

The logo

The logo is available in a range of colours, as shown below. A monochrome version of the logo is provided for instances where using the coloured versions is unsuitable.



Logo Dos and Dont's

Do not stretch, rotate, distort, recolour or move any elements of the logo.



Minimum size

The recommended minimum size for the logo for print is 30mm and 150px for digital usage.

Please note that the visuals to the right are not to scale.



Logo Exclusion Zone

The exclusion zone around the logo is based on the 'W' used within the logo as shown. This area should be kept clear of any other graphic elements.



Any questions

Please contact hello@grandadlondon.com



Colour palette

There are seven colours that make up the Made in Wandsworth colour palette.

Rose CMYK 0 100 2 0 RBG 255 11 111 Hex #FF0B6F	Aquamarine CMYK 75 0 50 0 RBG 0 255 163 Hex #00FFA3	Icterine CMYK 0 0 100 0 RBG 255 250 80 Hex #FFFA50	Princeton orange CMYK 0 65 100 0 RBG 255 145 0 Hex #FF9100
Palatinate blue CMYK 100 75 0 0 RBG 0 49 255 Hex #0031FF	Rich black CMYK 60 40 40 100 RBG 13 27 30 Hex #0D1B1E	White CMYK 0 0 0 0 RBG 255 255 255 Hex #FFFFFF	

Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noka - semibold

For headings

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gibson - book

For all other copy

Association logos

Made in Wandsworth is part of the Mayor of London initiative. As a result of this, any collateral should display the Mayor of London, Wandsworth Council, Arts Council England and Heritage Fund logos. A lockup of these logos has been created and must be used as supplied. Please do not distort, rotate or crop it in any way.

When placing the lockup onto collateral always ensure that it is secondary in size and positioning to the Made in Wandsworth logo. The lockup should be placed at the bottom left hand side of documents.

There are two variants of the association logo lockup, small and large. Which version should be used depends on the final size of the Heritage Fund logo. If the Heritage Fund logo is over 51mm in width, then you should use the large version of the association logos lockup. If the Heritage fund logo is 51mm or smaller in width, then the small lockup is to be used.

MAYOR OF LONDON

London Borough of Culture is a Mayor of London initiative.



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