



St Katharine Docks
18–22 April 2023

Presented by
**BRITISH
MARINE** 

OUR BRAND GUIDELINES

JANUARY 2023

OUR LOGO



St Katharine Docks
18-22 April 2023

Presented by
**BRITISH
MARINE** 



Our logo comprises two elements – the logotype LONDON LUXURY Afloat supported by the infoline detailing venue, dates and British Marine logo.

The colour logo on a white background is the standard. Where appropriate, use the mono version in either black or white to ensure sufficient contrast. On lighter backgrounds, use either the colour or black logo. On darker backgrounds, use the white logo.

When space is restricted and media production dictates, the infoline can be omitted.



Minimum clearspace

Clearspace at least equal to the height of the letter L in LONDON must be maintained to ensure enough white space between the logo and content to help brand recognition. In exceptional circumstances, on items with limited space (e.g. merchandise, banners) clearspace can be reduced to 0.5 L

Logo size

The logo size is defined by its width and the height of the letter L in LONDON, e.g. if the logo width is 50mm, the height of L is 4mm.

LOGO COLOUR

The colour logo on a white background is the standard. Generous white space combined with the sophisticated fonts in luxury Chocolate and Caramel define the essence of London Luxury Afloat – inspired by world leading luxurious marine brands. Use the logo that best suits the situation, ensuring sufficient contrast. On darker backgrounds, use the white logo and on lighter backgrounds use the black logo. Take great care when placing the logo on photo backgrounds to ensure standout.



St Katharine Docks
18–22 April 2023

Presented by
**BRITISH
MARINE** 



PRINT LAYOUT

Logo size, margins and grids are dependent on format

Format size ISO	Dimensions mm	Logo width % = mm	Clearspace (1 x L) mm	Margins (2 x L) mm	Column grid (4 x L) mm
A3	297 x 420	62.5mm	5mm	10mm	20mm
A4	210 x 297	50mm	4mm	8mm	16mm
A5	148 x 210	37.5mm	3mm	6mm	12mm
A6	105 x 148	25mm	2mm	4mm	8mm

Logo positioning

Top left

Correspondence
Reports
Brochures
Forms
Websites

Bottom left

Magazines
Newsletters

Bottom right

Advertising
Posters

Layout grid

Margins

Margins are 2 x L top, bottom, left and right

Horizontal grid

Divide the area within the top and bottom margins by 6

Column grid

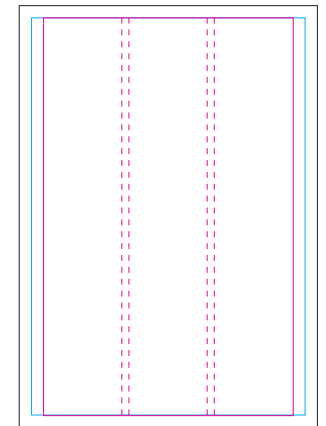
4 x L left and right – up to 6 columns with 5mm gutters



Margins 2 x L all round
e.g. 8mm for A4



Horizontal grid



Column grid 4 x L left and right, e.g. 16mm for A4

DIGITAL LAYOUT

Logo size, margins and grids are dependent on format

Digital format	Dimensions px	Logo width % = px	Clearspace px	Margins px	Column grid px
Rectangle	180 x 150	70px	10px	7px	25px
Medium rectangle	300 x 250	70px	10px	7px	25px
Leaderboard	728 x 90	70px	10px	7px	25px
Wide skyscraper	160 x 600	70px	10px	7px	25px
Half-page	300 x 600	85px	12px	9px	32px
Wideboard	994 x 250	85px	12px	9px	32px
Tablet 1	768 x 1024	125px	18px	14px	45px
Tablet 2	800 x 1280	125px	18px	14px	45px
Tablet 3	1024 x 1366	170px	24px	18px	60px

For digital ads, position the logo bottom right aligned to the margins. Use a 1px frame in 50% Black. Frame not required if full screen or on website colour background. The preferred font on screen is Open Sans. Use a big catchy message in small formats. If animated, spread the message over multiple frames. Include a clear call to action and make the entire ad active. Loop banners wherever possible.

TYPEFACES

Open Sans for title, subtitles, body copy, captions, diagrams

Aa123

Open Sans Light Italic

Open Sans Regular

Open Sans Light

Open Sans Semi Bold

Open Sans Bold

Open Sans is a widely available humanist sans-serif typeface featuring wide apertures and tall lower-case letters, designed to be highly legible on screen and at small sizes both in print and on mobile devices. Open Sans is a free-licensed font family available for download from Google Fonts.

Bulgatti

luxury script for headlines, call-outs, display type

Bulgatti is a luxury script with sophisticated style. Bulgatti is not readily available for office use and should only be used sparingly by professional designers.

Salmon

Seagrass

COLOURS

Corporate colour specifications



WHITE	
HEX	#FFFFFF
RGB	255-255-255
RAL	9003
PMS C	–
PMS U	–
CMYK	0-0-0-0



BLACK	
HEX	#000000
RGB	0-0-0
RAL	9005
PMS C	Process Black C
PMS U	Process Black U
CMYK	0-0-0-100



CHOCOLATE	
HEX	#3B2832
RGB	59-40-50
PMS C	Black 5 C
CMYK	65-75-50-65



CARMEL	
HEX	#BDA46E
RGB	189-164-110
PMS C	4515 C
CMYK	25-30-60-10

Secondary colour specifications



OCEAN	
HEX	#212B55
RGB	33-43-85
CMYK	100-90-35-30



SALMON	
HEX	#D6747D
RGB	214-116-125
CMYK	15-65-40-0



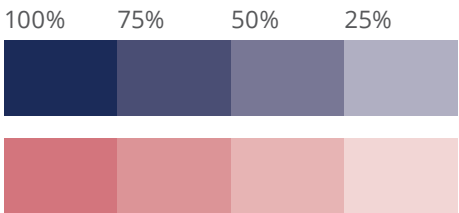
SEAGRASS	
HEX	#798D41
RGB	121-141-65
CMYK	47-14-80-30



KELP	
HEX	#B5B87C
RGB	181-184-124
CMYK	30-14-57-10

There is no reliable Pantone equivalent for each secondary colour. Therefore, to ensure correct and consistent color, always provide your printer with the CMYK references.

To further expand the secondary colour palette, create tints of the base colour as necessary to create a colour family.



LONDON LUXURY *Afloat*

St Katharine Docks
18-22 April 2023

Presented by
**BRITISH
MARINE** 

For further guidance please contact
marcomms@britishmarine.co.uk

LondonLuxuryAfloat.com