

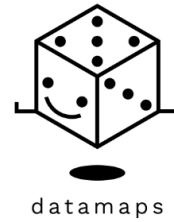
Datamaps

Brand Assets & Guidelines



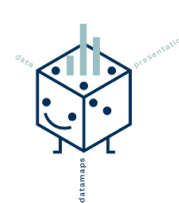
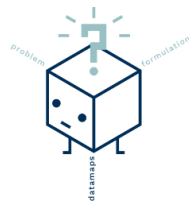
logo

It is available in 3 variations + a black and white version for single-color usage.



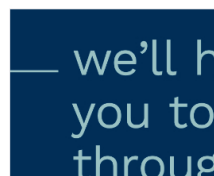
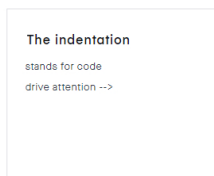
process logos

To use with or without the copy.



typography

Work Sans : Regular and Bold, always lowercase. Play with size for titles.



Aa Zz

WorkSans-SemiBold.ttf

crime incidents uk
uci
measurecamp

01

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Incidunt ut labore et dolore magna aliqua

02

Incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

03

Quis nostrud exercitation ullamco laboris. Nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit

brand colours

2 primary colours + 3 accent colours to use in the data visualisation or advertising.



blue



teal



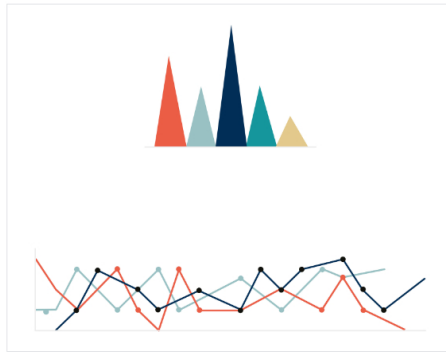
orange



sand

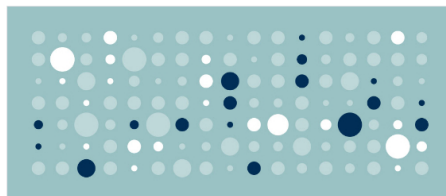
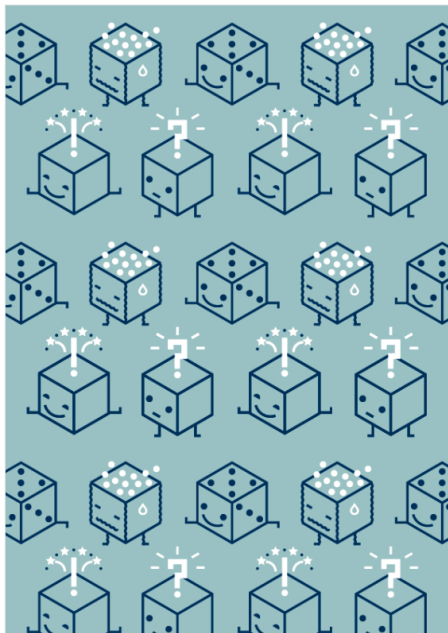


dark teal



patterns

Dots > data.



imagery

Duotone images in blue and teal for the brand materials (textures, dots), blue and one vivid colour for the advertising materials (minimal, objects series, object parts).



tone of voice

Simple but accurate, down to earth but witty, no-frills

