

CHILD Cohort Study BRAND GUIDELINES



1. Logo

Primary Logo



Primary logo

Use the **primary** logo whenever possible, provided it is used at a size that can be easily read. The primary logo with graphics and text in blue should be used on all print or digital materials with a white background.

Use the **primary** logo to identify the CHILD Cohort Study in internal and external communications, including:

- presentations, slides, reports, memos, documents, grant applications, invitations, notices, signage, posters
- websites, digital materials, *etc.*

Secondary Logos

Secondary logo (horizontal)



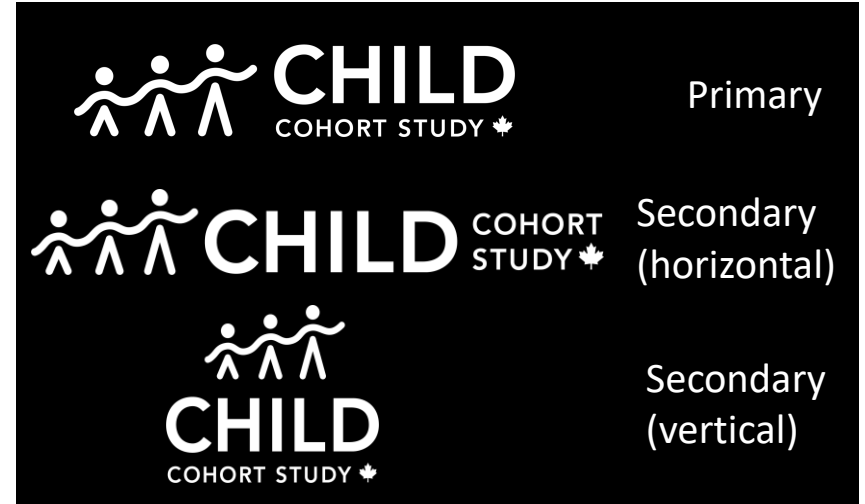
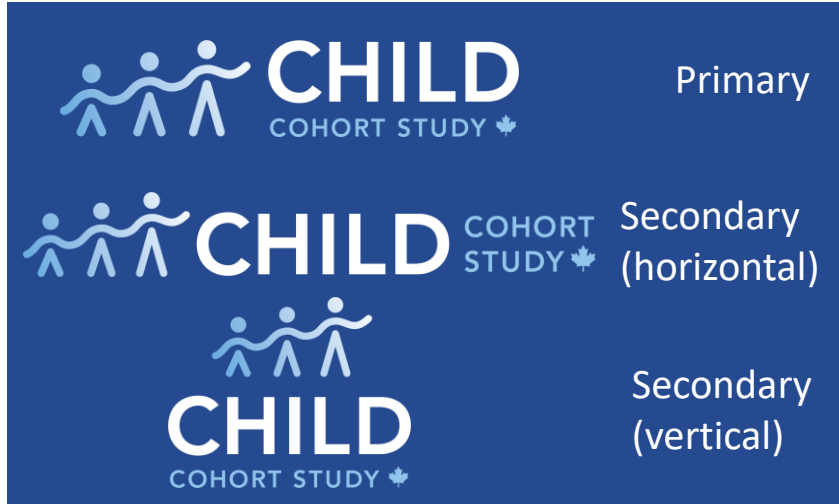
Secondary logo (vertical)



The CHILD logo is available in **secondary versions** as alternatives depending on the layout, context and space available.

1. Use the **horizontal secondary logo** (above left) on a wide canvas.
2. Use the **vertical secondary logo** (above right) when space is constrained.

Reversed Logos



The CHILD logo is available in reversed colour options for coloured backgrounds:

1. Use the **blue & white reversed logo** (above left) on a dark background.
2. Use the **all-white reversed logo** (above right) for use on a black background.

* The all-blue logo should be used when the background is white.

French Logo

The CHILD logo is available in French in primary, secondary and reversed logo options.

A monolingual logo is appropriate in communications where both official languages are not simultaneously represented.

All blue logos: (Fr)



Primary



Secondary
(horizontal)



Secondary
(vertical)

Reversed logos: blue-white (Fr)



Primary



Secondary
(horizontal)



Secondary
(vertical)

Reversed logos: all white (Fr)



Primary



Secondary
(horizontal)



Secondary
(vertical)

File Formats

The CHILD logo is available in PNG and JPEG formats on the CHILD website at childcohort.ca.

Logo type	Properties	When to use
PNG	<ul style="list-style-type: none">• Carries a transparent background. Ideal when logo is placed on a coloured background.• Should not be extensively sized or scaled as the image will become blurry.	Suitable for all uses including Word documents, Powerpoint slides, web applications and digital materials.
JPEG	<ul style="list-style-type: none">• Carries a solid background so must be placed on background of identical colour.• Easy to save and export in a small file.• Should not be extensively sized or scaled as the image will become blurry.	Use when the PNG version is not suitable.
<i>Other logo formats (EPS vector, PDF) are available when a large-scale logo or editable version is required. Contact CHILD's National Coordinating Centre regarding your needs: 905-525-9140 ext 21672.</i>		

Proper display of CHILD logo – Resizing

Ensure that the CHILD logo always looks its best. To **resize it**, click and drag a corner handle of the image. **Do not** drag the logo by a side handle, which will distort the image.

Correct



Incorrect

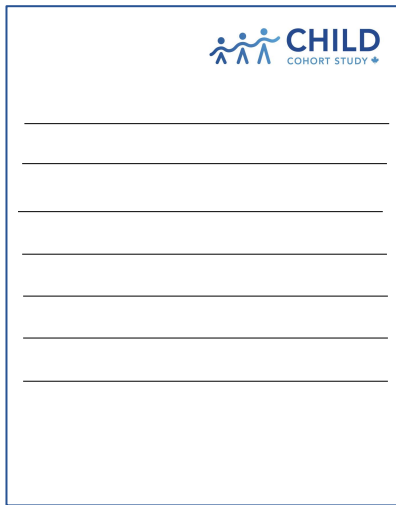


Proper display of CHILD logo – Background

Ensure that the CHILD logo always looks its best. Do not place the JPEG logo carrying a coloured background on a white document.

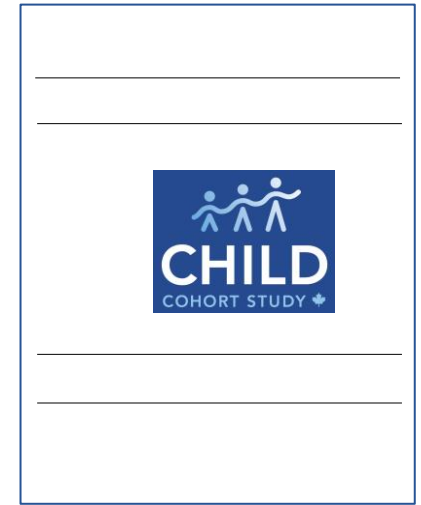
Correct

- PNG (transparent background) OR
- JPEG (carrying a white background)



Incorrect

- JPEG (carrying a coloured background)

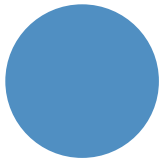


2. Colour Palette

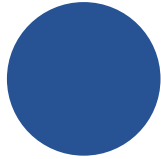
Colour Palette



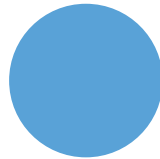
CHILD
RGB 37/74/144
CMYK 74/49/0/44
Pantone 7687C
Hex #254A90



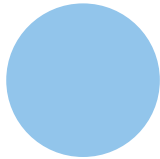
Cohort Study
RGB 80/143/194
CMYK 59/26/0/24
Pantone 2170C
Hex #508FC2



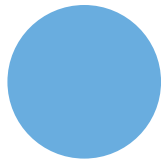
Gradient fill, dark end
RGB 39/83/148
CMYK 74/44/0/42
Pantone 7685C
Hex #275394



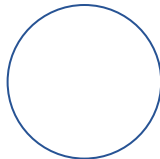
Gradient fill, light end
RGB 89/162/215
CMYK 59/25/0/16
Pantone 7688C
Hex #59A2D7



Cohort Study
RGB 146/197/235
CMYK 38/16/0/8
Pantone 278C
Hex #92C5EB



Gradient fill, dark end
RGB 105/173/223
CMYK 53/22/0/13
Pantone 284C
Hex #69ADDF



**Other values
are white**

Colour Palette

The CHILD logo's colour palette can be used in complementary materials and created onscreen (RGB, HEX) or converted to print (CMYK, Pantone).

File type	What it means	When to use
RBG	RBG stands Red, Green Blue. RGB is the process by which colors are rendered onscreen by using combinations of red, green and blue.	Onscreen.
HEX	HEX stands for hexadecimal colour. It is used by designers and developers in web design.	Onscreen for websites.
CMYK	CMYK stands for Cyan, Magenta, Yellow and Key (black).	Printing. Ideal for full-colour brochures, flyers, posters.
PANTONE (PMS)	PMS stands for Pantone Matching System. They are patented, standardized colour inks that are sold to printers for professional use to ensure the strictest colour consistency.	Commercial/professional printing through an outside supplier.

3. Study Name

Study Name

In 2019, the Study revised its name to reflect the evolving nature of the Study and its participants.

Original name: 2008-2018

**Canadian Healthy Infant Longitudinal
Development (CHILD) Study**

* **CHILD** represented an acronym of the full
project name

New name: 2019

CHILD Cohort Study

Shortening the full Study name

When multiple occurrences of the CHILD Cohort Study name occur in a communications piece, use the full name “CHILD Cohort Study” for the first mention. Subsequent occurrences may be shortened to either “CHILD” or “the Study.”

4. Tagline

Tagline

CHILD Cohort Study branding will retain the original tagline used since 2008. The tagline is consistent with the new CHILD logo and name, and reflects the ongoing mission and vision of the Study.

Original tagline: 2008-2018

Tagline: 2019

Helping children grow up healthy

Helping children grow up healthy

The tagline may be used for CHILD branding on large-format spaces such as tradeshow booths or signage, and should be positioned below the CHILD logo.



5. Website and Social Media

Website Address/URL

In January 2020, the CHILD website changed its web address (or URL) to childcohort.ca to be consistent with the new study name.

Original CHILD URL: 2008-2018
childstudy.ca

New CHILD URL: 2020
childcohort.ca

Automatic re-direct of previous URL

Although CHILD's web address has officially changed, anyone typing or clicking the previous URL (childstudy.ca) will still arrive at the CHILD website.

Social Media

The CHILD Cohort Study uses its website and various social media platforms to disseminate its results and outputs.

WEBSITE: childcohort.ca

- managed by AllerGen Communications team

TWITTER: [@CHILDSTUDY](https://twitter.com/CHILDSTUDY)

- managed by AllerGen Communications team

INSTAGRAM: [childstudyvancouver](https://www.instagram.com/childstudyvancouver)

- managed by NPEC

6. Attribution Statement and Description

Attribution Statement for scientific publications

An attribution statement for the CHILD Cohort Study must accompany journal publications where research emerging from the Study is featured.

Attribution statement for scientific publications:

Scientific publications, including journal articles, abstracts and theses, that were enabled by CHILD data or samples must carry the following attribution statement:

We thank the CHILD Cohort Study (CHILD) participant families for their dedication and commitment to advancing health research. CHILD was initially funded by CIHR and AllerGen NCE Inc. Visit CHILD at childcohort.ca.

- *It is the responsibility of the publication's senior (corresponding) author to ensure that the CHILD Attribution Statement is displayed in the Acknowledgements section of a published article both online and in print.*
- *Additional publishing guidelines for CHILD Cohort Study papers can be found on the [Data Access](#) page of the CHILD website.*

Description for presentations and public communications

A brief narrative, description of CHILD as a national, longitudinal birth cohort study must accompany presentations, media interviews, appearances and other public communications referencing the Study or its findings.

SHORT description:

The CHILD Cohort Study (CHILD) is a general population birth cohort study that is following the lives of nearly 3,500 Canadian children and their parents to study how genes and the environment influence child health and wellbeing. Visit CHILD at childcohort.ca.

LONG description:

The CHILD Cohort Study (CHILD) is a general population birth cohort study that is following the lives of nearly 3,500 Canadian children and their parents to study how genes and the environment influence child health and wellbeing.

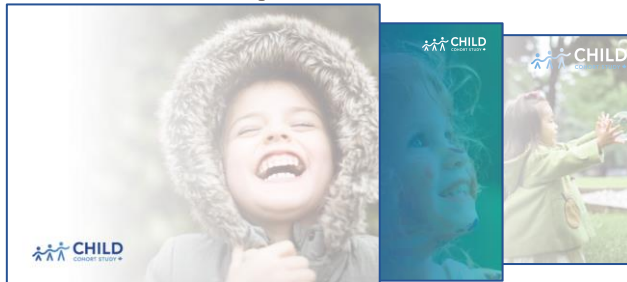
By studying the children and their parents over many years, CHILD is making exciting discoveries about how genes and the environment influence child health and wellbeing, including the development of asthma, allergies, obesity and other chronic diseases.

Launched in 2008 by CIHR and AllerGen NCE, CHILD has produced over 100 publications, many of which are helping to inform parents, professionals and policymakers in Canada and overseas. The study spans four provinces, involving over 60 researchers from 30 disciplines and 100 research staff and trainees. Visit CHILD at childcohort.ca.

7. Templates and Marketing Materials

Letterhead and Marketing Materials

Slide templates



Brochures; 2-pagers; infographics



Letterhead

Notepads



Tradeshow display



Slide templates and marketing materials are available from CHILD's National Coordinating Centre: child@mcmaster.ca

Communications Contacts

For more information on CHILD Cohort Study Branding Guidelines or to obtain logos, templates or marketing materials, contact:

Kim Wright, Director of Communications and Knowledge Mobilization

kimwright@allergen.ca

905-525-9140 ext 26641

Marshall Beck, Digital Initiatives Manager

marshallbeck@allergen.ca

416-828-8877



Website: **childcohort.ca**

Twitter: **@CHILDSTUDY**