DEPARTMENT OF PAEDIATRICS

Visual identity guidelines

November 2020

The primary logo
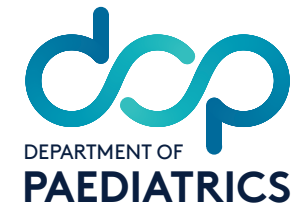
The primary logo

The primary logo
clear space

You should always avoid placing text or any other graphic elements near the logo. Where space permits, the ideal amount of room you should leave is indicated by the clear space (the dotted line).

This measurement is based on the value of 'x' which is equal to ¼ of the height of the crest element of the logo. The same rule applies to all versions of the logo.

x^2

x

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The primary logo
Minimum sizes

To ensure the logo is visible to everyone, we have a minimum size for printed and digital formats. There may be occaisional exceptions such as merchandise and stationery, however please stick to the minimum sizes outlined below where ever possible.
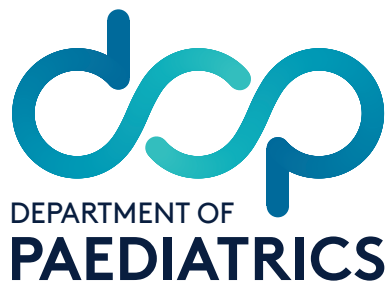
Print minimum
width =30mm

Print minimum
width =45mm

Print minimum
width =50mm

Digital minimum
width = 140px

Digital minimum
width = 210px

Digital minimum
width = 230px

Things not to do to your logo EVER

Take care not to apply the logo to similarly coloured or contrasted backgrounds, all components must be clearly visible.

Do not change the proportions (stretch/condense)

Don't rearrange or resize any of the elements in the logo.

Don't distort, skew or warp the logo

Don't replicate the logo with a different font

Don't change the colours of the logo

Don't add special effects to the logo. This includes dropshadows, blurring, gradients and reflections.

Don't rotate the logo

Don't alter any of the objects in the logo

Colour palette

Pantone 282 C

RGB 4 30 66
HEX #041E42
CMYK 94 55 0 74

Pantone 3015 C

RGB 0 98 155
HEX #00629B
CMYK 100 37 0 39

Pantone 632 C

RGB 0 147 178
HEX #0093B2
CMYK 100 17 0 30

Pantone 3252 C

RGB 42 210 201
HEX #2AD2C9
CMYK 80 0 4 18

Typography

Heading style

Lorem ipsum dolor sit amet

Sub-heading

Lorem ipsum dolor sit amet, consectetuer adipiscing elit sed diam nibh

Body

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip.

Poppins SemiBold
0123456789!@£$%^&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins Medium
0123456789!@£$%^&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Poppins light
0123456789!@£$%^&*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz