Our online colour palette is split into 3 sections depending on the content. Tints of these colours can also be used where appropriate.
### NAVIGATION MENU

We use these additional colours for the site’s navigation.

<table>
<thead>
<tr>
<th></th>
<th>Titles &amp; Icons</th>
<th>Arrows</th>
<th>Background</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Default</strong></td>
<td>HEX #353D42, RGB 54•62•66</td>
<td>HEX #D7D8D9, RGB 215•216•217</td>
<td>HEX #F5F5F6, RGB 245•245•246</td>
</tr>
<tr>
<td><strong>Hover</strong></td>
<td>HEX #000000, RGB 0•0•0</td>
<td>HEX #000000, RGB 0•0•0</td>
<td>HEX #F5F5F6, RGB 245•245•246</td>
</tr>
<tr>
<td><strong>Active</strong></td>
<td>HEX #AFB2B3, RGB 175•178•179</td>
<td>HEX #AFB2B3, RGB 175•178•179</td>
<td>HEX #F5F5F6, RGB 245•245•246</td>
</tr>
</tbody>
</table>
COLOUR

GENERAL
We use these additional colours for other, general elements.

Body copy
HEX #353D42
RGB 54 • 62 • 66

Scaled background
HEX #FFFFFF
RGB 255 • 255 • 255

Status
HEX #EE266D
RGB 238 • 38 • 109

Keylines
HEX #E1E2E3
RGB 225 • 226 • 227

Content area background
HEX #F5F5F6
RGB 245 • 245 • 246

Warning
HEX #BC9109
RGB 188 • 145 • 9

Widgets
HEX #FFFFFF
RGB 255 • 255 • 255

Header / Footer background
HEX #353D42
RGB 54 • 62 • 66

Error
HEX #E0001B
RGB 224 • 0 • 27

COLOUR
COLOUR

SOCIAL MEDIA
Social media icons should appear in their respective colours. These colours should not be used anywhere else on the site.

Twitter Links
Default
HEX #55ACEE
RGB 85 • 172 • 238
Hover
HEX #4081B2
RGB 64 • 129 • 178
Active
HEX #5CB8FF
RGB 92 • 184 • 255

Facebook Links
Default
HEX #3B5998
RGB 59 • 89 • 152
Hover
HEX #283B66
RGB 40 • 59 • 102
Active
HEX #4668B2
RGB 70 • 104 • 178

Instagram Links
Default
HEX #BC2A8D
RGB 188 • 42 • 141
Hover
HEX #8B074E
RGB 139 • 7 • 78
Active
HEX #CC49A6
RGB 204 • 73 • 166
COLOUR

SOCIAL MEDIA

Social media icons should appear in their respective colours. These colours should not be used anywhere else on the site.

<table>
<thead>
<tr>
<th>Youtube Links</th>
<th>Google+ Links</th>
<th>Whatsapp Links</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Default</strong></td>
<td><strong>Default</strong></td>
<td><strong>Default</strong></td>
</tr>
<tr>
<td>HEX #E52D27</td>
<td>HEX #DB4437</td>
<td>HEX #25D366</td>
</tr>
<tr>
<td>RGB 229 • 45 • 39</td>
<td>RGB 219 • 68 • 55</td>
<td>RGB 37 • 211 • 102</td>
</tr>
<tr>
<td><strong>Hover</strong></td>
<td><strong>Hover</strong></td>
<td><strong>Hover</strong></td>
</tr>
<tr>
<td>HEX #B31217</td>
<td>HEX #B34439</td>
<td>HEX #075E54</td>
</tr>
<tr>
<td>RGB 179 • 18 • 23</td>
<td>RGB 179 • 68 • 57</td>
<td>RGB 7 • 94 • 84</td>
</tr>
<tr>
<td><strong>Active</strong></td>
<td><strong>Active</strong></td>
<td><strong>Active</strong></td>
</tr>
<tr>
<td>HEX #CD201F</td>
<td>HEX #E06055</td>
<td>HEX #128C7E</td>
</tr>
<tr>
<td>RGB 205 • 32 • 31</td>
<td>RGB 224 • 96 • 85</td>
<td>RGB 18 • 140 • 126</td>
</tr>
</tbody>
</table>
Arial Bold – Headers & titles
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£?“’`

Arial Regular – Primary body text
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!£?“’`
TYPE

SIZES

All type should be sized appropriately and consistently across the site.

<h1> HEADERS & LINKS

Arial Bold 32px

<h2> HEADERS & LINKS

Arial Bold 22px

<h3> NAVIGATION TITLES

Arial Bold 18px

<h4> SECONDARY TITLES & LINKS

Arial Bold 16px

<p> BODY COPY

Arial Regular 14px

<p> SECONDARY COPY

Arial Regular 12px

<p> BODY HEADINGS

Arial Bold 14px

<p> SECONDARY HEADINGS

Arial Bold 12px
TYPE

STYLES

All type should be styled appropriately and consistently across the site.

PAGE HEADER

Arial Bold 32px

PRIMARY TITLE

Arial Bold 22px

PARAGRAPH HEADING

Arial Bold 16px

PARAGRAPH

Arial Regular 14px Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.

LINK

Arial Bold Underlined 14px Lorem ipsum dolor sit amet
TYPE

STYLES
All type should be styled appropriately and consistently across the site.

UNORDERED LIST
• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
• Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

ORDERED LIST
1. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
2. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

DEFINITION LIST
Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum
Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
**TYPES**

**STYLES**

All type should be styled appropriately and consistently across the site.

Chunks of italic text are not advised, for accessibility reasons. Instead, bold text can be used for emphasis or for quotes etc. Citations will likely be short or single lines of text, in which case italic text is fine.

**BOLD / EMPHASIS**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

**CITATION**

– *Lorem ipsum*, 2017

**QUOTE**

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.”

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
TYPE

STYLES
All type should be styled appropriately and consistently across the site.

STATUS MESSAGE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

WARNING MESSAGE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod

ERROR MESSAGE
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod
TYPE

STYLES

Example of type styling as seen on the homepage.

Primary title
(Mayoral)

Arial Bold 22px

Mayor and Assembly

Secondary title

Arial Bold 16px

Mayor of London - Sadiq Khan

About the Mayor

Primary title
( Default )

Arial Bold 22px

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
**Type**

**Styles**

Example of type styling as seen on a landing page.

Breadcrumbs

- *Arial Regular 14px*
- *Arial Bold 14px (current)*

**What we do**

- *Page header Arial Bold 32px*
- *Primary title Arial Bold 22px*
- *Secondary heading Arial Bold 12px*

Arts and culture

London is renowned for its creativity, arts and culture. We work to strengthen our position as a capital of culture.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
STYLES

Example of type styling as seen on a content page.

Primary title

*Mayor’s vision for culture*

"London is a city that’s not afraid of taking risks. It’s a place that’s full of tradition, but also about innovation, capable of embracing the future. And it’s a city of diversity.” Marc Quinn (Fourth Plinth artist 2005 - 2007)

- Why is culture so important to London?
- Making London Extraordinary

Paragraph heading

*Why is culture so important to London?*

London’s cultural industry is famous for its innovation and experimentation, its entrepreneurial energy and risk taking. It is this that explains why the music, books, art, theatre shows and films we make are enjoyed all around the world and why the capital is one of the most visited cities on the planet.

- 31% of Londoners said that they attended more cultural events in summer 2012 than summer 2011.
- over 80,000 people bounced on Jeremy Deller’s inflatable Stonehenge - Sacrilege
- Elizabeth Streb’s daredevil dancers attracted international media value of over £1 million.
- over 400 Showtime performers reached over half a million Londoners
- Big Dance is the world’s largest and most influential dance initiative reaching 1.8 million people in the capital
- over 20,000 Londoners and visitors got ‘Shakespeareed’ by Olivier Award winning actor, Mark Rylance’s troupe
- 500 x 11-25 year olds performing 2,000 hours of live music around London in the Mayor’s annual busking competition - Gips
- around 30,000 experienced a Secrets event including ex-Monty Python Terry Jones operatic spectacle The Owl and the Pussycat along London’s canals
- aerial performances and 1.5 tons of feathers were released during a day of circus at Piccadilly Circus

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
IMAGES

PROPORTIONS

All images on the site are either 1:1 or 2:1.

1:1 images are used for content thumbnails and 2:1 images are for content headers. Inline images should also follow the same proportions. See the next page for size guidelines and exceptions.
## IMAGES

### SIZES

The only image that isn’t 1:1 or 2:1 is the main homepage header. We have provided recommended sizes for all other images.

The dimensions in parentheses are doubled for retina displays.

<table>
<thead>
<tr>
<th>Image Type</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage header image</td>
<td>1024 x 300px</td>
</tr>
<tr>
<td></td>
<td>(2048 x 600px)</td>
</tr>
<tr>
<td>Content thumbnail</td>
<td>496 x 496px</td>
</tr>
<tr>
<td></td>
<td>(992 x 992px)</td>
</tr>
<tr>
<td>Content image</td>
<td>992 x 496px</td>
</tr>
<tr>
<td></td>
<td>(1984 x 992px)</td>
</tr>
</tbody>
</table>
**IMAGES**

**CONTENT**

Images should be either photography or illustration. Animated GIFs can also be used, but we do not allow text as part of the image.

**Acceptable images**

![Acceptable image 1](image1.png)

![Acceptable image 2](image2.png)

**Unacceptable images**

![Unacceptable image 1](image3.png)

![Unacceptable image 2](image4.png)

*Rat eum eic toressimagni uta quisquibus sapit volupit iasit, od quae sinvelignam quidit id qui non pores et vollorest re nem resto et estioruntent ea autae eiuscia quam, que molorepudam quiaectur*
ICONS

NAVIGATION

All icons used for navigation across london.gov.uk.

Link back
Link to beginning
Link forward
Link to end
Search
Expand
Collapse
Menu
Close
What we do
In my area
Get involved
Have your say
About us
Media centre
ICONS

GENERAL
Additional general icons found across the site.

Download  Flag (Inactive)  Flag (Active)  Calendar  Location
Login  Register  Play  Pause  Fullscreen
Reply  Survey  Discussion  Pin  Tag
SHARE & FOLLOW

Social media share icons as well as share / print etc. links found at the bottom of content pages.

Facebook
Twitter
Google+
Instagram
Youtube
Whatsapp
Linkedin
City Hall Blog
Talk London
Default Profile
RSS Feed
Share
Email
Phone
Print
ICONS

WHAT WE DO

The ‘what we do’ carousel on the homepage contains an icon for each policy area.

Arts and culture  Housing and land  Policing and crime  Environment  Business and economy
Planning  Regeneration  Transport  Education and youth  Volunteering
Health  Communities  Research and analysis  Sport  Funding
The `london.gov.uk` website follows a twelve column responsive grid. At full width (1024px and above) the full twelve columns are used.

<table>
<thead>
<tr>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
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<tr>
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<td>4</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
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<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
</tbody>
</table>

Column width 68px | Gutter width 16px | Margin width 16px
The London.gov.uk website follows a twelve column responsive grid. At full width (1024px and above) the full twelve columns are used.
GRID

768 PX WIDTH

On tablet displays (768px–1023px) the grid is reduced to eight columns.

Column width 78px | Gutter width 16px | Margin width 16px
On tablet displays (768px–1023px) the grid is reduced to eight columns.
480 PX WIDTH

On mobile displays (480px–767px) the grid is reduced to four columns.

Column width 105px  |  Gutter width 12px  |  Margin width 12px
480 PX WIDTH

On mobile displays (480px–767px) the grid is reduced to four columns.
Example of spacing as shown on the homepage. Generally the website adheres to a rule of 16px margins and 20px padding.
SPACING

MOBILE

On mobile margins are reduced to 12px to allow more space for content.
COMPONENTS

PRIMARY NAVIGATION

At 1024px width and above, the navigation appears as a 6 column bar.

On scrolling, the logo bar and navigation bar remain stuck to the top of the screen.

Default state

<table>
<thead>
<tr>
<th>MAYOR OF LONDON</th>
<th>LONDON ASSEMBLY</th>
<th>Search...</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we do</td>
<td>In my area</td>
<td>Get involved</td>
</tr>
<tr>
<td></td>
<td>Have your say</td>
<td>About us</td>
</tr>
<tr>
<td></td>
<td>Media centre</td>
<td></td>
</tr>
</tbody>
</table>

Hover state

<table>
<thead>
<tr>
<th>MAYOR OF LONDON</th>
<th>LONDON ASSEMBLY</th>
<th>Search...</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we do</td>
<td>In my area</td>
<td>Get involved</td>
</tr>
<tr>
<td></td>
<td>Have your say</td>
<td>About us</td>
</tr>
<tr>
<td></td>
<td>Media centre</td>
<td></td>
</tr>
</tbody>
</table>

Active state

<table>
<thead>
<tr>
<th>MAYOR OF LONDON</th>
<th>LONDON ASSEMBLY</th>
<th>Search...</th>
</tr>
</thead>
<tbody>
<tr>
<td>What we do</td>
<td>In my area</td>
<td>Get involved</td>
</tr>
<tr>
<td></td>
<td>Have your say</td>
<td>About us</td>
</tr>
<tr>
<td></td>
<td>Media centre</td>
<td></td>
</tr>
</tbody>
</table>
COMPONENTS

PRIMARY NAVIGATION

At 768px–1023px width, the navigation is no longer displayed in a bar, but as a burger menu with links as blocks.
COMPONENTS

PRIMARY NAVIGATION

At 767px width and below, the logo bar reduces in height.
SECONDARY NAVIGATION

In addition to the primary navigation bar, there are other ways of navigating around the site via breadcrumbs, links and pagination.

Breadcrumb navigation

Home ➔ Sub-section ➔ Sub-section ➔ Current page title

Navigation links

Link title

Pagination

« First « Previous 1 2 3 4 5 6 7 8 9 ... Next » Last »

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
COMPONENTS

FORM ITEMS

Checkboxes
- Option one
- Option two

Radio buttons
- Option one
- Option two

Buttons
- Call to action

Progress
- 50%

Select box / dropdown
- Please select...

Default text area
- Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Expanded text area
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
COMPONENTS

CALENDARS

The dots signify dates with an event, with the coloured border on today’s date.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
COMPONENTS

ACCORDIONS

Accordion header one

Accordion header two

Unordered list title

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Unordered list title

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Accordion header three

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
## COMPONENTS

### TABLES

#### Columns

<table>
<thead>
<tr>
<th>Column one</th>
<th>Column two</th>
<th>Column three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
</tr>
<tr>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
</tr>
<tr>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
</tr>
</tbody>
</table>

#### Columns and rows

<table>
<thead>
<tr>
<th>Row one</th>
<th>Column one</th>
<th>Column two</th>
<th>Column three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Row two</th>
<th>Column one</th>
<th>Column two</th>
<th>Column three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Row three</th>
<th>Column one</th>
<th>Column two</th>
<th>Column three</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
<td>Cell entry</td>
</tr>
</tbody>
</table>

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
COMPONENTS

CAROUSELS

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
CAROUSELS

The ‘what we do’ carousel appears on the homepage, below the hero.

COMPONENTS

Desktop

Planning  Regeneration  Transport  Education and youth  Volunteering

Tablet

Regeneration  Transport  Education and youth
COMPONENTS

CAROUSELS

Mobile

- Arts and culture
- Housing and land
- Policing and crime
- Environment
- Business and economy
- Planning

Show more
FACTBOXES

Factboxes can appear 2x2 as displayed here, or in a single row as displayed on the next page.
COMPONENTS

FACTBOXES

123
LOREM IPSUM
dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt

123
LOREM IPSUM
dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt

123
LOREM IPSUM
dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt

123
LOREM IPSUM
dolor sit amet, consectetur
adipiscing elit, sed do eiusmod
tempor incididunt
SECTION LINKS

Desktop and tablet links appear in 2 columns. Mobile links appear in a single column with the summary text removed.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
EVENT LISTINGS

The upcoming three events are displayed in a list on the homepage.

- **Event one**
  - Wednesday 10 May 2017 - Friday 19 May 2017

- **Event two**
  - Sunday 21 May 2017

- **Event three**
  - Monday 22 May 2017 - Friday 09 June 2017

Full events calendar

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
COMPONENTS

EVENT LISTINGS

Single date

Event title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Date range

Event title with a second line
22 May – 9 June 2017

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.
COMPONENTS

TWITTER FEEDS

Mayoral

London Gov @LDN_gov
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
#hashtag t.co/customURL
16 May 2017

Join us on Twitter @ldn_gov

Assembly

London Assembly @LondonAssembly
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna
#hashtag t.co/customURL
15 May 2017

Join us on Twitter @londonassembly
COMPONENTS

KEY PEOPLE

Sadiq Khan
Mayor of London

Jennette Arnold
Labour Group
Hackney, Islington and Waltham Forest
COMPONENTS

RELATED DOCUMENTS & USEFUL LINKS

Related documents and useful links are displayed at the bottom of certain content pages.

Note: Mayoral colours have been used on this page for illustration. See page 3 for a full breakdown of all available section colours.

<table>
<thead>
<tr>
<th>Link</th>
<th>Description</th>
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Talk London is the forum section of the website. When a user is within the Talk London section, this banner appears below the primary navigation bar.

**Desktop**

- Talk London BETA

**Mobile**

- Talk London BETA
COMPONENTS

TALK LONDON

The main content of Talk London is discussions and surveys. Preview links of content appear in different areas as either spotlight (pinned) or teasers.
One unique section of Talk London is the comment section on ongoing discussion pages. Comment threads are collapsed as default, with a button link to expand replies.
For more information please email

creative@london.gov.uk