

# Children's Healthcare of Atlanta

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EMORY + CHILDREN'S  
PEDIATRIC INSTITUTE  
BRANDING AND USAGE  
GUIDELINES

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# Introduction and overview

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## Contributors

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# Introduction and overview

## Emory + Children's Pediatric Institute

The Emory + Children's Pediatric Institute is a partnership focused on leveraging the capabilities of both organizations to facilitate leading-edge pediatric research and train pediatricians and pediatric subspecialists. The primary purpose of the Pediatric Institute is to align the goals and operations of the academic missions at Children's Healthcare of Atlanta and Emory University.

### Branding and identity goals

In creating this partnership, our goals are to:

- Clarify the two institutions' different roles.
- Provide a rallying cry for the people who work in the Pediatric Institute.
- Increase recognition that Children's is a national leader in pediatric outcomes, research and teaching and that Emory is our academic partner.

### Approach

Children's Healthcare of Atlanta and Emory University have strong, well-established brands at the local, regional and national levels. We do not wish to dilute those strong brands or create confusion in the market by introducing a third, separate brand when representing the Pediatric Institute.

Therefore, the joint Children's and Emory communications teams have not developed a new logo or brand for the Emory + Children's Pediatric Institute. Instead, the following guidelines direct usage of the Emory + Children's Pediatric Institute name in association with the Children's and Emory marks. It is important that any internal and external communications align with these brand guidelines and correct use of the approved assets. This document is intended to help Pediatric Institute employees and administrators and the Children's and Emory communications teams meet those standards.

### Development and approvals

This guide was developed by the joint Emory + Children's Pediatric Institute marketing and communications committee. To maintain the integrity of the Pediatric Institute brand and trademarks, all work bearing the Emory + Children's Pediatric Institute name and marks (except in cases using approved templates) must be reviewed and approved by the Pediatric Institute marketing and communications committee.

## Introduction and overview

### How to refer to the Emory + Children's Pediatric Institute

The Emory + Children's Pediatric Institute is considered an internal entity, and the name should not be used externally. When referring to the Pediatric Institute, on first reference, use the full name: Emory + Children's Pediatric Institute.

On second and any subsequent references, the name may be shortened to the Pediatric Institute.

The "+" within the Emory + Children's Pediatric Institute name should be spoken and read as the word "and." Thus, an initial reference in spoken communications would be correctly stated as "the Emory and Children's Pediatric Institute."

- Do not shorten the name of the Institute.
- Do not refer to the Pediatric Institute as "PI," "ECPI" or any other acronym.
- Do not shorten the Children's name to CHOA.

# Titles and credentials

## How to list titles

Physicians will retain their Children's titles and their Emory faculty titles.

Physicians should include their Children's titles and Emory faculty titles on the following externally facing materials:

- Business cards
- Poster presentations
- Conference credentials
- Email signatures

**Note:** When presenting to pediatric peers eligible to vote in U.S. News & World Report surveys, Children's should be listed first on all relevant materials (e.g., conference credentials, research poster presentations, panel discussions or speaking engagements at pediatric academic/association conferences or meetings).

Example:

**Name, credentials**

Children's Title  
Center Title, Center Name,  
Children's Healthcare of Atlanta  
Emory Title,  
Emory University School of Medicine  
Georgia Tech Title,  
Georgia Institute of Technology

Approved:

**Joan Smith, MD**

Pediatric Pulmonologist  
Director, Cystic Fibrosis Center,  
Children's Healthcare of Atlanta  
Professor of Pediatrics,  
Emory University School of Medicine

Not approved:

**Joan Smith, MD**

Professor of Pediatrics, Emory  
Pediatric Endocrinologist, CHOA

## Our name and logos

### Approved uses of the Emory + Children's Pediatric Institute name with the Children's and Emory logos

In general, when using the full Emory + Children's Pediatric Institute name, it should be clear that it is a partnership of Emory and Children's and not a stand-alone brand. The Emory and Children's Healthcare of Atlanta logos should not sit with the name. Instead, the logos should be placed in separate locations on the document (e.g., the bottom corners of a page).

Requests to use the Pediatric Institute name and/or logos outside of these guidelines must be approved by the Pediatric Institute marketing and communications committee.

#### **Approved uses:**

- Recruitment materials for academic physicians and providers.
- Materials related to employment with the Pediatric Institute, including benefits information and related online resources (iCims recruitment module).
- Letterhead for official Pediatric Institute business or documents used internally (e.g., offer letters, benefit details, policy documents, etc.).

# Our logos

## Internal uses of dual logos


Emory + Children's Pediatric Institute  
Benefits at a Glance



**HEALTH**

- Cost is shared between the Pediatric Institute and the employee
- Two types of Aetna plans:
  - Health Savings Account Plan**
  - Point-of-Service Plan**
- Prescription drug coverage is part of the employee medical coverage and is administered by CVS/Caremark
- The Pediatric Institute provides financial incentives for employee participation in healthy activities

**DENTAL**

Cost is shared between the Pediatric Institute and the employee

Two types of Aetna plans:

- Preferred Provider Organization (PPO) Plan**
- Dental Maintenance Organization (DMO) Plan**

**VISION**

100% employee paid.  
Employees may purchase optional vision coverage through EyeMed.

**LIFE AND AD&D INSURANCE**

**Basic Life**

- Employees are provided basic life insurance and AD&D at 3 times their annual salary up to a maximum of \$825,000
- Spouses and dependents are provided basic life insurance of \$2,000 per covered dependent

**Supplemental Life**

- Employees can purchase supplemental life insurance up to an additional 5 times their annual salary of up to a maximum of \$500,000.

- Spouses can be covered for an additional \$500,000 up to the maximum of the employees' supplemental coverage
- Dependents can be covered for an additional \$12,000 for children more than 6 months of age

**FLEXIBLE SPENDING**

The Pediatric Institute offers two types of Flexible Spending Accounts to help employees set aside pre-tax funds to pay for out-of-pocket expenses for medical care and dependent day care.

**FACULTY STAFF ASSISTANCE PROGRAM (FSAP)**

This program is designed to help employees enhance their personal and professional well-being through a variety of programs that promote physical, emotional, social, and occupational health. The program serves as a resource for faculty, staff, physicians, leader, and their family members.

**PAID TIME OFF**

All Pediatric Institute full-time and part-time employees (0.5 FTE or higher) are eligible for paid vacation and holiday time.

**Vacation Schedule:**

- Employees with 0-5 years of service will receive four weeks of vacation (20 days)
- Employees with 5+ years of service will receive five weeks of vacation (25 days)

**Holiday Schedule:** Eligible Pediatric Institute employees will be paid for the following seven holidays in addition to two personal days: New Year's Day, Martin Luther King Jr.'s Birthday, Memorial Day, Independence Day, Labor Day, Thanksgiving and Christmas.

**DISABILITY**

All Pediatric Institute full-time and part-time employees (0.5 FTE or higher) are eligible for paid vacation and holiday time.

**Salary Continuation:** 180 days of coverage at 100% of the employee's current base salary

**Long-term:** 60% of employee base salary (maximum of \$15,000 per month) if the employee is unable to work due to a non-work-related injury or illness after 180-day elimination period

**QUALIFIED RETIREMENT PLAN**

**403(b) Plan:** The 403(b) Savings Plan is a tax-deferred retirement plan, which allows employees to contribute a percentage of pay before taxes and receive a basic contribution and matching contribution from the Pediatric Institute. Contributions and investment earnings in a 403(b) grow tax-deferred until withdrawal (assumed to be retirement), at which time they are taxed as ordinary income.

- 6% base contribution
- 150% match of the first 2% of employee contributions for a 3% maximum match
- Employer contributions are vested after 3 years of service
- The plan has a Roth feature which allows for after-tax contributions

**NON-QUALIFIED RETIREMENT PLAN**

**457(b) Plan:** Highly compensated employees have the option of participating in the 457(b) Deferred Compensation plan, which allows employees to defer a portion of their compensation into investment funds that they select.

**RETIREMENT COUNSELING**

The Pediatric Institute retirement plan vendors (Fidelity Investments, TIAA and Vanguard) offer individual retirement counseling sessions on campus throughout the year.

**COURTESY SCHOLARSHIP**

A grant that covers tuition exclusively (not textbooks, fees or other miscellaneous charges), available to employees and their family members who apply and are admitted for enrollment in academic programs at Emory University. The percentage of tuition covered depends on their years of service.



**Children's**<sup>SM</sup>  
Healthcare of Atlanta



**EMORY**  
UNIVERSITY

For internal use only

Current internal dual logo usage

# Our logos

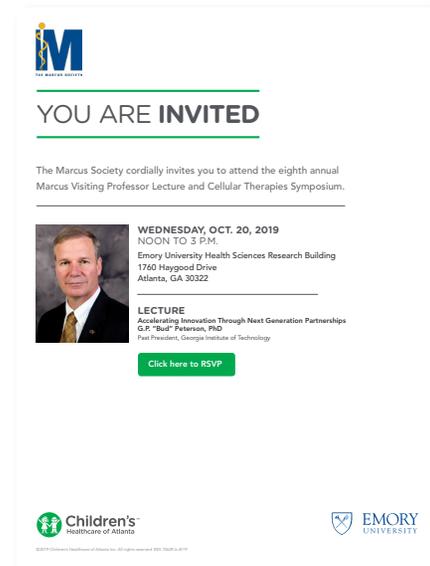
## External uses of dual logos

Because the Pediatric Institute is not an external brand, the partnership will generally be expressed through the use of the separate institutional logos.

For reference, below are the primary approved versions of the logos.

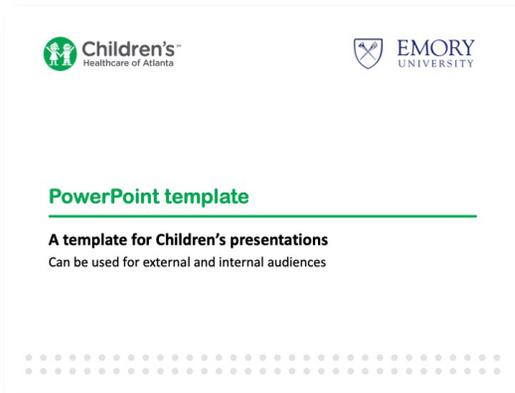
The two institutional logos should be spaced appropriately (consistent with each institution’s brand guidelines).

- No lines should exist between the two logos.
- Logos should have a large space in between them—at least the width of the Emory University horizontal logo.
- These dual logos may be used in opposite corners of a document, with the Children’s logo on the left and the Emory logo on the right. Appropriate spacing must still exist around each logo as specified in the each institution’s overall branding logo guidelines. Only the logo versions below may be used.



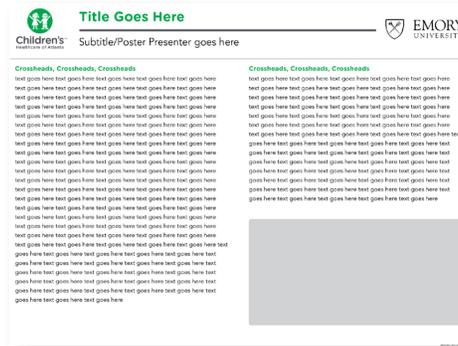
# Our logos

## Approved templates and uses of dual logos



Presentation templates for academic presentations at local, regional or national conferences that include Emory University faculty or resources and a clinical connection to Children's Healthcare of Atlanta

**Note:** Conference sponsorship listings, including those for Pediatric Academic Societies (PAS) and American Academy of Pediatrics (AAP), should use only the Children's logo.



Research poster presentations involving Children's and Emory  
 Conference registrations  
 Participants should list affiliation as "Children's Healthcare of Atlanta and Emory University."

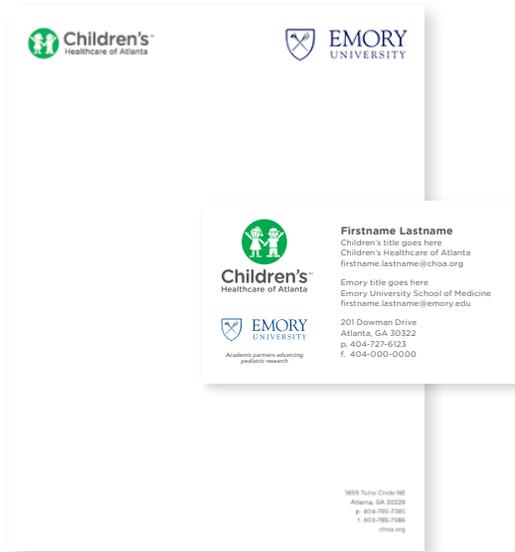


Lab coats  
 Placement of the two logos shows Children's as the clinical care provider supported by Emory research.

**Note:** There is no pre-approved use of dual logos on premium items. Allowed uses will be determined on a case-by-case basis and any requests must be approved by the Children's and Emory marketing teams.

# Our logos

## Approved templates and uses of dual logos



Business cards and stationery

**Note:** Approved co-branded versions of business cards and stationery are available for order through the Children's stationery portal.



Email signature



Zoom background

# Our logos

## Approved templates and uses of dual logos with Aflac Cancer and Blood Disorders Center logo

In all instances in which Emory, Children’s, and the Aflac Cancer and Blood Disorders Center have a partnership that needs to be demonstrated through use of logos, use a lockup of the Children’s and Aflac Cancer and Blood Disorders Center logos and make sure Emory stands alone. Below are examples of approved uses of these logos together:



Business cards and stationery

**Note:** Approved co-branded versions of business cards and stationery are available for order through the Children’s stationery portal.



Email signature



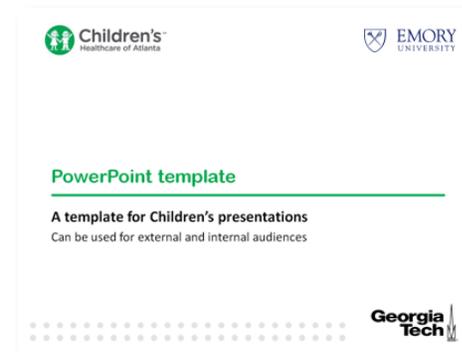
Zoom background

**Note:** Conference sponsorship listings, including those for Pediatric Academic Societies (PAS) and American Academy of Pediatrics (AAP), should use only the Children’s logo.

## Our logos with other institutions

### How to refer to relationships with other institutions

When referencing an initiative, project or collaboration that includes other external institutions, (e.g., Georgia Institute of Technology or the Centers for Disease Control and Prevention), only the institutional names should be used. In these and other instances, we do not co-brand with other institutions on business cards, wearables or premium items.



Example: Children's Healthcare of Atlanta, Emory University and Georgia Institute of Technology have collaborated to develop a scholarship program for young engineers interested in developing pediatric technologies.