

St. Jude Children's Research Hospital

Brand Reference Guide | Q3-FY19

Our **brand voice** guides how we express ourselves both verbally and visually. Use the following guardrails to evaluate tone and word choice.

Visionary

We are ...	But never ...
Daring	Lofty
Inventive	Impractical
Bright	Academic

Personal

We are ...	But never ...
Compassionate	Patronizing
Familial	Sappy
Simple	Simplestic

Tenacious

We are ...	But never ...
Relentless	Reckless
Focused	Narrow-minded
Urgent	Alarmist

Uplifting

We are ...	But never ...
Inspiring	Trite
Empowering	Indulgent
Unifying	Overwhelming

People interact with the St. Jude brand on a daily basis, from news media to symposia to digital communications. But our brand is about more than our name and logo. It's about every experience our audiences have with us.

By presenting ourselves in a clear and consistent way across all points of interaction, we reinforce who we are, how we're special and why people should engage with us.

If you have questions or need additional information regarding brand standards, email brand@stjude.org.

Ready-to-Use Copy – Boilerplate

The boilerplate is a brief, external-facing description of St. Jude. It can be repurposed across different contexts and applications for all audiences.

About St. Jude Children's Research Hospital®

St. Jude Children's Research Hospital is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. Our purpose is clear: Finding cures. Saving children.®

As the only National Cancer Institute-designated Comprehensive Cancer Center devoted solely to children, treatments invented at St. Jude have helped push the overall childhood cancer survival rate from 20 percent to 80 percent since the hospital opened more than 50 years ago. And we won't stop until no child dies from cancer.

By freely sharing discoveries, every child saved at St. Jude means doctors and scientists worldwide can use that knowledge to save thousands more children. Families never receive a bill from St. Jude for treatment, travel, housing or food—because all a family should worry about is helping their child live.

Join the St. Jude mission by visiting stjude.org, liking St. Jude on Facebook (facebook.com/stjude), following us on Twitter ([@stjude](https://twitter.com/stjude)) and Instagram ([@stjude](https://instagram.com/stjude)) and subscribing to our YouTube channel (youtube.com/user/MyStJude).

Typography

To protect our brand and underscore our distinctive approach to everything we do, we have created our own customized brand font, St. Jude Sans. With its choice of font weights, St. Jude Sans can be used for everything from bold headlines and large-scale messaging to elegant body copy.

St. Jude Sans (primary font)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Light <i>Italic</i>	Leading the way the
Regular <i>Italic</i>	world understands,
Medium <i>Italic</i>	<i>treats and defeats</i>
Semibold <i>Italic</i>	childhood cancer.
Bold <i>Italic</i>	800-4STJUDE

Use Arial® as your default email font and in editable documents, such as Microsoft® Word or PowerPoint files. Also use Arial when the brand font is not available.

Arial (alternative font)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()

Logo

The St. Jude logo has several core elements. Each element works together to communicate – and legally protect – our name, visual iconography, heritage and mission. Minimum clear space is built into all logo files. The trademark symbol (®) must appear as part of the logo at all times.

Vertical (preferred)



The full-color version (at left) of the logo is the preferred version. When use of the full-color logo is not possible, a one-color version may be used in an approved St. Jude color (as shown above). One-color logos should be used on white or light backgrounds that provide sufficient contrast or when only producing a project in one color. The white version should be used on dark backgrounds.

Horizontal (recommended for digital and small-space uses)



Logo Symbol (child graphic)

The use of the child graphic symbol alone (without any type) is allowed. However, the type elements of the logo cannot be used without the graphic.



Logo Configurations

To accommodate a wide range of uses, our logo has several approved versions.

Full logo

- Our primary visual identity
- Required for all official ALSAC/St. Jude publications and reports, among other situational uses



Logo and tagline lockup

- Used in applications that would make the founder's line illegible or in instances that require simplicity
- Used when necessary to emphasize the tagline for brand purposes, such as advertising



Logo only

- Used in limited situations where space, production or legibility concerns mandate simplification, such as a website or small-space application
- Requires advance approval by ALSAC or St. Jude marketing leadership



Child graphic

- Used as a graphic element only and must include the registration mark as shown
- Not to be used as an identifier in place of the complete St. Jude logo.



Our logo is the most recognizable representation of our brand. As such, it should not be altered under any circumstances.

1. Don't crop the logo.
2. Don't rotate the logo.
3. Don't add any decorative elements to the child graphic.
4. Don't recolor the logo using colors that are not part of the color palette.
5. Don't scale or manipulate the logo proportions.
6. Don't add a drop shadow to the logo.

Color Strategy

Our color palette helps express the personality of St. Jude. For this reason, it is important to be consistent and use only the colors that we have chosen as part of our brand.

Color should be used to accent and amplify communications and should never overwhelm our focus on the child above all. Where possible, the photography should be the hero. Layouts should allow the photography to shine and offer plenty of breathing room.

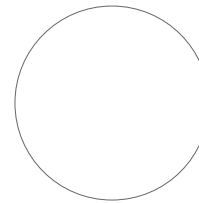
When applying the secondary color palette, consider the audience you are reaching and the actions you want them to take.

Approximate Ratios

Photography



White space



Red



Dark gray



Secondary color

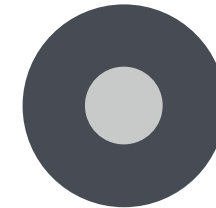
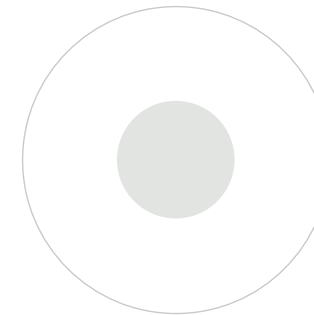
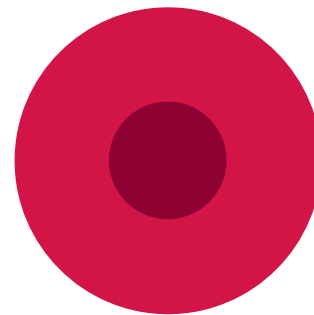


Conveys that St. Jude is ...

Helps our audiences feel ...

Primary Colors

	Tenacious	Urgency and emotional connectivity
	Visionary	Confidence and peace of mind
	Personal	Welcomed and reassured
	Uplifting	Inspired and empowered



Color	Pantone® Equivalent	CMYK	RGB	Hex
 Red	PANTONE 193 CP	C2 M99 Y62 K11	R209 G25 B71	#d11947
 Dark Red	PANTONE 1955 CP	C9 M100 Y54 K43	R141 G0 B52	#8d0034
 White	N/A	C0 M0 Y0 K0	R255 G255 B255	#ffffff
 Light Gray	PANTONE Cool Gray 1 CP	C4 M2 Y4 K8	R223 G225 B223	#dfe1df
 Dark Gray	PANTONE Cool Gray 10 CP	C40 M30 Y20 K66	R71 G76 B85	#474c55
 Gray	PANTONE Cool Gray 3 CP	C8 M5 Y7 K16	R199 G201 B200	#c7c9c8

PANTONE® is the property of Pantone LLC. The colors shown on this page and throughout this manual have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

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When applying the secondary color palette, consider the audience you are reaching and the actions you want them to take.

Primary colors

Our primary colors are red, white and dark gray. Red can be used for large blocks of color and the dark gray for smaller areas and highlights.

White space is also an important element of our color palette, drawing attention to headlines, photography and messaging.

Secondary colors














We have a wide range of secondary colors in both light and dark tones. These complement our primary colors and can be used as accent colors for infographics, secondary subheadings, clickable actions or background colors – and amplified across event communications and in merchandise.




In order to meet appropriate W3C standards for accessibility, some RGB and HEX values have been altered slightly. To ensure accessibility and consistency, do not convert Pantone or CMYK values directly to RGB or HEX in software.

Follow best practices by medium, particularly as it relates to contrast and application of text in color.



Primary Colors					
Color	Pantone® Equivalent	CMYK	RGB	Hex	
 Red	PANTONE 193 CP	C2 M99 Y62 K11	R209 G25 B71	#d11947	
 Dark Red	PANTONE 1955 CP	C9 M100 Y54 K43	R141 G0 B52	#8d0034	
 White	N/A	C0 M0 Y0 K0	R255 G255 B255	#ffffff	
 Light Gray	PANTONE Cool Gray 1 CP	C4 M2 Y4 K8	R223 G225 B223	#dfe1df	
 Dark Gray	PANTONE Cool Gray 10 CP	C40 M30 Y20 K66	R71 G76 B85	#474c55	
 Gray	PANTONE Cool Gray 3 CP	C8 M5 Y7 K16	R199 G201 B200	#c7c9c8	

Secondary Colors					
Color	Pantone® Equivalent	CMYK	RGB	Hex	
 Yellow	PANTONE 123 CP	C0 M19 Y89 K0	R255 G195 B44	#ffc32c	
 Dark Yellow	PANTONE 1235 CP	C0 M31 Y98 K0	R253 G183 B26	#fdb71a	
 Green	PANTONE 382 CP	C28 M0 Y100 K0	R196 G216 B46	#c4d82e	
 Dark Green	PANTONE 368 CP	C65 M0 Y100 K0	R98 G187 B70	#62bb46	
 Aqua	PANTONE 310 CP	C48 M0 Y9 K0	R122 G208 B228	#7ad0e4	
 Dark Aqua	PANTONE 631 CP	C74 M0 Y13 K0	R23 G129 B143	#17818f	
 Purple	PANTONE 527 CP	C69 M99 Y0 K0	R113 G45 B145	#712d91	
 Dark Purple	PANTONE 2617 CP	C84 M99 Y0 K12	R75 G40 B132	#4b2884	
 Blue	PANTONE 2173 CP	C88 M31 Y0 K0	R0 G140 B207	#008ccf	
 Dark Blue	PANTONE 294 CP	C100 M69 Y7 K30	R0 G67 B123	#00437b	
 Black	PANTONE Black	C0 M0 Y0 K100	R0 G0 B0	#000000	
 Medium Gray	PANTONE Cool Gray 7 CP	C20 M14 Y12 K40	R135 G138 B143	#878a8f	
 Gray	PANTONE Cool Gray 3 CP	C8 M5 Y7 K16	R199 G201 B200	#c7c9c8	

Utilities Web Use Only	 Link Blue		R24 G116 B220	#1874dc	
	<i>These colors are reserved for specific actions/utilities on stjude.org.</i>				
	 Error Red		R224 G52 B0	#e03400	
	 Success Green		R0 G138 B28	#008a1c	

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