MSK Kids
Memorial Sloan Kettering

Our brand

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Our identity and values

Brand platform

Purpose
Why we do what we do

United for your child

To fully support your child and family by bringing together a unique combination of leading people, science, and care

Commitments
What we deliver

Complete focus on cancer, ensuring specialized experts with unparalleled experience make the right diagnosis to set your child on the right treatment path for them

Fully supported families, through compassionate teams that seamlessly come together across disciplines, knowing your child as a person and a patient

Tailored treatment plans, informed by a profound understanding of your child and their disease, enabled by access to the broadest set of treatment options—including groundbreaking therapies

Proactive and responsive care, engaging the right partners, specialists, and complementary services to meet the needs of your child and family

Design principles
How we feel

Welcome everyone

Inspire confidence

Thoughtfully care

Illuminate hope

Brand narrative

At Memorial Sloan Kettering, we're driven by a single purpose: to conquer cancer. At MSK Kids, our teams of experts, within the Department of Pediatrics and throughout MSK, are committed to making that vision a reality.

Each day, we work relentlessly for the kids and young adults we treat, their families, and everyone facing pediatric cancer. Our greatest strength has always been bringing together leading people, science, and care to fuel breakthroughs that enable successful outcomes and healthier lives for our patients and patients everywhere.

But cancer can't be treated with science alone. That's why we care for our patients with deep compassion and empathy, working to comprehensively understand each child, each diagnosis, and each family. With this understanding, we unite with our patients and their families as partners, working together through treatment and beyond to consider every possible option and ensure they receive the best, individualized care.

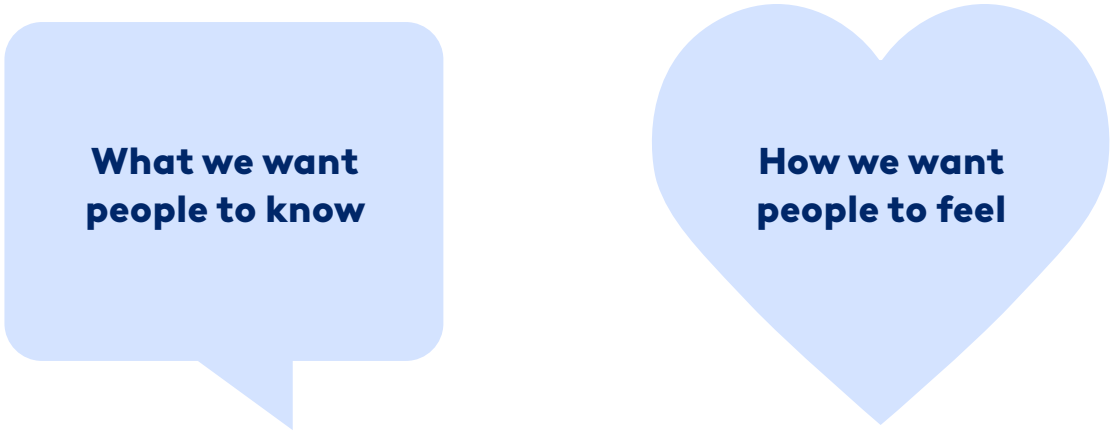
Each and every day, we bring a combination of fierceness and compassion to fight cancer and help every family that comes to MSK Kids feel more confident and hopeful on their path forward. Until there's a cure for every pediatric cancer diagnosis, we'll continue fighting, supporting, and caring for kids and their families.



Our brand voice

Our voice is our unique way of communicating

It lends a unique energy to stories we tell and helps drive the relationships we build. It's more than what we say—it's how we say it.



Messaging and proof points

Voice and expression

Introduction to our brand voice

Our brand voice is a powerful tool for connecting emotionally across different contexts and with all of our audiences.

It can help us break from typical health care communications and, instead, put forth a unique personality that sets us apart from peers and helps us connect with all of our audiences.

We are your fierce advocate.

How do we activate this?

Our brand voice doesn't dictate *what* we say, but *how* we say it. In the following pages are the elements that help us embody **your fierce advocate** in a way that's distinctive and true to us:

- Our brand voice narrative, on **page 9**, is high-level inspiration for how we speak—bringing more empathy, expertise, and guiding gestures to everything we do.
- We follow a specific set of brand voice **cues**—small, branded verbal behaviors—to show our personality across audiences and communication intents. These start on **page 10**.
- A set of best practice **tips** ~~help~~ us strike the right balance of humanity and formality outside of our cues. Find these on **page 26**.
- We also apply guidance on how to **flex** by context—just like a real person adjusts their tone based on who they're talking to in a given moment. See **page 27** for this.

Our brand voice narrative

We're in your corner, today and every day—dedicated to working relentlessly for kids and families facing pediatric cancer.

We are your fierce advocate.

Your fierce advocate:

- Provides a foundation of expertise to inspire trust
- Shows progress using pertinent, real-world examples
- Brings empathy and fierceness, when the time is right for each

You can count on our team to be by your side and work our hardest for you. You'll see it when we break down complex topics clearly, and share past successes and new innovations that are relevant to your care.

As we do that, we're also here to listen—to your questions, your concerns, and your needs—and to help you find strength and feel comfortable in our care.

And we will always drive forward, confronting challenges head-on and pushing boundaries for you, your family, and everyone facing a pediatric cancer.

Using our voice across six communication intents

This section has cues that can help us activate our brand voice in a distinctive, ownable way across our communication intents:

Build awareness	Educate	Get you here	Treat and support	Continue to support	Drive donations
How do we expand our reach and grow awareness of our capabilities?	How can we provide resources and materials in our area of expertise?	How can we encourage potential patients and recruits to choose us?	How can we provide the right treatments and support with empathy and dedication?	How can we enable vibrant lives for patients and families after treatment?	How can we attract support for our patients and our research?
	Point of diagnosis				
turn to **page 11**	turn to **page 13** and educate about research on **page 15**	turn to **page 17**	turn to **page 19**	turn to **page 21**	turn to **page 23**

To use our unique voice consistently, aim to use a few of these cues in each piece you write. Feel free to mix and match across intents if a given cue makes sense in your communication.

Build awareness

Building awareness of MSK Kids means reaching beyond those in our current community—including people who may not want to think much about childhood cancer. We recognize this reluctance, and never meet it with scare tactics, but with optimistic messages about our capabilities, and the care and dedication that we show our patients every day. We do this with confidence and warmth, so all can understand the commitment that MSK Kids has to our patients and to our cause.

Using our voice across six communication intents

Build awareness

Expanding our reach and growing awareness of our capabilities

Signature copy cues:

Be bright. Be brief.
Short, declarative sentences are an excellent tool when we need to instill confidence quickly. When showing who we are, what we do, or our impact—like our credentials or treatment approach—we use such sentences to show we know the right way, right away.

Show our heart
Our team has more than just the skills for the job—they have heart and dedication that always work hard for you. From clinicians to support staff, we're all proud of our collective calling, and always eager to show how strong we are when we work together—whether in broader statements or personal stories.

Be relentless
There's a lot of "fighting" language in the world of cancer care that can feel aggressive or trite. But we can't understate our commitment to supporting our patients and beating the conditions they face. So when context calls for it, we bring stronger, fighting language into the mix, to show our conviction on behalf of patients in our care, and beyond our walls.

Float like a butterfly
When proudly claiming the benefits of our therapies and care, metaphor, simile, and hyperbole are effective and engaging ways to show our strength without being boastful. We use these poetic devices to add texture and color, and facilitate emotional connection.

It could sound like:

Serious impact.
Unprecedented precision.
For some of our patients, Proton therapy is a stronger treatment option with fewer side effects.

"I hopped between a few hospitals early in my career, but just passed my 15th year at MSK. I could never leave a place where everyone is so singularly dedicated to helping kids and finding cures."

No one fights harder for pediatric cancer patients.
The most treatments. Unmatched experience caring for children.

Strong enough for leukemia.
Gentle enough for imaginary friends.

This cue also works for **Educate, Get you here,** and **Drive donations**

This cue also works for **Educate, Get you here, Treat with care, Continue to support**, and **Drive donations**

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Educate

Our audiences look to us for expertise in our field. In many cases, they feel confused or overwhelmed as they try to navigate dense concepts, especially if they are facing a recent diagnosis. So when we educate, we actively work to make all of our content accessible, depending on the audience or groups it's intended for. No matter what, we present our conclusions confidently and with a hopeful eye to the future, to help build our brand and give confidence to patients and families who need it.

Using our voice across six communication intents

Educate

Providing resources and materials in our area of expertise

Signature copy cues:

Give clear labels

Sometimes, calling something only by its full medical name will mean losing our audience. When we're explaining a complex topic like the chemistry of a particular treatment or a jargon-y hospital term, we use simpler labels and terms to make it easy for everyone to understand and remember what we're saying—especially our younger patients or a general population audience.

A quick "why"

If we need to share a lot of information or introduce an inconvenient process, it can be helpful to offer a quick explanation of why something needs to be done, or is the way it is. Taking a second to do this before moving on to the next detail can help our audience feel more empowered and clued-in.

A peek behind the curtain

Education doesn't have to be academic, all the time. Our team can strengthen connections, even with those who know us best, by offering inside looks into interesting things about our team and operations they might not otherwise see. What's happening in the lab? How do we store all the IV fluids? Kids are curious by nature—let's embrace that.

Anticipate questions

Cancer care, education, and research can be overwhelming for many, and people don't always know where to start. In educational moments, we help guide them by pointing to common questions, or preemptively sharing information that has been useful to others.

It could sound like:

This shot is called a granulocte colony-stimulating factor, but you should just think of it as a speed-booster to help your body develop white blood cells faster.

You'll need to start fasting 12 hours before your surgery is scheduled to begin—food in your system can interfere with the anesthesia we give you. It's generally OK to take pills within 12 hours, but double-check with your surgeon.

How's that work? MSK's elevators
Those elevators you ride up and down to see your doctor? They couldn't work without this room, which sits lower than anywhere patients or parents are allowed. It's filled with computers and pulleys that are as wide as a city bus.

A lot of people ask:
Can I eat before surgery? see p3
Who should come with me? see p4
What should I wear to the hospital? see p7

This cue also works for **Treat with care** and **Continue to support**

This cue also works for **Get you here, Treat with care, Continue to support,** and **Drive donations**

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Educate (research)

Presenting research content often means dealing with dense and difficult topics. When we do this, we want to ensure that our readers understand what we're saying, and show our expertise without being boastful. So we state conclusions and breakthroughs strongly, and clearly link them back to our team. We also consider the audience, and write in a way that even the group with the least experience can easily understand the message of each piece.

Using our voice across six communication intents

These are research-focused examples for cues in our Educate intent.
Find cues that also work for **Research-focused Educate** moments in green throughout.

Educate (research)

Providing resources and materials in our area of expertise.

Signature copy cues:

Give clear labels

Sometimes, calling something only by its full medical name will mean losing our audience. When we're explaining a complex topic like the chemistry of a particular treatment or a jargon-y hospital term, we use simpler labels and terms to make it easy for everyone to understand and remember what we're saying—especially our younger patients or a general population audience.

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Anticipate questions

Cancer care, education, and research can be overwhelming for many, and people don't always know where to start. In educational moments, we help guide them by pointing to common questions, or preemptively sharing information that has been useful to others.

It could sound like:

Dr. Karajannis' team categorized over 100 brain tumors by taking a methylation profile—think of it as a molecular fingerprint—of each tumor to see how it behaved.

If you're reading this study and feeling concerned about your family history of cancer, I recommend talking to **a genetic counselor.** They're specially trained to give personalized guidance and recommendations about your family's individual cancer risk.

Research being done in the Niehaus Center's labs will help us find new ways to detect cancer earlier using patients' genes. **Take a look inside one of these labs with Dr. John Petrini.**

Here's what this article covers:

- **What is neuroblastoma?**
- **What is naxitamab?**
- **What's the news about naxitamab?**
- **How does naxitamab help patients with neuroblastoma?**
- **What happens next?**

This cue also works for **Treat with care** and **Continue to support**

This cue also works for **Get you here, Treat with care, Continue to support,** and **Drive donations**

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Get you here

Encouraging patients and their care teams to choose MSK Kids for treatment demands demonstrating the vital role we'll play in their care. This moment can hold significant weight and emotion for patients and their families, and we always work to consider and respect the many things they may be feeling. In light of worries about making a wrong decision and about everything that is to come, we emphasize our dedication to each patient and share the appropriate details of our expertise with sensitivity that recognizes the gravity of the moment.

Using our voice across six communication intents

Get you here

Encouraging potential patients and recruits to choose us.

Signature copy cues:

The power of repetition

Great leaders inspire their audiences with resolve, which they show through anaphora, or poetic repetition. We use it in high-level messaging like headlines, to reinforce our dedication and demonstrate our relentless focus on working for patients.

Here for you

Fighting cancer is extremely personal, but that doesn't mean a patient should ever feel like they're in it alone. Quick, well-placed reminders that we're here for them go a long way in showing that an entire team of care experts is ready to support them, no matter what.

Realistic optimism

We never downplay the difficulty of what we do, or of what our patients face—but we don't dwell on it either. Drawing attention to good news and bright spots, while remaining grounded in reality, can help shine light in challenging times.

Elevate the everyday

Facing the challenges of cancer care shouldn't mean losing sight of what it means to be a kid, and the value of life's small moments. We illuminate the beauty of the everyday as a reminder of what all of us—patients, caregivers, and staff—are fighting for.

It could sound like:

With care.
With dedication.
With the most options to treat your child.

If you have any questions that aren't covered in this booklet, we're always happy to answer them. Give us a ring at the number below, or ask your doctor or nurse.

Chemo may make you feel tired and upset your stomach, wherever you receive it. But only MSK Kids has an integrative medicine team focused entirely on helping pediatric cancer patients deal with these symptoms.

At 7 AM, Talia's in the clinic receiving chemo.
By 7 PM, she's at home enjoying taco night with her family.

This cue also works for **Build awareness** and **Drive donations**

This cue also works for **Build awareness, Educate, Treat with care,** and **Continue to support**

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Treat with care

When patients come to MSK Kids, they receive not just treatment, but care. The experience can be full of ups and downs, and patients and their families naturally can feel anxious throughout the process. That's why we work extra hard to show warmth and dedication, and treat each of our patients as a whole person. Acknowledging their overwhelming situation can go a long way, and speaking boldly, frankly, and optimistically about the way forward can instill confidence by showing the fierce commitment of the team in their corner.

Using our voice across six communication intents

Treat with care

Providing the right treatments and support with empathy and dedication

Signature copy cues:

Be upfront

When difficult news or procedures are the order of the day, beating around the bush only makes things worse. We acknowledge when things are hard, so patients know what to expect, and back up with facts and details when possible.

Break down the process

Ambiguity can make hard times even harder. To help give you a clear handle on what's to come, we break down processes like treatments and procedures into simple steps—it helps keep everyone informed and on the same page.

Speak at eye level

Kids are at the center of what we do—we make sure they feel heard without patronizing them. That means when we answer their questions and explain their care, we use simple, practical language that's age-appropriate but not belittling.

Care for the whole patient

When you view patients holistically, the hours between checkups are just as important as the ones during them. To this end, our teams give kids opportunities to share their feelings, thoughts, and preferences at any point, to help them feel heard and be better taken care of.

It could sound like:

Heads up: This CT scan requires a bigger needle, which means the injection is going to hurt a bit more than usual. We wouldn't do it if it weren't necessary—it lets us get the better-quality picture of your tumor that we need to ~~treat.~~

5. Your child will wake up from surgery in the Post-Anesthesia Care Unit (or PACU), where we'll keep a closer eye on them for a few hours.

6. Once your child is more awake and alert, we'll move them back to their regular hospital room.

When you wake up from surgery, your family will be there with you. You'll also hear a lot of beeps ~~ands noise—that is the~~ that's watching things like your heart rate and blood pressure. You can ask your nurse what each one is doing.

Sometimes chemo can make foods taste a little different.

If you don't like your lunch, feel free to place another order and we'll bring it up as soon as we can.

This cue also works for **Educate** and **Continue to support**

This cue also works for **Educate, Get you here, Continue to support,** and **Drive donations**

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Continue to support

Patients remain a part of our community long after they finish treatment. We keep in touch to help support their overall health, and to learn about the full, vibrant lives they're living—which always makes us proud. We're not bashful about showing that pride, and building them up as they return to normalcy after a difficult journey. In some moments, we also share in their relief; in others, we reassure them about their health. Throughout, we act as a supportive, encouraging resource they can always turn to.

Using our voice across six communication intents

Continue to support

Enabling vibrant lives for patients and families after treatment

Signature copy cues:

Be proactively helpful

Because our team is always looking out for your best interests, we actively send relevant content and tips to help patients do their best. Even in functional notices, like appointment reminders, we can seize the opportunity to include a helpful tidbit.

Take a quick look back

The real world moves fast, and we don't want patients to forget how far they've come. While it's important to remember that we never know everything about a patient's life today, we can take a brief look back to celebrate how far they've come since their treatment with us.

Reinforce your strength

Our team helps ordinary people rise to extraordinary circumstances. When a patient or caregiver is about to face something especially daunting—from getting back into school to having their last monthly checkup—we throw in a quick reminder that the strength inside them will go a long way.

It could sound like:

Your survivorship checkup is almost here.
Here are some things to think about before coming in:

Would you believe it? It's been 5 years since you last stayed with us on the 9th floor. We'd love to hear about what you've been up to.

For whatever support you need, our psychologists and social workers are here as you transition back to school. You've been so strong through treatment, and we're all rooting for you.

This cue also works for **Treat with care** and **Drive donations**

This cue also works for **Educate, Treat with care,** and **Drive donations**

This cue also works for **Get you here, Treat with care,** and **Drive donations**

Drive donations

Our donors play a key role in our community. Their passion for our cause enables us to do all that we can for our patients and their families—from uncovering new and better treatments to creating warmer environments in our clinics. So, when we encourage donations, we inspire them with a hopeful eye towards the future, and highlight the concrete impact that they've created for our community today.

Using our voice across six communication intents

Drive donations

Attracting support for our patients and our research

Signature copy cues:

Emphasize our difference

When telling human stories, we narrow in on why we were the right—and possibly only—solution for them. We highlight the factors that set us apart from competitors and made MSK Kids the best choice for the patient.

On to the next

Some of the world's best fighters cite their accomplishments, before looking to their next great achievement. We can similarly inspire confidence by sharing a milestone we already have under our belt, and tying it to a related innovation that we're working on now.

Show real impact

A donation is more than just dollars, and we want to show the impact it has on the kids and families that we treat. We focus on the real-life impact beyond the dollar sign, from the number of people helped to the emotional thrust of new equipment.

Grow the community

Our community isn't limited to our team in the hospital—it stretches to everyone who helps us further our mission. We use collective language to highlight the essential role that donors and other helpers play as a part of the MSK Kids community.

It could sound like:

Our treatment made the difference. Valentina was treated for osteosarcoma at three different hospitals, until a clinical trial at MSK Kids got her back on her feet in ballet class.

Immunotherapy was born at MSK more than a century ago. Now, our scientists are uncovering more than we've ever known about how the immune system recognizes and responds to cancer cells.

Thanks to your gifts over the last five years, we've increased the chance of survival from 0% to 60% for Lilly and other kids facing metastatic neuroblastoma.

We're always working to find (and fund) better treatments, like omburtamab. We developed it here, and now the FDA has granted it Breakthrough Therapy Designation—giving more hope to neuroblastoma patients and their families.

This cue also works for **Build awareness, Educate, Get you here** and **Continue to support**

This cue also works for **Build awareness, Educate, Get you here** and **Continue to support**

This cue also works for **Build awareness, Educate,** and **Get you here**

This cue also works for **Treat with care,** and **Continue to support**

Best-practice tips

Beyond our branded cues, these tips help us ensure that we're using the right level of formality and humanity for a given piece.

While we aim to use a few cues in each communication, we use these best practices throughout everything we create.

Best-practice tips

More technical tips

- ☐ **We talk like real people,** because our audiences are real people. That means using everyday words in place of scientific jargon or "hospital speak," and feeling comfortable with contractions and other word choices that are conversational, but not too informal.
- ☐ **We use warmer, inviting pronouns** that allow us to make a more personal connection with our patients and families. We focus on "you," and when we do talk about ourselves, we say "we" and "us" instead of something more formal like "the hospital."
- ☐ **We use active phrasing** to demonstrate that we're always working on behalf of our patients. That means choosing lively words and using the active voice ("we are researching") instead of the passive voice ("research led my MSK Kids doctors") whenever we can.
- ☐ **We vary our sentence structure** to help keep our audience engaged—because real people don't speak in run-ons.
- ☐ **We keep things concise** to get our messages across effectively and not overburden our audience.

More emotional tips

- ☐ **We're driven by empathy,** and we make sure that comes through in our communications. We always start by looking at an audience's perspective and considering how we can best approach their feelings in that moment.
- ☐ **We keep it personal,** because cancer care is personal. That means address people by name, or in the second person, to lend a warmer, more personal feel to the materials they receive.
- ☐ **We recognize the gravity of the situation.** Part of being empathetic is remembering that, while we're confident in our ability to help patients, nothing is guaranteed, and they will be forever changed by their experience here. That means showing restraint in important moments, and never getting too over-the-top when sharing something positive.
- ☐ **We're always MSK Kids.** Our messaging and our audiences vary, but we always appear as your fierce advocate, just flexed, based on context. This consistency instills confidence in patients and other members of our community.

Flexing our voice

Just as you adapt the way you speak for work, home, or going out, we flex our voice based on our context and audience. But, we always use our cues and maintain a tone that shows we are **your fierce advocate.**

1. Potential patients and families

The general population

2. MSK patients and families

Current and former patients, and their parents and families

3. Outside physicians

Physicians who may refer patients (e.g., ED, PCP, family, or friends)

4. Outside oncologists

Oncologists at other institutions who may refer patients

5. Employees

All MSK employees and potential recruits

6. Donors

Anyone who may donate time, blood, goods, or money to MSK

Our primary audience is the general population, who may not want to think about pediatric cancer, but with whom we want to gain top-of-mind awareness in case they ever need to quickly choose where to go for care.

Flexing our voice

Ask yourselves these questions to help determine how to flex our voice for a given communication.

Who?	What?	How?	When?
• Who is our audience (or audiences) for this piece? • How well do we know them?	• What type of message is this? • What tone is appropriate for the subject matter?	• What's the best method to get this particular message across? • What are effective ways to integrate visuals and copy?	• When is our audience seeing this? • Is it part of a larger conversation?
Talking to a donor or a patient we've known for a while? **You have more flexibility to show personality.** Talking to a referring physician or a prospective patient and their family? **Probably better to keep things a bit more buttoned-up.**	Good or more neutral news? **We can sound optimistic and show more boldness.** Bad news or a sensitive topic? **Use more restraint and approach it delicately.**	Sharing a simple message? **A poster or e-sign could work well.** More complex information? **Consider a brochure, web page, or both. And discuss with designers to ensure we're delivering information in the most effective way as your fierce advocate.**	This one isn't an either/or—it's a bit more nuanced. **Consider where this piece falls in the audience's broader experience. It should feel connected to other communications they've received from us in tone and style.**

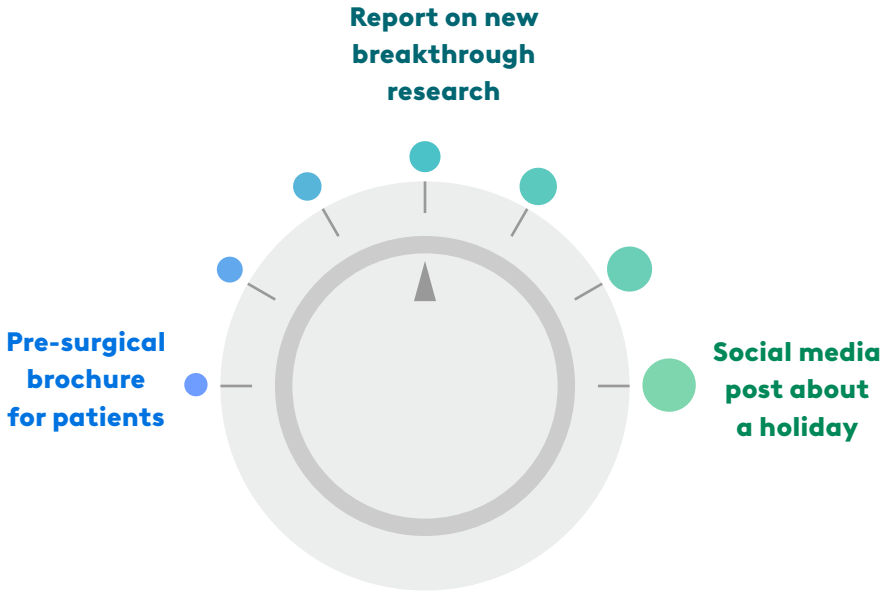
Flexing our voice

Depending on the answers to the questions on the prior page, we dial different elements of our personality up or down.

For example:

- In moments like social media posts or social spaces for patients, it may be right to show a more distinctive, upbeat side of your fierce advocate.
- In more sensitive moments, for example, a brochure on your disease or an upcoming procedure, we need to be more restrained and caring.
- When we share research and new developments, we need to show strong, confident scientific acumen.

In many moments, we need to show a mix of these elements. Consider how the audience for a piece will feel is the best guide for exactly what to dial up and down.



Checklist for writing in our voice

Once you've read and digested our voice guidelines and, you can use this checklist as a cheat sheet while writing in the MSK Kids voice.

Voice

Ask if your communication:

- ☐ Delivers on its main intent?
- ☐ Appropriately balances fierceness and compassion given the subject matter and surrounding context?
- ☐ Sounds like a real person, using everyday language and avoiding technical language?
- ☐ Uses warm pronouns like "you," "we," and "us"?
- ☐ Speaks actively (e.g., "MSK Kids is researching") instead of passively (e.g., "research done at MSK Kids")
- ☐ Includes 2-3 of **your fierce advocate's** cues (depending on the length of your piece) to sound recognizably like MSK Kids?

Content

Ask if your communication:

- ☐ Concisely and directly delivers your main message?
- ☐ Varies in sentence structure and length?
- ☐ Has a clear target audience?
- ☐ Reflects our purpose to unite for each child facing pediatric cancer?
- ☐ Considers all all aspects of the MSK Kids brand—balancing our dedication to delivering expertise and care?
- ☐ Puts forward the strongest message from our playbook to help achieve your intent for this target audience?

Core visual elements

Our toolkit

These are the building blocks of our visual identity. We carefully follow our guidelines to ensure we build a strong recognizable MSK Kids brand.



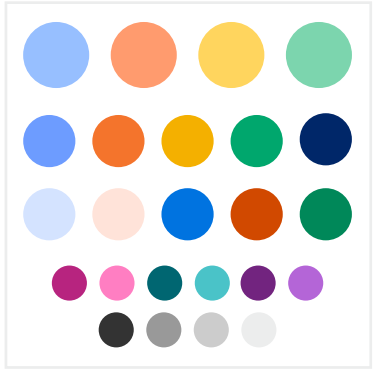
Logo



Hero imagery



Secondary imagery



Color



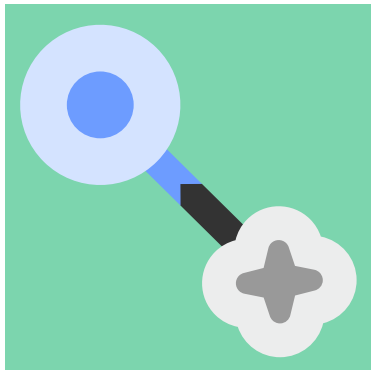
Typography



Voice



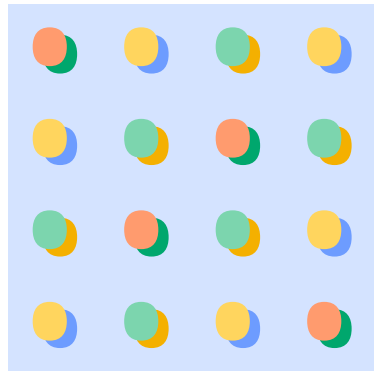
Iconography



Infographic



Illustration



Pattern

Our logo

Our logo demonstrates our dedication to bring warm, but innovative care to all patients facing pediatric cancer. The symbol draws strong connections to the Memorial Sloan Kettering master brand, while a unique thumbprint treatment underscores our commitment to treating kids of all ages. The MSK Kids logotype features a special “K” treatment that references the arrow in our logo and highlights our unique personality. We use a descriptor that spells out the acronym in our name as we continue to build recognition.



Primary logo and clear space

Our logo helps our audiences identify us. We never alter, modify, or recreate it, because doing so would dilute the value of our brand.

Our logo should always be taken from the electronic files provided as .ai and .png formats, and it should always be used in its entirety.

Logo clear space

Our logo must be easily seen and recognized. Do not crowd it with other images or type. Do not print it over busy or heavily patterned images, which will limit its visibility.

Note: Exceptions to our clear space rule may be made on a case-by-case basis when the application space is limited (such as lanyards.)

Descriptor

We always use the descriptor with our logo, unless audiences are already in a Memorial Sloan Kettering environment.

Our full color logo

MSK Kids
Memorial Sloan Kettering

Clear space



Logo variations

Full color logo
This is our primary logo and it should be used when the background is white or one of our pastel tones.

White thumbprint logo
Use the white thumbprint logo when the background is in one of the light or mid tones from our color palette, or on an image if the Light Blue thumbprint does not appear clearly.

Reversed logo
Use our reversed logo when the Dark Blue logotype does not clearly appear on a color or image background. Use this version when the background is in one of the dark tones from our color palette.

Black-and-white logo
Use only when color printing is not available (e.g. fax.)

One-color logo
Use when two-color printing is not available (e.g. budget screen printing.)

Full color logo



White thumbprint logo



Reversed logo



Black-and-white logo



Reversed black-and-white logo



One-color logo



Reversed one-color logo



Inappropriate use of our logo



Do not alter the color of our logo.



Do not add visual effects, such as drop shadows, to our logo.



Do not reposition or change our logo.



Do not use our logo on small social media or email applications where it is not clearly legible.



Do not use the logo on incorrect background ~~color~~.



Do not swap elements in our logo.

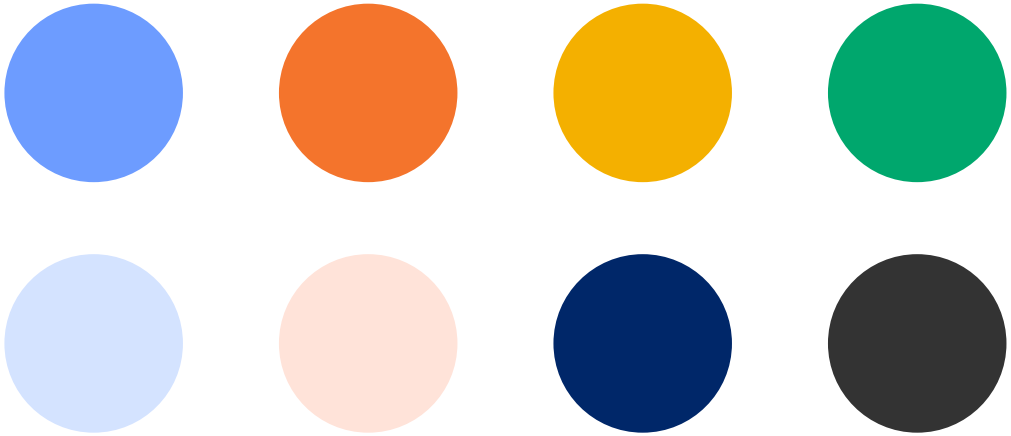
Our colors

Color plays a critical role in the way that we express our brand. Our warm and welcoming color palette has been carefully chosen to be broad enough to provide flexibility, but curated to ensure consistency.

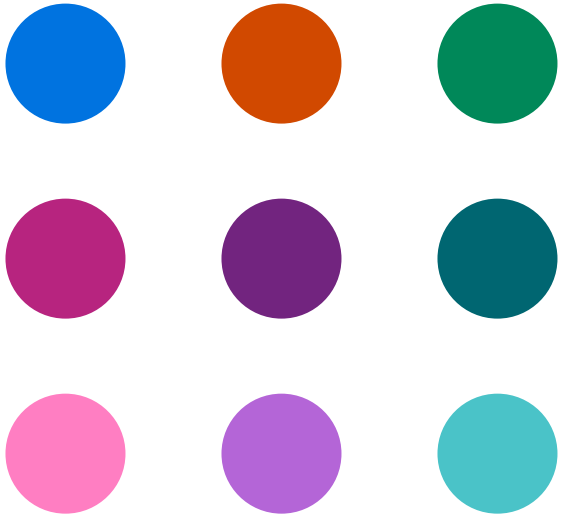
Primary (light tones)



Secondary (mid tones, pastel tones, and dark tones)



Accents



Neutral



Color specifications

Light tone

These are our primary colors. We use them on the most visible part of any application (e.g. hero photography backgrounds, brochure covers, ~~powerpoint~~ covers etc.,) as well as in any illustrations or patterns.

Mid tone

Our mid-tone colors are used secondarily, for example, as brochure or PowerPoint dividers. They can also be used in information graphics, illustrations, or patterns.

Pastel tone

Our pastel tones are used for backgrounds, information graphics, illustrations, or patterns.

Dark tone

We use our dark tones for text. Dark Blue should be used for headlines or big messages, while Dark Gray should only be used for body text.

Light tones	Pantone	CMYK	RGB	HEX
Light Blue	Pantone 284 C	59 / 17 / 0 / 0	151 / 191 / 255	#97BFFF
Light Orange	Pantone 2023 C	0 / 48 / 51 / 0	255 / 155 / 110	#FF9B6E
Light Green	Pantone 346 C	53 / 0 / 51 / 0	124 / 213 / 174	#7CD5AE
Light Yellow	Pantone 134 C	0 / 15 / 63 / 0	255 / 213 / 94	#FFD55E

Mid tones	Pantone	CMYK	RGB	HEX
Mid Blue	Pantone 279 C	68 / 34 / 0 / 0	109 / 156 / 255	#6D9CFF
Mid Orange	Pantone 2026 C	0 / 68 / 76 / 0	243 / 116 / 44	#F3742C
Mid Green	Pantone 2416 C	82 / 0 / 62 / 11	0 / 167 / 109	#00A76D
Mid Yellow	Pantone 130 C	0 / 32 / 100 / 0	244 / 176 / 0	#F4B000

Pastel tones	Pantone	CMYK	RGB	HEX
Pastel Blue	Pantone 277 C	35 / 9 / 0 / 0	212 / 227 / 255	#D3E3FF
Pastel Orange	Pantone 489 C	0 / 22 / 21 / 0	255 / 227 / 217	#FFE3D9

Dark tones				
Dark Blue	Pantone 280 C	100 / 90 / 29 / 24	0 / 39 / 105	#002769
Dark Gray		0 / 0 / 0 / 95	51 / 51 / 51	#333333

Color specifications (continued)

Accents

Accents are used in illustrations, charts, and graphs, and when necessary, in information graphics. Accent Blue, Accent Orange, Accent Green, Accent Plum, Accent Violet, and Accent Teal pass web compliance and are safe to use for text on a white background. Use Accent Blue for sub-headlines, hyperlinks, etc. and use other colors when differentiation is requred (e.g. a visited hyperlink.)

Neutrals

Our neutral colors should be used for content separation in backgrounds or, when necessary, in illustrations.

Accents	Pantone	CMYK	RGB	HEX	
Accent Blue	Pantone 3005 C	100 / 35 / 0 / 0	0 / 115 / 224	#0073E0	
Accent Orange	Pantone 7597 C	0 / 87 / 100 / 6	209 / 73 / 0	#D14900	
Accent Green	Pantone 3288 C	100 / 23 / 73 / 9	0 / 136/ 89	#008859	
Accent Plum	Pantone 241 C	29 / 98 / 15 / 0	183 / 36 / 127	#B7247F	
Mid Plum	Pantone 2037 C	0 / 60 / 0 / 0	255 / 126 / 194	#FF7EC2	
Accent Violet	Pantone2597 C	82 / 100 / 0 / 2	114 / 36 / 127	#72247F	
Mid Violet	Pantone 265 C	50 / 68 /0 / 0	180 / 101 / 215	#B465D7	
Accent Teal	Pantone 7474 C	100 / 37 / 44 / 10	0 / 102 / 113	#006671	
Mid Teal	Pantone 319 C	66 / 0 / 21 / 0	74 /195 / 200	#4AC3C8	

Neutrals	Pantone	CMYK	RGB	HEX	
Mid Gray		0 / 0 / 0 / 55	153 / 153 / 153	#999999	
Light Gray		0 / 0 / 0 / 15	204 / 204 / 204	#CCCCCC	
Pastel Gray			236 / 236 / 236	#ECECEC	*Digital only

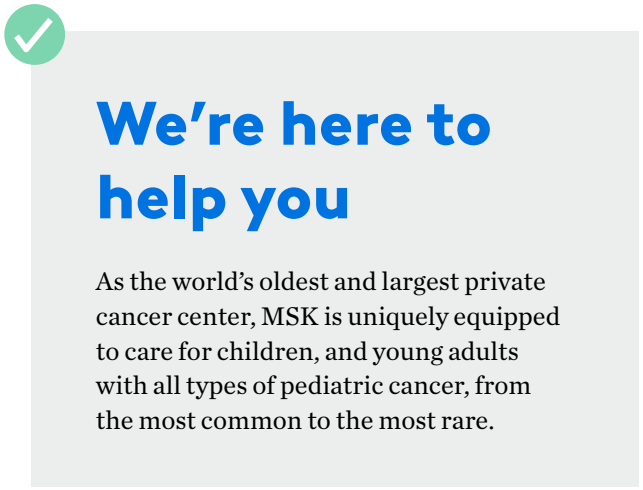
Web accessibility chart

= Passes AA for both large and small text

= Large text only (18pt and larger)



Helpful tips for using colors



Establish clear hierarchy using color.



Ensure there is sufficient contrast. In digital contexts, ensure the color contrast passes ADA compliance.



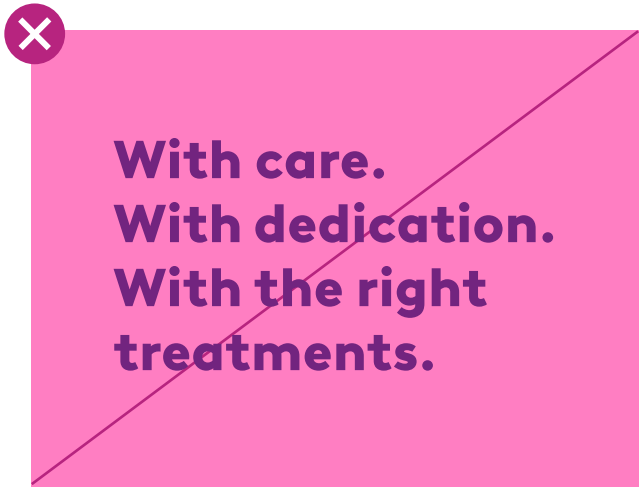
Avoid using too many colors at once, as it can be overwhelming.



Avoid using multiple colors within copy.



Avoid using gradient colors.



Do not use accent colors for lead messages—primary colors should be used.

Our typography

Our system of typography enables a distinctive and recognizable visual voice. Both of our typefaces allow us to balance our warmth and dedication to patients with expertise in our field. A clean, modern typeface, MSK Brown ~~Black~~ is both friendly and inclusive, welcoming everyone who interacts with us. Chronicle Text G1 complements MSK Brown ~~Black,~~ feeling more expert and serious.

MSK Brown

Warm
Confident
Welcoming

Chronicle Text G1

Thoughtful
Intellectual
Compassionate

Our typography in detail

Using typefaces strategically is the key to creating cohesive and clear communications. Follow these guidelines to ensure clear information hierarchy.

Primary typefaces

We use **MSK Brown Black** for headlines, sub-headlines, and big messages. **Chronicle Text G1** is used for body copy and other small text. These typefaces are used throughout all our marketing materials and most of our communication channels (e.g. ads, direct mail, social posts).

System typefaces

We use Arial and Georgia to substitute for MSK Brown Black and Chronicle Text G1, respectively, when creating any day-to-day business communications in desktop programs such as PowerPoint and Word, and for any live copy.

Primary typeface for headline text

MSK Brown

Black

ABCDEFGHIJKLMNOPQRSTU
VWXYZ01234567890!@#$%

Primary typeface for body text

Chronicle Text G1

Use Chronicle ScreenSafe for digital applications

Roman

ABCDEFGHIJKLMNOPQRSTU
VWXYZ01234567890!@#$%

Semibold

ABCDEFGHIJKLMNOPQRSTU
VWXYZ01234567890!@#$%

System typefaces

Arial

Bold
ABCDEFGHIJKLMNOPQRSTU
VWXYZ01234567890!@#$%

Georgia

Regular
ABCDEFGHIJKLMNOPQRSTU
VWXYZ01234567890!@#$%
Bold
ABCDEFGHIJKLMNOPQRSTU
VWXYZ01234567890!@#$%

Type hierarchy

MSK Brown Black in Dark Blue

Headlines and big messaging

Chronicle Text G1 Roman in Dark Blue

Body text 1 supports headline

MSK Brown Black in Accent Blue

Sub headline 1

Chronicle Text G1 Roman in Dark Gray

Body text 2 is used for text-heavy copy or other general copy that doesn't require any emphasis. Any highlights within text should use **Semibold**.

MSK Brown Black in Dark Gray

Sub headline 2

Chronicle Text G1 Roman in Dark Gray

Body text 2 is used for text-heavy copy or other general copy that doesn't require any emphasis. Any highlights within text should use **Semibold**.

Oval Text Frames

Oval Text Frames

We leverage the oval shape of our symbol—which is the core of our identity—by creating Oval Text Frames. Use these as a unique way to frame a moment and to tell a story.

This treatment can be used in various applications, such as social media posts, but should not replace our hero imagery.

How to make an Oval Text Frame

- Using the oval shape from the thumbprint, select the "Type on a Path Tool" and type in a story that supports your image.
- Use MSK Brown Black in white. Use Dark Blue on a light image.
- Start text from the tangent on the left, and adjust the type size so the sentence fully wraps around the oval.
- Use tracking of 100.
- The maximum character count is 90, and the minimum is 40.

Oval Text Frames on icons

Oval Text Frames can be used above icons to support the meaning of the icon. In this case, text should be centered, with a tracking of 100, and should not extend past the left and right tangents.

On imagery

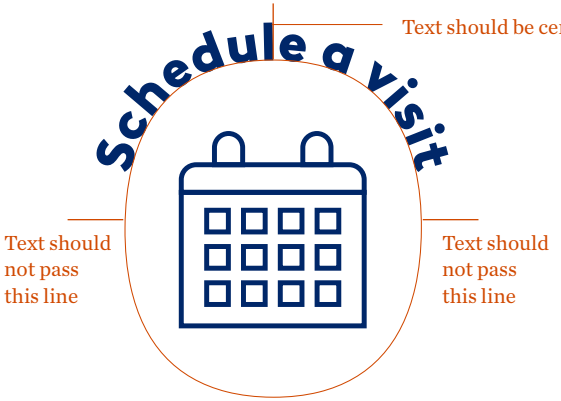




Text starts from the left tangent

On icons





Text should be centered

Text should not pass this line

Text should not pass this line

Text highlights

We use text highlights to elevate a word, phrase or sentence within a headline.

How to make a text highlight

- Create a rectangle underneath the words or sentence to be highlighted. Make sure the margins around the text within the rectangle are approximately 1/8 of the height from the top of ascender to the bottom of descender.
- Use the right colors and/or opacity based on the background color, as listed below:

On a white background

Use one of the pastel tones.

On a light or mid tone background

Use a white highlight with 50% opacity.

On a dark tone background

Use a white highlight with 30% opacity.

On a pattern background

Highlight the whole text with a solid white highlight (100% opacity). Text cannot be placed on pattern directly without a highlight.



On white background (pastel tone highlight)

With care.
With dedication.
With the right treatments.

On light tone background

With care.
With dedication.
With the right treatments.

On mid tone background

With care.
With dedication.
With the right treatments.

On dark tone background

With care.
With dedication.
With the right treatments.

On pattern background

With care.
With dedication.
With the right treatments.

Helpful tips for using typography



Position the text on the clear space.

Care for your child

Each child requires a unique treatment, but we always care for children with warmth and dedication.

Create consistent hierachy using color, weight, and size.

**With care.
With dedication.
With the right
treatments.**

Use sentence case only.

Care for your child

As the world's oldest and largest private cancer center, MSK is uniquely equipped to care for children, adolescents, and young adults with all types of cancer, from the most common to the most rare.

Avoid overusing MSK Brown Black.

Care for **your child**

Each child requires a **unique treatment**, but we always care for children with *warmth and dedication.*

Avoid mixing too many type sizes, weights, or styles.

**WITH CARE.
WITH DEDICATION.
WITH THE RIGHT
TREATMENTS.**

Avoid using all caps or title case.

Our hero photography

Our unique hero photography represents what we stand for: uniting for kids. We show the support that MSK Kids gives patients and families by using our oval as a surround.

Our hero imagery is bold and eye-catching to appeal to the general population. We use hero photography on high-level platforms, where we can engage with the general population, such as advertising, promotional materials, and online.



How we shoot our hero photography

Subjects

We capture patients (current and past) and families that are diverse in age, gender, and ethnicity. We always shoot younger patients with their parents, but patients over the age of 13 can choose to appear alone or with parents, siblings, or friends.

Background color

We only use light tones from our color palette (Light Blue, Light Orange, Light Yellow, and Light Green) for backgrounds and ovals. The color of the oval sculpture and the background should match.

Make sure the end result after retouching matches with the RGB value as closely as possible.







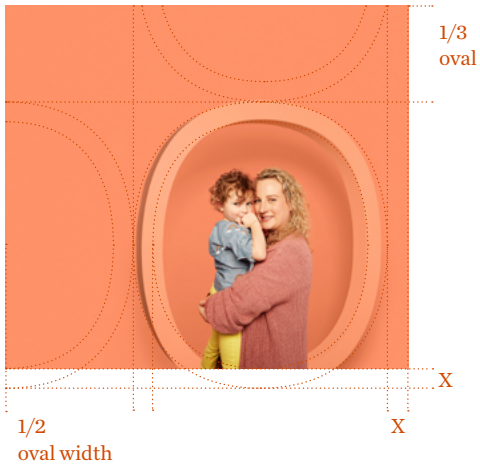


How to crop hero imagery for applications

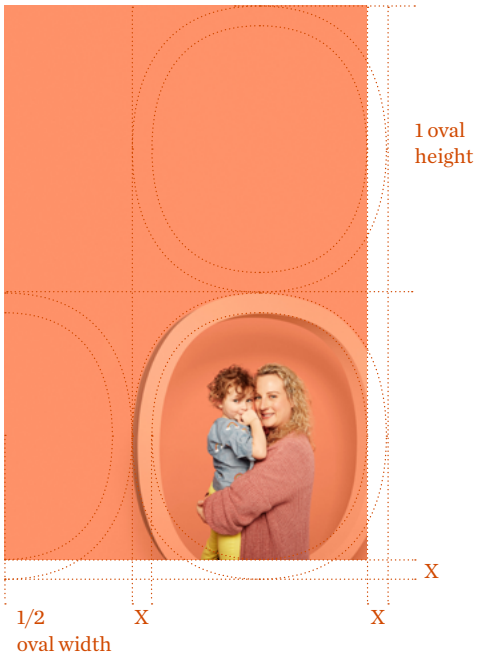
To ensure an optimal result, the oval shape should appear as clearly as possible. Use this guide to crop the photography in the most effective manner. Keep in mind that these are recommendations, not limitations.

Ideal spacing has enough white space for copy, but maintains visibility and prominence of the oval. The bottom part of the oval should always be cropped, but do not crop the oval on more than three sides.

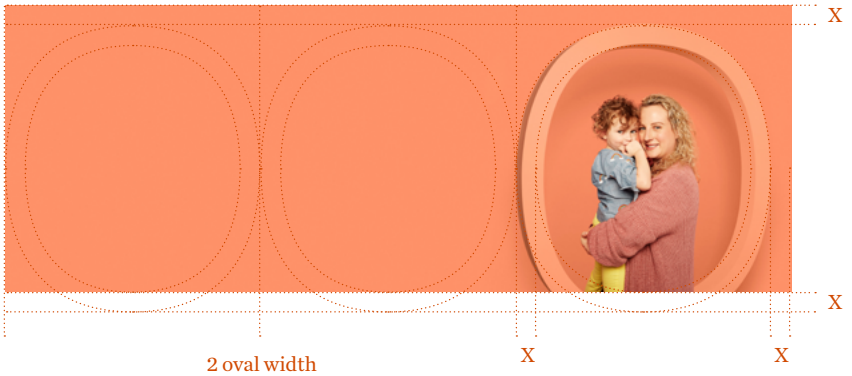
Ideal spacing



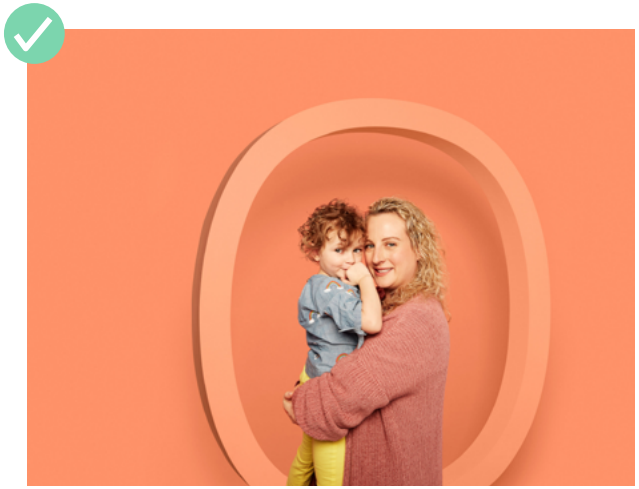
Narrowest spacing



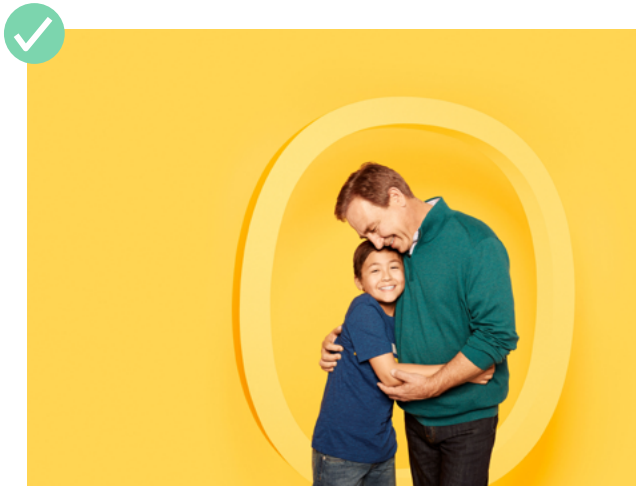
Widest spacing



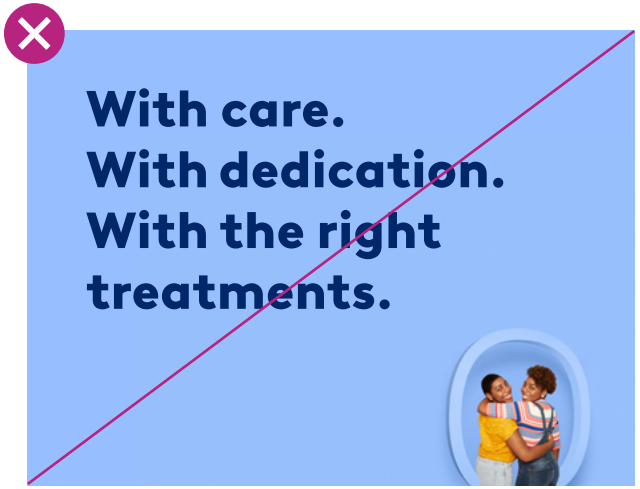
Helpful tips for working with hero images



Use light tones (Light Blue, Light Orange, Light Yellow, and Light Green) for backgrounds.



Capture a natural and candid moment.



Avoid cropping the image too wide as the oval loses visual impact.



Avoid using a background color that is not from our light tone color palette.



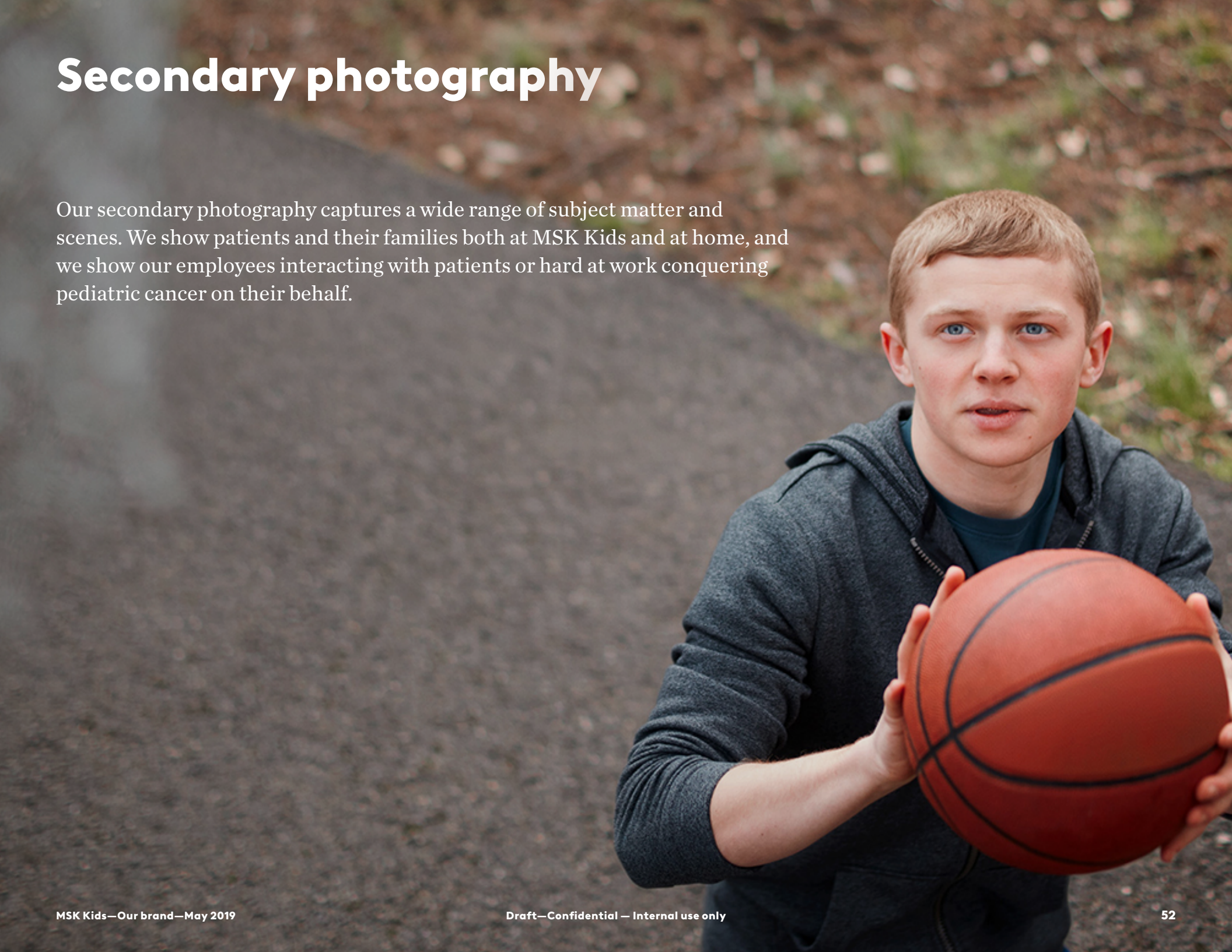
Avoid using images that look staged or overly posed.



Avoid using props that are excessive, or not true to the subjects' personalities.

Secondary photography

Our secondary photography captures a wide range of subject matter and scenes. We show patients and their families both at MSK Kids and at home, and we show our employees interacting with patients or hard at work conquering pediatric cancer on their behalf.



Helpful tips for selecting the right secondary image



Use images that have clear focus with simple subjects in a real environment.



Use images that show subjects in a positive light.



Use images that suggest the strength of our relationships.



Avoid using images that look staged.



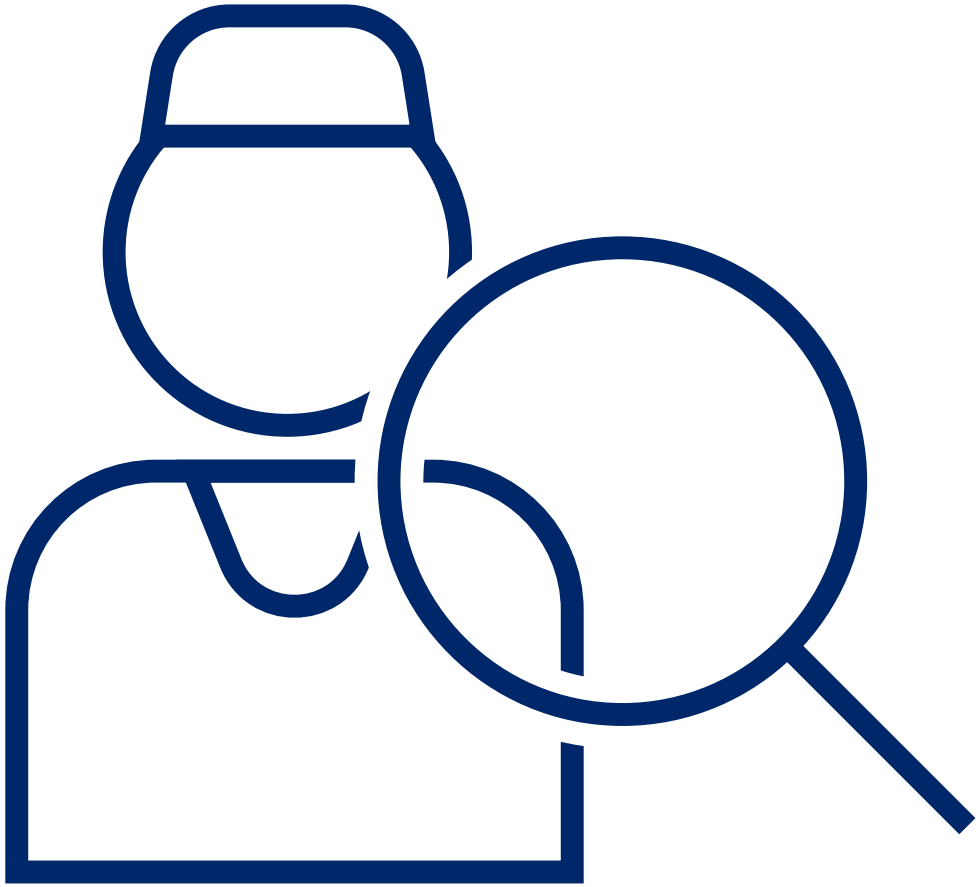
Avoid using images that feel apathetic or negative.



Avoid using cliché ~~look~~ images.

Our iconography

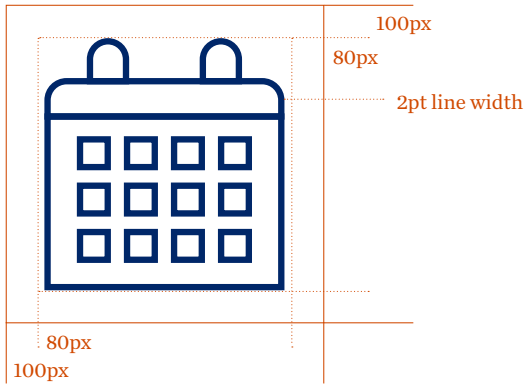
We use iconography as a visual shorthand to represent simple objects or actions. Our icon style is linear and straightforward, but also friendly and inclusive, with simple geometric shapes.



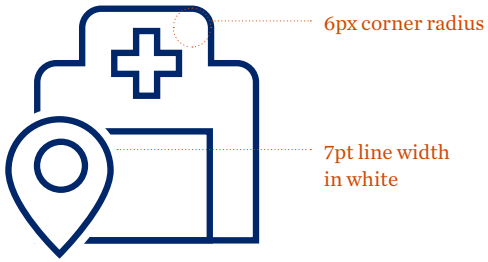
How to make our icons

How to make our icons

- An icon should be drawn on a 100px square art board, with a 2-pt line.
- Use geometric shapes.
- The elements should be contained in the middle, within an 80px square, unless there are more than two objects in an icon (e.g., a doctor and a magnifying glass).
- When two objects overlap, be sure to use a 7pt white line underneath the top object, so they are clearly separated.
- Corners on top should always be rounded with a 6px corner radius.
- The default color for icons is Dark Blue. You may change to one of the colors from our color palette, if necessary.
- When a letter or symbol (e.g., "?" "i" etc.) is in an icon, use MSK Brown typeface.
- When outlining, place the line in the center.
- To create a new icon, **contact our branding team for approval.**



Calendar/schedule



Hospital location



Science



Find a doctor



Information



Document

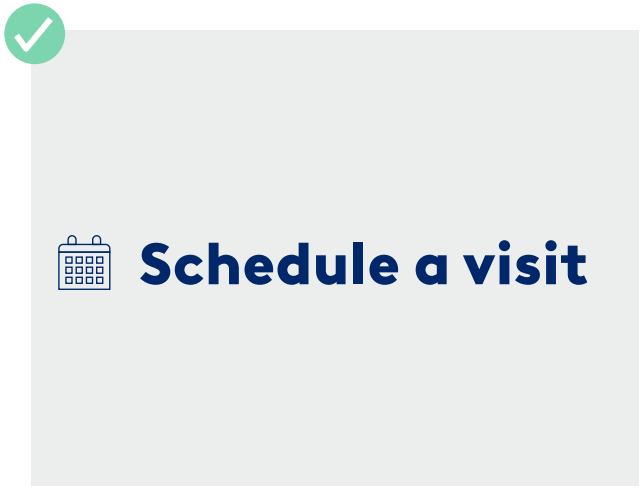


Send document



Search document

Helpful tips for using our icons



Adjust size based on elements around the icon.



It's encouraged to use the Oval Text Frame approach.



Use reversed version on darker backgrounds.



Do not change line weight.



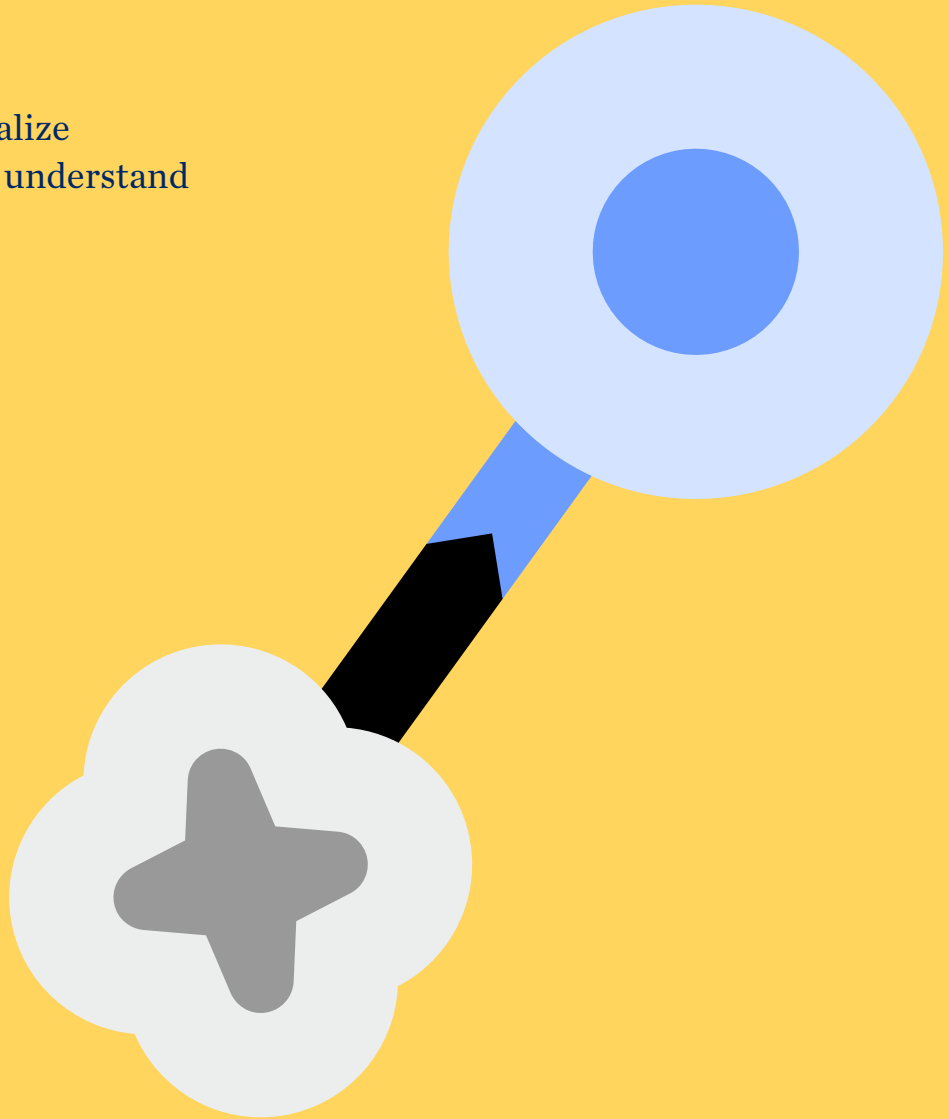
Avoid filling in colors.



Avoid adding dimensions.

Infographics

Our infographics are straightforward and friendly. They visualize information in a simple, direct manner, so viewers can easily understand everything from fun facts to complicated science reports.



How to create our infographics

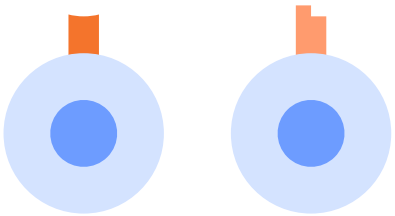
Our infographic style

Our infographics are made with simple geometric shapes. Reduce the complication of visual elements and communicate with as few elements as possible, so viewers can focus on what is most important. Rounding corners here and there can make elements feel friendlier and more welcoming.

Ensure you are not using too many colors in an infographic, as this can make it too busy.

When infographics are paired with text or numbers, we recommend matching the colors of text and infographics if possible.

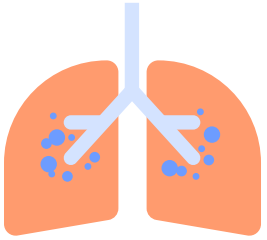
Infographic style features



Draw with geometric shapes

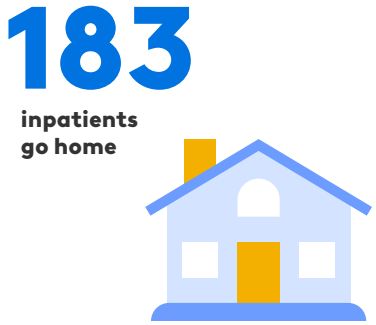


Use a combination of shapes and lines to add details



Simplify elements

With text treatment



Match colors of text and infographics when possible



Limit numbers of colors to achieve a simple graphic style

Helpful tips for using our infographics



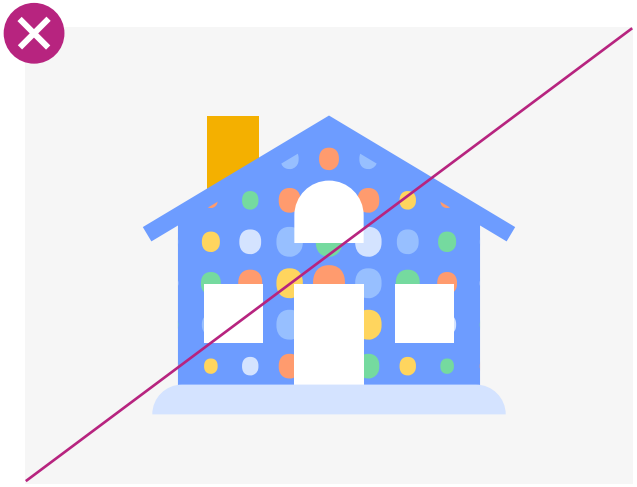
Use simple geometric shapes and limit the range of color.



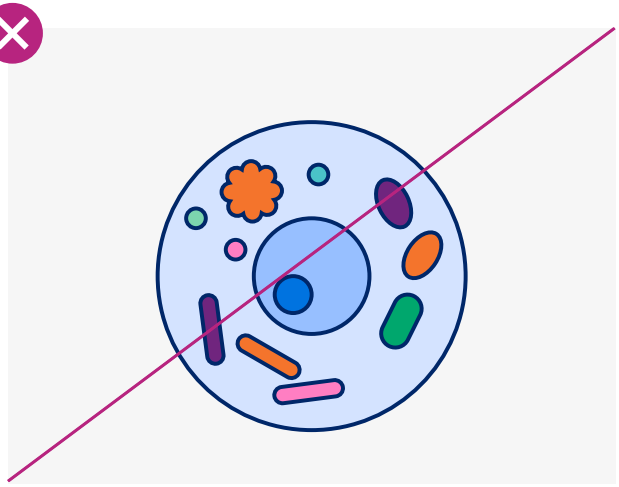
Mix hard and soft corners.



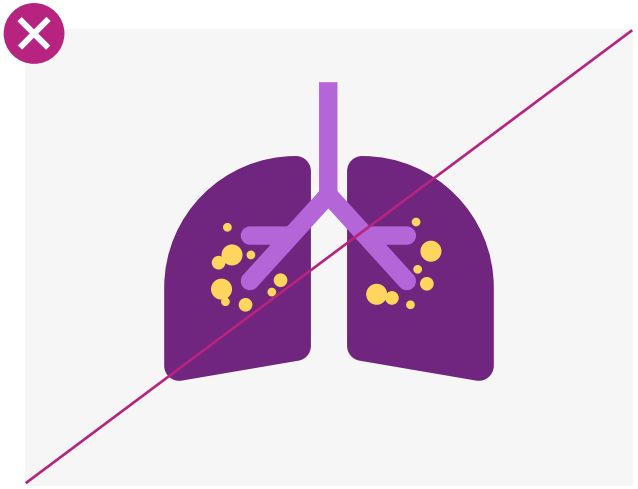
Use lines to depict details, only when necessary.



Do not apply patterns.



Do not outline inforgraphics without reasons.



Avoid using colors that may be disturbing. Do not use colors that are not in our color palette. Do not use excessive amount of colors.

Our illustrations

Illustrations are an important part of our visual system—they add warmth, hope, and inspiration to stories we tell. We illustrate them simply and colorfully, in a way that is unique to us.



How we draw our illustrations

Our illustration style

Our illustration style is flat and crisp, and has an organic line quality. Here are a few points to keep in mind when creating a new illustration:

- Make sure human body proportions are realistic, never overly exaggerated.
- Use colors from our color palette, with additional colors for skin tones and shading. Do not use too many colors in one composition.
- Ensure that there is a sense of flatness that ties in with the rest of our visual system.
- While creating the imperfect shapes, make sure to keep edges crisp and not amorphous.
- Ensure diversity in age, gender, and ethnicity.
- Gestures should feel natural.
- Objects should be drawn in the same manner as people: flat, crisp with a hand-drawn quality.



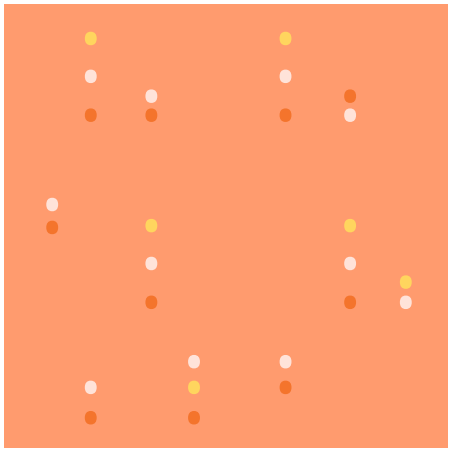




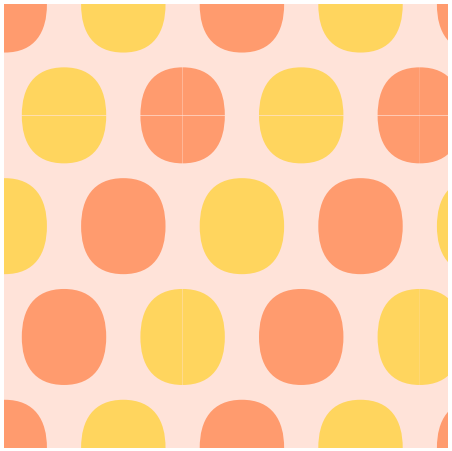


Our patterns

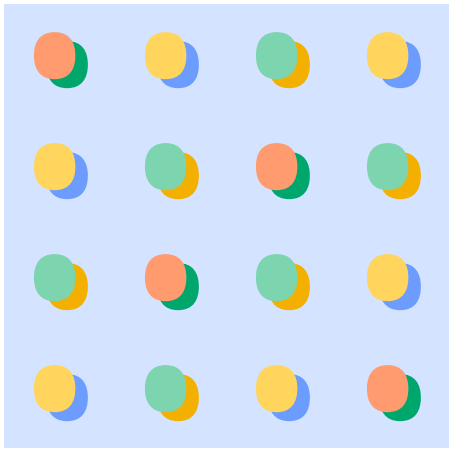
Our patterns bring together the MSK oval shape and our unique MSK Kids color palette to create engaging visuals that can be used flexibly across our communications.



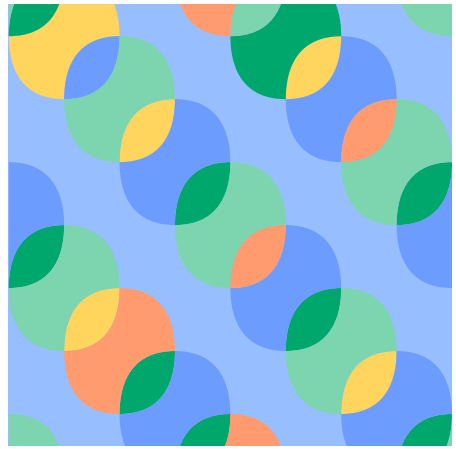
Inspiring



Activating



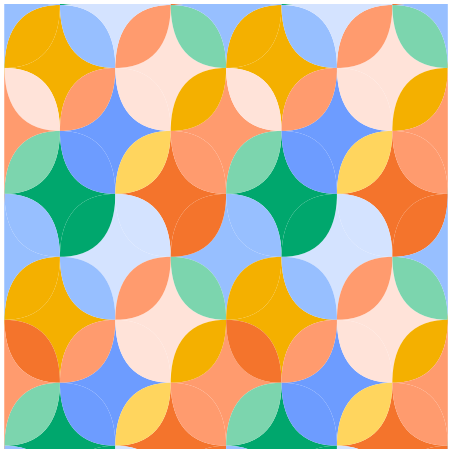
Supporting



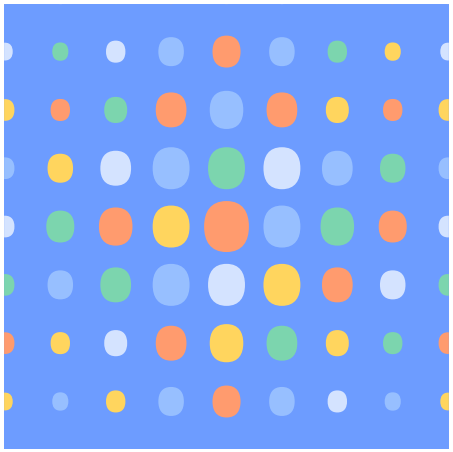
Connecting



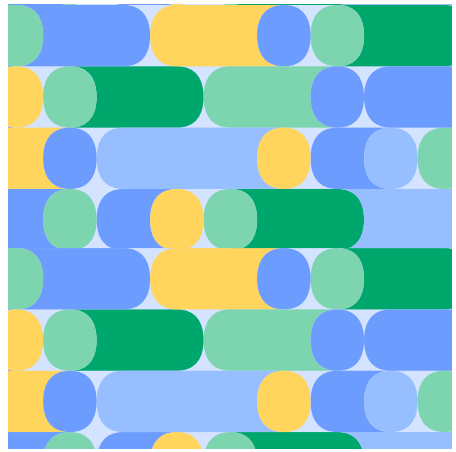
Growing



Caring



Welcoming



Solving

How to use our patterns

Patterns can be applied to various materials, such as stationery, e-signage, and social media posts. They can also be placed in many ways.

Vertical placement

Place pattern on the right side of applications. The maximum width is 1/3 of the width of application and the minimum is 1/10 of the width. Ensure that there is enough white space to accommodate content. Scale patterns as needed.

Horizontal placement

Place pattern on the bottom side of applications. The maximum width is 1/3 of the height of the application and the minimum is 1/10 of the height. Ensure that there is enough white space to accommodate content. Scale patterns as needed.

Oval holding shape

For best results, use this approach on square-shaped applications such as social media posts. Place a white oval centered in the middle of the layout. Content should be center aligned.

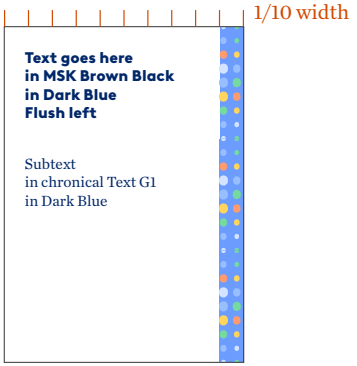
Pattern frame

The frame width should be the same on all sides. Do not make it thicker than 1/6 or thinner than 1/10 of the shortest edge. Content should be center aligned.

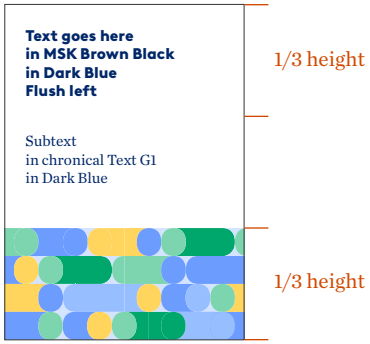
Vertical application maximum



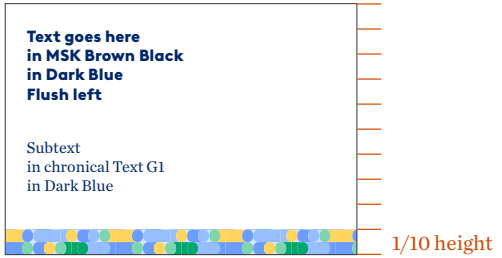
Vertical application minimum



Horizontal application maximum



Horizontal application minimum



Oval holding shape



Pattern frame



How to use our patterns (technical)

Our patterns have been created as an Adobe Illustrator pattern fill. This offers the advantage of simplifying its use within creative applications and dramatically reducing file sizes. Follow the guidance below to ensure the patterns' optimal appearance.

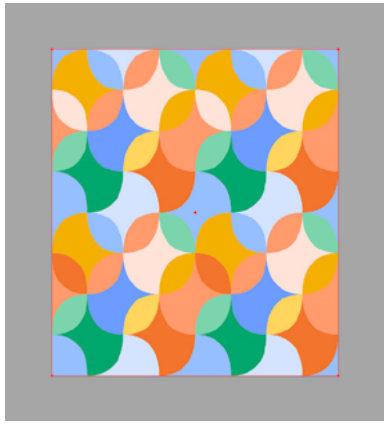
Artwork file settings

- The artwork file contains a rectangular box with the pattern swatch applied.
- Based on the application, the pattern may be scaled larger or smaller.
- When the file is converted to a PDF, there might be an appearance of "breaks" between tiles. In those cases, use a PNG.

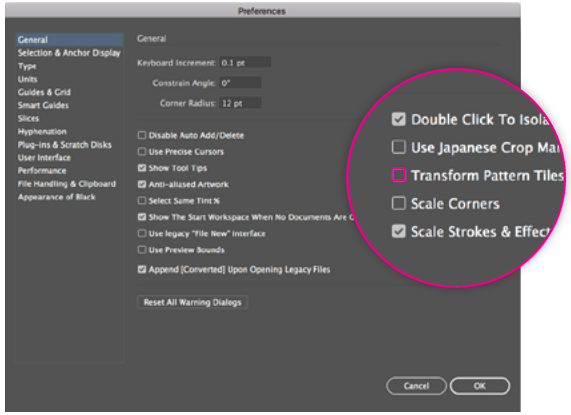
Scaling patterns

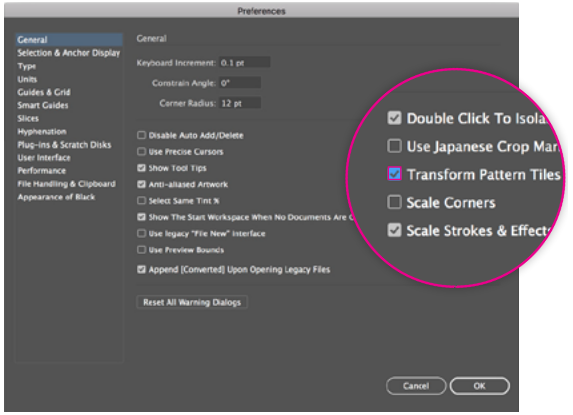
- Adjust the cropping directly in Adobe Illustrator, or place the pattern artwork into InDesign.
- In Illustrator the default preference setting is inactive (Transform Pattern Tiles), allowing the container to scale without altering the size of the pattern.
- If you need to increase the size of the pattern as you scale the container, activate "Transform Pattern Tiles" under Preferences.

Rectangular box with pattern

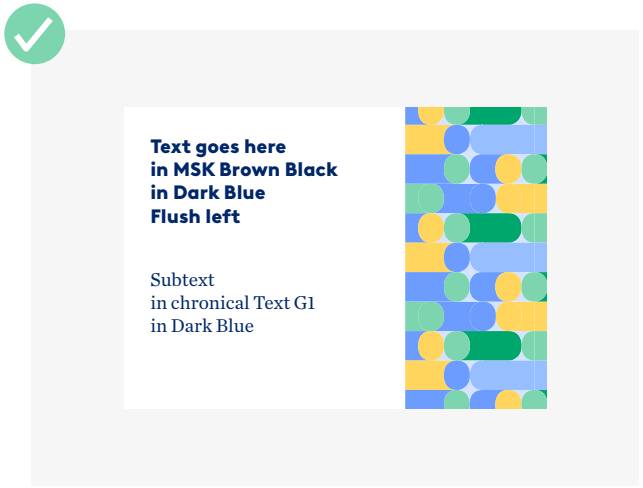


Increase the size of the pattern

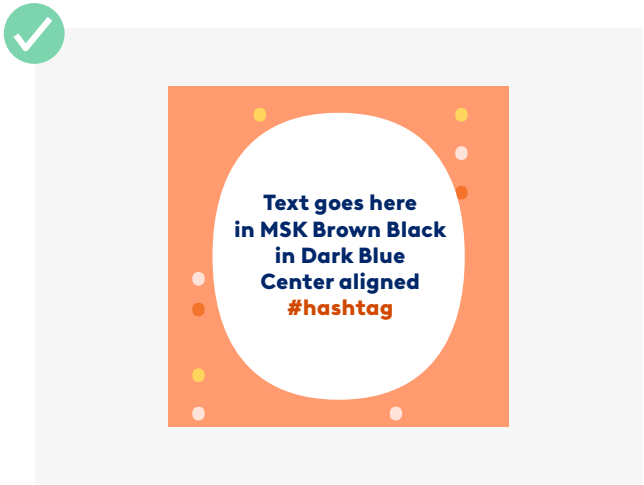




Helpful tips for using our patterns



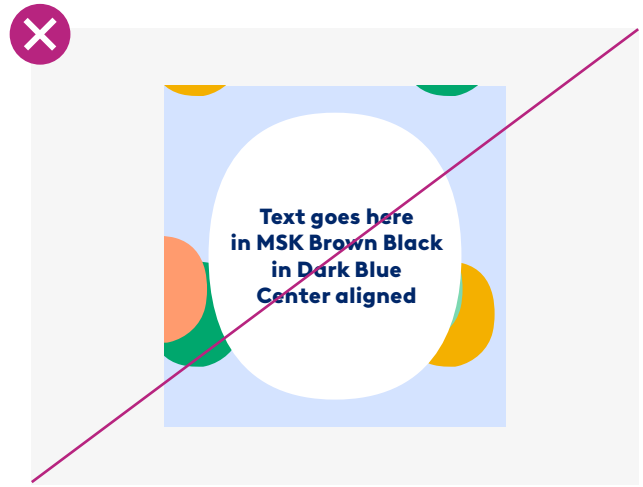
Use patterns at a scale that is visually balanced.



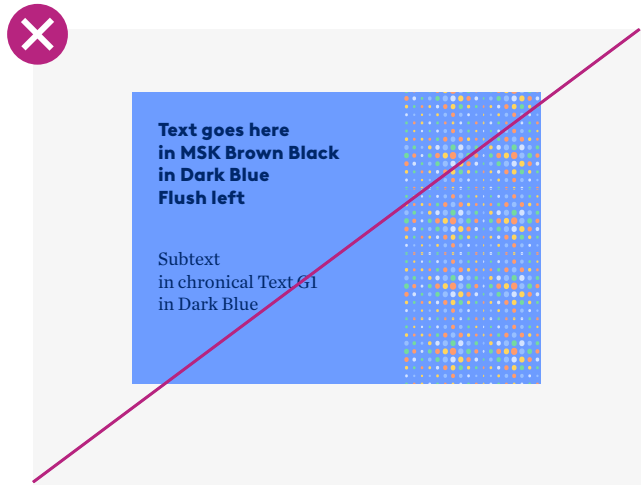
Match color of text when appropriate.



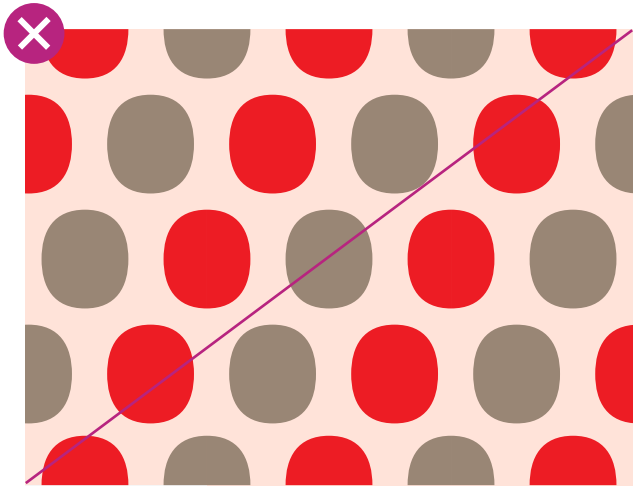
Do not place logo or text directly on patterns without any holding shapes or highlights.



Do not scale patterns to the point where ovals in the pattern are unrecognizable.



Do not use color background in content area.

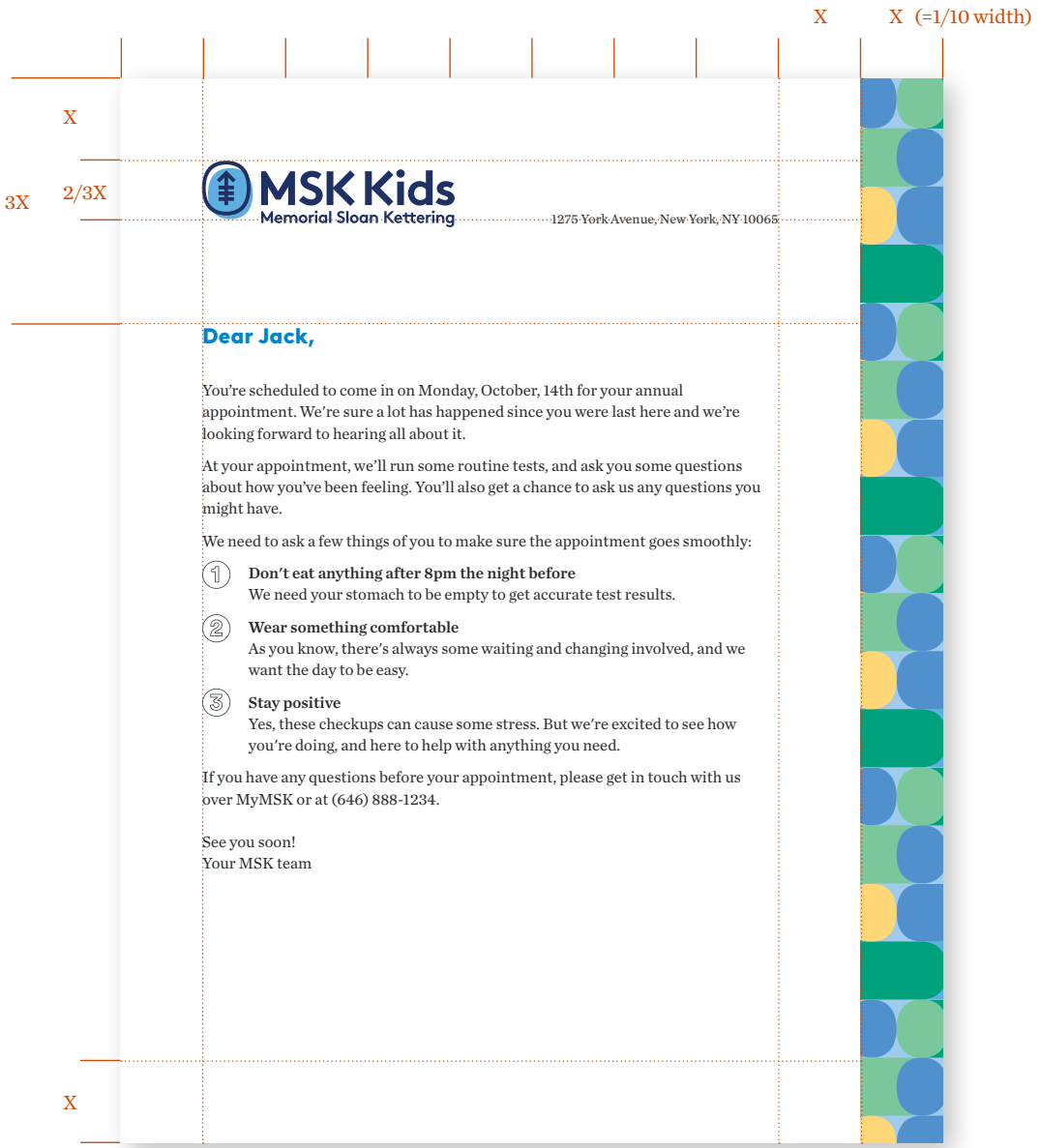


Do not change colors.

Applications

Letterhead

- Refer to the templates for default type size, styles, and logo size.
- Respect and maintain template margins, thresholds, and structure.
- Use MSK Brown Black 16pt/18pt in Accent Blue for headlines.
- Use Chronicle Text G1 Roman 12pt/16pt with 8pt space after paragraphs in Dark Gray for body copy.
- Use Chronicle Text G1 Roman 10pt/14pt with 8pt space after paragraphs in Dark Gray for body copy, if you need to fit more content.
- Do not add photography to letterheads.
- When permitted, personal signatures may be applied to letterheads.



Business card

Front side

- Use MSK Brown Black 13pt in Accent Blue for names.
- For standard content, use Chronicle Text G1 Semibold for descriptor lines, and Roman for contact details, both 8pt in Dark Gray.
- For dense content, use Chronicle Text G1 Semibold for descriptor lines, and Roman for contact details, both 7pt in Dark Gray.

Back side

- Use Chronicle Text G1 8pt Roman in Dark Gray, and use Semibold for phone numbers and URLs.



ID badge (illustrative only)

- ~~Refer to the templates for default type size, styles, and logo size.~~
- ~~Respect and maintain template margins, thresholds, and structure.~~
- ~~Use MSK Brown Black 13pt in Accent Blue for names.~~
- ~~Use Chronicle Text G1 Semibold 8pt/10pt in Dark Gray for titles.~~
- ~~Use MSK Brown Black 8pt for ID and CC number.~~

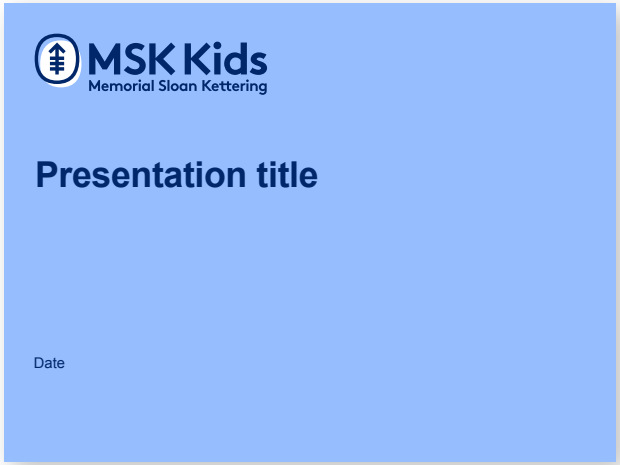


Powerpoint

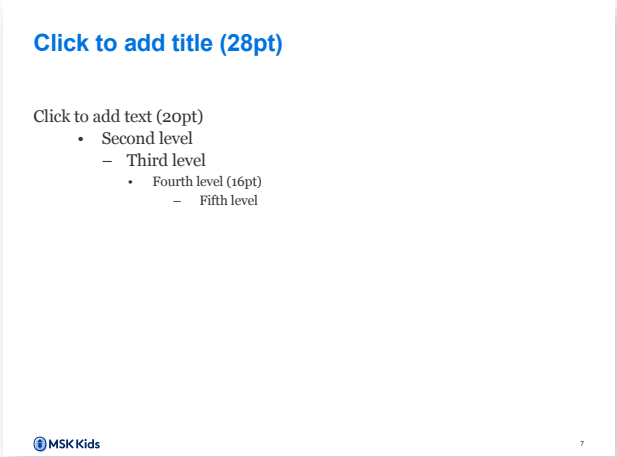
- Refer to the templates for default type size, styles, and logo size.
- Respect and maintain template margins, thresholds, and structure.
- Use Arial Bold for titles.
- Use Georgia Regular for body copy .

Standard (4:3)





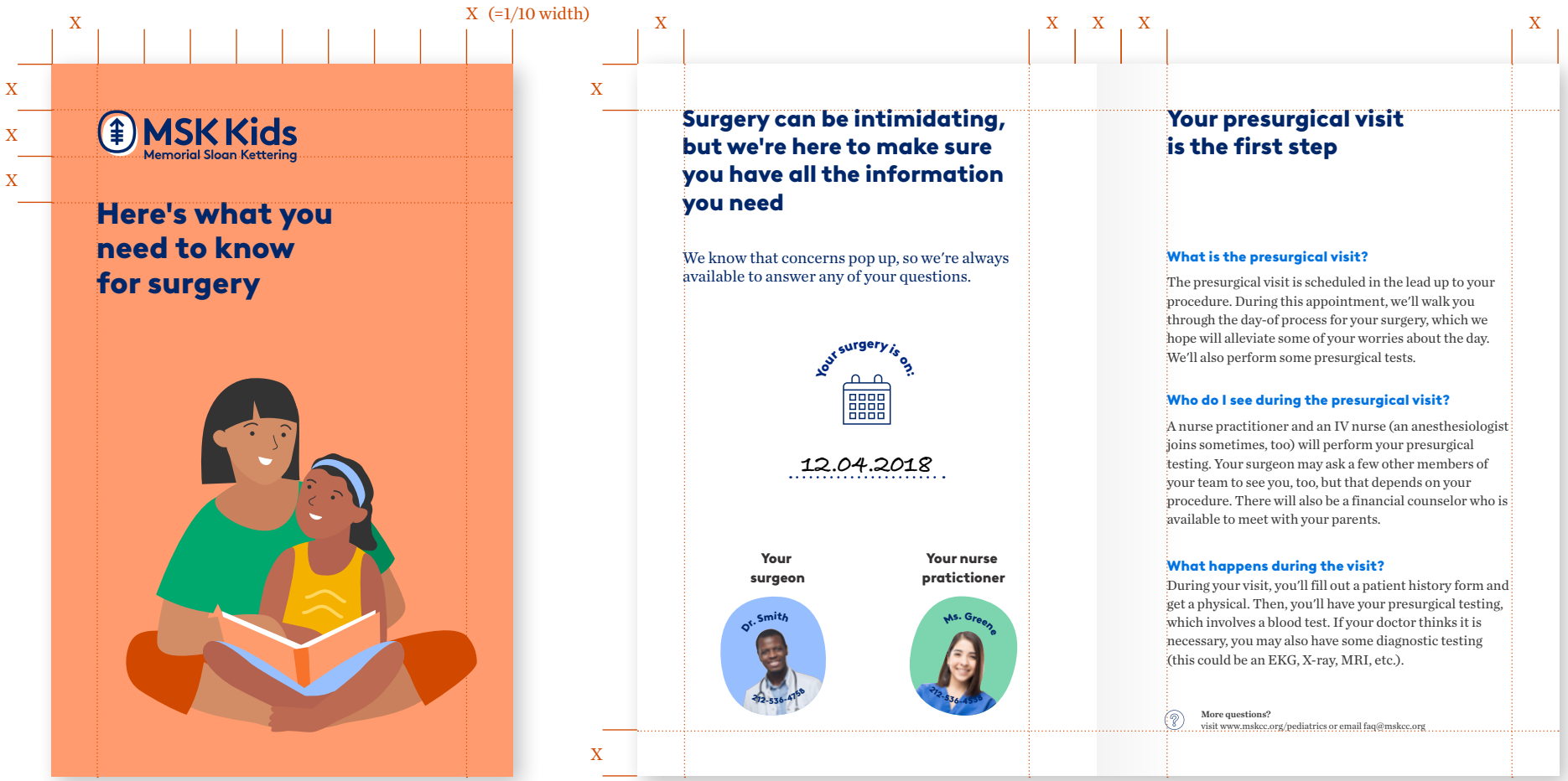
Wide screen (16:9)





Brochure (illustrative only)

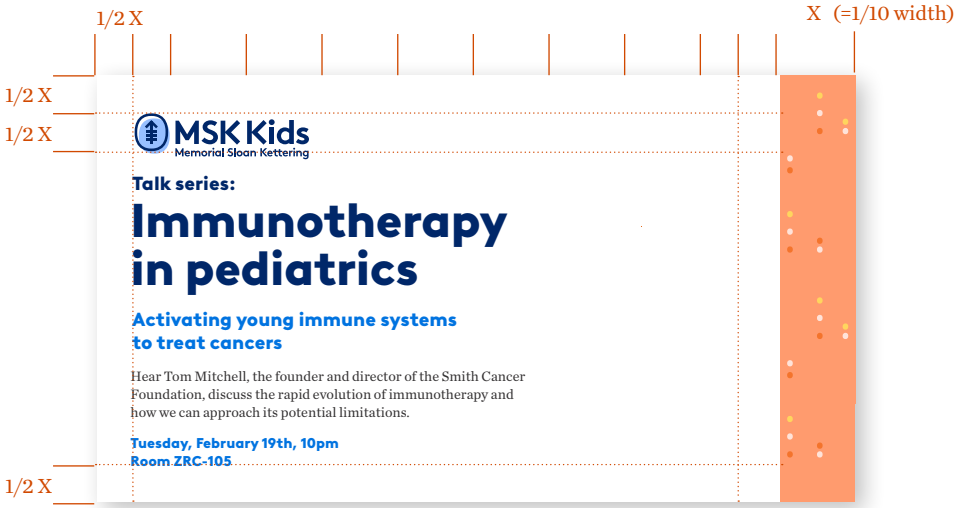
Recommended margins



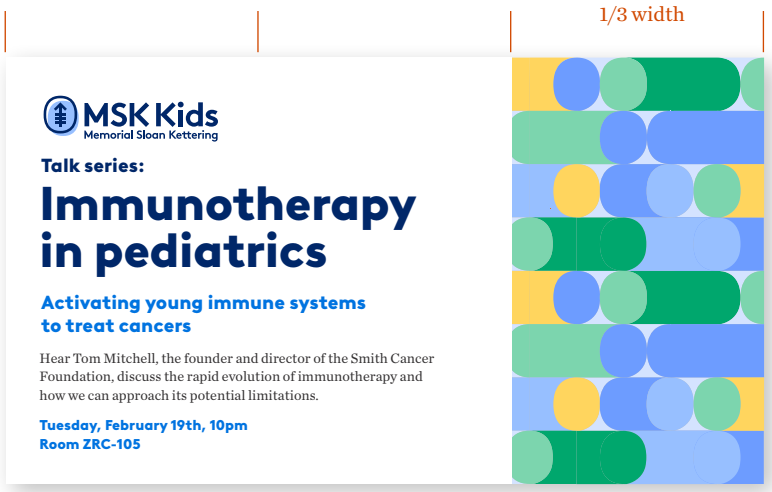
E-signage (illustrative only)

Recommended margins and layouts

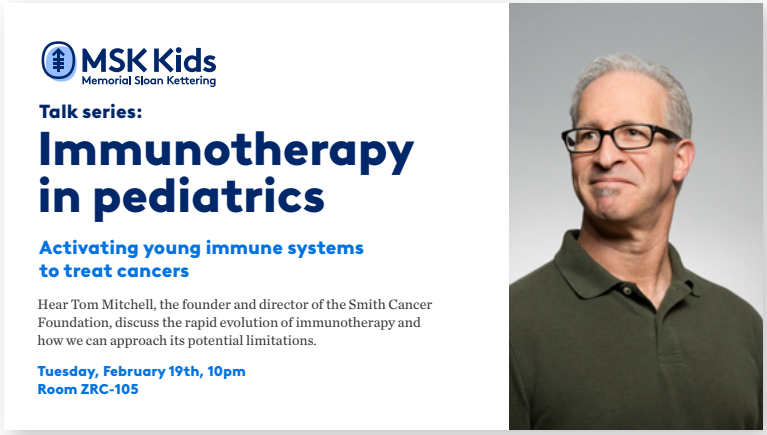
Pattern (1/10 width)



Pattern (1/3 width)

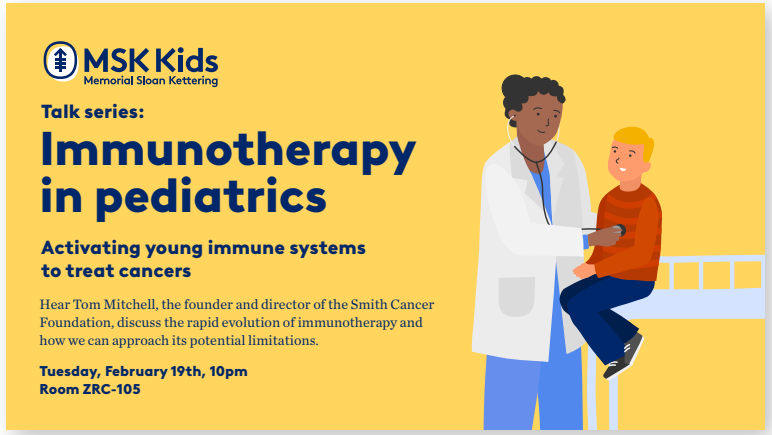


Photograph



Illustration

Use White thumbprint logo and Dark Blue text

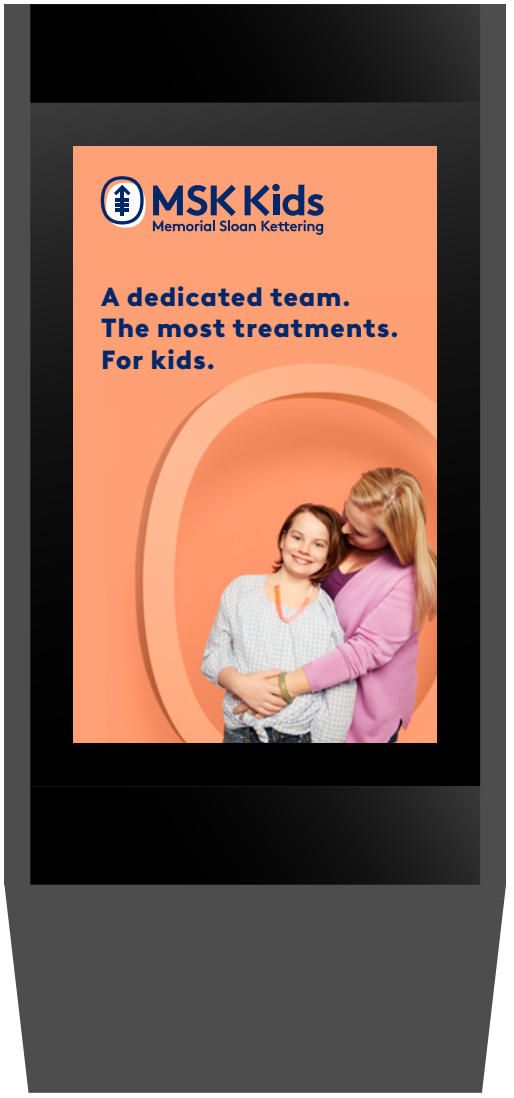


Advertising (illustrative only)

Horizontal (billboard)



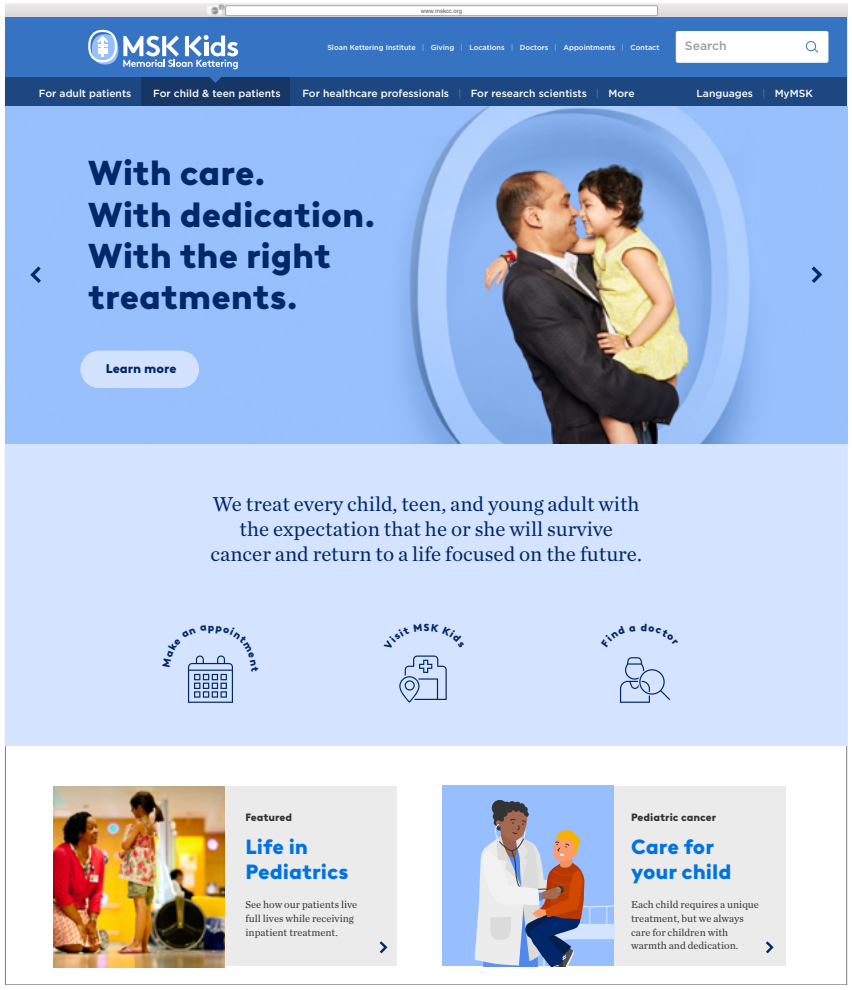
Vertical (public digital signage)



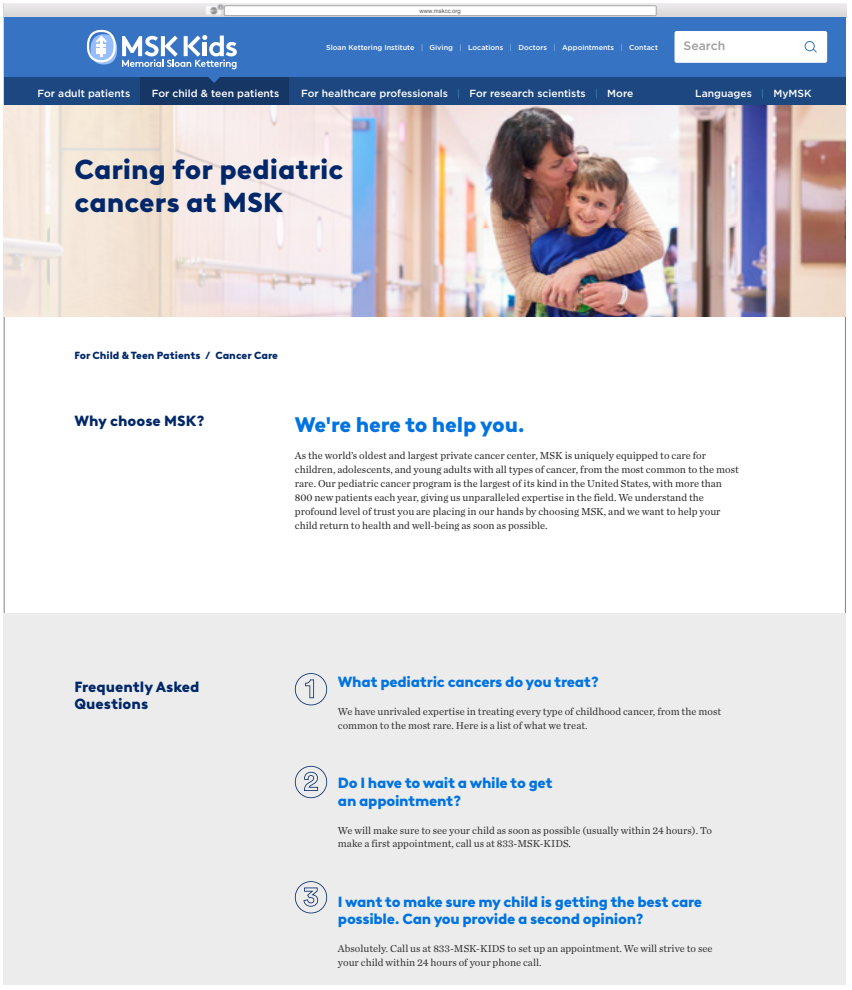
Web (illustrative only)

Recommended Layout

Landing page

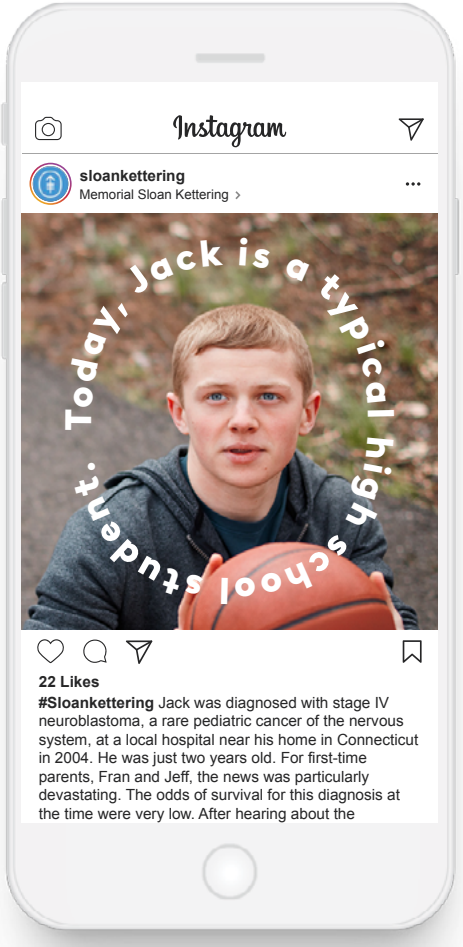


Secondary page



Social media (illustrative only)

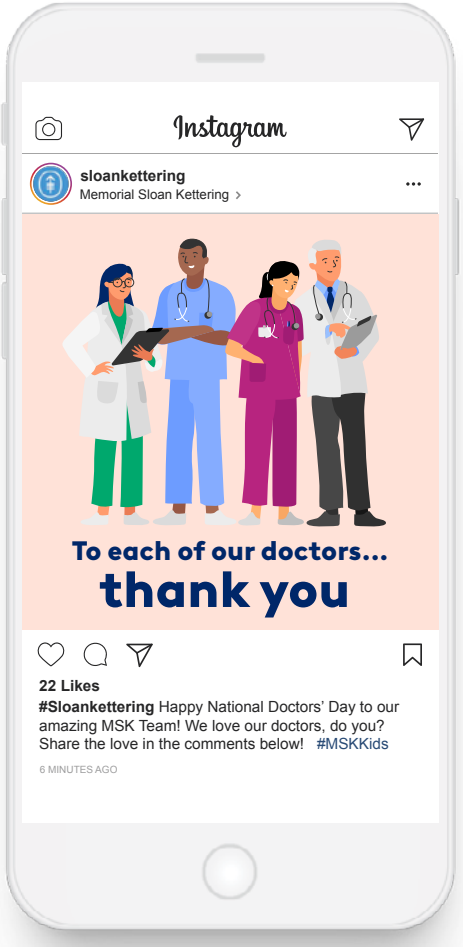
Oval Text Frame



Pattern + Message

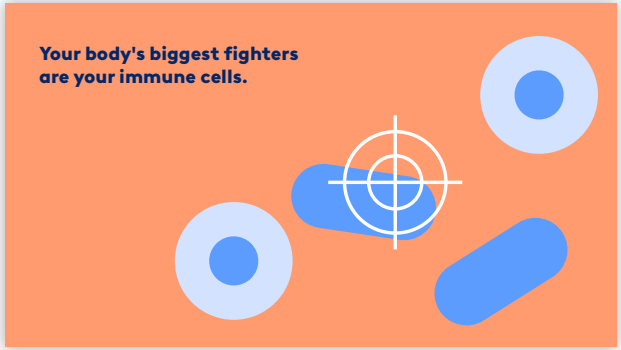


Illustration + Message

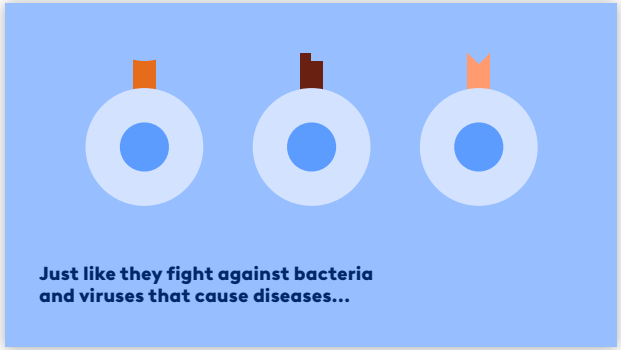


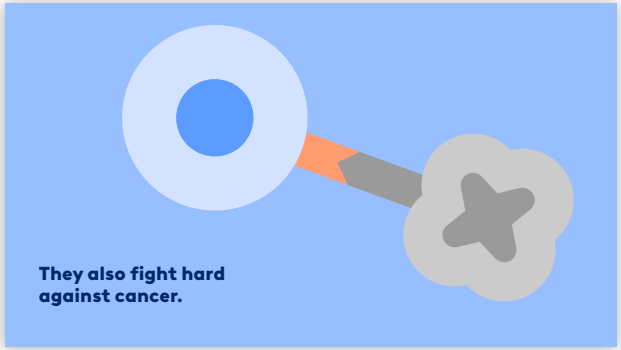
Informational animation (illustrative only)













Uniforms

Logo
- Size: 1.25”H
- Stacked version
- Top aligned with the department acronym

Department acronym
- Size: 1.25”H
- Typeface: Gotham Bold
- Tracking: 60
- Bottom aligned with the logo

RBC Heart
- Size: 1.5”H
- 1” from the bottom of sleeve



Ciel Blue **Sage Green**

Questions? We're here to help.

Reach out or send us an email, and we'll get back to you as quickly as we can.

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Quasona Cobb
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MSK Kids
Memorial Sloan Kettering