



THE **LONDON** COLLECTIVE

Brand Toolkit

Version 1.0

1 Logo

The London Collective logo is the face of the business, representing the brand identity across print and media.

Logo Usage

In order to retain integrity of the brand we recommend leaving ample space around the logo when it is in use.

The logo should not be placed too close to other design elements.

The logo should not be placed close to the edges of an image or printed media.



2 Submark

In some contexts it might not be appropriate to use the full sized logo. For these instances we recommend using the shortened submark of the brand.

Where to use the submark

The most common place for the submark to be utilised is on social media platforms, the submark has been scaled to fit within the boundaries of most profile picture frames.

Additionally submarks can be useful for digital purposes where spacing might be limited, such as a favicon, a website or applications.



3 Variations

As part of the brand package, the logo has been made in a selection of different variations.

In some scenarios, where different levels of contrast affect the visibility of the brand, it can be more appropriate to use one of the variations, ensuring that the brand's integrity is upheld.



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3 Colours

This is the colour scheme for the brand.

In a small amount of cases it might be necessary to use a toned-down version of these colours. We suggest using tints in increments of 25% (75% Tint, 50% tint etc.)

Teal

CMYK	90 15 15 40
RGB	0 108 136
HEX	006C88

Rich Black

CMYK	50 25 25 100
RGB	0 3 11
HEX	00030B

Onyx Grey

CMYK	0 0 0 74
RGB	66 66 66
HEX	424242

White

CMYK	0 0 0 0
RGB	0 0 0
HEX	000000

3 Typography

These are the fonts for the brand. 'Clash Display' should be used for headers and large titles. Whereas 'Be Vietnam Pro' should be used for subheaders and body text.

In the situation that neither fonts are available, please use the font 'Arial'.

Clash Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()-_+=\|[]{};:/?.>

Be Vietnam Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()-_+=\|[]{};:/?.>



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UNLOCK NEW
OPPORTUNITIES IN
THE HEART OF LONDON

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