# CONTENTS

<table>
<thead>
<tr>
<th>1</th>
<th>BRAND VOICE &amp; STRATEGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Integration</td>
</tr>
<tr>
<td>1.2</td>
<td>Mission, Vision, Values and Culture</td>
</tr>
<tr>
<td>1.3</td>
<td>Brand Voice</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2</th>
<th>VERBAL IDENTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1</td>
<td>How to use the brand voice</td>
</tr>
<tr>
<td>2.2</td>
<td>Editorial Style</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3</th>
<th>VISUAL IDENTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1</td>
<td>Brand Mark</td>
</tr>
<tr>
<td>3.2</td>
<td>Color &amp; Typography</td>
</tr>
<tr>
<td>3.3</td>
<td>Brand Identity</td>
</tr>
<tr>
<td>3.4</td>
<td>Photography</td>
</tr>
<tr>
<td>3.5</td>
<td>Videography</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>4</th>
<th>WEB</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1</td>
<td>Web Overview &amp; Website Content Management System</td>
</tr>
<tr>
<td>4.2</td>
<td>HopkinsAllChildrens.org &amp; Foundation</td>
</tr>
<tr>
<td>4.5</td>
<td>Connect</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>5</th>
<th>PUBLIC RELATIONS AND SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td>Public Relations &amp; Press Releases</td>
</tr>
<tr>
<td>5.2</td>
<td>Social Media</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>6</th>
<th>ENTITIES &amp; PROGRAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.2</td>
<td>All Children’s Specialty Physicians</td>
</tr>
</tbody>
</table>
BRAND VOICE & STRATEGY

1.1 Integration
1.2 Mission, Vision, Values and Culture
1.3 Brand Voice
The integration of All Children's Hospital and Johns Hopkins Medicine joined two trusted and respected brands for the benefit of pediatric health.

The Johns Hopkins All Children's Hospital brand combines a longstanding legacy of compassionate care with the innovation of one of the world’s leading health care systems. Together we make care safer and cures more achievable.
Mission, Vision, Values and Culture

While the Johns Hopkins All Children's brand has evolved, our Mission remains the same: to provide leadership in children's health through treatment, education, advocacy and research.

Our vision, values and culture guide us on our mission:

Vision
Creating healthy tomorrows … for one child, for All Children.

Values
- Honesty and Integrity
- Inspiration and Hope
- Collaboration and Teamwork
- Inquiry and Innovation
- Compassion and Respect
- Responsibility and Safety

Culture
We trust each other to do the right thing for patients, families and each other. We inquire and inspire, we embrace change, and we create knowledge and train future pediatric leaders. We strive to be the best.
Brand Voice

Our brand voice reflects the personality of Johns Hopkins All Children’s Hospital, as expressed in written, digital and verbal word choices, sentence structure and tone. It is how we engage and motivate our audiences.

What is the Johns Hopkins All Children’s brand voice?
Johns Hopkins All Children’s Hospital speaks with clarity, respect and warmth.

Our voice is confident, yet humble. It is engaging, genuine, concise, accessible and relatable. We offer knowledge and reliability in pediatric health. We deliver compassion, care and cure.

Our voice conveys trust, inspiration and most of all, HOPE.

Our brand voice speaks to multiple audiences:
• Patients and Families
• All Children’s Specialty Physicians
• Medical Staff
• Residents and Fellows
• Referring Physicians
• Community Physicians
• Nurses
• Researchers
• Faculty
• Employees
• Donors
• Community
• Policy Makers
• Business Leaders
2.1.1 How To Use The Brand Voice
2.2.1 Johns Hopkins Medicine
   Name Use Guidelines
2.3.1 Copyright and Health Disclaimer
2.4.1 Editorial Style
   A–B
   2.4.2 B–C
   2.4.3 D–E
   2.4.4 F–H
   2.4.5 I–J
   2.4.6 J–N
   2.4.7 N–S
   2.4.8 S–Z
The verbal identity of Johns Hopkins All Children’s is consistent across platforms and audiences. The following use of brand voice and editorial style guidelines are designed to help maintain that consistency.

How To Use The Brand Voice

First vs. Third Person
To support a relatable brand voice and convey our expertise, we often use first person in our writing. Referring to ourselves mainly in third person creates distance between us and the reader, so we try to minimize the use. At the same time, as we use first person, we want to ensure that our voice remains humble and focused on speaking to our audience vs. talking too much about ourselves.

Contractions
The use of contractions depends on audience and communication goals. For example, contractions may be used to support our relatable brand voice in patient and family materials. However, words should be spelled out in academic articles and papers. When contractions are used, be careful not to rely too heavily on them in any single communication.

Name Usage
The full name of the hospital should be used upon all first mentions and in titles for written, digital and spoken usage: Johns Hopkins All Children’s Hospital. The name can be shortened to Johns Hopkins All Children’s upon subsequent uses. The acronym of JHACH should only be used for internal communications and never used in titles and headings. For other Johns Hopkins Medicine entities name usage, reference section 2.2.

Word Choice and Sentence Structure
Use straightforward language, strong active verbs and direct sentences. Avoid excessive clauses, especially introductory clauses. Examples of what and what not to do include:

Yes: U.S. News & World Report ranks the program in the Top 50 for Cardiology and Heart Surgery. We offer cardiology services throughout the west coast of Florida.

No: Ranked in the Top 50 by U.S. News & World Report for Cardiology and Heart Surgery, cardiology services are offered by the Johns Hopkins All Children’s Heart Institute throughout the west coast of Florida.

No: George Jallo, M.D., was invited to perform a surgery to be live streamed to London for the Sixth Annual World Course in Advanced Brain Tumor Surgery.

Yes: The Sixth Annual World Course in Advanced Brain Tumor Surgery invited George Jallo, M.D., to share his neurosurgery technique through a live stream to the conference in London.

No: Even in situations where a physician is conducting an important clinical trial, Johns Hopkins All Children’s Hospital cannot compel you to enroll your child in the study.

Yes: Our doctors won’t force you to participate in a research study. We may explain the benefits and how your child’s participation could help others with similar conditions.

Medical Terminology
Our communications often include medical terminology. Explain the terminology in terms the reader can understand and describe the terms with language they can envision. Examples include:

Yes: The procedure involves a single incision most commonly hidden within the belly button. The size was about a half inch long, which is standard. Nicole Chandler, M.D., broke up the spleen into small pieces inside the abdomen and extracted them through the small incision.

No: The doctor used laparoscopic surgery to perform a splenectomy.
Johns Hopkins Medicine Name Use Guidelines

In general, references to Johns Hopkins All Children’s Hospital, the Johns Hopkins All Children’s Foundation and other related entities are incorporated within the body of this style guide. The following governs usage for Johns Hopkins Medicine entities outside of Florida.

In an organization as complex as Johns Hopkins Medicine, it’s not surprising when people are confused about when to use what name. It’s legally important to use the various Hopkins names correctly, whether it’s in a contract, a website, printed materials (including books and papers) or public speaking.

**When to capitalize the**

When referring to legal entities (e.g., The Johns Hopkins University, The Johns Hopkins Hospital and The Johns Hopkins Health System Corporation), you must capitalize The in the name.

When referring to a school within The Johns Hopkins University, use lowercase in a running copy sentence; for example, “The course is offered by the Johns Hopkins University School of Medicine.” However, when referring to one of the University’s schools (possessive), use upper case The; for example, “She is a faculty member in The Johns Hopkins University’s School of Medicine.”

**The Johns Hopkins Health System Corporation**

This name refers only to the single legal entity employing 1,200-plus people who support several legal entities with services that include, among others, Legal, Finance, Human Resources and Compliance.

**Johns Hopkins Health System**

This term does not refer to the legal entity The Johns Hopkins Health System Corporation.

Johns Hopkins Health System refers to several entities, including The Johns Hopkins Health System Corporation itself and its wholly owned subsidiaries, including:

- The Johns Hopkins Hospital
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Community Physicians
- Johns Hopkins Employer Health Programs (EHP)
- Howard County General Hospital
- Johns Hopkins All Children’s Hospital
- Sibley Memorial Hospital
- Suburban Hospital

The other five hospitals, aside from The Johns Hopkins Hospital, should be called members, not entities or affiliates.

Johns Hopkins HealthCare LLC and The Johns Hopkins Home Care Group Inc. are not part of the group of entities referred to as the Johns Hopkins Health System because The Johns Hopkins Health System Corporation owns only 50 percent of each of these entities. These two legal entities are, however, part of the group of entities referred to as Johns Hopkins Medicine (see below).

The Johns Hopkins University School of Medicine is not part of the group of entities referred to as the Johns Hopkins Health System.

It is critical to identify the actual legal entity(ies) in contracts and in applications for grants, licenses, etc.

**Johns Hopkins Medicine**

This term does not refer to a legal entity.

Johns Hopkins Medicine refers to the vehicle through which internal operational activities and external initiatives are coordinated. Although it is not a legal entity, it includes the following principal entities:

- Johns Hopkins University School of Medicine
- The Johns Hopkins Health System Corporation
- The Johns Hopkins Hospital
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Community Physicians
- Johns Hopkins Employer Health Programs (EHP)
- Howard County General Hospital
- Johns Hopkins HealthCare
- Johns Hopkins Home Care Group and subsidiaries
- Johns Hopkins Medicine International
- Johns Hopkins All Children’s Hospital
- Sibley Memorial Hospital
- Suburban Hospital

Johns Hopkins Medicine should be used when referring to all of the above entities collectively.

It is critical to identify the actual legal entity(ies) in contracts and in applications for grants, licenses, etc.
**Johns Hopkins Medical Institutions**
This term does not itself refer to a legal entity.
This term is an internal term and is sometimes used to refer collectively to:
- Johns Hopkins University School of Medicine
- The Johns Hopkins Hospital
- Johns Hopkins University Bloomberg School of Public Health
- Johns Hopkins University School of Nursing
Sometimes this term is used to refer to more schools/entities than these four; however, use of this term for that purpose is discouraged.
It is critical to identify the actual legal entity(ies) in contracts and in applications for grants, licenses, etc.

**Johns Hopkins Institutions**
This term is an internal term and does not itself refer to a legal entity. This term is sometimes used to refer collectively to all of the following principal entities:
- The Johns Hopkins University
- The Johns Hopkins Health System Corporation
- The Johns Hopkins Hospital
- Johns Hopkins Bayview Medical Center
- Johns Hopkins Community Physicians
- Johns Hopkins Employer Health Programs (EHP)
- Howard County General Hospital
- Johns Hopkins HealthCare
- Johns Hopkins Home Care Group Inc. and subsidiaries
- Johns Hopkins Medicine International
- Johns Hopkins All Children’s Hospital
- Sibley Memorial Hospital
- Suburban Hospital
It is critical to identify the actual legal entity(ies) in contracts and in applications for grants, licenses, etc.

**Institutes, Schools, Etc.** *(Edited down to ones likely to be used)*
the Armstrong Institute for Patient Safety and Quality, Armstrong Institute
the Johns Hopkins Institute for Basic Biomedical Sciences, IBBS
Johns Hopkins Bayview Medical Center (always on first mention), Johns Hopkins Bayview, Hopkins Bayview or the medical center (on second reference)
the Johns Hopkins Children’s Center, Johns Hopkins Children’s, the Children’s Center (the Johns Hopkins Children’s Center is located in The Charlotte R. Bloomberg Children’s Center building)
Johns Hopkins Harriet Lane Clinic, Harriet Lane Clinic
the Johns Hopkins Kimmel Cancer Center, the Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins (preferred first reference in donor materials), Johns Hopkins Sidney Kimmel Comprehensive Cancer Center, Johns Hopkins Kimmel Cancer Center, Kimmel Cancer Center, the Cancer Center.
Johns Hopkins Community Physicians
Johns Hopkins Medicine International
the Johns Hopkins Bloomberg School of Public Health, the Bloomberg School of Public Health, the school of public health, JHSPH
the Johns Hopkins University School of Nursing, the school of nursing

**Academic Departments, Divisions, Directors, etc. at Johns Hopkins University/Johns Hopkins Medicine**
the Department of Medicine, the Department of Radiology and Radiological Science, the radiology department (the department, in later reference)
the Division of Cardiology
At Johns Hopkins All Children’s, the Department of Medicine, Department of Surgery and Department of Anesthesia are led by chairs. At other Johns Hopkins Medicine entities, departments have directors. Divisions have chiefs or directors.
Head—always lowercased—is an appropriate neutral word, as either a noun or a verb, for any such position.
The Department of Neurology and the Department of Neurosurgery are two separate departments.
Copyright and Health Disclaimers

The copyright disclaimer needs to be applied to the inside cover flap or back cover of all Johns Hopkins All Children’s Hospital marketing, academic and patient collateral as well as the bottom footer of the web page and any associated online landing page.

The health disclaimer must be applied along with the copyright disclaimer for any online or print marketing, academic and patient collateral that contains health and medical recommendations or references for treatment and lifestyle care.

Contact the Marketing, Communications and Culture Department with any questions concerning the use of disclaimers.

Copyright disclaimer

*English*

This content was created and produced by Johns Hopkins All Children’s Marketing, Communications and Culture Department. No portion may be used or disseminated without the express written permission of Johns Hopkins All Children’s Marketing, Communications and Culture Department or Johns Hopkins All Children’s Hospital, Inc. (call 727-767-8831).

*Spanish*

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Health disclaimer

*English*

The information here is not intended to be nor should be used as a substitute for medical evaluation or treatment by a health care professional. Before using any medical treatment or advice, readers should consult their own professional resources or their personal physician to determine the appropriateness of the medical information for the reader. This publication is for information purposes only and the reader assumes all associated risks.

*Spanish*

La información proporcionada en este documento no está destinada, ni debe utilizarse, como sustituto de la evaluación médica o del tratamiento por parte de un profesional del cuidado de la salud. Antes de recurrir a los consejos o los tratamientos médicos, los lectores deben consultar sus propios recursos profesionales o hablar con su médico personal para determinar si la información médica es adecuada para el lector. Esta publicación tiene fines informativos únicamente y el lector asume todos los riesgos asociados.
Editorial Style

We use the Associated Press Stylebook and Webster’s New World College Dictionary, Fourth Edition, as the standard for style, punctuation, spelling preference, hyphenation, etc. for items we do not cover here. Our style guide reflects common terms and a few departures from AP style typically used in Johns Hopkins All Children’s print and electronic publications. These guidelines apply strictly to press releases, news stories and other articles. Ads, brochures and legal contracts may require some deviation from these guidelines.

Abbreviations/Acronyms Avoid overuse of acronyms and abbreviations. Spell out the name of a unit or program when it is first used, and place the abbreviation in parentheses.

The neonatal intensive care unit (NICU) encourages parents to be active members of their child’s care team. In the NICU, parents may be with their child 24 hours a day.

Do not capitalize the words from which an acronym is derived (intensive care unit, ICU; computed tomography, CT).

Addresses Follow AP style. Abbreviate Ave., Blvd., and St. only with a numbered address, 501 Sixth Ave. S., St. Petersburg, FL 33701. Spell out road, drive and similar words. Spell out and capitalize One through Nine as street names. Abbreviate compass directions and conform to common practice in the applicable city. For instance, directions often follow the street name in St. Petersburg but may precede it in a city such as Tampa, 1202 S. Church Ave., Tampa, FL 33629.

Advanced practice providers: Physician assistants and advanced registered nurse practitioners.

Adviser

Advisory

Affordable Care Act (ACH)

Ages Use numerals (Paco is 5 years old; a 5-year-old boy; John Smith was 30; a man in his 20s; a 2-hour-old infant; the study is open to patients ages 2 to 5 years (do not say “aged 2 to 5 years”).

All Children’s Hospital The hospital’s name as of April 2016 is Johns Hopkins All Children’s Hospital. The hospital opened in 1926 as the American Legion Hospital for Crippled Children, focusing on polio and other crippling diseases. In 1967, it opened a new facility. At the dedication, trustees quoted the poet Carl Sandburg to explain the hospital’s new name: “There is only one child in all the world, and that child’s name is All Children.” In 2010, the hospital opened its current facility and announced plans to join the Johns Hopkins Health System, becoming a fully integrated member in 2011. The hospital was rebranded Johns Hopkins All Children’s Hospital in 2016. That name should generally be used, but a broader story may make reference to something that occurred at what then was All Children’s Hospital. Hunter received the first heart transplant at what then was All Children’s Hospital in 1995.

All Children’s Hospital Guild A volunteer service organization that advocates, volunteers, and fundraises for children and families of Johns Hopkins All Children’s Hospital. It was formed in 1949 in St. Petersburg, Florida, and has grown to more than 450 members and nine branches.

All Children’s Specialty Physicians The group employs more than 200 pediatric and pediatric subspecialty physicians as well as 150 nurse practitioners, certified registered nurse anesthetists, advanced practice nurses, psychologists and physician assistants to provide health care in the Johns Hopkins All Children’s health system, at the hospital, outpatient care locations and affiliated community hospitals.

All right

American Academy of Pediatrics

Andersand In general, do not use as a substitute for the word and. Use only when it is the official part of a name (Johns Hopkins All Children’s Cancer & Blood Disorders Institute, Johns Hopkins All Children’s Maternal, Fetal & Neonatal Institute, AT&T, U.S. News & World Report).

Anticancer

Area code Use a hyphen, not parentheses, to separate from the rest of a phone number (410-955-2902). This is a departure from AP style.

Arrhythmia

Association Do not abbreviate. Capitalize as part of a proper name: American Medical Association.
body mass index A measurement calculated from weight and height. BMI is acceptable on second reference. To calculate: multiply weight in pounds by 703, divide by height in inches, divide again by height in inches. An easy-to-use web calculator: http://www.nhlbihi.nih.gov/health/educational/lose_wt/BMI/bmicalc.htm

brackets Use to set off clarifying words inserted in a direct quote. (She said, “I’ll be back at 3 [a.m.] to get my things.”)

brain dead, brain death Avoid these terms and seek explanation if used by a medical professional. There is no standard definition, though generally mean the heart and breathing have stopped. It’s possible in some cases to resuscitate a person, such as a victim of sudden cardiac arrest.

bulleted lists Follow these punctuation guidelines for a series of bullet points:
- If each is a complete sentence, capitalize the initial letter and place a period at the end of each.
- If each is a phrase that completes an introductory stem phrase or clause, lower-case the initial letter and place a period after the final bullet point. White space fills the role of punctuation on the preceding items.
- If each is a simple list of a word or two, don’t punctuate any of the bulleted items.

captions Such terms as top, bottom, left, right, above, below, from left, or clockwise from left usually precede the phrase identifying the object or person. Italicics generally are not used. Use commas, not colons. With a group of people, begin with from left. With two people, the person on the left is generally indicated: Bill Jones, left, and Bob Smith, unless clear: Bill Jones and Mary Smith.

caregiver

Center for Child Development and Rehabilitation at Johns Hopkins All Children’s Hospital

Centers for Disease Control and Prevention Located in Atlanta, the Centers for Disease Control and Prevention is part of the U.S. Department of Health and Human Services and works to control and prevent infectious and chronic diseases and promote good health. The centers also work with state and local health officials to provide specialized services.

On first reference, use Centers for Disease Control and Prevention. Precede with national, federal or U.S. if needed for clarity. CDC is acceptable on second reference and takes a singular verb.

Online: http://www.cdc.gov

checkup (v.) The nurse will check up on the patient next week.

care, child care center

Children’s Health Insurance Program CHIP is an acceptable second reference for the program, which provides insurance to children of low-income families through a partnership between states and the federal government.

co-insurance

comma Use commas to separate elements in a simple series, but do not use a comma before the concluding conjunction (The flag is red, white and blue). Use the last comma if an element of the series requires a conjunction. Understanding the meaning of the series is key. Use a comma also before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.

Right: He works with medical students, urology residents, and fellows in surgery and pathology.

Wrong: He works with medical students, urology and pathology residents, and gives lectures.

Right: He works with medical students and urology and pathology residents, and gives lectures.

Use a comma before a conjunction in a compound sentence. (The doctor’s office was sparsely furnished, and it was located on the basement level.)

compared with, compared to “Compared with” should be used when juxtaposing two or more items to illustrate similarities or differences. “Compared to” should only be used when two or more items are similar.

comprise A transitive verb that means to contain, to include all, to embrace; it takes a direct object.

Right: The United States comprises 50 states.

Wrong: The United States is comprised of 50 states.

CONNECT The Johns Hopkins All Children’s Hospital intranet. The name should only be used in internal communications and with referring and affiliate physicians.

Continuing Medical Education This department provides ongoing professional education for physicians, nurses and advanced practice professionals. It does not lead the residency program. CME is acceptable as second reference.

copay

courtesy titles In general, do not use courtesy titles such as Mrs., Mr., Dr. Courtesy titles may be used in obituaries, bios, quotes and “Dear Colleague” letters.

cost-effective co-worker
**Dashes** Use em dashes (the length of three hyphens) to denote an abrupt change in thought or to set off a series within a phrase. *(He blew in the office like he usually does—the door whooshed, the wall—* and told me I could talk to him while he was packing. Everyone—co-workers, supervisors, patients—*can* “Catch A Shining Star.”*) In news releases with narrow columns, set off em dashes with spaces on either side. Otherwise, do not insert spaces between the dash and the words. Commas or dashes are frequently more effective than parentheses to set off incidental material.

Use **en dashes** (the length of two hyphens) to separate date and page ranges *(Dec. 3–5, pp. 27–31)*.

**Data** a plural noun that normally takes a plural verb and plural pronoun *(these data show)*. Medical and scientific journals nearly always consider the word to be plural. Consult the AP Stylebook, under collective nouns, for exceptions. If you’re still in doubt, you can’t go wrong sticking with the plural verb.

**Dates** Use AP style.

The event occurs at 4 p.m. Dec. 25, 2017.

The building is slated for completion in December 2017.


**Days** Spell out days of the week.

**Day care, day care center**

**Dean’s office**

**Degrees (academic)** Use lowercase and spell out *(master’s degree in public health)*. Common abbreviations: M.D., Ph.D., M.A., Sc.D.

**Dietitian**

**Disabled, handicapped** In general, do not describe an individual as disabled or handicapped unless it is clearly pertinent to a story. If a description must be used, try to be specific. An ad featuring actor Michael J. Fox swaying noticeably from the effects of Parkinson’s disease drew nationwide attention.

Avoid descriptions that connote pity, such as **afflicted with or suffers from** multiple sclerosis. Rather, **has multiple sclerosis**.

Some terms include:

blind Describes a person with complete loss of sight. For others, use terms such as visually impaired or person with low vision.

cripple Considered offensive when used to describe a person who is disabled. An exception may be made when referring to the original name of Johns Hopkins All Children’s Hospital, American Legion Hospital for Crippled Children

defaf Describes a person with total hearing loss. For others, use partial hearing loss or partially deaf. Avoid using deaf-mute. Do not use deaf and dumb.

disabled A general term used for a physical, mental, developmental or intellectual disability. Do not use mentally retarded.

handicap It should be avoided in describing a disability.

mute Describes a person who cannot speak. Others with speaking difficulties are speech impaired.

wheelchair user People use wheelchairs for independent mobility. Do not use confined to a wheelchair, or wheelchair-bound. If a wheelchair is needed, say why.

Diseases and conditions Do not capitalize except for individual names contained within the disease name.

Examples: cystic fibrosis, type 1 diabetes, spina bifida, Down syndrome, Guillain-Barré syndrome

disk, disc Use disk for computer-related references (diskette) and medical references, such as a slipped disk. Use disc for optical and laser-based devices.

Doctors’ Day

Down syndrome

Dream Builders Johns Hopkins All Children’s Foundation donors who have committed to contribute in their estate plans through gift vehicles such as a will, living trust, charitable trust, life insurance policy or charitable gift annuity.

drop-down menu

dwarf The preferred term for people with a medical or genetic condition resulting in short stature. Plural is dwarfs.

**Ebola** A virus that causes a severe and often fatal illness. It is named for a river in the Democratic Republic of Congo in Africa where one of the first outbreaks of the disease occurred in 1976. Symptoms can include sudden fever, muscle pain, headache, sore throat, vomiting, diarrhea, rash, kidney or liver problems and bleeding. People are not infectious until they develop symptoms, and the incubation period is two to 21 days.

**ECMO** Acceptable as second reference for extracorporeal membrane oxygenation, a special procedure that oxygenates and warms the blood, giving babies’ lungs and heart time to relax and heal.

**Editor-in-chief, physician-in-chief, surgeon-in-chief**

**Ellipses** Use rarely. Treat an ellipsis as a three-letter word, constructed with three periods and a space before the first and after the last. When the ellipsis ends a sentence, use four periods—three for the ellipsis plus the sentence-ending period.

**Email**

**Emergency Center** The area of Johns Hopkins All Children’s Hospital that provides urgent treatment for acute illnesses and trauma. It is within the Division of Emergency Medicine. Avoid “emergency room” because the Emergency Center includes many rooms.

**End-user**

**Epidemic, pandemic** An epidemic is the rapid spreading of disease in a certain population or region; a pandemic is an epidemic that has spread worldwide. Use sparingly; follow declarations of public health officials.

**Eradicate** Do not use when talking about cancer.

**Etc.** Set off with commas *(rats, mice and men, etc.)*

**Evidence-based medicine, evidence-based research**

**Exclamation point** Avoid using exclamation points. They are rarely appropriate in publications or professional correspondence, except as part of a direct quotation.
farsighted When used in a medical sense, it means that a person can see objects at a distance but has difficulty seeing materials at close range.

FDA-approved Hyphenate in all instances.

Fit4All Kids A Johns Hopkins All Children’s Hospital program designed to help children and teens manage their weight and make healthy choices about food and exercise. Note the lowercase k.

Florida Department of Health follow up (v.) The doctor will follow up with the patient next week.
follow-up (n.) The study included a six-month follow-up.
follow-up (adj.) The patient’s follow-up appointment is next week.

foreign words Some foreign words and abbreviations have been accepted universally: bon voyage; versus, vs.; et cetera, etc.

Many foreign words and their abbreviations are not understood universally, although they may be used in special applications such as medical or legal terminology. If such a word or phrase is needed in a story, place it in quotation marks and provide an explanation: “ad astra per aspera,” a Latin phrase meaning “to the stars through difficulty.”

formal titles Capitalize a formal title when it comes before a name (Dean John Jones; Professor of Biology James Smith). Lowercase a formal title after a name (John Jones, dean of the School of Medicine; James Smith, a professor of biology). Capitalize a named professorship both before and after a name (Distinguished University Professor of Biology James Smith; James Smith, Distinguished University Professor of Biology). Do not capitalize occupational descriptions (lobbyist John Johnson).

Avoid Jr., Sr., III, etc., except in bylines and in signature lines on letters; to distinguish among people who might be confused with each other; in donor or directory lists; in references to widely known individuals whose names are always rendered with such a designation (Sammy Davis Jr.)

Avoid middle initials, except in bylines and signature lines on letters. Do use to distinguish people with the same first and last names (John P. Gearhart in urology; John D. Gearhart in OB-GYN); in donor or directory lists, in references to widely known individuals whose names are always rendered with a middle initial (Edward D. Miller).

Use a comma to set off both sides of degrees (John Smith, M.D., is coming for dinner). Use quotation marks for nicknames (R. Robinson “Bricks” Baker).

With two initials in a name, there should be no space between them (William S.B. Lee).

For the Kids A magazine-style publication geared toward Johns Hopkins All Children’s Foundation donors published two to three times a year.

freestanding children’s hospital
front-line staff
full-time (adj.) He has a full-time job.
full time (adv.) He works full time.
fundraiser, fundraising Always one word
We hired a fundraiser.
We held a fundraiser.
We started a fundraising campaign. Fundraising is difficult.

glycemic index A rating of how quickly carbohydrates are digested and rush into the bloodstream as sugar.
go-live (noun)
go live (verb)

Grand Rounds This is an exception to AP Style. The name of our CME program and the name of a company we are in contract with.

half Use one and one-half in formal or scientific context; one and a half in more conversational contexts

hand-washing

Health care Two words in all contexts unless the words are closed up in an organization’s name (Joint Commission on Accreditation of Healthcare Organizations; Johns Hopkins HealthCare)

Health care is costly
Health care costs are rising.

hematology-oncology

HIPAA The Health Insurance Portability and Accountability Act (HIPAA) governs patient privacy and the security of patient information. A media consent form must be obtained any time a patient’s information or image is referenced in Johns Hopkins All Children’s Hospital editorial material.

historic, historical Precede with a, not an

house staff

hyphen and compound words When a compound modifier (two or more words that express a single concept) precedes a noun, use hyphens to link all the words in the compound except the adverb very and all adverbs that end in ly (a well-known physician, a very good time, a highly trained lab tech, an easily remembered rule).

Use hyphens for connecting grouped numbers, like a phone number 555-500-5000.
I

Inc. Do not precede with a comma (J.C. Penney Co. Inc. has announced . . .)

infinitives Splitting is acceptable, though not preferable. Sometimes splitting is necessary
(Shes expected the nurses’ salaries to more than double in the coming decade.)

injuries Be precise in describing injuries. Instead of knee injury describe how a person hurt his or her left knee, right knee or both knees. Clarify medical jargon as much as possible and try to define injuries.

institutes Johns Hopkins All Children’s Hospital has four core institutes:
• Johns Hopkins All Children’s Cancer & Blood Disorders Institute
• Johns Hopkins All Children’s Institute for Brain Protection Sciences
• Johns Hopkins All Children’s Maternal, Fetal & Neonatal Institute
• Johns Hopkins All Children’s Heart Institute

After first mention you may say the Cancer & Blood Disorders Institute or the Heart Institute. IBPS and MFNI may be used as a second references in cases where it’s clear to the audience but err on the side of spelling out in external communication.

intensive care unit ICU may be used on second reference. Johns Hopkins All Children’s Hospital has a neonatal intensive care unit (NICU) a cardiovascular intensive care unit (CVICU) and a pediatric intensive care unit (PICU).

internet, intranet

in utero, in vitro, in vivo Do not italicize

IV acceptable on second reference for intravenous

J

Jeans Day No apostrophe.

Job titles Capitalize a formal title only when it comes before a name. Do not capitalize job titles when more than one person has the same title

Examples: Executive Vice President and Chief Operating Officer Jane Smith
Jane Smith, executive vice president and chief operating officer, led the discussion.
child life specialist (name) …
pediatric cardiologist (name) …

Johns Hopkins All Children’s Cancer & Blood Disorders Institute Use the full name on first reference. Subsequent references may be the Cancer & Blood Disorders Institute or, in context, the institute.

Johns Hopkins All Children’s Home Care The program, formerly known as Kids Home Care, offers home health services designed to meet the special medical and developmental needs of children.

Johns Hopkins All Children’s Research and Education Building (opening 2018) Use the full name on first reference. Subsequent references may be the Research and Education Building.

Johns Hopkins All Children’s Foundation The word “Hospital” is not in the name. The Foundation is acceptable as second reference. The address is 500 Seventh Ave. S., St. Petersburg, FL 33701.

Johns Hopkins All Children’s Heart Institute Use the full name on first reference. Subsequent references may be the Heart Institute or, in context, the institute.

Johns Hopkins All Children’s Hospital Johns Hopkins All Children’s Hospital is a member of the Johns Hopkins Health System. It can be described as a member of Johns Hopkins Medicine. The name became effective April 5, 2016. There are no apostrophes with Johns Hopkins. Use the entire name the first time you mention the hospital (except for some internal communications). Johns Hopkins All Children’s may be used after that. Do not say “Hopkins All Children’s” or “Johns Hopkins Children’s.” JHACH is not used in external communications, but may be used internally. Avoid using the informal “Hopkins” unless it’s being used in a direct quote. Use “Johns Hopkins” when referencing the overall organization. There is no need to use an apostrophe when Johns Hopkins is used as an adjective, as in Johns Hopkins employees. The hospital address is 501 Sixth Ave. S., St. Petersburg, FL 33701. For further guidance, see Johns Hopkins Medicine Name Use Guidelines

Johns Hopkins All Children’s Institute for Brain Protection Sciences Use the full name on first reference. Subsequent references may be the Institute for Brain Protection Sciences or when the context is clear IBPS.

Johns Hopkins All Children’s Clinical and Translational Research Organization CTRO is acceptable as a second reference when the context is clear.

Johns Hopkins All Children’s LifeLine The critical care transport team uses a helicopter, fixed-wing plane and ambulances. LifeLine can be used when the context is clear.

Johns Hopkins All Children’s Maternal, Fetal & Neonatal Institute Use the full name on first reference. Subsequent references may be the Maternal, Fetal & Neonatal Institute. In rare cases when the context is clear; the abbreviation MFNI or the institute may be used.

Johns Hopkins All Children’s Outpatient Care Center The building on the main campus in St. Petersburg may be referred to as the OCC on second reference in internal communication. The address is 601 Fifth St. S., St. Petersburg, FL 33701.

Johns Hopkins All Children’s Outpatient Care locations The hospital has a network of outpatient care centers throughout Florida’s west coast, providing high-quality services with hospital doctors and staff.

Johns Hopkins All Children’s Outpatient Care An example of how to name a specific location: Johns Hopkins All Children’s Outpatient Care, Lakeland All locations as of April 2018:
• Brandon, 885 S. Parsons Ave., Brandon, FL 33511
• East Lake, 3850 Tampa Road, Palm Harbor, FL 34684
• Fort Myers, 4550 Colonial Blvd., Fort Myers, FL 33966
• Lakeland, 3310 Lakeland Hills Blvd., Lakeland, FL 33805
• North Port, 2345 Bobcat Village Center Road, North Port, FL 34288
• Pasco, 4443 Rowan Rd., New Port Richey, FL 34653
• Sarasota, 5881 Rand Blvd., Sarasota, FL 34238
• South Tampa, 1202 S. Church Ave., Tampa, FL 33629
• Tampa, 12220 Bruce B Downs Blvd., Tampa, FL 33612
• Tampa Sports Therapy Center, 3440 West MLK Jr. Blvd Suite 208, Tampa, FL 33607
K

Kangaroo care The hospital encourages this method of holding a baby that involves skin-to-skin contact. The baby, who is naked except for a diaper and a piece of cloth covering his or her back (either a receiving blanket or the parent’s clothing), is placed in an upright position against a parent’s bare chest.

L

laparoscopic

Leading Care A magazine-style publication geared toward physicians published by Johns Hopkins All Children’s Hospital two to three times a year.

Level IV

log in, log on, log off (adj) Use your log-on name.
log in, log on, log off (verb) Use your password when you log on.

M

Marfan syndrome

medical specialties The specialties are spelled lowercase.

Mobile Army Surgical Hospital Capitalize only for a designated U.S. Army unit, as in 212th Mobile Army Surgical Hospital. Otherwise, lowercase.

M.B.A.

M.D.

M.D./Ph.D. program

M.D.’s In general, say physicians or doctors instead.

medical jargon According to the American Medical Association style manual, words or phrases that are peculiar to conversations among medical personnel (left chest, right heart) are inappropriate in scientific writing.

Right: The patient received a heart transplant.
Wrong: The patient was transplanted.

Medicare The federal health care insurance program for people age 65 and over, and for the disabled. Eligibility is based mainly on eligibility for Social Security. Generally, Johns Hopkins All Children’s Hospital patients are on Medicaid rather than Medicare. The exception is children with end-stage renal disease.

Medicaid A federal–state program that helps pay for health care for the needy, aged, blind and disabled, and for low-income families with children. A state determines eligibility and which health services are covered. The federal government reimburses a percentage of the state’s expenditures.

medications Generally avoid brand names and instead use the generic name for medications. For instance, use acetaminophen rather than Tylenol.

mental illness Do not describe an individual as mentally ill unless it is in the context of a more specific diagnosis from Johns Hopkins All Children’s Hospital clinical staff.

Mental illness is a general term. Specific conditions are disorders and should be used whenever possible.

Some common mental disorders, according to the National Institute of Mental Health (NIMH) (they are lowercase):

— autism spectrum disorder
— bipolar disorder (manic-depressive illness)
— depression
— obsessive-compulsive disorder (OCD)
— post-traumatic stress disorder (PTSD)
— schizophrenia

Here is a link from the NIMH that can be used as a reference: http://www.nimh.nih.gov/

Avoid descriptions that connote pity, such as afflicted with, suffers from or victim of. Rather, he has obsessive-compulsive disorder.

midget Considered offensive when used to describe a person of short stature. Dwarf is the preferred term for people with that medical or genetic condition.

million When writing a range, always use “million” after each number. The program will cost $12 million to $14 million.

MRI Magnetic resonance imaging, a noninvasive diagnostic procedure used to render images of the inside of an object. It is primarily used in medical imaging to demonstrate pathological or other physiological alterations of living tissues. MRI is acceptable on first reference and in all uses.

multimillion

myriad There is no need to follow with “of.” The myriad books in the library.

N

National Institutes of Health (NIH) This agency within the Department of Health and Human Services is the principal biomedical research arm of the federal government.

See www.nih.gov for a complete listing of its institutes and centers.

nearsighted When used in a medical sense, it means an individual can see well at close range but has difficulty seeing objects at a distance.

NICU rating level Different places rate on different scales. The state of Florida rates the Johns Hopkins All Children’s NICU Level III, which is its highest level. The hospital’s NICU meets the American Academy of Pediatric criteria that define a Level IV NICU center. Be specific when citing the rating.

noninvasive

counts Spell out one through nine, and use figures for 10 and up. Exceptions:

Weights are always figures. The baby weighed 8 pounds, 2 ounces. The nurse gave the patient a 10 milligram dose of medication.
N–S

Nurse practitioner An advanced practice professional. Florida certifies these providers as an advanced registered nurse practitioner, or ARNP.

Nurses Week No apostrophe

O

OB-GYN Acceptable in all references for obstetrics and gynecology, a medical specialty.

Occupational Safety and Health Administration OSHA is acceptable on second reference.

Office of Medical Education This office leads the pediatric residency and fellowship programs. OME is acceptable as second reference when the context is clear.

OK (not okay)

on-call (adj.); on call (adv) The on-call nurse is not on call today.

online

open-heart surgery

organizations and institutions Capitalize the full names of organizations and institutions: the American Medical Association; First Presbyterian Church; General Motors Co.; Johns Hopkins University School of Medicine; the Proctorinators Club; the Society of Professional Journalists.

Retain capitalization if Co., Corp. or a similar word is deleted from the full proper name: General Motors. See company, companies; corporation; and incorporated. See also, Johns Hopkins Medicine Name Use Guidelines

SUBSIDIARIES: Capitalize the names of major subdivisions: the Pontiac Motor Division of General Motors.

INTERNAL ELEMENTS: Use lowercase for internal elements of an organization when they have names that are widely used generic terms: the board of directors of General Motors, the board of trustees of Johns Hopkins University, the history department of Harvard University, the sports department of the Tampa Bay Times.

Capitalize internal elements of an organization when they have names that are not widely used generic terms: the General Assembly of the World Council of Churches, the House of Delegates of the American Medical Association, the House of Bishops and House of Deputies of the Episcopal Church.

FLIP-FLOPPED NAMES: Retain capital letters when commonly accepted practice flops a name to delete the word of: Harvard School of Dental Medicine, Harvard Dental School.

Do not, however, flop formal names that are known to the public with the word of: Massachusetts Institute of Technology, for example, not Massachusetts Technology Institute.

P

Parkinson’s disease

patient- and family-centered care

patients’ families (not patient families)

payers Refers to the individuals, insurance companies and government agencies that pay for medical care. Its use should be limited because it’s not terminology average readers use.

pediatric intensive care unit PICU is acceptable on second reference.

percent Use the word in copy. Use the symbol (%) in tables.

periods (spacing) Hit the space bar once after a period.

perioperative

PGY-1, PGY-2, PGY-3, etc. Use a hyphen and Arabic, not Roman, numerals (2, not II) to abbreviate a postgraduate year of study. Johns Hopkins All Children’s residents begin with PGY-1 and graduate after PGY-3.

phase I, phase II, phase III trial Academic journals often use Roman numerals for the stages of a clinical trial, but more patient-oriented websites and publications use Arabic.

Ph.D.

Ph.D.s

phone numbers for consistency in style throughout the brand, use a hyphen to separate the area code from the number: 410-955-1500. This is a departure from AP style.

physician assistant No apostrophe in this medical profession title. It is abbreviated P.A.

post-acute

postdoctoral, postdoc, postanesthesia

posttraumatic stress disorder PTSD is acceptable on second reference.

premedical, premed

preadmission, preoperative, presurgical

preventive (not preventative)

principal investigator

Q

readmission, readmitted The patient was readmitted to the hospital.

road map

robot-assisted surgery Alternatively, surgery with robotic systems

R.N.

R.N.s

S

sickle cell disease Also note that there is a treatment but no cure.

single quotation marks Use in headline when double quotes would be used in text

(George Herman ‘Babe’ Ruth Dies).

Do not use within double quotes when the speaker is making an informal remark or asking a rhetorical question (“At the time, people said, How ridiculous!”)

Sleep Center at Johns Hopkins All Children’s Hospital

smartphone

staff A singular noun. Can use staff members with a plural noun.
S–Z

**state abbreviations** Write out the name of all states, even when paired with a city. In datelines, the state abbreviations (Md., Va., Pa., etc.) should still be used. Use two-letter postal abbreviations (FL, MD, CT, TN) only in mailing addresses followed by a ZIP code with no comma in between.

**subspecialty**

**super-user**

**surgical-site infection**

**T**

**time** Follow AP style (9 a.m., etc.). Use periods in a.m. and p.m. There’s no need to use :00 when listing times.

- 4 – 6:30 p.m.
- 11:45 a.m. – 1 p.m.
- 9 a.m. – noon

The Medical Library is holding an open house from 2 to 5 p.m.

**time frame, time sheets**

**titles of compositions** Use italics for titles of books, pamphlets, periodicals and newspapers, movies, television shows, poems, plays, paintings, video game names and long musical compositions. Use quotation marks for titles of articles, book chapters, report titles, exhibitions and song titles. Blog titles and mobile app names should capitalized.

**toolkit**

**touch screen (n.), touch-screen (adj.)**

**type 1 diabetes, type 2 diabetes** (not Type I or Type II)

**24/7**

**U**

**undertreated**

**URL** Do not underline a URL in copy. Do not include http:// or www. in a URL if the link works without it.

United States or U.S. (n. or adj.) Applies to headlines as well, an exception to AP style.

**U.S. News & World Report Rankings** Rankings are for a specific hospital, not Johns Hopkins Medicine or the Johns Hopkins Health System. Adhere to the magazine’s nomenclature for specialty rankings. Only the top 10 pediatric hospitals receive a numerical ranking. Others are listed as a “Best Children’s Hospital”. In ads that talk about the U.S. News rankings, do not include information about other rankings, awards or distinctions. This rule does not apply to noncommercial material and press releases. You may say:

Johns Hopkins All Children’s Hospital is a U.S. News & World Report Best Children’s Hospital.

Johns Hopkins All Children’s Hospital is a 2016-2017 U.S. News & World Report Best Children’s Hospital, ranking in six pediatric specialties.

You may list the ranking of a specific program (specifying the time period for that ranking) or mention that a specific program is ranked within the top 50.

Don’t say: Johns Hopkins All Children’s Hospital is a U.S. News & World Report Top 50 Hospital.

**USF Health Morsani College of Medicine**

**username**

**W**

**which and that** The nondefining which is used in nonessential clauses. Because it is parenthetic, the clause is set off with commas (The radiologist read the CT scan, which showed a tear in the liver, and conferred with the attending). The defining that is used for essential clauses, which are not set off with commas (The CT scan that showed a tear in the liver concerned the radiologist).

**World Health Organization** WHO is acceptable on second reference. Headquarters is in Geneva.

**World Wide Web, Web, website**
VISUAL
IDENTITY

3.1 Brand Mark
3.1.2 Logo Family
3.1.3 Logo Color Treatment
3.1.4 Logo Formats
3.1.5 Logo Clear Space
3.1.6 Logo Sizing
3.1.7 Logo Alignments
3.1.8 Logo Placement
3.1.9 Logo Usage—Approved
3.1.10 Logo Usage—Not Approved
3.1.11 Sponsorship and Supporting Logos

3.2 Color & Typography
3.2.2 Color Bar
3.2.3 Tagline
3.2.4 Pull Quote Style

3.3 Identity System—Stationery
3.3.2 PowerPoint Presentation
3.3.3 Flyers
3.3.4 Poster/Signs
3.3.5 Event Invitations
3.3.6 Invitation Templates
3.3.7 Brand Note Card
3.3.8 Brand Collateral
3.3.9 eNewsletter Templates
3.3.10 Internal eCommunications
Johns Hopkins All Children’s Hospital (JHACH) Logo

Our logo is an evolution from the All Children’s Hospital logo. The design prominently displays the Johns Hopkins Medicine name and symbol in combination with the All Children’s Hospital name in a carefully designed size and aligned relationship. The JHACH logo incorporates the multi-colored blocks that are a highly recognizable part of the hospital’s past identity. The logo is a balance of the sophistication and stature of a leading academic medicine brand with the cheerful approachability of a children’s hospital.
Logo Family

Our logo family consists of two logos that have been designed for very specific uses. Our official logo is an expression of our full name under the Johns Hopkins Medicine brand and is approved for use in all print and digital communications representing the Johns Hopkins Medicine impact in pediatric health. The official logo is used primarily in research and educational collateral, identity system and physician referral assets.

The secondary logo is approved to use in all signage, advertising, maps, sponsorships, apparel, digital communications and in print collateral that reflect the compassion, care and community impact of Johns Hopkins All Children’s Hospital. Use of the secondary logo must be approved by Marketing, Communications and Culture.*

Logo Anatomy

Our logo consists of three parts that make up the complete mark

Official Logo—print and digital

Secondary Logo—restricted

* For approval to use the secondary logo, please contact achmarketingbrand@jhmi.edu
Logo Color Treatment

All color configurations have been carefully designed for a wide spectrum of uses. Dark or light background colors on which the logo is placed will alter the appearance of the design. Therefore, logo artwork files for positive and reverse logo use are different and are not interchangeable. The color blocks have been adjusted slightly to ensure good contrast and legibility of the blocks is achieved no matter the background color. Do not alter the color treatment and placement in any part of the logo. Only use approved logo artwork on applications.

Positive Color Use

7-Color Spot
PMS 7406
PMS 288
PMS 672
PMS 144
PMS 361
PMS 795
PMS 299

4-Color Process
C0 M17 Y100 K0
C100 M75 Y6 K24
C0 M68 Y100 K0
C75 M3 Y100 K0
C11 M100 Y100 K2
C72 M12 Y6 K0

1-Color Solid
100% PMS 288

1-Color Solid
100% Black

1-Color Solid
100% White

Reverse Color Use

7-Color Spot
PMS 7406
PMS 288
PMS 672
PMS 144
PMS 361
PMS 795
PMS 299

6-Color Process
C0 M17 Y100 K0
C100 M75 Y6 K24
C0 M68 Y100 K0
C75 M3 Y100 K0
C11 M100 Y100 K2
C72 M12 Y6 K0

1-Color Spot
100% PMS 288
90% PMS 288
70% PMS 288
40% PMS 288
20% PMS 288
8% PMS 288

Grayscale
100% Black
90% Black
70% Black
40% Black
Logo Formats

Two formats of the logo have been created. The horizontal format shown is the preferred logo treatment and should be used on applications, whenever possible. For special circumstances, where the preferred format does not fit horizontally, the alternate vertical format may be used.

None of the elements in the logo may be altered in any way.
Use only the digital artwork provided.
Do not redraw or alter the logos or the colors.
Logo Clear Space

To ensure optimum legibility, a minimum clear space surrounding the logo must be maintained. The clear space is proportional and based on the height of a single color box. The minimum clear space is “2 x”. When the logo is applied, this area should remain free of typography, photography, folds, surface edges, and page trim that would affect the legibility of logo.

It is highly recommended that a more generous clear space surround the logo, whenever possible.
Logo Sizing

To enhance visual consistency among high-visibility print communications, and ensure a unified appearance with Johns Hopkins Medicine logo sizing, use of the logo sizes shown here is recommended.

Our horizontal logo is sized by measuring the width of the logo. Avoid using the logo at sizes smaller than 1-3/8” to ensure clear reproduction of all logo colors and elements.

Our vertical logo is used only in cases where our horizontal logo will not work effectively. The size standard shown for the vertical logo, while not exactly the same dimensions as the horizontal logo, is intended to render a comparable type size for the name of the institution in each application area.

Marketing Collateral & Advertising (2” wide)

Marketing Collateral & Advertising (1-1/2” tall)

Marketing Collateral & Advertising (1” tall)

Stationery (1-5/8” wide)

Stationery (1-1/4” tall)

Stationery (.7875” tall)

Minimum Size (1-3/8” wide)

Minimum Size (1” tall)

Minimum Size (.675” tall)
**Logo Alignments**

An organized and integrated logo appearance will promote a more professional image in the JHACH communication materials. The sense of layout design and the organization of the layout elements are enhanced when the JHACH logo is consistently positioned and aligned with other imagery; such as, headlines, text, photography, illustrations and other graphic components. Using the alignment options shown here will provide sufficient flexibility and ensure an integrated logo appearance in a variety of layout treatments.

**Horizontal Left Alignment—text with logo**

**Vertical Left Alignment—text with logo**

**Logo Alignment—for centered composition**

When centering the JHACH logo in the middle of a page in instances of signage, promo items or certificates, use the vertical logo. When space is limited and the horizontal logo is used, center the logo to the middle of the composition by the center axis of the yellow (4th) block—the JHACH name will be centered and the shield will hang further to the left.
Logo Placement

The preferred logo placement on printed materials is the lower right corner of the page or layout area. The measurements shown below should be used on standard size communications, whenever possible. For unique or oversize applications where a \( \frac{1}{2} \)" spacing is not appropriate, use a similar visual proportion relative to the overall size of the application as a guide for placement.

**Horizontal logo—print and digital**

![Horizontal logo diagram](image)

**Vertical logo—print and digital**

![Vertical logo diagram](image)
Logo Usage—Approved

To stay aligned with the Johns Hopkins Medicine Health System, it is a key strategy that use of the Johns Hopkins All Children's Hospital logo stay consistent in appearance and application with the entire JHM brand. The JHACH logo is to be used correctly in placement, sizing and quality through-out all Stationery, forms, collateral, advertising, web and social media.

Logo usage rules apply for both the JHACH official and JHACH secondary logo families.

Full Color Logo—Positive & Reverse/white
All versions of the official and secondary JHACH color logo are only to be placed on white and 15 percent—299 blue backgrounds and on the brand 288 blue for the reversed color logo.

One Color—Black, 288 Brand Blue & Reverse/white
All versions of the official and secondary JHACH one color logo are to be placed on the same backgrounds noted in the color logo section. The JHACH one color logo is permitted to be placed on any of the nine approved colors from the JHACH color palette (primarily for apparel and giveaway items).

Note: The JHACH black logo is primarily used for forms, invoices and office documents useful in faxing, scanning and low end print reproduction.

The one color pms288 logo can additionally be placed on the 4 colors shown above

The one color white logo can additionally be placed on the 6 colors shown above
Logo Usage—Not Approved

Altering, sizing incorrectly and/or using parts of the Johns Hopkins All Children’s Hospital logo is prohibited. The full color JHACH logo is never to be placed on alternate color backgrounds, textures and photography.

Logo usage rules apply for both the JHACH official and JHACH secondary logo families.

Please avoid the following:
1. Do not use the shield on its own
2. Do not remove the shield
3. Do not remove the color blocks
4. Do not skew or stretch
5. Do not rotate
6. Do not change color in any part of the logo
7. Do not fade or tint
8. Do not use former All Children’s Hospital logos
9. Do not use the tagline directly next to logo
10. Do not use the color logo on a color background
11. Do not use the reverse color logo on a color background
12. Do not use on a texture background
13. Do not use on a photograph
Sponsorship and Supporting Logos

Sponsorship and supporting logo marks were created for use to describe a collaboration, sponsorship, program or donation with and/or from a third party corporation, entity or charitable organization.*

* DO NOT USE “Partnership” to describe Johns Hopkins All Children’s Hospital and its relationship with a third party corporation, entity or charitable organization.
**Color Palette**

Color is an important element in the JHACH logo and plays a significant role in every collateral piece. To ensure a multi-color brand signal is achieved, it is vitally important that our colors be reproduced with consistency at all times. The colors shown here are those used in the symbol, type and blocks in the logo. Care has been given to the color formulations for each color to ensure a visually consistent color reproduction is achieved in a variety of mediums. These are the only brand colors and color formulations approved for use.

**Typefaces**

Typography can be used to promote visual consistency and a family appearance among communication materials. Gill Sans is considered the primary Johns Hopkins Medicine typeface approved for all design applications. All weights and styles are approved for use. Consistently using Gill Sans as the main typeface on all materials will bring a more focused approach to type helping it to become a recognizable brand identity element, but more importantly, ensure a visual link to Johns Hopkins Medicine communications. Gill Sans offers a range of styles and weights to meet most typographic and stylistic needs.

Sanchez is a secondary typeface of Johns Hopkins All Children’s Hospital used at JHACH in our tagline *all we do. all for kids.* and as a headline and graphic font but is not to be used for primary body copy.

Adobe Garamond is a primary Johns Hopkins approved typeface—used at JHACH for formal announcements and invitations as well as in educational periodicals.

**Primary Font Family**
- Gill Sans Light
- Gill Sans Light Italic
- Gill Sans Regular
- Gill Sans Italic
- Gill Sans Bold
- Gill Sans Bold Italic

**Secondary Font Families**
- Adobe Garamond Regular
- Adobe Garamond Regular Italic
- Adobe Garamond Semibold
- Adobe Garamond Semibold Italic
- Adobe Garamond Bold
- Adobe Garamond Bold Italic
- Sanchez Regular
- Sanchez Semibold

**Standard body copy** for collateral brochures, magazine/newspaper advertising, letters, forms and cards use:

*Gill Sans MT STD—Book, 10–11 pt size/12–13.5 pt leading/5–10 pt tracking*

*Gill Sans MT STD typography note* for all *Gill Sans number 1* in copy must use the “Glyph 1” with the stem on-top of the stroke of the 1

**Default Font Families**
- Arial Regular
- Arial Regular Italic
- Arial Narrow
- Arial Bold Italic
- Arial Bold Narrow
- Arial Black
- Times Regular
- Times Regular Italic
- Times Bold
- Times Bold Italic
THERE'S A LOT TO A NAME ...

Did You Hear?
All Children's Hospital is now Johns Hopkins All Children's Hospital.
Our new name reflects the level of excellence you expect from Johns Hopkins Medicine plus the same compassionate care that we've delivered for 90 years. Together, we are providing leading-edge treatments, pioneering medical discoveries and offering the very best care. When it comes to your child, choose Johns Hopkins All Children's Hospital.

HopkinsAllChildrens.org

Especially when that name is a world leader in health care.

Just Add Water

• Hydrate with water to stay energized.
• Reduce the amount of sugar you add to beverages like tea, coffee and milk. Syrups and mixes for flavored milk can contain a lot of added sugar.
• Make your own naturally flavored water. Add sliced fruit, vegetables, and fresh herbs to ice water. Citrus, berries or cucumbers and mint are a few refreshing ideas.
• If you like the bubbles of soda, give sparkling water a try. It comes in many different flavors, but be sure to check that it is free of calories, sodium and artificial sweeteners.

Johns Hopkins All Children's Hospital and the American Heart Association recommend limiting the amount of added sugars in all the foods that people eat. Switching from full-calorie soft drinks to low- and no-calorie beverages is a good place to start.

Read the Just Add Water article on www.Fit4Allkids.org for more information.
all we do. all for kids. Johns Hopkins All Children’s brand tagline is trademarked and embodies the essence of our mission and the spirit for the hospital. There is a stacked and straight line version in brand blue—PMS 288 and reversed out in white.

all we do. all for kids. is used on brand campaigns, collateral, outdoor, invitations and web. The tagline can be used as a stand alone headline for cards and brand folders but is most commonly used with a call to action (CTA) or the JHACH homepage URL.

Examples of tagline usage

Stacked

all we do. all for kids.™

pms 288

reversed—white

Straight-line

all we do. all for kids.™

pms 288

reversed—white
Pull Quote Style

In creative layouts and story articles using large scale pull quotes as part of the composition, block style quotation marks have been created as part of the Johns Hopkins All Children’s visual identity system.

The block quotation mark, for the start of a pull quote, is sized “X” the CAP-height of the characters in the pull quote text and the bottom axis of the block quotation mark aligns on mean line. The ending block quotation mark is a reversed 50% duplicate of the starting mark and the top axis of the ending quotation mark aligns on cap height—right of the period in the last copy line.

Keeping within brand color and layout ascetics for the page design and pull quote, any 9 colors from the brand color palette can be used for the quotation mark—the starting and ending block quotation marks must be the same color.

Starting block quotation mark

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CAP-height “X”

Ending block quotation mark

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50% reverse duplicate of starting mark

Color options

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Transformative Leadership

Establishing the Intermediate Care Unit Provides Key Step in Care Delivery Model

Johns Hopkins All Children’s Hospital opened its intermediate care unit (IMCU) designed to enhance patient care. The six-bed IMCU is part of the pediatric intensive care unit (PICU). After six months, the unit was exceeding its goal for patient volume and adjusting acuity levels.

At launch in October 2016, the goal for the IMCU was three patients a day but the patient census shows an average of about four. This opens capacity in the PICU for patients who need the highest level of care, while transitioning less acute patients.

clinicians work with the attending physician to ensure that the patient receives the level of treatment best suited to his or her needs.

This has been a real win for our patients and the PICU team. It really creates the best possible patient experience.

– MELISSA MACOgAy, MBA, BSN, RN

IN THE PHOSPHOROUS TARGET RANGE FOR AGE

Goal:

| 80% | 40% |
| 90% | 20% |
| 50% | 10% |
| 0%  | 0%  |

National QAPI Benchmark

Phosphorus Percentage

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Interprofessional and Engaging Education Program Brings Rewards

Creating an interprofessional team to improve the QAPI measure, the nurses worked with the program’s medical director, dietitian, social worker, and the team developed an educational program to help patients try new foods and achieve better compliance with the challenging renal diet.

The nurses also created individualized education that helped patients try new foods and achieve better compliance with the challenging renal diet.

The nurses also reviewed monthly lab results directly with patients. They encouraged the patients to engage in enjoyable activities that improved compliance. They also helped patients by providing them with healthy recipes and engaging in diet education.

After these interventions were launched, the percentage of patients in the phosphorous target range for age increased to 66.7 percent after eight months and then climbed to 80 percent after 18 months. In exceeding the national benchmark, patients improve their current health and activities leads to improved compliance and better health outcomes.

“Engaging patients and families with these educational activities leads to improved compliance and better health for our patients.”

– JANE PETRUCELLI, BSN, RN, CNN, Dialysis Program’s Medical Director

Thank you for your continuous support of Johns Hopkins All Children’s Hospital. This has been a great year for our patients and the PICU team.

– MELISSA MACOgAy, MBA, BSN, RN

Pull quote layout examples

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Pull quote layout examples
Stationery

The Johns Hopkins All Children’s Hospital brand business card, letterhead, and envelope are compliant with the Johns Hopkins Medicine standards and must stay consistent with the JHM brand.

Business cards and envelopes can be ordered through CONNECT and must be approved by department directors. The electronic letterhead can be downloaded, customized for your department and printed internally.
PowerPoint Presentations

The Johns Hopkins All Children’s Hospital brand PowerPoint presentation template (PPT) is used for both internal and external audiences. The PPT comes in two template sizes, 4:3 format for standard projectors and a 16:9 format for wide-screen projectors and televisions.
GUIDELINES FOR PARENTS AND CAREGIVERS

Pediatric Occupational Therapy (OT) Services

What is Pediatric Occupational Therapy?
Occupational therapy is a health profession that focuses on improving functional abilities. We work with children who have a variety of conditions to help them achieve their goals in everyday activities.

What is a Diagnosis?
A diagnosis is a medical term that describes a condition or illness. It is used to identify the causes and symptoms of a condition.

How is a Diagnosis Made?
A diagnosis is made by a healthcare professional, such as a doctor, nurse, or psychologist. It is based on symptoms, medical history, and other information.

Who Can Be An Occupational Therapist?
Occupational therapists are licensed health professionals who work with children who have a variety of conditions to help them achieve their goals in everyday activities.

How Do I Get Started?
Discuss this with your pediatrician and obtain a prescription for “OT evaluation and treatment”.

JHACH Flyer_V1_temp

JHACH Flyer_V2_temp

JHACH Flyer_V3_temp

JHACH Flyer_V4_temp

THANK YOU
Poster/Signs

To ensure a quality patient and family experience and to avoid clutter in hallways and rooms—greeting, event and navigation signs must be approved by both the SEE committee and Marketing, Communications and Culture Department before being hung on walls or mounted on foam-core and placed on easels.

Two brand poster/sign templates are available in three sizes—8.5”x11”, 11”x17” and 18”x24” in Adobe InDesign.
Event Invitations

When creating invitations, quality and consistency in the communication and look for hospital sponsored events is an important factor to the response and attendance of an event for all audiences.

Johns Hopkins All Children’s Foundation events

all we do
all for kids™
A fundraiser benefiting programs and initiatives for Johns Hopkins All Children’s Hospital in Manatee County, hosted by the Blue Marlin

Friday, September 16, 2016
7:00 p.m.
Blue Marlin Grill
121 Bridge St, Bradenton Beach, FL 34217

$150/person
Must pay in advance. Space is limited.
RSVP to Sarah Paule at 727-767-4199, sarah.paule@jhmi.edu or give back@jhmc.org, Bradenton.

Hosted by the Blue Marlin
A fundraiser benefiting programs and collaborations for Johns Hopkins All Children’s Hospital in Manatee County.

Friday, September 16, 2016
7:00 p.m.
Blue Marlin Grill
121 Bridge St, Bradenton Beach, FL 34217

$150/person
Must pay in advance. Space is limited.
RSVP to Sarah Paule at 727-767-4199, sarah.paule@jhmi.edu or give back@jhmc.org, Bradenton.

Community and advocacy event

Opening Day of Spring Training
Orioles vs. Pirates
On South Street, Sarasota, FL

SUNDAY, FEBRUARY 16, 2017
11:45 a.m. – Program, Tours and brief update from George Dean, M.D.
1:30 p.m. – Games start
Priced at $55 per person
Come only $34.99 per person.
To RSVP and purchase tickets, please contact Sarah Paule at sarah.paule@jhmi.edu or call 727-767-4199.

Johns Hopkins All Children’s Foundation
all we do all for kids™

Our Commitment to the Community

We are committed to being ready and available at a moment’s notice.

Johns Hopkins All Children’s
LIFELINE

Thursday, November 17, 2016
10:30 a.m.
Location: XXXX
Address: XXXX
St. Petersburg, FL 33701

Please RSVP at hopkinsallchildrens.org/LifeLineRSVP

VISUAL IDENTITY | Identity System 3.3.5
Event Invitation Templates

For general events hosted by any Johns Hopkins All Children’s institute and department, formatted invitation templates and A-7 envelope are available in Adobe InDesign. The invitation is 5” x 7” double sided with four color variations, from the brand color palette, to select from.

The content and formatting of the invitations need to follow the styles that are set up within the invitation template.

Typography note: all Gill Sans number in copy must use the “Glyph 1” with the stem on-top of the stroke of the 1.

Invitation Color Templates

Invitation Formatting

A-7 Invitation Envelope

VISUAL IDENTITY | Identity System 3.3.6
Brand Note Card

General brand 5” x 7” folded note cards can be used for any Johns Hopkins All Children’s departments or institutes. Cards can be ordered to be blank inside or a specific message by request. Standard A-7 brand envelopes can be ordered to go with either of the card options.

Note Card Templates

Note Card & Envelope Package

DIGITAL PRINTER SPECS
Note Card
Paper: Classic Crest, Solar White 100C
16pt Eggshell Digital, Neenah
Size: 7” x 5” final/trim size double sided
7” x 11” flat size
Color: 4/4 with bleed

A-7 Envelope
Paper: Envelope Smooth
Size: 7.25” x 5.25” final/flat size
Color: 4/0 no bleed

eNewsletter Templates

eNewsletter templates allow institutes and departments to educate and inform staff, clinicians and key stakeholders of the academic and innovative advancements within their specialties. Newsletter header graphics contain elements of the Johns Hopkins All Children’s identity and call out the institute or department publishing the communication.
Graphic headers for communication from the leadership and/or to specific audiences are used in Constant Contact emails and on CONNECT banners for high-level internal communications.

Executive, board leadership and physician banner heads

Institute directors banner heads
Apparel—Branded T-shirt

T-shirts can be ordered through the Director of Retail Services—727-767-8006.

**9-color logo:** The JHACH official vertical color logo can be used, at a proportion width of 2.75” on the front left chest plate, for printing on a dark blue or white t-shirt.

**1-color logo:** The JHACH secondary vertical white and brand 288 blue 1 color logo can be used, at a proportionate width of 3” on the front left chest plate, for printing on any of the 9 t-shirt colors from the JHACH color pallet.

Creative designs can be printed on the back but must be original or purchased copyright art work and be approved by Marketing, Communications and Culture.

Full 9 color logo t-shirt color options

- Navy
- White

1 color white or blue logo t-shirt color options

- Sapphire (white logo)
- Daisy (pms 288 logo)
- Charcoal Grey (pms 288 logo)
- Red (white logo)
- Irish Green (white logo)
- Bright Aqua* (white logo)
- Light Pink (pms 288 logo)

**9-color screen logo**

T-shirt colors are based from Gildan—cotton/poly neon fabrics collection.

*Bright Aqua color is offered from Port & Company collection.*
Apparel—Branded Embroidery

Branded polo shirts, lab coats and uniforms can be ordered through Director of Retail Services—- 727-767-8006.

The JHACH secondary vertical color logo can be used, at a proportionate width of 3.375” on the front left chest plate, for printing on select colors from the JHACH color pallet.

Embroidered shirts are to only be ordered by selected vendors that have DST templates and thread colors approved by Marketing, Communications and Culture.
Environmental Signage

All internal and external signage must be submitted for approval to Marketing, Communications and Culture at achmarketingbrand@jhmi.edu or 727-767-8831.
Photography

Johns Hopkins All Children’s Hospital photography is genuine, inspirational, engaging and provides a sense of compassion, care and cure to the audience. Our photography should never feel fake, artificial or forced. We avoid images of children being treated with tubes, needles, excessive wiring and showing blood. Exceptions for using images or video with detailed and graphic content must be approved by the vice president of Marketing, Communications and Culture.

Photography through the lens of “patient-centered care” inspires and tells the story of our patients, families and employees.

Collaboration, treatment, education, advocacy, innovation, research, respect, safety and compassionate care are values that must be portrayed in our photography.
Photography

Executing Our Photographs
The composition should have a dominant focal point and clear message with a clean foreground and a brightly-lit background using shallow depth-of-field and clear of clutter, cords/wires, garbage, shadows on walls and dark backgrounds causing a distraction from focal point/patient. Photography must avoid showing children participating in high-risk injury activities (for example: playing on trampolines or biking/skateboarding without proper headgear and arm/knee pads).

Photography and videography MUST NOT SHOW product placement and attire branded with logos, slogans and characters that are not property of Johns Hopkins Medicine and Johns Hopkins All Children’s Hospital. Any company’s logo and trademark property shown in images must be removed from the image for approval to use in brand collateral, ads, HopkinsAllChildrens.org, social posts and news articles. We must avoid shooting or using any imagery and video using the former All Children’s logo mark. Images for brochures and other marketing materials should have clean backgrounds, and we may remove unnecessary clutter in editing. Images for editorial use in brand journalism are more documentary but must adhere to the previous direction on products and attire.

Consent Requirements
We only shoot photographs involving patients when a parent or guardian has signed the approved hospital media consent form. Images should not show protected health information such as names, addresses or medical conditions in photos even if a patient is not present.

We are sensitive to the physical challenges a patient may face and the stress patients and their families feel during a hospital stay. The clinical work around us is more important than our photographic needs. Our photographers are as unobtrusive as the situation allows and gracefully leave if the family or clinical staff requests it.

Headshots
Headshots are taken against a gray background in the Marketing, Communications and Culture studio located on the main campus (500 building). If an external source is supplying a headshot, it must be shot against a green screen in order to match our headshot style.

Technical Requirements
We use high-resolution photos with the larger axis greater than 3,000 pixels. JPEG format is acceptable but not overly compressed.

General Clothing Direction
Art direction on clothing attire will give talent, patients & families and staff a clear understanding of how to dress for a photo or video shoot. Below are mandatory general attire guidelines to include along with more specific shot direction:

For style, make sure the clothing—shirts, pants, dresses and skirts fit properly and are not wrinkled. Pants and shorts need to be solid in color and tone and contain no rips or torn edges.

Solid colors—warm earthy tones as well as soft greens, blues and purples are recommended.

AVOID CLOTHING WITH:
- Patterns or stripes
- Large identifiable brand logos, icons or taglines
- Characters/images (Disney, Star Wars, Iron Man, etc.)
- Low hanging neck lines/v-necks, spaghetti straps, tank tops or sleeveless shirts.
- Solid black
- Solid white
- Hats, ties, scarves or bandannas with logos and characters
- Large logo sneakers

General Photo/Video Restrictions
DO NOT SHOW:
- Former All Children’s Hospital logo on signs, backgrounds, clocks, t-shirts, polos, lab coats and scrubs
- Products and medical equipment with logos and/or brand names
- Medicine with pharmaceutical logos and/or brand names
- Political and/or religious images, posters and symbols
- Toys of licensed characters
- Dangerous toys, equipment and/or activities high-risk to injury
- Alcohol and/or tobacco products (must avoid at event functions)
The tone and style of illustrated art for journals, instructional & educational assets and infographics is authentic, realistic and scientifically accurate. The goal of our illustrations and graphics is to educate, inform and engage. Avoid drawing styles that are cartoonish, exaggerated or are inaccurate representations of the topic or subject matter.
Videography

The tone of our videos adhere to the Johns Hopkins All Children’s brand voice and photography standards. Our videos must tell the right story to inspire, educate and engage multiple audiences. Videos reflect and respect the diversity of our patients, families and staff. Videos are produced for our website and other distribution channels or live streamed through social media. Don’t produce your own video or live stream from the hospital or a hospital-related event without express permission from the Marketing, Communications and Culture department.

Executing Our Videos

Please consult the photo section for the tone, style execution and restrictions Johns Hopkins All Children’s videos must incorporate in planning, shooting and editing.

Typeface

Gill Sans is required as the typeface used for titles and on-screen graphics. For additional details, see Color and Typography page of this brand standards guide.

Intro/Ending Logo Splash Screen

Videos should begin and end with the Johns Hopkins All Children’s Hospital official logo. We use no animation on the beginning and ending logos. Do not pair the Johns Hopkins All Children’s logo with another logo unless approved by the hospital’s Marketing, Communications and Culture Department.

Preferred version: Official logo on blue background

If the preferred version is not appropriate to the material, please contact achmarketingbrand@jhmi.edu or 727-767-8831 for further assistance.

A 1920 x 1080 PSD file featuring the Johns Hopkins All Children’s Hospital official logo is designed for use in 1080p video productions, which can be scaled, and is available for download.

Ending Logo Splash Screen with Call to Action

In certain scenarios, information such as a URL or hashtag may be used at the end of videos to encourage and direct viewers. This information can be integrated into the video itself or exist on its own screen. If it is coupled with the Johns Hopkins All Children’s Hospital official logo, however, it must adhere to guidelines.

Go to General Clothing Direction and Photo/Video Restrictions
Videography

Lower Thirds

Our lower third graphics should appear in white text, using Gills Sans font. They must also be written using upper and lower case letters.

When identifying a subject by his or her name and title, the lower third graphic should span no more than three lines of text. In addition, the font used to identify the name should appear in a larger size than the font used to identify the title.

Duration of a lower third should be no less than three seconds and no more than seven.

Example:
Jon Doe, M.D.
President
Johns Hopkins All Children’s Hospital

When the background is too bright to distinguish white text, use a blue bar as a separation element. The color values should adhere to the overall brand standards with opacity between 60 and 95 percent:

Back text color bar:
RGB: 0/44/119 60–95% opacity

Music & Sound

Music is a powerful tool in visual storytelling. We select music with care and only use songs that are royalty free and do not have copyright restrictions—unless express copyright permission is given by the artist and/or record label.

Technical Sizing Requirements

Video—1080p HD
Resolution—1920x1080 (higher resolution acceptable)
Frame rate—30 frames per second
4.1.1 **Web Overview**  
Content Management System, Creation and Maintenance

4.2.1 **HopkinsAllChildrens.org & Foundation**  
Content Management System, Creation and Maintenance

4.2.2 Internal Navigation

4.5.1 **Connect**
The web presence for Johns Hopkins All Children’s Hospital is currently comprised of three major outlets. Our major outlets are our external-facing website at [HopkinsAllChildrens.org](http://HopkinsAllChildrens.org), the Foundation website at [HopkinsAllChildrens.org/Foundation](http://HopkinsAllChildrens.org/Foundation), and CONNECT, our intranet.

The responsibility for ensuring the uniformity, effectiveness, and compliance of websites built for the hospital rests on the Digital Services team within Marketing, Communications and Culture. Anyone considering implementing any manner of website, blog, wiki or other internet-based presence (other than social media) must contact Digital Services.

### Website Content Management System, Content Creation and Content Maintenance

The web platform for our major sites is Kentico CMS. The Content Management System itself is maintained and managed by Marketings Digital Services team, but much of the content itself comes from our broad network of trained CMS editors and, wherever possible, the system-of-record for that data.

Many users throughout the organization have been trained to maintain their own content. If content changes are needed and the user does not have access to Kentico, they must contact the Digital Services department by creating a Web Content marketing request through [Workfront](http://HopkinsAllChildrens.org/Workfront). If a user would like to be trained to edit the content for their own pages, contact Digital Services directly to schedule a training. Digital Content Editors are available through the Editorial Services Team and through Digital Services to assist in creating and optimizing content for effectively communicating through the web.

In the event new content is needed (pages or a section) created for the website, the request will go through the normal Marketing Project Request Process for consideration by the Marketing Leadership Team. Content edits submitted by CMS users are normally given a cursory review by our Digital Content Editors for general quality before publication.

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† Anyone wishing to set up a social media presence for the hospital in any fashion must consult the policy on social media and contact the Public Relations department as a first step.
HopkinsAllChildrens.org & Foundation

Website Content Management System, Content Creation and Content Maintenance
HopkinsAllChildrens.org is the main public-facing website for Johns Hopkins All Children’s Hospital serving our patients and families, the referring physician community, job seekers, residents, researchers, legislators, advocates and other interested parties who seek information about the hospital and/or children’s health care. There is also a limited amount of content for employees on HopkinsAllChildrens.org via our employee links page.

General Navigation
The top level of navigation on the site is a persistent navigation bar that remains the same on the templates for HopkinsAllChildrens.org and for the Foundation site, ending in an “I want to…” drop-menu containing many popular tasks that a person can perform on the website.

The second level of navigation contains a series of mega-menus that contain collections of links for our users to navigate the site.

Foundation
The Foundation template contains the same top-level links, with its own independent mega-menus, and a distinctive light blue par treatment that distinguishes it as its own entity and separate from the main website.
Sectional Navigation
By default, pages within the site using the standard template contain dynamically-generated sectional navigation on the left side, showing child pages of the current page if they exist, and sibling pages if there are no child pages under this page. If there are also no sibling pages, the section remains blank.

Breadcrumb Navigation
The breadcrumb navigation is automatically generated on pages in the site using the main template. This string of links shows and makes accessible the parent pages of the current page.

Page Title
The page title on each page is automatically styled by the site’s CSS. CMS users do not need to apply styling. This title is important in search engine optimization, as it has a heavy impact on how the page will be viewed by search engines, and by real live users.

Page Description
A short description of what the user will find on this page. Also tremendously useful for search engine optimization.

Calls-to-Action
Well designed pages will include clear and visible opportunities for users to take action on the content.
CONNECT

CONNECT is the internal intranet site for Johns Hopkins All Children’s employees.

CONNECT Image Sizing

- **Banner**
  - 770 x 450 px

- **Ads**
  - 340 x 175 px

- **News Image**
  - 380 x 176 px

- **DAISY/Good Catch Awards**
  - 136 x 191 px

- **Calendar Event Cover**
  - 1170 x 500 px

Image Export Parameters

- Prepping images in Photoshop use “Save for Web”
  - Set quality at 80
PUBLIC RELATIONS AND SOCIAL MEDIA

5.1.1 Public Relations
Press Releases
5.1.2 Press Releases continued
5.2.1 Social Media
Press Releases

Press releases are a tool sent to media outlets/reporters and used to help promote newsworthy hospital updates related to our mission and highlight experts. Press releases are written by a member of the public relations team and sent via email, Cision and/or through PR Web national wire distribution service.

Format

Press releases must follow Johns Hopkins All Children’s Editorial Style guidelines, AP style and also include the following:

- Written in press release template (refer to neurosurgery press release example)
- Includes contact information—name/phone/email of PR team member (left-adjusted)
- Includes official horizontal hospital logo (right adjusted)
- Includes title/header bold and centered
- Includes body copy, beginning with dateline in AP style format (St. Petersburg, Fla.)
- Written in third person and active voice (avoid ‘be’ verbs – be, being, been, etc.)
- Copy that is conversational, yet professional, and avoids medical jargon (and approved by subject matter expert)
- Excludes medical jargon and acronyms, unless explained to consumer/media audience
- URLs include link back to appropriate and accurate sources (including links to Johns Hopkins All Children’s website, Johns Hopkins Medicine website, NIH website, AAP website, CDC website, etc.)
- Quotes must be approved by stakeholder and marketing leadership. If quote is from patient family, a media consent form must be signed by the family—reference media relations policy in HPO. (quotes should provide more substance/emotion to the importance of the news, if possible)
- Review of keywords to help with SEO
- All imagery/video included in press release should adhere to brand photography and video standards and must be approved by public relations staff or marketing leadership
- Press releases should include the 5W’s:
  - Who—specific dept./team/community partner
  - What—key points about news/event
  - Why—importance to families, community or other particular group affected
  - Where/When—specific day/time/location of event (if applicable)

continued on 5.1.2
Format (continued)

- Ends with appropriate boilerplate below (general, foundation or ACSP):

**About Johns Hopkins All Children’s Hospital**

Johns Hopkins All Children’s Hospital in St. Petersburg is a leader in children’s health care, combining a legacy of compassionate care focused solely on children since 1926 with the innovation and experience of one of the world’s leading health care systems. The 259-bed teaching hospital, ranked as a U.S. News & World Report Best Children’s Hospital, stands at the forefront of discovery, leading innovative research to cure and prevent childhood diseases while training the next generation of pediatric experts. With a network of Johns Hopkins All Children’s Outpatient Care centers and collaborative care provided by All Children’s Specialty Physicians at regional hospitals, Johns Hopkins All Children’s brings care closer to home. Johns Hopkins All Children’s Hospital consistently keeps the patient and family at the center of care while continuing to expand its mission in treatment, research, education and advocacy. For more information, visit HopkinsAllChildrens.org.

**About Johns Hopkins All Children’s Foundation**

Johns Hopkins All Children’s Foundation provides philanthropic support for the mission and vision of Johns Hopkins All Children’s Hospital and to ensure that charitable donations are stewarded directly toward the greatest needs of the hospital and its patients. Its function is to raise, steward and distribute donations to benefit Johns Hopkins All Children’s, a Children’s Miracle Network Hospital. As a non-profit organization, the Foundation works together with individuals, corporations, charitable trusts and other organizations who share its vision, that all children deserve the best pediatric care available. Johns Hopkins All Children’s Hospital is a leader in children’s health care, combining a legacy of compassionate care for children since 1926 with the innovation and experience of one of the world’s leading health care systems. The 259-bed teaching hospital, ranked as a U.S. News & World Report Best Children’s Hospital, stands at the forefront of discovery, leading innovative research to cure and prevent childhood diseases while training the next generation of pediatric experts. For more information, visit givetoallkids.org.

**About All Children’s Specialty Physicians**

The All Children’s Specialty Physicians group includes more than 200 pediatric and pediatric subspecialty physicians as well as 150 nurse practitioners, certified registered nurse anesthetists, advanced practice nurses and physician assistants dedicated to providing the highest quality pediatric care. At Johns Hopkins All Children’s Hospital, these physicians provide care in 32 pediatric medical and surgical specialties while sharing the Johns Hopkins All Children’s mission, vision and commitment to serving our region’s children. Through a regional network of Johns Hopkins All Children’s Outpatient Care locations and affiliations with community hospitals, our All Children’s Specialty Physicians provide care closer to home for children from across west central Florida. For more information, visit HopkinsAllChildrens.org.
Social Media

Goals for Social Media
To promote hospital news, highlight experts, educate audience and encourage followers to engage with content.

Target Audience
Families, health care workers, Johns Hopkins All Children’s employees.

Social Media Voice
Conversational, yet professional; avoids medical jargon.

Writing Style
Refer to Johns Hopkins All Children’s Editorial Style guidelines.

Active Social Media Accounts
- Facebook
- Twitter
- LinkedIn

Image Sizing
- Facebook
  - Profile Photo: 1:1 ratio, preferably 1200 x 1200 px
  - Profile Cover Photo: 820 x 312 px
  - Image Post: 1:1 ratio, preferably 1200 x 1200 px
  - Link Post: 1200 x 628 px
  - Event Cover Photo: 1920 x 1080 px
- Twitter
  - 1200 x 600 px
- LinkedIn
  - 1200 x 600 px
- Instagram
  - 1:1 ratio, preferably 1200 x 1200 px
- Google+
  - 1:1 ratio, preferably 1200 x 1200 px

Linking
Unless on Twitter, links should not be shortened with bit.ly, or any other similar tool, but instead full URL.

Profile Images
Appropriate logo based on page; main Johns Hopkins All Children’s Hospital social pages have the official Johns Hopkins All Children’s Hospital brand profile avatar, while other pages (such as Ambulatory Services and Continuing Medical Education) have the programs/departments secondary brand profile avatar.

Standard Bios/About Us Content
Includes appropriate hospital boilerplate, or other explanation of page derived from copy approved by Marketing, Communications and Culture team.

Tagging/Sharing Protocol
When mentioning Johns Hopkins All Children’s Hospital on social media, brands should tag Johns Hopkins All Children’s Hospital on Facebook and LinkedIn and @allchildrens on Twitter and Instagram.
- Use of #allchildrens hashtag is encouraged

Department, programs and person(s) are permitted from creating there own individual social media pages and accounts using the Johns Hopkins All Children’s Hospital name and brand.

To discuss a social media communication plan, contact the social media team.
ENTITIES & PROGRAMS

6.2.1 All Children’s Specialty Physicians
6.2.2 ACSP Logo Color Treatment
6.2.3 ACSP Logo Clear Space and Sizing
6.2.4 ACSP Logo Alignments and Placement
6.2.5 ACSP Collaborative Branding
Our ACSP logo is an evolution from our past and present brand logos by honoring our tradition of the seven color blocks while incorporating the type treatment from our JHACH logo.

* For approval to use the “Care provided by” ACSP logo, please contact achmarketingbrand@jhmi.edu
ACSP Logo Color Treatment

All color configurations have been carefully designed for a wide spectrum of uses. Dark or light background colors on which the logo is placed will alter the appearance of the design. Therefore, logo artwork files for positive and reverse logo use are different and are not interchangeable. The color blocks have been adjusted slightly to ensure good contrast and legibility of the blocks is achieved no matter the background color. Do not alter the color treatment and placement in any part of the logo. Only use approved logo artwork on applications.
ACSP Logo Clear Space

To ensure optimum legibility, a minimum clear space surrounding the ACSP logo must be maintained. The clear space is proportional and based on the height of a single color box. The minimum clear space is “2 x”. When the logo is applied, this area should remain free of typography, photography, folds, surface edges and page trim that would affect the legibility of logo.

It is highly recommended that a more generous clear space surround the logo, whenever possible.

ACSP Logo Sizing

To enhance visual consistency among high-visibility print communications, and ensure a unified appearance with Johns Hopkins All Children’s Hospital logo sizing, use of the logo sizes shown here is recommended.

Our ACSP logo is sized by measuring the width of the logo. Avoid using the logo at sizes smaller than 1-¾” to ensure clear reproduction of all logo colors and elements.

Marketing Collateral - Advertising (2” wide)

Stationery (1-5/8” wide)

Minimum Size (1-3/8” wide)
ACSP Logo Alignments

An organized and integrated logo appearance will promote a more professional image in the ACSP communication materials. The sense of layout design and the organization of the layout elements are enhanced when the ACSP logo is consistently positioned and aligned with other imagery; such as, headlines, text, photography, illustrations and other graphic components. Using the alignment options shown here will provide sufficient flexibility and ensure an integrated logo appearance in a variety of layout treatments.

Logo Alignment—for centered composition

When centering the ACSP logo in the middle of a page in instances of signage, promo items or certificates use the middle of the composition by the center axis of the yellow (4th) block to center in the middle of the document.

ACSP Logo Placement

The preferred ACSP logo placement on printed materials is the lower right corner of the page or layout area. The measurements shown below should be used on standard size communications, whenever possible. For unique or oversize applications where a ½” spacing is not appropriate, use a similar visual proportion relative to the overall size of the application as a guide for placement.
ACSP Collaborative Branding

When All Children’s Specialty Physicians is providing services to an affiliate hospital, the ACSP logo should appear on the bottom left of the page with the affiliate hospital on the lower right. The measurements shown below should be used on standard size communications, whenever possible. For unique or oversize applications where a ½” spacing is not appropriate, use a similar visual proportion relative to the overall size of the application as a guide for placement.
If questions, contact:
Johns Hopkins All Children’s Marketing, Communications and Culture
Seventh Avenue South, 6th Floor
St. Petersburg, FL 33701
P 727-767-8831
achmarketingbrand@jhmi.edu