

LOGO STANDARDS MANUAL

Le Bonheur Children's Hospital has undergone many changes since its doors first opened in 1952. But in all that time, there have been many constants, as well. The most important one is our dedication to taking care of children who truly need our collective skills, expertise and compassion.

That thought is central to all we do – and quite simply it is what we are best known for.

As the organization enters a new era, it has been determined that a new logo is needed to capture and reflect all the changes we've been through, yet hold on firmly to the longevity, stability and rich heritage that surrounds us.

The heart of service that is within each person working here is now prominently positioned inside our name. This same heart holds the stitches that come from the common thread of exceptional care that has been provided to every patient since the members of the original sewing circle sat together and made clothes for children in need.

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



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

FOUR COLOR (CMYK)



This is the preferred use of the logo. It appears in four-color process within the acceptable white space perimeter (see “Minimum Margin of Clearance” section). Note that the heart has both highlights and a drop shadow for added dimension.

Le Bonheur Red

(CMYK MIX)

Cyan = 0

Magenta = 91

Yellow = 76

Black = 0

Le Bonheur Blue

(CMYK MIX)

Cyan = 100

Magenta = 73

Yellow = 0

Black = 2

COLOR



For all color uses, the printing industry standard Pantone® Matching System (PMS) colors are noted. 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**.



PMS 185 Red



PMS Reflex Blue

ONE COLOR – SCREEN



When produced in one color, the 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 heart may also appear in full color value. 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 lowercase 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 2.5 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. Use of the logo without the tagline must be approved by the Le Bonheur Marketing Department IN ADVANCE.

TAGLINE



In certain applications, the tagline "Methodist Healthcare Family" may be removed from the logo; however, such use is not preferred and must be approved by the Le Bonheur Marketing Department IN ADVANCE.

COLOR USAGE



The logo may appear on solid colors as a solid white (reverse) logotype with the heart icon appearing in its approved red color with white stitches (with or without gradient/drop shadow added). 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 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.

REVERSE USAGE



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

INCORRECT USAGE

Le Bonheur
Children's Hospital

NO HEART

The following examples are unacceptable uses of the logo and its various elements. Alteration of the logo in any way is not allowed.



TOO SMALL

Le Bonheur
Methodist Healthcare Family Children's Hospital

SIZE OF HEART ALTERED

Le Bonheur

WORDMARK WITHOUT
"CHILDREN'S HOSPITAL"
(or sub-brand)



PATTERN

Le Bonheur
Methodist Healthcare Family Children's Hospital

ALTERED PROPORTIONS

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



The heart graphic can be used alone under special circumstances. Usage must be approved by the Le Bonheur Marketing Department IN ADVANCE.