

Livery

Livery gives you the opportunity to do something really different and eye-catching, that will be widely seen. It can be branded with or without iconic imagery.

All livery should use the logo, wherever possible with a pillar headline.

The same principles apply to static or moving livery but dwell time, physical form and space available should be considered.

Always:

- **use the logo prominently** and make sure it can be seen from all angles
- **use an iconic British vehicle** where possible eg bus or London taxi cab
- **ensure production is high quality**
- **consider adjusting the flag** to fit around an object. There is flexibility to do this on irregular formats.

