



LOGO VARIATIONS

PRIMARY LOGO : COLOUR



SECONDARY LOGO : BLACK AND WHITE



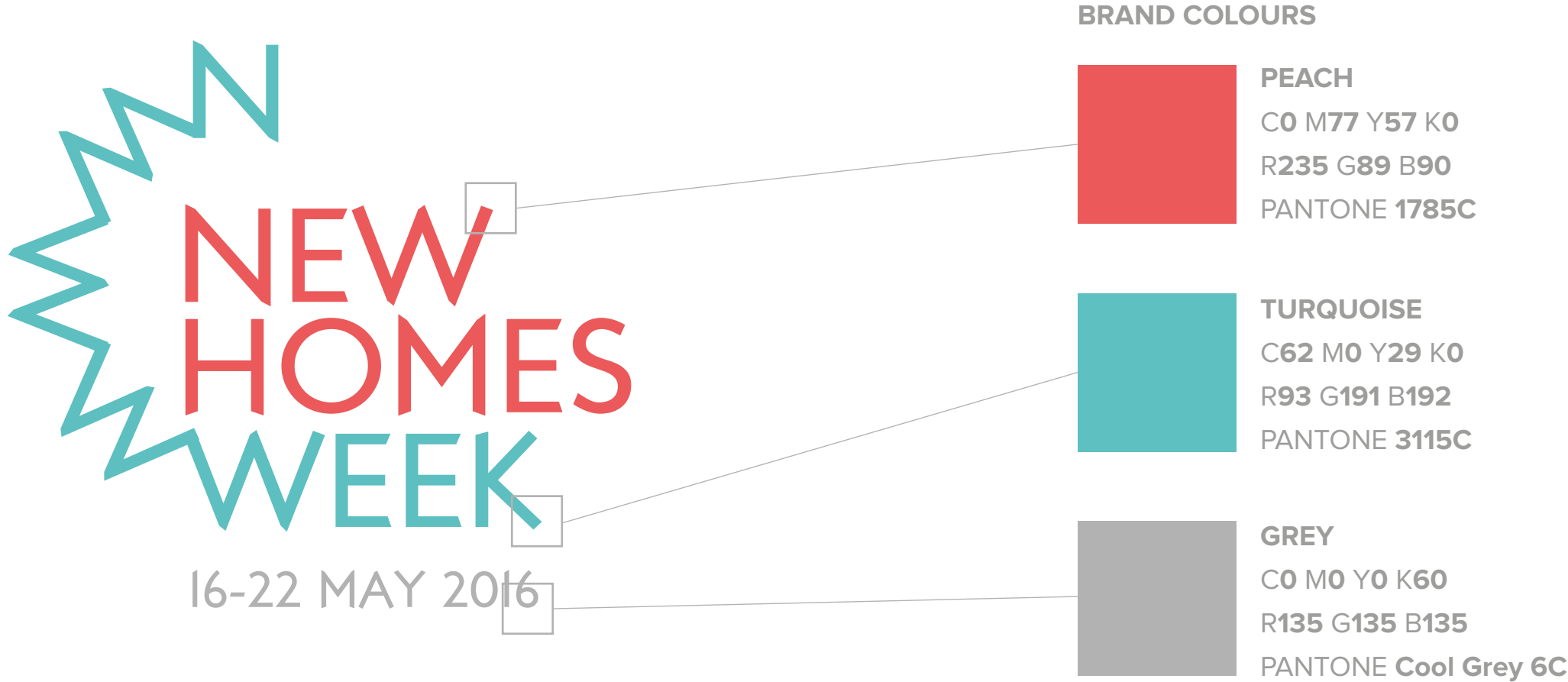
TERTIARY LOGO : BLACK ONLY

(For use on samller applications or online where space is limited.)

Digital - minimum size



COLOUR BREAKDOWN



LOGO, HEADER AND TITLE FONT:

LONDON TWO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODYCOPY:

LONDON MM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LONDON BETWEEN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz