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Brand guidelines

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Live London Connected

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Our brand

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What is Circle?

Circle is a free London-based personal safety app allowing you to connect to friends and family quickly and safely in the city.

The app is designed to support those in difficult or vulnerable situations across London, focusing primarily on women aged 18-30.

The concept was created in partnership with women's charities to ensure its suitability for safe use in a variety of situations. It's funded by London Councils and was designed by developers Xantura and social media agency Things Unlimited.

The assets are managed by London Ventures and the Communications team at London Councils.

LONDON COUNCILS   xantura   ThingsUnlimited...

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Using the app for the first time

New users are guided through an onboarding process that orientates them with Circle's functionality.
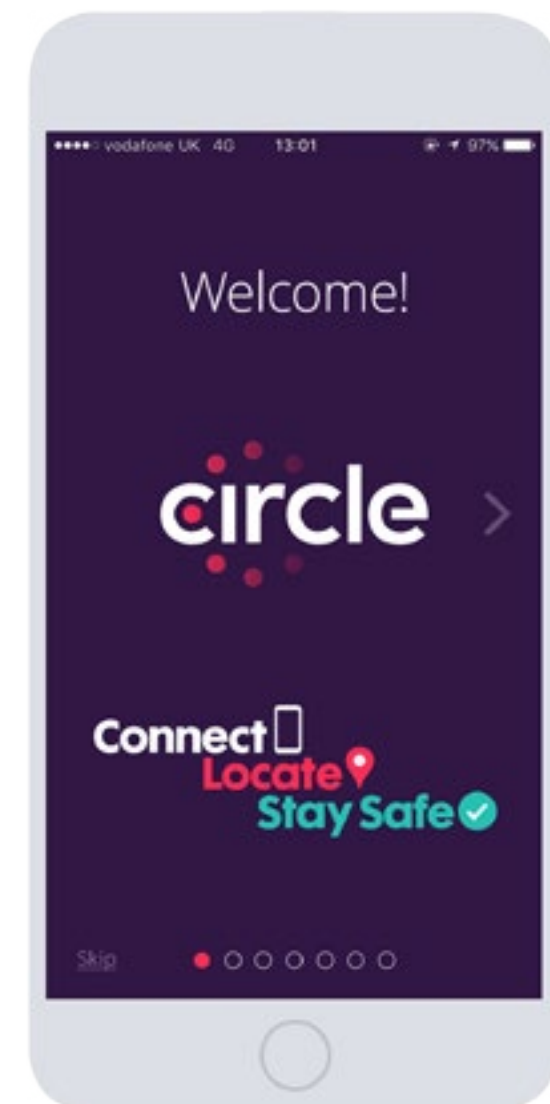
Step 1

Step 2

Step 3
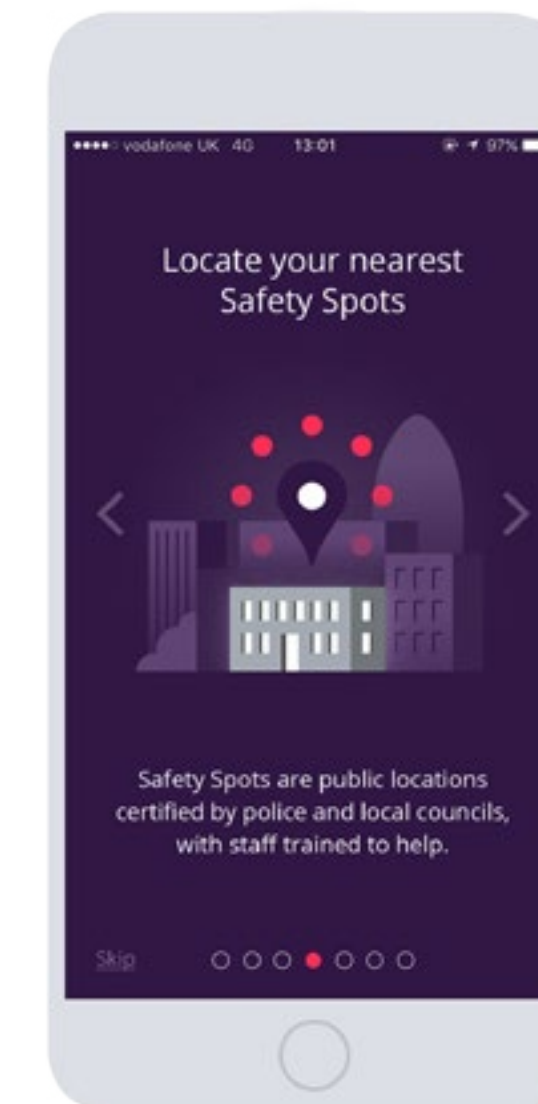
Step 4

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Contents
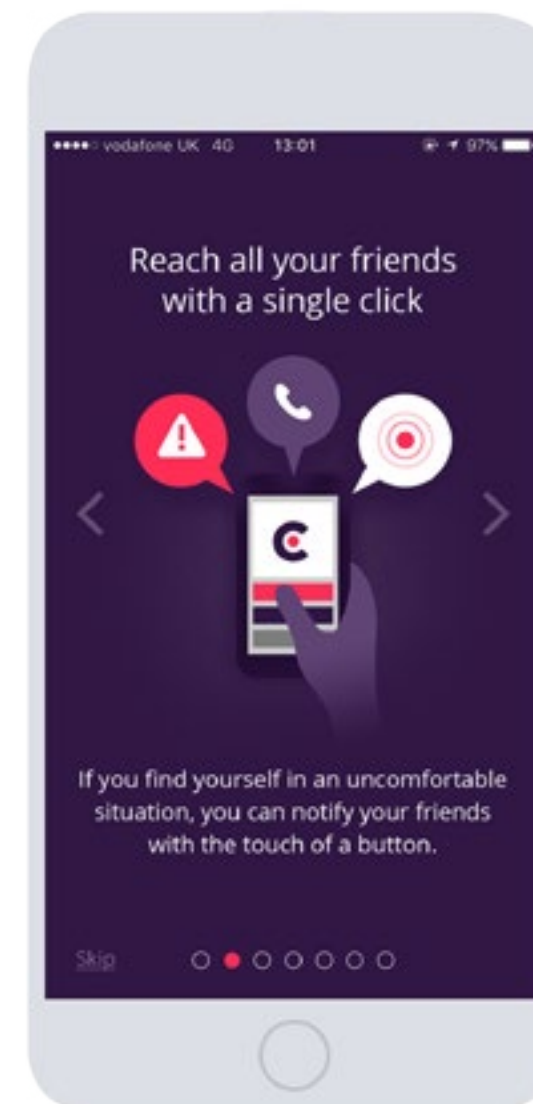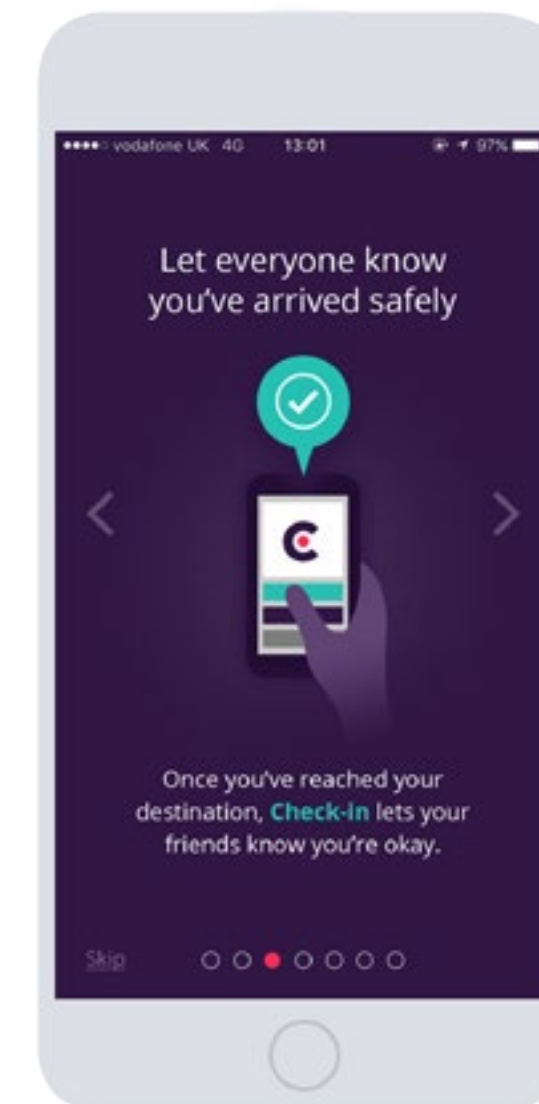
Using the app for the first time

The user is shown the main features: instant contact with loved ones when they need it most, custom notifications to save time, and Safety Spots — locations verified by the police for those in need.
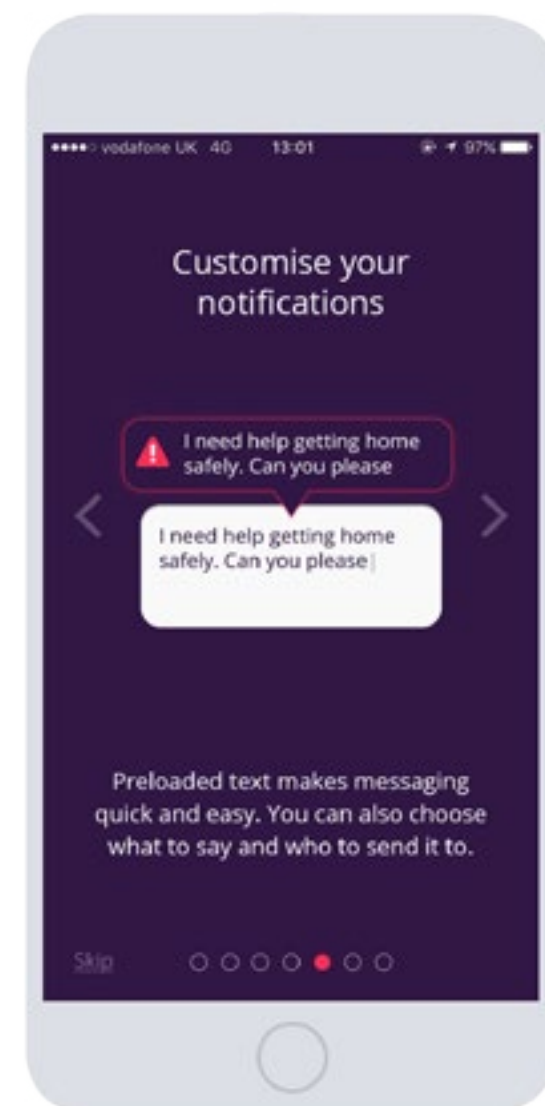
Step 5

Step 6

Step 7

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How the app works

Circle is the must-have safety app for Londoners.

It's the easiest way to stay safe and connected to your nearest and dearest in and around the city. Check-in with friends at the touch of a button to either let them know you're okay or that you need a little help.
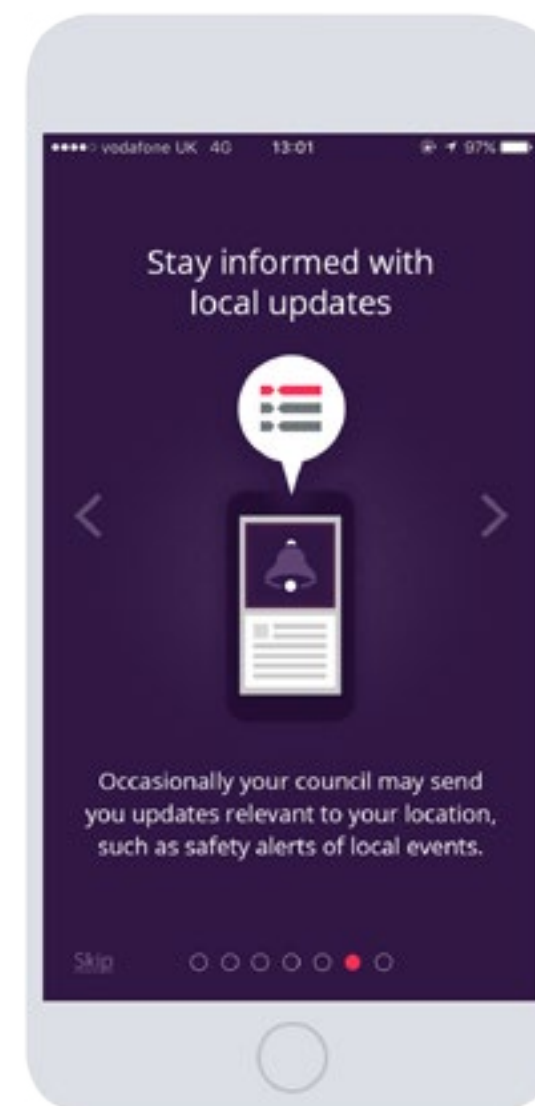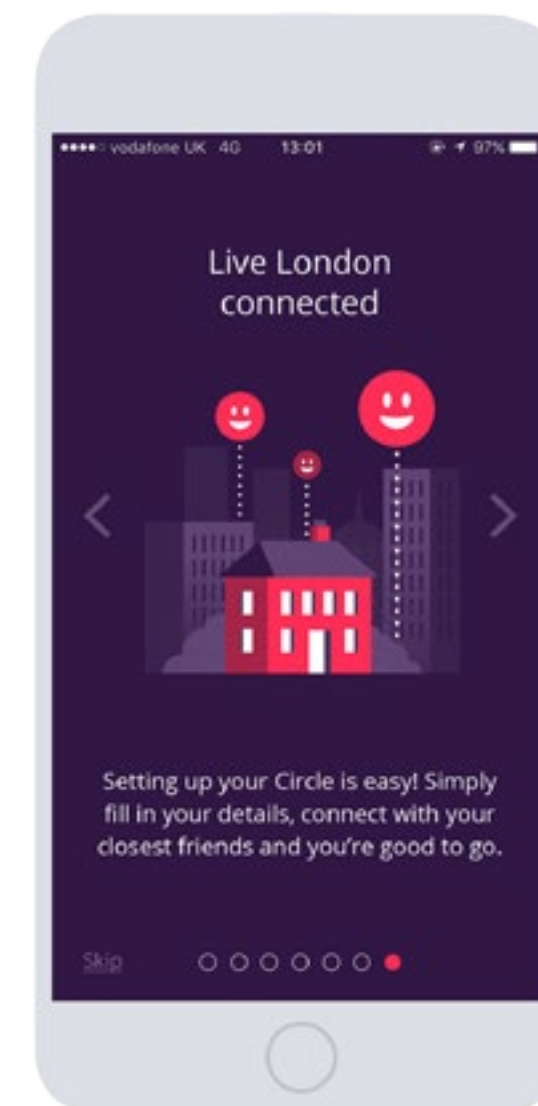
This handy app is packed with other useful resources too, like directions to your closest Safety Spot and the latest updates from your borough. So whether you're out dating, dancing or dining in this great city, you can live London connected with your Circle of friends.
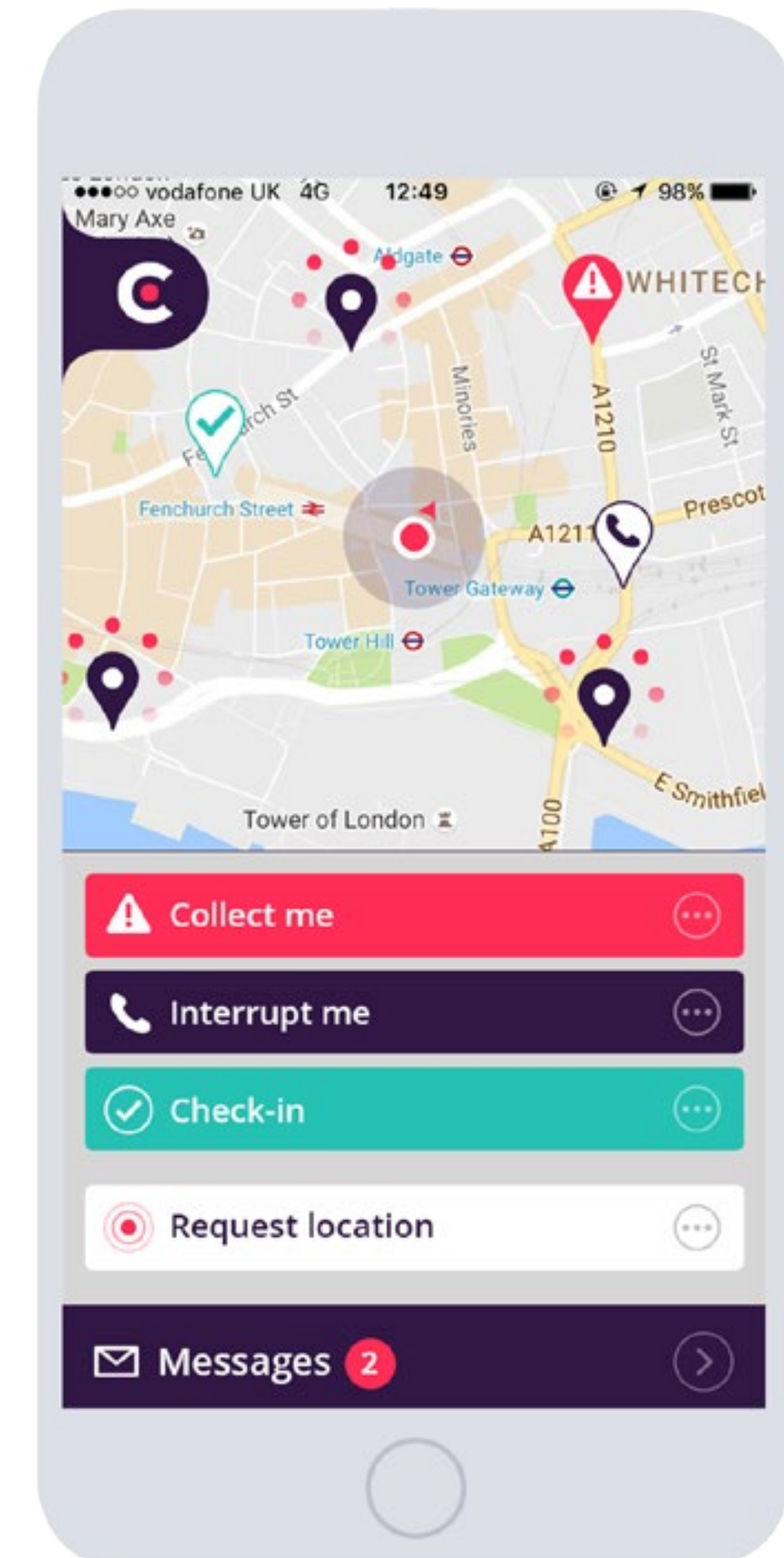
Circle home screen with current location

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The app icon

The C badge is simple and iconic.

The C-shape is used as a holding device for the pink (location/user) dot. This dot keeps consistency across the two icon colourways.
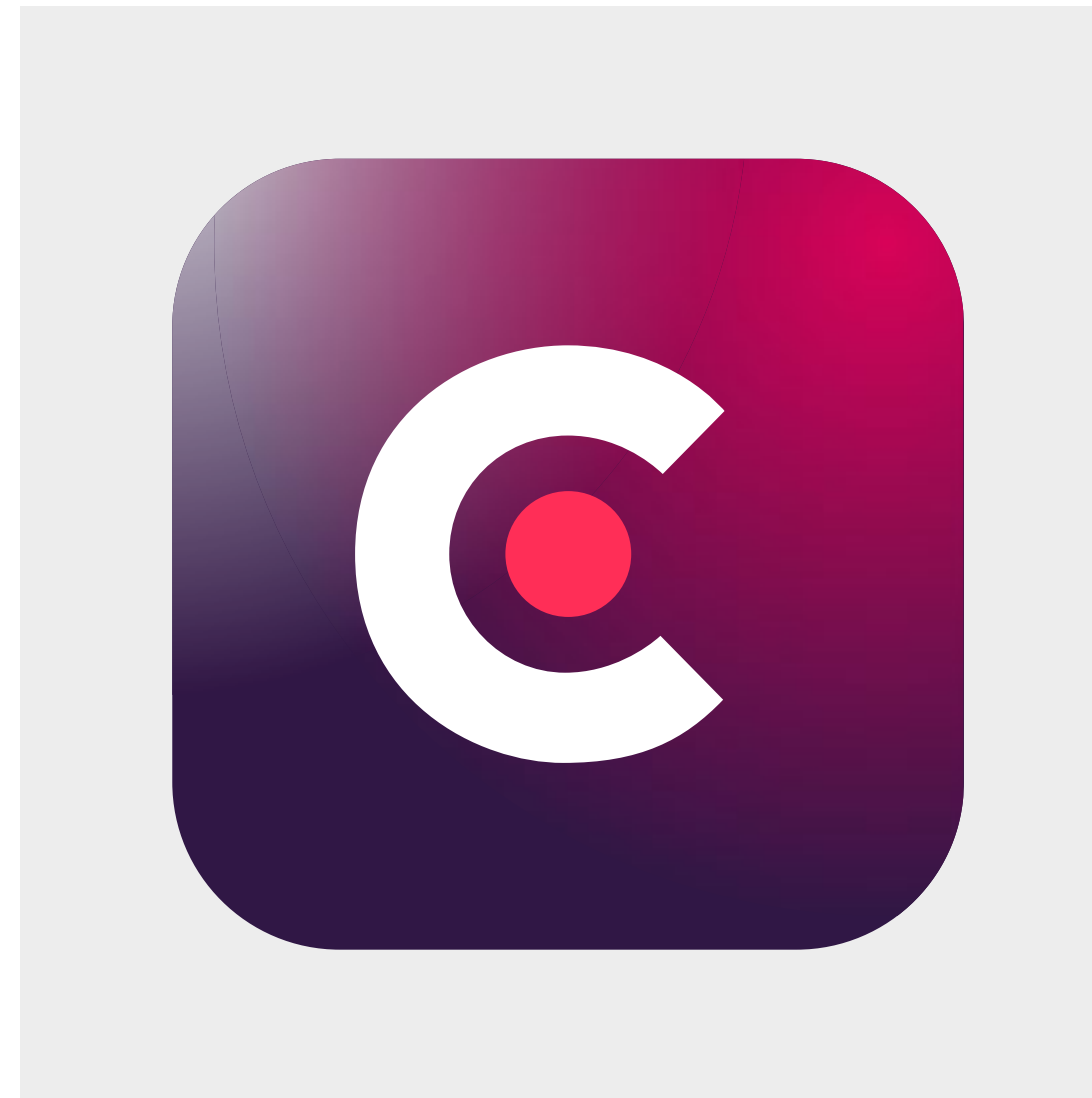
Preferred positive icon. Use when possible.

Reversed icon on dark.

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Tone of voice

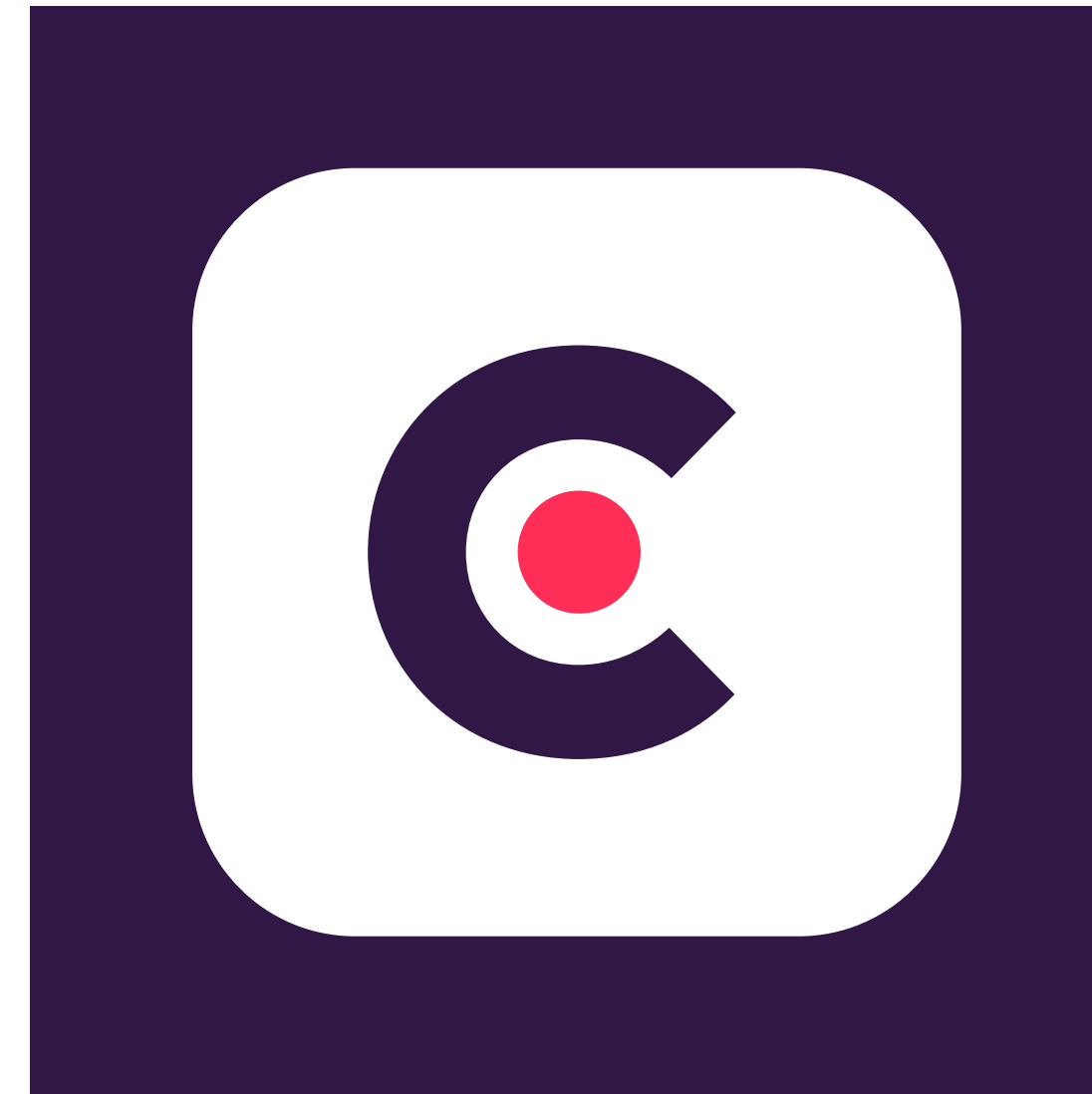# When writing for Circle, refer back to this simple set of rules to ensure a consistent tone of voice.

This:

✓ Circle is the must-have safety app for Londoners. It's the easiest way to stay safe and connected.

✓ Whether you're out dating, dancing or dining in this great city, you can live London connected with your Circle of friends.

✓ Circle is the easiest way to stay safe and connected to your nearest and dearest in and around the city.

✓ Invite your friends into your Circle and let them know what you're up to.

Not this:

✗ Circle is an app that attempts to keep Londoners safe from the dangers of city life.

✗ London has a high crime rate, so make sure you're safe when you go out and let people know where you are and what you're doing.

✗ Circle is an application that will inform people you know and trust if you are in imminent danger when you are attending events or places in London.

✗ Carefully select people you trust to enter your circle, so they can be notified when you feel that you could be in a dangerous or uncomfortable situation.

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The Brandmark

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The logo

Connectivity, togetherness, technology and empowerment.

The colour palette is bold and clean to ensure stand out. The Sans Serif typeface is custom-drawn and has a contemporary, humanist feel. The curves aren't perfect circles, ensuring that rationality doesn't dominate the otherwise clean shapes and it retains some soul.

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The logo (whiteout version)

Night mode.

Much of Circle's associated photography and layout designs are dark, focusing on night settings and evenings out in the city. As a result, the whiteout version of the logo is often required.

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⚠️ Always ensure you're using the correct logo assets in your layout. Under no circumstances alter the colours of the logo files, as each logo has been cut and kerned specifically for light or dark backgrounds.

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The logo & strapline lock-up

The logo & strapline lock-up is available in two main versions and should be used according to the background colour they sit on. Both logos appear in the asset library (see page 51).

circle Live London Connected

circle Live London Connected

Circle

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Using the logo & strapline lock-up

To ensure the Circle logo is given enough space from surrounding elements such as copy, images and page edges, a simple rule has been outlined below.

x height

circle Live London Connected

x

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Logo placement

When using the Circle logo for word processing or presentation purposes, right-align in the bottom corner. See previous page for logo exclusion zone.

⚠ The lock-up should always sit bottom right on any key visual and print layout.

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Logo alternatives

There are circumstances when the standard logo cannot be used. In instances such as B&W or one-colour printing, the logos shown below are to be used. Additionally the Circle 'C' icon (page 8) can be used to identify the app, but should only be used when the logo cannot.

Black with transparency

White with transparency

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Strapline

The supporting line "Live London Connected" has 3 configurations.

Version 1 will most commonly be seen as part of the logo lock-up but can also be used when positioned in the bottom left hand corner of a layout. Version 2 can be used when placed in a more central position and works more effectively as a stand-alone graphic. Version 3 can be used in headers or footers or where height is restrictive.

Version 1

Version 2

Version 3

Live London Connected

Live London Connected

Live London Connected

Live London Connected

Live London Connected

Live London Connected

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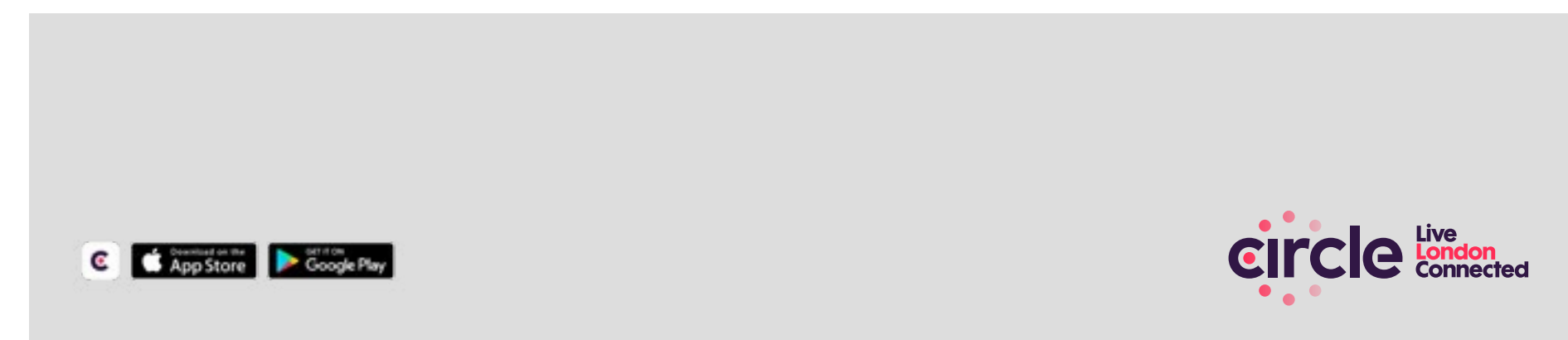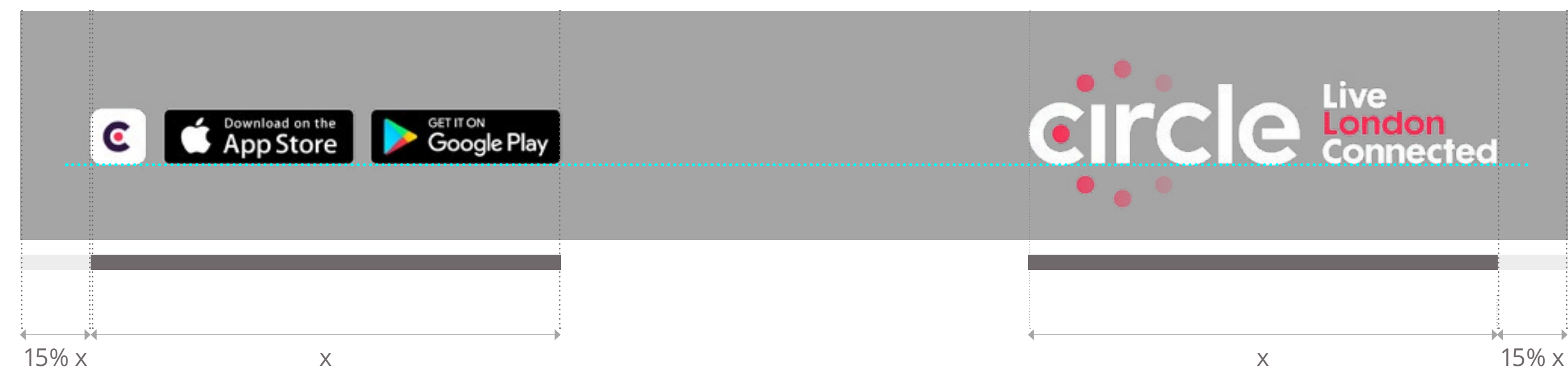
Using borough/third party logos

The logo lock-up must sit bottom right on all visuals.

The app icon and app store download buttons appear on the left and are the same width as the logo lock-up ('x' below). It's up to the designer's discretion to size these for each visual.

The app icon and app store download buttons should always be the x-height of the logo.

15% x   x   x   15% x

⚠ The lock-up should always be placed in this configuration. Never swap the positions.

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Using borough/third party logos

The Circle logo and supporting assets will work alongside London Borough logos and branding.

Borough logos vary in colour, therefore enough space should be allowed to avoid logos clashing.

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Using borough/third party logos

As per page 19, the logo exclusion zone should be taken into account when using borough/third party logos. If multiple third party logos are required, place alongside one another as opposed to stacking them.

⚠ Borough/third party logos should always be placed in a white box to ensure consistency and legibility.

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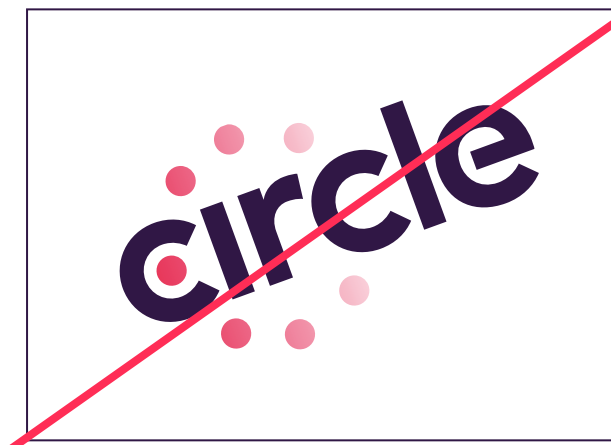
Watch outs: Circle logo

Please be aware of which logo you use; we have created 4 versions, specified earlier in this document. Please observe the clear space around the logo to maximise visual effectiveness. Nothing should intrude into the specified clear space.
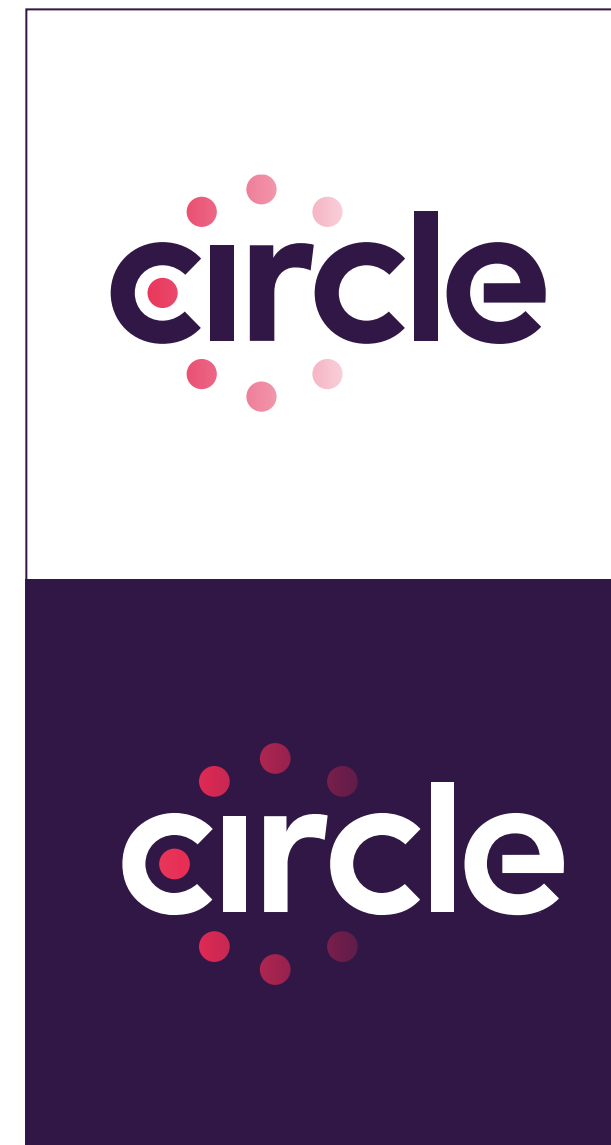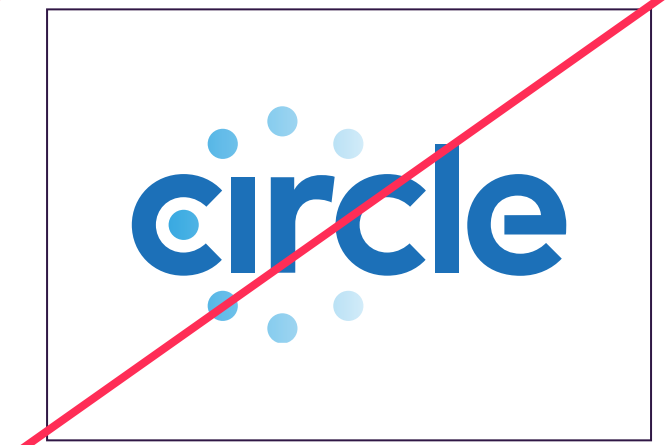
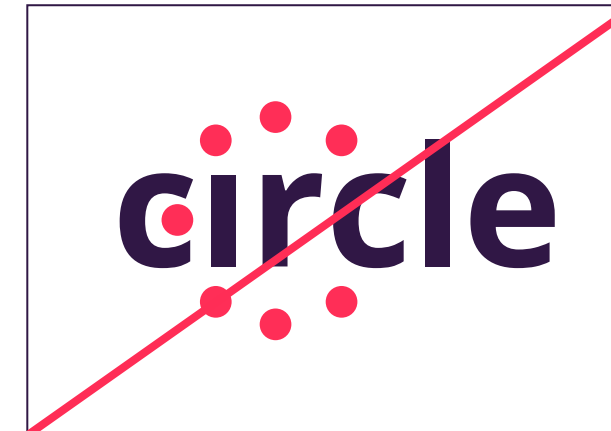Do not change the logo's orientation.

Do not add extraneous effects to the logo.

Do not place the logo on busy areas of photography.

Do not change the colours to fit your campaign colours.

Make sure you use the correctly supplied version for your colour background.

Do not attempt to recreate the logo.

Do not scale the logo disproportionately.

Do not make alterations, additions or substitutions to the logo content.
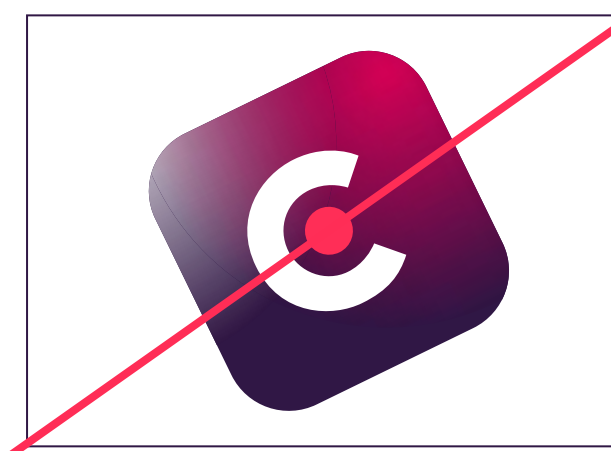
Do not use the logo as a repeated pattern, "wallpaper," or other decorative device.

Watch outs: Circle app icon

As with the usage of the Circle logo, the brandmark should not be altered beyond scaling in size. See below for a full list of watch outs concerning this device.
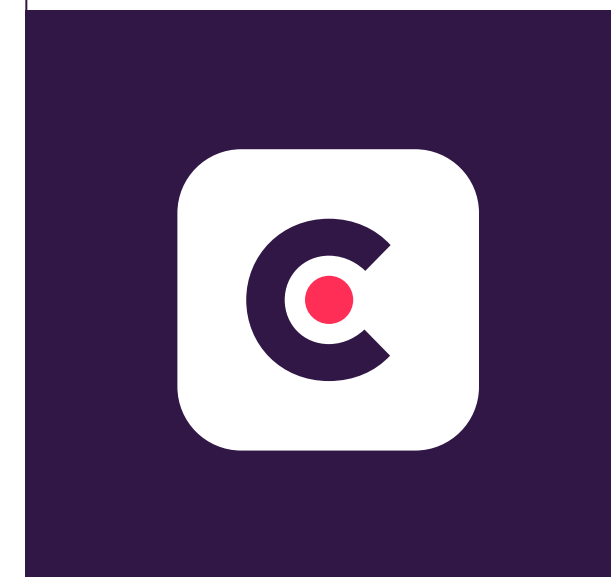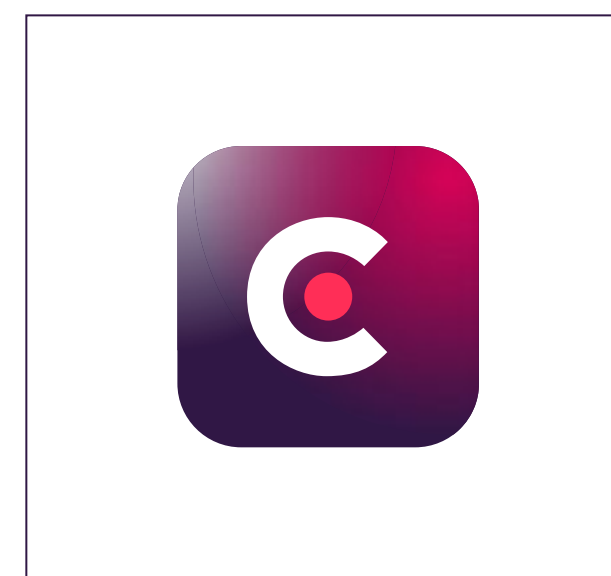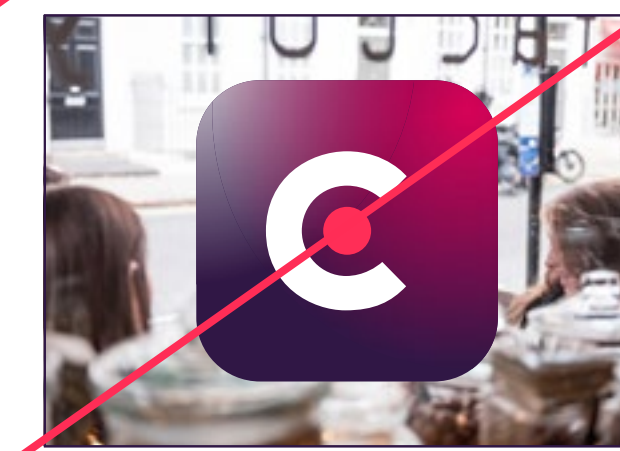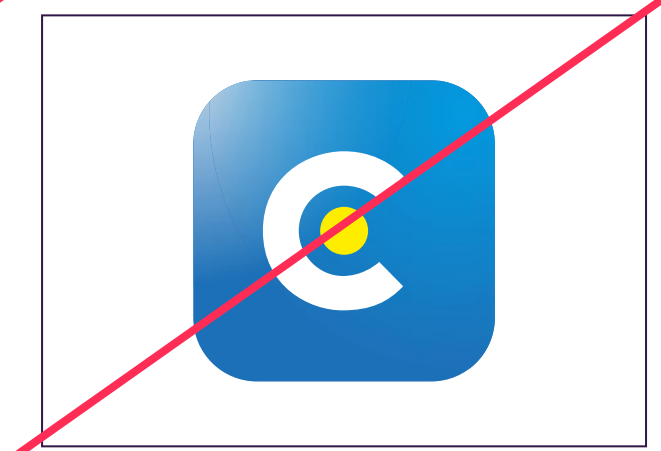
Do not change the icon's orientation.

Do not add extraneous effects to the icon.

Do not place the icon on busy photography.

Do not change the colours to fit your campaign colours.

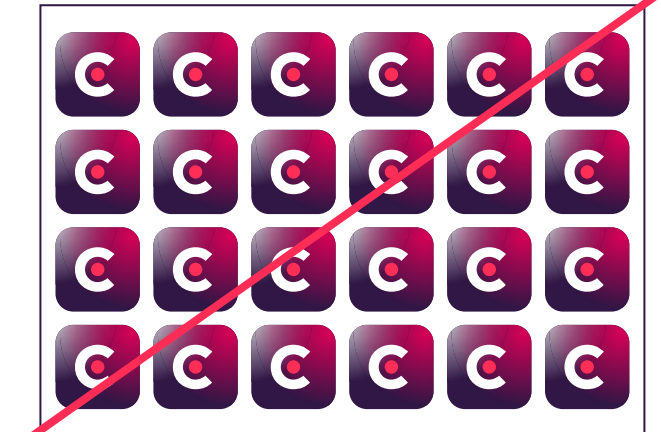Make sure you use the correctly supplied version for your colour background.

Do not attempt to recreate the icon.

Do not scale the icon disproportionately.

Do not make alterations, additions or substitutions to the icon content.

Do not use the icon as a repeated pattern, "wallpaper," or other decorative device.

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Key Visuals

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Key visuals

Our photographic style and colour palette reflects the confidence and positivity we want our users to feel when they Live London Connected.

The layouts are uncluttered, dominated by one strong photographic image, with associated text/icons showing a clear visual heirarchy.

Headlines are always **emotive** (*"Always there when you need them"*) as opposed to **descriptive** (*"Live London Connected"*).

Pink can be used as an accent colour to highlight certain phrases and key information if required.

A subtle, purple arc can be used to hold headlines and logos. Guidelines on how to use this are on pages 26-27.

⚠️ Print layouts should always feature 3 or more people, to avoid confusion with dating or telecoms apps.

⚠️ Headlines should always be **emotive**, focusing on relationships between friends using Circle.

Always there when you need them

Circle. The free personal safety app for Londoners.

Download on the App Store   GET IT ON Google Play

circle Live London Connected

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Landscape layouts have the same visual relationships as portrait layouts, but attention should be paid to image selection, as not all images are suitable for both landscape and portrait use.

⚠ When selecting an image for landscape or portrait orientation, take into account the negative space in which text and graphics will sit.

Not all images are suitable for both landscape and portrait orientation.

Always there when you need them

Circle. The free
personal safety app
for Londoners.

Download on the App Store   GET IT ON Google Play

circle
Live
London
Connected

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Fluid Layout - Portrait Framework

1. H1 placement safe area
• Left-align header copy.
• 3 line maximum.

2. The image mask holder
• Top edge of image mask should not breach top line of H1 placement safe area.
• Left edge of image mask sits no further than 2nd line of body copy.

3. Body copy placement
• Left-aligned and should not breach 50% width or height of full layout.

4. Imagery
• Only use approved imagery from the Circle Image Library (see pages 45-57).

5. Logo placement
• Circle logo placement: Bottom right of document.
• Partner logo placement: Bottom centre of document.
• App logo placement: Bottom left of document.

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Fluid Layout - Landscape Framework

1. H1 placement safe area
• Left-align header copy.
• 2 line maximum.

2. The image mask holder
• Top edge of image mask should not breach 50% width of document.
• Left edge of image mask sits no further than entrance line of all left aligned copy.

3. Body copy placement
• Left aligned and should not breach 50% width or height of document.

4. Imagery
• Only use approved imagery from the Circle Image Library (see pages 45-57).

5. Logo placement
• Circle logo placement: Bottom right of document.
• Partner logo placement: Bottom right centre of document.
• App logo placement: Bottom left of document.

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Example visuals: Out-of-home

Out-of-home posters should concentrate on simplicity and impact. Replacing a headline with the logo & strapline lock-up may be suitable. If two posters are adjacent, choose two contrasting images.
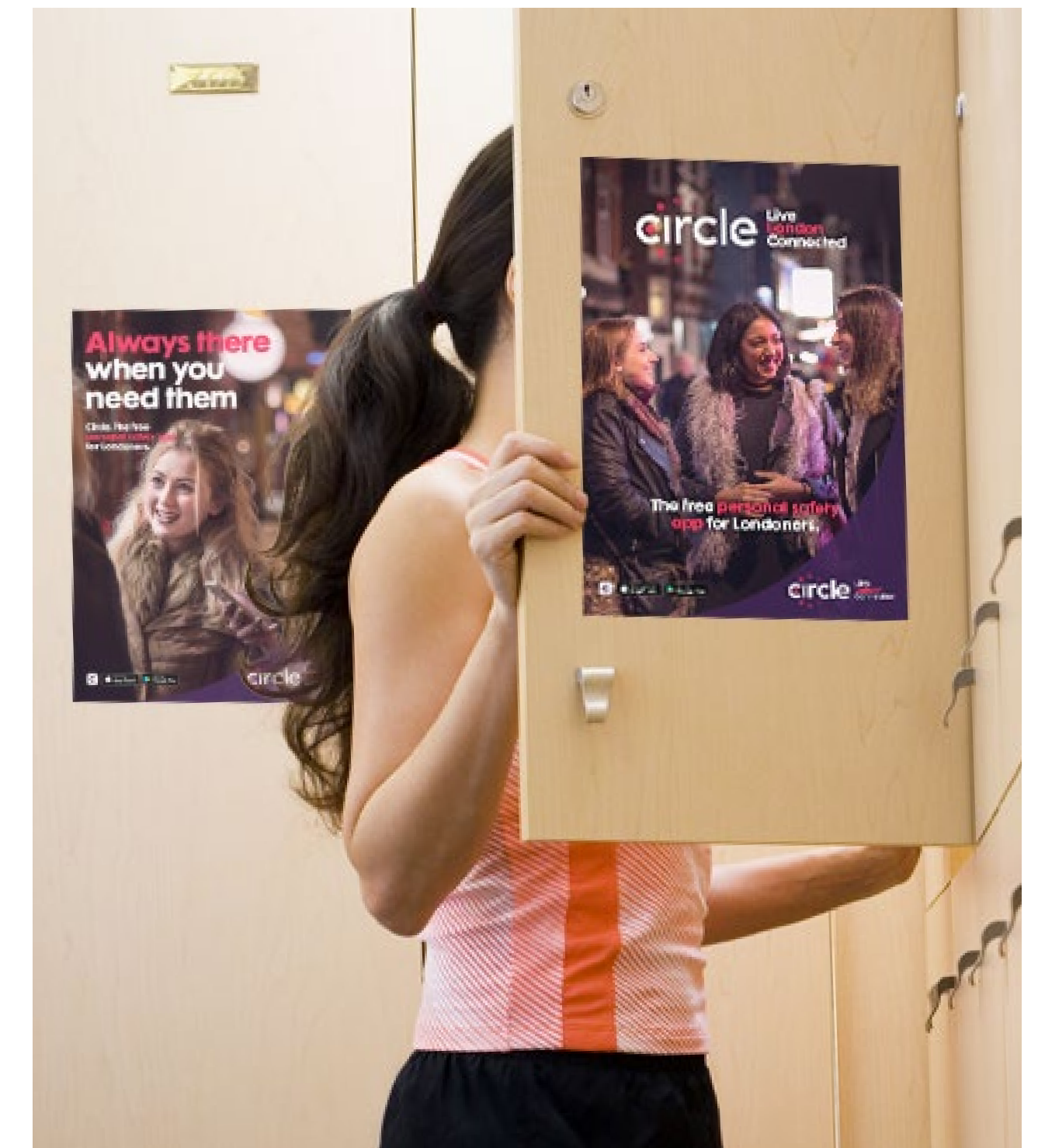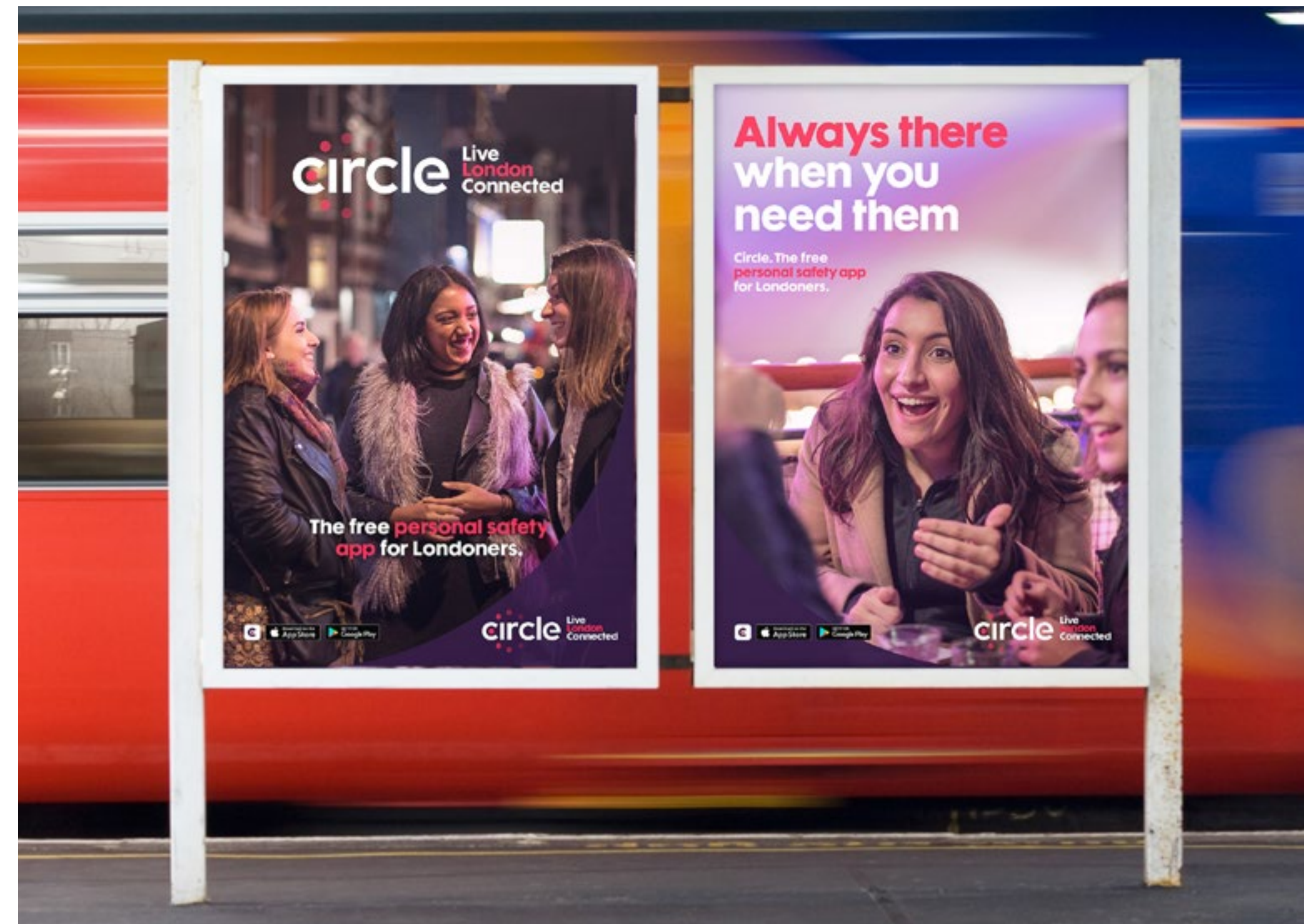
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Example visuals: Double-page spreads

The purple arc is used as a holding device for longer form text if required. Body text is set in Open Sans, turquoise can be used as an accent colour.

⚠ When selecting an image for landscape or portrait orientation, take into account the negative space in which text and graphics will sit.

Not all images are suitable for both landscape and portrait orientation.

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Example visuals: Press ad

These follow a similar hierarchy to key visuals, but additional subheads with an appropriate nod to the target audience and setting of the ad may help push the concept more.

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Example visuals: Dual-ad/Tube ads

A more editorial layout is appropriate for ads with extra dwell time. Clear visual hierarchies between image, logo, headline and copy should be maintained, but additional information can be included as body text.

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Example visuals: Digital static banners

Special consideration should be given to image selection for extreme portrait and landscape crops. App Store buttons must also be present as a clear call-to-action for download.

Leaderboard: 728 x 90px

MPU: 300 x 250px

Skyscraper:
120 x 600px

Supersky:
160 x 600px

Contents

Example visuals: Digital static banners (continued)

Leaderboard: 728 x 90px

MPU: 300 x 250px

Skyscraper:
120 x 600px

Supersky:
160 x 600px

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Example visuals: Digital static banners (continued)

Leaderboard: 728 x 90px

MPU: 300 x 250px

Skyscraper:
120 x 600px

Supersky:
160 x 600px

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Example visuals: Social posts

Follow the same visual hierarchies as key visuals, but be mindful that all social copy should include a clear call-to-action to download. Varying image selection over time to avoid repetition on a timeline is necessary.

Contents

Example visuals: Social posts (continued)
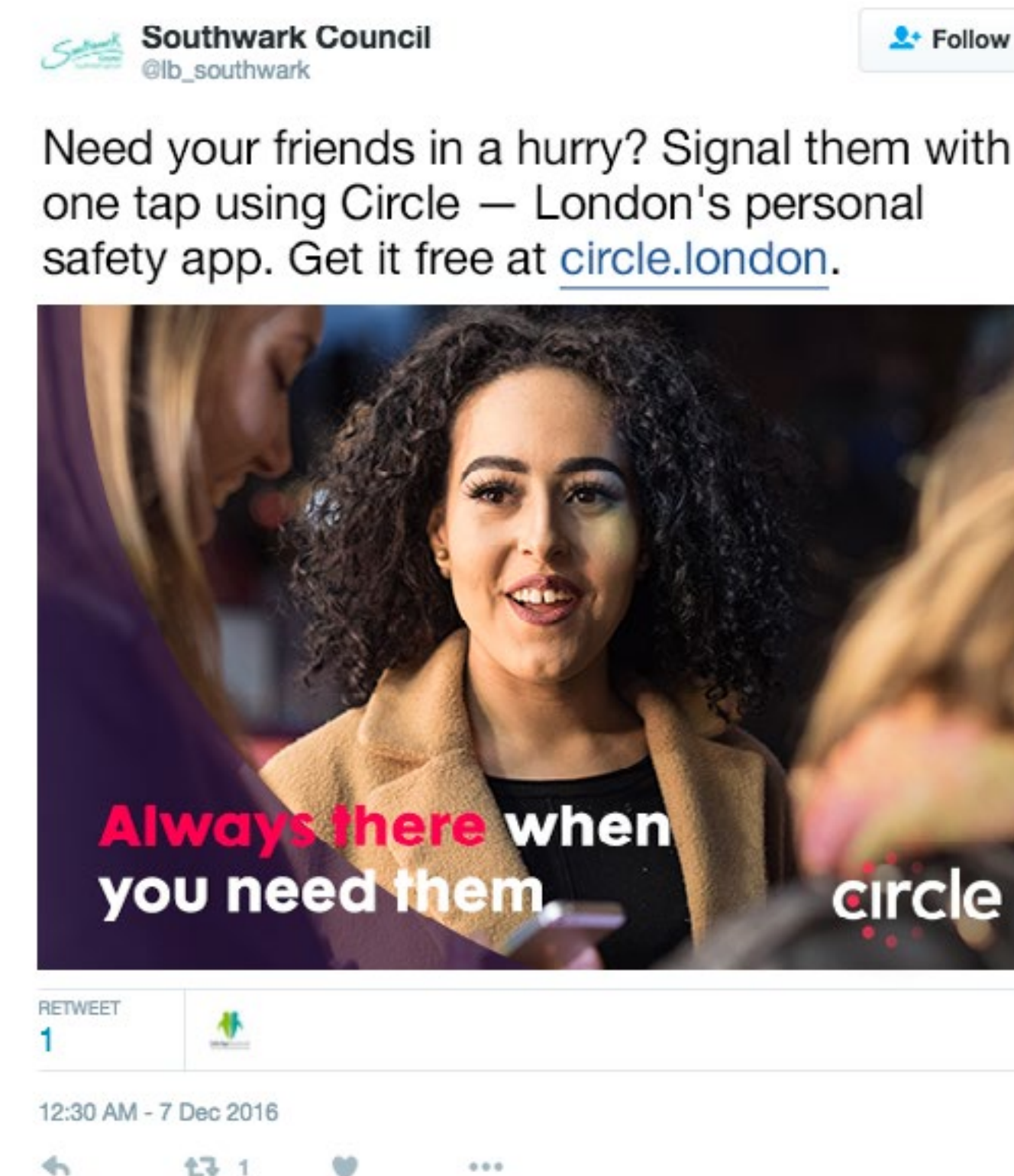
Contents

Constructing a key visual from scratch

Step 1: Select an appropriate photo from the appendix for your particular format (see pages 54-57).

⚠️ Important: for hero visuals, the image **must** feature at least 3 individuals in the frame. This highlights the friendship of the group. Showing less people could imply that Circle is a dating or telecoms app.

Step 2: Using the supplied Photoshop files (see pages 45-48), clip this image to the curved arc border.

⚠️ The curved arc can be placed wherever is appropriate on the image but always weighted to one side, i.e. never symmetrical. Assymetry provides dynamism and visual interest to the layout. There must also be a slight (8-12%) transparency of the underlying image showing through.

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Constructing a key visual from scratch (continued)
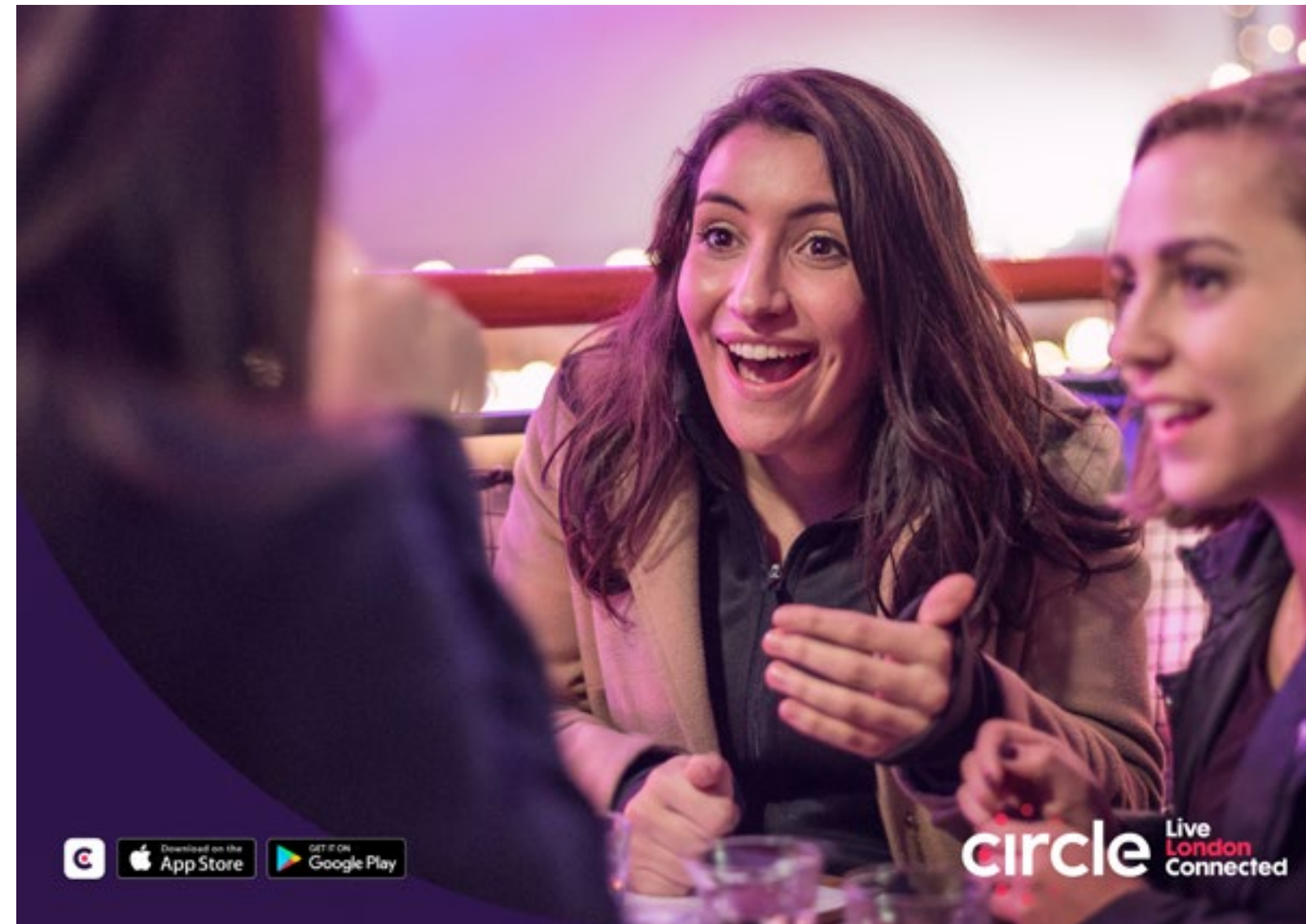
Step 3: Apply the app icon and logo lock ups as shown.

⚠️ The Circle logo should always sit in the bottom right, preferably with the Live London Connected strapline if it hasn't been used elsewhere on the page.
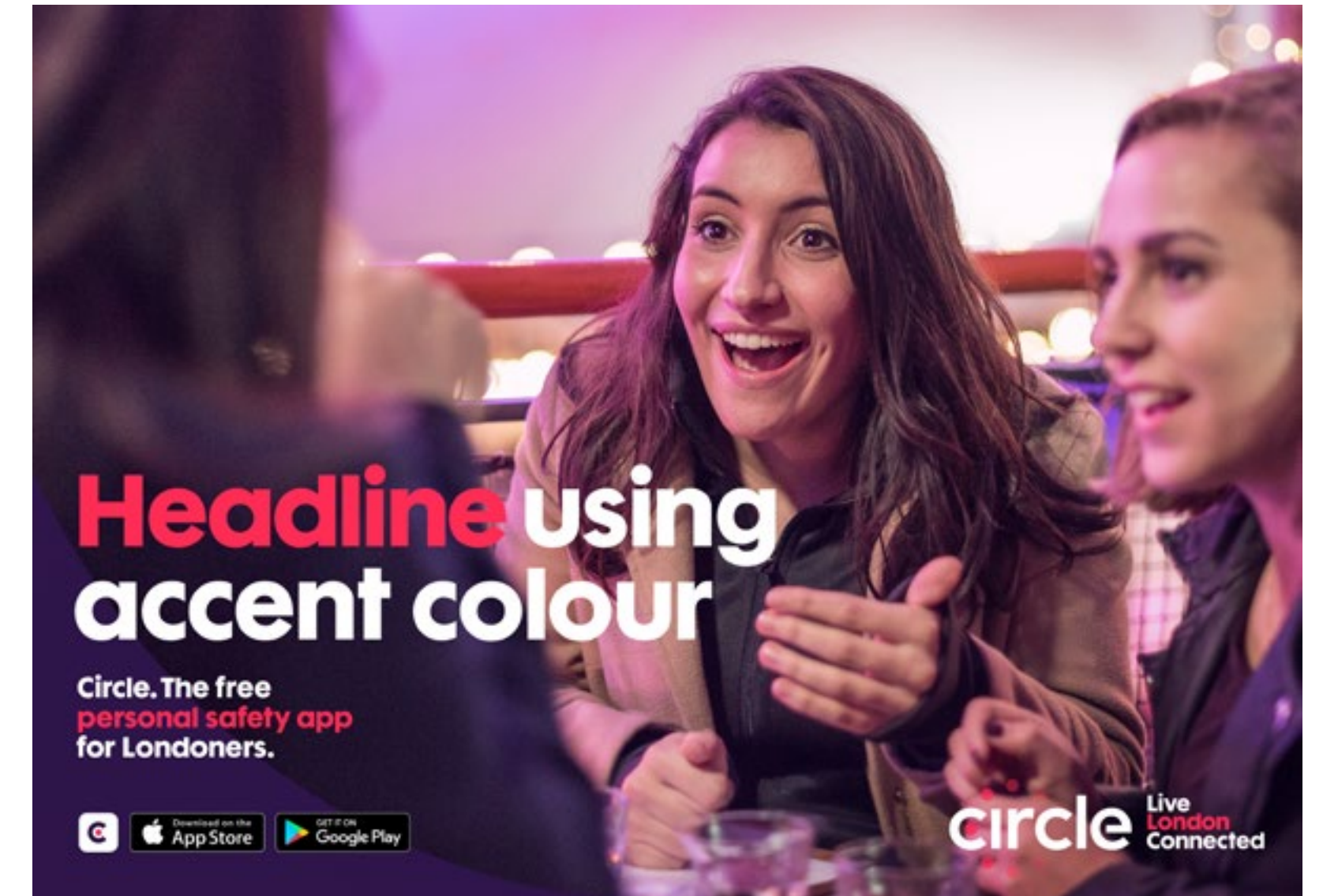
Step 4: Headlines can overlap the curved swash using Futura Maxi Bold only. Use the pink for accents in headlines.

Colour

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Colour

Circle's colours are vibrant, feminine and optimistic.

Deep purple is at the heart of our brand. A nod to London Councils existing identity, it also works alongside our low-light, night-time photography.

A carefully selected futuristic pink is our highlight colour. This is the strongest element in any layout and the celebratory part of our identity. Whilst being clearly feminine, it's neither too cute nor too aggressive, and sets off the deep purple distinctively.

A contrasting turquoise can be used sparingly as an accent in certain layouts.
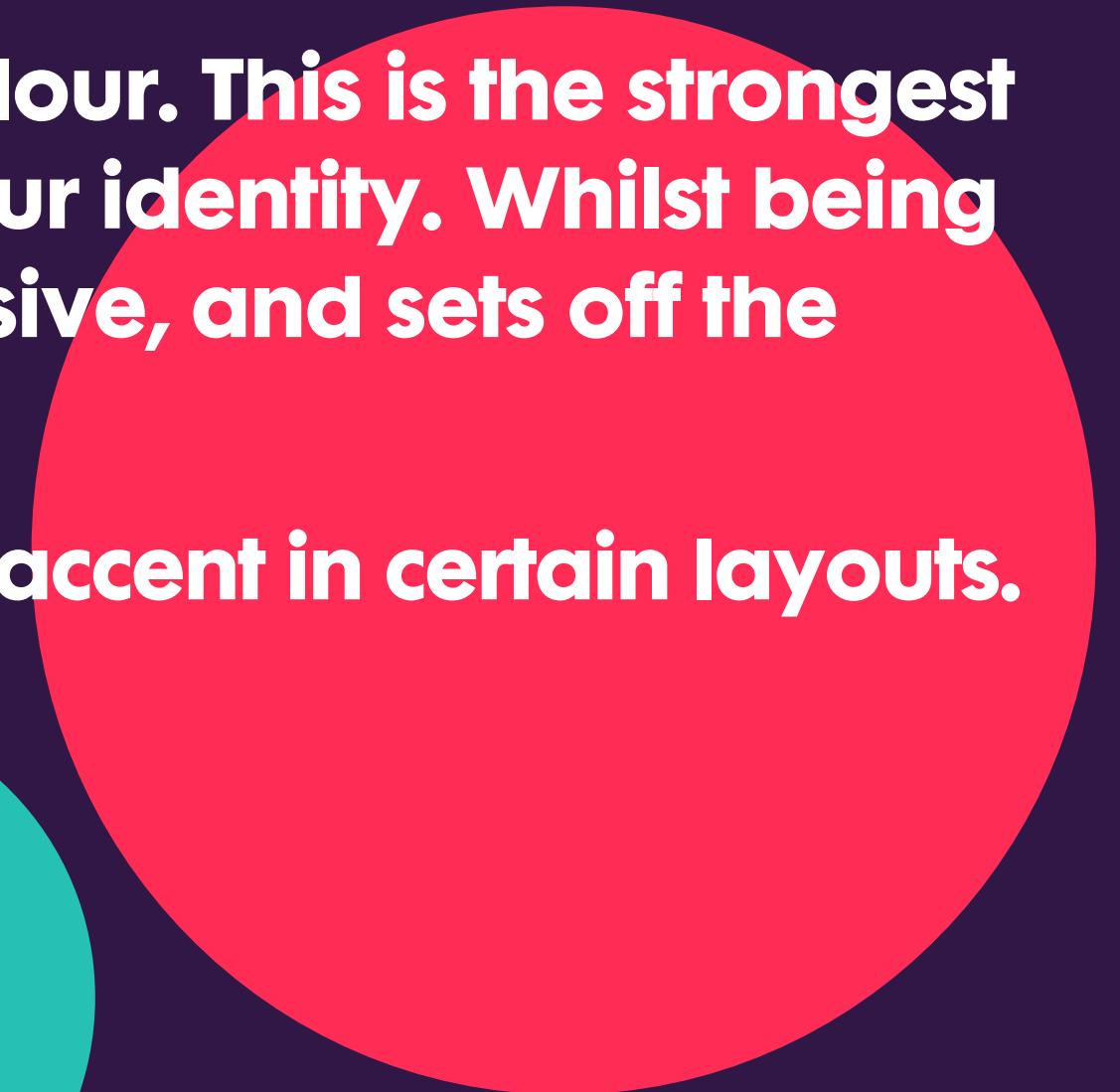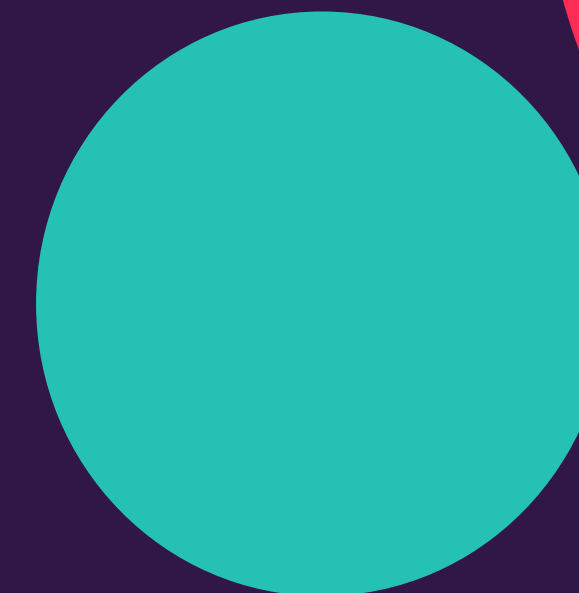
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Colour

The Circle brand uses a limited colour palette to keep creative simple whilst still standing out.

The core purple is generally used for large areas such as background colour with the core pink and white used for text and graphics. The turquoise colour is used for accents only.
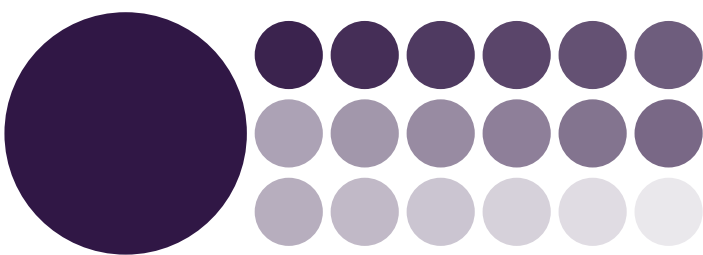
Core Purple
C62 M100 Y42 K51
R49 G23 B69
#311745

Dark grey
C52 M46 Y42 K30
R111 G105 B107
#1E1E1E
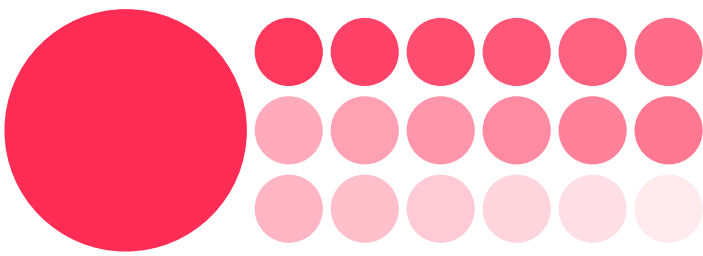
Core Pink
C0 M99 Y42 K0
R255 G45 B86
#FF2D56
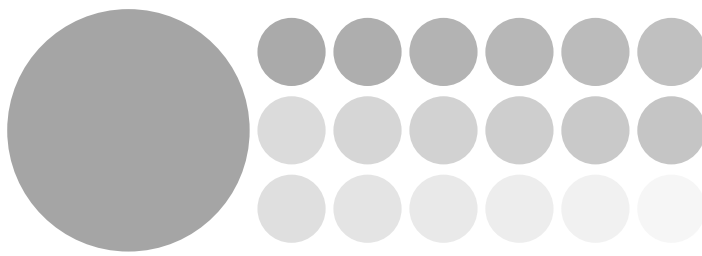
Mid grey
C37 M29 Y29 K8
R165 G165 B165
#3B3B3B

Turquoise
C69 M0 Y37 K0
R37 G139 B180
#25c1b4

Light grey
C8 M6 Y7 K0
R237 G237 B237
#505050

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Typography

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Primary fonts

There are several fonts which make up Circle's identity.
Open Sans should be used in all cases of word processing.

Futura Maxi CG bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? # & % £ $ "

Futura Maxi CG Bold is used
for headlines and subheads.

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # & % £ $ "

Open Sans Bold is used for
subheads and can also be
used sparingly to emphasise
key words within the text.

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! ? @ # & % £ $ "

Open Sans Regular is the font
used for all body copy.

Assets & Appendix

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Key Visual Springboards

Circle_KeyVisual_A3Port_v1.psd

Circle_KeyVisual_A3Land_v1.psd

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Key Visual Springboards

Circle_KeyVisual_A3Port_v2.psd

Circle_KeyVisual_A3Land_v2.psd

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Key Visual Springboards

Circle_KeyVisual_A3Port_v3.psd

Circle_KeyVisual_A3Land_v3.psd

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Key Visual Springboards

Circle_KeyVisual_A3Port_v4.psd

Circle_KeyVisual_A3Land_v4.psd

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Key Visual Springboards: Out of Home posters

Circle_KeyVisual_A3Land_v5_OOH.psd

Circle_KeyVisual_A3Port_v5_OOH.psd

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Main photography — key images

Circle_HR_Main_1.jpg

Circle_HR_Main_2.jpg

Circle_HR_Main_3.jpg

Circle_HR_Main_4.jpg

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Logos and icons

Circle_Logo_Purp_Main.ai

Circle_Logo_Purp_Strap.ai

Circle_AppIcon_Purp.eps

Circle_Logo_Wht_Main.ai

Circle_Logo_Wht_Strap.ai

Circle_AppIcon_Wht.eps

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Logos and icons

Circle_Logo_MONOBLK_Main.ai

Circle_Logo_MONOBLK_Strap.ai

Circle_Logo_MONOWHT_Main.ai

Circle_Logo_MONOWHT_Strap.ai

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Logos and icons

Live London Connected

LLC_Purp_Stacked.eps

Live London Connected

LLC_Purp_Staggered.eps

Live London Connected

LLC_Purp_Inline.eps

Live London Connected

LLC_Wht_Stacked.eps

Live London Connected

LLC_Wht_Staggered.eps

Live London Connected

LLC_Wht_Inline.eps

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Additional imagery: full suite of images available for download

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Our Brand

Additional imagery: full suite of images available for download

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Additional imagery: full suite of images available for download

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Additional imagery: full suite of images available for download

Circle

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Videography Master Edit

Our master edit communicates the relationship between friends and the role Circle plays in helping them stay connected. The tone is positive and warm. We show the main functionality of the app used by real friends around London, without giving too much away as an incentive to download.

Please use this edit where possible, for example, on borough websites where audience dwell time is increased.

Circle_Master_Final.mp4
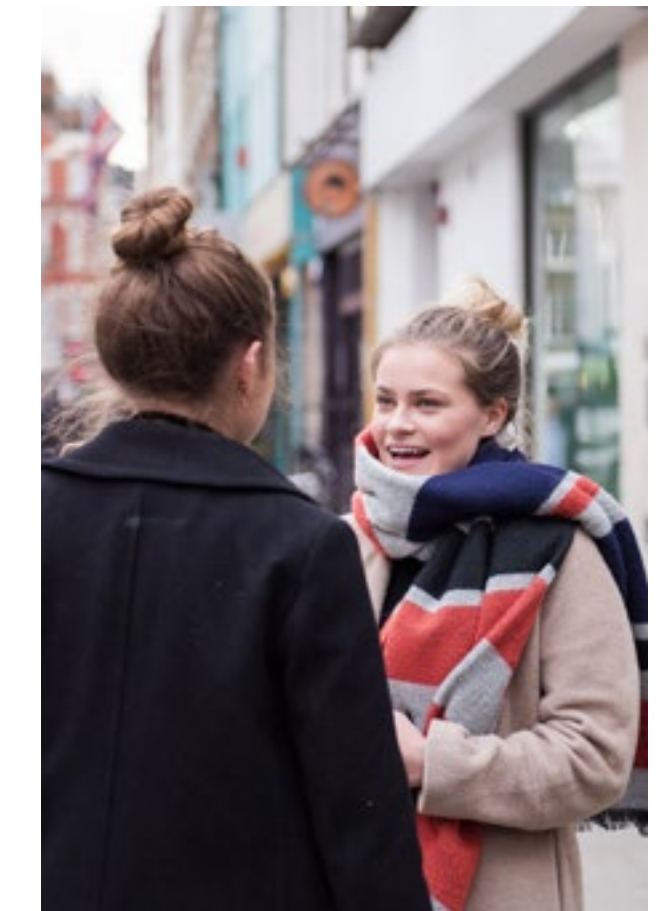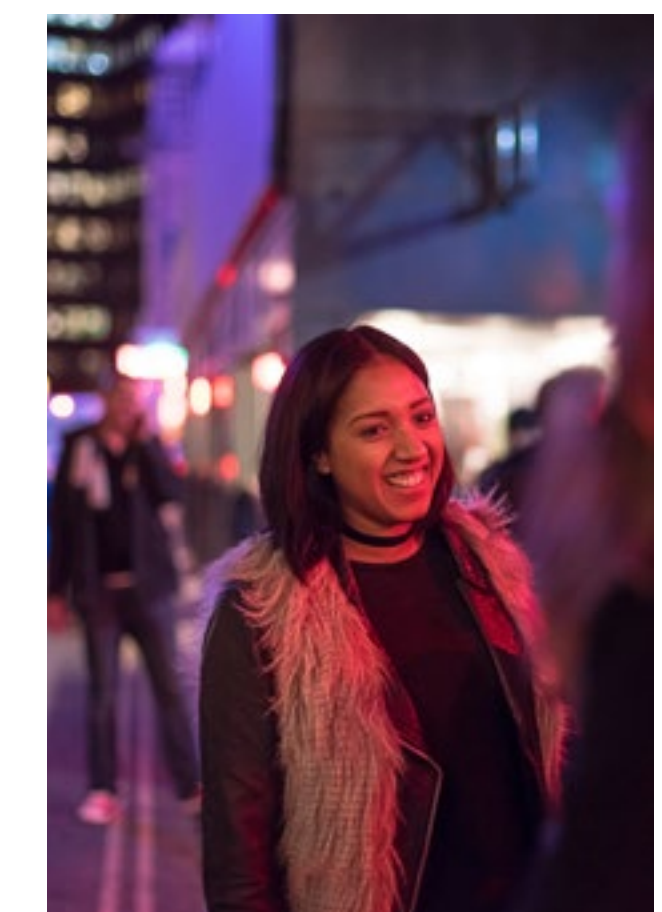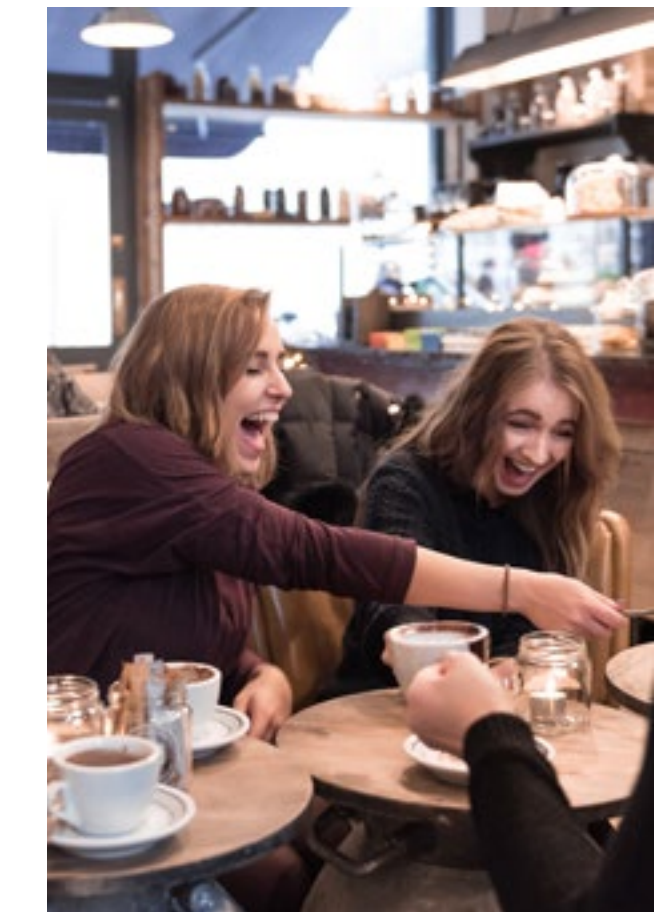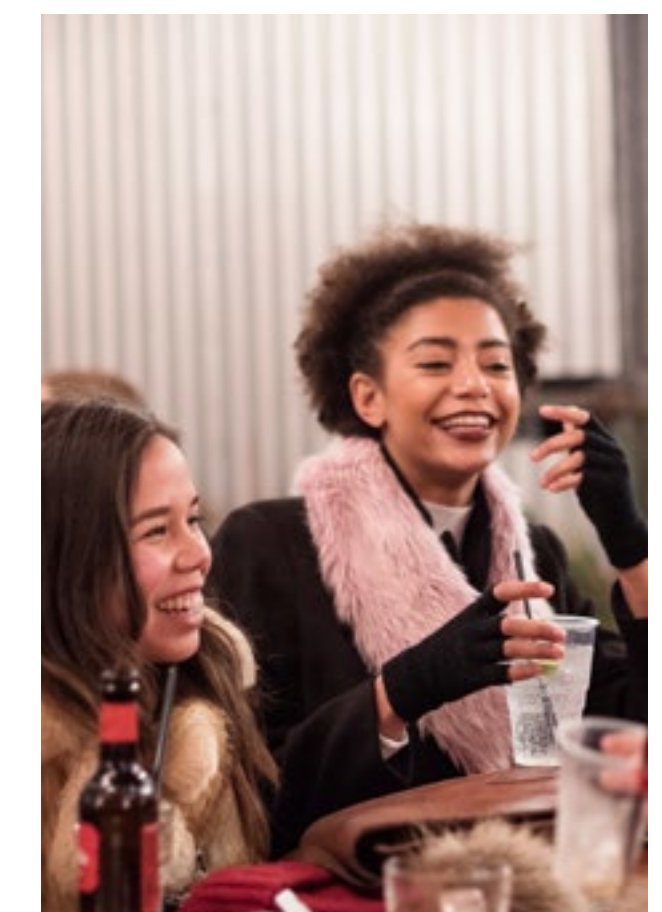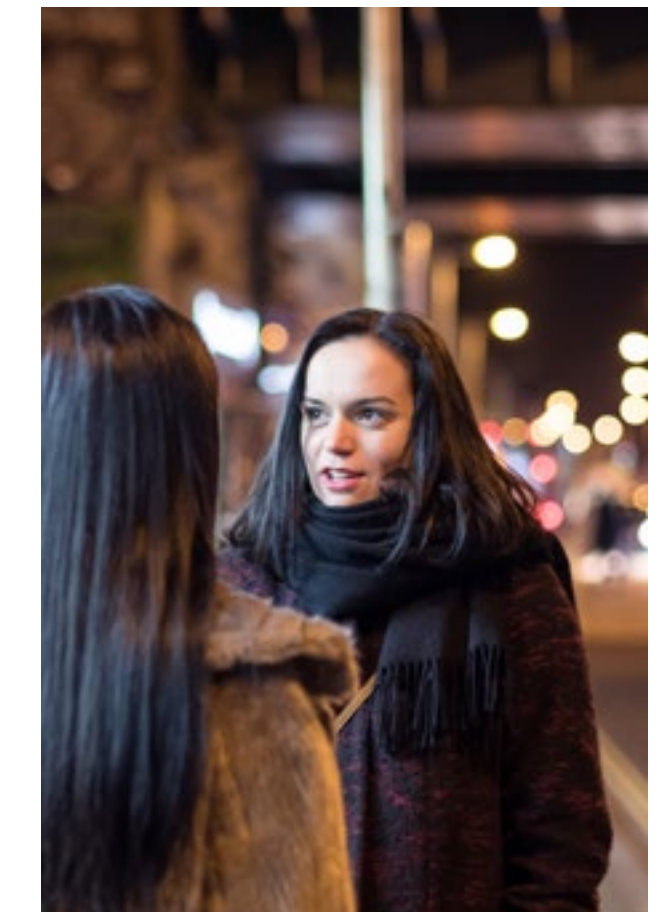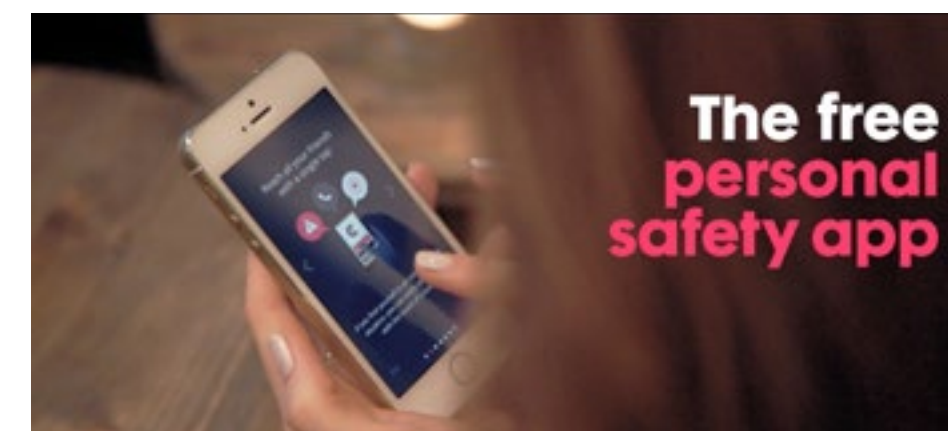
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Assets & Appendix

Videography

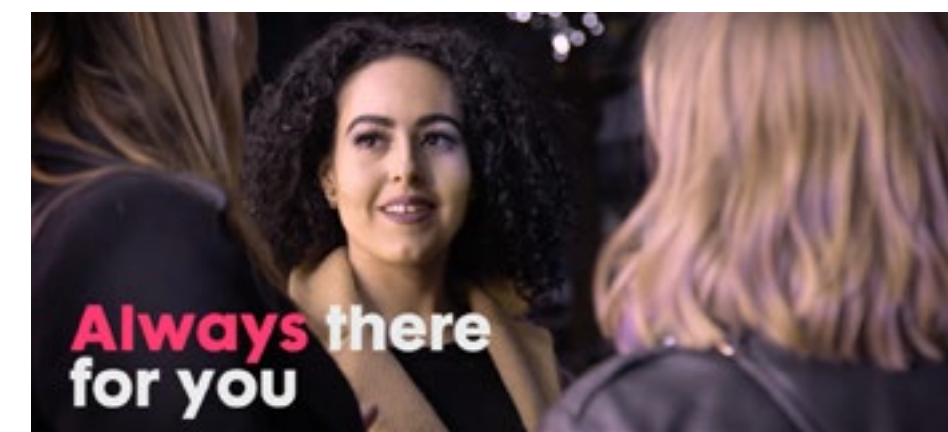## Videography Shorter edits

These shorter edits can be used in Out of Home or Social settings where dwell time is reduced.

Circle_Social_Edit_V1.mp4

Circle_Social_Edit_V2.mp4

Circle_Social_Edit_V3.mp4

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