

# Style Guide

Consider this Style Guide a tool to refer to when using the Harley Street Medical brand.

On the following pages, each element is presented individually to showcase the brand's detail and depth. When applied systematically, these elements create the sum of Harley Street Medical's brand identity.

This document provides explicit instructions and rules for application, placement, and usage of the brand. Wherever possible, visual examples are shown to illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting the brand to new concepts, contexts, and applications.

Brand Identity, 1.0  
Updated 2022-11-11

Designed by Lovably  
in New York City

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HARLEY <sup>ST</sup>  
MEDICAL

The wordmark consists of the words "HARLEY" and "MEDICAL" stacked vertically in a serif font. "ST" is positioned as a superscript to the right of "HARLEY". A horizontal teal line is located below the "ST" superscript.

The Harley Street Medical wordmark is a custom typographic logo, designed specifically for this brand. It should not be altered in use.

Included in your Brand Program are color and white variants, organized for digital and print applications.

The assets labeled *RGB* may be used for any digital application, such as a website or other online graphics.

The assets labeled *CMYK* may be used for any print application, while those labeled *PANTONE* should only be used when spot-printing.

Each variant is set in three file formats: *PDF*, *PNG*, and *SVG*.

*PDF* and *SVG* are vector formats which are well suited for print and digital applications at any size or resolution.

*PNG* is a raster-graphics format best suited for digital images, especially those intended to be shared online. The *PNG* mark should never be used for print applications as doing so may cause distortion and other inconsistencies.

The Harley Street Medical monogram is a custom typographic mark, designed for use in applications wherein the wordmark is too large or revealing. This mark should not be altered in use.

Included in your Brand Program are color and white variants, organized for digital and print applications.

For instructions pertaining to color and format, refer to the guidelines outlined on [Page 5](#).



HSM



We encourage you to become familiar with the proper placement of your logo, as displayed in the various examples provided.

Do not use the wordmark and monogram together. Never distort, stretch, or rotate the logo. Never fill with off-brand colors.

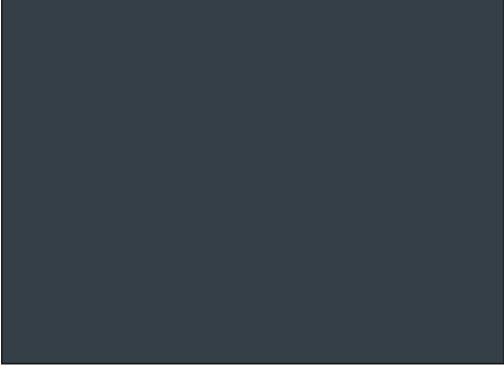
The color swatches illustrated form Harley Street Medical's exclusive brand palette.

For use in digital applications, use the specified RGB or HEX color codes.

For print applications, use CMYK or PANTONE for spot printing.

	<p><b>WHITE</b></p> <p>CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX #FFFFFF</p> <p>For use with placeholder text alongside color.</p>
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	<p><b>PANTONE 9043 U</b></p> <p>CMYK 7, 7, 12, 0 RGB 234, 230, 221 HEX #EAE6DD</p> <p>For use with placeholder text alongside color.</p>
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	<p><b>PANTONE 432 C</b></p> <p>CMYK 77, 64, 53, 44 RGB 51, 63, 72 HEX #333F48</p> <p>For use with placeholder text alongside color.</p>
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	<p><b>PANTONE 3278 C</b></p> <p>CMYK 82, 15, 68, 2 RGB 0, 155, 119 HEX #009B77</p> <p>For use with placeholder text alongside color.</p>
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The logo, whether wordmark or monogram, should be set in color when placed atop a white or ivory background and in white when placed atop a dark background or photo.

Never allow the logo to appear atop any color not specified in the brand palette outlined on [Page 11](#).

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

Headings

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

Body

Your brand is a primary point of connection with your patients and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. We trust your judgement and we're confident that you will handle your identity with the utmost care and attention to detail. Thank you.

Cheers from New York City,  
Lovably

For questions pertaining to branding and usage, please contact Lovably.

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