



# Using our brand and logo

# Our logo

## Overview

This is our logo. Based on a crop of the River Thames, it represents our focus on the Greater London area.

It is available in green, purple, black and white-out versions and supplied in vector, jpeg, svg and png formats.



# Our logo

## Our logos

Our logo is also available as an icon and wordmark.

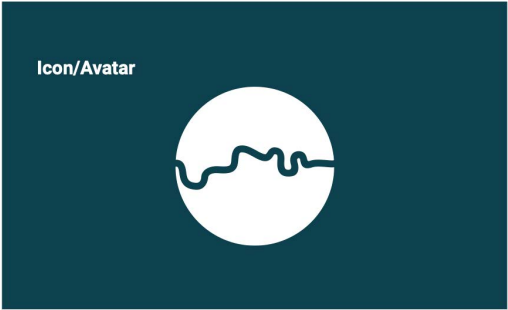
To protect the integrity of our logo, a safe area has been defined based on half the height of the circle icon, as shown opposite. No text or graphics should be placed within this space and the logo should be no closer to the edge of the design than this safe area. This same rule applies to all versions.

To ensure our logos are legible they should be used no smaller than the minimum sizes specified opposite.

Our logo



Safe area



Icon/Avatar

Wordmark

Trust  
for London

Digital minimum size



Print minimum size





# Our colours

## The palette

Our colour palette consists of a combination of six brand colours.

Use colour with confidence by choosing one or two colours per design or per section of your design. Avoid mixing too many colours together at once, unless there is a specific requirement to do so.

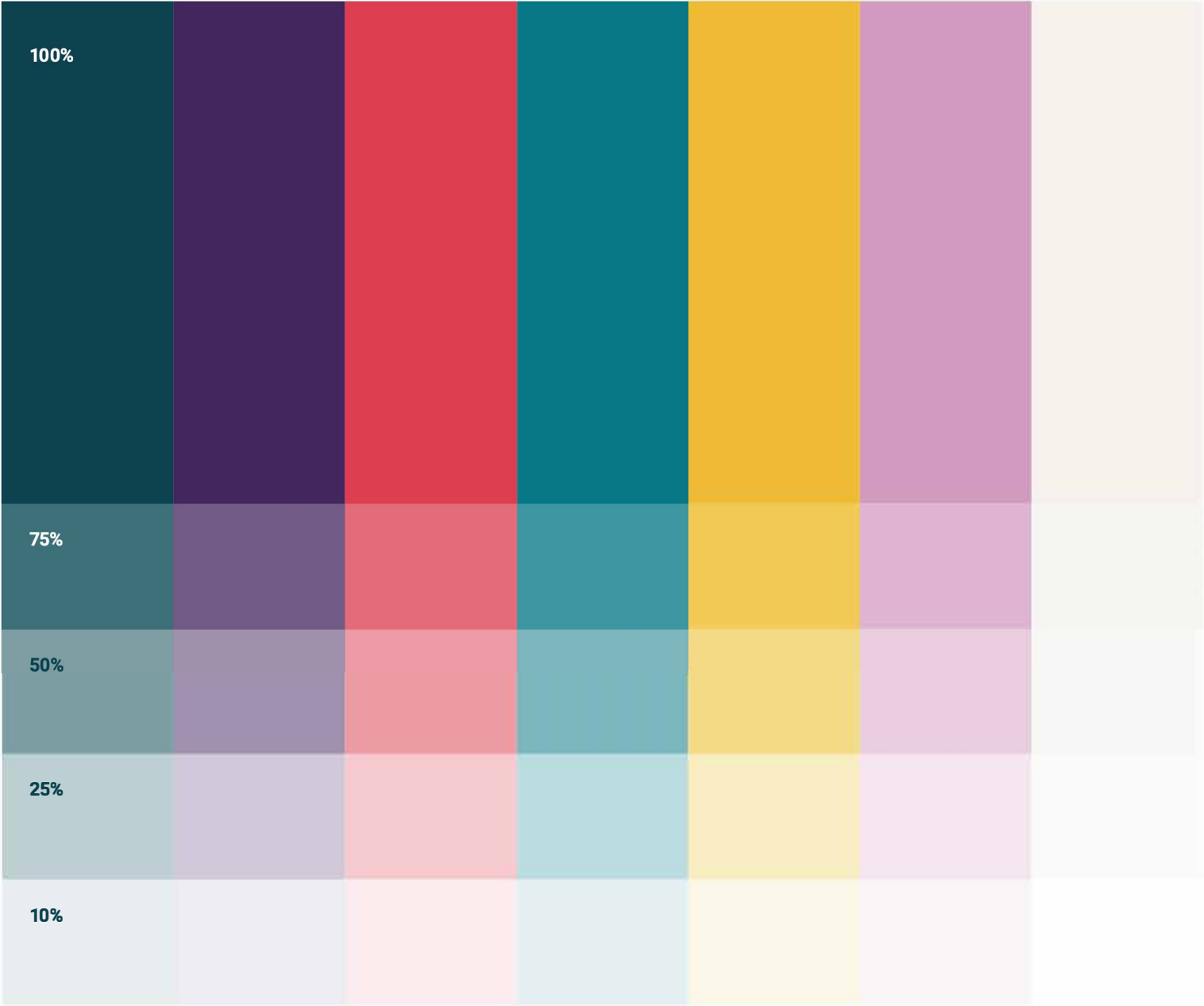
Explore colour pairings by using the deeper tones (dark green and purple) with one of the brighter colours, plus black and white.

<div>Dark Green</div> <div>CMYK 94, 55, 48, 46 PMS 3035c RGB 0, 66, 79 HEX 00424f</div>	<div>Purple</div> <div>CMYK 81, 100, 26, 17 PMS 669c RGB 68, 37, 99 HEX 442563</div>	<div>Yellow</div> <div>CMYK 3, 27, 95, 0 PMS 7408c RGB 247, 190, 0 HEX f7be00</div>	<div>Red</div> <div>CMYK 2, 87, 57, 0 PMS 710c RGB 229, 61, 81 HEX e53d51</div>	<div>Light Green</div> <div>CMYK 84, 31, 36, 14 PMS 7713c RGB 0, 122, 139 HEX 007a8b</div>	<div>Pink</div> <div>CMYK 1, 5, 47, 00 PMS 672c RGB 217, 158, 199 HEX d99ec7</div>
<div>Neutral</div>					<div>CMYK 5, 5, 9, 0 RGB 244, 241, 234 HEX f4f1ea</div>
<div>Black</div>		<div>CMYK 0, 0, 0, 100 RGB 0, 0, 0 HEX 000000</div>	<div>White</div>		<div>CMYK 0, 0, 0, 0 RGB 255, 255, 255 HEX ffffff</div>

# Our colours

## Colour tints

75%, 50% and 25% tints of our colours can be used within infographics or when a lighter background colour is required.



# Acknowledging our work

## 'Funded by' badge

We have a acknowledgment badge which can be used to recognise grants and actions that have been funded by Trust for London.

The primary aim of using the 'funded by' badge is to raise the visibility of our funding with our partner organisations, increasing awareness and to encourage other organisations to apply.

This badge is available in all our brand colours.

Funded by badge



Digital minimum size



Print minimum size



# Our logo

## Acknowledgement badge

Example of our badge in use.



**If you have any questions about implementing the Trust for London brand, or would like access to any of our identity assets, please contact:**

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