Table of contents
Guidelines on the following topics are included in this document:

4 How to refer to the Emory + Children’s Pediatric Institute

5 How to list titles

6 Approved uses of the Emory + Children’s Pediatric Institute name with the Children’s and Emory logos

7 Internal uses of dual logos

8 External uses of dual logos

9 Approved templates and uses of dual logos

11 How to refer to relationships with other institutions

Contributors

Children’s Healthcare of Atlanta
Tim Whitehead, Vice President, Marketing, Communications and Physician Outreach
Erin Singer, Director, External Communications
Amy Lottinger, Director, Internal Communications
Marcy Peeler, Manager, Marketing

Emory University
Vince Dollard, Associate Vice President, Communications, Emory School of Medicine
Jen King, Director, Communications, Emory School of Medicine
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 Pediatric Institute will be leveraged to align the goals of the academic mission 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.
How to refer to the Emory + Children’s Pediatric Institute

Generally, members of the Pediatric Institute should only refer to the entity internally. 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.
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,  
Children’s Healthcare of Atlanta  
Emory Title,  
Emory University School of Medicine  
Georgia Tech Title,  
Georgia Institute of Technology

**Approved:**

**Joan Smith, MD**
Pediatric Endocrinologist, 
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
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 in other ways 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.)
HEALTH
• Costs are shared between the Pediatric Institute and the employee
  1. Health Savings Account Plan
  2. 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 lifestyle activities

DENTAL
• Costs are shared between the Pediatric Institute and the employee.
  1. Preferred Provider Organization (PPO) Plan
  2. Dental Maintenance Organization (DMO) Plan

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

LIFE AND ACCIDENT INSURANCE
Basic Life
• Employees are provided basic life insurance and AD&D to 2 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 5 times their annual salary of up to a maximum of $500,000.

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

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 the employee’s years of service.

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 their base salary and receive a basic contribution and a match from the Pediatric Institute. Contributions are invested in stocks, bonds, and diversified funds.

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.

NON-QUALIFIED RETIREMENT PLAN
Faculty and staff who are eligible for 403(b) or 457(b) plans may make contributions in addition to those made with the Pediatric Institute. Contributions are invested in stocks, bonds, and diversified funds.

FLEXIBLE SPENDING ACCOUNTS
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 faculty, staff, physicians, leaders and their family members enhance their personal and professional well-being through a variety of programs that promote physical, emotional, social, and occupational health.

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.

For internal use only
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 the institutional 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.
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**

**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**

**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.
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 via the Children’s stationery portal.

Email signature

Introductory slide for Page 2 of PowerPoint template

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

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.

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.