

# LIFT Brand Guidelines

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## Logo



## Minimum sizes

To make sure that the logo is always legible and recognisable, it should never be reproduced smaller than the minimum sizes provided.

Print



On screen



## Alternate logo version

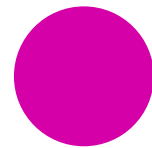


## Logotype

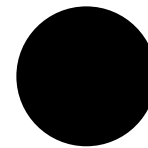


If space and size is an issue, use our logo without full name. This should only be used in rare instances, for example in our mobile website navigation header.

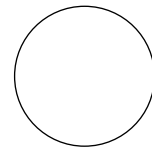
## Core colours



**Pink**  
C31 M88 Y0 K0  
R214 G0 B168  
#D600A8



**Black**  
C0 M0 Y0 K100  
R29 G29 B27  
#ED7112



**White**  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF

## Typeface

# Metropolis

AaBbCc abcdefghijklmn  
opqrstuvwxyz

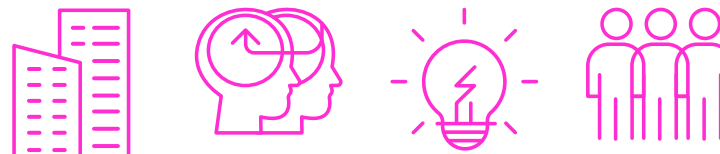
AaBbCc abcdefghijklmn  
opqrstuvwxyz

AaBbCc abcdefghijklmn  
opqrstuvwxyz

## Clear space



## Icon sample

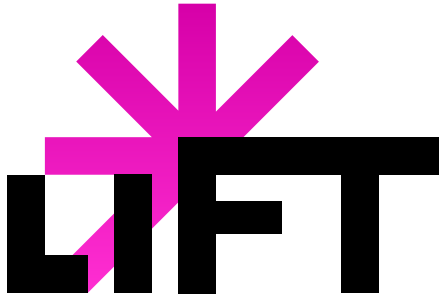


Our secondary typeface is Arial and may be used in situations where Metropolis is not available.

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Should you require any further guidance or information please contact:  
[communications@islington.gov.uk](mailto:communications@islington.gov.uk)

# LIFT Brand Guidelines



## Social Media



## Favicon options



## Primary colour logo



## Black and white logo



## Gradient



## Core colours



## Secondary colours



**LIFT** supports residents of Hackney, Camden, Islington and Tower Hamlets in developing skills, knowledge, experience and confidence to launch a career or grow a business in the knowledge economy.

### **Brand personality**

Diverse  
Engaging  
Innovative  
Aspirational  
Ambitious

### **Values**

Inclusive  
Accessible  
Supportive  
Collaborative  
Integrity

