

Logo guidelines



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The new Sunny Side of the Doc logo is a celebration of who we are: collaboration, diversity and feel good vibes. These guidelines allow us to speak with a consistent, unified voice.

Overview

We have three logotypes that can be used across our communications: the primary logo, secondary logo and the symbol.



Primary logo



Secondary logo



The symbol

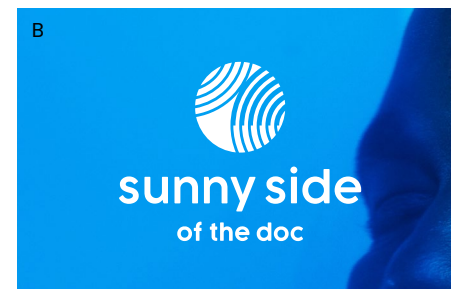
Primary logo

Our horizontal lockup is our primary logo and should be used first where possible. 'All white' (A and B) and 'White text' (C) variants are provided for use on either coloured backgrounds or imagery.



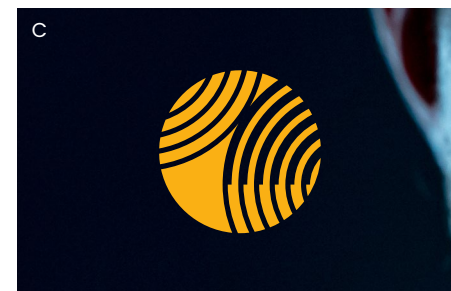
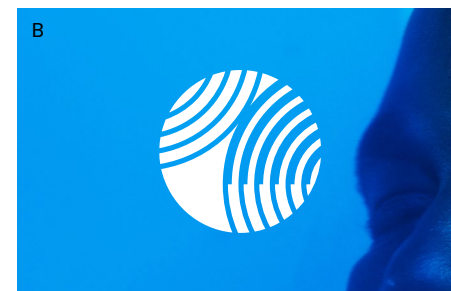
Secondary logo

Our vertical lockup is our secondary logo and should be used first where the primary logo is not due to size or format restrictions possible. 'All white' (A and B) and 'White text' (C) variants are provided for use on either coloured backgrounds or imagery.



The symbol

A dynamic series of curved lines come together to form an abstracted representation of a sun, the core of our new logo. These lines represent the convergence of diverse and vibrant stories from around the globe. The symbol can be used as shorthand for the full logo in familiar brand contexts where the audience understands it's for Sunny Side of the Doc.



Clear space

To maximize visibility and impact, ensure our logo has sufficient clear space around it for it to breathe. The clear space boundary is defined as one third of the width of the logo.



Minimum size

To ensure legibility in print and on screen, we define a minimum size that the logo may be displayed at



30mm in print



140px on screen

Logo colours

Our logo variants use three colours: yellow, black and white

