STREETDOCTORS

Brand Guidelines
Spring 2021

Logo versions

Our logo is available in two different orientations: Wide and Square. Choose the one that is most suitable for your requirements.

The Colour versions ought to be used wherever format allows. Mono versions are available in both orientations and in all Black or all White. Generally these should only be used when printing just one colour (on internal documents for example), though they may be preferable when used alongside equal partner organisations.

The white versions may also be used over suitable background images, providing the image content doesn't disrupt legibility.

Please ensure you always use the right logo in the right file format for your needs (EPS or PNG for example) and in the right colour space (RGB for screen or CMYK for print).

Colour logo wide

Colour logo square

Mono logos wide

Mono logos square

Social icon

Favicon

Clear space and minimum size

To protect clarity and visual integrity, logos should always maintain the “clear space” shown here. Other design elements must be kept clear of this space. The clear space is always equal to the height of the logo 'D'.

To ensure optimum legibility our logos also have a minimum size recommendation. Please follow the sizes as outlined.

The clear space around the logo is equal to the height of the letter D.

Logo minimum width
Wide logo: Print: 45 mm, Digital: 120 px
Square logo: Print: 25 mm, Digital: 55 px

Colour palette

Our Brand colour palette should be used consistently across all channels.

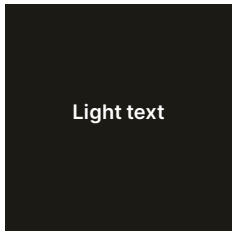
Screen-based colour is specified according to the intensity of its Red, Green and Blue (RGB) components. These RGB values can be simply expressed by a corresponding Hexadecimal (HEX) number.

Print-based colour values are expressed in percentages of Cyan, Magenta, Yellow and Black ink coverage – the CMYK colourspace. You may occasionally also need to specify a Pantone Matching System (PMS) spot-colour – if printing a two colour document for example.

We've also shown the text overlay colour that works most effectively on each of the colours. Especially of note when considering legibility and web accessibility standards.

Please ensure you're using the correct colour values for your chosen application.

SD_Brand Red
HEX: #e02612
CMYK: 1/94/100/0
RGB: 224/38/18
PMS: 2347 CP



SD_Dark
HEX: #1c1a15
CMYK: 72/65/67/84
RGB: 28/26/21
PMS: Black 3 CP

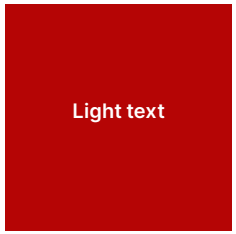
SD_Mid dark
HEX: #8c8883
CMYK: 44/37/40/18
RGB: 140/136/131
PMS: 4290 CP

SD_Mid light
HEX: #b7b5ab
CMYK: 31/23/31/5
RGB: 183/181/171
PMS: 4288 CP

SD_Light
HEX: #ffffff
CMYK: 0/0/0/0
RGB: 255/255/255
PMS: NA

SD_Accent
HEX: #ff4229
CMYK: 0/83/87/0
RGB: 255/66/41
PMS: 2028 CP

SD_Accent light
HEX: #f96e10
CMYK: 0/67/100/0
RGB: 249/110/16
PMS: 4010 CP



SD_Accent dark
HEX:#bc0702
CMYK: 18/100/100/11
RGB: 181/4/4
PMS: 7821 CP

SD_Focus
HEX: #f9b712
CMYK: 0/31/100/0
RGB: 249/183/18
PMS: 130 CP

SD_Neutral
HEX: #f4f3ea
CMYK: 6/3/11/0
RGB: 244/243/234
PMS: 663 CP

Typeface family

Our brand typeface is Inter - a clean, functional highly legible and timeless sans serif face.

It has a large extended family, but we currently use just three different weights: Regular, SemiBold and Bold.

Inter is licence-free and available to download for both Mac and PC desktop platforms and as a webfont at **fonts.google.com**

Inter / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#*/(+@!%?”&)="]{}[

Usage:
Headlines, some subheads, some emphasis

Inter / SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#*/(+@!%?”&)="]{}[

Usage:
Subheads, quotes, body copy emphasis and text links

Inter / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789#*/(+@!%?”&)="]{}[

Usage:
Body copy, captions, stand firsts, credits, bullet lists, running headers and footers

Example type hierarchy

When a variety of typefaces, sizes and weights are used together, the differences between them should be clearly defined. This contrast creates clear and consistent communications.

Here we suggest a good, solid starter example hierarchy but you may well want to generate something more bespoke and/or nuanced for your given application.

This is an example headline in Inter / Bold

Headlines should be in Bold and at least 150% the size of the subhead. Left aligned, sentence case

This is an example subhead in Inter / SemiBold. Lorem ipsum dolor amet.

Subheads should be SemiBold, left aligned, sentence case

This is Inter / Regular for the stand first / intro. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam scelerisque interdum nulla quis facilisis.

Stand firsts in Regular, left aligned, sentence case.

This is Inter / Regular for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. **This is Inter / SemiBold for emphasis.** Nullam scelerisque interdum nulla quis facilisis. Etiam condimentum pretium lacus id tempor. Nam ullamcorper cursus orci eleifend ornare. Sed id elit ac dui placerat vehicula sed eu lacus. Nullam dignissim velit a urna sagittis eu **example hyperlink Inter / SemiBold**.

Body copy should appear in Regular, with SemiBold used for emphasis.
Hyperlinks should appear in SemiBold, underline in Brand Red

"This is Inter / SemiBold for pull-quotes and block quotes. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam scelerisque interdum."

Block-quotes in SemiBold, left aligned, sentence case.

This is Inter / Regular for credits and captions

Credits in Regular and approx 70% the size of the body.