

RCPCH digital products identity

Selected path for RCPCH Conference 2024 - Mono text / color background from the RCPCH palette

Route 1 - Interchangeable product name

✱RC
PCH
Incubator

✱RC
PCH
Clinical
audits
platform

✱RC
PCH
Other
prototype

✱RC
PCH
Growth
charts
API

✱RC
PCH
Incubator

Message
here

Lorem ipsum
dolor sit amet
consectetuer

Adipiscing elit,
sed diam
nonummy nibh
euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

✱RC
PCH
Growth
Charts
API

Message
here

Growth charts
description
dolor sit amet
consectetuer
Adipiscing elit,
sed diam
nonummy nibh
euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

✱RC
PCH
Growth
charts
API

Growth charts API

- Lorem ipsum dolor sit amet
consectetuer
- Adipiscing elit, sed diam
nonummy nibh euismod
- Lorem ipsum dolor sit amet
consectetuer
- Adipiscing elit, sed diam
nonummy nibh euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

Route 2 - Incubator as umbrella identity, with individual product name

✱RC
PCH
Incubator

Growth
charts
API

✱RC
PCH
Incubator

Clinical
Audits
Platform

✱RC
PCH
Incubator

Growth
charts
API

Lorem ipsum
dolor sit amet
consectetuer

Adipiscing elit,
sed diam
nonummy nibh
euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

✱RC
PCH
Incubator

Clinical
audits
platform

Lorem ipsum
dolor sit amet
consectetuer

Adipiscing elit,
sed diam
nonummy nibh
euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

✱RC
PCH
Incubator

Growth
charts
API

- Lorem ipsum dolor sit amet
consectetuer
- Adipiscing elit, sed diam
nonummy nibh euismod
- Lorem ipsum dolor sit amet
consectetuer
- Adipiscing elit, sed diam
nonummy nibh euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

Route 3- Incubator as stand-alone umbrella identity

✱RCPCH
Incubator

✱RCPCH
Incubator

Message about Incubator here
Message about Incubator here

Growth charts API
Description Adipiscing
elit, sed diam nonummy
nibh euismod

Clinical audits
platform
Description Adipiscing
elit, sed diam nonummy
nibh euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

✱RCPCH
Incubator

Message about Incubator here
Message about Incubator here

Growth charts API
Description Adipiscing
elit, sed diam nonummy
nibh euismod

Clinical audits
platform
Description Adipiscing
elit, sed diam nonummy
nibh euismod

Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health

✱RCPCH Incubator

Message about Incubator here

Growth charts API
Description Adipiscing elit, sed diam
nonummy nibh euismod

Clinical audits platform
Description Adipiscing elit, sed diam
nonummy nibh euismod

✱RCPCH
Partnership of
Paediatrics and Child Health
Leading change in children's health