



JOHN R. OISHEI

Children's Hospital

## LOGO

### John R. Oishei Children's Hospital logo

The horizontal single-line logo is the primary logo for the brand.

The secondary logo (stacked version) can be used in applications where the single-line logo does not fit.

The "outdoor" logo is to be used in outdoor/signage if it's determined that readability might be an issue.

### Oishei Children's Outpatient Center logo

The Oishei Outpatient Center logo should only be used in conjunction with applications specific to the Outpatient Center.

The "outdoor" logo is to be used in outdoor/signage if it's determined that readability might be an issue.

### Oishei Children's Hospital logo mark (bug)



Primary logo

JOHN R. OISHEI

Children's Hospital



Secondary logo

JOHN R. OISHEI

Children's  
Hospital



"Outdoor" logo

JOHN R. OISHEI

Children's Hospital



Primary logo

OISHEI

Children's  
Outpatient Center



"Outdoor" logo

OISHEI

Children's  
Outpatient Center



Logo mark (bug)

## LOGO COLOR

### John R. Oishei Children's Hospital logo & Oishei Children's Hospital Outpatient Center logo

Blue and gray are the logo colors.

Spot color is provided for traditional print.

CMYK (process) and RGB versions appear below each color, for use when the Pantone color is not available.

Hex colors are to be used for web/digital applications.

A black and white logo version exists for applications where brand colors are not available.

A white logo version exists for use only on dark backgrounds.

The information above applies to the "outdoor" logo version as well.



JOHN R. OISHEI

Children's Hospital



OISHEI

Children's Outpatient Center



300

Process

C 100

M 62

Y 7

K 0

PANTONE®  
300 C

300

RGB Color

R 0

G 100

B 168

Hex# 0064a8



Warm Gray 8

Process

C 45

M 44

Y 48

K 7

PANTONE®  
Warm Gray 8 C

Warm Gray 8

RGB Color

R 143

G 130

B 122

Hex# 8f827a



JOHN R. OISHEI

Children's Hospital



JOHN R. OISHEI

Children's Hospital



JOHN R. OISHEI

Children's Hospital



OISHEI

Children's Outpatient Center

**SAFE AREA AND SIZE**

**John R. Oishei Children's Hospital logo & Oishei Children's Hospital Outpatient Center logo**

Keep graphic elements such as type or other artwork from interfering with the logo. Please keep a clear space on all four sides as shown. The "safe area" is based on the height of type in the main logo.

If using the reverse version of the logo on top of an image, the same safe area specifications should be followed.



## IMPROPER USAGE

1. The logo should not be stretched to appear wide.
2. The logo should not be squeezed to appear condensed.
3. The logo should not appear in colors not included in the standard Oishei Children's Hospital palette.
4. Do not put drop shadows or glows behind the logo.
5. Do not enlarge/resize just part of the logo.
6. Do not tilt or rotate the logo.
7. Do not place the logo on a background where readability is impaired. Select a different version of the logo (or change the background).
8. Do not add elements to the logo.

Logo may not be redrawn or recreated in any way. It should always be scaled proportionately.

The information above applies to all OCH department and area logos as well.



**ADDITIONAL HOSPITAL  
LOGOS**

All additional hospital departments and areas are to use the OCH lockup to maintain graphic consistency.

For department logos, please contact:

**Erin Sassone**

Senior Marketing Associate  
Oishei Children's Hospital

**716-323-6637**

[esassone@kaleidahealth.org](mailto:esassone@kaleidahealth.org)



OISHEI CHILDREN'S HOSPITAL

Family Advisory  
Council



OISHEI CHILDREN'S HOSPITAL

Pediatric Trauma  
Program



OISHEI CHILDREN'S HOSPITAL

Healthy Weigh



OISHEI CHILDREN'S HOSPITAL

Fetal Care Center



OISHEI CHILDREN'S HOSPITAL

Gift Shop

