

Le Bonheur Children's Hospital has undergone many changes since it opened in 1952. But in all that time, many things remain constant. Most important is our dedication to taking care of children who need our talent, expertise and compassion.

Our logo represents this priority and reflects the longevity, stability and rich heritage of Le Bonheur to the larger community we serve.



LOGO STANDARDS MANUAL

Our heart is prominently positioned inside our name. This “Stitched Heart” is a symbol of our organization and represents a cherished part of our collective heritage. It is also the most recognized part of our logo, and therefore must be treated appropriately in order to represent our mission and interests.

Please take time to read through these usage standards for our logo. Familiarize yourself with the general guidelines and use this document as a reference when you're working on any projects that involve the Le Bonheur Children's Hospital logo.

Le Bonheur
Children's Hospital

QUESTIONS?

If you have questions or difficulty understanding the proper use of the logo, contact the Le Bonheur Marketing Department for guidance.

901-287-6030 | lebonheur.org/logo

Le Bonheur

Children's Hospital



PMS 185 Red

**Le Bonheur Red
CMYK**

Cyan = 0
Magenta = 93
Yellow = 79
Black = 0

RGB
228, 0, 43

HEX
#e4002b



PMS Reflex Blue

**Le Bonheur Blue
CMYK**

Cyan = 100
Magenta = 89
Yellow = 0
Black = 0

RGB
0, 20, 137

HEX
#001489

This is the preferred use of the logo. It appears in color with an acceptable space perimeter (see “Minimum Margin of Clearance” section on Page 5). For all color uses, the printing industry standard Pantone® Matching System (PMS) colors are noted and must be used. The strictest quality control measures should be applied when reproducing the logo colors.

The logo has been designed to be versatile and adaptable to a variety of applications.

The two primary colors of the logo are **PMS 185 Red** and **PMS Reflex Blue**.

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METHODIST HEALTHCARE FAMILY TAGLINE



- ✓ INTERNAL AUDIENCE
- ✓ EMPLOYEE RECRUITMENT
- ✓ PATIENT MATERIALS/MESSAGING
- ✓ MEMPHIS DMA MEDIA DISTRIBUTION



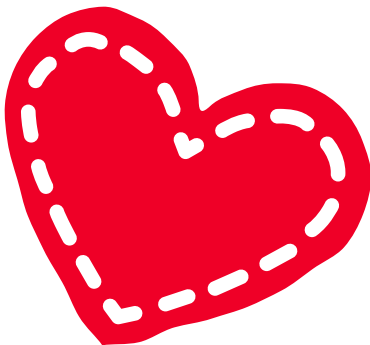
- ✓ OUTSIDE THE MEMPHIS DMA
- ✓ FUNDRAISING
- ✓ VIDEO GRAPHICS, WEB AND DIGITAL APPLICATIONS
- ✓ SIZE REQUIREMENT (SMALLER THAN 2" WIDE)

In certain applications, the tagline “Methodist Healthcare Family” may/may not appear as part of the logo. The inclusion of the tagline is particularly applicable for **internal audience** (Associate-directed) communications. This configuration of the logo with the tagline is also appropriate for all **patient-facing** printed materials and messaging. Inclusion of the tagline is preferred for **consumer-facing** messages distributed within the primary geographic market defined as the Memphis Designated Market Area (DMA) only.

Beyond the reach of the Memphis DMA, it is preferred that the tagline **not** be included in consumer-facing content; this is also true of any messages of a **fundraising** nature, no matter where they appear. This version of the logo (without the tagline) is also preferred for use in **video** graphics, as well as for **web-based** and other **digital** applications.

If you have a question about proper use of the tagline, contact the Le Bonheur Marketing Department.

STITCHED HEART ICON



Sparingly, and only with prior approval from the Marketing Department, the Stitches Heart icon may be used as a stand-alone element. In those instances, the icon **MUST** appear in its approved red color (PMS 185). If the Stitches Heart is authorized to appear separately, every effort should be made to include the full logo in close proximity/association with it. No alterations or additions of any kind may be made to or superimposed onto the Stitches Heart itself.

3

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Le Bonheur

NO SPACE



LINE BREAK



THE LE BONHEUR NAME

Even when the logo is not used, it is important that the Le Bonheur name always appears correctly. Be sure that in all materials, including personal/professional correspondence, the spelling of our name is correct AND that a space is ALWAYS present between “Le” and “Bonheur.” It is also important to ensure that these two portions of our name appear together on the same line.

LOGO USAGE

COLOR USAGE

The logo may appear on solid colors as a solid white (reverse) logotype with the Stitched Heart icon appearing in its approved red color with white stitches. The background color should be complementary to the authorized logo colors. Acceptable usage is shown at left appearing on a Reflex Blue background.



DARK COLOR

When appearing on a dark, solid-color background, the logo should be reversed to white. The Stitched Heart icon should be reproduced in its approved red color with white stitches.



LIGHT COLOR

When used on a light, solid-color background, the logo should be used in its approved two- or full-color application.



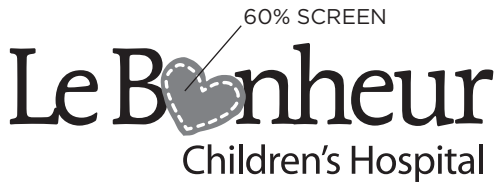
ONE COLOR

Acceptable colors for the one-color logo are Black, PMS 185 Red, PMS Reflex Blue and White.

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ONE COLOR - SCREEN

When produced in one color, the Stitched Heart icon appears as a screen of that color at a 60 percent value. This is preferred over the use of the logo in a solid only. Acceptable colors for the one-color logo are Black, PMS 185 Red, PMS Reflex Blue and White. Refer to “Color Usage” section.

ONE COLOR - SOLID

When produced in solid color, the Stitched Heart may also appear in full color value as part of the full logo. While this is not the preferred use, it is an acceptable alternative. Acceptable colors for the one-color logo are Black, PMS 185 Red, PMS Reflex Blue and White. Refer to “Color Usage” section.

MINIMUM MARGIN OF CLEARANCE

The logo should always appear with ample white space surrounding it. The minimum space required is equivalent to the height of the letter “e” in the word “Le Bonheur” as it appears in the logotype. This margin should be maintained as illustrated.

MINIMUM SIZE

The logo, in its entirety, should appear no smaller than 2 inches in width when the “Methodist Healthcare Family” tagline is used, OR no smaller than 0.75 inches in width without the tagline. All uses of the logo in these small sizes must be in proper proportions. Questions about the use of the logo with/without the tagline should be directed to

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the Le Bonheur Marketing Department.

REVERSE USAGE

The reverse logo has two alternatives. The preferred use is for the Stitched Heart icon to appear as a gradient (60 percent) of the solid (black). The alternative is for the icon to fully reverse to white, leaving the stitches to be reproduced in the solid.

INCORRECT USAGE

The following examples illustrate unacceptable uses of the logo and its various elements. Alteration of the logo in any way is prohibited.

NO HEART



SIZE OF HEART ALTERED



ALTERED PROPORTIONS



BUSY BACKGROUND PATTERN



WORDMARK WITHOUT "CHILDREN'S HOSPITAL"



TOO SMALL



Architectural, directional and other external signage may involve special circumstances and must be approved by the Le Bonheur Marketing Department IN ADVANCE.

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