

Make anything possible

Brand guidelines | September 2026

Welcome to Kids Operating Room's brand guidelines. Here you can learn about what we stand for and how to communicate that in how we look and speak.

By following these guidelines you're helping us to build awareness and understanding of our cause and to move closer to achieving our mission: making safe surgery possible for every child.

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Our brand

What we stand for:

- Introduction
- Our brand model
- Our name
- Our brand idea & strapline
- Our vision & mission
- Describing ourselves
- Our values & personality

Introduction

Our brand is much more than a logo. It's about how we communicate what we stand for. In this section you can find guidance on how we use words to tell our story and persuade people to get involved with our cause.

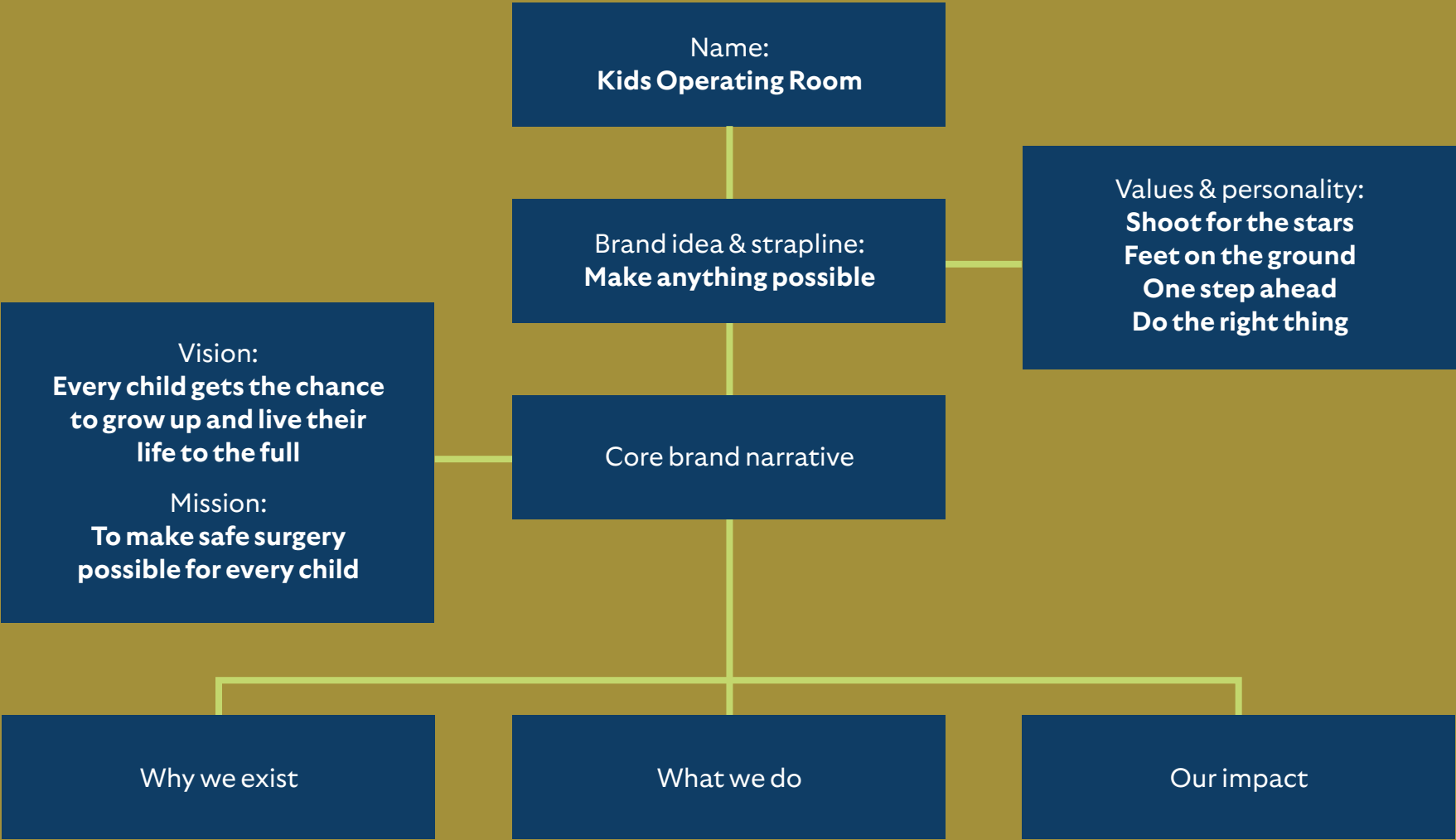
At its heart is our core idea: 'make anything possible'. In this section you can find guidance on telling that story in the language we use, and how our values and personality guide us in bringing that story to life in our behaviour.

Our brand

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Our brand model



Our brand

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Our name

Our name is Kids Operating Room.

We always use it in full and never shorten it (e.g. to Kids OR), even internally. That's because we need more people to understand who we are and what we do. It helps us avoid confusion about how we say our name and what any abbreviation stands for.

When writing our name (outside of our logo) we always capitalise the K, O and R.

You can avoid repeating our name too many times in your communications by using “we” and “us”.



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Our brand idea and strapline

Make anything possible is the core idea at the heart of our brand, and also our strapline.

This phrase captures our impact for children: the way safe surgery enables them to live the life they deserve. It echoes the bravery and determination of the surgical teams we support around the world. It reflects the spirit which drives everyone who works at Kids Operating Room. Together, we make anything possible.

We use our strapline on communications whenever we can, to keep reinforcing our message.

Make anything possible

Our brand idea and strapline

Whilst our core strapline is 'Make anything possible', you can sometimes adapt this line to deliver a more specific message.

Replace 'anything' with another word which captures our impact for children. Make sure it's relevant to your context and surrounding messaging e.g. you might use 'Make play possible' as a headline when writing about how surgery can give children the chance to take part in games and sport.

You can see these examples in application in the 'Bringing it all together' section (pages 86–116).

Make surgery possible
Make school possible
Make play possible
Make dreams possible
Make hugs possible
Make life possible

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Our mission and vision

Our vision describes the change we want to see in the world.

Our mission describes how we intend to make that change happen.

Our vision and mission are mostly for our internal use, but we may sometimes need or want to share them externally.

**Our vision is that every child
gets the chance to grow up
and live their life to the full.**

**Our mission is to make
safe surgery possible
for every child.**

Our brand

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Our core brand narrative

When we want to use a short descriptor to sum up what we do, we use the sentence shown here.

Using this language consistently across our communications helps people to understand and remember who we are and what we do.

**Making safe
surgery possible,
so kids can make
anything possible.**

Our core brand narrative

When we need a slightly longer way to describe ourselves, we use the copy shown here.

Using this language consistently across our communications helps people to understand and remember who we are and what we do.

Surgery saves kids' lives. It also gets them back to school, back on the football pitch, back with their friends, back on track for their unique future. A future where anything is possible.

Kids Operating Room creates the places and equips the people who make this happen. Supporting local surgical teams who do incredible things in the toughest conditions. When you don't have the right tools, a dedicated space or enough people with specialist skills, it's hard to give kids a chance of the life they deserve.

From Afghanistan to Zimbabwe, we enable medical professionals to do more life-changing operations, now and into the future. We go where they need us, where resources are scarce, where wars or disasters mean safe surgery is vital but immensely challenging. These everyday heroes are keeping kids and their dreams alive.

Making safe surgery possible, so kids can make anything possible.

Our longer brand narrative

We have a longer brand narrative, or set of messaging, which you can draw on when you need more detail about why we exist, what we do and our impact.

Why we exist

Every child deserves the chance to live life to the full. To go to school, to play with their friends, to grow up and take their best shot at making their dreams come true.

But for too many children around the world, that's not the reality. A broken leg can mean a lifetime of disability. A hernia can make a child's life a misery. A twist in the gut can kill a newborn baby.

The answer is safe and timely surgery, but in many countries that's just not an option. Hospitals don't have enough space, or the right equipment. Surgeons have to operate by torchlight, in crumbling buildings, with adult-sized tools. Too often they can't get the right training to carry out the specialised operations children need.

Surgery for children is an essential part of a health system that works. But it hasn't had the recognition or funding it needs. That's why we're here – to fill this gap.

By supporting local surgical teams, wherever they need us, we can help change this for good. We can stop children from dying needlessly and having their childhoods stolen by treatable conditions.

Investing in children's surgery is an investment in the future. Children's futures. Communities' futures. Countries' futures. It's a cost-effective way to make a truly remarkable impact.

All over the world, surgical teams are working in unbelievably tough conditions to save and change lives. We can support them to make safe surgery possible, so kids can make anything possible.

Our longer brand narrative

We have a longer brand narrative, or set of messaging, which you can draw on when you need more detail about why we exist, what we do and our impact.

What we do

We create world-class operating rooms for children in the toughest places, where surgical teams face the greatest challenges. From war zones to countries battling poverty and disasters, we go where we're needed most.

Everything we do is designed to support local teams and health systems. We work hand in hand to understand their particular needs and enable them to create impact that lasts. We never send in medical professionals from richer countries.

We transform unused or derelict spaces, usually in public hospitals. We supply each operating room with 3,300 pieces of specialist equipment. Once the room is set up, we partner with local engineers to keep everything running smoothly. With pioneering solar technology, we make sure the operating rooms have electricity, even during black outs or power shortages.

A Kids Operating Room is created with care and love. Our unique artwork is designed to reassure and distract young patients, unlike the usual cold and clinical hospital environment. It's a place where children feel safe, and families feel hope. Where surgical teams work with high-quality tools in a bright and colourful space. A joyful space.

Beyond the room itself, we support the people who work there. In partnership with Ministries of Health, we provide scholarships and training for medical professionals in specialised skills. Our aim is that after five years we can hand over each operating room to be run and maintained by the local health system.

The work is challenging and the demands are huge. But in operating rooms all over the world, incredible things happen every day. Together we make safe surgery possible, so kids can make anything possible.

Our longer brand narrative

We have a longer brand narrative, or set of messaging, which you can draw on when you need more detail about why we exist, what we do and our impact.

Our impact

When our first operating room opened in Uganda, we were inundated with requests to open more. We soon discovered that there was huge demand for focused support for children's surgery. And that no one else was providing it. We now have rooms across Africa, Asia and Latin America, and we're growing fast.

A Kids Operating Room is a game-changer. It enables local surgical teams to care for many more children, to do more complex surgery and to operate safely on younger and smaller patients. It means they can start work knowing the lights won't go out before they finish.

It helps to retain skilled staff where they're needed the most, giving them the opportunity to train, to progress and to work in a high-quality environment. So they can enjoy doing the job they love without constantly battling lack of space and equipment.

Innovation, creativity and partnerships are at the heart of our approach. From pioneering solar-powered operating rooms and extracting medical-grade oxygen from air with NASA technology, to creating the world's largest paediatric surgical database for low and middle income countries.

We know this is not about quick fixes. It's about making surgery for children an integral part of every country's health system. So we also speak up and advocate on children's behalf to people in power.

We believe that every child should have access to safe surgery when they need it. Every child should have the chance to grow up and live their life to the full. We believe that, together, we can make that possible.

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Our values and personality

We have one set of principles which work as both our values (our desired culture, how we want to behave) and our personality (how we apply this in our communications, how we want to be seen).

Shoot for the stars

Like the children, families and medical professionals we work with, we've got big ideas.

Feet on the ground

We work in the toughest places and we have to be pretty tough ourselves.

One step ahead

To keep increasing our impact, we have to keep moving. And we like to move fast.

Do the right thing

It sounds obvious, but we never take it for granted.

Our values and personality

Shoot for the stars

Like the children, families and medical professionals we work with, we've got big ideas.

In our actions:

- We are intrepid. We aim for the greatest impact, not the easy path.
- Our glass is half full. We approach the world with confidence and optimism.
- We are empowered. We believe in each other, and ourselves.

In our communications:

- We celebrate human potential, showing the true impact of our work on children's lives.
- We find hope and wonder in the everyday miracles our surgical teams make happen.
- We don't hold back: we have ambitious aims and we're not shy about them.

Our values and personality

Feet on the ground

We work in the toughest places and we have to be pretty tough ourselves.

In our actions:

- We mean business: we are focused, effective and professional.
- We are practical and action-oriented. We make things happen.
- We are resilient. We support each other to keep going when the going gets tough.

In our communications:

- We convey the urgency for action and the critical need for support.
- We speak with expertise and authority, but not formality. We say it like it is.
- We keep things real, always our authentic selves.

Our values and personality

One step ahead

To keep increasing our impact, we have to keep moving. And we like to move fast.

In our actions:

- We are smart. We are quick-thinkers and problem-solvers.
- We are entrepreneurial. We're always looking for ingenious ways to increase our impact.
- We've achieved a lot, but children need so much more. So we are relentless in our drive to keep getting better at what we do.

In our communications:

- We are imaginative. We find new ways to tell stories and to help our audiences connect with our work.
- We celebrate innovation and ingenuity and its impact for children.
- Just as we strive to be one step ahead in what we do for children, so we expect the same in our brand and communications. They have to be world-class too, because we know powerful stories change the world.

Our values and personality

Do the right thing

It sounds obvious, but we never take it for granted.

In our actions:

- We are good people and we act like good people.
- We are a global team. We treat each other and our partners with care and respect.
- We aim to be inclusive and to benefit from diverse perspectives and experiences.

In our communications:

- We convey empathy and warmth: we are people, not a faceless organisation.
- We show children, families and medical professionals as empowered human beings with limitless potential.
- We value and represent the diversity of our global team and the communities where we work.

Tone of voice

Introduction

Our tone of voice guidelines help us create a consistent and effective verbal brand.

They bring to life our brand idea – make anything possible – and they help us communicate our brand values and personality when we are speaking or writing.

They are designed as a source of support and inspiration for anyone who needs to communicate on behalf of Kids Operating Room.

Tone of voice

Shoot for the stars

Human potential

We believe in and celebrate human potential. We tell stories that communicate the potential of the children, surgical teams, communities and countries we work with:

“Amaya, top of the class. She made it happen. Surgery made it possible.”

Hope and wonder

Even in the most challenging circumstances, we see bravery, resilience and moments of joy. We help our audiences to feel that hope and wonder:

“Everyday heroes like Dr Bruce and his team are keeping kids and their dreams alive.”

Glass is half full

Our glass is half full. We understand and communicate the urgent need for our work but we always emphasise the opportunity for positive change:

“Every child should have access to safe surgery when they need it. Every child should have the chance to grow up and live their life to the full. We believe that, together, we can make that possible.”

Intrepid and ambitious

We are intrepid and ambitious. We’re proud of our impact. That doesn’t mean being arrogant or boasting. We never make claims that we can’t back up with evidence:

“From war zones to countries battling poverty and disasters, we go where we’re needed most.”

Tone of voice

Feet on the ground

Don't shy away

We don't shy away from telling the truth about the difficulties children face around the world and the urgent need for action, though we always show there's hope:

"War in Ukraine has left hospitals in ruins. Thousands of children are waiting for life-saving surgery. We are working on six new operating rooms – but we urgently need your help to finish them."

Authority and expertise

We speak with authority and expertise, and we have the confidence to keep our language clear, direct and accessible to all. We say it like it is and avoid unnecessary jargon or overly formal terms:

"We know this is not about quick fixes. It's about making surgery for children an integral part of every country's health system."

Action-oriented

We keep our language action-oriented by choosing active verbs and using short and punchy sentences.

"Imagine you're in surgery. The power cuts. No light. No backup generator. No certainty this child will make it."

Brave hearts, clear heads

We have brave hearts but also clear heads.

We can choose our words for emotive power: "Hope. Dreams. Futures. Some of the things safe surgery makes possible."

We can also emphasise our business-like approach: "Investing in children's surgery is an investment in the future. It's a cost-effective way to make a truly remarkable impact."

Tone of voice

One step ahead

Smart and to the point

We are smart in how we use our audience’s time and attention. We get to the point, and we choose language that’s appropriate for our widest audience. If we’re not communicating with experts, we don’t confuse or distract them with too much information or technical language they aren’t familiar with:

“A broken leg can mean a lifetime of disability.” Instead of “A tibial shaft fracture can impact mobility and future health and socio-economic outcomes.”

Capture imaginations

We aim to inspire and capture imaginations by telling stories, creating empathy and helping our audiences connect with our work:

“This is a story about a little girl called Aziza, who wanted nothing more in the world than to go to school with her friends...”

“Imagine you have the skill to save a baby’s life, but you don’t have the tools. That’s the position Dr Alliance found himself in...”

Positive future

Our brand idea – make anything possible – connects the immediate impact of surgery with the longer-term opportunities it opens up for children, families and communities. We help our audiences to step into that positive future, painting a picture of the lives that can be lived and the dreams that can come true:

“Surgery gets kids back to school, back on the football pitch, back with their friends, back on track for their unique future.”

Tone of voice

Do the right thing

Respectful and inclusive

We celebrate the diversity of our global community in our storytelling. We use respectful and inclusive language that isn't patronising, stereotyping or discriminatory. E.g.

“Children”, “surgical teams”, not “beneficiaries” or “recipients.”

“Humankind”, “spokesperson”, not “mankind” or “spokesman”.

“Low- and middle-income countries” not “developing countries”

Empowering

All our work is based on empowering local medical professionals. We celebrate their knowledge, expertise and ability to operate in the most difficult circumstances. We never use language that implies we are carrying out surgery ourselves:

“Everything we do is designed to support local teams and health systems. We never send in medical professionals from richer countries.”

Natural language

We communicate as people, talking to other people. Not as a faceless or corporate organisation. Where possible, use natural language that sounds as if it's spoken:

“We're celebrating today because we just opened our 100th operating room. Not a bad way to start the week!”

Empathy and warmth

We try to create empathy and warmth, looking for human connections, feelings and experiences that our audience will understand:

“A Kids Operating Room is created with care and love. It's a place where children feel safe, and families feel hope.”

Elements overview

Logo



Typefaces

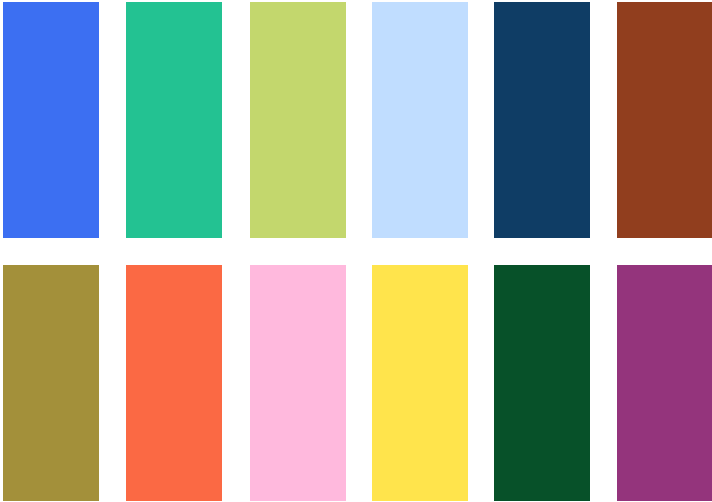
GT Ultra
Fine

AaBbCcDdEeFf
GgHhIijJkKlL
MmNnOoPpQq
RrSsTtUuVv
WwXxYyZz

GT Ultra
Standard

AaBbCcDdEeFf
GgHhIijJkKlL
MmNnOoPpQq
RrSsTtUuVv
WwXxYyZz

Colour



Symbol



Photography



Pictograms



Logo

Primary logo

Our logo brings our name to life visually and conceptually.

It feels both warm and professional, reflecting us as an organisation and the work that we do.

It reflects our care for children, the passion and dedication of our surgical teams for their life-saving work and the family bonds we support.

This is the primary version of our logo, which means we use it most of the time.



Logo variations

Dark backgrounds

We have four colour logo variations available for use on dark backgrounds.

Always choose the logo with the best stand-out and that is most appropriate in tone for your audience.

Please use the supplied logo artworks and do not alter them in any way.

Kids 
operating
room

Kids 
operating
room

Kids 
operating
room

Kids 
operating
room

Logo variations

Light backgrounds

We have four colour logo variations available for use on light backgrounds.

Always choose the logo with the best stand-out and that is most appropriate in tone for your audience.

Please use the supplied logo artworks and do not alter them in any way.



Logo variations

Colour pairings

When using our logo on coloured backgrounds from our palette, we recommend the pairings shown here. They offer the best stand-out and are tonally complementary.

Please note, not all the recommended versions are suitable for online use and do not achieve AA web accessibility standards. For the colour combinations that do, see page 63.



Logo variations

Special use logo

In certain circumstances, limited print reproduction methods may dictate only black or white can be used.

For these situations we have two special use logo variations available – black, for use on light backgrounds and white, for use on dark backgrounds.

Always choose the logo with the best stand-out.

Please use the supplied logo artworks and do not alter them in any way.

Black

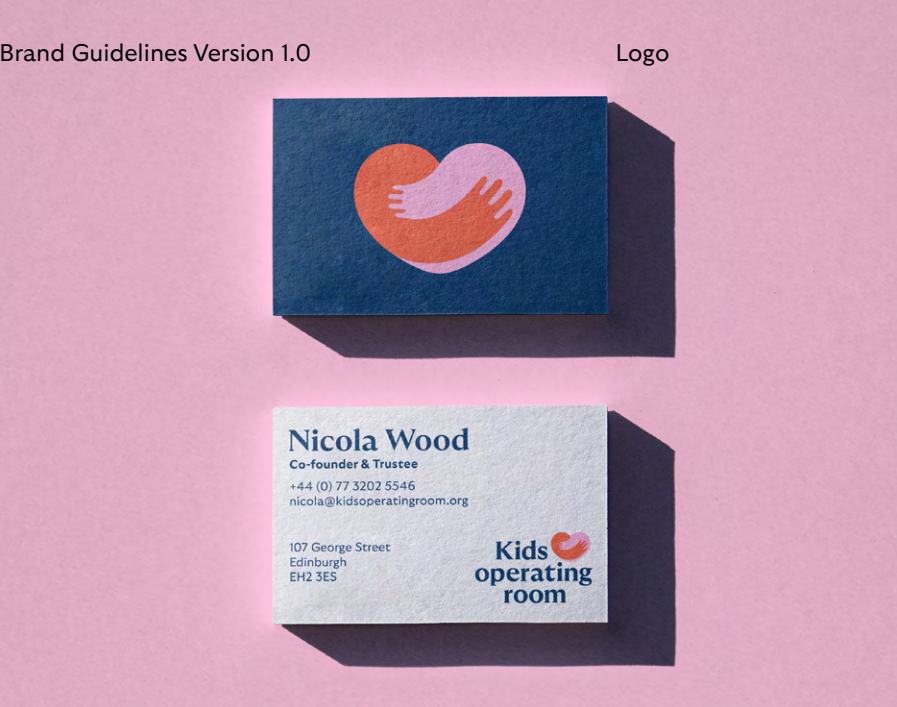


White



Logo examples

The examples shown here demonstrate how to use our logo across various communications.



Clear space & minimum size

Clear space

Our logo artworks have been created with clear space. We use this to allow the logo to breathe and create the space to be noticed.

When placing our logo next to a partner's logo, we should consider increasing the clear space by x2-3.

Minimum size

Our logo should not be used below **40mm / 400px** wide, to ensure legibility and good rendering. Wherever possible, it should be used at a larger size than this to enhance accessibility.

Clear space



Minimum size



Logo placement

Our logo is a key element of our communications. It should be used confidently, at a good size and with good contrast.

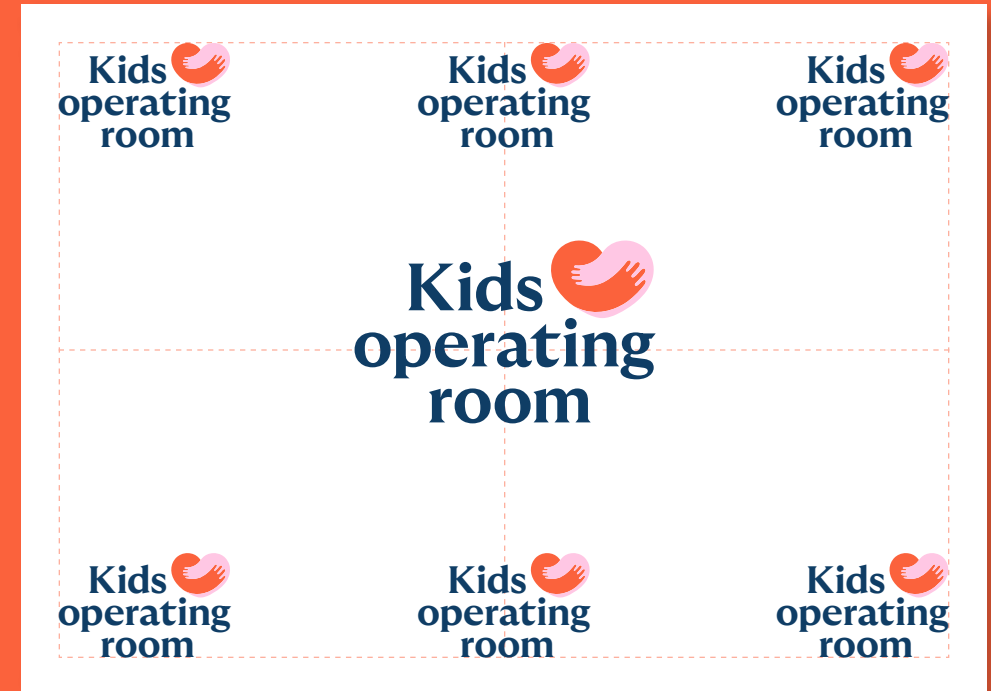
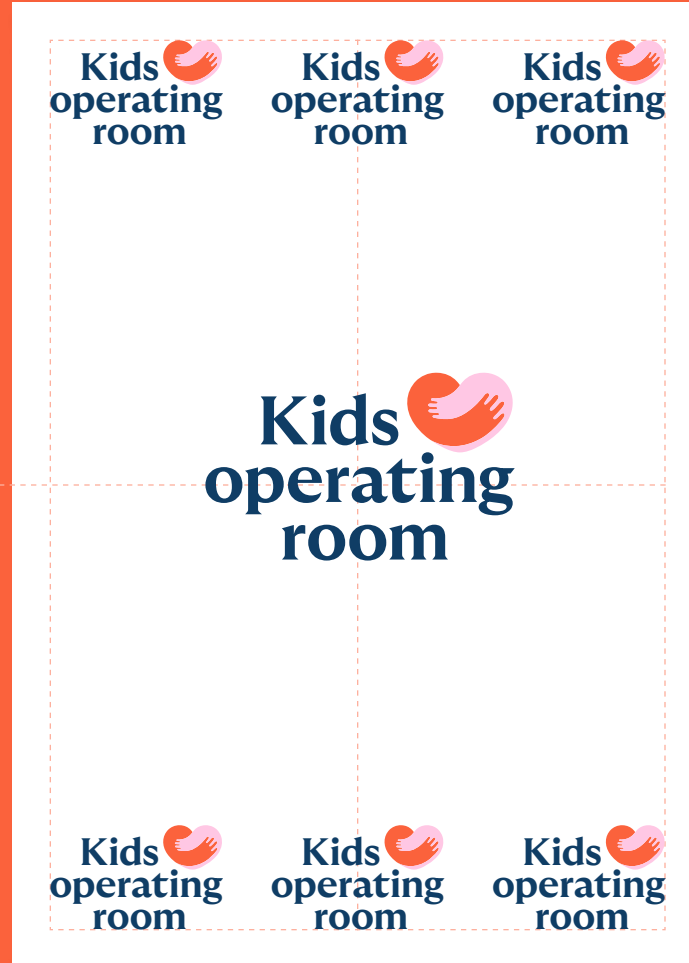
To establish consistency, our logo should only be placed in the locations shown here.

Portrait formats

As scale guidance, we recommend using the logo at **25%+** of the total width of portrait formats. If a canvas is very narrow, or small, it may need to be used at up to 80% width.

Landscape formats

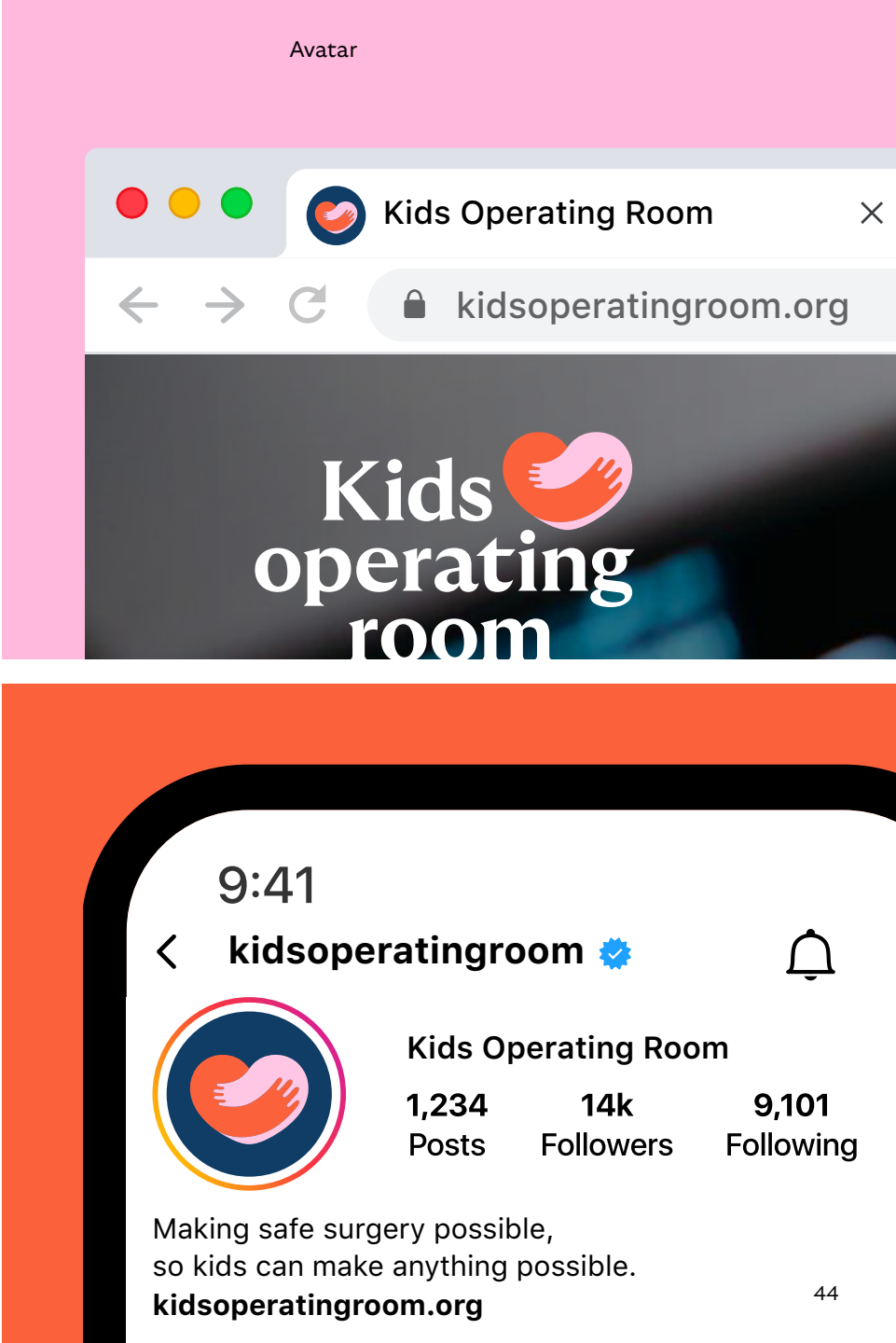
As scale guidance, we recommend using the logo at **25%+** of the total height of landscape formats. If a canvas is very narrow, or small, it may need to be used at up to 80% width.



Logo avatar

We use the symbol from our logo, without typography, for our social media icons. We also use this version as our favicon.

We only use the colour way shown here. Please use the supplied logo artwork.



Symbol

Primary symbol

Our symbol forms part of our logo. It can also be used separately, without our name.

It is not a substitute for our logo and should only be used in applications where the logo has already been established. For example, on a business card where the logo appears on the front, and the symbol on the back (see page 49).

It reflects our care for children, the passion and dedication of our surgical teams for their life-saving work and the family bonds we support.

This is the primary version of our symbol, which means we use it most of the time.



Symbol variations

We have many colour variations of our symbol, to use across a wide variety of applications, backgrounds, and to appeal to our wide audiences.

We have six variations which can be used on white, bright and dark backgrounds, and six for lighter backgrounds.

Always choose the symbol with the best stand-out and that is most appropriate for your audience.

Please use the supplied symbol artworks and do not alter them in any way.

White, bright and dark backgrounds



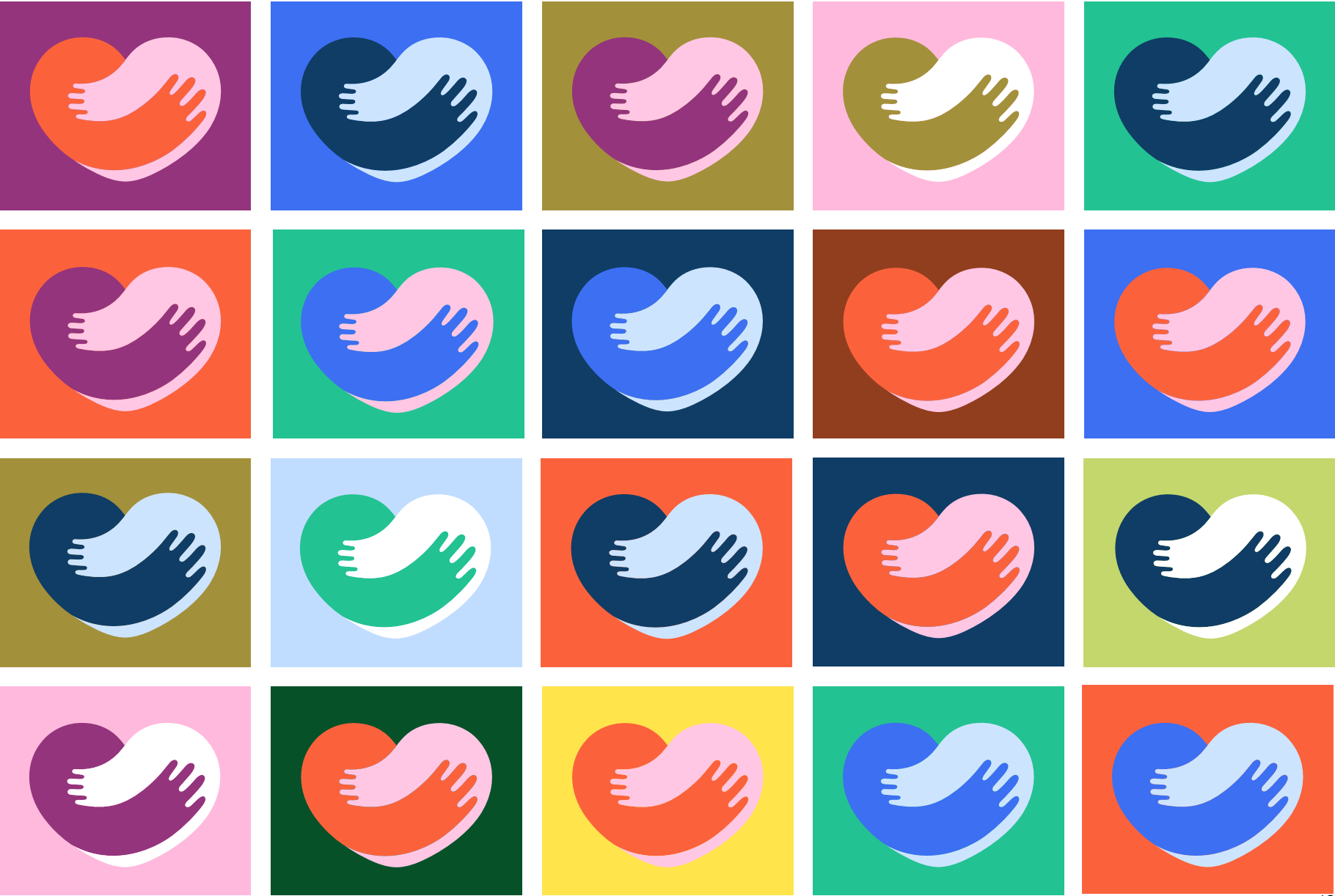
Light backgrounds



Symbol variations

Colour pairings

When using our symbol on coloured backgrounds from our palette, we recommend the pairings shown here, and on the previous page. They offer good stand-out and are tonally complementary.



Symbol examples

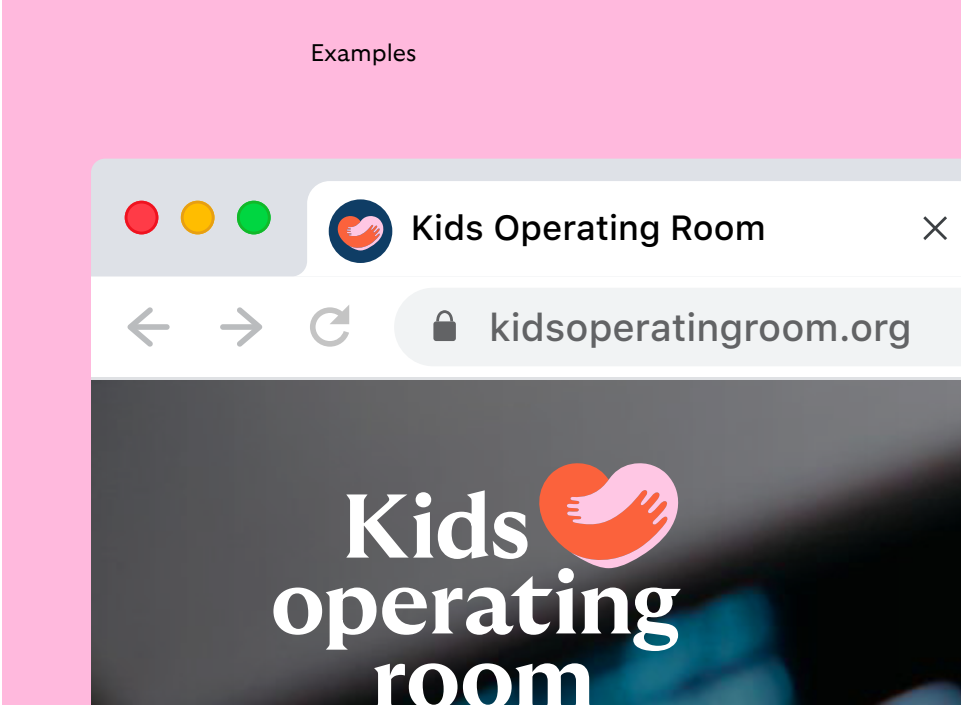
The examples shown here demonstrate how to use our symbol across various communications.

It is not a substitute for our logo and should only be used in applications where the logo has already been established.

We do not use the symbol alongside the logo in the same layout, to avoid repetition of the heart.

Examples

- 1. Business card
The logo appears on the front, so the symbol can be applied to the back.
- 2. Website
With the logo featuring prominently on the website, we can use the symbol small as a favicon.
- 3. Document
The symbol features boldly on the inside front cover, where the logo would be used on the cover.
- 4. T-shirt
Used confidently on the back of the t-shirt, when the logo is applied to the front.



Roundel

Roundel

Our roundel is part of our wider logo family, and combines our symbol and strapline.

It is not a substitute for our logo and should only be used in applications where our name or logo have already been established. For examples, see page 54.

Our roundel is a useful and engaging way to include our strapline on communications, to reinforce our core brand message.

This is the primary version of our roundel, which means we use it most.



Roundel variations

Dark backgrounds

We have two roundel variations available – one for use on light backgrounds and the other for use on dark backgrounds.

Always choose the roundel with the best stand-out.

Please use the supplied primary roundel artworks and do not alter them in any way.



Light backgrounds



Roundel variations

Messaging

Whilst our core strapline is 'Make anything possible', we can adapt the message in the roundel to be more specific.

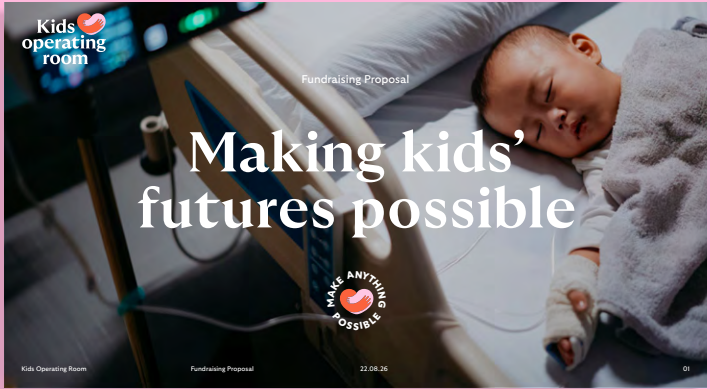
Replace 'anything' with another word which captures our impact for children. Make sure it's relevant to your context and surrounding messaging e.g. you might use 'Make school possible' when writing about how surgery can give children the chance to get back to education.

You can see these examples in application on the following page, and in the 'Bringing it all together' section (pages 86–116).



Roundel examples

The examples shown here demonstrate how to use our roundel, together with our logo, across various communications.





Colour

Colour

We have an expressive and dynamic colour palette, which brings joy, energy, warmth and professionalism to our brand.

There are a selection of ‘Brights’, ‘Lights’, ‘Darks’ and ‘Mono’ colours, which help us tailor our communications to our varied audiences.

Brights

Orange

Green

Blue

Ochre

Lights

Pink

Lime

Sky blue

Yellow

Darks

Purple

Forrest

Navy

Russet

Mono

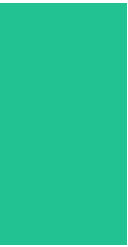
Black

White

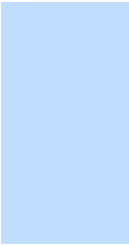
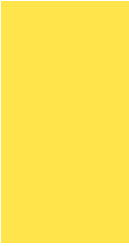
Colour

Our colours can be used across all media, in both physical and digital environments. Please ensure you use the correct colour breakdowns for your medium.

Brights

	Orange		
	R 251	C 0	
	G 98	M 72	
	B 60	Y 74	
		K 0	
	Hex	PMS	
	FB623C	7417	
	Green		
	R 35	C 71	
	G 194	M 0	
	B 146	Y 56	
		K 0	
	Hex	PMS	
	23C292	2413	
	Blue		
	R 60	C 80	
	G 111	M 58	
	B 242	Y 0	
		K 0	
	Hex	PMS	
	3C6FF2	2386	
	Ochre		
	R 163	C 35	
	G 144	M 33	
	B 58	Y 85	
		K 16	
	Hex	PMS	
	A3903A	7754	

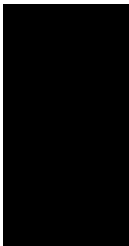
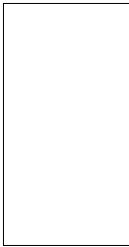
Lights

	Pink		
	R 255	C 0	
	G 185	M 40	
	B 221	Y 0	
		K 0	
	Hex	PMS	
	FFB9DD	672	
	Lime		
	R 195	C 30	
	G 215	M 0	
	B 109	Y 70	
		K 0	
	Hex	PMS	
	C3D76D	367	
	Sky blue		
	R 194	C 28	
	G 220	M 7	
	B 244	Y 0	
		K 0	
	Hex	PMS	
	C0DDFF	277	
	Yellow		
	R 255	C 2	
	G 228	M 6	
	B 76	Y 78	
		K 0	
	Hex	PMS	
	FFE44C	7404	

Darks

	Purple		
	R 148	C 49	
	G 52	M 91	
	B 124	Y 14	
		K 3	
	Hex	PMS	
	94347C	7656	
	Forrest		
	R 7	C 91	
	G 81	M 40	
	B 41	Y 97	
		K 43	
	Hex	PMS	
	075129	3537	
	Navy		
	R 15	C 100	
	G 61	M 75	
	B 101	Y 35	
		K 24	
	Hex	PMS	
	0F3D65	540	
	Russet		
	R 145	C 29	
	G 62	M 79	
	B 30	Y 93	
		K 30	
	Hex	PMS	
	913E1E	1685	

Mono

	Black		
	R 0	C 60	
	G 0	M 60	
	B 0	Y 60	
		K 100	
	Hex	PMS	
	000000	Black 6	
	White		
	R 255	C 0	
	G 255	M 0	
	B 255	Y 0	
		K 0	
	Hex	PMS	
	FFFFFF	—	

Tints

In certain circumstances tints of our colours can be used.

Four tints are available for each colour: 20%; 40%; 60%; 80%

Tints can be used for:

- 1. Charts; Graphs; Tables; Diagrams
- 2. Illustration

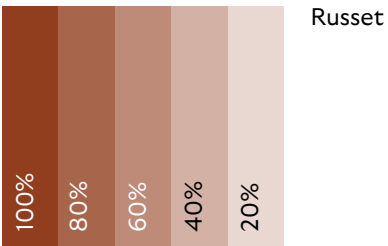
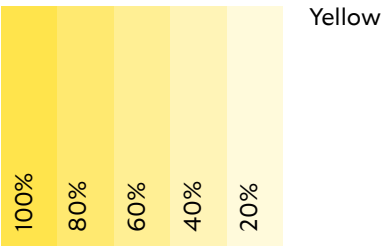
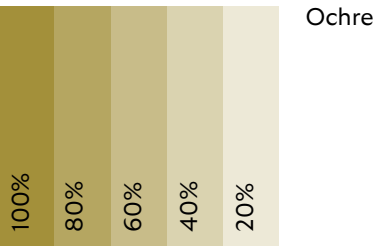
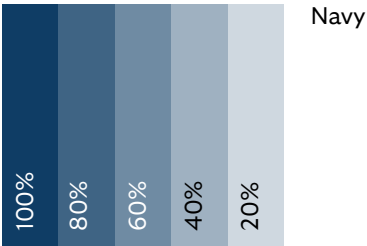
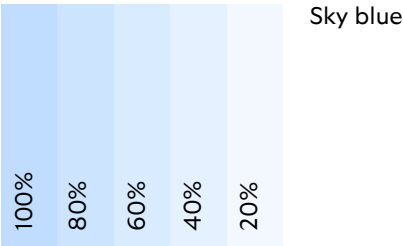
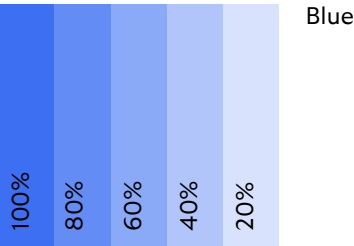
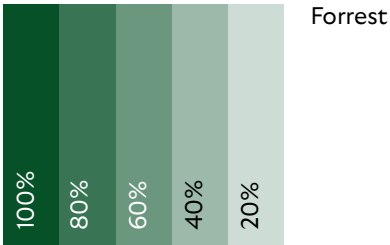
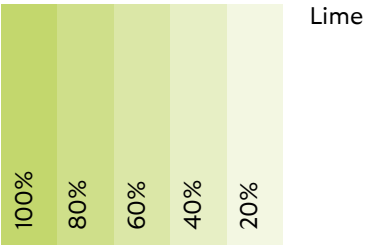
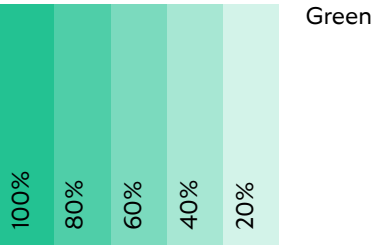
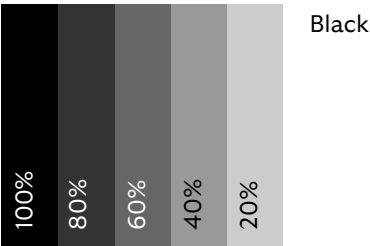
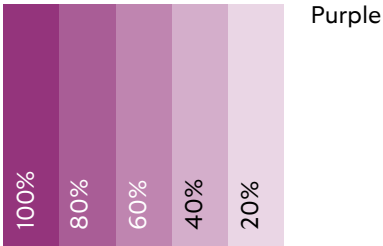
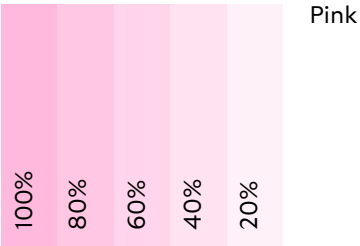
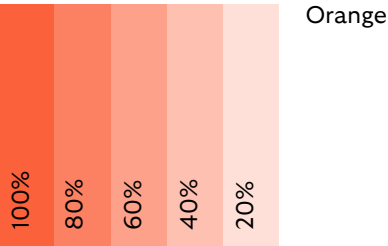
When using tints, our core colours (i.e. 100%) should always be present.

Brights

Lights

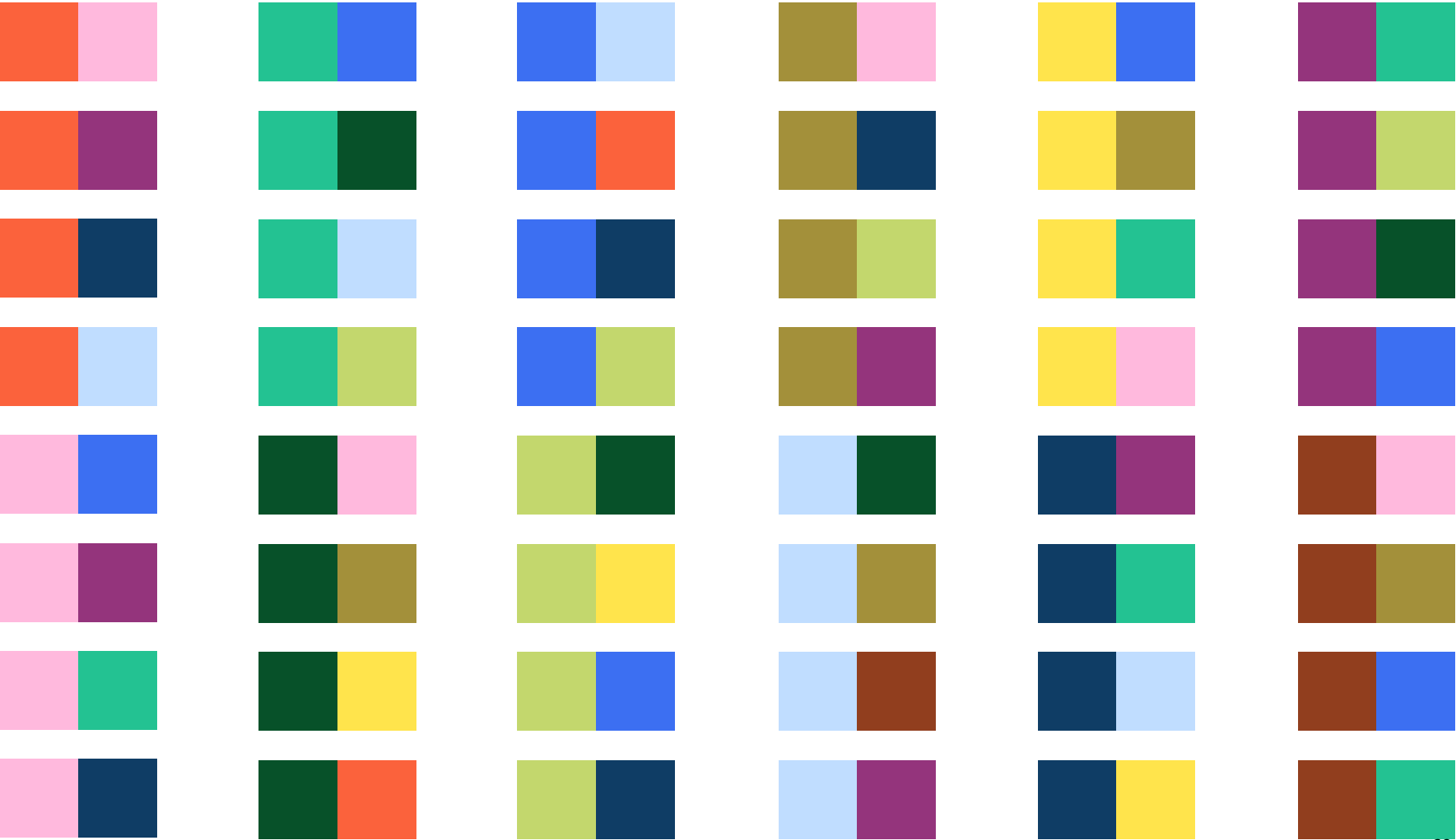
Darks

Mono



Colour combinations

Here is a selection of the most successful colour combinations.
For colour combinations of more than two colours, match pairs together that share a common colour.

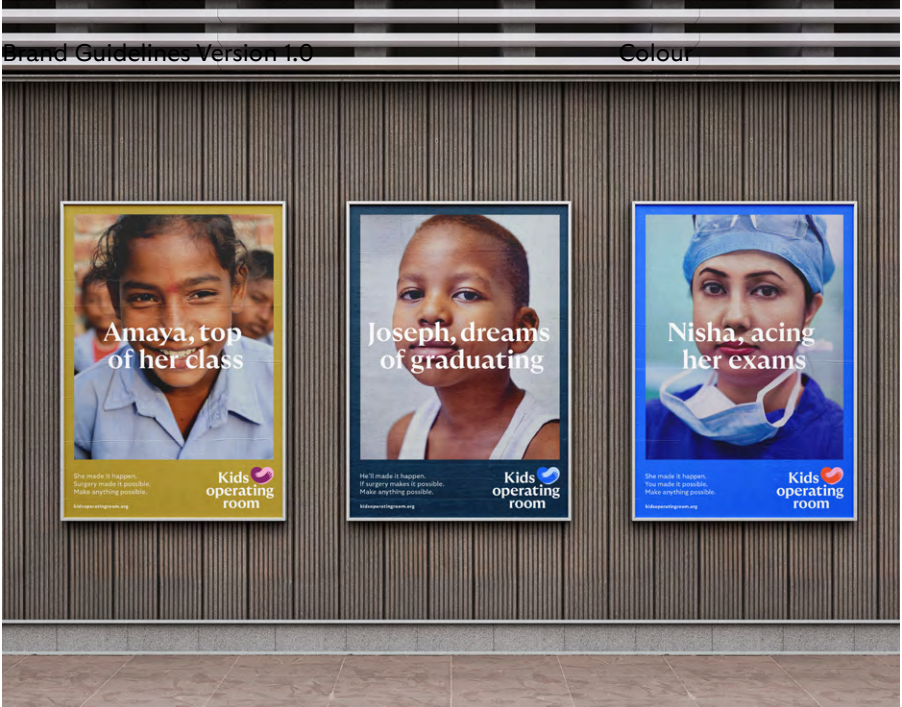


Colour examples

The examples shown here demonstrate how our colour palette can be used to tailor our communications to our varied audiences.

As a guide, but not a rule, using bright or dark colours with light colours creates the most successful combinations – as demonstrated in the examples here.

In most cases a limited colour palette of 2–3 colours is the most successful.



How we spend your donation

47%

32%

16%

5%

Your donation can help fund the creation of more Kids Operating Rooms and more support, equipment and training for surgical teams. It will save kids' lives and get them back on track for their unique future.

Colour and typography

We only use type in navy, black, or in white, on colours from our palette which comply with web accessibility to AA standard.

Aa

Aa

Aa

Web accessibility

— AA standard

Large

Small

Key

Text above 14pt in size

Body copy at 12pt in size

Background colour

		Background colour											
		Orange	Green	Blue	Ochre	Pink	Lime	Light blue	Yellow	Purple	Forrest	Navy	Russet
Text Colour	Black	Large Small	Large Small	Large Small	Large Small	Large Small	Large Small	Large Small	Large Small				
	Navy	Large	Large Small		Large	Large Small	Large Small	Large Small	Large Small				
	White	Large		Large	Large					Large Small	Large Small	Large Small	Large Small

Typography

Typography

We use two typefaces in our communications, from the same family:

GT Ultra Fine for headlines.

GT Ultra for everything else.

Headlines

GT Ultra Fine—
Bold

GT Ultra Fine is a modern serif typeface that has flair and function by combining centuries-old serif principles with the dynamism of modern sans. Its unique characteristics give us the balance of professionalism and warmth we require.



Body copy

GT Ultra—
Bold, Light, *Italic*

GT Ultra is a sans serif typeface designed to be paired with its serif counterpart. It shares the same design and personality characteristics, successfully balancing professionalism and warmth. Its rounded forms offer optimised legibility, ideal for use at smaller sizes.



How we use our typefaces

GT Ultra Fine

Bold

We use GT Ultra Fine in bold only, with no italics.

Large text

All large and key headings, large pull stats and figures, and super graphics.

Sentence case

We use GT Ultra Fine in sentence case only.

Leading

Large text is set solid; very large text set with negative leading; smaller text is set to 'Auto'.

GT Ultra

Bold

We use GT Ultra Bold for sub-headings, data visualisation and to create emphasis in copy.

Light + *Italics*

For everything else we use light – such as body copy, pull quotes, stand-firsts and captions. We also use italics for emphasis in copy.

System fonts

Where fall-back system fonts are required we use Times New Roman for headings and Calibre for everything else.

Kerning

All text can be set to 'Optical' kerning.

Type hierarchy

Our general approach to type hierarchy is demonstrated in this example:

Headings and large sub-headings

GT Ultra Fine Bold

Kerning: Optical

Leading: Solid

Justification: Left or centred

Pull Quotes and large paragraph text

GT Ultra Light

Kerning: Optical

Leading: Auto

Justification: Left or centred

Body copy and captions

GT Ultra Light

Kerning: Optical

Leading: Auto

Justification: Left or centred

Key statistics

GT Ultra Fine Bold

Kerning: Optical

Leading: Dependent on composition

Justification: Dependent on composition

GT Ultra Light

IMPACT REPORT 2026

GT Ultra Fine Bold

Making safe surgery possible

GT Ultra Light

We create world-class operating rooms for children in the toughest places, where surgical teams face the greatest challenges. From war zones to countries battling poverty and disasters, we go where we're needed most.

We transform unused or derelict spaces, usually in public hospitals. We supply each operating room with 3,300 pieces of specialist equipment. Once the room is set up, we partner with local engineers to keep everything running smoothly. Pioneering solar technology ensures the operating rooms have electricity, even during blackouts.

Beyond the room itself, we support the people who work there. We never send in medical professionals from richer countries. We provide training and scholarships for the next generation of surgeons, anaesthetists and theatre nurses.

Robust data and evidence are critical to evaluate our own effectiveness and to support a global community delivering safe surgery for children. We've created the world's largest paediatric surgical database for low- and middle-income countries. Our aim is to make surgery for children an integral part of every country's health system. So we speak up and advocate on children's behalf to people in power, pushing the issue up national and international agendas.

GT Ultra Light

What we provide

- Equipment
- Logistics
- Solar Power
- Artwork
- Wrap-around support
- Maintenance
- Training
- Innovation
- Advocacy

GT Ultra Light

“When you invest in surgical services, you get more bang for your buck than any other investment in health care. Strengthening surgical care strengthens the entire health system.”

GT Ultra Bold

Professor Emmanuel Makasa
Professor of Global Surgery, Witwatersrand South Africa

02

124

operating rooms

776_k

operations

13_m

years of disability averted

\$24_{bn}

economic benefit

03

GT Ultra Fine Bold

GT Ultra Light

Pictograms

Pictograms

Our pictograms help us communicate information or concepts. We have a particular style, which has been created to feel consistent with our visual brand.



Pictogram examples

The examples shown here demonstrate how our pictograms can be used to communicate information or concepts in our communications.

They can be used to add visual interest when photography isn't available, or appropriate.

We use pictograms on solid colour backgrounds. They should not be used on imagery.

Make sure to use them at a good size – they are not icons and should not be used as part of a UI system.



What we provide

A Kids Operating Room is a game-changer. It enables local surgical teams to care for many more children, to do more complex surgery and to operate safely on younger and smaller patients.

Equipment

We procure over 3,000 items of new, high-quality equipment for every operating room.

Logistics

We deliver the equipment to where it's needed most, including some of the hardest to reach locations in the world.

Solar power

Our Solar Surgery System means surgical teams can start work knowing the lights won't go out before they finish.

Artwork

Our Solar Surgery System means surgical teams can start work knowing the lights won't go out before they finish.

Creating pictograms

When creating new pictograms, follow these simple principles:

- Use simple, solid vector shapes.
- Only use 2–3 colours. If you need more, your pictogram is too complex. If you need less, it is too simplistic.
- Arrow heads are rounded at the tip.
- Pictograms should balance visual storytelling with simplicity of form.
- When using pictograms together, ensure sizing is consistent.

Solid fill,
no key-lines

2-3 colours

Simple form

Graphic style



Data visualisation

Data visualisation

We use data visualisation to communicate data in a clear, concise and easy-to-understand way.

Our data visualisation style is built using elements from our visual brand:

Graphic style

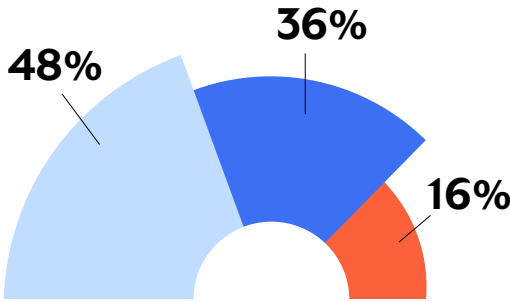
We use simple, solid vector shapes.

Colour

We use the colours from our palette to create hierarchy and highlight key information. Tints can also be used for data visualisation, particularly for charts.

Typography

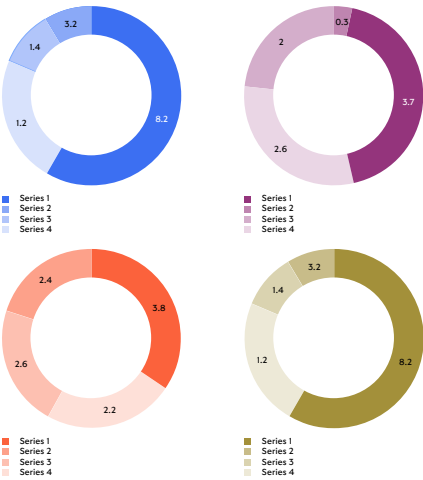
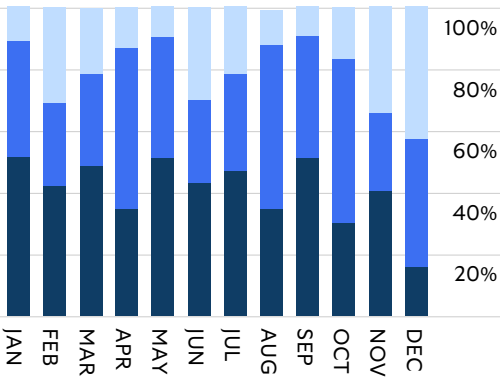
We can use GT Ultra Fine Bold or GT Ultra Bold for large-scale hero data. This gives us flexibility to choose the typeface most appropriate to our composition. For small scale information, such as chart legends, we always use GT Ultra Light.



31,119

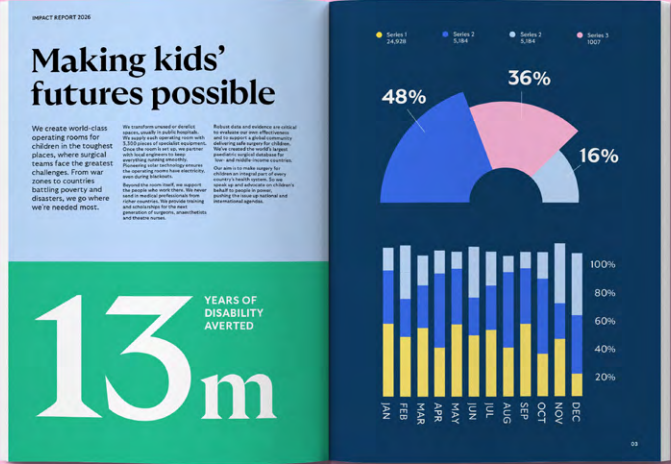
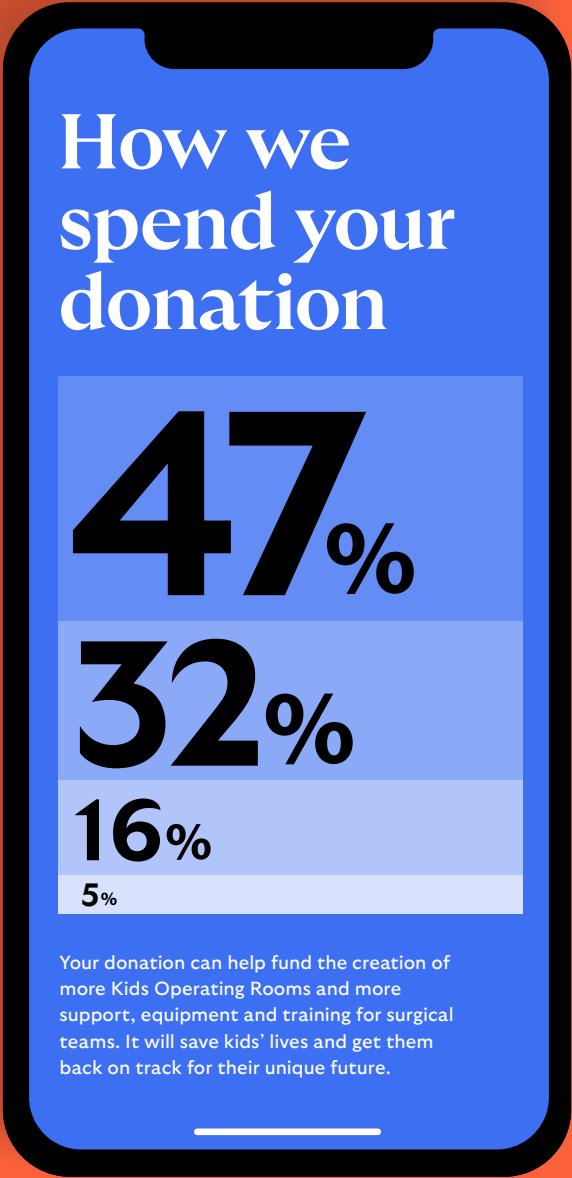


Series 1 24,928 Series 2 5,184 Series 3 1007



Data visualisation examples

The examples shown here demonstrate how data visualisation and large-scale data can be used to communicate information in a clear, concise and attractive way.



Photography

Photography

Images help us tell our story. They capture what we do, how we do it and the impact we achieve.

Our images always have a people-first focus. That’s because people are at the heart of what we do – the people who make anything possible.

We portray a diverse range of people in our images, reflecting our workforce and the communities we work with. We show people from a wide range of countries, of different ages and we aim for an equal gender balance.

Our imagery sits in three simple groups:

Children & families



© Kids Operating Room 2026

Surgical teams



Projects



Photography: children & families

Our core brand idea is 'make anything possible.' It captures our impact for children: the way safe surgery enables them to live the life they deserve.

It helps them get back to school, to play with their friends and to grow up and take their best shot at making their dreams come true.

We use imagery to tell that story – capturing the children we support who are making anything possible.

We show children in the context of their environments, with their family or friends, doing what they love best.

Images feel positive, warm and full of joy.

We also use imagery to tell stories about children who need surgery, when we want to achieve a more urgent and serious tone.

We always represent children and their families with dignity and never use images which are overly graphic or that feel exploitative.

For photography principles, see page 84.

Kids Operating Room



Brand Guidelines Version 1.0



Photography



Children & families



Photography: Surgical teams

Our core brand idea is 'make anything possible'. It captures our impact for children and it echoes the bravery and determination of the surgical teams and trainees we support around the world.

We use imagery to tell that story – capturing the surgical teams who make anything possible.

We show surgeons and their teams in the context of their professional environments – in operating theatres while they work, or in the wider hospital environment. We capture them wearing scrubs, or professional clothing, depending on their environment.

Images of our surgical teams feel professional, expert and focused. When outside of the operating room, portraits should feel personal, warm and positive.

For photography principles, see page 84.





Photography: Projects

Our core brand idea is 'make anything possible.' It captures our impact for children and it reflects the spirit which drives everyone who works at Kids Operating Room.

Our projects, and the people who deliver them, are core to what we do and are how we make anything possible.

We capture our projects from planning to completion and, where possible, we show our team and/or our partners engaging with them.

Our project images have an editorial feel, capturing real moments. We capture the details as well as the big picture.

Images feel positive and professional and we capture warm, genuine interactions between team members.

For photography principles, see page 84.

Kids Operating Room



Brand Guidelines Version 1.0



Photography



Projects



Principles

Portraits

- Capture a genuine, natural and warm expression on the face.
- Create a sense of depth and focus on the subject using techniques like depth of field and composition.
- We use warm, vibrant tones and colours
 - to reflect the countries we work in.
- Our images have good contrast, creating depth and the feeling the images were captured in sunshine.

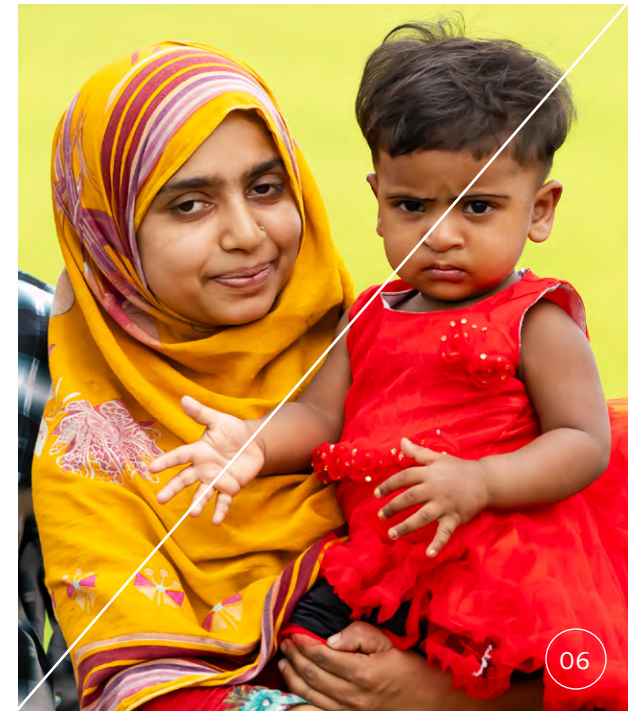
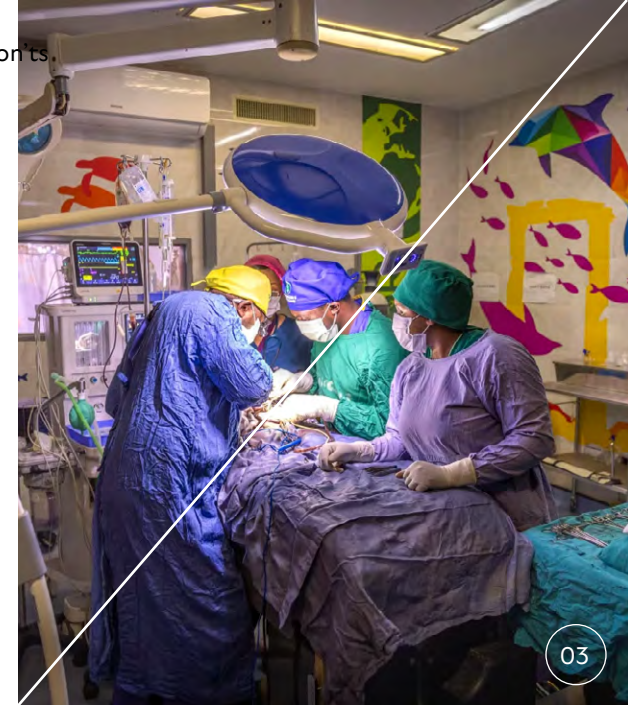
In context

- Our images have an editorial feel, capturing real moments.
- Compositions are simple and uncluttered, using a short depth of field to create focus.
- We use warm, vibrant tones and colours.
- Our images have good contrast, creating the feeling the images were captured in sunshine.



Photography don'ts

1. Do not use images with blown-out or artificial lighting, or images that are very dark, very bright or with poor contrast.
2. Do not use overly posed or staged shots.
3. Do not use complex images with cluttered compositions.
4. Do not use graphic images or images intended to shock.
5. Do not use images which feel disrespectful, undignified or exploitative.
6. Do not use unflattering images.



Bringing it all together

Safe surgery saves kids' lives



It gets them back to school



back on the football pitch



back with their friends



It gets kids
back on track for
a future where
anything is possible.



Make hope possible



Make dreams possible



Make futures possible



Make surgery possible



Make life possible



Make anything possible





Kids operating room



Imani's back in the game

She made it happen.
Surgery made it possible.
Make anything possible.

Kids 
operating
room

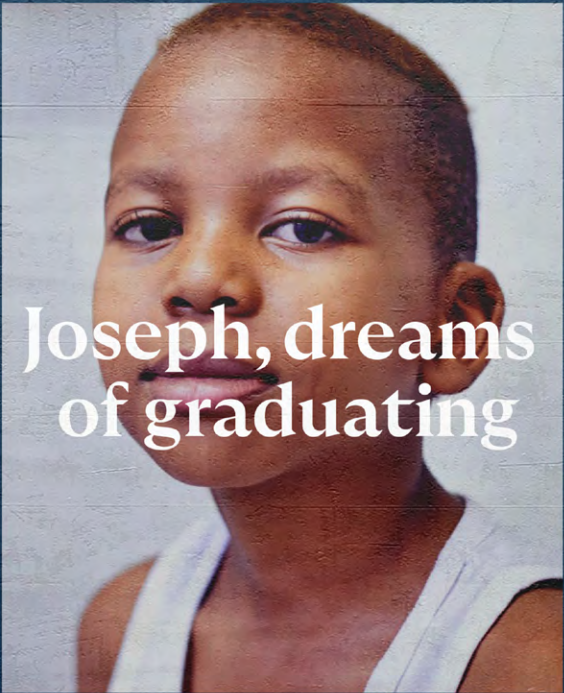


Amaya, top
of her class

She made it happen.
Surgery made it possible.
Make anything possible.

kidsoperatingroom.org

**Kids
operating
room**

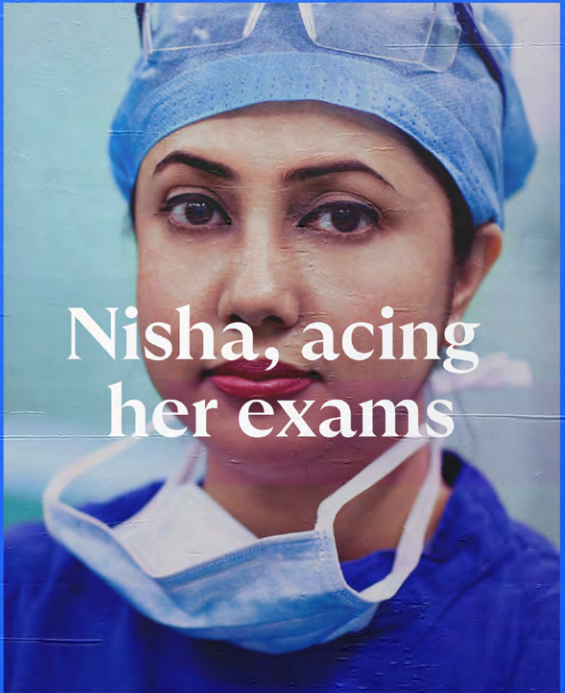


Joseph, dreams
of graduating

He'll made it happen.
If surgery makes it possible.
Make anything possible.

kidsoperatingroom.org

**Kids
operating
room**

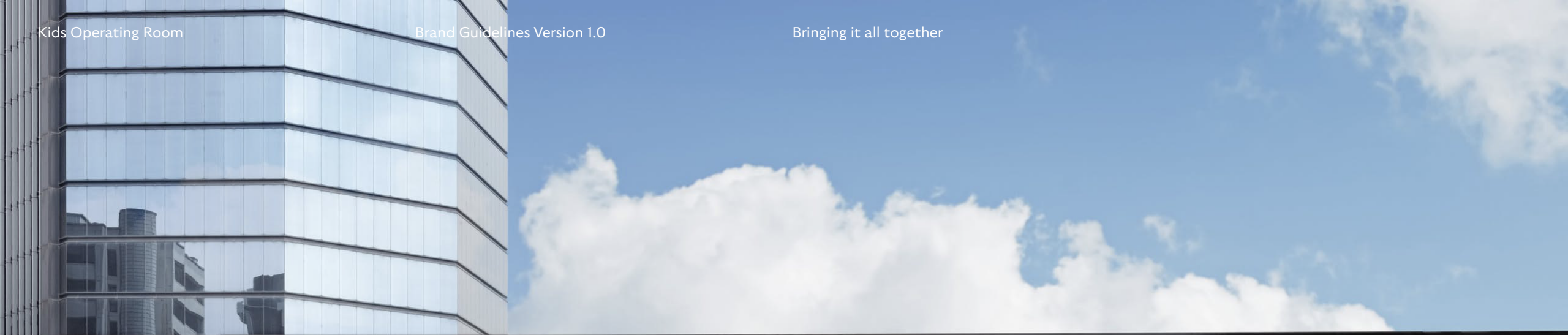


Nisha, acing
her exams

She made it happen.
You made it possible.
Make anything possible.

kidsoperatingroom.org

**Kids
operating
room**



Amaya, top of her class

She made it happen.
Surgery made it possible.
Make anything possible.



Addo, back on the pitch

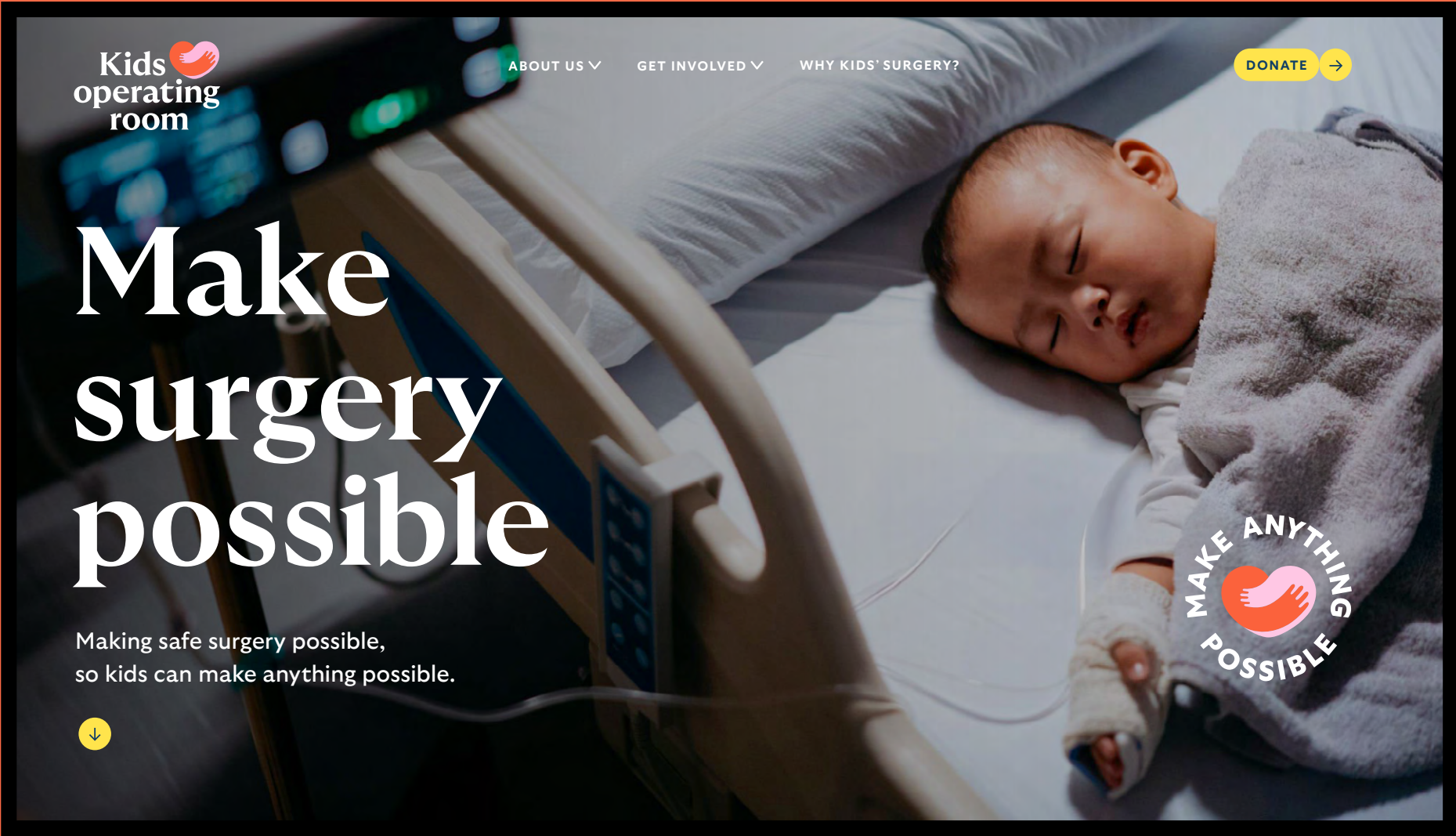
He made it happen.
Surgery made it possible.
Make anything possible.

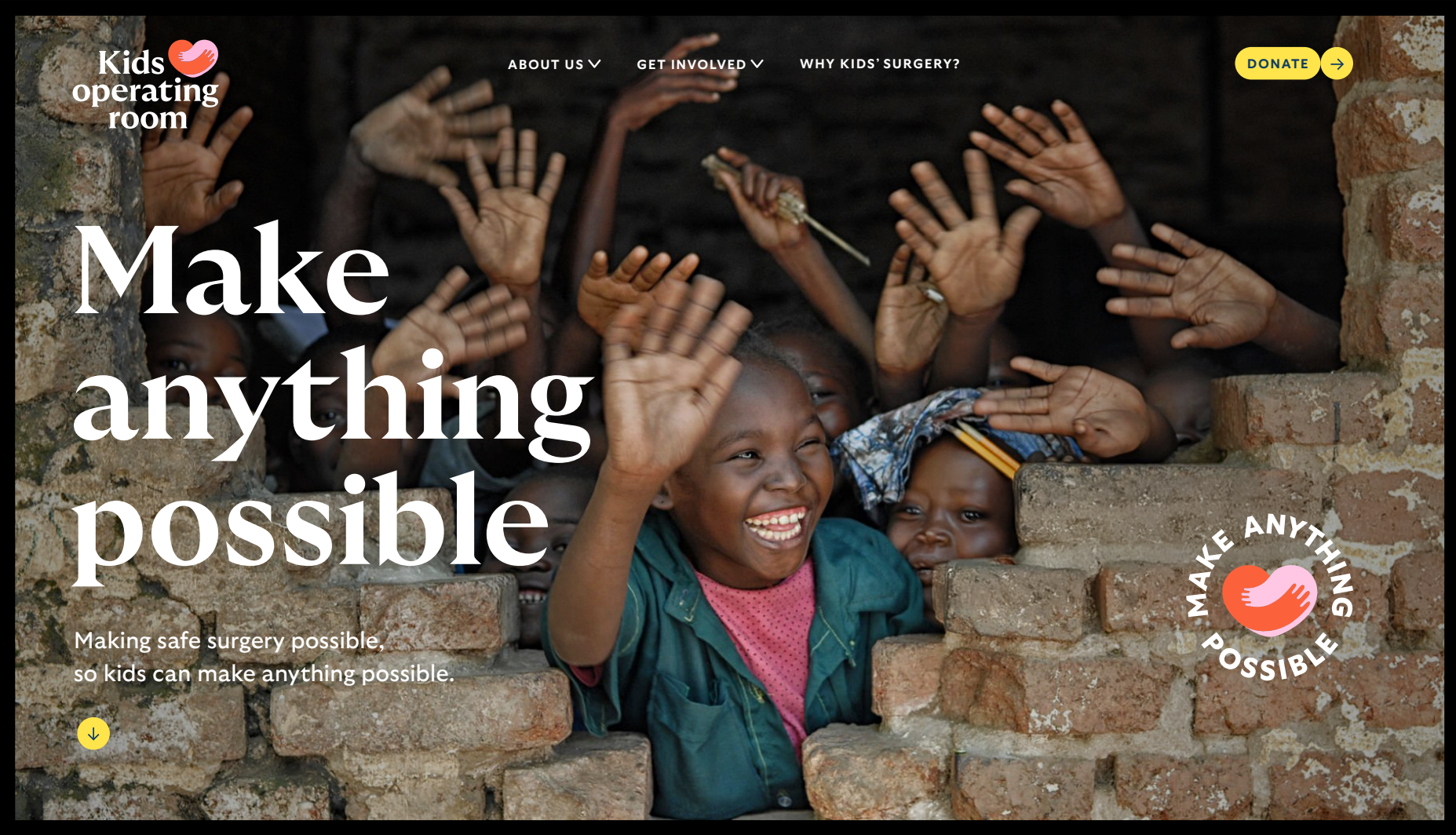


Buhle, back with friends

He made it happen.
Surgery made it possible.
Make anything possible.









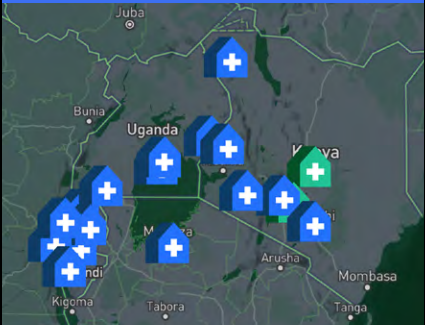
to be part of the
n. The impact I
ake here is so much
r than if I were in
opolitan setting.
where I chose to

Around the world

From Afghanistan to Zimbabwe, we enable medical professionals to do more life-saving and life-changing operations.

781,057

Life-changing operations



A future where anything is possible

They'll make it happen.
Surgery made it possible.



Brian, back with family

 Lilongwe, Malawi

WHY KIDS' SURGERY?

Safe surgery makes anything possible



What we provide

A Kids Operating Room is a game-changer. It enables local surgical teams to do more for many more children, to do more complex surgery and to operate safely on young and smaller patients.



Equipment

We procure over 30 years of new, high-quality equipment for every operating room.



Logistics

We deliver the equipment where it's needed, including some of the most remote locations.



Solar power

Our Solar Surgery means surgical teams can work knowing they go out before they go out.





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08 Training and scholarships

10 Research and data

12 Making kids surgery a priority

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16 How we create a Kids Operating Room

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20 Our innovation partners

22 Social responsibility

03

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30 Partnerships

IMPACT REPORT 2026

Making safe surgery possible

We create world-class operating rooms for children in the toughest places, where surgical teams face the greatest challenges. From war zones to countries battling poverty and disasters, we go where we're needed most.

We transform unused or derelict spaces, usually in public hospitals. We supply each operating room with 3,300 pieces of specialist equipment. Once the room is set up, we partner with local engineers to keep everything running smoothly. Pioneering solar technology ensures the operating rooms have electricity, even during blackouts.

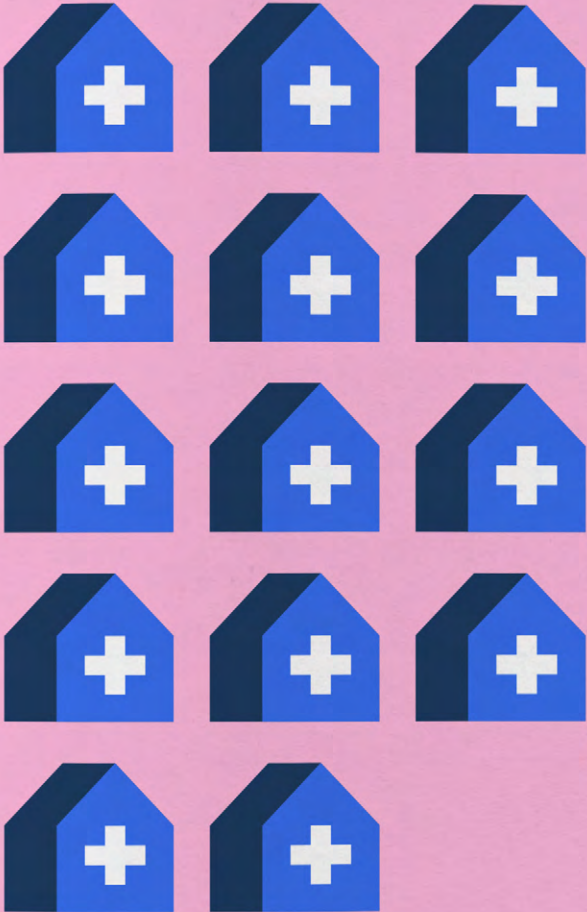
Beyond the room itself, we support the people who work there. We never send in medical professionals from richer countries. We provide training and scholarships for the next generation of surgeons, anaesthetists and theatre nurses.

Robust data and evidence are critical to evaluate our own effectiveness and to support a global community delivering safe surgery for children. We've created the world's largest paediatric surgical database for low- and middle-income countries.

Our aim is to make surgery for children an integral part of every country's health system. So we speak up and advocate on children's behalf to people in power, pushing the issue up national and international agendas.

14

OPERATING
ROOMS
OPENED IN
2026



Operations

1,057

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Proposal

22.08.26

05

Kids
operating
room

Fundraising Proposal

Making kids’
futures possible

MAKE ANYTHING
POSSIBLE

Kids Operating Room

Fundraising Proposal

22.08.26

01

What we provide

Equipment

We procure over 3,000
items of brand-new, high
quality equipment for
every operating room.

Logistics

We deliver the equipment
to where it’s needed most,
including some of the
hardest to reach locations
in the world.

Support

Care doesn’t stop after an
operation. We renovate
and equip other vital spaces
such as recovery rooms,
play areas and staff areas.

Solar P

Our Solar S
means surg
start work
lights won’t
they finish.

Kids Operating Room

Fundraising Proposal

22.08.26

a, back at school

m nonummy nibh euismod
t ut laoreet dolore magna
erat voluptat commodo.

Christ, rebuilding his future

>Lorem ipsum dolor sit amet, conset
etur adipiscing elit, sed diam nummy
nibh euismod tincidunt ut laoreet.

Aisha, studying hard

Ut wisi enim ad minim veniam, es quis
nostrud exerci tation euismod ullam
corper suscipit lobortis nisl ut aliquip.

Proposal

22.08.26

25

Our impact

Economic benefit

>Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
diam nonummy nibh euismod.

Global investment

Tincidunt ut laoreet dolore magna
aliquam erat voluptat. Ut wisi
enim ad minim veniam, quis
nostrud exerci tation ullamcorper
suscipit lobortis nisl ut aliquip.

£162m

£324m

Nostrud exercitacion

Consectetur minim

Kids Operating Room

Fundraising Proposal

22.08.26

31

Making Maya
dreams possible

Kids Operating Room

Fundraising Proposal

22.08.26

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110

Make hope possible

Making safe surgery possible,
so kids can make anything possible.

Kids 
operating
room











Contact

If you have any questions on our brand, or how to implement it, please get in touch.

Sam Calder
Senior Graphic Designer
sam@kidsoperatingroom.org