



RankenJordan.  
PEDIATRIC BRIDGE HOSPITAL

# Brand Style Guide

Rev 1.0 - June 2024  
[rankenjordan.org](https://rankenjordan.org)

*As a leader in transitional healthcare, we provide exceptional services for children with complex medical needs by reimagining what is possible and inspiring life-changing solutions for patients and families.*

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# Brand Mark

## Primary logo

The Ranken Jordan logo embodies the essence of friendliness and playfulness through its carefully crafted design elements. The choice of rounded shapes and soft curves creates a welcoming and approachable feel, inviting individuals to engage with our brand with ease. The use of vibrant and cheerful colors adds an element of joy and lightheartedness, evoking feelings of happiness and positivity.

Our logo consists of two foundational elements (the wordmark “Ranken Jordan”, and descriptor “Pediatric Bridge Hospital”). These must always appear together in a fixed visual relationship as demonstrated by the examples at right.

The Ranken Jordan logo should appear on all communications with thoughtful and consistent reproduction.

**The application of the Ranken Jordan logo is critical in maintaining high standards of visual representation. Inappropriate use will dilute the clarity and tone of the Ranken Jordan brand.**

### VERTICAL ORIENTATION



### HORIZONTAL ORIENTATION



# Reversed logo

Using a reversed logo is appropriate in various situations where the standard version of the logo may not provide sufficient contrast or visibility on certain backgrounds.

Where the Ranken Jordan logo appears on a dark colored background (shown here) – it is represented in full color reversed.

By using a reversed logo strategically, you can maintain brand consistency and ensure the Ranken Jordan logo remains recognizable across various contexts and mediums.

## VERTICAL ORIENTATION



## HORIZONTAL ORIENTATION



# Black & white logos



In one-color or two-color applications such as press advertising, corporate documents, faxes or photocopying, it will be necessary to use the black or white version of the Ranken Jordan logo.

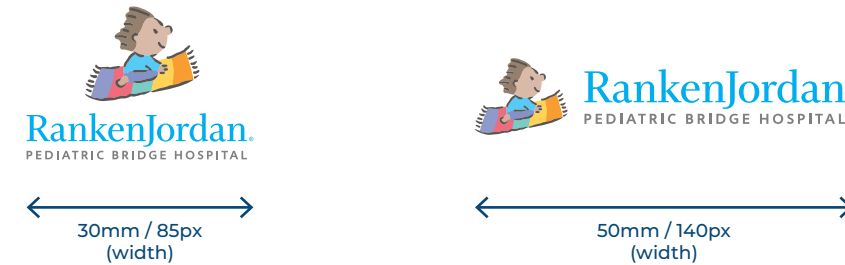


The black logo must always be reproduced on either a white or light background. Only use the white logo on a dark background, and always ensure the color contrast meets WCAG 2.0 AA accessibility standards.

# Minimum & recommended sizes

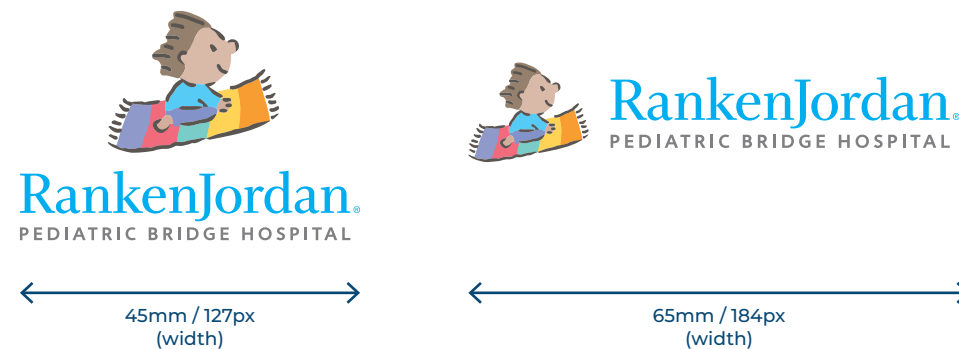
## Minimum size

Minimum size specifications are provided to ensure the Ranken Jordan logo is legible in all instances and sizes. Minimum size specifications are to be observed in all applications of the logo and must not appear smaller than the sizes indicated on this page. The minimum sizes are for general use across all print and online communications.



## Recommended size

Recommended sizes are provided as a guide to apply the Ranken Jordan logo to a printed A4 document or a website that is 1380 pixels in width. When applying to a smaller or larger document, scale the Ranken Jordan logo in proportion to the document size you are working with to achieve the desired level of legibility.



# Clear space

The Ranken Jordan logo is to be displayed in all applications with a minimum clear space to ensure the visual integrity and independence of the Ranken Jordan logo is maintained.

This space should be kept clear of all typography, graphic elements and other logos. The minimum clear space required is in direct proportion to the size at which the logo is being used.



**The minimum clear space is determined by calculating the height of the 'R' within the word 'Ranken'. Where possible a greater clear space is recommended.**



# Incorrect logo usage

The Ranken Jordan logo cannot be redrawn, typeset or altered in any other way, under any circumstances. The logo can only be reproduced as depicted within these guidelines. The examples here show various ways in which the Ranken Jordan logo might be incorrectly reproduced.



✗ Do not alter the colors of the logo.



✗ Do not reproduce the logo in another typeface.



✗ Do not stretch the logo horizontally or vertically.



✗ Do not separate the elements of the logo.



✗ Do not alter the size or relationship of the elements of the logo.

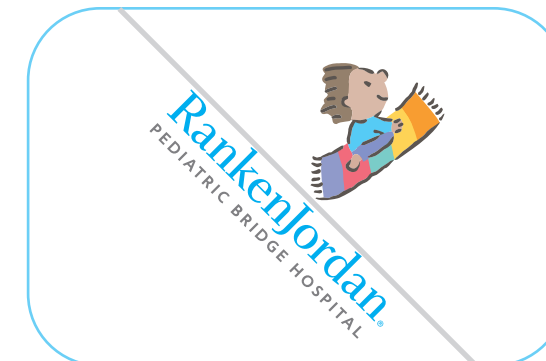


✗ Do not rearrange the elements of the logo.

To maintain brand integrity for Ranken Jordan, the logo must not be compromised in any way.



✗ Do not add elements to the logo.



✗ Do not rotate the logo.



✗ Do not reproduce the logo on top of an image with poor contrast and readability.



✗ Do not apply a drop shadow to the logo.



✗ Do not reproduce the logo with transparency.

# Legal Name

Ranken Jordan's legal name (The Ranken-Jordan Home for Convalescent Crippled Children) is required to appear once on all external print and digital communications. It can appear in a type style, size, color and placement that complements the overall design. Typically, it appears in a single line in footnote-size type (for example, between 5–7 point type size for print materials) with limited visual contrast relative to the background. When using type at this scale, it is advisable to increase tracking (space between letters).

Exceptions to this requirement include applications such as apparel or other promotional goods. If you have questions about applying the legal name, please inquire with Ranken Jordan Marketing.

**The legal name can appear in either upper and lowercase or all capitals. Please follow the spelling and punctuation as shown at right (including hyphenation).**

## SENTENCE CASE

*The Ranken-Jordan Home for  
Convalescent Crippled Children*

## ALL UPPERCASE

*THE RANKEN-JORDAN HOME FOR  
CONVALESCENT CRIPPLED CHILDREN*

# Color Palette

As a vital component of branding, the color palette holds immense importance in shaping how individuals perceive and connect with our brand.

In our branding, we employ a bright color palette to infuse our identity with an unmistakable sense of friendliness and playfulness. Each hue chosen is carefully selected to evoke warmth, energy, and a vibrant spirit, instantly capturing attention and inviting interaction.

In essence, our use of a bright color palette is not just about aesthetics – it's a strategic tool for expressing our brand's friendliness, approachability, and boundless sense of fun, ensuring that every interaction with us is a delightfully vibrant experience.

Our color palette exudes positivity and optimism, radiating a welcoming atmosphere that resonates with our audience on a deeply emotional level.



# Primary color palette

Our primary color palette is based on the colorful stripes of Ranken Jordan's magic carpet plus the cyan blue featured in the Ranken Jordan wordmark. Colors can be lightened to create tints or darkened with the addition of black to create shades that are harmonious with the overall palette.

<b>Pantone Process Cyan C</b>  <b>HEX</b> #00AEEF  <b>CYMK</b> C: 100 M: 0 Y: 0 K: 0  <b>RGB</b> R: 0 G: 174 B: 239	<b>Pantone 7693 C</b>  <b>HEX</b> #0A4875  <b>CYMK</b> C: 100 M: 76 Y: 30 K: 14  <b>RGB</b> R: 10 G: 72 B: 117	<b>Pantone 2655 C</b>  <b>HEX</b> #9078B7  <b>CYMK</b> C: 47 M: 57 Y: 0 K: 0  <b>RGB</b> R: 144 G: 120 B: 183	<b>Pantone 709 C</b>  <b>HEX</b> #F16278  <b>CYMK</b> C: 0 M: 77 Y: 37 K: 0  <b>RGB</b> R: 241 G: 98 B: 120	<b>Pantone 142 C</b>  <b>HEX</b> #F3BC48  <b>CYMK</b> C: 4 M: 27 Y: 83 K: 0  <b>RGB</b> R: 243 G: 188 B: 72	<b>Pantone 7465 C</b>  <b>HEX</b> #3EBDAD  <b>CYMK</b> C: 68 M: 0 Y: 40 K: 0  <b>RGB</b> R: 62 G: 189 B: 173
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# Secondary color palette

Our primary color palette is based on the colorful stripes of RJ's magic carpet plus the cyan blue featured in the Ranken Jordan wordmark. Colors can be lightened to create tints or darkened with the addition of black to create shades that are harmonious with the overall palette.

<b>Pantone 290 C</b>  <b>HEX</b> #B3D7EB  <b>CYMK</b> C: 28 M: 5 Y: 3 K: 0  <b>RGB</b> R: 179 G: 215 B: 235	<b>Pantone 427 C</b>  <b>HEX</b> #CCD3D5  <b>CYMK</b> C: 19 M: 11 Y: 12 K: 0  <b>RGB</b> R: 204 G: 211 B: 213	<b>Pantone 144 C</b>  <b>HEX</b> #EF8A00  <b>CYMK</b> C: 4 M: 54 Y: 100 K: 0  <b>RGB</b> R: 239 G: 138 B: 0	<b>Pantone 481 C</b>  <b>HEX</b> #D1B9A8  <b>CYMK</b> C: 18 M: 26 Y: 31 K: 0  <b>RGB</b> R: 209 G: 185 B: 168	<b>Pantone Warm Gray 8 C</b>  <b>HEX</b> #89817A  <b>CYMK</b> C: 47 M: 43 Y: 48 K: 8  <b>RGB</b> R: 137 G: 129 B: 122	<b>Pantone Cool Gray 11 C</b>  <b>HEX</b> #50555B  <b>CYMK</b> C: 68 M: 57 Y: 51 K: 29  <b>RGB</b> R: 80 G: 85 B: 91
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# Typefaces

Typography plays a critical role in branding by conveying the personality, identity, and message of a brand. It establishes visual consistency, enhances readability, and fosters emotional connections with the audience.

Consistent and well-chosen typography helps differentiate the brand from competitors, reinforces brand recognition, and ensures cohesive communication across all touchpoints, both online and offline.

In essence, typography is a powerful tool for shaping perceptions and building strong relationships with consumers, making it an essential element of effective branding strategies.

Our typefaces are primarily set in sans-serif fonts which give a sense of modernity and approachability, creating a tone that feels both contemporary and friendly.

# Primary Fonts

Our primary font families are to be used across all materials to reinforce recognition and maintain coherence. Whenever possible, prioritize their use.

## Montserrat Font Family

Montserrat Light  
 abcdefg | 123456789

Montserrat Medium  
 abcdefg | 123456789

Montserrat Bold  
 abcdefg | 123456789

Montserrat Extrabold  
 abcdefg | 123456789

## National Font Family

National Light  
 abcdefg | 123456789

National Medium  
 abcdefg | 123456789

National Bold  
 abcdefg | 123456789

National Extrabold  
 abcdefg | 123456789

## Whitman Font Family

Whitman Roman  
 abcdefg | 123456789

*Whitman Italic*  
 abcdefg | 123456789

Whitman Semi-Bold  
 abcdefg | 123456789

Whitman Bold  
 abcdefg | 123456789

# Google Fonts

Google fonts are compatible across different platforms and devices, ensuring consistent typography regardless of the user's device or operating system. In situations where our primary fonts are not available for use, the following google fonts are approved as substitutes.

## Poppins Font Family

Poppins Light  
 abcdefg | 123456789

Poppins Medium  
 abcdefg | 123456789

Poppins Bold  
 abcdefg | 123456789

Poppins Extrabold  
 abcdefg | 123456789

## Rubik Font Family

Rubik Light  
 abcdefg | 123456789

Rubik Medium  
 abcdefg | 123456789

Rubik Bold  
 abcdefg | 123456789

Rubik Extrabold  
 abcdefg | 123456789

## Merriweather Font Family

Merriweather Light  
 abcdefg | 123456789

Merriweather Regular  
 abcdefg | 123456789

Merriweather Bold  
 abcdefg | 123456789

Merriweather Black  
 abcdefg | 123456789



# Photography

We focus on bright colors, natural light, and genuine expressions to convey the warmth and positivity of the moment. Whether it's laughter shared between patients and families, or the excitement of a celebration, our aim is to evoke a sense of joy and optimism that resonates with viewers and leaves them feeling uplifted.

We actively avoid the portrayal of sad patients in photography for marketing purposes to ensure our messaging remains uplifting and focuses on hope and positivity.

Our photography style is best described as “happy and playful”. Our approach is to capture joyful moments, expressions, and scenes that evoke feelings of positivity, contentment, and enthusiasm.



## Correct photo usage

“Happy and playful” photography has a profound impact on our branding by infusing it with positive emotions, authenticity, and relatability. By featuring joyful moments and expressions, we aim to create a warm and inviting atmosphere that resonates with our patients, families and donors on an emotional level.



## Incorrect photo usage

Incorrect usage of photography can have detrimental effects on our brand image and perception. The examples below depict photography that is not inline with our brand and therefore is actively avoided.







**RankenJordan**<sup>®</sup>  
PEDIATRIC BRIDGE HOSPITAL

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*The Ranken-Jordan Home for Convalescent Crippled Children*