



RCH Brand Guidelines

RCH Brandmark

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The RCH brandmark is the primary brand for The Royal Children's Hospital.

All departments, groups and projects that belong to the RCH must use the RCH brandmark.

This enables the RCH to speak with one voice to our patients, families, stakeholders and community.

Brandmark

The Royal Children’s Hospital brandmark is a registered trademark of The Royal Children’s Hospital Melbourne and the key component of our identity.

Every time the RCH logo is used, it communicates the hospital’s responsibility for, ownership of, or involvement in a service, program or initiative.

It is derived from the parkland environment of the physical hospital and the playful, optimistic energy that is at the heart of the hospital and its people. The vibrant colours, strong figure and bursting shapes are a celebration of the spirit of life.

The preferred version of the RCH logo is the full colour master brandmark shown on this page. Alternatively the horizontal version can be used.

There are several versions of the RCH brandmark available for use, depending on the medium (print or screen), background and application.

There are also tile versions for use on background colours other than white.

Other versions include reversed and single colour.

Please ensure you are using the most appropriate version for your project.

By using the RCH brandmark and RCH brand assets you agree to abide by these guidelines.



The Royal
Children’s
Hospital
Melbourne

Using the RCH brandmark correctly is critical to the integrity of the RCH brand.

It is important to ensure that the RCH brandmark is presented on each platform with clarity, legibility and that it is placed in a primary size and position before all other brand components and other content.

Brandmark colour versions

The RCH brandmark has two full colour versions; the master and the horizontal orientation.

The master full colour version should be used wherever possible.

The horizontal orientation is recommended when space is limited by shape and format, to allow for better legibility, for example on a website header.

Please ensure you are using the most appropriate version for your project.



Master brandmark version



Master brandmark - horizontal version

NOTE:

The master and horizontal orientations of the RCH logo are also available as reversed, single colour and tile versions.

Brandmark single colour versions

The RCH brandmark has two single colour versions; the master and the horizontal orientation. These versions are shown in navy—the RCH primary colour.

The master single colour version should be used wherever possible.

The horizontal orientation is recommended when space is limited by shape and format, to allow for better legibility.

Please ensure you are using the most appropriate version for your project.



Master brandmark single colour version



Master brandmark - horizontal single colour version

NOTE:

Only use these single colour versions if the full colour versions cannot be used in the first instance. For example, if there is a limit to the number of colours able to be used.

DID YOU KNOW?

Navy is the RCH corporate colour.

Brandmark black versions

Black is not an RCH colour, but there may be times when printing dictates the use of black only. For this reason, the RCH brandmark has black versions; the master and horizontal orientation.

The master single colour version should be used in the first instance.

Use the master horizontal version when space is limited by shape and format, to allow for better legibility.

Please ensure you are using the most appropriate version for your project.



Master brandmark black version



Master brandmark horizontal black version

NOTE:

Avoid using any black logos unless necessary. For example, when printing dictates the use of black only.

Black is not an RCH colour.

Brandmark reversed colour versions

The RCH brandmark has two reversed full colour versions; the master and the horizontal orientation.

NOTE: Use these versions only on RCH navy background.

The master full colour reversed version should be used in the first instance.

The horizontal orientation full colour reversed version is recommended when space is limited by shape and format, to allow for better legibility.

Please ensure you are using the most appropriate version for your project.



Master brandmark full colour reversed version



Master brandmark - full colour reversed horizontal version

NOTE:

These reversed full colour versions should only be used on a solid RCH navy background.

Brandmark reversed white versions

The RCH brandmark has two reversed white versions; the master and the horizontal orientation. Use these versions only when unable to use full colour versions and preferably on the RCH navy background.

The master white reversed version should be used in the first instance.

The horizontal orientation white reversed version is recommended when space is limited by shape and format, to allow for better legibility.

Please ensure you are using the most appropriate version for your project.



Master brandmark white reversed version



Master brandmark - white reversed horizontal version

NOTE:

These reversed white versions should be used on a solid RCH navy background in the first instance. They may also be used on any RCH primary palette solid colour (for example turquoise, red, orange, green or pink).

It is important to achieve a high level of contrast when placing a reversed white version of the RCH brandmark.

Brandmark square tile versions

The RCH brandmark has tile versions; square and horizontal.

The master full colour logo on square white tile or master full colour reversed logo on square navy tile should be used in the first instance.

The other versions; navy logo on white tile and white logo on navy tile can be used when colour is limited.

Please ensure you are using the most appropriate version for your project.



Master full colour logo on white tile - square version



Master full colour reversed logo on navy tile - square version



Master navy logo on white tile, Master white logo on navy tile (below) - square versions



NOTE:

These square tiles can be used on any RCH palette colour. And they are ideal for use on photographic backgrounds.

Brandmark horizontal tile versions

The RCH brandmark has tile versions; square and horizontal.

The master full colour logo on square white tile or master full colour reversed logo on square navy tile should be used in the first instance.

The other versions; navy logo on white tile and white logo on navy tile can be used when colour is limited.

Please ensure you are using the most appropriate version for your project.



Master full colour logo on white tile - horizontal orientation



Master full colour reversed logo on navy tile - horizontal orientation



Master single colour logo on white tile - horizontal orientation



Master white reversed logo on navy tile - horizontal orientation

NOTE:

These tiles can be used on any RCH palette colour. And they are ideal for use on photographic backgrounds.

Minimum size rules print and screen

Minimum size requirements ensure the legibility, clarity and integrity of the RCH brandmark when it appears in print and on screens.

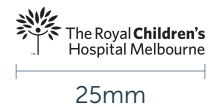
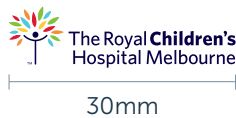
The minimum width of the master, horizontal and tile versions are shown on this page. However, these minimum width requirements apply to all versions of the RCH brandmark.

In print, the master version of the RCH brandmark should never be smaller than 24mm wide. And the horizontal and tile versions should never be smaller than 30mm in width.

On screen, the master version of the RCH brandmark should never be smaller than 125px wide. And the horizontal and tile versions should never be smaller than 250px in width.

Please ensure you are using the most appropriate version and adhere to minimum size rules.

Minimum widths for print:



Print logos shown at actual size

NOTES:

In print, the mono/single colour versions (navy, dark grey and black) have slightly smaller minimum size requirements as they have better legibility.

On screens (websites, mobile apps, PowerPoint), the horizontal version of the RCH brandmark is preferred due to better legibility at smaller sizes.

Screen sizes vary and it is the designer's responsibility to ensure clarity and legibility depending on the platform they are designing for.

Minimum widths for screen:



Screen logos not shown at actual size

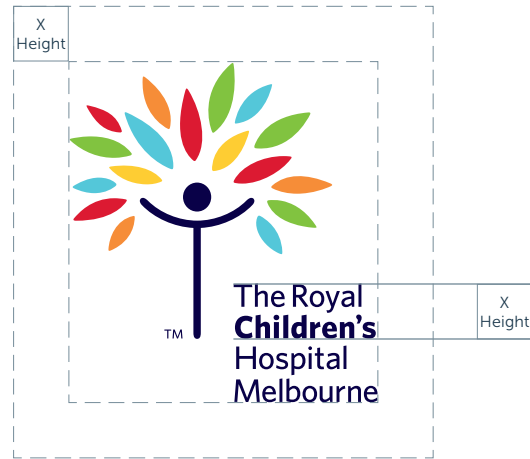
Clear space rules

To maintain the clarity of the RCH brandmark and to maximise its visual impact, clear space rules have been defined and must be observed in all print and screen applications.

Clear space is the minimum area surrounding the brandmark that must remain free from any other graphic element or text.

For the master, horizontal and tile versions of the RCH brandmark, the minimum clear space is determined by the distance between the height of the letter 'T' to the base of the letter 'C'. This depth is then applied to all sides of the brandmark.

Clear space for master, all horizontal and all tile versions:



NOTES:

The specified clear space shown here is a bare minimum only.

Wherever possible try to apply more clear space than the minimum specified.

Background colours

Always use the full colour brandmark version on a white background or the reversed version on the navy background.

As a design option, a mono version (navy or white) can be used on any RCH brandmark colour. The designers discretion should be used to ensure legibility.

In all other instances use a tile version of the RCH brandmark.

Avoid placement of the brandmark on a black background unless printing is restricted. Black is not an RCH colour.



White or RCH navy are the preferred background colours for the RCH brandmark



Mono/single colour versions (navy or white) of the RCH brandmark can be placed on any brandmark colour (navy, turquoise, green, orange, red and yellow)

NOTES:

The full colour reversed version of the RCH brandmark can only appear on RCH Navy.

When the brandmark appears on any colour from the RCH brandmark palette it must be either white or navy.

In all other instances, a tile version should be used.



Mono/single colour versions (navy or white) of the RCH brandmark can also be placed on RCH Gumleaf Green—a primary colour palette colour

Incorrect use

There is only one way to correctly use the RCH brandmark and that is to place the file as supplied. It must not be altered or modified in any way.

Some examples of incorrect use are shown on this page. Please adhere to brand guidelines.

DO NOT:

- stretch the brandmark, place it on an angle or skew it
- change the typeface
- place it over a photo
- change the proportions of any part of the brandmark
- use the leaves as a graphic device or pattern
- impede the clear space surrounding the brandmark
- change the colours
- change the proportions
- sample elements to create another logo
- use as an illustration for any other purpose
- add any words or names to create another logo
- animate the logo in videos

NOTES:

It is imperative to not add any graphic element to the RCH brandmark. This includes names, words, pictures, illustrations and cartoons.

DO NOT add department names, names of services, centres or clubs. Please refer to RCH Department Identification on page 16 for more information.



DO NOT stretch the brandmark, put it on an angle or skew it



DO NOT use the leaves as a graphic device or pattern



DO NOT change the typeface



DO NOT impede the clear space surrounding the brandmark



DO NOT place it over a photograph or background other than the specified brand colours



DO NOT change the colours



DO NOT change the proportions of any parts of the brandmark



DO NOT add words or names to create another logo

RCH icon (Restricted use)

Use of the RCH icon (the symbol without the wordmark or name of the hospital) is restricted.

The RCH icon must not be used in place of the RCH brandmark.

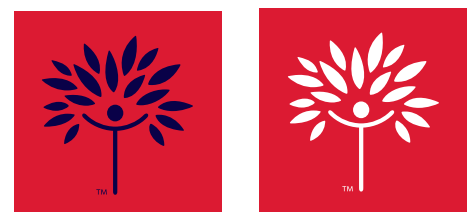
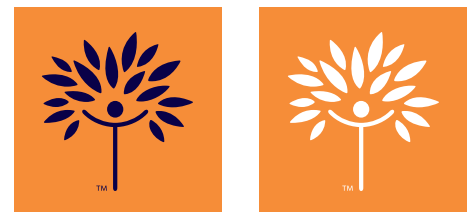
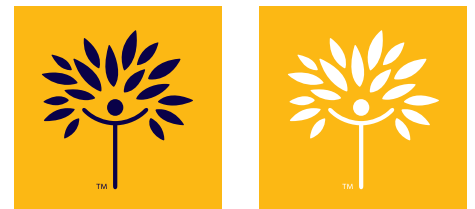
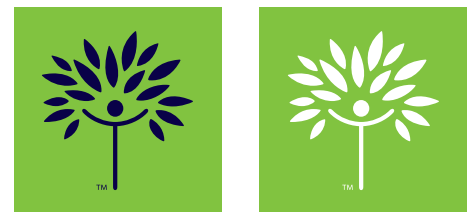
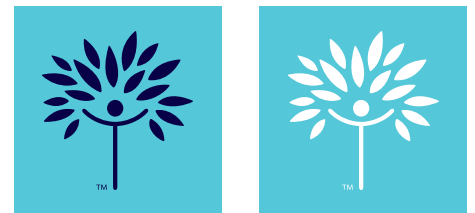
Its use is restricted to instances where the full RCH brandmark appears first and the RCH icon in a secondary position and size.

One example of this may be an RCH branded PowerPoint presentation for a RCH event. In this instance, the full RCH brandmark appears on the title slide and the RCH icon appears on the inner slides.

The icon may be used at the discretion of RCH Communications designers, but needs permission when used by staff and external suppliers.



RCH icon



NOTE:

Use of the RCH icon is restricted.

Never use the RCH icon in place of the full RCH brandmark.

Minimum size and clear space rules apply.

The RCH icon must not be provided to external suppliers when they request use of the RCH brandmark.

There are four versions of the RCH icon; full colour (as shown at top), full colour reversed (allowed only on navy background), white or navy.

The RCH icon in either navy or white can be placed on any brandmark colour

RCH department identification

The primary (and only) brand to be shown by departments, centres, groups and projects of The Royal Children's Hospital (RCH) is the RCH brandmark.

It is not acceptable for departments, centres, groups and projects to develop and promote their own logos. This leads to confusion, both internally and externally, as to how these groups are connected to the RCH. It also presents an inconsistent brand identity to the community, stakeholders and wider audiences.

Department, centre, group and project names do not appear as part of the RCH brandmark.

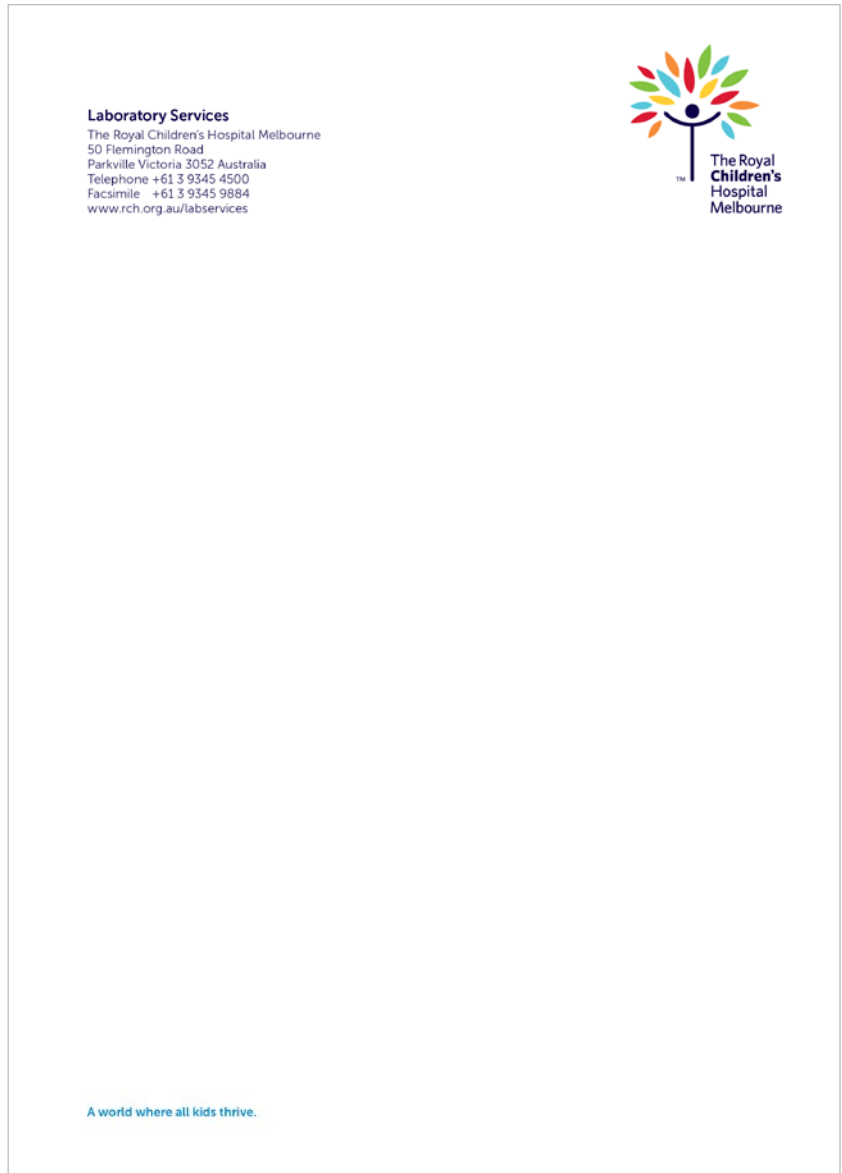
All communications and collateral from the RCH should state which department or centre it originates from unless it is organisation-wide collateral. In most cases, the name of the department or centre will be recognised in bold text alongside the contact details, on the cover or title. It may appear in sentence case or be capitalised.

It is important that the official list of department names is referred to—to ensure consistency across all channels of communication, including signage. Capitalisation, spelling and punctuation must not be changed. The word 'and' should be spelled out and ampersands (&) should not be used. Particles such as 'the' and 'of' should not be capitalised.

NOTE:

It is not acceptable for centres, groups and projects of the RCH to develop and promote their own logos.

And it is unacceptable for any centre, group and project of the RCH to promote themselves whilst excluding the RCH brandmark from their materials.



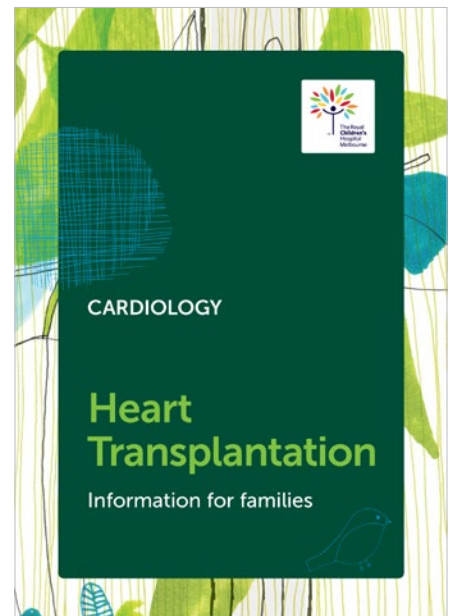
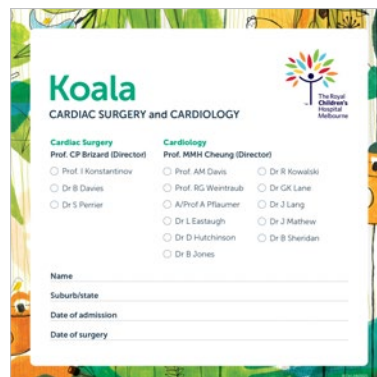
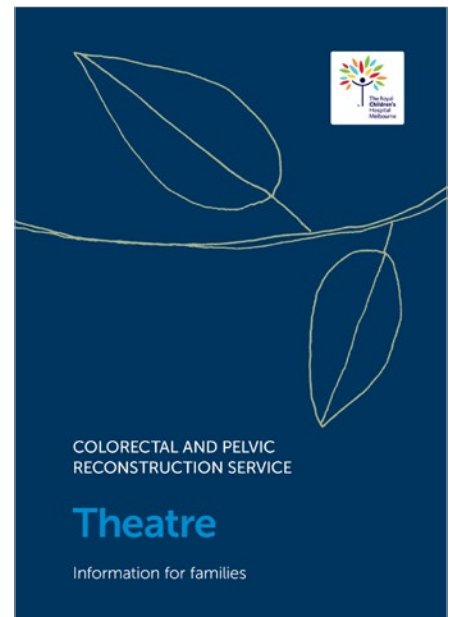
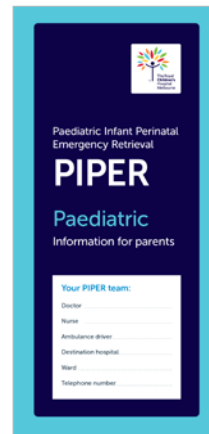
Example of RCH department identification, correctly showing department name grouped with contact details on department letterhead.

For more examples, please refer to following page.

RCH department identification

The primary (and only) brand to be shown by departments, centres, groups and projects of The Royal Children's Hospital (RCH) is the RCH brandmark.

When their materials have a distinct look and feel utilising other RCH brand assets such as colour, pattern, illustration and typography there is no need for any department, service or program to develop their own logos.



NOTE:
Each of these RCH departments, services or programs correctly shows the RCH logo as a primary brand, with department identification also clearly stated.

Various examples showing correct department identification

Co-branding overview

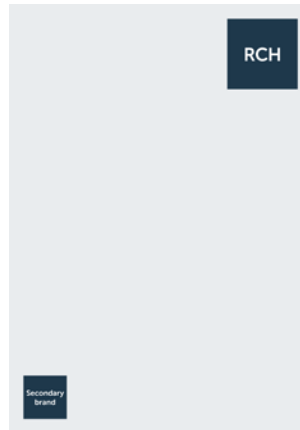
There are many projects, events, initiatives or services where The Royal Children's Hospital (RCH) is involved or partners with others. And it is important that the relationship of the RCH to the project is accurately presented.

If it isn't, there could be confusion, and potentially even legal ramifications, if the RCH brand is incorrectly used.

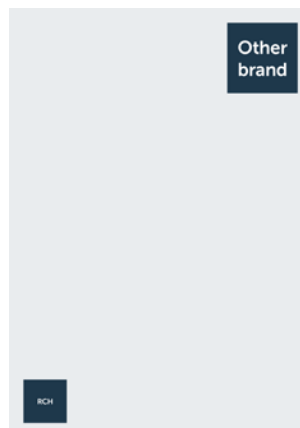
These guidelines specify the RCH approach to co-branding. They are designed to protect the reputation of the RCH and ensure an exemplary level of professionalism when communicating to various audiences.

There are only three variations for co-branding:

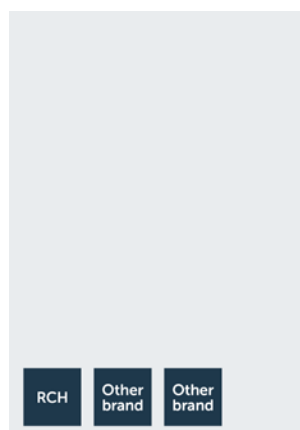
1. RCH as primary brand (lead partner)
2. RCH as secondary partner (secondary brand)
3. RCH as equal partner (equal partner brand)



RCH as primary brand



RCH as secondary brand



RCH as equal partner brand

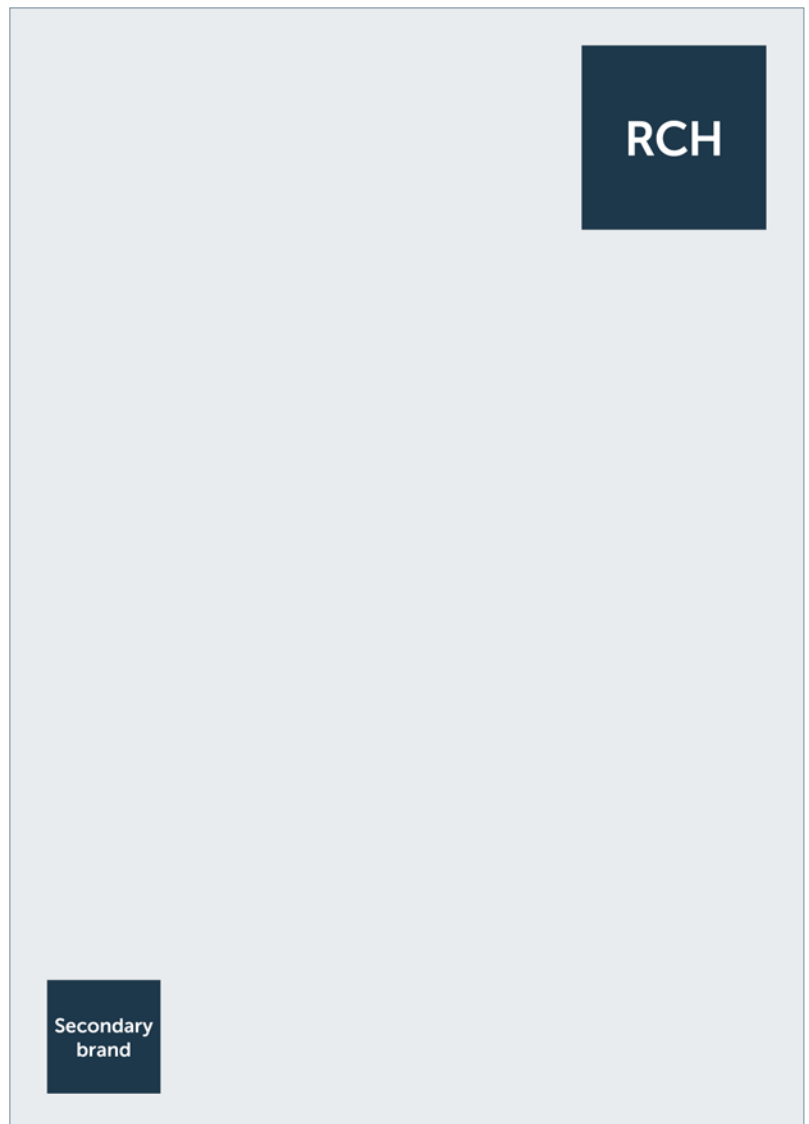
Co-branding: RCH as primary brand

It is important that RCH branding is correctly used to protect the reputation of the RCH brand.

When the RCH as an organistaion is communicating to its audiences, RCH is the primary brand. This includes communication from any RCH department, centre, service or project.

The RCH brandmark must appear in a primary position and size. Any secondary brands (if required), must appear in a seperate, smaller and less prominent position than the RCH brand.

When RCH is the primary brand, the materials must be produced in the RCH brand style and comply with RCH brand guidelines.



NOTE:

When the RCH as an organistaion communicates with its audience, the RCH must be the primary brand.

When the RCH has governance of a project or initiative, the RCH must be the primary brand and all other brands must appear in a secondary size and position to the RCH brand.

Co-branding: RCH as secondary brand

It is important that RCH branding is correctly used to protect the reputation of the RCH brand, even when the RCH partners with other organisations.

When RCH is the secondary brand, the materials must be produced in the primary brand style and follow their brand guidelines.

In this scenario, the RCH brandmark must appear in a secondary position and size to the primary brand and must be separate from it.

When using the RCH as a secondary brand, our Brandmark and Co-branding Guidelines must be followed to ensure the RCH brandmark meets minimum size, clearspace and background requirements.

If the relationship of the RCH to the project is not clear, there must be a 'relationship statement' included near the RCH logo to clearly explain this.

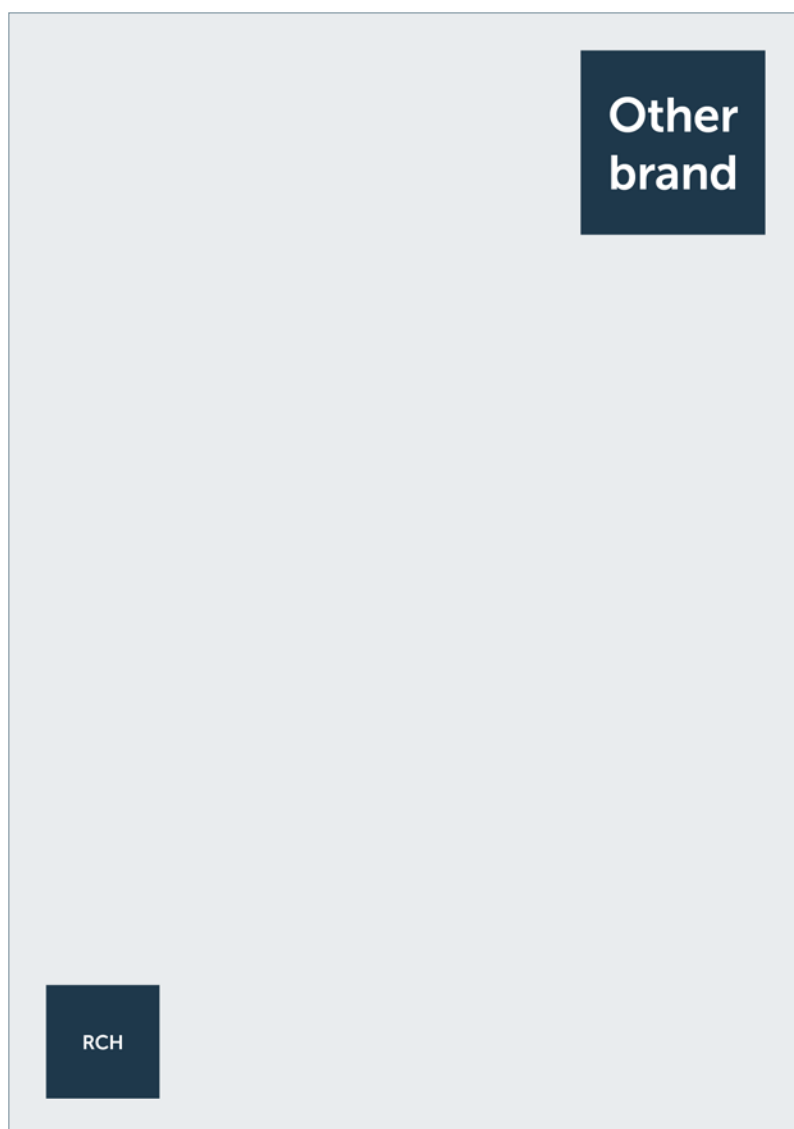
NOTE:

When RCH is not the primary brand, the RCH must appear in a secondary size and position to the primary brand.

The materials must be produced in the primary brand style (not in the RCH brand style).

An example of a relationship statement:

The Centre for Community Child Health is a department of The Royal Children's Hospital and a research group of Murdoch Children's Research Institute.



Co-branding: RCH as equal partner brand

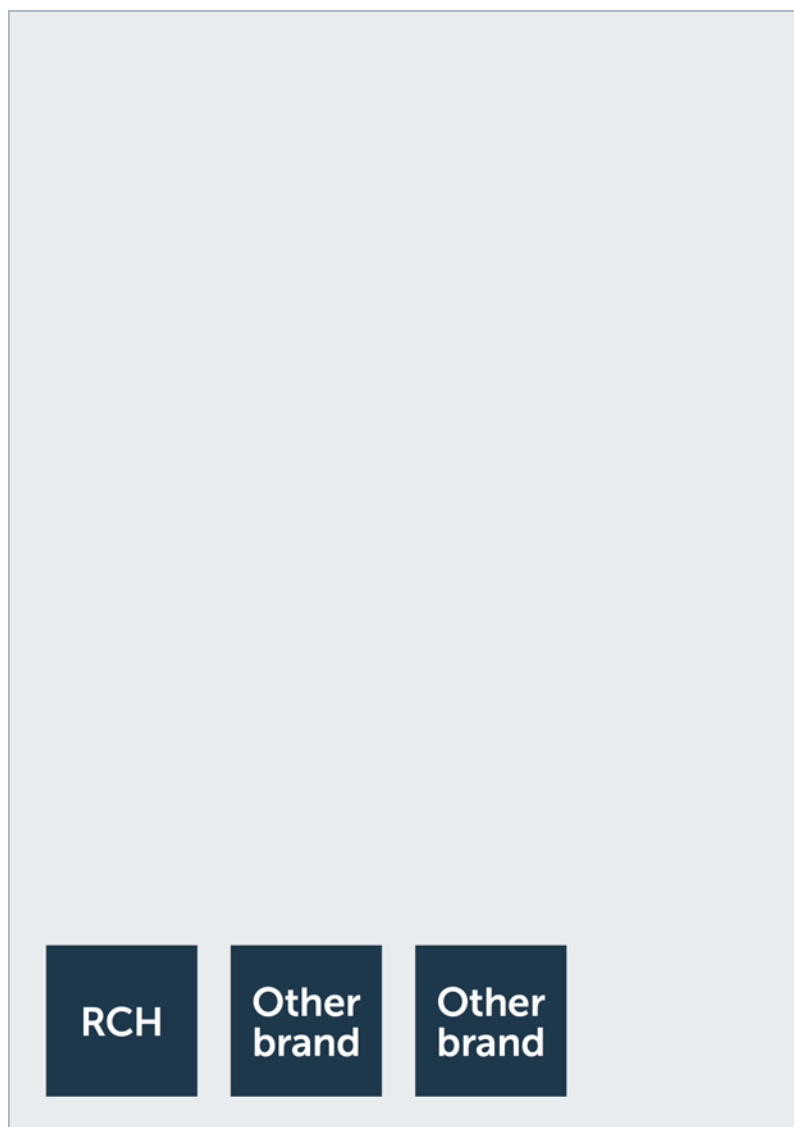
It is important that RCH branding is correctly used to protect the reputation of the RCH brand, even when the RCH partners with other organisations.

When the RCH is an equal partner brand, the materials must be produced in the style of the program or service.

In this scenario, the RCH brandmark must appear in equal size and position to the other brands.

When using the RCH as an equal partner brand, our Brandmark and Co-branding Guidelines must be followed to ensure the RCH brandmark meets minimum size, clearspace and background requirements.

The relationship of the RCH to the project must be clear. Ideally the equal partner brands are grouped together under a title, such as 'Alliance members' or 'Project partners'.



Co-branding: when to use Melbourne Children's

The Melbourne Children's brand is restricted for use only for projects, programs, events and initiatives where they are equally managed and represented by The Royal Children's Hospital, Murdoch Childrens Research Institute and the University of Melbourne.

Examples include Melbourne Children's Trial Centre (MCTC), Melbourne Children's Centre for Health Analytics, and Grand Rounds.

NOTE:

For guidance on using Melbourne Children's please contact your Communications team.