

Valley Children's Healthcare  
**Quick Start Brand Guide**

**Approved Brand Logos**



**Unacceptable Logo Uses**



Scaled Incorrectly (Stretched Vertically)



Scaled Incorrectly (Stretched Horizontally)



Colors Modified In Logo



Re-Arrangement of Logo



Shield Used By Itself



Wrong Logo Used Over Dark Color or Busy Background

Please contact the Marketing & Communications department at Valley Children's Healthcare with any questions regarding proper logo use.

559.353.7052 • [contactus@valleychildrens.org](mailto:contactus@valleychildrens.org)

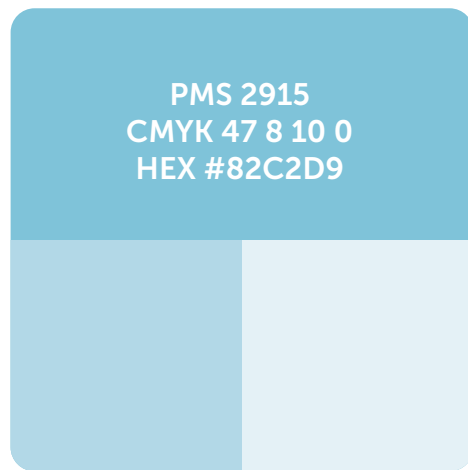
# Approved Brand Colors

PMS 313  
CMYK 100 0 10 20  
HEX #0091B9

PMS 295  
CMYK 100 84 36 39  
HEX #0F2D52




PMS 2915  
CMYK 47 8 10 0  
HEX #82C2D9



CMYK  
0 63 74 0


PMS 166



HEX#F47E4F

CMYK  
6 30 72 0


PMS 123



HEX#EDB660

CMYK  
58 0 80 0


PMS 360



HEX#73C167

CMYK  
79 53 2 0


PMS 285



HEX#4173B6

CMYK  
0 100 79 20

PMS 193



HEX#C41230

CMYK  
44 95 36 14

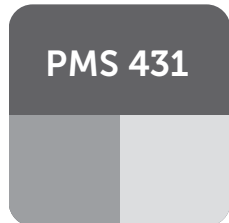
PMS 2415



HEX#8C2D62

CMYK  
0 0 0 75

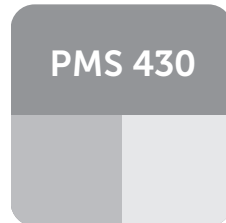
PMS 431



HEX#636466

CMYK  
0 0 0 50

PMS 430



HEX#939598

## Approved Brand Fonts

<b>V</b>	_____	Museo Sans Rounded 300 <b>Museo Sans Rounded 700</b>
<b>V</b>	_____	Museo Slab 300 <b>Museo Slab 700</b>
<b>V</b>	_____	Museo 300 <b>Museo 700</b>

## Museo Font Substitutions on Standard Windows PC Operating System

<b>V</b>	_____	Segoe <b>Segoe Bold</b>
----------	-------	----------------------------

---

## Approved Tagline

***Futures Worth Fighting For.***

---

Please contact the Marketing & Communications department at Valley Children's Healthcare with any questions regarding proper logo use.

559.353.7052 • [contactus@valleychildrens.org](mailto:contactus@valleychildrens.org)