LONDON**REAL**

IT'S ABOUT THE JOURNEY

BRANDBOOK

BRAND LOGO SHEET

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LOGO CLEAR SPACE

Grey padding indicates the logos *clear space*, and area where other elements must not encroach into.

Example of bottom-right position
In order to allow the logotype to breathe we use the clear space as a spacial/white space buffer.

LOGO TYPEFACE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BEBAS NEUE REGULAR

ABC1023

HEADLINE & PARAGRAPH TYPEFACE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Oswald

abc1023

HTML @FONT-FACE TYPEFACE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Oswald

abc1023

APP TYPEFACE

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Roboto Medium

abc1023

Font sources:
https://www.google.com/fonts/specimen/Oswald
http://fontfabric.com/bebas-neue/
https://www.google.com/fonts/specimen/Roboto

PROHIBITED LOGO MANIPULATION

LONDON REAL
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Don't change word spacing

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Never use another font

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Don't expand, strech or squash

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Don't alter kerning

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Don't use unspecified colours

LOGO MASTER

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BRAND COLOURS

LR RED
C 15 **M** 100 **Y** 97 **K** 5
R 199 **G** 33 **B** 40
HTML #C72128

WHITE
C 0 **M** 0 **Y** 0 **K** 0
R 255 **G** 255 **B** 255
HTML #FFF

LR BLACK
C 79 **M** 67 **Y** 56 **K** 56
R 39 **G** 48 **B** 56
HTML #273038