



Style Guide

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Children's Health™ Care Network Style Guide

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Licensed Marks

Standard Character Name:

Children's HealthSM Care Network



Children's Health Care Network Logo

Clear Space

- To ensure the Composite Mark is easy to see, there must be a buffer zone or clear space surrounding it to prevent visual interference from other design elements. The clear space is equal to (or larger than) the height of the balloon in the Children's Health mark.
- The clear space area framing the Composite Mark must be kept free of typography, photography, patterns, folds, surface edges and page trim which may interfere with the legibility and visibility of the Composite Mark.
- More generous use of clear space surrounding the Composite Mark is always preferable. To the right is an example of a use that complies with this mandatory guideline.



Sizing

Size and scale will depend on the application; however, the Composite Mark should never appear in heights less than .5" and widths less than 3."

Aspect Ratio

The Composite Mark should maintain an aspect ratio of 50% of Provider's main brand. It shall never be equal in size or larger than the size of the logos representing Provider's brand(s).

In the event the 50% aspect ratio is too small to have the desired impact, please contact the Children's Health Care Network Designated Representative to review adjustments.



Children's Health Care Network Typography

The font is always Helvetica Neue. The Composite Mark should never be modified to use a different font.
In powerpoint or word documents, Arial may be used for copy.

Helvetica Neue

Helvetica Neue 35 Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue 45 Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue 55 Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue 65 Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Neue 75 Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Children's Health Care Network Colors

Color configurations have been carefully designed for a wide spectrum of uses. Any additional desired versions of the logo must be provided by Children's Health Creative Services. Do not alter the color placement in any part of the composite mark. Only use approved artwork on applications.



Positive logo (Preferred)



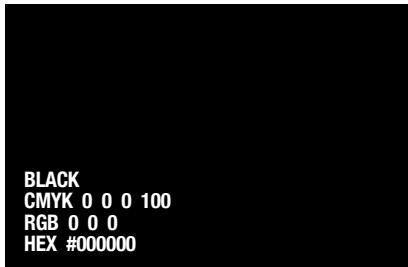
Reversed logo



Gray scale Logo
(For Black and White Documents Only)

Children's Health Care Network Colors

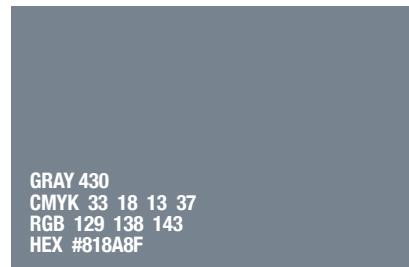
Approved colors



BLACK
CMYK 0 0 0 100
RGB 0 0 0
HEX #000000



RED 032
CMYK 0 100 100 0
RGB 255 0 0
HEX #ED2939



GRAY 430
CMYK 33 18 13 37
RGB 129 138 143
HEX #818A8F

Background colors

- The preferred background color is white.
- The Composite Mark should never appear on backgrounds that make it difficult to see. Avoid designs or patterns, photographic backgrounds and any background color other than those listed here.



White background (preferred)



Alternative backgrounds include clear/transparent, blue (PMS 2945), red (PMS 032), teal (PMS 631), and black.

Children's Health Care Network: General

Children's HealthSM Care Network is a collaborative network with a shared vision to make life better for children. Members of the Children's Health Care Network remain independent entities.

The Children's Health Care Network mark depicted in Appendix B is a combination of one individual mark, plus the words Care Network Member ("Composite Mark"). The Composite Mark must be used consistently throughout branded materials and not be re-drawn or re-arranged in any way.

The Children's Health Care Network name ("Name") and Composite Mark should be used in conjunction with (and only with) Provider's name and marks to associate Provider's business with the Children's Health Care Network, but they should never be: (a) represented as the dominate brand, (b) used as a stand-alone brand, (c) used alongside or in association with any non-Provider brand, or (d) used to associate solely with any individual related to Provider's business (e.g., the Name and Composite Mark may be used to associate with Provider's facility or group, not individual physicians on Provider's medical staff or part of the group).

Children's Health Care Network: Written/Verbal Guidelines

When using the Name (and not the Composite Mark), the phrase “A member of the Children’s Health Care Network” should be used.

Children’s Health Care Network should be written as four words in all references, with space between the words, and initial capital letters. It is never abbreviated nor represented by an acronym. The four words shall never be separated on multiple lines.

In the event spacing requires a separation in text, the words “Children’s” and “Health” must appear on the same line, never separated.

A superscript “SM” should follow the words Children’s Health in the first appearance in all formal communications. After the first appearance, the words may be written without the “SM.”

Children's Health Care Network: Advertising and Marketing

The Name and/or Composite Mark may be used as follows. Any uses not specifically addressed below shall be submitted for prior approval in accordance with **Sections 2.2 and 2.3 of Attachment B** of the Children's Health Care Network, Network Agreement.



Children's Health Care Network: Signage

The Composite Mark may be included on interior signage such as in a patient waiting area.

The Name and Composite Mark may not to be included on exterior signage, including outside of a clinic door, on a directory listing, or monument signage.

Children's Health Care Network: Collateral, Advertising, and Community Outreach.

The Name and/or Composite Mark may be included on marketing and advertising collateral as outlined below and at the required aspect ratio:

Printed Marketing Materials:

Only applied at interior or back cover, never on the front cover.

Radio:

One reference using “A member of the Children’s Health Care Network.” A pause should occur between “A member of” and “the Children’s Health Care Network” to maintain emphasis on ownership of the network.

Out of Home:

Appear at the lower right-hand corner, adhering to background color rules; white background is preferred.

Print Advertising:

Appear at the lower right-hand corner, adhering to background color rules; white background is preferred.

Events:

May use collateral bearing the Name and/or Composite Mark according to printed marketing materials guidelines, and event-only items, such as tents and table covers, but may not be used on promotional (give-away) items.

Does the NAL use protocols or decision support tools when providing care advice to my patients?

The NAL uses Barton Schmidt's pediatric after-hours protocols embedded in our Electronic Health Record (EHR). Each protocol has current evidence-based literature validation and background information. Before embedding the protocol into our EHR, each new or existing guideline is reviewed and approved by the NAL medical director annually.

Where do you direct my patients when they need emergency care?

The NAL refers patients to the urgent care or emergency facility designated on your practice enrollment form.

Are specific instructions for my patients?

Each practice defines standing orders or other care advice that falls outside of the Barton list. You will also have an opportunity to review and sign your practice enrollment profile annually by time upon your request.

Do you my call schedule or notify you of changes?

Call schedule to 214-867-5356 or email to callschedules@childrens.com.

Do you of unplanned office closures?

Due to inclement weather, we will follow your inclement weather plan. There is no need to last-minute (emergency only) closures or unexpected business disruptions, please notify our 351-888-6976.

Contact if I have a question or a concern?

If you have a question or a concern, your first point of contact should be your Network Outreach Manager. If issues or concerns, please call 855-488-6976 and ask to speak with a manager.

Se Advice Line staff have pediatric experience?

Required to have a minimum of three years of pediatric emergency triage experience. Due to the requirement, and many maintain pediatric nursing certifications.

I would like to file a complaint, who do they contact?

To report complaints about advice or service can reach the NAL Care Line at 214-456-2273, d 8 a.m.-5 p.m. Monday through Friday. Messages can be left 24 hours a day.

Patients wants a copy of their chart, who do they contact?

be viewed at no cost in MyChart or obtained from our Medical Records department. Patients can print at 214-456-2509 to obtain copies or receive MyChart enrollment information.

Measure your quality?

y committee uses a variety of measurements to monitor ongoing quality projects, including ED Staff and leaders also complete chart reviews to ensure quality performance.

Handle medication issues after-hours?

ng enabled, the NAL team can view office records and medications prescribed during that visit. IAL team to manage simple medication issues that may arise, such as medications not at the doses such as insurance coverage, cost, dosing, etc., the NAL will defer the call to the on-call emergent, refer the patient to the office during business hours.

Events managed after-hours?

ot manage lab results after-hours. The NAL team will transfer all laboratory calls to the on-call t their answering service or directly if no service options are available.

Children's Health Care Network: Digital

The Composite Mark may be located on the footer of Provider's website and location pages. It may link to the Children's Health Care Network web page hosted by CHCN (web address to be provided by CHCN).

Pediatric Heart Specialists
Diagnosis & Treatment of Cardiology Disorders
From Infants through Young Adults

About Us Services Patient Guide Referrals Locations Contact Heart Education

Dedicated to treating all forms of pediatric heart conditions

Make an Appointment Refer a Patient

For more than 85 years, Pediatric Heart Specialists (PHS) has delivered high-quality, compassionate cardiac care to children, from in utero to adulthood. We offer testing, diagnosis and personalized management for even the most complex heart conditions.

In fact, recently PHS teamed up with [Children's Health](#), the eighth-largest pediatric health care provider in the nation, to provide even more capabilities to more children in more places than ever before.

Quick Access
With 19 locations across North and East Texas, we offer quick access to cardiac care when families need it most.

High-Quality Care
Bringing together decades of experience and the latest advancements, our care team provides top-rate care, personalized to every family's unique needs.

Consistent Communication
We offer coordinated care by closing the loop on communication among families and providers through every step of care.

Our Services

Arrhythmia Diagnosis and Management	Congenital Heart Disease Diagnosis and Management	Hypertension Management
Cardiac Catheterization	Echocardiogram	Stress Testing
Cardiac Event Monitoring	Electrocardiography (ECG)	Surgical Evaluation and Referral
Cardiovascular Risk Education	Fetal Echocardiogram, Cardiac Diagnosis and Care	Transthoracic Echocardiography
Cholesterol Screening and Education	Holter Monitoring	

Learn More

Pediatric Heart Specialists
Diagnosis & Treatment of Cardiology Disorders
From Infants through Young Adults

A Member Of childrenshealth Care Network

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Footer: [Home](#) | [Children's Health Care Network](#)

Children's Health™ Care Network

Children's Health™ Care Network is a trusted community of pediatric health, wellness and acute care resources offering more services to more children in more places than ever before.

To contact the Children's Health Care Network for more information, please email connectwith@childrens.com.

Members

- Advanced ER - 24 Hour Emergency Center
- Meers Medical Hospital of Frisco
- Pediatric Cardiology Associates of Houston
- Pediatric Behavioral Hospital of Dallas
- Foremost Family Health Centers
- MD Kids Pediatrics
- Pediatric Heart Specialist
- Plaza North Texas

Family Education

- Car Seat Program
- Health and Wellness Advisor
- Swimming Safety

School-Based Partnerships and Programs

Locations

Children's Health™ Care Network Locations

DISCLAIMER: The physicians and providers in the Children's Health Care Network are independent contractors and are not employees or agents of Children's Health. Children's Health is not responsible for their programs, content, or the care they provide.

Share

Follow Children's Health on social media.

Subscribe to our email newsletter

Children's Health Care Network: Business Materials

Business Cards:

Composite Mark may be located on back.

Email Signature:

Composite Mark may be located at the bottom of signature block.

Letterhead:

Composite Mark may be located on footer.



Children's Health Care Network: Communications

Earned Media:

Reference to “A member of the Children’s Health Care Network” shall be used as a descriptor when appropriate and should be informational in nature, not promotional.