

CTIP Brand Assets & Press Kit

When it comes to building a memorable brand, it's all about consistency. We love our brand. We ask that you use it with care.

The CTIP brand includes the words, phrases, symbols, designs and other distinctive brand features associated with CTIP and our services.

NAMING RULES

Official Name: The Consortium for Technology & Innovation in Pediatrics (Note: "The" and "&" are both in the official name)

Abbreviation: CTIP

DESCRIBING CTIP

We are particular about how we describe ourselves. Please choose one of the versions below. If a version is too long for the word count constraints, do not edit. Instead, defer to a shorter official branding text from the list below.

Refer to CTIP as a **"Pediatric MedTech Accelerator"** because that's exactly what we are!

THE OFFICIAL CTIP DESCRIPTION

The Consortium for Technology & Innovation in Pediatrics (CTIP) is an FDA-funded pediatric MedTech accelerator centered at Lurie Children's Hospital and Children's Hospital Los Angeles. Our goal is to facilitate the development, production, and distribution of pediatric medical devices by identifying companies working in the space and providing advice, networking, and direct and indirect financial support on the road to commercialization.

THE BRIEF CTIP DESCRIPTION

CTIP is an FDA funded MedTech accelerator supporting pediatric device innovators from concept to commercialization.

THE OFFICIAL LONG CTIP DESCRIPTION

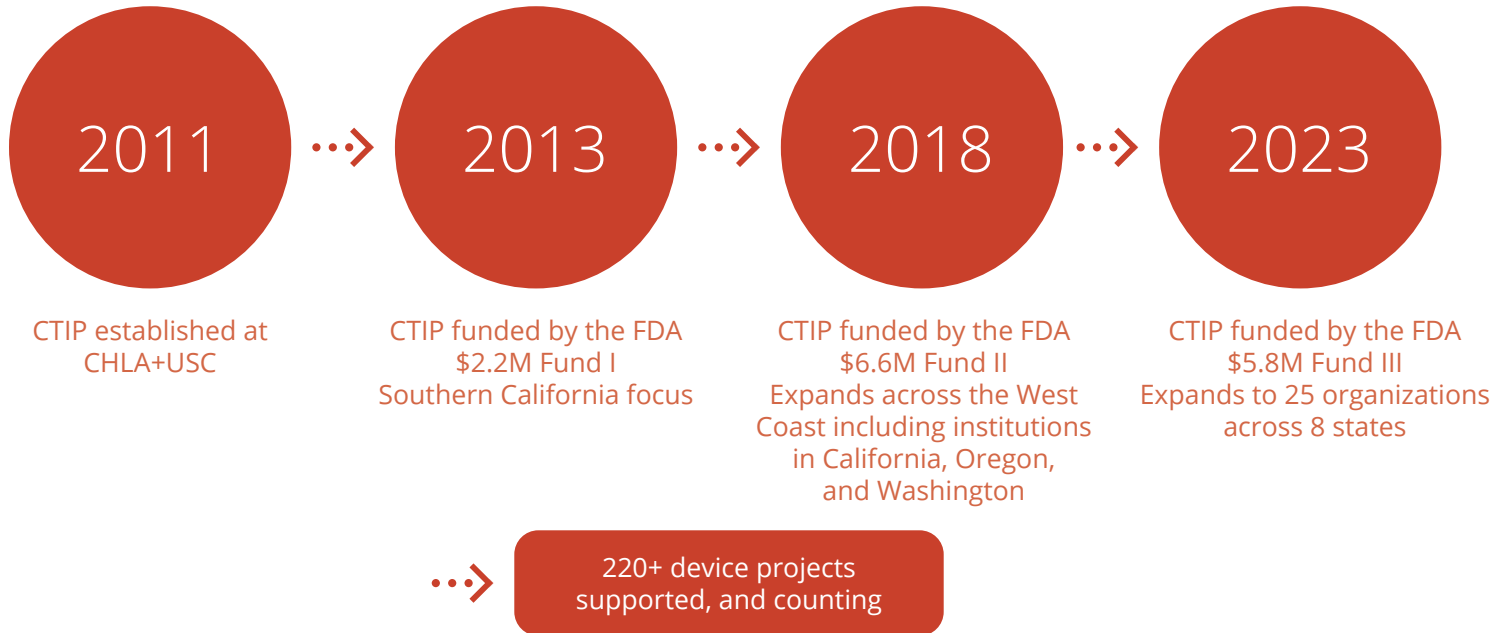
The Consortium for Technology & Innovation in Pediatrics (CTIP) is a pediatric medical device accelerator based at Lurie Children's Hospital (LCH) and Children's Hospital Los Angeles (CHLA). Established in 2011, CTIP has been funded by the U.S. Food and Drug Administration Pediatric Device Consortia (PDC) grant program in 2013, 2018, and 2023. CTIP promotes the development and commercialization of pediatric medical devices by simultaneously engaging and coordinating clinicians, engineers, regulators, hospital administrators, industry, patients, and the business community to guide and support medical device development for children. CTIP has established a robust network of children's hospitals, academic institutions, accelerators, incubators, and ecosystem partners to support the commercialization of pediatric medical devices. Over the past ten years, CTIP's Network has steadily grown from local to national membership, with 25 institutions across 8 states participating in the 2023-2028 cycle.



Helping pediatric innovators move forward
no matter how small or large the step

ctipmedtech.org | info@ctipmedtech.org

THE DETAILS



INVESTMENT AREAS

Pediatric Medical Devices

- Medical device regulated by the FDA
- Pediatric indication as defined by the FDA (0 to 21 years of age)
- Feasible for CTIP to support
- US based company

SOCIAL

Website: www.ctipmedtech.org

Twitter: [@ctipmedtech](https://twitter.com/ctipmedtech)

Facebook: www.facebook.com/ctipmedtech

Instagram: [@ctipmedtech](https://www.instagram.com/ctipmedtech)

LinkedIn: www.linkedin.com/company/consortium-for-technology-and-innovation-in-pediatrics

CURRENT TEAM

Please visit the CTIP website (www.ctipmedtech.org/ctip-team) for the most up to date information on current team members and their bios.



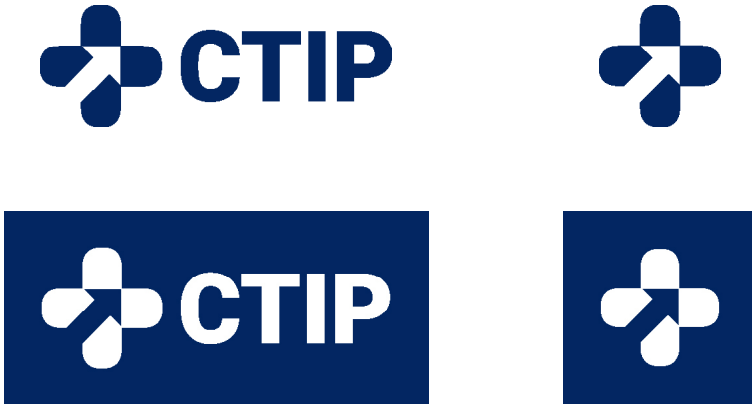
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LOGO

1. Please do not modify or alter the CTIP brand assets and/or logo. Meaning, do not change the shape, proportions, color or orientation of the logos. The logo should remain navy and white, as outlined here. And please provide at least as much padding around the logo as are displayed below. This helps our logo appear clean and uncluttered.
2. Please do not include the branding assets of Lurie Children's Hospital, Children's Hospital Los Angeles, or any of our consortium members without their prior explicit approval.

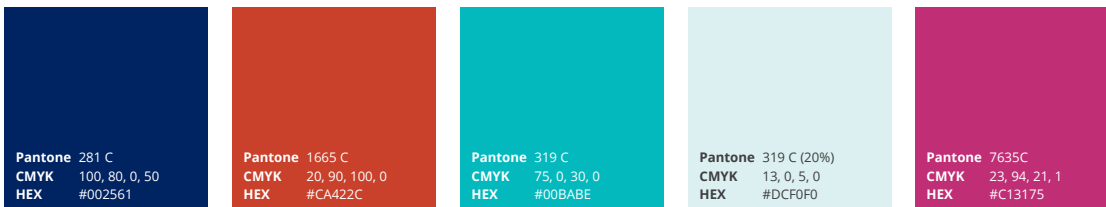
Click [here](#) to download the official CTIP logo files or visit our webpage, CTIP Brand Assets & Press Kit.



Keep a safe margin around the logo as displayed below



COLORS



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no matter how small or large the step

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TYPOGRAPHY

Font Roboto Thin
Size 40 pt
Kerning 0 pt
Leading auto

Impressive Title

Font Acumin Pro Extra Condensed
Size 20 pt
Kerning 160 pt
Leading auto

ELOQUENT SUBTITLE

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Questions about CTIP's name, branding, description and assets, or don't see what you need?

Reach out to us at info@ctipmedtech.org



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