

# LONDON RAMPARTS



TEAM STYLE GUIDE

# TYPOGRAPHY

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## PRIMARY/HEADING:

**GRECIAN BOLD FACE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

**GRECIAN LIGHT FACE**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

## SECONDARY/BODY:

**SERENITY BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

**SERENITY LIGHT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

## SECONDARY/HEADING:

**COPPERPLATE BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

**COPPERPLATE LIGHT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

## NOTES:

TYPE IS NEVER LOWERCASE,  
EXCEPT FOR FORMAL  
APPLICATIONS ON  
SOCIAL MEDIA.

ALL TYPEFACES MAY BE USED  
FOR SOCIAL MEDIA & PRINT.

FOR SOCIAL MEDIA, USE  
COPPERPLATE FIRST.





## PRIMARY:

MUST BE PLACED ON WHITE, BLUE, OR GOLD.

BLACK BORDER IS OPTIONAL, WHITE BORDER IS MANDATORY.

SHOULD NEVER BE FILTERED OR WARPED.

MUST MAINTAIN A SIZE OF 1.5x1.5 INCHES OR LARGER FOR PRINT.

MUST MAINTAIN A MINIMUM OF 260px IN EITHER DIMENSION FOR DIGITAL APPLICATIONS.

MUST MAINTAIN A MINIMUM MARGIN OF 100px OR 1 INCH FOR DIGITAL/PRINT APPLICATIONS.



## SECONDARY:

MUST BE PLACED ON WHITE, BLUE, OR GOLD.

BLACK BORDER IS MANDATORY, WHITE BORDER IS MANDATORY.

SHOULD NEVER BE FILTERED OR WARPED.

MUST MAINTAIN A SIZE OF 2x2 INCHES OR LARGER FOR PRINT.

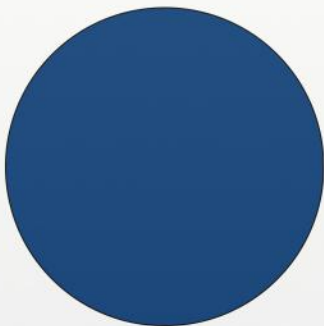
MUST MAINTAIN A MINIMUM OF 260px IN EITHER DIMENSION FOR DIGITAL APPLICATIONS.

MUST MAINTAIN A MINIMUM MARGIN OF 100px OR 1 INCH FOR DIGITAL/PRINT APPLICATIONS.



# COLOR PALETTE

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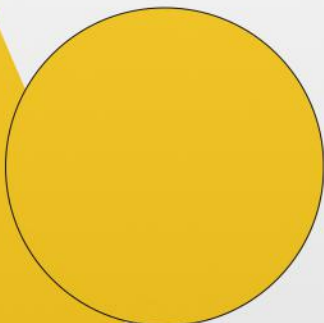


## PRIMARY: "STRONG BLUE"

#053875

R: 5 G: 56 B: 117

C: 100 M: 87 Y: 23 K: 13

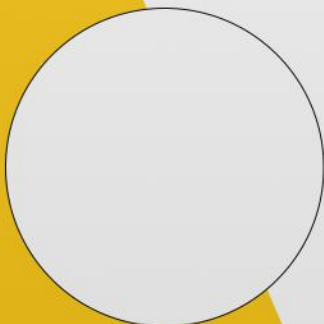


## SECONDARY: "DURABLE GOLD"

#FFCC15

R: 255 G: 204 B: 21

C: 1 M: 19 Y: 97 K: 0



## TERTIARY: "WHITE"

#FFFFFF

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0



## ACCENT: "BLACK"

#000000

R: 0 G: 0 B: 0

C: 75 M: 68 Y: 67 K: 90





A BULLDOG (NAMED BARRICADE), SYMBOLIZES THAT THE LONDON RAMPARTS TAKE PRIDE IN THEIR CITY'S LEGACY OF RESILIENCE. THROUGHOUT IT'S HISTORY, LONDON HAS FACED ADVERSITY, FROM THE GREAT FIRE OF 1666, TO THE RELENTLESS BOMBING CAMPAIGNS DURING WORLD WAR I. YET, TIME AND AGAIN, LONDONERS HAVE DEMONSTRATED THEIR RESILIENCE BY REBUILDING AND DEFENDING THEIR BELOVED HOME.

BLUE AND GOLD CLOTH CAP EMULATES TEAM HELMET DESIGN.



# UNIFORMS

HOME PRIMARY



AWAY PRIMARY





# UNIFORMS

HOME ALTERNATE



AWAY ALTERNATE



# HELMETS

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PRIMARY





# HELMETS

## HOME ALTERNATE



# HELMETS

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## HOME ALTERNATE

