LOOK BOOK

MAYOR OF LONDON BRAND GUIDELINES
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.

Mayor of London

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

London Assembly

Any material by the London Assembly carries their logo.
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.
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.
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.
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.

Logo clear space is calculated by:

Page height

8
CLEAR SPACE

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.
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

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 OPTIONS

Are you using the right logo?

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

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

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

GREATER LONDON AUTHORITY

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 signs.

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13  MAIN MENU
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.
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.
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.
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.
Our hero colour is pink.

We have 11 core colours including black and white. 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 on page 20, please use them. It helps ensure our work is consistent.
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.

We use Arial only online or when Aktiv Grotesk is not available. Arial regular for body copy and Arial bold for titles and larger type.

Primary font

Aktiv Grotesk

ABCDFGHJKLM
abcdefghijklmnopqr
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.
ONLINE

We use Arial for headlines and larger type.

On digital media we aim to use 18pt size or above. Arial bold for titles.

We use Arial regular for body copy. 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

Sub heading
This is an example of sub heading.

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

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.
OUR 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 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

The Hopper fare has arrived
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 p48).
We have a set of website guidelines, that describes how our brand should appear online.

Find out more in our website guidelines [link]
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 Chris Taylor at CDS before you start

chris.taylor@cds.co.uk
0113 399 4000

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

<table>
<thead>
<tr>
<th>Material</th>
<th>Stock/Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncoated Amadeus Offset</td>
<td></td>
</tr>
<tr>
<td>TFL Tube poster</td>
<td>250 gsm</td>
</tr>
<tr>
<td>DL leaflet</td>
<td>350 gsm</td>
</tr>
<tr>
<td>Square postcard</td>
<td>350 gsm</td>
</tr>
<tr>
<td>Mini poster</td>
<td>150 gsm</td>
</tr>
<tr>
<td>Certificates</td>
<td>300 gsm</td>
</tr>
<tr>
<td>Report cover</td>
<td>300 gsm</td>
</tr>
<tr>
<td>Report insides</td>
<td>120 gsm</td>
</tr>
</tbody>
</table>

#### PAPER SIZES

<table>
<thead>
<tr>
<th>Material</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>TFL Tube poster</td>
<td>635mm x 1016mm</td>
</tr>
<tr>
<td>DL leaflet</td>
<td>99mm x 210mm</td>
</tr>
<tr>
<td>Mini poster</td>
<td>297mm x 475mm</td>
</tr>
<tr>
<td>Square card</td>
<td>148mm x 148mm</td>
</tr>
<tr>
<td>A5 card/booklet</td>
<td>148mm x 210mm</td>
</tr>
<tr>
<td>A6 card</td>
<td>105mm x 148mm</td>
</tr>
<tr>
<td>A4 booklet</td>
<td>210mm x 297mm</td>
</tr>
<tr>
<td>B5 report</td>
<td>176mm x 250mm</td>
</tr>
</tbody>
</table>

#### BOOK SPINE

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

\[
\text{Spine size} = \frac{\text{No. of pages} \times \text{weight of paper}}{1000}
\]

For more information on paper sizes see: [http://papersizes.io/](http://papersizes.io/)
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

OUR BRAND PRINCIPLES IN PRACTICE

✓ 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.

Tree planting, Waltham Forest, Environment

Brent housing development visit, Housing
PHOTOGRAPHY

BEST IMAGES OF THE MAYOR

Cleaner Air for London Greenpeace event, Environment
London Living Wage Alchemy Coffee, Economy
Cleaner Air for London Greenpeace event, Environment
PHOTOGRAPHY

BEST IMAGES OF THE MAYOR

London Living Rent, Housing
Cleaner Air launch in Putney, Environment
London Fashion Week, Culture
PHOTOGRAPHY

BEST IMAGES OF THE MAYOR

Kentish Town visit, Policing

Safer London Plan launch, Policing

Police and Crime Plan launch, Policing
PHOTOGRAPHY

BEST IMAGES OF THE MAYOR FOR FOREWORDS
PHOTOGRAPHY

BEST IMAGES OF THE MAYOR FOR FOREWORDS
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

DO NOT USE PHOTOGRAPHY THAT:

- Is dull or inappropriate
- Doesn’t represent real Londoners
PHOTOGRAPHY

SOCIAL MEDIA
TWITTER PROFILE PHOTOS

Header spec
Upload size: 1500 x 500px
Max file size: 5MB
Formats: JPG, GIF, PNG

Profile photo
Upload size: 400 x 400px
Displays at: 200 x 200px
Max file size: 2MB
Formats: JPG, PNG
PHOTOGRAPHY

SOCIAL MEDIA
TWITTER POST

Photography post
Upload size: 1024 x 512px
Max file size: 5MB
Accepted Formats: JPG, GIF, PNG
PHOTOGRAPHY

SOCIAL MEDIA
FACEBOOK PROFILE PHOTOS

Header spec
Upload size: 851 x 315px
Displays at:
820 x 312px on desktop
640 x 360px on smartphones
Max file size: 100KB
Formats: RGB, JPG, PNG

Profile photo
Upload size:
170 x 170px
Displays at:
170 x 170px on desktop
128 x 128px on smartphones
Formats: RGB, JPG, PNG
PHOTOGRAPHY

SOCIAL MEDIA
FACEBOOK PHOTO POST

Photography post (Landscape)
Upload size: 1200 x 900px
For Retina screens: 2400 x 1800px
Max file size: 5MB
Formats: RGB, JPG, PNG

Photography post (Square/vertical)
Upload size: 1200 x 1200px
For Retina screens: 2400 x 2400px
Max file size: 5MB
Formats: RGB, JPG, PNG
PHOTOGRAPHY

SOCIAL MEDIA
FACEBOOK CAROUSEL

Facebook carousel adverts showcase up to 10 images and links, remember, keep photography, engaging, informative, real/honest, diverse, inspiring and supportive of narrative.

Carousel spec
Upload size: 1080 x 1080px
Number of images: 3 – 10 images
Formats: RGB, JPG, PNG

Your image should include minimal or no text. See how the amount of text in your ad image will impact your ad’s reach: facebook.com/business/help/980593475366490
PHOTOGRAPHY

SOCIAL MEDIA
FACEBOOK PHOTO AD

Use photography in a photo ad that supports the narrative.

Link Photo spec
Upload size: 1200 x 628px
Formats: RGB, JPG, PNG
PHOTOGRAPHY

SOCIAL MEDIA
INSTAGRAM PROFILE IMAGE

Profile image
Upload size: 180 x 180px
Formats: RGB, JPG, PNG
PHOTOGRAPHY

SOCIAL MEDIA
INSTAGRAM PHOTO POST

Photo spec
Upload size:
Square format: 1080 x 1080px
Landscape format: 1080 x 566px
Portrait format: 1080 x 1350px
Formats: RGB, JPG, PNG
PHOTOGRAPHY

SOCIAL MEDIA
EMAIL HEADERS

Header Spec
Upload size: 560 x 280px
Max file size: 500KB
Formats: RGB, JPG, PNG, GIF
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.
SOCIAL MEDIA SHOT LIST

Close up of the Mayor from different perspectives
SOCIAL MEDIA SHOTLIST

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
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 caroline.teo@london.gov.uk
We have a set of video guidelines that describes the variety of styles and formats that we use.

You can request them from creative@london.gov.uk
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 CARDS

Social cards should be straightforward and striking. They can be photography or illustration.

Please ensure all key information is left aligned. Headlines no longer than five words. Minimum size is 80pt.

Titles can be in capitals or sentence case, in bold or regular. You can use an optional two line descriptor, minimum size is 30pt.

Mayor of London logo at the bottom, left aligned, 230px width.
SOCIAL MEDIA FACT CARDS

Social fact cards should be clear and informative. The fact is usually accompanied by a related icon, illustration or image.

Text is left aligned. Headline can be in capitals or sentence case, in bold or regular, minimum size 80pt.

Optional two line descriptor, sentence case, minimum 30pt.

Mayor of London logo at the bottom, left aligned, 230px width.
SOCIAL MEDIA
POLICY QUOTE CARDS

We have a set of Photoshop templates for policy and Mayoral quotes. If you wish to use them, contact the Marketing team marketingteam@london.gov.uk

Each card should have a large, bold headline, with an optional short paragraph of copy. The word counts are as follows:

• Headline only cards use a maximum of 16 words
• Short headline maximum seven words
• Short paragraph maximum 25 words
• When photography is used, the text content should sit within an opaque box over the image.
TEMPLATES

SOCIAL MEDIA STATEMENTS

The Mayor uses Twitter to release emergency statements on serious matters.

You can get these Photoshop templates from marketingteam@london.gov.uk

These are text on a white background with top level Mayor of London branding.

Minimum text size is 18pt
TEMPLATES

SOCIAL MEDIA STATEMENTS

Breaking news statements from the Mayor directs social media to london.gov.uk.

These are used on Twitter and Facebook when posting a full statement is not appropriate.

You can get editable Photoshop templates from marketingteam@london.gov.uk

White text is used on grey tinted image of City Hall or the Mayor, the editable title field must be kept to 30 characters.
INSTAGRAM

Instagram images feature the Mayor meeting people in social settings.

Images must measure:

- width between 320 and 1080 pixels
- height between 566 and 1350 pixels
SHORTHAND

Shorthand is a visual storytelling platform used to promote specific content using full width videos, images and text.

There are four main types of sections available which should be used to display the content. In each section text positions, sizes and styles can be changed.

The Mayor’s office agrees and approves all Shorthand stories.
TEMPLATES

VIDEO START/END FRAMES
SQUARE AND 16:9 FORMATS

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

VIDEO START/END FRAMES
SQUARE AND 16:9 FORMATS

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.

# or Mayor of London logo or #
TEMPLATES

VIDEO START/END FRAMES
SQUARE AND 16:9 FORMATS

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.

TITLE HERE

CELEBRATE DIWALI

MAYOR OF LONDON LOGO or #
TEMPLATES

STATEMENT VIDEO FRAMES

All centred text on black background.

Start frame - MoL logo
Message frame - text
End frame - MoL top level URL

URL
PRESENTATION TEMPLATES
STANDARD (4:3) SCREENS

Powerpoint templates for internal and external presentations can be downloaded at

Use the Mayor of London and London Assembly template for internal presentations.

Please use the Mayor of London template for external presentations.
**TEMPLATES**

**EVENT POWER POINT WIDE SCREEN (16:9) FORMAT**

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
EVENT SCREEN SLIDES
STANDARD (4:3) FORMAT

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

Come and celebrate the festival of lights at the Mayor of London's Diwali Festival, with:

- a lively stage line-up of Indian music and dance
- the spices and flavours of Indian street food
- a market selling stunning Indian crafts and gifts

There'll also be henna, storytelling, dance and yoga workshops, and more at this free event.

It's a real feast for the senses.

Share your event photos #DiwaliLDN

PRESENTING PARTNER

#LondonIsOpen

london.gov.uk/fourthplinth

#fourthplinth

Really Good by David Shrigley
From 29 September 2016
Fourth Plinth • Trafalgar Square
london.gov.uk/fourthplinth

For the best way to plan your journey visit tfl.gov.uk/plan-a-journey/
#LondonIsOpen

DIWALI FESTIVAL
Sunday 15 October • 1 – 7pm
Trafalgar Square • Free
london.gov.uk/diwali
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.

We are delighted to invite you to help us break the Guinness World Record for Speed Networking

Inspiring the next generation

Employees from 20 business sectors giving voluntary careers advice to school students from across London

Thursday 22 October 2015
10:00 – 12:40

We look forward to welcoming you on the day!

Lord’s Nursery Pavilion, Lord’s Cricket Ground,
St John’s Wood Rd, London NW8 8QN

DELIVERED BY

LONDON KNOWLEDGE QUIZ

How well do your students know our city?

Join the quiz for your school’s chance to win the Mayor’s Award for London Knowledge. Schools compete online and the best go to the live finals at the Museum of London.

Find out more and register at londonknowledgequiz.co.uk
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

SCHOOLS FOR SUCCESS

FACRI CERCEMN NONSTIENDET

Edit faucere que noncupsiem, vastisq uoditiae? Otere nos, senteritum ac mpononfit fectabem egitintem it.

Sadiq Khan
Mayor of London

CERTIFICATION OF RECOGNITION

Thank you for supporting excellent teaching and learning in London schools.

Sadiq Khan
Mayor of London
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 capts 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 pg [to be updated on approval of content]
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.

TREE-MENDOUS KIDS

Giving children opportunities to engage with the natural world can help them appreciate the beauty of nature and the local landscape. Take trees for instance...

The following projects highlight a few of the ways that young people can get involved in the conservation and appreciation of the natural environment.

- London Tree Week 27 May - 4 June 2017
- CEO and volunteers look after London's historic and rare trees, identifying and correcting problems with their health or condition.

The London Tree Week is presented by the Mayor of London and the London Tree Partnership.

Children at Griffin Primary School, Wandsworth

The Woodland Trust offers free trees to UK schools. They believe that planting trees is an experience every child should have.

Thanks to all at the London Tree Partnership who shared images for display.
REPORTS

We have a standard MS Word report template for online publications.

We can provide an alternative cover if required. We provide images to size and style charts and graphs so they look consistent throughout.

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

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

Designed reports usually follow a template.

Production times can vary depending on the content. For example, a document of 100 pages or less can take between 6-8 weeks to produce. Larger documents will need even more time.

Get in touch to discuss individual requirements and processes.
Pull out quotes and stats can appear in either the left or right columns of a spread. Pull out stats can also appear along the bottom, below the text.
We often use images to break up and provide a visual context to the text. For guidance on the type of images to use, please see the photography section of these guidelines on pXX.
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

TRAFFALGAR 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
TEMPLATES

SECURITY PASSES

Security passes always have top level Mayor of London branding. The ‘AAA’ 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 CMYK 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
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

Logos appear in the bottom 1/3