



Identity Guidelines

Contents

Introduction.....	3
Background.....	4
Conditions of use.....	6
RCH150 Brand elements	7
Brand elements.....	8
RCH150 identifier.....	9
Minimum clearspace.....	10
Minimum size – for RCH150 and the RCH.....	11
Minimum size – for the RCH Foundation.....	12
Minimum size – for the RCH Foundation supporters.....	13
Identifier usage.....	14
Fonts.....	15
Colour palette.....	17
Pattern.....	18
RCH150 Branding scenarios	19
Branding scenarios flow chart.....	20
Branding scenario #1 RCH150 as lead brand for RCH communications.....	21
Branding scenario #2 The RCH as lead brand with RCH150.....	31
Branding scenario #3 Guidelines for RCH supporters using RCH150.....	36
Branding scenario #4 RCH150 as lead brand for RCH Foundation communications.....	39
Branding scenario #5 The RCH Foundation as lead brand with RCH150.....	43
Branding scenario #6 Guidelines for RCH Foundation supporters using RCH150.....	47
Appendices	
Appendix A – Identifier usage beyond 2020.....	50

Introduction

In 2020, The Royal Children's Hospital (RCH) will celebrate its 150th anniversary.

In recognition of this major milestone, we will present a year-long program that celebrates the achievements of the RCH to date and charts a path towards the future of paediatric healthcare and the RCH's role in this.

The RCH150 program will include a combination of public-facing events, fundraising initiatives, initiatives directed towards internal stakeholders (primarily patients, their families and staff), and online content. The program, which is wholly integrated into the hospital's broader strategic objectives, aims to engage a diverse range of stakeholders locally, nationally and internationally.

While RCH150 will comprise multiple and distinct projects (each with its own distinct audience), the program and event will present with an over-arching 'brand' for RCH150 that will cohesively and recognisably unite its component parts.

The RCH150 identity

We have designed an identity for the RCH's 150th anniversary (RCH150) that:

- Engages a diverse range of stakeholders and audiences
- Unites and motivates stakeholders to participate in the celebrations
- Complements the existing RCH and RCH Foundation brands and brand elements
- Evolves and amplifies the RCH brand
- Conveys a strong sense of celebration, children and connection to the RCH brand



Design deliverables

We have developed a guide to six key branding and co-branding scenarios for the RCH150 program, the RCH, the RCH Foundation as well as external parties.

At this point in time, these guidelines document the approved RCH150 identity, assets and branding scenarios. There is scope to evolve the contents as the program and communications needs develop.

RCH150 identity use beyond 2020

Due to the COVID-19 pandemic, some RCH150 events have been postponed to 2021.

For these events, the RCH150 identifier without the date 2020 should be used.

In addition, any new events, programs or initiatives that require RCH150 branding beyond 2020 should carry the RCH150 identifier without the date 2020.

Background

Program objectives

RCH150 seeks to:

- Reinforce why the RCH exists
- Support and complement the RCH's broader strategic objectives
- Leverage opportunities for raising further financial support for the RCH
- Acknowledge and celebrate the achievements of the RCH over the past 150 years
- Honour and acknowledge past and current contributors to the RCH
- Engage all key stakeholders
- Leave an enduring legacy for the RCH and its extended community

Program audience

INTERNAL AUDIENCE

- RCH and RCH Foundation staff, boards and executives
- RCH Alumni Association
- The League of Former Trainees
- Melbourne Children's Campus partners and their staff, executives and boards
- RCH volunteers

EXTERNAL AUDIENCE

- First Nations communities
- Multicultural and CALD communities
- Current and former patients and families
- The Victorian community
- National and international alumni
- The broader medical community
- Good Friday Appeal
- RCH Auxiliaries
- Donors, supporters and fundraisers — past, existing and potential
- Government, educational, corporate and community partners
- Media

Background

Program key messages

In 2020, the RCH celebrates its 150th anniversary, recognising the achievements of the hospital since 1870 and charting a path towards the future of great paediatric healthcare.

For 150 years, the RCH remains at the forefront of paediatric healthcare, providing world-leading care for Victoria's sickest and most vulnerable children and young people.

The vision for the hospital's future provides a significant platform for enabling global leadership in child and adolescent healthcare, and focuses on the innovations for the future, caring for generations to come.

Importantly, as we continue to learn from the communities we serve - particularly our patients and families - we remain committed to great care everywhere, promoting leadership and partnership to support great paediatric healthcare; locally, nationally and internationally.

Founded in philanthropy, the RCH has been an institution underpinned by the community's generosity, enabling the hospital to continue to change the future of children's health and build on the legacy of those who came before us.

We are proud of our achievements over 150 years, attracting and retaining the best and brightest minds, conducting ground-breaking research, and continuing to improve the way we deliver patient and family centred care; ensuring the hospital maintains its place as a top-tier academic health science centre, leading the way.

Today, the hospital is a key partner in the internationally-renowned Parkville Precinct. The Precinct is home to world-leading organisations in healthcare, research and tertiary education, a precinct developed by the Victorian Government, instilling pride and assurance that all Victorians have access to world-class healthcare facilities.

Conditions of use

1. Using the RCH150 brand identifier as sole brand

- Use of the RCH150 brand identifier can never appear without the RCH brandmark, in all instances
- These events, publications and projects are managed by the RCH150 Program Director, the RCH150 Communications Director, and the Communications teams of the RCH and the RCH Foundation
- The RCH150 brand identifier cannot be used by third parties unless authorised by the RCH150 Program Director, the RCH150 Communications Director, or the Communications teams of the RCH and the RCH Foundation

2. Using the RCH150 brand identifier as an acknowledgement

The RCH150 brand may be used as an acknowledgement ONLY on materials where the RCH and the RCH Foundation are primary or lead brands.

Examples of using the RCH150 brand identifier as an acknowledgement are shown in these guidelines. In these instances the RCH150 brand identifier must appear in addition to and secondary in size and position to the primary brand (i.e. at the bottom or on the back of materials).

These guidelines have been developed by the Communications teams at the RCH and the RCH Foundation and have been approved by each organisation's Executive Team.

For more information, clarification or questions, please contact:

RCH150 Communications Director:

Josh Mascara: (03) 9345 4984, josh.mascara@rch.org.au

RCH150 Program Director:

Bebe Backhouse: (03) 9345 6219, bebe.backhouse@rch.org.au

RCH Foundation Communications team:

(03) 9345 4206, communications.foundation@rch.org.au

Period of use

The RCH150 brand identifier is only to be used externally from **1 October 2019** until **31 December 2020**.

For any postponed events, new events, programs or initiatives requiring RCH150 branding, the RCH150 brand identifier version (without the year 2020) may be used from **1 January 2021**.

In order to maintain the link between the year 2020 and the hospital's anniversary, the main version of the RCH150 brand identifier should still be used for any commemorative materials that will endure beyond 2021.

RCH150

Brand elements

Brand elements

The RCH150 identity elements

The RCH150 identity comprises five key elements:

1. **The identifier** (logo and/or lockup)
2. **Colour palette** (including primary palette and secondary palette)
3. **Fonts** (for both print and screen applications)
4. **Pattern**
5. **Photographic style** (please refer to RCH brand guidelines for more detail)

Working together and used consistently these elements make up the RCH brand identity as a whole. They help build a strong and recognisable look and feel for all communications about the RCH150 program. For more detail regarding the RCH150 brand elements, please refer to the following pages.

NOTE: Designers creating RCH150 program materials should also reference the RCH Brand Guidelines for more detail.

RCH150 Identifier

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 identifier

The design takes the leaves from the RCH brandmark and spins them into a flower shape, with some of the petals breaking free – suggesting a sense of freedom and movement. The motif is reminiscent of a dandelion flower in the wind. We can imagine blowing on the flower and making a wish...for good health, a better future or just for a dream come true.

The design has a sense of energy and progression with the flowing petals taking us into the future. It is a similar shape to a whirly-gig and above all, injects a strong sense of celebration and fun into the existing RCH brand.

There are several versions of the identifier, including files suitable to use on white, navy and photographic backgrounds as well as various lock-ups. Please ensure you are using the correct version(s) most suitable to your communication by following the branding scenarios flow chart on page 20.



Minimum clearspace

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

To maintain the clarity of the RCH150 program brand, its integrity, and to maximise its visual impact, clearspace rules have been defined and must be observed in all applications.

Clearspace is the minimum area surrounding the mark that must remain free from any other graphic element or text. The minimum clear space is determined by the 'X' height shown below. This depth is then applied to all sides of the mark.

Clearspace rules apply identically to all versions of the RCH150 program mark.



Minimum size – for RCH150 and the RCH

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

Minimum size specifications have been developed to ensure the clarity and integrity of the mark whenever it is reproduced in both printed and digital materials. They show the smallest allowed usage of the logo which is to prevent the logo, or part of it from being illegible.

The minimum width of the RCH150 program mark versions are shown below.

The following sizes are for use for RCH150 and the RCH applications only.



Print: 21mm
Screen 72 dpi: 102px
Screen 144 dpi: 204px



Print: 26.5mm
Screen 72 dpi: 130px
Screen 144 dpi: 260px



Print: 30mm
Screen 72 dpi: 150px
Screen 144 dpi: 300px



Print: 32mm
Screen 72 dpi: 158px
Screen 144 dpi: 316px



Print: 53.5mm
Digital 72 dpi: 260px
Digital 144 dpi: 520px



Print: 54mm
Digital 72 dpi: 270px
Digital 144 dpi: 540px

Minimum size – for the RCH Foundation

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

Minimum size specifications have been developed to ensure the clarity and integrity of the mark whenever it is reproduced in both printed and digital materials. They show the smallest allowed usage of the logo which is to prevent the logo, or part of it from being illegible.

The minimum width of the RCH150 program mark versions are shown below.

The following sizes are for use for the RCH Foundation applications only.



Print: 24mm
Screen 72 dpi: 135px
Screen 144 dpi: 270px



Print: 36.5mm
Screen 72 dpi: 206px
Screen 144 dpi: 412px



Print: 31mm
Screen 72 dpi: 188px
Screen 144 dpi: 396px



Print: 38mm
Screen 72 dpi: 233px
Screen 144 dpi: 466px

Minimum size – for the RCH Foundation supporters

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

Minimum size specifications have been developed to ensure the clarity and integrity of the mark whenever it is reproduced in both printed and digital materials. They show the smallest allowed usage of the logo which is to prevent the logo, or part of it from being illegible.

The minimum width of the RCH150 program mark versions are shown below.

The following sizes are for use for the RCH Foundation supporters applications only.



Print: 62mm

Screen 72 dpi: 350px

Screen 144 dpi: 700px

Identifier usage

When using the RCH150 project identifier, take care to not harm its integrity by altering it or exercising your personal creative freedom. These are a few basic rules to follow when using the RCH150 brand identifier.

1. The RCH150 brand identifier **should never be recreated or typeset**. Only the official mark files can be used.
2. Do not stretch, condense or change the dimensions.
3. Do not alter or replace the typefaces.
4. Do not rearrange the placement of the type.
5. Do not alter the placement or scale of the elements.
6. Do not skew or bend in any way.
7. Do not add any extra elements.
8. Do not crop.
7. Do not rotate.
9. Do not use drop shadows, strokes or other visual effects.
10. Do not add or change colours of any of the elements.
11. Do not use colours other than those specified in this document.
12. Do not use the RCH150 brand identifier as a pattern or as a keyline. The only approved pattern, documented in these guidelines, is for use where the RCH150 is the primary brand only.



Fonts

RCH150 communications should always be easy to understand using a clear hierarchy of weights and sizes in headings, subheadings and body text. This ensures effective communication of messages.

The following fonts are to be used for all print and digital communications:

Print font: Whitney

AaBbCc123

Light

Maiorescimet ut aut pore estibus aut dolum et estium number harupta dendis re porporro offici dolenim veles volupta eiciati onsequodi corro et la sa qui nos rem volorem fugit.

AaBbCc123

Medium

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AaBbCc123

Semi Bold

Maiorescimet ut aut pore estibus aut dolum et estium number harupta dendis re porporro offici dolenim veles volupta eiciati onsequodi corro et la sa qui nos rem volorem fugit.

Weights available: Light, Regular, Medium, Semi Bold, Bold, Italic

Whitney is a copyrighted font and can be purchased here:
www.typography.com/fonts/whitney/overview

Digital font: Museo Sans – websites, digital screens, video and social media

AaBbCc123

300

Maiorescimet ut aut pore estibus aut dolum et estium number harupta dendis re porporro offici dolenim veles volupta eiciati onsequodi corro et la sa qui nos rem.

AaBbCc123

500

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AaBbCc123

700

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Weights available: 100, 300, 500, 700, 900, Italic

Museo Sans is available via Adobe Typekit with an Adobe Creative Cloud subscription.

Fonts

Word and Powerpoint font: Open Sans

AaBbCc123

Light

Maiorescimet ut aut pore estibus aut dolum etres estium
number harupta dendis rem offici dolenim veles volupta
eiciati onsequodi corro et la sa qui nos rem volorem fugit.

AaBbCc123

Regular

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number harupta dendis re porporro offici dolenim veles
volupta eiciati onsequodi corro et la sa qui nos rem.

AaBbCc123

Semi Bold

**Maiorescimet ut aut pore estibus aut dolum et estium
number harua dendis re porporro offici dolenim veles
volupta eiciati onsequodi corro et la sa qui nos rem.**

Weights available: Light, Regular, Semi Bold, Bold, Italic

Open Sans is available via Google fonts at <https://fonts.google.com/specimen/Open+Sans>
For RCH and RCH Foundation if this is not already installed on your computer, please contact
IT who will install it for you. Alternately please contact Creative Studio and a zipped file can
be provided.

If Open Sans is not available please default to Verdana.

Colour palette

Colour system to be used is **Pantone Bridge Process Coated** for coated printed materials or **Pantone Bridge Uncoated Process** for uncoated printed materials.

Primary colour palette

The primary colour palette are the main colours used for the RCH150 materials.

PMS 2766
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 2766
CMYK 0/19/89/0
RGB 255/206/52
WEB #FFCE34

Secondary colour palette

The secondary colour palette is to be used in conjunction with the primary colour palette.

PMS 3115
CMYK 59/0/14/0
RGB 86/199/218
WEB #56C7DA

PMS 376
CMYK 54/0/100/0
RGB 130/195/65
WEB #82C341

PMS 715
CMYK 0/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 186
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 701
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 5783
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 7546
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 7545
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 7544
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 7543
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

PMS 7541
CMYK 100/100/6/60
RGB 14/0/72
WEB #0E0048

VIP collateral colour palette

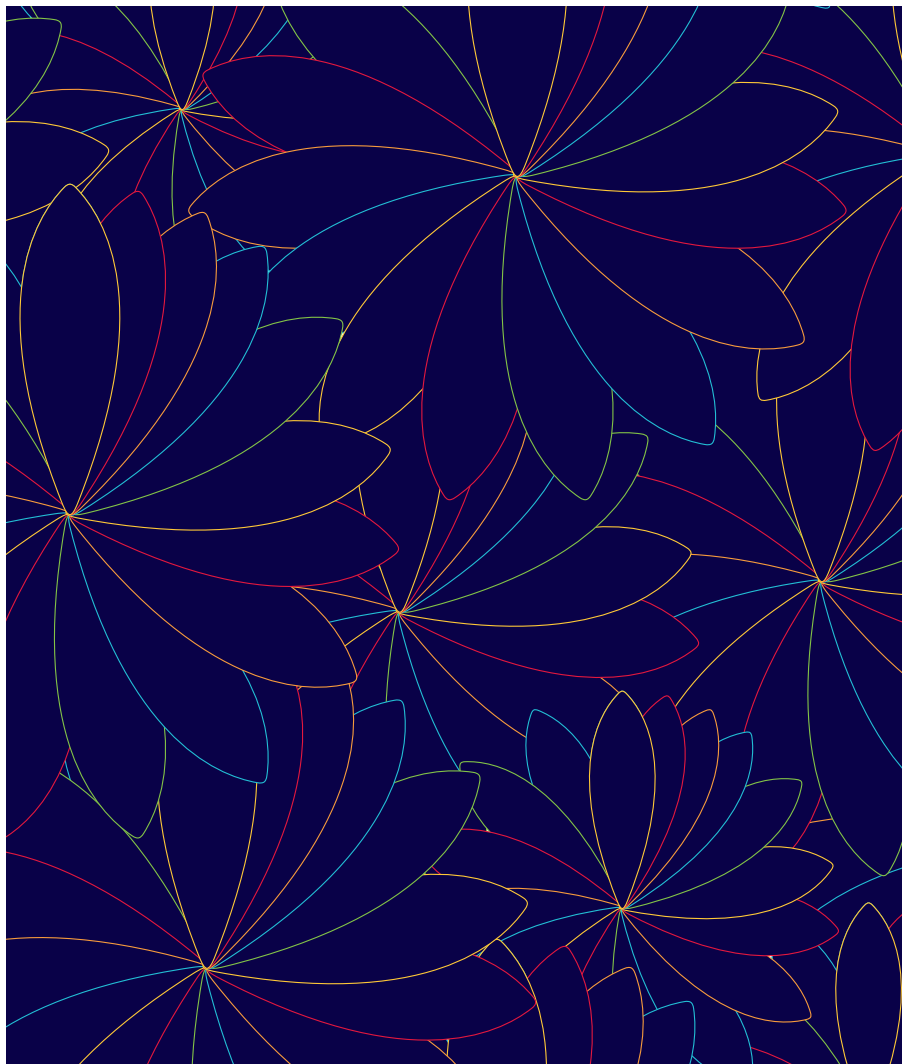
To be incorporated into **RCH150 VIP** materials only. Always to be printed as a spot colour from the **Pantone Metallic Coated** system.

PMS 5783

Pattern

This pattern, created specifically for use on RCH150 materials exclusively, is used as an additional graphic element that enhances the look and feel of the design. Using this graphic element helps to identify the material as RCH150 communication. Using it consistently will help build the RCH150 brand.

This is the only pattern to be used in various sizes and line weights as a graphic pattern on printed and digital materials. It can be scaled proportionally up and down at the discretion of the designer. Do not reproduce or make other patterns. This is the only approved pattern for use with RCH150 program materials.

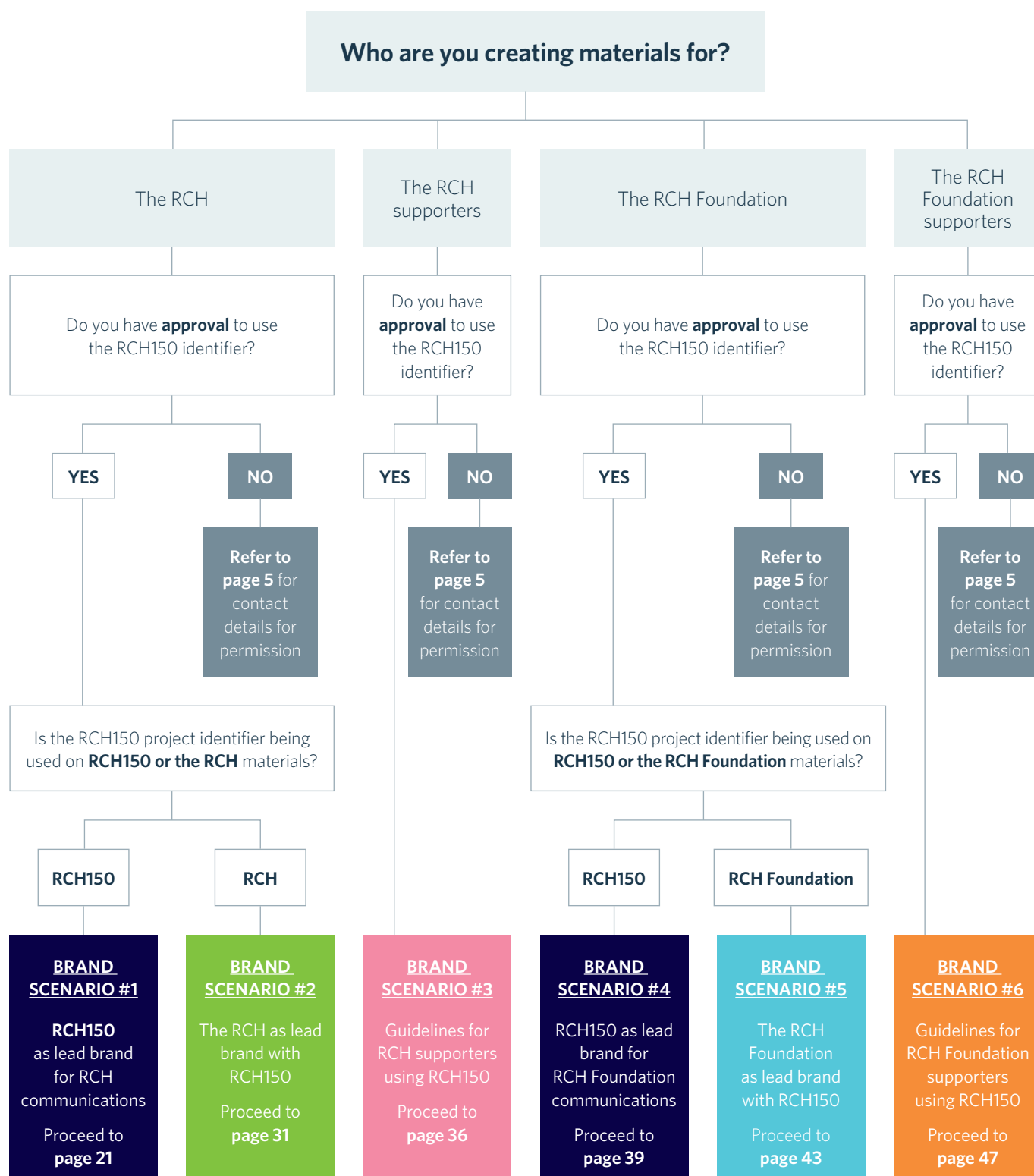


RCH150

Branding scenarios

Branding scenarios flow chart

There are six different branding scenarios where the RCH150 brand identity can be used. Please use this diagram to identify which scenario to use. These scenarios are expanded in the following pages to show in detail the most appropriate use.



BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications



BRANDING SCENARIO #1

RCH150 identifier for the RCH

USAGE GUIDE:

For use as the primary brand on RCH150 program materials with the RCH brandmark used as a supporting mark

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 logo – portrait



RCH150 logo – landscape

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.



RCH150 logo – white tile



RCH150 logo – landscape white tile

RCH150 identifier for the RCH

USAGE GUIDE:

For use as the primary brand on RCH150 program materials with the RCH brandmark used as a supporting mark

USAGE GUIDE:

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The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 logo – portrait colour reverse



RCH150 logo – landscape colour reverse



RCH150 logo – navy tile



RCH150 logo – landscape navy tile

RCH150 identifier for the RCH

USAGE GUIDE:

For use as the primary brand on RCH150 program materials

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 brand lockup

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.



RCH150 brand lockup – colour reverse



RCH150 brand lockup – white tile

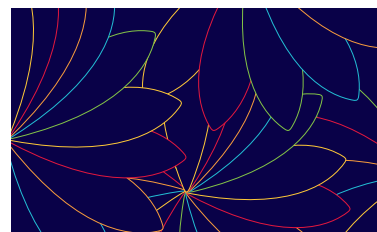
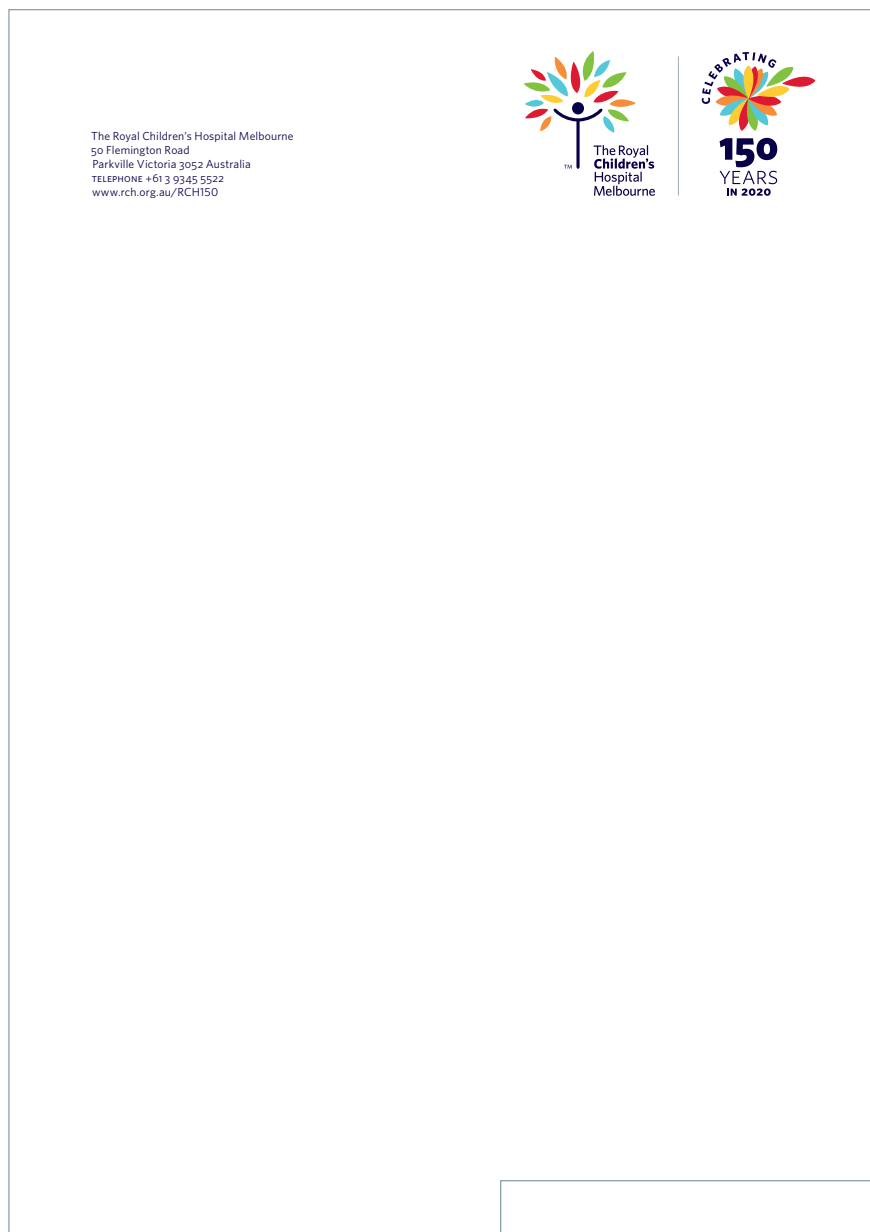


RCH150 brand lockup – navy tile

BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications – collateral mockups

Stationery suite



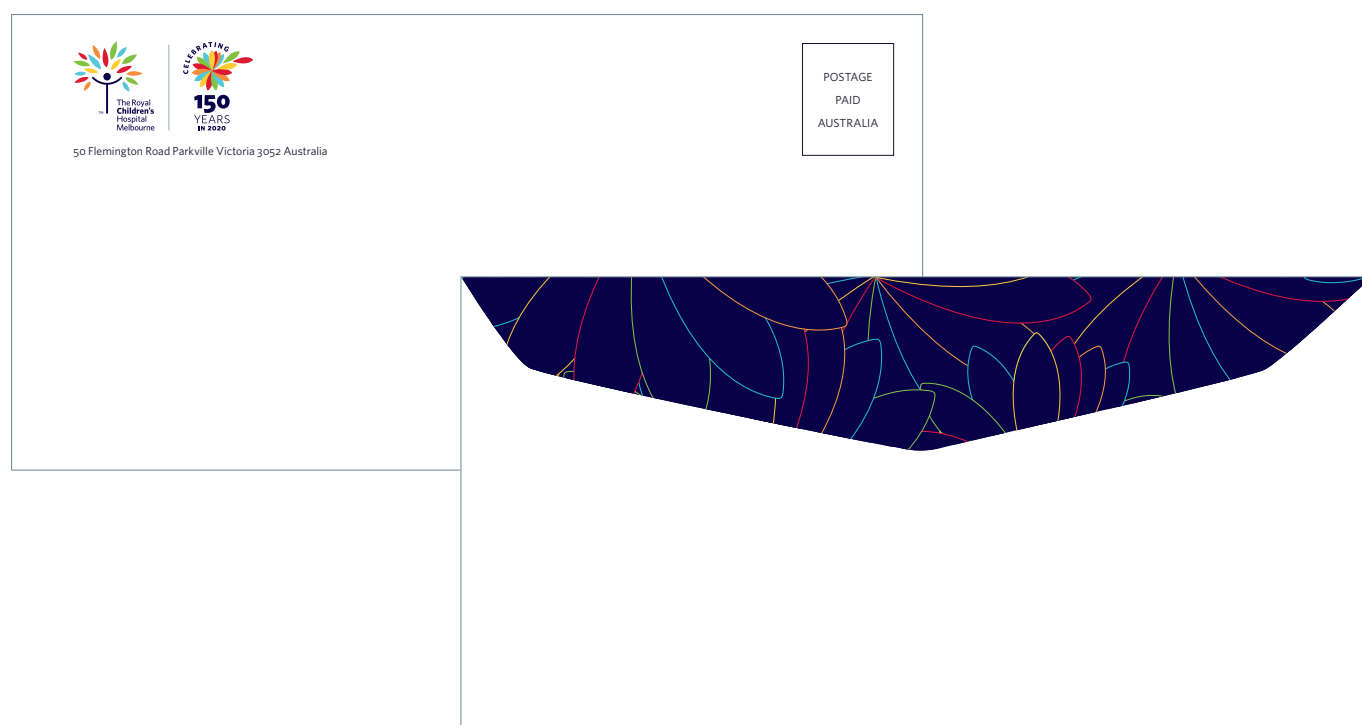
BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications – collateral mockups

DL invitation



DLX envelope



BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications – collateral mockups

Booklet cover



PowerPoint



BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications – collateral mockups

eNewsletter

Posts from RCH Intranet News for 04/02/2014

RCH Intranet <no-reply@rch.org.au> (sent by RCH Intranet <no-reply=rch.org.au@mail129.us2.mcsv.net>)

To: Carolyn Bedggood <carolyn.bedggood@rch.org.au>

rch.org.au/RCH150

Follow us on   



RCH150 lorem ipsum dolor callum alto verde



Monday 27 February 2019



**Lorem ipsum dolor callum alto
verde title to go in here**

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[READ MORE](#)



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denis magna quaeprae ne nonsequi tem dolor audaest
moloriatque.

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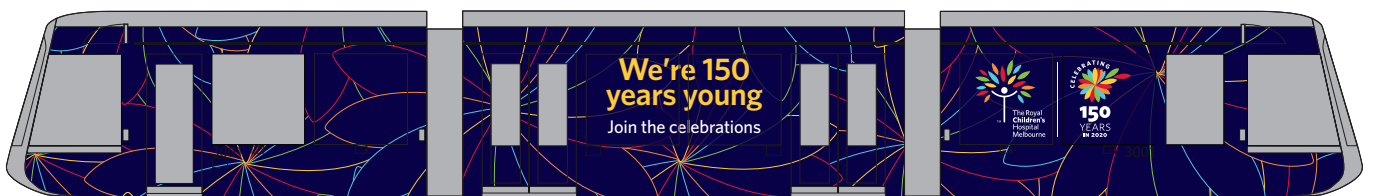
BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications – collateral mockups

Outdoor poster



Branded tram



BRANDING SCENARIO #1

RCH150 as lead brand for RCH communications – VIP collateral mockups

DL invitation



Booklet



BRANDING SCENARIO #2

The RCH as lead brand with RCH150



RCH150 identifier for the RCH

USAGE GUIDE:

For use as the acknowledgement mark on select RCH communications

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 logo – portrait



RCH150 logo – landscape



RCH150 logo – white tile



RCH150 logo – landscape white tile

RCH150 identifier for the RCH

USAGE GUIDE:

For use as the acknowledgement mark on select RCH communications

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 logo – portrait colour reverse



RCH150 logo – landscape colour reverse



RCH150 logo – navy tile



RCH150 logo – landscape navy tile

RCH150 identifier for the RCH

USAGE GUIDE:

For use as the primary brand on RCH150 program materials

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 brand lockup

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.



RCH150 brand lockup – colour reverse



RCH150 brand lockup – white tile



RCH150 brand lockup – navy tile

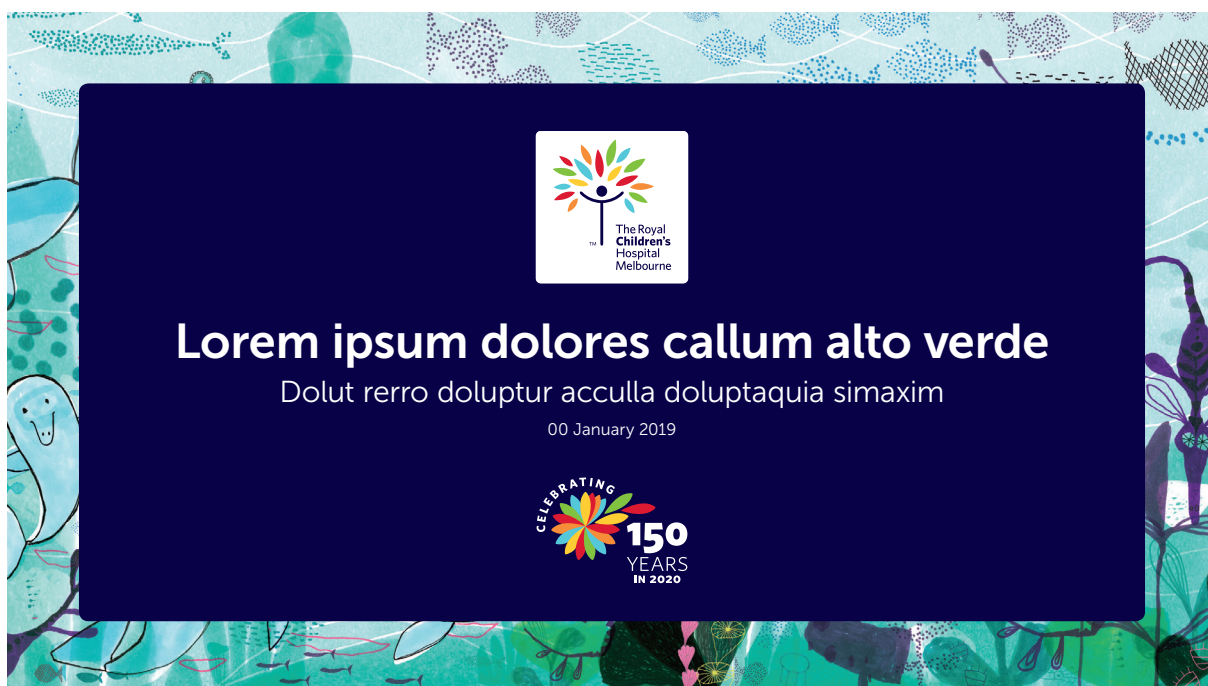
BRANDING SCENARIO #2

The RCH as lead brand with RCH150 acknowledgement – collateral mockups

Staff awards cover



Powerpoint



BRANDING SCENARIO #3

Guidelines for RCH supporters using RCH150



BRANDING SCENARIO #3

RCH150 identifier for RCH supporters

USAGE GUIDE:

For use as the acknowledgement mark on materials produced by supporters of the RCH150 program

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 brand identifier comes in a tile landscape orientation that is suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 'Proudly supporting' brand lockup – white tile



RCH150 'Proudly supporting' brand lockup – navy tile

RCH150 identifier guidelines for RCH supporters – collateral mockup

LOFT

LEAGUE OF FORMER TRAINEES & ASSOCIATES INC.

The Royal Children's Hospital Melbourne. Founded 1921

March 2019 | Vol 28, No. 1 | ISSN 14441179



Submissions to the Editor: PO Box 7163, Hawthorn North, VIC 3122

Collecting our stories

LOFT was lucky to interview 98 years young, Alice Charles (nee Andrew) who graduated from the Carlton Hospital in 1942. During the interview Alice shared many of her memories of her training and the friends she made along the way. Born in Cheltenham, Victoria, Alice spent her childhood from the age of 7 to 13 years in Kenya, living between her boarding school and the sugar plum plantation her parents were managing. She felt very lucky to have such a happy childhood.

After returning to Australia to complete her secondary education, Alice chose to do her nursing training at the Children's at the suggestion of her doctor grandfather. Alice remembered the harsh conditions at Carlton, "It was hard, hard, hard going- cold and harsh, cool Lino, harsh rules, everything cold". There was only one fire place at the end of the ward and "the ward sister would warm her backside there". "The Medical Superintendent, Vernon Collins, cared and tried to improve our diet and understood how hard it was for a nurse".

It was wartime and many fathers and boyfriends were away. "Everyone would wait for the morning mail hoping not to receive bad news. We had the companionship of each other, kids lovely, cheeky little devils, all over the place".

Frankston had a more relaxed atmosphere with many children recovering from polio, tuberculosis, osteomyelitis, scarlet fever and diphtheria with no antibiotics to treat them. "Frankston, one way was very sad, but we made it a happy place, many parents didn't visit, really sad. We nurses learnt to give them a lot of love, tried to make them feel loved. Very hard for parents, completely unnecessary, they could have given the kids their tea". There was weekly visiting but it "was cruel for children and for the parents, children can't just turn off, they don't understand".

When Alice was asked for a wish for the hospital's future she replied, "don't worry about giving those medications, give them a cuddle!"

Note:

The Archive Department at RCH will be collecting professional oral histories for the 150th over the next few months and is looking for nominations for key people to capture. If you have a story to tell please email sue.scott@rch.org.au with your name, age, contact details, role, dates of work and brief bio or background. These will be forwarded to Archives and if not considered your stories can also be added to the LOFT website (under review).



Proudly supporting



BRANDING SCENARIO #4

RCH150 as lead brand for RCH Foundation communications



BRANDING SCENARIO #4

RCH150 identifier for the RCH Foundation

USAGE GUIDE:

For use as the primary brand on RCH150 program materials with the RCH Foundation brandmark used as a supporting mark

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 brand lockup for the RCH Foundation – portrait



RCH150 brand lockup for the RCH Foundation – landscape



RCH150 brand lockup for the RCH Foundation – white tile



RCH150 brand lockup for the RCH Foundation – landscape white tile

BRANDING SCENARIO #4

RCH150 identifier for the RCH Foundation

USAGE GUIDE:

For use as the primary brand on RCH150 program materials with the RCH Foundation brandmark used as a supporting mark

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 brand lockup for the RCH Foundation – portrait colour reverse



RCH150 brand lockup for the RCH Foundation – landscape colour reverse



RCH150 brand lockup for the RCH Foundation – navy tile



RCH150 brand lockup for the RCH Foundation – landscape navy tile

BRANDING SCENARIO #4

RCH150 as lead brand for the RCH Foundation communications – collateral mockups

Booklet cover



Powerpoint



BRANDING SCENARIO #5

The RCH Foundation as lead brand with RCH150



BRANDING SCENARIO #5

RCH150 identifier for the RCH Foundation

USAGE GUIDE:

For use as the acknowledgement mark on select RCH Foundation communications

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 brand lockup for the RCH Foundation – portrait



RCH150 brand lockup for the RCH Foundation – landscape



RCH150 brand lockup for the RCH Foundation – white tile



RCH150 brand lockup for the RCH Foundation – landscape white tile

RCH150 identifier for the RCH Foundation

USAGE GUIDE:

For use as the acknowledgement mark on select RCH Foundation communications

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 brand identifier comes in both portrait and landscape orientations. There are also tile versions that are suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 brand lockup for the RCH Foundation – portrait colour reverse



RCH150 brand lockup for the RCH Foundation – landscape colour reverse



RCH150 brand lockup for the RCH Foundation – navy tile



RCH150 brand lockup for the RCH Foundation – landscape navy tile

BRANDING SCENARIO #5

The RCH Foundation as lead brand with RCH150 acknowledgement – collateral mockup

Brochure cover



BRANDING SCENARIO #6

Guidelines for RCH Foundation supporters using RCH150



BRANDING SCENARIO #6

RCH150 identifier for RCH Foundation supporters

USAGE GUIDE:

For use as the acknowledgement mark on materials produced by supporters of the RCH150 program

USAGE GUIDE:

RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

The RCH150 brand identifier comes in a tile landscape orientation that is suitable to place onto any background, such as flat colour, photographic images or patterns.

Minimum-size and clear-space rules apply.



RCH150 'Proudly supporting' brand lockup – white tile



RCH150 'Proudly supporting' brand lockup – navy tile

BRANDING SCENARIO #6

RCH150 identifier guidelines for RCH Foundation supporters – collateral mockup



COMMUNITY+HODGES

Hodges Real Estate proudly supporting The Royal Children's Hospital.

THE ROYAL CHILDREN'S HOSPITAL (RCH)

For nearly 150 years, the RCH has provided world leading care to Victoria's most vulnerable children. It is the major specialist paediatric hospital in Victoria and its care extends to children from across Australia and overseas. The RCH is internationally recognised as a world leading centre for paediatric treatment, teaching, and research.

THE HODGES CORPORATE COMMITMENT

The Hodges Real Estate group have commenced a sponsorship partner agreement with The Royal Children's Hospital Foundation and are honoured to be affiliated with such an altruistic and selfless organisation.

Seeing the effect, the RCH has on the lives of children and families in the community, Hodges decided to partner with the hospital to support those who rely on it.

There is no denying that the RCH is making a significant impact throughout all the communities where we operate, and this is something Hodges wholeheartedly wanted to support.

Across the Hodges group, many have been personally impacted and benefitted by the work and care of the RCH. This also applies to many of our customers. That's why the RCH was such a clear choice for Hodges.

Each of our Hodges offices are committed to our corporate charity and share a vision to support patient care initiatives and improve the lives of children and their families.

Proudly supporting



The Royal Children's Hospital Foundation

CELEBRATING



150 YEARS
The Royal Children's Hospital Melbourne

You get more with **HODGES**

Appendix A

Identifier usage beyond 2020

Due to the COVID-19 pandemic, some events, programs and initiatives of the RCH150 program have been postponed to 2021.

An RCH150 identifier without the words 'IN 2020' has been developed for use in collateral promoting events, programs and initiatives occurring in 2021.

All versions of the RCH150 identifier that appear in these guidelines are also now available without the date 2020 for use/appearance from January 1, 2021.

This updated identifier may be used from January 1, 2021 as required and approved by the RCH150 Program Director or the RCH Foundation and RCH Communications teams.

In order to maintain the link between the year 2020 and the hospital's anniversary, the main version of the RCH150 brand identifier should still be used for any commemorative materials that will endure beyond 2021.

To determine which identifier version or lockup version best suits your communication, please refer to the flow chart on page 20— **Branding scenarios flow chart**.

To request the full suite of appropriate files for your branding scenario, please contact your Communications team.



RCH/RCH150 brand lockup



RCH150 logo - landscape



RCH150 'Proudly supporting' brand lockup - navy tile



For more information, clarification or questions, please contact:

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