Emergency Medical Services for Children

BRANDING GUIDE

EMSC
Emergency Medical
Services for Children

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WHO WE ARE

Recognizing the need for improved pediatric emergency medical care nationwide, in 1984, Congress authorized the creation of the Emergency Medical Services for Children (EMSC) Program. Housed under the U.S. Department of Health and Human Services within the Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau, the EMSC Program has strived to reduce mortality and morbidity in children for more than 30 years.

The EMSC Program consists of five main components:
- EMSC Innovation and Improvement Center (EIIC)
- EMSC Data Center (EDC)
- Pediatric Emergency Care Applied Research Network (PECARN)
- EMSC State Partnership Program
- EMSC Targeted Issues Grants

As exemplified by their unified brand, the five arms are working together to improve emergency care for children.

ABOUT THIS GUIDE

These guidelines were developed by EIIC on behalf of EMSC. They contain general branding guidance for all EMSC–related communications efforts. Specifically, the guidelines include logos for the EMSC Program and its five arms. Additional logos exist for subprograms and projects; while those logos are not depicted here, the same guidelines apply.

QUESTIONS AND COMMENTS

For questions about this guideline, please email *km@emscimprovement.center*.

Logos, templates, and other resources can be found at *emscimprovement.center/about/branding.*

As people see the EMSC brand and logos used consistently and correctly,
they will get to know and recognize EMSC and its initiatives. Over time, the strength
of the brand will increase awareness of our efforts and add credibility
to them, enhancing our ability to make an impact.

**NOTE! When the logo is altered or distorted, it loses its power.
Only variations shown in this guide may be used.**

Usage of any logo in the EMSC family should follow the branding guidelines. Usage should ideally be approved by an individual who is part of the grant the logo represents. Examples include the following:

- A Connecticut State Partnership Program grantee can approve usage of the Connecticut State Partnership Program logo.
- An EDC grantee can approve usage of the EDC logo.

Three specific logos represent multiple grants of the EMSC Program:

- The EMSC Program logo (p. 8)
- The EMSC State Partnership Program combined programs logo (p. 11)
- The EMSC Targeted Issues Grants combined grants logo (p. 14)

These three logos should be used thoughtfully and only when content truly represents cross–cutting work of multiple EMSC grants. Logos in this category are indicated throughout the guide by the icon on the right.

For questions about logo usage, email *km@emscimprovement.center*.

Use of the HRSA logo requires special clearance. If you would like to use the HRSA logo, please contact a HRSA EMSC project officer.

DESIGN BEST PRACTICES

- Do not use variations other than those specified here.
- Use primary versions first and foremost.
- Use secondary or tertiary versions if necessary due to space or visibility.
- Do not crop or edit the logo other than resizing it.
- Resize proportionally, avoiding stretching or squishing.
- The logo should retain a clear margin around it.

RECOMMENDED MINIMUM PRINT SIZES

- Horizontal logos–2.25" wide
- Secondary vertical logos–1.5" wide
- Tertiary/icon logos–.75" wide

Recommended minimum sizes (primarily for print):

2.25"W

1.5"W

These guidelines apply to all logos; the EMSC logo is used as an example.

INCORRECT EXAMPLES

Do not change the color.

Do not invert the color or outline.

Do not squish, pull, or alter shape.

Do not add an outline to the logo.

Do not use dark versions of logo over photos—use white.

Do not alter arrangement of logo elements.

THE EMSC LOGO FAMILY

Below are the primary logos associated with the EMSC Program and its five arms, as well as an example of an individual State Partnership Program logo. Additional logos exist for subprograms such as research nodes. For questions about or to request additional logos, email **km@emscimprovement.center**.

EMSC
Emergency Medical Services for Children

EIIC
EMSC Innovation and Improvement Center

EDC
EMSC Data Center

STATE PARTNERSHIP PROGRAM

PECARN
Pediatric Emergency Care Applied Research Network

TARGETED ISSUES GRANTS

STATE*
EMSC State Partnership Program

*example only

EMSC PROGRAM LOGO

PRIMARY LOGO: Horizontal Version

The EMSC Program logo represents the program as a whole. Only use this logo on communication efforts that cut across multiple EMSC investments and represent national-level work.

EIIC LOGO

EDC LOGO

PRIMARY LOGO: Horizontal Version

SECONDARY LOGO: Vertical Version

TERTIARY LOGO:
Icon version,
primarily for
social media

STATE PARTNERSHIP PROGRAM LOGO — COMBINED

PRIMARY LOGO: Horizontal Version

The State Partnership Program combined program logo represents the State Partnership Program as a whole; only use this logo on communication efforts that cut across multiple State Partnership Programs.

SECONDARY LOGO: Vertical Version

TERTIARY LOGO: Icon version, primarily for social media

PRIMARY LOGO: Horizontal Version

SECONDARY LOGO: Vertical Version

This is an example only. Working with the design team to align with the overall EMSC brand, the individual State Partnership Program may incorporate a custom icon (such as a state silhouette) and secondary color.

PECARN LOGO

PRIMARY LOGO: Horizontal Version

PECARN
Pediatric Emergency Care
Applied Research Network

PECARN
Pediatric Emergency Care
Applied Research Network

PECARN
Pediatric Emergency Care
Applied Research Network

PECARN
Pediatric Emergency Care
Applied Research Network

PECARN
Pediatric Emergency Care
Applied Research Network

PECARN
Pediatric Emergency Care
Applied Research Network

TARGETED ISSUES GRANTS LOGO

PRIMARY LOGO: Horizontal Version

TARGETED ISSUES GRANTS

**TARGETED ISSUES GRANTS**

TARGETED ISSUES GRANTS

The Targeted Issues Grants logo represents Targeted Issues Grants as a whole; only use this logo on communication efforts that cut across multiple Targeted Issues Grants.

SECONDARY LOGO: Vertical Version

TARGETED ISSUES GRANTS

TARGETED ISSUES GRANTS

TARGETED ISSUES GRANTS

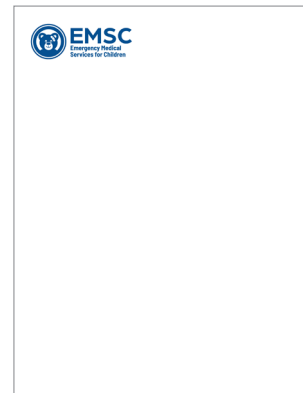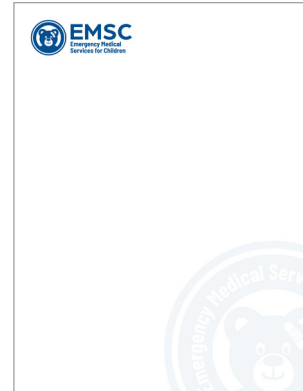## TERTIARY LOGO: Icon version, primarily for social media

TEMPLATES

For commonly used logos, templates such as the following may be provided.

POWERPOINT SLIDES
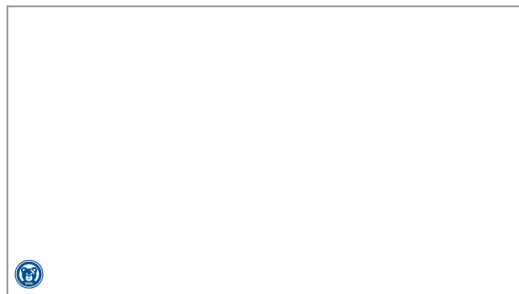
LETTERHEAD

ZOOM BACKGROUND

Font choice is a building block of a brand. The fonts below can be used in any communications to help amplify the EMSC brand. If you do not have these fonts, you can use a sans–serif font such as Arial.

HEADLINE FONT

ARBORIA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary headlines, subheads, and main dividers should be in Arboria Bold.

BODY/TEXT FONTS

ARBORIA BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Option 1 for body/text font is Arboria Book. This is typically best used for presentations and shorter–form documents. Additional weights/styles of this font are available and appropriate for use.

DIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Option 2 for body/text font is DIN. This is typically best used for smaller flyers, cards, or physically smaller design pieces. It is also preferred for long-form content. Additional weights/styles of this font are available and appropriate for use.

ACCENT FONTS

BARLOW SEMI CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Barlow Semi Condensed Bold can to be used for accent text, infographics, captions, and occasionally for body text. Additional fonts in the family are available and appropriate for use.

Superclarendon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Superclarendon Bold Italic can be used for quotes.

Color palette is another building block of a brand. The secondary color palette was created to supplement the primary color and should be used occasionally and sparingly.

PRIMARY COLOR

C	100	R	4	HEX	
M	77	G	80	#045091	
Y	14	B	145		
K	2				

SECONDARY COLOR PALETTE

CMYK: 34/12/0/0
RGB: 152/186/219
HEX: #98bada

CMYK: 0/28/100/16
RGB: 217/162/16
HEX: #d9a20f

CMYK: 100/73/0/46
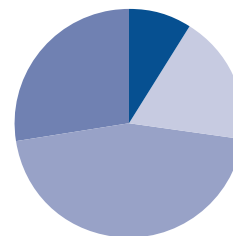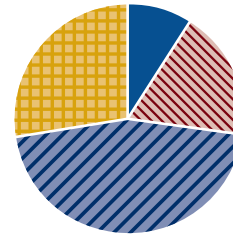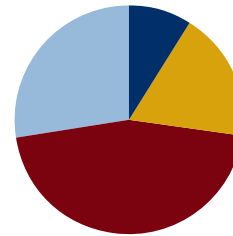RGB: 0/48/106
HEX: #00306a

CMYK: 0/49/95/16
RGB: 212/129/33
HEX: #d48121

* CMYK: 15/100/90/50
RGB: 122/5/17
HEX: #7a0511

* CMYK: 39/0/95/46
RGB: 99/129/36
HEX: #638024

COLOR–BLIND–FRIENDLY ALTERNATIVES

Greens and reds* could prove to be challenging for people with color blindness. We have chosen to include these in the secondary palette for flexibility and variety. Alternative options to improve visibility for people with colorblindness include using highly contrasting colors, using patterns or textures, and making your designs monochromatic. See examples on the left.

IMAGES AND PHOTOS

The images and photos used in EMSC–related publications and materials are part of the EMSC brand. Choose images in accordance with the following guidance.

- Ensure you have legal rights and permission. Do not use the images if they are not royalty–free.
- Use professional–quality images.
- Prioritize images that portray people and action.
- Always seek to represent diverse audiences in terms of race, ethnicity, gender, age, and disability.
- Use pediatric emergency–specific images. Avoid general health care photos (kids in doctors' offices, stethoscopes, etc.).

- Avoid overly scary, sad, or negative imagery. In most cases, images should reflect our vision (kids receiving proper care).

For questions about image use or resources for finding royalty–free images, email **km@emscimprovement.center**.

Because EMSC grantees have emails that reflect their respective sites, a standardized email signature can be helpful to reinforce the EMSC brand. We understand that grantees may have dual appointments, brand requirements from their home institutions, or other nuances to their roles that make a standard email signature difficult.
When possible, however, we recommend the following email signature format.

EXAMPLE

John Smith (he/him/his)
Project Manager, Branding Domain
Emergency Medical Services for Children Innovation & Improvement Center
https://emscimprovement.center/
Site: Yale School of Medicine

You are welcome to include your pronouns in your email signature (e.g., "she/her/hers").

FUNDING ACKNOWLEDGMENT AND DISCLAIMER

Federal law requires the acknowledgment of federal funding for a variety of communications products, including the following:

- Press releases and other public statements
- Publications and other documents, including toolkits/resource guides, websites, and visual presentations
- Requests for proposals
- Bid solicitations

The acknowledgment must include the award's dollar amount, percentage financed with non–governmental sources, and disclaimer. It is generally better to overinclude information rather than underinclude. The minimum recommended font size for the acknowledgment is size 10.

Example

This [project/publication/program/website, etc.] [is/was] supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling $XX with XX percent financed with non–governmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA, HHS, or the U.S. Government. For more information, visit HRSA.gov.

If you have questions about the acknowledgment and disclaimer, visit *hrsa.gov/grants/manage–your–grant/ acknowledge–hrsa–funding* or contact a HRSA EMSC project officer.

RESOURCES & FILES

Logo files, templates, fonts, and more are available at
emscimprovement.center/about/branding.

For questions about this guide, email *km@emscimprovement.center.*

This guide was last updated in August 2023.