ST. KATHARINE DOCKS

LONDON

Brand Guidelines

Version V1.0 Autumn 2023

Brand Guidelines

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The tranquil, laid-back character of the docks is a world away from much of the capital's hubbub. Its stylish al fresco dining draws in more than five million people each year. We are proud to champion the boutique and fortify businesses by providing stellar service and exceptional wellbeing to all occupiers.

Our identity

2.1 — The St Katharine Dock's mark

LOGO CONSTRUCTION

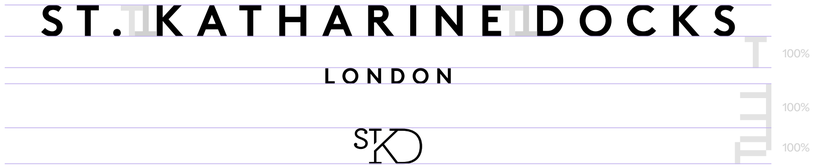
Our logo is crafted specifically for us.
Please do not alter or attempt to recreate it.

The primary logo should be used wherever possible, but when space is restricted or the format dictates the secondary mark can be used. The logo can be used in any of SKD's dark colours, please refer to *Section 2.3: Colour Palette* or white.

The elements of the logo can also be reduced if necessary. More information can be found on the next page.



PRIMARY LOGO
Stacked



SECONDARY LOGO
Single line

CHECKLIST

DOS

- ✅ Use Master logo file
- ✅ Use the Primary logo if possible

DON'TS

- ❌ Don't distort
- ❌ Don't respace

Download the SKD logo set

2.2 — Rules for our marks







Recommended minimum size

ST.
KATHARINE
DOCKS

20mm | 80px wide

ST. KATHARINE DOCKS

40mm | 160px wide

The logo should not be hindered by any other element and should have at least a minimum exclusion zone as depicted on the left.

Minimum size for print and for screen are also shown here. Please note that this a recommendation, so if space allows size can and should be increased.

The logo can be shown with one, two or three elements. The options are as follows

- St. Katharine Docks, London, SKD
- St. Katharine Docks, London
- St. Katharine Docks, SKD (separately)*
- St. Katharine Docks

* The SKD monogram can also be separated from the other elements if required (as shown in the example to the left).

Our identity

2.3 — Colour palette

OUR COLOURS

The SKD colours represent the vibrancy and energy of our unique location. Further tints of these colours can also b used, but where possible try to stick to the following percentages: 10%, 25%, 50% and 75%.

DEEP ORANGE
PMS TBC

CMYK
0 // 77 // 86 // 0

RGB
234 // 87 // 42

HEX EA572A

10% 25% 50% 75%

ORANGE
PMS TBC

CMYK
0 // 48 // 70 // 0

RGB
244 // 154 // 86

HEX F49A56

10% 25% 50% 75%

DEEP BLUE
PMS TBC

CMYK
100 // 77 // 28 // 14

RGB
2 // 64 // 116

HEX 024074

10% 25% 50% 75%

SKY BLUE
PMS TBC

CMYK
51 // 14 // 3 // 0

RGB
133 // 188 // 227

HEX 85BCE3

10% 25% 50% 75%

DEEP GREEN
PMS TBC

CMYK
86 // 48 // 51 // 47

RGB
26 // 73 // 79

HEX 1A494F

10% 25% 50% 75%

LEAF GREEN
PMS TBC

CMYK
60 // 0 // 58 // 0

RGB
98 // 209 // 141

HEX X62D18D

10% 25% 50% 75%

DEEP INDIGO
PMS TBC

CMYK
91 // 92 // 36 // 39

RGB
49 // 37 // 76

HEX 31254C

10% 25% 50% 75%

LAVENDER
PMS TBC

CMYK
28 // 32 // 0 // 0

RGB
196 // 181 // 238

HEX C4B5EE

10% 25% 50% 75%

This is Bagoss Standard. It comes in multiple weights: Thin, Light, Regular, **Medium, Semibold and Bold.** *It also has italics.*

Leading
Large text 115% // small text 125%

Kerning
20pt on all type

More about Bagoss Standard

Alternative Letters

e
e

Arrows & Glyphs



Glyphs in this typeface are simple but have a little character too.

Glyphs

&

* £ ? @ ”

Full alphabet & numerals

ABCDEFGHIJKLMNOP
QRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz
1234567890

The SKD typeface in Bagoss Standard, it's modern and friendly with flexibility in weights and glyphs. It delivers our message with real character. Bagoss should be used for all Titles, quotes and body copy.

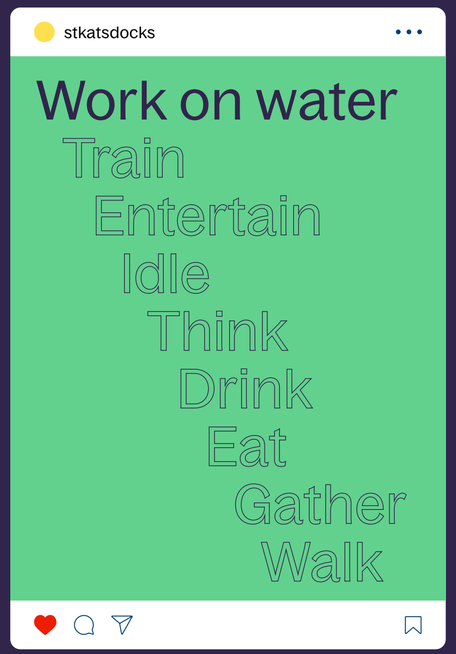


Our campaign line for marketing workspace at St. Katharine Docks is *Work on water* it should always be written in sentence casing and can be written as a lead or supporting line on any workspace-related comms. It should not be used for any residential of Retail marketing.

Our language

3.3 — Tone of voice

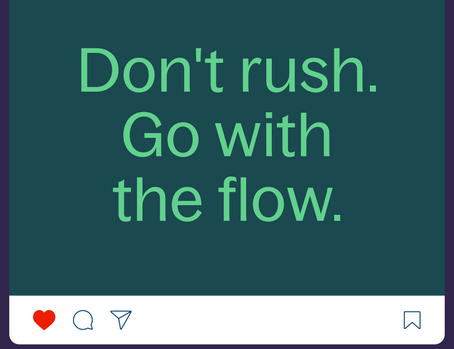
meander





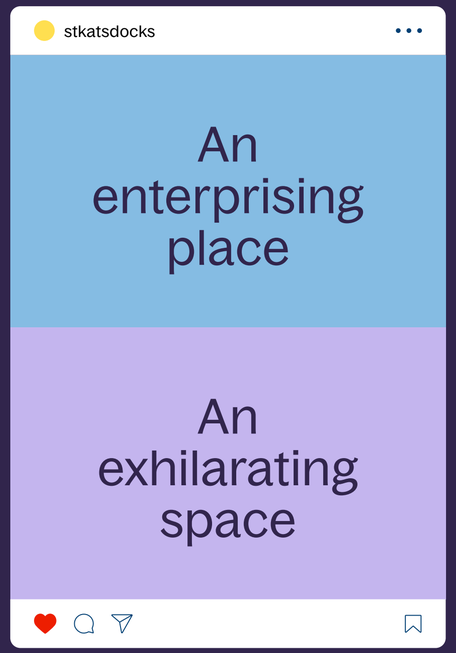
Our tone of voice should be personable and feature an occasional reference to water in some way – though be careful not to overdo this — One or two references is enough, too many will feel cliché. All copy should aim to get the message across in a succinct way.

Testimonials are also a great way to communicate the unique quality of the docks, so maximise these when you can.





depth of flavour





fresh

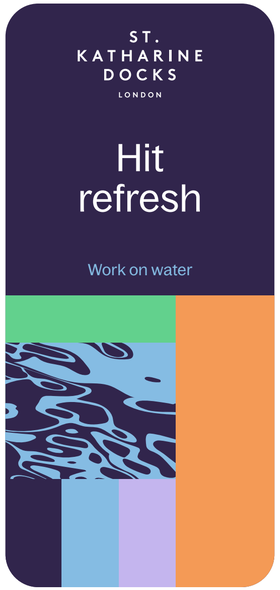


talent pool

Our look

4.1 — Pattern







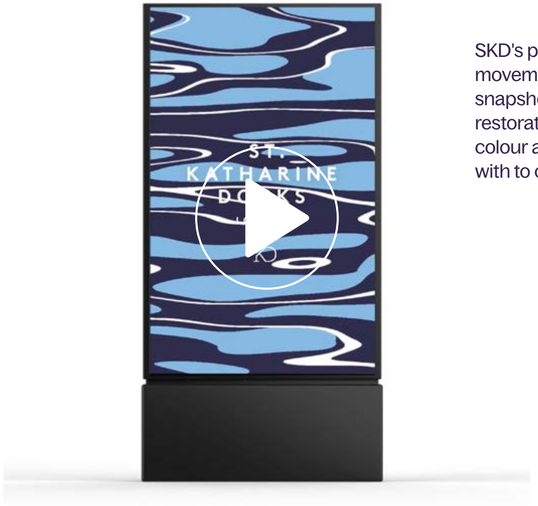












SKD's pattern is derived from water and its movement. The pattern can be used as a static snapshot or can be animated to convey its restorative, mesmeric and enticing nature. Both colour and level of complexity can be played with to create greater flexibility.

By capturing the full story, we can go some way to communicate the energy of the docks. Lifestyle photography, architecture, amenity, textural details and the water are all part of our photography arsenal.



Our look

4.2 — Photography: Life on The Docks

The SKD photo library

Our photographic library





















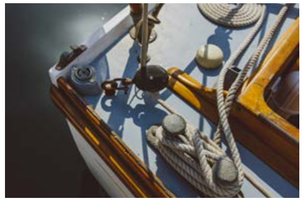




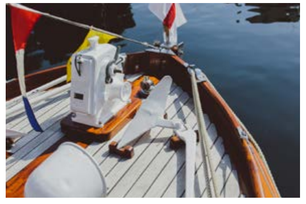














Our look

4.3 — Photography: Advocacy

Advocacy photography should be modern, light and colourful to represent the vibrancy of the area and be consistent with the SKD brand.



Image Ref #12356XXXX



Image Ref #12356XXXX

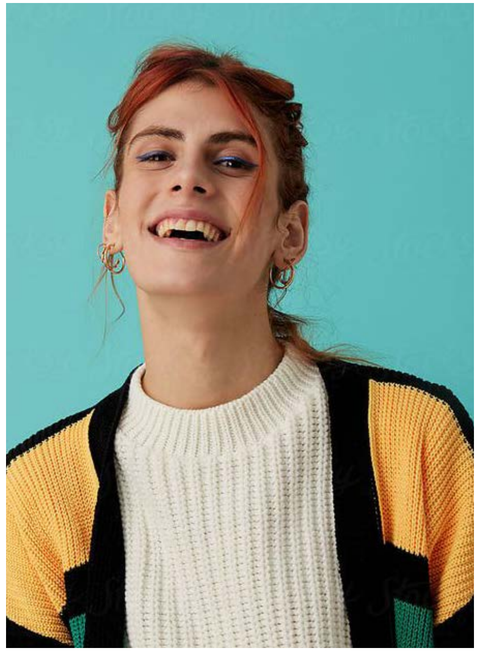


Image Ref #12356XXXX



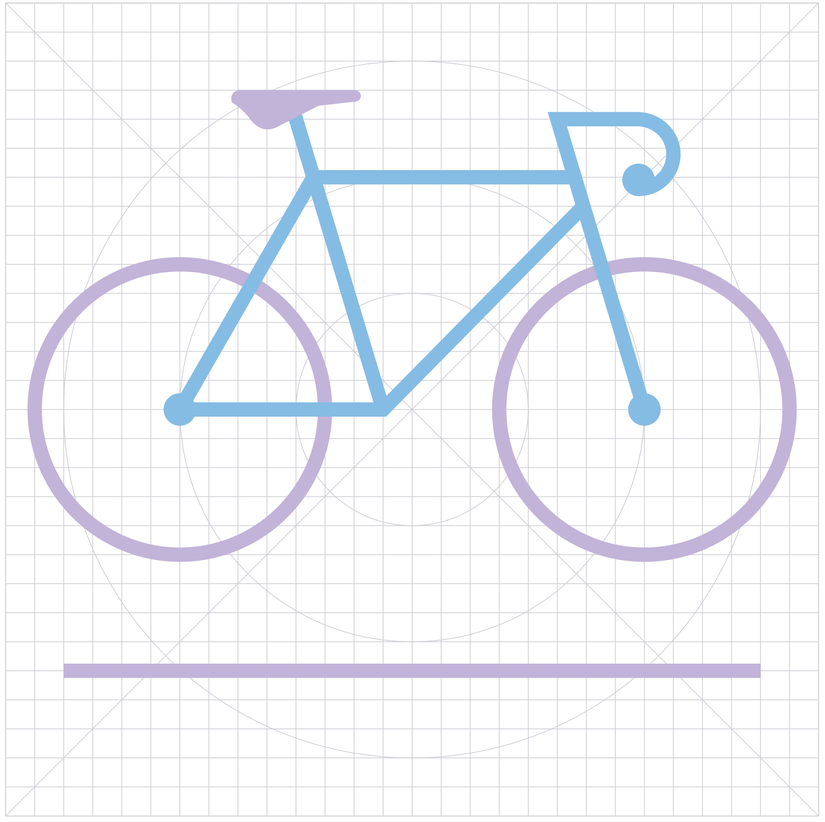
Image Ref #12356XXXX



Image Ref #12356XXXX

Our look

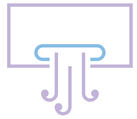
4.4 — Iconography



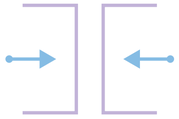
Our icons take their queue from the typographic flourish of our monogram. They are simple and consistent in design. All future icons should be created with the same style, colour and line weight in mind.

Our full set of icons can be found here

All SKD icons



Exposed VRV
air-conditioning system



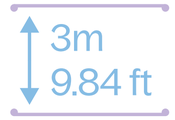
Dual entrance



Low profile feature
LED lighting



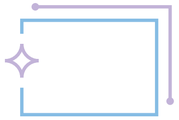
Wired Gold
Certified



3m Floor-ceiling height
with metal tile raised floor



Platinum
Active Score



New glazing
throughout



231 Cycle racks,
Brompton bikes and lockers



Male & Female showers,
lockers & changing rooms

Our buildings

5.1 — Office marks

LOGO CONSTRUCTION

The property marks for SKD are crafted specifically for us. Please do not alter them.

The logos should be reversed out of an image or colour wherever possible. Darker colours can be used if required, please refer to *Section 2.3: Colour Palette* or white.

All property logos should feature St. Katharine Docks and the date of build to highlight the properties heritage and ownership.

Download the SKD logo set



Bagoss Standard Semi Bold
25 pt / 370pt kerning
typed on path of circle 120mm wide

Noe Display Bold 100 pt / 110 pt leading

Single line logo high

CHECKLIST

DOS

- ✅ Use Master logo file
- ✅ Include St. Katharine Docks
- ✅ Include the date

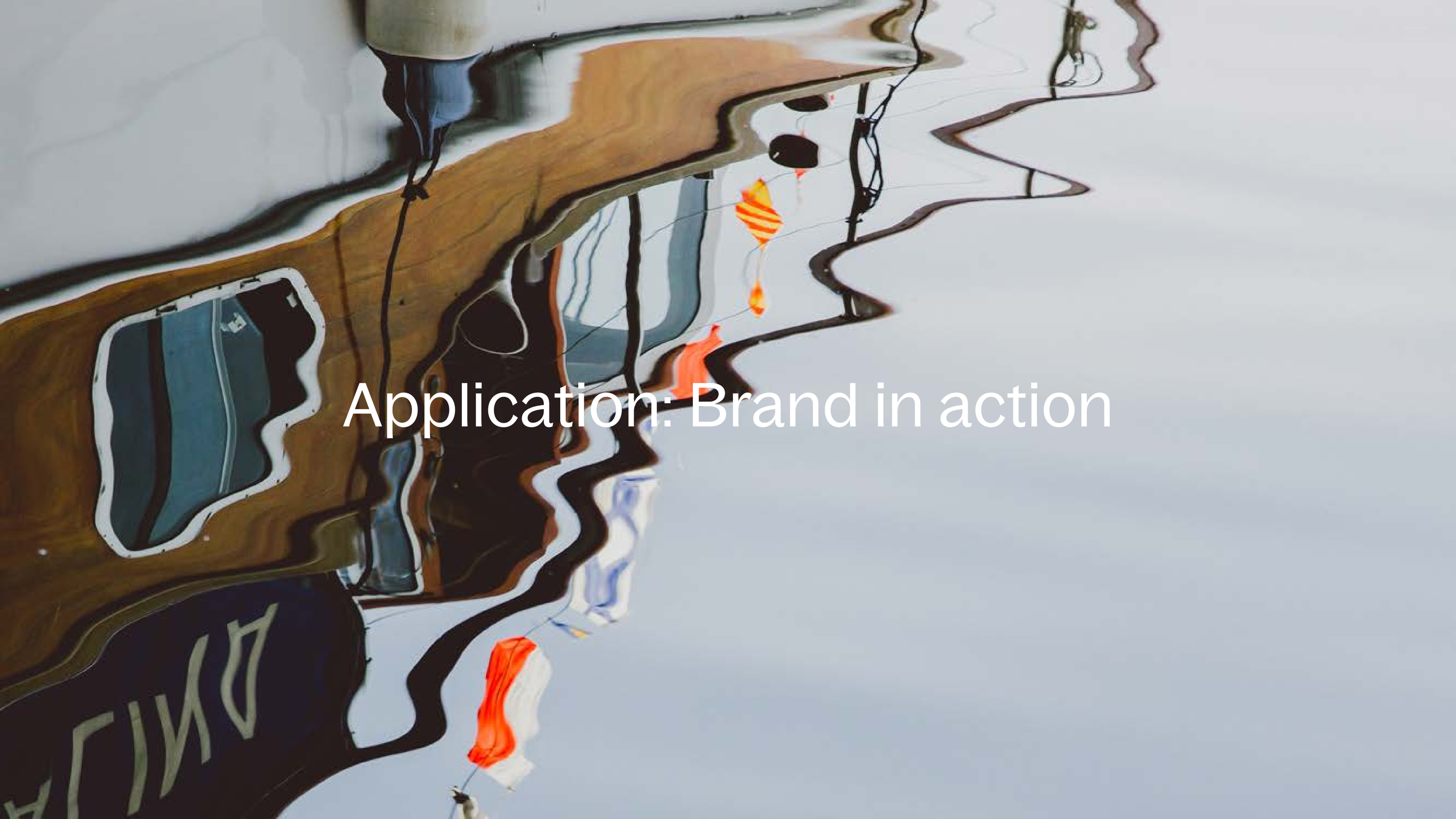
DON'TS

- ❌ Don't distort
- ❌ Don't respace

EST. 1853
IVORY HOUSE
ST. KATHARINE DOCKS

EST. 1828
INTERNATIONAL HOUSE
ST. KATHARINE DOCKS

EST. 1982
MARBLE QUAY
ST. KATHARINE DOCKS



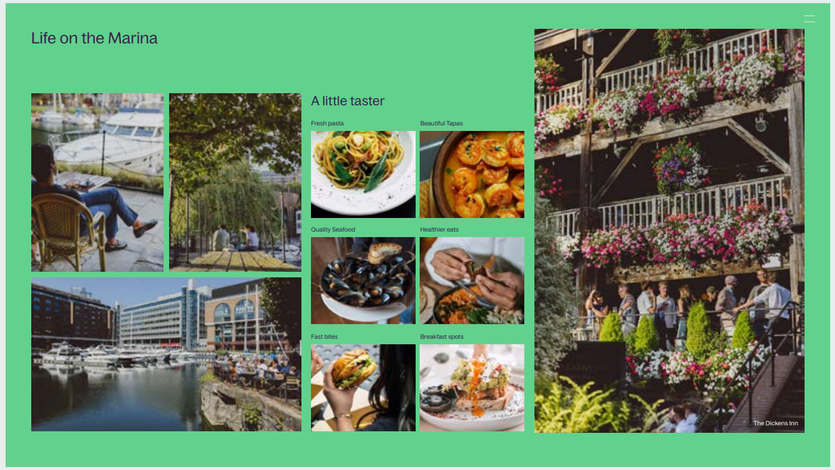
Application: Brand in action

Application

6.1 — Brand in action









Application

6.1 — Brand in action











Application

6.1 — Brand in action





"The Nachos and some water please."

ST. KATHARINE DOCKS LONDON



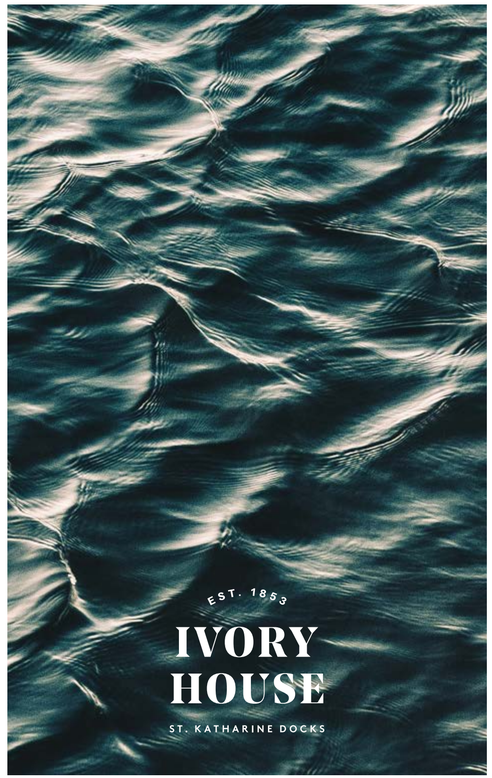
Some water for the table?

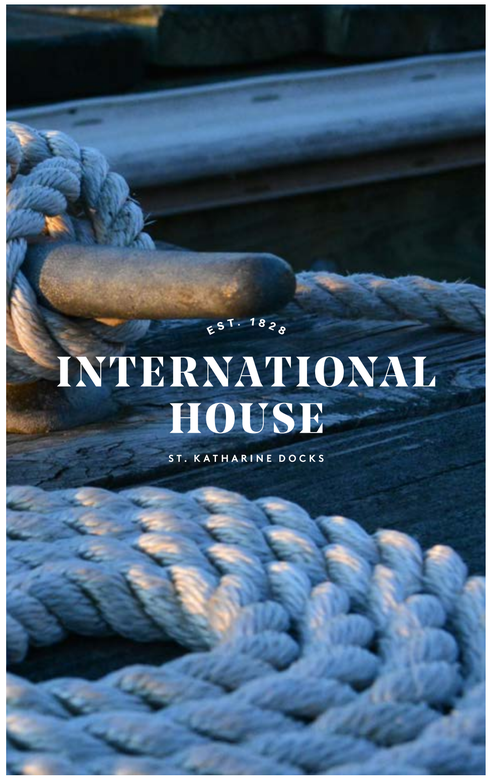
ST. KATHARINE DOCKS LONDON

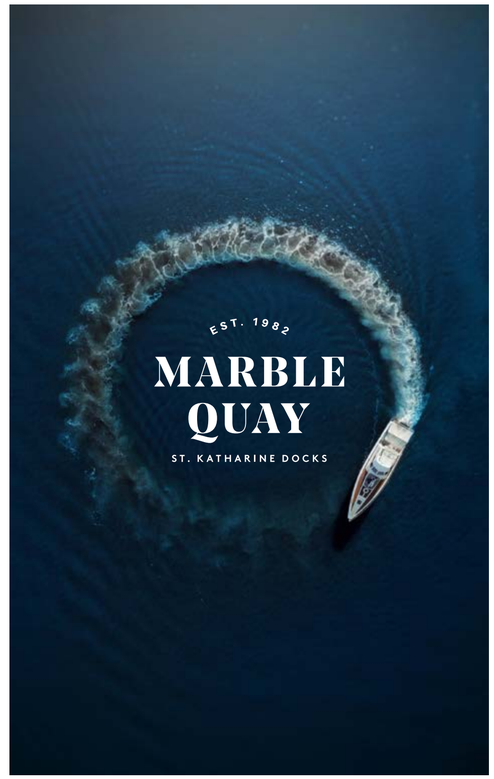
Application

6.1 — Brand in action









Support

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