

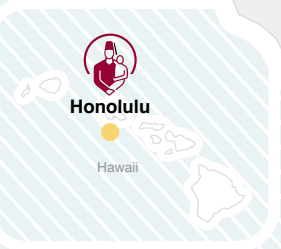
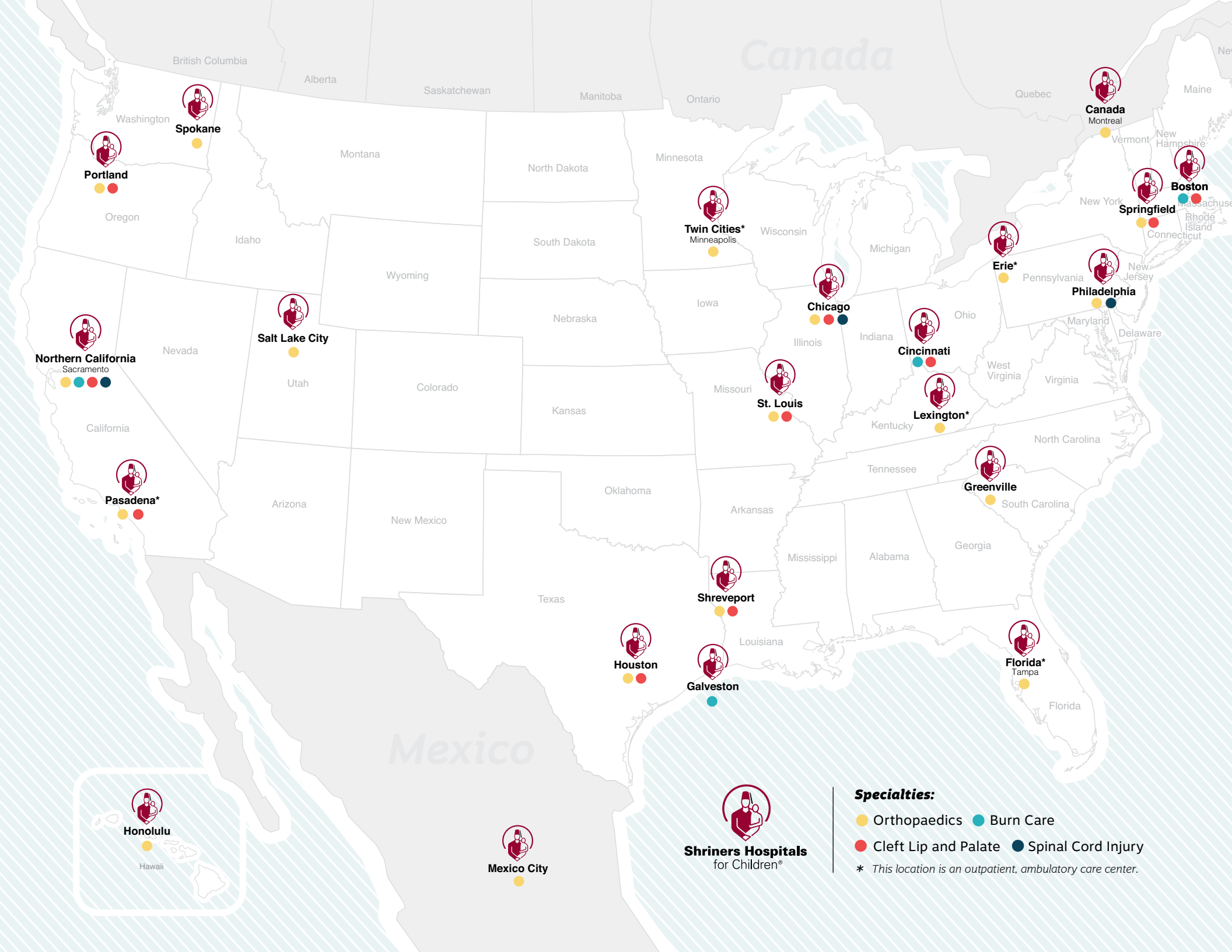
One Look. One Voice.

WORKING TOGETHER TO BUILD A POWERFUL BRAND



Shriners Hospitals
for Children®





Honolulu
Hawaii

Mexico City

**Shriners Hospitals
for Children®**

Specialties:

- Orthopaedics ● Burn Care
 - Cleft Lip and Palate ● Spinal Cord Injury
- * This location is an outpatient, ambulatory care center.

Portland

Spokane

Northern California
Sacramento

Salt Lake City

Pasadena*

Twin Cities*
Minneapolis

Chicago

St. Louis

Cincinnati

Lexington*

Shreveport

Houston

Galveston

Greenville

Florida*
Tampa

Canada
Montreal

Springfield

Boston

Philadelphia

Canada
Montreal

One Look. One Voice.

A single image or solitary word will do little to influence the course of history.

But when groups of people advocate purposefully for a mission they believe in – all conveying one look and speaking with one voice – the impact can be powerful enough to change the world.

At Shriners Hospitals for Children®, our employees, Shriners and supporters are improving the lives of children worldwide. This manual provides guidance, tools and resources to give everyone who supports our organization the ability to be part of this movement by communicating consistently, with One Look, One Voice.

Table of Contents

4	Our Story
5	Purpose of Brand Standards
6	Our Brand
7	Mission and Vision
8	Logo
12	Co-Branding
13	Color Palette
14	Typography
15	Support Graphics
16	Editorial Without Words
17	Fezzy®
18	Boots and Brewster
19	Photography
22	Design Examples
23	Stationery Examples
24	Paper
25	Electronic Signatures
26	Video
30	Love to the rescue®
31	Writing

Our Story

Since opening the doors of our first hospital in Shreveport, Louisiana, in 1922, Shriners Hospitals for Children has grown into one of the finest pediatric specialty health care systems in the world. Thanks to the dedication and hard work of members of the Shriners International fraternity – the organization that founded and continues to support the health care system – one hospital soon became two, two became 10, and by 1985 22 Shriners Hospitals for Children were making a difference in the lives of children in the U.S., Canada and Mexico.

As Shriners Hospitals for Children has continued to evolve over the decades, so, too, has its brand. In 2007, the organization initiated a system-wide branding effort to create consistency in the look and feel of materials throughout the Shriners Hospitals for Children health care system. Creating this brand cohesion and uniformity was paramount in an increasingly connected world, where we wanted to be recognized not as a loose network of individual hospitals, but as a united health care system that was changing the lives of children and re-inventing medical care through research and education.

What has never changed over the years is Shriners Hospitals for Children's dedication to providing quality specialty medical care to children, regardless of the families' ability to pay. So today, our brand builds on our history, honors our deeply-rooted traditions, and conveys our compassion, expertise and dedication to improving the lives of children.



Ground breaking at the Shreveport hospital.

Purpose of Brand Standards

This manual provides design and writing standards for those communicating on behalf of Shriners Hospitals for Children. It is not only for marketing and communications staff. In fact, we recommend all employees review this guidebook for standards that may apply to your daily work, such as how to properly format your email signature or letterhead.

It is important to maintain brand consistency. That means the corporate headquarters, each of our locations, every one of our thousands of employees and any outside companies working on our behalf are all using the same design guidelines and approved messaging that best tell the story of Shriners Hospitals for Children.

It is important to remember that a brand is not just the logo or “look” – it is a combination of many elements, including language.

Benefits of brand consistency throughout an organization include:

- Increased awareness
- Improved recognition
- Strengthened reputation
- Stronger emotional connection



Our Brand

Shriners Hospitals for Children holds a very special place in the hearts of patients, families, Shriners, employees and all who have been touched by our mission. People who have had personal interactions with our organization recognize our dedication, compassion, caring nature and family-centered approach.

Our brand is an expression of who we are and what we do. As such, it is designed to tell the story of Shriners Hospitals for Children – to convey how truly special our organization is and why we are different from other pediatric health care systems.

Our brand is designed to express the “personality” of Shriners Hospitals for Children:

- Warm
- Caring
- Inspiring
- Compassionate
- Excellent
- Generous
- Innovative
- Leader in the medical field
- Dedicated to education



Mission and Vision

Our Mission

The mission of Shriners Hospitals is to:

Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special health care needs within a compassionate, family-centered and collaborative care environment.

Provide for the education of physicians and other health care professionals.

Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

This mission is carried out without regard to race, color, creed, sex or sect, disability, national origin or ability of a patient or family to pay.

Our Vision

To become the best at transforming children's lives by providing exceptional health care through innovative research, in a patient and family-centered environment.



Logo

The Shriners Hospitals for Children logo is a significant element of our visual identity, creating an important connection with our patients, their families and the communities we serve.

Our logo honors our history while looking toward a bright future. It includes a representation of the powerful image we refer to as the “Editorial Without Words” – an iconic photograph taken in 1970 of a Shriner carrying a child.

The red color is warm, caring and reflective of the red fezzes worn by all Shriners.

Logo Signature

Our logo consists of two elements: the logomark (Shriner and child) and the “Shriners Hospitals for Children” logotype. The proportions of these two elements must not be altered.

Staging Options

The logo comes in two staging options: a horizontal version and a vertical stacked version. The horizontal version is preferred and should be used whenever possible. Use the vertical version when space prohibits using the horizontal version.

Location Specific Options

The logo is also available with your hospital location. If you need this option, please contact the corporate marketing and communications department for assistance at **813-281-8162** or **marketing@shrinenet.org**.

Registered Trademark

The Shriners Hospitals for Children logo and name are registered trademarks. The trademark should always appear as part of the logo and on first reference of body text. To learn more about proper trademark use, please see page 42.

Logo Signature



Logomark
(Shriner and child)

Shriners Hospitals
for Children®

Logotype

Staging Options



Shriners Hospitals
for Children®



Shriners Hospitals
for Children®

Location Specific Options



Shriners Hospitals
for Children®—Portland



Shriners Hospitals
for Children®—Houston

Logo

Clear Space

“Clear space” is the amount of space around a logo, free of text or other graphics. Using the correct clear space allows our logo to stand out. The minimum amount of clear space is determined by the height of the “S” in the word “Shriners” in the logo. This amount of clear space must be maintained around all four sides of the logo.

Color Variations

The following are examples of approved color variations of our logo. However, try to use the full color, Shriners red and Shriners black, logo whenever possible.

Additional Notes

Shriners Hospitals for Children uses some additional logos for a variety of purposes, including signature events, mascots and marketing programs. As is true for the primary Shriners Hospitals for Children logo, what is most important is that these logos be presented properly, and not be altered. Should you have any questions about proper and appropriate usage of any of the health care system’s logos, please contact the corporate marketing and communications department at **813-281-8162** or marketing@shrinenet.org.

Clear Space



Color Variations

4-Color Positive



4-Color Reverse



The graphic element prints as 5/100/60/100 on coated paper and 10/80/40/15 on uncoated paper. The tassel and logotype print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or in reverse).

2-Color Positive



2-Color Reverse



The graphic element prints as PMS 202C/201U. The tassel and logotype print in 100% black or they can be reversed from the background. The tassel and logotype always match in color (in black or in reverse).

1-Color Positive



1-Color Reverse



The entire logo prints in 100% black or reversed from the background.

1-Color Tint Positive



The graphic element can be used as a 50% tint of black. The tassel and logotype always match in color (in black or in reverse).

Logo

Having a myriad of logos adds clutter, creates confusion and dilutes the power and strength of our brand. Please refrain from creating any logos. However, correctly adding an entity name to the logo for a specific local entity, such as a department, is permissible and acceptable.

By adding your entity name to the Shriners Hospitals for Children logo, you are building on our already established reputation, adding awareness and credibility to your area.

Here are examples of how an entity can be incorporated into the logo signature. The entity name can be added by using the Univers typeface in bold and using our primary color, Shriners red.

Minimum Logo Size

In order for our logo to be clear and legible, please do not use the logo smaller than the sizes shown here.

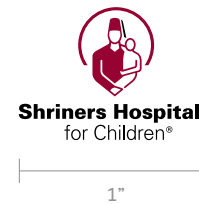
Horizontal Entity Logo



Vertical Entity Logo



Minimum Logo size



Logo

Incorrect use of the Logo

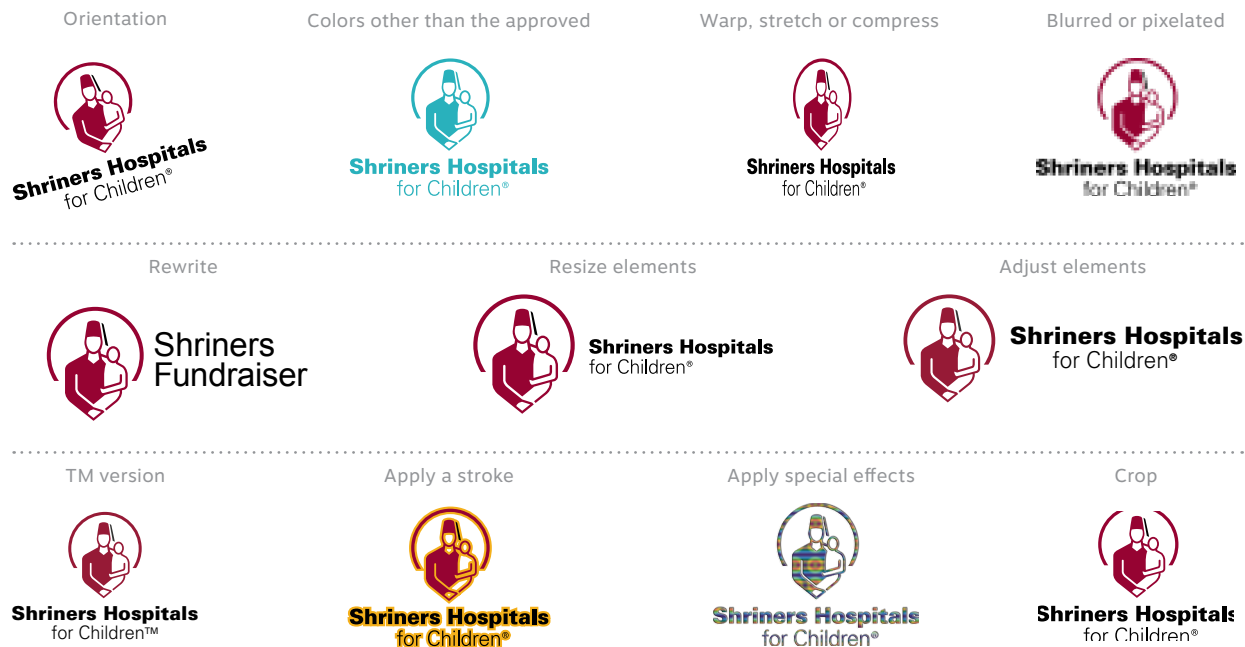
Consistent use of our logo is very important because it helps establish brand recognition. Please do not make any changes to our logo. This page shows examples of what NOT to do.

However, we understand there may be times when exceptions may be necessary. If you feel you need to make alterations to the logo, please contact the corporate marketing and communications department at **813-281-8162** or marketing@shrinenet.org.

Examples of Logo Exemptions

- A lapel pin
- Embroidery
- Publications/video where the logo is featured at the beginning and end will allow for use of the logomark to stand on its own.

Incorrect Logo Use



Co-Branding

In some cases, the Shriners Hospitals for Children logo and another organization's logo will appear on the same piece of marketing material. This is called "co-branding."

The following design standards explain how to display the logos according to two different co-branding scenarios.

Main Author

When Shriners Hospitals for Children is the primary organization (as it relates to a piece of marketing material), its logo should be displayed as the largest and most prominent logo.

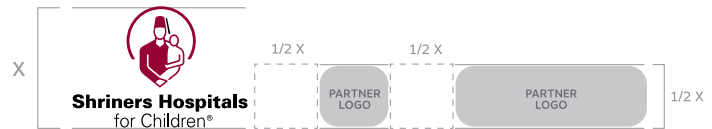
Logos for other organizations should appear at half the size of the Shriners Hospitals for Children logo. When possible, the space between the small logo and the Shriners Hospitals for Children logo should be at least equal to the height of the small logo.

Equal Partner

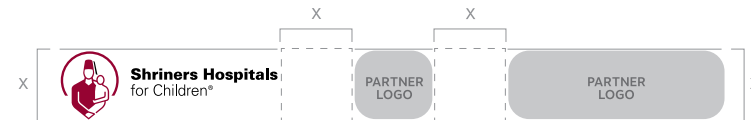
When Shriners Hospitals for Children is an equal partner with another organization(s), all logos should be the same height.

When possible, the space between the logos should be equal to their height. A common alignment, such as aligning the text in all the logos on the same horizontal line (as pictured) is recommended.

Main Author



Equal Partner



Color Palette

We have two basic categories of colors: corporate colors and support colors. Please use the color formulas shown here to ensure consistency in our brand's color palette.

Corporate Colors

“Shriners Red” is our core color. It represents the color of the fez worn by Shriners and their love for Shriners Hospitals for Children. The Shriners Red color should be used on all corporate marketing collateral, while black is used mostly for typography.

Support Colors

Our support colors are warm, welcoming and kid-friendly. Screens of these colors can be used, as shown, to broaden the palette and add flexibility to designs.

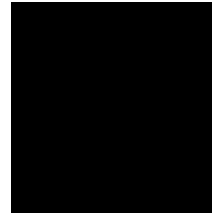
The color swatches shown on this page are not indicative of true colors. Please reference the color formulas listed under each swatch to obtain true colors.

Corporate Colors



Shriners Red

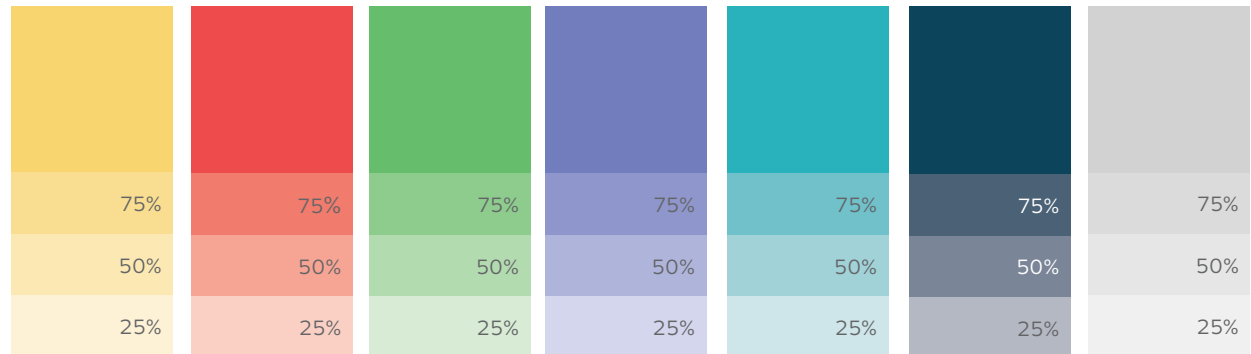
PMS: 202C | 201U
 CMYK(C): 5/100/60/40
 CMYK(U): 10/80/40/15
 RGB: 130/10/30
 HEX: 820A1E



Shriners Black

PMS: Black
 CMYK: 0/0/0/100
 RGB: 0/0/0
 HEX: 000000

Support Colors



Shriners Yellow

PMS: 1215
 CMYK: 3/14/68/0
 RGB: 249/214/111
 HEX: F9D76F

Shriners Pink

PMS: 178
 CMYK: 1/86/70/0
 RGB: 238/75/76
 HEX: EE4B4C

Shriners Green

PMS: 360
 CMYK: 62/0/78/0
 RGB: 97/194/80
 HEX: 61C250

Shriners Purple

PMS: 272
 CMYK: 60/50/0/0
 RGB: 117/119/192
 HEX: 7577C0

Shriners Light Blue

PMS: 7710
 CMYK: 72/7/27/0
 RGB: 41/177/189
 HEX: 29B1BD

Shriners Dark Blue

PMS: 3035
 CMYK: 96/68/44/31
 RGB: 9/67/91
 HEX: 09435B

Shriners Grey

PMS: Cool Grey 2
 CMYK: 17/13/13/0
 RGB: 210/210/210
 HEX: D2D2D2

Typography

Consistent use of typography is essential to the integrity of our brand. Three typefaces have been identified for our communications: Univers, Arial and Motiva Sans. This chart gives you an overview of the use of these typefaces.

Correspondence and Electronic Communications

Univers is our primary typeface used for stationery, office correspondence (letters, faxes, emails, memos, PowerPoints, etc.). Univers was selected for its easy readability and various font options for your typographical needs.

Arial is our secondary font and should be used in all instances when Univers is not available. Arial is a system typeface available on any computer.

Advertising and Marketing

Motiva Sans was selected as our advertising font because the italics in this font family harmonize with the warm and caring aspects of our brand. The font was also selected for its easy readability in print and digital mediums.

Graphic designers should use Motiva Sans primarily for marketing, advertising and other materials seen by the public.

Outside vendors should purchase these fonts through their own channels as part of their routine business practices.

Primary Correspondence and Electronic Communications Typeface

Univers Light

Univers Light Oblique

Univers Roman

Univers Oblique

Univers Bold

Univers Bold Oblique

Univers Black

Univers Black Oblique

Univers Extra Black

Univers Extra Black Oblique

Secondary Correspondence and Electronic Communications Typeface

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Advertising and Marketing Typeface

Motiva Sans Thin

Motiva Sans Thin Italic

Motiva Sans Light

Motiva Sans Light Italic

Motiva Sans Regular

Motiva Sans Regular Italic

Motiva Sans Medium

Motiva Sans Medium Italic

Motiva Sans Bold

Motiva Sans Bold Italic

Motiva Sans Extra Bold

Motiva Sans Extra Bold Italic

Motiva Sans Black

Motiva Sans Black Italic

Support Graphics

The icons, backgrounds and special graphics shown on this page can be used in print and digital communications to enhance your graphic design.

Icons

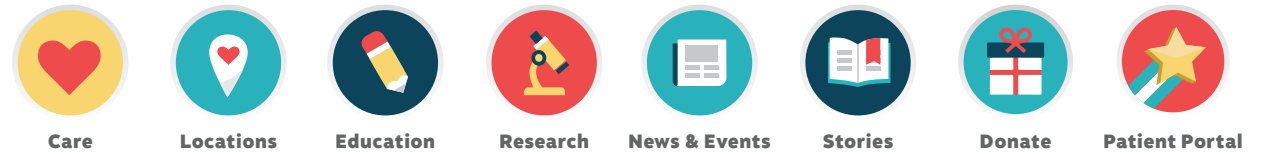
Several icons have been developed to represent our areas of expertise and features of our organization we want to showcase. Icons should be used to reflect the text and subjects they accompany. See the corporate website for examples of how to use icons appropriately and consistently.

Patterns and Thought Bubbles

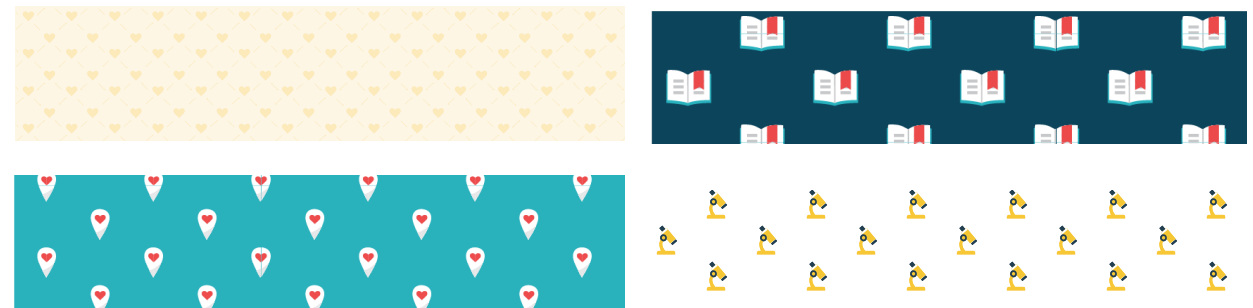
Using a pattern that matches an icon is a great way to visually enhance your marketing materials. Use thought bubbles to draw attention to interesting or notable text to enhance a design. Following the color palette on page 13, you may use our brand colors to customize your color combinations and design in a complementary way.

Please contact the corporate marketing and communications department at **813-281-8162** or marketing@shrinenet.org for these support graphics.

Icons



Patterns



Thought Bubbles



Editorial Without Words

In front of each Shriners Hospitals for Children stands a sculpture that is based on an iconic photograph taken in 1970 of a Shriner carrying a child. This image has been re-created as a watermark to celebrate the history of Shriners Hospitals for Children and its relationship with the Shriners fraternity.

Watermark Usage

The watermark is used as a support graphic in our communications material and should always be darker than its background.

Make sure the watermark has enough clear space on the top and sides. The watermark should never touch the sides or top of the edge or get cropped in any way.

Color Options

Shown on this page is a general guide of the various color options available for the watermark. When the watermark is used on a white background, the graphic element is intended to look like a watermark (light tint).

When used on a brand-colored background, the Editorial Without Words Watermark is used at 100 percent of one of our brand colors, and the background is to be a lighter tint of the same color.

To make sure the watermark stands out, it should not be used on a photograph or multicolored background.

The file is saved in a tiff format in order to be easily colored in Adobe InDesign or Illustrator.



Correct Clear Space



Violating Clear Space



Watermark Color Options

Corporate Colors



Shriners Red
4% tint

Shriners Black
4% tint

Corporate Colors



Watermark:
Shriners Red
Background:
75% tint

Watermark:
Shriners Black
Background:
75% tint

Support Colors



Shriners Yellow
12% tint

Shriners Pink
5% tint

Shriners
Light Blue
5% tint

Support Colors



Watermark:
Shriners Yellow
Background:
50% tint

Watermark:
Shriners Pink
Background:
75% tint

Watermark:
Shriners
Light Blue
Background:
75% tint



Shriners
Dark Blue
3% tint

Shriners Grey
12% tint

Shriners Green
8% tint

Shriners Purple
5% tint



Watermark:
Shriners
Dark Blue
Background:
75% tint

Watermark:
Shriners Grey
Background:
50% tint

Watermark:
Shriners Green
Background:
75% tint

Watermark:
Shriners Purple
Background:
75% tint

Fezzy

The popular plush bear, our very first Love to the rescue® ambassador, is popular among both kids and adults. Fezzy® has also become the mascot of Shriners Hospitals for Children.

Proudly wearing the iconic Shriner red fez, Fezzy helps to raise awareness and support for our health care system. He also provides comfort to our patients, and other children. He is eager and able to help ease patients' anxieties, and can be used during medical play sessions to teach young patients about upcoming medical procedures and outcomes.

In addition to life-size mascot costumes, plush toys of various sizes and appearing on a blanket and other items, Fezzy also has an illustration form that can be used on promotional items. When using Fezzy as a life-size mascot, the official costume must be used. Alternative versions are not permitted. The correct costume must be ordered from V Star Entertainment at vstarentertainment.com/mascots.

The word Fezzy takes the registered symbol; the illustration of Fezzy does not. All rules regarding trademark and registered symbols apply.

Fezzy's image may not be compromised, adjusted or changed in appearance. You are welcome to use the illustrations shown here, just as they are. Should you wish to adapt it for a specific purpose, or have any other questions regarding correct usage, please contact the corporate marketing and communications department at **813-281-8162** or marketing@shrinenet.org.



Boots and Brewster

In 2012, we introduced the illustrated characters Boots and Brewster, a caped, cuddly bear and a googly-eyed teapot, as part of our Burn Awareness campaign, Be Burn Aware. The two child-friendly characters showcase and share our messages of the importance of following basic safety tips to prevent burn injuries.

Boots and Brewster are featured in activity books for children ages 3-7 and 8-12. The entertaining duo leads children through the various rooms of a house, pointing out dangers, and how to easily correct or avoid them. The coloring pages, word searches, cartoons, and other activities are designed to grab the children's attention and present the information in a memorable, age-appropriate manner. The duo are also featured in an animated Be Burn Aware video.

The illustrations of Boots and Brewster are available for use on your home safety and burn awareness materials. The images may not be compromised, adjusted or changed in appearance. Should you wish to adapt these illustrations for a specific purpose, please contact the corporate marketing and communications department at **813-281-8162** or **marketing@shrinenet.org**.



Photography

We all know the saying “A picture is worth a thousand words.” That’s why photography is so important to our branding – it provides a powerful way to communicate who we are and what we do.

Our photographs should reflect a positive outlook and convey the hope and belief in a positive future that we share with our patients and their families. Photographs should also capture the dedication and compassion of our staff, and reflect the core values of our organization.

Our Core Values are:

- Excellence
- Innovation
- Commitment
- Integrity
- Teamwork
- Stewardship
- Respect

Patient Care Photography

Photography focusing on patients and their care should portray real situations (before, during or after medical procedures, therapy and other care services) in a positive manner. Information regarding required photo releases can be found on page 21.

Images should:

- Illustrate joy and hopefulness
- Evoke emotions and empathy
- Be realistic and authentic
- Be captivating
- Depict the positive outcome of the specialized care we provide
- Create an emotional connection with the viewer
- Relate to the target audience



Photography

Acceptable Imagery

When taking pictures or filming video for Shriners Hospitals for Children for marketing and communications purposes, be cognizant of the fact that the product will be used for external purposes and that our image, brand and the likenesses of our patients, families and staff should be treated with the utmost respect.

Take into consideration that this is not medical photography or video, which is highly protected. Having a release does not give Shriners Hospitals for Children staff and/or partner agencies the right to shoot everything in front of the lens. Therefore some simple rules to take into consideration are:

- Remember that showing nude torsos is not appropriate.
- Please do not show close-ups of healing wounds.
- Photos or videos of X-rays need to have soft tissue covered or blurred.
- Make sure Protected Health Information (PHI) is never shown.
- When working with patients, please be sure they are clothed appropriately.
- Please do not film or take close-up photographs of surgical procedures.

Product and Trade Photography

Photos of products (such as surgical devices or medical equipment) can be used for both internal and external purposes, or specifically for communications targeted to the medical community, such as a health care trade magazine.

Photographs with people are much more compelling than those with only inanimate objects. Avoid taking photos of products in an empty room. Instead, include people in the photographs, especially if they can be using or demonstrating how a product works.

Show employees “in motion” – at work, using state-of-the-art equipment, teaching or conducting research – to visually communicate the dedication of our employees, the superiority of our staff, the benefits we offer and the mission of our organization. These photographs are intended to represent Shriners Hospitals for Children’s dedication to quality, research, medical education and excellence in care.

Images should:

- Express our medical expertise
- Illustrate our staff’s commitment to our mission
- Evoke trust
- Be realistic and authentic
- Be innovative
- Create an emotional connection with the viewer

Photography

Legal Requirements for Photography

Every patient you photograph for marketing or communications purposes must sign either a General Marketing, Public Relations and Fundraising (Patient) form or Project-Specific Marketing, Public Relations and Fundraising (Patient) form. In order to use a patient's last name, the Project Specific form must be signed appropriately.

Everyone else you photograph for marketing or communications purposes – including families, staff, volunteers and Shriners – must sign the Authorization to Use Non-Patient's Likeness for Marketing, Public Relations, and Fundraising Purposes (non-patient) form.

Please note: Permission obtained through signed Shriners Hospitals for Children Marketing Authorization Forms and HIPAA Consent Forms are **NOT** legally transferable outside of the corporation. For example, a Shriners International temple cannot use permission forms signed at the local hospital – the temple must obtain its own legal permission to use photos for its marketing purposes.

Patient's Likeness for Marketing, Public Relations and Fundraising Purposes

Authorization to Use Patient's Likeness for Marketing, Public Relations and Fundraising Purposes

Form UDA006a under "HIPPA Forms, then Print Only Forms"

Download Form: <http://home/main/hipaa-forms1.aspx>

Authorization to Use Patient's Likeness for Marketing, Public Relations and Fundraising Purposes (Spanish)

Form UDA006as under "HIPPA Forms, then Print Only Forms"

Download Form: <http://home/main/hipaa-forms1.aspx>

Policy: Use of Patient's Likeness for Marketing, Public Relations and Fundraising Purposes

Under "HIPAA Policies and Procedures"

Read at: <http://home/main/hipaa-policies-and-procedures.aspx>

Project Specific Marketing, Public Relations and Fundraising

Project-Specific Authorization to Use Patient's Likeness for Marketing, Public Relations and Fundraising Purposes

Form UDA006b under "HIPPA Forms, then Print Only Forms"

Download Form: <http://home/main/hipaa-forms1.aspx>

Project-Specific Authorization to Use Patient's Likeness for Marketing, Public Relations and Fundraising Purposes (Spanish):

Form UDA006bs under "HIPPA Forms, then Print Only Forms"

Download Form: <http://home/main/hipaa-forms1.aspx>

Authorization to Use Non-Patient Likeness for Marketing, Public Relations and Fundraising Purposes

Authorization to Use Non-Patient's Likeness for Marketing, Public Relations and Fundraising Purposes

Form under "Corporate forms, then Non-Patient Forms"

Download Form: <http://home/main/corporate-forms1.aspx>

Authorization to Use Non-Patient's Likeness for Marketing, Public Relations and Fundraising Purposes (Spanish)

Form under "Corporate forms, then Non-Patient Forms"

Download Form: <http://home/main/corporate-forms1.aspx>

Policy: Use of Non-Patient's Likeness for Marketing, Public Relations and Fundraising Purposes

Form under "Corporate Policies & Procedures, then Public Relations"

Read at: <http://home/main/corporate-policies-procedures.aspx>

Design Examples

Our visual style is warm and welcoming, and representative of our brand personality.

The goal of our visual identity guidelines is to create instant recognition of our health care system as a whole. Consistent use of our logo, colors, typography, graphics and messaging will help build greater recognition and better recall of our brand, as well as increase overall awareness and understanding of Shriners Hospitals for Children and our mission.

Brochures



Ad



Educational Material



Billboard



Stationery Examples

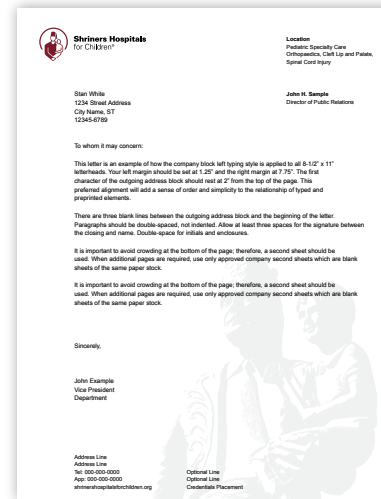
We always want to make a good first impression. Ensuring our corporate correspondence materials are branded and consistent is a key element of properly representing the organization.

Our stationery materials look clean and professional, and use our main brand color.

Letterhead - General



Letterhead - Credentials and Appointment



Letterhead - Second Page

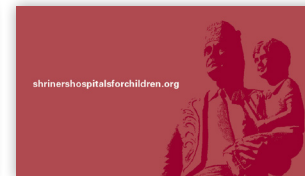


Business Card - General

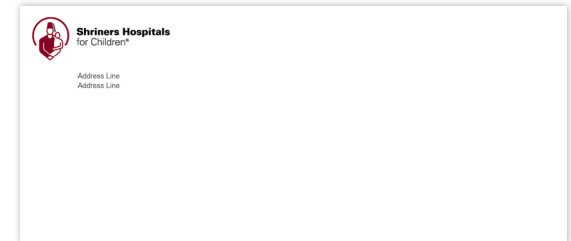
Front



Back



Envelope

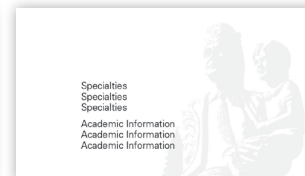


Business Card - Physician

Front



Back



Paper

Even paper plays a role in our branding. Using a consistent paper stock will help our materials maintain a unified look and feel throughout the organization.

Each stock was selected for its soft touch that complements our warm and caring personality. We chose these brands for their high-quality image reproduction and print consistency, as well as their affordability, which supports our commitment to excellent stewardship.

We have selected an uncoated and coated stock to give versatility and dimension to our materials.

Paper Brands:

Cougar® is an uncoated stock recommended for business cards, forms, envelopes, etc.

domtar.com/en/paper-products/cougar.asp

We are currently in search of a coated paper brand since our previous brand was discontinued. In the meantime, we suggest using Endurance® Silk as a cost-effective option for brochures, posters, folders, etc.

veritivcorp.com/endurance

Whenever possible, please use these recommended paper stocks when printing materials. If a substitution has to be made due to budget constraints or lack of availability, please ask your printer to provide suggestions for a similar stock.

Application	Uncoated	Coated (silk)
Business cards	x	
Letterhead	x	
Envelopes	x	
Posters		x
Brochures	x	x
Note cards/folded cards	x	x
Newsletters/magazines	x	x

Electronic Signatures

To make a great first impression, we should all use the appropriate email signature. Consistent branding, even in the way our emails are formatted, will:

- Make us appear more professional and more cohesive as an organization
- Build brand awareness
- Improve recognition
- Enhance our credibility and reputation

As a cost-saving measure, we ask that everyone, with the assistance of local Information Services (IS) if needed, set their Outlook default settings to black text for both standard and reply emails.

Please refrain from using clip art and other imagery on email signature lines.

What not to do with your e-signature

On the right is an example of an incorrectly formatted email signature. We are all on the same team and speaking as a whole, and we want everyone to know that. Please follow the approved guidelines for formatting your email signature.

Signature Example

First Last

Title

Department (optional)

1234 W. Street Dr.

City, State Zip

Tel: 123-456-7890

flast@shrinenet.org

shrinershospitalsforchildren.org



Shriners Hospitals
for Children®

○ — 9 pt Arial Bold

○ — Space

○ — Correct clear space

Inappropriate Signature



○ — Use of any font or color other than those listed above

○ — Change text point size

○ — Remove divider space

○ — Use incorrect logo clear space

○ — Individual messages and graphics other than our logo can be confusing to the reader.

○ — Use of decorative backgrounds

Video

Maintaining consistency, using the brand appropriately and reflecting our core values in video projects is critically important. Video has the ability to create lasting impressions, and needs to reflect the values and mission of our organization effectively and positively. The video graphics discussed in this section should be used for promotional pieces such as DRTV, PSAs, commercials, medical videos, etc.

Using Graphics

When using graphics on video projects, it is important to follow the guidelines for our logo, colors and typography provided in other sections of this guide. Please refer to these pages to guarantee consistency in presentation, and messaging. Also, please refer to our writing standards and guidelines to ensure written graphics that will appear on the screen are also shown correctly, including website addresses.

The most common uses of graphics on screen are found in introductory slates, lower thirds (or supers) outro or closing slates. This document offers a few appropriate options to use in video pieces for corporate or hospital use.



Video

Intro Slate

Here are three options for the introductory slate: one with a pattern, one that is plain white and one to use when the actual video is the background. If our logo will be used over the video piece itself, it is recommended that the opacity of the actual video be brought down so that the logo can be prominent on the screen and can be read without difficulty. As stated in the logo usage section, please refrain from using drop shadows, outer shadows or any kind of stroke or special effect that will distort the logo.

Lower Thirds

Here are two options for correct lower thirds: one using one of our website icons and one with the Shriners Hospitals for Children logo. Please stay within these parameters when creating graphics.

Title Safe

Please make sure your graphics are always title safe - are within the inner guides shown in this document. All professional software will have an option to view these guides. If you are working with consumer software that does not provide the view guides option, please use this example as a guide to where the limits are for graphics on screen.

Outro Slates

It's important to always offer additional contact information and to remind the viewer of our call to action, and this is why a closing slate is suggested. Feel free to localize the piece using the approved hospital logo. Website URLs on screen should always refer back to a corporate approved URL such as shrinershospitalsforchildren.org, shrinershospitalsforchildren.org/portland, lovetotherescue.org, etc.

Intro Slate



Lower Thirds



Title Safe



Outro Slate



Video

Backgrounds

When shooting video, there are many options for backgrounds. Most of the time, the background is a hospital environment or a home. When creating backgrounds, such as chroma key (green screen), fabric, vinyl, plain backgrounds or any other kind of studio lit backgrounds, please be sure to use our approved colors. White is always a safe and elegant option.

Bugs

We prefer that bugs (graphic pieces with or without words floating around one of the corners of the video or on the lower third of the screen) not be used as they can be very distracting for the viewer. If the use of a bug is necessary, please ask for approval before it is used by contacting marketing@shrinenet.org with the request. Please also refer to the logo section on page 8 to review correct use of our logomark when not using the logotype.

Resolution

At this time our standard resolution is 1920 x 1080 pixels, which is the resolution of High Definition video. Production in Standard Definition 720 x 480 pixels is still acceptable, but it is not the preferred size unless the final output requires it.

Motion Graphics

All our standard graphics have been created independently. Video editors are responsible for suggesting motion graphics that will go well stylistically with our approved brand visuals. The rule is “less is more,” so take into consideration that applying too much motion can make the piece look unprofessional and lessen the strength of our brand.

Backgrounds



Bug - Do Not Use



Video

Creativity

We understand that there may be times when new creative styles would work with certain video pieces, such as anniversary videos, patient success stories and social media. If there is a specific look that you would like to use, please contact the corporate marketing and communications department and discuss your concept with the appropriate staff member. When developing possible new creative looks, remember that our graphic standards, including logo use and typeface choices, must still be observed and followed.

Acceptable B-Roll and Photography in Videos

When filming video for Shriners Hospitals for Children for marketing and communications purposes, please be cognizant of the fact that the video will be used for external purposes and that our image, brand and the likeness of our patients, families and staff should be treated with the utmost respect.

Videos for marketing and communications are very different than videos taken for medical reasons or for medical professionals. A marketing/public relations photo consent or release does not mean that everything the videographer can see should be filmed. Some simple guidelines to help ensure that photos and B-roll are appropriate for marketing and communications purposes can be found in the photography section, beginning on page 19.

By paying close attention to these guidelines and always presenting positive images, you will be strengthening the brand, image and the reputation of Shriners Hospitals for Children.



Love to the rescue

The *Love to the rescue*® tagline is representative of our love for our patients, our hospitals and why we are so dedicated and passionate about our mission.

The tone of *Love to the rescue* is optimistic, empathetic and approachable.

When using the phrase Love to the rescue, it must be written exactly this way:

Love to the rescue® (capital L, lowercase r). The phrase is a registered trademark, and when mentioned in text it should include the ® symbol on first reference. Note that we don't use registered symbols in headlines or titles. This tagline should also not be used in individual email signatures.

Logo

The *Love to the rescue* logo and phrase should only be used for fundraising purposes. It should not be confused with the official Shriners Hospitals for Children logo, which should be used in all instances other than on *Love to the rescue* fundraising materials.

The logos are available in all the same color formats as the Shriners Hospitals for Children logo and are available for specific locations.

Please note the heart-shaped logo is no longer used. Please update any use of the heart-shaped logo with one of the *Love to the rescue* logo options shown here.

Taglines

We have developed several taglines that may fit your Love-themed fundraising campaigns, please feel free to use them. If you have an idea for a tagline, please run it by the corporate marketing and communications department.

Horizontal Staging Option



**Shriners Hospitals
for Children®**
***Love to the rescue*®**

Vertical Staging Option



**Shriners Hospitals
for Children®**
***Love to the rescue*®**

Spanish Horizontal Staging Option



**Hospitales Shriners
para Niños®**
***Amor al rescate*®**

Spanish Vertical Staging Option



**Hospitales Shriners
para Niños®**
***Amor al rescate*®**

Love to the rescue Taglines

***Love to the rescue*®**

Love helps patients live their dreams.

Love comes to the rescue of kids every day.

You call it a donation. We call it Love to the rescue.®

Writing Standards and Guidelines

This resource for language and writing style is intended to help everyone communicate consistently on behalf of the Shriners organizations.

We all have individual and unique areas to communicate to audiences, but in order to build trust in our brand, we need to communicate consistently. Speaking with one voice will help strengthen our brand and make a larger impact.

Our writing standards and guidelines are formatted similarly to the AP Stylebook for easy use. This document contains entries also found in the AP Stylebook that are especially relevant to Shriners Hospitals for Children communicators. Please continue using the AP Stylebook as your primary reference, in order to have system-wide consistency in the basic framework of writing used, and for all issues not included here.

Entries are treated as sub-heads, and for the most part, are capitalized. This does not necessarily mean the terms would always be capitalized in text.

*Items that have changed or been added since the last edition are shown in **Shriners Red**.*



Writing Standards and Guidelines

Academic Degrees and Credentials

Use an apostrophe in bachelor's degree, a master's, etc., but there is no apostrophe in Bachelor of Arts or Master of Science. Also: an associate degree (no possessive).

Where abbreviations of degrees are used, doctoral level degrees will take periods. All other degrees and credentials will not. This applies whether the abbreviations are in lists or in text. When there is extremely limited space, such as on business cards, no periods are required. Examples: M.D., Ph.D., BA, PT

Acronyms

Do not introduce an acronym if it is not going to be used in the text after the introduction. We do continue to introduce acronyms in parentheses after the term represented, which is a departure from AP style.

Addresses

For mailing materials, such as envelopes, shipping labels, etc., abbreviate street suffixes (Ave., Blvd., St., Rd., Cir., etc.) according to U.S. Postal Service guidelines.

In all other cases, follow AP Style guidelines: Use the abbreviations *Ave.*, *Blvd.*, and *St.* only with a numbered address: *1600 Pennsylvania Ave.* Spell them out and capitalize when part of a formal street name without a number: *Pennsylvania Avenue*. All similar words (*alley*, *drive*, *road*, *terrace*, etc.) are always spelled out. Spell out and capitalize *First* through *Ninth* when used as street names. Always use figures for an address number.

Admission

This should only be used when referring to a patient being admitted into the hospital for an inpatient stay. Because many of our patients visit Shriners Hospitals for Children on an outpatient basis, using admission to explain how to refer a patient is misleading and should not be used this way.

WRONG: Children up to age 18 are eligible for admission.

RIGHT: Children up to age 18 are eligible for care.

Ages

Ages are always written as numerals. When describing a patient's age when something occurred, please use *when*, rather than *at*. Unless necessary for clarification, the figure is presumed to be years of age. It is often not necessary to add the words "years old."

WRONG: At four years old, Suzie had surgery.

RIGHT: When 4 years old (or When she was 4 years old), Suzie had surgery.

a.m., p.m.

Lowercase, with periods. Avoid the redundant 10 a.m. in the morning, for example.

Apply for Care, Application for Care

We no longer use an application for care. Do not use this phrasing. Instead, use *refer a patient*.

RIGHT: To refer a patient for care, please contact your local Shriners Hospital, or visit the Refer a Patient page at shrinershospitalsforchildren.org.

WRONG: To apply for care, please obtain an application for treatment.

Attribution

Please try to avoid placing attribution at the end of paragraphs and articles. Attribution should be past tense.

Said is the preferred term of attribution. Most other words of attribution carry additional editorial meaning, and should be used only if that additional meaning is appropriate. Try not to use *according to* when attributing something to a person.

Benefit, Benefited, Benefiting

These are the preferred spellings. Capitalize only when appropriate.

Best

Do not use this word when describing our care or our staff.

Writing Standards and Guidelines

Board Certified

Board certified has two forms:

- Board certified - if it follows a verb. (He is board certified.)
- Board-certified - if it is an adjective and comes before a noun. (He is a board-certified physician.)

Board of Trustees/Directors

Always capitalize Board of Directors, Board of Governors and Board of Trustees when writing about the Shriners Hospitals for Children and Shriners International boards.

See Joint Boards of Directors or Joint Boards

Boilerplates

Boilerplate (East-West Shrine Bowl)

The East-West Shrine Bowl is the longest running college all-star football game in the nation. Since 1925, the game has benefited Shriners Hospitals for Children and its mission to provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. For more information, please visit shrinebowl.com

Boilerplate (fraternity)

Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth with nearly 200 temples (chapters) in several countries, and thousands of clubs around the world. For more information, please visit shrinersinternational.org.

Boilerplate (fraternity – option 2)

Shriners International, a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth, founded Shriners Hospitals for Children as its official philanthropy in 1922. What began as one hospital, is now a world-renowned health care system with locations in three countries. The fraternity, which has nearly 200 chapters in several countries, and thousands of clubs around the world, continues to support this unique health care system. Please visit shrinersinternational.org to learn more.

Boilerplate (fraternity - option 3)

As Shriners, we continue to support Shriners Hospitals for Children, a world-renowned health care system with locations in three countries. Our members are known for their compassion for others, and for being active participants in their communities. Shriners help make the world a better place. To learn more, please visit shrinersinternational.org.

Boilerplate (health care system)

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our health care system provides advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate. All care and services are provided regardless of the families' ability to pay.

Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law.

For more information, please visit shrinershospitalsforchildren.org.

Boilerplate (health care system – option 2)

Shriners Hospitals for Children is a health care system with locations in the U.S., Canada and Mexico. Our staff is dedicated to improving the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding educational programs for medical professionals. Children up to age 18 with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay. Within these broad service lines, many types of care are provided. For example, some locations offer reconstructive plastic surgery, treatment for craniofacial abnormalities or care for sports injuries. Generally, care is provided until age 18, although, in some cases, it may be extended to age 21. All services are provided in a compassionate, family-centered environment. For more information, please visit shrinershospitalsforchildren.org.

Writing Standards and Guidelines

Boilerplate (health care system – option 3) (a short version of option 2)

Shriners Hospitals for Children provides specialized care to children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay. Generally, care is provided until age 18, although, in some cases, it may be extended to age 21. All care and services are provided in a compassionate, family-centered environment. For more information, please visit shrinershospitalsforchildren.org.

Boilerplate (health care system - option 4)

Shriners Hospitals for Children improves the lives of children by providing pediatric specialty care, conducting innovative research, and offering outstanding education programs for medical professionals. Children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate are eligible for care, regardless of the families' ability to pay, and receive all care and services in a compassionate, family-centered environment. For more information, please visit shrinershospitalsforchildren.org.

Boilerplate (health care system - global emphasis)

The primary mission of Shriners Hospitals for Children is to help children who need specialized medical care — wherever they may live. Although our locations are primarily in North America, our compassionate health care system has treated children from many countries, and conducts several medical outreach clinics outside of the U.S. every year. Our highly-skilled medical team treats children with neuromusculoskeletal conditions, burn injuries and other complex health care needs. To learn more about who we are, visit shrinershospitalsforchildren.org.

Care Coordinators

Are now referred to as care managers

Care Disciplines (Service Lines)

Shriners Hospitals for Children provides pediatric sub-specialty care in the areas of *orthopaedics*, *burns*, *spinal cord injuries*, and *cleft lip and palate*.

The phrase *care disciplines* is only used to refer to these four areas.

Care vs. Treatment

Either term is acceptable. Treatment is a better term when describing procedures or services provided. For example, he was treated for clubfoot. Or, surgery was part of the treatment for his condition.

Clichés

Avoid using clichés when writing. Some examples of worn out phrasing include *giving back*, *pay it forward*, *no limits* (when referring to people with disabilities) and *reach out* (when referring to contacting someone).

Clubfoot

One word

Club Feet

Two words

Composition Titles

Book titles, program titles, campaign titles, song titles, official course names, lectures and speech titles, seminar titles, television and radio shows, magazine and journal titles and research titles, etc. should be italicized rather than placed within quotation marks.

Contractions

Please consider whether the use of contractions will weaken your message.

Copyright Format

© SHRINERS HOSPITALS FOR CHILDREN® 2019

Use current year at the end of copyright

Writing Standards and Guidelines

Corporate Contact Information

Web Addresses:

Shriners Hospitals for Children: shrinershospitalsforchildren.org

Shriners International: shrinersinternational.org

East-West Shrine Bowl: shrinebowl.com

beashrinernow.com (Membership Recruitment): beashrinernow.com

Shriners Village (Shriners and their ladies): shrinersvillage.com

Email Addresses:

Marketing and Communications: marketing@shrinenet.org

Donor Relations: donorrelations@shrinenet.org

Membership: membership@shrinenet.org

Telephone Numbers:

Donor Relations: 844-739-0849

Marketing and Communications: 813-281-8162

Membership: 813-281-0300

Patient Referral Line U.S.: 800-237-5055

Patient Referral Line Canada: 800-361-7256

Cost of Care

*All care and services are provided regardless of the families' ability to pay is the correct phrase to use when describing cost of care. Do not use *free, at no cost, at no charge or without financial obligation.**

Courtesy Titles (Mr., Ms., Mrs., Miss)

Refer to both (adult) men and women by first and last name, without courtesy titles on first reference. Refer to them by last name only (without courtesy titles) on subsequent references. When it is necessary to distinguish between two people who use the same last name, use the first and last name, without courtesy titles.

Courtesy Titles (for doctors)

Use the courtesy title Dr. with last name (Dr. Smith) on second and subsequent references.

Cutting-edge

Do not use this phrase when referring to treatment, research, etc.

Dashes

There are three different size dashes, with different purposes:

- The smallest (-) is a hyphen, and is used to hyphenate words or break words at syllable points at the end of a line. Generally, we prefer not to see word breaks at the end of a line unless absolutely necessary.
- The medium-size dash (–) is an en dash, and is used to set off phrases, used in the same way commas are used with phrases.
- The large dash (—) is an em dash, and is used in the names of the individual Shriners Hospitals for Children, with a space before and after: Shriners Hospitals for Children — Boston.

All of the dashes can be found on your computer's insert tab under symbols/more symbols/special characters. Keyboard shortcuts are also shown at the same location. Ideally, a line of text should not start with a dash, but that is a goal and not an inflexible rule.

Dates

Do not use th, rd, etc.

WRONG: The event will be held on July 3rd.

RIGHT: The event will be held on July 3.

Departments

Do not capitalize the names of departments, including academic departments, except for words that are proper nouns or adjectives, or when department is part of the official and formal name: *They work in the public relations department. University of Florida Department of Biology.*

Writing Standards and Guidelines

Descriptive Sentences

We are always searching for sentences to describe the work of Shriners Hospitals for Children. Here are a few for consideration:

- Our patients are our priority. We take the time to care, and to listen. At Shriners Hospitals for Children, every patient and family can expect respectful, compassionate, high-quality care.
- At Shriners Hospitals for Children, families struggling with complex medical issues discover they are not alone; they are surrounded by hope, compassion and confidence.
- At Shriners Hospitals for Children, each patient receives the time and attention they deserve.

Descriptive Sentences that are NOT to be used:

Do not use any version of: Shriners Hospitals for Children Turns Patients Back into Kids. Patients are kids – many of our patients have long-term or lifetime conditions; using this phrasing negates efforts to help them find acceptance and build confidence in who they are and what they can accomplish.

Disability Terminology

Do not describe an individual as handicapped or crippled. When speaking in general terms, *disability* or *disabled* is preferred. Specific terms are best: *has spina bifida*.

- » Avoid descriptions that connote pity, such as *afflicted with* or *suffers from* multiple sclerosis.
- » Avoid using the word *victim*. Rather, if necessary, *he was a burn survivor*.
- » People use wheelchairs and other adaptive equipment for independent mobility. Do not use *confined to a wheelchair* or *wheelchair-bound*. Rather, if necessary, *uses a wheelchair*.
- » When writing about someone who has expressed a strong preference for a specific term, use your best judgment.
- » *Nondisabled* is the appropriate, and most neutral, term for people without disabilities, *Normal*, *able-bodied*, *temporarily able-bodied*, *healthy*, or *whole* are inappropriate.

- » Consider the words used in some taglines (for example, Strong legs run so weak legs can walk, or We run (or fly, drive, play) so children can walk.) Are these words potentially hurtful; do they really represent the work and mission of our organizations?

Sources: Research and Training Center on Independent Living at the University of Kansas and the National Center on Disability and Journalism at Arizona State University.

See people-first language

Diseases

Do not capitalize *spina bifida*, *cerebral palsy*, *osteogenesis imperfecta*, etc. When a disease is known by the name of a person identified with it, capitalize only the individual's name: *Cushing's disease* or *Down syndrome*.

Doctors' Credentials

On first reference, use M.D., D.O., and/or Ph.D. after a name and set it off with commas: John Jones, Ph.D., will speak.

On all subsequent references, use Dr. before the last name: Dr. Jones spoke.

Use first reference form in photo captions. Also, for medical doctors, please use the word *physician* in text, at least on first reference.

Doctors/Physicians

Within the body of text, using the word *physician* is preferred when referring to Shriners Hospitals' physicians, especially on first general reference.

East-West Shrine Bowl

The name East-West Shrine Game is now known as the East-West Shrine Bowl™ and uses the TM symbol.

Echo in Writing

An echo is the repeated use of the same word, especially within a sentence or paragraph, or adjacent paragraphs, depending on how close the terms are. Please try to avoid having echoes in text.

Writing Standards and Guidelines

Eligibility Statement

Children up to age 18 are eligible for care at Shriners Hospitals for Children if there is a reasonable possibility they can benefit from the specialized services available. Generally, care is provided up to age 18, although it may be extended to age 21 in some cases. Acceptance is based solely on a child's medical needs, regardless of the families' ability to pay.

Email

Is no longer hyphenated. Capitalize at start of sentence.

Expert

Please do not use this word to describe care provided or staff of our health care system. Expertise is acceptable.

Family-centered

Hyphenate the term *family-centered* when using it an adjective, such as *family-centered environment* or *family-centered care*.

FedEx Cup

When writing about the FedEx Cup, this is the correct format.

Fezzy

The plush bear known as Fezzy was our first Love to the rescue Ambassador and is our honorary mascot. The word Fezzy® takes the registered symbol; the illustration of Fezzy does not. All rules regarding trademark and registered symbols apply.

For more information on the correct use of Fezzy, please see page 17.

Formatting Typography

Standard typography formatting should also be followed to assure seamless transition of marketing materials systemwide. As a guide, please try to follow these guidelines.

- » Typography should always be written using upper and lowercase, and should never be written using all capitals. If emphasis is needed, bold and italic fonts are acceptable.
- » Website URLs should be underlined only in electronic writing

when the address is activated as a link. Never underline a URL for emphasis, as it will appear to be a broken link.

- » Left align body copy for the majority of marketing collateral
- » Title case subheads
- » Do not indent the first paragraph after a subhead. Indent the paragraphs that follow the first.
- » Try to avoid widows and orphans
- » Use a single space at the end of a sentence after a period
- » For headlines, our print publications capitalize the first letter of every word other than small connector words with less than three or sometimes four letters. Our Shriners Hospitals for Children website uses sentence case, capitalizing the first word and proper nouns. In headlines, the first word after a colon is always capitalized. Avoid acronyms and symbols in headlines. Follow the same guidelines for sub-headlines. Some of our outsourced materials may use other styles.

Fraternal Iconography

The official fraternity logo is the fez and text, although temples may still use the scimitar. When temples use the hospital logo, they should use the official philanthropy logo. This logo clarifies to audiences that Shriners International and Shriners Hospitals for Children are two unique entities. Temples may still use the Editorial Without Words (preferably the new style, referred to as the watermark), without the words Shriners Hospitals for Children.

Official philanthropy logos can be downloaded at:
shrinersvillage.com/Resources/GraphicsLogosAds

Free Care

Writing Standards and Guidelines

Do not use *free, at no cost, at no charge* or *without financial obligation* when describing the care provided at Shriners Hospitals for Children. The correct phrase is *all care and services are provided regardless of the families' ability to pay*. Do not use *free* when referring to or promoting screening clinics. Use *complimentary*.

- » At Shriners Hospitals for Children, all care and services are provided regardless of the families' ability to pay.
- » A complimentary orthopaedic screening clinic will be held on Tuesday.

Fundraiser

One word

Health Care

Two words, unless part of the name of an organization that uses *healthcare* in their name: *American Academy of Healthcare Executives*

Hope

Our patients and families often say that one of the most important things they received at Shriners Hospitals for Children was hope. We would like to emphasize that thought. Here are a few suggested sentences:

- When you give a family hope, everything changes.
- Shriners Hospitals for Children are places where hope and healing meet.
- Shriners Hospitals for Children: Where hope and healing meet
- We surround our patients and families with hope.

Hospitals

Avoid constructing sentences that state hospitals care for patients. Rather, staff at the hospitals care for patients.

Hyphens

Please follow standard grammar rules for hyphenating words.

Avoid starting a line of text with a dash.

If You Know a Child

Correct wording for the "If You Know a Child Shriners Hospitals for Children Could Help" phrase is: If you know a child Shriners Hospitals for Children may be able to help, have their parent or guardian call **800-237-5055** in the U.S., or **800-361-7256** in Canada.

When appropriate, local referral phone numbers may be used. An example would be on location-specific publications.

Imperial Council

Do not use this phrase. Replace with Shriners International.

Imperial Divan

The Imperial Divan is the international governing body of Shriners International. It consists of 12 officers. An officer, with the exception of the Imperial Treasurer and the Imperial Recorder, is elected to the lowest position on the Divan and typically moves up one position each year. This governing body works similarly to a corporate Board of Directors.

The highest position attainable in the Shriners fraternity is Imperial Potentate, or president and chief executive officer of Shriners International, who is elected for a one-year term. He visits many of the Shriners temples, regional Shriners meetings and Shriners Hospitals for Children locations. He serves as Chairman of the Board of Directors of both Shriners Hospitals for Children and the fraternity.

Imperial Potentate's Medallion

An award presented to individuals that the Imperial Potentate wants to recognize for their extraordinary efforts and support of Shriners International and its philanthropy, Shriners Hospitals for Children. It is a different award than the Award of Merit, which is also given by the Imperial Potentate.

Writing Standards and Guidelines

Include

When the word include is used followed by a list, the words "and more," or any version thereof, at the end of the list are not needed. They are redundant.

Internet

The word is no longer capitalized.

Joint Boards of Directors and Trustees or Joint Boards

The body of Shriners comprised of the members of the Boards of Directors and Board of Trustees elected to oversee Shriners Hospitals for Children.

Ladies' Oriental Shrine of North America

Be sure to include the apostrophe.

Life-saving Care

Per the legal department, please do not use this phrase.

Love to the rescue®

Love to the rescue is the name of our national fundraising campaign. It incorporates the concept that love is what is distinctive about the care provided at Shriners Hospitals for Children. Love to the rescue is not a stand-alone tagline or a phrase to be thrown into text without careful consideration of the overall sentence, etc. The phrase can be used in text effectively with the other surrounding words that are part of the campaign (*You call it a donation; we call it Love to the rescue*, for example.) The phrase Love to the rescue should not be surrounded by quote marks.

The phrase Love to the rescue is a registered trademark. The registered trademark symbol (®) is not required to be used (other than as part of the logo) in documents that are our materials, although we recommend it be used on first reference in the body of the text of every document (it should not be used in a headline). If we provide materials to an external vendor or other entity, the registered trademark symbol must be present in the logo, and must appear on first reference in text.

Mission Statement, Shriners Hospitals for Children

The exact mission statement of Shriners Hospitals for Children is:

The mission of Shriners Hospitals for Children is to:

Provide the highest quality care to children with neuromusculoskeletal conditions, burn injuries and other special health care needs within a compassionate, family-centered and collaborative care environment.

Provide for the education of physicians and other health care professionals.

Conduct research to discover new knowledge that improves the quality of care and quality of life of children and families.

This mission is carried out without regard to race, color, creed, sex or sect, disability, national origin, or ability of a patient or family to pay.

Do not capitalize mission or mission statement.

Mission Statement, Shriners International

The mission statement of Shriners International is:

The mission of Shriners International is to:

Be the premier fraternal organization for men of good character.

Provide attractive, quality programs and services for its members, their families and their friends in a spirit of fun, fellowship and social camaraderie.

Foster self-improvement through leadership, education, the perpetuation of moral values and community involvement.

Serve mankind through the resources of its philanthropy, Shriners Hospitals for Children.

Motion Analysis Center

Per the department of medical affairs, the correct term is now motion analysis center.

Writing Standards and Guidelines

Multidisciplinary, Multicenter

Do not hyphenate these terms.

Names

The legal department has asked that we not use the last names of patients. It follows then, that we would not use the last names of family members or former patients, either. In most of our publications, stories with references to these individuals are features, and we believe that it will be clearer to have the guide be to refer to them by their first name only, unless they are well known and public figures, in a sense. Physicians and other professionals who use a formal title (Dr., for example) should continue to be referenced by their title and last name on second and subsequent references. When using fraternal titles (Nobles, Imperial Sir), after first reference the title may be, but does not need to be, repeated throughout the document. This guideline is flexible, depending on the document and purpose; however, it is important to maintain consistency throughout a document or publication. Use readability as a guide as you make these decisions.

National Patient Ambassador

Capitalize

Nonprofit

One word, do not hyphenate

Orthopaedic

Not *orthopedic*

Orthosis, Orthotic

Orthosis is a noun (Johnny got an orthosis today). Orthotic is a noun when used as the name of a topic, generally in the plural form (Today we will study orthotics) or an adjective (Johnny got a new orthotic device today).

Outpatient Centers

Use this as a generic reference to our locations that are no longer hospitals.

Oxford Comma

See *serial comma*

Partner, Partnership

Use with care. Be sure to have approval for your usage.

Patient Ambassador

Capitalize

Payer, Payor

Payor is the preferred spelling when discussing third party pay. (The payor will reimburse Shriners Hospitals for Children.)

Pediatric Orthotic and Prosthetic Services

The phrase refers to the separate corporations housed within our Shriners Hospitals that provide orthotic and prosthetic devices to our patients. The proper and legal names for the regional centers and Honolulu are as follows:

- Pediatric Orthotic and Prosthetic Services - Honolulu LLC
- Pediatric Orthotic and Prosthetic Services – Midwest LLC
- Pediatric Orthotic and Prosthetic Services – Northwest LLC
- Pediatric Orthotic and Prosthetic Services – Northeast LLC
- Pediatric Orthotic and Prosthetic Services – Southeast LLC
- Pediatric Orthotic and Prosthetic Services – West LLC

Here are some specific usage examples as a reference:

First reference, if it will be referenced more than one time within content on a page/within an article:

- Pediatric Orthotic and Prosthetic Services (POPS) – Northeast LLC, at the Philadelphia Shriners Hospital (only include the acronym if you are using it in additional references.)

Second reference in this instance:

- POPS – Northeast LLC, at the Philadelphia Shriners Hospital
- The pediatric orthotic and prosthetic services department
- The POPS department

Writing Standards and Guidelines

- The Philadelphia Shriners Hospital pediatric orthotic and prosthetic services department
- The Philadelphia Shriners Hospital POPS department

First reference if it will only be referenced one time within content on a page/within an article:

- Pediatric Orthotic and Prosthetic Services – Northeast LLC, at the Philadelphia Shriners Hospital

LLC need only be used on first reference in a story. The “and” in the name should not be replaced with an ampersand. Neither POPS or Pediatric Orthotic and Prosthetic Services are trademarked or registered at this time.

This entry only applies to our U.S. locations.

People-first Language

When describing a person with a disability or medical condition, always put the person first.

WRONG: OI patients

RIGHT: Patients with OI

WRONG: Disabled person

RIGHT: Person with a disability

People are defined by who they are, not by their disability or medical condition. People-first language reinforces that.

Do not use phrases like “the disabled” or “the burned” when referring to a group of people.

See disability terminology and value words

Percent

Use the symbol, even in narrative text

PGA

Professional Golfers of America. They manage golf courses, clubs and the PGA Championship. Shriners Hospitals for Children **DOES NOT** have a contract with PGA.

PGA TOUR

Association that manages touring professional golfers. Runs PGA TOUR events and works toward benefits for touring golf professionals. Shriners Hospitals for Children **DOES** have a contract with PGA TOUR.

Phone Numbers

800-123-4567 is the appropriate format in all instances.

Physician

See doctor/physician

POPS

The acronym for Pediatric Orthotic and Prosthetic Services

See Pediatric Orthotic and Prosthetic Services

Proof Points

When referring to Shriners Hospitals for Children, the following proof points can be used:

- Shriners Hospitals for Children is a pediatric sub-specialty health care system that provides care and services regardless of the families’ ability to pay.
- Shriners Hospitals for Children is one of the largest pediatric sub-specialty health care systems in the world.
- Shriners Hospitals for Children has a large, full-time staff of experienced pediatric orthopaedic surgeons.

Prosthesis, Prosthetic

Prosthesis is a noun. (Johnny got a new prosthesis today.)

Prosthetic is a noun when used as the name of a topic, generally in the plural form (Today we will study prosthetics) and is an adjective (Johnny got a new prosthetic device today).

Race Car

Two words

Writing Standards and Guidelines

Raise Awareness

Use the phrase *raise awareness* sparingly and carefully. Instead, try using the phrase *raise the profile*.

Recreational Therapy

Recreational therapy is the preferred term (rather than recreation therapy).

Referral Statements

Do not use phrasing that implies all persons with a specific condition are the same, or phrasing that is too vague about referrals:

WRONG: We can help patients like Suzie (or any variation that implies the same thing).

RIGHT: We can help patients with cerebral palsy (or whatever the condition is).

WRONG: We can help a child you know (or any variation that implies the same thing).

RIGHT: If you know a child Shriners Hospitals may be able to help, have their parent or guardian call

Or: To learn more about referring a child to Shriners Hospitals for Children, call

Registered Trademark

The name Shriners Hospitals for Children is a registered trademark. It should always appear as part of the logo. We recommend it be used on first reference in the body of the text of every document (it should not be used in a headline). If we provide materials to an external vendor or other entity, the registered trademark symbol must be present in the logo, and must appear on first reference. The registered trademark should always appear in superscript.

Here are examples showing the proper placement of the registered symbol in the health care system's name:

Shriners Hospitals for Children®

Shriners Hospitals for Children® — Location

We will add more details for new name forms as they become available.

Research Centers

The term *research center* is to be used only when referring to a Shriners Hospitals for Children location that is officially designated as such by the corporate medical research department at Shriners International Headquarters. When used as part of a formal name, research center is capitalized.

For all other Shriners Hospitals for Children engaged in medical research, use *research program*.

Research Funding

Stories about research projects must acknowledge the funding source.

Serial Comma

We do not use the serial *comma* (also called an *Oxford comma*), which is a *comma* placed immediately before the coordinating conjunction (usually and or or) in a series of three or more terms.

Service Lines

Shriners Hospitals for Children has four official service lines: *pediatric orthopaedics*, *burns*, *spinal cord injuries*, and *cleft lip and palate*. All care provided is expected to fall under these categories in some way. The phrase *service lines* is only used in reference to the four areas listed in the first sentence.

Shrine

Please avoid this word. It has some negative and religious connotations which can cause confusion, incorrect assumptions and questions regarding the background of the fraternity.

Shrine-Masons

Is hyphenated

Writing Standards and Guidelines

Shriners Hospitals for Children Board of Directors

The Board of Directors for Shriners Hospitals for Children controls, authorizes and manages all business affairs of Shriners Hospitals for Children. The 15-member board includes the Imperial officers, the Junior Past Imperial Potentate and the Chairman of the Board of Trustees, unless other members are nominated and elected. All members of this Board serve on a voluntary basis.

Shriners Hospitals for Children Board of Trustees

The Board of Trustees for Shriners Hospitals for Children manages and operates all established hospitals, and those that may be established, and allocates and provides for the disbursement of funds necessary for the construction, acquisition, maintenance, control and operation of the hospitals. The Imperial Potentate, Imperial Chief Rabban, Imperial Assistant Rabban, Imperial Treasurer and Junior Past Imperial Potentate are members of the Board of Trustees and serve one-year terms. The other seven members of the Board of Trustees are elected for three-year terms. All members of the Board of Trustees serve on a voluntary basis.

Shriners Hospitals for Children Location Addresses

Note: Please follow AP style as much as possible.

The official names and addresses of the Shriners Hospitals for Children locations:

Shriners Hospitals for Children — Boston
51 Blossom St.
Boston, MA 02114

Shriners Hospitals for Children — Canada
1003 Boulevard Decarie
Montreal, Quebec H4A 0A9
Canada

Shriners Hospitals for Children — Chicago
2211 N. Oak Park Ave.
Chicago, IL 60707

Shriners Hospitals for Children — Cincinnati
3229 Burnet Ave.
Cincinnati, OH 45229

Shriners Hospitals for Children — Erie Ambulatory
Surgery Center and Erie Outpatient Specialty Care Center
1645 W. 8th St.
Erie, PA 16505

Shriners Healthcare for Children — Florida
12502 USF Pine Dr.
Tampa, FL 33612

Shriners Hospitals for Children — Galveston
815 Market St.
Galveston, TX 77550

Shriners Hospitals for Children — Greenville
950 W. Faris Rd.
Greenville, SC 29605

Shriners Hospitals for Children — Honolulu
1310 Punahou St.
Honolulu, HI 96826

Shriners Hospitals for Children — Houston
6977 Main St.
Houston, TX 77030

Shriners Hospitals for Children Medical Center — Lexington
110 Conn Ter.
Lexington, KY 40508

Shriners Hospitals for Children — Mexico
Av. del Iman No.257
Col. Pedregal de Santa Ursula
Deleg. Coyoacán, Ciudad de México
México City, C.P. 04600

Shriners Hospitals for Children — Northern California
2425 Stockton Blvd.
Sacramento, CA 95817

Shriners for Children Medical Center — Pasadena
909 S. Fair Oaks Ave.
Pasadena, CA 91105

Writing Standards and Guidelines

Shriners Hospitals for Children — Philadelphia
3551 N. Broad St.
Philadelphia, PA 19140

Shriners Hospitals for Children — Portland
3101 S.W. Sam Jackson Park Rd.
Portland, OR 97239

Shriners Hospitals for Children — Salt Lake City
1275 E. Fairfax Rd.
Salt Lake City, UT 84103

Shriners Hospitals for Children — Shreveport
3100 Samford Ave.
Shreveport, LA 71103

Shriners Hospitals for Children — Spokane
911 W. 5th Ave.
Spokane, WA 99204

Shriners Hospitals for Children — Springfield
516 Carew St.
Springfield, MA 01104

Shriners Hospitals for Children — St. Louis
4400 Clayton Ave.
St. Louis, MO 63110

Shriners Healthcare for Children — Twin Cities
2025 East River Pkwy.
Minneapolis, MN 55414

Use the full name of the location on most references. However, for readability and to avoid redundancy – **especially within a single or adjacent paragraph**, it is acceptable to use the location name followed by *Shriners Hospital: the Portland Shriners Hospital*, or the *Portland Shriners Hospital*.

When using the shortened form, an article (the) is needed, preceding the name. When referring to a health care location, do not use *Shriners* alone, without the word *Hospital*. The acronym *SHC* may only be used as shown below, only after at least one use of the entire name, and only when referring to the entire health care system.

Second reference for those locations that are no longer hospitals should refer to them as outpatient centers (as of 10/22/18).

In a sentence where it is necessary to refer to our hospitals and other types of facilities, it should be hospitals and outpatient centers (as of 10/22/18).

WRONG: Shriners Hospitals for Children — Chicago (SHC-C) is having an event.

RIGHT: Shriners Hospitals for Children — Chicago is having an event.

RIGHT: Shriners Hospitals for Children (SHC) has locations in three countries.

Shriners International

The name of the fraternity. Use the full name on first reference. For subsequent references, it is acceptable to use the *Shriners fraternity* or *Shriners*.

Sick

Do not use this word when referencing or describing patients of Shriners Hospitals.

Spinal Cord Injury

Use *provides spinal cord injury rehabilitation* or *provides spinal cord injury rehabilitative care* when referring to that care specialty offered by Shriners Hospitals for Children. *Provides spinal cord injury management is also acceptable.*

- » Do not use *spinal cord injury center* or *spinal cord injury unit*.
- » Do not use *rehab*; spell out *rehabilitation*.
- » If using the acronym *SCI*, use *spinal cord injury (SCI)* on first reference, and *SCI* on subsequent references.

Staff

We consider staff to be singular. If a plural form is desired, use staff members.

Our staff is great. Our staff members are great.

Writing Standards and Guidelines

State Names and Abbreviations

We follow AP 2014 style on this. The two letter capital abbreviations are only used in addresses. State names are spelled out, even in a city, state format. On second reference to the same city and state in a single document, repeating the state name is not necessary. The city names that used to stand alone (without a state) now also take their state name for consistency.

Statements (within general content)

Shriners Hospitals for Children for news releases and fact-driven materials:

Shriners Hospitals for Children is changing lives every day through innovative pediatric specialty care, world-class research and outstanding medical education. Our locations in the United States, Canada and Mexico provide advanced care for children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate.

Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. All donations are tax deductible to the fullest extent permitted by law.

Counting of Hospitals for Services Offered:

The majority of Shriners Hospitals for Children locations provide care for congenital and acquired orthopaedic conditions. Four hospitals provide acute and rehabilitative care for burn injuries, three hospitals provide rehabilitative care for children with spinal cord injuries, and the cleft lip and palate program is expanding to multiple Shriners Hospitals for Children locations. Most Shriners Hospitals for Children locations offer care for more than one specialty.

Optional Last Sentence:

To learn about the care offered at each of the Shriners Hospitals for Children locations, please visit shrinershospitalforchildren.org.

Donor Solicitation:

As a 501(c)(3) nonprofit organization, Shriners Hospitals for Children relies on the generous donations of Shriners, corporations and the general public to carry out our mission and improve the lives of children every day. For more information about supporting Shriners Hospitals for Children, please visit lovetotherescue.org or call **855-401-4897**.

Education:

Shriners Hospitals for Children is proud of its role in medical education.

By maintaining relationships with more than 35 major educational affiliates, Shriners Hospitals for Children fosters an academic environment committed to providing high-quality education for its medical staff and excellent care to all patients.

Research:

Shriners Hospitals for Children is committed to conducting high quality, innovative research in the areas of burns, orthopaedic/musculoskeletal and neurological injury and disease in order to improve the care and quality of life of children with these conditions and challenges.

Shriners International:

Shriners International is a fraternity based on fun, fellowship and the Masonic principles of brotherly love, relief and truth with nearly 200 temples (chapters) in several countries, and thousands of clubs around the world. Also see boilerplate entries.

Shriners International as it Relates to The Health Care System:

Shriners International is the fraternity that founded and continues to support Shriners Hospitals for Children. The health care locations provide pediatric specialty care to children with orthopaedic conditions, burns, spinal cord injuries, and cleft lip and palate, regardless of the families' ability to pay.

Also see boilerplate entries.

Writing Standards and Guidelines

Telehealth

Telehealth is a new program that makes it possible for aspects of patient care to be handled via video-conferencing. It is a new, pilot program initiated in 2015. The official name of the program is the Telehealth Care Network.

Telemedicine

We no longer use this term. Use telehealth.

Temple

Refers to a body of nobles in a given location: *Mecca Shriners was the fraternity's first temple*. When communicating with external audiences, using *(chapter)* to clarify the meaning of *temple* is acceptable: *Mecca Shriners was the fraternity's first temple (chapter)*.

Temple should not be included in the proper name of a chapter. Instead, *Shriners* should be used.

WRONG: Mecca Temple was founded in 1872.

RIGHT: Mecca Shriners was founded in 1872.

WRONG: Egypt Temple sponsored a toy run.

RIGHT: Egypt Shriners sponsored a toy run.

Do not capitalize *temple*.

Temple (counting)

There are 198 Shriners temples and more than 2,400 Shrine clubs located worldwide. (In most materials, it may be acceptable to use: *There are nearly 200 Shriners temples and thousands of clubs located worldwide*, to avoid excessive reprinting.)

Tethering

Be careful using this word in reference to scoliosis treatment.

Thank you

Two words, no hyphen

They

According to AP, "they" may now be used as a singular pronoun.

Titles

Formal Titles

Capitalize formal titles when used immediately before a name. Lowercase formal titles when used alone or in a construction that sets them off from a name by commas.

WRONG: Jane Doe, Chief of Staff, called a meeting.

RIGHT: Jane Doe, chief of staff, called a meeting.

WRONG: Executive vice president John Doe attended.

RIGHT: Executive Vice President John Doe attended.

Use lowercase at all times for terms that are job descriptions rather than formal titles.

Shriners International

Always capitalize all titles unique to Shriners International: *Imperial Potentate, Imperial Chief Rabban, Imperial Oriental Guide, Potentate, Chief Rabban, Recorder, First Lady, etc.*

Do not capitalize *noble* or *lady* when not part of a title.

Transportation Assistance

Be very careful of wording that could appear to promote the availability of transportation or lodging assistance for patients and families. All such statements in stories etc. should be first reviewed by the legal department.

Total Patients Cared For

Since the first Shriners Hospital opened in 1922, the health care system has improved the lives of *more than 1.4 million children*.

Unit

Do not refer to a Shriners Hospitals for Children location as a *Unit*.

Value words

Use words like *inspirational* and *courageous* sparingly. Overuse can cause them to lose impact.

See disability terminology and people-first language

Vision Statement

To become the best at transforming children's lives by providing exceptional health care through innovative research in a patient and family-centered environment.

Walk for LOVE

The phrase Walk for LOVE takes the TM symbol.

The Walk for LOVE logo is a registered trademark.

Web

The word web, used in reference to the world wide web (the internet) is no longer capitalized when used alone.

Web Addresses

Do not use *http://* or *www.* in web addresses, unless the address cannot be accessed without them. Begin with the name. Do not capitalize letters within the organizations' web addresses.

Example: shrinersinternational.org

Website

One word, not capitalized

Whole Child

Avoid the phrase whole child (we treat the whole child, we provide whole child care, and any other similar statements). It is misleading, at best. Use something more along these lines: Staff members at Shriners Hospitals for Children are aware of the overall health and well-being of our patients, and develop appropriate, individualized care plans for each child.

Note: It is not necessary to use the entire statement; the point is to use *overall health and well-being*.

Wrap-around Care

Takes a hyphen



Shriners Hospitals
for Children®