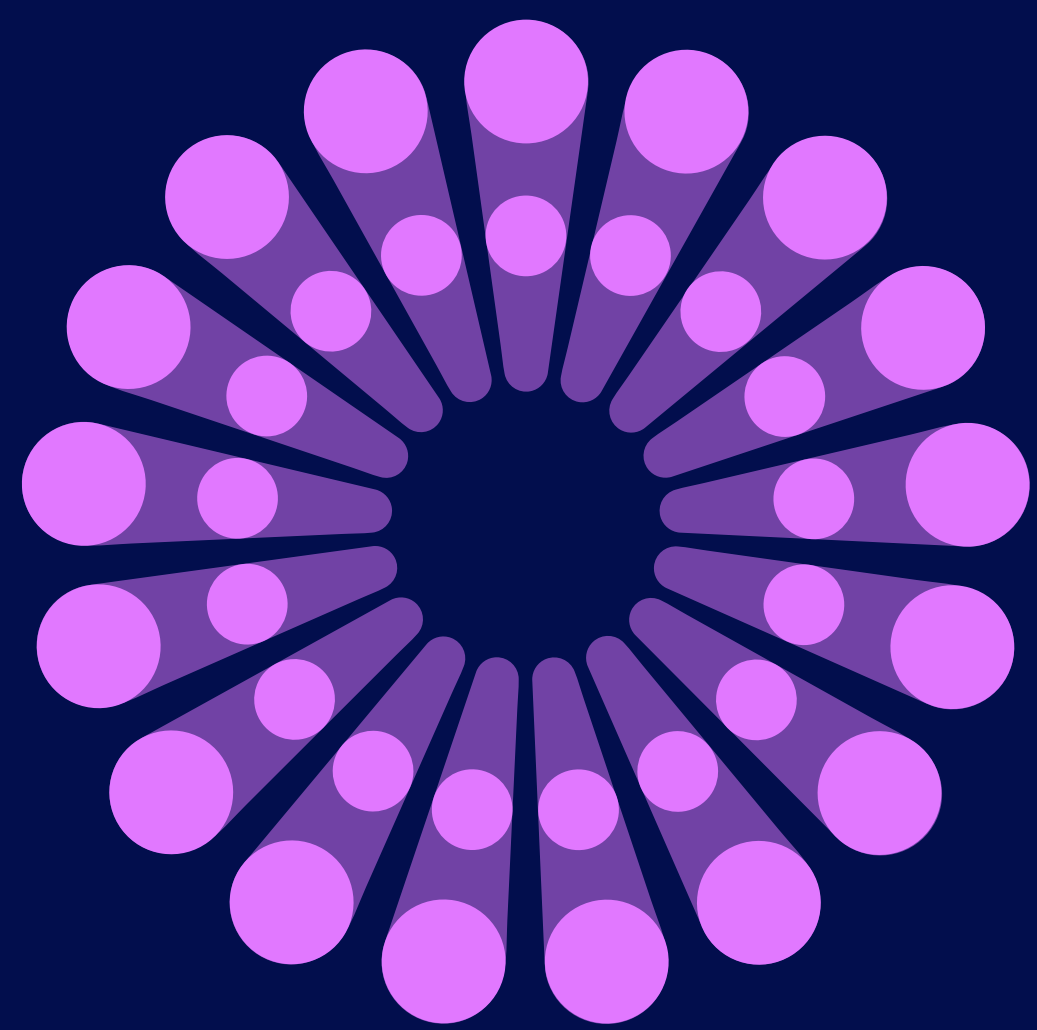


PARTNER TOOLKIT



LONDON
GROWTH PLAN

3

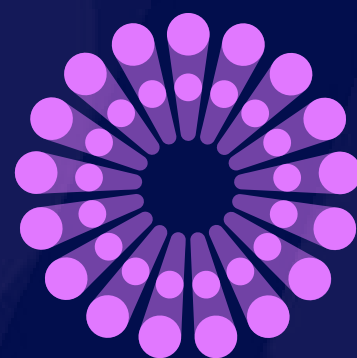
4

5

6

13

14



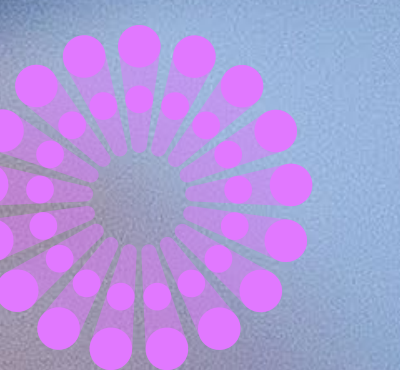
Welcome to the London Growth Plan Partner Toolkit

The London Growth Plan is all of ours. It's London's shared ambition for growth over the next decade, and it will only succeed through the collective effort of organisations across the capital.

So much is already happening to deliver the plan from major infrastructure projects and business support initiatives to sector development and placemaking. We want to make all this visible, connected and celebrated as part of London's growth story.

This toolkit is here to help you showcase your work in support of the London Growth Plan. Whether you're directly delivering a named action in the plan, co-creating new programmes with partners or running initiatives that support the plan's ambitions – we want you to use the London Growth Plan brand.

The more organisations that use it, the more the plan feels alive, collaborative and truly pan-London. So please do use these assets wherever your work connects to growing London's economy.



Brand groups

There are three main ways partners can use London Growth Plan branding, depending on your relationship to the plan. All three are equally valuable in making the plan visible and showing London’s collective effort.

Group one: Team London – delivering the London Growth Plan

These are the initiatives, programmes and activities that support the growth plan’s goals and contribute towards its ambitions. If your work aligns with growing London’s economy, you’re welcome to use the London Growth Plan logo to signal that alignment.

Group two: London Growth Plan actions

These are outputs created by partner organisations that directly deliver on one of the stated actions in the London Growth Plan. The document can feature both the organisation’s logo and the London Growth Plan logo side by side, showing the collaborative nature of the work.

Group three: Official London Growth Plan outputs

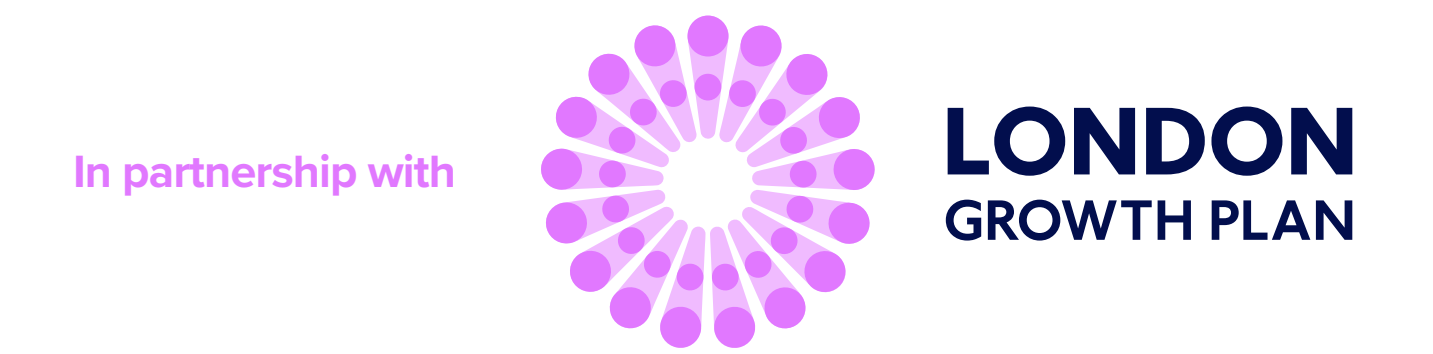
These are official outputs directly commissioned or produced as part of the London Growth Plan. Only the London Growth Plan logo is used.

Group one

Headline

Subheading

Body copy goes here.

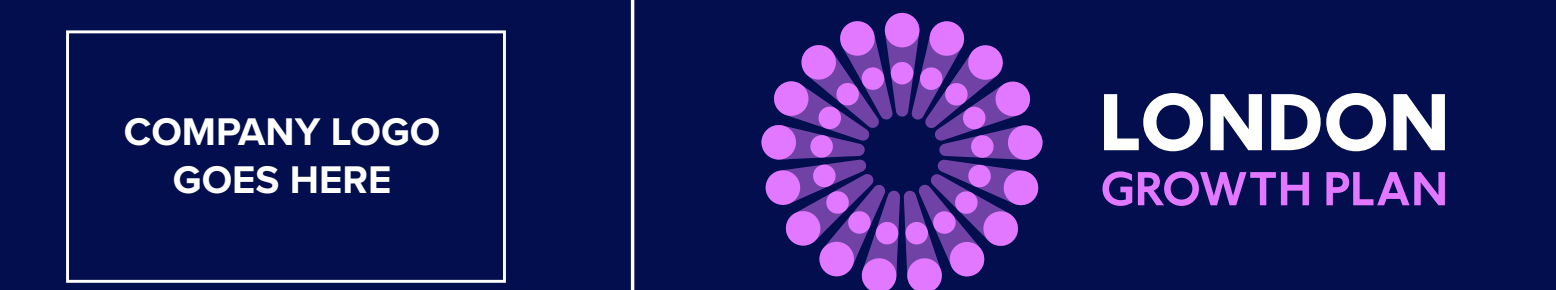


Group two

Headline

Subheading

Body copy goes here.



Group three

Headline

Subheading

Body copy goes here.



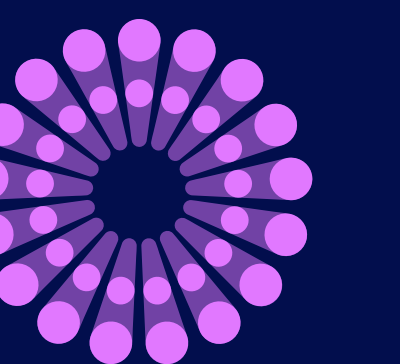
Content guidelines

The official title is the **London Growth Plan**.

The **plan** and **growth plan** should be sentence cased when used in running copy (not the Plan or Growth Plan) – unless being used as part of full official title.

Never abbreviate **London Growth Plan** to LGP.

The website is hosted at **growthplan.london** – don't include www. in website or marketing collateral.

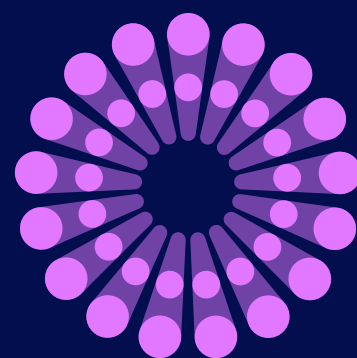


How to use the assets

Logo clearspace

When using the logo, it is important to leave sufficient space around it so it does not appear crowded by other elements.

Ensure no text, graphics or imagery intrudes into this clearspace.



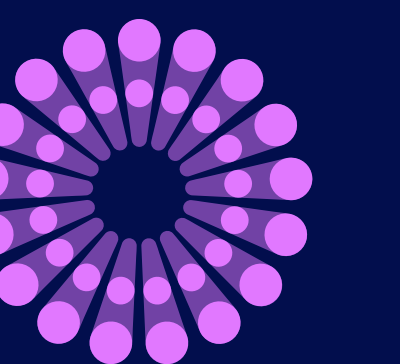
How to use the assets

Logo variants

We have two variants of the London Growth Plan logo:

Primary variant (preferred)
Use this version wherever possible.

Secondary variant
Use this version on white or light-coloured backgrounds.



How to use the assets

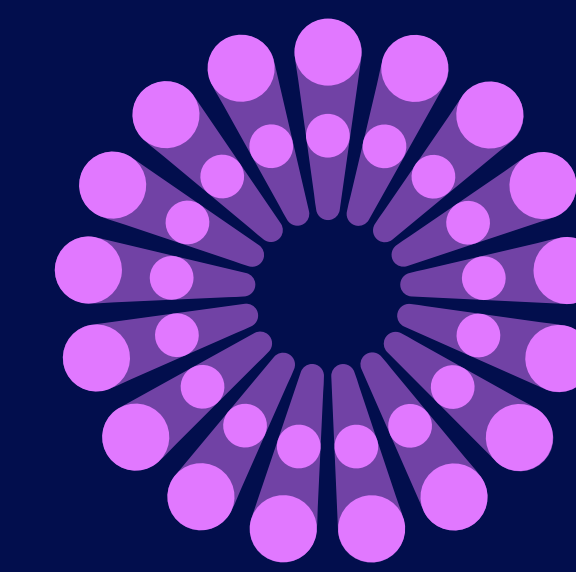
Partner lockups

We use a divider in our partner lockups to keep both logos connected while maintaining clarity and structure.

Each logo should be placed an equal distance from the divider, ensuring sufficient clear space around them.

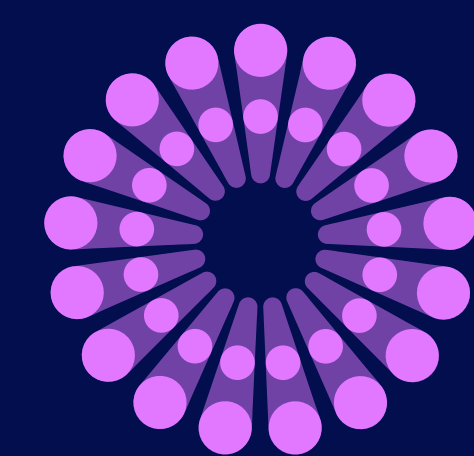
For Team London initiatives, you can use whichever written phrase works best for your context:

- In partnership with
- We're delivering
- Supporting delivery of



LONDON
GROWTH PLAN

MAYOR OF LONDON



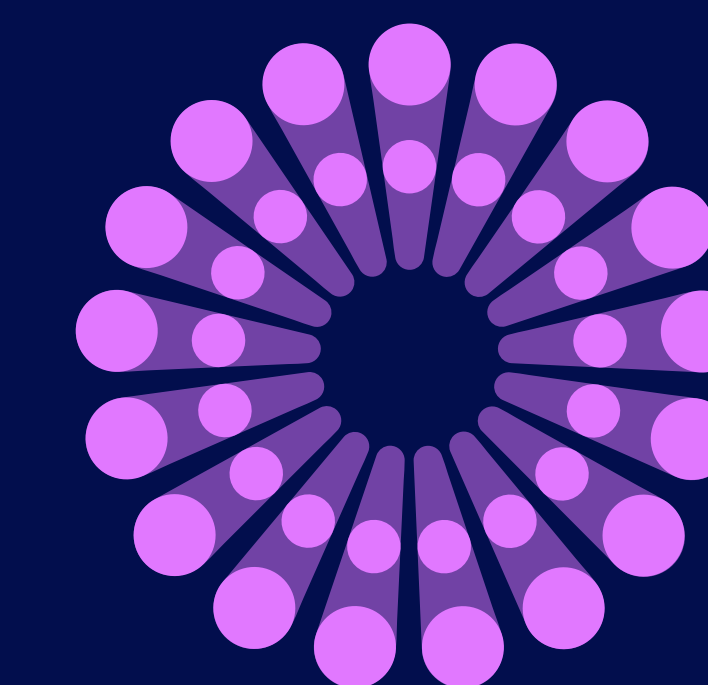
LONDON
GROWTH PLAN

LONDON
& PARTNERS

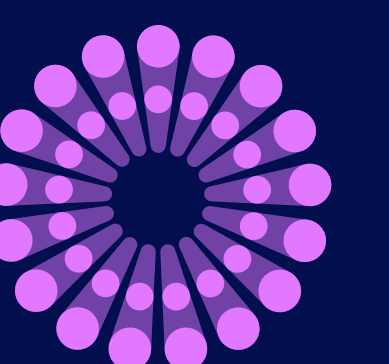
MAYOR OF LONDON



In partnership with



LONDON
GROWTH PLAN

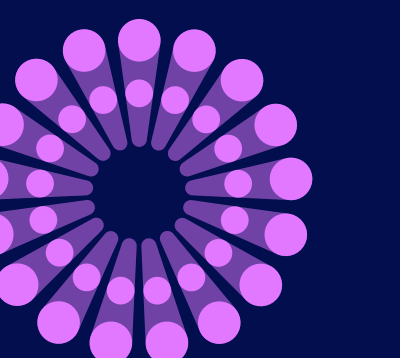


How to use the assets

Logo misuse

Our logo is a key brand asset and must remain consistent.

Do not alter its scale, proportions, colours, orientation or layout, as shown in the examples.



How to use the assets

Colour palette

Our brand uses a bold, vibrant colour palette that aligns with the positive ambitions of the growth plan.

Our colour palette has been developed to meet WCAG 2.1 AAA colour contrast requirements, reflecting our commitment to creating accessible and inclusive designs for all users.

Primary – Dark blue

HEX #020E4D RGB R2 G14 B77 CMYK C100 M97 Y31 K44

Secondary – Lavender

HEX #E178FF RGB R225 G120 B255 CMYK C27 M56 Y0 K0

50% opacity

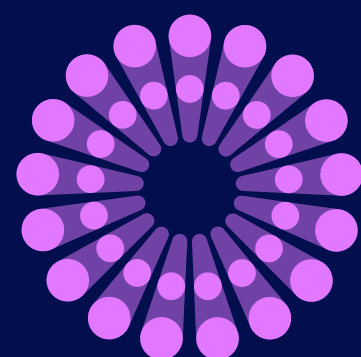
20% opacity

White

HEX #FFFFFF RGB R255 G55 B255 CMYK C0 M0 Y0 K0

Black

HEX #000000 RGB R0 G0 B0 CMYK C0 M0 Y0 K100



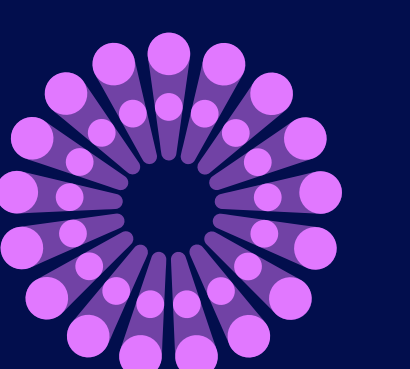
How to use the assets

Gradients

Our brand uses gradients created from the primary and secondary colours. We have two types of gradients: a 90-degree horizontal gradient and a 45-degree diagonal gradient.

90 degrees horizontal

45 degrees diagonal



How to use the assets

Typography

Our primary brand font is Proxima Nova, a bold, contemporary typeface with a flexible, versatile family available in a range of weights.

In instances where Proxima Nova is unavailable, please use Arial as the fallback option.

Font licensing note:

Proxima Nova is a licensed typeface. It is available through **font licensing providers**, including **Adobe Fonts**. Anyone wishing to use the brand typeface must ensure they have the appropriate license.

If you do not have access to Proxima Nova, please use **Arial** as the approved substitute font.

Aa

Primary typeface

Proxima Nova

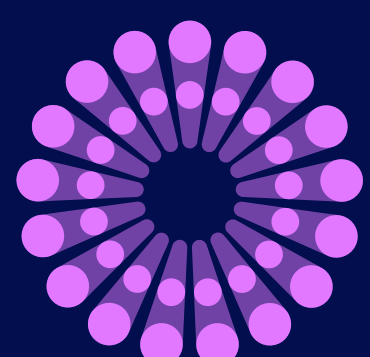
Thin Light
Regular
Medium
Semibold
Bold
Extrabold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz
1234567890,.,:;’”(¿&@£#)

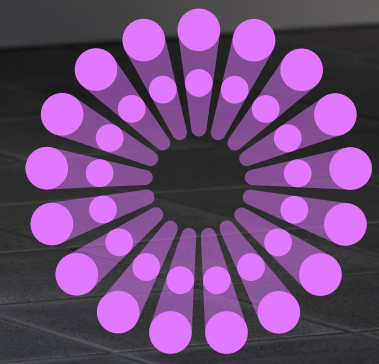
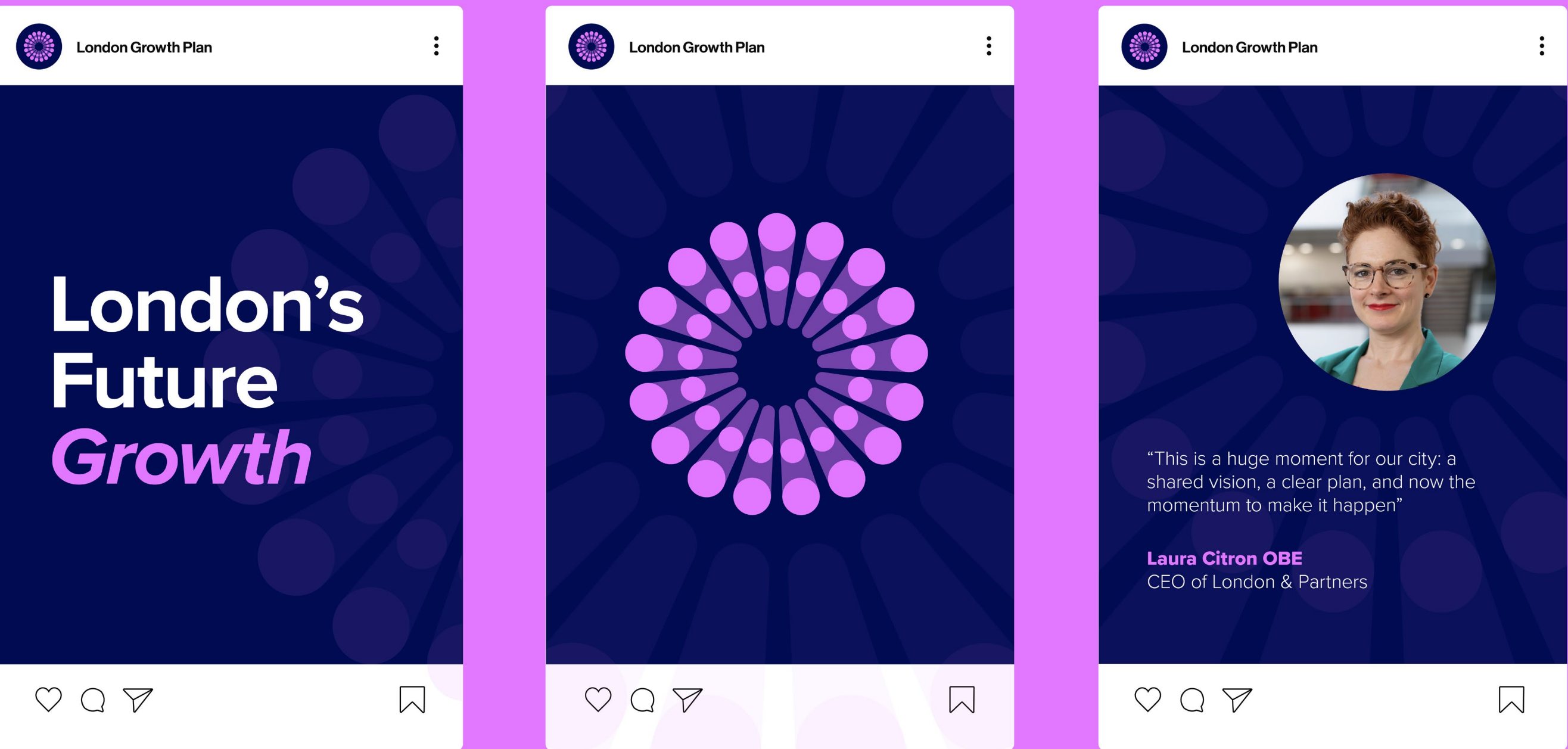
Substitute font

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890,.,:;’”(¿&@£#)



Creative examples



Templates to use

Title goes here
Subtitle goes here



LARGE TEXT
GOES HERE

Title goes here

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.



Event Name
Date of event

"Que perum et volest, in nonsendae sam, volum autem autate nis rectem nonsent. Ibusdam, tet es sae volorio maio ma nosam estrum commod quiaspedi sequi quam dolorem intur as exceaue cus et mi, venda. Que perum et volest, in nonsendae sam, volum autem autate nis rectem nonsent. Ibusdam, tet es sae volorio maio ma nosam estrum commod quiaspedi sequi quam dolorem intur as exceaue cus et mi, venda. Que perum et volest, in nonsendae sam."



Name of person
Job title and company

Company logo here



Event Name
Subtitle goes here



Speaker Name
Job Title, Company

Title goes here
Subtitle goes here



**For brand enquiries, contact
London Growth Plan mailbox**

