Pediatrics Brand Guidelines

Version 1.0

NOVANT HEALTH®

Pediatrics

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01 Introduction

Children brighten our lives — and when they come to Novant Health Pediatrics, they deserve an experience filled with feel-good moments, especially when they don’t feel well.

This guide will help you make the little moments a little more remarkable, whether you’re writing, designing or evaluating communications. It’s the small things that make a child feel seen, and these guidelines help our brand build trust among parents, children and the healthcare community. Let’s make some magic.

As you create communications for Novant Health Pediatrics, please consider the following:

01

The visual and verbal elements for Novant Health Pediatrics are an extended interpretation of the masterbrand. When developing communications for pediatrics, you are highly encouraged to review the masterbrand guidelines first.

02

The Novant Health Pediatrics visual and verbal systems have permission to take a warmer, more youthful expression, while still anchored in the expertise of the masterband.

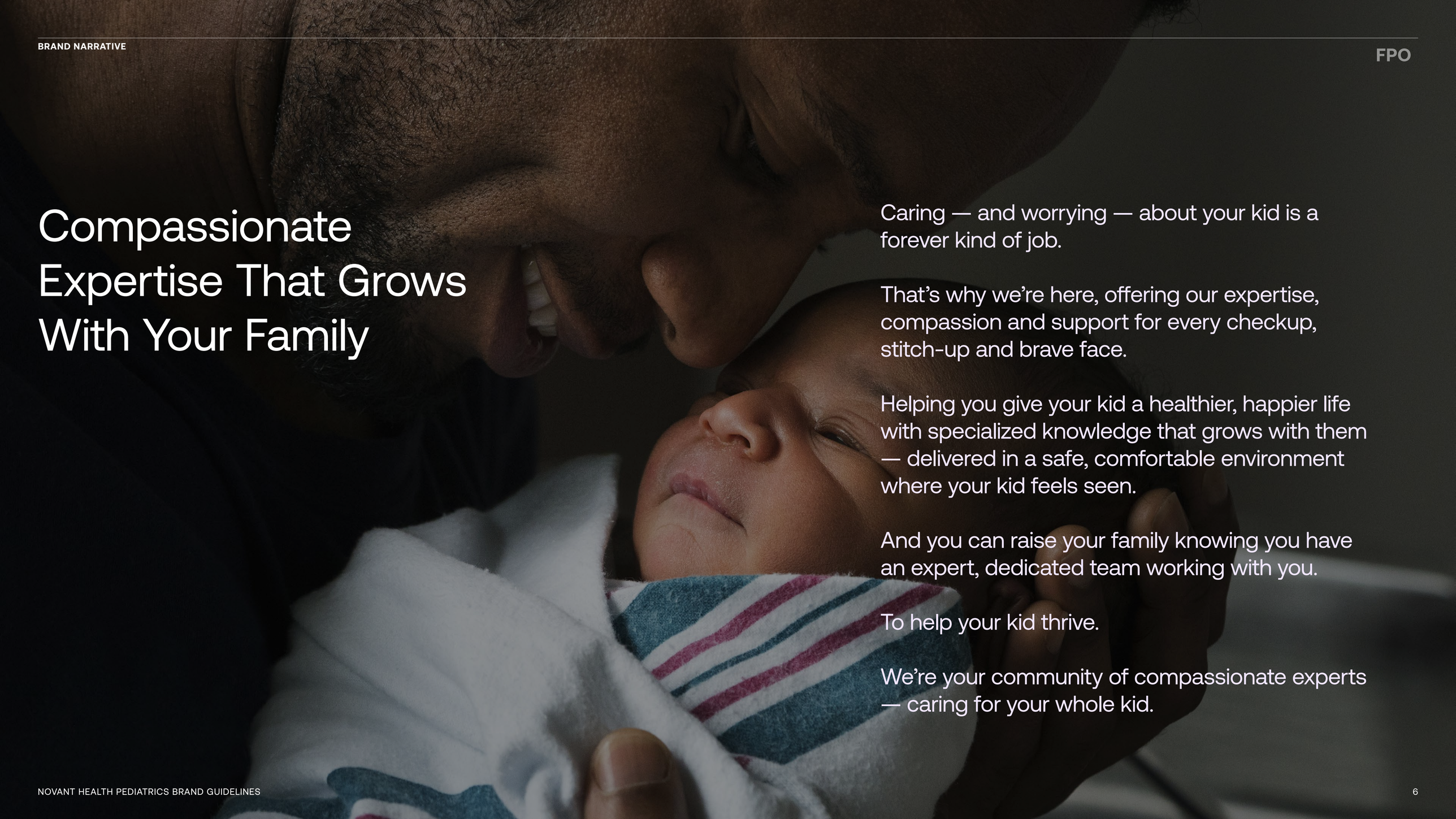
03

Novant Health Pediatrics does not have a logo, but rather an adjacent wordmark with specific application guidelines.

04

The primary audiences for Novant Health pediatrics are parents, caregivers and healthcare professionals, while kids constitute a secondary audience.

FPO



Compassionate Expertise That Grows With Your Family

Caring — and worrying — about your kid is a forever kind of job.

That’s why we’re here, offering our expertise, compassion and support for every checkup, stitch-up and brave face.

Helping you give your kid a healthier, happier life with specialized knowledge that grows with them — delivered in a safe, comfortable environment where your kid feels seen.

And you can raise your family knowing you have an expert, dedicated team working with you.

To help your kid thrive.

We’re your community of compassionate experts — caring for your whole kid.

02 Voice

Adapting our voice for Pediatrics

While we still speak as the Empowering Expert, we can adapt our voice in subtle ways to appeal to our audience.

Style considerations:

- Use sentence case to write, friendlier, more approachable headlines without appearing too youthful.
- All caps can be used for certain graphic elements, but never for headlines or subheaders in digital or print.

Connect Human to Human

ADDITIONAL IMPLICATIONS

- Use welcoming “we” to emphasize we’re your community of experts.
- We highlight the child’s perspective by using childlike phrases to comment on the more functional “adult” language, creating a voice that’s more inclusive of the child’s experience.

FROM	TO
Novant Health Pediatrics provides a safe environment specifically designed for rapid healing. We provide comprehensive pediatric care for all ages.	We create a safe, comfortable space where your kid can get better, ask questions and be themselves. We provide excellent care that grows with your child. I want to be big and strong like mommy.

Write to Include

ADDITIONAL IMPLICATIONS

- Use “child/kid” interchangeably to reflect a more approachable and supportive tone.
- Use collaborative language to emphasize how we support — not own — your kid’s health and well-being.
- Use inclusive language to represent children of all ages, abilities and genders.
- We use the ‘they/their/theirs’ pronouns as the default pronouns when speaking about an individual child — thereby encompassing the spectrum of every person’s gender journey

FROM	TO
Giving children all they need to feel great.	Together, we’re helping your kid live a healthier, happier life.

Own Our Expertise

ADDITIONAL IMPLICATIONS

- Use active language and context to encourage confident decision-making.
- Mirror language and structure to emphasize we’re the expert in healthcare, while parents are experts in their kid.

FROM	TO
Our experts know children. We’re here to provide the best care possible. We offer reliable care so you don’t have to worry.	We stand by you — offering leading expertise and support to help you choose the right care for your kid. Here for you. So you can be there for your kid.

Build Momentum

ADDITIONAL IMPLICATIONS

- Create a sense of collective energy with varied sentence structure.
- Create tension in headlines to emphasize the depth and breadth of our compassionate expertise.

FROM	TO
We provide a range of expertise to care for every child at every stage of their life.	Every parent deserves a village of experts — offering support at every step.

03 Messaging

Supporting message #1

WE PROVIDE

Human-Centered Care

We know that in everything we do, the highest-quality healthcare begins with listening. We strive to connect with every person and every family we interact with, designing an experience around you — your needs, your family, your journey.

SO YOU CAN

Expect to be Heard

Nobody knows your child like you do. As your community of experts, we listen, provide compassionate guidance when you need it and create an experience where you and your kid feel seen, heard and deeply cared for. We partner with you on your parenting journey.

USE WORDS AND PHRASES SUCH AS:

Words
- Your
- Listen
- Understand
- Seen
- Heard
- Learn
- Adapt
- Personalize
- Preference
- In-depth
- Connect
- Collaborate

Phrases
- Your kid’s needs
- Every step
- On your terms
- Our first priority
- Emotional needs
- Hearing you
- Feel seen
- At all stages
- On your journey

Copy Lines
- We treat you like a person, not a patient
- Feel confident about your child's care
- Empowering your choices
- Your needs come first
- Helping your child thrive.
- Feeling good starts with feeling seen.

Kids Copy Lines
- I’m right here!
- Look how big I am!
- Wait for me!
- Can I see? / Can I try?
- Just like how mommy does it
- Up!
- It’s my favorite
- What’s that?
- Can I have the sparkly band-aid?
- My name is [NAME]
- Peekaboo!

SUPPORT IT WITH PROOF POINTS LIKE:

- Novant Health Pediatrics Concord shares an article about helping children get comfortable wearing masks.
- New Hanover Pediatric Intensive Care Unit includes private rooms for families, family kitchens, living rooms and washer/dryer.
- New Hanover rated one of America’s top 100 hospitals for patient experience by Women’s Choice Award .
- Child Life specialists are specifically trained to support your child through illness, injury and hospitalization.

Supporting message #2

WE PROVIDE

Access for All

We create a community of belonging, ensuring everyone we serve feels important, cared for and heard. You can expect a warm welcome and a convenient, easy experience, whether it's virtual, in our physical locations, or anywhere else you interact with Novant Health. We bring you the care you need, the way you need it — no matter who you are or what you have.

SO YOU CAN

Expect to Feel at Ease

Kids grow up fast, and we know every moment matters. Here, you can choose the best care for your kid around your schedule — whether you're calling in from home or dropping by a clinic in your neighborhood.

USE WORDS AND PHRASES SUCH AS:

Words
- Simple
- Easy
- Convenient
- Seamless
- Accessible
- Affordable
- Inclusive
- Diverse
- Open
- Together

Phrases
- Close to home
- All ages
- Your whole kid
- Care community
- Always on
- Convenient, easy experience
- Community building
- Diverse teams
- Inclusive care
- Health equity
- Join us

Copy Lines
- You're welcome here
- Together, we help your kid grow
- What you need, when you need it
- For healthier kids in our communities
- From our care community to yours

Kids Copy Lines
- Just a hop, skip and a stroller ride away!
- I can see my house from here!
- Hi!
- Let's call the doctor
- Five more minutes!
- Are we there yet?
- See you again soon!
- Easy peasy!

SUPPORT IT WITH PROOF POINTS LIKE:

- During treatment, families have access in Charlotte to special support services. These include experts ranging from social workers to pastoral staff to child life specialists.
- Novant Health has a free behavioral health helpline. Anyone in the community, regardless of whether they are a patient or not, can call 1-800-718-3550 and speak to a therapist at any time of the day.

Supporting message #3

WE PROVIDE

World-Class Care

We are a team of experts, dedicated to continuously providing the highest level of care to our patients. By delivering excellent medical care in the safest environments, investing in our leading institutions, pursuing the latest treatments and partnering with experienced physicians and team members, we ensure you get the next-level care you need to thrive.

SO YOU CAN

Expect Quality Expertise

Our pediatric experts provide extraordinary care that grows with your family. We continually invest in our people and leading institutions, putting the best possible team at your side to address all your family's changing needs.

USE WORDS AND PHRASES SUCH AS:

Words

- Knowledge
- Extraordinary
- Excellence
- Expertise
- Specialty
- Focus
- Recognized
- Talented
- Elevate
- Latest
- Next-level
- Affiliated

Phrases

- Your community of experts
- Grows with them
- Our talented physicians, doctors, child specialists and team members
- Partnering with leading institutions
- Active, healthy life
- Child life specialist

Copy Lines

- Backed by leading knowledge
- Your team of care experts
- Expert care that grows with your child
- Caring for your remarkable kid
- We set the standard

Kids Copy Lines

- You're the best!
- I'm on top of the world!
- Ouch! / Owie
- More veggies, please
- Way to go!
- I'm the strongest in my class
- That's genius!

SUPPORT IT WITH PROOF POINTS LIKE:

- We provide neonatal and pediatric intensive care.
- We attract some of the most skilled experts in the region.
- Our specialized pediatric helicopter or ambulance are staffed with critical care transport team members who have experience caring for newborns and critically ill and injured children.
- Our epilepsy center is accredited as a level IV facility by the National Association of Epilepsy Centers.
- New Hanover rated Gold Standard for Nursing in 2017 by Hurst Review Services
- Our Level IV NICUs have earned the highest certification available in North Carolina for critical-care services.

Supporting message #4

WE PROVIDE

Purposeful Innovation

We continually design and build leading technologies with a purpose — targeting the needs of our patients and populations. From driving advancements in medicine through research to reimagining the future of care delivery, we strive to bring the latest innovations to you when you need them, so you can enjoy better experiences and better outcomes.

SO YOU CAN

Expect Improved Outcomes

We bring the latest innovations in technology and treatments to you when you need them — helping your child feel better faster and improving your experience.

USE WORDS AND PHRASES SUCH AS:

Words
- Transform
- Achieve
- Advance
- Reimagine
- Research
- Future
- Envision
- Design
- Success
- Breakthrough
- Enhance

Phrases
- Shaping the future of healthcare
- Improving outcomes
- Advanced medical and clinical research
- AI/machine learning enabled
- Natural language processing

Copy Lines
- Only the best for your top priority
- Advancing pediatric care
- The future of care, today
- Reimagining care for your kid
- Designed for tomorrow's care
- Enhanced treatments, active, healthy lives.

Kids Copy Lines
- When I grow up...
- This is awesome!
- Wow! / Yay! / Woohoo!
- That's so cool!
- I did it!
- Up, up and away!
- I'm all better.
- I wanna be as tall as a skyscraper!

SUPPORT IT WITH PROOF POINTS LIKE:

- St. Jude affiliate clinic at Hemby Children's Hospital is the only St. Jude clinic in the Carolinas.
- Our new sinks from Speedway Children's Charities cut down hand-washing time from 3 minutes to 20 seconds so our NICU families can spend more time with their babies.

04
Visual System

Introducing our visual system for Novant Health Pediatrics

Our extended visual identity brings our pediatrics brand to life through:

- Typography that balances youthfulness with a sense of expertise
- Simple, clear layouts with playful elements
- A refined use of Mid Aubergine, vibrant gradients and pediatric accent colors
- Intentional use of photography to engage and represent our target audiences.
- A set of icons that are refined, yet appeal to younger children

Our key brand elements are:

- Logo
- Color
- Typography
- Iconography
- Photography
- Layout

LOGO

NOVANT® HEALTH

Pediatrics

COLOR

TYPOGRAPHY

Aeonik
AaBbCc123

Proxima Soft
AaBbCc123

PHOTOGRAPHY

LAYOUT

ICONS

05
Logo

Introducing our logo

Novant Health logo
The Novant Health logo is a custom-crafted logotype. It must never be altered, stretched or modified in any way.

Pediatrics wordmark
Our Pediatrics Wordmark elevates this specialty above other service lines. The Wordmark is primarily meant to be used adjacent to the Novant Health logo. In most use cases, we always keep Novant Health's logo and our Pediatrics Wordmark separated unless space is limited.

Limited space lockup
In rare instances where space is an issue, we can lockup our Novant Health logo with the Pediatric wordmark. However, this is an exception and not the norm.

Novant Health Logo

Pediatrics Wordmark

Limited space lockup

Our logo placement

The Novant Health Pediatrics logo can be placed in the following ways:

1

Horizontal top aligned
The Novant Health Pediatrics logo can be used in a horizontal alignment in most applications. When the logo is placed at the top of an application, the 'P' in pediatrics should be top aligned to the logo.

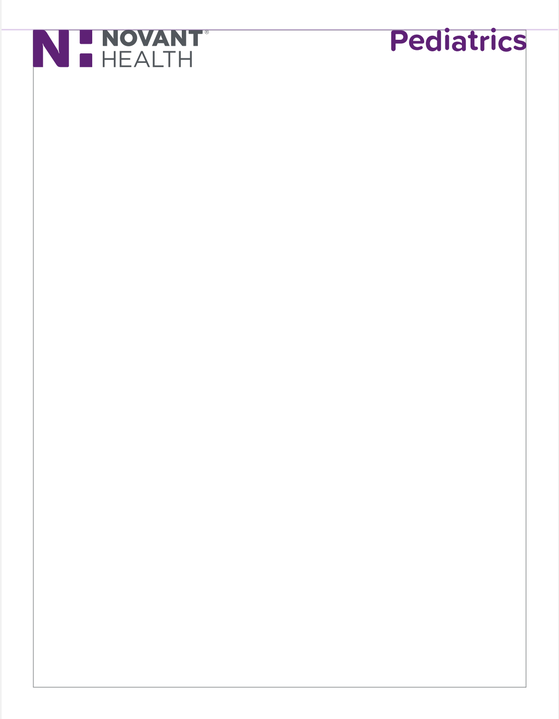
2

Horizontal bottom aligned
The Novant Health Pediatrics logo should be used in a horizontal alignment in most applications. When the logo is placed at the bottom of an application, the base of the 'P' in Pediatrics should be bottom aligned to the logo.

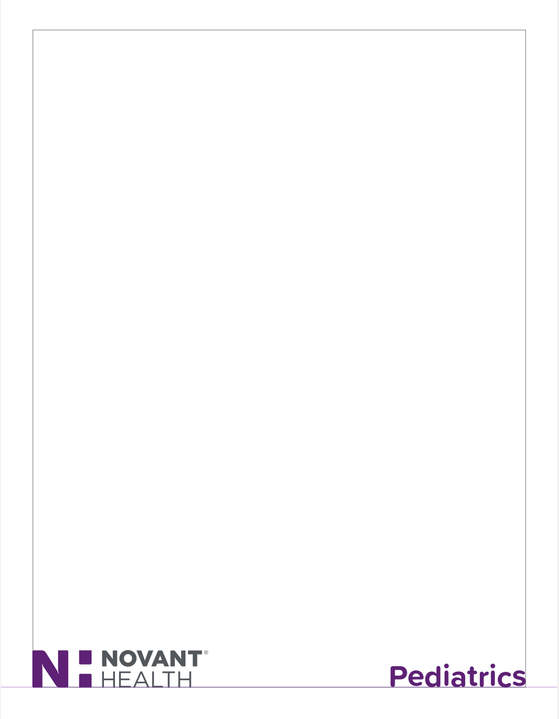
3

Vertical aligned (limited space usage)
The Novant Health Pediatrics logo can be used in a vertical alignment in applications where space is limited. When space is not limited in a vertical format, for example on a tall digital banner, our logo and wordmark should be seperated.

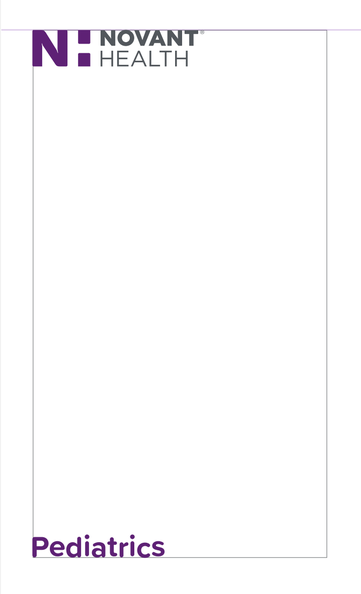
1 Horizontal top aligned



2 Horizontal bottom aligned



3 Vertical aligned (Limited space)



Our wordmark colorways

The following illustrate how we use color to bring vibrancy and energy to our wordmark. These colors are chosen intentionally for visibility and warmth.

When our logo is used with a colored wordmark, we should always be sure to design as much space as possible around our asset.

1

Primary logo colorways
The primary logo colorways are Aubergine and White (on dark backgrounds). These colorways help create a clear connection between our pediatrics offer with the Novant Health brand.

2

Secondary logo colorways
The secondary logo colorways are Mid Aubergine and our Magenta Gradient. These colorways help make pediatrics more distinctive.

3

Accent logo colorways
The tertiary logo colorways are Fruit Punch and Evergreen. These colorways are used in rare instances to bring more energy to our applications. In order to remain simple and legible, use this variation on plain white backgrounds.

1 Primary wordmark colorways

Aubergine

White

2 Secondary wordmark colorways

Mid Aubergine

Magenta Gradient

3 Accent wordmark colorways

Fruit Punch

Evergreen

Our logo clear space and minimum size

To ensure maximum impact, the Novant Health Pediatrics logo should always stand out from other graphic elements by using a defined “clear space.” This space should be kept clear of all type and other graphic elements.

1

Clear space for horizontal use
The preferred clear space is illustrated to the right,equal to the 'X' height of the logo.

2

Clear space for vertical use
The preferred clear space is illustrated to the right, equal to the 'X' height of the logo.

3

Minimum size
1.25” (or 120px for digital applications) is the minimum size for the logo. Below this size, the integrity of the logo is compromised, and the name becomes illegible.

1 Clear space for horizontal use

2 Clear space for vertical use

3 Minimum width for logo lockup

Incorrect logo use

The integrity of the Novant Health Pediatrics logo must be respected at all times. Please do not stretch, squeeze or otherwise morph or manipulate the logo. Any modification of our logo confuses its meaning and diminishes its impact.

Do not stretch or alter our logo in any way.

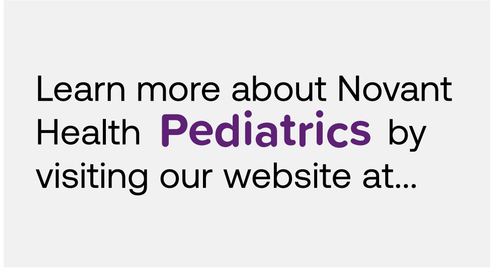
Do not change the logo color.

Do not re-create or retype the pediatrics name in anyway.

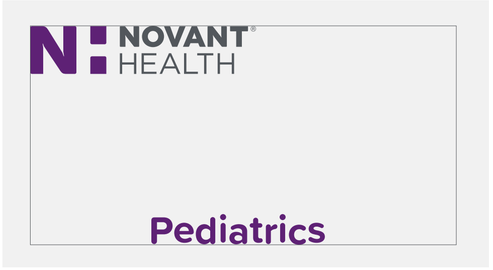
Do not modify or rescale the lock-up proportions.

Do not use our logo in outline form.

Do not use special effects (e.g., drop shadows) or outlines on our logo.



Do not use the Pediatrics wordmark on its own and/or integrate it into copy.



Do not use our logo in any unapproved placements.

Do not change the opacity of our logo or use it in a way that limits contrast/legibility.

06
Color

Our color palette overview

Our full color palette, at right, shows how we use our brand colors proportionally. Our color palette is born from both the Novant Health brand colors and an evolution of the pediatric colors.

The specifications for our primary, secondary and tertiary color palettes, illustrated on the following pages, ensure that we consistently look our best at all times, whatever the format.

Primary Palette
Novant Health Mid Aubergine
Novant Health Magenta Gradient
White

Secondary Palette
Novant Health Aubergine
Novant Health Light Aubergine
Novant Health Ivory Aubergine
Novant Health Aubergine Gradient
Novant Health Light Aubergine Gradient
Novant Health Light Magenta Gradient
Novant Health Mid Gray 3
Novant Health Dark Gray
Black

Accent Palette
Novant Health Pediatrics Sunshine
Novant Health Pediatrics Honeybee
Novant Health Pediatrics Fuzzy Peach
Novant Health Pediatrics Fruit Punch
Novant Health Pediatrics Sweet Mint
Novant Health Pediatrics Evergreen

For more details on how to use our colors, refer to the Novant Health brand guidelines.

Color usage ratio

Primary colors
These should be the primary colors used, to ensure a consistent brand look and feel.

Secondary colors
These colors may be used as backgrounds in multifaceted applications where a primary color has already been used (e.g., the divider page in a PowerPoint, an inside spread inside a brochure) or as an accent color in a single-sided application.

(Note: Black and Gray should not be used as a background colors but rather as the primary color choices for typography and logo.)

Accent colors
These colors add extra flexibility to our color palette and should be used as an accent (e.g., a paragraph header, or a callout box). These colors may also be used for infographics and charts. Only use 1-2 accents per application.

Color usage principles

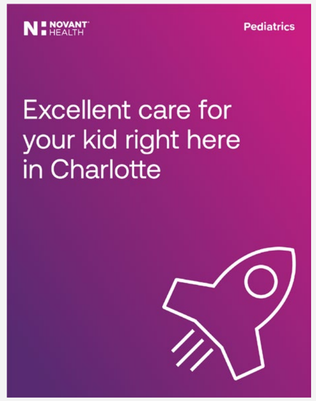
How and where our color palette is applied greatly affects the impact, hierarchy and balance of our communications.

Color as a background
The primary colors (Mid Aubergine, White, and Magenta Gradient) can be used as a background color. Secondary colors can also be used as background colors in scenarios where primary colors are exhausted. We recommend using secondary colors thoughtfully and sparingly as much as possible

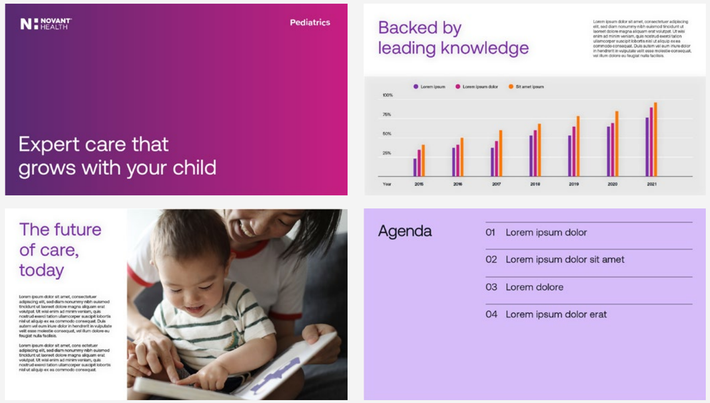
Use of accent colors
Use only one accent color within a single side, face, or page of an application. The only permitted exception to this rule occurs when applying color to graphs, tables, and charts where contrasting colors are needed to differentiate values and data sets.

In digital applications the same rules apply. Where pages scroll or animations change over time, as best possible try to avoid having more than one accent color on screen at a time.

Color as background

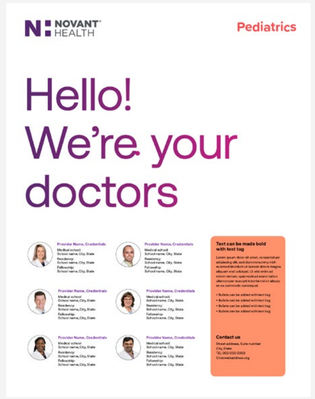


Single page example
This poster example shows how the primary color is used as a background color.



Multi page example
This PPT example shows how a secondary color can be used as a background color within an application when a primary color has already been used.

Use of accent colors



Single accent color example
This example shows how the use of a single accent color can add visual interest to an application.

Multiple accent color example
This example shows how multiple accent colors can be used where contrast is needed to differentiate values and data sets.

Solid color palette

In order to bring a youthful appearance to pediatrics, we lead with the Mid Aubergine. This allows us to connect with the masterbrand through color, but still have some distinctiveness for pediatric care.

Our primary color palette consists of the following colors:

Novant Health Mid Aubergine
Novant Health Aubergine
Novant Health Light Aubergine
Novant Health Ivory Aubergine
Novant Health Mid Gray 3
Novant Health Dark Gray
White
Black

To ensure consistency, use the specifications for the colors listed here.

Novant Health Mid Aubergine

PMS 2587 C

CMYK 65 80 0 0

RGB 125 50 170

HEX 7D32AA

Novant Health Aubergine

PMS 269 C

CMYK 71 98 12 18

RGB 81 45 109

HEX 512D6D

Novant Health Light Aubergine

PMS 2567 C

CMYK 24 35 0 0

RGB 220 185 255

HEX DCB9FF

Novant Health Ivory Aubergine

PMS 7443 C

CMYK 9 8 0 0

RGB 240 230 255

HEX F0E6FF

Novant Health Mid Gray 3

PMS Cool Gray 3 C

CMYK 21 18 15 0

RGB 200 201 199

HEX C8C9C7

Novant Health Dark Gray

PMS Cool Gray 11 C

CMYK 30 17 8 51

RGB 83 86 90

HEX 53565A

Novant Health White

PMS NA

CMYK 00 00 00 00

RGB 255 255 255

HEX FFFFFF

Novant Health Mid Aubergine

PMS NA

CMYK 0 0 0 100

RGB 0 0 0

HEX 000000

Gradient color palette

There are four gradients in our gradient palette. These gradients use colors from our primary and secondary palette.

Each gradient should be used on a 45° angle with the midpoint generally at 50%. The midpoint may be altered if necessary to increase legibility for elements like the logo and typography.

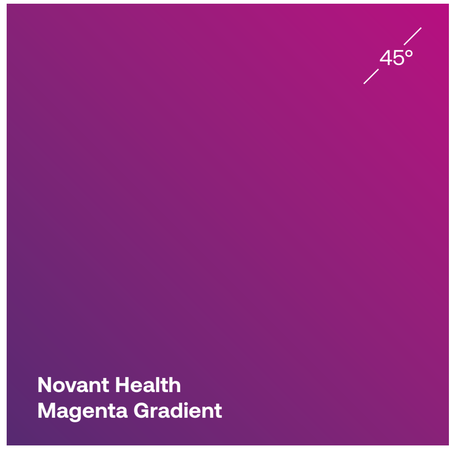
Here are the color breakdowns for each gradient:

Aubergine Gradient
Aubergine bottom left to
Mid Aubergine top right

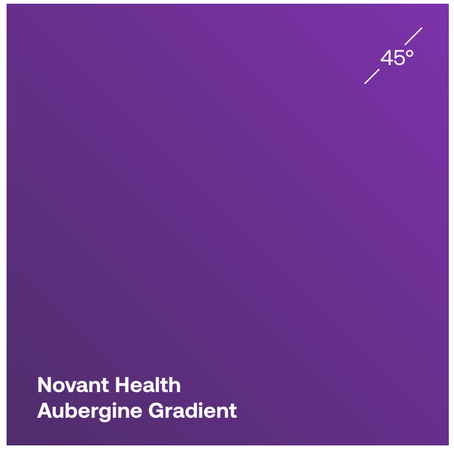
Magenta Gradient
Aubergine bottom left to
Magenta top right

Light Aubergine Gradient
Mid Aubergine bottom left to
Light Aubergine top right

Light Magenta Gradient
Magenta bottom left to
Light Aubergine top right



Novant Health Aubergine	Novant Health Magenta
PMS 269 C	PMS 225 C
CMYK 71 98 12 18	CMYK 10 95 2 0
RGB 81 45 109	RGB 200 30 130
HEX 512D6D	HEX C81E82



Novant Health Aubergine	Novant Health Mid Aubergine
PMS 269 C	PMS 2587 C
CMYK 71 98 12 18	CMYK 61 83 0 0
RGB 81 45 109	RGB 125 50 170
HEX 512D6D	HEX 7D32AA

Novant Health Mid Aubergine	Novant Health Light Aubergine
PMS 2587 C	PMS 2567 C
CMYK 65 80 0 0	CMYK 24 35 0 0
RGB 125 50 170	RGB 220 185 255
HEX 7D32AA	HEX DCB9FF

Novant Health Magenta	Novant Health Light Aubergine
PMS 225 C	PMS 2567 C
CMYK 10 95 2 0	CMYK 24 35 0 0
RGB 200 30 130	RGB 220 185 255
HEX C81E82	HEX DCB9FF

Accent color palette

The accent palette is used to support the primary palette and to add color variety to the system. It can be used for data, to highlight information or to add energy when needed.

To ensure consistency, use the specifications for the colors listed here.

We use our accent palette sparingly and intentionally along with our primary colors. Keep in mind not to use more than 1-2 accent colors at a time in order to avoid creating a rainbow effect in our applications.

These secondary colors can be used for:

- Backgrounds (sparingly)
- Call-outs (child voice)
- Data Visualization
- Charts/Infographic
- Buttons

Novant Health Pediatrics Sunshine

PMS 108 C

CMYK 0 5 99 0

RGB 225 224 41

HEX FFE029

Novant Health Pediatrics Fuzzy Peach

PMS 1635 C

CMYK 0 54 60 0

RGB 255 145 107

HEX FF916B

Novant Health Pediatrics Sweet Mint

PMS 3385 C

CMYK 48 0 46 0

RGB 120 237 161

HEX 78EDA1

Novant Health Pediatrics Honeybee

PMS 143 C

CMYK 0 34 85 0

RGB 255 181 61

HEX FFB53D

Novant Health Pediatrics Fruit Punch

PMS 178 C

CMYK 0 80 63 0

RGB 255 79 82

HEX FF4F52

Novant Health Pediatrics Evergreen

PMS 2242 C

CMYK 86 7 70 0

RGB 23 163 117

HEX 17A375

ADA color compliance

To ensure that our colors are accessible for everyone on screen, follow these rules for ADA compliance for text 12pt or smaller.

Use White text on Mid Aubergine backgrounds	Use White text on Aubergine backgrounds
Use Black text on Light Aubergine backgrounds	Use Black text on Ivory Aubergine backgrounds
Use White text on Magenta Gradients	Use white text on Aubergine Gradients
Use White text on Light Magenta Gradients	Use White text on Light Aubergine Gradients
Use White text on Black backgrounds	Use White text on Dark Gray backgrounds
Use Black text on Gray 3 backgrounds	Use Black text on White backgrounds
Use Black text on Sunshine backgrounds	Use Black text on Honeybee backgrounds
Use Black text on Fuzzy Peach backgrounds	Use Black text on Fruit Punch backgrounds
Use Black text on Sweet Mint backgrounds	Use Black text on Evergreen backgrounds

07
Typography

Our typefaces

We use two typefaces, Aeonik and Proxima Soft, in order to create a rich and engaging dialogue between the voices of our brand.

1

Aeonik
Aeonik is used to represent our older audience, specifically for parents, caregivers and HCPs. We use this typeface as our primary type because it is simple and modern.

Arial is to be used when Aeonik is not available.

2

Proxima Soft
Proxima Soft is our secondary typeface. Its soft rounded curves and humanist forms help us address children in a young and approachable manner. We use Proxima Soft for captions in marketing content only. It should not be used for presentations or internal communications.

For web applications only, Gotham Rounded Medium is used in place of Proxima Nova Soft.

Proxima soft is available through Adobe fonts at fonts.adobe.com/fonts/proxima-soft.

1 Parent / Expert Typeface

Aeonik Regular & **Bold**

Aeonik Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstucwxyz
1234567890

Aeonik Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstucwxyz
1234567890

2 Child / Youth Typeface

Proxima Soft Semibold

Proxima Soft Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstucwxyz
1234567890

Our type settings

We have a simple and standard approach to setting type. By following these basic type usage rules, we can maintain a consistent use of type across our touchpoints and communications.

1

Small Headers
Aeonik Bold / Tracking +25 Uppercase

2

Headlines
Aeonik Regular / Tracking 0
Sentence case with period
(Refer to the following page for more details on headline styles)

3

Subheadings
Aeonik Bold / Tracking +10
Sentence case with period

4

Body copy
Aeonik Regular / Tracking 0 /
Leading +2-4pt
Sentence case with period

5

Captions in child voice
(used for marketing materials only)
Proxima Soft Semibold / Tracking 0
Sentence case

1 SMALL CAPS HEADER

2 Setting out the larger headlines.

3 **Subheadings that create a lead into the body copy**

4 Body copy doluptat veliquia doloratur Sit et et et vent unt vella ium eos sae velliquamus. Si nonsequae nonsequat ad ut officie nducium consed utem quat eaqui bearum et ut qui sitas aut apid molendi s tiatusciis endae. Itatureped enemporendi toriatem nonse vollatur?

5 Emphasis with a child voice!

Color treatment for headlines

We have a simple and standard approach to setting type. By following these basic type usage rules, we can maintain a consistent use of type across our touchpoints and communications.

1

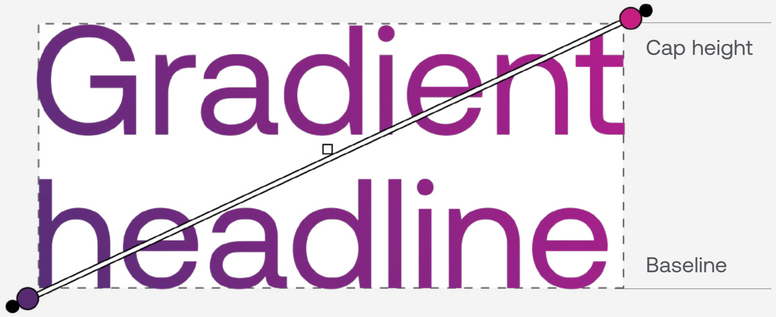
Gradient headlines
A Magenta Gradient can be used as a fill for headlines to create added visual interest in our applications. Follow the rules at right when applying the gradient fill.

2

Single-color headlines
Headlines may also be set in a single color. Mid Aubergine should be used in our applications for single-color headlines.

1 Gradient headline

Gradient headline



The gradient area is defined by the cap height of the first line of text and the baseline. Use this to apply the Magenta Gradient from bottom left to top right.

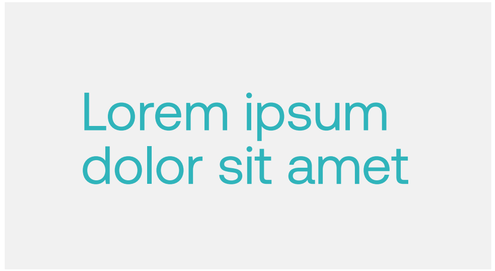
(Note: This is an exception to the 45° angle used for Novant Health gradients in other applications).

2 Single-color headline

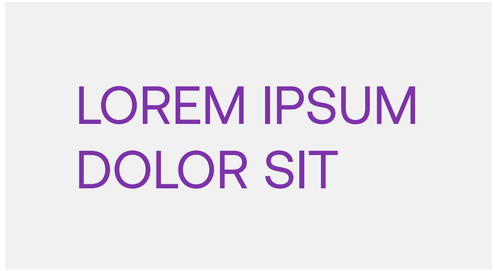
Single-color headline

Incorrect typography use

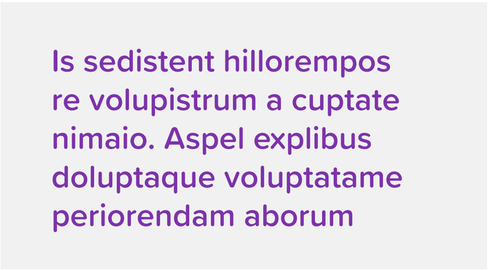
Our typography style is a unique aspect of our personality. Here are some examples of what is considered off-brand.



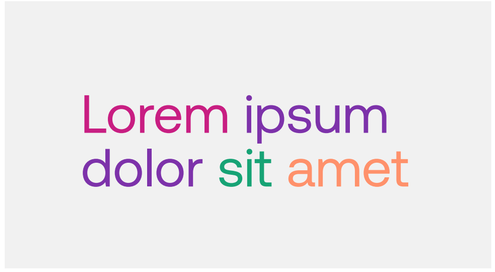
Do not set copy in unapproved colors of gradients



Do not use all caps in our headline and body copy

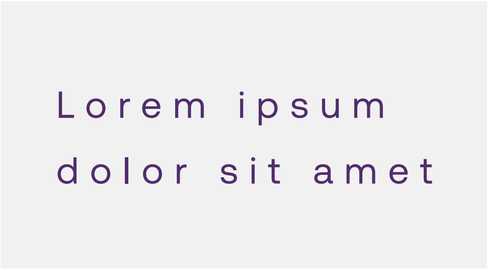


Do not use Proxima Soft for text other than child-voice call-outs



Do not use multiple text colors in a single body of copy

Do not use fonts that are not approved brand fonts



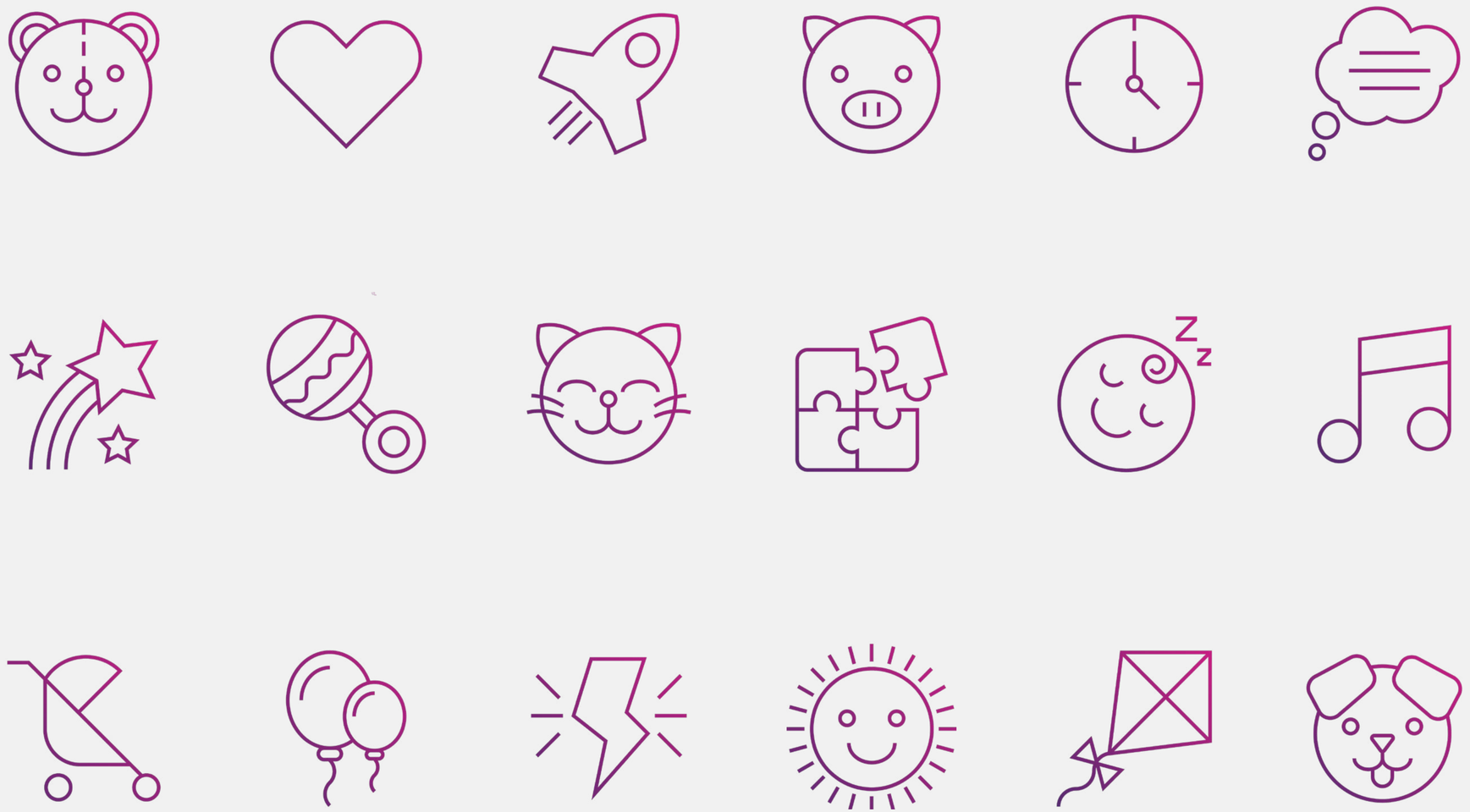
Do not modify tracking or leading in ways not approved in these guides.

08
Iconography

Our iconography

Our icons bring our applications to life. They use simple graphic symbols to represent concepts and add personality to our brand.

The following pages outline the different types of iconography and coloration that are allowed when developing new icons.

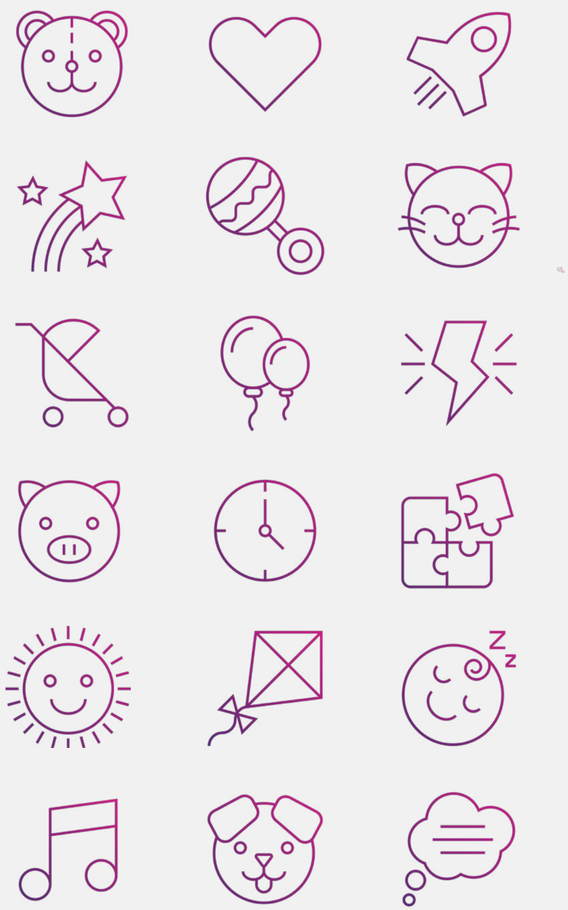


Our iconography colors

For Novant Health Pediatrics, we use two types of icons: simplified gradient icons and simplified one-color icons.

Simplified gradient icons
(for neutral to white backgrounds)
Simplified icons are simple and speak to the pediatric audience. They consist of a thick single stroke with a gradient fill. The gradient used for icons is Aubergine to Magenta. Do not use any other gradient color combination for icons.

Simplified single-color icons
(for gradient and light aubergine backgrounds)
Our single-color icons come in white and Mid Aubergine. These colors allow our icons to have flexibility without losing their personality. Use white on a gradient background and Mid Aubergine on a Light Aubergine background only.



Simplified Gradient Icons

Simplified Single-Color Icons (White)

Simplified Single-Color Icons (Mid Aubergine)

Our iconography usage

Here are a couple of examples that use two styles of our iconography. Keep in mind that we want to have a balance of elements within a piece of communication, so as a rule of thumb, use the simplified icons when you have a lot of content.

1

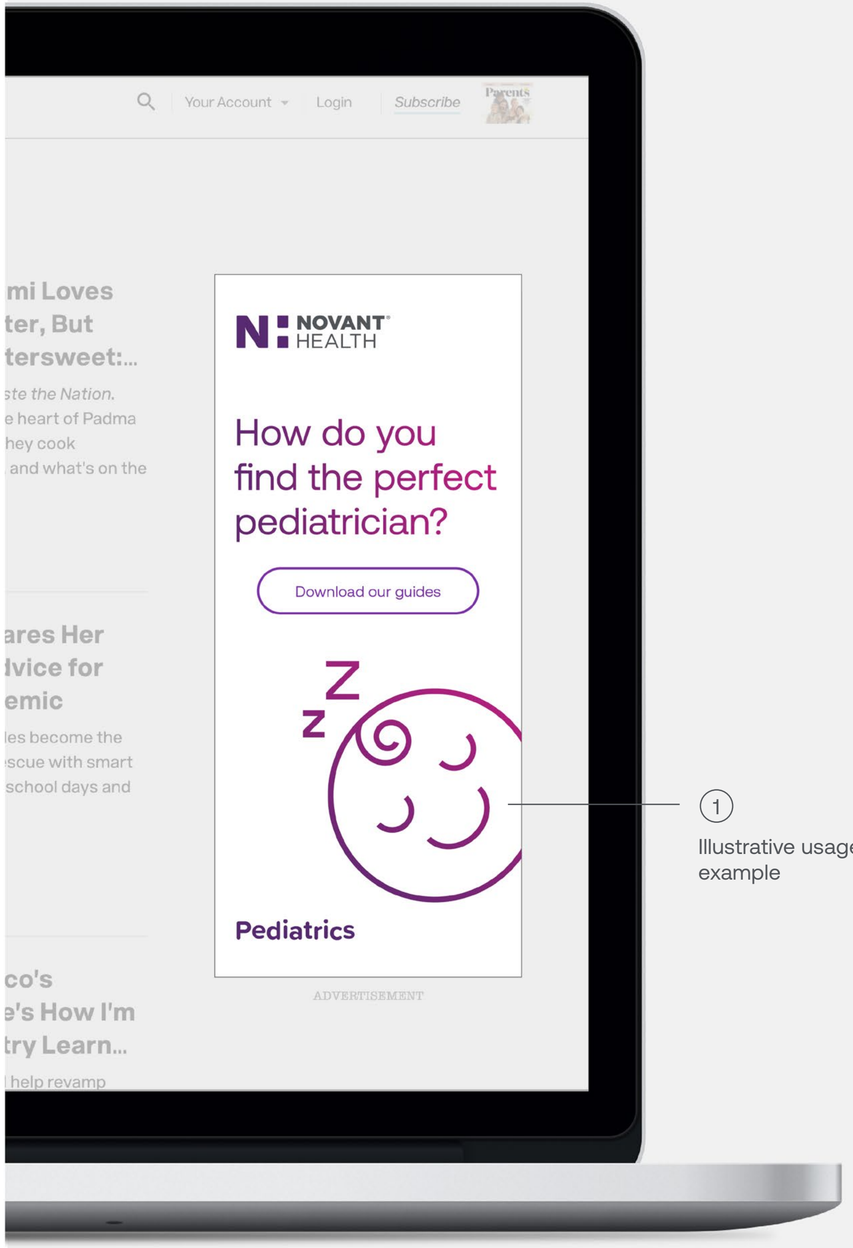
Illustrative usage
To use our icons in an illustrative manner, place a large icon proudly in an application. The icon can bleed off the page to create more visual interest.

2

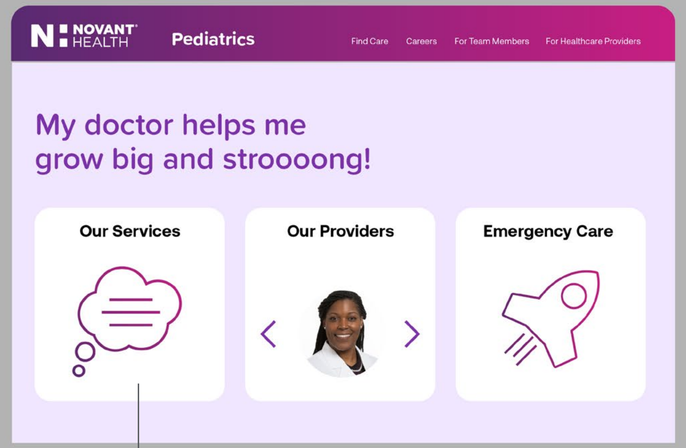
Functional usage
To use our icons in a functional manner, place the icon in a moderate scale within a section or button. These icons should not bleed off the page or dominate a single application.

3

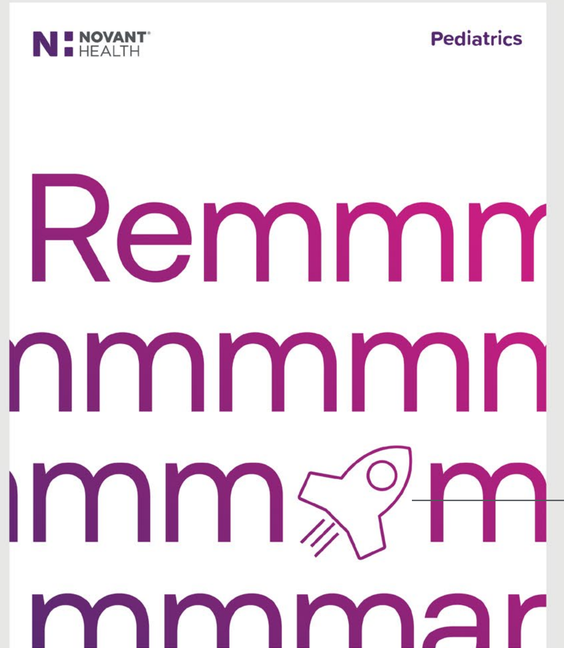
Typographic usage
To use our icons in a typographic manner, place the icon proportinately inline with a word or phrase.



1
Illustrative usage example



2
Functional usage example



3
Typographic usage example

Creating icons

Here are some simple princples to follow when creating new icons. Use only the Magenta gradient, Mid Aubergine, and White colors when creating icons.

Any new icon should be approved before use.

1

Grid
Our icons our built on a 48 x 48px square grid.

2

Clear Space
Our icon grid has a 2px border of space that should remain clear from obstruction.

3

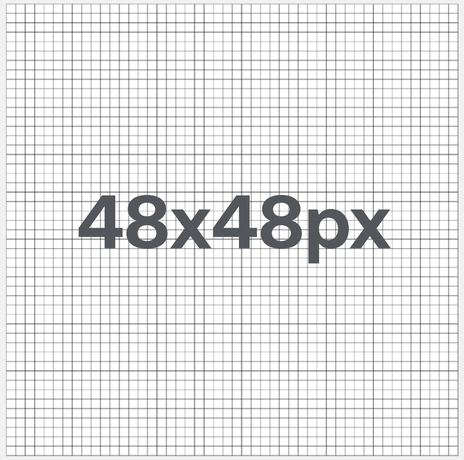
Icon
Our icons are built using a 1px stroke. Strokes should be aligned to the center, with butt caps and mitter joints. Keep icon designs simple.

5

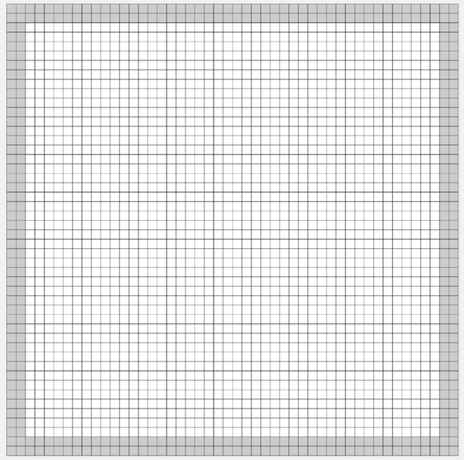
Gradient
Once a icon is created, you can build a gradient icon by:

- Expanding the stroke into a solid fill
- Using the path finder to 'Unite' the expanded strokes into a compound path
- Applying the Magenta Gradient at a 45° angle

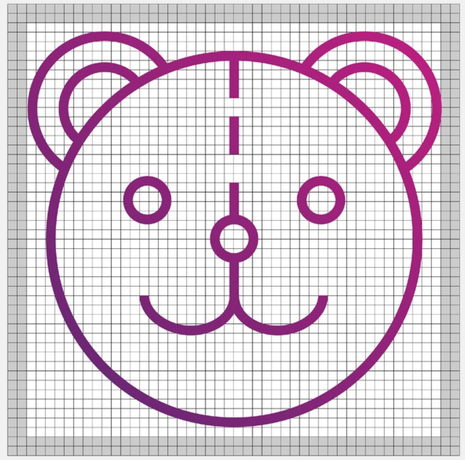
1 **Grid**



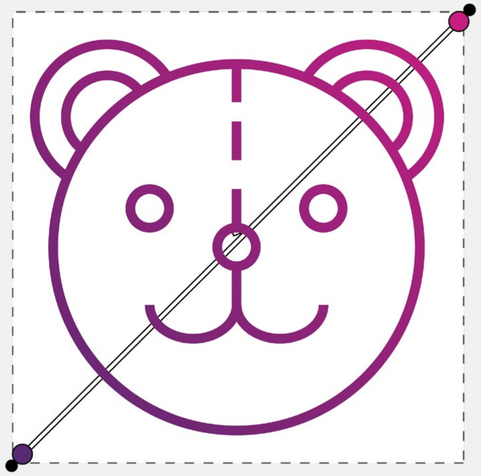
2 **Clear Space**



3 **Icon**



4 **Gradient (if applicable)**



Incorrect icon use

Our iconography style adds a unique aspect to our brand. Here are some examples of what is considered off-brand.

Do not use unapproved colors for our iconography.

Do not alter the stoke thickness of our icons.

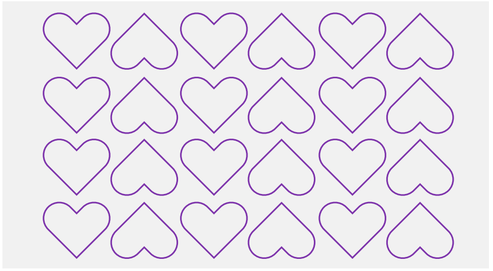
Do not add effects to our icons.

Do not use icons over photography without sufficient contrast.

Do not make icons that have too much detail.

Do not alter the opacity of our icons.

Do not combine icons.



Do not create patterns out of icons.

Do not fill our icons.

09 Photography

Our photography overview

Whether you're shooting original photography or selecting stock photography for purchase, the following pages will help guide the creation and curation of images that reinforce our brand identity.

Our photography style has been developed with our brand and audience in mind. Our subjects include children of all ages, families and our employees. We acknowledge that pediatric care focuses on very young children, and we hero them prominently. However, our brand is focused on growing and thriving, so our library of images has expanded to include older children and the communities that make each moment of their lives remarkable.

Our photography can be characterized as approachable and engaging while reinforcing our expertise, along with our innovative and insightful character.

How we think about our photography

① Putting families and young children at the center of what we do

Our photos speak to our key demographic and place them and their children at their center.

② Bringing a childlike perspective to our photography

They also tell a story about growth, thriving and health from a child's perspective.

③ Showing our expertise and care at every moment

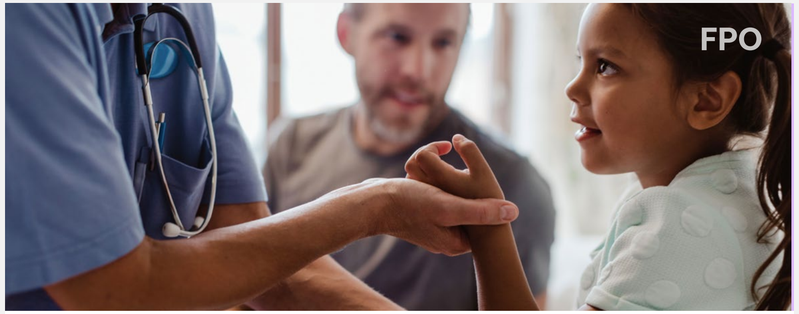
While keeping in mind that providing expertise is at the core of what we do.

Our photography use

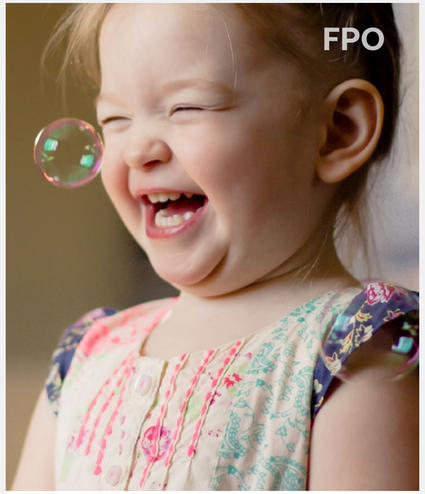
We've developed flexibility with how we use our photography. It can be heroic by using an image full-bleed, as well as supportive for our content and stories.

Full-Bleed

3/4 Page



1/2 Banner



1/2 Page

1/4 Page

Incorrect photography use

Our photography style is a unique aspect of our personality. Here are some examples of what is considered off-brand.

When choosing photographs of people, look for realistic interpretations of situations rather than images that seem artificial, too posed or staged. Images should connect to and involve the viewer, communicating that Novant Health Pediatrics understands its customers.

Please be conscious of the overall tone, as well as the composition of elements.

Do not use photography that does not show the appropriate age of our pediatric patients.

Do not use photography that feels staged or posed.

Do not use photographs that depict messaging.

Do not use photography that has been modified with unrealistic colors.

Do not use photography that is too dark or without sufficient contrast.

Do not use digitized photography or photo montages.

Do not use photographs that are overly filtered or treated in any way.

Do not use photographs that are black and white.

Do not use photography that depicts negative aspects of healthcare or is potentially frightening.

10 Layout

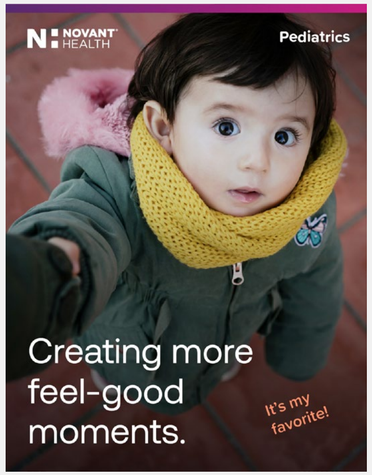
Our layout examples

Our visual system allows for creating flexible and varied communications. Here are some exaple layouts of our communications. Layouts can range from image-dominant, using full-bleed photography, all the way to copy-dominant, using only typography and color.

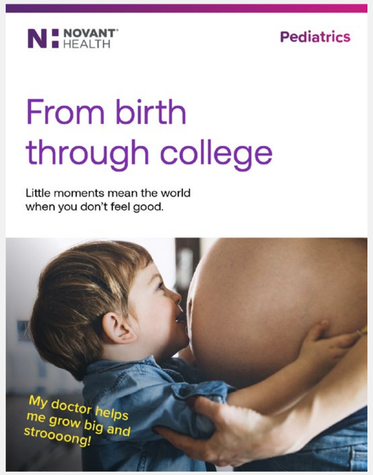
Keep in mind basic layout principles, e.g., maintaining a sense of hierarchy, not crowding the layout with too much information and giving clear space for content to breathe.

Logo placement should be determined by the content itself. Make sure that neither our Novant Health logo or the Pediatrics wordmark are crowded or illegible.

Image Dominant

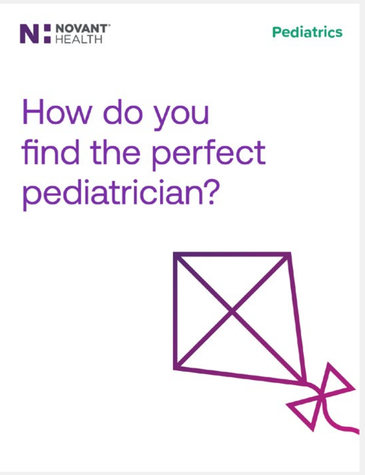


Use full-bleed photography with a simple gradient strip on top to give advertising more emotion.



Use a gradient bar and engaging photography to create a bold cover.

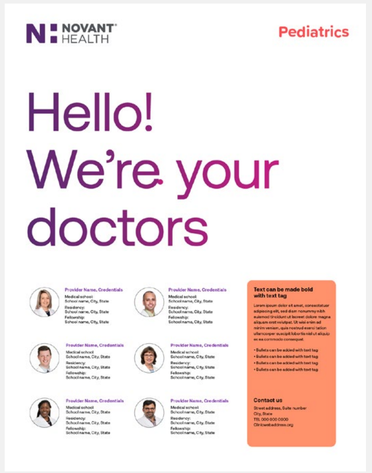
Icon Dominant



Use an icon, a simple headline and a white background to create a clean yet playful layout.

Type Dominant

When imagery is not available, use larger headlines and playful typography to create an engaging look.

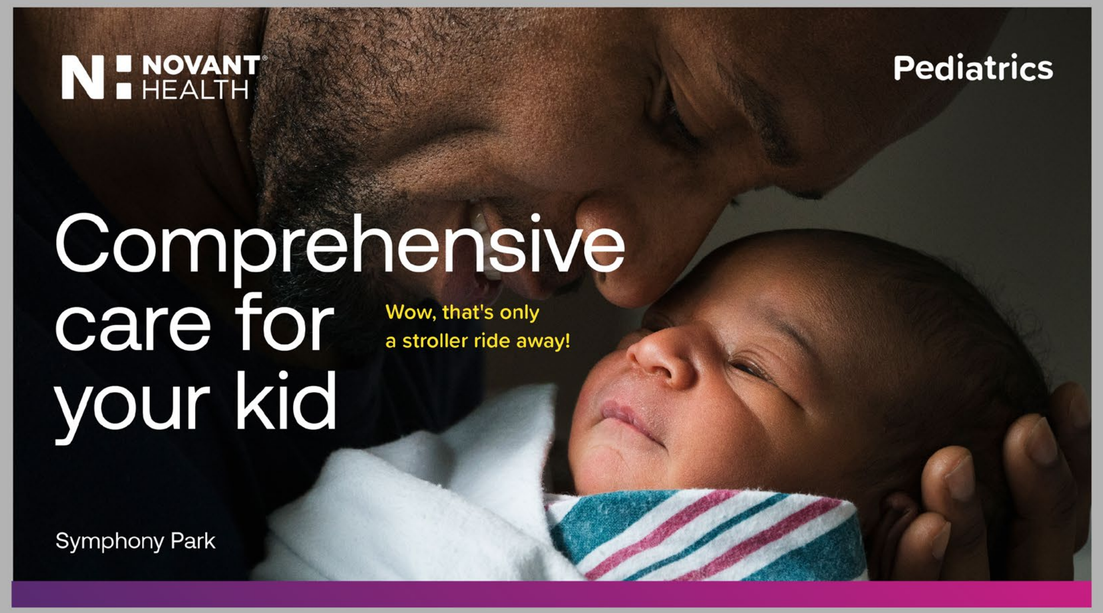


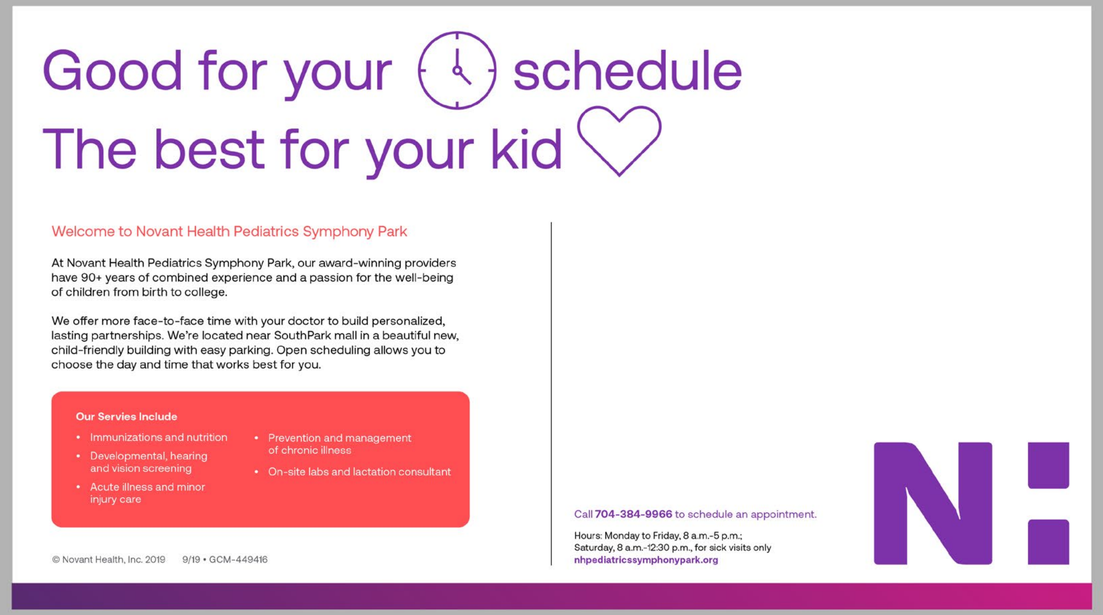
For heavy-content pieces, use a gradient headline for added interest.

11 Applications

*Applications are for illustrative purposes only. Not for external distribution

FPO


NOVANT HEALTH
Pediatrics
Comprehensive care for your kid
Wow, that's only a stroller ride away!
Symphony Park


Good for your schedule
The best for your kid
Welcome to Novant Health Pediatrics Symphony Park
At Novant Health Pediatrics Symphony Park, our award-winning providers have 90+ years of combined experience and a passion for the well-being of children from birth to college.
We offer more face-to-face time with your doctor to build personalized, lasting partnerships. We're located near SouthPark mall in a beautiful new, child-friendly building with easy parking. Open scheduling allows you to choose the day and time that works best for you.
Our Servies Include
Immunizations and nutrition
Developmental, hearing and vision screening
Acute illness and minor injury care
Prevention and management of chronic illness
On-site labs and lactation consultant
© Novant Health, Inc. 2019 9/19 • GCM-449416
Call 704-384-9966 to schedule an appointment.
Hours: Monday to Friday, 8 a.m.-5 p.m.; Saturday, 8 a.m.-12:30 p.m., for sick visits only
nhpediatricssymphonypark.org

FPO

NOVANT HEALTH

Pediatrics

Hello! We're your doctors.

Novant Health Pediatrics Clinic Name

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Text can be made bold with text tag

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Bullets can be added with text tag
- Bullets can be added with text tag
- Bullets can be added with text tag
- Bullets can be added with text tag

Contact us

Street address, Suite number
City, State
TEL 000 000 0000
Clinicwebaddress.org

For more information or to refer a patient, please call 000 000 0000 or visit clinicwebaddress.org

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NOVANT HEALTH

Pediatrics

Hello! We're your doctors.

Novant Health Pediatrics Clinic Name

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Text can be made bold with text tag

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Bullets can be added with text tag
- Bullets can be added with text tag
- Bullets can be added with text tag
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NOVANT HEALTH

Pediatrics

Hello! We're your doctors.

Novant Health Pediatrics Clinic Name

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Provider Name, Credentials
Medical school:
School name, City, State
Residency:
School name, City, State
Fellowship:
School name, City, State

Text can be made bold with text tag

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

- Bullets can be added with text tag
- Bullets can be added with text tag
- Bullets can be added with text tag
- Bullets can be added with text tag

Contact us

Street address, Suite number
City, State
TEL 000 000 0000
Clinicwebaddress.org

For more information or to refer a patient, please call 000 000 0000 or visit clinicwebaddress.org

©Novant Health , Inc 2019

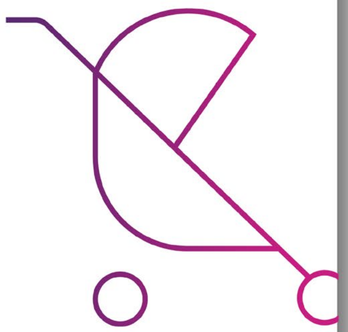
Excellent care for your kid right here in Charlotte

Our pediatric providers are committed to helping your kid thrive.

Your child's growth and development are important to us, just like they are for you. That's why Novant Health offers comprehensive and convenient care, whether planned or unexpected. Our expert pediatric providers are committed to keeping your growing child active and healthy.

The Novant Health team can help coordinate and manage your child's care, whether that means annual well-child checkups, specialized pediatric services or emergency services.

Just a hop, skip and a stroll away!



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Brochure Cover

Dedication you can feel. Expertise you can trust.

Our team of board-certified pediatric emergency medicine physicians are committed to getting your kid back to their active, healthy life. Learn more about our children's ER and how we can help.

Visit NovantHealth.org/HembyPeds

Novant Health offers 19 pediatric subspecialties for children in the Charlotte area.

- Allergy and immunology
- Cardiology
- Developmental and behavioral health
- Endocrinology
- Epileptology
- Gastroenterology
- Orthopedic surgery
- Neurosurgery
- Orthopedics
- Hematology and oncology
- Infectious disease
- Nephrology
- Neurology
- Pediatric surgery
- Psychiatry
- Pulmonology
- Sleep medicine
- Sports medicine
- Rehab, physical and occupational therapy

Learn more about our pediatric subspecialties at NovantHealth.org/HembyPeds

NOVANT HEALTH

Pediatrics

Brochure Back Cover

NOVANT HEALTH

Primary care

Helping your child live a happier, healthier life.

Pediatrics

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Cancer care

Helping your child live a happier, healthier life.

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Neurology care

Helping your child live a happier, healthier life.

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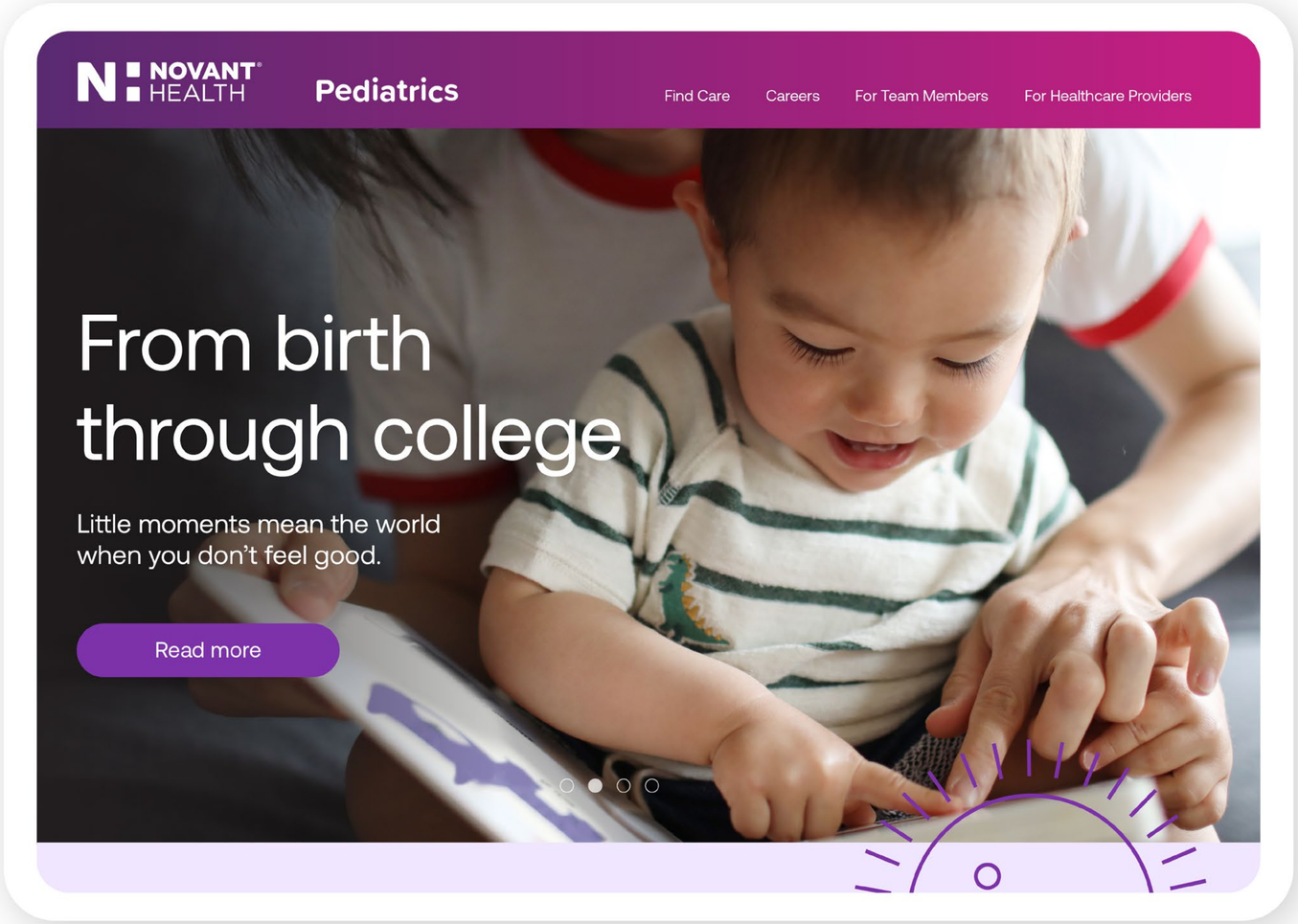
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Careers
For Team Members
For Healthcare Providers
From birth through college
Little moments mean the world when you don't feel good.
Read more

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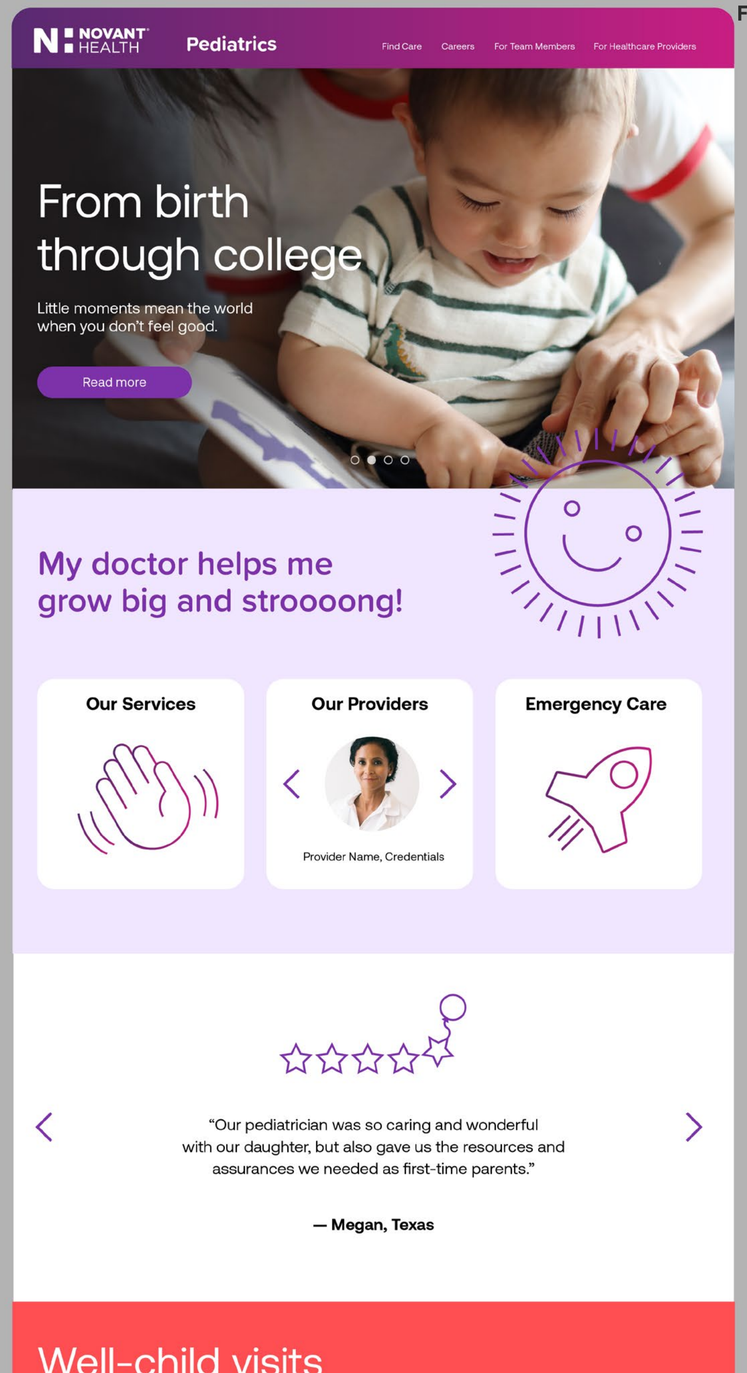
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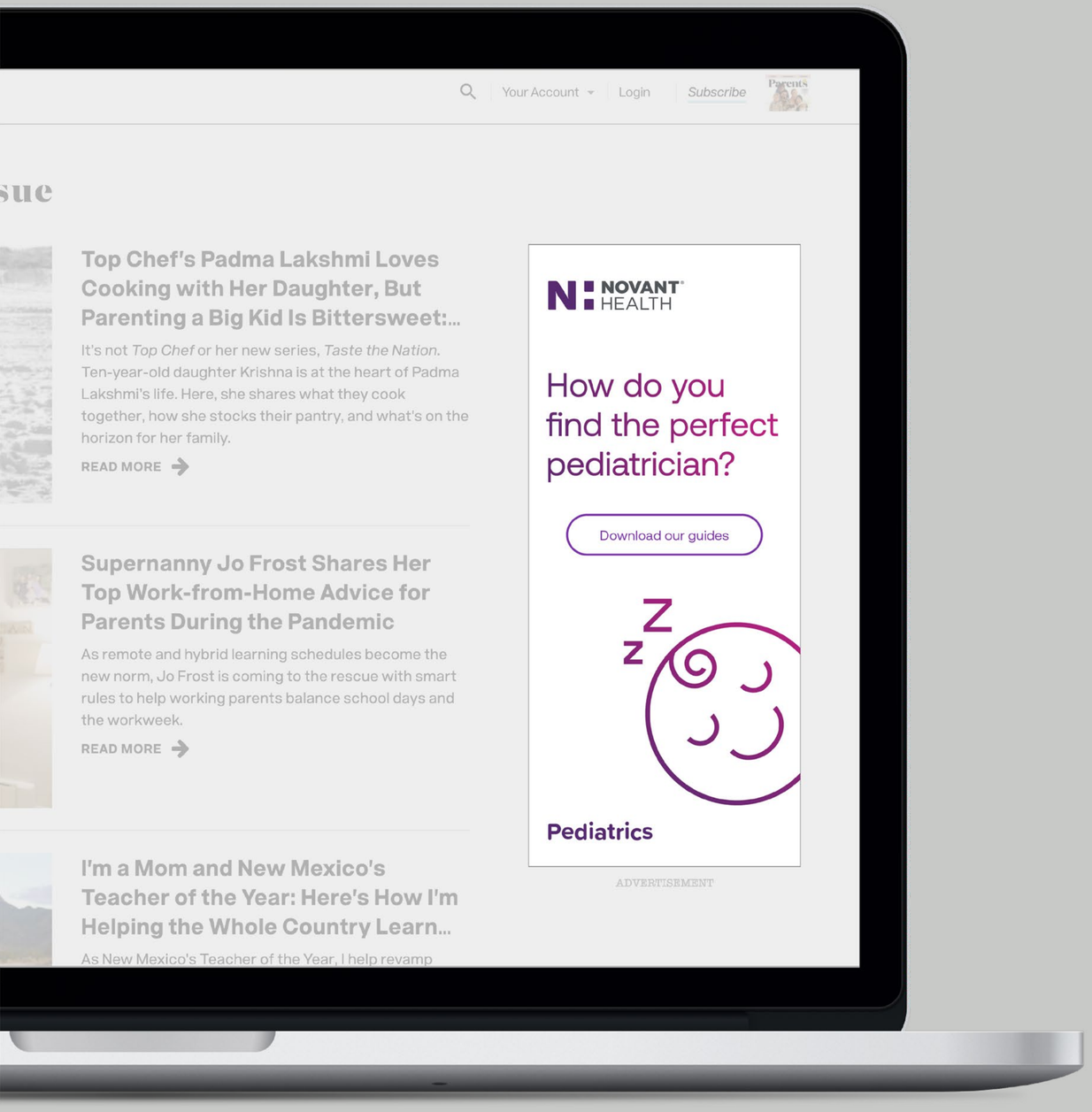
My doctor helps me grow big and strooong!
Our Services
Our Providers
Provider Name, Credentials
Emergency Care
"Our pediatrician was so caring and wonderful with our daughter, but also gave us the resources and assurances we needed as first-time parents."
— Megan, Texas
Well-child visits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Top Chef's Padma Lakshmi Loves Cooking with Her Daughter, But Parenting a Big Kid Is Bittersweet:...
It's not Top Chef or her new series, Taste the Nation. Ten-year-old daughter Krishna is at the heart of Padma Lakshmi's life. Here, she shares what they cook together, how she stocks their pantry, and what's on the horizon for her family.
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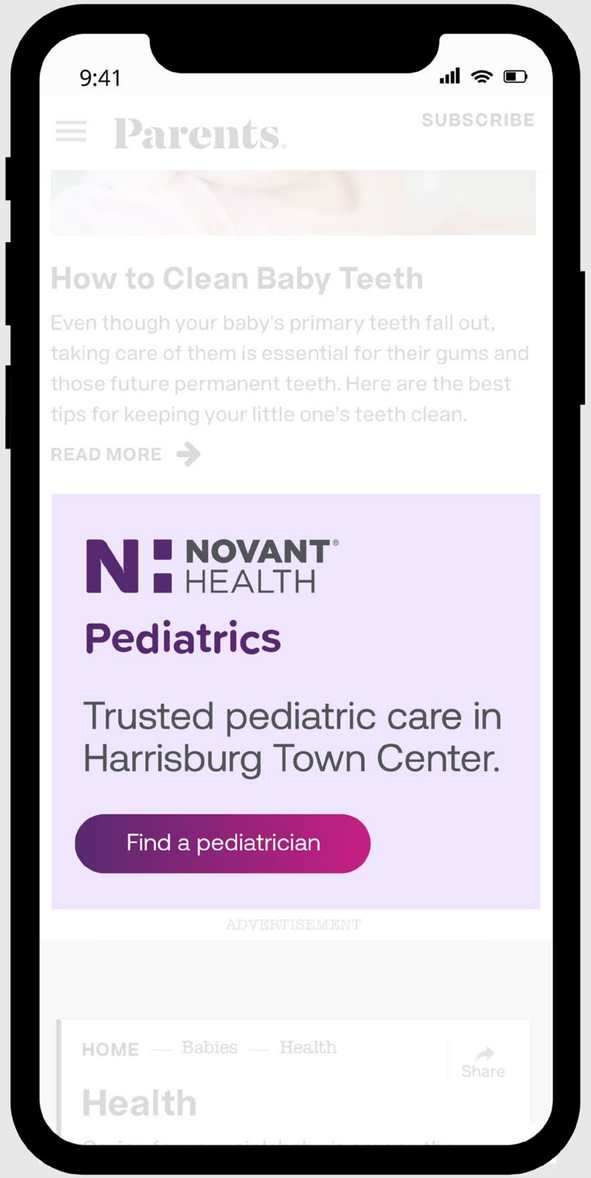
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Even though your baby's primary teeth fall out, taking care of them is essential for their gums and those future permanent teeth. Here are the best tips for keeping your little one's teeth clean.
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From hospital
to home

Remmm
mmmar
kable!

Welcome to the world!

Elizabeth

NAME

DATE

TIME

NOVANT HEALTH

Pediatrics

Now accepting
new patients
Remmm
nmmmm
nmm m
mmmar
kable!
Same-day
appointments
Hello

I wanna be as big as a skyscraper!

I'm growwwing!

Feeling better starts with feeling seen

NOVANT HEALTH

Pediatrics

Take a deep breath.

How much does it hurt?

0 1 2 3 4 5 6 7 8 9 1 0

Wow! I feel great!

Hmm, it hurts a little but I'm OK.

Ugh, I don't feel good.

Ouch! It hurts!

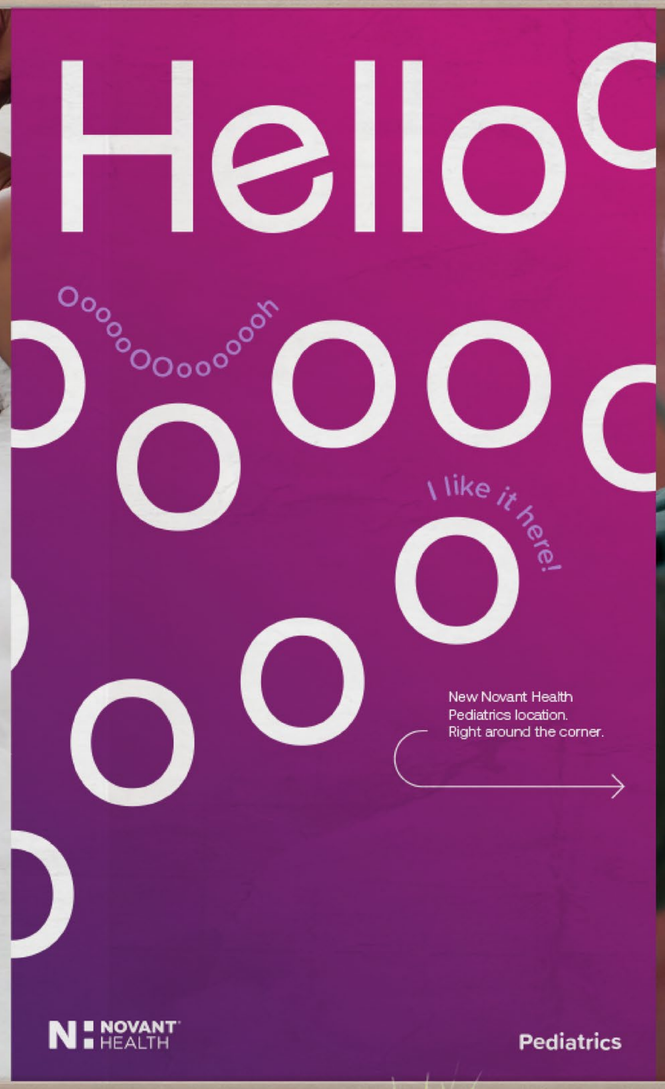
Ow! Ow! Ow!

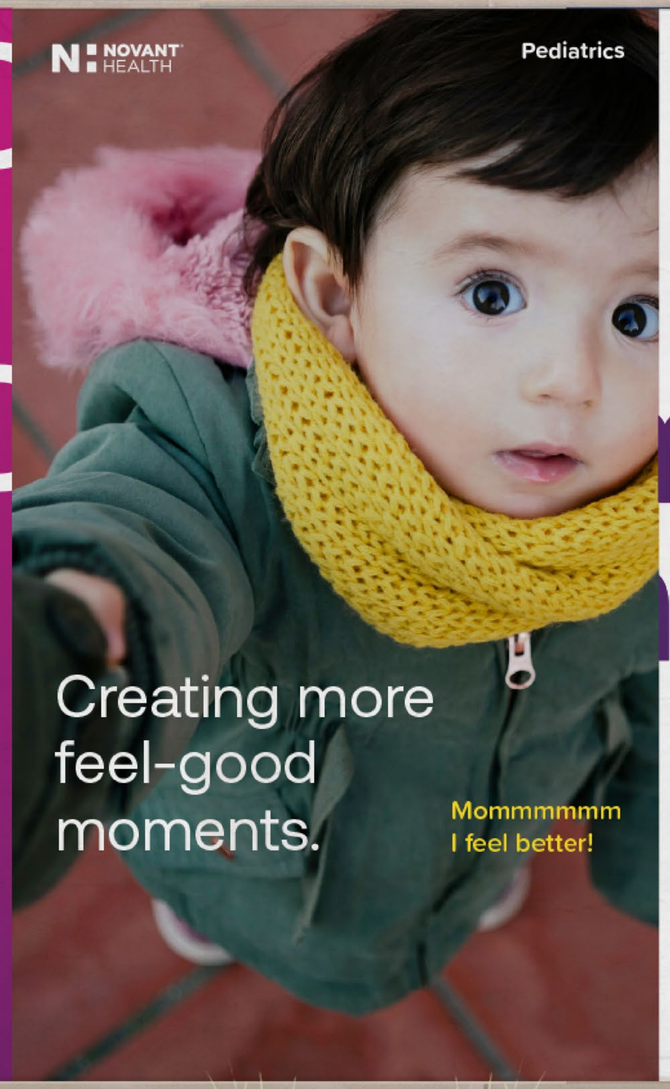
Help! I hurt really bad!

Drag & fit!
Oink
Oink
Oink
Oink
Baby
Toddler
Elementary
Challenging
Advanced

FPO

Small is the
NEW
BIG
A beautiful new beginning.
A remarkable life ahead.
NOVANT HEALTH
Pediatrics


Hello
Oooooooooooh
I like it here!
New Novant Health
Pediatrics location.
Right around the corner.
NOVANT HEALTH
Pediatrics


NOVANT HEALTH
Pediatrics
Creating more
feel-good
moments.
Mommmmmm
I feel better!

NOVANT HEALTH
Pediatrics
Make every moment
Remmm
nmmmm
mm m
mmmar
kable!

These guidelines explain our vision for Novant Health Pediatrics communications. They establish the basic elements that will give our communications a consistent look and feel and ensure they align with the brand strategy.

Please contact marketing and public relations with any questions you may have about our brand or email us at NHbrand@novanthealth.org.