



Podiatry &
Chiropractic
Clinic™

BRAND GUIDELINES 2021

OUR MISSION

Our mission is to find the right solution to your Foot and Ankle problems to improve your quality of life.

For proactive individuals, our dynamic team at Podiatry & Chiropody Clinic are highly motivated to free you from pain and discomfort and enable you to lead an active, healthy lifestyle through supporting you every step of the way.



OUR WHY

We know how it feels on an emotional and physical level to be out of action, not able to participate in your activity, lifestyle or sport.

Through our own personal experiences and professional understanding as Foot and Ankle specialists, we will find the solution to your Foot and Ankle problem and encourage you to play an active part in reaching your goals.



OUR VALUES

INTEGRITY

We are professional, respect your wishes and confidentiality.

RESPONSIBILITY

We aim to achieve the best treatment outcome and encourage your active participation in the plan.

MOTIVATION

We are passionate about foot health and motivating you to adopt a better foot health culture.

HOLISTIC

We look and listen to the whole picture, physical and emotional when assessing and treating.

EDUCATION

Education and knowledge are key to future proofing your feet and keeping you mobile.

PROGRESSIVE

We keep up to date with continuous professional development and the latest research to deliver the best treatment plans.

THE CLIENTS WE WORK WITH

With our specialist knowledge, expertise and experience we will work with you to reach your goals, get back into your activity or sport and continue your healthy and active lifestyle. Believe what you and your body are capable of and it will amaze you.

We want to work with anybody, regardless of age who resonate with our core values and strive to actively improve their foot and ankle health.



TREATMENTS

Our experienced and dynamic Podiatrists will carry out a full assessment of your medical history and discuss your foot health concerns. We diagnose your problem and discuss with you the best treatment and a future management plan.

- ROUTINE CHIROPODY
- POSTURE & GAIT
- BIOMECHANICAL ASSESSMENT
- NAIL SURGERY
- ANKLE & FOOT ORTHOSES (AFO)
- BRACING
- VERRUCA TREATMENTS
- VERRUCA DRY NEEDLING



LOGO DESIGN

Our Logo breakdown, and
how to use and how not to use it.

OUR LOGO

The aim of our logo was not only to create an updated look to the company but to future proof it and work across all media.

The faded blue line in the foot shows the key areas of the foot, ankle and lower limb that the team at the clinic focus on. The three lines represent their specialist skillset in biomechanics, orthotics, and foot & ankle bracing.

We went with a very dynamic eye-catching colour palette with the rich coral and orange to add warmth, which compliments the clean aqua blue on white.

ICON



LOGO

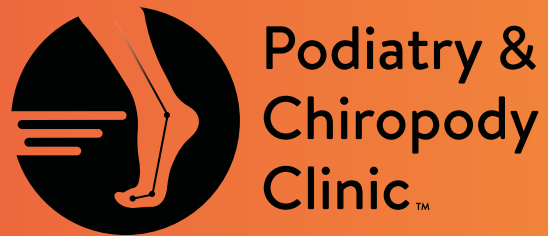


Podiatry &
Chiropody
ClinicTM

CORRECT USE OF LOGOS



INCORRECT USE OF LOGOS





COLOUR PALETTE

Our brand colours, and how to use them together along with black and white.

PRIMARY COLOURS



Cinnabar:
R235,G90,B63
C0,M76,Y75,K0
#eb5a3f



Sun:
R243,G146,B57
C0,M51,Y82,K0
#f39239



Seagull:
R103,G196,B209
C59,M0,Y20,K0
#67c4d1



White Smoke:
R247,G247,B247
C4,M3,Y3,K0
#f7f7f7



Dune:
R76,G74,B69
C60,M52,Y55,K52
#4d4a4



Gradient



BRAND FONTS

Our brand font/fonts and how to use them when designing.

BRAND FONT

BRANDON TEXT FONT FAMILY

Thin, Light, Regular, Medium, Bold, Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

COMPANY FONTS

Currently, Podiatry & Chiropody Clinic uses just one font in a variety of ways due to the flexibility of the font family. We also want to keep a familiar friendly comforting font that is easy to read across all media.

HEADLINES

Headlines will be in Brandon Bold, all capitalized with a kerning of 50 and usually in blue but can be used in other colours of the palette.

Sub Headings

A second of subheading drops a weight down to Medium with 0 kerning and generally lowercase to create separation from the main heading.

Paragraphs

When writing large amounts of content please use Regular with a kerning of 0.

SPECIAL OR HIGHLIGHTED WORDS

If you need to highlight a certain word or phrase, use Light Italic all capitalized to stand out on a clean white background. A variety of brand colours can be used



BRAND MEDIA

Some examples of brand in action across different media as a guide to follow.

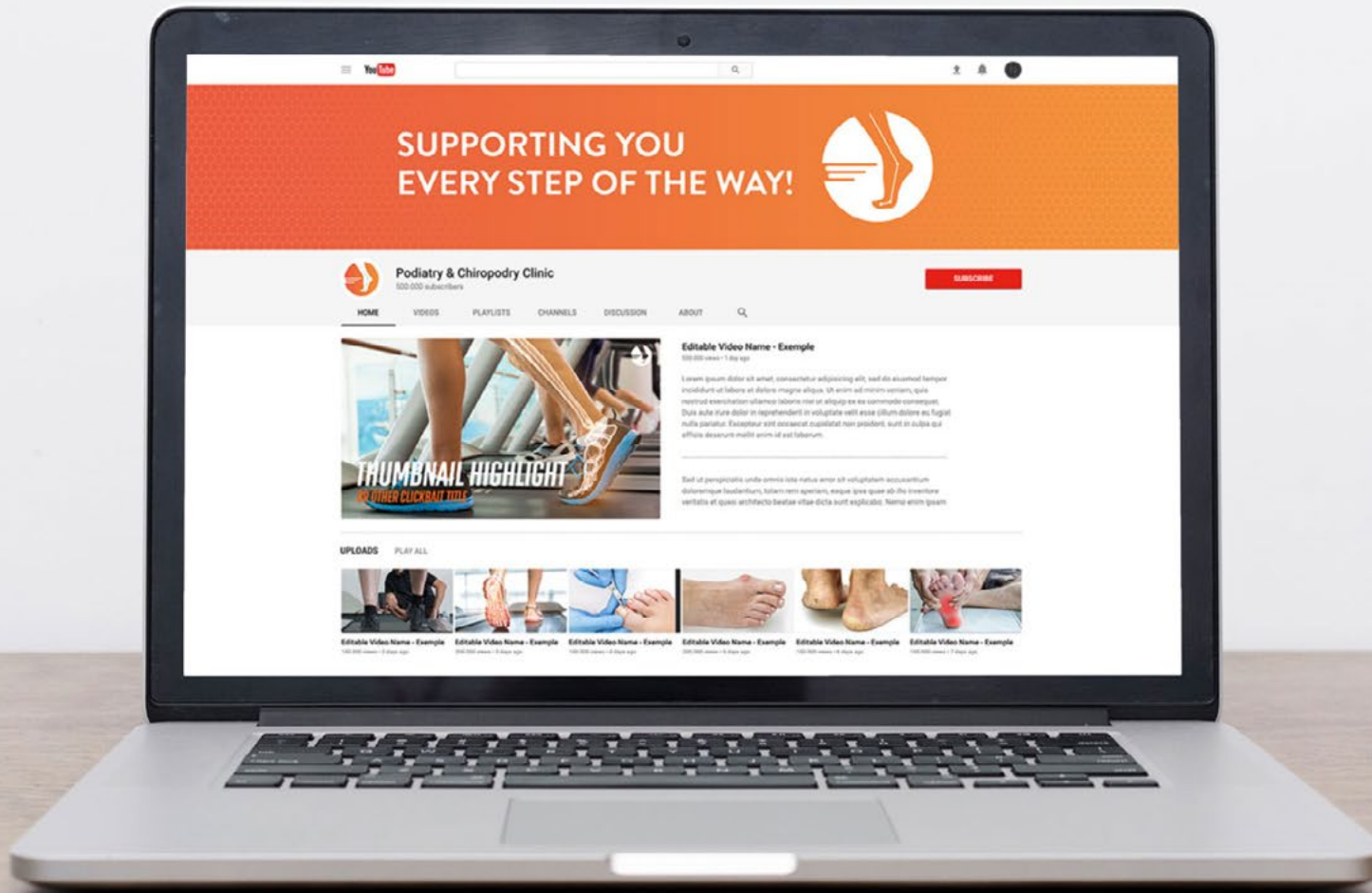
SOCIAL MEDIA

The image displays two overlapping screenshots of the LinkedIn interface. The top screenshot shows a search for 'Podiatry and Chiropody Clinic'. The profile header includes the text 'Supporting you every step of the way' and 'Foot Ankle & Orthotic Centre'. The profile name is 'Podiatry and Chiropody Clinic', with the description 'Medical Practice · Hastings, East Sussex · 34 followers'. Below the profile name are buttons for '+ Follow', 'Visit website', and 'Message'. The top navigation bar includes icons for Home, My Network, Jobs, Messaging, Notifications, Me, and Work, along with a 'Reactivate Premium' button.

The bottom screenshot shows a search for 'angie parry'. The profile header also features 'Supporting you every step of the way' and 'Foot Ankle & Orthotic Centre'. The profile name is 'Martin Parry · 3rd', with the description 'Podiatrist and clinical director at Podiatry & Chiropody Clinic Silver Hill, England, United Kingdom · 150 connections'. The profile includes a 'Message' button and a list of affiliations: 'Podiatry & Chiropody Clinic' and 'University of Brighton'. The top navigation bar is identical to the first screenshot.

Both screenshots feature a prominent advertisement for 'UI/UX Designers On Demand' with the headline 'Hire top UI/UX designers on a contract basis within days, not months.' The ad includes a 'Learn more' link. Other promoted content includes 'Customer Data Platform' and 'Find Top UI/UX Designers - Vetted & handpicked UI/UX designers. Focus on your project, not hiring.'

SOCIAL MEDIA



PRINT



PRODUCTS





Supporting you every step of the way



Brand created & developed by John Carden Graphics 2021