

MAYOR OF LONDON



LOOK BOOK

MAYOR OF LONDON BRAND GUIDELINES

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OUR BRANDS

We have two public facing brands – **Mayor of London** and **London Assembly**.

The Mayor runs London, and the London Assembly work to hold the Mayor to account.

When we're communicating the work of City Hall we use the Mayor of London logo.

Any material by the London Assembly carries their logo.

MAYOR OF LONDON

LONDON ASSEMBLY



OUR CORE PRINCIPLE

A CITY FOR ALL LONDONERS

The people of London are at the heart of what we do.

We want to appeal to everyone no matter their age, gender, sexual orientation, ethnicity, religion, disability or family make up.

Our work focuses on what matters to every community here.

By doing so, our communications to Londoners are honest and relevant.



OUR BRAND PRINCIPLES

PERSONABLE & RELATABLE

We show a true London that Londoners know and connect with.

Our work is accessible to all. We reflect the city's diversity and openness.

TRUSTWORTHY & HONEST

We are dependable, genuine and honest. We are straightforward and direct, so that Londoners can trust us and believe in what we say and do.

RELEVANT & APPROPRIATE

We talk about things that matter to the lives of the people who live here. Our work supports a narrative and we use case studies of real Londoners.

We speak to Londoners about things that matter to them.

POSITIVE & OPTIMISTIC

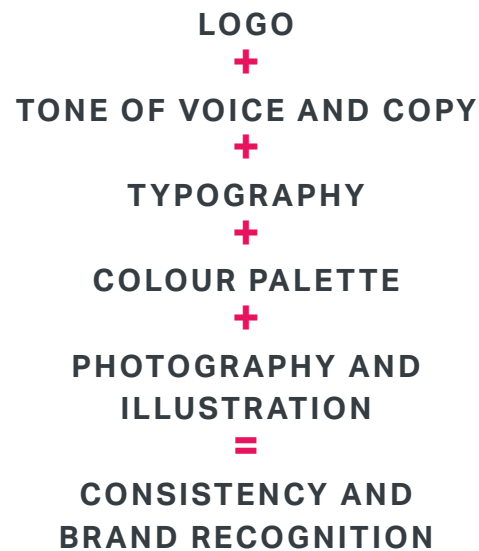
We strive to create a positive and united London.

London is exciting and enticing. We encourage active participation to help make London a better place in which to live and work.



OUR BRAND TOOLS

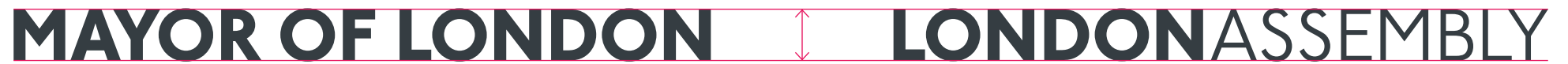
We want our communications to be striking, engaging and consistent. We want Londoners to know our work when they see it and be inspired to get involved. We use a set of practical tools to ensure we do this.



To find out more about our tone of voice and copy style, see our [editorial guidelines](#).



OUR LOGOS



Only use logos supplied by the Creative team.

All logo requests must be made by City Hall staff. Please complete the logo request [email form](#).

They must not be changed.

All logo use must be approved by the Creative team. Please send draft files before publishing in good time to ensure any necessary changes can be made.

OUR LOGOS

CLEAR SPACE

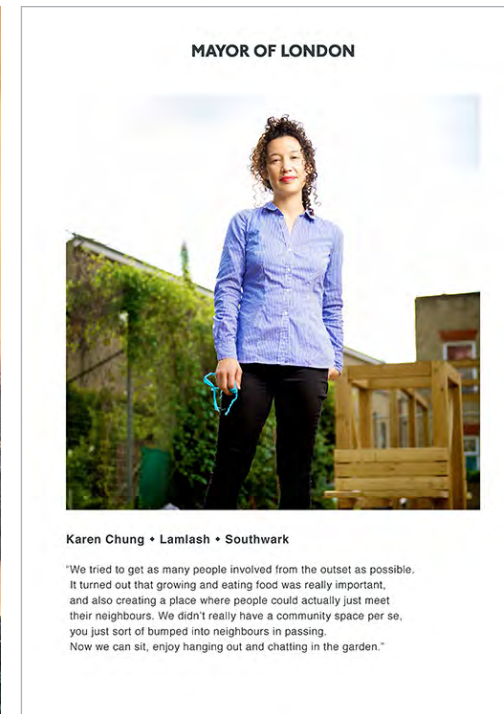
We position our logo in a band of clear space at the top of our communications*. There is an optional key line to distinguish it from the main content area.

We always make sure the logo is clear and legible within this space.

* There may be certain campaigns or projects where top-level Mayor of London branding does not apply. Mayoral Directors make these decisions.



Report



Exhibition board

↑ Logo clear space is calculated as the page height divided by 8 ↓



OUR LOGOS

On landscape and square formats a different calculation is used.

We also have templates for some digital formats like PowerPoint presentations and MS Word reports.

Get in touch to see what we have.



Square card



Event holding slide

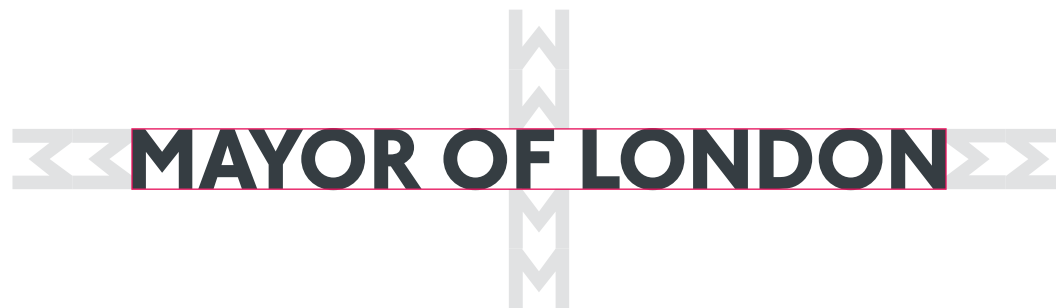
Logo clear space is calculated as the page height divided by 6



OUR LOGOS

Minimum clear space

We always ensure the logo is clear and legible. That means having a minimum clear space around the logo - double the height of the 'M'.



OUR LOGOS

LOGO SIZE

We have fixed logo widths for standard size formats.

When using the London Assembly logo with the Mayor of London logo they should be the same height.

Check the logo is a minimum of 30mm wide in print, 150 pixels wide on screen.

MAYOR OF LONDON

← 210mm on **double royal posters** (1016 x 635mm) →

← 70mm on **A4** →

← 55mm on **A5** →

← 45mm on **DL** →

OUR LOGOS

LOGO OPTIONS

Are you using the right logo?

Please get in touch if you're not sure which logo you should use.

MAYOR OF LONDON	SUPPORTED BY MAYOR OF LONDON	COMMISSIONED BY MAYOR OF LONDON
use this logo if the project is owned and managed by us. Communications should use Mayor of London branding	use this logo if we're supporting or funding a project but are not the main funder	use this logo if we have commissioned a special piece of work. This logo should be authorised by the Mayor's office.
if we're working together with an equal or majority funding partner(s) we use this logo but without our brand look and feel*	use this logo if we're giving support in kind like donating event space	
	use this logo if the Mayor is speaking at an event	

*If you're working with an external partner, let us know early so we can advise the best approach.

GREATERLONDONAUTHORITY

We do not use the GLA logo to promote the Mayor's work. We use it on internal materials like contracts, forms, name badges and building signage.



OUR LOGOS

COLOUR OPTIONS

Our logo should be clear and accessible. That means having a strong contrast between logo and background.

We use the primary grey version of our logo on a white or light background.

We use a white version of our logo on dark backgrounds.



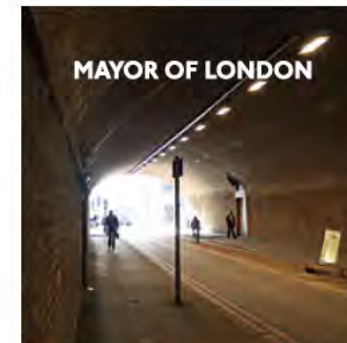
Grey on white



White on grey



Grey on light background



White on dark background

OUR LOGOS

WITH PARTNERS

When we work with partners, our logo must appear in proportion with other logos. We must also ensure there is plenty of clear space around it.

Artwork does not have to appear in the Mayor of London brand, for example, Liberty Festival and Ride London.

PARTNER LOGO



PARTNER LOGO



Poster



Press advert



OUR LOGOS

SUPPORTED BY

When we support a project or programme, the 'supported by' logo should be used with the usual clear space rules.

Artwork doesn't need to use the Mayor of London brand look and feel.

Any use of the logo must be approved by the Creative team.

Please send draft files (before publishing) in good time to ensure any necessary changes can be made.



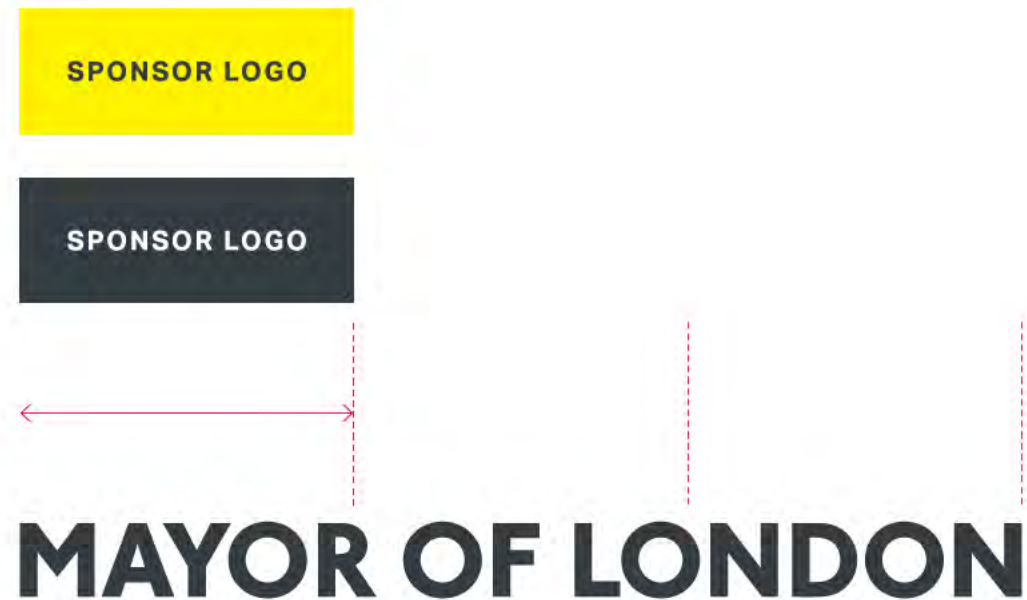
Poster

OUR LOGOS

WITH SPONSORS

When we work with sponsors on our printed communications, their logos will appear in primary grey on a light background or white on a dark background.

Sponsor logos should not appear proportionally larger than one third of the size of the Mayor of London logo.



OUR LOGOS

SPONSOR LOGOS IN PRACTICE

Sponsor logos appear at the bottom of the artwork under content.

We align them across their vertical centres.



Poster



OUR COLOUR PALETTE

COLOUR VALUES

We have 12 core colours. We expand our colour range by using tints of 20, 40, 60 and 80 per cent.

The correct colour values for our brand palette are specified here, please use them. It helps ensure our work is consistent.



PURPLE
C54 M76 Y0 K0
R174 G74 B198
P 2592
#AE4AC6



DARK BLUE
C100 M5 Y0 K47
R0 G87 B125
P 308
#00577D



BLUE
C83 M46 Y0 K0
R0 G122 B204
P Process Blue
#007ACC



CYAN
C100 M0 Y0 K0
R0 G174 B239
P Process Cyan
#00AEEF



GREEN
C100 M0 Y100 K0
R0 G135 B67
P Bright Green
#008743



YELLOW
C0 M0 Y100 K0
R255 G242 B0
P Process Yellow
#FFF200



MUSTARD
C10 M40 Y100 K0
R220 G160 B0
P 124
#DCA000



ORANGE
C0 M70 Y100 K0
R233 G88 B20
P 164
#E85713



RED
C0 M100 Y100 K0
R235 G0 B27
P Red 032
#EB001B



PINK
C0 M95 Y35 K0
R231 G19 B93
P 213
#E7135D



DARK PINK
C20 M100 Y35 K30
R158 G0 B89
P 228
#9E0059



GREY
C25 M10 Y10 K85
R54 G62 B66
P 432
#353D42



ACCESSIBILITY

ACCESSIBILITY REGULATIONS

The GLA is committed to making our websites and applications accessible, in accordance with the Public Sector Bodies (Websites and Mobile Applications) (No. 2) Accessibility Regulations 2018.

All development work (and all materials to be published online) must as a minimum meet the [Web Content Accessibility Guidelines \(WCAG\) version 2.1](#) to AA standard.

W3C Recommendation

TABLE OF CONTENTS

Abstract

Status of This Document

Introduction

- 0.1 Background on WCAG 2
- 0.2 WCAG 2 Layers of Guidance
- 0.3 WCAG 2.1 Supporting Documents
- 0.4 Requirements for WCAG 2.1
- 0.5 Comparison with WCAG 2.0
 - 0.5.1 New Features in WCAG 2.1
 - 0.5.2 Numbering in WCAG 2.1
 - 0.5.3 Conformance to WCAG 2.1
- 0.6 Later Versions of Accessibility Guidelines

1. Perceivable

- 1.1 Text Alternatives
 - 1.1.1 Non-text Content
- 1.2 Time-based Media
 - 1.2.1 Audio-only and Video-only (Prerecorded)
 - 1.2.2 Captions (Prerecorded)
 - 1.2.3 Audio Description or Media Alternative (Prerecorded)
 - 1.2.4 Captions (Live)
 - 1.2.5 Audio Description (Prerecorded)
 - 1.2.6 Sign Language (Prerecorded)
 - 1.2.7 Extended Audio Description (Prerecorded)
 - 1.2.8 Media Alternative (Prerecorded)
 - 1.2.9 Audio-only (Live)
- 1.3 Adaptable
 - 1.3.1 Info and Relationships
 - 1.3.2 Meaningful Sequence
 - 1.3.3 Sensory Characteristics
 - 1.3.4 Orientation
 - 1.3.5 Identify Input Purpose

Web Content Accessibility Guidelines (WCAG) 2.1

W3C Recommendation 05 June 2018

This version:

<https://www.w3.org/TR/2018/REC-WCAG21-20180605/>

Latest published version:

<https://www.w3.org/TR/WCAG21/>

Latest editor's draft:

<https://w3c.github.io/wcag/2.1/guidelines/>

Implementation report:

<https://www.w3.org/WAI/WCAG21/implementation-report/>

Previous version:

<https://www.w3.org/TR/2018/PR-WCAG21-20180424/>

Previous Recommendation:

<https://www.w3.org/TR/2008/REC-WCAG20-20081211/>

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Wendy Chisholm (W3C)
John Slatin (Accessibility Institute, University of Texas at Austin)
Jason White (University of Melbourne)

Please check the **errata** for any errors or issues reported since publication.

See also **translations**.

This document is also available in non-normative formats, available from [Alternate Versions of Web Content Accessibility Guidelines 2.1](#).



ACCESSIBILITY

ACCESSIBLE PDFS

An accessible PDF is a PDF document that can be read and accessed by people with disabilities, primarily for the vision-impaired that may use assistive technology to read the file through text-to-speech or a Braille printout. A PDF document is considered accessible only if it meets a set of accessibility guidelines.

PDFs to be published on our websites must be accessible. Here are some of the things to consider when creating an accessible PDF:

- Ensure the document is exported in single page format, i.e. not spreads
- Tag the document so that every item is appropriately labelled
- Check the logical reading order
- Use accessible colour combinations
- Include alt copy for all images
- Make sure all text is legible and sized appropriately, including references / footnotes.

Further guidance on creating accessible PDFs can be found [here](#).



ACCESSIBILITY

ACCESSIBLE COLOUR COMBINATIONS

The colour combinations opposite meet these accessibility standards. Please ensure that no other colour combinations are being used.

For work that is not MoL branded please ensure you are checking colour contrasts using [this tool](#).

Pink + White



Pink + Black



Yellow + Black



Dark Pink + White



Dark Pink + Yellow



Green + White



Green + Black



Orange + Black



Dark Blue + White



Dark Blue + Yellow



Red + White



Red + Black



Mustard + Black



Grey + White



Grey + Yellow



Purple + White



Purple + Black



Cyan + Black



Black + White



Grey + Mustard



Blue + White



Blue + Black



OUR FONTS

IN PRINT

We always use Aktiv Grotesk. For titles and large type we usually use bold weight. For body copy we use regular weight.

When commissioning design work externally please ensure they have bought a licence to use the font software. It is illegal for us to transfer, send or make a copy.

For legibility, our minimum type size is 12pt with 15pt leading. This is based on the Royal National Institute of Blind People (RNIB) 'See it Right' guidance.

When Aktiv Grotesk is not available, use Arial – our online font – in the regular weight for body copy and in bold for titles and larger type.

Aktiv Grotesk

A B C D E F G H I J K L M
a b c d e f g h i j k l n o p q r
1 2 3 4 5 6 7 8 9 0 ! # £ ?

Why, Sir, you find no man, at all intellectual, who is willing to leave London. When a man is tired of London, he is tired of life; for there is in London all that life can afford.



OUR FONTS

ONLINE

We use Arial bold for titles, headlines and larger type, and regular for body copy. On digital media we aim to use 18pt size or above.

See also our [website guidelines](#).

Arial

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!#£?**

Why, Sir, you find no man, at all
intellectual, who is willing to leave
London. When a man is tired of
London, he is tired of life; for there
is in London all that life can afford.



OUR FONTS

STYLING TEXT

We centre or left align titles in capitals or sentence case.

TITLE HEADING

TITLE HEADING

SUB HEADING

This is an example of sub heading.

BODY COPY

This is an example of body copy.
This is an example of body copy.
This is an example of body copy.

We always use **Aktiv Grotesk Bold** set in caps with +100 letter spacing. We set the leading at the same point size as the text. The example shown here is 22pt with 22pt leading.

We use **Aktiv Grotesk Bold** with +35pt letter spacing and ranged left.

We use Aktiv Grotesk Regular with +35pt letter spacing. The example shown here is our minimum size of 12pt with 15pt leading.



TONE OF VOICE

Our tone of voice defines who we are - it's the words we want people to use when they describe the work of the Mayor of London.

Our messages are simple and easy to understand with no jargon. We get to the point immediately.

Personable and relatable

We are friendly and use plain English. We want all of London's communities to understand what we do. That way people can relate to us.

Trustworthy and honest

We are dependable and keep our promises. You can always trust what we say.

Relevant and appropriate

We focus on things that are important to the lives of Londoners. We ensure our tone suits the message being given.

Positive and optimistic

We are optimistic for London. We encourage Londoners to get involved in decisions that affect them.

How we speak changes to meet the needs of a particular audience, channel or circumstance. But our voice is the same.

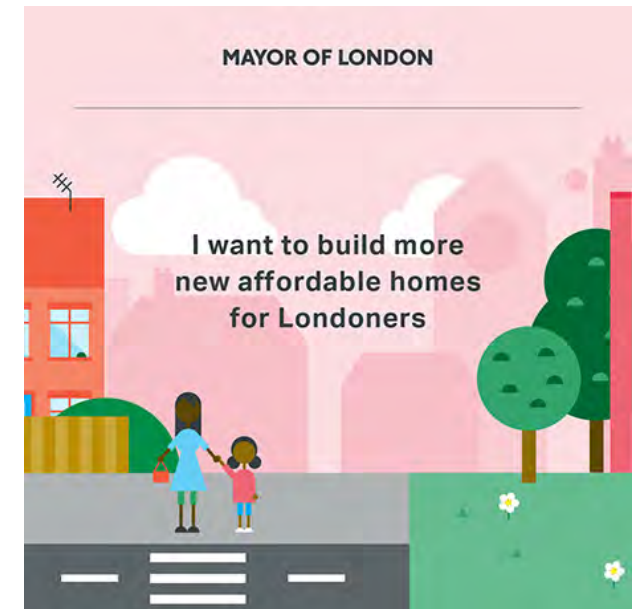
Find out more in our [editorial guidelines](#).



ILLUSTRATION

Illustration is an important tool of our brand. It should support a narrative to help inform and inspire our audience. It should only be used where appropriate, and should be:

- straightforward
- striking
- bold
- colourful
- relatable
- fun



ICONOGRAPHY

Our icons are used to accompany information, helping to make important facts and statistics stand out. They should be:

- simple
- clear
- relevant
- easy to understand

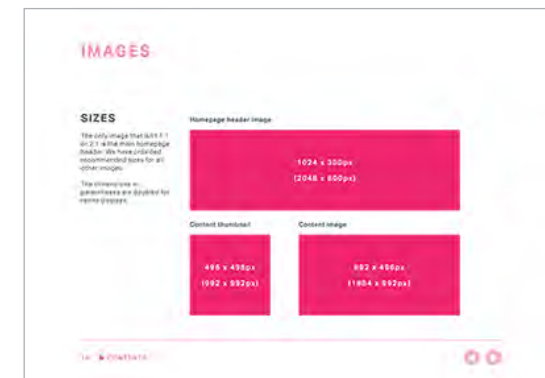
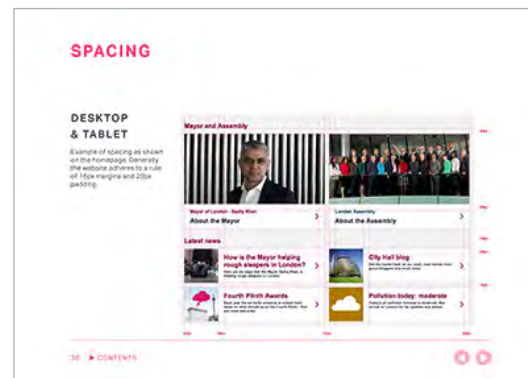
All our icons are created to an 80px square, with a 1.5pt line weight. They can be downloaded in a range of colours from the City Hall image library (see [p53](#)).



WEBSITE

We have a set of website guidelines, that describes how our brand should appear online.

Find out more in our [website guidelines](#).



PRINTED MATERIAL

SUPPLIERS

All print quote requests must go through our print management company CDS.

When printing multiple items for a single project or programme like posters and leaflets for an event use the same supplier to ensure consistency.

Contact [] our account handler at CDS, before you start:

[]@cds.co.uk

[]

PRODUCTION

Please use the PDF/x-1a: 2001 setting when exporting artwork as a PDF for print. The artwork should also include crop marks and bleed.

Request file copies when obtaining quotes. As a standard, it is usually five file copies for print items.

We print on standard stock for regular or popular items. See the next page for guidelines.



PRINTED MATERIAL

STOCK & WEIGHTS

Stock: Revive 100 Offset uncoated

TfL Tube poster	250 gsm
DL leaflet	350 gsm
Square postcard	350 gsm
Mini poster	150 gsm
Certificates	300gsm
Report cover	300 gsm
Report insides	120gsm

PAPER SIZES

TfL Tube poster	635mm x 1016mm
DL leaflet	99mm x 210mm
Mini poster	297mm x 475mm
Square card	148mm x 148mm
A5 card/booklet	148mm x 210mm
A6 card	105mm x 148mm
A4 booklet	210mm x 297mm
B5 report	176mm x 250mm

More information on paper sizes [here](#).

SPINE

Use the following formula to calculate the size of a document spine (in mm):

No. of pages	x	weight of paper
2		1000



PHOTOGRAPHY

Photography is an important part of our visual communications.

We want our communications to reflect what matters to all of London's communities.

Photography supports our messages and is:

- real / honest
- human / emotional
- diverse
- inspiring
- colourful
- engaging
- informative



PHOTOGRAPHY

VETTING

We vet all photography to ensure our brand principles are maintained. We show real Londoners in real everyday situations.

You should never use images from the previous administration (pre May 2016) such as the 'new bus for London'.

The photos we use should reflect a recognisable, real and diverse London.



PHOTOGRAPHY

OUR BRAND PRINCIPLES IN PRACTICE

Personable and relatable



Relevant and appropriate



Positive and optimistic



PHOTOGRAPHY

Human and emotional



Real and active



Reflects diversity



PHOTOGRAPHY

BEST IMAGES OF THE MAYOR

Photos of the Mayor should be active and engaging. He should be shown interacting in real and relatable environments.

Approved photography can be repeated across media. However, it should not be used in different policy areas or campaigns.

Note: When you photograph the Mayor, make sure his staff and any known/ political figures are out of the shot.



New cycling lanes, Westminster, Environment



Brent housing development visit, Housing

PHOTOGRAPHY



Cleaner Air for London Greenpeace event, Environment



London Living Wage Alchemy Coffee, Economy



Air quality event, Waltham Forest, Environment

PHOTOGRAPHY



London Living Rent, Housing



Cleaner Air launch in Putney, Environment



London Fashion Week, Culture

PHOTOGRAPHY



Met Police patrol, Policing



Safer London Plan launch, Policing



March 4 Women event, Community and equality

PHOTOGRAPHY

BEST IMAGES OF THE MAYOR FOR FOREWORDS



PHOTOGRAPHY



PHOTOGRAPHY

CASE STUDIES

We use case studies to inspire people to get involved in our work.

We show real people interacting with their surroundings. Images should be active and engaging. They should tell a story. They shouldn't be posed. We should show a true, diverse London that Londoners can relate to.



PHOTOGRAPHY

EVENTS

We capture the moment. Our images strike a chord with Londoners and bring back happy memories.

To fully document the event, we use different perspectives:

- set the scene
- feature a human element
- real / natural
- diverse
- active



PHOTOGRAPHY

LOCATION

We use photographs of the whole of London, from the centre to the outskirts. Places should be recognisable. They should reflect London's diverse communities. Location photography should be relevant. It must support the story.

Note: Avoid scenes without people.



PHOTOGRAPHY

WEBSITE

Portraits used on London.gov.uk should be professionally taken on a white background. Subjects should be well lit with a relaxed, positive expression.

Standard london.gov.uk image dimensions are 1:1 and 2:1.

Email headings should be 560 x 280px.

When cropping images for web please ensure the focus of the image is framed clearly within the space.



PHOTOGRAPHY

DO NOT USE PHOTOS THAT:

Look staged and set up



Are for PR purposes



Are political



PHOTOGRAPHY

Are dull or inappropriate



Doesn't represent real Londoners

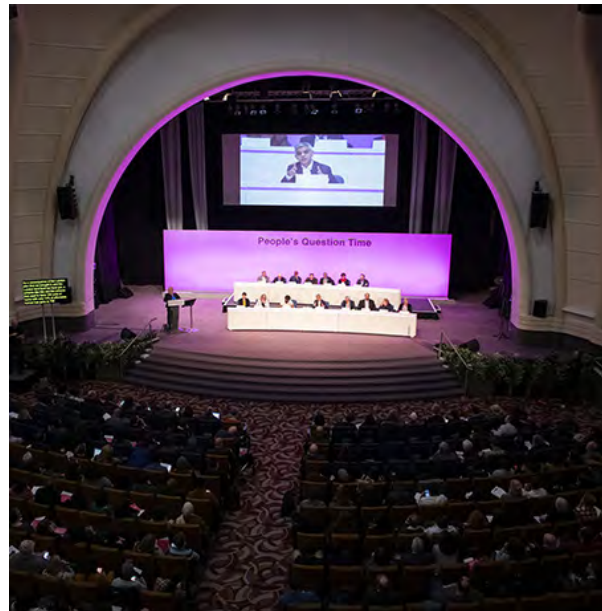


PHOTOGRAPHY

SOCIAL MEDIA SHOT LIST

When the Mayor goes to an event or gives a speech, we often need preferred shots for social media. These include:

- Wide shot of him on stage, sometimes with other attendees
- Wide shot from behind the Mayor, looking into crowd
- Mid shot from both left and right side
- Close up of just the Mayor, from different perspectives if possible
- Showing audience diversity and their reaction.



Wide shot on stage, sometimes with other attendees



Wide shot from behind the Mayor looking into crowd



PHOTOGRAPHY



Close up of the Mayor from different perspectives



PHOTOGRAPHY



Audience – showing diversity and their reaction



PHOTOGRAPHY

CONSENT FORMS

Where an individual or group are the focus in a photograph you need them to sign a consent form.

This should be done before the shoot.
Forms are on our intranet.

Please follow the relevant link:

[Adult consent form 18+](#)

[Child consent form under 18](#)



PHOTOGRAPHY

SUMMARY

- Take natural, interactive (not staged) shots. Use flash only if necessary
- Always make sure that Mayor's office staff are out of shot
- Post production - always leave images uncropped. This allows more scope.
- Ensure all images submitted are tagged with title, photographer's name, date, description, attendees and location (include borough).
- Ensure diversity in images – encourage participation if needed.



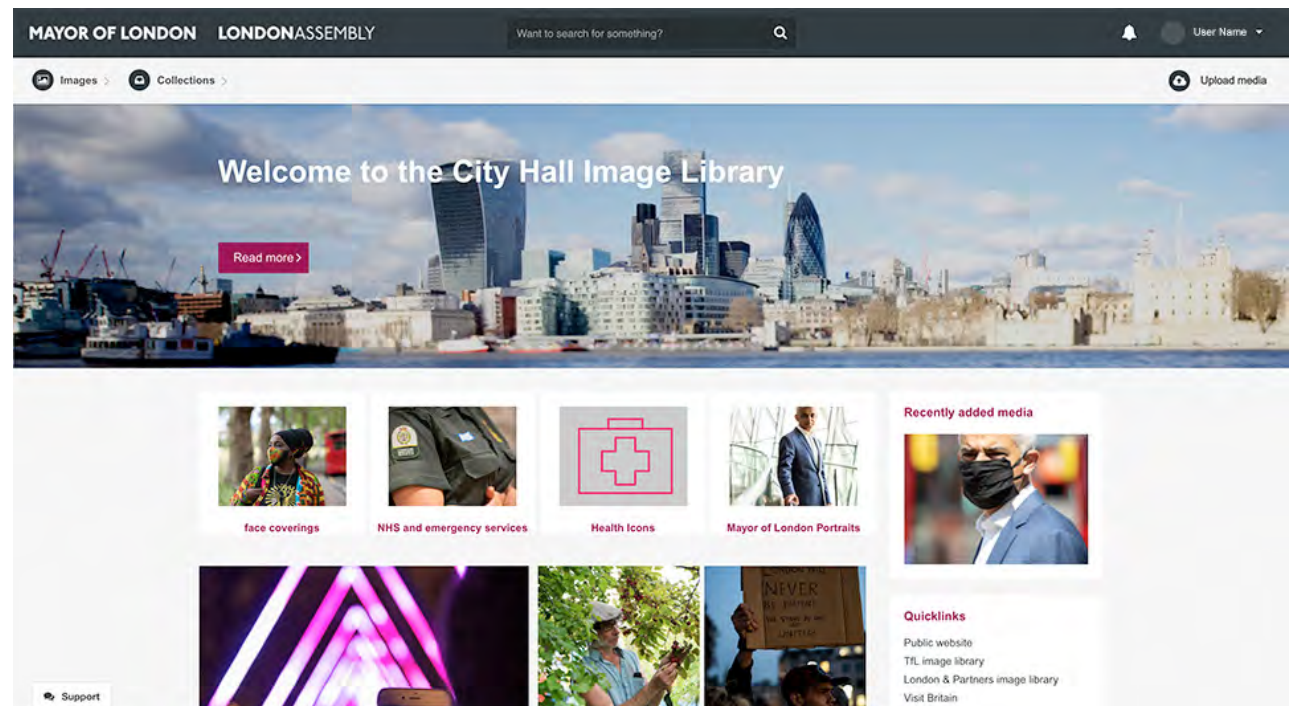
PHOTOGRAPHY

CITY HALL IMAGE LIBRARY

You'll find a collection of images relating to the Mayor and London Assembly's work at images.london.gov.uk

You can use these photos to support policy web pages, presentations and reports.

To access the library, get in touch with images@london.gov.uk



TEMPLATES

We use templates for things we produce on a regular basis like social media cards, conference / event branding and publications.

This helps us to be consistent and speeds up the process.



TEMPLATES

SOCIAL MEDIA

We have produced a set of social media templates in a number of colours and formatted for use on Twitter, Facebook and Instagram, including for stories.



TEMPLATES

VIDEO START/END FRAMES

CENTRE PANEL

Start frame:

Event/video title appears on solid colour panel.

Panel 85% wide, 25% height of square

Panel centred over footage.

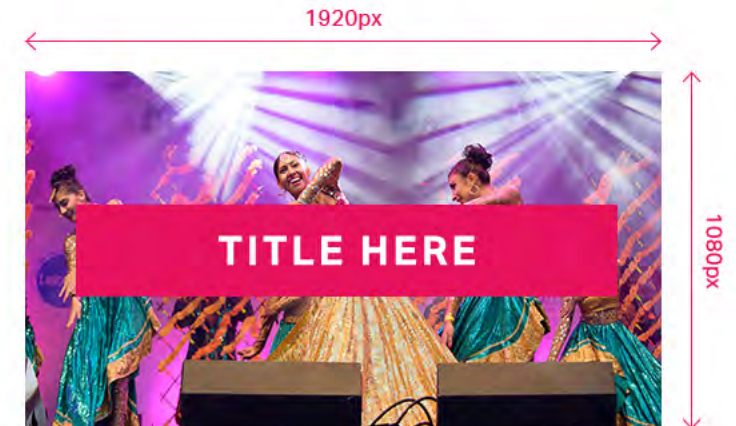
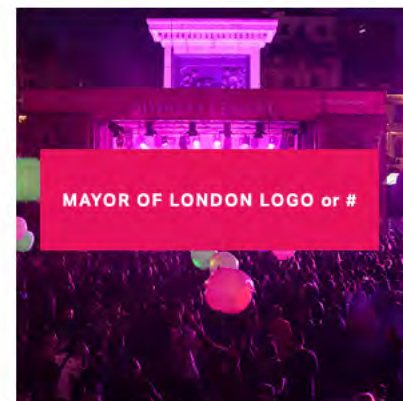
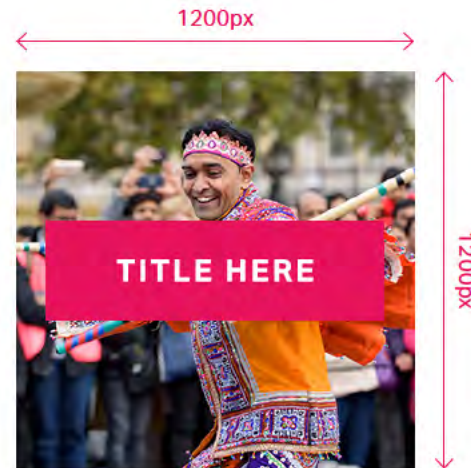
Text centred in panel.

Minimum type size 37.5 pt.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid colour panel.



TEMPLATES

BASE PANEL

Start frame:

Event/video title appears on solid colour panel 1/3 of the height of the tile at the bottom.

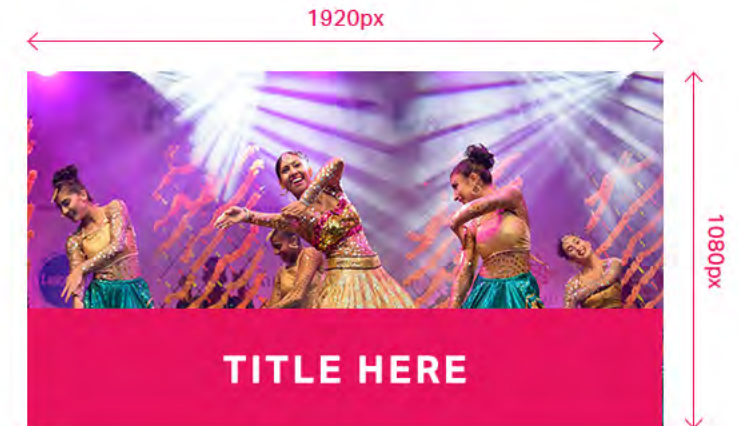
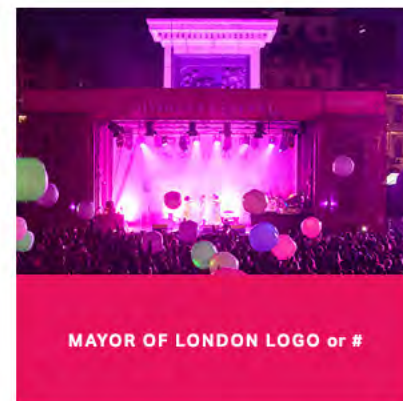
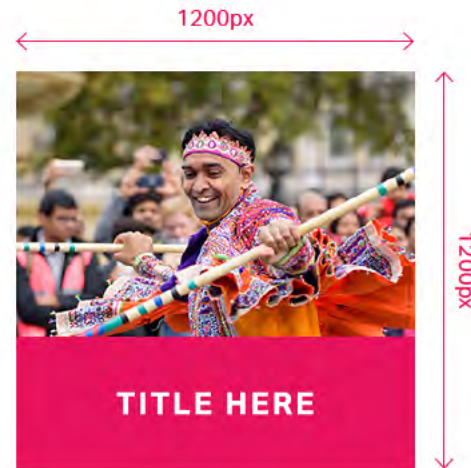
Text centred in panel.

Minimum type size 37.5 pt.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid colour panel.



TEMPLATES

BLACK TILE

Start frame:

Event/video title appears on solid black tile.

Text centred in panel.

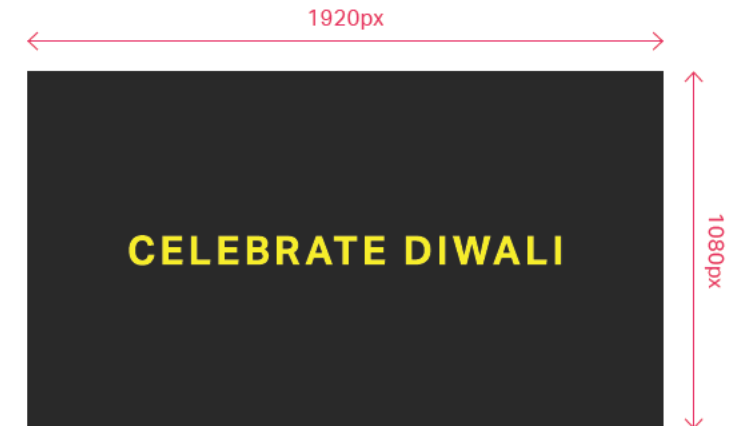
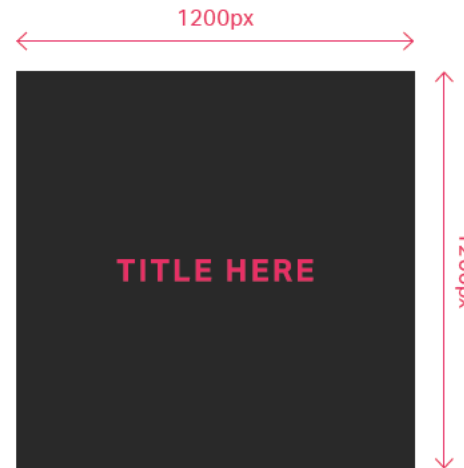
Minimum type size 37.5 pt.

Bold colour: pink or yellow.

Font: Aktiv Grotesk Bold, 100 tracking

End frame:

or Mayor of London logo on solid panel.



TEMPLATES

STATEMENT VIDEO FRAMES

All centred text on black background.

Start frame – MoL logo

Message frame – text

End frame – MoL top level
URL



TEMPLATES

PRESENTATION TEMPLATES (4:3)

Powerpoint templates for internal and external presentations can be downloaded from our [intranet page](#).

Use the co-branded template for internal presentations.

Please use the Mayor of London or London Assembly template for external presentations.



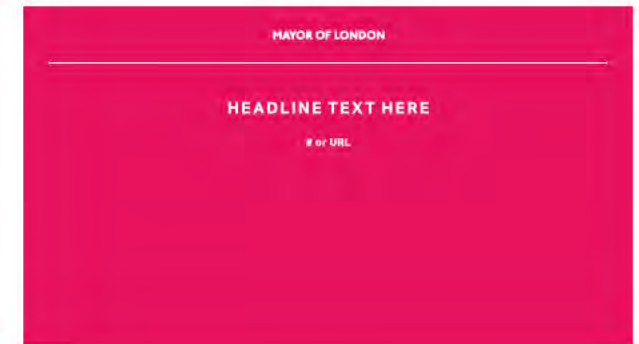
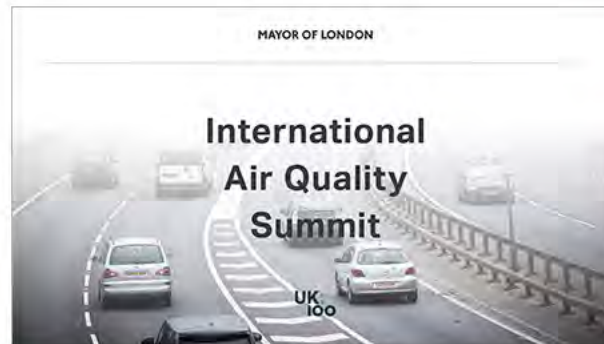
TEMPLATES

EVENT SLIDES (16:9)

Title slides use a full bleed image or solid block colour.

Text slides can have images on either a white or solid colour background.

Powerpoint ratios are either:
16:9 or 4:3



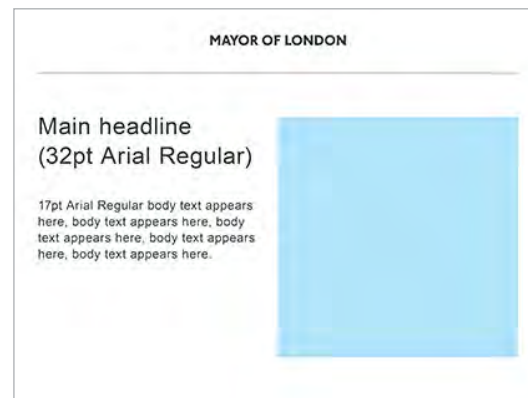
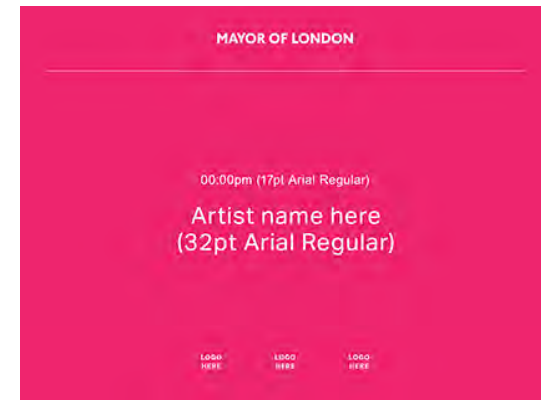
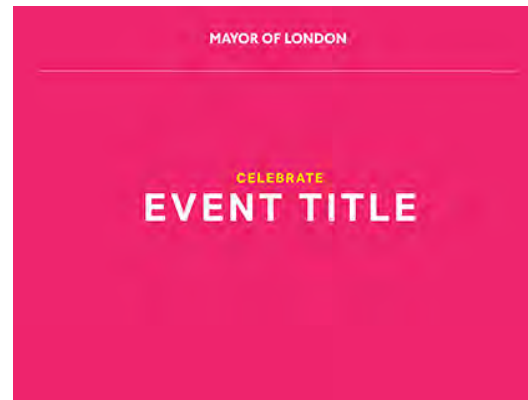
TEMPLATES

EVENT SLIDES (4:3)

The text size varies depending on the length of the event title.

Additional supporting logos should appear at the bottom of the content.

Each logo should be approximately one third of the width of the Mayor of London logo.



TEMPLATES

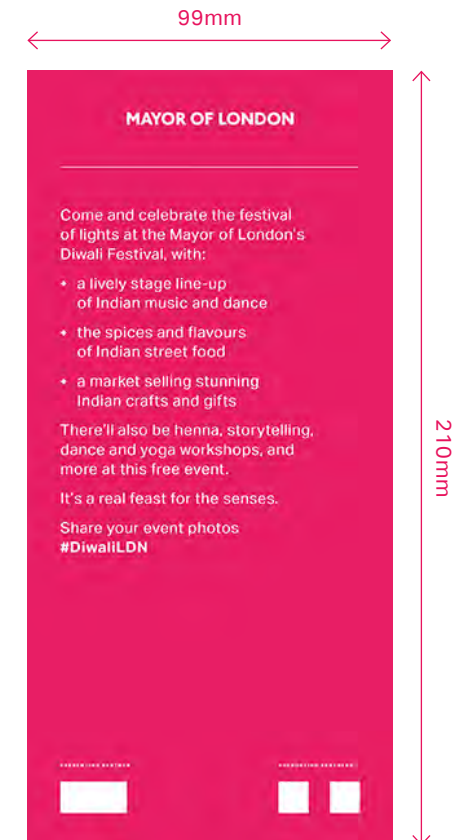
DL LEAFLETS

FRONT

- Mol logo top level branding
- Cover artwork can be photography or illustration based
- Header can be capitals or sentence case, in bold or in regular weight
- Short subheader in regular weight
- Hashtag and/or url
- Text centre or left aligned.
Ensure text is legible

BACK

- Main body text left aligned or centred (max 60 words)
- Supporter logos should be a third of the width of the mol logo aligned to the bottom left or centred



TEMPLATES

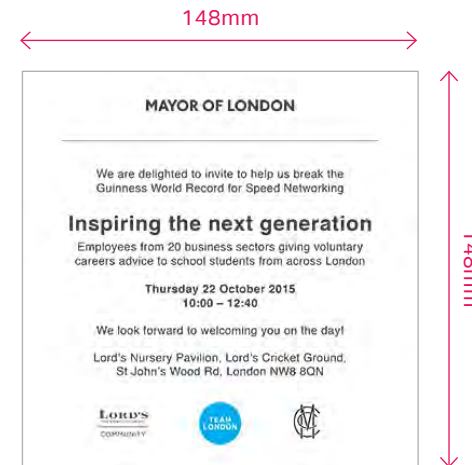
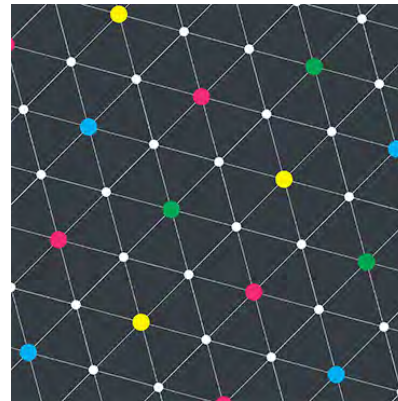
SQUARE LEAFLETS AND POSTCARDS

FRONT

- full bleed photography or illustration

BACK

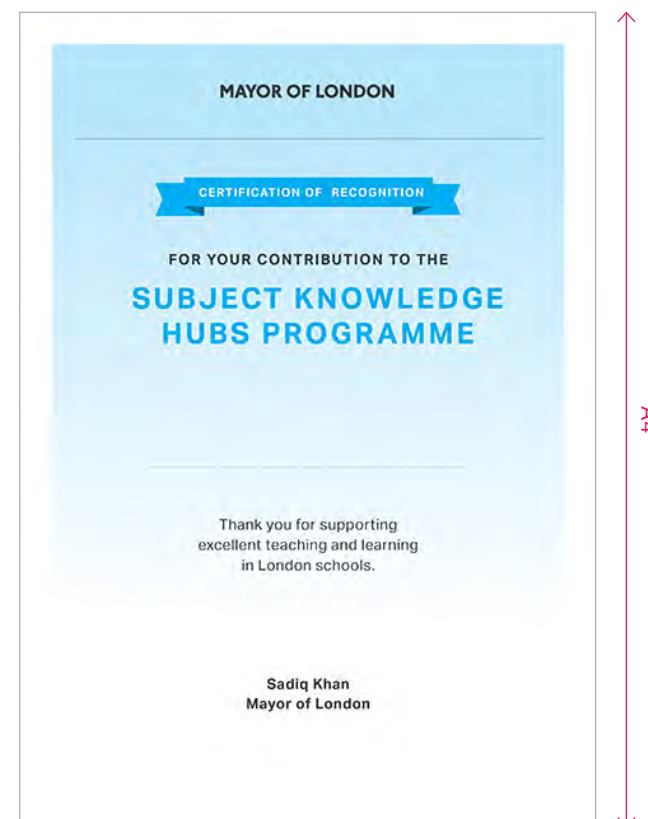
- MoL logo top level branding
- header can be capitals or sentence case, in bold or in regular weight
- short sub header in regular weight
- hashtag and/or URL
- main body text left aligned or centred (max 60 words)
- supporter logos should be a third of the width of the MoL logo and aligned to the bottom left or centre.



TEMPLATES

CERTIFICATES

- MoL logo top level branding
- white or light tint background
- header can be capitals or sentence case, in bold
- short subheading in bold or in regular weight
- dotted line for recipient's name (optional)
- name, title, and digital signature
- text can be left aligned or centred
- supporter logos should be a third of the width of the MoL logo aligned to the bottom left or centre
- to get printed copies use TfL reprographics



TEMPLATES

PULL-UP BANNERS

Pull-up banners should be informative, eye-catching, and engaging. They can be photography or illustration based.

- MoL logo top level branding
- header can be caps or sentence case, in bold or in regular weight
- optional single line subheading
- hashtag and/or URL
- centred text
- photography should be full bleed - with a top gradient to ensure text is clearly legible
- photography should follow the photography principles outlined on [p32](#)



TEMPLATES

EXHIBITION BOARDS

Exhibition boards are usually printed at A0 size and mounted on 5mm foamex board.

Exhibitions will usually include an intro board and image boards. Text can either be in a single column or two columns. All images should be square.



TEMPLATES

REPORTS

There is an online publication template available making your content fully accessible. Contact the [Digital](#) team.

There is also an MS Word template available - we can provide an alternative cover. We can crop images to size. If using this template it will need to be made into an accessible PDF. See page [21](#) for guidance on creating accessible PDFs.

You can request this template by emailing creative@london.gov.uk

Always allow plenty of time for approval (at least five working days before publishing).



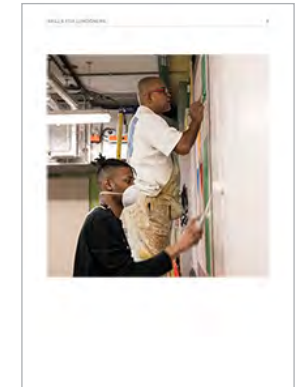
Cover



Copyright



Contents



Image



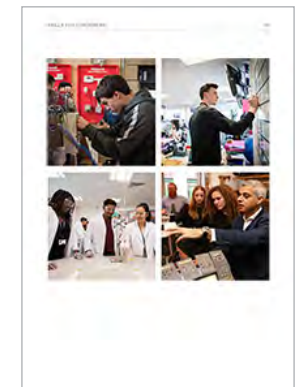
Chapter



Text



Table



4 images



TEMPLATES

TRAFALGAR SQUARE STAGE BRANDING

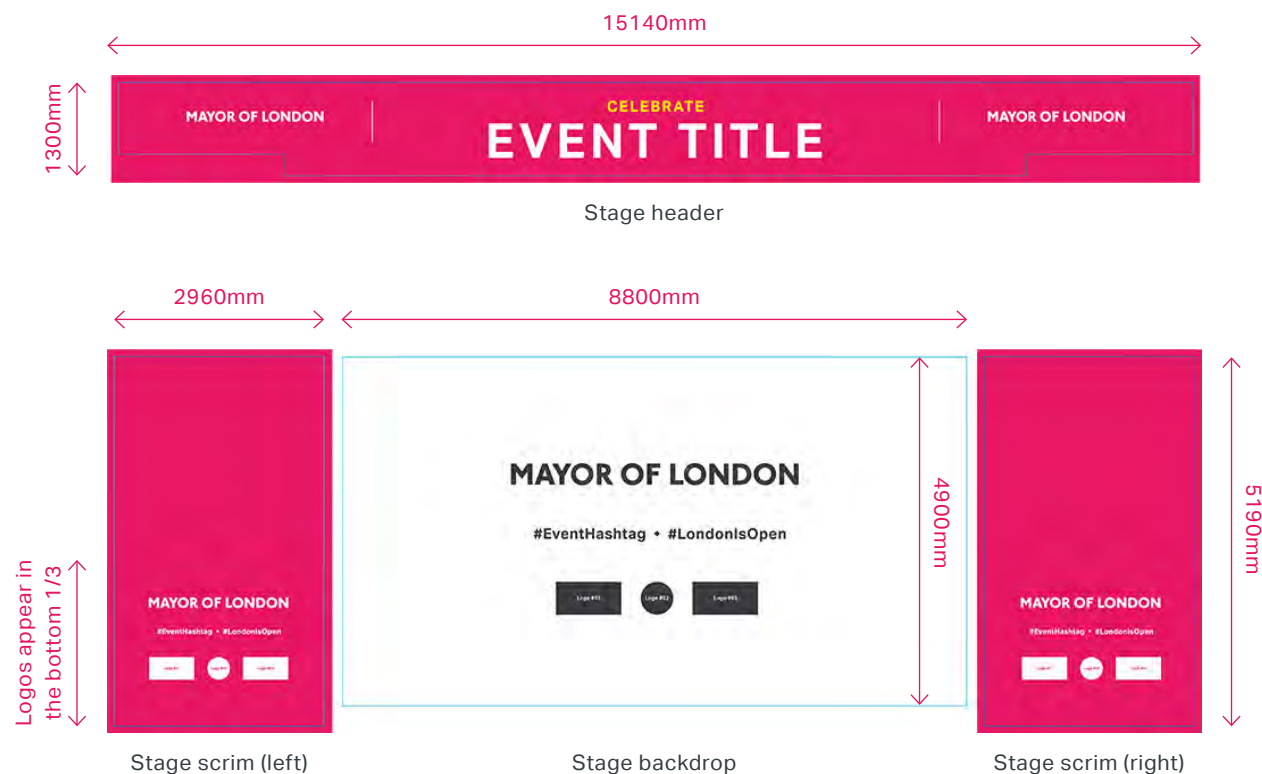
There are three stage components:

- **Header**
- **Scrims (left and right)**
- **Backdrop**

All supporter logos should be applied in mono. The event title appears in capitals with x100pt tracking.

Please supply components separately:

- as high-res, print ready PDFs
- include Pantone colour references
- include crop marks and 10mm bleed
- include artwork on a separate layer to the template guides
- with fonts outlined



TEMPLATES

TRAFALGAR SQUARE BALUSTRADE BANNERS

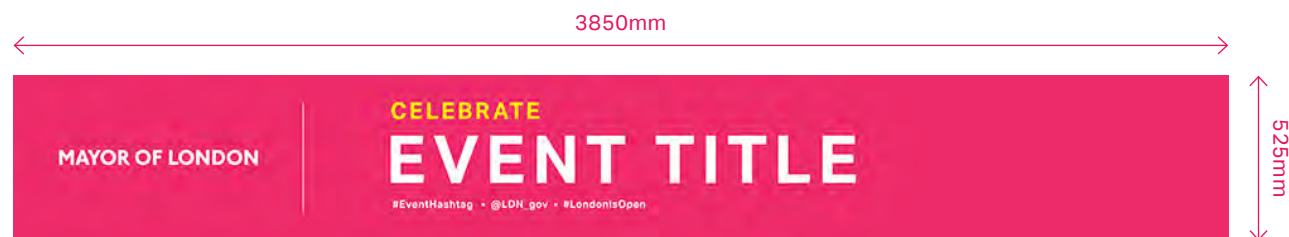
There are three templates:

- **Left-hand side banner**
- **Right-hand side banner**
- **Supporters banner**

There should be a maximum of five logos on the supporters banner.
Logos should only ever appear in mono.

All artwork should be
supplied separately:

- as high-res, print ready PDFs
- a quarter of the actual size
(7700mm x 1050mm)
- include Pantone colour references
- include 100mm bleed
- with fonts outlined



Left-hand side banner



Right-hand side banner



Supporters banner (Can appear either side for the square)



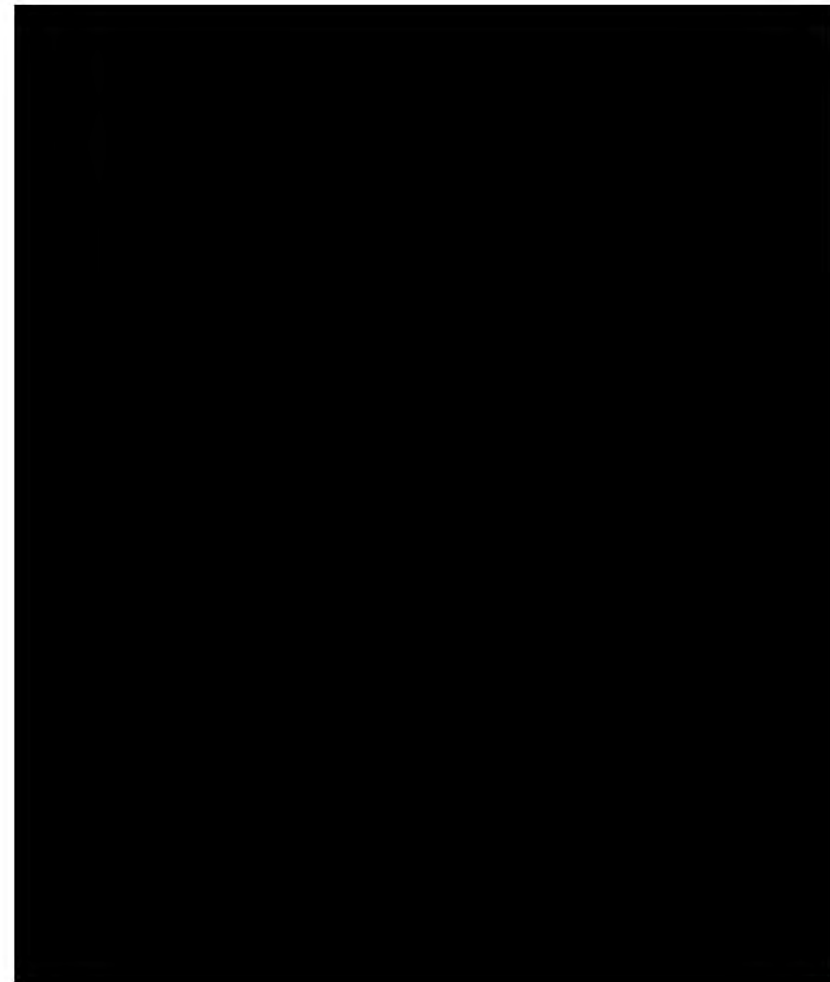
TEMPLATES

SECURITY PASSES

Security passes always have top level Mayor of London branding. The '[]' must be clear and sit at the centre of the design.

Please ensure security passes are supplied separately:

- as a high-res, print ready PDF
- in [] colours
- Include crop marks allowing 3mm bleed
- with fonts outlined



TEMPLATES

FEATHER FLAGS

Feather flags can use full colour with illustration or photography. Please ensure photos sit within the image container beneath the event title.

Any extra supporter logos should appear at the bottom of the banner in mono at a third of the width of the Mayor of London logo.

Please ensure feather flags are supplied separately:

- as high-res, print ready PDFs
- include crop marks allowing 10mm bleed
- with the template guide on a separate layer



TEMPLATES

MARQUEE SIGNAGE

For all Trafalgar Square events there are two standard marquee header sizes:

- **5x5 (5050mm x 450mm)**
- **3x3 (3040mm x 370mm)**

The Mayor of London logo is not required as part of the design.

All artwork should be supplied:

- as high-res, print ready PDFs
- a quarter of the actual size
- include Pantones colour references
- Include crop marks allowing 3mm bleed
- with fonts outlined



TEMPLATES

A1 PROGRAMME BOARDS

Programme boards should be text only with a solid background colour.

Any additional supporter logos should appear at the bottom of the board in mono and be a third of the width of the Mayor of London logo.

All artwork should be supplied:

- as high-res, print ready PDF's
- include Pantone colour references
- include crop marks allowing 3mm bleed
- with fonts outlined

