

Patient Education Genius

Brand Guidelines

www.patienteducationgenius.com





Mission Statement

“PEG’s mission is to make it easier for providers to connect with their patients.”

Horizontal Logo



Stacked Logo



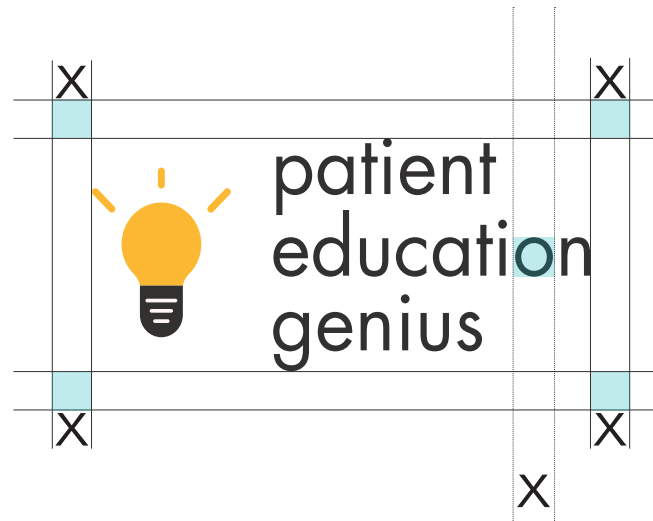


Horizontal Logo Clear Space





Stacked Logo Clear Space





Do not change the logo color



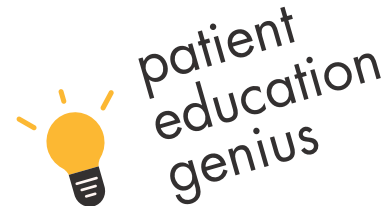
Do not place on dark/blurry background



Do not stretch or skew



Do not rotate



Do not crop logo



Do not add a shadow or any effect





Primary Fonts

Avenir Black

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d e f
g h i j k l m n o p q r s t u v w x
y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^
& * () < > ? : " { } / , .

Avenir Light

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z 1 2 3
4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ?
: " { } / , .

Avenir Oblique

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z 1 2
3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () <
> ? : " { } / , .

Secondary Fonts

Georgia Bold

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z a b c d e
f g h i j k l m n o p q r s t u v w
x y z 1 2 3 4 5 6 7 8 9 0 ! @ # \$ %
^ & * () < > ? : " { } / , .

Georgia Regular

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z 1 2 3 4
5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ? :
" { } / , .

Georgia Italic

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z a b c d e f g h
i j k l m n o p q r s t u v w x y z 1 2 3
4 5 6 7 8 9 0 ! @ # \$ % ^ & * () < > ?
: " { } / , .



Primary Orange



Hex #fdb933

R: 253 G: 185 B: 51

C:0% M:30% Y:90% K: 0%

Secondary Orange

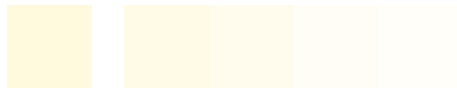


Hex #fdb963

R: 253 G: 186 B: 99

C:0% M:30% Y:70% K: 0%

Secondary Yellow



Hex #fffcd9

R: 255 G: 252 B: 223

C:0% M:0% Y:15% K: 0%

Primary Teal



Hex #00b2b9

R: 0 G: 178 B: 185

C:75% M:5% Y:30% K: 0%

Secondary Teal



Hex #00b2b9

R: 0 G: 178 B: 185

C:45% M:0% Y:15% K: 0%

Grey



Hex #323031

R: 34 G: 31 B: 32

C:70% M:67% Y:64% K: 74%

