

Mini Brand book

V1



February 2026

We want to inspire and build a healthier future for children and families through the compassionate care and community support that define Children's Health Foundation.

These graphic standards reflect our desire to ensure respect for our brand image.

The application of the graphic standards and the Children's Health Foundation logo is a responsibility shared by everyone involved.

By applying the established visual constants with care, you will help produce quality material and support the consistency and recognition of the brand image.

We are counting on your collaboration and attention to ensure that every use of our brand image is done in accordance with the rules described in this guide.

Cass Kaminetz
Executive Director

Our logo(s)

Our logo(s) is the most visible element of our visual identity. It stands for care, trust and hope for every child we serve.

We use the same version on paper, on screen and across all communications. It is simple and easy to understand. No drop shadows, no bright reflections and no flashy graphic effects.

The logo(s) is made up of two elements, the symbol and the logotype.

Our logotype is a simple and confident graphic statement. Children's Health Foundation represents the belief that every child deserves the opportunity to grow, thrive and receive the care they need.

Our symbol(s) is inspired by a sea lion, known for strength, guidance and connection. It reflects the support and encouragement we provide to children, families and communities on their health journey. It expresses our mission to help create a healthier brighter future for every child.



Logo(s) protection zone

To ensure the integrity and legibility of the logo the area directly surrounding it must remain clear and unobstructed.

When the logotype(s) or full name is used, a free space equal to 100 percent of the height of the triangular shape making the symbol must be maintained around the logo(s).

100 % Clear space



Our colors

The primary use of the Children’s Health Foundation logo(s) is the full color version either on a light background or reversed in white may be used when color limitations or production methods require it.

The logo(s) may appear on color or on an image as long as its legibility and integrity are not reduced.

TEAL	PANTONE : 3282C CMYK : 80 34 50 10 RGB : 49 125 123 HTML : 317D7B
LIGHT TEAL	PANTONE : 3258C CMYK : 54 00 29 00 RGB : 113 198 191 HTML : 71C6BF
ORANGE	PANTONE : 021 C CMYK : 00 82 95 00 RGB : 255 82 31 HTML : FF521F
CREAM	PANTONE : 7499C CMYK : 04 05 18 00 RGB : 244 236 211 HTML : F4ECD3

Our typography

Filson Soft is our primary type family. It is a contemporary font that is easily readable and flexible. Two weights are available for use in our corporate communications and selected applications. Filson Soft is an important component of our brand identity. Our typographic style supports our distinctive aesthetic. It was chosen for its clean geometric qualities that reflect the character of our brand.

It is used for print web and digital presentations.

Filson Soft is distributed through adobe.com

Filson Soft book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+-=;:’”,<.>?/

Filson Soft bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#\$%^&*()_+-=;:’”,<.>?/

Text color

Our color palette is designed to ensure clarity, warmth, and accessibility across all communications.

To maintain legibility and brand integrity, please follow the approved text and background combinations shown here. These pairings have been selected for optimal contrast and readability in both print and digital applications.

Consistency in color use strengthens recognition and supports CHF’s commitment to trust, care, and clarity in every interaction.



Our photography

The photography style for CHF should feel human, local, warm, and quietly impactful. It should show the real lives and real moments that CHF helps support without dramatizing them.

Here is the style described clearly and simply:

Overall tone

Bright, natural, calm, and hopeful. Everyday moments that feel authentic rather than staged.

Lighting

Soft natural light. Morning or late afternoon when shadows are gentle and colors are warm. No harsh contrast or dramatic shadows.

Composition

Clean and uncluttered. Simple backgrounds that let emotion lead. Close enough to feel personal but with room to breathe. Occasional wide shots that show context like schools, clinics, or San Diego neighborhoods.

Subjects

Children, families, social workers, teachers, nurses, partners. Healthy, active, curious, supported. Not sick or distressed. Happy does not mean posed. Always aim for genuine expression.



This identity gives CHF a distinctive, unified presence that reflects the seriousness and humanity of its mission. It is designed to be clear, accessible and recognizable across San Diego, whether seen on a donor letter, a hospital wall or a community event banner.

With consistent use, the brand will strengthen awareness, reinforce trust and support CHF's role as a trusted champion for families facing urgent health needs.

Brand book
V1

Thank You

If you have questions about our visual identity
and its application in design please contact
info@chf.org

