



Redefining Our Future

Brand Guidelines 2022



BARBARA JOERS
President and CEO,
Gillette Children's

For 125 years, Gillette Children's has delivered world-class clinical care for complex conditions that begin in childhood. We advance research, reinvent support services, train clinicians, and partner with others to create change. We are relentless advocates and aspire to a more inclusive and equitable world in which every child is able to create their own story.

Today, we look forward – and our future is bright. Over the next decade, our unique care model will serve more patients and families everywhere. We will take our seat as a global beacon of research, diagnostic and treatment innovation, and advocacy. To embrace our future, we begin by restating our vision and mission, revisiting our values, and refreshing how we communicate in words and images.

This guide, **Redefining Our Future**, is your handbook to Gillette's renewed brand. It is how we tell the world who we are. It captures our well-earned confidence, deep optimism, and authentic warmth. Whether writing or designing communications, it is your source for how we sound and look as the pre-eminent organization that is Gillette.

Thank you for your commitment to the children and families we serve – and to our future together.

Sincerely,

A handwritten signature in black ink that reads "Barbara Joers". The signature is fluid and cursive, with a large, sweeping flourish at the end.

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Introduction

Gillette Children's has reached a turning point in our history. We have succeeded by opening our minds and hearts to the unrealized potential of our patients. To realize our own potential, we must define our aim and how we will get there.

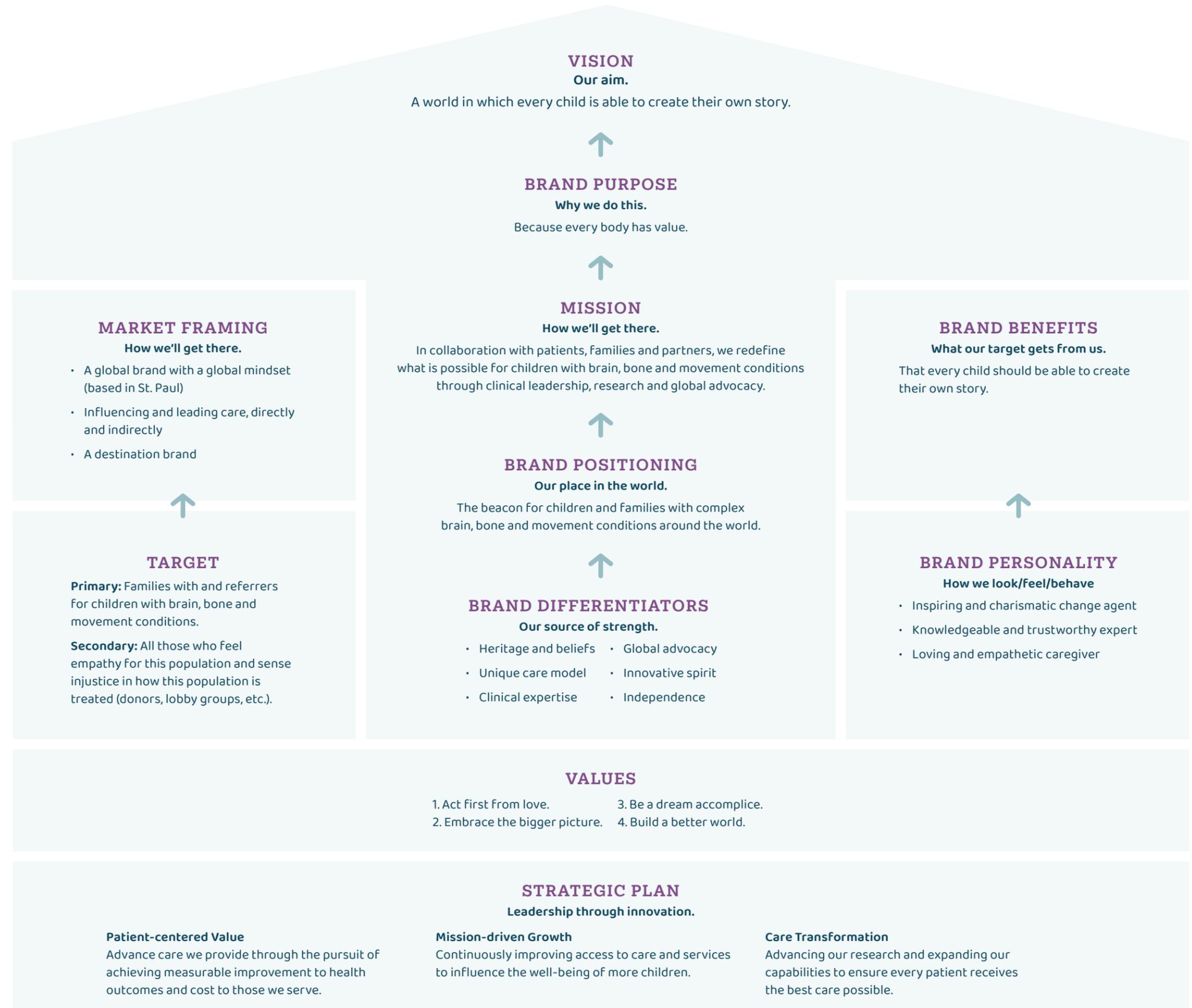
Our new vision statement captures a world in which we have accomplished our mission: It is our aim. Our new mission statement tells us what we must do to create that world: It is how we will get there. Both are born from careful analysis of the strategy we must follow to grow into our role as a global leader in brain, bone and movement conditions, as captured in our Brand House.



Brand House

BRAND HOUSE PURPOSE

Our brand is one of the ways we manifest the broader organizational strategy. The brand is one of the most visible ways in which our broader strategy comes to life. Our Brand House (right) captures the key elements of our brand strategy.





VISION

A world in which every
child is able to create
their own story.

MISSION

In collaboration with patients, families and partners,
we redefine what is possible for children
with brain, bone and movement conditions
through clinical leadership, research and global advocacy.





BOILERPLATE STATEMENT

Gillette Children's is a global beacon of care for patients with brain, bone and movement conditions that start in childhood. Our research, treatment and supportive technologies enable every child to lead a full life defined by their dreams, not their diagnoses. Founded in 1897, Gillette collaborates with patients, families and our partners in clinical leadership, research and advocacy to set the standard of care and opportunity for children with complex medical challenges. To learn more about Gillette, visit gillettechildrens.org.

Use this paragraph about Gillette Children's wherever a consistent summary is required, including the end of media releases, reports and other documents for external audiences.

Brand Platform

Our brand platform contains the elements that compose the look and sound of all our communications. They express that Gillette is the right place to bring your child for care, refer a family, support as a donor, and build a fulfilling career. More than a list of rules, it is a visual representation of our vision, mission and values.

Rely on these guidelines to write and design new materials that capture the experience and impact of Gillette Children's.



Awards & Accolades

Gillette is proud to have earned many certifications and awards for our high-quality patient care, extensive safety initiatives and work environment. When writing about these achievements, keep our brand voice and tone in mind, and use the below example as a writing guide.

SAMPLE AWARD STYLE

AMERICAN ACADEMY OF SLEEP MEDICINE (AASM)

The Gillette Children's Sleep Health Clinic was awarded re-accreditation from the American Academy of Sleep Medicine (AASM). The surveyor reported the team performed excellently and noted that we have one of the most well-run sleep labs he has ever reviewed.

AASM is the gold standard by which the medical community and the public evaluate sleep medicine facilities. Achieving the five-year AASM accreditation demonstrates a sleep medicine provider's commitment to high-quality, patient-centered care through adherence to these standards.

Brand Voice & Tone

These voice and tone guidelines help express our distinctive personality when we write or speak about Gillette. Use them to communicate our character traits in all materials. In doing so, our communications will support authentic relationships with audiences as well as deliver information.



Voice & Tone

When writing for or about Gillette, review these qualities to ensure our personality comes through to your reader.

PIONEERING

Including:

Expert
Confident
Optimistic
Innovative

But not:

Solitary
Distant
Harsh
Incautious

To express the pioneering quality of Gillette in writing, use the active voice and conversational language:

We see potential when others look away.

If a solution doesn't exist, we build it.

Where others see limitations, we see unexplored territory.

Voice & Tone continued

HONEST

Including:

- Grit
- Realistic
- Authentic
- Appreciative

But not:

- Grim
- Cold
- Despairing
- Unfriendly

To express the honest aspect of Gillette's personality, write with authenticity in simple sentences:

We don't believe that a complex condition defines anyone.

We don't gloss over challenges.

We help children pursue their own goals.

Voice & Tone continued

WARM

Including:

Compassionate

Inclusive

Playful

Communicative

But not:

False

Sanctimonious

Inspid

Inconsistent

To express our warmth, write about the comforting details of daily life at Gillette:

We laugh a lot at Gillette.

We relish the glorious moments of plain old daily life: a joke, a crayon drawing, a meal together.

Welcome home to Gillette.

Voice & Tone continued

UNDETERRED

Including:

Resolute
Innovative
Resilient
Influential

But not:

Unrealistic
Rigid
Fixated
Ideological

To express that Gillette is undeterred by any challenge, write about our innovations and commitment to our patients.

Our patients and their families don't give up. And neither do we.

Gillette has stayed the course for 125 years, focused on some of the toughest challenges in pediatric healthcare.

Our unceasing commitment has led to a deep and always-growing expertise in complex conditions.

Writing Style Guide

For the complete writing style reference guide, Gillette team members can access via the Marketing & Communications site on GilletteNet (intranet).

USE PATIENT-FIRST LANGUAGE

Be alert to the phrase “people (or children) with disabilities” and try to say “people/children who have disabilities” instead.

What to do:

- Jimmy, a Gillette patient who has CP, likes to ride his adaptive bike.
- Gillette Children's treats children who have CP and other complex conditions.
- Jimmy has epilepsy.
- Jimmy, who has CP, receives many services at Gillette.

What NOT to do:

- Jimmy, a CP patient...
- Jimmy, a Gillette Children's patient with CP...
- Gillette treats children with CP.
- CP patient Jimmy...

CAPITALIZATION

- Do not capitalize job titles.
- Do not capitalize the names of services provided at Gillette: audiology, dentistry and orthodontics.
- Capitalize the first letter of the primary words in department names: Patient Access.
- Capitalize the first letter of the primary words in the names of Gillette locations: the St. Cloud Clinic; the Maple Grove Clinic.
- Do not capitalize the name of a condition, unless it includes a proper noun, such as Prader-Willi syndrome, Duchenne muscular dystrophy, etc.

COMMAS

- Use a comma before the concluding conjunction in a complex series of phrases: Factors critical to patient satisfaction include responsiveness to concerns and complaints, sensitivity to the inconvenience of health problems and hospitalizations, and concern for patients' and families' privacy.
- Otherwise, omit the final comma.

CREDENTIALS

- Include all credentials for Gillette staff only when necessary to establish their expertise in multiple areas, like in an online directory or conference program.
- For content on the blog, in newsletters or internally, use only the credential most aligned with context of the information.
- Use this format on first reference: Pat Smith, MD. On subsequent references, use the person's last name only — only use Dr. Smith in certain situations. EXCEPTION: You may use Dr. Smith on second reference in direct quotes (particularly from patients and their families). See also acronyms and job titles.

GILLETTE CHILDREN'S

- Use Gillette Children's on first reference in external-facing content. Using the full name in a masthead, heading or subhead does not constitute first reference. Exception: Gillette on first reference is appropriate for internal publications.
- Use Gillette, Gillette Children's, Gillette's or “our” on second reference. Do not use Gillette Hospital, Gillette Children's Hospital or it.
- Gillette Children's is named in honor of orthopedic surgeon Arthur Gillette, MD, who helped found the nation's first hospital for children who have disabilities.

LOCATIONS

- Capitalize the first letter of the primary words in the names of all Gillette locations: the Maple Grove Clinic. For documents, online, etc., use: Gillette Children's — Maple Grove Clinic.
- You may refer to our locations besides the main St. Paul Campus as clinics.
- See gillettechildrens.org/locations for the name of each location.

TRADEMARKS AND SERVICE MARKS

- For Gillette trademarks and service marks, use the appropriate symbol (®, ™, SM) on first reference.
- Capitalize Gillette trademarks as follows: CranioCap® orthosis, OrthoCleft® retainer, TyMed™ medication wheel.
- For most other trademarks and service marks, capitalize the trademark on every use: the Xerox photocopier.
- Ronald McDonald Family Room® requires a registered trademark sign on first reference unless you include the logo.
- Don't put trademarks or service marks in all caps.
- Use the trademark as an adjective followed by the generic or common descriptive name of the product or service (i.e., a noun) that the trademark modifies. A simple test to apply is to drop the trademark from the sentence to see if it still makes sense. For example, “I like Jell-O gelatin dessert” still makes sense as “I like gelatin dessert.”
- A trademark is not a noun, and should not be made plural, used in the possessive, or used as a verb. CranioCap orthoses, NOT CranioCaps.

Logo Usage

Our logo sets the tone for the entire Gillette brand, and following these guidelines ensures that our logo is used properly and only as intended.



Our Logo

PRIMARY LOGO



SECONDARY LOGOS



Logo Color Use

Our primary, full-color logo may not be legible in all settings. If our primary logo is not an option, below are guidelines for alternative colors, mixing our logo with photography, and using on brand-color backgrounds.

ONE-COLOR LOGOS

If a single-color logo is necessary, use either Gillette Navy or black. For black-and-white printing, use the Greyscale logo.



REVERSED LOGO

A solid white logo is best for placement over photography, with navy as a secondary option only if the photo is bright and provides adequate contrast against the logo.



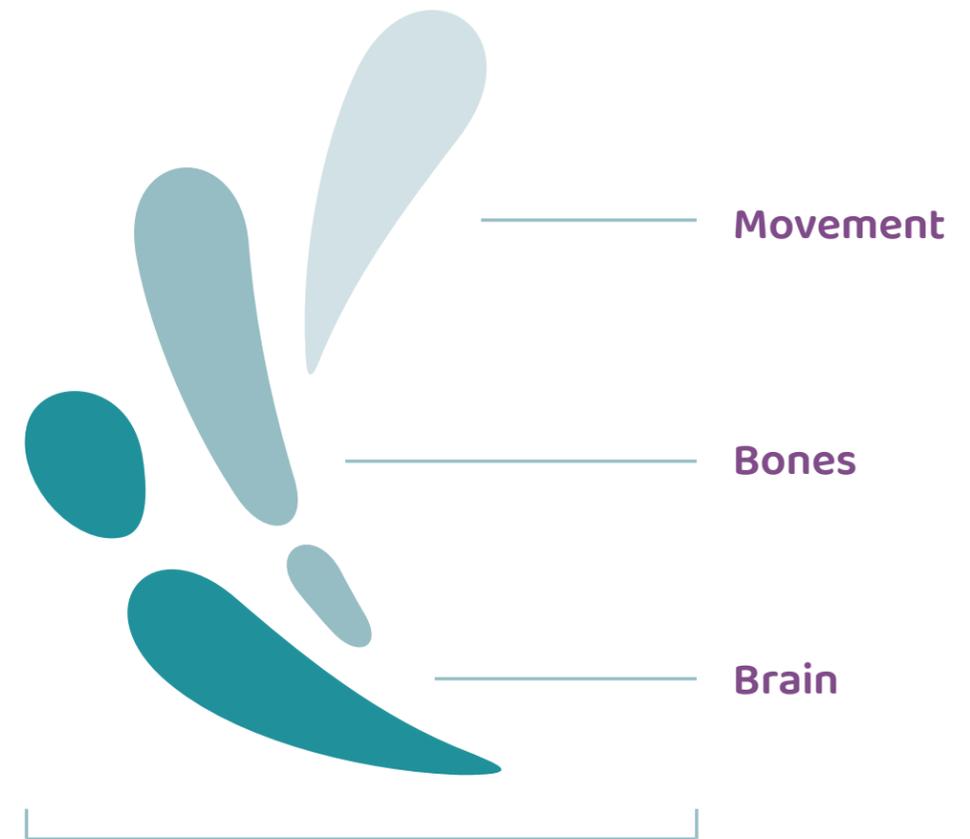
Logo Anatomy

The symbol represents innovation and brings an element of motion to the logo. The three segments represent Gillette's specialties in treating brain, bone and movement conditions.



SYMBOL

SIGNATURE



SYMBOL ANATOMY

Clearspace

Clearspace is important for proper logo presentation. Always ensure the height of the "e" is available around all sides of the logo for the best legibility.



Logo Scale

Our logo is in vector format and can easily scaled. For print a minimum width of 0.75" and for web instances a minimum width of 100px should be used for optimum legibility.



0.75" width



100px width

Logo Orientation

Brand architecture is a system organizing a brand's various departments, initiatives and organizations. It provides a hierarchy and guidance for proper visualization.



Brand Architecture

Brand architecture is how the different brand elements of an organizational entity are organized and related to each other, with the objective of creating greater value. A good brand architecture creates value and helps users navigate the brand.

OVERVIEW

We've identified four levels in the architecture. Each level has a different way of using or organizing the brand and the thing it's describing.

Level One

MASTERBRAND



Level Two

SUB-ENTITIES



Level Three

DESCRIPTOR



Level Four

INSTITUTIONAL PARTNERSHIPS



Brand Architecture continued

Brand architecture is how the different brand elements of an organizational entity are organized and related to each other, with the objective of creating greater value. A good brand architecture creates value and helps users navigate the brand.

Level One

MASTERBRAND

The highest level of our brand. To be used as the default reference to our brand, or in any situation not described in levels two, three or four.



Level Two

SUB-ENTITIES

To be used as needed in reference to a specific department, division, program or location (whether it exists currently or in the future).



Brand Architecture continued

Brand architecture is how the different brand elements of an organizational entity are organized and related to each other, with the objective of creating greater value. A good brand architecture creates value and helps users navigate the brand.

Level Three

DESCRIPTOR

To be used in situations where we want to give people some description or sense of who we are and what we do.

Given our positioning to be seen as a beacon for brain, bone and movement conditions, we would recommend using this for external (non-clinical specialist) audiences.



Level Four

INSTITUTIONAL PARTNERSHIPS

To be used as needed in reference to a specific partnership. Select between Option A or B depending on the nature of the partnership, whether Gillette is shown as an equal partner vs. as an ingredient brand.

Option A: Equal partnerships use equitably scaled logos, standard clearspace and a vertical, navy line separating both logos. Ensure partner brand has reviewed and approved use of their logo in this way.



Option B: As an ingredient brand, apply the logo clearspace rules, and follow dominant brand's requirements for partner logo placement.



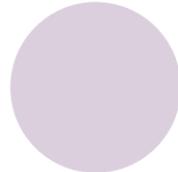
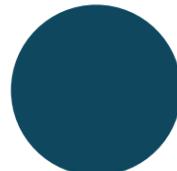
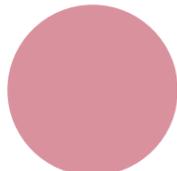
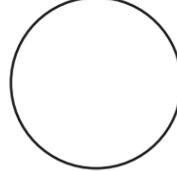
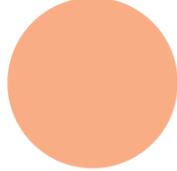
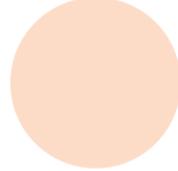
Color Usage

Color is a powerful tool to evoke emotion, draw attention and communicate in a way that is beyond words. The Gillette Children's color palette uses six bold hues to create vibrant and youthful visuals.



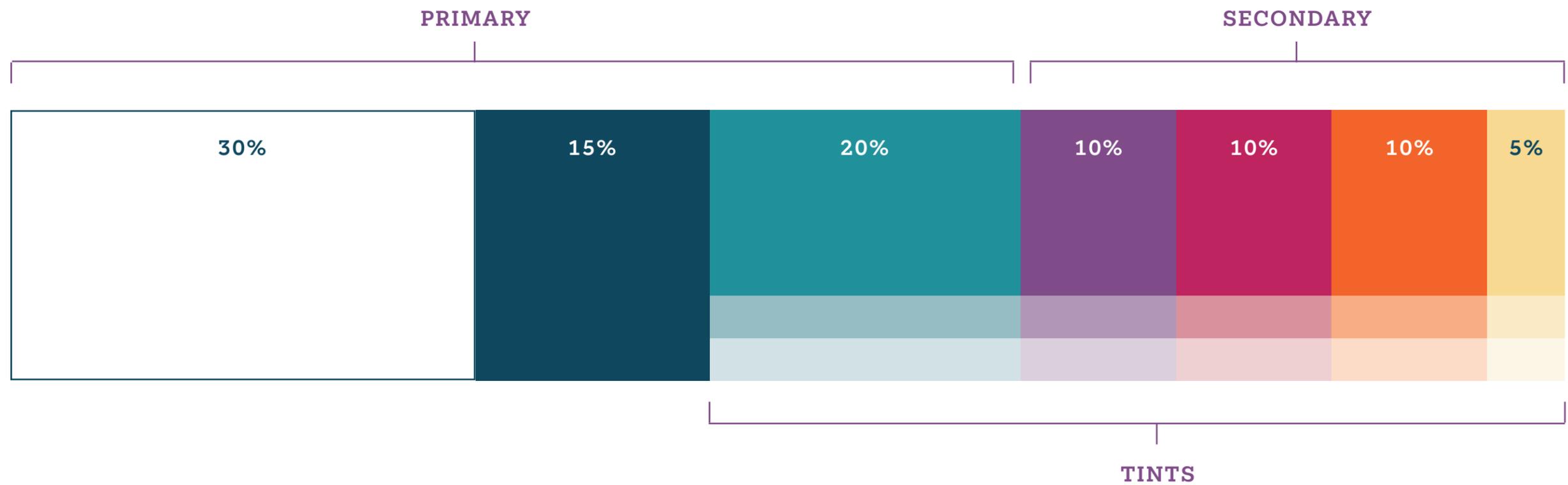
Color Palette

The Gillette color palette is vibrant, balanced and bold. Together, these colors represent a bright sense of possibility. Colors can be tinted at 50% and 20%.

PRIMARY	SECONDARY	50% TINT	20% TINT
 <p>Teal CMYK 81, 26, 38, 2 RGB 30, 144, 154 PMS 321C HEX 1e909a</p>	 <p>Purple CMYK 58, 82, 18, 3 RGB 127, 76, 134 PMS 7662C HEX 7e4b86</p>		
 <p>Navy CMYK 96, 66, 43, 29 RGB 8, 71, 95 PMS 7477C HEX 08475f</p>	 <p>Pink CMYK 22, 98, 45, 4 RGB 189, 38, 95 PMS 7425C HEX bc255e</p>		
 <p>White CMYK 0, 0, 0, 0 RGB 0, 0, 0 PMS White HEX ffffff</p>	 <p>Orange CMYK 0, 75, 94, 0 RGB 242, 102, 43 PMS 165C HEX f1652a</p>		
	 <p>Yellow CMYK 3, 13, 49, 0 RGB 248, 217, 148 PMS 7402U HEX f6d992</p>		
			

Color Ratio

Using the palettes appropriately establishes a consistent brand distinctiveness. The appropriate color balance for Gillette Children's should feel friendly, welcoming, colorful and sophisticated. White should be the dominant neutral color for contrast and legibility as well as a clean and modern feel.



Color Combinations

Using the palettes appropriately establishes a consistent brand distinctiveness. The appropriate color balance for Gillette Children's should feel friendly, welcoming, colorful and sophisticated. White should be the dominant neutral color for contrast and legibility as well as a clean and modern feel.

BACKGROUNDS

Backgrounds can be solid, single-color floods or large blocks of color that dominate a layout.

COMBINATIONS

A maximum of three brand colors are allowed per layout to avoid visual clutter. Do not use color combinations unlisted in the chart to the right.

TYPE

Legibility is the priority for all type. Body copy appears in navy or white, or black as an alternate. Limited brand colors are allowed in headlines or callouts, as outlined in the chart to the right.

White	 
Teal	 
Navy	 
Purple	 
Pink	 
Orange	 
Yellow	 

Brand Typography

As the visual representation of our brand's voice, our typefaces share the traits of warmth, approachability and transparency. Just like our colors and logo, our chosen fonts have rules to establish consistent use and accessibility.



Primary Typefaces

The primary typefaces are our first choice for all branded materials. These should always be used in programs where custom fonts are available.

SANS SERIF

Baloo 2

Regular
Semi Bold
Extra Bold

Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()+-

Our primary typeface is Baloo 2, supported by Mokoko as an accent. Baloo 2 is a playful, geometric sans serif with distinctive points and curves and is prominently featured in the Gillette logo. Baloo 2 is available under the Open Font License and can be downloaded via Google Fonts.

SERIF

Mokoko

Regular
Regular Italic
Bold
Bold Italic

Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()+-

Mokoko is the serif counterpart to Baloo 2, and can be used for callouts, pull quotes or other instances where text contrast is needed. Mokoko is timeless yet modern, with rounded letters and strong slab serifs. Mokoko is available under the Adobe Font License.

Alternate Typefaces

Alternate typefaces are used only when the primary brand fonts are unavailable. This includes presentations or programs that do not support use of custom font choices, or as web-safe fallback fonts.

SANS SERIF

Calibri

Regular
Italic
Bold

Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()+-

SERIF

Georgia

Regular
Italic
Bold

Gg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@#\$%^&*()+-

Multilingual Typeface

Noto is a global font collection created by Google, available under the Open Font License. It is developed for writing in all modern languages, and has italic styles, multiple weights and widths, and 3,741 glyphs.

Noto Sans

Regular
Italic
Bold

Gg

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % ^ & * () + -

Greek

α β γ δ ε ζ η θ ι κ λ λ μ ν ξ ο π ρ σ ς τ υ φ χ ψ ω

Russian

А Б В Г Д Е Ё Ж З И Й К Л М Н О П Р С Т У Ф Х Ц Ч Ш Щ Ъ Ы Ь Э Ю Я

Spanish

Á B C D É F G H I J K L M N Ñ O P Q R S T U V W X Y Z

Urdu

آ ا ب ت ث ج د ح ص س ز ڈ و ج ٹ ت ب آ

Typography Hierarchy

A typographic hierarchy has been established to ensure consistency in layouts for all content. In both print and digital spaces, be sure to pay attention to copy scale and hierarchy.

Label

Mokoko, Bold

Headline

Baloo 2, Extra Bold

Subhead

Baloo 2, Regular

Body Copy

Baloo 2, Regular

In-line Emphasis

Baloo 2, Semi Bold

Bullets

Baloo 2, Regular

Pull Quote

Mokoko, Bold

WHO WE ARE

Come home to Gillette.

A world in which every child is able to create their own story.

We don't believe that a complex condition defines anyone. We simply won't agree to relegating any child to the things they cannot do. At Gillette, we help children know their true and full selves and pursue their own goals. And together, we'll surprise the world.

We don't gloss over challenges, but our authenticity means families know they can trust us to see their whole child beyond any diagnosis. We are clear-eyed in what is possible so that each child can create their own normal, their own brand of life, joy and pride. And we tell the whole truth, real stories about progress, acceptance and courage so that families across the globe know they are not alone — and that we are here for them.

- We don't believe that a complex condition defines anyone.
- We won't agree to relegating any child to the things they cannot do.
- At Gillette, we help children know their true and full selves and pursue their own goals.

“We don't want our daughter to be limited by any diagnoses and Gillette doesn't either. That is the amazing thing about Gillette. They allow you to create your child's destiny and it not be created for them. They really do.” - Parent of a Gillette patient

Visual Elements



Photography

The image style is warm, candid and honest. Lighting is a key photo element – representing Gillette as a global beacon for children with complex brain, bone and movement conditions. Unique uses of shadows and contrast are as important as the subjects themselves. When using photos, never flip, reflect or otherwise alter representation of our patients.

LIFESTYLE PHOTOS

These images capture subjects candidly in environments outside the hospital with authentic emotions. Careful attention should be paid to represent diversity of subjects both demographically and in range of abilities.

CLINICAL PHOTOS

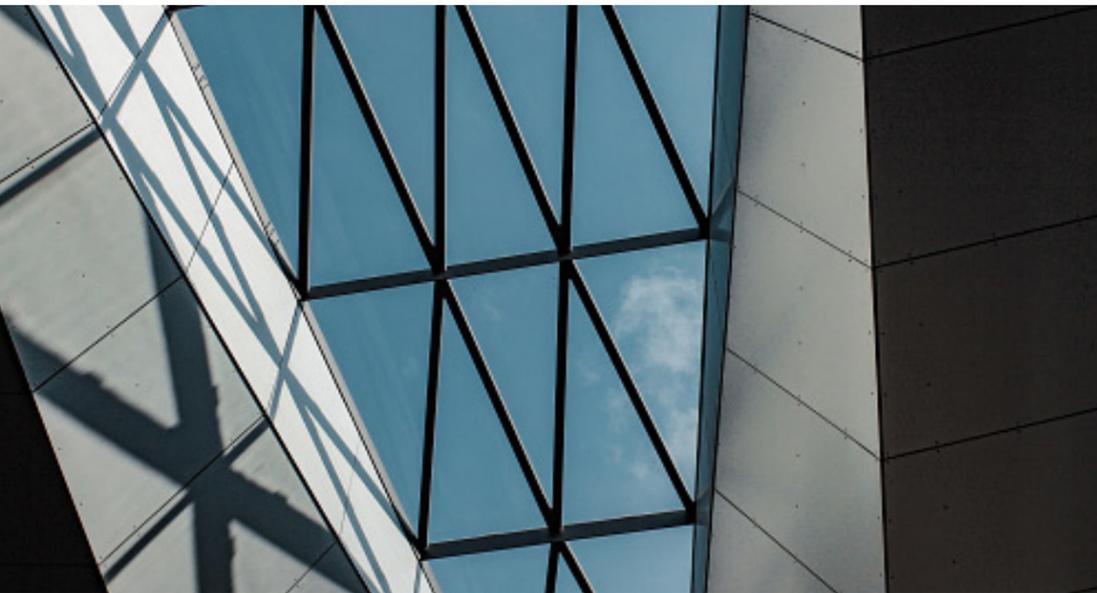
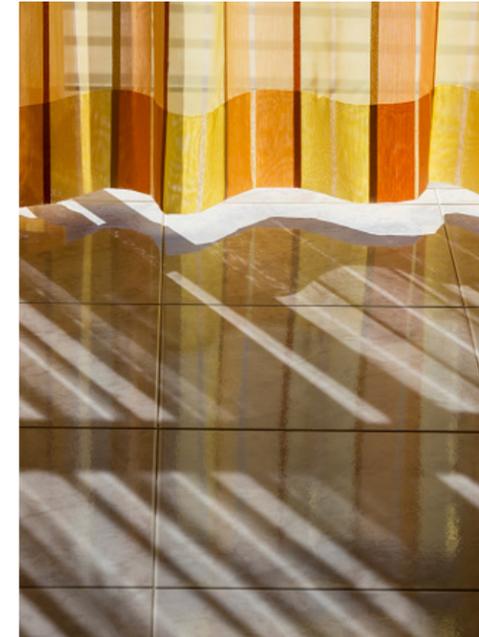
Photos taken in the facility should also be warm and candid and use thoughtful lighting to highlight patients and staff as partners in health, meeting children at their level.

Technology and medical equipment are important elements of facility photography but should not overpower the representation of patients, families and staff.

ABSTRACT PHOTOS

Just as in our lifestyle and clinical photography, shadows and lighting are a critical element representing Gillette as a beacon for children. Abstract photos can be taken around Gillette's facility, and showcase our warm and inviting environment.





Icons

A library of icons can be found here: www.serfsefu.org/iconlibrary.
For a custom icon, please contact marketing@gillettechildrens.org.

Gillette uses custom icons to enhance communication and bridge language gaps. This is very useful in the context of UX — helping visitors to find and scan content — as well as wayfinding, print and digital marketing materials and presentations.

ICON GRID

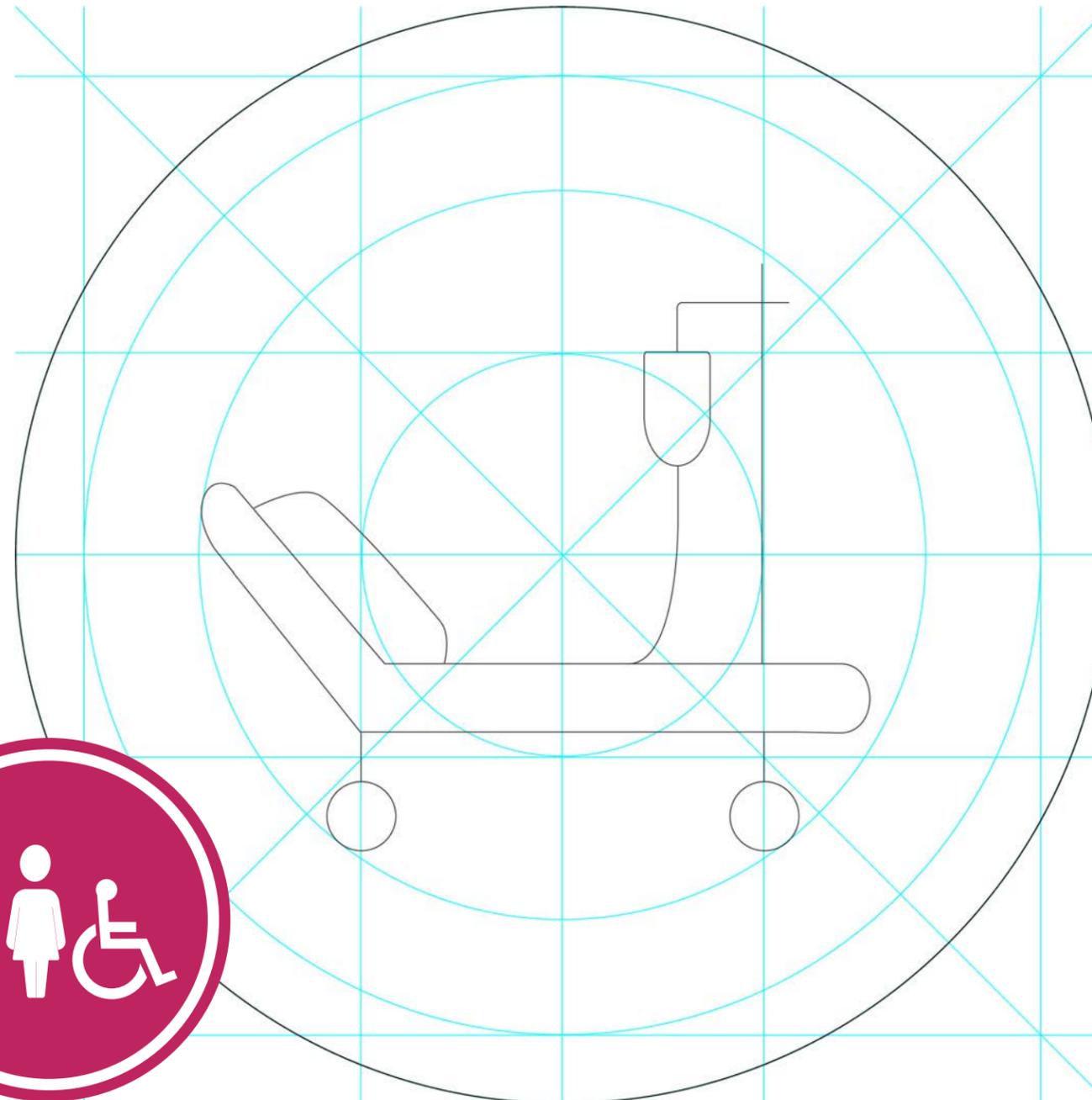
When creating new icons, the below grid establishes a framework for creating new icons in the same scale, providing consistency across the icon library. The grid is a 1024px square and designs are drawn or adjusted to the grid with a 1pt stroke. Icons can then be reduced to 30px and outlined.

color background circle,
1pt stroke on outside

white outline circle, 1pt
stroke on inside

custom head shape to
mimic emojis

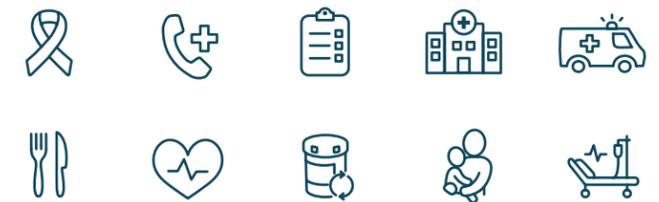
illustration conforming
to grid



SOLID ICONS



LINE ICONS



Emojis

A library of emojis can be found here: www.serfsefu.org/emojis.
For a custom emoji, please contact marketing@gillettechildrens.org.

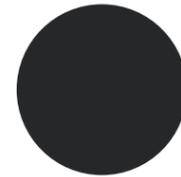
EMOJI RULES

Emojis are used primarily for initiatives geared toward internal audiences and limited usage for patients and families.

- Heads are slightly oversized ovals, always gold, resembling classic phone emoji inclusive skin tone.
- Outlines are always very dark grey.
- Head, body and clothing stroke should all be the same.
- Arms and legs stroke is 1pt thicker than the head, body and clothing.
- Always use flat, solid, vibrant colors pulled from the brand colors when possible.



Emoji Gold
CMYK 0, 23, 89, 0
RGB 255, 198, 53
HEX ffc635

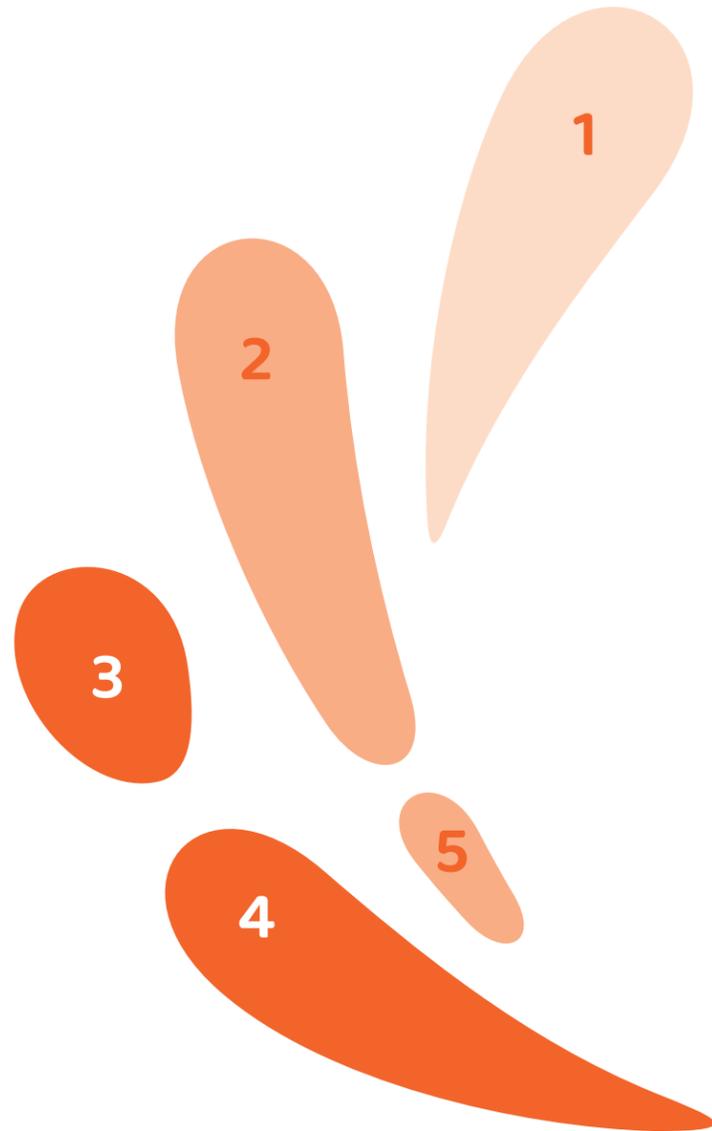


Emoji Grey
CMYK 72, 66, 62, 66
RGB 40, 41, 42
HEX 28292a



Graphic Shapes

Our graphic shapes are derived from the symbol in our logo. All five of these shapes can be used individually or in combinations to add visual interest as image frames or backgrounds.



FIVE UNIQUE SHAPES

APPLYING SHAPES

Graphic shapes can be combined in any way, keeping these rules in mind:

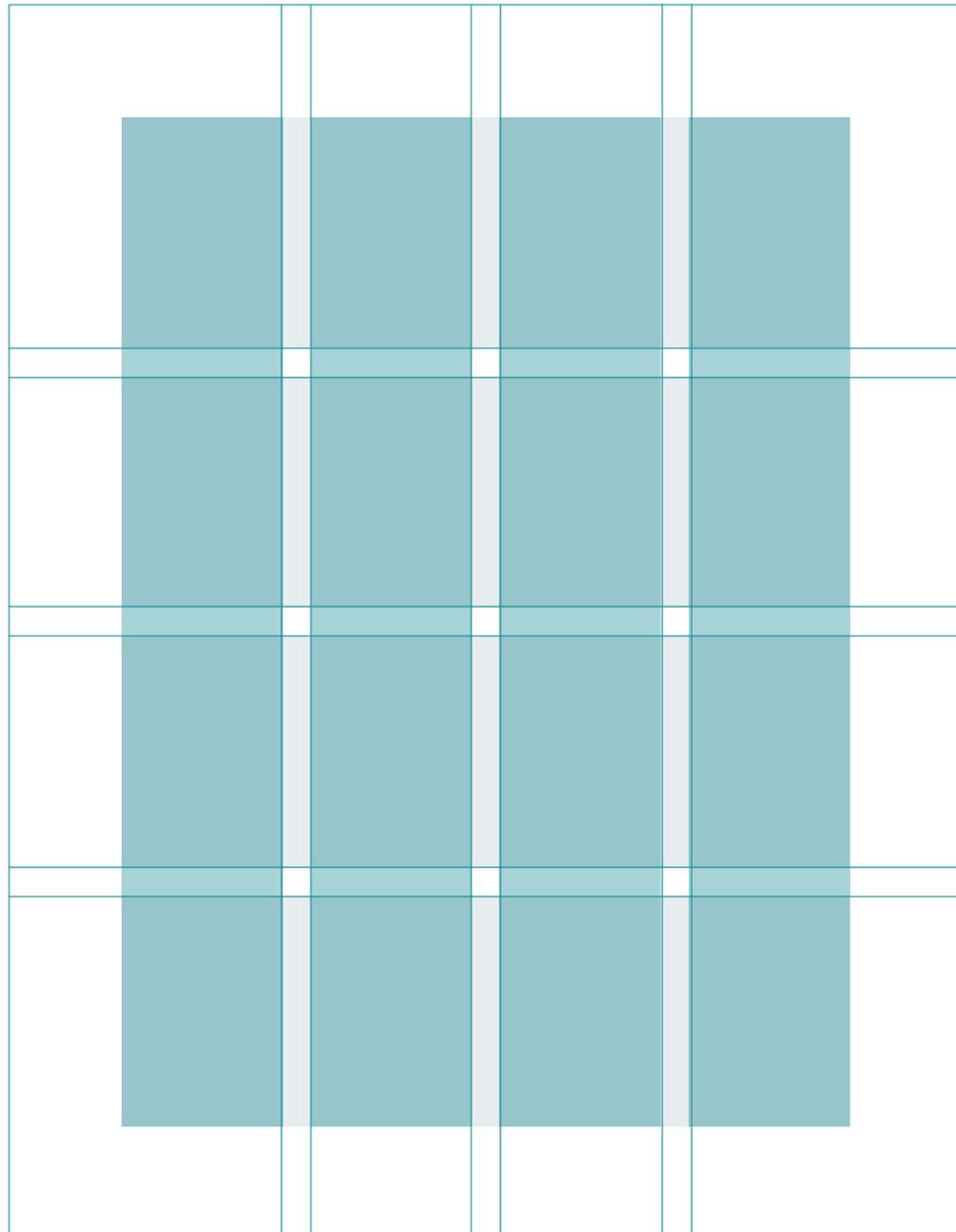
- Shapes can be used with a solid color fill, or as a unique crop for images.
- Bleed all shapes off the page.
- Keep all shapes in similar scale.
- Follow the approved color combinations.
- “Multiply” effect can be applied to shapes containing both colors and images.
- Do not overlap more than three shapes per page.
- Overlapping area should be at least 30% the size of the smallest shape.

Graphic Shapes



Grid System

To create organized, consistent layouts, a 4x4 grid has been defined. This system can be applied in both print and digital settings to express the Gillette identity.



Margin **Gutter**

1/2 page

1/2 page

1/4 page **3/4 page**

He can be whoever he wants to be.

gillette CHILDREN'S

Sam began missing motor milestones in early infancy. After he received a diagnosis of CP, Gillette's Motor Delay Clinic team of experts put together a comprehensive therapy and treatment plan that allows him to thrive.

Sam enjoys smiling, running and dressing up like the Incredible Hulk for Halloween. He also has cerebral palsy, and if not for early medical intervention by specialists at Gillette Children's, he wouldn't be doing as well as he is today. Sam enjoys smiling, running, and dressing up like the Incredible Hulk for Halloween. He also has cerebral palsy, and if not for early medical intervention by specialists at Gillette Children's, he wouldn't be doing as well as he is today.

Gillette is your global partner in cerebral palsy care and ensures patients get the best care possible. Gillette creates customized treatment plans and utilizes state-of-the-art technology so kids can achieve healthier, happier, more independent lives, just like Sam.

For more information, or to make a referral, please visit our website at gillettechildrens.org to read more about Gillette Children's.

To make a referral:
 651.325.2200
gillettechildrens.org

Branded Materials

PRESENTATION TEMPLATE



Branded Materials continued

LOWER THIRDS

Widescreen, 16:9



Standard, 4:3



Branded Materials continued



Scoliosis Patient Guide

Enclosed are instructions for continued care. If you have any questions, or need to get in touch with your care team, please contact us:

651.325.2200
gillettechildrens.org




He can be **whoever** he wants to be.



She can be **whoever** she wants to be.



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“We don’t want our daughter to be limited by any diagnoses and Gillette doesn’t either. That is the amazing thing about Gillette. They allow you to create your child’s destiny and it not be created for them. They really do.”

Leah Berkland

Parent of a Gillette patient, Peyton

