

streettribes

corporate identity
& guidelines

contents

- 3 logotypes
- 4 breathing space
- 5 colour references
- 6 fonts
- 7 more information

logotypes

There are two different versions of the Street Tribes logo.

The original colour version must be used whenever possible, on all white backgrounds and colours which give a suitable contrast, ie yellow.

If you wish to use the full colour version on a non-white background which doesn't provide suitable contrast, the logo must be placed over a white box or alternatively you can use one of the additional logos.

The two additional versions are solid black and solid white. The black and white versions should only be used when it is not possible to use the colour version.

None of the logos should be altered in anyway.



streettribes



streettribes



streettribes

breathing space

Maintaining Clarity

In order to maintain the integrity and clarity of the logo, no other design elements should appear within the margins shown below.



colour references

There are two colours used in the Street Tribes identity. These colours can be used in titles and highlighted information to illustrate the connection with Street Tribes

The Colours are:

Cyan Blue

Pantone Process Blue C

C:100 M:10 Y:0 K:10

R:0 G:143 B:207

L:52.94 A:-34 B:-49

Royal Blue

Pantone 2758 C

C:100 M:80 Y:0 K:26

R:32 G:52 B:121

L:21.56 A:12 B:-4

These points are for guidance only, as printing processes and output methods may prevent them from being followed exactly, but the two colours should never be used in a random or ad-hoc fashion.



fonts

The Street Tribes identity is based on Helvetica Neue Light typeface.

The t's in the logo have been altered in the Street Tribes logotype, hence the importance of using the supplied logo files.

For all other copy and information The Helvetica Neue font should be used when possible. When Helvetica Neue is not available please use standard Helvetica or Arial fonts.

Text should be laid out cleanly, with space between paragraphs.

Helvetica Neue Light

abcdefghijklmnopq

rstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

123456789

more information

The Street tribes logo and its accompanying devices may not be used without the permission of the owner. The street tribes corporate identity is owned by The Street Tribes Organisation. For more information regarding these guidelines, please contact Street Tribes directly.

Street Tribes is a Reg trade mark.

Street Tribes
29 Penkett Road
Wallasey
Wirral
CH45 7QF

Tel: 0845 869 6780