

DIVISION OF COMMUNICATIONS AND MARKETING

CHOG Visual Assets Guidelines

Children's Hospital of Georgia



Non-formal CHOG Logo

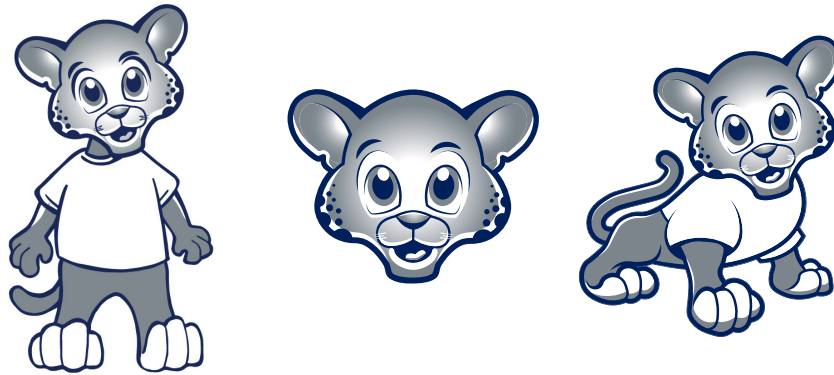
The Children's Hospital of Georgia logo featuring Roary is the embodiment of everything CHOG. It represents not only the Children's Hospital of Georgia, but also the many children it serves.



Formal CHOG Logo

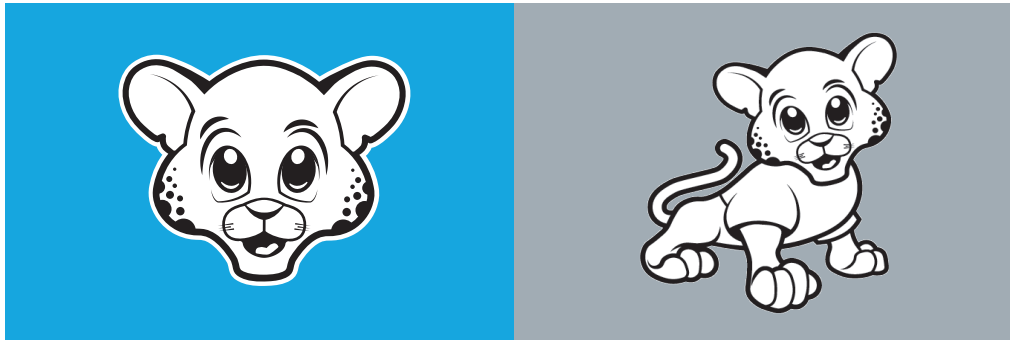
The Children's Hospital of Georgia logo is the official logo of CHOG. Children's Hospital of Georgia refers to our 154-bed facility providing specialized care for pediatric patients. Because of its unique mission, the Children's Hospital of Georgia has a distinct visual identity designed to appeal to its primary audience.

Roary Mascot

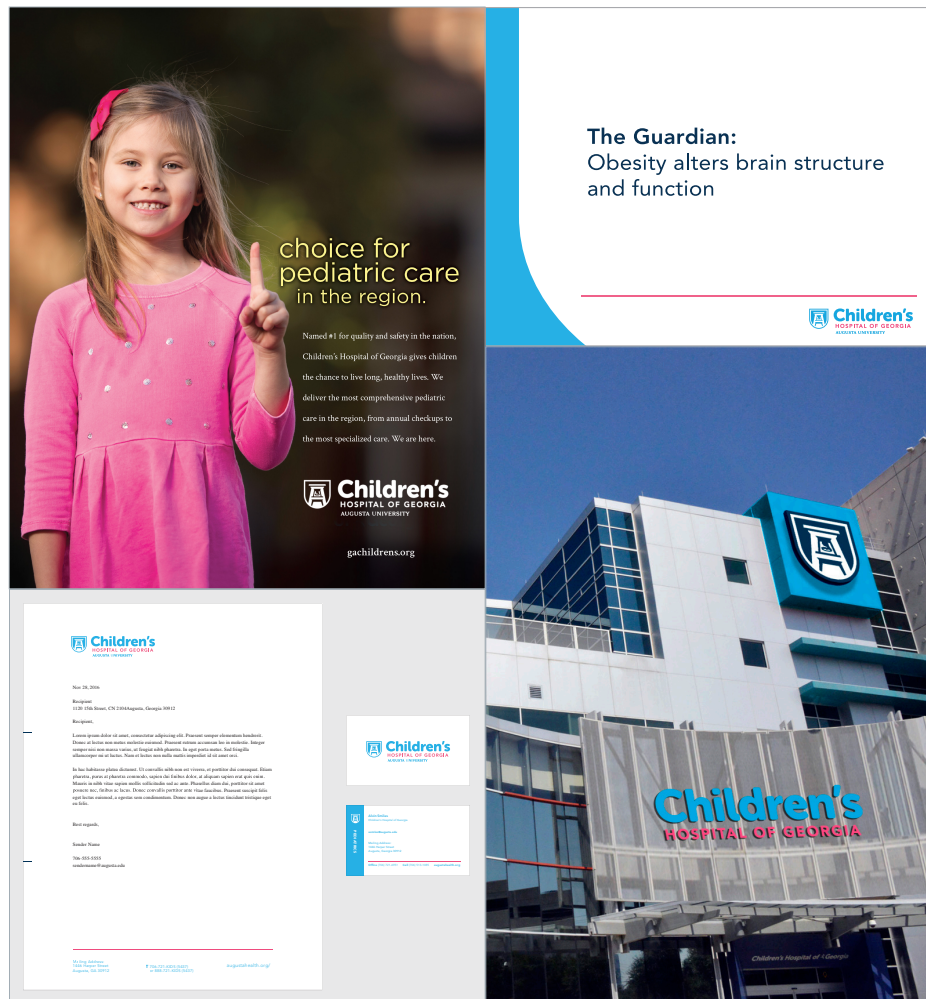


Roary

Roary is the beloved mascot of the Children's Hospital of Georgia and was created specifically for kids.



APPROPRIATE USAGE



Logos in Use

The formal CHOG logo is found on external and formal communications including:

- Mass media advertising
- CHOG website
- Stationery
- Business cards
- Research presentations
- Signage

Note: the Children's Hospital of Georgia logo may be used in conjunction with the Roary mascot logos.

APPROPRIATE USAGE



Logos in Use

Roary and the non-formal CHOG logo are used on a wide variety of internal communications, especially communications directed towards children. Roary can also be used in community and event communications including:

- Merchandise and promotional items (apparel, lapel pins, water bottles, balloons, etc.)
- Event banners and back drops
- Scrubs
- Internal signage/wayfinding at CHOG

Note: Roary should appear in conjunction with the Children's Hospital of Georgia wordmark whenever possible.



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Children's
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