

# BRAND IDENTITY GUIDE



Pro Paeds  
PAEDIATRICIANS



# PRO PAEDS

## LOGO VERSIONS



### MAIN LOGO

Main logo to be used on Corporate Identity, branding items, and interior decoration.



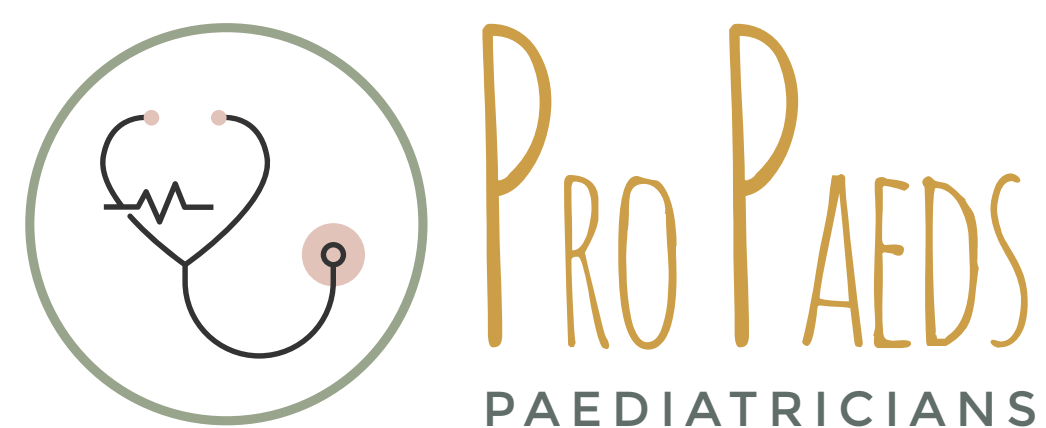
### MONOTONE LOGO

Monotone Logo can be used on Black and White documents, Embroidered Apparel or any application where little colour can be used.



# Pro Paeds

## LOGO VERSIONS



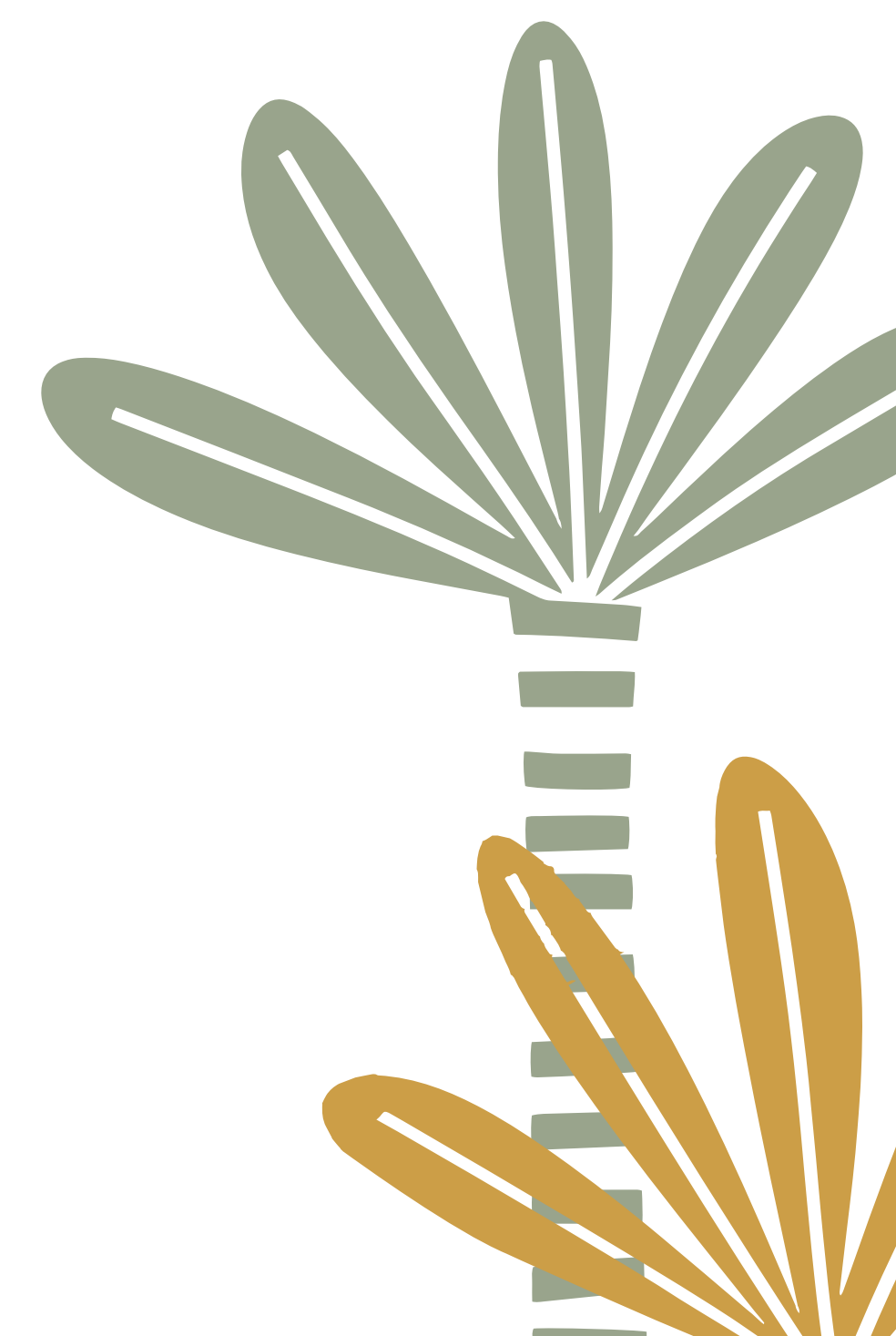
WEB SAFE LOGO



MONOTONE LOGO



Web Safe Logo can be used on other media as well. This logo is horizontal to allow usage on websites where the main navigation bar doesn't allow for verticle, or square logos.



Pro Paeds

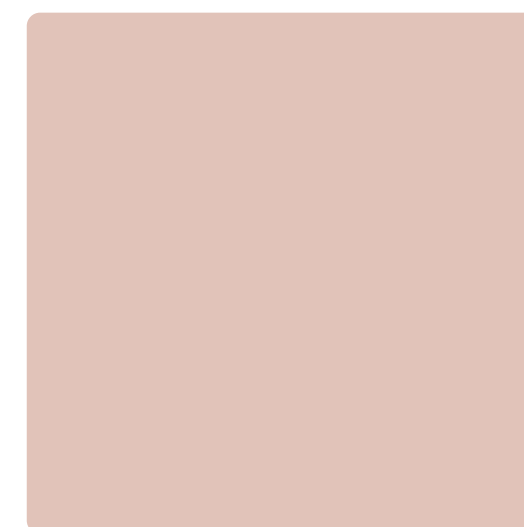
## COLOR PROFILES



MAIN  
#9aa58d



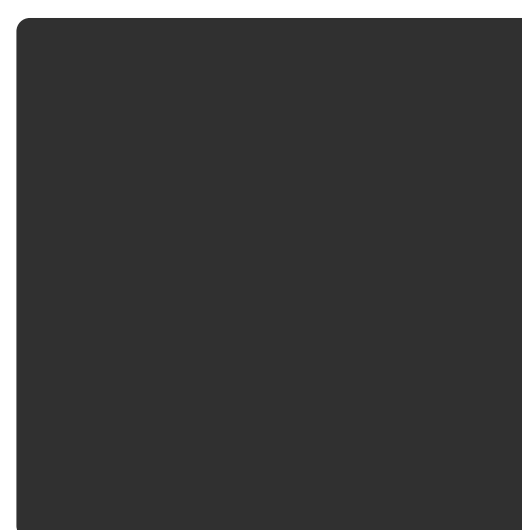
ACCENT  
#cd9f47



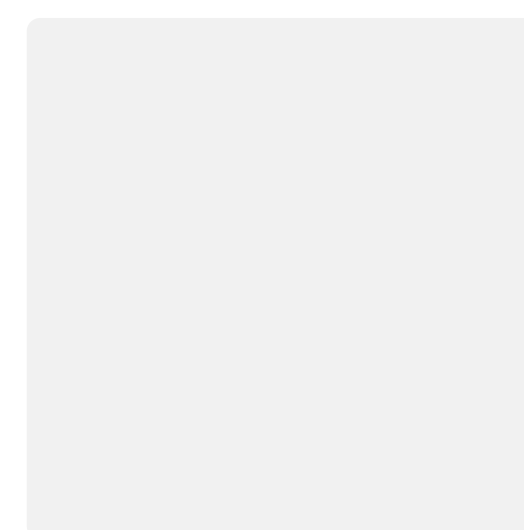
SECONDARY  
#e2c4ba



SECONDARY  
#616d69



BLACK  
#303030



WHITE  
#303030



# Pro Paeds

By following these guidelines, the logo will always be correctly applied.

The logo should always be applied with appropriate negative space. If not sure, use the heart shape in the stethoscope for spacing top, bottom, left and right.



## LOGO USAGE AND FONT TYPES

### DISPLAY FONT

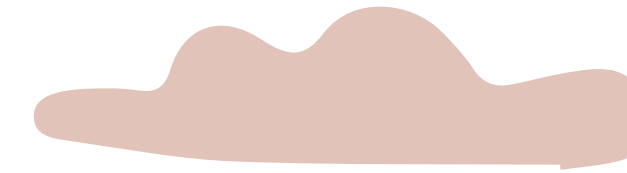
AMATIC SC REGULAR

### TEXT AND PARAGRAPH

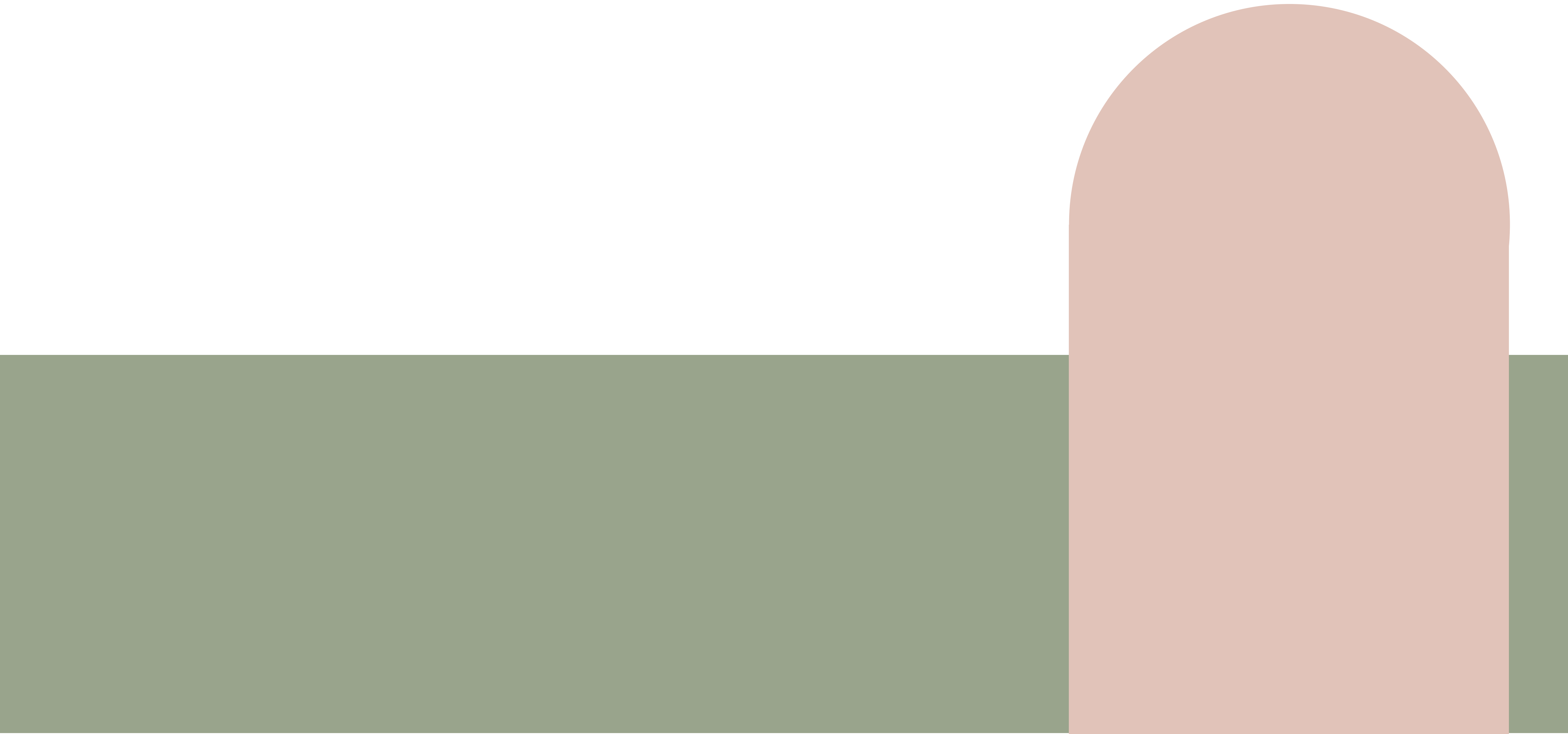
Montserrat

# PRO PAEDS

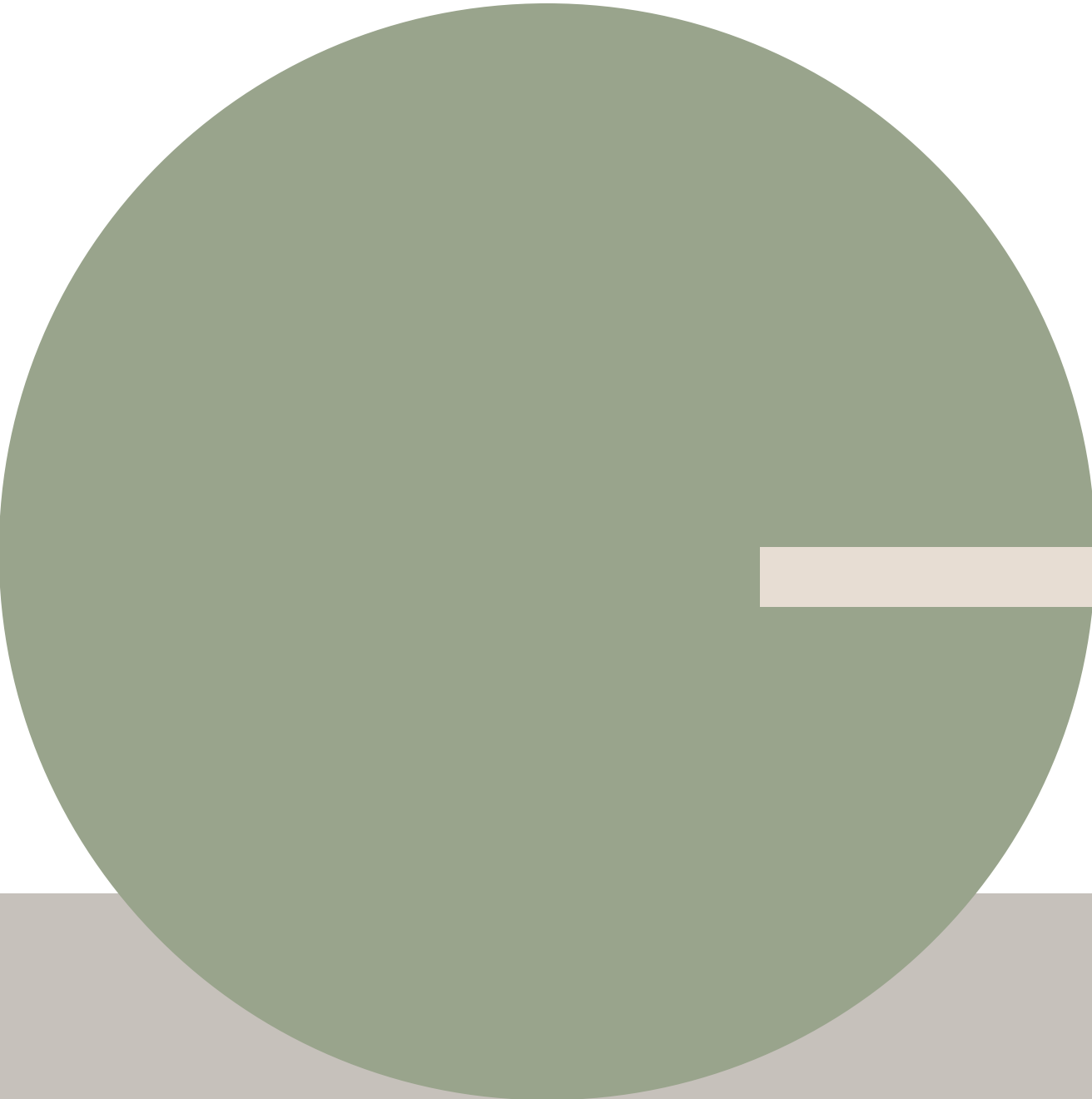
## MOODBOARD



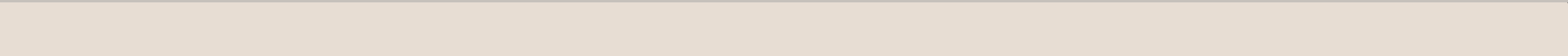
WALL IDEAS (MODERN/CLEAN)



WALL IDEAS (MODERN/CLEAN)



FLOATING SHELF

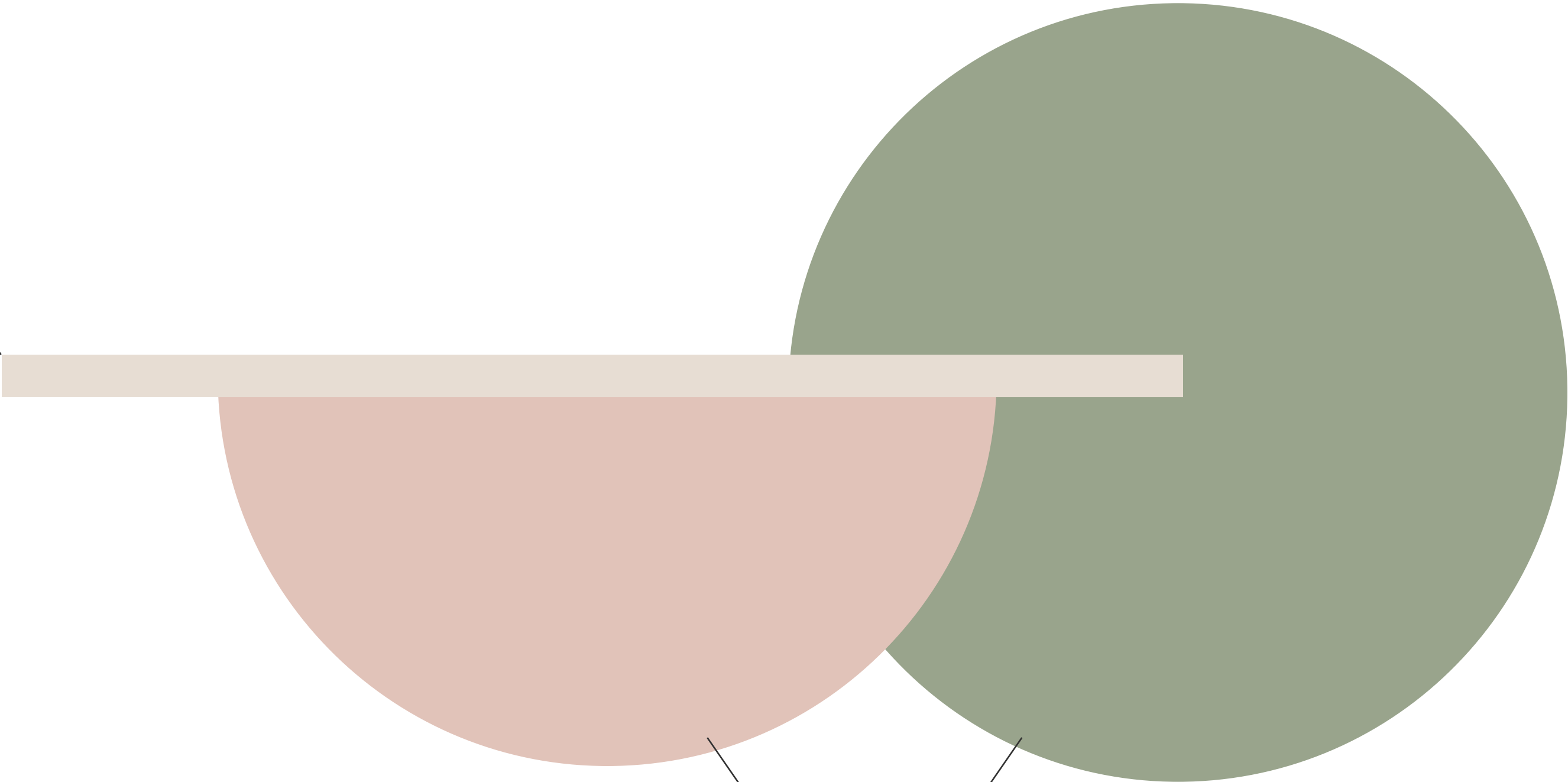


FLOATING DESK



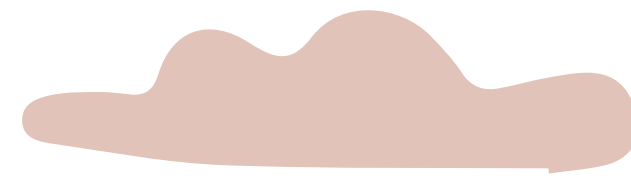
WHITE WALL WITH SHELF AND DECALS (MODERN)

FLOATING SHELF

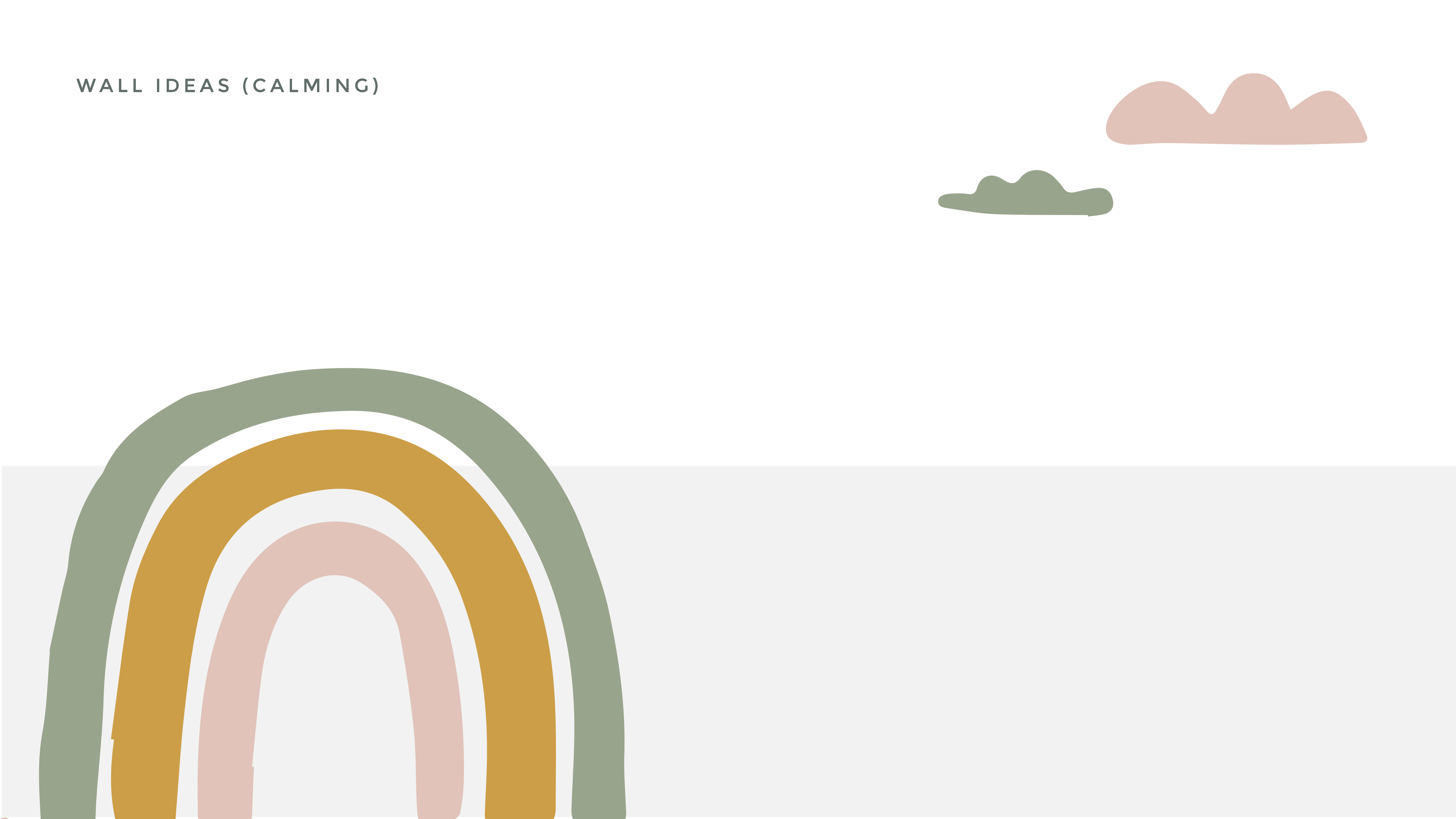


DECALS

## WALL IDEAS (CALMING)



WALL IDEAS (CALMING)



WALL IDEAS (BUSY)





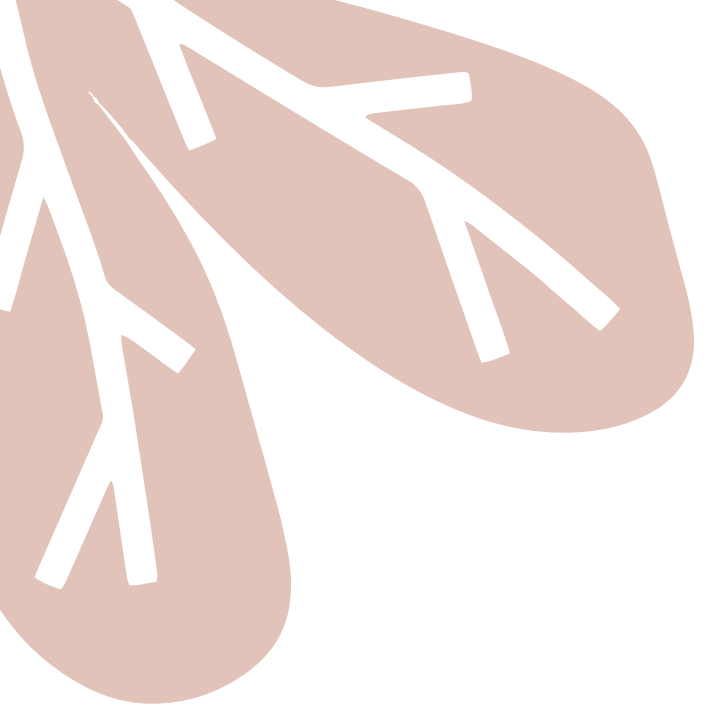
WALL IDEAS (BUSY)

WALL IDEAS (BUSY)



WALL IDEAS (CLEAN/PLANT)





WALL IDEAS (CLEAN/PLANT)



THANK YOU

