

WORLD PEDIATRIC PROJECT

Logo Design Guidelines

ELEMENTS AND VERSIONS

Our logo is made up of two elements: The Dove and our “World Pediatric Project” wordmark.

Our icon and wordmark can be set horizontally or vertically, whichever works best with your design. You can download our logo [here](#).

The **primary logo** is The Dove in blue (#58c9d1) and our wordmark in gray (#A0A2A5).

The **secondary black or white logo** can be used in circumstances where the legibility of the primary logo is compromised or on material that does not reproduce in color.

MINIMUM SIZE

The minimum size for reproducing our logo in printed material is 2” wide.

The minimum size for using our vertical logo for digital is 75px high.

The minimum size for using our horizontal logo for digital is 40px high.

The minimum size for reproducing The Dove in printed material is 0.75” wide.

The minimum size for using The Dove for digital is 40px high.

Always maintain the logo’s aspect ratio when scaling.

MINIMUM SPACE

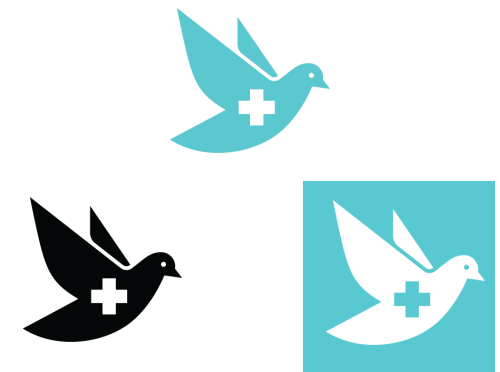
Clear space around our logo ensures it is easily identifiable as well as visible and legible.

The clear space around our logo is the width of the “W” in our wordmark. Do not position any text, graphic elements or other visual marks inside the recommended clear space. On digital, the clear space is 60px.

PRIMARY LOGO



THE DOVE



SECONDARY BLACK OR WHITE LOGOS



MINIMUM SPACE

