

# The London Multiply Programme Brand Guidelines



## Introduction

Providers of the London Multiply Programme must use the **Mayor of London logo and the Department for Education (DfE) Skills for Life and Multiply lock up and Funded by the UK Government logos** prominently in all communications materials and public facing documents relating to funded activity – including print and publications, through to digital and electronic materials.

Where providers feel it will be difficult to use all the DfE logos, please prioritise use of the Funded by UK government and Mayor of London Logo. You may also alternatively use the stand alone Multiply Logo instead of the Skills for Life/ Multiply lock up.

We do not expect providers to change London Multiply materials that have already been printed.

This document has been designed to support providers follow the branding guidelines for the London Multiply Programme. Within this document you will find an overview of guidance on:

- Mayor of London logo
- Department for Education Skills for Life and Multiply lock up and Funded by the UK Government logo

Further guidance can also be found in the FAQ section at the bottom of this pack. For branding inquiries related to the Mayor of London, please contact [multiply@london.gov.uk](mailto:multiply@london.gov.uk). For branding inquiries related to the DfE please contact [adult.skills@education.gov.uk](mailto:adult.skills@education.gov.uk).

## Mayor of London Guidelines

This section provides an overview of the branding guidelines for use of the **Mayor of London logo**. You should refer to the Mayor of London brand guidelines directly for more detailed information on the branding guidelines.

### Key Documents

- Mayor of London brand guidelines
- London Multiply Stakeholder communications pack

### Colour

The logo must only be used in grey on white or light backgrounds, and in white on dark backgrounds. The grey colour references are:



- Pantone **432**
- **C25 M10 Y10 K85**
- **R54 G62 B66**
- **#353D42**

### Contrast

The logo should be clear and accessible. That means having a strong contrast between the logo and the background. The logo must not be placed against a busy background. If using an image, please ensure that the logo sits on a clear or plain section so it can be seen easily.

## **Size**

The logo should always be increased or decreased in size proportionally.

Other sponsors or supporting logos should never appear larger than the Mayor of London logo.

The logo must be reproduced no smaller than 150 pixels wide digitally and 30mm wide in print.

The logo should always be increased or decreased in size proportionally. Other sponsors or supporting logos should never appear larger than the Mayor of London logo. The logo must be reproduced no smaller than 150 pixels wide digitally and 30mm wide in print.

## **Clear space**

The logo must have a minimum clear space (the empty space around the logo) on all sides. This space equates to double the height of the 'M'.

## **Sign of Process**

The Multiply team must review any marketing materials that use the Mayor of London logo.

Before publishing, please send all artwork or proofs to [multiply@london.gov.uk](mailto:multiply@london.gov.uk) for review.

If your campaign requires several different assets, we recommend creating templates. These will show our logo correctly used in line with these guidelines, and consistently applied across all asset types. We can then approve templates in advance, avoiding any delays in reviewing and signing off on individual assets.

# Department for Education Branding Guidelines

This section provides an overview of the **DfE logos which include the Skills for Life and Multiply lockup and Funded by the UK Government** and how to position them in marketing materials. For more detailed guidance such as typography and colour, please refer to the [Unlock your Potential brand guidelines](#) directly.

Where providers feel it will be difficult to use all the DfE logos, please prioritise use of the Funded by UK government and Mayor of London Logo. You may also alternatively use the stand alone Multiply Logo instead of the Skills for Life/ Multiply lock up.

## Key documents

- [DFE Multiply Communications toolkit](#)
- [Unlock your Potential brand guidelines](#)
- [Unlock your Potential logos](#)

## Multiply with Skills for Life

The DfE has recently updated their branding guidelines. The **Skills for Life campaign will now promote Multiply as part of a logo lock up** that will bring promotion of all skills offers under a lifelong learning banner. For more information on these changes please refer to the Skills for Life branding guidelines.

However, where providers feel this will be difficult to implement, you may use the stand alone Multiply Logo instead of the Skills for Life/ Multiply lock up.



Partner logos should be positioned in a free corner, with the bottom left hand corner being the preference, aligned to the base of Skills for Life lockup and against the left hand border. The partner logo should be no greater in width or height than 80% of the height of the Skills for Life lockup (X).



UNLOCK YOUR POTENTIAL / CAMPAIGN GUIDELINES / MAY 2023

## Funded by UK Government Logo

The DfE has introduced a new Funded by UK Government logo to help people quickly identify where UK Government funding has been used.

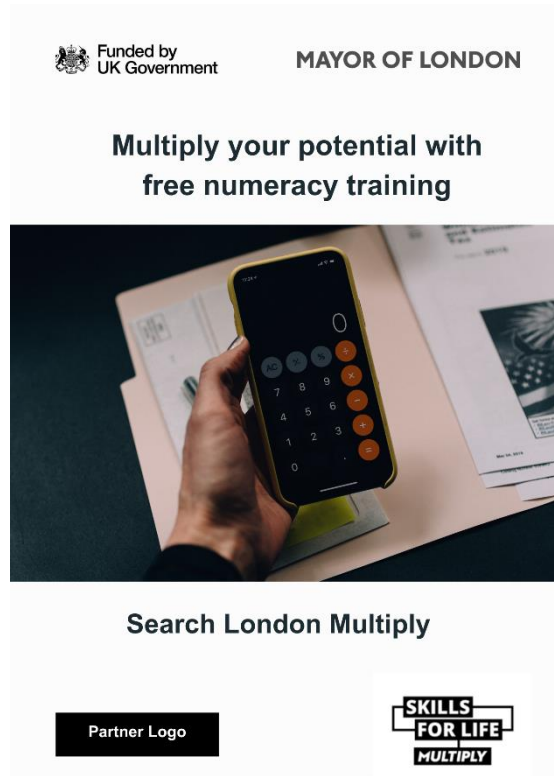


As the UK Government's monetary contribution to Multiply exceeds 50%, the Funded by UK Government logo must be placed in dominant locations. The example below this text provides an example of what this looks like.



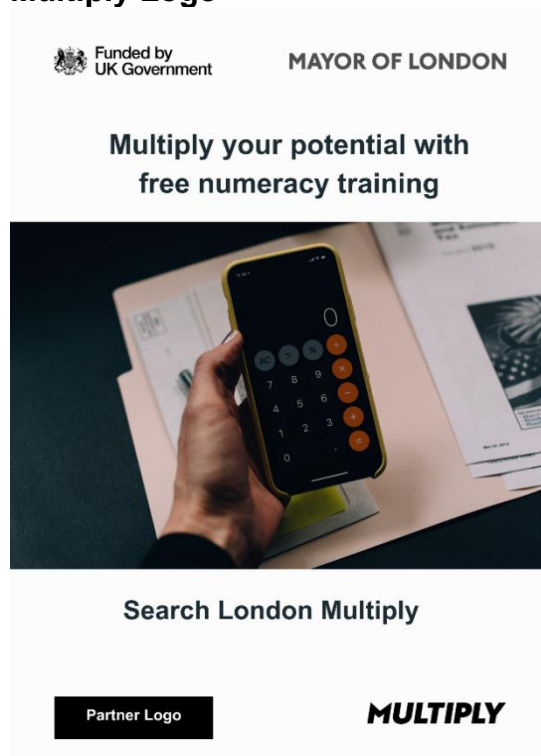
The examples below this text demonstrate how the Funded by UK Government Logo and Mayor of London should be positioned in conjunction with the Skills for Life Lockup/Multiply logo, and partner logos.

## Skills for Life Lockup



This example shows the logo placement for the Skills for Life Lockup. At the top left is the 'Funded by UK Government' logo, and at the top right is the 'MAYOR OF LONDON' text. The central text reads 'Multiply your potential with free numeracy training'. Below this is a photograph of a hand holding a smartphone displaying a calculator app. At the bottom left is a black box with the text 'Partner Logo', and at the bottom right is the 'SKILLS FOR LIFE MULTIPLY' logo.

## Multiply Logo



This example shows the logo placement for the Multiply logo. At the top left is the 'Funded by UK Government' logo, and at the top right is the 'MAYOR OF LONDON' text. The central text reads 'Multiply your potential with free numeracy training'. Below this is a photograph of a hand holding a smartphone displaying a calculator app. At the bottom left is a black box with the text 'Partner Logo', and at the bottom right is the 'MULTIPLY' logo.

## FAQ

### **Where can I find the Mayor of London Logo?**

The Mayor of London logo has been emailed to providers along with the branding guidelines pack. If you need to request a new pack, please contact [multiply@london.gov.uk](mailto:multiply@london.gov.uk).

### **Where can I find the DfE Logos?**

The DfE logos can be found in the branding section of the [London Multiply webpage](#). They are also available on the [DfE's webpage](#).

### **Do I need to change all my marketing materials to include the new logos?**

You are not expected to reprint comms materials that have already been produced. This new requirement only applies if you print any new materials or update any digital comms.

### **What is the approval process for use of the Mayor of London Logo?**

Before publishing, please send all artwork or proofs to [multiply@london.gov.uk](mailto:multiply@london.gov.uk) for review and copy in [multiply@london.gov.uk](mailto:multiply@london.gov.uk). Please give us at least five days to respond, although we may get back to you sooner.

### **Who can I contact with questions about the Mayor of London and DfE branding?**

For branding inquiries related to the Mayor of London, please contact [multiply@london.gov.uk](mailto:multiply@london.gov.uk). For branding inquiries related to the DfE please contact [adult.skills@education.gov.uk](mailto:adult.skills@education.gov.uk).

### **It will be difficult to use all the DfE logos in our marketing materials, is there an alternative?**

Where providers feel it will be difficult to use all the DfE logos, please prioritise use of the Funded by UK government and Mayor of London Logo. You may also alternatively use the stand alone Multiply Logo instead of the Skills for Life/ Multiply lock up.