Visual Identity Guidelines

Version: 1

THE LONDON GROUP

Contents

01   Introduction

The London Group visual identity has been created to celebrate over a hundred years of collective action and creativity. This visually rich and flexible design system highlights the connection between the individual characters of the group, allowing users to apply their own creativity onto each element they produce.

02   Logo

Master logo:

Our master logo has been designed to highlight and celebrate the connection between each character of The London Group.

This 'Master' version has an a-symmetrical lock up which should be used as the primary logo option for all communications.

THE
LONDON
GROUP

Left aligned Logo:

This is our left aligned logo which is to be used in compositions that require a top or bottom left logo position.

THE
LONDON
GROUP

Right aligned Logo:

This is our right aligned logo which is to be used in compositions that require a top or bottom right logo position.

THE
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Logo colouring:

Our logo is meant to be a creative tool, we want it to work with the colour palette of your designs. You can change the colour of the logo to any of the swatches within our 'Colour Palette' to find an option that works with your design.

*Please ensure that the colour contrast of the logo remains strong. Please choose a colour from the palette that gives strong clarity and legibility even at small sizes.

White

Yellow

Red

Logo clear zones:

Each logo artwork has a 'clear zone' built into the space around the logo. Please use this as a guide to keep your logo from going too close to the edge of the design.

All other graphic assets including partner logos or typography should also sit outside of the 'Clear Zone' to ensure the logo is as legible as possible.
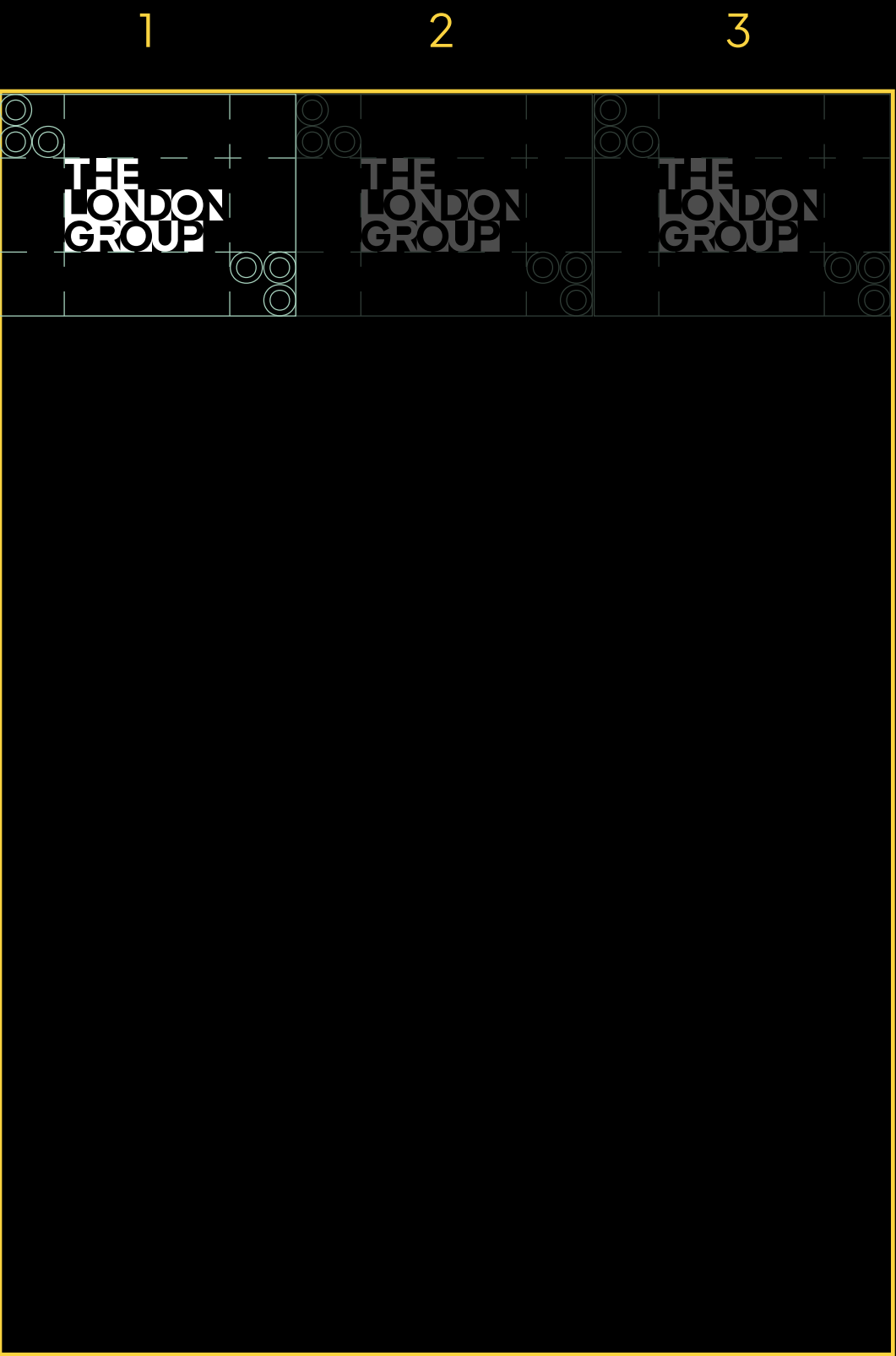
Left aligned logo

Master logo

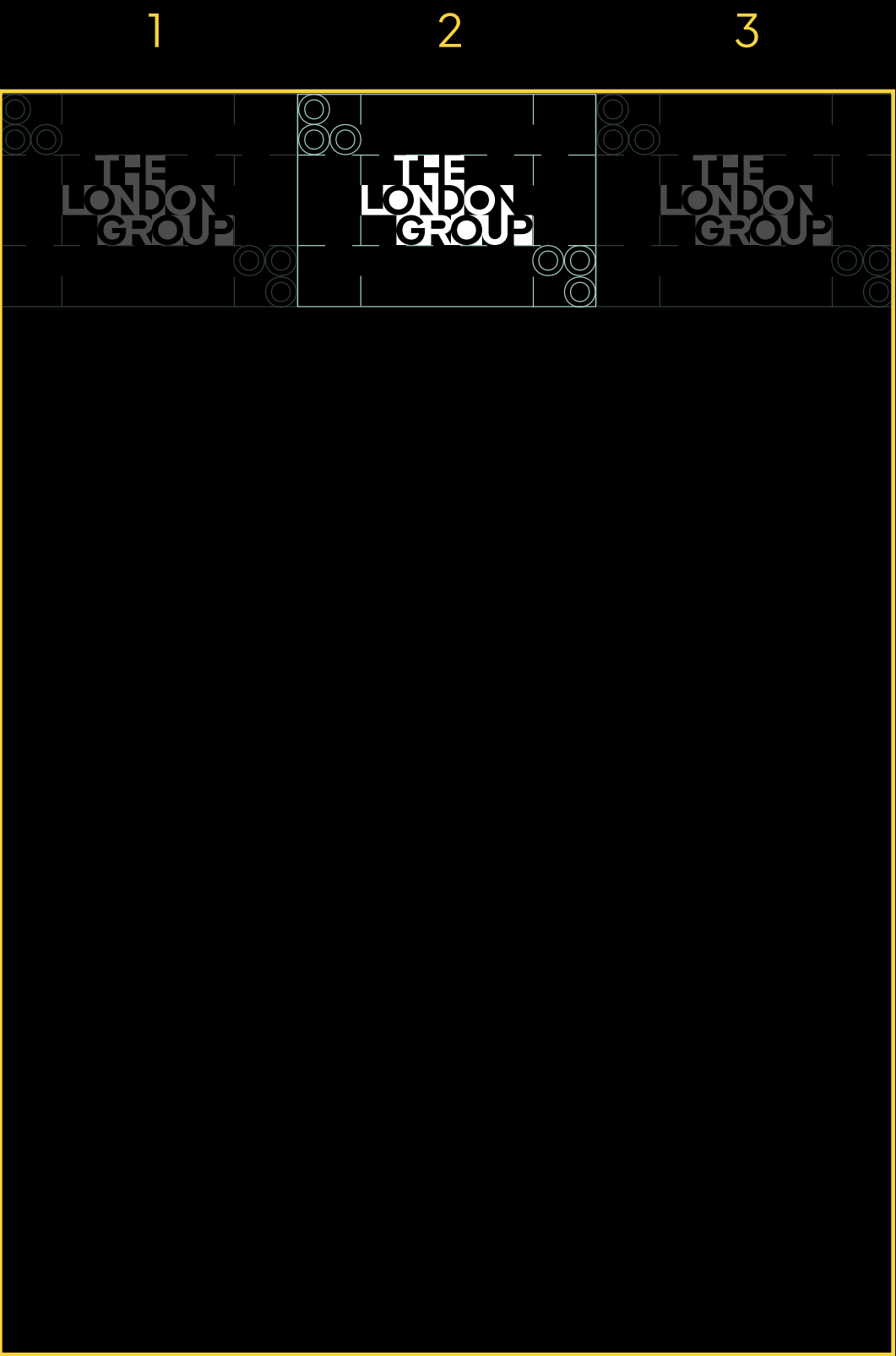Right aligned logo

Logo placement:

When placing your logo on a portrait (or square) format please use the guide below to achieve a consistent scale and position.

*Please remember to factor in the 'Clear Zone' when making your logo one third of the width of the format.
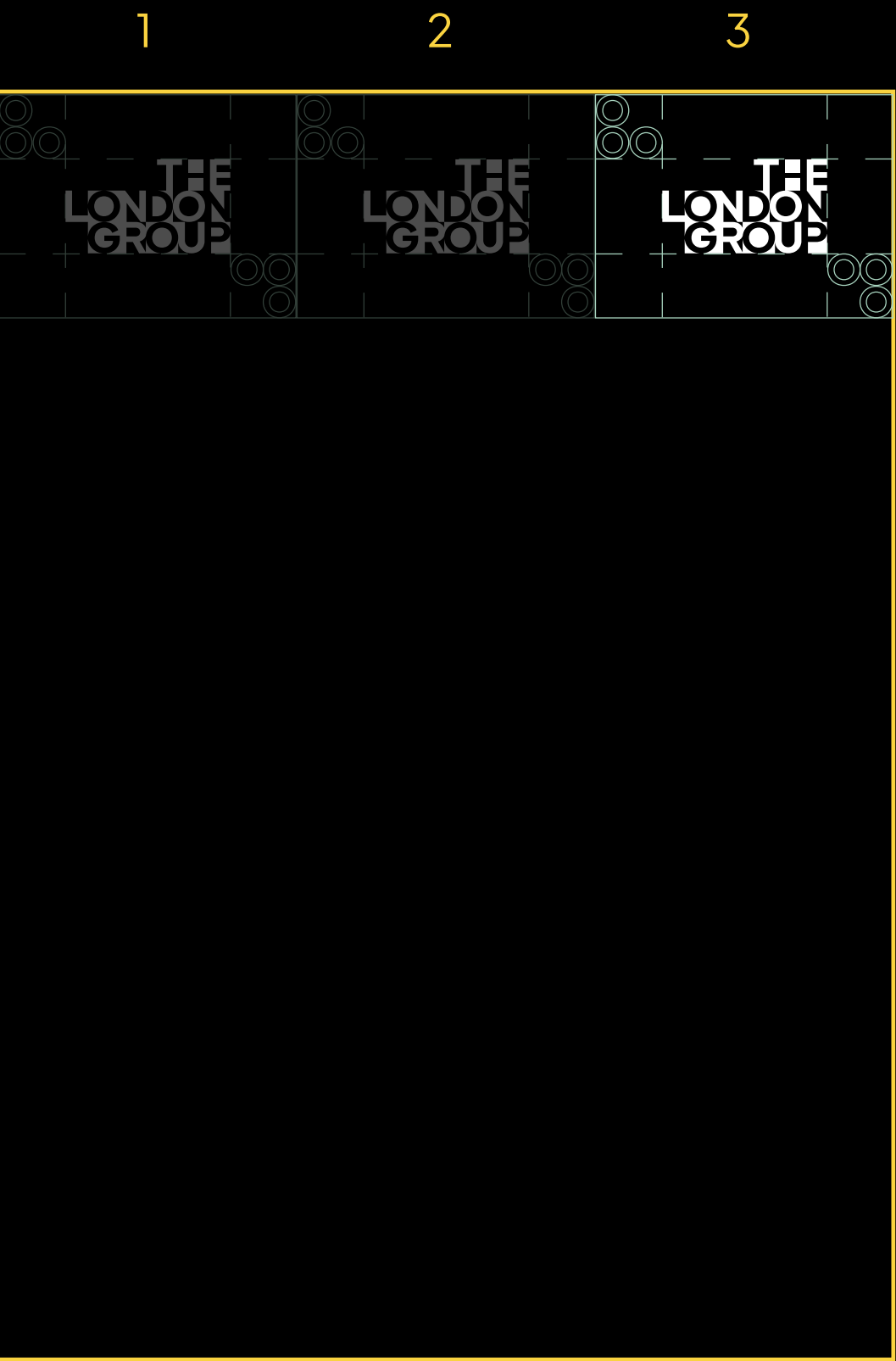
Portrait formats

1   2   3

THE LONDON GROUP

Left aligned logo

1   2   3

THE LONDON GROUP
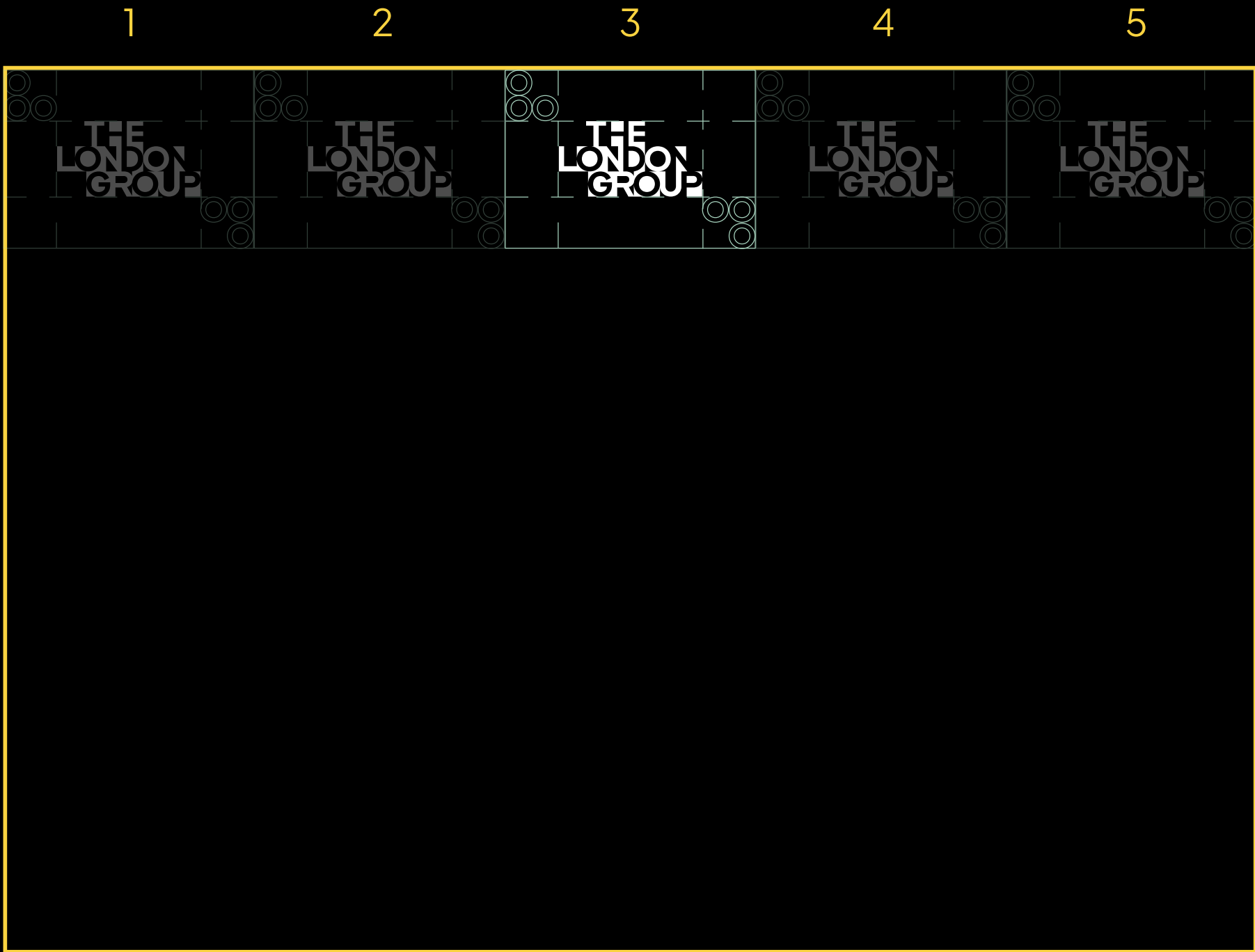
Master logo

1   2   3

THE LONDON GROUP

Right aligned logo

Logo placement:

When placing your logo on a landscape format please use the guide below to achieve a consistent scale and position.

*Please remember to factor in the 'Clear Zone' when making your logo one fifth of the width of the format.

Landscape formats

Minimum logo size

1   2   3   4   5

Master logo

1.5cm

Do not use any of the logo options at a size smaller than 1.5cm or it will not reproduce correctly.

Logo cropping:

Our logo should always be shown fully with the 'Clear Zone' guide in place. However for more playful formats such as social media icons the logo can be cropped in a way that feels more in line with our 'pattern'.

*For further advice on cropping the logo please get in touch with The London Group team.

Different levels of logo crop for social media icon

03   Typography

Our typeface:

Our typeface is Plus Jakarta Sans and can be purchased from Google Fonts:
https://fonts.google.com/specimen/Plus+Jakarta+Sans

When Plus Jakarta Sans cannot be used and a system font is required please use Aerial.

Triumphs of collective action

AaBbCc

Plus Jakarta Sans / Bold

AaBbCc

Plus Jakarta Sans / Medium

No philosopher better epitomizes circular reasoning, nor more fittingly embodies the logical fallacy of circulus in probando, than G. W. F. Hegel, because he loves talking about circles and his points often go in circles. This essay isn't about Hegel's endearing oral delivery, about which plenty has been said since the man himself was alive. Rather, this is an attempt to think philosophically about circles and rethink so-called Hegelian circular

Plus Jakarta Sans / Bold

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Substitute typeface (Aerial)

Our type style:

Headings:

The London Group at Bankside

Heading can be set horizontally and vertically depending on what works best for the format and composition.

Below is some further guidance on how to layout type styles across any brand communication.

Headings can run horizontally and vertically, numbers can be pulled out more visually and bold text can be used to highlight key information.

Dates and supplemental information:

24 – 4
November   December

Mon – Sun
11am – 6pm
Free Entry

Bankside Gallery
48 Hopton Street
SE1 9JH

Please use bigger numbers to call out dates.

You can use bold text to call out key information like websites and entry fees

Body text:

No philosopher better epitomizes circular reasoning, nor more fittingly embodies the logical fallacy of circulus in probando, than G. W. F. Hegel, because he loves talking about circles and his points often go in circles. This essay isn't about Hegel's endearing oral delivery, about which plenty has been said since the man himself was alive. Rather, this is an attempt to think philosophically about circles and rethink so-called Hegelian circular

Body text should be set in 'Regualr' where possible to ensure good legibility.

04   Colour

Colour palette:

Our colour palette has been designed to give a wide range of expressive and distinctive combinations that capture the diversity and vibrancy of The London Group.
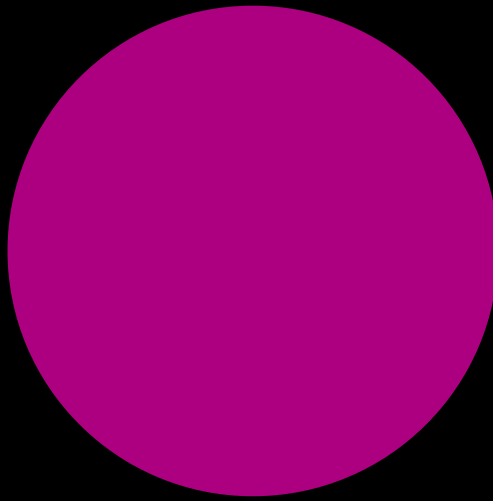
For guidance on how to get the most out of our colour palette and to see which combinations complement each other please see the 'Asset' examples within this guideline.
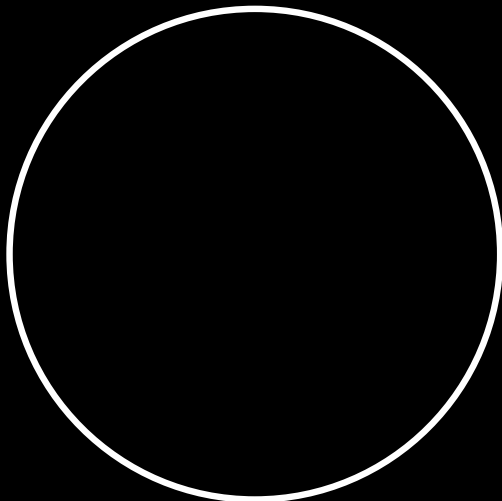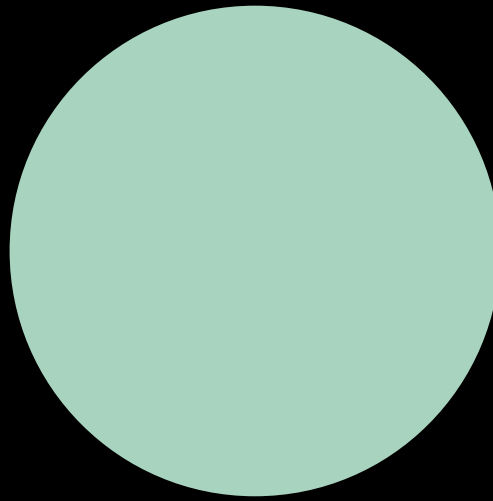
Black
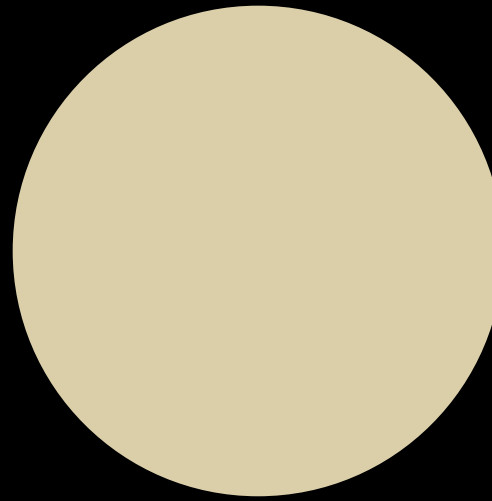R:0 G:0 B:0
C:100 M:100 Y:100 K:100
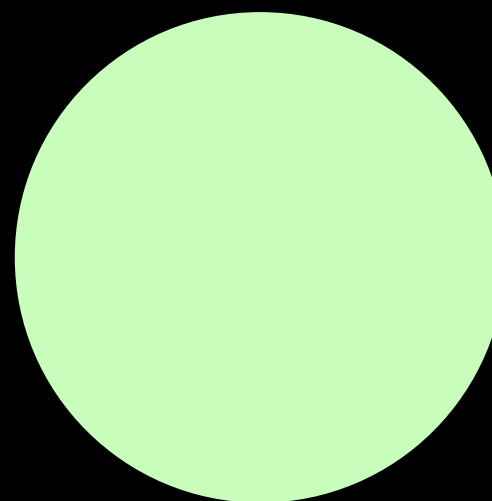PMS: Black 3
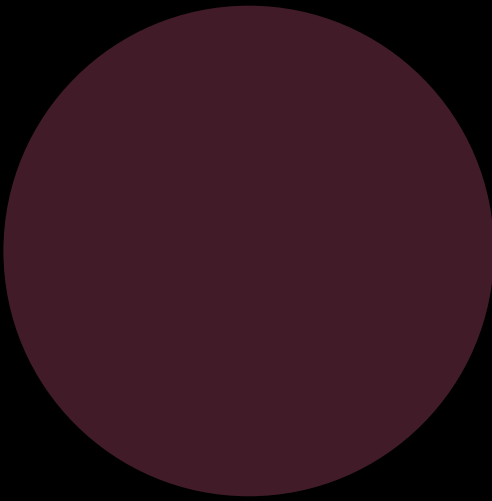
Byzantine
R:65 G:28 B:40
C:53 M:82 Y:59 K:65
PMS: 7643 C

Cerise
R:217 G:0 B:128
C:35 M:100 Y:12 K:1
PMS: 233 C
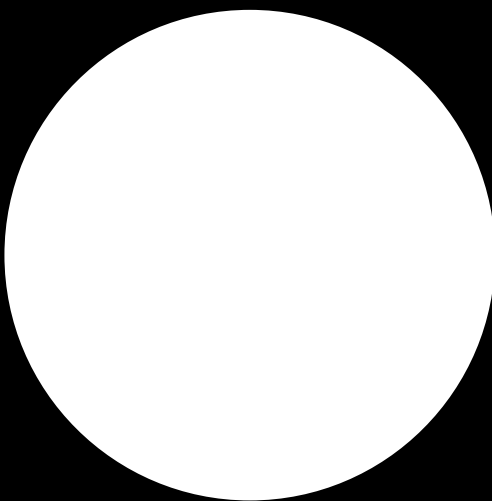
Pale aqua
R:169 G:211 B:192
C:34 M:2 Y:29 K:0
PMS: 7457 C
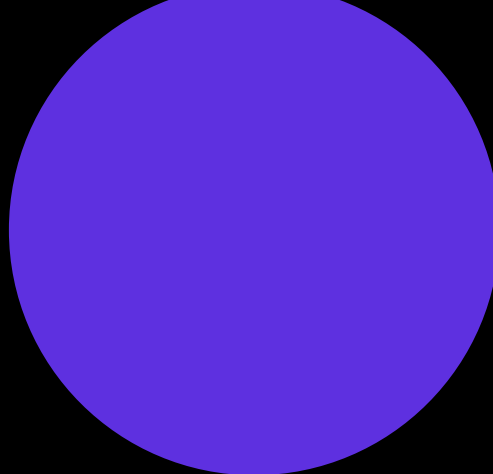
Warm grey
R:210 G:206 B:185
C:14 M:14 Y:35 K:0
PMS: 7500 C

Mint
R:200 G:253 B:187
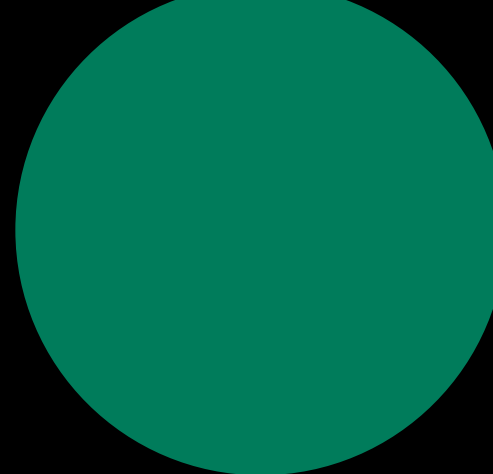C:20 M:0 Y:36 K:0
PMS: 916 C
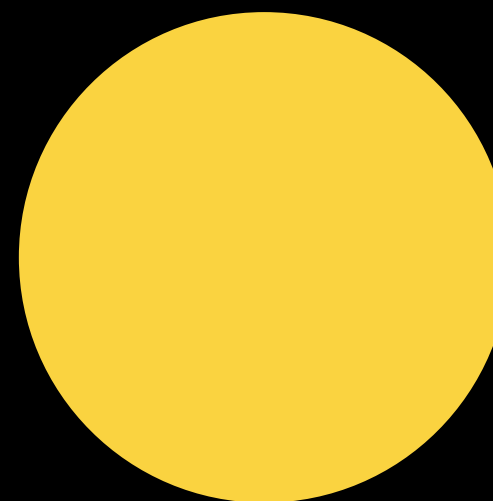
Yellow
R:250 G:211 B:64
C:2 M:15 Y:86 K:0
PMS: 115 C

White
R:255 G:255 B:255
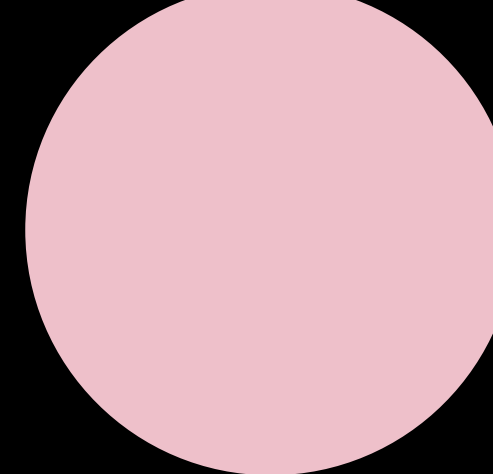C:0 M:0 Y:0 K:0
PMS: NA

Purple
R:94 G:48 B:225
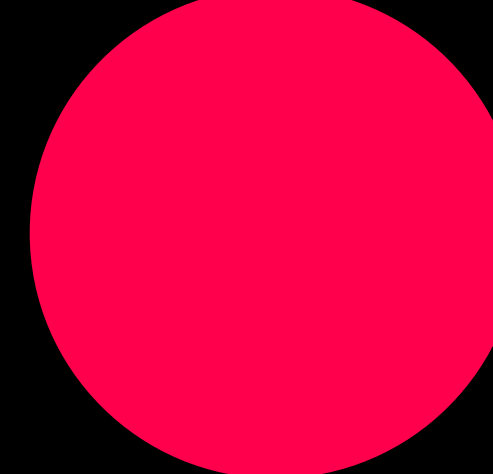C:75 M:78 Y:0 K:0
PMS: 2665 C

Green
R:0 G:150 B:81
C:87 M:28 Y:76 K:14
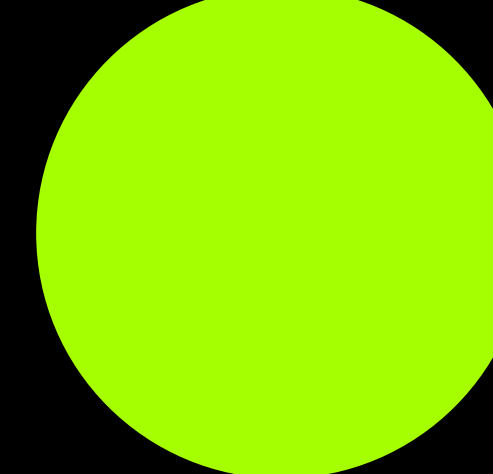PMS: 569 C

Orange
R:227 G:89 B:41
C:6 M:79 Y:98 K:0
PMS: Bright Orange C

Blush
R:238 G:192 B:202
C:4 M:28 Y:9 K:0
PMS: 706 C

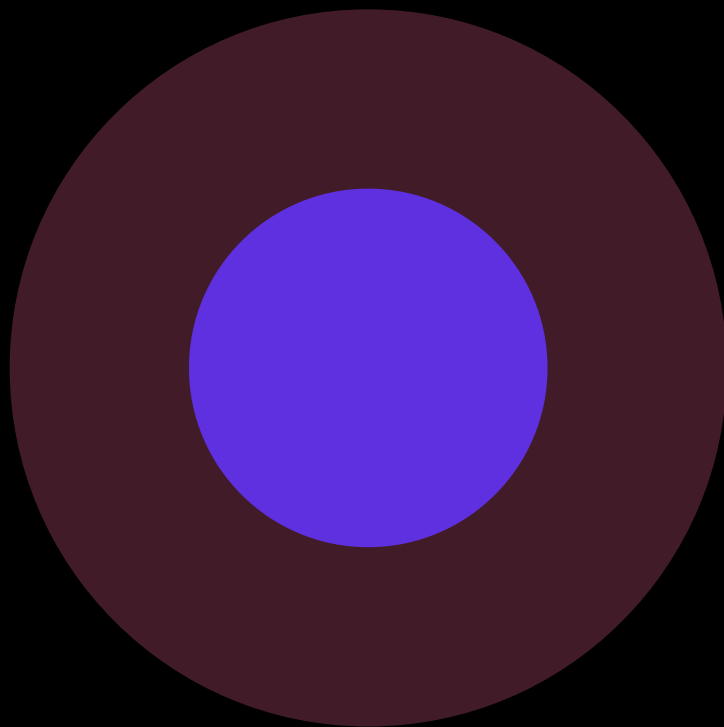**Red**
R:255 G:0 B:77
C:0 M:99 Y:60 K:0
PMS: 032 C

Lime
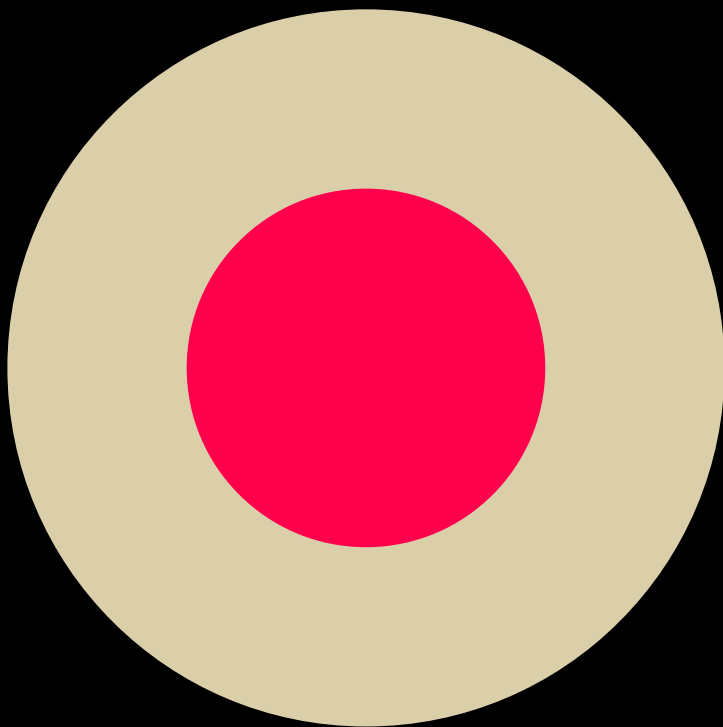R:165 G:255 B:0
C:38 M:0 Y:100 K:0
PMS: 389 C

Colour combinations:

We encourage you to play with the colour palette to invent new combinations. However to give you a starting point to build from we have outlined some complimentary pairings below.
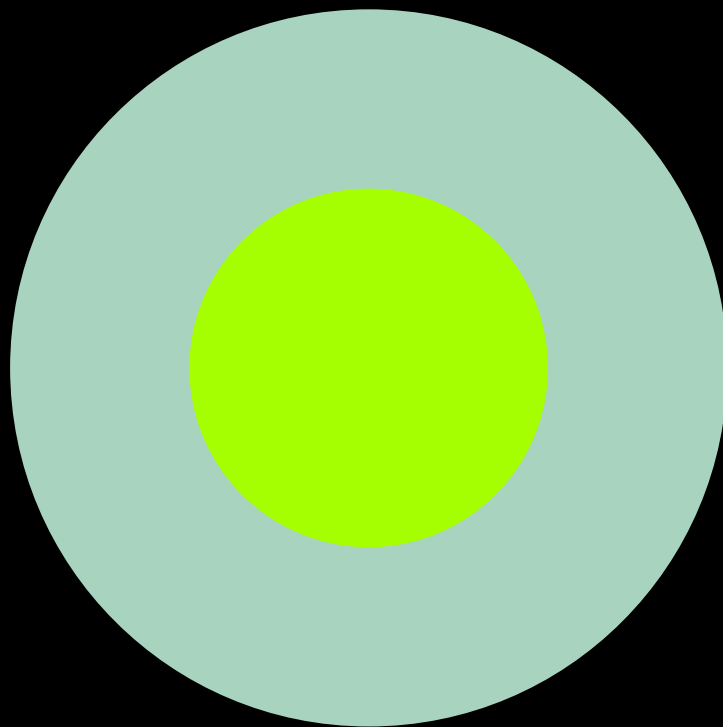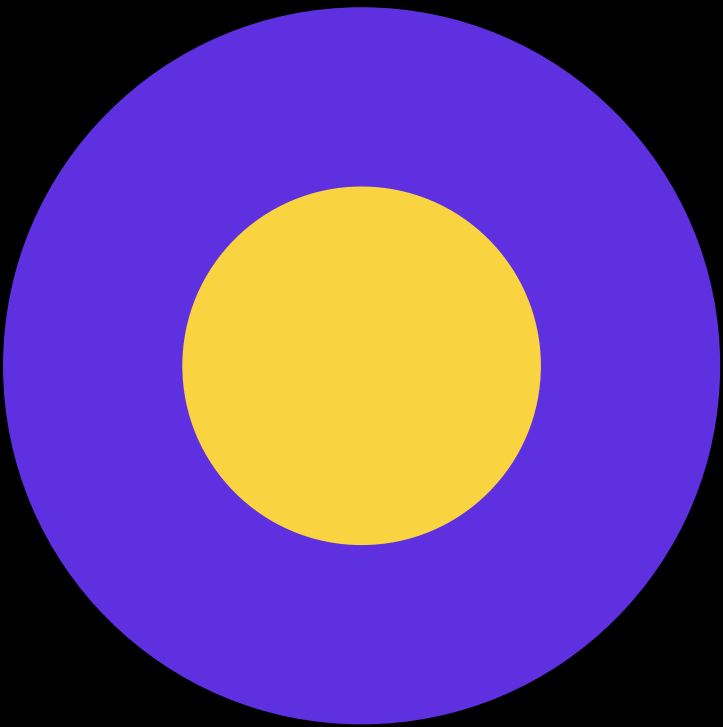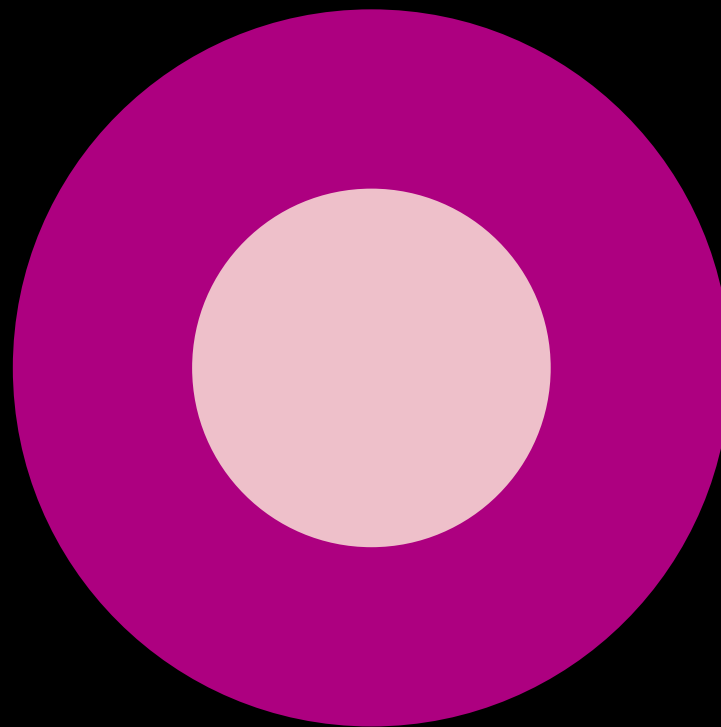
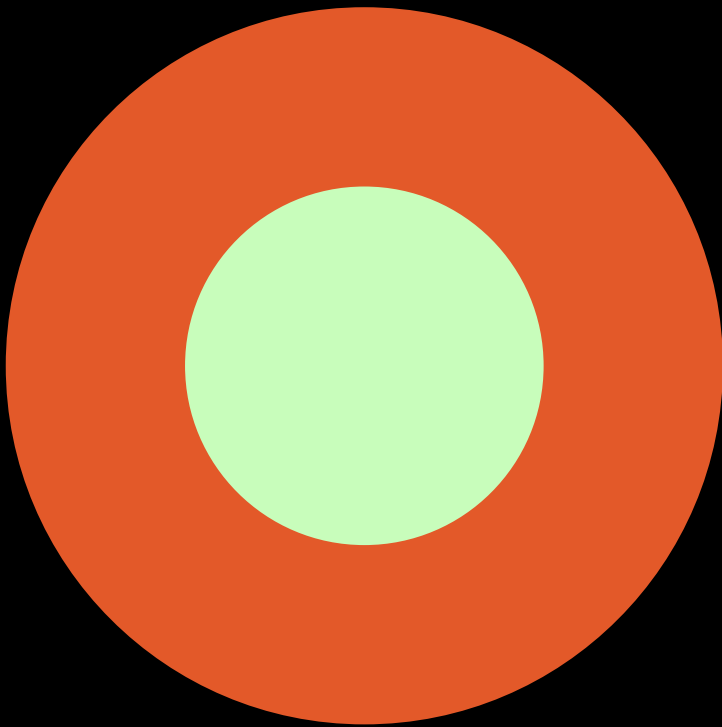**Byzantine + Purple**   **Warm grey + Red**   **Pale Aqua + Lime**   **Cerise + Blush**
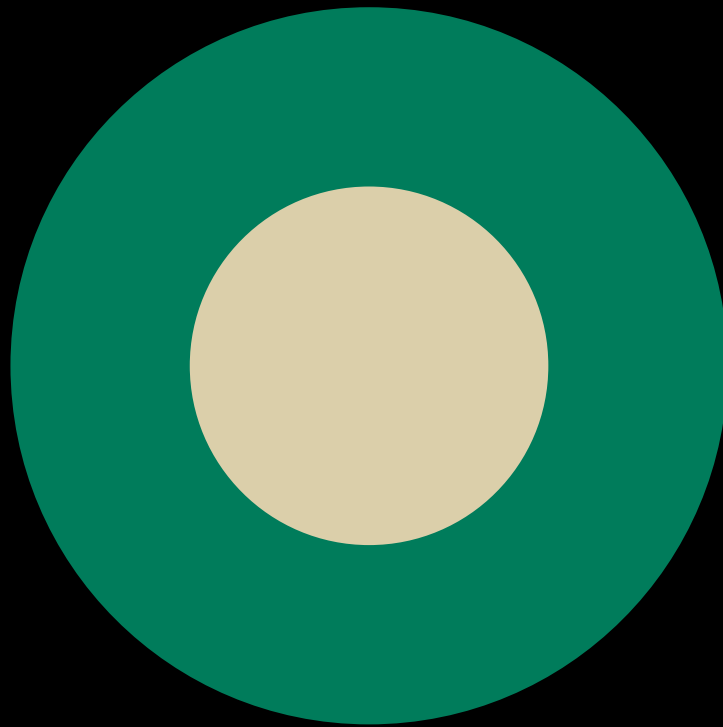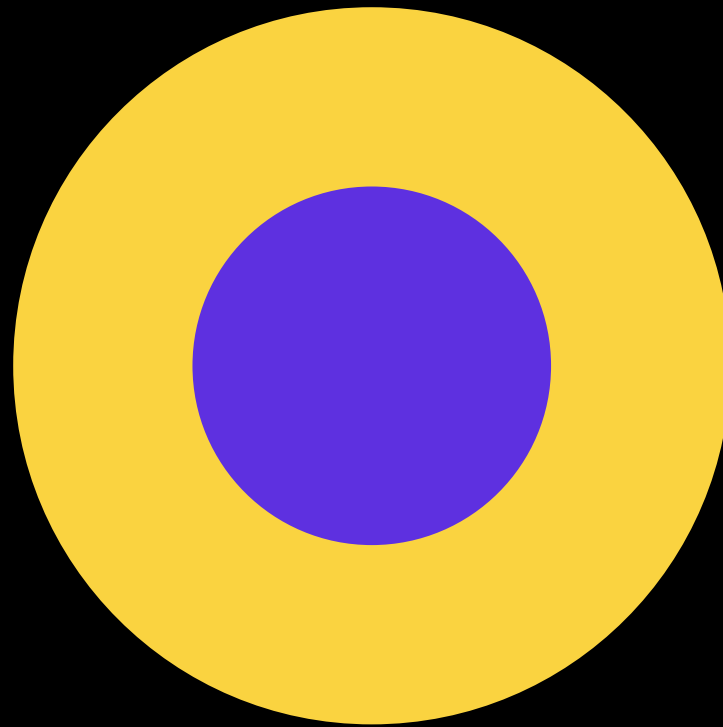
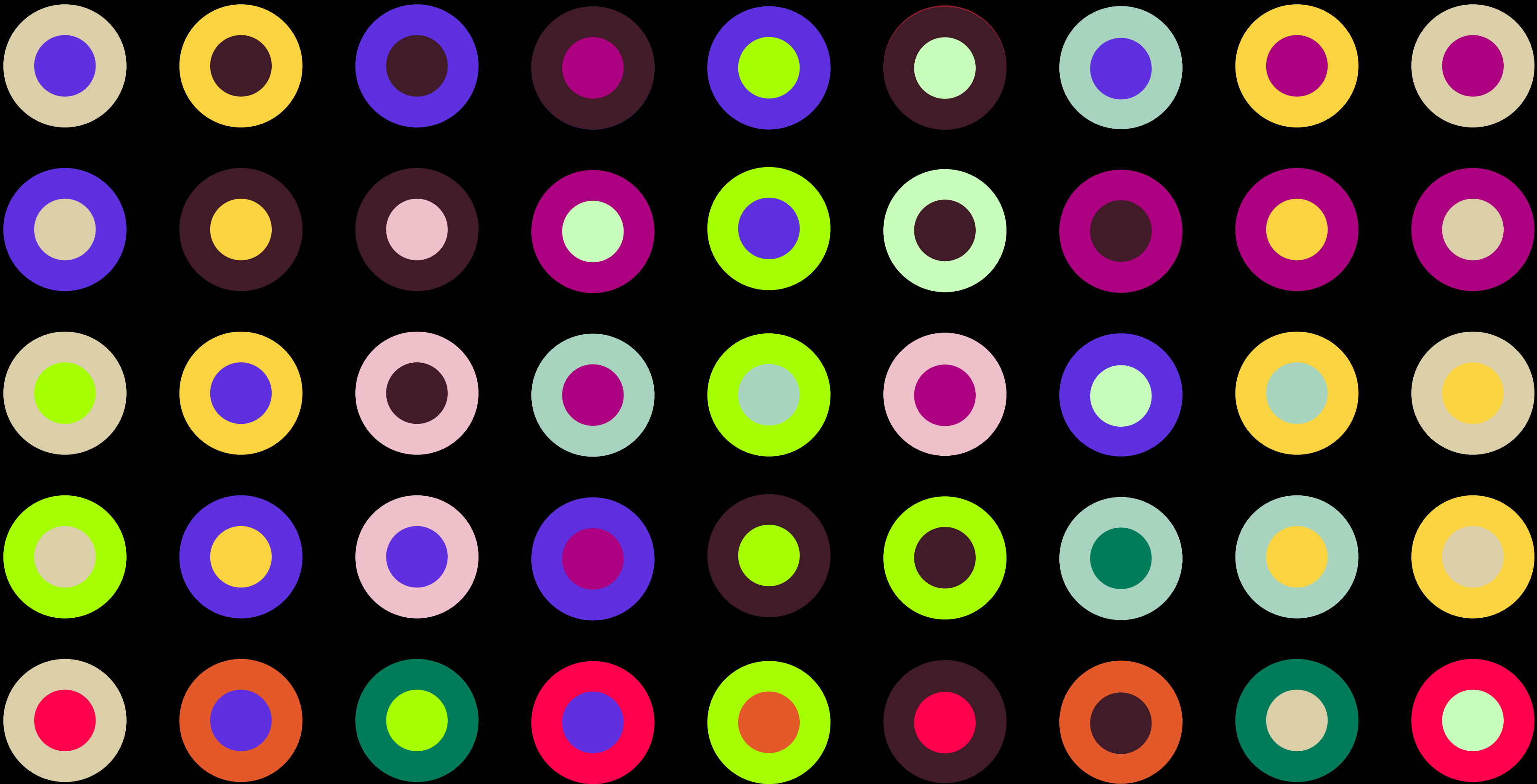**Purple + Yellow**   **Orange + Mint**   **Green + Warm grey**   **Yellow + Purple**

Further combinations:

There's a vast range of combinations that can be created from the colour palette. We encourage you to try out new sets and see how they can work for you and your designs.

05   Pattern

Our Pattern:

At the centre of our visual identity is our pattern. The pattern is generated by creating interesting crops of our logo – highlighting the unique connections between each character of the group.

You can create your own crops by enlarging our logo. The pattern can then be coloured and used as a background or overlay on our brand communications.

Section 1: Pattern
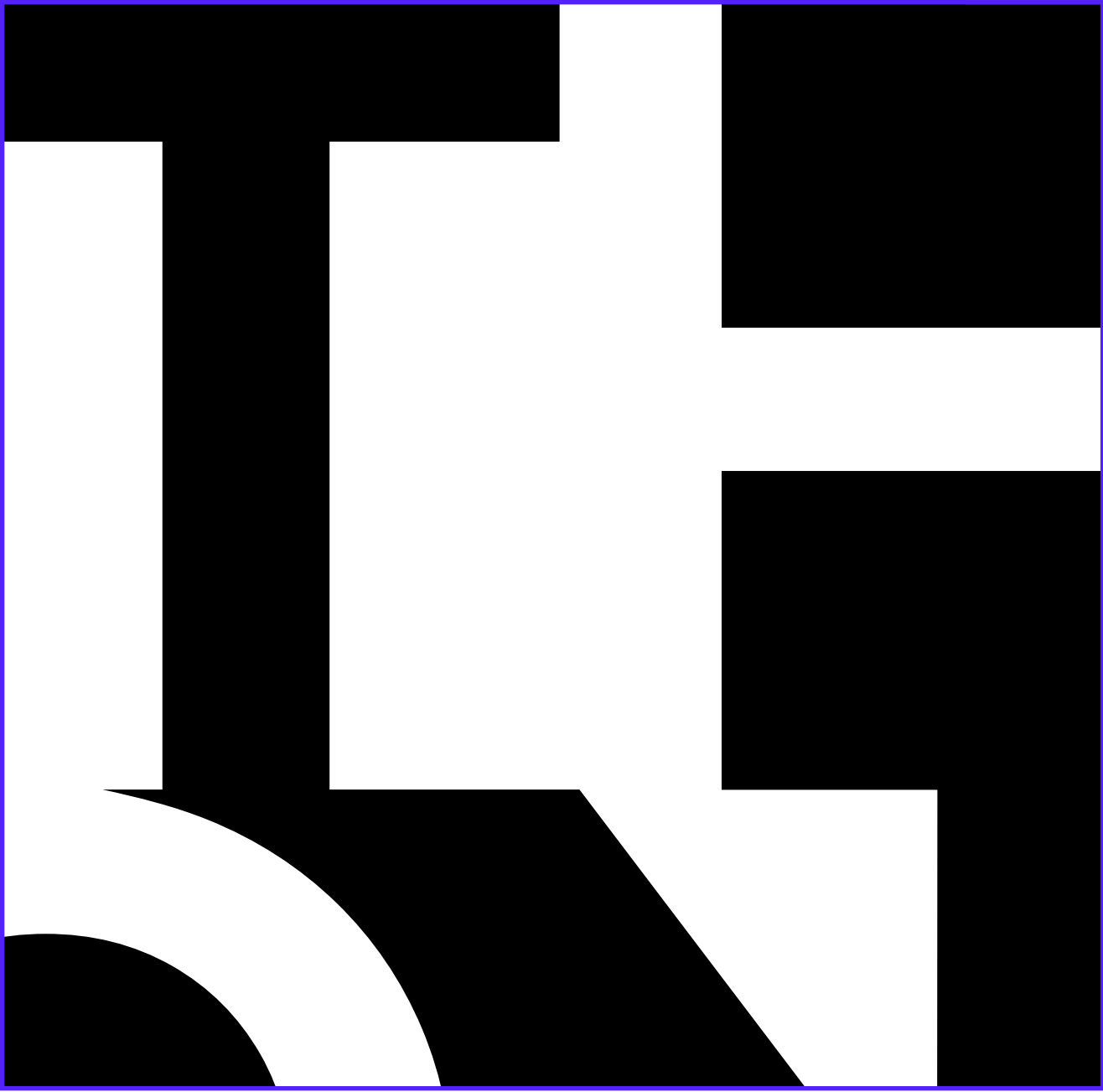
Section 1
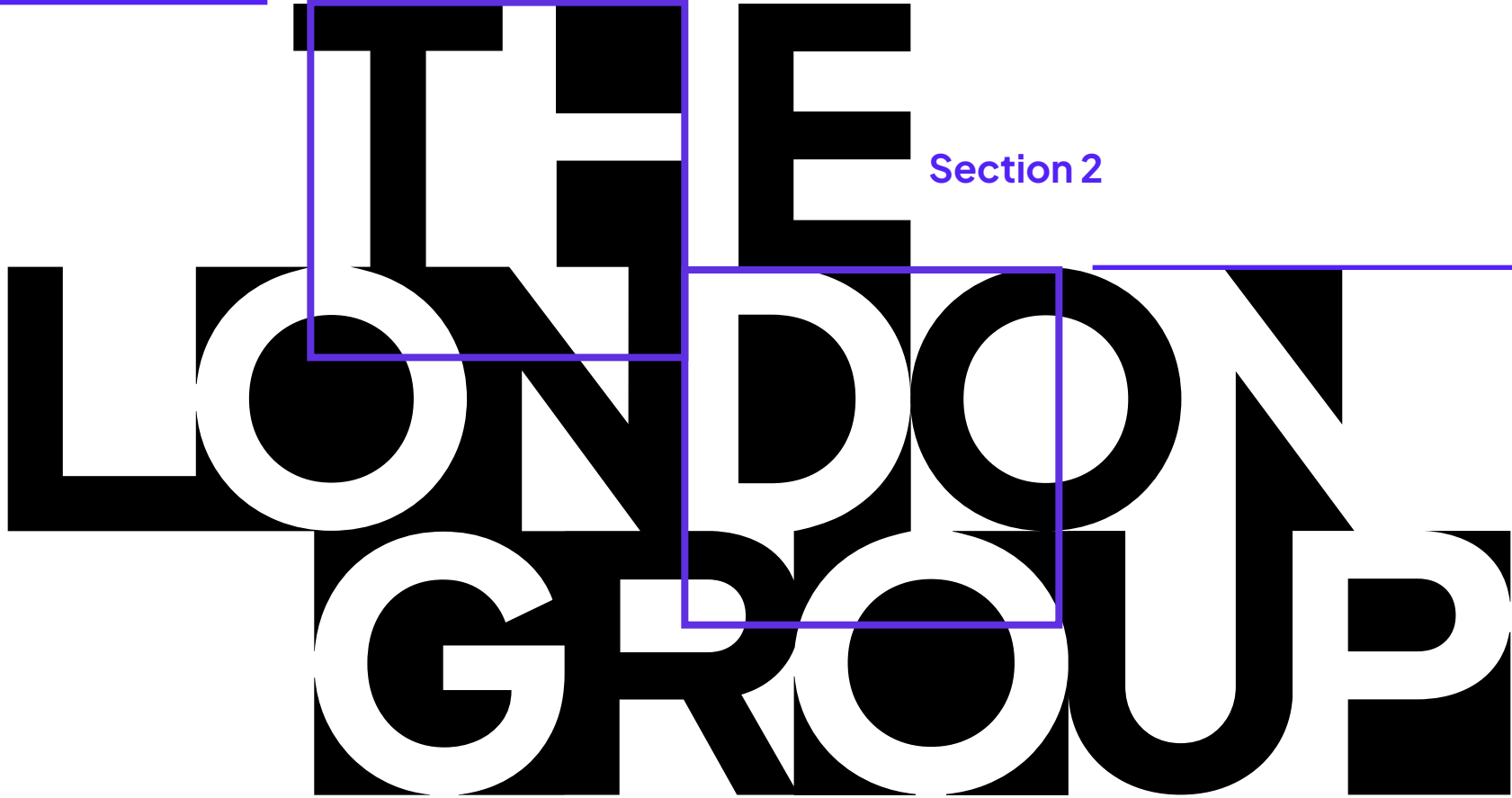
Section 2

Section 2: Pattern

Pattern sections:

Below are three examples of how you can combine pattern crops of the logo to create different pattern combinations.

Based on the scale of your format you can combine as many sections of pattern as you like.

Pattern A
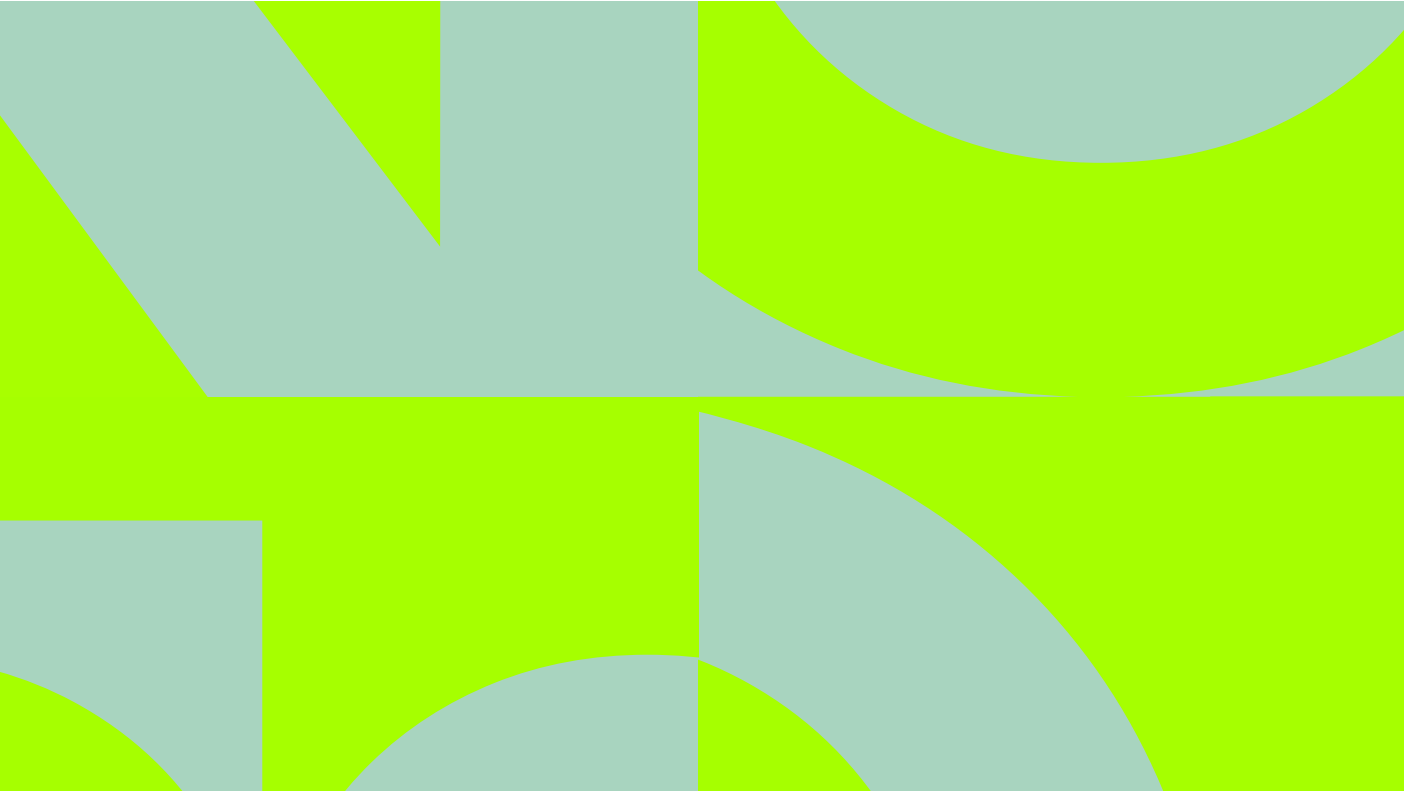
Pattern made of **1 section**
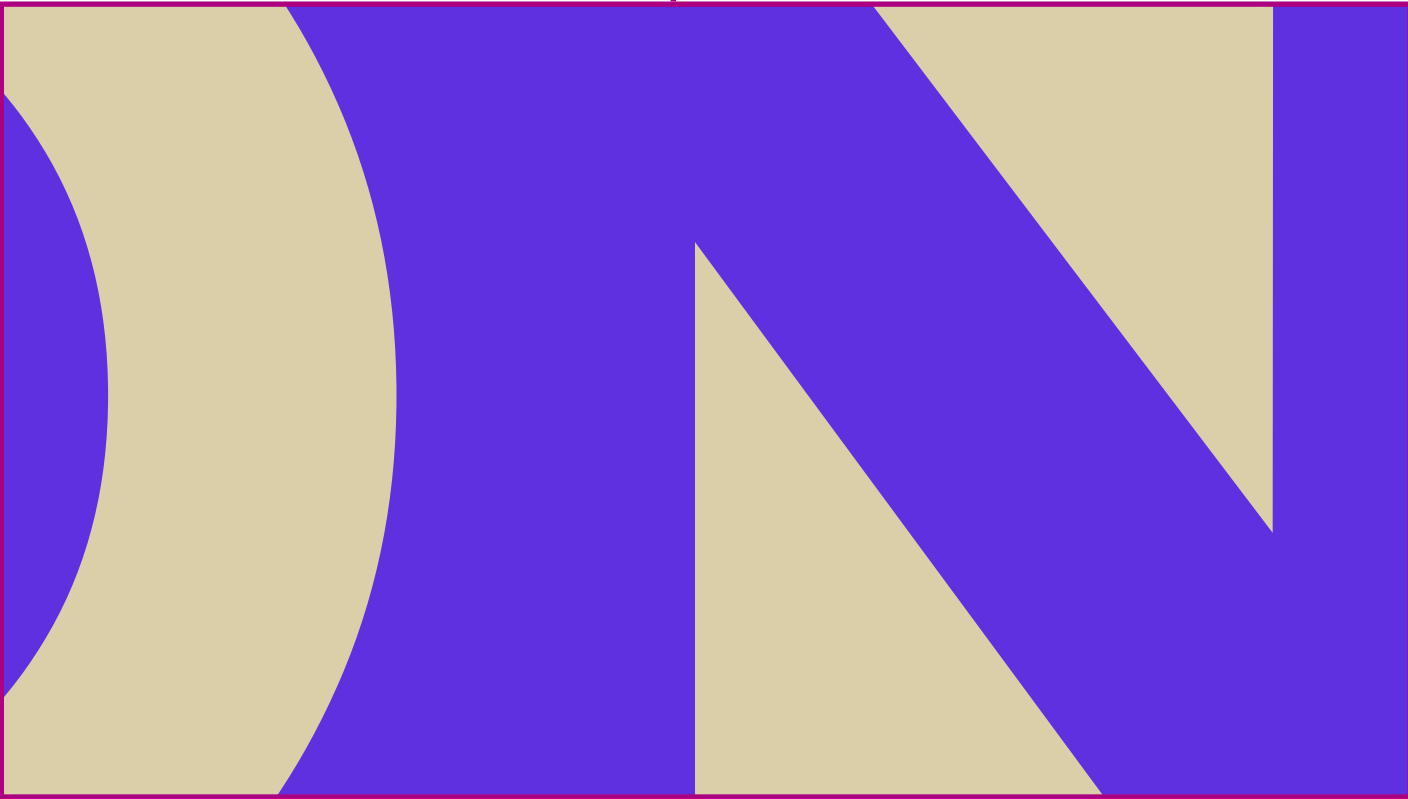
Pattern B

Pattern made of **2 sections**

Pattern C

Pattern made of **4 sections**

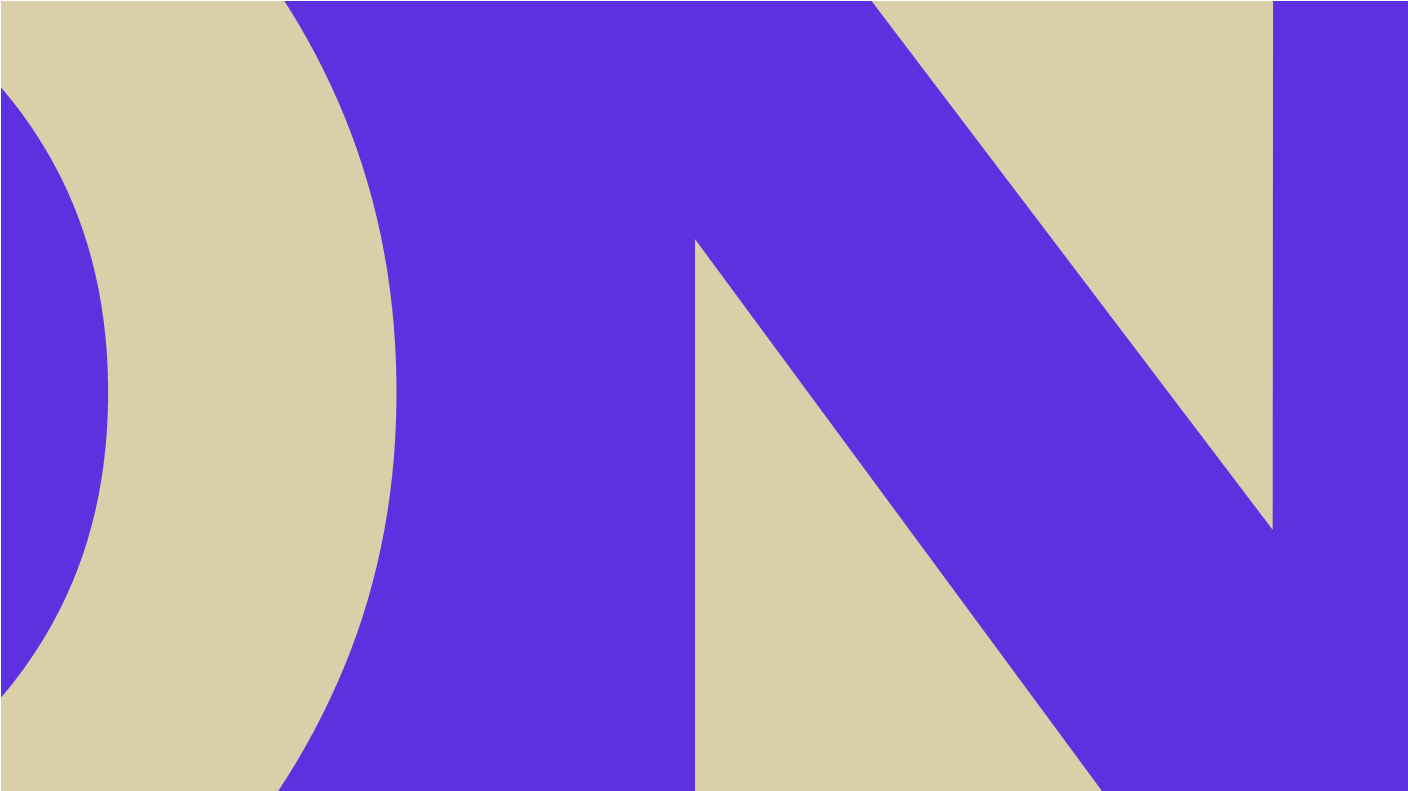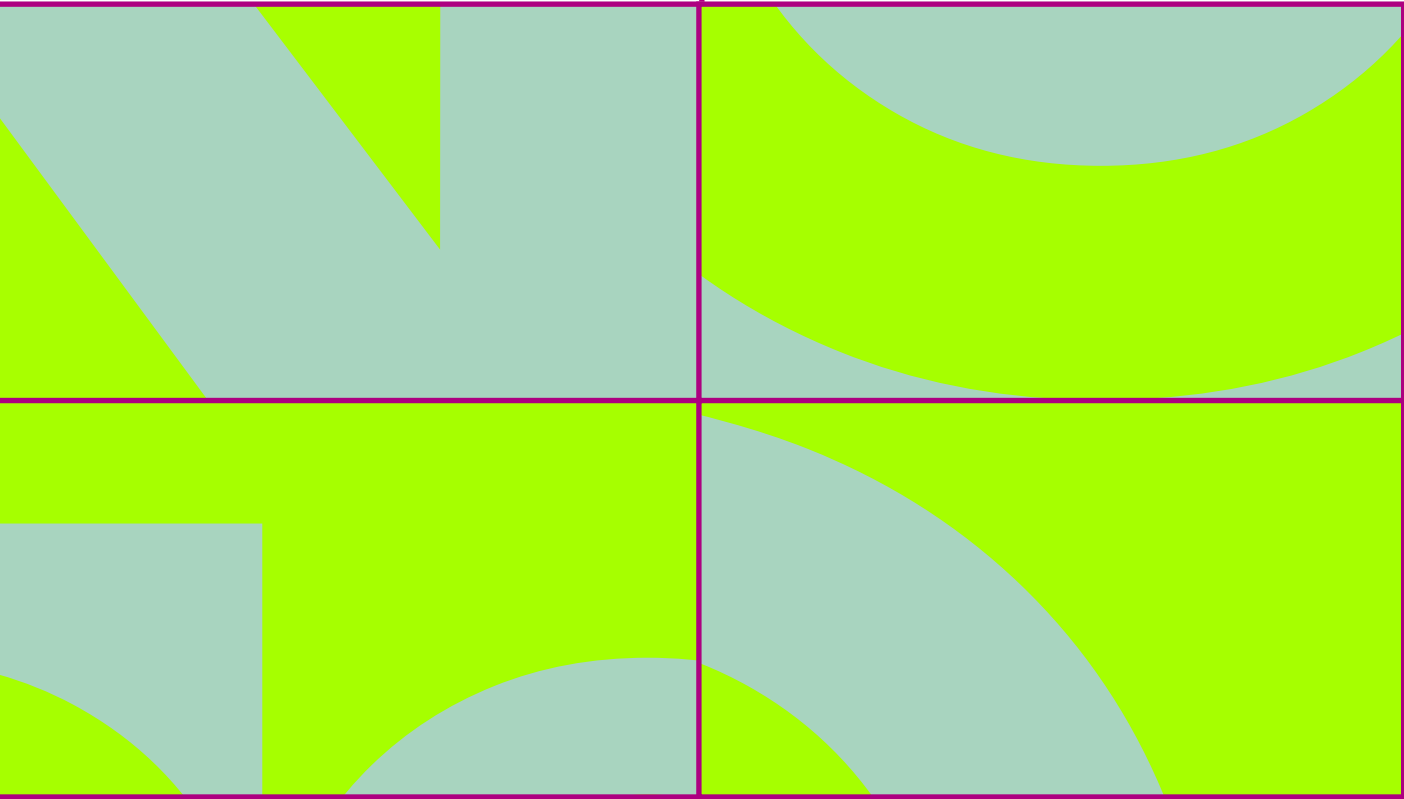# Pattern example:

Below we've shown an example of how a pattern made of four sections can be used as the background of a layout design.

The next few pages will take you through how to use the pattern in more dynamic ways.

Pattern made of **4 sections**

Example design

Private view

24 – 4
November   December

Mon – Sun
11am – 6pm
Free Entry

Bankside Gallery
48 Hopton Street
SE1 9JH

Uptur? Possimet duntior ererro omniscianiam quisque pa quatio. Ut quae. Everat eicatibus molor res eate vollab iunt, consectio. Alitiaecab ipient la quatur ape quas est pel ium sitatessunt voloreptatas apientur, optat.

Pattern system options:

We have three core levels of how to use the pattern across our identity system. Please choose one for each communication.

These options are designed to help to build designs around imagery or to create on brand graphics when there is no image.
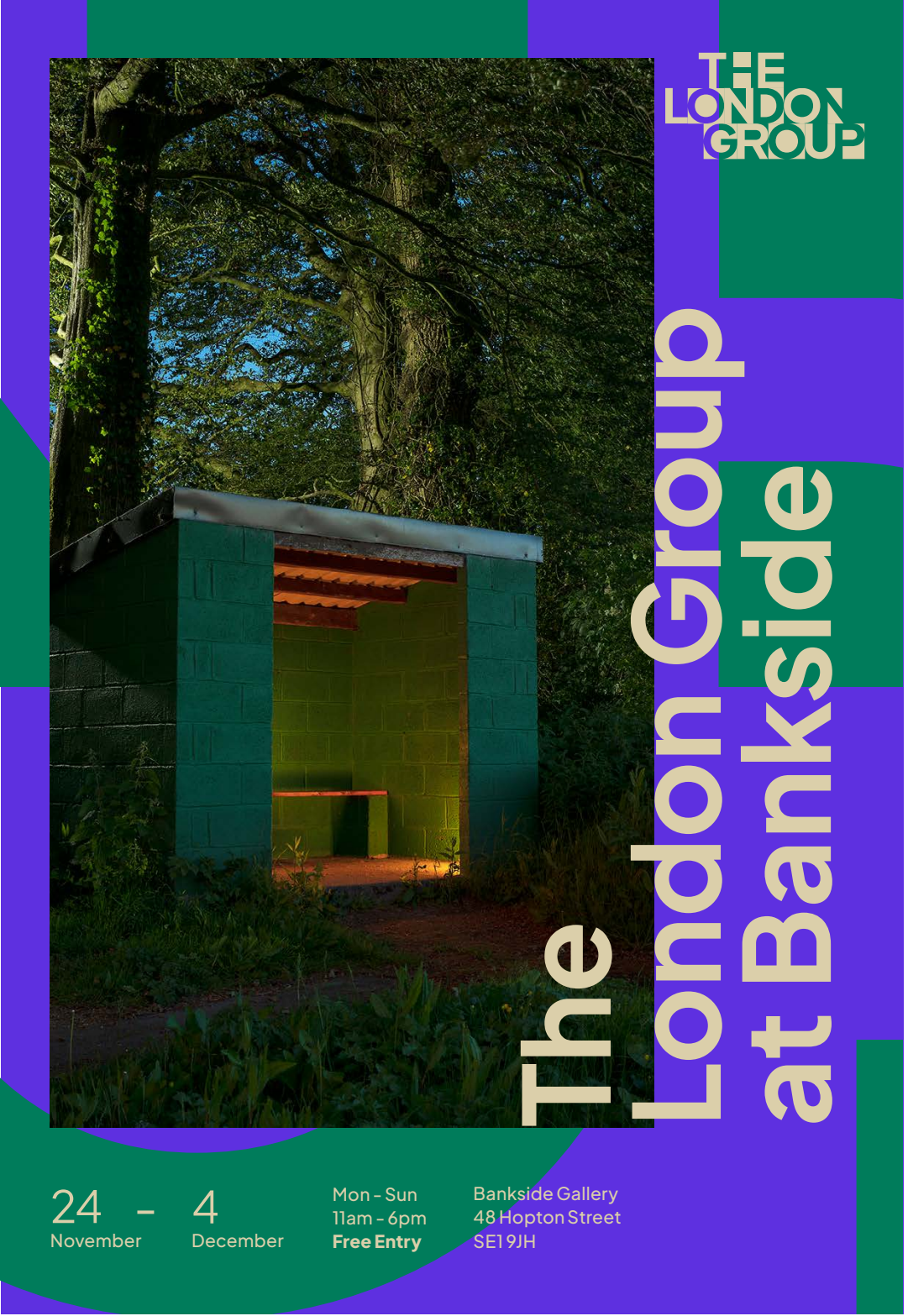
1: Pattern only

This option works well for creating high impact communications when no image is used (or isn't appropriate).

2: Pattern background

This option works for single or multiple images where a strong brand presence is required. Typography can overlap imagery connecting everything together.

3: Pattern overlay

This option is perfect for full bleed artwork imagery. The pattern can be overlaid in a more free-form way to compliment the artwork. Some transparency is also recommended when using pattern elements in this option.

06   Assets

All assets shown are available to download now.
Please contact The London Group team for more information.

Poster assets: Print

Formats: A1 594x841mm / A3 297x420mm / Landscape Banner 330x236cm / Flyer 148x215mm

A1 + A3 Poster

Banner

Flyer

Poster asset: Pattern options
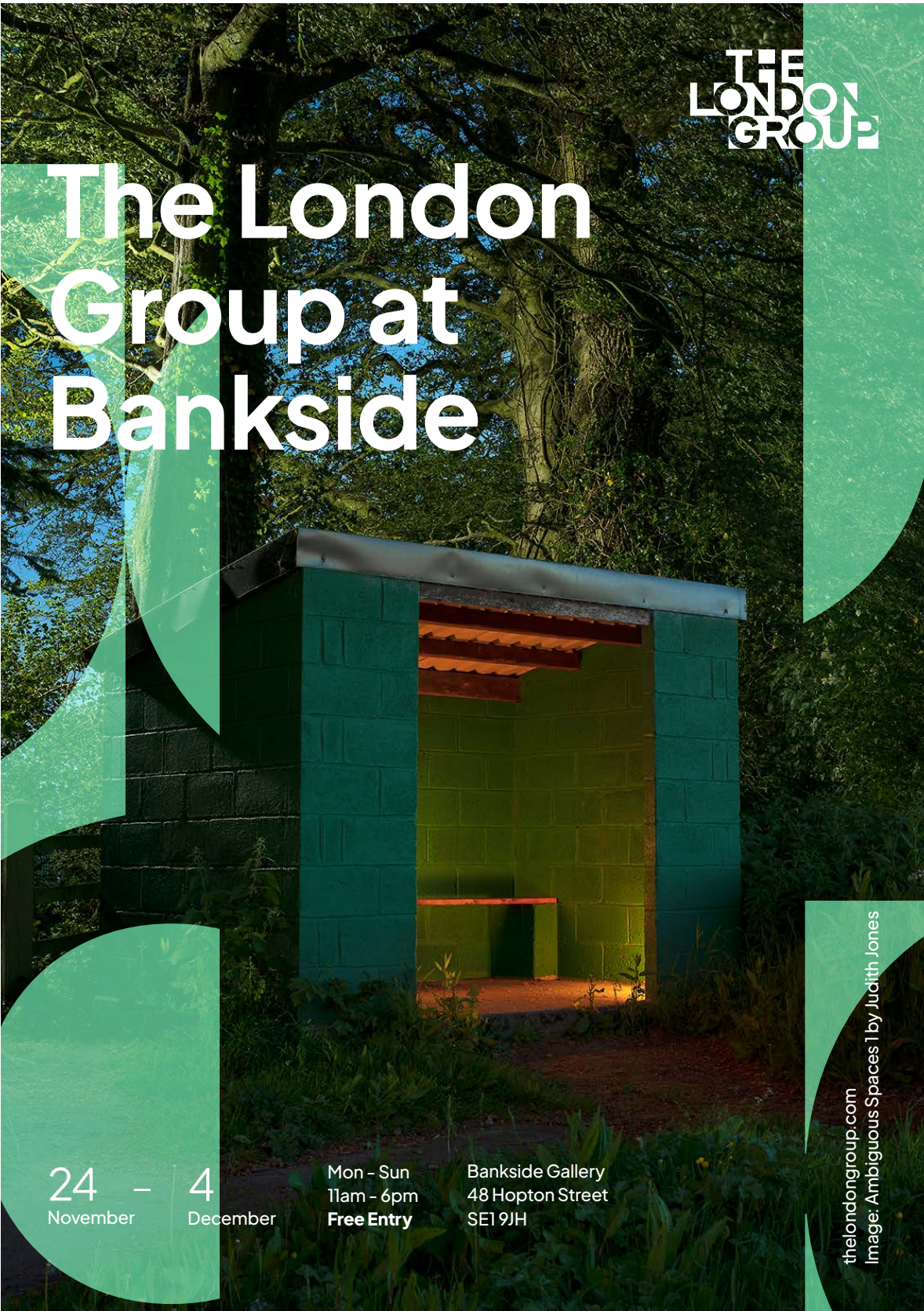
Within the posters assets you will different pattern options already set up for you to choose from if required.

Option 1

Option 2

Option 3

Digital assets: 9:16 Story

Format: 886x1575 pixels

The London Group at Bankside

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmaecenas accumsan lacus vel facilisis.

1: Pattern only

The London Group at Bankside

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmaecenas accumsan lacus vel facilisis.

2: Pattern background

The London Group at Bankside

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmaecenas accumsan lacus vel facilisis.

3: Pattern overlay
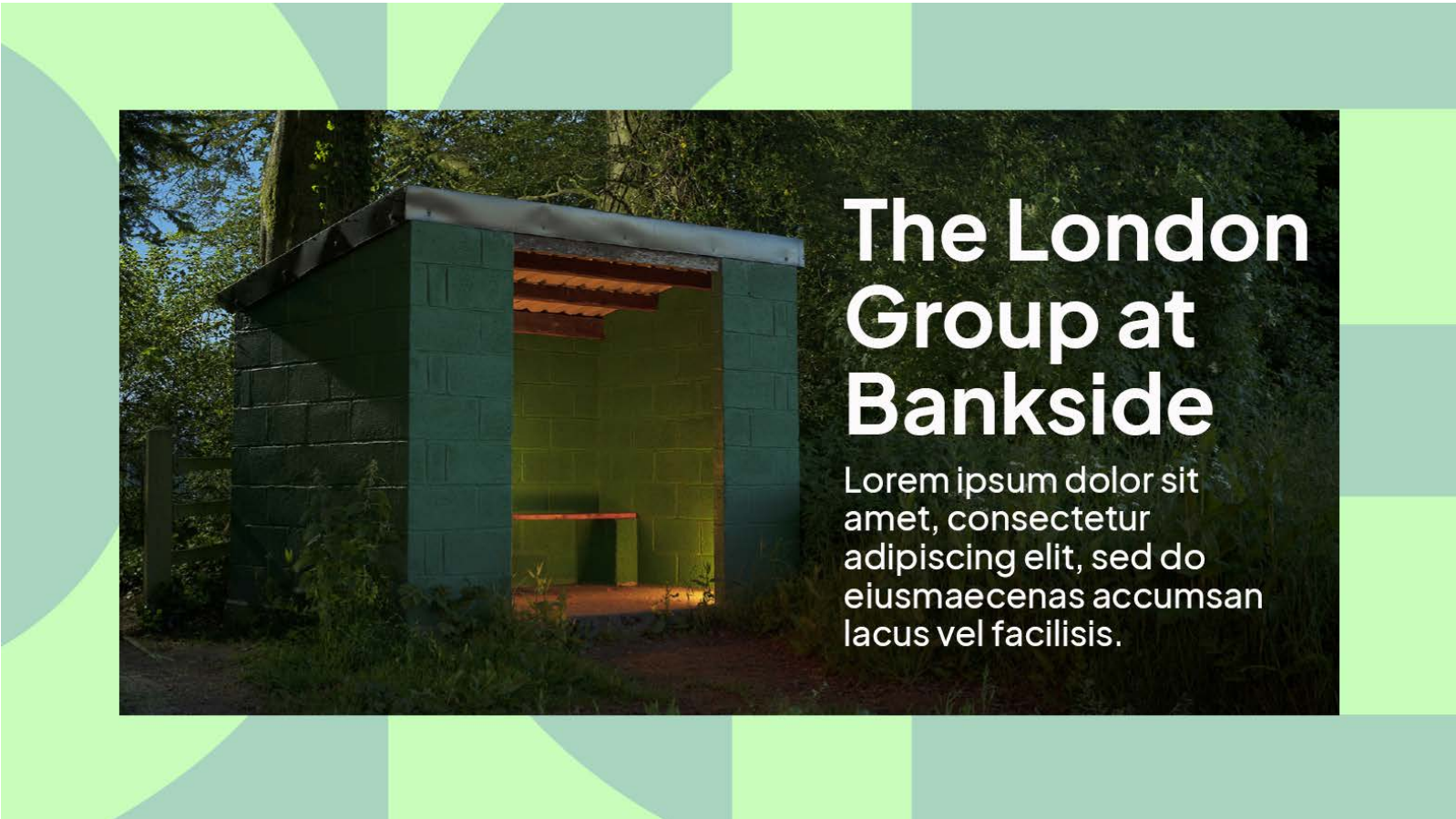
Digital assets: 16:9 Landscape

Format: 1575x886 pixels

1: Pattern only

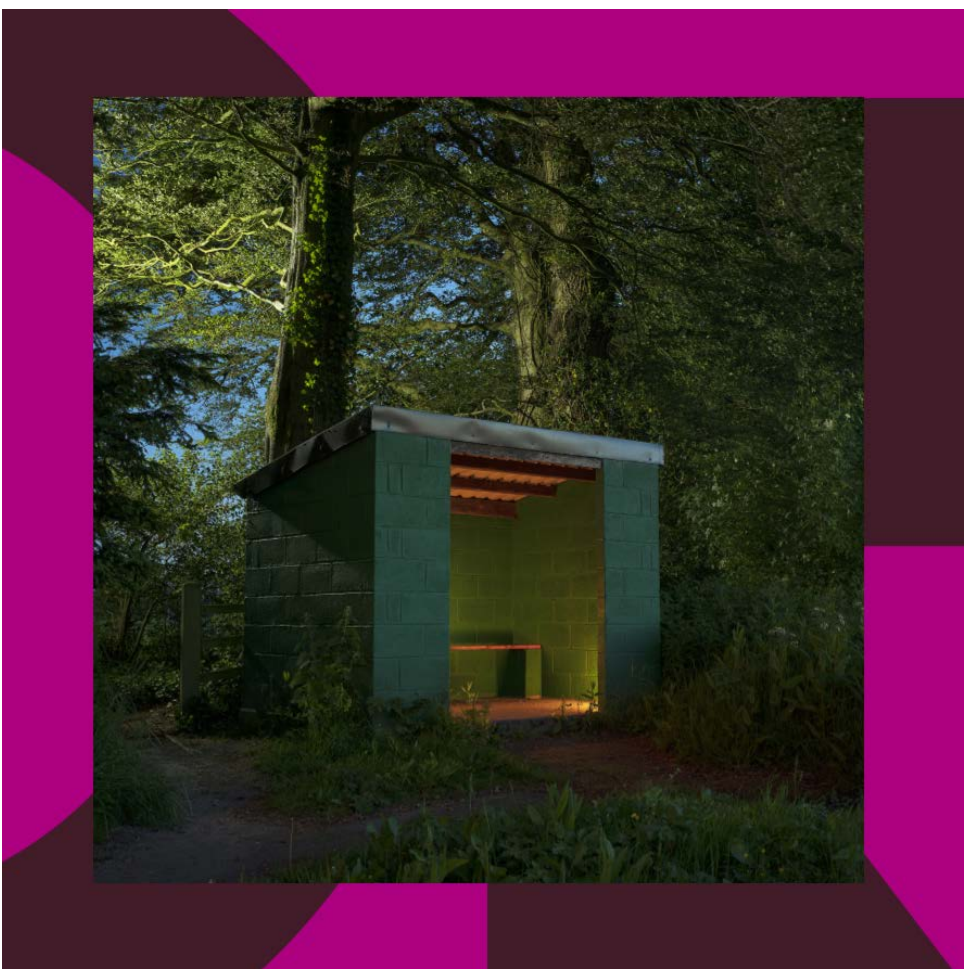**2: Pattern background**

3: Pattern overlay

Digital assets: 1:1 Square

Format: 886x886 pixels
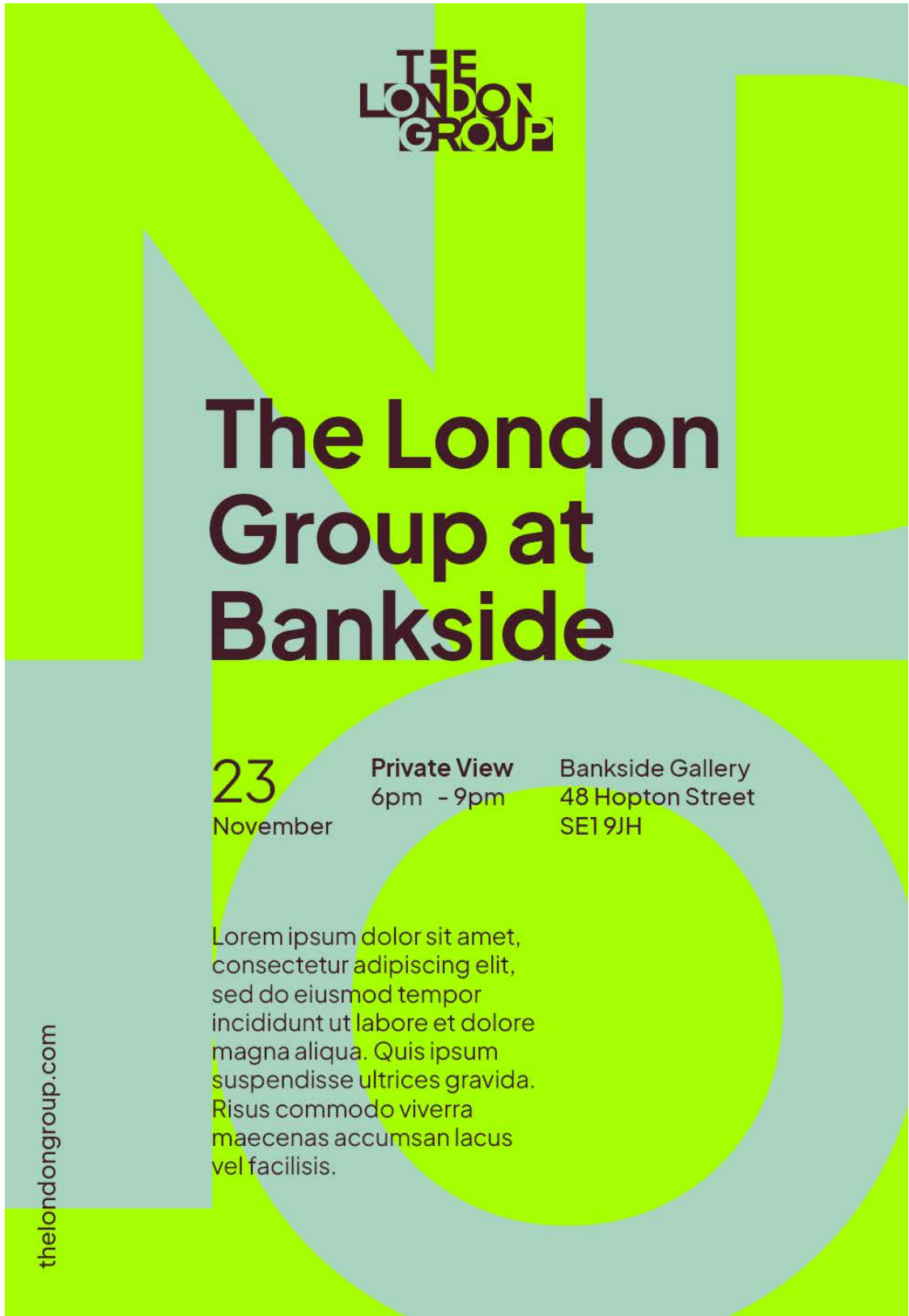

1: Pattern only

2: Pattern background

3: Pattern overlay

Digital assets: E-flyer

Format: 984x1430 pixels
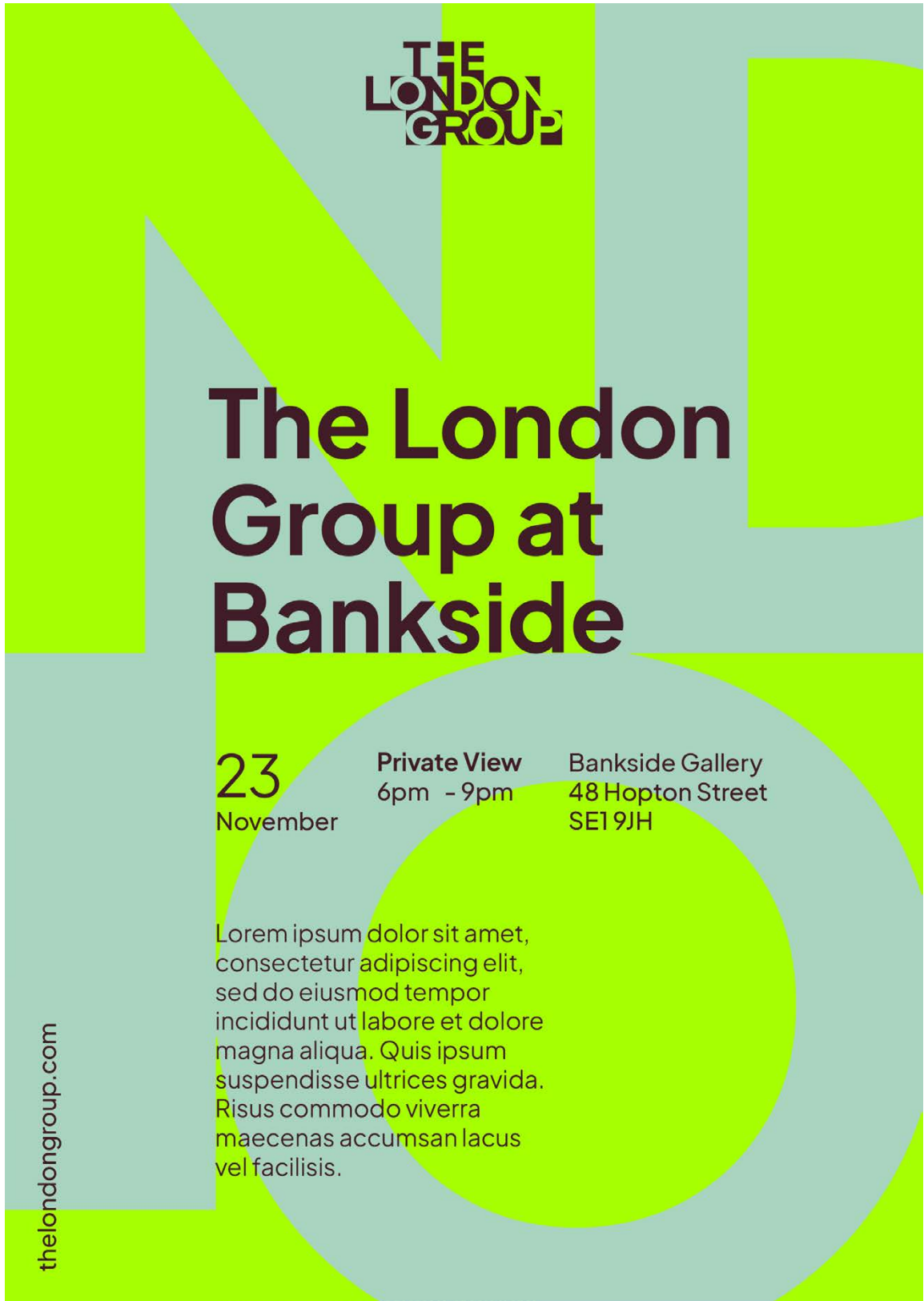

1: Pattern only

2: Pattern background

3: Pattern overlay

Digital assets: A4 Poster

Format: A4 210x297mm / 2067x2923 pixels

1: Pattern only

2: Pattern background

3: Pattern overlay

Contact

For more information or further assistance with the visual identity please contact:

enquiries@thelondongroup.com

thelondongroup.com