



# LONDON

## & PARTNERS

Brand Guidelines



Introduction

London & Partners is the business growth and destination agency for London.

Our mission is to create economic growth that is resilient, sustainable and inclusive.

Our brand is the public face of who we are and what we stand for. The following guidelines provide information and inspiration on the implementation of our brand, and how it can be used to engage and inspire our core audiences.

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# 01 Brand

A brand idea is a captivating and meaningful expression that encapsulates a brand. This idea sits at the heart of our organisation and runs through everything we do. It should guide and inspire the style and content of all of our communications.



## Our brand

Our brand is based on the concept “City of Creative Energy”. This expression encapsulates the idea that:

1. Londoners form a global community defined by their unmistakable energy - not by their birthplace.
2. Londoners spark off each other, making good things great - and great things greater.
3. Every generation of Londoners reinvents the city, with ideas to change the world.

# City of creative energy





Brand pillars

The concept of “City of Creative Energy” is underpinned by our three brand pillars. These pillars are the building blocks of our brand, helping us to communicate what makes our city like no other city in the world.

These pillars should inform the content of our brand.



**1.  
HISTORIC  
AND NEW**



**2.  
DIVERSITY OF  
PEOPLE,  
IDEAS AND  
EXPERIENCES**



**3.  
INNOVATION  
AND  
REINVENTION**



## 1. Historic and new

### Our aim:

Showcase London's vibrant mix of historic and new across the city.

### How we achieve this:

- Promote a diverse mixture of well-known and emerging examples.
- Highlight the capital's unique offering, from the historic and iconic to the new and surprising.
- Show the contrast between London's range of venues, attractions and experiences.

### Principle:

#### Inspire all audiences

We will inspire our audiences to choose London with engaging content that celebrates the full breadth of the city's unique offering of historic and new. We will focus on all corners of the capital, from the historic to the cutting edge. We will write with creative energy that reflects the passion we have for London.

# Historic and new





## 2. Diversity of people, ideas and experiences

### Our aim:

Celebrate the diversity of London's people, ideas and experiences.

### How we achieve this:

- Show a true representation of London.
- Cover all corners of London, from central London to its outer boroughs.
- Promote a range of experiences, from free adventures and luxurious activities to family days out, romantic escapes and staycations with friends.
- Position London as a welcoming, diverse, inclusive and accessible city.
- Use images and video that reflect the diversity of London's population.
- Feature London success stories by people from diverse backgrounds.

### Principle:

#### Champion our diversity

We will show the diversity of London's people, places, areas and experiences. It will be woven throughout the editorial choices we make, the stories we tell and the imagery we choose. Content will be produced for audiences with diversity, inclusivity and creativity at its very heart. We will present it in an accessible way, use inclusive language and provide a wide range of activities suitable for everyone to ensure London is open to all.

# Diversity of people, ideas and experiences





### 3. Innovation and reinvention

**Our aim:**

Cement London as a world-leading city that never stands still and is filled with new, exciting and ever-changing opportunities.

**How we achieve this:**

- Show the range of activities, industries and communities in London, from emerging sectors and business hubs to world-class attractions.
- Position London as an exciting destination committed to innovation, sustainability and unique experiences.
- Describe Londoners as welcoming, early adopters, experimental, open to change, adaptable and resilient.

**Principle:**

**Build confidence**

We will tell London's story by creating inspirational, authoritative and powerful content, which is accurate, useful and clear. Our content will position London as an ever-changing city full of opportunity that is always striving to be the very best for businesses, visitors and events. We will back up the claims we make with reliable evidence, experiences and success stories. We will guide our audiences to trustworthy content elsewhere when appropriate.

# Innovation and reinvention





Our audiences

We target audiences who help us achieve our outcomes and bring the most lifetime value to London.

1.  
Leisure

Aspirational, cosmopolitan, and spontaneous. Socialising is important to them, with key decisions drivers including eating out, shopping, nightlife and discovering new things to do and see. They are inspired by films and cinema, music, nature and history. They socially and environmentally conscious, seeking new experiences that provide value for money, unique cultural and once in a lifetime experiences whilst also relaxing and spending time together.

2.  
Business

Influential, executive-level and senior decision-makers for international businesses across our target markets and sectors. As well as businesses considering expanding to London, we also target London-based SMEs looking to grow their business, fast-growing companies seeking to expand internationally and event planners keen to host their conventions, congresses and events in the city.



# 02

# Brand identity

Our brand identity is how we visually present ourselves to the world. It consists of a set of simple, consistent brand elements which can be combined in an endless number of creative ways to help us produce exciting and engaging communications.

For more information on brand identity click [here](#) or contact [designteam@londonandpartners.com](mailto:designteam@londonandpartners.com)



Colour palette

Our brand red is our primary colour. As our core brand colour, it should feature on ALL our communications. e.g. 70% where colour is used.

Avoid overusing the red. Subtle application is often best so that communications don’t become too corporate and repetitive.

Our supporting colour palette has been chosen to represent the vibrancy of our city and will help communications to feel fresh and engaging. Use them in moderation to add a splash of colour to your designs in creative and surprising ways. Tints of our supporting colours can be used within infographics but avoid using prominently within designs.

Our black and grey colours should be used as supporting colours for functional applications, e.g. web usage. They should not feature prominently within designs.

Primary colour - 70% where colour is used. Secondary colours

<div>BRAND RED</div> <div>C0 M100 Y100 K0</div> <div>R224 G0 B27</div> <div>#E0001B</div> <div>PANTONE Process 2035 U</div>	<div>PURPLE</div> <div>C84 M94 Y0 K0</div> <div>R104 G77 B168</div> <div>#522F88</div> <div>PANTONE Process 2091 U</div>	<div>PINK</div> <div>C0 M94 Y26 K0</div> <div>R217 G86 B130</div> <div>#D95582</div> <div>PANTONE Process 7424 U</div>	<div>ORANGE</div> <div>C0 M58 Y100 K0</div> <div>R244 G118 B48</div> <div>#F47630</div> <div>PANTONE 3564 U</div>	
	<div>20% – Background tint only</div>	<div>20% – Background tint only</div>	<div>20% – Background tint only</div>	<div>20% – Background tint only</div>
	<div>GREEN</div> <div>C77 M0 Y50 K0</div> <div>R40 G178 B159</div> <div>#28B29F</div> <div>PANTONE 3268 U</div>	<div>BLUE</div> <div>C100 M0 Y0 K0</div> <div>R0 G151 B219</div> <div>PANTONE Process Cyan U</div> <div>#0097DB</div>	<div>YELLOW</div> <div>C0 M0 Y100 K0</div> <div>R225 G242 B0</div> <div>P PROCESS YELLOW</div> <div>#FFF200</div>	<div>20% – Background tint only</div>
<div>Tertiary colours (Not to be used as the leading colour)</div>		<div>Text colour</div>		
<div>MID GREY</div> <div>C0 M0 Y0 K95</div> <div>R40 G40 B40</div> <div>#282828</div>		<div>BLACK</div> <div>C0 M0 Y0 K100</div> <div>R0 G0 B0</div> <div>#000000</div> <div>PANTONE Process Black U</div>		
<div>COOL GREY 2</div> <div>C16 M12 Y12 K0</div> <div>R203 G203 B210</div> <div>PANTONE Cool Grey 2 U</div> <div>#CBCBD2</div>				



Our logo

This is our London & Partners primary logo.

Where possible use the white logo with red background.

To protect the integrity and legibility of our logo, avoid placing text or other logos within the clear zone area.

The clear zone is equal to 2x the N from our logo as indicated on the right.

Our logo should never be altered in any way.

LONDON  
& PARTNERS

Safe area

Minimum size





Logo colour ways

Our logo can be used in our primary colour way Pantone 032C. It may also be used white in conjunction with any of our brand colours.

A black version is also available for applications where colour is not available.

All logo variations are available on request from:  
**designteam@londonandpartners.com**

**LONDON**  
**& PARTNERS**

**LONDON**  
**& PARTNERS**

**LONDON**  
**& PARTNERS**



Sub-brand logos

We also have a number of sub-brand logos which cover all areas of our business. These include our B2B, partnership, consumer and campaign logos.

Our B2B brands



Partnership logos



Our consumer brands



Logo for owned channels

Logo for third party channels



Primary typeface

Our primary typeface is Proxima Nova. It is a bold, contemporary, geometric-inspired typeface with a flexible and versatile font family available in a range of weights.

It is an ideal choice for brand communications that require the use of type in headings and short copy at mid-to-large sizes.

All external agencies and designers must purchase a licence to use this font software. We cannot transfer, send or make a copy. Proxima Nova is a Typekit font available on Adobe Creative Cloud or to purchase from [myfonts.com/fonts/marksimonson/proxima-nova](https://myfonts.com/fonts/marksimonson/proxima-nova)

Light  
Regular  
Medium  
Bold  
Extra bold

Proxima Nova Extra Bold – Headings

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890,.,:;’”/(?&@£#)

Proxima Nova Regular – Body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890,.,:;’”/(?&@£#)



Substitute typeface

We use our default system font of Arial for online usage or when Proxima Nova is unavailable, e.g., on Word and PowerPoint documents.

Arial Regular should be used for body copy, and Arial Bold for titles and larger type.

Regular  
Bold

Arial Bold – Headings

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890,.,:;’”/ (?&@£#)

Arial Regular - Body copy

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890,.,:;’”/ (?&@£#)



## Type in use

To help create consistency across our communications we use typography in a bold, confident way. Headlines should be big, bold and punchy, and can be created in a variety of weights and upper- and lowercase type.

Do not use ALL CAPS in any situation.

## Highlighting type

To highlight key text or information you can use a coloured box device that sits behind the text.

Please use this device sparingly.

The padding around the text should be roughly the same width as a lower case “i”. If you cannot accurately measure this distance just “i-ball it” ;-)

# Titles should be big, bold, and punchy.

# Key words in titles can be **highlighted** for emphasis.

**highlighted**



## Box device

The box device is a useful tool to pull out key information, hold text and create clean, modern design layouts.

A woman with long brown hair, wearing sunglasses and a red and white sailor-style dress, is seen from behind, looking out over the River Thames in London. The Tower Bridge is visible in the background under a clear blue sky. A large red rectangular box is overlaid on the left side of the image, containing white text.

**A simple box shape can be used to draw attention to our key messages.**



## Box device

There are a number of ways the box device can be used beyond using it overlayed in full colour. You can use it as an outline, or as a highlight device, or even with an opacity effect.

The box device can also be used with a multiply overlay effect to highlight text or imagery.

**Creative  
energy makes  
a Londoner  
tick.**

**What's on highlights**

**There's nowhere  
else like London.  
Nothing at all,  
anywhere.**

**London in Summer**



# 03

## Brand imagery

Photography is one of our most valuable assets. Photography allows us to paint a vibrant picture of our diverse city and capture the spirit and energy of the people who live, work and play here.



## Photography

We must avoid the typical clichéd landmark images of London. Instead, choose photography that is “full of life” - overflowing with colour, energy, character, and people.

Try to capture people in the moment with a reportage photography style. This will ensure that the photograph feels real and authentic.

Photography should have a sense of energy and movement. Active, expressive imagery that communicates a city on the go and on the move.

No single image can capture our creative and energetic city, so use a mix of carefully curated images which together capture the eclectic and diverse character of London.



# Vibrant, energetic, authentic



Leisure photography

Our leisure imagery should feature a mix of historic icons and exciting things to see and do in the capital. From cafes, bars and restaurants to galleries, parks and festivals, this type of imagery should communicate the diverse leisure activities available in London from morning till night.





Business photography

Our business imagery should clearly communicate the benefits of working in our vibrant city. Business in London is anything but dull so avoid the obvious clichéd imagery of grey suits and boardrooms. Instead, choose imagery with colour and energy, conveying the idea of a city on the move and open for business.

For more information on brand imagery click **here** or contact **Paul O'Connor**.





## Photography detail

When choosing or commissioning photography, remember a few key points to help your imagery capture the spirit of “creative energy” and remain fresh and engaging.



## 1. Composition

Compositions should provide variety and interest, varying from close-up details to wide-angle shots. Look for unusual and unexpected angles and consider depth of field to add richness and intrigue to the photography.



## 2. Colour

Colour within photography is a key way to communicate the vibrancy and energy of our city. Therefore look for opportunities to bring colour through naturally within photography wherever possible.





### 3. People

Avoid empty city scenes. Instead, choose imagery that includes people, whether it's a group of people or just a tight crop of a single person. It may even be an object that hints at people, e.g., a coffee cup. People should look natural and relaxed; capture people in the moment with a reportage-style approach. Use a mix of ages and people of all ethnicities to ensure the diversity of our city is represented.



### 4. Content

The content of the photography should feel relevant to our audiences and should always represent one of the key messages from our brand pillars. More information on content is available on page 35.





## 5. Detail

Photography should be relevant and resonate with our audiences. A simple way to achieve this is by focusing on specific and relevant details to engage our audiences.



## 6. Locations

Choose a deliberate, diverse mix of old and new London locations. Combine landmark locations and architecture with photography of some of the city's quirkier, or lesser-known places and attractions.



## Image treatment

A duotone image effect can be applied to our imagery to help create a bold, eye-catching style. This image treatment should not be overused and should only be applied if it feels relevant to the audience and content.

**Duotone images should never be the leading image.**

# Bold, bright, striking





Image treatment

This duotone effect should be created using two colours from our brand palette.

To create this effect you will firstly need to create a greyscale TIFF. Do so by taking your image into Photoshop and use the Image > Mode menu to select greyscale. Then, save the image as a TIFF.

Place your image into InDesign and select one colour from the brand palette and an opposite darker colour to create contrast.





## **Photography checklist**

- **Be bold, vibrant and striking**
- **Choose colourful compositions**
- **Be relevant**
- **Be real**
- **Capture people in the moment**
- **Pay attention to the details**
- **Explore unexpected angles**
- **Show an exciting mix of old and new**
- **Celebrate the capital's diversity**
- **Focus on the positives**
- **Avoid clichéd, staged shots**
- **No empty city scenes**



# 04

## Brand voice

Our tone of voice is how we verbally present ourselves to the world through the written or spoken word. The way we talk to our audiences is an essential part of expressing our brand idea and producing engaging, relevant communications.

For more information on content click [here](#) or contact **Lettice Kemp**



# Be bold and confident





**London's the best place  
in the world to study.  
Fact!**

Self-assured statements

**Why start your AI business  
in London? Ask DeepMind.**

Confident questions and answers

**Our datasets will change  
your mindset.**

Bold language



# Be dynamic and energetic.



**London for...talent.**

Short and snappy headings

**Hire a future superstar from  
one of London's 255 video  
game degree courses.**

Lively and engaging language

**Where will the next finance  
revolution be financed?  
Bank on London.**

Use engaging questions and answers

**“London is an incredible centre  
of innovation that's unmatched  
anywhere in the world.”**

Use quotes to add authenticity



**Become part of  
London's talent.**

Inviting and welcoming language

**Join 270 different  
nationalities in London.**

Highlight diversity

**5.92 million jobs are  
waiting for you.**

Create a sense of opportunity

**Come to London, home  
to four of the world's 40  
best universities.**

Use relevant and convincing facts



# Be witty and playful





**The city where money talks.  
In 233 languages.**

Use clever word play that's easy to understand

**Strike your best red-carpet  
pout before a nightcap at The  
Perception bar at W London, which  
features creative cocktails such as  
the ginger-themed Prince Harry!**

Fun and lighthearted language

**Find impressive works in and  
around Shoreditch High Street,  
Commercial Street, Brick Lane  
and Bethnal Green Road –  
#nofilterneeded.**

Youthful, relevant terminology

**Artificial Intelligence,  
made real.**

Short, smart statements



# 05

## Brand in action

Inspiration for bringing our brand elements to life for our three core audiences.



Business

Designs for our business collateral should feel clean, modern and professional. Avoid mixing too many colours and graphic devices. Instead, choose striking imagery with bold, simple type and one graphic device.





Leisure

Our leisure collateral should feel visually exciting and engaging with a more editorial design approach. Use a mix of photography and utilise the duotone photography treatment to add interest to designs. Experiment with creative uses of our graphic devices so that materials feel fresh and modern.





**For more information  
and brand assets, contact:  
Design Team  
[designteam@londonandpartners.com](mailto:designteam@londonandpartners.com)**