



MemorialCareTM
Miller Children's & Women's
Hospital Long Beach

Logo and Design System Guidelines

July 2018

Our logo

The MemorialCare Miller Children's & Women's Hospital Long Beach logo reflects visual continuity with the MemorialCare masterbrand, in part because the MemorialCare logotype and brand colors are maintained as part of the logo. We used a childlike, handwritten script in the entity name to playfully differentiate our logo from other entities in our system. We stylized our dolphin symbol to reflect the graphic style and visually integrated elements used in our system symbol. The heart shape formed where the mother and baby dolphins connect signifies the patient and family centered care that is a cornerstone of Miller Children's & Women's Hospital Long Beach. This heart not only symbolizes the deep bond between mother and child, it also embodies the loving environment and commitment to a healthy, happy patient experience for all, and the strong connection that MCWHLB has with our community. Do not alter the relative size and arrangement of the logo elements shown.



Our logo

Color formats and backgrounds

The colors used in the MemorialCare Miller Children's & Women's Hospital Long Beach logo are the same colors used in the MemorialCare system logo.

The preferred version of our logo is the 3-Color Positive format; use it whenever possible. When production restrictions or special applications require the use of a 1-Color Format, our logo should appear in MemorialCare purple. The 1-Color Black logo may be used when color is restricted and MemorialCare purple is not available.

We have modified the dolphin symbol in the 1-Color logo treatment to ensure that the "heart" icon is clearly defined as part of the 1-Color logo in both positive and reverse applications.

Limited use one-line logo

In certain circumstances, vertical space may be limited. For those circumstances, an alternate one-line logo had been created. This alternate logo should only be used only when original logo does not fit well in the space provided.



3-Color Positive (preferred)



1-Color Positive Purple



1-Color Reverse
White on MemorialCare Purple



1-Color Positive Black



Our logo

Logo sizes

To ensure consistency, visibility and legibility of our logo across materials, we have established a set of standard logo sizes. The size of the logo is measured from the left edge of the "M" to the right edge of "e" in the MemorialCare logotype. A consistent logo size on like communication materials enhances our unified and professional brand identity appearance.

The recommended logo sizes shown here serve as a foundation for logo applications on some commonly used materials; use them whenever possible.

2"



Large print collateral
9" x 12" folders, 8.5" x 11" brochures,
oversize postcards, etc.

1.75"



Standard print collateral
Letterhead, #10 envelopes, etc.

1.5"



Small print collateral
Business cards, 4" x 9" brochures,
small postcards, envelopes, etc.

75 px



Minimum on-screen size

.875"



Minimum print size

Our logo

Clear space

To maintain visibility and clarity of the logo, maintain a minimum clear space around the logo at all times. The minimum clear space for the MemorialCare logo is equal to 50% of the height of the logotype "M" at the top and the full height of the "M" on the other three sides.



MemorialCare
Miller Children's & Women's
Hospital Long Beach

1234 Address Street
Location, California 56789
memorialcare.org

MemorialCare™
Miller Children's & Women's
Hospital Long Beach

MemorialCare
Miller Children's & Women's
Hospital Long Beach

1234 Address Street
Location, California 56789
memorialcare.org

MemorialCare
Miller Children's & Women's
Hospital Long Beach

**For more information,
call us at 345.678.1234**

Our logo

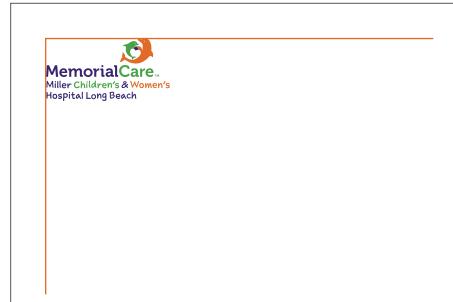
Staging

A consistent placement of our logo on communication materials will help unify our applications and increase recognition and visibility of our visual brand identity.

To maintain prominence of the logo, the preferred placement is on the upper left margin as shown. Some layouts may require an alternative placement or sign-off at the bottom of the layout area. In these cases, use a lower-left and bottom-margin placement.

Preferred placement

Top left margin



Alternative placement

Bottom left margin



Alignments

Several natural alignment points are within our logo. . Aligning graphics, typography and/or imagery to these points ensures a more structured and integrated logo appearance in layouts. The logo, being a brand identity element cornerstone, should never appear arbitrarily placed or applied as an afterthought to other layout content. The primary alignment points within our logo are shown here.

Preferred alignments

Horizontal



El mi. coreserum non niscienis debitorio
et optatem. At ut ulparum quasitatus
nonsecum autatec estiore perchil

Vertical



Suntent ventia pra exerio is resequas
omnimus, susam landitet dis



Suntent ventia pra
omnimus, susam
landitet dis

Our logo

Misuse

Clear and consistent reproduction of our logo is essential to building brand identity recognition. To ensure that we achieve the greatest visibility of our logo, never modify or stylize it with visual effects of any kind.

Shown here are examples of misuses of our logo. The range of examples given is not comprehensive, but it provides a view of some of the treatments and/or uses to avoid.

If you are unsure whether a logo application would be a "misuse," please contact the marketing department for a quick review and direction.

Contact: TBD



Do not change the color of the logo.



Do not move, remove or alter the icon.



Do not place the logo over backgrounds that do not provide adequate contrast.



Do not place the logo over busy backgrounds.



Do not stretch or skew the logo by scaling it disproportionately.



Do not add drop shadows, outlines or other visual effects to the logo.



Do not use low-resolution or low-fidelity versions of the logo. Always begin with original, high-resolution artwork.



Do not alter or re-typeset the logotype for any reason.

Our typography

Used consistently, typography will become a recognizable brand identity element. The style and shape of letterforms and the visual texture of typeset headlines and text add a unique appearance that will serve to both unify and distinguish our branded communications.

Museo Sans Rounded

Museo Sans Rounded is the primary support typeface for MemorialCare Miller Children's & Women's Hospital Long Beach branded communications and is used for all headlines and body copy. Museo Sans Rounded is a rounded version of Museo Sans. The basic structure of the letterforms is similar, so it supports and does not compete with the MemorialCare masterbrand typography.

Museo Sans Rounded 300
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Museo Sans Rounded 500
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Museo Sans Rounded 700
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Museo Sans Rounded 900
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Skippy Sharp

Skippy Sharp is a secondary typeface for MemorialCare Miller Children's & Women's Hospital Long Beach branded communications. It is used to highlight key words in headlines. And can be used in quotes or call-outs on interior spreads.

Skippy Sharp
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Skippy Sharp is a friendly, informal handwritten font that feels natural and kid-like. It stands out from Museo Sans Rounded to emphasize words or information.

Our typography

In use

We use Museo Sans Rounded and Skippy Sharp in headlines to unify and distinguish our branded communications. Museo Sans Rounded should be used as the primary font for headlines. Skippy Sharp should be used sparingly to highlight an important word.

Please refer to the examples below.

Museo Sans Rounded

Lorem ipsum dolor sit consect
utal adipis **elit** sed diam nonum

Skippy Sharp

Museo Sans Rounded

Duis autem vel eum iriure dolor in
hendrerit in **in velit esse** sed diam

Skippy Sharp

Our typography

Determining height

Use care when combining Museo Sans Rounded and Skippy Sharp. When set at the same font size, Skippy Sharp is a much smaller font than Museo Sans Rounded. So, the font size of Skippy Sharp will need to increase to match Museo Sans Rounded. Please refer to the examples below for proper x-height alignment.

✓ Correct

Museo Sans Rounded, 36 pt

Lorem ipsum dolor sit consect

utal adipis **elit** sed diam nonum — x-height

Skippy Sharp, 53 pt

Museo Sans Rounded, 36 pt

✗ Incorrect
Lorem ipsum dolor sit consect

utal adipis **elit** sed diam nonum — x-height

Skippy Sharp, 36 pt

Our typography

System font: Calibri

While Museo Sans Rounded is used for our collateral communications, Calibri is a substitute font we use for administrative purposes (e.g., business forms, word processing, PowerPoint presentations, etc.) where Museo Sans Rounded is not available. As an alternative font, Calibri is a very readable, modern system typeface that is widely available across all computer platforms.

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%& 1234567890

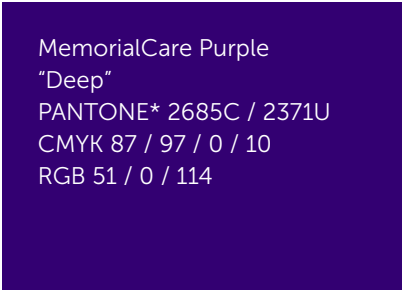
Our color

The MemorialCare Miller Children's & Women's Hospital Long Beach color palette is identical to the MemorialCare masterbrand. Though the colors directly relate to the masterbrand colors, they are used in a more expressive and playful way.

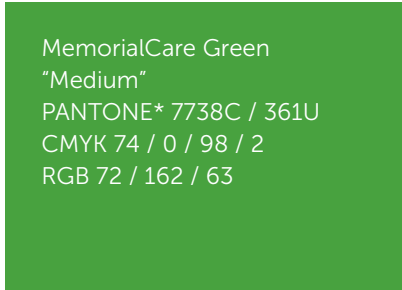
Main palette

Our main palette features the three colors of our logo—MemorialCare Purple, MemorialCare Green and MemorialCare Orange. The colors of the main palette are designated "Deep," "Medium" and "Bright."

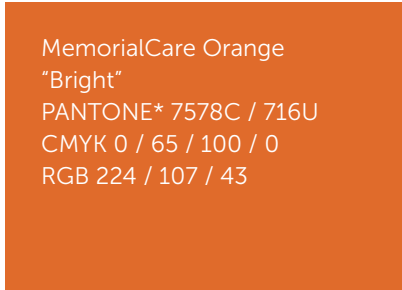
We have established PANTONE® values for all colors within our palette. Use them as a target to achieve accurate reproduction for print, digital, environmental or other applications.



MemorialCare Purple
"Deep"
PANTONE® 2685C / 2371U
CMYK 87 / 97 / 0 / 10
RGB 51 / 0 / 114



MemorialCare Green
"Medium"
PANTONE® 7738C / 361U
CMYK 74 / 0 / 98 / 2
RGB 72 / 162 / 63



MemorialCare Orange
"Bright"
PANTONE® 7578C / 716U
CMYK 0 / 65 / 100 / 0
RGB 224 / 107 / 43

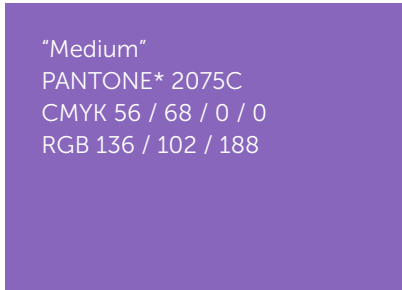
Support palette

Our support colors enhance our main palette and provide variety and visual interest, while building and maintaining strong recognition of our primary color signal. Support colors are used in conjunction with the main palette. They can also be used in photography and typography.

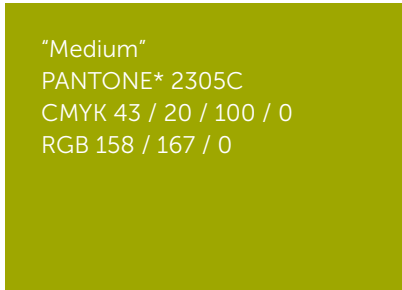
To achieve the correct balance of color, follow the color use guidelines on the next page.



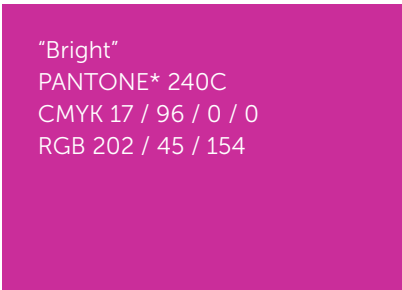
"Medium"
PANTONE® 2393C
CMYK 100 / 9 / 7 / 0
RGB 0 / 146 / 203



"Medium"
PANTONE® 2075C
CMYK 56 / 68 / 0 / 0
RGB 136 / 102 / 188



"Medium"
PANTONE® 2305C
CMYK 43 / 20 / 100 / 0
RGB 158 / 167 / 0



"Bright"
PANTONE® 240C
CMYK 17 / 96 / 0 / 0
RGB 202 / 45 / 154



"Bright"
PANTONE® 382C
CMYK 28 / 0 / 100 / 0
RGB 195 / 214 / 0



"Bright"
PANTONE® 7408C
CMYK 0 / 20 / 100 / 0
RGB 248 / 191 / 0

*PANTONE® is a registered trademark of Pantone, Inc. and is Pantone, Inc.'s check-standard trademark for color reproduction and color reproduction materials.

Our photography

Lifestyle — Child focus

Focused on healthy outcomes, our lifestyle images capture real people engaged in natural activities. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Photography should:

- Be primarily focused on children and may include women and families in real-life moments
- Reflect the concept of connection
- Show healthy activities
- Reflect regional outdoor environments
- Incorporate brand colors when possible
- Be bright, warm, optimistic
- Be patient-focused and diverse



Our photography

Lifestyle — Woman focus

Focused on healthy outcomes, our lifestyle images capture real people engaged in natural activities. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Photography should:

- Be primarily focused on women and may include children and families in real-life moments
- Reflect the concept of connection
- Show healthy activities
- Reflect regional outdoor environments
- Incorporate brand colors when possible
- Be bright, warm, optimistic
- Be patient-focused and diverse



Our photography

Medical

Focused on healthy outcomes, our medical images capture real people in a healthcare setting or situation. Positive, authentic imagery allows audiences to relate to the ideas communicated by our photography. Photos that show a connection between people or a person engaged in an activity support our brand platform.

Photography should:

- Photography should capture a moment of real life in a healthcare setting
- Reflect the concept of connection
- Use warm tones
- Be positive and optimistic
- Include a sense of environment
- Be people-focused and diverse



Our design system

Our design system is where all of our design elements—logo, shape, color, photography, texture, graphic elements and layout space—come together to express the look and feel of MemorialCare Miller Children’s & Women’s Hospital Long Beach brand identity. Done correctly, the look and feel of our communications will visually appeal to our changing demographic, support the attributes associated with our brand platform and act as a unifying, simple and differentiating visual language. Used consistently and within our guidelines, the design system is an opportunity to deepen the impact, recognition and uniqueness of our brand.

“Connection” graphic

Because children are always growing, our branding system reflects this.

Our system is flexible, playful and exploratory. We provide information in an easy to digest direct manner, while remaining curious with the design.

Why? Because each child is unique with unique needs. The interlocking circles represent a trusting connection between children, parent or doctor. Our small circle connects to a supportive, larger circle. This also represents our Cherese Mari Lauthere BirthCare Center as the trusting connection between mother and baby. Other circles playfully interact with photos or highlight important information.

Our “connection” graphic works with our logo, colors, imagery and typography to create a unique, unifying and recognizable visual identity. It is important to use our “embrace” graphic on high-visibility applications, applied wherever possible to establish and reinforce our visual identity. When it’s used correctly and consistently, our audiences will recognize our materials even before they see our name or logo.

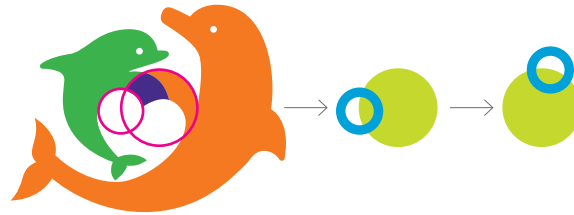


“Connection” graphic

Our design system

“Connection” graphic

Our “connection” graphic is made using two circles which have been sized according to the fins on the dolphins in our logo. The basic steps shown here are the foundation for using the “connection” graphic on applications.



How to build our “connection” graphic

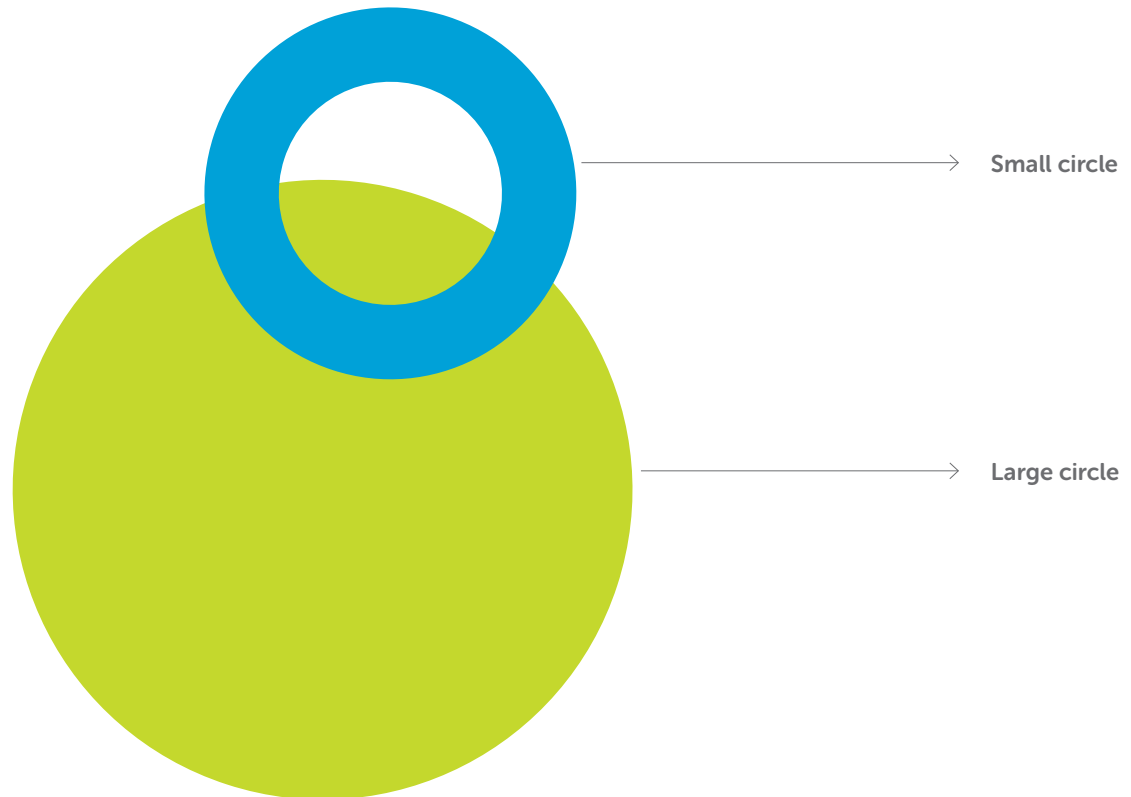


Scale large circle down to **60%** of original size to create small circle.

Scale small circle down to **60%** to create middle interior or “accent ringed circle” graphic.

Defining the “connection” graphic

The foundation of our branding is the “connection” graphic. The “connection” graphic is its own element and is always defined by **one large circle** and **one small circle**, based upon a **60% proportional relationship**. Any other circles used in layout are considered graphic elements that help support the “connection” graphic.



Our design system

“Connection” graphic

This graphic is very flexible and placement can vary, but must maintain the 60% circular proportion.

1. Place the “connection” graphic within the layout.

2. Small circle can be placed freely, but must connect with the large circle. **Graphic may be scaled up or down as long as proportions are locked.**

3. Graphic can be placed on solid background, on top of photo, on base circle or at intersection. If intersection occurs, center small circle over intersection.

See red pull-out graphic to right.

4. Accent ringed or solid circles may be added to the application for visual interest and color. **See important size considerations in “Accent ringed circles – sizing”.**



↑
Base circle

← Accent ringed circle

⊕ Center small ringed circle over intersection

Our design system: color

“Connection” graphic color use and combinations

Color is an impactful brand identity element that allows MemorialCare Miller Children’s & Women’s Hospital Long Beach to stand out in the market.

All of the main palette can be used together as shown in the examples to the right. For the support colors, keep one rule in mind:

1. Combine colors from different designations (bright, medium or deep). For example, use a bright with a deep or a medium. Examples of misuse can be found on the next page.



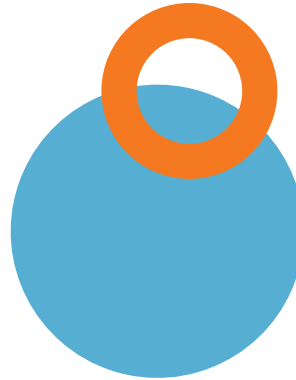
Color combinations not limited to above

Our design system: color

Misuse

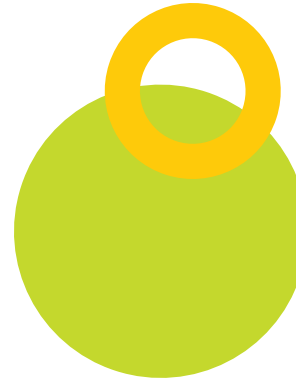
To maintain consistency and recognition of our color signal, apply our colors as described in the "Color use and combinations" guidelines. Avoid color misuse that may detract from our color signal. A few examples of color misuse are demonstrated here.

✗ Incorrect



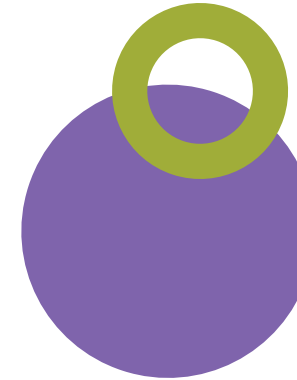
Do not apply new or different colors.

✗ Incorrect



Do not use two colors from the same designation, like two bright colors.

✗ Incorrect



Do not use two colors from the same designation, like two medium colors.

Our design system: color

“Connection” graphic

When overlapping the “connection” graphic in layout, no more than 3 colors should be placed inside smallest “connection” graphic circle when overlapping an intersection.

✓ Correct



Small circle contains 2 colors in interior.

✗ Incorrect



Small circle contains 4 colors in interior.

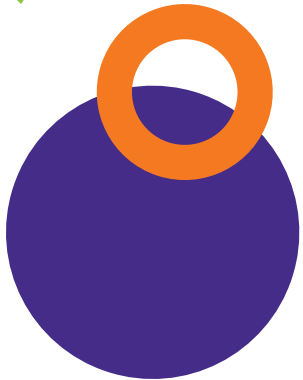
Our design system

Graphic circles in application

To maintain consistency in our design, here are some examples of applications of the "connection" graphic and overlapping accent ringed circles:

"Connection" graphic

✓ Correct



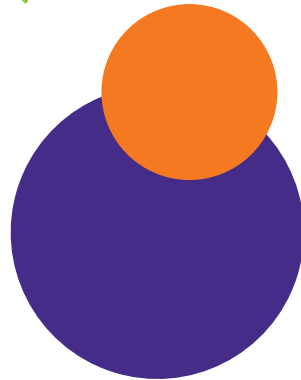
Small circle can be ringed, with small circle always placed on top.

✓ Correct



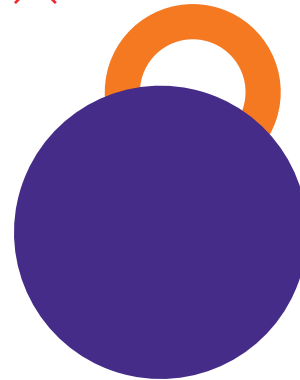
Large circle can be ringed, with small circle always placed on top.

✓ Correct



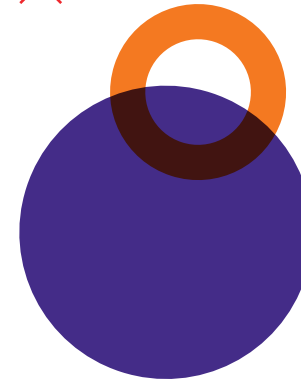
Both circles can both be solid, with small circle always placed on top.

✗ Incorrect



Small circle (ringed or solid) should never be placed behind large circle.

✗ Incorrect



"Connection" graphic circles should never be transparent.

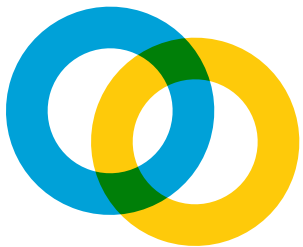
✗ Incorrect



At least one shape in connection graphic should be solid.

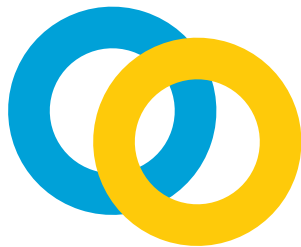
Overlapping accent ringed circles

✓ Correct



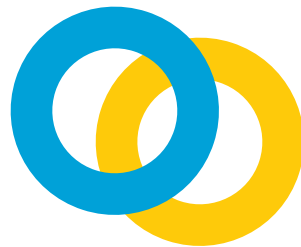
2 overlapping rings may be transparent using the "multiply" effect at 100%.

✓ Correct



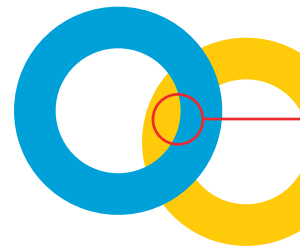
White space must be visible on both sides of bottom ringed circle.

✓ Correct



Either ring can be placed on top or bottom.

✗ Incorrect



Overlapping accent rings should always show connection with visible white space in between.

Missing white space here.

Our design system

Accent ringed circles – sizing

When adding accent ringed circle(s) to support the “connection” graphic, ring should not be too thick or thin. Ring should neither distract from the layout or be so minimal it may seem to be a mistake.

Here are a few examples of correct weight for accent ringed circle:



✓ Correct



✗ Incorrect
Accent ringed circle is too thick



✗ Incorrect
Accent ringed circle is too thin

Our design system

Hand-drawn elements

Simple, childlike drawings can be used to add a friendly, playful character to content. The rendering style of this identity element relates to, and visually integrates, the hand-lettered style of typography in our logo. The drawings can help to highlight information or as accents in layout. Important to keep as minimal as possible, such as one or two hand-drawn elements per "surface".

Choose from hand drawn elements library from the right, or create your own based upon content.

Join us for our new NICU family support group

Join the Neonatal Intensive Care Unit (NICU) psychologists for a new family support group. The group will provide a safe environment for post-NICU parents to explore their transition home. Topics include:

- Building a secure environment
- Challenges of parenthood post-NICU
- Regulating emotions related to the NICU experience

Former NICU patients are allowed to attend the support group with their parents, but any other children should remain at home.

Call 562.611.1048 for more information.

See you there!
Miller Children's & Women's
Palladium Conference Room B
2801 Atlantic Ave.
Long Beach, CA 90806

MemorialCare
Miller Children's & Women's
Hospital Long Beach

562.611.1048
millerchildrens.org/departments



MemorialCare
Miller Children's & Women's
Hospital Long Beach

PHYSICIAN RESOURCES | CAREERS | PRESS ROOM | VOLUNTEERS | ESPAÑOL | HOME | CONTACT US | LOCATIONS

Find a Provider

Staying Safe on Fourth of July

With Fourth of July rapidly approaching, it is important for children to stay safe during the holiday. The Injury Prevention Program offers tips on how to prevent fireworks-related injuries.

Read more

Search by Sub-Specialty

My Child's Role:
or by Year: A-F G-J K-L M-Z

Email a Patient:
How do we get to the hospital?
Send a message

Events & Classes:
Upcoming Miller Children's events and classes.

File & Share:
A Place for you to see what the hospital is all about

Health News & Library
eNewsletter Signup
Awards & Accreditations

ABOUT US | CENTERS & PROGRAMS | FAMILIES AND VISITORS | HEALTH CARE PROFESSIONALS | RESEARCH

LEARN MORE ABOUT THE Transport Program

MEET THE TEAM

READ about Transport Story

MemorialCare

About Us | Centers & Programs | Families & Visitors | Health Care Professionals | History | Research | Contact Us | Site Map | Home

MLC Site Privacy Policy | Patient Privacy | Terms of Use | Hospital Accreditation | Regional Center Certification

MemorialCare Miller Children's & Women's Hospital Long Beach
2801 Atlantic Ave. Long Beach, CA 90806
(562) 611-1048

New Parent Education Class Schedule

For your convenience, below is a list of parenting classes offered at MemorialCare Miller Children's & Women's Hospital Long Beach. For more information, visit millerchildrens.org/maternity. To register, call 1.800.MEMORIAL. Expectant mothers are encouraged to bring a support person to class. Cost covers expectant mother and support person. Registration is required. Please do not bring other children.

2019 January - June

GET READY PACKAGE 1 - \$185 (SAVE \$10)
Sign up for Maternity Planning and Prep for the Preparation for Childbirth class on a Tuesday or Thursday night. Includes 1 class in the Prenatal, Breastfeeding Basics, Becoming a Parent and Baby Care classes. See class schedule below for specific dates and times.

GET READY PACKAGE 2 - \$185 (SAVE \$10)
Sign up for Maternity Planning and Prep for the Preparation for Childbirth class, covering both sessions in one day. Package 2 also includes the Breastfeeding Basics, Becoming a Parent and Baby Care classes. See class schedule below for specific dates and times.

CLASS	COST	TIME	SESSION DATES
Preparation for Childbirth (Included in Package 1)	\$80/couple	6:50 - 9:30 p.m.	Tuesday (2 sessions): 1/14 & 1/21, 2/18 & 2/25, 3/14 & 2/1
Preparation for Childbirth (Included in Package 2)	\$80/couple	9 a.m. - 3:30 p.m.	Saturday (2 sessions): 1/16, 2/3, 2/27, 3/13, 3/27
Baby Care Basics	\$20/couple	9:30 - 10:30 p.m.	Monday (2 sessions): 1/20, 2/17, 2/24, 3/10, 3/24
Becoming a Parent	\$20/couple	6:50 - 9:30 p.m.	Monday (2 sessions): 1/20, 2/17, 2/24, 3/10, 3/24
Maternity Orientation (Birth and Beyond)	\$60/couple	6:50 - 11:00 p.m.	Wednesday (2 sessions): 1/15, 2/12, 2/19, 3/12, 3/19
Breastfeeding Basics (In-person)	\$20/couple	6:30 - 9:00 p.m.	Monday (2 sessions): 1/14, 2/11, 2/18, 2/25, 3/11, 3/18, 3/25
Pre-Preparation Planning Class	\$60/couple	4 - 5 p.m.	Thursday (2 sessions): 2/27, 3/27

Are you thinking about having a baby in the next 18 months? Planning in advance about childbirth preparation classes (1) better with 6 to 8 weeks before you give birth. Whether this is your first baby or you are an experienced parent, this class will provide you with information on important topics you need to know to reach your maternity goals and prepare yourself.

SHIPMENT GROUP

CLASS	COST	TIME	LOCATION & DESCRIPTION
Nurturing the New You: Miller Baby Support Group	Free	10 a.m. - 11 a.m. every Tuesday	Supporting New Parents, Miller Children's is a Women's Leadership & Support Group. It is a safe space for new mothers to share their experiences, ask questions, and receive support. Topics include: breastfeeding, baby care, and more. Cost is free. Registration is required. Location: Miller Children's & Women's Hospital Long Beach, 2801 Atlantic Ave., Long Beach, CA 90806. (562) 611-1048

MemorialCare
Miller Children's & Women's
Hospital Long Beach

1.800.MEMORIAL
millerchildrens.org/maternity

Our design system

Hand-drawn elements

Minimal use of hand drawn elements is encouraged. An example of hand-drawn misuse is demonstrated here.

Suggested use for hand-drawn elements is 1 – 2 elements per surface seen.

✓ Correct

New Parent Education Class Schedule

For your convenience, below is a list of parenting classes offered at MemorialCare Miller Children's & Women's Hospital Long Beach. For more information, visit millerchildrens.org/maternity. To register, call 1.800.MEMORIAL. Expectant mothers are encouraged to bring a support person to class. Cost covers expectant mother and support person. Registration is required. Please do not bring other children.

2018
January – June

CLASS	COST	TIME	SESSION DATES
Preparation for Childbirth (Included in Package 1)	\$90/couple	6:30 – 9:30 p.m.	Tuesdays (2 sessions) 2/6 & 2/13 4/3 & 4/10 6/5 & 6/12
Preparation for Childbirth (Included in Package 2)	\$90/couple	9 a.m. – 3:30 p.m.	Saturday (1 session) 1/6, 2/3, 3/3, 4/7, 5/6, 6/2
Baby Care Basics	\$35/couple	6:30 – 9:30 p.m.	Monday (1 session) 1/22, 2/19, 3/19, 4/16, 6/18
Becoming A Parent	\$35/couple	6:30 – 9:30 p.m.	Monday (1 session) 3/26, 4/23, 6/25
Maternity Orientation (English and Spanish)	Free/couple	6:30 – 8:30 p.m.	Wednesday (1 session) 1/10, 2/7, 3/14, 4/11, 5/2, 6/6
Breastfeeding Basics	\$35/couple	6:30 – 9:30 p.m.	Monday (1 session) 1/8, 1/15, 2/5, 3/5, 3/12, 4/2, 5/7, 5/14, 6/4
Breastfeeding Basics (Spanish)	\$20/couple	10 a.m. – noon	Thursday (1 session) 1/25, 2/22, 3/22, 4/26, 5/24, 6/28
Pre-Pregnancy Planning Class	Free/couple	3 – 5 p.m.	Tuesday (1 session) 2/27, 3/29

Are you thinking about having a baby in the near future? Pre-pregnancy planning is about focusing on things you can do before and between pregnancies to improve your health. Whether this is your first baby or you are an experienced parent, this class will provide you information on important steps you can take to get you ready for the healthiest pregnancy possible.

SUPPORT GROUP	COST	TIME	LOCATION & DESCRIPTION
Nurturing the New You Mother/Baby Support Group	Free	10 a.m. – noon Every Tuesday	Sibling Time Playroom, Miller Children's & Women's Lobby Having a baby can feel overwhelming at times. Join other mothers or primary caregivers (dads/partners included) and pre-crawling infants in a supportive environment aimed to reduce stress, increase self-confidence and strengthen the emotional connection to baby.

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✗ Incorrect

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Hospital Long Beach

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millerchildrens.org/maternity

Our design system

Color texture

Used within our "Connection" graphic, pattern treatments will become a recognizable identity element that will add dimensionality and visual interest to our communications. Our wave pattern shown here is our initial treatment for this identity element. The graphical style is intended to be simple, dimensional, friendly and animated to reinforce the positive, healthy and child-like qualities and attributes we want associated with our brand identity. This pattern should be used in conjunction with the solid circle in the "Connection" graphic to ensure it appears integrated as a key identity element. Going forward, additional pattern treatments can be created to broaden our palette of patterns for use across all communication materials.

Textured pattern can be placed inside solid shapes. These textures can use a clean line, or a rough line, indicative of a child's crayon or pencil drawing.

She may think she can catch a 10-foot wave. We Know Better.

MemorialCare
Miller Children's & Women's Hospital Long Beach

1.800.MEMORIAL
millerchildrens.org

For physician pieces, a clean line look is preferred.

2nd & 4th Saturday of each month noon - 2 p.m.

Join us for our new NICU family support group

Join the Neonatal Intensive Care Unit (NICU) psychologists for a new family support group. The group will provide a safe environment for post-NICU parents to explore their transition home. Topics include:

- Building a secure environment
- Challenges of parenthood post-NICU
- Regulating emotions related to the NICU experience

Former NICU patients are allowed to attend the support group with their parents, but any other children should remain at home.

Call 562.611.1048 for more information.

See you there!
Miller Children's & Women's Pavilion Conference Room B
2903 Atlantic Ave.
Long Beach, CA 90806

MemorialCare
Miller Children's & Women's Hospital Long Beach

562.611.1048
millerchildrens.org/department

Imaging & Diagnostic Capabilities

- Echocardiogram (EKG/Echo)
- Intra Cardiac Cath
- Home Telemetry
- Stress Testing
- Echocardiography
- Transcatheter
- Transcatheter

- Intra Cardiac Cath
- Cardiac Catheterization
- Diagnostic
- Interventional
- Cardiac Catheterization (Angiogram)
- Cardiac Computed Tomography (CT)
- Non Invasive Cardiac Catheterization

Congenital Heart Surgery Program

The Congenital Heart Surgery Program, under the leadership of Dr. Shihai Shih, offers the most advanced and comprehensive procedures for patients of all ages needing surgery. The expert team of medical board-certified specialists will ensure that your patient will receive the highest level of individualized cardiac surgical care.

Children's Heart Institute Medical Directors

Steve Torres, M.D.
Medical Director
Resident Cardiology
Medical Director
Cardiac Catheterization
Laboratory

Steven Shih, M.D.
Medical Director
Resident Cardiology
Congenital Heart
Surgery

Steve Torres, M.D., completed pediatric residency at Children's Hospital, University of California, San Diego, and completed fellowship at UCSF and interventional pediatric cardiology fellowship at Rady Children's Hospital, San Diego.

Dr. Steven Shih is board certified in pediatric cardiology and interventional cardiac catheterization.

Steven Shih, M.D., completed pediatric surgery residency at UCSF and completed a fellowship in congenital heart surgery at the University of Minnesota. Dr. Shih is board certified in pediatric surgery and is a member of the American Society of Pediatric Surgeons.

Our design system

Color texture

Color textures should be subtle and not overpowering. An example of texture misuse is demonstrated here.

Textured lines should be thinner than small accent ring used.

Foreground texture should not be white. Choose either a lighter or darker color from our palette which compliments the background color.

✓ Correct



✗ Incorrect



Our design system: overall

Application examples

The purpose of our identity guidelines is to help establish and maintain the “branded” look and feel of our communication materials. Every application of our brand identity elements works to unify and strengthen our communications family with visual clarity and impact. All of the MemorialCare Miller Children’s & Women’s Hospital Long Beach design principles and elements, including the logo, typography, color, photography and “connection” graphic, are reflected in the application examples shown here. The examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.

No logo on back of one sheet

Brochure cover must include purple circle

Specialized care. Just for kids.

MemorialCare Miller Children's & Women's Hospital Long Beach is dedicated exclusively to the quality and compassionate care of kids and pregnant women. Only five percent of all hospitals across the nation are children's hospitals and we're one of only eight free-standing children's hospitals in California.

Under One Roof
 Unique for a children's hospital, our level IV Children's Max Levine Best Care Center, the highest designation available, and our level II Memorial Intensive Care Unit (NICU) are located under the same roof. With the NICU just steps away from the delivery suites, babies will remain in the same building as they're receiving more than 1000 being transported to another hospital.

Our NICU is home to the region's largest Small Baby Program designed to care for the tiniest premature infants, often weighing less than 2 lbs. We treat more than 60 high-risk infants daily, many of whom are transferred from other local hospitals.

Program Highlights:
 The award-winning Children's Pulmonary Institute treats kids with conditions involving the lungs and respiratory system and includes a dedicated pulmonary wing in the hospital.

The **Children's Cancer Center** features its Comprehensive Medical, Psychological and Research programs led by a multi-disciplinary care team that follows patients from the time of admission through survivorship.

Our **Original Clinic** has seven state-of-the-art operating rooms designed just for kids, a pre-op playroom, and a team of pediatric specialty surgeons all dedicated to helping lessen fears and anxieties of patients and their families.

Our **Children's Heart Institute** is one of only a few programs in Southern California to offer comprehensive cardiac care to patients of all ages.

The **Orthopaedic Center** offers treatment for children with bone deformities, bone tumors, and traumatic or sports injuries utilizing pediatric-specific techniques to ensure continued healthy bone development into adulthood.

We're a regional pediatric destination for more than 4000 doctors who need ongoing specialized care. Our **Specialty Services Centers** and satellite locations throughout Los Angeles and Orange County offer more than 40 subspecialties.

By the Numbers:

- 257 licensed pediatric and maternity beds
- 6,000 pediatric admissions each year
- 5,600 pediatric surgical cases each year
- 23,000 pediatric ED visits
- 84,000 pediatric outpatient visits
- 6,000 births each year
- 1,400 babies treated in the NICU each year
- More than 1,300 patients treated in the PICU each year
- Nearly 800 high-risk births each year in our BirthCare Center

MemorialCare Miller Children's & Women's Hospital Long Beach, part of MemorialCare, provides specialized pediatric care for children and young adults, with capabilities ranging from common ED complaints – as well as maternity care for expectant mothers – all under one roof. Only four percent of all hospitals are children's hospitals, making them unique not only to children's health care needs in the community, but across the region.

MemorialCare Miller Children's & Women's Hospital Long Beach

Specialized care. Just for kids.
1.800.MEMORIALmillerchildrens.org

Green Clean Your Home
 Simple recipes for a greener, cleaner, healthy home.

Ingredients:
 • White vinegar
 • Baking soda
 • Lemon juice
 • Rubbing alcohol
 • Dish soap
 • Hydrogen peroxide
 • Essential oils

All Purpose:
 • Mix 1/2 cup white vinegar, 1/2 cup water, and 1/2 cup rubbing alcohol in a spray bottle.
 • Add 10 drops of lemon juice and 10 drops of dish soap.
 • Use on all surfaces except natural stone.

Glass and Mirrors:
 • Mix 1/2 cup white vinegar, 1/2 cup water, and 1/2 cup rubbing alcohol in a spray bottle.
 • Use on all glass and mirror surfaces.

Stainless Steel:
 • Mix 1/2 cup white vinegar, 1/2 cup water, and 1/2 cup rubbing alcohol in a spray bottle.
 • Use on all stainless steel surfaces.

Toilet Bowl Cleaner:
 • Mix 1/2 cup white vinegar, 1/2 cup water, and 1/2 cup rubbing alcohol in a spray bottle.
 • Use on all toilet bowl surfaces.

These recipes may require extra scrubbing:

- Greasy surfaces
- Hard water
- Mold
- Mildew
- Rust
- Soap scum
- Stains
- Tough stains
- Urine
- Varnish
- Wax
- Yellowing

MemorialCare Miller Children's & Women's Hospital Long Beach
 1.800.MEMORIALmillerchildrens.org/pulmonary

General Tips

- When using a spray product, spray solution onto a cloth to contain the spray.
- Keep surfaces/dishes upon use to prevent bacteria.
- Use 2 pairs of cleaning gloves.
- Add bleach before pour to all cleaning recipes for a pleasant result.

These recipes may require extra scrubbing:

- Greasy surfaces
- Hard water
- Mold
- Mildew
- Rust
- Soap scum
- Stains
- Tough stains
- Urine
- Varnish
- Wax
- Yellowing

MemorialCare Miller Children's & Women's Hospital Long Beach
 1.800.MEMORIALmillerchildrens.org/pulmonary

Our design system: consumer campaigns

Application examples

Collateral includes any need to promote a specific care line, brand awareness, or a call to engage the public. The examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.

Main color for base circle can vary



Our design system: physician communications

Application examples

Collateral includes internal pieces to share with other hospitals or with physicians internally. Design is more adult focused and less childlike with less use of kid font, but still reflects the Miller Children's & Women's foundational branding system. These examples are illustrations of design intent; use them as an inspiration and/or visual guide for creating additional materials, as required.

Little to no kid font

Must include referral line

No logo on back of one sheet

No hand drawn elements or textures

Children's Heart Institute
at Miller Children's & Women's Hospital Long Beach

Referral Line: 562.728.5210

Intro description to go here: up to 4 lines. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

About Our Pediatric Cardiology Team

Conditions Treated

- Murmur
- Chest pain
- Syncope
- Palpitations
- Arrhythmias
- Cyanosis
- Abnormal ECG
- Congenital Heart Disease
- Acquired Heart Disease
- High blood pressure
- Hypertension
- Heart failure
- Cardiomyopathy
- Family History of Sudden Death or Early Onset Cardiovascular Disease

Signs and Symptoms for Possible Cardiac Disease

Neonates

- Cyanosis
- Poor weight gain
- Murmur
- Respiratory distress
- Diaphoresis with feeds
- Irritability
- Stridor
- Recurrent episodes of respiratory infections

Children/Adolescents:

- Murmur
- Easy fatigability as compared to peers
- Dizziness with exercise
- Syncope (with or without exercise)
- Chest pain
- Palpitations
- Shortness of breath with exercise

MemorialCare
Miller Children's & Women's Hospital Long Beach

562.728.5210
millerchildrens.org/heart

Imaging & Diagnostic Capabilities

- Electrocardiogram (ECG/EKG)
- Holter Monitoring
- Home Telemetry
- Stress Testing
- Echocardiography
 - Transthoracic
 - Transesophageal
- Treadmill/Exercise Testing
- Cardiac Catheterization
- Diagnostic
 - Interventional
 - Cardiac Magnetic Resonance Imaging (MRI)
 - Cardiac Computed Tomography (CT)
 - New Biplane Catheterization Lab

Congenital Heart Surgery Program

The Congenital Heart Surgery Program, under the leadership of Dr. Shaun Setty, offers the most advanced and comprehensive procedures for patients of all ages, including surgery. The expert team of dedicated, board certified specialists will ensure that your patient will receive the highest level of individualized cardiac surgical care.

Children's Heart Institute Medical Directors

Sam Osman, M.D.
Medical Director, Pediatric Cardiology, Medical Director, Cardiac Catheterization Laboratory

Shaun Setty, M.D.
Medical Director, Pediatric and Adult Congenital Cardiac Surgery

Sam Osman M.D. completed pediatric residency at Cedars-Sinai Medical Center, his pediatric cardiology fellowship at UCLA and interventional pediatric cardiology training at Rady Children's Hospital in San Diego.

Dr. Osman specializes in pediatric cardiology and interventional cardiac catheterization.

Shaun Setty M.D. is triple board certified in surgery, thoracic surgery and congenital cardiac surgery and completed fellowships at University of Minnesota, Cedars-Sinai Hospital and Rady Children's Hospital. Dr. Setty specializes in pediatric and adult congenital cardiac surgery.

CHS/MLH/MS/MLC/MLP/MLR/MLT/MLU/MLV/MLW/MLX/MLY/MLZ/MLAA/MLAB/MLAC/MLAD/MLAE/MLAF/MLAG/MLAH/MLAI/MLAJ/MLAK/MLAL/MLAM/MLAN/MLAO/MLAP/MLAQ/MLAR/MLAS/MLAT/MLAU/MLAV/MLAW/MLAX/MLAY/MLAZ/MLBA/MLBB/MLBC/MLBD/MLBE/MLBF/MLBG/MLBH/MLBI/MLBJ/MLBK/MLBL/MLBM/MLBN/MLBO/MLBP/MLBQ/MLBR/MLBS/MLBT/MLBU/MLBV/MLBW/MLBX/MLBY/MLBZ/MLCA/MLCB/MLCC/MLCD/MLCE/MLCF/MLCG/MLCH/MLCI/MLCJ/MLCK/MLCL/MLCM/MLCN/MLCO/MLCP/MLCQ/MLCR/MLCS/MLCT/MLCU/MLCV/MLCW/MLCX/MLCY/MLCZ/MLDA/MLDB/MLDC/MLDD/MLDE/MLDF/MLDG/MLDH/MLDI/MLDJ/MLDK/MLDL/MLDM/MLDN/MLDO/MLDP/MLDQ/MLDR/MLDS/MLDT/MLDU/MLDV/MLDW/MLDX/MLDY/MLDZ/MLEA/MLAB/MLAC/MLAD/MLEE/MLFF/MLFG/MLFH/MLFI/MLFJ/MLFK/MLFL/MLFM/MLFN/MLFO/MLFP/MLFQ/MLFR/MLFS/MLFT/MLFU/MLFV/MLFW/MLFX/MLFY/MLFZ/MLGA/MLGB/MLGC/MLGD/MLGE/MLGF/MLGG/MLGH/MLGI/MLGJ/MLGK/MLGL/MLGM/MLGN/MLGO/MLGP/MLGQ/MLGR/MLGS/MLGT/MLGU/MLGV/MLGW/MLGX/MLGY/MLGZ/MLHA/MLHB/MLHC/MLHD/MLHE/MLHF/MLHG/MLHI/MLHJ/MLHK/MLHL/MLHM/MLHN/MLHO/MLHP/MLHQ/MLHR/MLHS/MLHT/MLHU/MLHV/MLHW/MLHX/MLHY/MLHZ/MLIA/MLIB/MLIC/MLID/MLIE/MLIF/MLIG/MLIH/MLIJ/MLIK/MLIL/MLIM/MLIN/MLIO/MLIP/MLIQ/MLIR/MLIS/MLIT/MLIU/MLIV/MLIW/MLIX/MLIY/MLIZ/MLJA/MLJB/MLJC/MLJD/MLJE/MLJF/MLJG/MLJH/MLJI/MLJJ/MLJK/MLJL/MLJM/MLJN/MLJO/MLJP/MLJQ/MLJR/MLJS/MLJT/MLJU/MLJV/MLJW/MLJX/MLJY/MLJZ/MLKA/MLKB/MLKC/MLKD/MLKE/MLKF/MLKG/MLKH/MLKI/MLKJ/MLKK/MLKL/MLKM/MLKN/MLKO/MLKP/MLKQ/MLKR/MLKS/MLKT/MLKU/MLKV/MLKW/MLKX/MLKY/MLKZ/MLLA/MLLB/MLLC/MLLD/MLLE/MLLF/MLLG/MLLH/MLLI/MLLJ/MLLK/MLLL/MLLM/MLLN/MLLO/MLLP/MLLQ/MLLR/MLLS/MLLT/MLLU/MLLV/MLLW/MLLX/MLLY/MLLZ/MLMA/MLMB/MLMC/MLMD/MLME/MLMF/MLMG/MLMH/MLMI/MLMJ/MLMK/MLML/MLMN/MLMO/MLMP/MLMQ/MLMR/MLMS/MLMT/MLMU/MLMV/MLMW/MLMX/MLMY/MLMZ/MLNA/MLNB/MLNC/MLND/MLNE/MLNF/MLNG/MLNH/MLNI/MLNJ/MLNK/MLNL/MLNM/MLNO/MLNP/MLNQ/MLNR/MLNS/MLNT/MLNU/MLNV/MLNW/MLNX/MLNY/MLNZ/MLOA/MLOB/MLOC/MLOD/MLOE/MLOF/MLOG/MLOH/MLOI/MLOJ/MLOK/MLOL/MLOM/MLON/MLOO/MLOP/MLOQ/MLOR/MLOS/MLOT/MLOU/MLOV/MLOW/MLOX/MLOY/MLOZ/MLPA/MLPB/MLPC/MLPD/MLPE/MLPF/MLPG/MLPH/MLPI/MLPJ/MLPK/MLPL/MLPM/MLPN/MLPO/MLPP/MLPQ/MLPR/MLPS/MLPT/MLPU/MLPV/MLPW/MLPX/MLPY/MLPZ/MLQA/MLQB/MLQC/MLQD/MLQE/MLQF/MLQG/MLQH/MLQI/MLQJ/MLQK/MLQL/MLQM/MLQN/MLQO/MLQP/MLQQ/MLQR/MLQS/MLQT/MLQU/MLQV/MLQW/MLQX/MLQY/MLQZ/MLRA/MLRB/MLRC/MLRD/MLRE/MLRF/MLRG/MLRH/MLRI/MLRJ/MLRK/MLRL/MLRM/MLRN/MLRO/MLRP/MLRQ/MLRR/MLRS/MLRT/MLRU/MLRV/MLRW/MLRX/MLRY/MLRZ/MLSA/MLSB/MLSC/MLSD/MLSE/MLSF/MLSG/MLSH/MLSI/MLSJ/MLSK/MLSL/MLSM/MLSN/MLSO/MLSP/MLSQ/MLSR/MLSS/MLST/MLSU/MLSV/MLSW/MLSX/MLSY/MLSZ/MLTA/MLTB/MLTC/MLTD/MLTE/MLTF/MLTG/MLTH/MLTI/MLTJ/MLTK/MLTL/MLTM/MLTN/MLTO/MLTP/MLTQ/MLTR/MLTS/MLTT/MLTU/MLTV/MLTW/MLTX/MLTY/MLTZ/MLUA/MLUB/MLUC/MLUD/MLUE/MLUF/MLUG/MLUH/MLUI/MLUJ/MLUK/MLUL/MLUM/MLUN/MLUO/MLUP/MLUQ/MLUR/MLUS/MLUT/MLUU/MLUV/MLUW/MLUX/MLUY/MLUZ/MLVA/MLVB/MLVC/MLVD/MLVE/MLVF/MLVG/MLVH/MLVI/MLVJ/MLVK/MLVL/MLVM/MLVN/MLVO/MLVP/MLVQ/MLVR/MLVS/MLVT/MLVU/MLVV/MLVW/MLVX/MLVY/MLVZ/MLWA/MLWB/MLWC/MLWD/MLWE/MLWF/MLWG/MLWH/MLWI/MLWJ/MLWK/MLWL/MLWM/MLWN/MLWO/MLWP/MLWQ/MLWR/MLWS/MLWT/MLWU/MLWV/MLWW/MLWX/MLWY/MLWZ/MLXA/MLXB/MLXC/MLXD/MLXE/MLXF/MLXG/MLXH/MLXI/MLXJ/MLXK/MLXL/MLXM/MLXN/MLXO/MLXP/MLXQ/MLXR/MLXS/MLXT/MLXU/MLXV/MLXW/MLXX/MLXY/MLXZ/MLYA/MLYB/MLYC/MLYD/MLYE/MLYF/MLYG/MLYH/MLYI/MLYJ/MLYK/MLYL/MLYM/MLYN/MLYO/MLYP/MLYQ/MLYR/MLYS/MLYT/MLYU/MLYV/MLYW/MLYX/MLYY/MLYZ/MLZA/MLZB/MLZC/MLZD/MLZE/MLZF/MLZG/MLZH/MLZI/MLZJ/MLZK/MLZL/MLZM/MLZN/MLZO/MLZP/MLZQ/MLZR/MLZS/MLZT/MLZU/MLZV/MLZW/MLZX/MLZY/MLZZ

Our design system

Photos with stroke outline

When two photos overlap, at a minimum, the top photo should be outlined with a 5pt stroke.

✓ Correct



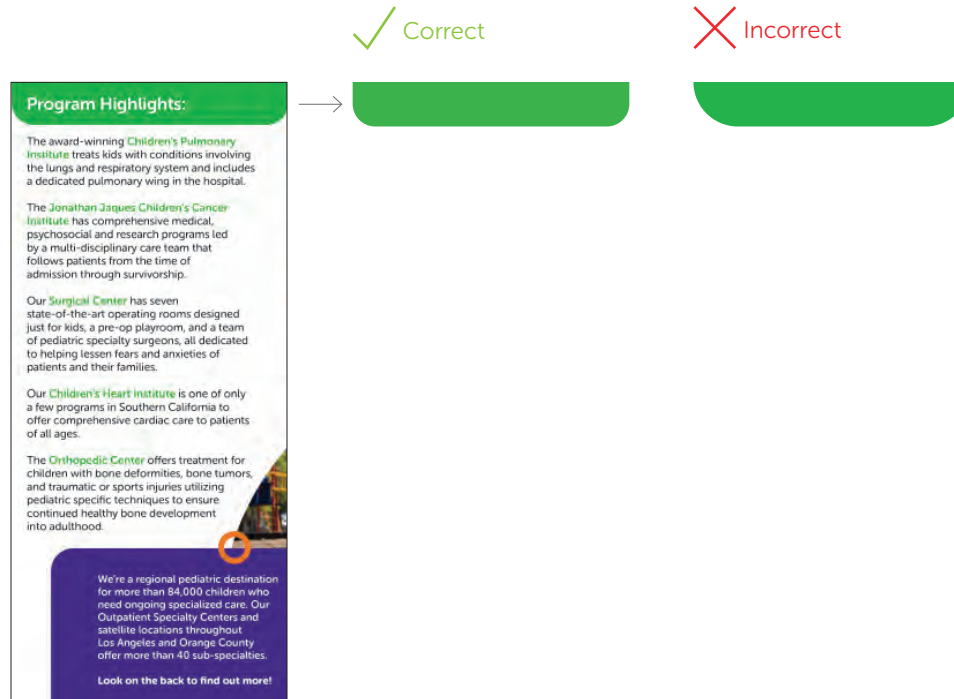
✗ Incorrect



Our design system

Rounded corner box highlight

We recommend that rounded corners for 8.5 x 11 or similar sized collateral maintain .325 inch radius on all corners.



Our design system: campaign tagline

For one consumer campaign, we have developed a tagline. We always keep "Just for kids" in Skippy Sharp and highlight with an accent color.

Specialized care.
Just for kids.

Our design system: overall rules

Please keep in mind these overall guidelines for each application.

Circle photos

No more than one circle photo on each surface or panel

✓ Correct



✗ Incorrect



Icons

Icons should be simple and clean, not hand drawn. Icons may be set inside a circle or on their own.

✓ Correct



✓ Correct



✗ Incorrect



Logo use

1-Sheet

Logo on front only of one sheet

Logo on front ←



Brochure

Logo on front and back of brochure

Logo on front ←

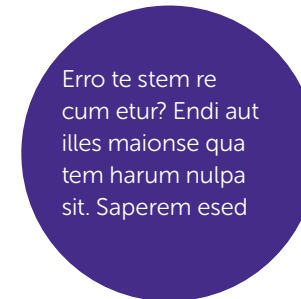


Logo on back

Type treatment within circle

Keep left-aligned text, and create organic shape that feels incorporated and works with circle.

✓ Correct



✗ Incorrect



Don't force into circle, but should feel natural.



More information

To learn more, please contact your local
entity marketing department.