



Brand Implementation
September 2023

 pediamed™

Introduction

This set of brand guidelines should be applied to all internal and external communications. The following pages are designed to guide you through the PediaMed™ brand identity elements while providing some general rules to help ensure consistency. While the PediaMed™ identity is standardized, there may be situations where a bespoke solution is required.

Table of Contents

4	Brand Core
7	Logos
16	Typography

19	Colors
22	Iconography
24	Photography

Brand Core

PediaMed™ builds distinct pediatric brands to maximize value for the world's leading pharmaceutical and biotechnology companies.

RESONATE WITH YOUR AUDIENCE

Data-Driven Pediatric Brands for People

We build distinct pediatric brands to maximize value for the world's leading pharmaceutical and biotechnology companies.

Your partner for an innovative, modular approach to marketing pediatric life science brands.

Early Commercialization

- Commercial Strategy
- Brand Positioning
- Scientific Communications

Brand Strategy

- Market Insights
- HCP Targeting
- Omni-Channel Plan

HCP Engagement

- Contact Center
- Sales Team
- Clinician Educators

Parent Support

- Benefits Investigation
- First Dose training
- Adherence programs

Who We Are

We invigorate pediatric brands and indications with a full suite of commercialization services customized to your strategic goals. We deliver compelling marketing to capture your target audience's attention, personalize messaging to ensure your customers feel seen and heard, and measure results to achieve sustainable growth.

We leverage deep industry knowledge to quickly navigate regulatory and compliance obstacles, integrate seamlessly with your existing workflow, and naturally extend your marketing capability. Your partner for an innovative, modular approach to marketing pediatric life science brands.

The PediaMed™ Difference

Whether launching a new brand or reinvigorating an old one, our growth strategies leverage data to understand your customers and position your brand to break through the noise with a distinct and relatable voice.

Logo

An abstracted, lower-case 'pm' glyph transforms into a character with the addition of smiling eyes and a mouth. This joyful little critter resembles a frog, and is a glyph representation of the brand mascot, Freddy.

The linear primary logo is preferred for use in top communications.
When width is limited, the stacked primary logo may be used.



Primary Logo, Linear



Primary Logo, Stacked

Primary Logos • Linear Iterations



Positive reproduction. Single color, PMS 3308 C.



Positive reproduction. Single color, PMS 3308 C over PMS 0131 C.



Positive reproduction. Single color, Black.



Negative reproduction. White over PMS 3308 C.



Negative reproduction. White over PMS 3262 C.



Negative reproduction. White over Black.

Primary Logos • Stacked Iterations



Positive reproduction. Single color, PMS 3308 C.



Positive reproduction. Single color, PMS 3308 C over PMS 0131 C.



Positive reproduction. Single color, Black.



Negative reproduction. White over PMS 3308 C.



Negative reproduction. White over PMS 3262 C.



Negative reproduction. White over Black.



Clear Space

A minimum clear space equal to the height of the PediaMed™ glyph must surround the logo. Background photography and illustration may be used, but no other design elements should be positioned within this space. More clear space is always preferred, but this is the recommended minimum.



Positive Reproduction

Positive reproductions of the PediaMed™ logo can be utilized to strengthen brand recognition. Core brand colors are preferred (PMS 3308 C or Black Over White or Algae).





Negative Reproduction

Negative reproductions of the PediaMed™ logo should be displayed in the core brand colors (White over PMS 3308 C, PMS 3262 C, or Black).





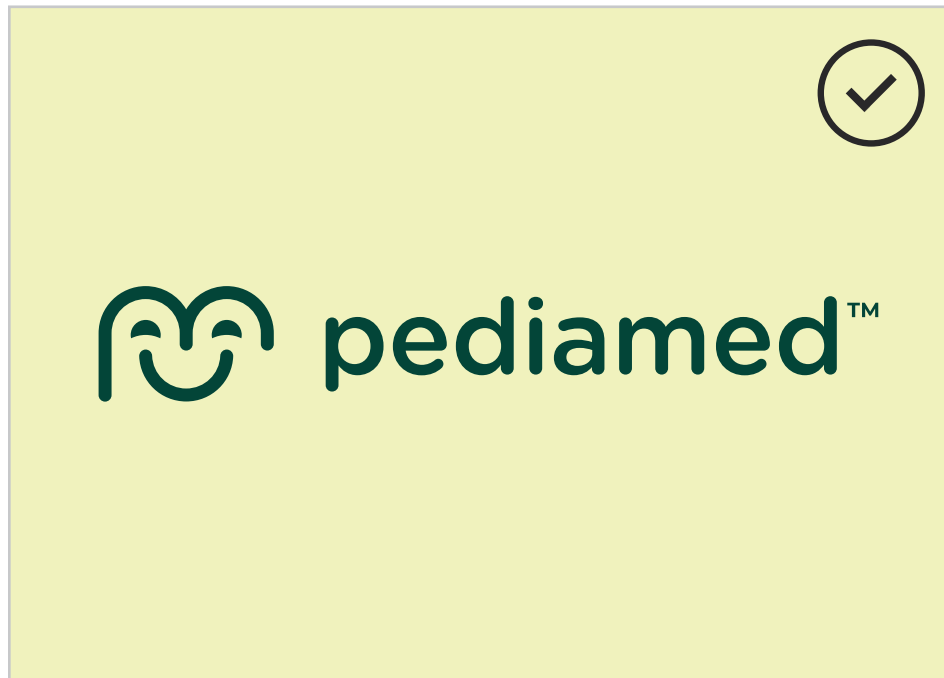
Positive reproduction (PMS 3308 C) over White. Primary choice.



Negative reproduction over PMS 3308 C. Primary choice.



**Not recommended.* Poor contrast.



Positive reproduction (3308 C) over White. Secondary choice.



Negative reproduction over PMS 3262 C. Secondary choice.



**Not recommended.* These colors are inconsistent with brand.



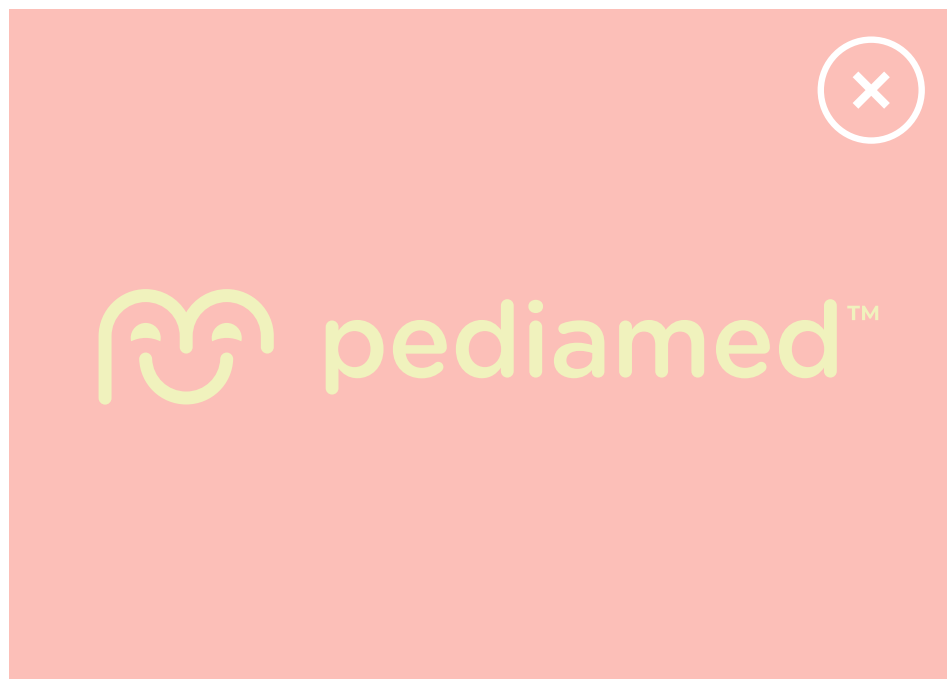
*Not recommended. Not enough contrast.



*Not recommended. These colors are inconsistent with brand.



*Not recommended. Do not use accent colors in the logo.



*Not recommended. Do not use accent colors in the logo.



*Not recommended. Do not use accent colors in the logo.



*Not recommended. These colors are inconsistent with brand.

Typography

PediaMed™ utilizes hierarchy of size, contrasting font weights, and core brand colors in body copy and headings to clearly communicate and emphasize core messaging.

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xx Yy Zz

0123456789

Display & Body Font

Gotham Rounded is a highly visible geometric sans-serif typeface family inspired by examples of architectural signs of mid-twentieth century New York. This large, versatile font family contains rounded caps on all letterforms, offering a softer, yet clinical, touch.

Gotham Rounded Bold

Gotham Rounded Book

Simplicity

Vary weights when differentiating body copy, captions, and headlines, preferring font size contrast as well as weight changes.

Legibility

Use ample white space around copy and design elements where possible.

Coherence

Keep body copy and heading sizes consistent throughout documents to enhance legibility.

Contrast

Stark contrast between primary display titles and paragraphs is an imperative element of this identity, utilizing PMS 3308 C in all headings, and black in all body copy.

Line Spacing

Leading should be set between 25% larger than the type size, utilizing lower percentages for headlines and higher percentages for body copy.

Capitalization

Initial caps should be used in headlines. All caps or small caps should be avoided and used with restraint.

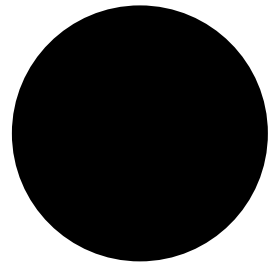
Formatting

Left aligned is the preferred type alignment. Headlines may be center aligned. Justified text and hyphenation should be avoided.

Colors

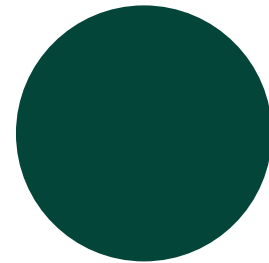
A whimsical and colorful palette of pastels lends a childlike quality to the brand without skewing to clichéd primary school colors (red, yellow, and blue).

Color Palette



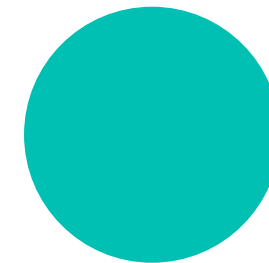
Black

Pantone: Black
Hex: 000000
CMYK: C0 M0 Y0 K100



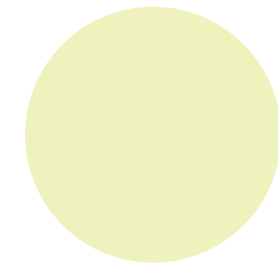
Evergreen

Pantone: PMS 3308 C
Hex: 024638
CMYK: C100 M0 Y18 K73



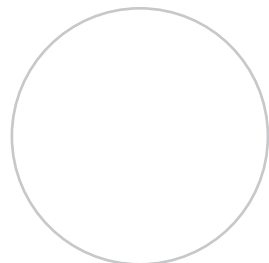
Bleen

Pantone: 3262 C
Hex: 00BFB2
CMYK: C100 M0 Y4 K26



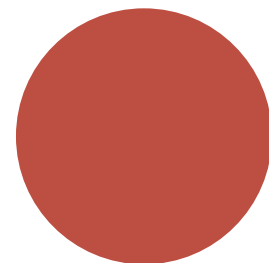
Algae

Pantone: Yellow 0131 C
Hex: F0F2BD
CMYK: C0 M1 Y33.5 K1



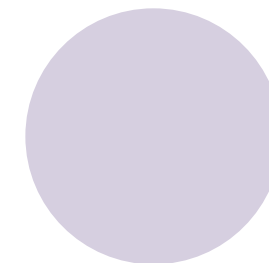
White

Pantone: White
Hex: FFFFFFFF
CMYK: C0 M0 Y0 K0



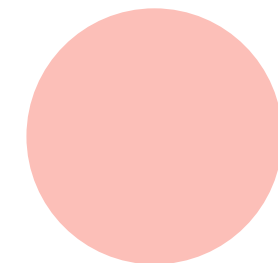
Sienna

Pantone: 7619 C
Hex: BD4F42
CMYK: C0 M62 Y72 K22



Hazy

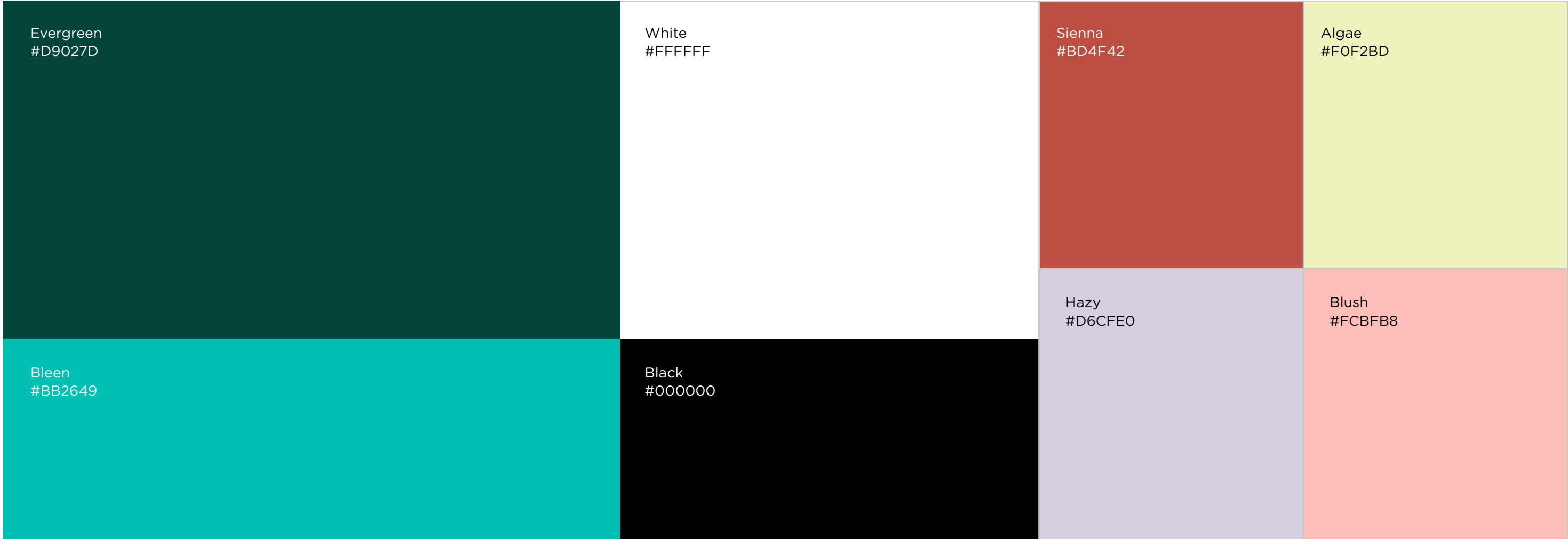
Pantone: 524 C
Hex: D6CFE0
CMYK: C1 M9 Y0 K14



Blush

Pantone: 176 C
Hex: FCBFB8
CMYK: C0 M31 Y28 K0

Color Distribution



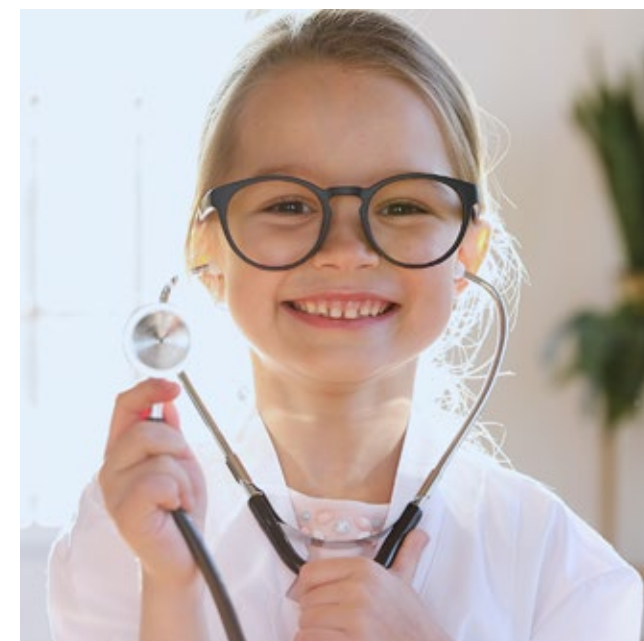
Illustrations

Flat cartoon illustrations and accents are a key component of the PediaMed™ identity. They lend a softer, whimsical touch and convey interactions between clinicians, children, and parents.



Photography

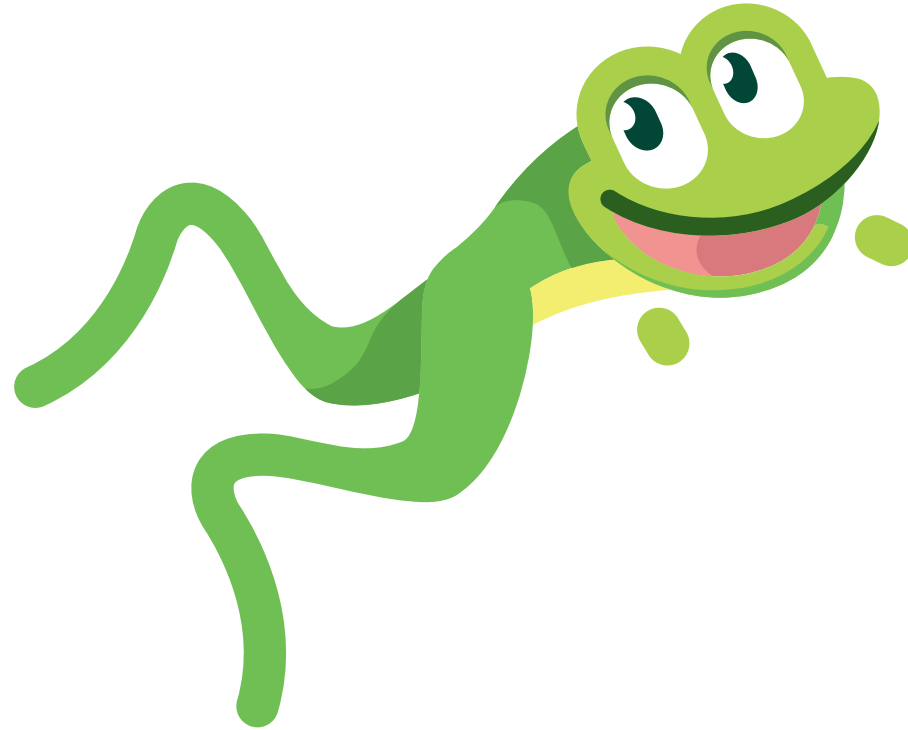
Photography features delightful interactions between clinicians and child patients. Images featuring children laughing and playing showcase a healthy lifestyle resulting from using PediaMed™ products.





Mascot

Freddy the Frog is PediaMed's mascot and is the most beloved element of the PediaMed brand. Whether in print or animated on the website, Freddy can be used to convey a wide range of emotions, and makes everything a bit more fun!





100 Weston Estates Way, Cary, NC 27513 • (919) 380-9800 • PediaMed.com