Graphic Identity Guide At-a-Glance

DECEMBER 2025

Loma Linda University Children's Health

styleguide.lluh.org

Our graphic identity guide helps us define and distinguish our brand family. Through our logo, colors, typefaces, images and other visual elements, we communicate the connections that join us together and the qualities that set us apart.

Consistently and correctly applying our graphic identity is crucial to creating a unified and recognized corporate image. In view of that, our Executive Council and Board of Trustees have stipulated that these guidelines apply to:

- **All entities, schools, centers, institutes, departments, programs and services connected with Loma Linda University Health**
- **All promotional and/or informational applications — regardless of medium — used to represent all or part of the organization, whether internally or externally**

This document provides a high-level overview of our Graphic Identity Guidelines. For further details and information, please refer to **styleguide.lluh.org**.

The Logo | The logo consists of two components: the logomark and the logotype. These two components are always placed in a fixed relationship and should never be redrawn or modified in any way.

[Preferred Configuration]

Logomark
Logotype

Logo Configurations | The preferred logo configuration features "Loma Linda University" centered vertically, with the hospital name directly below. If space is limited, use the stacked or horizontal version instead.
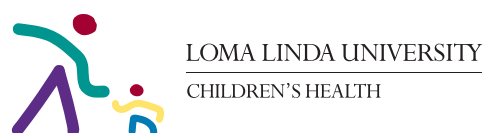
[Preferred Configuration]

[Stacked Configuration]

[Horizontal Configuration]

Logo Size | Logo sizes are based on the logomark's width. Use the standard size for most print applications. If too small to meet minimum size requirements, use the logotype in its preferred configuration.

Even at minimum size, the logo must remain legible at all times.

| Standard Size (Children's Hospital Logomark) 5/8" (0.625") or 188 Pixels	Minimum Size (Children's Hospital Logomark) 3/8" (0.375") or 113 Pixels

Logo Minimum Clear Space | To ensure its integrity and visibility, keep the logo free of competing text, images and other marks. On all sides, allow a clear space equal in size to twice the height of the "L" in Loma Linda University.

[Preferred Configuration]

[Stacked Configuration]
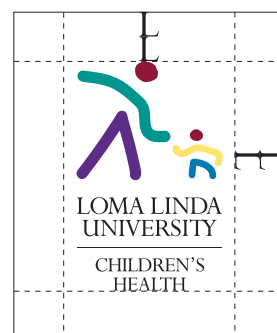
Loma Linda University Children's Health |

The Children's Health logo is the umbrella term encompassing all children's areas.

Loma Linda University Children's Hospital |

The Children's Hospital logo is used to represent service lines at the hospital.

Loma Linda University Children's Hospital Foundation |

The Children's Hospital Foundation logo is used to encompass all philanthropic efforts, including the Big Hearts for Little Hearts Guilds.

Benefiting Loma Linda University Children's Hospital |

The word "Benefiting" above the Children's Hospital logo must adhere to the minimum clear space. This is intended for fundraising events, like events hosted by the Foundation or Big Hearts for Little Hearts.

Benefiting:

Incorrect Logo Use | Always use the official, approved logo.

It should never be edited, recreated, or combined with other graphic or typographic elements. The following are examples of unacceptable usage.

1. **Do NOT substitute typeface.**

2. **Do NOT reposition the elements.**

3. **Do NOT outline the logo.**

4. **Do NOT add effects (shadows, etc.).**
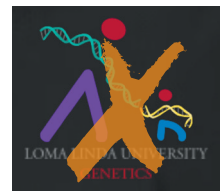

5. **Do NOT substitute logo colors.**

6. **Do NOT use the logo at an angle.**
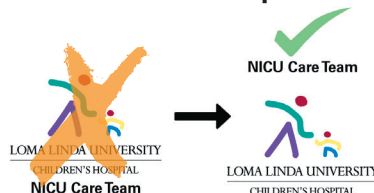

7. **Do NOT alter aspect ratios.**

8. **Do NOT edit or alter logomark graphic.**

9. **Do NOT add other visual elements.**

10. **Do NOT add additional text too close to logo, must meet clear space and should be above logo.**

Typography | Choose ONLY fonts from the typefaces shown below. These are the font styles from each font family which are approved for use. Approved fonts are available for purchase and download at:

Univers: **myfonts.com**
Adobe Jenson and Bickham Script: **fonts.adobe.com**

Any exception will need to be approved.

[Preferred Sans Serif Typeface]

Univers

Roman	*Oblique*
Light	*Light Oblique*
Bold	***Bold Oblique***
Black	***Black Oblique***
Condensed	*Condensed Oblique*
Light Condensed	*Light Condensed Oblique*
Bold Condensed	***Bold Condensed Oblique***

[Preferred Serif Typeface]

Adobe Jenson

Regular	*Italic*
Light	*Light Italic*
Semibold	***Semibold Italic***
Bold	***Bold italic***

[Script Typeface]

Bickham Script

Regular

Semibold

Bold

[Alternate Serif Typeface]

Palatino

Regular	*Italic*
Bold	***Bold Italic***

[Alternate Sans Serif Typeface]

Arial

Regular	*Italic*
Bold	***Bold Italic***

Logo Colors | Logos can ONLY be in approved logo colors as stated in the GIG. Children's Health uses the logo reversed out in the jewel tones.

- Preferred colors, full-color **(A)**
- Logo in Black **(B)**
- Logo Reversed (white) **(C)**

NOTE: Text colors on full-color applications only appear in black or reversed (white) text and should not be altered – they are the ONLY approved text color applications.

A

B

C

Children's Health Logo Colors

Pantone 327 C
Pantone 527 C
Pantone 1955 C
Pantone 121 C
Pantone 301 C

REGENT RED PANTONE 1955 C	HEALING TEAL PANTONE 327 C
CMYK: 0, 100, 60, 37 RGB: 163, 2, 52	CMYK: 100, 2, 6, 17 RGB: 0, 134, 117

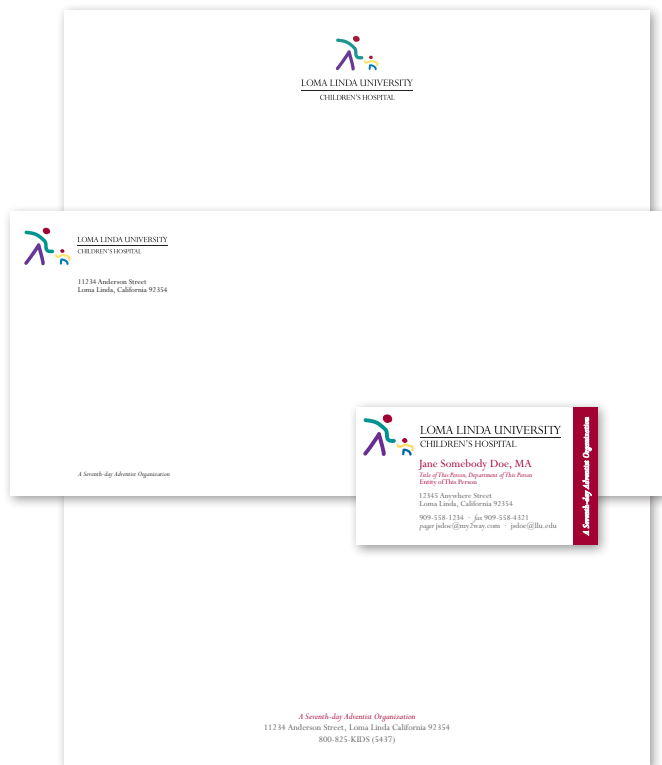| LION YELLOW PANTONE 121 C	HEALTHY BLUE PANTONE 301 C
CMYK: 0, 6, 70, 0 RGB: 253, 215, 87	CMYK: 100, 53, 4, 19 RGB: 0, 75, 135

HAPPY PURPLE PANTONE 527 C
CMYK: 69, 99, 0, 0 RGB: 128, 49, 167

Business Suite | Order business cards, forms, and stationary by using the established ICR process.

Orders can be placed by sending an ICR to Printing Services through **serviceportal.lluh.org/sp**.

Logos for Embroidery | Embroidery logo files differ as they are optimized for better quality stitched reproduction and legibility of the elements in the logo mark and word mark.

[Embroidery Configuration]

LOMA LINDA
UNIVERSITY
CHILDREN'S
HOSPITAL

- Logos downloaded from the GIG **CANNOT** be used for embroidery.

- Embroidery files are **ONLY** available by request, via email.

- Embroidery logos are currently only available in the stacked logo orientation, other orientations are by special approval only.

Accessing the Logo | Approved users can find and download the appropriate logo application online by using the naming convention outlined below.

For issues opening ZIP files or downloading files, please reach out to your specified help desk for assistance.

For logo requests not available on our downloads page (embroidery, etc.), please contact logorequest@llu.edu.

Logo File Naming

[CONFIGURATION]
pref (preferred) · **stack** (stacked)
horiz (horizontal) · **type** (logotype only)

[FILE TYPE]
eps (file format for vendor use)
png (file format for online and screen use)

ch_pref_spot.eps

Filename

[AREA]

[COLOR]
black · **cmyk** (four-color process) · **rev** (reversed out; white)
spot (two Pantone spot colors) · **rgb** (web)

Answers and Approvals | **All materials for external audiences that have been created outside of Marketing, using a logo, must be approved in advance, following the standard timeline.** Please allow the process to take an estimated 13 business days.

Once a job has been completed, any further revisions will be treated as a new request, restarting the design process and are subject to standard design timelines.

For assistance or approval requests, including exceptions to the Graphic Identity Guidelines, email **logorequest@llu.edu**.