



**WELCOME TO
WANDSWORTH**
London Borough of Culture

Partner Brand toolkit

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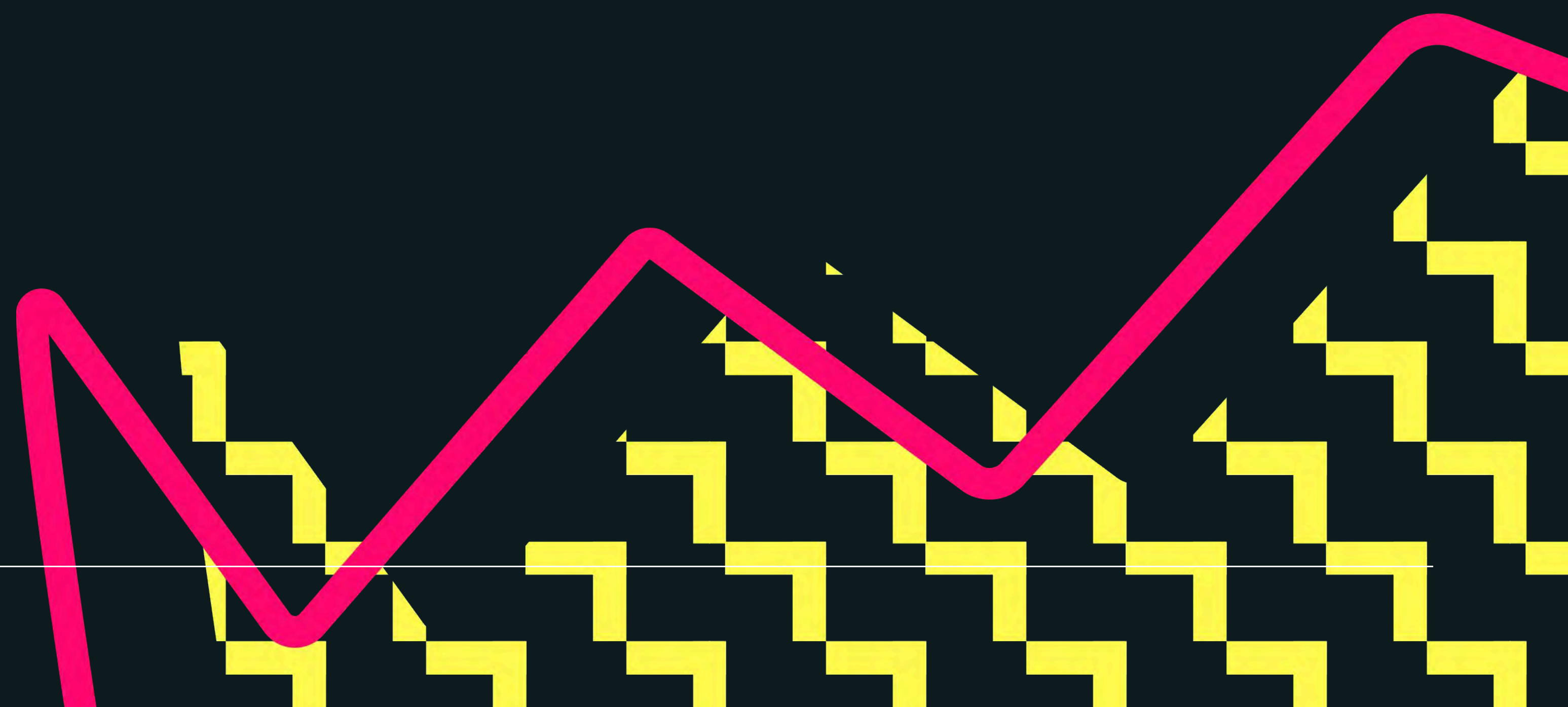
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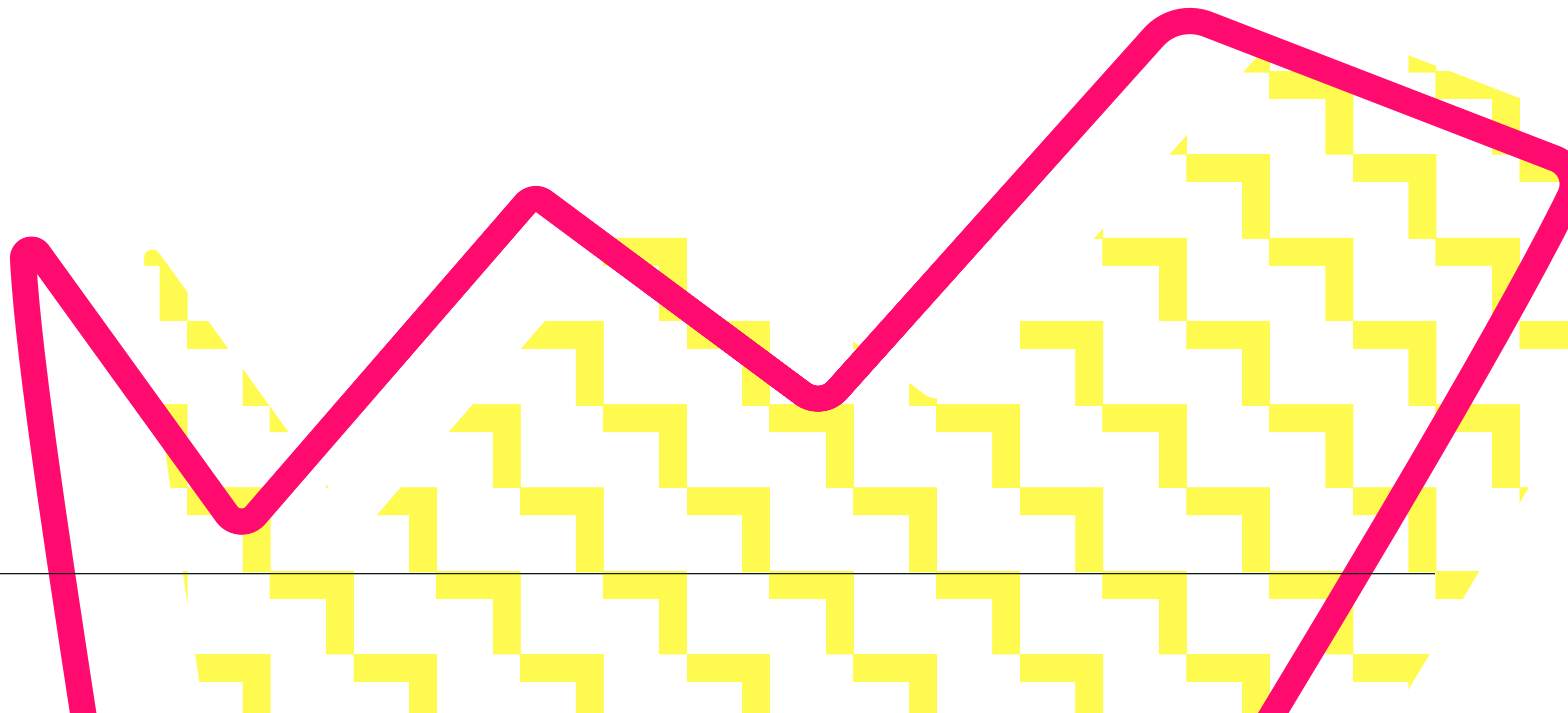
Brand narrative



Disruptive energy

The unexpected creativity that sparks in Wandsworth, London Borough of Culture 2025. The start of a movement that will electrify our lives and transform wellbeing.

A visual language that is sharp and disruptive. Playful irregularity/ unexpected blips and patterns, create a sense of excitement and energy, visual display of power in an abstract form.



Our name

Welcome to Wandsworth was selected as our name after a long consultation process. We needed a name that made it clear Wandsworth has arrived, the party starts now! Combined with a location-based name to connect us to our home.

We wanted to spark interest while at the same time be inviting for people to engage with us.

The selected name was available as a URL and works across social handles.

What are we called?

Wandsworth is London Borough of Culture 2025.

Depending on the context, we can refer to our programme with the statements listed to the right on this page.

“Welcome to Wandsworth” should be used for titles and public facing contexts.

Do not shorten or change the phrasing.

Use:

- ✓ London Borough of Culture 2025
- ✓ Welcome to Wandsworth
- ✓ The Mayor's London Borough of Culture

Do not use:

- ✗ Wandsworth Borough of Culture
- ✗ Borough of Culture
- ✗ Welcome to Wandsworth 2025
- ✗ The Mayor of London's Borough of Culture

The logo



Logo colourways

In addition to providing a variety of logo lock-ups, the logos are available in a range of colours, as shown below. We've included various colour combinations to provide flexibility for different contexts. The examples on this page illustrate these combinations alongside their corresponding background colours.



This logotype colour way is for digital use only, do not use it for print.

Logo colourways

Building on the previous page, here are the logo colour combinations that work effectively on a plain white or light background.



This logotype colour way is for digital use only, do not use it for print.

Logo usage

To maintain the clarity and recognisability of our logo, we have established a required exclusion zone and minimum size. These should always be followed for both print and digital usage.



Exclusion zone

To maintain the clarity and recognisability of our logo, we have established an exclusion zone that must always be respected. The size of this exclusion zone is determined by the "W" from the word "Welcome" within the logo. This rule applies to all instances where the logo is used, whether in print or digital communications.



Minimum size

To ensure that our logo is always legible and clear we have set a minimum width that the logo should be for digital and print. When applying our logo to a piece of digital collateral the logo should be no smaller than 150px in width. For print our logo should be no smaller than 30mm wide.

Please note that the visual above is not to scale.

What not to do

Here are some examples of incorrect logo usage. Always ensure you follow the guidelines provided in this document and use the logo artwork supplied.



✘ Do not stretch or distort the logo.



✘ Do not rotate the logo.



✘ Do not add a drop shadow to the logo.



✘ Do not recolour any elements of the logo.



✘ Do not resize or reorder any elements of the logo.



✘ Do not use the logo at anything other than 100% opacity set to 'normal'.



✘ Do not add an outline to the logo.



✘ Do not change the typeface of the logo.



✘ Do not use the logo on the incorrect coloured background for the colour way of the logo.



✘ Do not use the logo on backgrounds that do not have enough contrast.

Colour

Primary colours

Rose

CMYK C 0 | M 100 | Y 2 | K 0
RGB R 255 | G 11 | B 111
Hex #FF0B6F

Aquamarine

CMYK C 75 | M 0 | Y 50 | K 0
RGB R 0 | G 255 | B 163
Hex #00FFA3

Icterine

CMYK C 0 | M 0 | Y 100 | K 0
RGB R 255 | G 250 | B 80
Hex #FFFA50

Princeton orange

CMYK C 0 | M 65 | Y 100 | K 0
RGB R 255 | G 145 | B 0
Hex #FF9100

Palatinate blue

CMYK C 100 | M 75 | Y 0 | K 0
RGB R 0 | G 49 | B 255
Hex #0031FF

Secondary colours

Indigo dye

CMYK C 90 | M 60 | Y 40 | K 20
RGB R 4 | G 68 | B 98
Hex #044462

Dark purple

CMYK C 40 | M 90 | Y 0 | K 50
RGB R 55 | G 33 | B 56
Hex #372138

Klein blue

CMYK C 95 | M 70 | Y 0 | K 40
RGB R 10 | G 44 | B 155
Hex #0A2C9B

Rich black

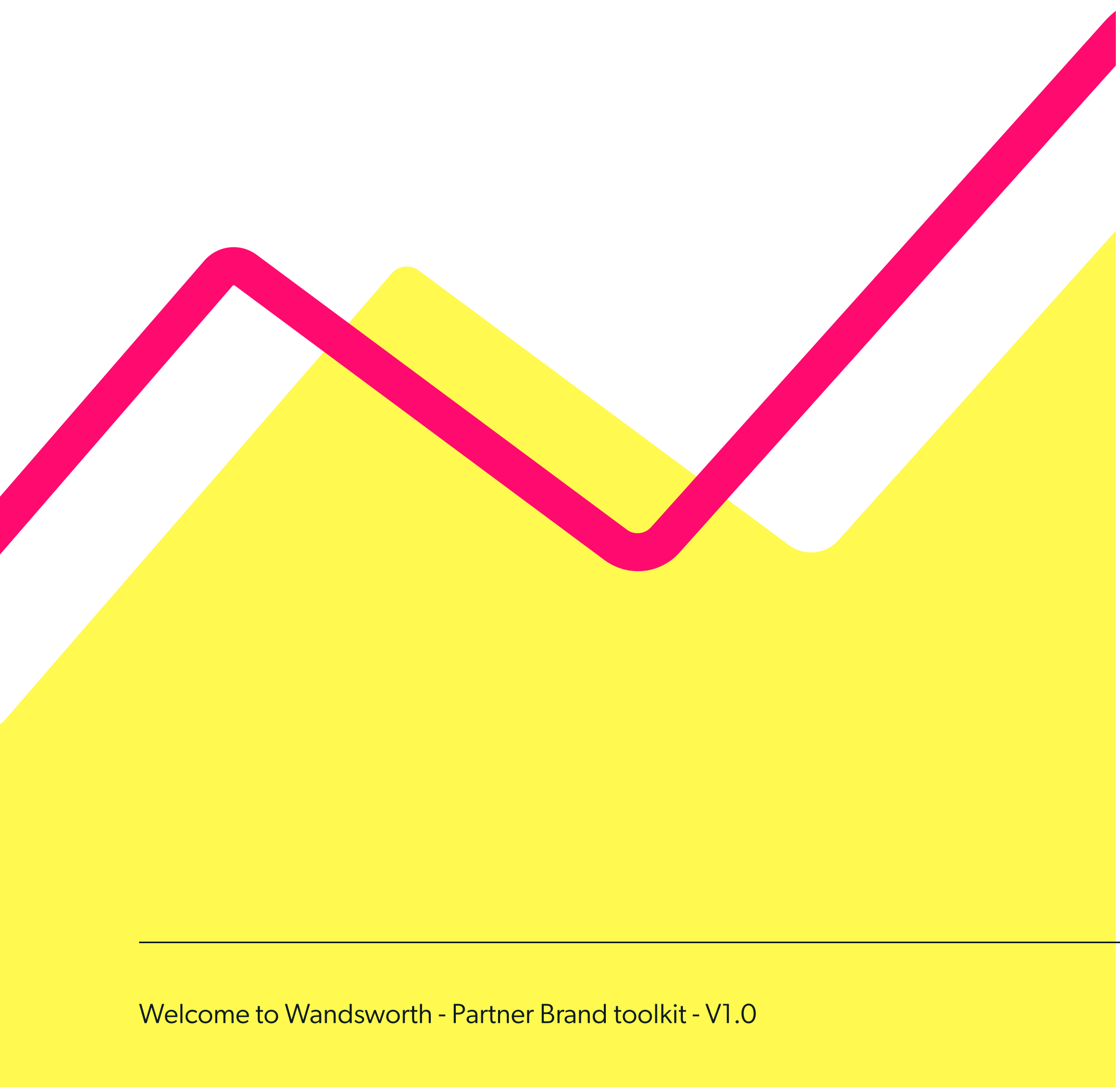
CMYK C 60 | M 40 | Y 40 | K 100
RGB R 13 | G 27 | B 30
Hex #0D1B1E

White

CMYK C 0 | M 0 | Y 0 | K 0
RGB R 255 | G 255 | B 255
Hex #ffffff

Typography colour schemes

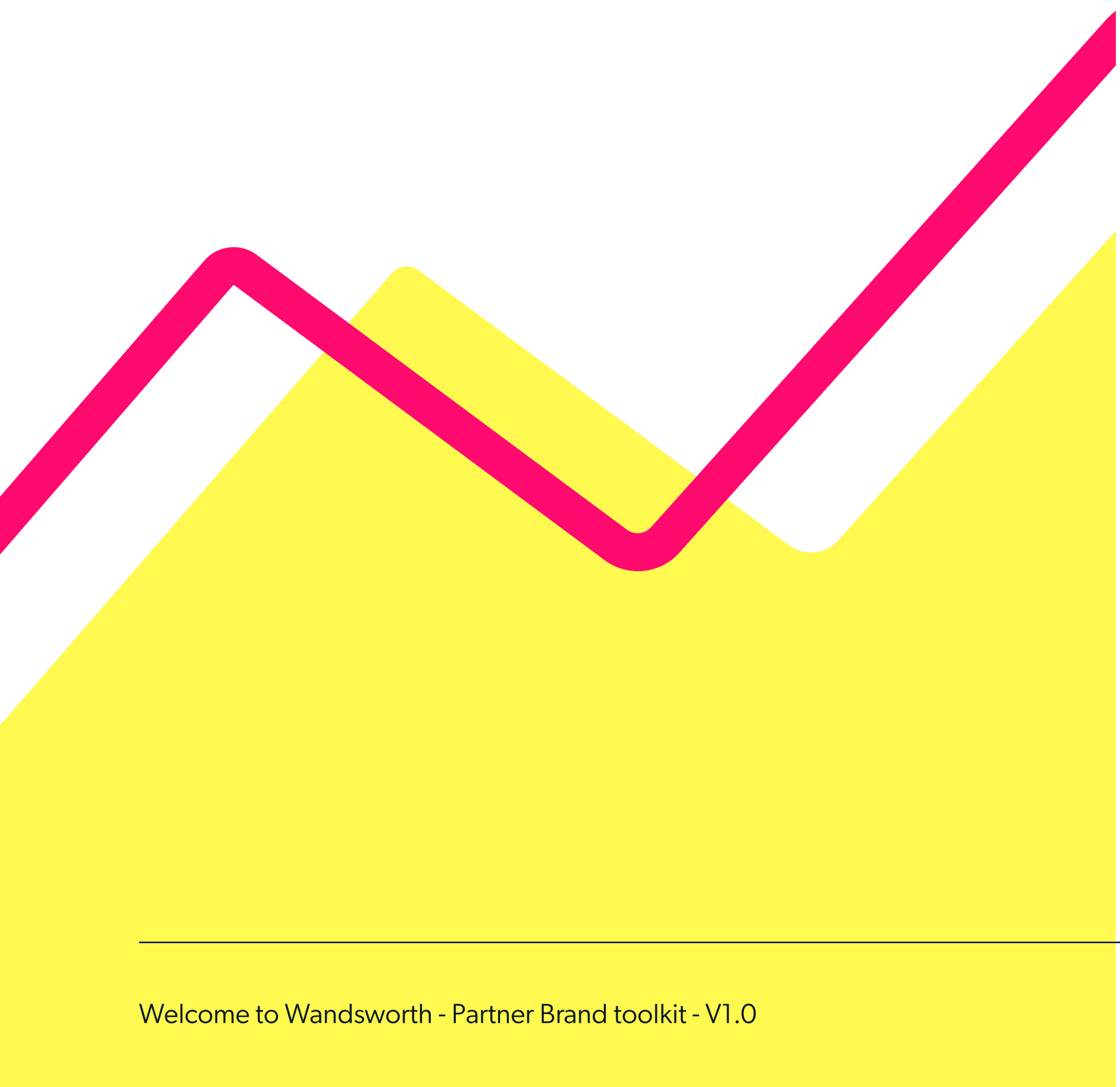
We recommend using Rich black or White for typography however there are times that you may wish to use colour instead of these. Here are the colour pairings that work well together for typography, providing sufficient contrast between each other. Note that the order of layers can be reversed. For example, both a Aquamarine background with Rich black text and a Rich black background with Aquamarine text work well.



<p>✓ Aquamarine and Rich black</p>	<p>✓ Rose and Rich black</p>	<p>✓ Princeton orange and Rich black</p>	<p>✓ Rich black and Icterine</p>
<p>✓ Rich black and White</p>	<p>✓ Indigo dye and Aquamarine</p>	<p>✓ Icterine and Indigo dye</p>	<p>✓ Princeton orange and Indigo dye</p>
<p>✓ Indigo dye and White</p>	<p>✓ Aquamarine and Dark purple</p>	<p>✓ Rose and Dark purple <small>for 18pt regular / 14pt bold & above</small></p>	<p>✓ Dark purple and Icterine</p>
<p>✓ Princeton orange and Dark purple</p>	<p>✓ White and Dark purple</p>	<p>✓ Klein blue and Aquamarine</p>	<p>✓ Klein blue and Icterine</p>
<p>✓ Rose and Icterine <small>for 18pt regular / 14pt bold & above</small></p>	<p>✓ Klein blue and Princeton orange</p>	<p>✓ Palatinate blue and Aquamarine</p>	<p>✓ Icterine and Palatinate blue</p>
<p>✓ Princeton orange and Palatinate blue <small>for 18pt regular / 14pt bold & above</small></p>	<p>✓ Palatinate blue and White</p>	<p>✓ White and Klein blue</p>	<p>✓ Rose and White <small>for 18pt regular / 14pt bold & above</small></p>

Typography colour schemes to avoid

Following on from the previous page, here are the colour pairings to avoid using for typography when creating layouts. These combinations do not provide sufficient contrast for legible text, making readability challenging for some users. Note that these rules apply even if the colours are reversed; for instance, both Rich black background with Indigo dye text and Indigo dye background with Rich black text are not suitable.



<p>Aa</p> <p>✗ Rich black and Indigo dye</p>	<p>Aa</p> <p>✗ Dark purple and Rich black</p>	<p>Aa</p> <p>✗ Klein blue and Rich black</p>	<p>Aa</p> <p>✗ Rich black and Palatinate blue</p>
<p>Aa</p> <p>✗ Indigo dye and Dark purple</p>	<p>Aa</p> <p>✗ Rose and Indigo dye</p>	<p>Aa</p> <p>✗ Indigo dye and Klein blue</p>	<p>Aa</p> <p>✗ Palatinate blue and Indigo dye</p>
<p>Aa</p> <p>✗ Palatinate blue and Klein blue</p>	<p>Aa</p> <p>✗ Dark purple and Klein blue</p>	<p>Aa</p> <p>✗ Palatinate blue and Dark purple</p>	<p>Aa</p> <p>✗ Rose and Dark purple for 17pt regular / 13pt bold & below</p>
<p>Aa</p> <p>✗ Rose and Klein blue</p>	<p>Aa</p> <p>✗ Aquamarine and Rose</p>	<p>Aa</p> <p>✗ Icterine and Aquamarine</p>	<p>Aa</p> <p>✗ Princeton orange and Aquamarine</p>
<p>Aa</p> <p>✗ White and Aquamarine</p>	<p>Aa</p> <p>✗ Palatinate blue and Rose</p>	<p>Aa</p> <p>✗ Princeton orange and Palatinate blue for 17pt regular / 13pt bold & below</p>	<p>Aa</p> <p>✗ Rose and Icterine for 17pt regular / 13pt bold & below</p>
<p>Aa</p> <p>✗ Rose and Princeton orange</p>	<p>Aa</p> <p>✗ Rose and White for 17pt regular / 13pt bold & below</p>	<p>Aa</p> <p>✗ Icterine and White</p>	<p>Aa</p> <p>✗ Princeton orange and Icterine</p>
<p>Aa</p> <p>✗ Princeton orange and White</p>			



Typography

Brand typography

Headline typeface

Our headline typography is set in Noka Semi-Bold, a striking geometric sans-serif typeface that exhibits personality and power. Its clean, modern structure evokes a distinctly digital and technological aesthetic, making it perfect for impactful, contemporary designs.

Noka is available to download on Adobe [here](#).

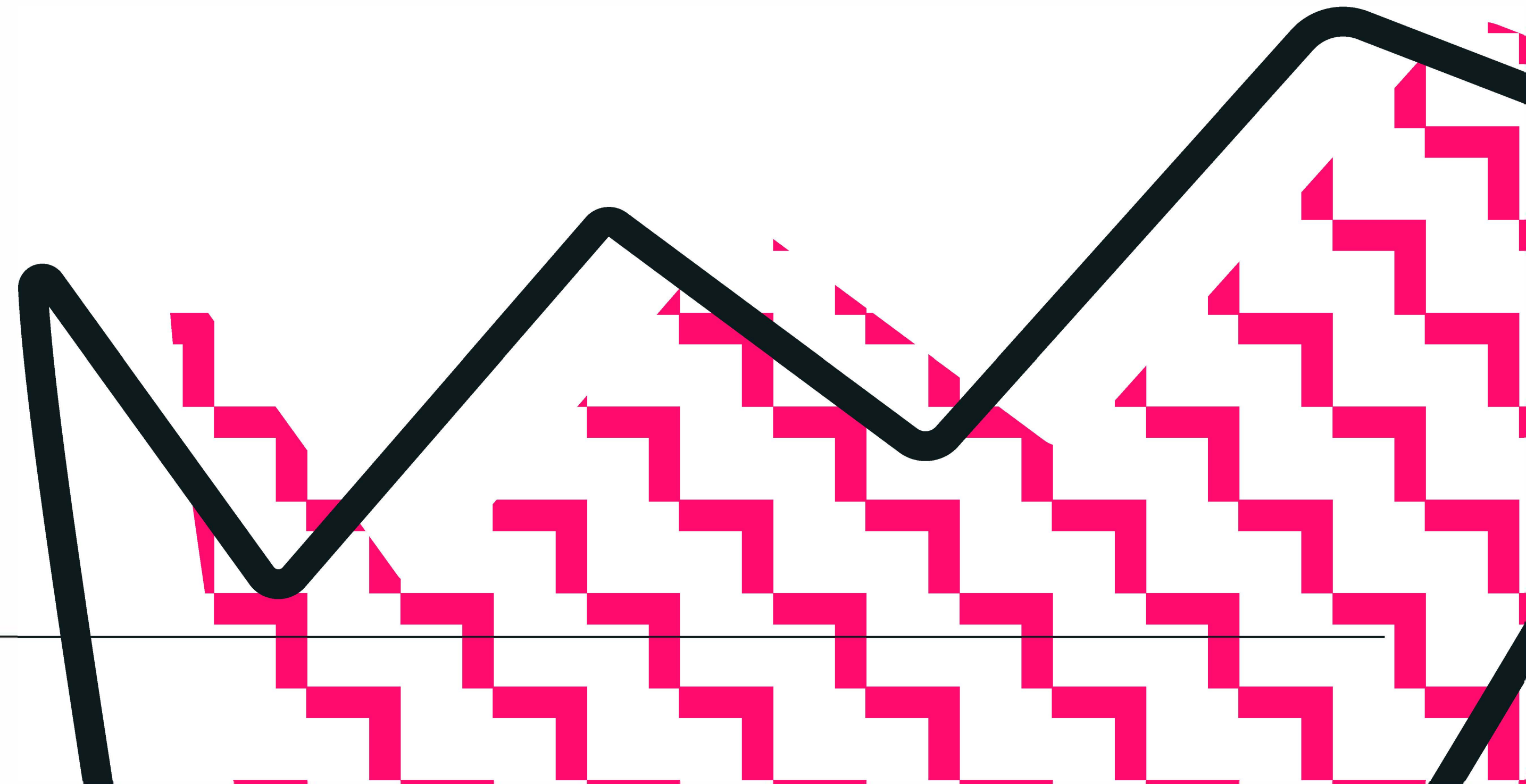
Refer to the following pages for a detailed guide on using the typeface effectively.

Alternative typeface

When using software where Noka is not available, or if you do not have an Adobe subscription to download the font, please use the Arial font family.

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



Brand typography

Long form copy typeface

Our long-form typography is set in Gibson Book, a versatile sans-serif typeface renowned for its clean design and broad range of weights. Its lighter weight is used for body copy, paired with increased leading to enhance legibility, particularly in smaller sizes or extended paragraphs.

With its multiple weight options, Gibson makes it easy to structure text and establish clear information hierarchies, ensuring both readability and visual consistency across print and digital formats.

Gibson is available to download on Adobe [here](#).

Refer to the following pages for a detailed guide on using these weights effectively.

Alternative typeface

When using software where Gibson is not available, or if you do not have an Adobe subscription to download the font, please use the Arial font family.

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

Typographic styling

We have outlined the recommended text styles to use in brand assets. The goal is to ensure all text remains clear, legible, and consistent, while maintaining a strong visual hierarchy throughout the document. By following these guidelines, you'll create a cohesive look that enhances readability and reinforces the brand's identity across all communications.

Eyebrows

Noka Semi-bold.
Leading 120% the copy size

Lorem ipsum dolor

Headline

Noka Semi-bold.
Leading 120% the copy size

Sed ut persp un deomnis iste

Intro copy

Noka Semi-bold.
Leading 120% the copy size

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt

Long form copy

Gibson Book
Leading 120% the copy size

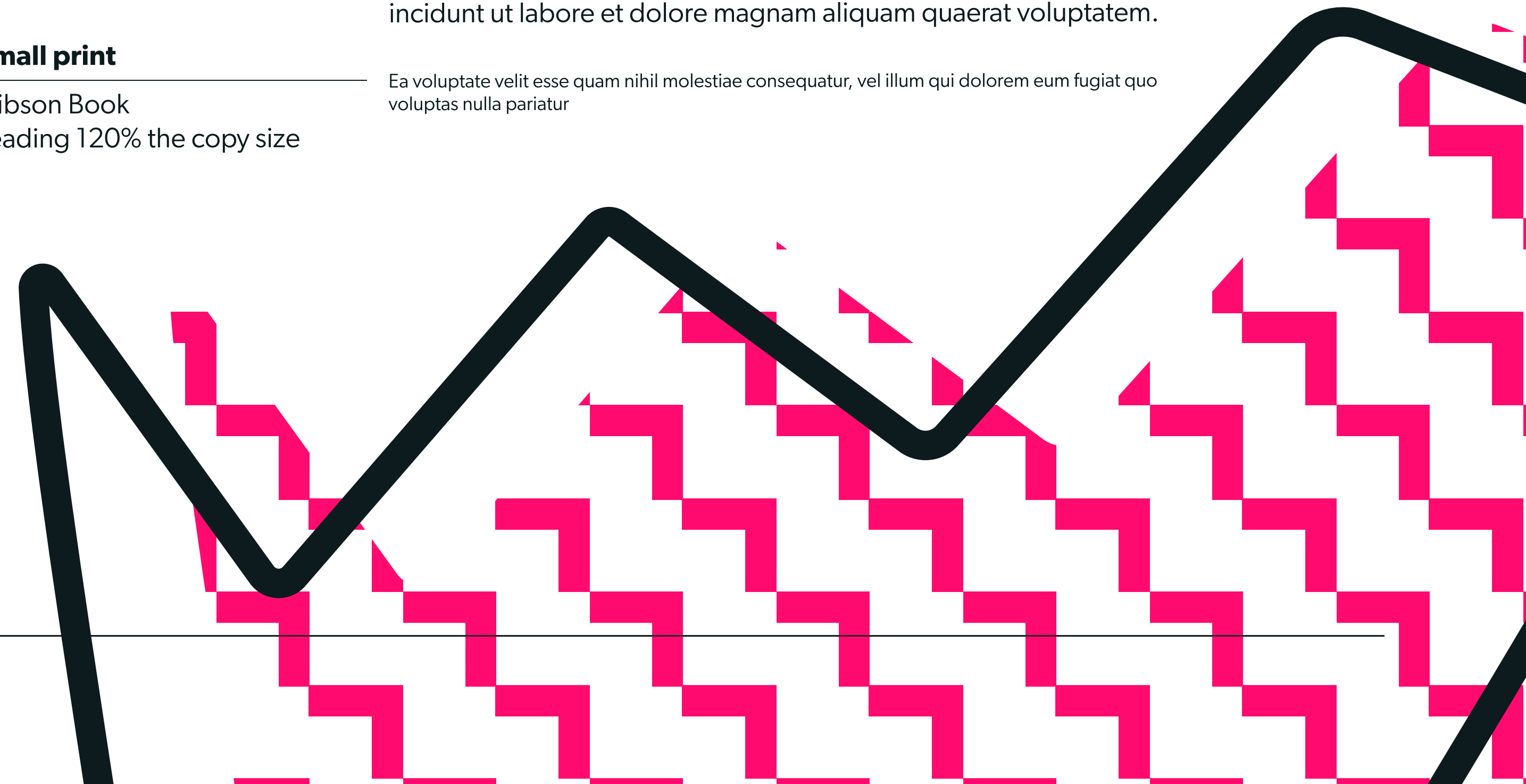
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totquia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Small print

Gibson Book
Leading 120% the copy size

Ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur



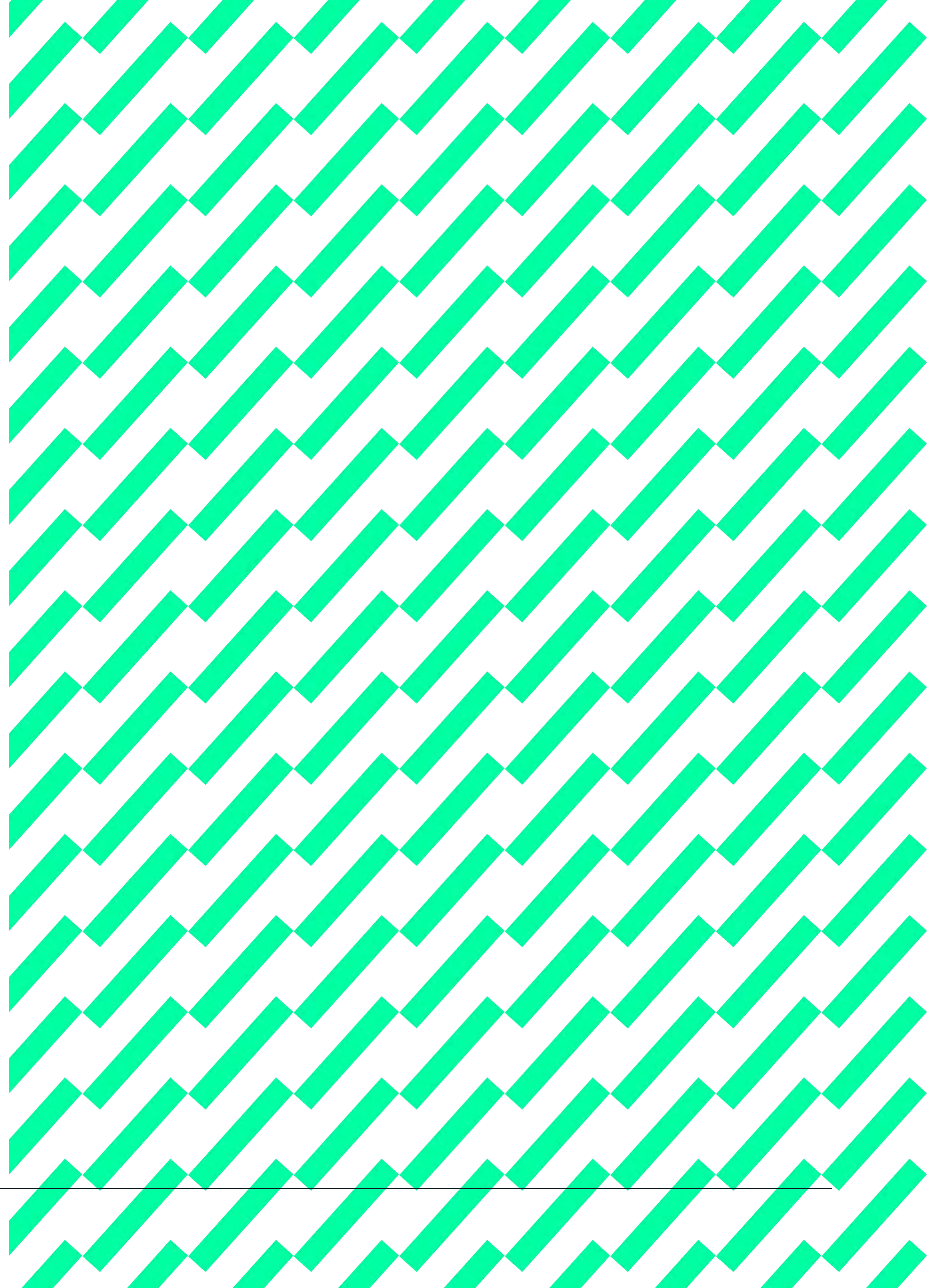
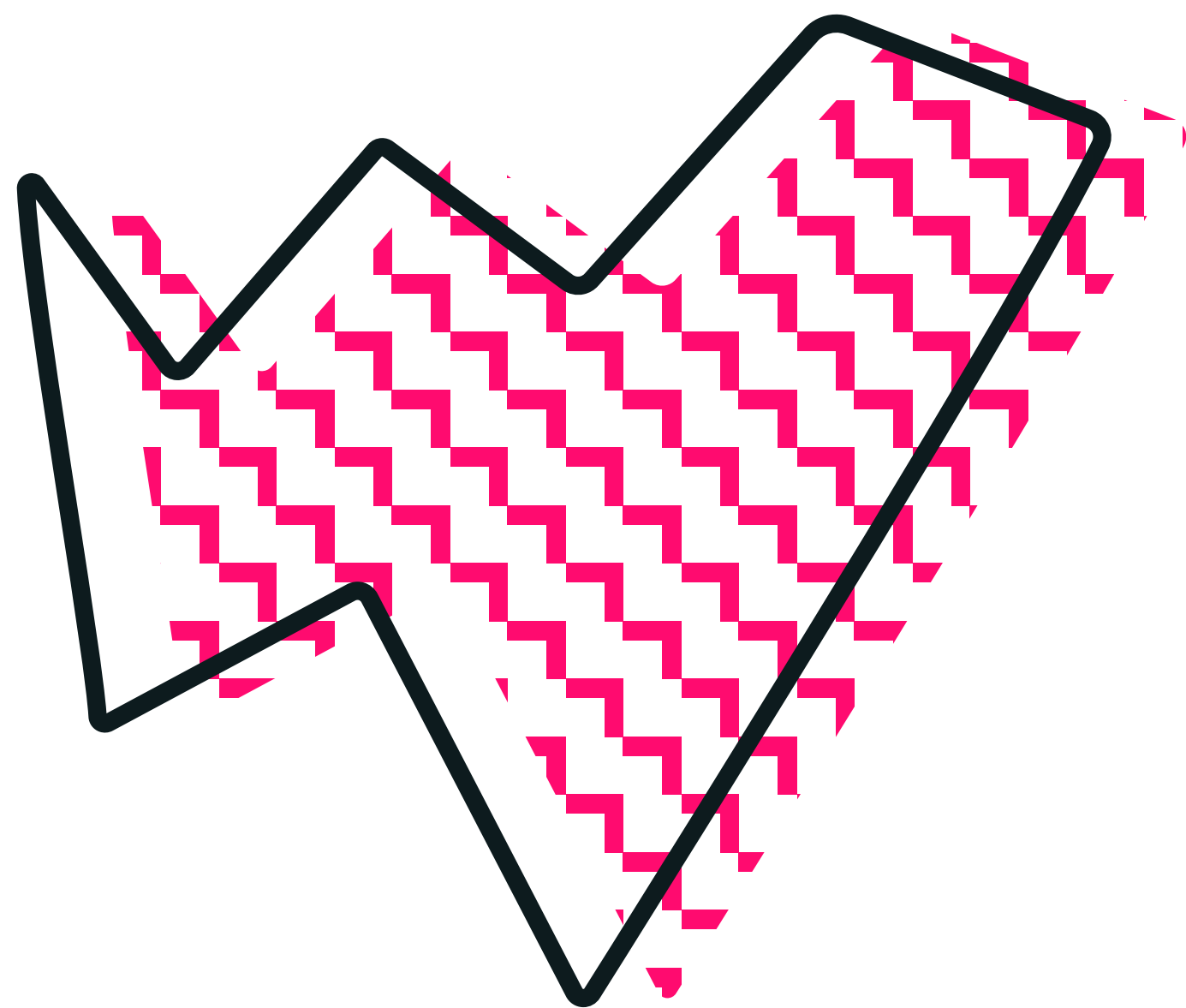
Pattern

Brand patterns

Our brand features a variety of patterns that reflect the playfulness and inspiration of Welcome to Wandsworth. These patterns add energy and personality to compositions and can be scaled as needed.

The patterns are also applied to the 'W' in the logo, which can serve as a background graphic when imagery isn't suitable. Ensure any foreground elements do not overly obscure the 'W' or its pattern - the 'W' must remain easily recognisable as the 'Welcome to Wandsworth' symbol.

Information on how to use the patterns correctly can be found on the following pages. Always ensure you follow the guidelines provided in this document and to use the pattern artwork supplied.



Pattern variants

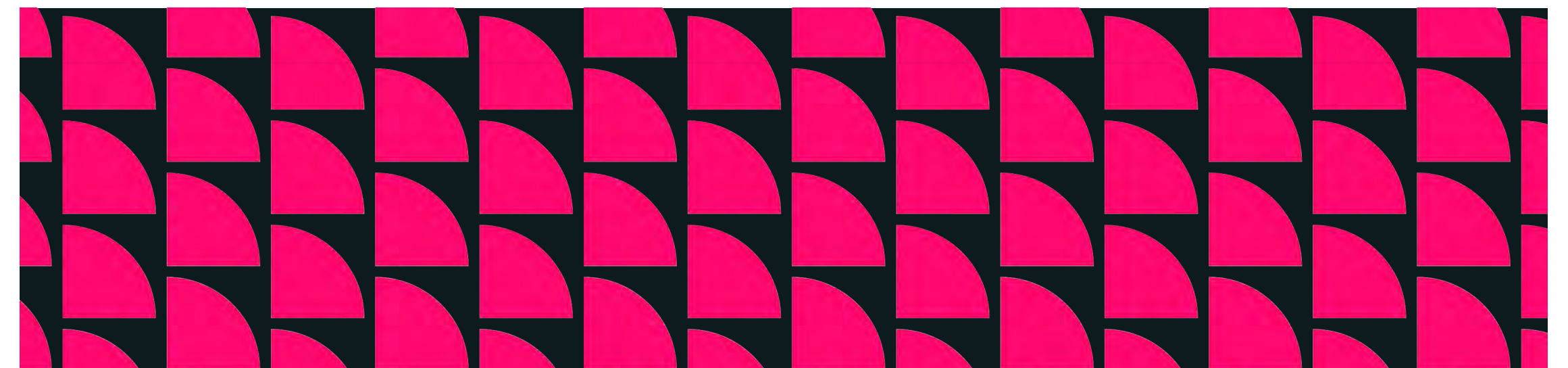
Our brand includes six distinct patterns, each designed to convey the sense of energy and power. The patterns have each been supplied in various colour ways.

Always ensure you follow the guidelines provided in this document and use the pattern artwork supplied.

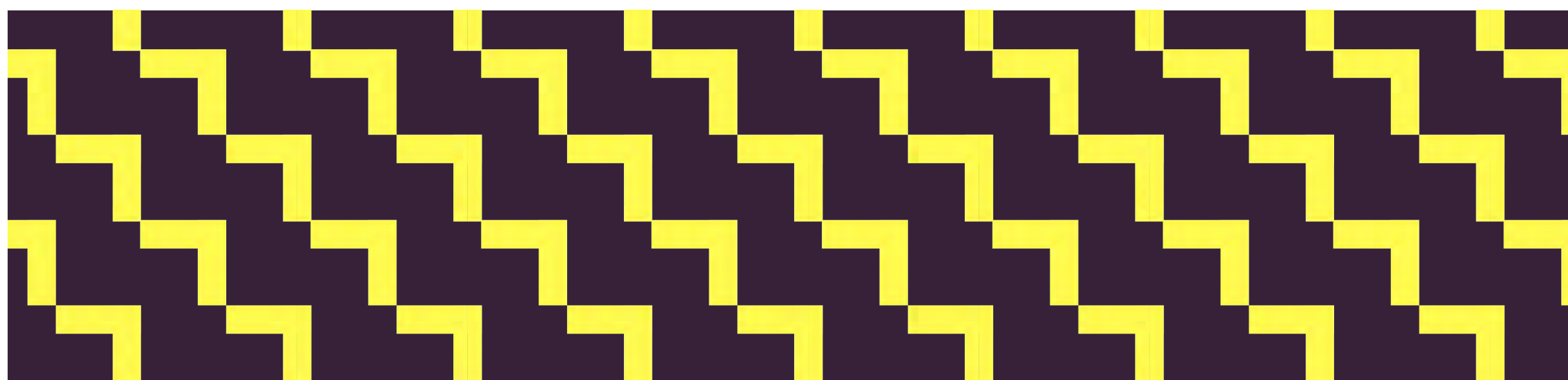
Shard



Quadrant



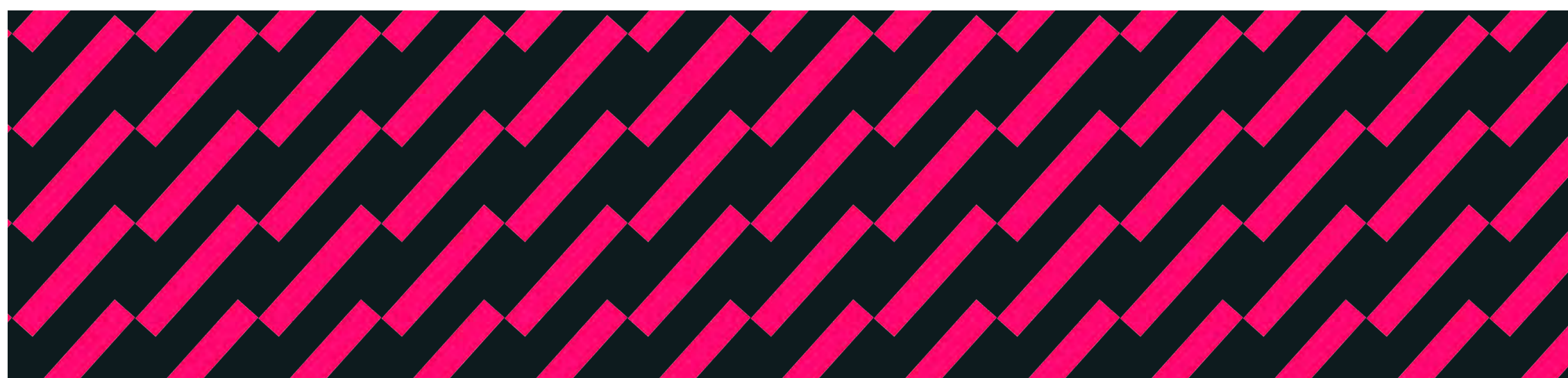
Chevron



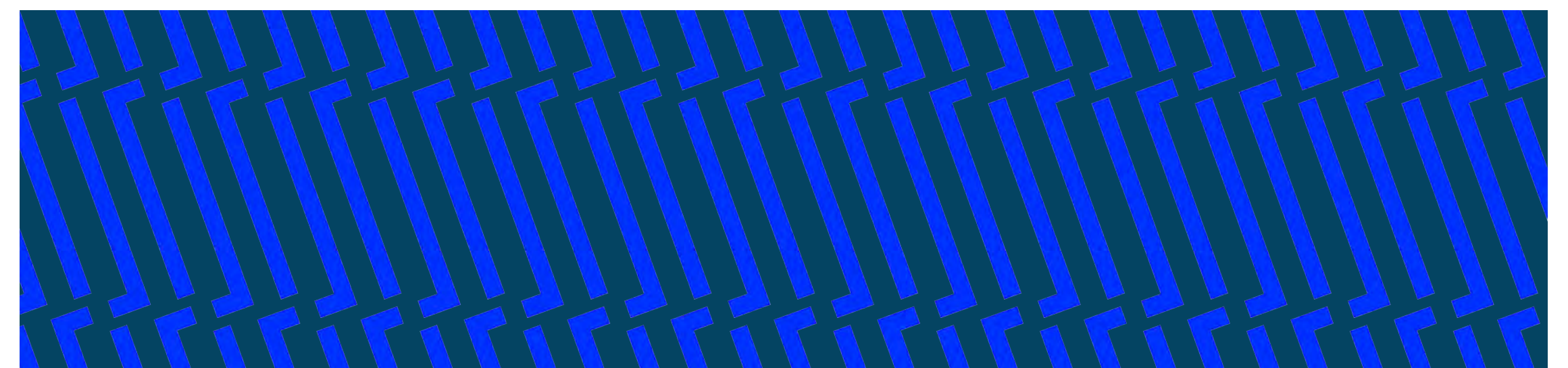
Wave



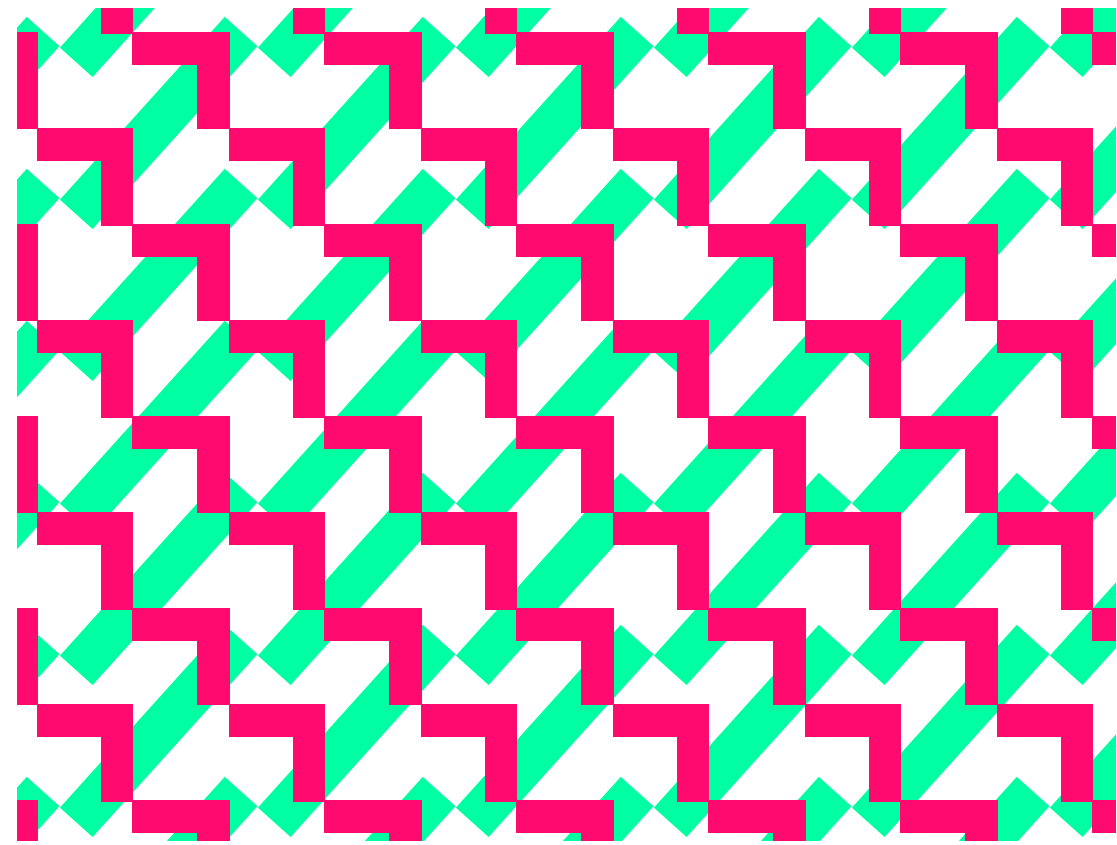
Dashes



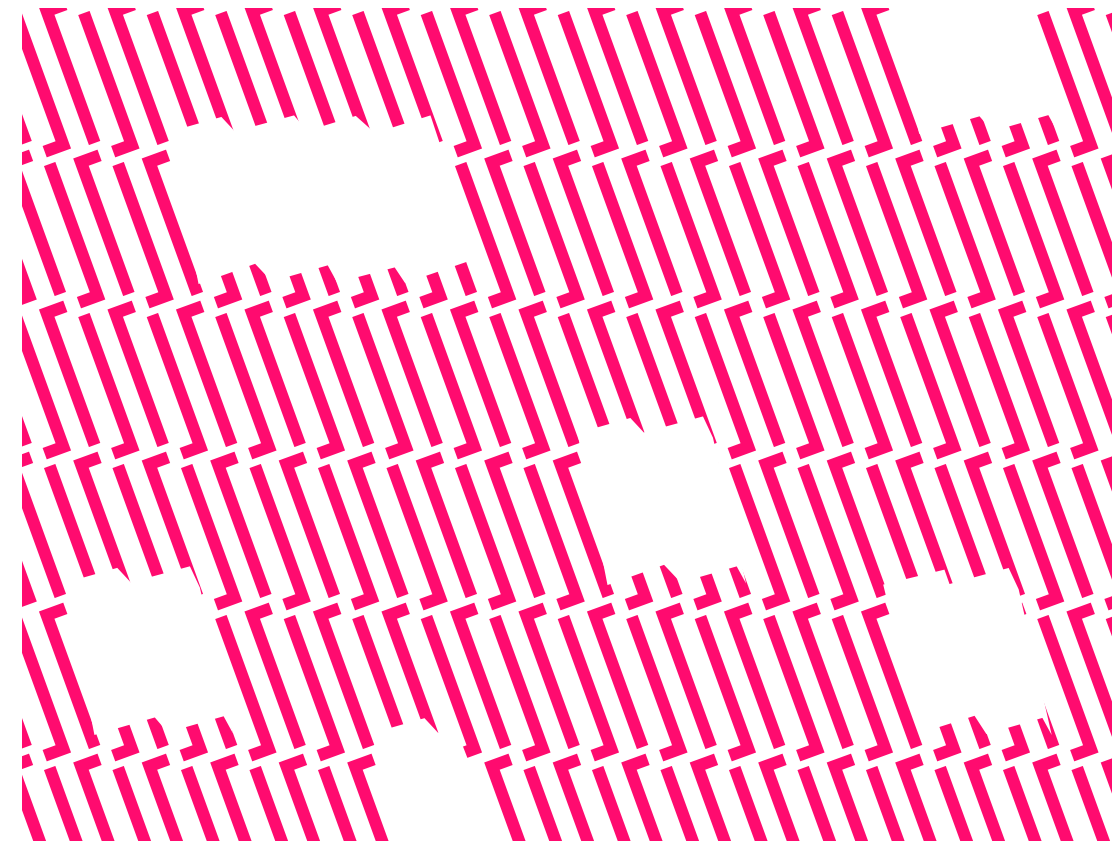
Tessellate



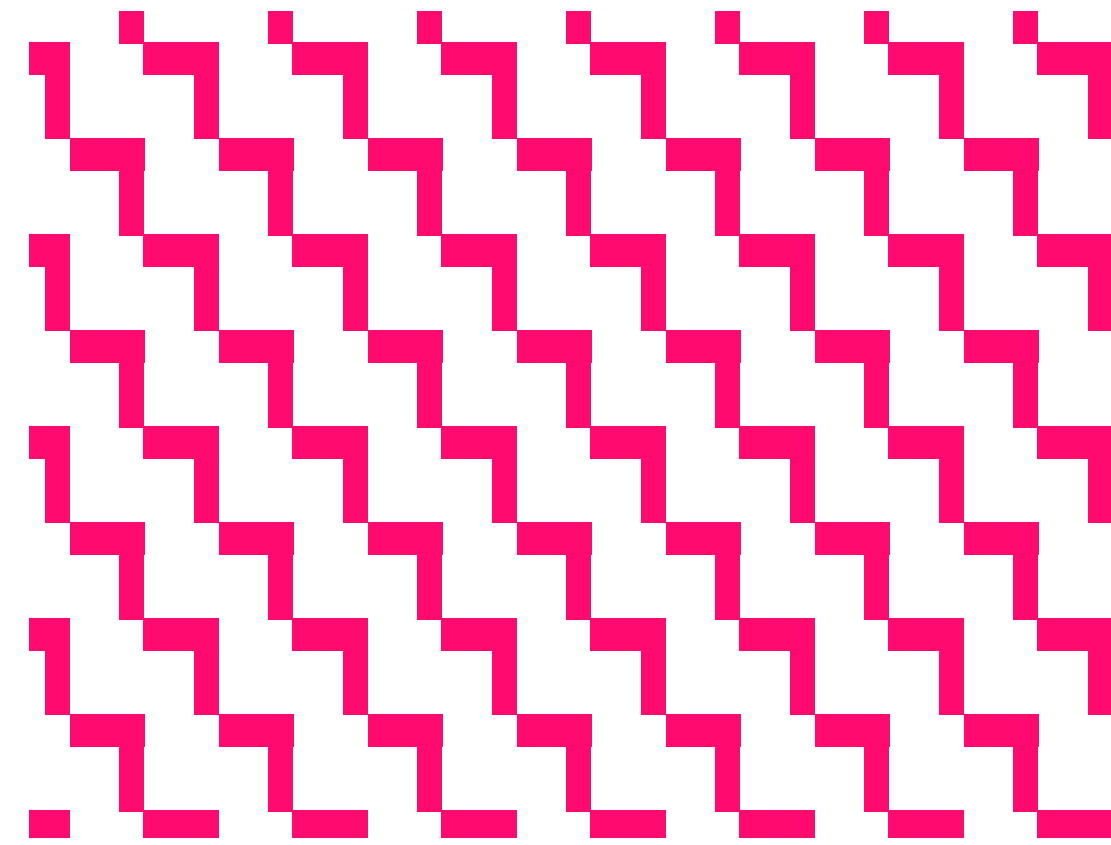
Pattern rules



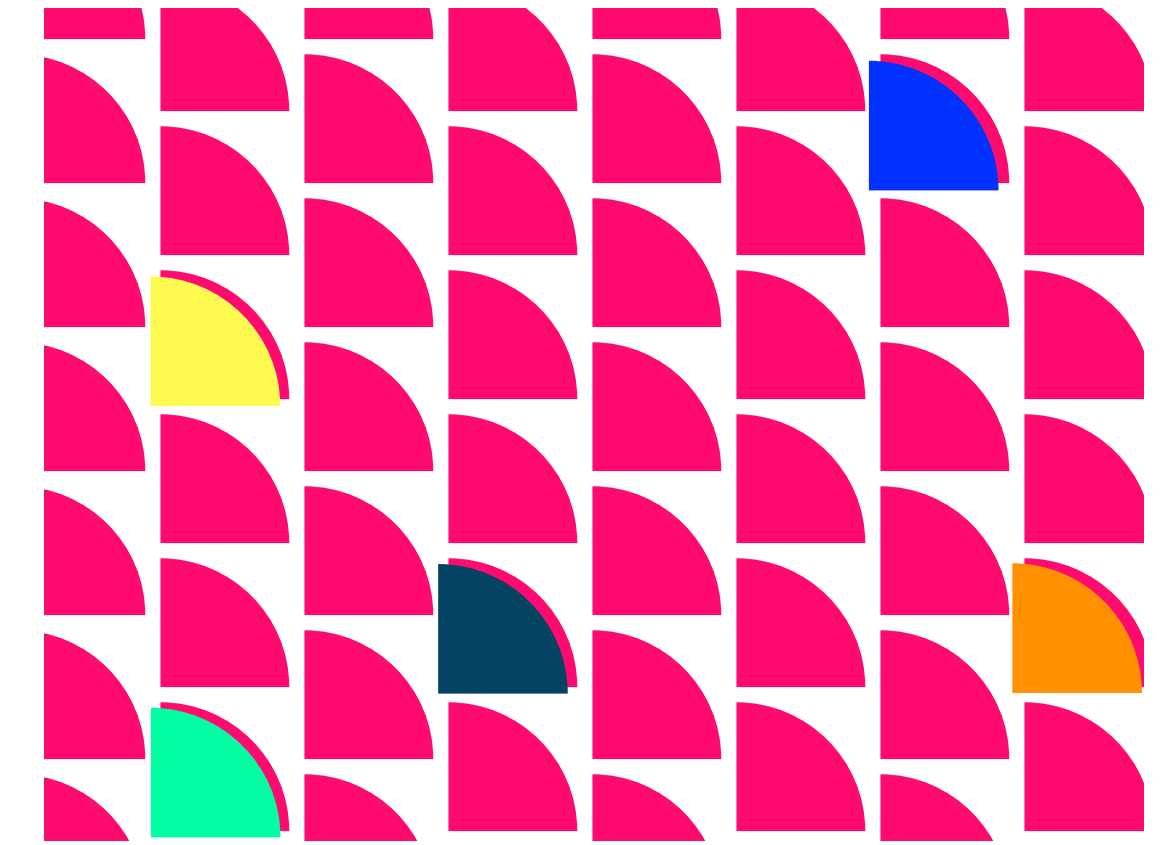
✘ Do not overlay or combine multiple patterns together.



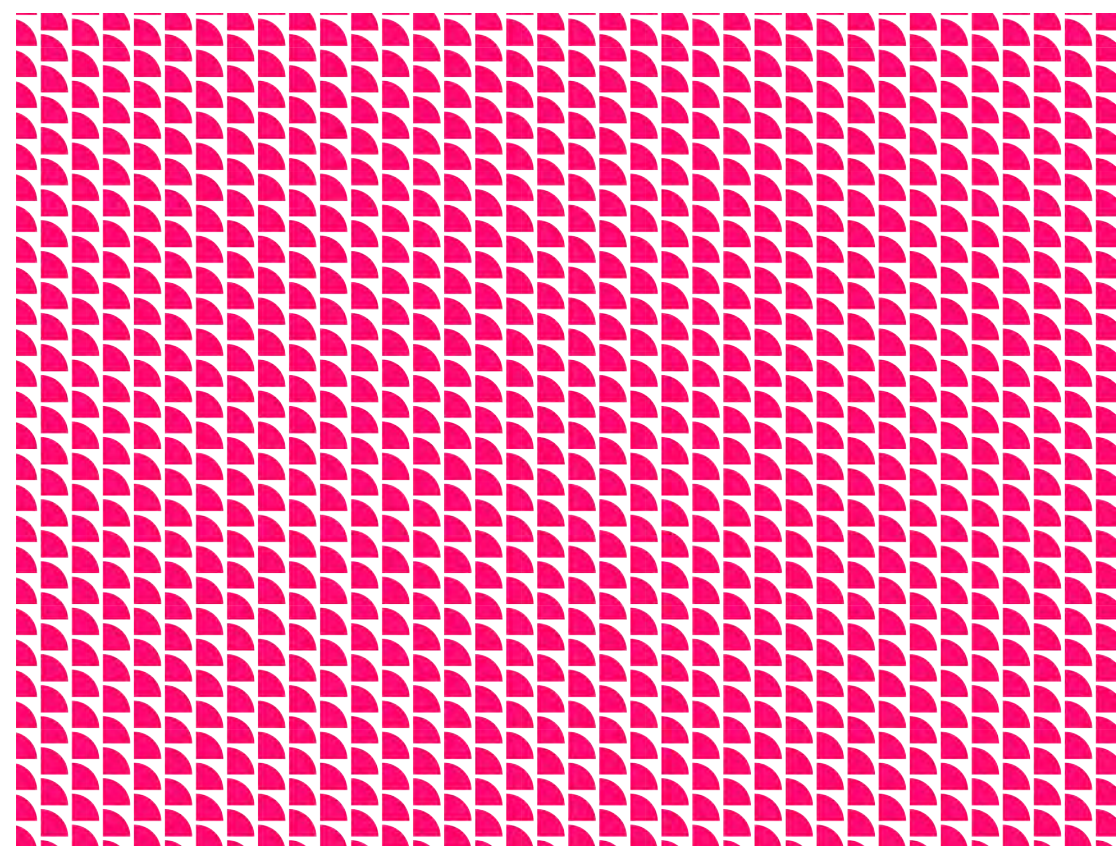
✘ Do not remove sections of the pattern.



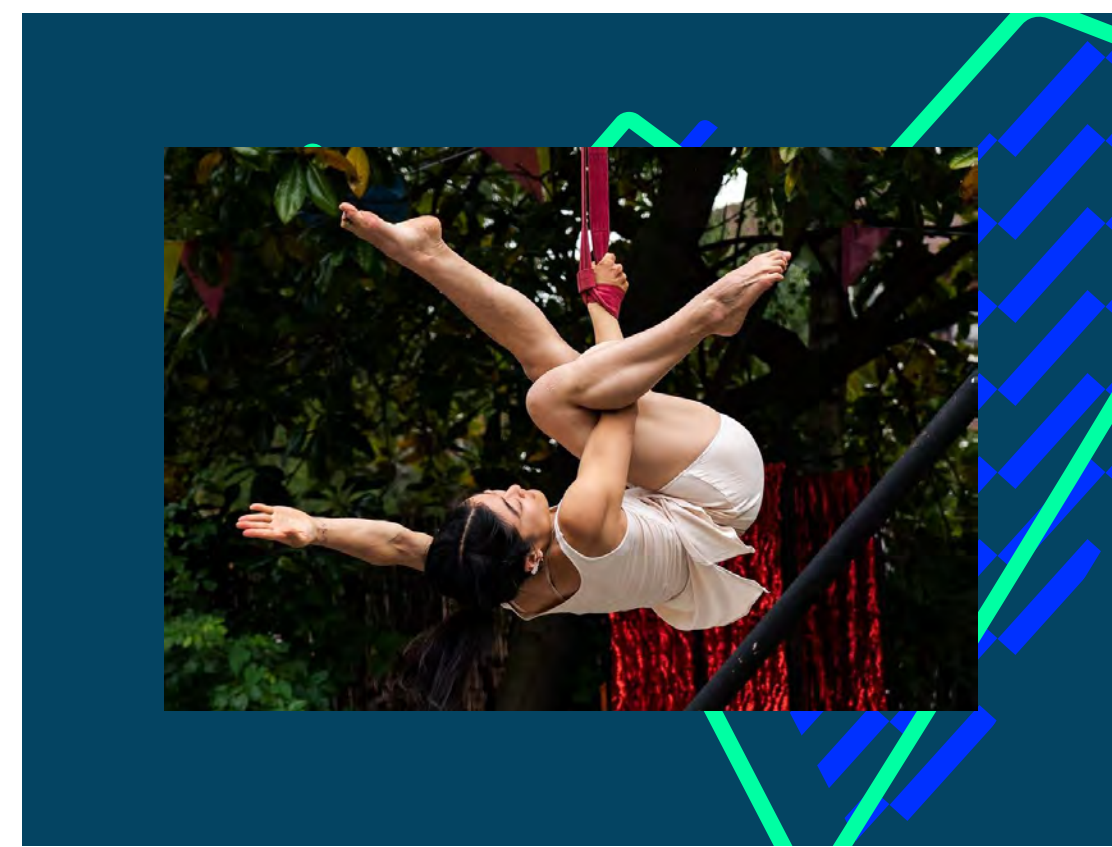
✘ Do not stretch or distort the pattern.



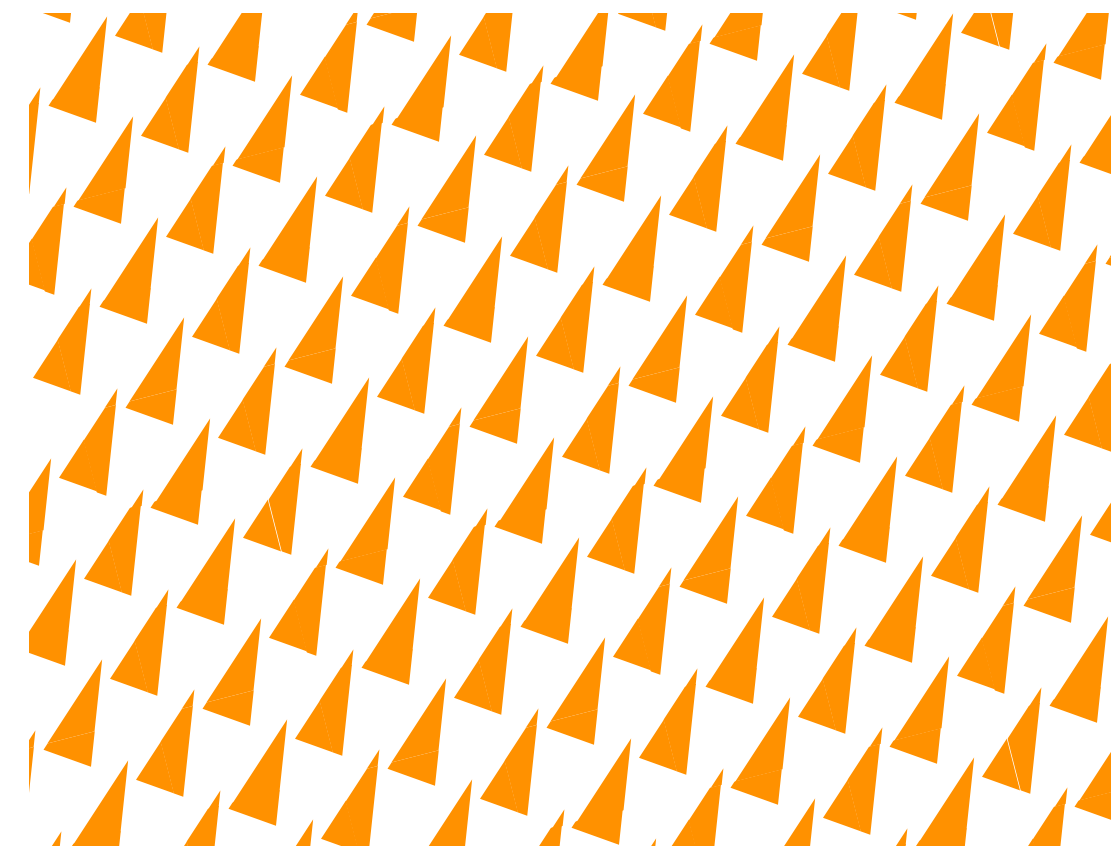
✘ Do not recolour areas of the pattern.



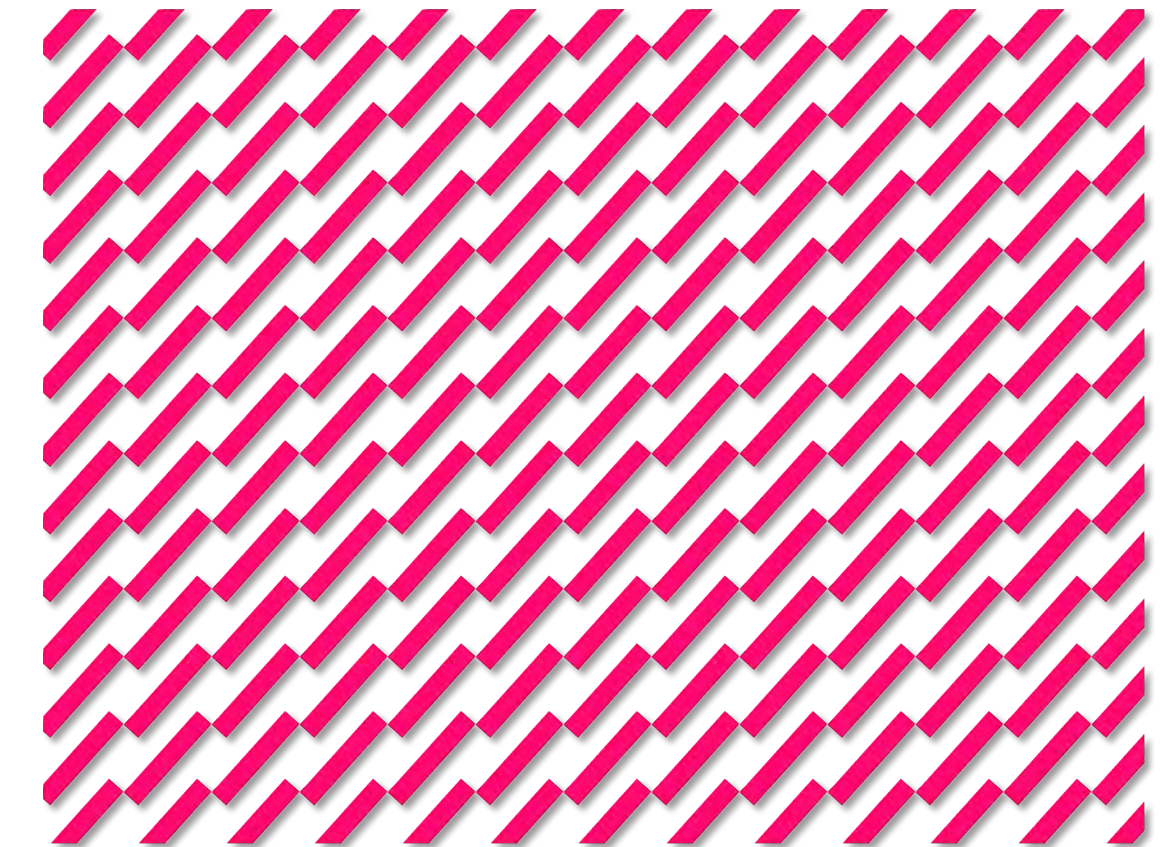
✘ Do not use the pattern too large or small. The example above feels too apologetic, it should be punchy and bold.



✘ Do not cover too much of the pattern with foreground graphics when it is applied to the Welcome to Wandsworth W.



✘ Do not rotate the patterns.



✘ Do not add drop shadows to the patterns.



Thank you

For any questions please contact hello@grandadlondon.com
