London
Bridge
Revealed

**BRAND
GUIDELINES**

v.1.0
Created 17.11.2014

CONTENTS

A GLOBALLY SIGNIFICANT, HISTORIC AND VIBRANT PLACE OF MODERN COMMERCE, ENTERPRISE AND CREATIVITY.

These words summarise the character of London Bridge. When writing about the area it is important that these sentiments and descriptors are included to provide an accurate sense of place.

BRAND ESSENCE

A globally significant, historic and vibrant place of modern commerce, enterprise and creativity.

BRAND KEYSTONES

An energetic place for pioneering creative commerce and enterprise

London's best connected place for commerce and enterprise

SUPPORTING BUILDING BLOCKS

A place with a unique business, cultural and historic heritage

A very liveable place at the heart of London

A lively place to entertain and be entertained

PLACE CHARACTERISTICS

These words summarise the character of London Bridge. When writing about the area it is important that these sentiments and descriptors are included to provide an accurate sense of place.

UNEXPECTED

WELCOMING

HISTORIC

STIMULATING

EXTRAORDINARY

LIVELY

CREATIVE

COMMUNITY

ENERGETIC

SURPRISING

VIBRANT

PIONEERING

THE LOGO

The London Bridge Revealed logo is made up of two overlapping panels with the option to add the word 'Revealed' underneath when appropriate.

This logo is to be used on all promotional and marketing materials for the official London Bridge area.

This logo should only be reproduced from master artworks supplied by Team London Bridge (see page 20 for contact details).

London Bridge Revealed

ABRIDGED LOGO

The abridged logo is used as the on business facing or non-marketing material.

This logo should only be reproduced from master artworks supplied by Team London Bridge (see page 20 for contact details).

London Bridge

LOGO COLOUR

The generic colour of the London Bridge Revealed and London Bridge logos is green.

The London Bridge Revealed offer is divided into business and leisure. Business facing materials use the blue logos, the orange versions are used for all leisure and tourist-based communication.

These logos should only be reproduced from master artworks supplied by Team London Bridge (see page 20 for contact details).

Core logo

Abridged logo

Single colour

CLEAR SPACE AREA AND APPLICATION

The London Bridge Revealed and London Bridge logos should always be surrounded by a minimum area of clear space.

Please see the diagramme opposite which explains the formula for creating the clear space. This area should be free of all text and other elements to ensure that the logos remain clearly visible.

If the logos are placed over an image, ensure that the image is not too busy (see page 10 for further details).

Partner logos

The London Bridge Revealed and London Bridge logos should always appear visibly equal in size when displayed alongside the logos of other organisations.

Please ensure all logo application is approved by Team London Bridge before publication - (see page 20 for further details).

SCALE, PROPORTION AND POSITIONING

Scale and proportion of the logo should be determined by the size and function of the materials being produced.

Size recommendations for some standard sized publications are shown opposite.

The recommended positioning is always the top left or right corners.

A6 — 30mm width
Usage — Flyer

A5 — 50mm width
Usage — A5 brochure

A4 — 65mm width
Usage — Poster

Print (minimum size)

25mm (width)

Digital (minimum size)

180px (width)

Positioning

COMMUNICATIONS PARTNERSHIPS

When creating a document which contains both the Team London Bridge and the London Bridge Revealed identities; follow these guides.

Version A:
London Bridge Revealed is the lead identity

The following suggestions can improve hierarchy of the logos;

• The lead logo should use full colour and the secondary in single colour if possible

• Retain all positioning and clearance guidelines from page 9

• If the Team London Bridge and London Bridge Revealed logos are used together and London Bridge Revealed is the lead, then the Team London Bridge logo must appear on the bottom or on another page of the document to support it.

Version B:
London Bridge Revealed and Team London Bridge identities are equal importance

The following suggestions can improve balance between the two logos;

• The two logos should be equal in size

• The logos should only appear once on a single sheet. This helps to maintain the integrity of the identity and ensures its strength is not diluted by duplication.

• Partnership logos (2 or more) should always be displayed along the bottom of a page if they have equal billing.
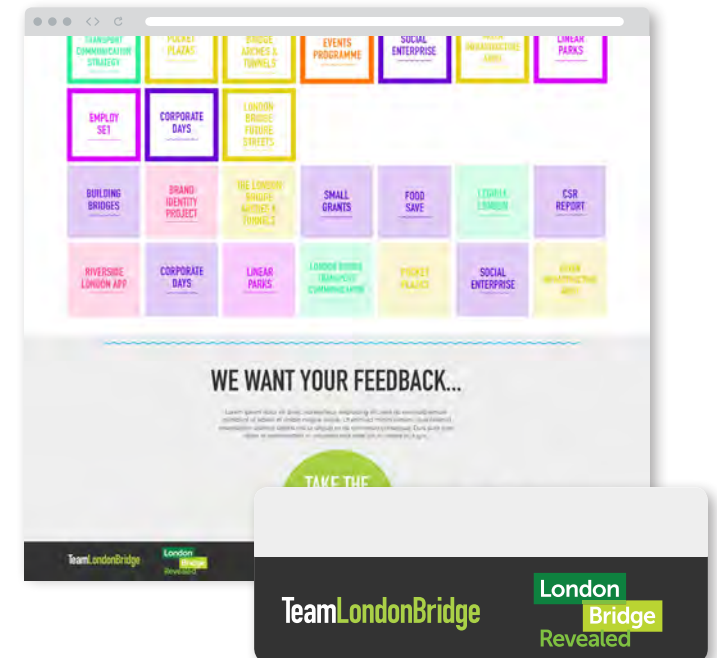
LOGO — DO'S AND DON'TS

When applying the London Bridge Revealed and London Bridge logos the rules opposite should be adhered to.

Logos should only be reproduced from master artworks supplied by Team London Bridge (see page 20 for further details).

Distorted
The logotype should never be manipulated, stretched, distorted or cropped.

Amended
The wording should never be changed.

Rotation
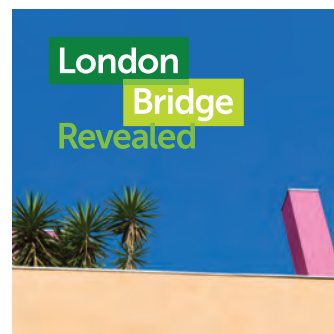The logo should never be rotated or skewed.

Clear space
The logo must retain its clear space at all sizes.

Photography
Choose neutral colours or areas of plain detail when placing the logo on a background.
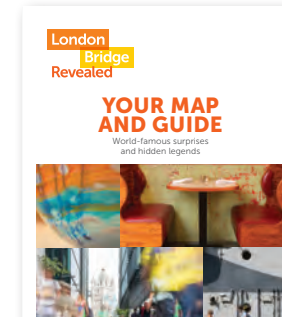
Photography
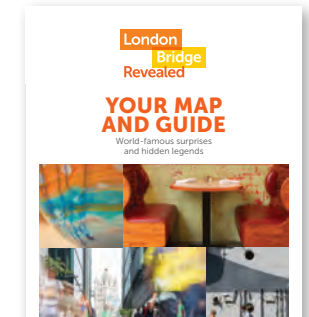The logo must not overlay a complex or busy photograph.

Positioning
The logo should be placed top-left or right corners in all instances.

Positioning
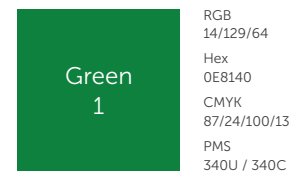The logo must not be positioned centrally.

COLOUR

The London Bridge Revealed identity is made up of three areas - generic, leisure and business.

The green palette is used for all generic and over-arching marketing.
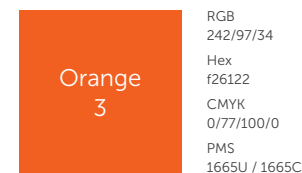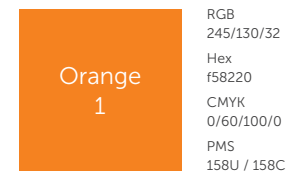
The orange is used for all leisure and tourism-related materials and the blue pallet is used for all business-related materials.

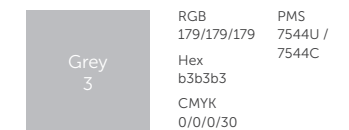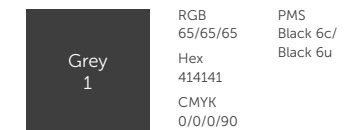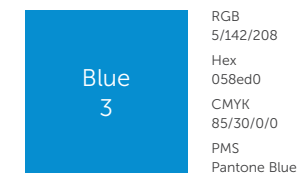Avoid using large areas of colour for backgrounds.

General information

Green 1
RGB 14/129/64
Hex 0E8140
CMYK 87/24/100/13
PMS 340U / 340C

Green 2
RGB 185/213/49
Hex b9d531
CMYK 32/0/100/0
PMS 396U / 396 C

Green 3
RGB 128/193/65
Hex 80c141
CMYK 55/1/100/0
PMS 389U / 389C

Leisure related

Orange 1
RGB 245/130/32
Hex f58220
CMYK 0/60/100/0
PMS 158U / 158C

Orange 2
RGB 255/205/7
Hex ffcd07
CMYK 0/19/100/0
PMS 190U / 109C

Orange 3
RGB 242/97/34
Hex f26122
CMYK 0/77/100/0
PMS 1665U / 1665C

Business related

Blue 1
RGB 60/193/204
Hex 3cc1cc
CMYK 65/0/22/0
PMS 319U / 319C

Blue 2
RGB 47/197/244
Hex 2fc5f4
CMYK 64/0/0/0
PMS 3115U / 3115C

Blue 3
RGB 5/142/208
Hex 058ed0
CMYK 85/30/0/0
PMS Pantone Blue

Grey 1
RGB 65/65/65
Hex 414141
CMYK 0/0/0/90
PMS Black 6c/ Black 6u

Grey 2
RGB 110/110/110
Hex 6e6e6e
CMYK 0/0/0/70
PMS 7546U / 7546C

Grey 3
RGB 179/179/179
Hex b3b3b3
CMYK 0/0/0/30
PMS 7544U / 7544C

Grey 4
RGB 230/230/230
Hex e6e6e6
CMYK 0/0/0/10
PMS 7541U / 7541C

TYPEFACES

The London Bridge Revealed identity uses Museo Sans in four weights - 900, 500, 300 and 100.

Museo 900 is used for titles and headings only - and always in caps.

Museo 500, 300 and 100 are used for body text, captions, credits and all other text.

Museo Sans can be purchased and/or downloaded as a web ready font here:
typekit.com/fonts/museo-sans

When sharing a live document (such as Word) with someone without Museo Sans installed, use Arial bold. This is a close comparison and is a universal font that all computers have.

Headline and title typeface

MUSEO SANS 900
ABCDEFGHIJKLM NOPQRSTUVWXYZ &0123456789* #@+<=>'"÷±%?£$€¥¢,.:;

All capitals
When using Museo Sans 900 for titles and headings, use all caps styling where possible.

TITLE
Lorem ipsum sit amet dolor

Hierarchy
When using Museo Sans 900 and a lighter cut together. Ensure 900 is larger than the body copy or text that follows in order to create a clear hierarchy between the two.

TITLE
Lorem ipsum sit amet dolor

Alternate typeface
When sharing a live document (such as Word) with someone without Museo Sans installed, use Arial bold. This is a close comparison and is a universal font that all computers have.

Body copy, captions and credit typography

Museo Sans 500
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&0123456789*
#@+<=>'"÷±%?£$€¥¢,.:;"

Museo Sans 300
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&0123456789*
#@+<=>'"÷±%?£$€ƒ¥¢,.:;"

Museo Sans 100
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&0123456789*
#@+<=>'"÷±%?£$€ƒ¥¢,.:;"

TYPOGRAPHY

Typographic design should be applied using the following guidelines:

Weight
Museo Sans 900 should be used for all headlines and titles.

Museo Sans 500, 300 and 100 should be used for body copy, captions and credits.

All titles and headlines are always in block capitals.

Style
Manipulating the typeface is prohibited. Stretching, condensing, outlining and drop shadows must never be used.

All capitals
When using Museo Sans 900 for titles and headings, use all caps styling where possible.

Sizing
The smallest size permitted is 6 point for Museo Sans 100-500 and 10pt for Museo Sans 900. This should only be for certain print uses such as credits. There is no upper size limit.

Hierarchy
Please ensure titles and headlines are always set in a larger point size that the supporting body copy.

Alignment
Text should always be ranged left.

Spacing
Individual letter spacing in titles and headlines should be manually tightened within reason.

Colour
Headlines can be set in the colour shown on page 11.

Body copy can be set in grey or white out when used on a solid area of colour.

CREATING HEADLINES

If a title sits near the identity it should be written out using the standard title formatting (see pages 12 and 13 for further details).

If the title doesn't sit alongside the identity, it can replicate the logo by using a border line.

A border line can be created in any of the Adobe creative suite software packages by following the instructions listed opposite to create the keylines.

1. Type the headline

Using Museo Sans 900 only, type your title using all capitals. Keep the message short and no more than three lines deep.

EXAMPLE OF A HEADLINE

2. Stack the lines

Using space symbols, nudge the lines left/right, until a zig-zag type stack appears. Avoid one side looking heavier than the other.

EXAMPLE OF A TITLE

3. Draw the border

Using solid rectangles, draw a box over each line. Using pathfinder tool, merge the boxes. Switch the fill to a stroke.
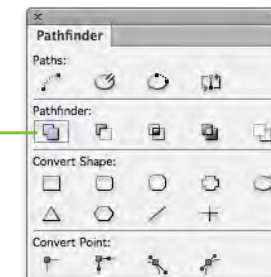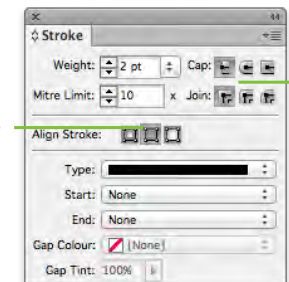
Merge

4. Add additional text

Once you have the stroke surrounding the typography, ensure the stroke does not overpower the type. Set the stroke to the settings below.

EXAMPLE OF A TITLE

Align stroke to inside.

Make sure the stroke has a mitre join and a butt cap.

COLOUR AND IMAGERY

The identity is made up of bold typography, areas of flat vibrant colour and distinctive imagery based upon a square grid to create montages.

The montages should feature one of the three identity colours (see page 11 for further details).

WORLD-FAMOUS
EXCITING
BEAUTIFUL

PROUD
CULTURAL
CONNECTED

PHOTOGRAPHY — DO'S AND DON'TS

When using photography, follow these guides to create the London Bridge Revealed style;

- Montages should contain a proportion of textural or abstract images based upon the subject matter.

- Montages can be created from a mixture of close up and distance shots.

- In order to align with the 'revealed' story, landmarks and well known vistas should be photographed or cropped in an intriguing and unusual way.

- Montages are based on a square grid. See pink indicator lines for example.

- Do not use 'standard photography' in the identity montages.

- Do not contain images clearly showing faces of the general public.

- Do not use image boxes that aren't square or rectangular in shape.

BRINGING IT ALL TOGETHER

Shown here are examples of best practice in the application of the identity across off and on-line materials.

See page 20 for details on where to get help and advice for the application of the identity.
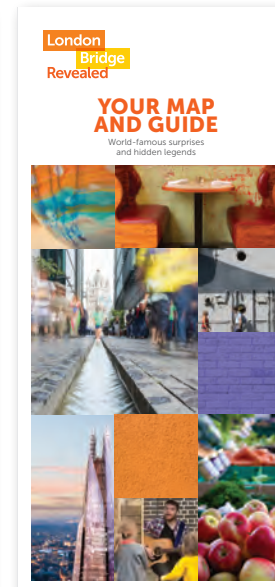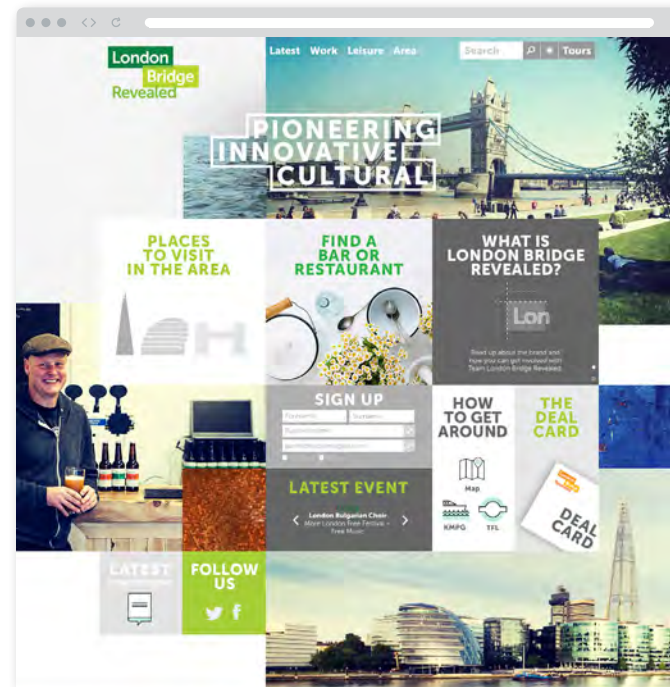
BRINGING IT ALL TOGETHER

When focussing on specific areas, subject matters or people, images should be combined with a related texture or pattern.

Some examples are shown opposite.

See page 20 for details on where to get help and advice for the application of the identity.

London Bridge Revealed

Building for the future

London Bridge Revealed

Past, present and future

London Bridge Revealed

Promoting business

CONTACT

For advice on the application
of the identity and for master
artwork logos please contact:

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