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WHY BRAND MATTERS

Brand is much more than a look or a voice. Brand is what we think about an organization when we hear its name. It is the idea that lives behind the thing.

We shape our brand to do and say the things that will help people understand and appreciate Peers for Progress. Brand guidelines will help us communicate what we do and why it’s important.

Brand management can be nourished by everyone who supports Peers for Progress. Consistent use ensures Peers for Progress will be quickly recognized and understood.

The purpose of this guide is to establish a consistent application of the brand identity across all Peers for Progress official marketing efforts. A coherent look and feel of all branded communications is critical for building a solid brand and image. Any use of the Peers for Progress logo, taglines, and other brand elements should adhere to the standards set forth in this guide.
MISSION/VISION/VALUES

PROMOTING PEER SUPPORT
Mission

To accelerate the availability of best practices in peer support around the world.

PEERS FOR PROGRESS

Peers for Progress is a program of the American Academy of Family Physicians Foundation to promote peer support as a key part of health, health care, and prevention around the world. People needing to reduce disease risks such as smoking or weight and those living with chronic or life threatening diseases need support to maintain good behaviors for health. They can also be great sources of support for each other.

With evidence, global knowledge sharing, development of consensus best practices, and advocacy, Peers for Progress aims to show how peer support can contribute to the health and well being of all humans and to help establish peer support as a regular part of health care around the world.

Peers for Progress is a program of the American Academy of Family Physicians Foundation supported by the Eli Lilly and Company Foundation and the Bristol-Myers Squibb Foundation while being developed in conjunction with the American Academy of Family Physicians. The Peers for Progress Program Development Center is located in the Department of Health Behavior & Health Education of the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill.
COLORS THAT CONVEY
The Peers for Progress Color Palette combines an array of hues conveying a multitude of emotions. The two main colors (which are represented in the logo) are strong—with the blue representing a traditional familiar feeling, and the red promoting progressive thought provoking ideas.

The Primary Color Palette includes the focal set of colors used for the Peers for Progress collateral, while the Secondary Color Palette supports the primary and can be used in smaller doses. All noted colors are from the Pantone Bridge Color Palette.

### PRIMARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>5405 PC</td>
<td>71, 30, 13</td>
<td>45, 99, 127</td>
</tr>
<tr>
<td>704 PC</td>
<td>6, 93, 58</td>
<td>172, 38, 65</td>
</tr>
<tr>
<td>576 PC</td>
<td>52, 6, 79</td>
<td>103, 149, 80</td>
</tr>
</tbody>
</table>

### SECONDARY COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>145 PC</td>
<td>0, 58, 100</td>
<td>227, 124, 29</td>
</tr>
<tr>
<td>466 PC</td>
<td>5, 17, 42</td>
<td>210, 183, 139</td>
</tr>
<tr>
<td>Cool Gray 11 PC</td>
<td>48, 36, 24</td>
<td>63, 69, 79</td>
</tr>
</tbody>
</table>

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Pantone Bridge Color Palette

CMYK 5405 PC 704 PC 576 PC 145 PC 466 PC Cool Gray 11 PC

RGB 45, 99, 127 172, 38, 65 103, 149, 80 227, 124, 29 210, 183, 139 63, 69, 79

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The Peers for Progress Color Palette combines an array of hues conveying a multitude of emotions. The two main colors (which are represented in the logo) are strong—with the blue representing a traditional familiar feeling, and the red promoting progressive thought provoking ideas.

The Primary Color Palette includes the focal set of colors used for the Peers for Progress collateral, while the Secondary Color Palette supports the primary and can be used in smaller doses. All noted colors are from the Pantone Bridge Color Palette.
WHAT'S OUR TYPE?
Clean, honest, legible, the Arial family typeface can be used for all Peers for Progress collateral. Additionally, Garamond may be used in place of Arial for personal letters and lengthy correspondence. The use of these two fonts on all pieces helps to establish a cohesive and credible brand. Some preferred suggestions are below.

In Macintosh environments when Arial and Garamond is not available, please use Nimbus Sans and Adobe Garamond.

**Arial Regular**

Arial regular all caps works well for headlines, or for titling pages in designed layouts, such as the title “TYPOGRAPHY” as seen on the top of the page to your left.

**Arial Italic**

This italic version works well for secondary headlines and shorter lines of text where great emphasis is desired.

**Arial Bold**

The heaviest in the Arial family, all caps is preferred for subheads and short lines of text.

**Garamond**

Due to easy readability and the contemporary look of the typeface, Garamond is ideally suited for body copy and areas that are copy intensive. (Upper and lowercase are preferred for body copy.)

**Garamond Bold**

Bold all caps is perfect for captions, taglines, or any other short use of text.
The three-color Peers for Progress logo is our primary identifier. It can only be reproduced in the following Pantone Bridge Colors: 5405 PC (blue), 704 PC (red), and 70% black (used on the line and the word “Diabetes”).

SPACING

The live space around the logo equals the height of two circles (derived from the logo). **No imagery** can exist in the live space.

MINIMUM SIZE

The minimum size for the Peers for Progress logo is 1/2” high.

LOGO USAGE WITH BACKGROUNDS

It is preferred that the Peers for Progress logo is used on white backgrounds. Because the logo is composed of strong colors, the effectiveness of the brand is diluted when the logo is placed on top of a competing color, thus making the visual components of the logo hard to read.

A solution to having to put the logo on an area of color is to incorporate the “puzzle piece” art in white and placing the logo on top of that. See sample below:
SENDING A MESSAGE
September, 2007

Dear Colleague,

magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod maxim placerat facer possim assum.


Sincerely,

Douglas E. Henley, MD, FAAFP
Executive Vice President
PRESENTING PEERS FOR PROGRESS
POWERPOINT

- Headers and subheads: Arial (Can use all caps if preferred)
- Body copy: Arial
- Bullet points: Arial

COVER SLIDE

Presentation title:
39–42 point

Presenter/Date:
26 point

INTERIOR SLIDE

Typeface Color:
Black

Highlight Colors:
Red
Blue

Here is the main headline:
- this is a bullet point
- this is a bullet point
- this is a bullet point
- this is a bullet point
This brand usage guide had been established to ensure that all Peers for Progress collateral and marketing materials are cohesive in tone, style, and overall appearance. Our goal is that these guidelines will promote a strong brand while allowing for some flexibility based on your specific communication needs.