

# PPAG Logo Guidelines

## Color

The PPAG logo appears in the following colors:



the pediatric pharmacy association

BLACK



the pediatric pharmacy association

PMS 640



the pediatric pharmacy association

WHITE



the pediatric pharmacy association

PMS 185



the pediatric pharmacy association

PMS 334



the pediatric pharmacy association

PMS 144

No other colors are permitted.

## Minimum size

When reproducing our logo, be conscious of its size and legibility. A signature that is too small ceases to serve any useful communication function. Generally, our logo should never appear less than 3/8" tall in printed materials, and no less than 36px tall in the digital realm.

## Incorrect use

Do not alter the PPAG logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

## DONT'S

1. Don't apply any effects.
2. Don't rotate the logo.
3. Don't skew or attempt to make the logo 3-dimensional in any way.
4. Don't make a pattern or texture out of the logo.
5. Don't alter the transparency of the logo.
6. Don't recolor the logo.
7. Don't alter the text to run vertically.
8. Don't add words, images, or any other new elements to the logo.
9. Don't change the size relationship between the logo elements
10. Don't display the logo in a way that suggests that a third party's product is a PPAG product, or that the PPAG name is part of a third party's product name.