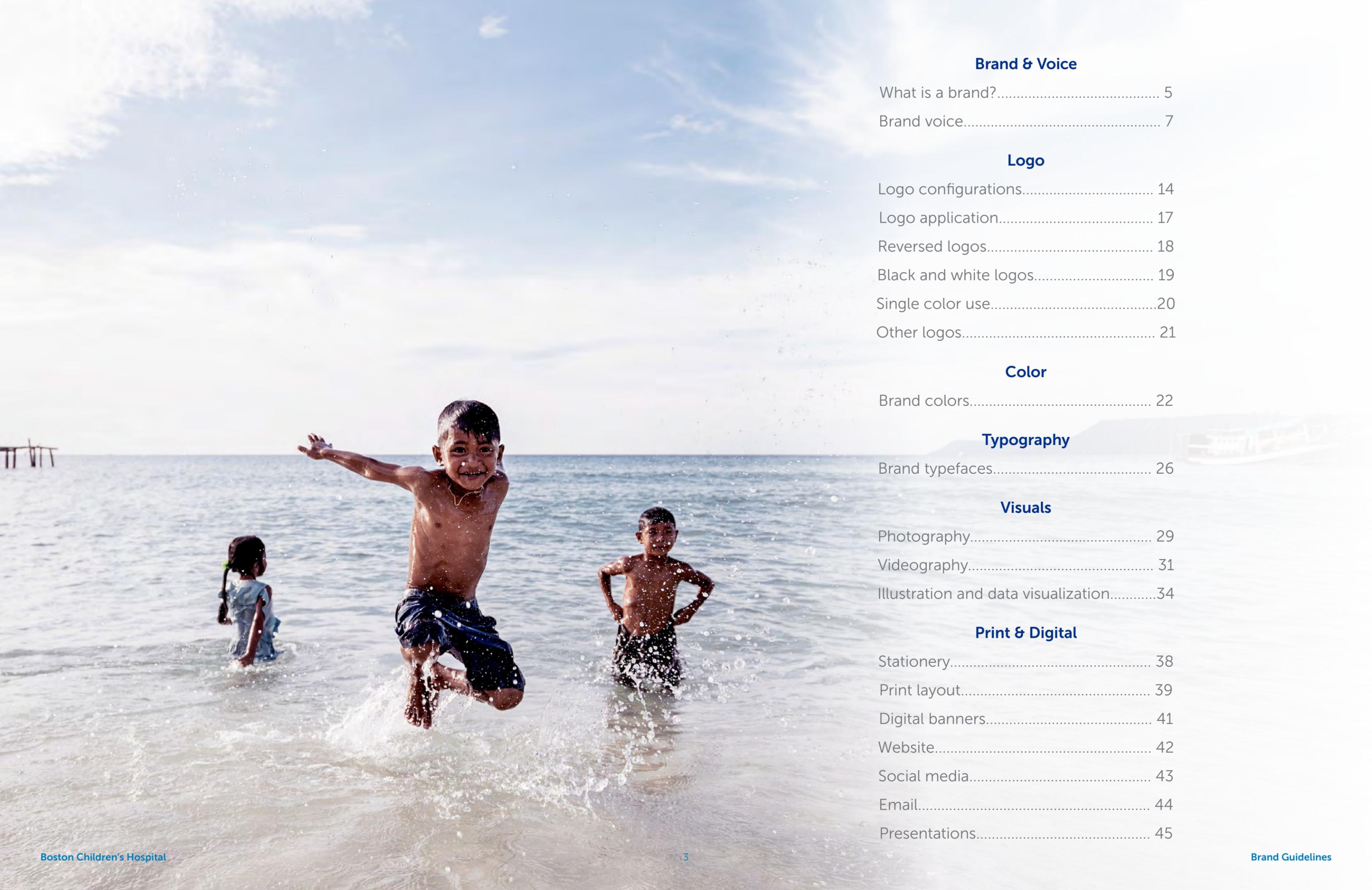
That said, we know that others within the organization, such as clinicians and researchers, will also need to use this document.

We've tried to make the content as straightforward and accessible as possible.

Boston Children's has one of the most respected brands in all of medicine. Following these guidelines carefully is a critical step in keeping it that way.

No doubt you'll have questions, so we have supplementary resources—including FAQs and downloadable files—available at web2.tch.harvard.edu/marcomm/.

As always, the Marketing and Communications Department is just a click or phone call away to answer questions and to help you get the most out of the Brand Guidelines.



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The Brand

What is a brand?

While there are many ways to define a brand, one of the best is this:

“Your brand is the space you want to occupy in the hearts and minds of your audience.”

In this incredibly noisy media landscape, a brand is ultimately the sum of all of the interactions a person has with it, from physical encounters, to messaging in paid media, or articles in the press.

As a busy hospital and research institution, some of these interactions are out of our control. But what isn't out of our control is the ability to shape the messages that we ourselves create.

And, as always, equity, diversity, and inclusion are the primary focus of our institution and should be reflected in everything we do.

Strong brands have one thing in common — they are consistent in their messaging, and rigorous in their use of a unifying brand look and voice.

Until every child is well is our mission. It's what drives us as an organization. It's our "why." That hasn't changed. However, that language should *not* be used in any external-facing communications.

Where the world comes for answers is our positioning and themeline.

It's a summation of who we are as an institution — a beacon of hope for sick children and their families, from Boston and New England to all across the globe. It works across all of our internal and external audiences.

Boston Children's is a place where top practitioners, researchers, and caregivers come together to find answers to everything from the most rare and complex disorders to the routine maladies that can afflict any child.

Where the world comes for answers is not just a calling for all audiences, it's a rallying cry that unites every member of our staff.



Boston Children's Hospital

Where the world comes for answers

Brand Voice

Medicine can be complicated and clinical. For sick children and their families, it can often be scary and confusing as well.

Medical jargon doesn't help. For example, a "positive" diagnosis is often anything but.

And terms like "palliative" and "comorbid" are not readily understood by the masses.

As the world's #1 pediatric research institution, we have the opportunity to shed a little warmth and understanding their way, and a responsibility to do it in a fashion that's easily understood.

So while it's okay for clinicians and researchers to use medical terminology when speaking peer-to-peer, it's best for us to use more conversational language when speaking to the public. This includes writing to a reading level that most laypeople can understand. Because our audience is primarily parents and adolescent patients, we aim for a sixth- to eighth-grade reading level for all consumer-facing materials.

If we are, in fact, "Where the world comes for answers," that needs to come through in how we speak to our clients and to the public.

After all, just because the subject matter is hard to understand, it doesn't mean our messaging should be.

Brand Voice

One voice, many audiences

Whether we're addressing patients and their families, referring physicians, researchers, potential donors, industry partners, policymakers, or prospective hires, we want to speak with the same voice. The one that conveys that we are "Where the world comes for answers."

A brand voice delivers: Consistency, differentiation, clarity

What our brand voice should be

Medicine can be complicated, cold, clinical, and intimidating — but our voice should be conversational, genuine, human, and approachable. To express this we should always use language that our audiences will understand. For example, don't say "aortic coarctation" if "narrowing of the aorta" will do.

Do say:

Beckwith Wiedemann syndrome (BWS) may have a genetic component, which means it could be hereditary. That's why genetic testing can be helpful in confirming a diagnosis of BWS.

Avoid saying:

Beckwith Wiedemann syndrome (BWS) has been linked to abnormal expression of genes on a region of chromosome 11 which makes genetic testing helpful with confirming the diagnosis of BWS.

Choose a friendly tense

When referring to a department or program, use the third person tense "The Department of Cardiology" only on the first reference. Use the warmer first person (we or our) for the rest of the page. The same goes for patients or families — use the second person "you" instead of the third person "patient" whenever possible.

Do say:

The Department of Cardiology at Boston Children's Hospital is dedicated to treating patients with congenital heart disease. Our team is focused on providing you and your child with the highest quality care.

Avoid saying:

Boston Children's Hospital partners with patients and families to provide excellent care.

Use active voice

Write in the active voice so that the subject of the sentence performs the action. This makes the content friendlier and easier to read.

Do say:

The patient saw the specialist.

Avoid saying:

The patient was seen by the specialist.

Brand Voice

Write like you speak

In communications, simpler is usually better. Always use a conversational tone. Avoid stilted jargon. Contractions are okay.

Do say:

We're here for you.

Avoid saying:

We exist to meet the myriad medical needs of our disparate patient population.

Be humble

We strive to be the best pediatric hospital in the world. Yet, we never want to be boastful or arrogant about it.

Do say:

Each year, thousands of children and families from around the world travel to Boston Children's to receive guidance and care from our team of experts.

Avoid saying:

The clinical expertise of the physicians at Boston Children's is unmatched. The reputation of our brilliant clinical staff attracts thousands of suffering children and families from around the world.

Avoid abbreviations and acronyms

When using abbreviations and acronyms for departments and services, always use the spelled-out name first, and then place the acronym in parentheses. It's okay to use the abbreviation after the first use. The same goes for commonly abbreviated medical terms — such as MRI, ECG, or ACL. Spell out the full term first and then use the abbreviation.

Do say:

The radiologists in our Maternal Fetal Care Center (MFCC) use state-of-the-art technology.

Avoid saying:

MFCC pediatric radiologists use state-of-the-art technology.

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.

Do say:

Our team of experts on short bowel syndrome.

Avoid saying:

The Boston Children's Center for Advanced Intestinal Rehabilitation team.

Brand Voice

Be positive

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.

Do say:

With the proper lifestyle changes and care, your child can lose weight and reduce the risk of serious health complications associated with obesity.

Avoid saying:

Obesity can cause devastating physical and psychological effects and increase the risk of developing serious, life-threatening conditions.

Use our name correctly

On every new web page or document, always use “Boston Children’s Hospital” on the first reference; after the first reference it is always “Boston Children’s,” never “Children’s” or “BCH.”

Do say:

At Boston Children’s Hospital, we care about patients. Our team at Boston Children’s is dedicated to providing family-centered care.

Avoid saying:

Our team at BCH is dedicated to patient care.

The "Answers" Brand Look

The following pages explain the look in detail.

Why our baby?

Why this?

Why us?

Why now?

If the rare and complex
reaches your family, reach
out to the #1 pediatric research
institution in the world for
answers, treatment, and hope.



Where the world
comes for answers



bostonchildrens.org/answers

The “Answers” Brand Look: A Breakdown

The “Answers” look is meant to be welcoming, simple, and human. From the photography style to the typography to the color, each plays an important role. White space, especially, helps give the brand a light, approachable look that also makes the visual stand out, without competing for attention with blocks of color.

Below is a typical layout. Overall, it should have a very open, uncrowded feel.

Below is a guide to how the various elements of a piece of communication in the “Answers” look are used.

Questions? Contact brandmarketing@childrens.harvard.edu

Headline

Set in Museo Sans 700, Boston Ocean. Type size is determined to allow ample white space with generous spacing between lines. This headline is set in 18 pt. type with 34 pt. leading between the lines.

Body copy

Set in Museo Sans 500, Boston Gray. Size should be smaller than the headline, but still easy to read. The copy shown is set in 15 pt. type with 43 pt. leading.

Why our baby?

Why this?

Why us?

Why now?

If the rare and complex reaches your family, reach out to the #1 pediatric research institution in the world for answers, treatment, and hope.



Visual

The visual, usually a photograph, should be candid or posed in such a way that it looks natural and not “staged” or forced. The photography and visual style is discussed in more detail in the Photography and Illustration sections.

Logo

The logo with tagline should not be crowded by other elements. Additional logos and information should be spaced away from it and appear below.



Where the world comes for answers



bostonchildrens.org/answers

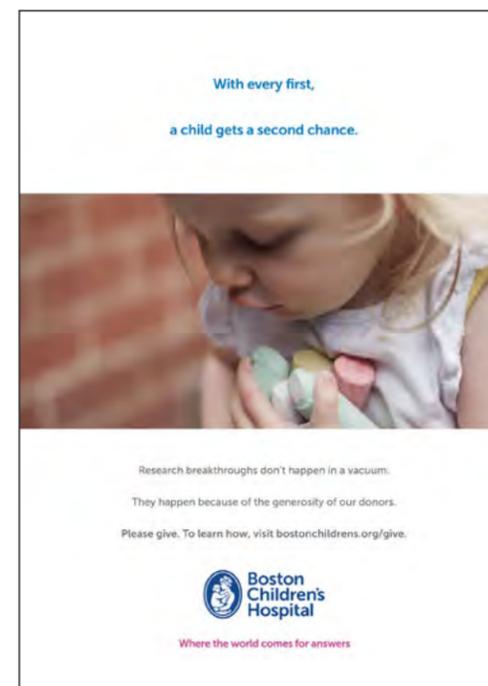
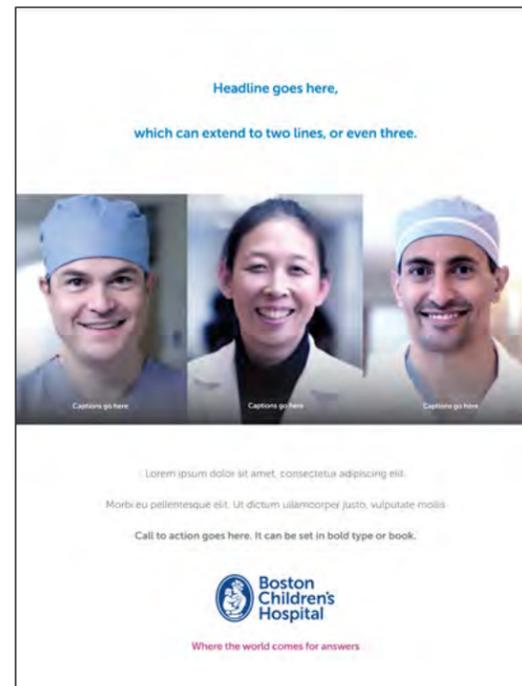
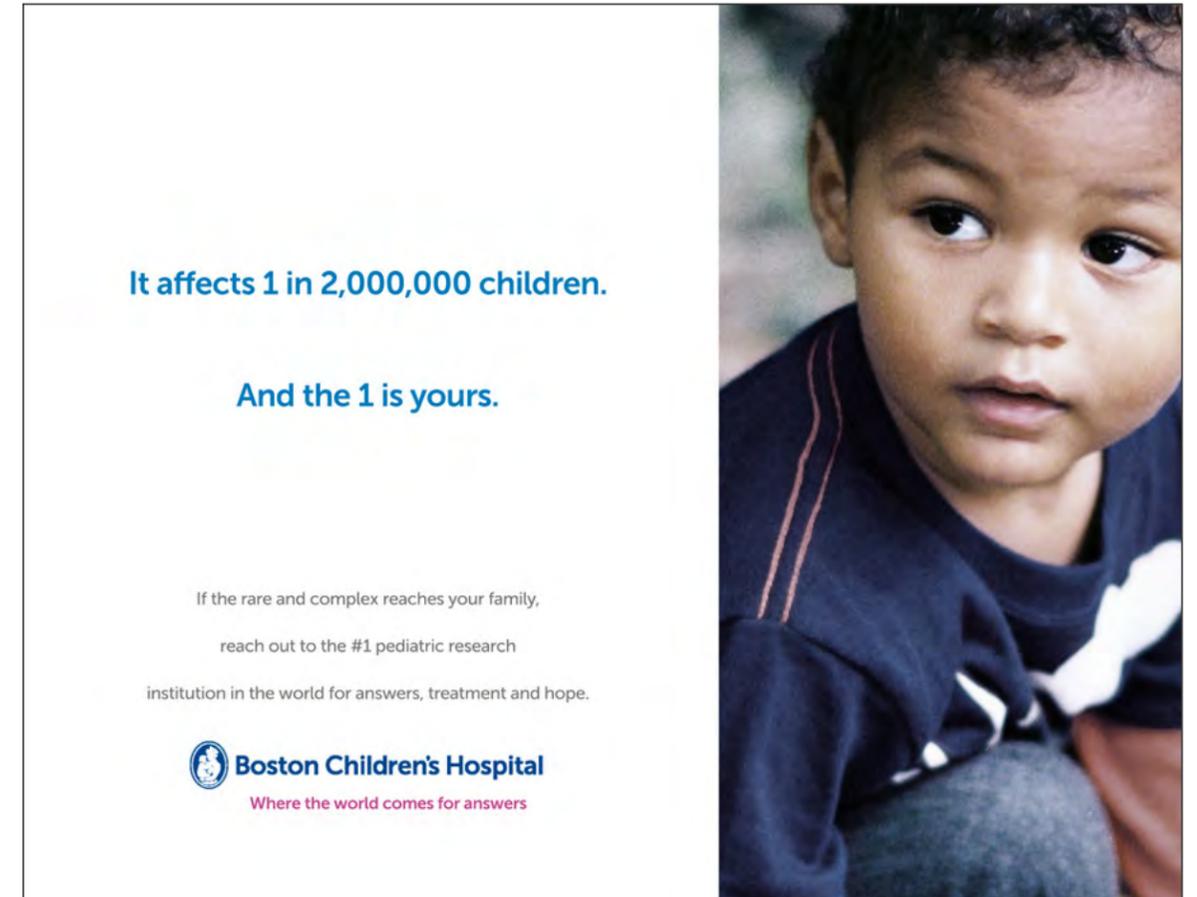
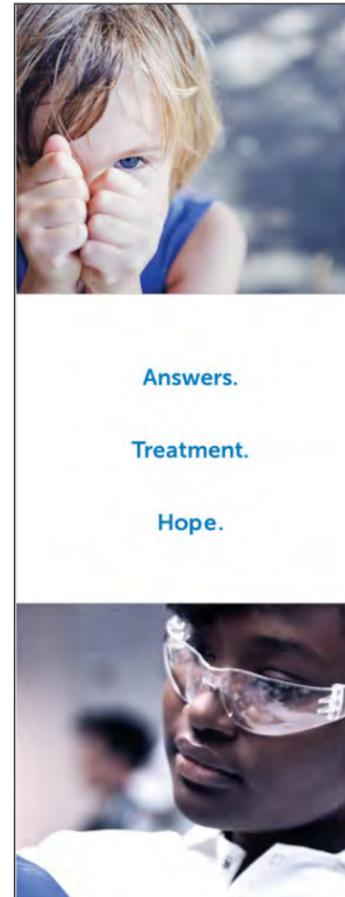
Flexibility Makes a Strong Brand

The beauty of our look is that it's designed to cut through the "noise" of a cluttered media landscape.

Clean layouts let the power of our headlines and visuals come through.

Open line spacing between lines makes our copy inviting and easy to read.

White space around the logo and lets readers know who's speaking to them.



The Logo



Boston Children's Hospital

Boston Children's Hospital Logo

This is our primary, or "umbrella" logo, and consists of three elements: The nurse-and-child seal, the Boston Children's Hospital name, and our tagline. Together they form our logo, the primary visual identifier of our brand.



Where the world comes for answers

Under no circumstances should individuals create their own logos.

Every Boston Children's logo is a component of our brand architecture system.

If you need a logo or logo lockup the Marketing and Communications team is

happy to provide you with approved files to meet your requirements.

Alternate Logo Configurations

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

If the design doesn't permit this configuration, use one of the alternate logos shown below instead.

Horizontal



Stacked



Boston Children's Logo

In certain situations the word "Hospital" is dropped from our logo. Examples include some affiliations with other institutions, locations beyond the Longwood campus or where the suggestion that hospital services are offered would be misleading or not legally permitted.

If you need clarification on whether to use the Boston Children's Hospital or Boston Children's logo please contact Marketing and Communications.



Where the world comes for answers

Horizontal



Stacked



Logo Lockups

Logo lockups are used to identify departments, locations and other entities that are part of or affiliated with Boston Children's.

Some examples are shown below. Lockups are available from Marketing and Communications.

Centers, Departments, Divisions, and Programs



Institutional Partnership Logo



Network



Logo Application

The versatility of our logo helps us communicate our brand quickly and easily across a wide variety of applications.

To achieve that we need to follow some simple rules:

DO

Download and use only approved files.

Use the logo on every piece of communication.

Allow the logo to command the space around it.

Be sure the logo's colors are properly specified.

DON'T

Alter or modify the logo in any way.

Use selected elements, such as the seal, by themselves.

Change the logo's colors.

Distort the logo's proportions.

Brand Guidelines



Where the world comes for answers

The Logo: In Reverse

In certain cases, our logo will work better in reverse, or knockout, form.

Please follow the same rules that apply to the standard logos when using the reversed versions.



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.



DON'T

Use the standard logo on a dark background.

(It may only appear in white or metallic.)

The nurse and child should always appear as the white part of the logo.

When being etched or engraved

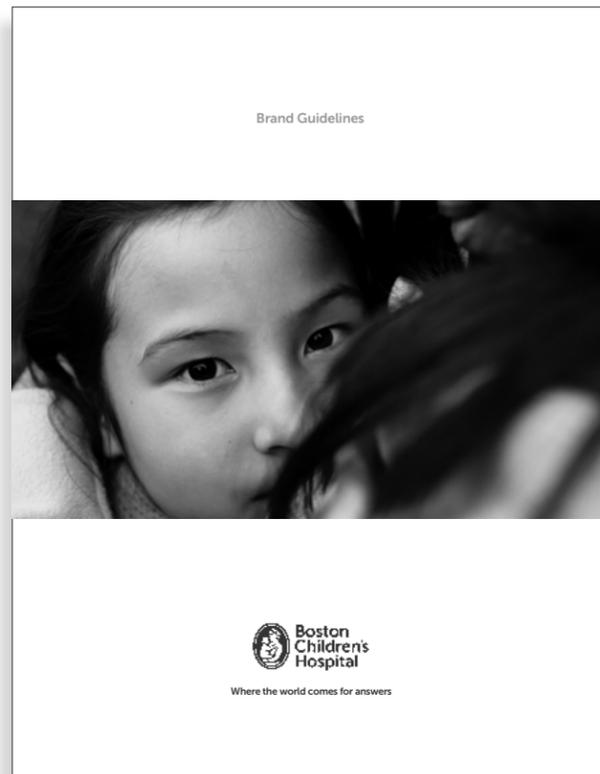
they should be lighter than the background on which they appear.

If you need further clarification, contact Marketing and Communications.

The Logo: In Black & White

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

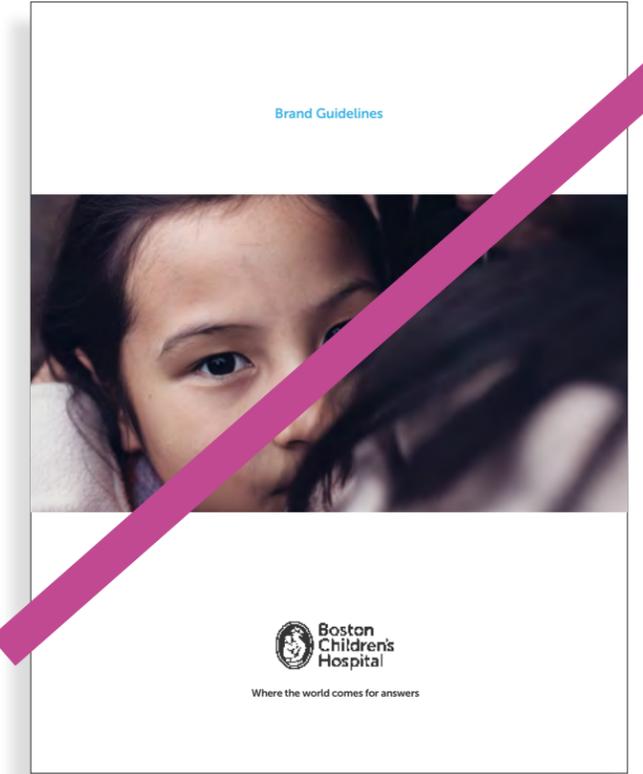


DO



DO

DO



DON'T

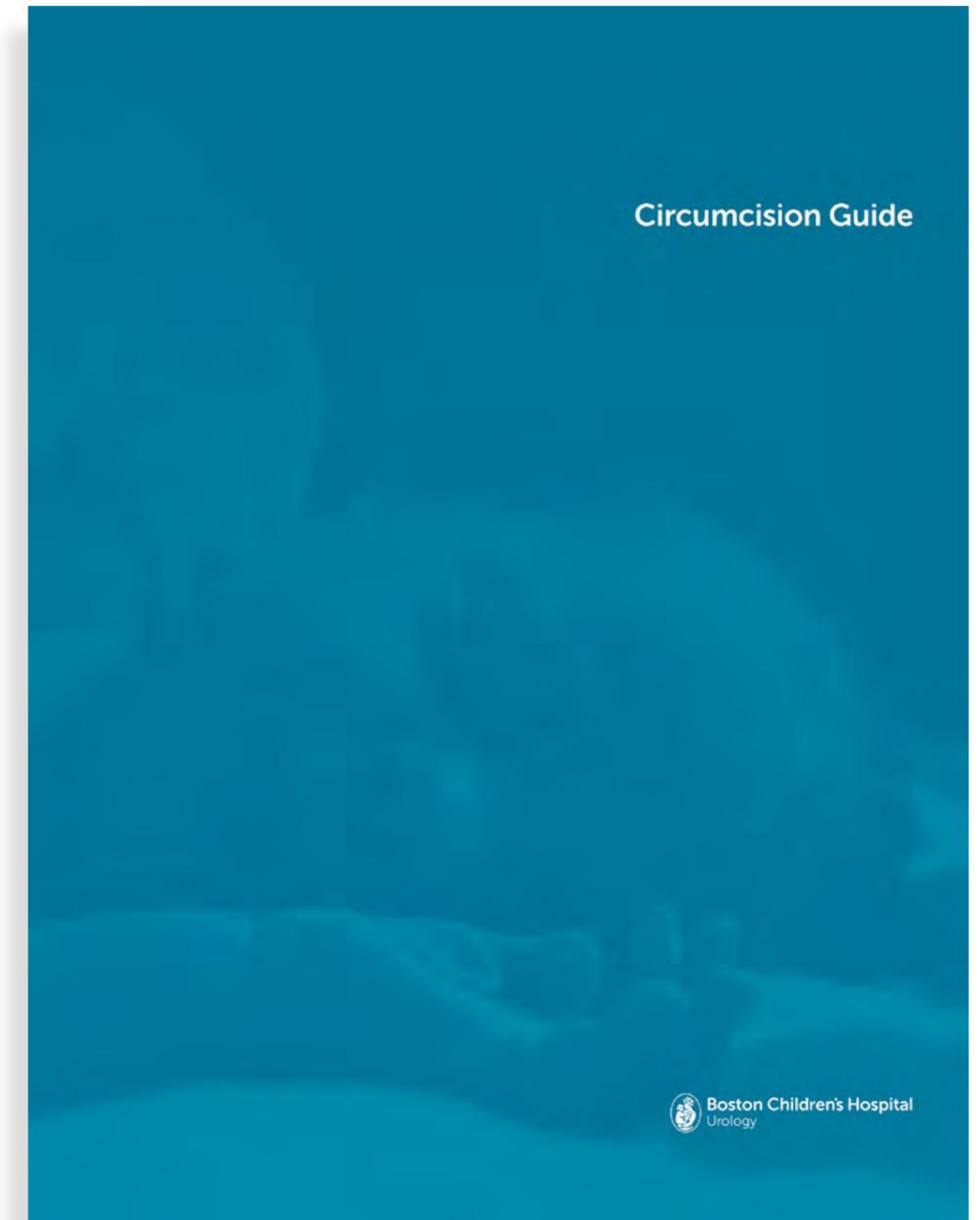
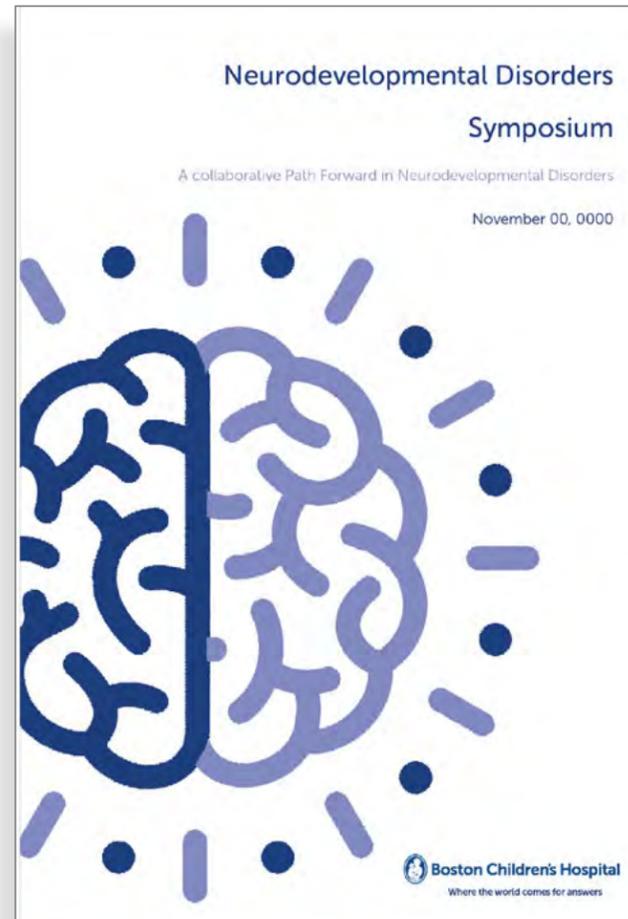
In the instance where the photograph or illustration is in color, the Boston Children's Hospital logo should be used in full color (Boston Blue), not black.

The Logo: Single Color Use

The Boston Children's logo may be used in a variety of single color executions, sometimes in knockout (reversed in white) form.

Be careful to use the logo labeled as "KO" when using the logo in white.

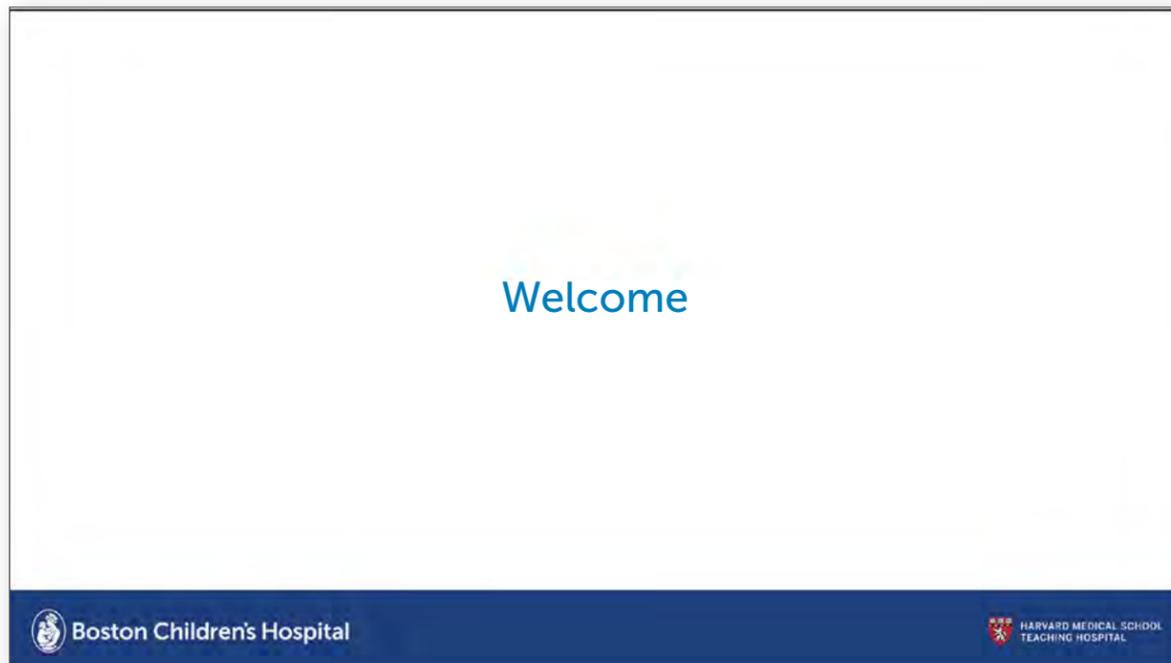
This type of execution works best for signage or brochure pages and presentation slides that function as divider pages (as in this document).



Other Logos

Harvard Medical School Teaching Hospital Logos

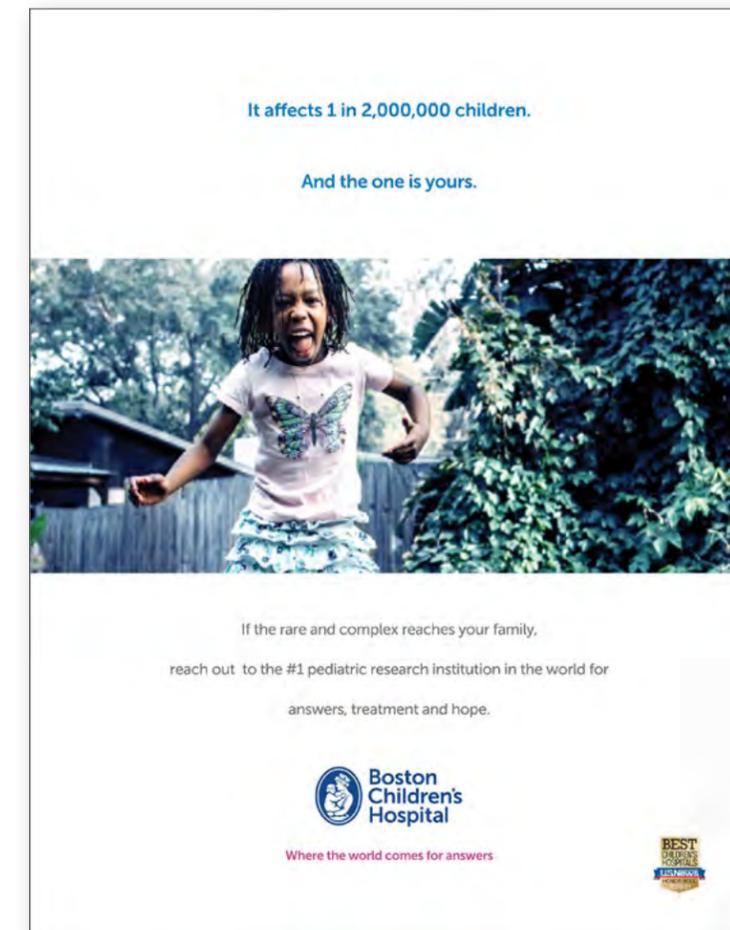
As a Harvard Medical School teaching hospital we have been provided with the logos shown below to express this affiliation.



The Harvard Medical School Teaching Hospital logo should be scaled to half the size of the Boston Children's logo.

U.S. News & World Report Badges

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 Marketing and Communications.



The Brand Colors

Core Brand Colors

Along with our brand voice, our core brand colors help give our brand our personality.

Optimistic, confident, thoughtful. A place of hope and possibilities.

These are the primary colors we use in our communications.

Secondary Accent Colors

Our secondary colors can be used to augment your designs.

The following page contains the names and formulas for each color.

Contact Marketing and Communications if you have questions on how to use them.



Boston Children's Brand Colors

	Boston Children's Color	Pantone®	CMYK	RGB	HEX	Acceptable for type or as background for white type*
Core Brand Colors	Boston Blue	287 C	100_81_0_23	0_48_135	003087	YES
	Boston Ocean	7461 C	93_32_0_0	0_125_186	007DBA	YES
	White	—	—	255_255_255	FFFFFF	YES
	Boston Gray	Cool Gray 9 C	50_40_34_17	116_118_123	74767B	YES
	Boston Sky	298 C	65_3_0_0	65_182_230	41B6E6	NO
	Boston Pink	674 C	14_76_0_0	193_73_145	C14991	YES
Secondary Accent Colors	Boston Bay	7668 C	64_54_2_5	104_117_156	68759C	YES
	Boston Green	370 C	49_0_100_30	98_128_0	628000	YES
	Boston Yellow	130 C	0_32_100_0	242_169_0	F2A900	NO
	Boston Indigo	633 C	100_5_9_30	0_115_150	007396	YES
	Black	Process Black C	0_0_0_100	51_51_51	333333	YES
	Red Alert (special use)	032 C	0_90_76_0	227_0_0	E30000	YES

* Web Content Accessibility Guidelines (WCAG) AA standard

Core Brand Colors in Use

Here are some examples of the proper use of core brand colors.

There may be times where secondary colors may be needed as subheads or accents.

Please use discretion in these cases. Also, body copy can be set in Boston Ocean to add emphasis or to differentiate from other copy on the page, as in this document.

It is important that the core brand colors are used as the dominant colors.

Secondary colors are best used to call out subheads or small amounts of body copy.



Boston Children's Hospital

BEST CHILDREN'S HOSPITALS
US News & World Report
HONOR ROLL
2020-21

#1 children's hospital six years in a row.

CONNECT WITH US

Digital Banner

Subhead: Boston Ocean

CTA box: Boston Blue

With every first,
a child gets a second chance.



Research breakthroughs don't happen in a vacuum.
They happen because of the generosity of our donors.
Please give. To learn how, visit bostonchildrens.org/give.

Boston Children's Hospital
Where the world comes for answers.

Print Ad

Headline: Boston Ocean

Tagline: Boston Pink

Body copy: Boston Gray



Gastroenterology

Advancing care.

Improving lives.

Division of
Gastroenterology,
Hepatology
and Nutrition

Boston Children's Hospital
Where the world comes for answers.

Marketing Collateral

Cover

Headline: Boston Ocean and Boston Pink

Subhead: Boston Gray

Tagline: Boston Pink

Inside spreads

Headlines: White KO of Boston Ocean

Subheads: Boston Ocean, Boston Pink

Body copy: Boston Gray



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Typography



Brand Typeface

Along with our brand colors, the type we use gives our communications a unique look and feel.

The Museo Sans typeface has been selected to represent our brand because it has a crisp, clear appearance, but also some unique quirks that make it approachable and memorable.

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

See page 10 for a sample of the typeface in use.

Questions about our brand typeface? Contact brandmarketing@childrens.harvard.edu

Museo Sans 300 abcd EFGH 123

Museo Sans 500 abcd EFGH 123

Museo Sans 700 abcd EFGH 123

Museo Sans 900 abcd EFGH 123

Museo Sans 500 should be used for large headlines.

Use Museo Sans 700 for small headlines.

Use Museo Sans 700 for smaller subheads.

Occasionally, you may need to use Museo Sans 900 for subheads.

Body copy should be set in Museo Sans 300.

Alternate Typeface

The Museo typeface must be individually purchased and licensed. We understand that many don't have access to it. If it is not available on your computer, you may substitute with the Calibri typeface in letters, documents, presentations, and emails. Only use Calibri when Museo Sans is not available.

Calibri Bold for headlines.

Calibri Regular for body copy.

A blue-tinted photograph showing a person's hands gently holding a baby's head. The image is soft and intimate, with the hands positioned around the baby's head, suggesting care and protection. The background is a light, neutral color, making the hands and the baby's head the central focus.

Photography & Videography

Brand Photography

Boston Children's photography style reflects the attributes of our brand.

It is genuine, unexpected, and sensitive.

It is authentic and unstaged.

Subjects should look natural, as though captured in a real moment.

For that reason, posed group shots are discouraged.

Original photography is preferred. Commercial stock images are allowable, but should not be used in a misleading way.

Photography should reflect the diversity of our patients and families and our community.

Do not use images downloaded from websites unless you have permission from the copyright holder.

When using public domain or open content, all terms of use must be followed.

You will need to obtain explicit consent from patients and employees before using a photo or video of them.

For more information, contact brandmarketing@childrens.harvard.edu

Hospital staff and employees

Photographs of hospital staff and employees should be active and shot in real-life situations as appropriate. Since the brand strives to be authentic, stock images should not be used to represent Boston Children's staff and employees.



Patients and families

Photographs of patients and families should always be taken with a story in mind. Let the person act naturally in whatever situation they are in, be it emotionally draining or uplifting. If they choose to pose, let them. It's better to portray a healthy patient in their most familiar setting, like their home.

A doctor's office or waiting area is not the ideal location for these types of photos.



Headshots

Employees may schedule an appointment with the hospital photographer to have their picture taken in our studio using a uniform backdrop and lighting. Clinicians should wear hospital attire to reflect a hands-on, attentive feel that reflects our commitment to transparency and real-life imagery.



Brand Photography: How To Get That “Look”

As mentioned in the previous pages, the “Answers” campaign uses color photography as its main visual imagery.

However, this isn’t typical color as you may know it.

The goal is for the photograph to have an overall cooler look that reflects the main brand colors, as shown on page 24.

The end result should have a slightly desaturated look with cooler tones overall.

Note: the visuals in the photography library will already have been color treated for this effect. We strongly encourage you to use the approved library visuals as much as possible.

Refer to the directions at right on how to achieve the desired look when using photographs from other sources.

ORIGINAL



ADJUSTED



- 1) Open an original color photo in an image editing program.
- 2) Dial back the saturation slightly. Some photos may be very rich, or saturated in color, others less so, so the amount needed may vary.
- 3) Adjust the color temperature to make it a little cooler.
- 4) If necessary, adjust the brightness until the photo has a brighter, lighter feel.
- 5) Your photo should now appear similar in tone to the adjusted example above.

Note: Use your judgment if the final results don’t match the desired results. Since all photos are different, the amount of adjustment required will vary by photo.

Videography

Video is a very important and effective communication tool for Boston Children’s that allows us to tell our stories in a powerful and memorable way.

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.

The Look and Feel



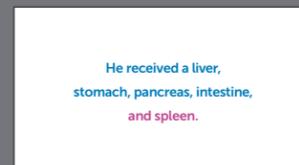
One of the most important parts of the brand look is the documentary style of the footage and video. The look requires a real life setting and people, with natural light whenever possible. Handheld video techniques should be used to achieve this effect also.



Color footage should maintain the desaturated look on the previous page (Brand Photography — How to get that look). Another option for videos is the use of still photographs as a montage. The same look and feel applies.

Adding motion to art cards to tell the story can be very effective. A music track can also be added as an emotional element.

Art Cards / Typography



Art cards are used to help tell a story or convey important information. Type should be Museo Sans 700, centered on the screen. It can be in Boston Ocean against a white background or in white against video footage or a still photo. Refrain from setting the type in any other color. The only other color used in video is Boston Pink for the tag line “Where the world comes for answers”.



Lower thirds are on-screen graphics used to identify a subject and are typically placed on the bottom part of the screen. They should be set in white, as in the image above.



The art card at the end should include the Boston Children’s logo. It should fade up and never have motion added to it.

Videography: A Storyboard Example

A storyboard is a great way to outline your video.

By mixing visuals, title cards, and your script, you'll have a great roadmap for how you'll tell your story.

See the example below.



Fetal tachycardia is when
a baby in utero has an uncommonly
fast heart rate.

Sustained fetal tachyarrhythmia
is uncommon, affecting fewer than
1% of all pregnancies.



Videography: Informational Style

Sometimes a video doesn't lend itself to a story,
as in the case of videos that are instructional or informative in nature.
This type of video might use illustrations more than live action, or a mix of both.
See the example below.

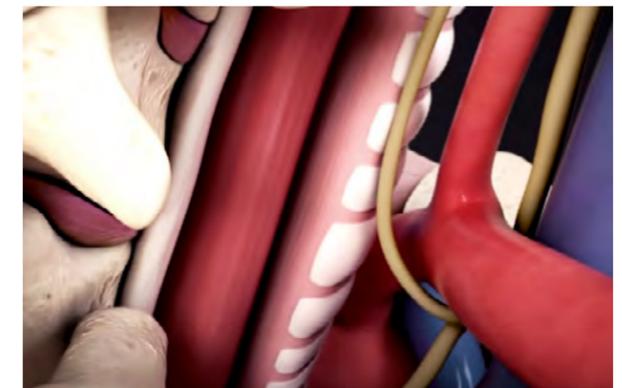
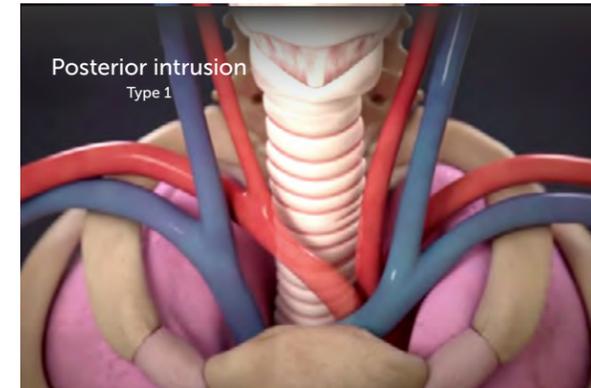




Illustration & Data Visualization

Illustration & Data Visualization: How To Use

Pictures, charts, and graphs can be very effective in communicating complex data and helping your readers understand concepts and ideas.

Always look for opportunities to show rather than tell.

The simpler the illustration, the better.

Use contemporary illustrations such as the one shown at right. Use colors from the Boston Children's brand palette. A flat appearance without subtle, dimensional shading is preferred.

Do not use images downloaded from websites unless you have permission from the copyright holder.

When using public domain or open content all terms of use must be followed.

Questions? Contact marketing@childrens.harvard.edu

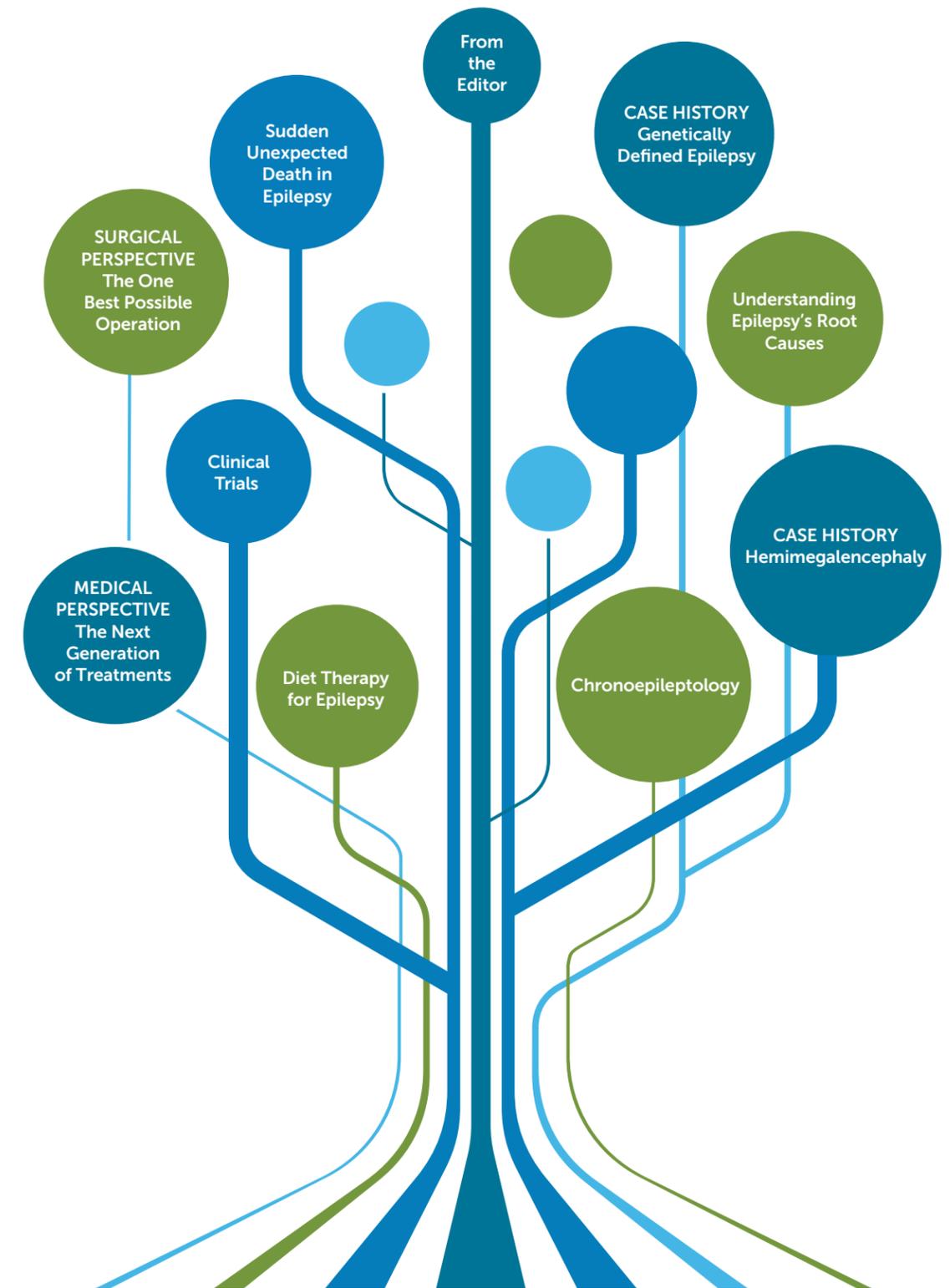
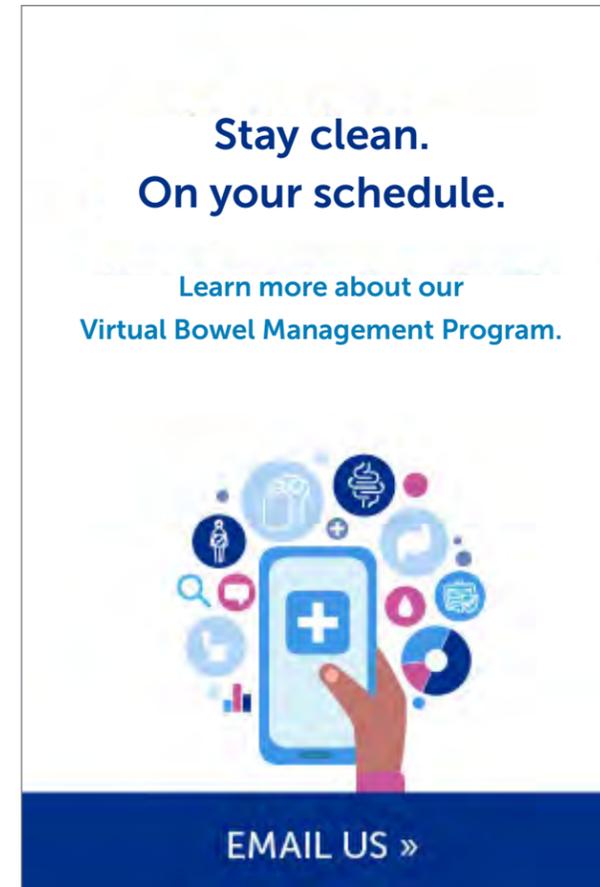


Illustration in Communications

When photography is not suitable for a project the “Answers” brand look also works with illustration. The examples on the right show ways in which our illustration style may be used effectively.

The core brand colors should be incorporated and using screens or tints of them is permissible. You may use additional colors from outside our palette when necessary.

Questions? Contact brandmarketing@childrens.harvard.edu





Print & Digital

Stationery

Marketing collateral

Websites

Social media

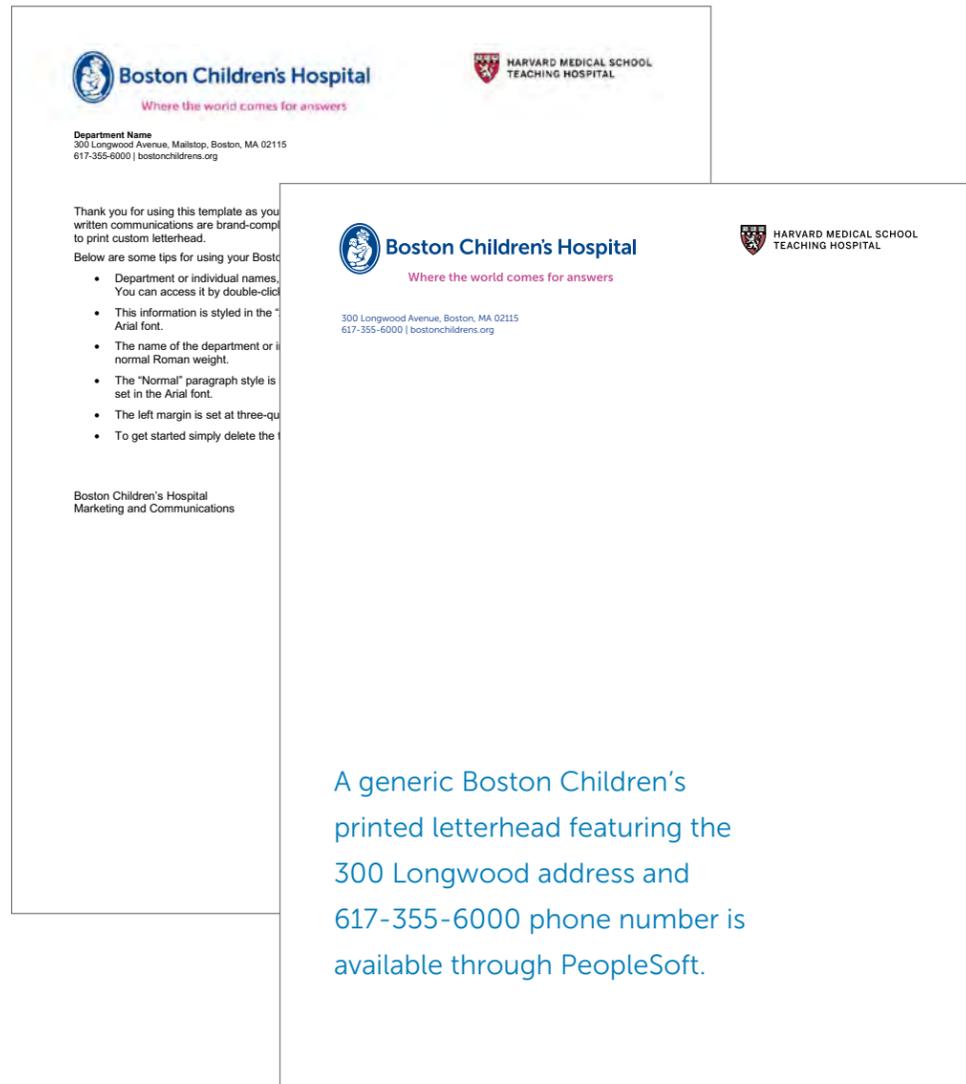
Digital banners

Stationery

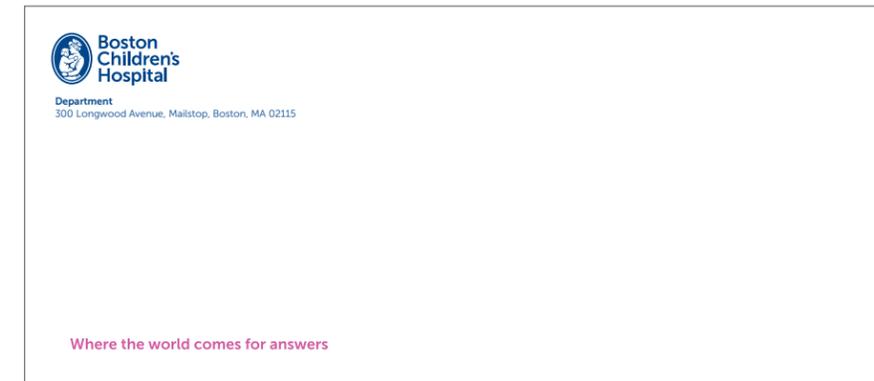
In an era of predominantly digital communications, it's still nice to receive a letter or to hold a business card in your hand. Not to mention that a lot of our communications must be delivered by mail. For those reasons, our stationery system is a very important part of our communications toolbox.

Letterhead

A digital letterhead in MS Word format that can be customized with individual or departmental information by the user is available.



Envelope



Business Card

Front



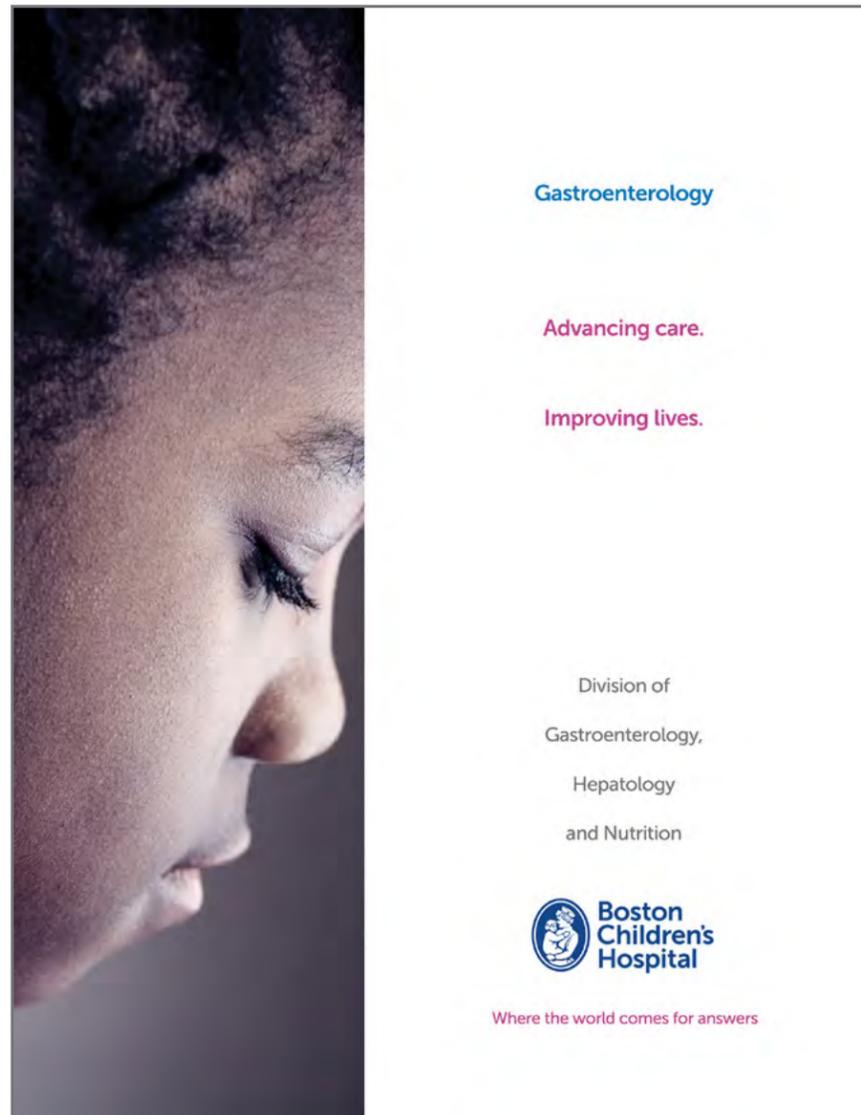
Back options



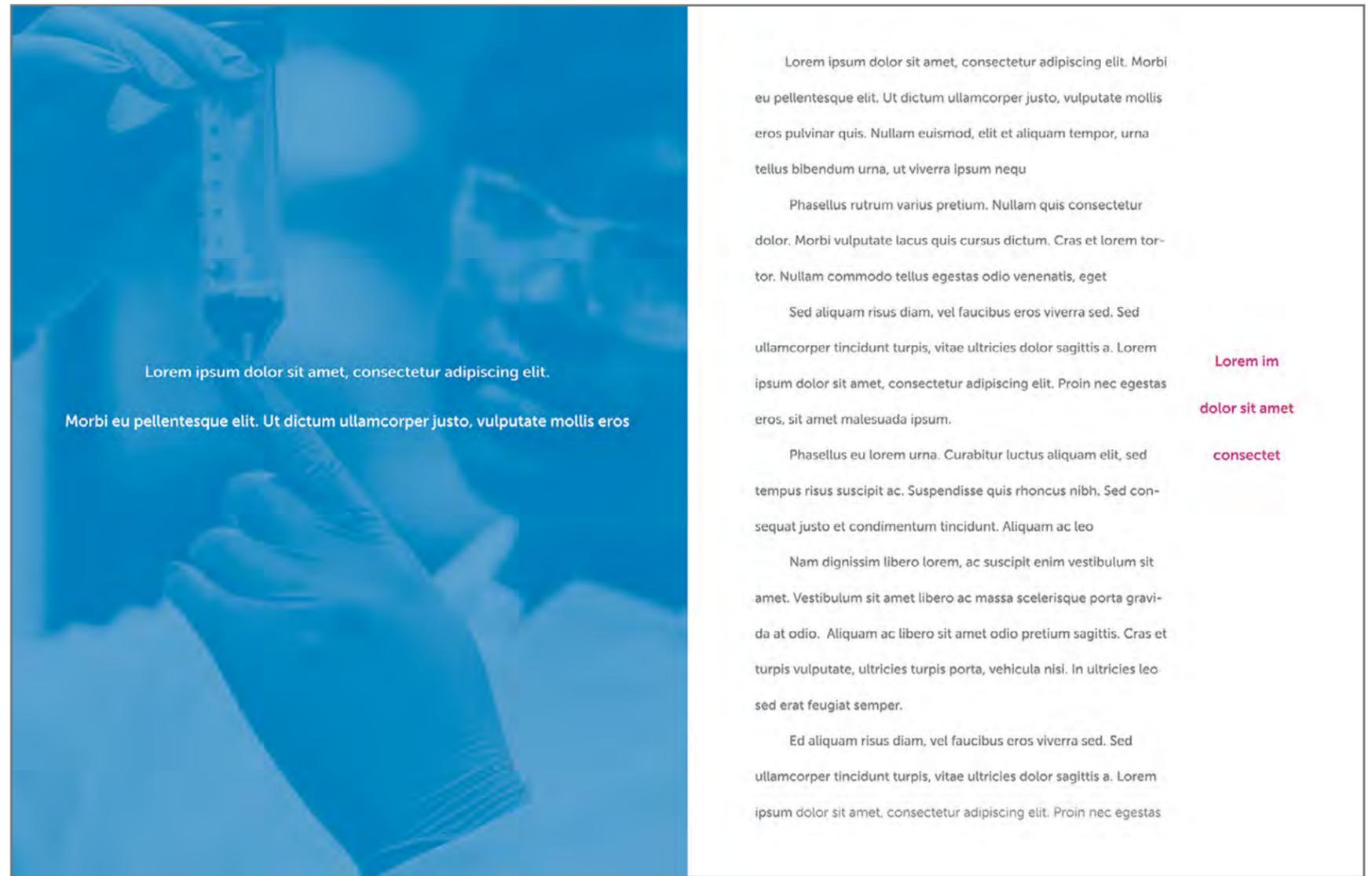
Custom business cards and envelopes may be ordered through the Brandmaker web-to-print system.

Marketing Collateral

Not only does the “Answers” branding convey the feeling of Boston Children’s Hospital, but it is also well-suited for collateral pieces that need to communicate specific details or more lengthy amounts of information.



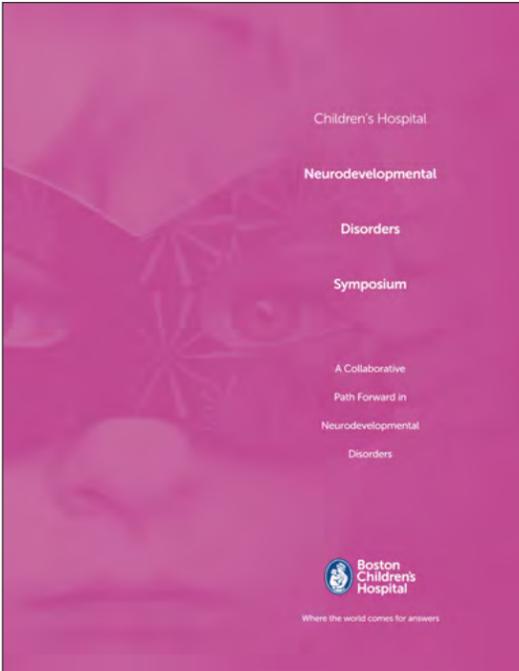
Sample Cover



Sample Spread

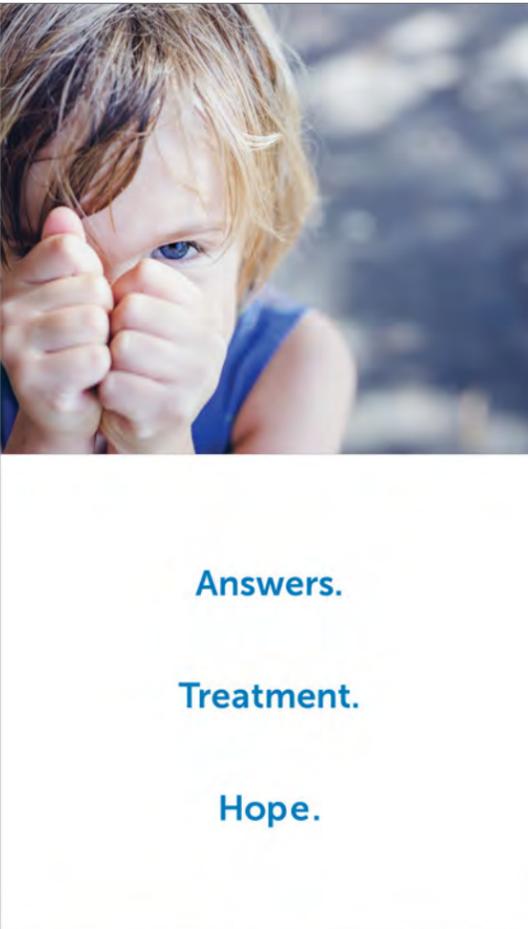
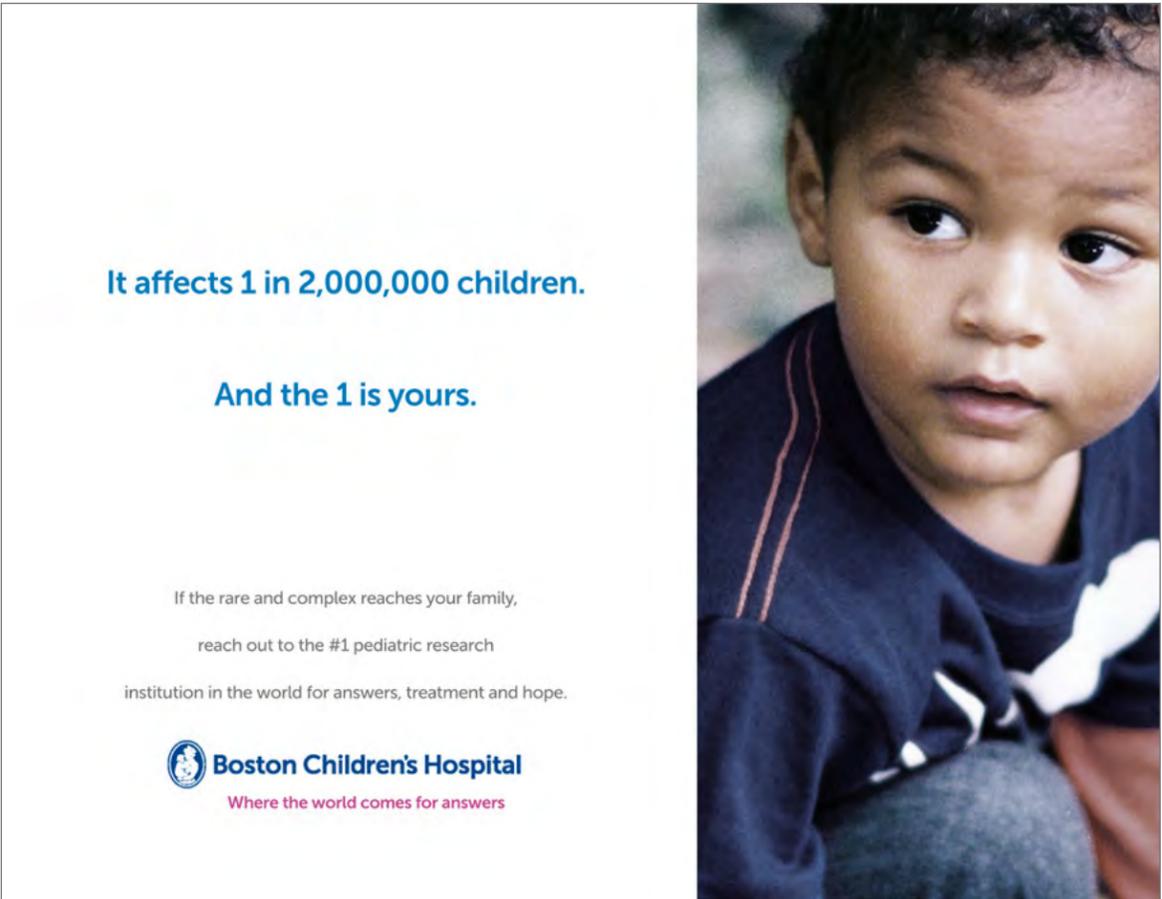
The “Answers” brochure grid offers flexibility for photo and copy areas throughout a typical brochure. Subheads can be used in the margins as shown, or in the copy areas. Brochures without photography can also use the grid. Using solid colors where the photos usually appear is an acceptable way to achieve an “Answers-like” look and feel.

Marketing Collateral



Special Event Collateral

Use the core brand colors on covers. The sample spread shown on the previous page can be used as a guide for layout and typography.



Posters and Banners

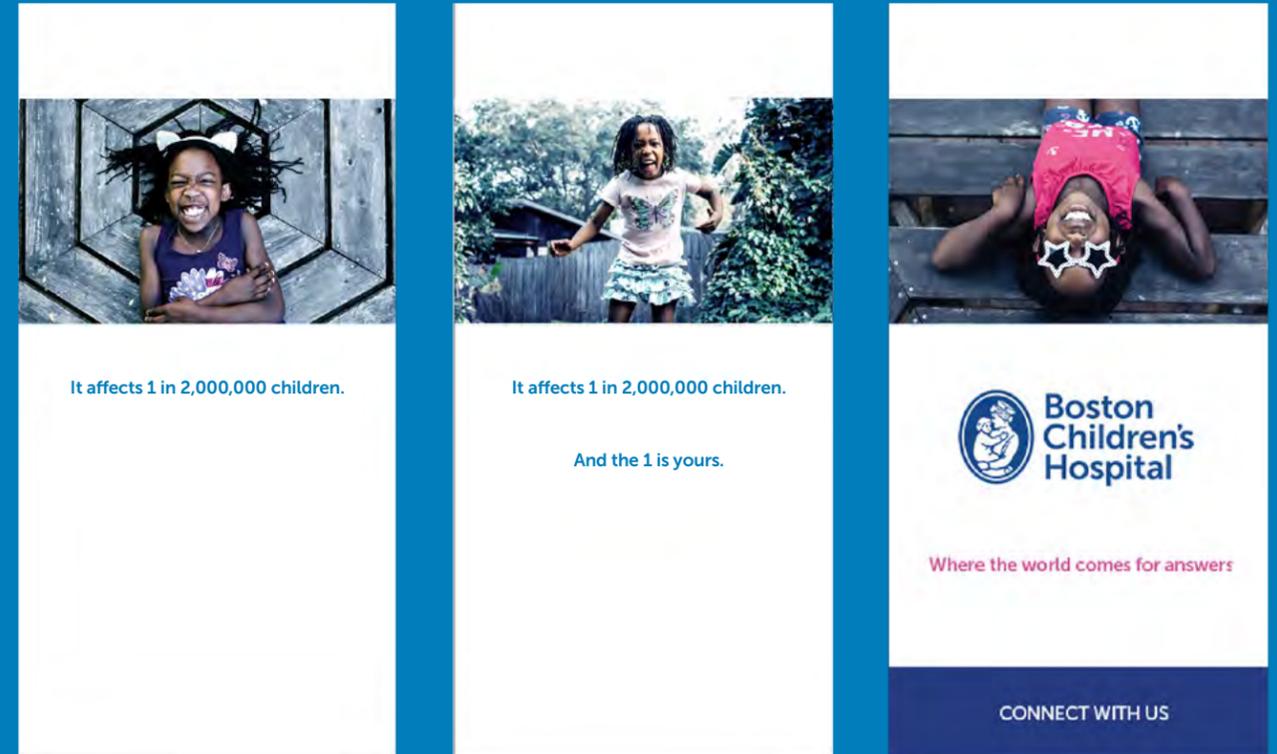
Posters and banners can also reflect the "Answers" look by incorporating core brand colors, white space, and color-corrected photography.



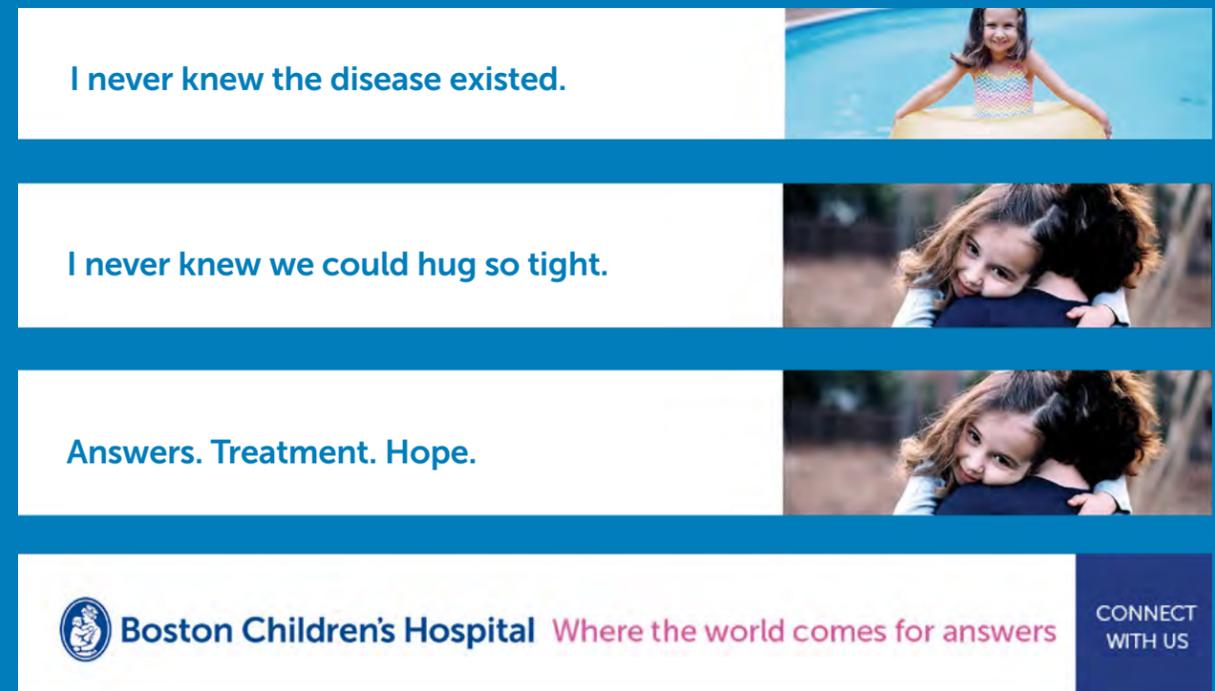
Digital Banners

Digital banners reflect the clean and simple look of the “Answers” print branding.

Most use a two-part headline that is revealed after the opening page.



300 x 600



728 x 90

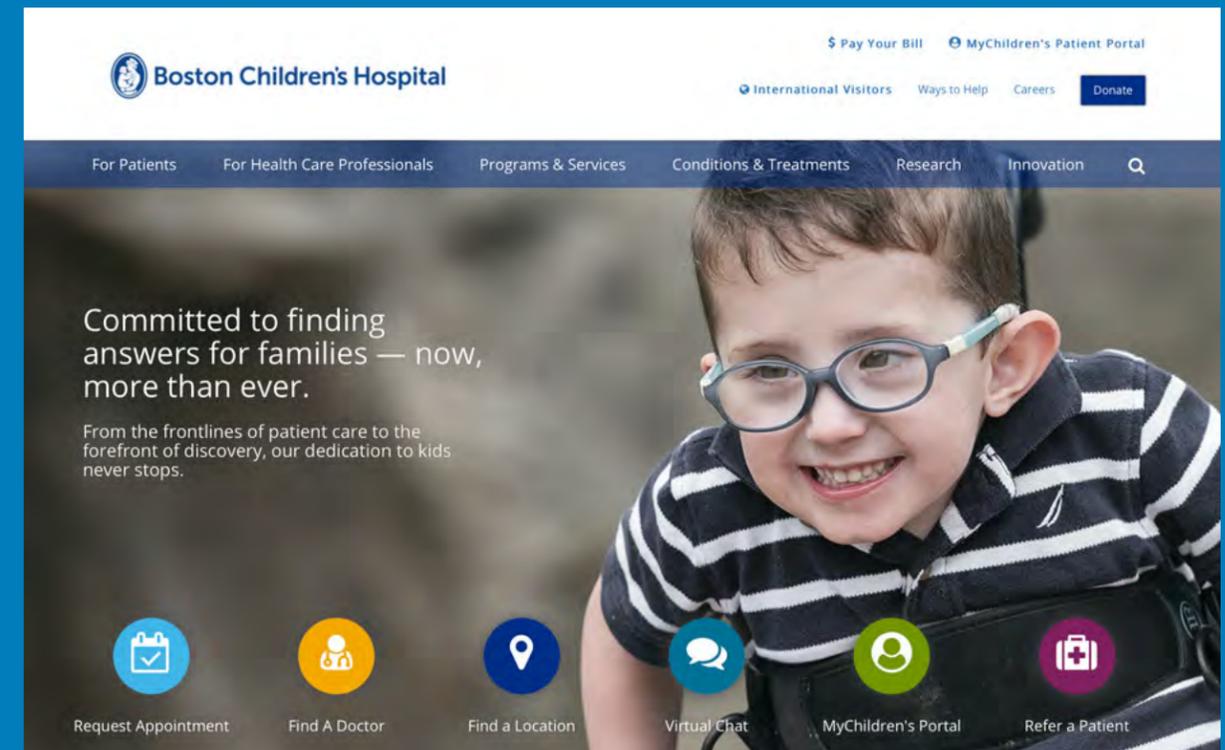
Website

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.

To offer our audiences the best possible experience it is critical that we have consistency across all pages. To do this, we use a web content management system (CMS) called Drupal, which is administered by Marketing and Communications.

All external websites related to Boston Children’s must be built in our prescribed CMS and be approved by Marketing and Communications. If you need to regularly edit or update a center, department, or program page, you must be an authorized user and attend a training class.

If you need to make a change to a page, but are not a CMS user, you may submit a JIRA ticket.



Sample Homepage

Social Media

Not surprisingly, social media is one of our most powerful and effective communications tools, and it's only growing in importance every day.

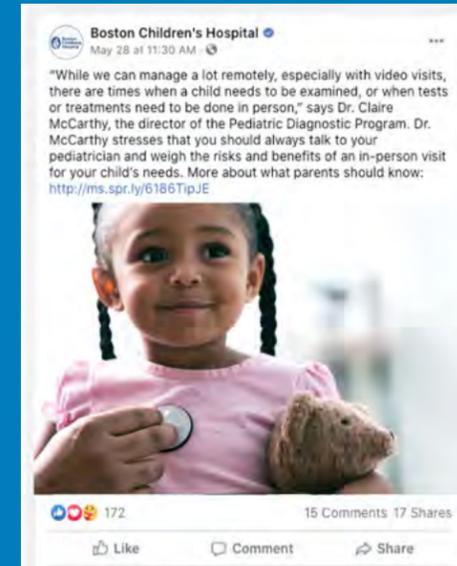
Our strong presence on social channels allows us to reach and engage a wide range of audiences, from families and caregivers to researchers and donors.

The Social Media Team within Marketing and Communications manages multiple pages across Facebook, Instagram, LinkedIn, Pinterest, Twitter, Snapchat, and other platforms.

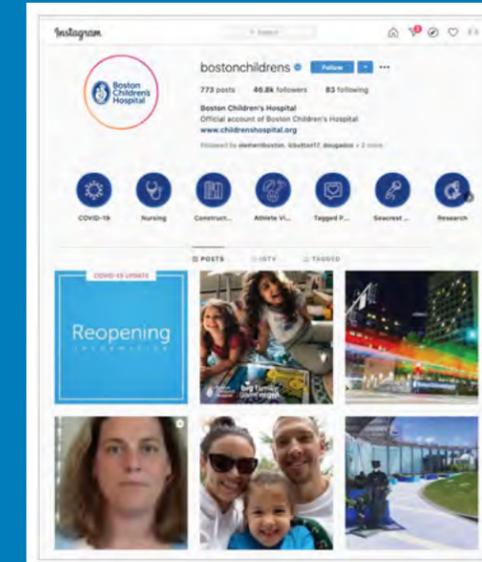
Page administrators should use the principles outlined in this document to create posts that are brand-compliant and consistent with our other communications.

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.

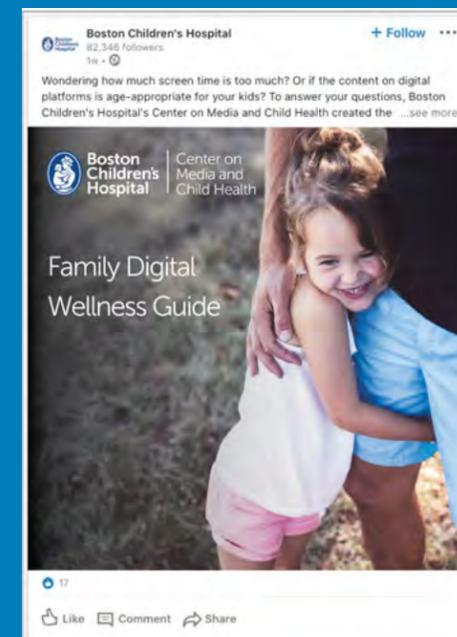
Questions? Contact social.media@childrens.harvard.edu



Facebook



Instagram



LinkedIn



Twitter

Email

Custom emails are widely used in our communications.

To the right are sample emails using the “Answers” look and feel.

Language and tone is important when speaking to others.

Additionally, some helpful pointers:

All external email marketing communications should have a

Boston Children’s logo on the email, preferably in the upper left-hand corner.

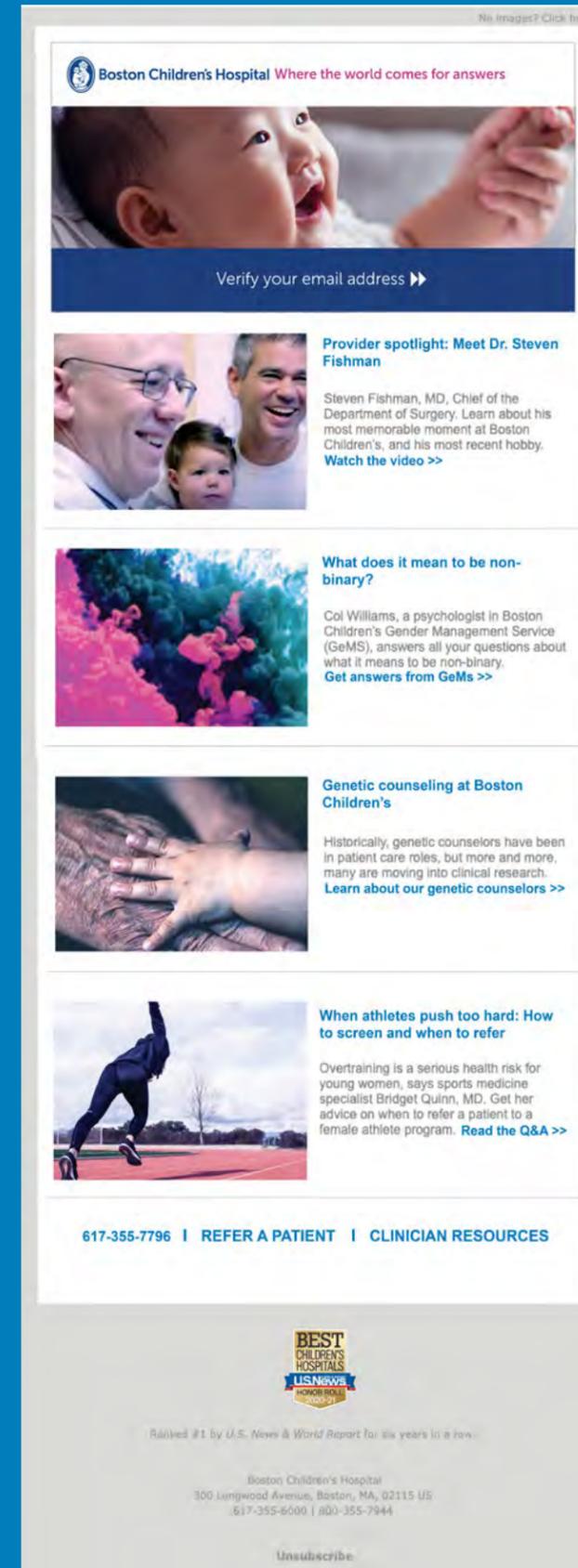
Strive to keep a balance of imagery and copy.

Emails should have a call-to-action that directs the reader to the

relevant location on our website.

Note:

Calibri, our alternate typeface, for HTML type.



A typical email in the “Answers” format uses the primary colors discussed previously along with engaging, candid photos or illustrations.

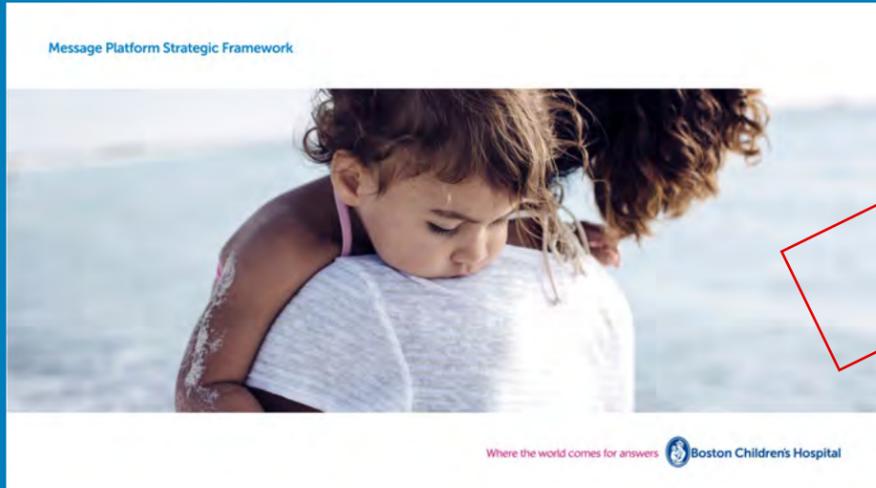
The headline of the email should dominate the page either with type size or whitespace, or a combination of both.

Presentations

Presentations are obviously an important part of Boston Children’s communications, and the “Answers” platform gives your presentations a consistent look and feel.

Below is an example of a presentation using the “Answers” platform. The grid is flexible enough to allow for illustrations, long or short copy and photographs.

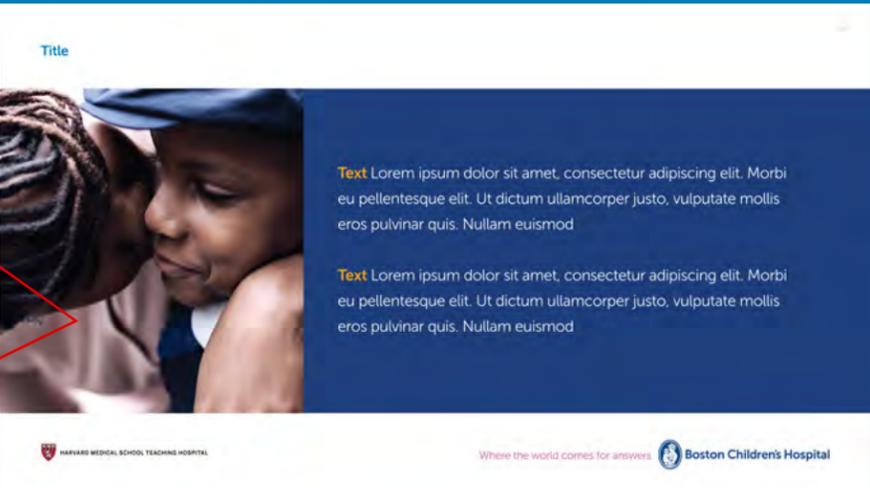
Please refer to the earlier pages of this document for color, photo, and illustration guidelines.



Opening / Title Page / Option 1



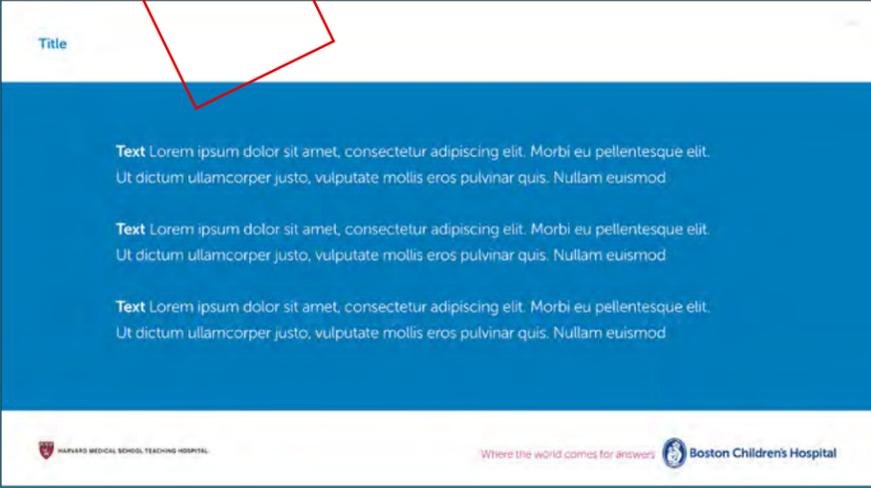
External Presentations



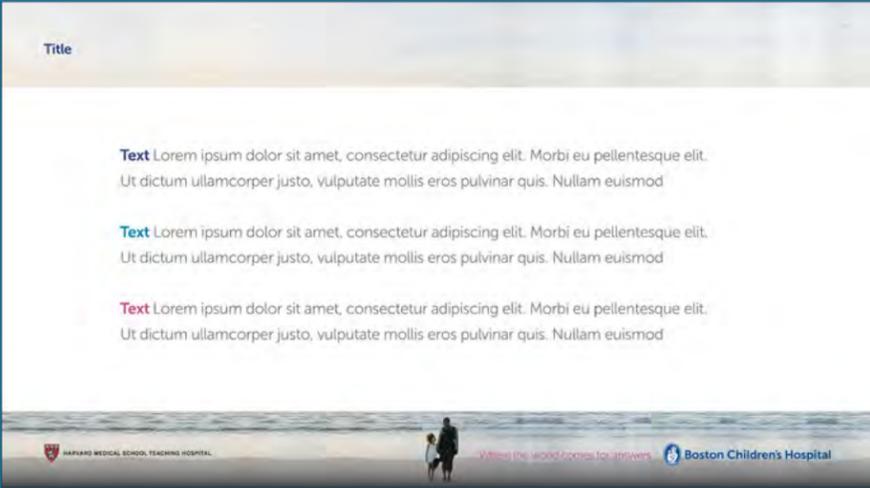
External Presentations



Opening / Title Page / Option 2



Internal / Data Presentations



White Background Template

Thank you for your time. Let us know if you have any questions.

We can help:

Contact Boston Children's Marketing and Communications at brandmarketing@childrens.harvard.edu.



Where the world comes for answers

