

CHILDREN'S HOSPITAL OF WISCONSIN **NAME AND LOGO GUIDELINES**

The name and logo of **Children's Hospital of Wisconsin** may be used as part of an event **ONLY AFTER APPROVAL HAS BEEN GRANTED** by Children's Hospital of Wisconsin Family Services staff.

The **Children's Hospital of Wisconsin** name and logo are service marks of Children's Hospital and Health System and cannot be used without written permission. With approval of use, a **logo** will be provided by Family Services staff. When the name **Children's Hospital of Wisconsin** is shown as the beneficiary of events sponsored by external organizations, groups or individuals, only the following wording is acceptable:

1. An event benefiting **Children's Hospital of Wisconsin**
2. (Event name) benefiting **Children's Hospital of Wisconsin**

The following guidelines should be followed when using the Children's Hospital of Wisconsin logo:

1. The logo is sized no smaller than 7/16" high.
2. The logo can only appear in blue and black, all black, or all white.
3. The elements of the logo must remain the same and type and graphics cannot be added.
4. Do not separate the silhouette image from the typography. Do not extend the baseline of the logo.
5. Special effects, such as drop shadows, outlining, beveling, blurring, etc., cannot be added.
6. The proportion must remain the same.
7. The logo cannot be surrounded with a box or other shape.