

**London
Economic
Development**
Corporation



Brand Guidelines

October 1, 2025

Brand Guidelines

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Our Vision and Mission

VISION

A Thriving London.

A Prosperous, Tech-Enabled Future.

We envision a vibrant, inclusive economy where innovation drives growth, businesses scale with confidence, and technology powers prosperity for all.

MISSION

Fueling Growth.

Empowering Business.

Building London.

We accelerate economic growth through a tech-led approach that supports business expansion, attracts strategic investment, and nurtures an entrepreneurial ecosystem. By leveraging data, innovation, and partnerships, we connect talent, industry, and opportunity—building a smarter, more resilient London.

The logo

ANATOMY

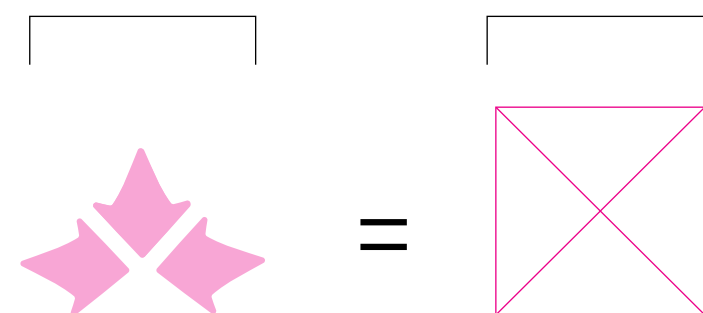
The logo is comprised of three parts. The logo mark, the logo text and the blaze.



PROTECTION SPACE

The space around the logo must be equal to or greater than the width of the maple leaf.

WIDTH OF
MAPLE LEAF



The blaze may be longer on the left if necessary. This can only be done using the vector logos. Do not stretch the logo, only elongate the blaze on the left.

VERSIONS

The stacked logo,

The stacked logo with the blaze and

The horizontal logo without the blaze.

The logo with the blaze is the Primary logo.

The logo without the blaze will be used for legal documents and letterhead or in instances where additional colour is not available.

There is a selection of optional colour blazes that can be used to help establish organization, mood, coordination and visibility. The majority of the time, the Primary logo will be used.

STACKED LOGO

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PRIMARY LOGO
STACKED LOGO WITH BLAZE

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HORIZONTAL LOGO



The colour

The text and logo mark are 100% black. The primary logo mark with the blue blaze is two colour. There are secondary colours associated with the blaze.

The colour of the logo mark and the text
will only ever be black or white

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C	M	Y	K
0	0	0	100

Pantone	Hex
Black	000000

PRIMARY LOGO
WITH PRIMARY BRAND COLOUR

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C	M	Y	K
30	0	8	0

Pantone	Hex
635	bcdfe9

What in the blazes?

The logo remains the same, but the blaze colour can change to any of these secondary colours.

OPTIONAL COLOUR BLAZES



C	M	Y	K
100	47	0	47

Pantone	Hex
2186	



C	M	Y	K
17	43	0	0

Pantone	Hex
251	df95f6



C	M	Y	K
0	14	100	0

Pantone	Hex
116	f7d530



C	M	Y	K
16	100	100	0

Pantone	Hex
1797	b2282e



C	M	Y	K
0	100	2	0

Pantone	Hex
2039	ca0186



C	M	Y	K

This is a gradient mesh created using all pride colours.

Blaze in action

BLEEDING OFF THE LEFT EDGE OR ENDING AT PAGE MARGIN.

There are **two** approaches to the length of the blaze:

1. The blaze will **bleed off of the left** hand side of the page. This approach or the approach 2, below, can be used when creating branded assets, advertising, digital applications, promotional items.
2. The **blaze will not bleed off the left** hand side of the page. This approach should be used by people who are not using professional design software or have not need for the logo to bleed off of the edge.

1

The colour of the blaze is running off of the (left) edge of the page. This is referred to as colour bleeding off of the edge.



All vector logos, where you can adjust the length of the blaze, can be found in the folder **“All_LEDc_logos”**

2

The colour of the blaze does not bleed off of the edge of the sheet. This approach easiest for those applications where the colour cannot bleed off the edge, or for those people who are using word-processing or spread sheet software to create internal temporary materials.



Volupta sim arum accum
utecesciusa simil mint plat eos
et facit quas maion cupratu
restorpor audiore ptatiore
nobist ulparum volupta
epudae dolum volupta sseque

Bitmap versions of the logo do not have the capability to bleed.

The blaze is flexible, both in length and colour using it or not using it.

LENGTH

The length of the blaze when it bleeds off of the left edge of the page can vary. It depends on the asset it is placed on. As long as these two criteria are fulfilled, the length of the blaze will be appropriate.

- 1 The “L” of the logo mark is at the left margin of the document or ad. The logo is leading into the ad, page, social media post, etc.
- 2 The blaze’s negative space on the left must have the distance of the width of at least one maple leaf to the left.

at least one maple leaf distance to the left

margin of document



The length of the blaze must have at least the width of one maple leaf distance to the left of the logo mark. This is the case even if the blaze does not bleed off the edge.

Document with a larger margin and therefore longer blaze.

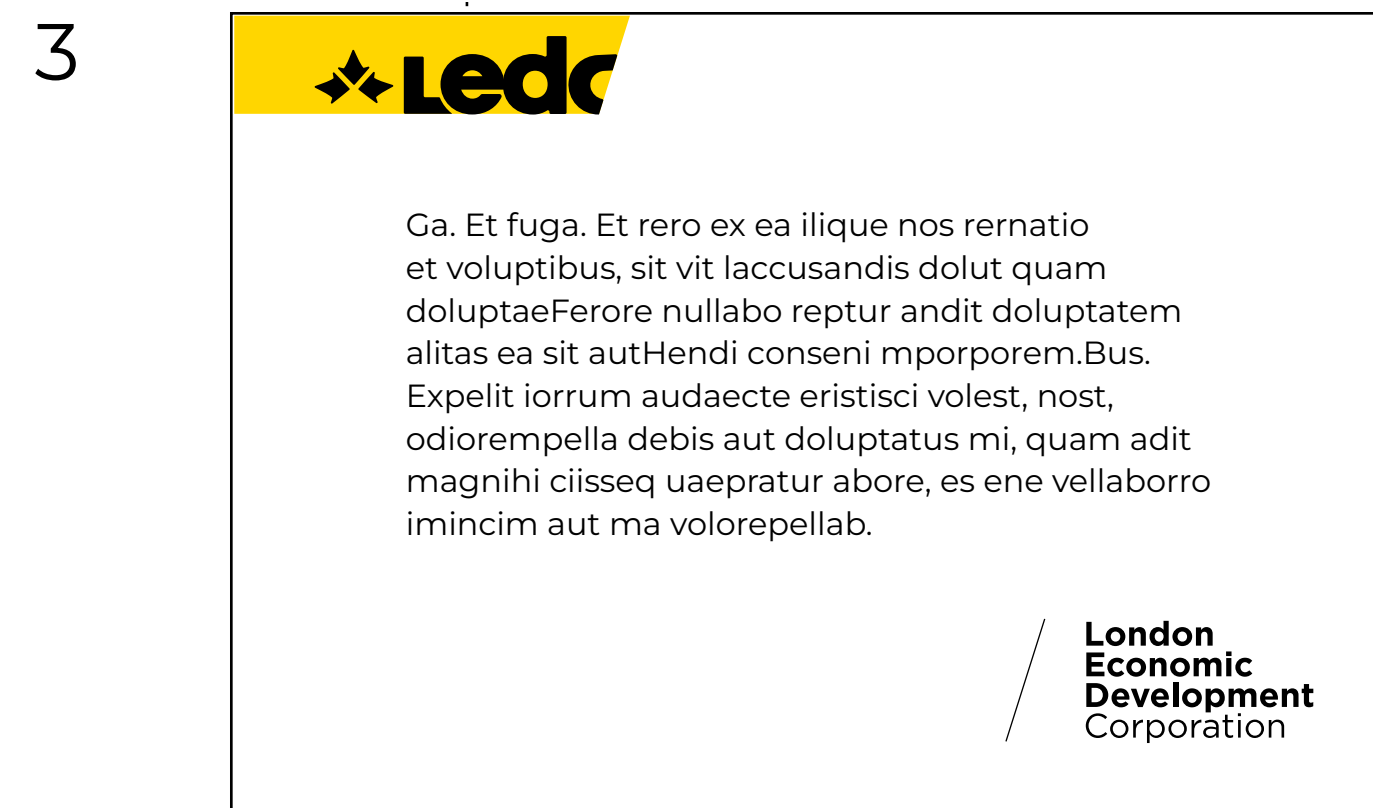


The length of the blaze can be made longer to accommodate wider margins.

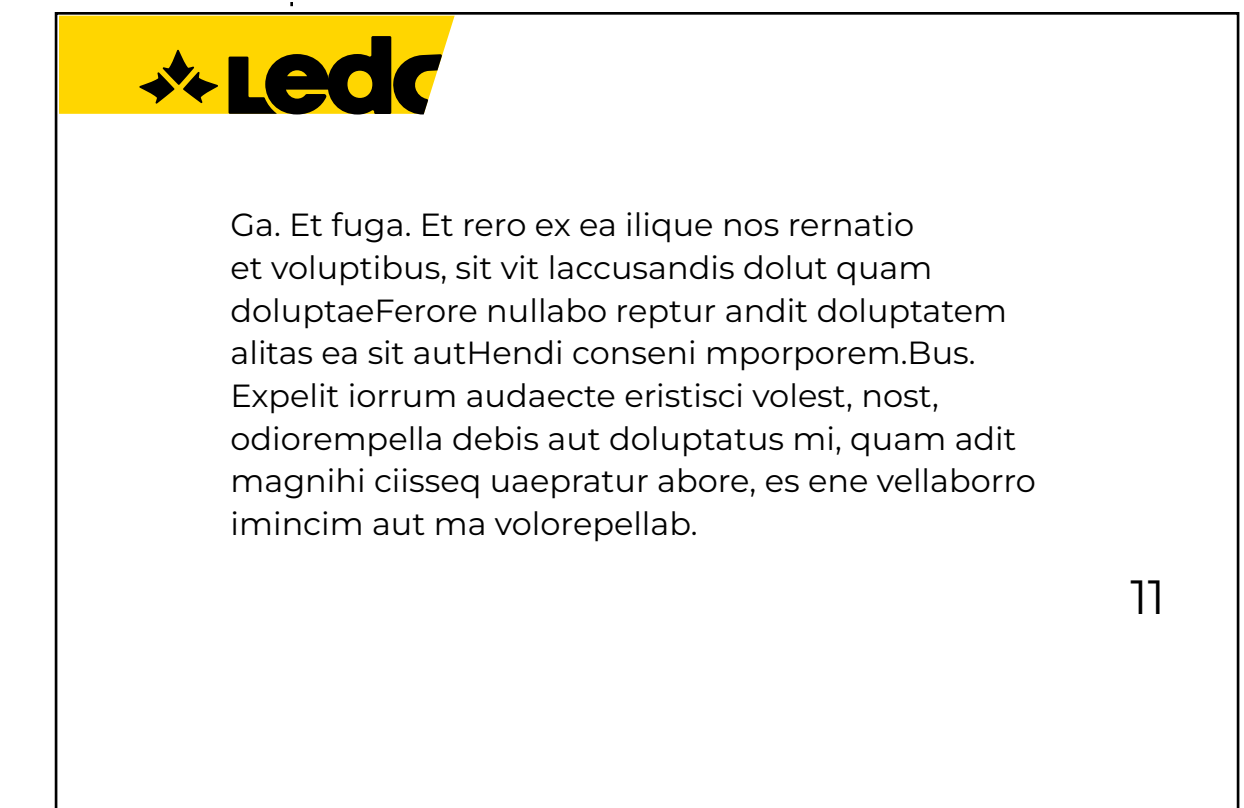
Use

- 1 The logo should not be rotated.
- 2 The logo should not be seen in reverse unless it is used with the blaze.
- 3 The logo mark and blaze can be used independently from the text as long as the logo text appears somewhere on the asset.
- 4 The logo mark and the blaze can appear independent of the logo text in a long document as long as the full logo is seen in its entirety at the beginning and end of the document.

COOL



NOT COOL



COOL

NOT COOL

- 5 The blaze may not be extend past the right edge of the logo mark
- 6 The blaze must always provide appropriate contrast for the background.
- 7 The logo text must not be placed directly on an image.

5



6



7



- 8 The blaze provides separation from the background. There is no need for a drop shadow.
- 9 Do not apply any filters to the logo.
- 10 The logo may not be outlined.
- 11 Do not stretch the logo

COOL



NOT COOL



Fonts

Our corporate brand font is Montserrat.

DESKTOP

Montserrat light 200

Montserrat regular 400

Montserrat bold 700

Montserrat ExtraBold 800

Montserrat regular 400 will be used for body copy. The other fonts are available for headings and to help create hierarchy.

WEB

Montserrat light 200

Montserrat regular 400

Montserrat bold 700

Montserrat ExtraBold 800

Branding with Partners

When building creative that involves LEDC's partners, LEDC's logo appears first and the partner or partner's appear next to our logo using a slash to separate each element.

