



STYLE GUIDE

THE WALKING CLINIC 
PODIATRISTS

Strapped Logo Color Variation



ORIGINAL LOGO



BLACK LOGO



WHITE LOGO

Stacked Logo Color Variation

**THE
WALKING
CLINIC** 
PODIATRISTS

COLOR & WHITE LOGO

**THE
WALKING
CLINIC** 
PODIATRISTS

BLACK
LOGO

**THE
WALKING
CLINIC** 
PODIATRISTS

WHITE
LOGO

Favicon Color Variation



COLOR & WHITE LOGO



BLACK LOGO
FAVICON



WHITE LOGO
FAVICON



Primary Colors

#000000

#47B555



Secondary Colors

#181818

#EDF6EF

Font
Used In
Logo

**THE
WALKING
CLINIC**
P O D I A T R I S T S

Helvetica Neue LT Std

67 Medium Condensed

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English.

Fonts For
Heading –
Paragraph

**THE
WALKING
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Heading

Poppins Bold

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Paragraph

Poppins Regular

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THE WALKING CLINIC
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