





Seattle Children's

HOSPITAL · RESEARCH · FOUNDATION



Looking forward.

We would like to share some exciting news about Seattle Children's.

As we evolve as an organization, we're changing our logo, our name and the language we use to describe ourselves.

This little book is about a new way to tell our story. Some call it a brand, logo or identity, but we like to think of it as a way to communicate the inspiring truth that is Seattle Children's.

We want to share with you the reasons why we made the changes, and answer questions you may have about our new brand.



This is the new symbol of Seattle Children's. As you can see, it is a simple and compelling depiction of two whales, inspired by the traditional artwork of our region.

The large and small whales communicate the compassion and trust at the heart of many of our relationships — parent and child; family and community; hospital and supporter; care provider and patient.

It is an elegant and engaging design that reflects the area we serve.

Our new logo.



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Our new name.

Our name is now officially Seattle Children's. This is a carefully considered change.

Adding "Seattle" to our name is an asset. The city is seen as a progressive, well-respected center of medicine and research. The new name identifies Seattle as the hub of a regional health-care system extending throughout Washington, Alaska, Idaho and Montana.

Already part of our Web address, "Seattle Children's" immediately identifies where we are and what we do.





The mission of Seattle Children's communicates both the history and vision of our organization:

"We believe all children have unique needs and should grow up without illness or injury. With the support of the community and through our spirit of inquiry, we will prevent, treat and eliminate pediatric disease."

We carry out this mission by:

- Providing world-class clinical care
- Conducting pioneering research
- Encouraging donations from a generous community

These three pillars of Seattle Children's — Hospital, Research and Foundation — are at the heart of our brand story.

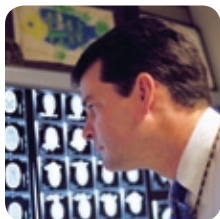
Telling our story.

Hope. Care. Cure.™

We see hope, care and cure every day here at Seattle Children's.

It is a brown-eyed third grader bravely fighting cancer. It is a PhD in Microbiology searching for a cure for cystic fibrosis. It is a gardening guild raising thousands of dollars on a warm spring weekend.

These three words capture our mission in a simple and inspiring way. It's a tagline we'll use often as we tell the story of Seattle Children's.





We have adopted a new Strategic Plan that honors the past, while setting a course for the next 100 years.

As we move forward with renewed goals and energy, the time is right to evolve the way we depict ourselves to the outside world. The new logo, new name and new tagline are useful instruments to help guide our journey into the future.

Why change? Why now?

What won't change.

Change is exciting and, at times, a little scary. But we can all take comfort in the fact that one thing will never change at Seattle Children's: Our unwavering commitment to preventing, treating and curing childhood illness.

The work we do is recognized the world over, including our recent citation as one of the top ranked children's hospitals in the nation by *U.S. News & World Report*.

Our logo and name may be new, but our focus on children and families remains the same.





Thank you.

We'd like to express our thanks to the hundreds of you who contributed to this exciting project. We expect that our new brand will endure for decades as Seattle Children's continues to provide compassionate care to thousands of children and families.

Chances are you may have some questions or comments about the new name and logo.

For more information, visit www.seattlechildrens.org/lookingforward.

Hope. Care. Cure.™

www.seattlechildrens.org