

Style Guide

“Honesty is the foundation of good design.”

— Dieter Rams

Consider this guide a reference tool for using the SDS brand. Each element is presented individually to highlight the brand’s depth and precision. When applied cohesively, these components form the foundation of SDS’s Brand Program.

This document outlines explicit instructions for the brand’s application, placement, and usage. Wherever possible, visual examples clarify these principles. To preserve a consistent voice and aesthetic, we encourage you to consult this guide when extending the brand to new concepts, contexts, and applications.

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Logo

The SDS primary mark is a proprietary logomark, designed to be the signature emblem of the SDS brand. It is a fixed asset and must not be modified, redrawn, or altered in any way.

The Brand Program includes approved color, black, and white variants for both digital and print applications.

RGB files are designated for digital use, including websites, presentations, and on-screen graphics. **CMYK** files are designated for four-color print production.

Each variant is supplied in all required formats for both digital and print use. **SVG** is a vector format optimized for digital environments, including web and interface applications. **PDF** is the preferred vector format for modern print workflows and general-purpose sharing. **EPS** is included for legacy print systems that may still depend on it.

PNG is a raster format intended solely for digital applications and must never be used in print production, as it will result in image degradation and color inconsistency.

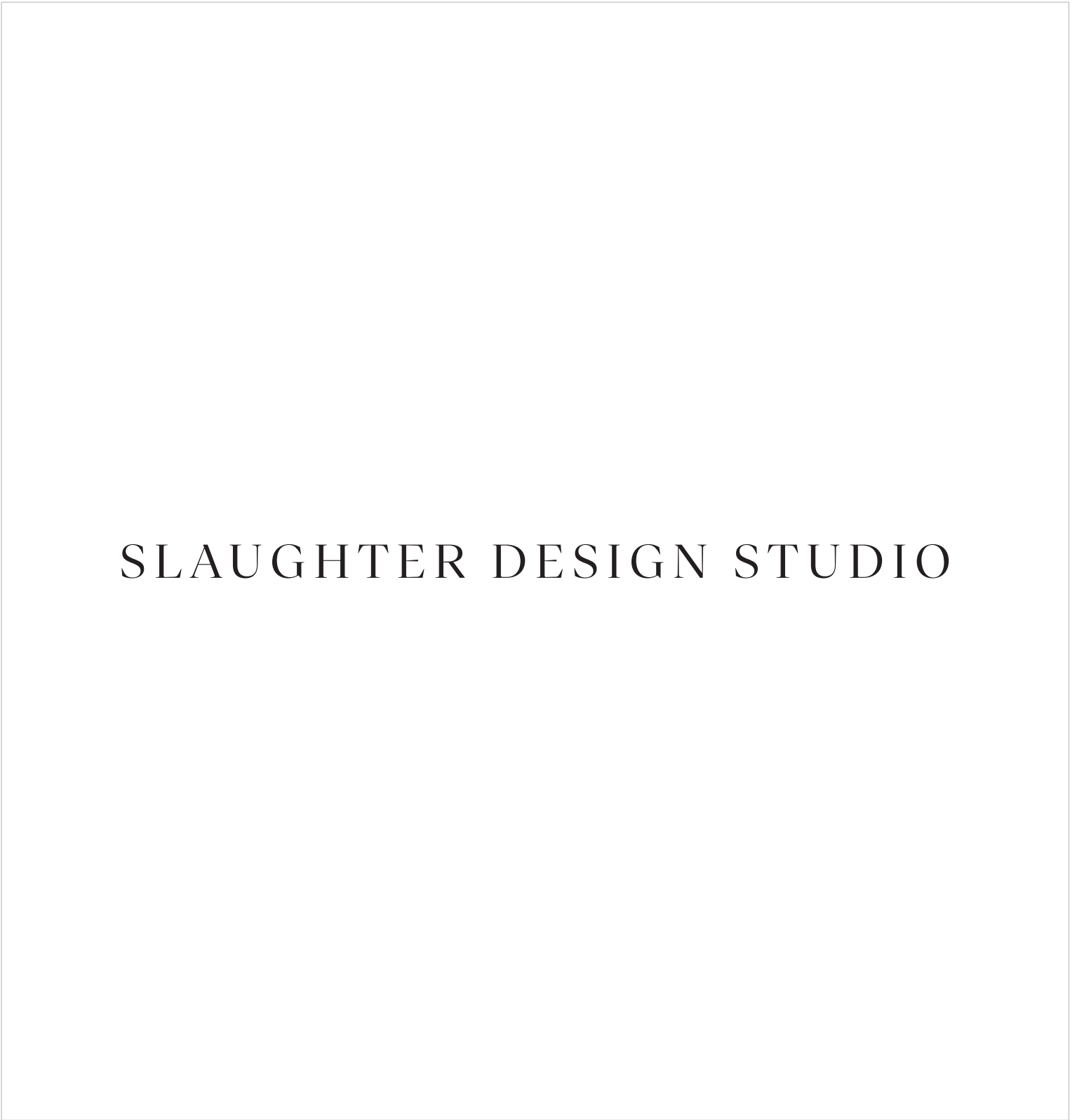
SDS

SDS's secondary mark is a proprietary symbol, designed to complement the primary mark and wordmark in medium and large contexts in which its use as a pattern or signature adds depth. It is a fixed asset and must not be modified, redrawn, or altered in any way.



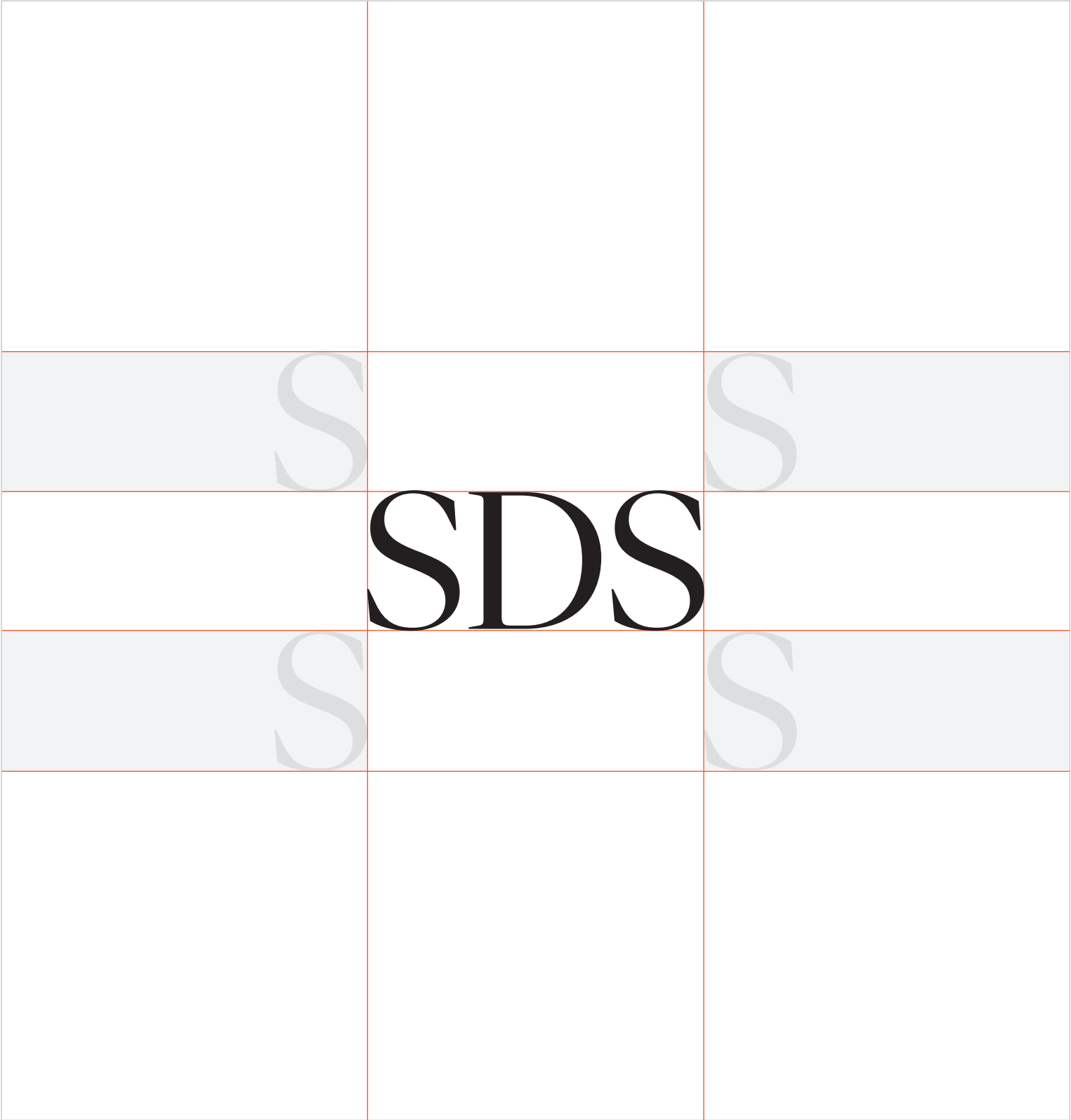
The SDS wordmark is a proprietary typographic mark, designed for contexts in which display of the full name of the firm is warranted.

The wordmark is a fixed asset and must not be redrawn, modified, or altered in any way.



To preserve the integrity and visibility of the SDS marks, a minimum clearance must be maintained on all sides. This area isolates the mark from competing visual elements such as text, imagery, and other graphics.

The required clearance is defined by the height of the letter ‘S’ in the SDS wordmark. Maintain a clear area equal to at least 1× on all sides of the mark. No other graphic or typographic element may encroach upon this space.



To ensure legibility and visual clarity, the SDS marks must not appear smaller than the following sizes:

Primary Mark: 12 mm
Wordmark: 60 mm

Use vector file formats (PDF or SVG) wherever possible to preserve sharpness at all sizes and resolutions. Raster formats (e.g., PNG) should only be used at or above the specified minimum sizes to prevent pixelation or degradation.

[SDS]

To maintain the recognizability of the SDS brand, the wordmark and primary mark must always appear exactly as specified in these guidelines. Any alteration compromises the consistency and effectiveness of the brand.

The provided examples illustrate improper uses of the SDS marks, all of which are strictly prohibited.

Always use official brand assets from the SDS Brand Program to ensure visual consistency across all applications.




Do not use the wordmark and symbol together unless explicitly specified in an approved lockup.




Do not alter the proportions, stretch, compress, or rotate the marks.




Do not redraw, outline, or add effects such as shadows, gradients, or textures.



Do not change the mark's color or fill it with non-brand colors, imagery, or patterns.



Do not place the mark on backgrounds that compromise legibility or contrast.



Do not add, remove, or rearrange elements of the mark.

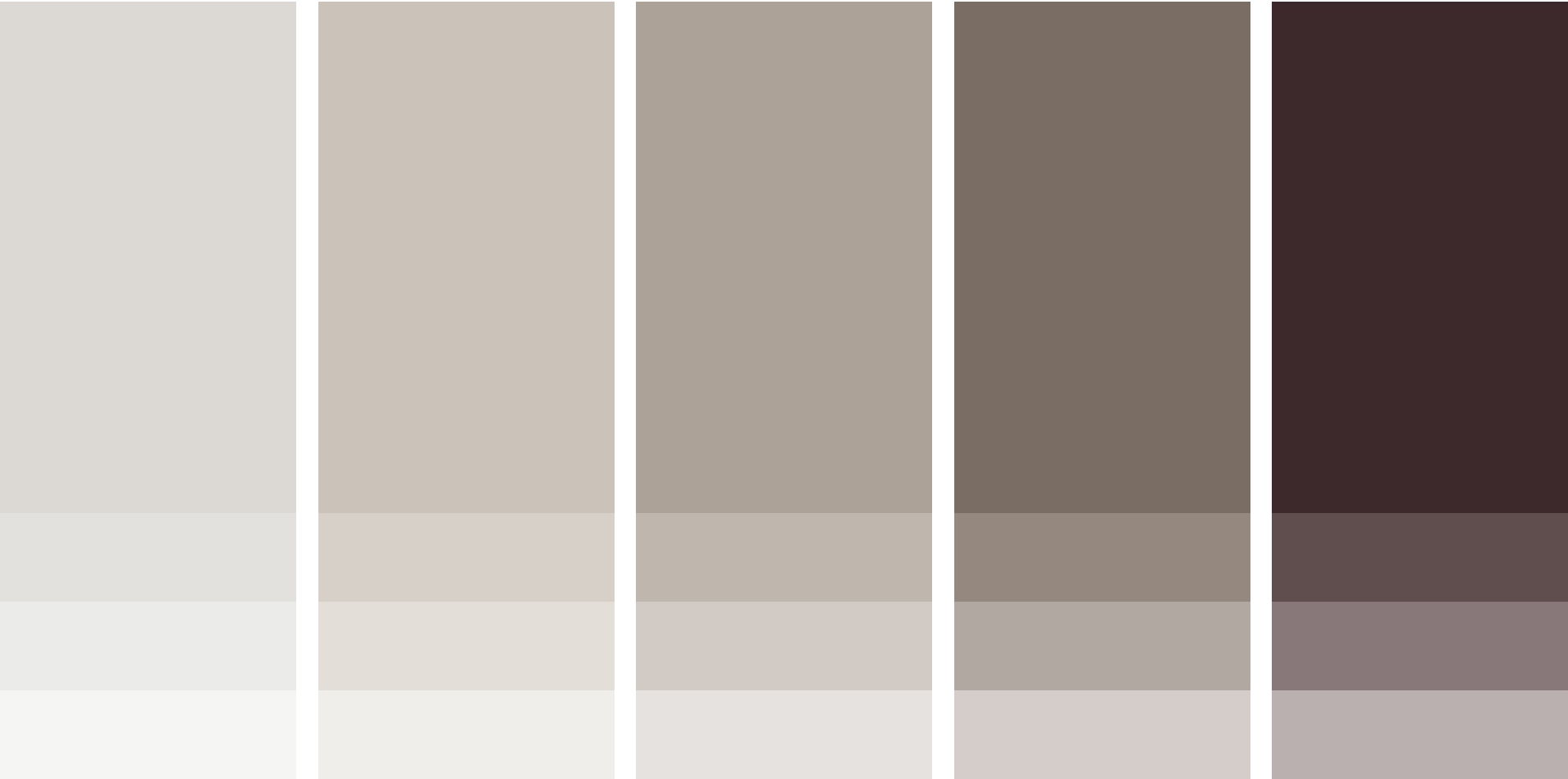
Color

Color is a defining component of the SDS identity. Each hue has been carefully selected to reflect the brand’s tone and aesthetic.

The palette consists of a primary set of colors, each accompanied by lighter tints (75%, 50%, and 25%) for use in extended applications such as backgrounds, accents, or supporting graphics. These tints provide flexibility while maintaining visual cohesion.

Each color is defined with precise values for print and digital use: **CMYK** for four-color process printing, **RGB** and **HEX** for digital applications, and **PANTONE** for spot-color printing.

Only the approved colors and tints shown here may be used. Consistent use of these colors ensures the integrity of the SDS brand across all media.



Name

Pantone

CMYK

RGB

HEX

Bone

Cool Gray 1 C

13, 11, 13, 0

217, 217, 214

#D9D9D6

Cashmere

Warm Gray 2 C

20, 19, 24, 0

203, 196, 188

#CBC4BC

Fawn

Warm Gray 5 C

34, 33, 38, 0

172, 163, 154

#ACA39A

Truffle

Warm Gray 10 C

50, 50, 56, 17

121, 110, 101

#796E65

Ember

Black 5 C

58, 71, 62, 61

62, 43, 46

#3E2B2E

Proper usage is essential to maintaining the clarity and legibility of the SDS brand across varied contexts. The examples on this page demonstrate correct use of the marks across the brand’s color palette.

The SDS marks should always appear in a color that provides strong contrast against the background.



The examples on this page illustrate acceptable color applications.

Consistent, deliberate use of color ensures the SDS marks remain clear, legible, and recognizable in all contexts.



Always be mindful of how the marks interact with each other and surrounding elements.



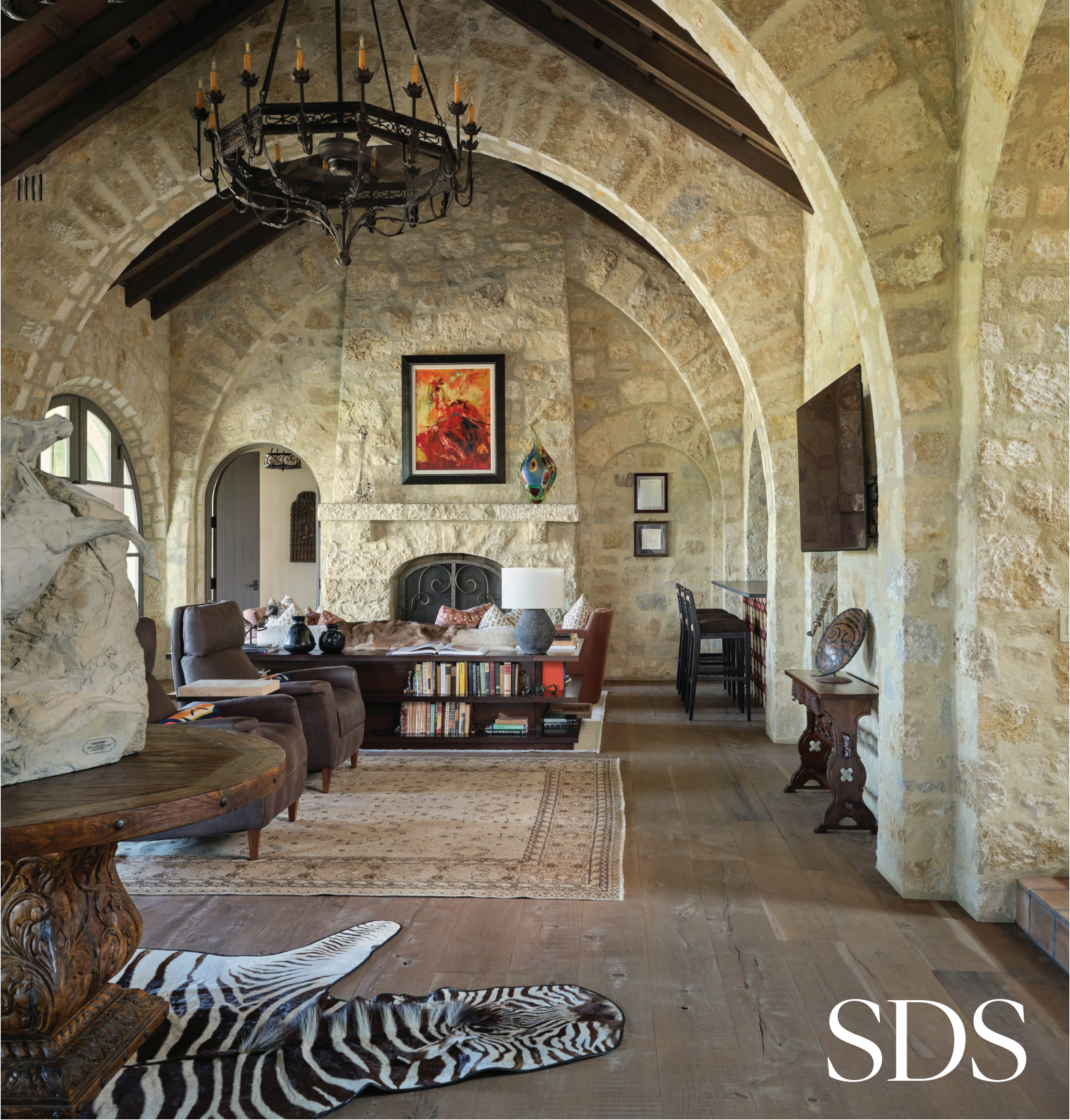
Consider legibility and brand cohesion when superimposing the marks atop imagery.

Assert the brand's presence without diluting the spread's greater message.





SDS



SDS



Typography

Gestura Display is the primary type-face of the SDS identity. When used for headings, it defines the brand’s voice with a sense of depth and heritage.

Only the approved weights and styles may be used. Do not substitute or modify the typeface.

Licensed fonts for desktop and web use are available in the Brand Program.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

Avenir serves as the secondary typeface for longer texts. It complements the primary typeface while ensuring legibility across media.

Licensed fonts are available on all Apple computers and via Adobe Fonts.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890

A clear typographic hierarchy ensures consistency, legibility, and order across all SDS communications. This hierarchy defines how type styles relate to one another—establishing rhythm, scale, and emphasis throughout the system.

Large headings should confidently express the brand’s tone, using the primary typeface in designated weights and sizes. Small headings provide structure and transition, guiding the reader through content. Body text should maintain optimal legibility and balanced line spacing across print and digital applications. Captions and annotations may use smaller sizes, but must remain legible and consistent in style.

Large Heading
Gestura Display, Regular
72 pt leading
0 tracking

Once upon a time60 pt

Medium Heading
Gestura Display, Regular
36 pt leading
0 tracking

You dressed so fine30 pt

Small Heading
Avenir, Book
18 pt leading
0 tracking

Threw the bums a dime in your prime, didn’t you?15 pt

Body
Avenir, Book
14.4 pt leading
0 tracking

People call say ‘beware doll, you’re bound to fall,’ you thought they were all kidding you. You used to laugh about everybody that was hanging out. Now you don’t talk so loud. Now you don’t seem so proud about having to be scrounging your next meal.12 pt

Caption
Avenir, Book
9.6 pt leading
0 tracking

How does it feel, how does it feel? To be without a home, like a complete unknown, like a rolling stone. You’ve gone to the finest schools, alright Miss Lonely, but you know you only used to get juiced in it. Nobody’s ever taught you how to live out on the street and now you’re gonna have to get used to it. You say you never compromise with the mystery tramp, but now you realize he’s not selling any alibis, as you stare into the vacuum of his eyes, and say do you want to make a deal? How does it feel, how does it feel? To be on your own, with no direction home, a complete unknown, like a rolling stone.8 pt

Applications

Letterhead extends SDS’s identity into formal written communication. It represents the brand in both internal and external correspondence and must be produced with weight and precision.

A template has been provided to aid in the consistent application of SDS’s brand. The layout, type hierarchy, and placement of each element—including the logo, contact information, and body text—are fixed and must not be altered. All margins, alignments, and spacing have been established to ensure visual balance and clarity.

Use the specified paper stock, color values, and typographic settings as detailed in this guide. When producing digital versions, be careful to maintain the same proportions, spacing, and typography as the printed version.

Use your desired printer, or contact Lovably for high-quality printing services.

Size
8.5 x 11 in (US Letter)

Margins
Top: 3.875 in
Bottom: 2.1875 in
Left: 3.0417 in
Right: 0.5 in

Typography
9 pt Avenir, Book

Paper
Mohawk Superfine, 80 lb

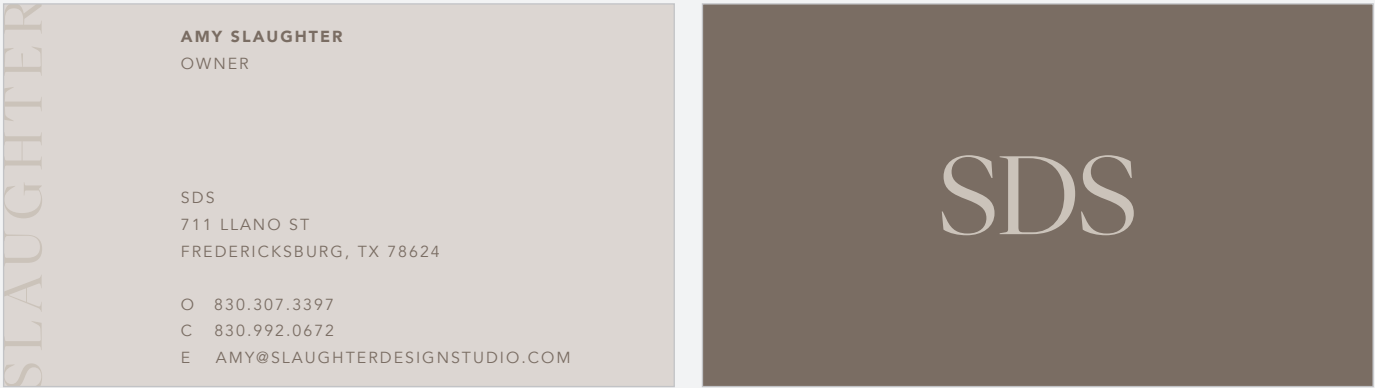


Business cards are designed to make a good first impression in personal and professional settings.

A template has been provided to aid in the consistent application of SDS’s brand. Typography, alignment, and spacing have been carefully composed to maintain visual balance and legibility at a small scale.

The card should be printed on the approved stock using the specified color palette and production methods. Specialty finishes—such as embossing, foil stamping, or duplexing—may be used only when consistent with the brand’s materials standards and approved production guidelines.

Use your desired printer, or contact Lovably for high-quality printing services.



Size
3.5 x 2 in (Standard)

Paper
Mohawk Superfine, 32 pt

The SDS note card is designed for personal, handwritten communication. The layout is intentionally minimal, featuring the SDS mark positioned at the bottom of the card and a clear, open space above for the message.

Use your desired printer, or contact Lovably for high-quality printing services.



Size
4.13 x 5.83 in

Paper
Mohawk Superfine, 32 pt

Example



Conclusion

The SDS Brand Program is designed to ensure a unified and enduring expression across all environments and media. Consistent application of these standards preserves its clarity, credibility, and distinct character.

Every element has been developed to work together as a cohesive system. Adherence to these principles enables clear communication and strengthens recognition of the brand over time.

All future applications and adaptations should be approached with care and respect for the guidelines outlined. For questions regarding implementation, please contact Lovably.

