

Credit Unions for Kids

logo guidelines

Brand Hierarchy

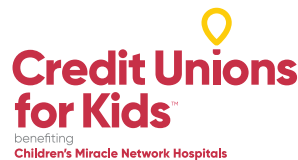
The Children's Miracle Network Hospitals brand is bigger than just our name, logo, colors, typography and voice. Our sub-brands are also part of our brand identity system and while each sub-brand has its own look, feel and unique brand promise, they use the CMN Hospitals colors and typography to establish a connection with our main brand.

This connection is further established with an endorsement by our main brand, shown as an attribution below each of our sub-brand logos. This endorsement provides credibility and substance to our sub-brands while reinforcing the equity of our main brand.

Main
Brand



Sub-Brands



Credit Unions for Kids

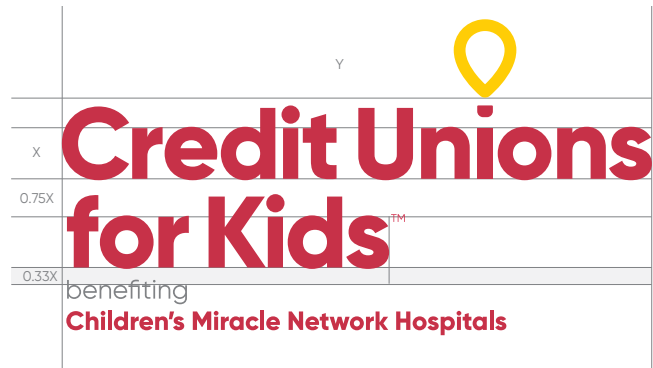
Primary Logo

Outside of cobranding lockup with the CMN Hospitals logo, the primary logo, featuring the CMN Hospitals endorsement, is the only acceptable use.



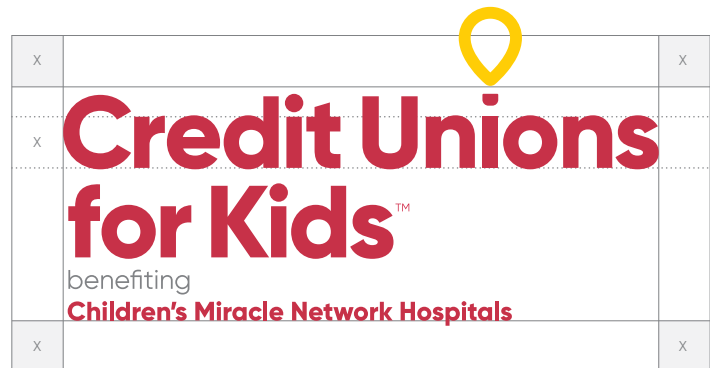
Construction

The CMN Hospitals endorsement should always sit below the Credit Unions for Kids logo at a distance equal to 33% of the x-height of the Credit Unions for Kids wordmark (shown as X) and should always be sized at 75% of the width of the wordmark (shown as Y).



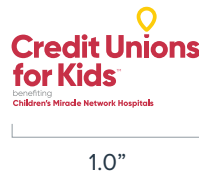
Clear Space

The minimum amount of clear space required around the Credit Unions for Kids logo is equal to the x-height of the wordmark (shown as X).



Minimum Size

When printed, the Credit Unions for Kids logo must be at least 1.0" wide in order to be legible. When displayed digitally, the logo must be at least 150 pixels wide in order to be legible.



Radiothon (cont.)

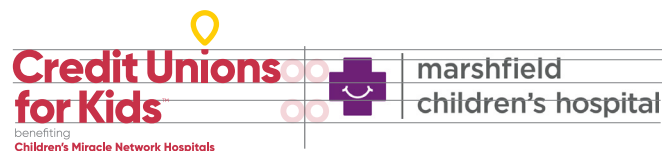
Partner Lockups

When creating a partnership lockup with hospital or corporate brands, the full Credit Unions for Kids logo with “a program of Children’s Miracle Network Hospitals” attribution should be used.

Separate the logos with a vertical line with the space of the width of the letter “o” of the wordmark on either side of the line.

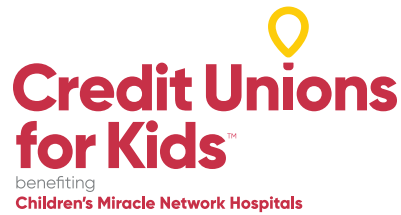
Whenever possible, the heights of the logos should be aligned; otherwise, they should share an equal visual weight.

When creating a partnership lockup with the CMN Hospitals logo, the “a program of Children’s Miracle Network Hospitals” attribution should be dropped from the sub-brand logo. Separate the logos with a vertical line with the space of the width of the CMN Hospitals balloon logomark between each logo. The CMN Hospitals logo should always appear first when locked up with a sub-brand logo.



Color Variations

Whenever possible, the full color primary logo should be used on all print and digital communications. However, black and white versions of the logo are available for use in situations where color is not available. Legibility and accessibility should be a strong consideration when choosing which version to use.



The full color primary logo is the preferred version of our identity and should be used on white or light colored backgrounds.



The full color primary logo should also be used when placed on imagery as long as there is sufficient contrast between the logo and the image and the logo is legible.



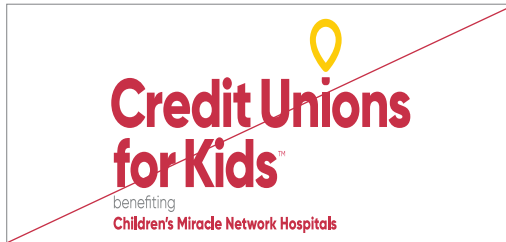
The black version of the logo is reserved for rare instances where using the full color logo is not practical or where color cannot be controlled (such as grayscale or black and white documents).



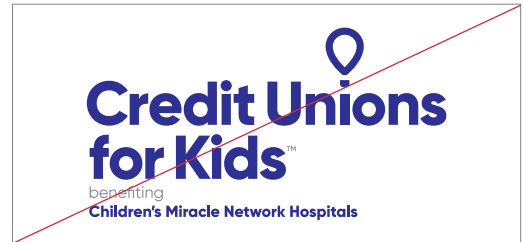
The white (KO) version of the logo should be used on dark colored backgrounds or on imagery as long as there is sufficient contrast between the logo and the image and the logo is legible.



Logo Don'ts



Don't stretch, condense or otherwise distort the logo



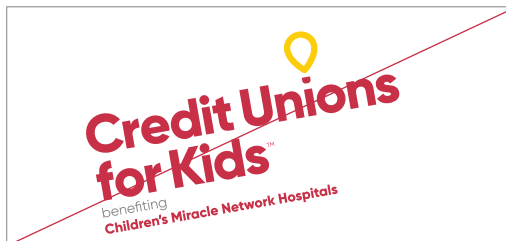
Don't use the logo in a single color other than the approved black or white versions



Don't alter the lockup of the logo



Don't add a drop shadow or any other visual effects to the logo



Don't rotate the logo or use it in a vertical orientation



Don't obscure the legibility of the logo by placing it on busy backgrounds or photos