



ABCD Pediatrics primary logotype



Logotype versions



Typography

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins (Primary)

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

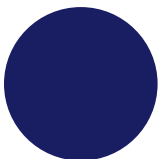
Parkinsans (Secondary)

Imagery



Full Color

Color palette



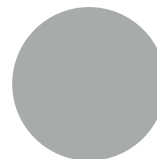
HEX 0D255C
PMS 2758 C / PMS 288 U
C-100 M-95 Y-5 K-39



HEX 11B4FF
PMS 2915 C / PMS 2915 U
C-60 M-9 Y-0 K-0



HEX 6BE234
PMS 375 C / PMS 374 U
C-46 M-0 Y-90 K-0



HEX ABABAB
PMS COOL GRAY 5 C
PMS COOL GRAY 3 U
C-13 M-9 Y-10 K-27



HEX EDEDED
PMS COOL GRAY 1 C
PMS COOL GRAY 1 U
C-4 M-2 Y-4 K-8