

# INTRODUCTION

## Visual identity at the Greater London Authority, why is it important?

The GLA is a new form of strategic government for London and therefore it is important that whenever people see communications that have been produced by the GLA, whether it is from the Mayor's Office, London Assembly or a GLA joint project, the organisation presents itself consistently.

This does not just mean external publicity materials such as flyers and posters but any communications to the external audiences eg faxes to suppliers, application forms, letters etc.

This is important because the MORI Poll has told the GLA, the Mayor and the Assembly that there is low awareness of the GLA, and confusion about the role of the Mayor and the London Assembly.

If all our communications present the organisation in a consistent way then the GLA's identity can be a vital tool in increasing awareness of the GLA and defining the roles of the Mayor and the Assembly.

## Why do you need a style guide?

A style guide is a quick and easy way to see how the GLA should present itself. It will give you a quick over view of your options and help you choose which logo is right for your project.

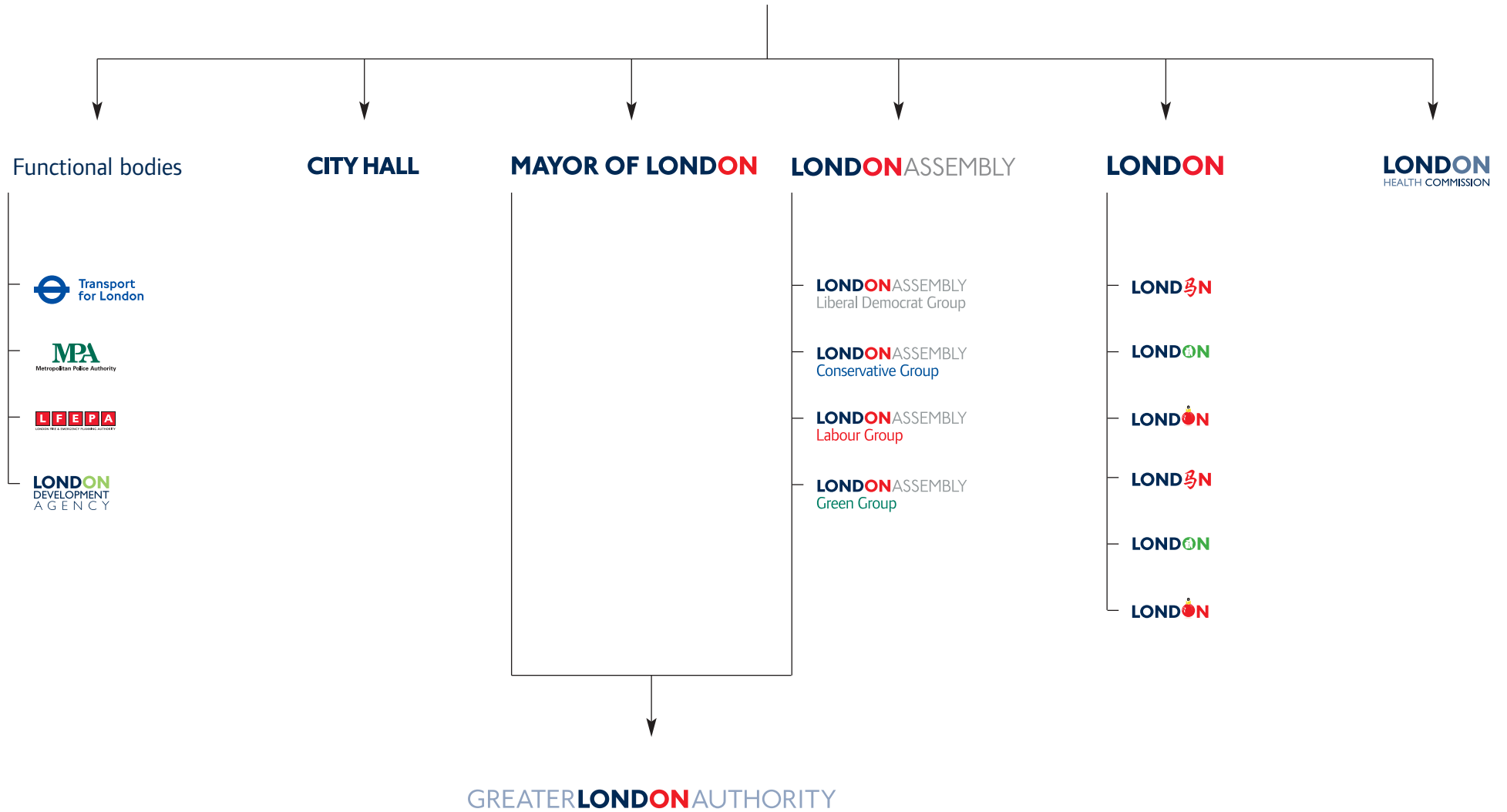
## How to get help?

The GLA Design Team will be able to help you decide which is the most suitable logo for the project/purpose.

They will also be able to provide you with a copy of the logo, but you will need to let them know the following:

- the format you require it in
- the context in which it is going to be used
- details of who it needs to be sent to.

# LONDON



# LONDON



PMS 485  
C0 M100 Y91 K0  
R255 G0 B0



PMS 539  
C100 M51 Y0 K69  
R2 G24 B50

# LONDON

The London marque was created for:

- Greater London Authority, Mayor of London, London Assembly
- a marque to promote London to Londoners
- a marque to promote London in the UK and abroad.

None of these audiences are communicated with in isolation and this is why there needs to be consistency in how the marque is applied – so that everyone who uses the marque benefits from each others communications activity and spend.

This style guide introduces the basic elements of the London marque and outlines when and how to use it.

## When to use it

The London marque has three uses:

- provides a focus for consistency in communication across London
- provides a campaign marque for London, which is flexible, with different application eg

**LONDON**

- provides visual continuity for branding where you cannot use the Mayor of London or GLA identity eg

**LONDON**  
HEALTH COMMISSION

## How to use it

If you want to use the London marque please contact the GLA Design Team by emailing the details of your request to: xxxxxx@xxxxxx.xxx.uk. They will be able to offer advice and guidance on its application, provide a logo artwork file and commission additional campaign or partnership marques.

The design elements of the London marque can also be used as a design feature, in conjunction with other logos.

## Logo and formats

Please use the artwork supplied by the GLA Design Team. The logo should not be altered in any way.

**LONDON**

## Minimum size

Do not use the logo smaller than shown, minimum size 10mm.

**LONDON**  
10mm

## Logo control field

A control field equal to the cap-height of 'LONDON' (x) exists around the London marque. It is important that this space is not encroached upon by any other element eg graphics, typography, edge of page, etc.



Whenever possible use the London marque on a white background; single colour variants of the logo have also been created.



2 colour



1 colour and black or greyscale version

Additional variations of the logo have been created when it is necessary to place the logo onto a coloured or photographic background.



Reverse out of dark colour



Reversed out of single colour

Please contact the GLA Design Team if you are in any doubt about which version to use and always show a copy of the proposed print/design incorporating it to the Design Team for approval.

# MAYOR OF LONDON



PMS 485  
C0 M100 Y91 K0  
R255 G0 B0



PMS 539  
C100 M51 Y0 K69  
R2 G24 B50

# MAYOR OF LONDON

This style guide introduces the basic elements of the Mayor of London logo and outlines when and how to use it.

## When to use it

This logo is applied to Mayor of London initiatives. These are usually projects sponsored by a Mayor's Adviser. For example, the recent cycle map campaign by Transport for London used a Mayor of London logo.

cycle  
campaign  
map (Please  
provide)

## How to use it

If you want to use a Mayor of London logo please contact the GLA Design Team by emailing the details of your request to:

xxxxxx@xxxxxx.xxx.uk. They will be able to offer advice and guidance on its application and provide the logo artwork file.

They will need to know:

- Mayor's Advisor and/or main contact who is sponsoring the initiative
- where it will be used
- the format you require it in.

## Logo and formats

Please use the artwork supplied by the GLA Design Team. The logo should not be altered in any way.

# MAYOR OF LONDON

## Minimum size

Do not use the logo smaller than shown, minimum size 23mm.



## Logo control field

A control field equal to the cap-height of 'LONDON' (x) exists around the Mayor of London logo. It is important that this space is not encroached upon by any other element eg graphics, typography, edge of page, etc.



Whenever possible use the Mayor of London logo on a white background; single colour variants of the logo have also been created.



2 Colour



1 Colour and black or  
greyscale version

Additional variations of the logo have been created when it is necessary to place the logo onto a coloured or photographic background.



Reverse out of colour



Reversed out of single colour

Please contact the GLA Design Team if you are in any doubt about which version to use and always show a copy of the proposed print/design incorporating it to the Design Team for approval.

# LONDON ASSEMBLY



PMS 485  
C0 M100 Y91 K0  
R255 G0 B0



PMS 539  
C100 M51 Y0 K69  
R2 G24 B50



PMS 877 (metallic)  
C10 M0 Y0 K30  
R167 G182 B191

## London Assembly Party Groups

Liberal Democrat



PMS 877  
C10 M0 Y0 K30  
R167 G182 B191

Labour



PMS 485  
C0 M100 Y91 K0  
R255 G0 B0

Conservative



PMS 287  
C100 M69 Y0 K11  
R0 G82 B156

Green



PMS 335  
C100 M0 Y65 K30  
R0 G128 B102

# LONDON ASSEMBLY

This style guide introduces the basic elements of the London Assembly logo and outlines when and how to use it.



## When to use it

The London Assembly logo represents the 25 elected members of the London Assembly. It should be used to brand any project or initiative that is a London Assembly project eg The London Assembly Bulletin.

## London Assembly Party Group logos

Each of the Party Groups has its own variation of the London Assembly logo that should be used when promoting the work of Assembly members from a particular political party.

**LONDON** ASSEMBLY  
Liberal Democrat Group

**LONDON** ASSEMBLY  
Labour Group

**LONDON** ASSEMBLY  
Conservative Group

**LONDON** ASSEMBLY  
Green Group

## How to use it

If you want to use a London Assembly logo please contact the GLA Design Team by emailing the details of your request to: xxxxxx@xxxxxx.xxx.uk. They will be able to offer advice and guidance on its application and provide the logo artwork file. This file is also available from the Secretariat. Please call XXXXX for a copy of the logo.

## Logo and formats

Please use the artwork supplied by the GLA Design Team. The logo should not be altered in any way.

# LONDON ASSEMBLY

## Minimum size

Do not use the logo smaller than shown, minimum size 21mm.



## Logo control field

A control field equal to the cap-height of 'LONDON' (x) exists around the London Assembly logo. It is important that this space is not encroached upon by any other element eg graphics, typography, edge of page, etc.



Whenever possible use the London Assembly logo on a white background, a single colour variant of the logo have also been created.



2 colour



1 colour and black or greyscale version

Additional variations of the logo have been created when it is necessary to place the logo onto a coloured or photographic background.



Reverse out of colour



Reversed out of single colour

Please contact the GLA Design Team if you are in any doubt about which version to use and always show a copy of the proposed print/design incorporating it to the Design Team for approval.



# GREATER**LONDON**AUTHORITY



PMS 485  
C0 M100 Y91 K0  
R255 G0 B0



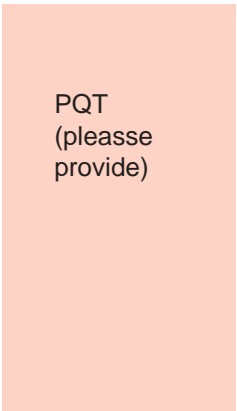
PMS 539  
C100 M51 Y0 K69  
R2 G24 B50



30% PMS 539  
C30 M15 Y0 K21  
R142 G152 B175

# GREATERLONDONAUTHORITY

This style guide introduces the basic elements of the Greater London Authority (GLA) logo and outlines when and how to use it.



**When to use it**  
The GLA logo should be applied to initiatives or services where the Mayor of London and the London Assembly work together. Examples include promoting, People’s Question Time (PQT) and corporate services literature eg recruitment packs.

**How to use it**  
If you want to use a GLA logo please contact the GLA Design Team by emailing the details of your request to: xxxxxx@xxxxxx.xxx.uk. They will be able to offer advice and guidance on its application and provide the logo artwork file.

**Logo and formats**  
Please use the artwork supplied by the GLA Design Team. The logo should not be altered in any way.



**Minimum size**  
Do not use the logo smaller than shown, minimum size 34.5mm.



**Logo control field**  
A control field equal to the cap-height of ‘LONDON’ (x) exists around the GLA logo. It is important that this space is not encroached upon by any other element eg graphics, typography, edge of page, etc.



Whenever possible use the GLA logo on a white background, a single colour variant of the logo have also been created.



2 colour



1 colour and black or greyscale version

Additional variations of the logo have been created when it is necessary to place the logo onto a coloured or photographic background.



Reverse out of colour



Reversed out of single colour

Please contact the GLA Design Team if you are in any doubt about which version to use and always show a copy of the proposed print/design incorporating it to the Design Team for approval.

# CITY HALL



PMS 539  
C100 M51 Y0 K69  
R2 G24 B50



PMS 8783 (metallic)

# CITY HALL

City Hall is a new logo for the GLA. It has been designed because it is envisaged that the new building will become an integral part of the GLA brand. This means it will be important to position the new building in a consistent and coherent manner in all external communications.

This style guide introduces the basic elements of the City Hall logo and outlines when and how to use it.

## When to use it

The City Hall logo should not be used in isolation. It should always be accompanied by either a GLA, Mayor of London or London Assembly logo. This will give the new City Hall logo a context and it will benefit from awareness levels of the other logos.

It should be used to promote projects where the City Hall building is an integral part of the project delivery eg the venue for an event.

## How to use it

If you want to use a City Hall logo please contact the GLA Design Team by emailing the details of your request to: [xxxxxx@xxxxxx.xxx.uk](mailto:xxxxxx@xxxxxx.xxx.uk). They will be able to offer advice and guidance on its application and provide the logo artwork file.

## Formats

Please use the artwork supplied by the GLA Design Team. The logo should not be altered in any way.

# CITY HALL

## Minimum size

Do not use the logo smaller than shown, minimum size 11mm.

CITY HALL  
11mm

## Logo control field

A control field equal to the cap-height of 'CITY HALL' (x) exists around the City Hall logo. It is important that this space is not encroached upon by any other element eg graphics, typography, edge of page, etc.



Whenever possible use the City hall on a white background.



1 colour PMS 539

A additional variation of the logo has been created when it is necessary to place the logo onto a coloured or photographic background.



Reverse out of colour

Please contact the GLA Design Team if you are in any doubt about which version to use and always show a copy of the proposed print/design incorporating it to the Design Team for approval.

Greater London Authority visual brand audit

The GLA has produced design guidelines for the identities of the London marque, the Mayor of London logo and the London Assembly logo. These identities are to be used by the Functional Bodies when it is required to acknowledge their involvement or contribution to projects.

To clarify and confirm the identities appropriate applications to Functional Body projects we need you to help us prepare a visual brand audit in order to make recommendations for future applications and uses.

Return all information and samples to:

Jayne Davies  
Head of Marketing  
City Hall  
The Queen’s Walk  
London  
SE1 2AA

Project

- Stationery
- Leaflets
- Publications
- Adverts
- Signage
- Vehicle livery
- Events and exhibitions
- Website
- EMarketing

Please indicate what you produce

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Please provide three different samples of each item

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Please list what logos you use

Please confirm name and contact details of your brand guardian

Name

Telephone

Email