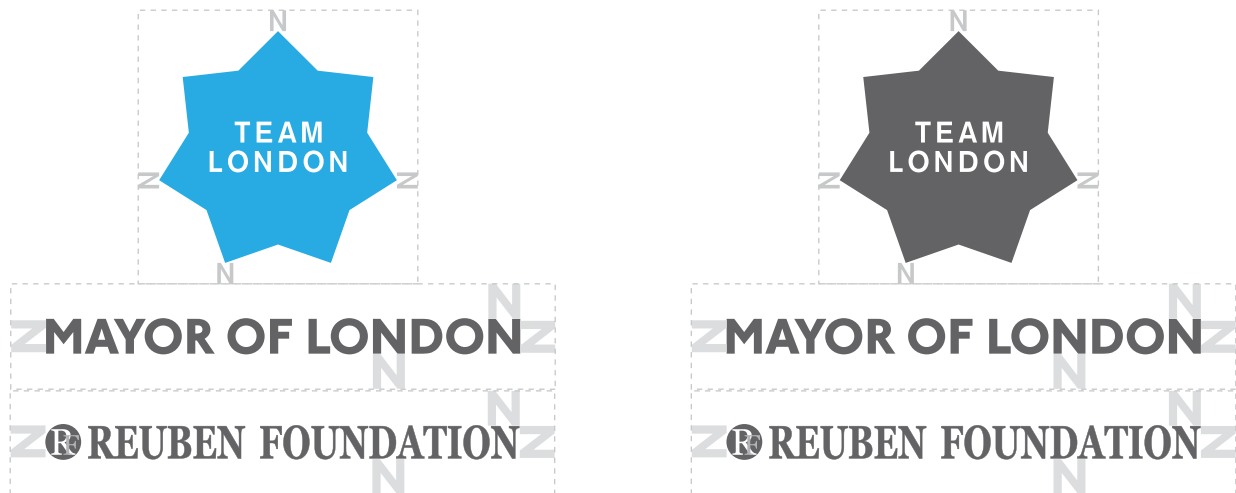


Team London marque guidelines

If you're communicating about a programme or activity that's funded by, or part of Team London, please add the Team London, Mayor of London and Reuben Foundation logos to all your marketing materials.

Below you can see the colours the logos can appear in, along with their respective exclusion zones. Please make sure the words are always legible and don't alter the logo artwork in any way - Reuben Foundation must always be equal width to Mayor of London. On the following page you can see the logos put together in a branding strip for 'A' size posters and flyers - all creative including other partners, goes above the fine keyline.

Logos for use on white and light backgrounds - full colour version and single colour version



Logos for use on dark backgrounds - full colour version and single colour version



Colours

Cyan: **C**100 / **M**0 / **Y**0 / **K**0 , Pantone Process Blue C , **R**0 / **G**174 / **B**239 , #0099FF

Dark grey: **C**0 / **M**0 / **Y**0 / **K**75 , Pantone Cool Grey 10c , **R**99 **G**100 **B**102 , #666666

White

Please forward completed artwork to mara.clarke@london.gov.uk for approval.

**Campaign creative goes here
above the keyline.**

Light background example.

Campaign creative goes here
above the keyline.

Dark background example.