PORCHLIGHT PEDIATRICS

CARE THAT COMES HOME

BRAND GUIDE

OUR LOGO

Using our logo

We are very proud of our logo. Follow these guidelines to ensure it always looks its best. Our logo is the combination of a glowing lamppost with a caregiver arriving, umbrella in hand, and tall storybook lettering, for a look that is **warm, storybook and trustworthy**.

Our logo can be used in the following three (3) styles:

1. Main logo

Our main horizontal logo is the full version of our logo. Use it first, anywhere people may be meeting Porchlight Pediatrics for the first time.

Full color
For white and light backgrounds.

Full color, dark
For navy and dark backgrounds.

Black
One color, when color can't be printed.

White
One color, on dark or colored backgrounds.

2. Logo with tagline

Use this version where there is room for our promise, Care That Comes Home, such as the website, printed pieces and signs. It is not for small sizes.

Full color
For white and light backgrounds.

Full color, dark
For navy and dark backgrounds.

Black
One color, when color can't be printed.

White
One color, on dark or colored backgrounds.

3. Icon

Use the icon in small spaces where the Porchlight Pediatrics name would be too small to read, such as a social profile picture or a website tab.

Full color
For any background. The JPG is square on Porch Cream, ready for a profile picture.

Full color, on navy
The same icon on Midnight Navy. The JPG is square, ready for a profile picture.

Black
One color, on white and light backgrounds. The JPG is square on white.

White
One color, on dark or colored backgrounds. The JPG is square on Midnight Navy.

BACKGROUNDS

Using the logo on color

The full-color logo is for white and light backgrounds. On dark or colored backgrounds, use the dark-background or white version. These are the preferred background colors.

White · full color

Porch Cream · full color

Golden Glow · full color

Midnight Navy · full color, dark

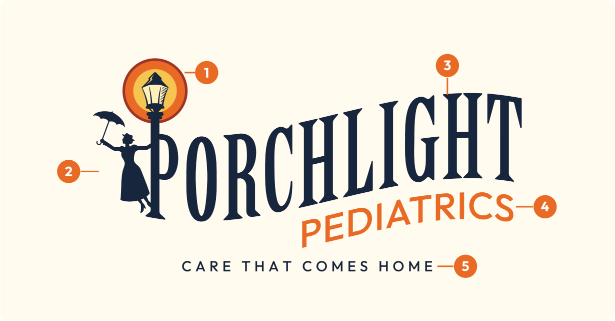
Lantern Orange · white

Ember Rust · white

WIREFRAME

The parts of our logo

Every piece has a job. Together they tell one story: the porch light is on, and care is on its way.



1. **Porch light**
The glowing lantern. Also our icon.

2. **Caregiver**
Care arriving at the door.

3. **Name**
Porchlight, in tall storybook lettering.

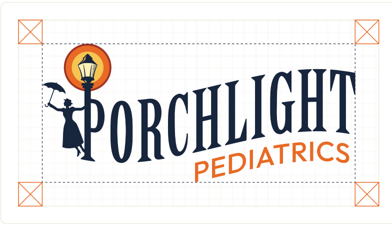
4. **Pediatrics**
What we do, in Lantern Orange.

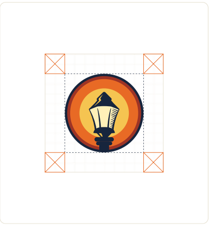
5. **Tagline**
Care That Comes Home.

EXCLUSION ZONE

Give the logo room

Keep clear space on every side of the logo equal to **half the width of the glowing circle** around the lantern. For the icon, keep clear space equal to **one quarter of the icon's width**. Nothing else enters this space: no text, photos or page edges.

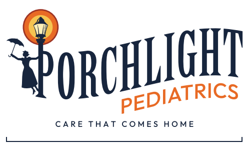




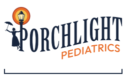
MINIMUM SIZE

How small it can go

Below these sizes the details fill in and the name gets hard to read. If the space is smaller than the main logo's minimum, switch to the icon.



Logo with tagline
400 px wide on screen · 4 in (100 mm) in print



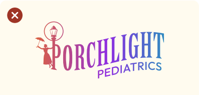
Main logo
200 px wide on screen · 2 in (52 mm) in print

Icon
32 px wide on screen · 0.4 in (10 mm) in print

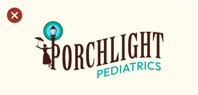
LOGO MISUSE

What not to do

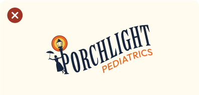
The logo should always look the same. Don't change it, add to it or rearrange it.



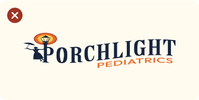
Do not apply a gradient to the icon or wordmark.



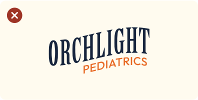
Do not change the logo's colors outside of the brand palette.



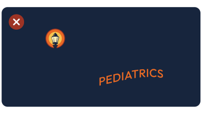
Do not rotate or tilt the logo.



Do not distort or stretch the logo in any way.



Do not remove or reposition any part of the logo.



Do not place the logo on a background where it is hard to read.

OUR TAGLINE

Care That Comes Home

Write it exactly this way
Four words, each with a capital letter. Don't reword it, shorten it or add to it.

Use the logo version when you can
The logo with tagline has it centered and sized correctly. Don't type it under the logo yourself.

Let it stand alone
In a headline or a sign-off, give it its own line. It is our promise, not a sentence filler.

OUR COLORS

Using our colors

This primary palette should be used on all branded materials. These colors are the foundation of our brand: a porch light glowing against a midnight sky.

Midnight Navy
Our base. Backgrounds, lettering and body text.

Golden Glow
The light. Lettering on navy and warm backgrounds.

Porch Cream
Soft backgrounds and text on navy.

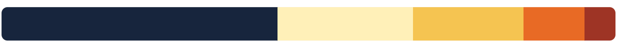
Lantern Orange
The pop. Pediatrics, buttons and small accents.

Ember Rust
A deep accent. Use the least.

	Midnight Navy	Golden Glow	Porch Cream	Lantern Orange	Ember Rust
HEX	#17253D	#F5C451	#FFF0B8	#E86A25	#9E3425
RGB	23, 37, 61	245, 196, 81	255, 240, 184	232, 106, 37	158, 52, 37
HSB	218, 62, 24	42, 67, 96	47, 28, 100	21, 84, 91	7, 77, 62
CMYK	92, 80, 48, 53	4, 23, 80, 0	0, 3, 32, 0	4, 72, 99, 0	25, 90, 97, 21
Pantone	533 C	141 C		7578 C	484 C

How much of each color

A rough balance to aim for. Navy and the light tones carry the page. Orange and rust are accents, so a little goes a long way.



Midnight Navy most **Porch Cream** and **Golden Glow** some **Lantern Orange** a touch **Ember Rust** the least

Readable color pairs

Use these pairs for text. Each one has been checked so the words are easy to read.

GOOD FOR ANY TEXT

- Aa Midnight Navy on White
- Aa Midnight Navy on Porch Cream
- Aa Midnight Navy on Golden Glow
- Aa Porch Cream on Midnight Navy
- Aa Golden Glow on Midnight Navy
- Aa White on Midnight Navy
- Aa White on Ember Rust
- Aa Porch Cream on Ember Rust
- Aa Ember Rust on Porch Cream
- Aa Ember Rust on White
- Aa Midnight Navy on Lantern Orange
- Aa Lantern Orange on Midnight Navy

HEADLINES AND LARGE TEXT ONLY

- Aa White on Lantern Orange
- Aa Lantern Orange on White

Avoid for text: Lantern Orange on Porch Cream, Golden Glow on White. They are too close in brightness to read comfortably.

OUR FONTS

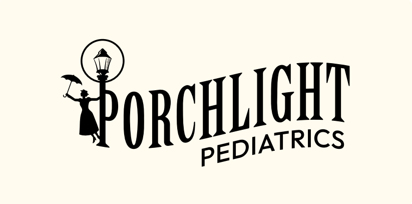
Fonts

Two fonts make up the Porchlight Pediatrics look: one with character for our name, and one clean and friendly for everything else.

Birch

The tall storybook lettering in our name. Use it for big headlines only, always in capitals, and never for paragraphs.

Available from Adobe Fonts.



Outfit

Our everyday font, used for Pediatrics and the tagline in our logo. Use it for sub-headlines, paragraphs, buttons and captions.

Free from Google Fonts. This guide is set in Outfit.

CAPITALS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOWERCASE
abcdefghijklmnopqrstuvwxyz

NUMBERS AND SYMBOLS
0123456789 & ! ? @ # $ % ( ) + . ,

MEDIUM, AS IN OUR LOGO
Care That Comes Home

BOLD
Care That Comes Home

Type in use

How a headline, label and paragraph look together in Outfit.

HOME VISITS

The porch light is on. We'll come to you.

Paragraphs are set in Outfit Regular in Midnight Navy, with comfortable space between the lines so they are easy to read on a phone.

Headlines
Birch in capitals for big, designed headlines. Outfit Bold everywhere else.

Labels and buttons
Outfit Bold, small capitals with wide spacing, in Ember Rust or Midnight Navy.

When our fonts aren't available
In email, use Arial. Google Docs and Slides have Outfit built in. Never swap in another decorative font for Birch.

WHICH FILE TO USE

The right file for the job

Every file is in the brand package. When someone asks for "the logo", this is what to send.

Website and email	Main logo, full color	SVG or PNG
Social profile picture	Icon, full color	JPG . It is square with its background built in.
Printing (cards, flyers, signs)	Main logo or logo with tagline	PDF or EPS . Printers prefer these.
On a dark background	Full color, dark version, or white	SVG or PNG

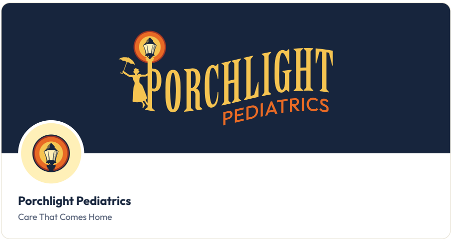
Scrubs, polos and hats	One-color logo, or the icon	`PDF` or `EPS` for the embroidery shop
Car magnet or vehicle	Logo with tagline	`PDF` or `EPS`
A QR code	Navy QR code (black for one color)	`SVG` or `PDF` for print, `PNG` for screens
One-color printing, stamps, faxes	Black or white version	`PDF` or `SVG` or `PNG`

> **Embroidery and very small sizes**
>
> The lantern has fine lines that can fill in with thread. For embroidery, use a one-color version in a single thread color, keep the main logo at least 3.5 in (90 mm) wide, and use the icon by itself on anything smaller, like a hat or a sleeve. Ask the shop for a stitched sample before a full order.

SOCIAL MEDIA

Placing the logo on social media

Use the icon as the profile picture and the dark-background logo in the banner. Ensure the logo has space on all sides.



Porchlight Pediatrics

Care That Comes Home

QR CODE

Our QR code

Scanning it opens our website, porchlightpeds.com. Use it on business cards, flyers, magnets and signs so families can find us in one tap.

Midnight Navy

The one to use first, on white or light backgrounds.

Black

For one-color printing.

White on navy

Only when it has to sit on navy. Some older phones read it less easily.

Big enough to scan

Print it at least 0.75 in (19 mm) wide.

Keep the border

The light border around the code is part of it. Don't crop it or crowd it.

Leave it as it is

Don't stretch it, recolor it, or put a logo in the middle.

THANK YOU

Questions?

If you have trouble with anything in this guide, are missing files from your brand package, or aren't sure a piece fits the Porchlight Pediatrics brand, text bahlr at 208.966.2400.