Brand foundation:
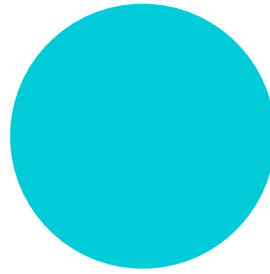
SH:24 is a free, online sexual health service for people in Southwark and Lambeth, delivered in partnership with the NHS.
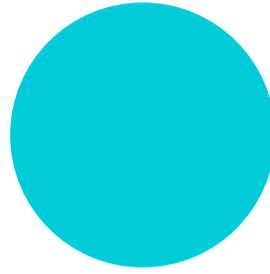
We provide home testing kits, and information and advice for you to access, whenever and wherever you need it.

Our icon: the SH:24 colon, distinguishes the constituent parts of our brand name: 'Sexual health: 24 hours a day'.

So it helps to explain what we offer; but it also serves to make our name distinctive, consistent and recognisable — written in to a sentence; printed at the top of a letterhead; or on the homepage of our website.

And it's flexible: over time, it will be used to say other things too, and come to represent the values of our brand and service more broadly. It has the potential to become a valuable asset and functional tool.
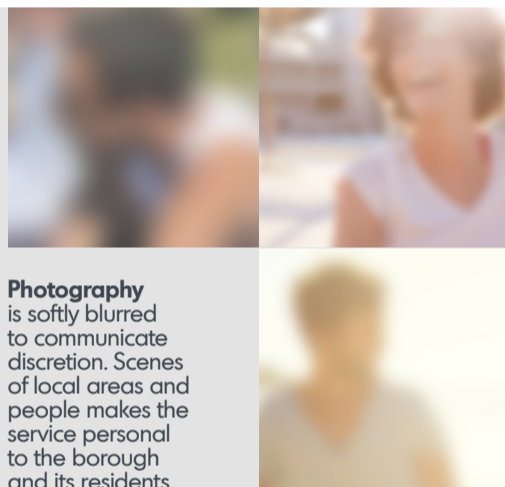
Our logo constitutes our colon icon, in combination with our name. Unless part of running text, it should appear as shown below, and never typed out, even in our brand font.

Our strapline spells out our brand name: helping new users understand how we can help them, faster.

SH:24 Sexual health: 24 hours a day

SH:24
Sexual health: 24 hours a day

Building blocks:

Photography is softly blurred to communicate discretion. Scenes of local areas and people makes the service personal to the borough and its residents.

Colour is bright and positive, while retaining a medical association. The bright blue is our primary colour, but the range shown allows for flexibility in application, while maintaining consistency.

Icon examples:

An icon style has been designed to reflect our logo; a bold stroke combined with characterful dots, that add descriptive detail.

Large numerals are comprised of dots in keeping with our colon icon.

Application examples shown left are 'illustrations' of how the identity could be applied for mobile. Further application examples are also available.

What we test for

Key things to know

SH:24

We provide FREE home testing sexual health kits for you to access whenever and wherever you need.

How it works

Order your kit online

Enter your postcode to get started

Tone of voice:

If you're worried: we're here to help.

Our writing style capitalises on the colon icon. We can use it to create a dialogue — a question and answer — accessible, and conversational, but also economical and to the point.

Type sample:

Montreal Bold:
ABCDEFGHIJKLMNOPQRSH:24TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#!?

Montreal Regular:
ABCDEFGHIJKLMNOPQRSH:24TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890#!?

More at SH24.org.uk