



## Style Guide

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## Children's Health<sup>SM</sup> Care Network Style Guide

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## Licensed Marks

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### Standard Character Name:

Children's Health<sup>SM</sup> 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

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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

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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)



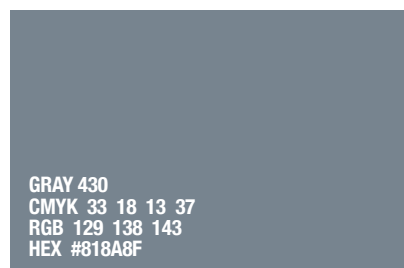
Reversed logo



Gray scale Logo  
(For Black and White Documents Only)

# Children's Health Care Network Colors

## Approved colors



## 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

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Children's Health<sup>SM</sup> 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

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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.



The advertisement is a vertical rectangular graphic with a light blue background. At the top, a rounded rectangle contains the text "NURSE ADVICE LINE" in red and "XXX-XXX-XXXX" in white. Below this is a logo for "children'shealth" and "Care Network Member". The main text in the center reads "NEED NURSE ADVICE AFTER HOURS?" in red. Below that, a paragraph states: "Our practice offers access to a nurse advice line for after hours care. Please call XXX-XXX-XXXX to speak to a local pediatric nurse about your child's health." A dark blue section contains the heading "The nurse advice line offers you and your family:" followed by a bulleted list of services: "Evaluation of your child's symptoms", "Advice about urgent and non-urgent health issues", "Consultation on medications", "Accessibility to your physician if needed", and "Directions to an emergency or urgent care facility". Below the list, it says "If your child has a life-threatening emergency, please call 911." At the bottom left, the URL "childrenshealth.com" is written vertically. At the bottom right, the "children'shealth" and "Care Network Member" logos are repeated.

**NURSE ADVICE LINE**  
**XXX-XXX-XXXX**

**children'shealth** Care Network Member

**NEED NURSE ADVICE**  
**AFTER HOURS?**

Our practice offers access to a nurse advice line for after hours care. Please call **XXX-XXX-XXXX** to speak to a local pediatric nurse about your child's health.

**The nurse advice line offers you and your family:**

- Evaluation of your child's symptoms
- Advice about urgent and non-urgent health issues
- Consultation on medications
- Accessibility to your physician if needed
- Directions to an emergency or urgent care facility

**If your child has a life-threatening emergency, please call 911.**

childrenshealth.com

**children'shealth** Care Network Member

## Children's Health Care Network: Signage

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The Composite Mark may be included on interior signage such as in a patient waiting area.  
The Name and Composite Mark may not 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.

**CHILDREN'S HEALTH™ NURSE LINE**  
FREQUENTLY ASKED QUESTIONS

**FAQ**

**Does the NAL use protocols or decision support tools when providing care advice to my patients?**  
The NAL uses Barton Schmitt'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.

**Do you have specific instructions for my patients?**  
Each practice defines standing orders or other care advice that falls outside of the Barton Schmitt protocol. You will also have an opportunity to review and sign your practice enrollment profile annually by time upon your request.

**If you my call schedule or notify you of changes?**  
For call schedule to 214-867-5356 or email to [callschedes@childrens.com](mailto:callschedes@childrens.com).

**What if you have unplanned office closures?**  
In the event of a closing due to inclement weather, we will follow our inclement weather plan. There is no need to call for last-minute (emergency only) closures or unexpected business disruptions, please notify our office at 855-688-6976.

**Contact if I have a question or a concern?**  
For questions or concerns, your first point of contact should be your Network Outreach Manager. If you have questions or concerns, please call 855-688-6976 and ask to speak with a manager.

**Do you have pediatric experience?**  
The NAL staff have pediatric experience. Staff are required to have a minimum of three years of pediatric emergency triage experience. Some staff have more than the requirement, and many maintain pediatric nursing certifications.

**If I would like to file a complaint, who do they contact?**  
To report complaints about advice or service, you can reach the NAL Care Line at 214-456-2273, Monday through Friday, 8 a.m. to 5 p.m. Messages can be left 24 hours a day.

**What if my patient wants a copy of their chart, who do they contact?**  
Patients can request a copy of their chart at no cost in MyChart or obtained from our Medical Records department. Patients can call 214-456-2509 to obtain copies or receive MyChart enrollment information.

**How do you measure your quality?**  
The NAL committee uses a variety of measurements to monitor ongoing quality projects, including ED wait times. Staff and leaders also complete call reviews to ensure quality performance.

**How do you handle medication issues after-hours?**  
If enabled, the NAL team can view office records and medications prescribed during that visit. The NAL team can manage simple medication issues that may arise, such as medications not at the pharmacy. For more complex issues such as insurance coverage, cost, dosing, etc., the NAL will defer the call to the on-call pharmacist. In an emergent situation, refer the patient to the office during business hours.

**How are lab results managed after-hours?**  
The NAL team will manage lab results after-hours. The NAL team will transfer all laboratory calls to the on-call provider or your answering service or directly if no service options are available.

**Can I bill for Nurse Advice Line services?**  
No, the NAL provides after-hours support to your patients as a benefit of your Children's Health Care Network membership.

**What hours can my patients access the Nurse Advice Line?**  
The NAL is available to your patients after regular business hours. As an after-hours only service, NAL staff will route calls received during the day back to your office after ruling out medical emergencies. NAL coverage includes holidays, weekends, inclement weather closures, and unplanned closures due to acts of nature, loss of services, and other limited circumstances. The NAL will cover the following holidays without notice:

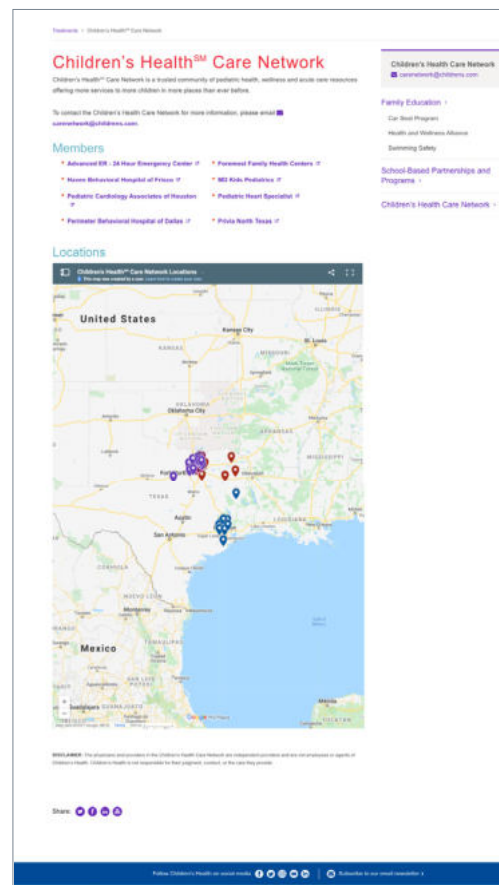
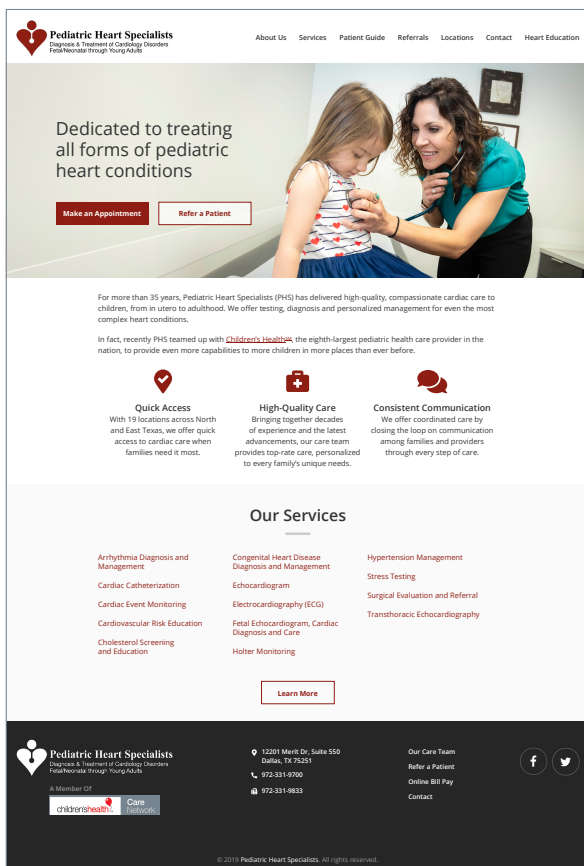
- New Year's Day
- Memorial Day
- Independence Day
- Labor Day
- Thanksgiving Day
- Christmas Day

Additionally, the NAL offers coverage for four floating business day closures. For more details on the use of floating business day closures, see the NAL Planned and Unplanned Closure policy. You can ask your Network Outreach Manager for a copy.

**If one of my families insists on talking to their provider, will you forward the call?**  
Yes. The after-hours nurse will connect your patient to the on-call provider whenever necessary.

# 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).



# 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

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### **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.