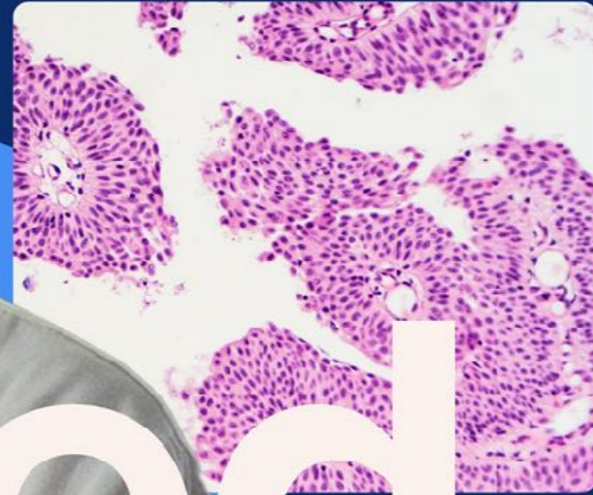




# Devoted.



Charles B. Huddleston, MD  
Cardiothoracic Surgery

In the heart of St. Louis, we're reimagining how to save lives far beyond our city limits. Our compassionate healthcare providers are using advanced technology and innovative treatments to tackle childhood cancer, diabetes, and kidney disease—so our kids' biggest worry can be their next game of hide-and-seek.



# Technology is at the **heart** of it all.

**Devoted.**

Performing life-saving care in the womb. Bringing cardiologists and surgeons together to treat heart problems in the same room. Using 3D printing to aid complex surgeries. When compassionate care and innovative technology come together, health outcomes look bright.



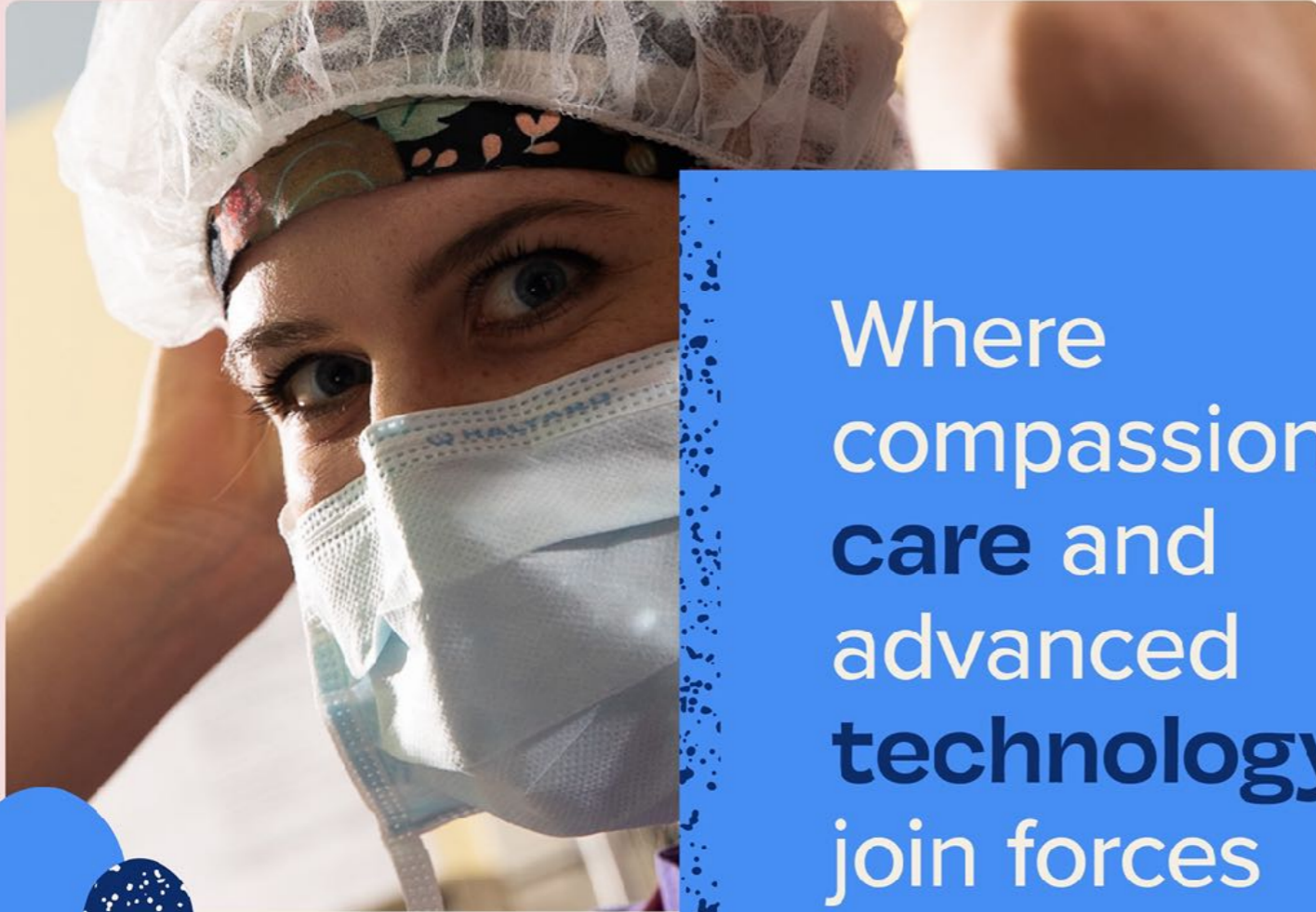


# Exceptional care is our calling.

At Cardinal Glennon, we tirelessly pursue the highest standard in pediatric care—because all kids deserve futures filled with laughter, smiles, and opportunity.



Devoted.



Where  
compassionate  
**care** and  
advanced  
**technology**  
join forces



**Devoted.**

Devoted to a world where kids get to be kids.

# Always.



Kids should be able to scrape their knees, play dress up, and sling at the top of their lungs. But they should also get the chance to grow up and do great things. Our Glennon kids are tomorrow's leaders, and we're shaping the world they'll grow up to inhabit. By investing in innovative research and pioneering technology today, we're creating a better tomorrow for all.

Devoted.

# Devoted to reaching new heights.

Devoted.





Devoted  
to big **smiles**  
and bigger  
**dreams.**

**Devoted.**







Devoted to  
the **method**  
and the  
**madness.**

Devoted.



Devoted  
to the  
**extra**  
**miles.**

**Devoted.**



Deeply



Cardinal Glennon Children's Hospital

Devoted.♥

Hi, I'm Devoted.

Devoted.♥



Devoted  
to  
reaching  
for  
the  
stars



The innovative Special Needs Tracking and Awareness Response System (STARs) is transforming the way emergency care is provided to children with special needs

## Devoted.

With your support, we can continue programs like STARs—and build a hospital devoted to transformative patient care.



# Devoted to leaving our footprint behind

Our donor-supported Footprint program gives families the tools to cope and thrive when children have multiple, complex, or life-limiting Amedical issues.

Devoted. 

MAXIMUM  
OCCUPANCY  
799 PERSONS

Devoted.

Exceptional  
care is **our**  
**calling.**



Devoted.

Exceptional  
care is **our**  
**calling.**





# Devoted to reaching new heights.

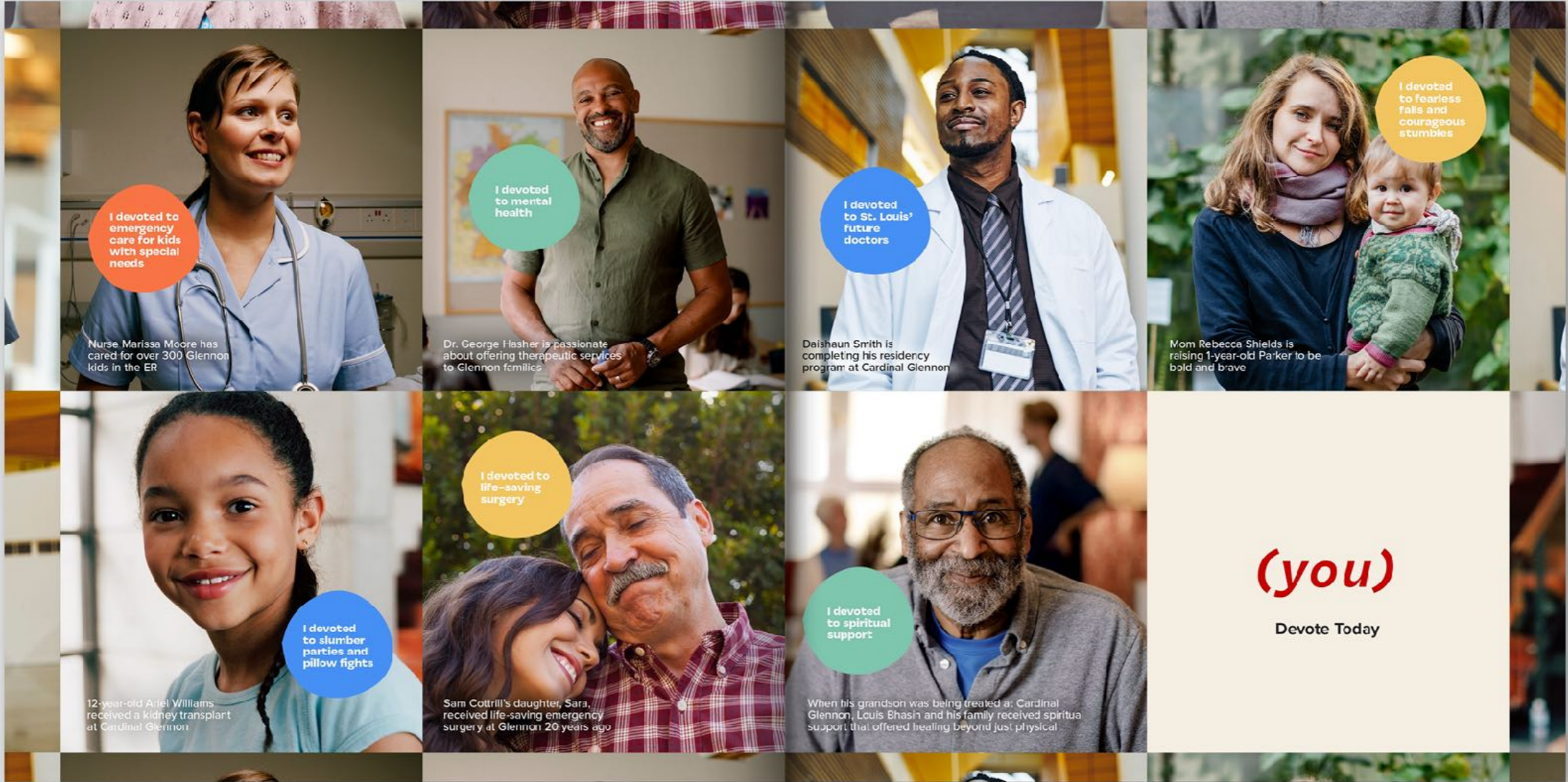
**Top 10** bone marrow transplant program nationwide with one-year survival rates over 90%



**Devoted.**

# Calling All Devoted.





I devoted to emergency care for kids with special needs

Nurse Marissa Moore has cared for over 300 Glennon kids in the ER

I devoted to mental health

Dr. George Hasher is passionate about offering therapeutic services to Glennon families

I devoted to St. Louis' future doctors

Daisheun Smith is completing his residency program at Cardinal Glennon

I devoted to fearless falls and courageous stumbles

Mom Rebecca Shields is raising 1-year-old Parker to be bold and brave

I devoted to slumber parties and pillow fights

12-year-old Ariel Williams received a kidney transplant at Cardinal Glennon

I devoted to life-saving surgery

Sam Cottrill's daughter, Sara, received life-saving emergency surgery at Glennon 20 years ago

I devoted to spiritual support

When his grandson was being treated at Cardinal Glennon, Louis Bhash and his family received spiritual support that offered healing beyond just physical

**(you)**

Devote Today

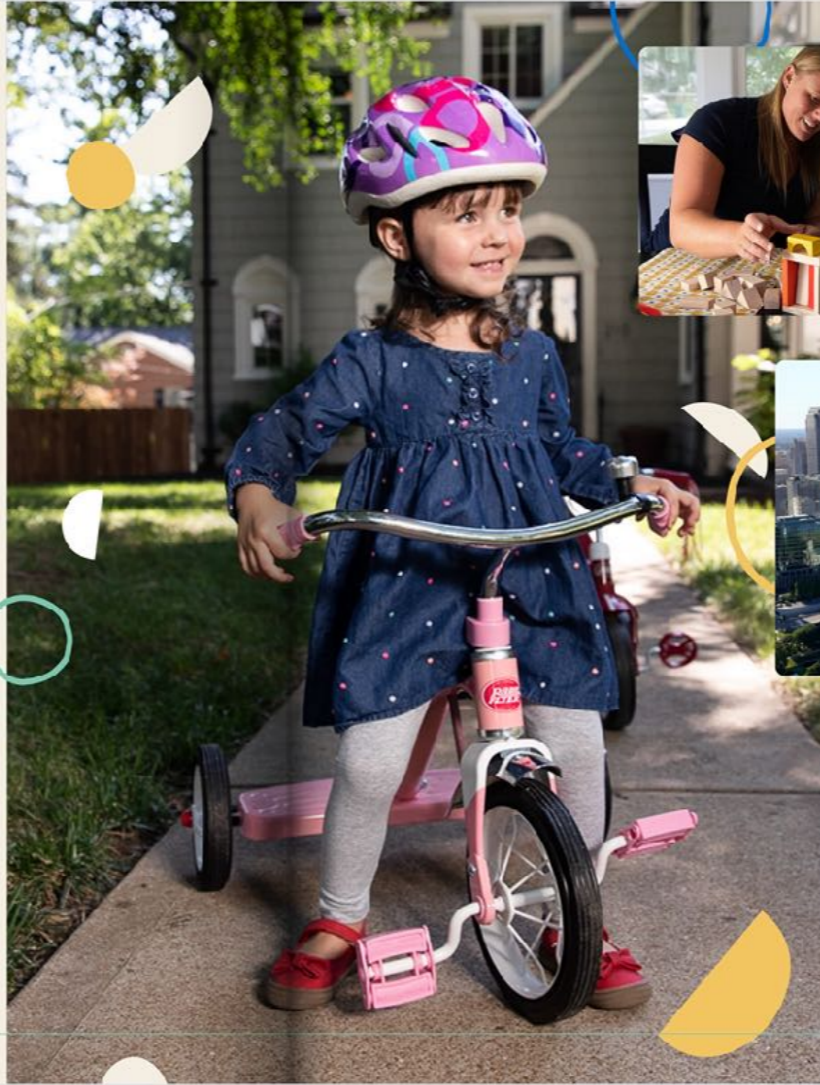


Cardinal Glennon Children's Hospital

# Building a brighter future. For health. For happiness. For equality. For St. Louis. For all.

Cardinal Glennon was founded nearly 70 years ago with the mission of caring for all children. We're more committed to that mission than ever—but our community's needs have grown since that time. This campaign will enable us to build a new hospital devoted to all.

We are one of the only comprehensive children's hospitals serving our region of over 1 million children. Nearly a fifth of that population comes through our doors each year, many of whom live below the poverty line. We care for more of our underserved population than any other children's hospital in the region.



Amidst all this, we remain fiercely committed to caring for all families who come to Glennon, regardless of their ability to pay. However, reimbursements don't go far enough in covering our needs. Many families would have nowhere to turn were it not for Cardinal Glennon.



We're not just building a hospital—we're building the future of St. Louis and beyond. A healthier, brighter future, where advanced technology helps us save and improve more lives than ever before. A future in which all children can conquer the playground—and grow up to conquer the world.





# Devote Today

Donate now to support Cardinal Glennon

[devoted.com](https://devoted.com)



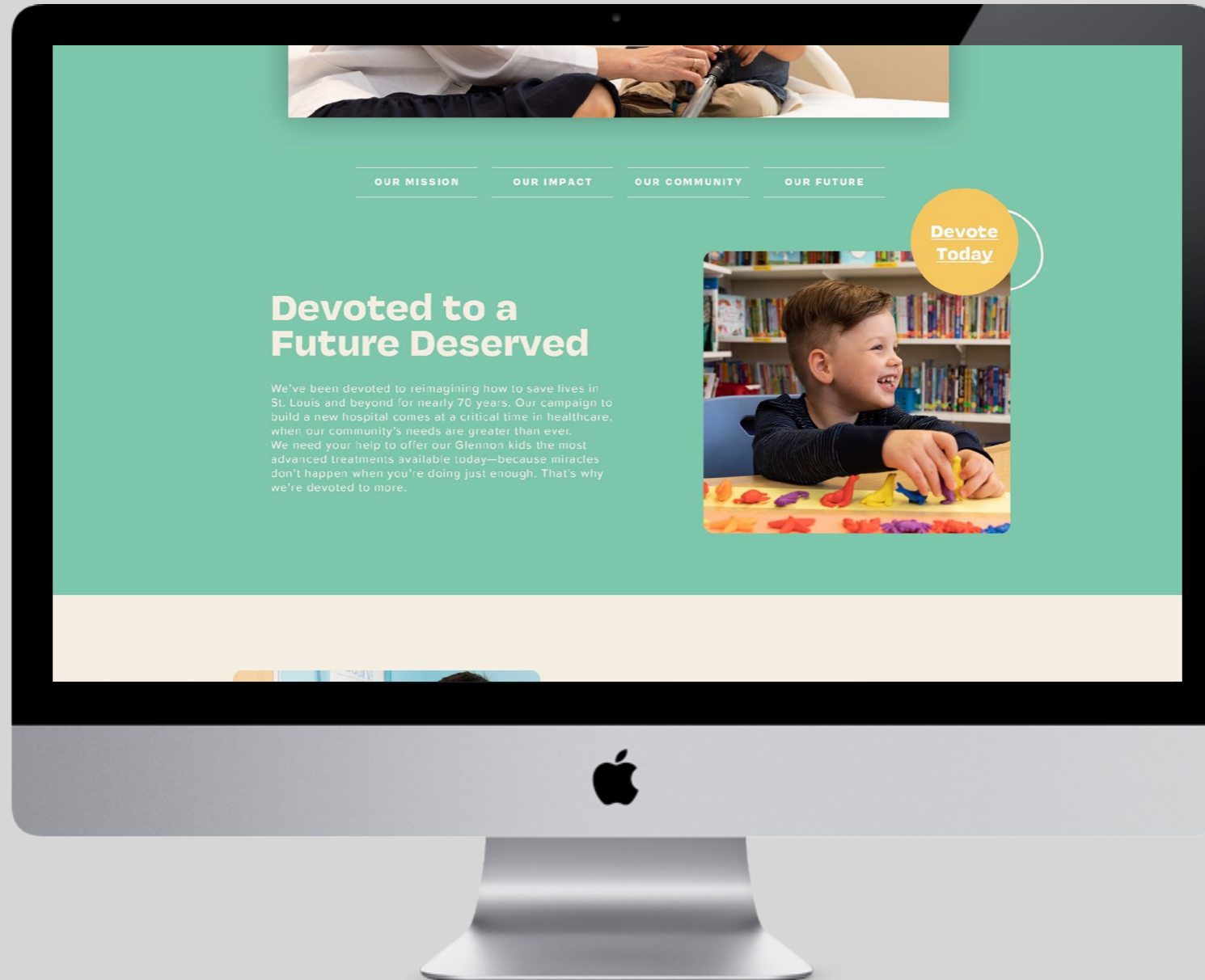
Devoted.

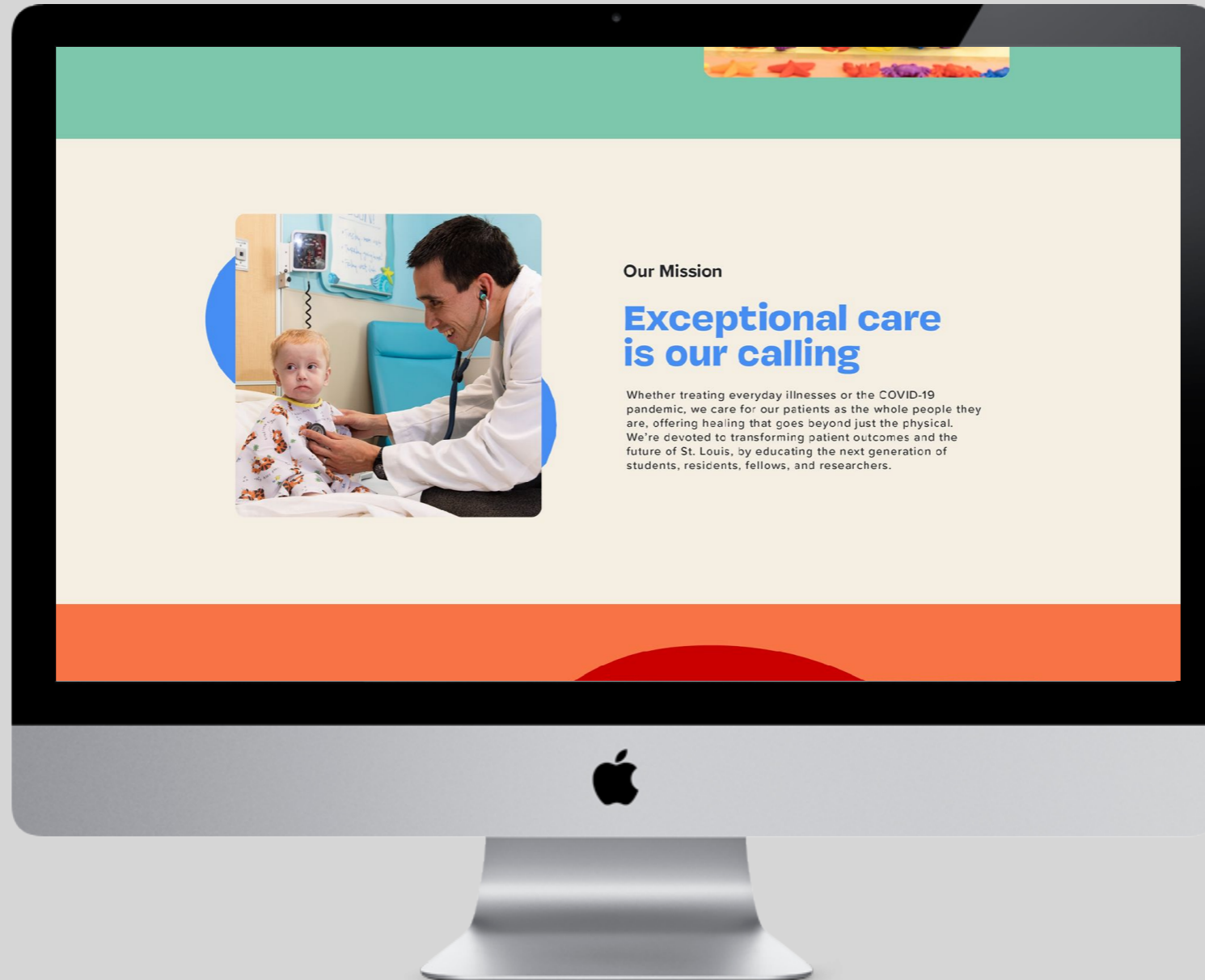
Sign in

Register

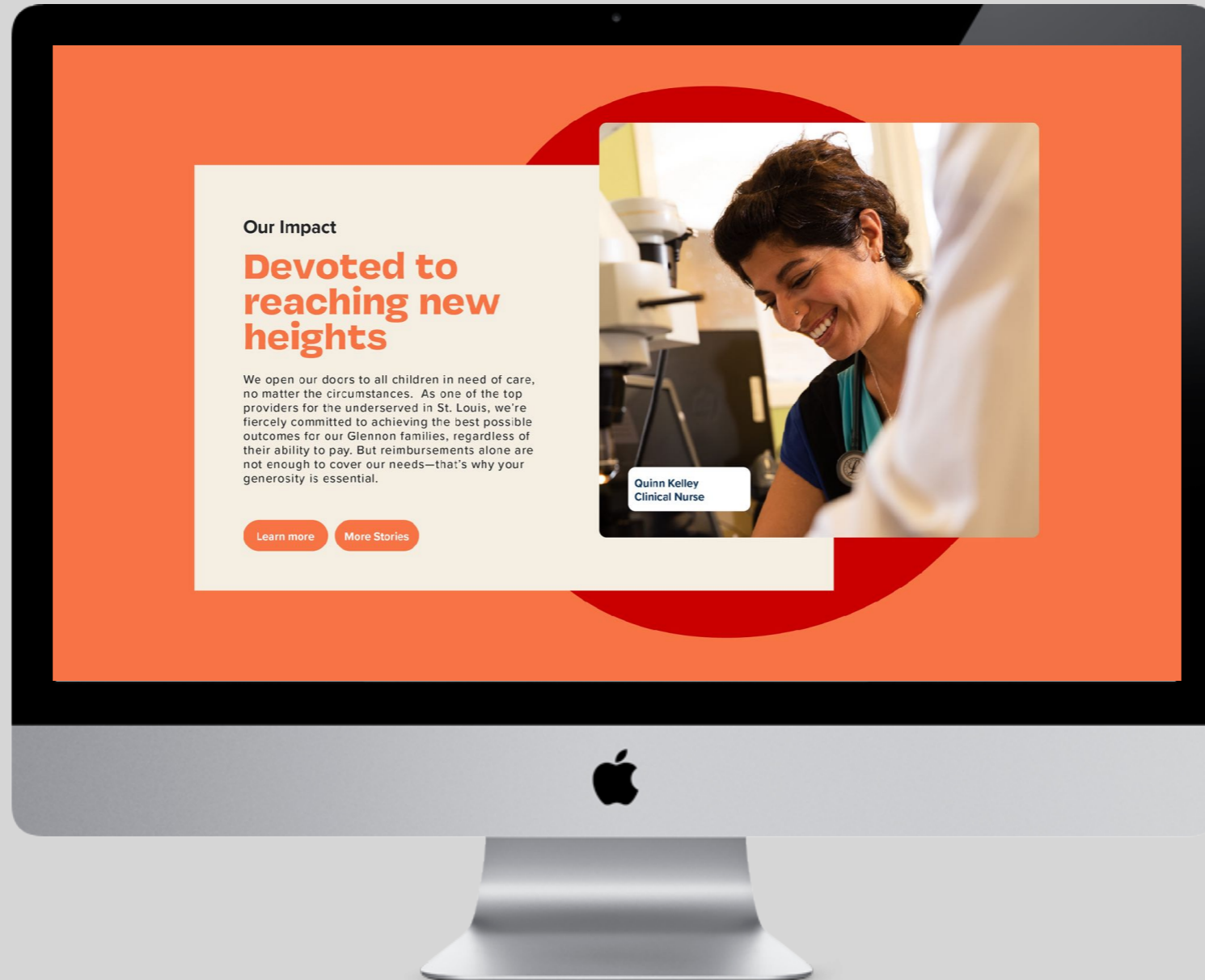
# Devoted to leaping without looking











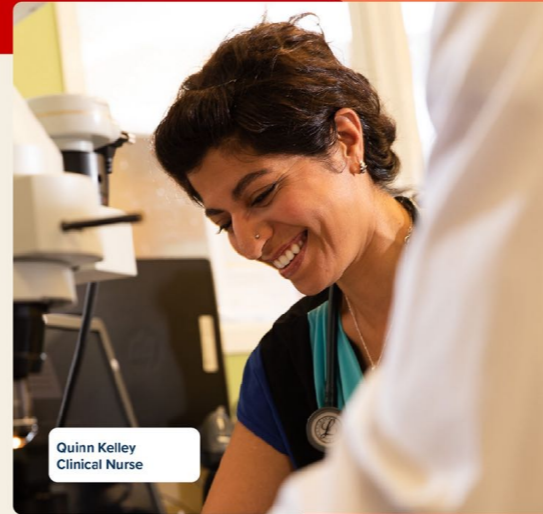
### Our Impact

## Devoted to reaching new heights

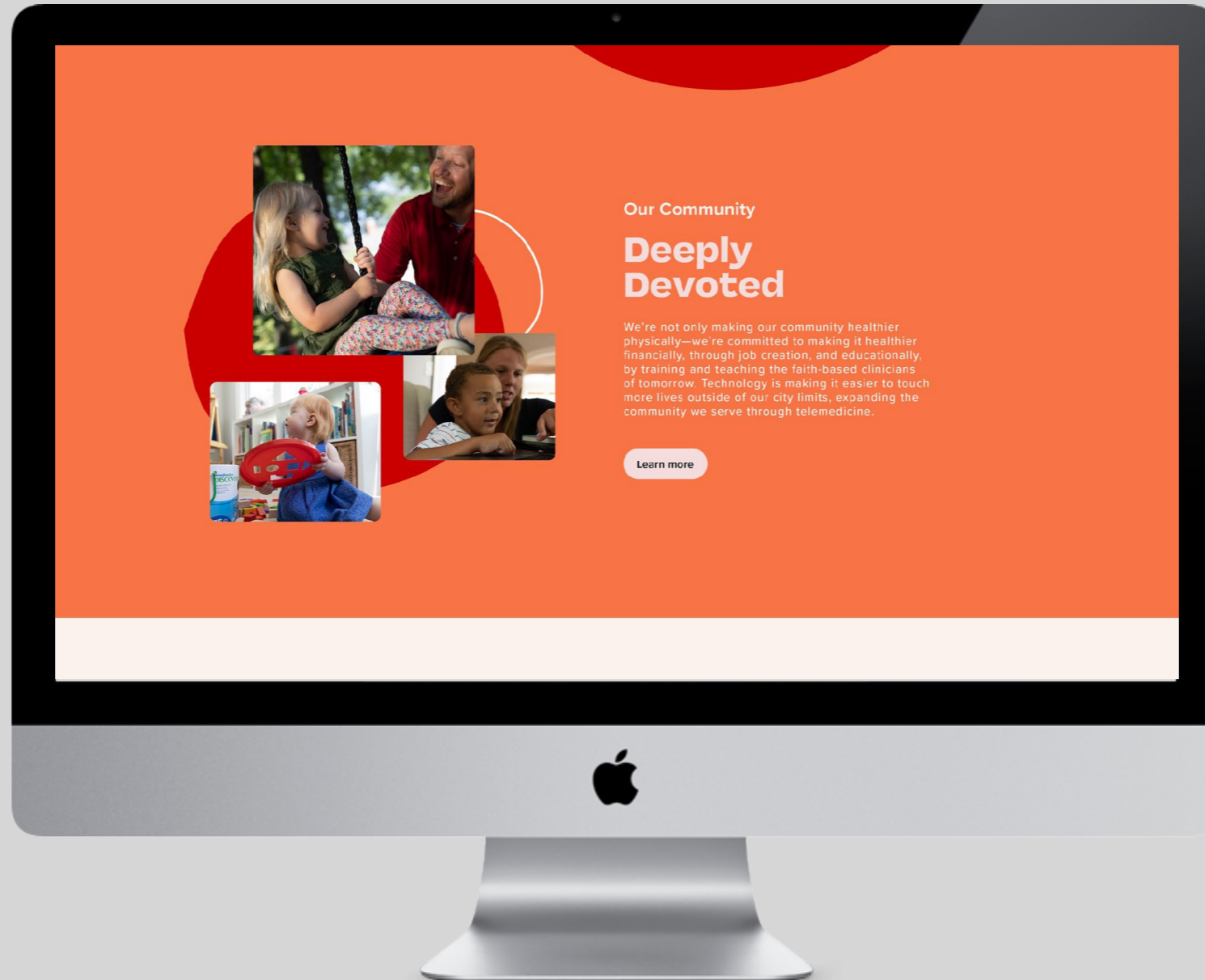
We open our doors to all children in need of care, no matter the circumstances. As one of the top providers for the underserved in St. Louis, we're fiercely committed to achieving the best possible outcomes for our Glennon families, regardless of their ability to pay. But reimbursements alone are not enough to cover our needs—that's why your generosity is essential.

[Learn more](#)

[More Stories](#)



Quinn Kelley  
Clinical Nurse

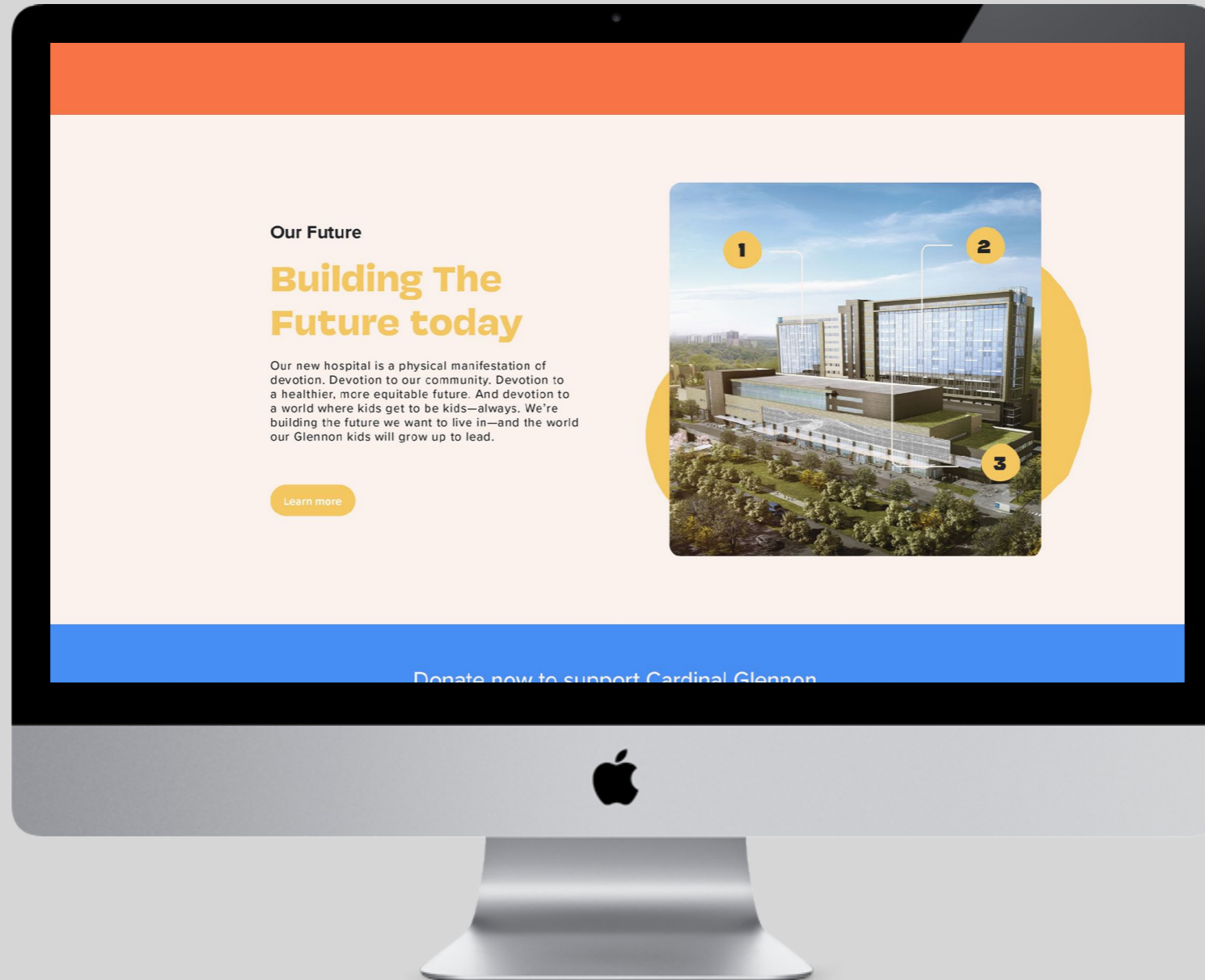


Our Community

## Deeply Devoted

We're not only making our community healthier physically—we're committed to making it healthier financially, through job creation, and educationally, by training and teaching the faith-based clinicians of tomorrow. Technology is making it easier to touch more lives outside of our city limits, expanding the community we serve through telemedicine.

[Learn more](#)



Our Future

## Building The Future today

Our new hospital is a physical manifestation of devotion. Devotion to our community. Devotion to a healthier, more equitable future. And devotion to a world where kids get to be kids—always. We're building the future we want to live in—and the world our Glennon kids will grow up to lead.

[Learn more](#)



Donate now to support Cardinal Glennon



# 300 miles is closer than you think.

Why should you care about a children's hospital that's 300 miles away? Because over 37 million people call the 300 mile radius around Cardinal Glennon home. Of that 37 million about 17 million are children. Of that 17 million more than 1.3 million will experience an extended hospital stay. An experience that will change the course of their young lives. Cardinal Glennon is a full-service children's hospital for the whole child and the whole family. Our therapies and treatments go far beyond what shows up on an insurance bill. We are devoted to allowing a kid to be a kid, no matter the diagnosis. But our passion must be met and matched by the devotion of others. Visit OurDevotion.com and see what your support can mean to the community of Glennon kids that stretches far beyond our walls.

## Devoted.

[devoted.com](http://devoted.com)

160/90 x Cardinal Glennon Children's Hospital



Why should you care about a children's hospital that's **300** miles away? Because over **37 million** people call the **300** mile radius around Cardinal Glennon home. Of that **37 million** about **17 million** are children. Of that **17 million** more than **1.3 million** will experience an extended hospital stay. An experience that will change the course of their young lives. Cardinal Glennon is a full-service children's hospital for the whole child and the whole family. Our therapies and treatments go far beyond what shows up on an insurance bill. We are devoted to allowing a kid to be a kid, no matter the diagnosis. But our passion must be met and matched by the devotion of others. Visit [Our-Devotion.com](http://Our-Devotion.com) and see what your support can mean to the community of Glennon kids that stretches far beyond our walls.

**Devoted.**♥

**Logotype Lockup**

For consistency across all forms of communication, there are two ways to lockup the Cardinal Glennon Children's Hospital logo and the "Devoted." logotype. A horizontal version is the preferred form to use whenever possible. A stacked version should be used as a secondary mark when the space and size does not allow for the primary lockup.

**Primary**

**Secondary**

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**Logotype**

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**Typefaces**

Our fonts can be used **together** for **emphasis.**

**Brand Type**

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**Color Palette**

The "Devoted" campaign leverages the primary colors of Cardinal Glennon Children's Hospital along with an expanded color palette to give the campaign its own distinct look and feel. The color palette is organized into three categories: 1) Warm, 2) Cool, 3) Neutral.

Warms	Cools	Neutrals
<b>Cardinal Glennon Red</b> CMYK: 0, 100, 50, 0 RGB: 202, 16, 45 HEX: #C8002E PMS: 185	<b>SSM Health Navy</b> CMYK: 100, 70, 0, 57 RGB: 0, 45, 114 HEX: #002D40 PMS: 285B	<b>True Black</b> CMYK: 95, 95, 92, 60 RGB: 0, 0, 0 HEX: #000000
<b>Soft Orange</b> CMYK: 88, 74, 0 RGB: 202, 101, 29 HEX: #C8661D	<b>Blueberry</b> CMYK: 61, 0, 0 RGB: 51, 143, 245 HEX: #3399FF	<b>Cotton</b> CMYK: 0, 10, 0 RGB: 245, 240, 227 HEX: #F5E6D3
<b>Sun Yellow</b> CMYK: 0, 22, 0 RGB: 245, 188, 57 HEX: #F5C022	<b>Seafoam</b> CMYK: 0, 40, 0 RGB: 175, 191, 173 HEX: #A9C9C9	<b>Pink Pink</b> CMYK: 0, 18, 0 RGB: 245, 222, 222 HEX: #F5C0C0

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**Texture**

Here texture is used as visual noise to break up flat color and add depth. Texture can be used as a knock out over color or as a tone on tone.

**Neutral**

Texture should knockout to match the neutral background color.

**Tone on Tone**

Avoid color pairings that create when using tone on tone. Warm colors should be paired together and cool colors should be paired together.

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**Photography Overview**

When selecting photography or capturing new images we want to show our devotion across everything that we do. Photography should feel authentic rather than staged or posed. It should strike a balance between pioneering, doubtlessness, and compassion. Photography should capture our devoted servants and pioneering care, and show a devotion to our Glennon kids and our region.

**Campaign Imagery**

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