AAP Style Guide for Pediatric Patient Education Logos

Pediatric Patient Education Logo Usage Guidelines

- Use the two-line or single-line logo provided by the AAP.
- Keep the aspect ratio of the logo to ensure proper display.
- Use of the logo in its original colors is preferred, however, a reverse logo (background transparent, if the application supports transparency) is available upon request.

If you have any questions, please contact the AAP at patiented@aap.org.

Two-line logo with AAP tagline

Single-line logo with AAP tagline

Unacceptable logo displays

Do not rescale logo size
Do not change colors
Do not omit tagline

Pediatric Patient Education colors

<table>
<thead>
<tr>
<th>Color</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 28</td>
<td>M 90</td>
</tr>
<tr>
<td>M 100</td>
<td>Y 0</td>
</tr>
<tr>
<td>K 0</td>
<td>Y 27</td>
</tr>
<tr>
<td>R 183</td>
<td>R 72</td>
</tr>
<tr>
<td>G 62</td>
<td>G 26</td>
</tr>
<tr>
<td>B 151</td>
<td>B 87</td>
</tr>
</tbody>
</table>

Pediatric Patient Education fonts

- **Overlock Regular**
  - Aa
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefgihijklmnopqrstuvwxyz
    - \( \text{(g=5\%\%\%\%}) 123456789 \)

- **Overlock Bold**
  - Aa
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefgihijklmnopqrstuvwxyz
    - \( \text{(g=5\%\%\%\%}) 123456789 \)

- **Roboto Condensed Regular**
  - Aa
    - ABCDEFGHIJKLMNOPQRSTUVWXYZ
    - abcdefgihijklmnopqrstuvwxyz
    - \( \text{(g=5\%\%\%\%}) 123456789 \)

*Fonts available at www.google.com/fonts*