

Brand Standards

Core Elements

Our Signature

The Children's Miracle Network Hospitals signature consists of two elements: the balloon icon and the Wordmark.

Children's Miracle Network Hospitals has developed an identity system to strengthen our position and organization. The consistent and proper use of our signature helps build our brand and increase our name recognition. As the cornerstone of our visual identity, the look and usage of our signature must be consistent at all times. Otherwise, the brand image could be adversely affected over time.

Core Mark

A. Core Mark

Our identity is the visual representation of Children's Miracle Network Hospitals and, in essence, our signature. This mark is always the preferred mark in all applications.

B. Clear Space

The width of the line weight of the balloon establishes "x," illustrating the minimum clear space area to be used in most applications.

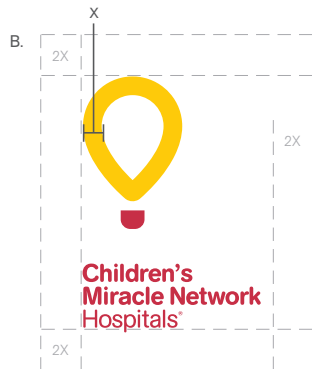
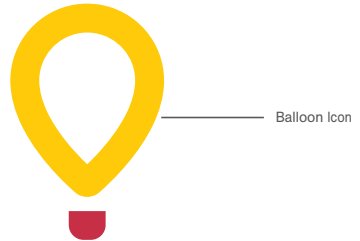
C. Minimum Size

In order to maintain readability, minimum sizes have been established. Do not reproduce the core version any smaller than 3/4" wide.

Horizontal Signature

Our logo is registered with the US Patent and Trademark office. The logo has been updated with the registration mark added.

Download current logo at: <http://cmnh.co/jg>



Co-branded Logos



**These logos are available for download at
resources.miraclehomeprogram.org.**

