



Publicity Guidelines

Last updated May 10, 2010

The Children's Home of Pittsburgh & Lemieux Family Center is pleased that your media outlet has taken an interest in our mission and three programs.

In order to help us maintain a consistent brand identity and help us to build awareness of our nonprofit, we ask that you take special note of the appropriate ways to list our organization's name, including the capitalization, symbols, and the use of our logo.

- Always **capitalize the "T" in The** Children's Home of Pittsburgh & Lemieux Family Center.
- **Never** refer to us as '**The Home**'.
- The first mention of our organization should be read or printed as The Children's Home of Pittsburgh & Lemieux Family Center.
- It is acceptable to list our name as The Children's Home & Lemieux Family Center or The Children's Home after the first mention.
- **Do not abbreviate the organization's name to TCHP, TCH, or CHP (or any other way) in any materials.**
- Please **use the "&" symbol** and refrain from using the typed out word "and" when typing our name.
- Our three programs should be listed as: Adoption, Child's Way[®], and the Pediatric Specialty Hospital.
- When utilizing our logo, please talk with the Marketing Department before the logo is published. The logo should be at least an inch in width and should have a clear space around the logo equal to half the height of the logo.

Thank you for your cooperation in helping us to maintain a consistent brand identity.

If you have any questions about these guidelines, please call 412-441-4884 and ask for the Marketing Department.