



London  
Anchor  
Institutions'  
Network

# Brand Guidelines V1.0

Designed by Planning Unit  
[planningunit.co.uk](http://planningunit.co.uk)

Welcome to the London Anchor  
Institutions' Network brand guidelines.

This guide is an introduction to the  
logo, colours and visual identity of  
the brand.

Use our guidelines for everything  
LAIN-related, from brochures, websites  
to social media content.

Logo  
Master Logo Vertical



Logo  
Master Logo Vertical



Logo  
Master Logo Horizontal



Logo  
Master Logo Horizontal



Logo  
Social Media Logo



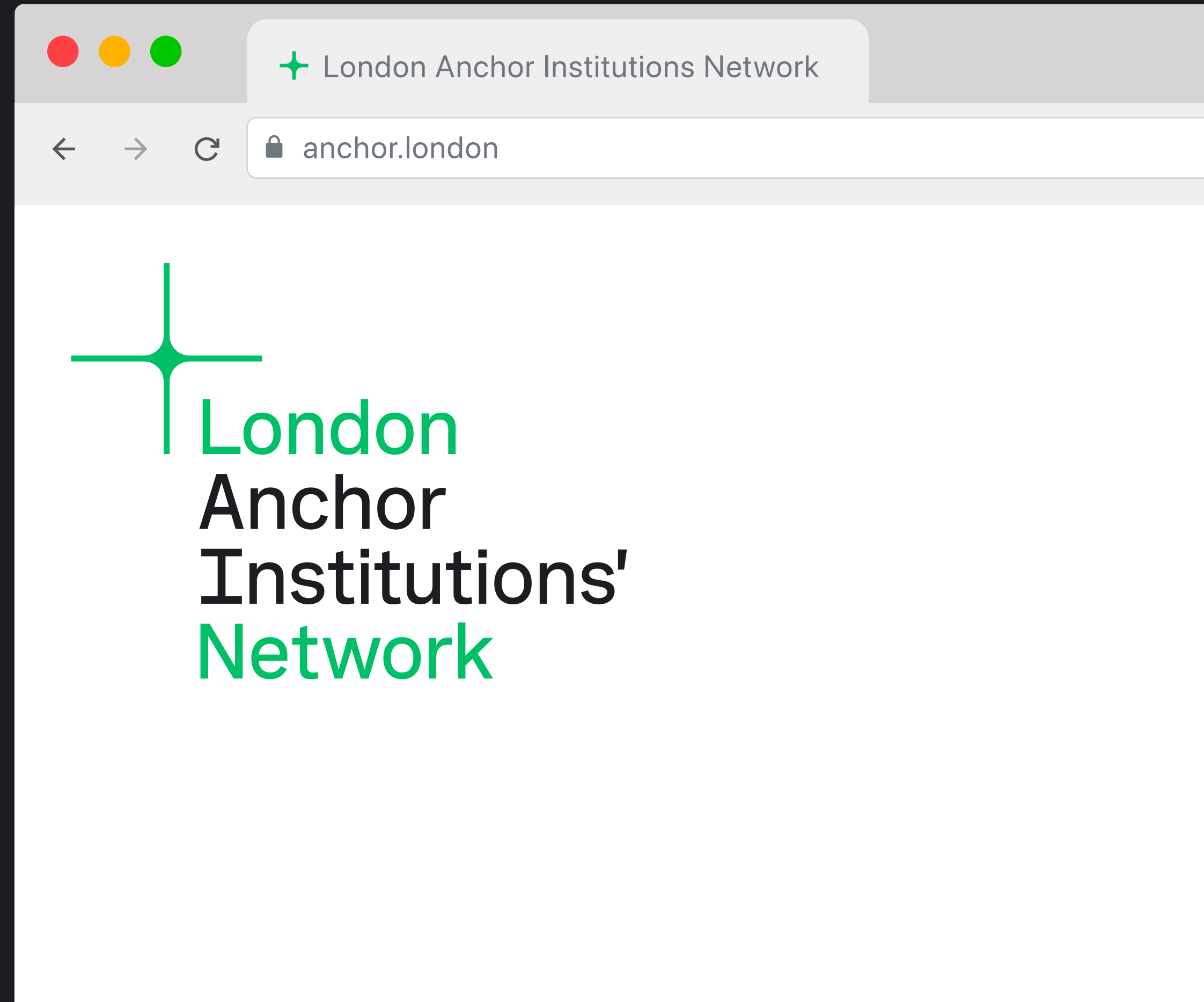
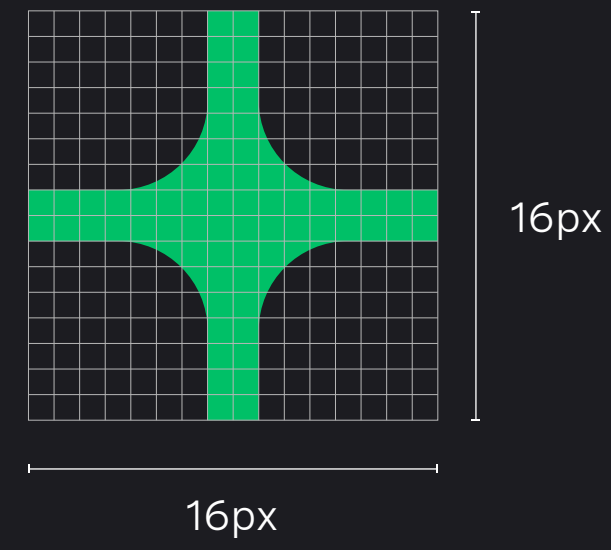
Logo  
Social Media Logo



Logo  
Social Media Logo



Favicon



Logo

Safe zones



## Colour palette

### Black

RGB: 28 / 28 / 33

HEX: 1C1C21

### Forest

RGB: 0 / 83 / 75

HEX: 00534B

### Green

RGB: 0 / 192 / 103

HEX: 00C067

### Electric Green

RGB: 0 / 234 / 120

HEX: 00EA78

### Pistachio

RGB: 164 / 222 / 199

HEX: A4DEC7

### White

RGB: 255 / 255 / 255

HEX: FFFFFFFF



## Typography

### Spezia

Our brand typeface is Spezia from Luzi Type.  
You can find a download for this typeface on  
[www.luzi-type.ch/spezia](http://www.luzi-type.ch/spezia)

When we aren't able to use Spezia, we would  
recommend using Helvetica or Arial.

Spezia

Regular

*Regular Italic*

Medium

*Medium Italic*

A B C D E

a b c d e

0 1 2 3 4

5 6 7 8 9

# Headline 1

FONT	WEIGHT	SIZE	LETTER SPACING
Spezia	Medium	96px	-40

## Headline 2

FONT	WEIGHT	SIZE	LETTER SPACING
Spezia	Medium	60px	-40

## Headline 3

FONT	WEIGHT	SIZE	LETTER SPACING
Spezia	Regular	48px	-20

## Large Para

FONT	WEIGHT	SIZE	LETTER SPACING
Spezia	Regular	32px	0

## Body 1

FONT	WEIGHT	SIZE	LETTER SPACING
Spezia	Regular	16px	0



London  
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# Virtual Summit 2021

Join us on  
14th December 2021

DEC  
14

## London Anchor Institutions' Network Virtual Summit

by Bloomberg

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Free



Tickets

### Join This Startup Business Fund Raising Event Today !

#### About this event

Join This Startup Business Fund Raising Event Today To Learn How To Raise Funds \$\$ For Your Startup Business If :

- If you have an idea for your Startup Business or if you are at MVP stage & you want to know how to assimilate funds \$\$ through PRE-

#### Date and time

Sat, December 11, 2021  
10:00 AM - 11:00 AM CET

[Add to calendar](#)

Select a different date







Brand



Event





Brand



Event







The following pages show our visual language in use. Please use these as a general guide to produce any future designs.



## Visual Language

### People Photography

We have made a selection of images from **Unsplash** that help represent the brand without the need to commission photography.







# We help young people to flourish

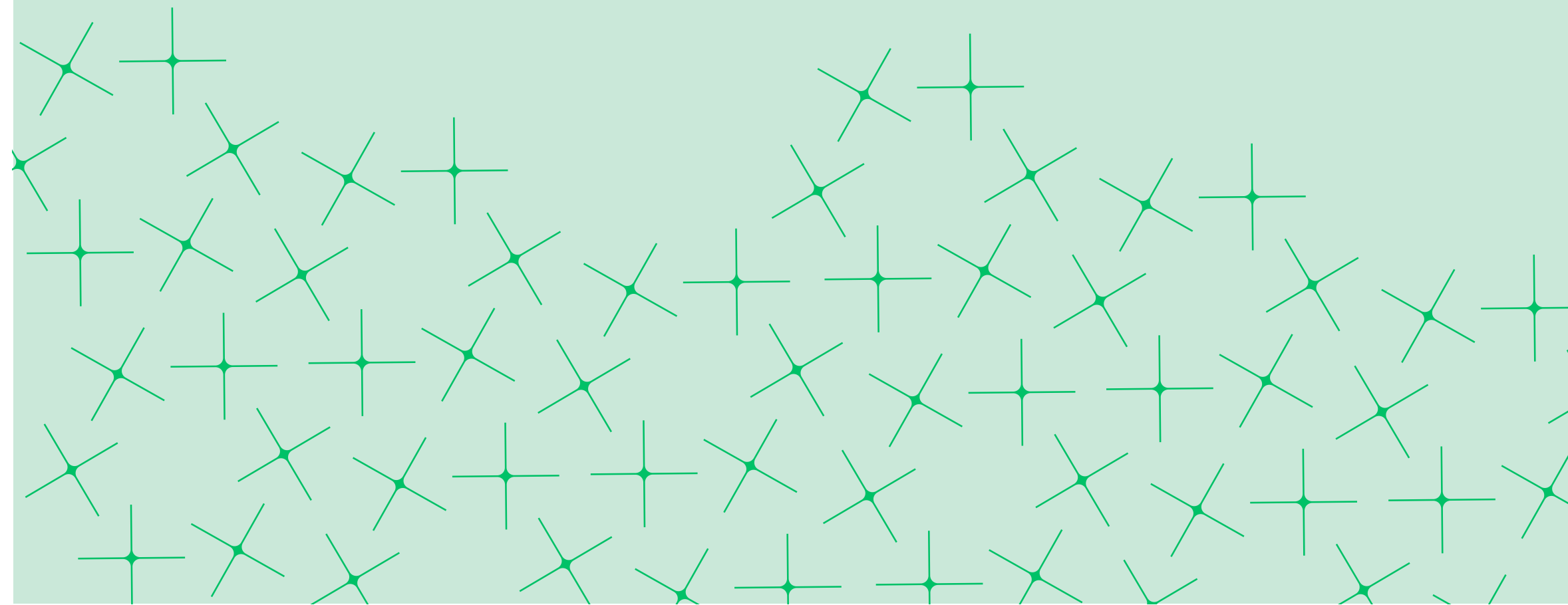
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent at scelerisque nisl. Suspendisse dignissim est quis ipsum consectetur, sit amet commodo magna scelerisque.

[Read more](#)

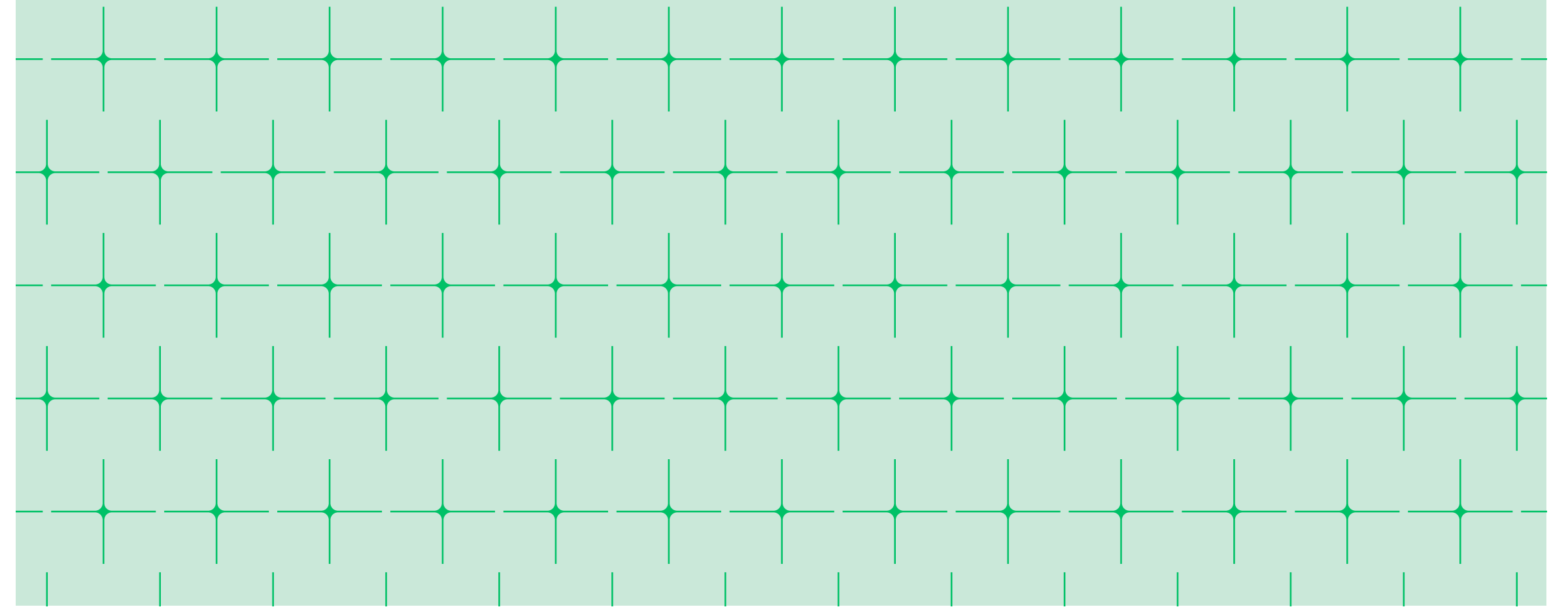




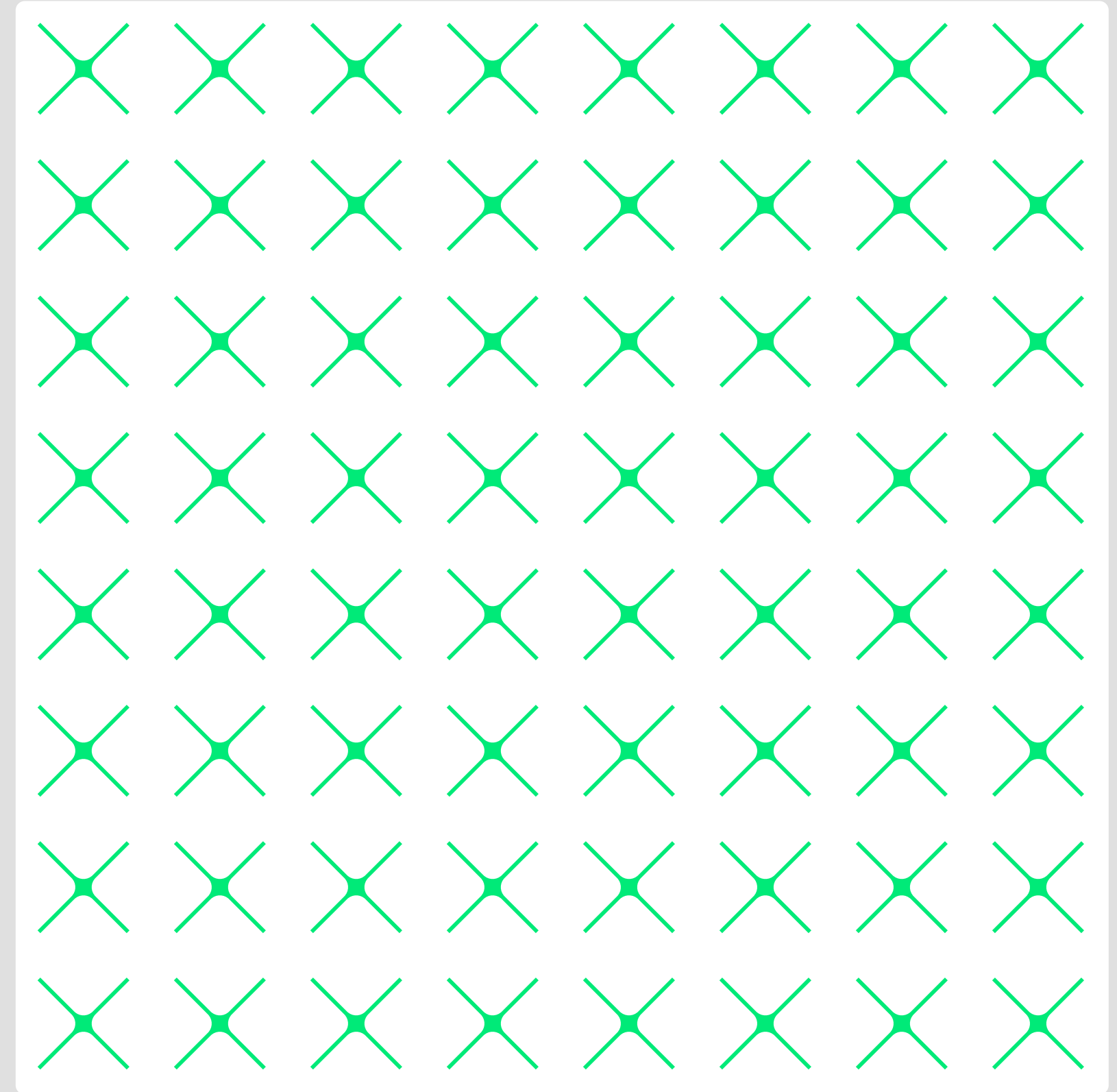
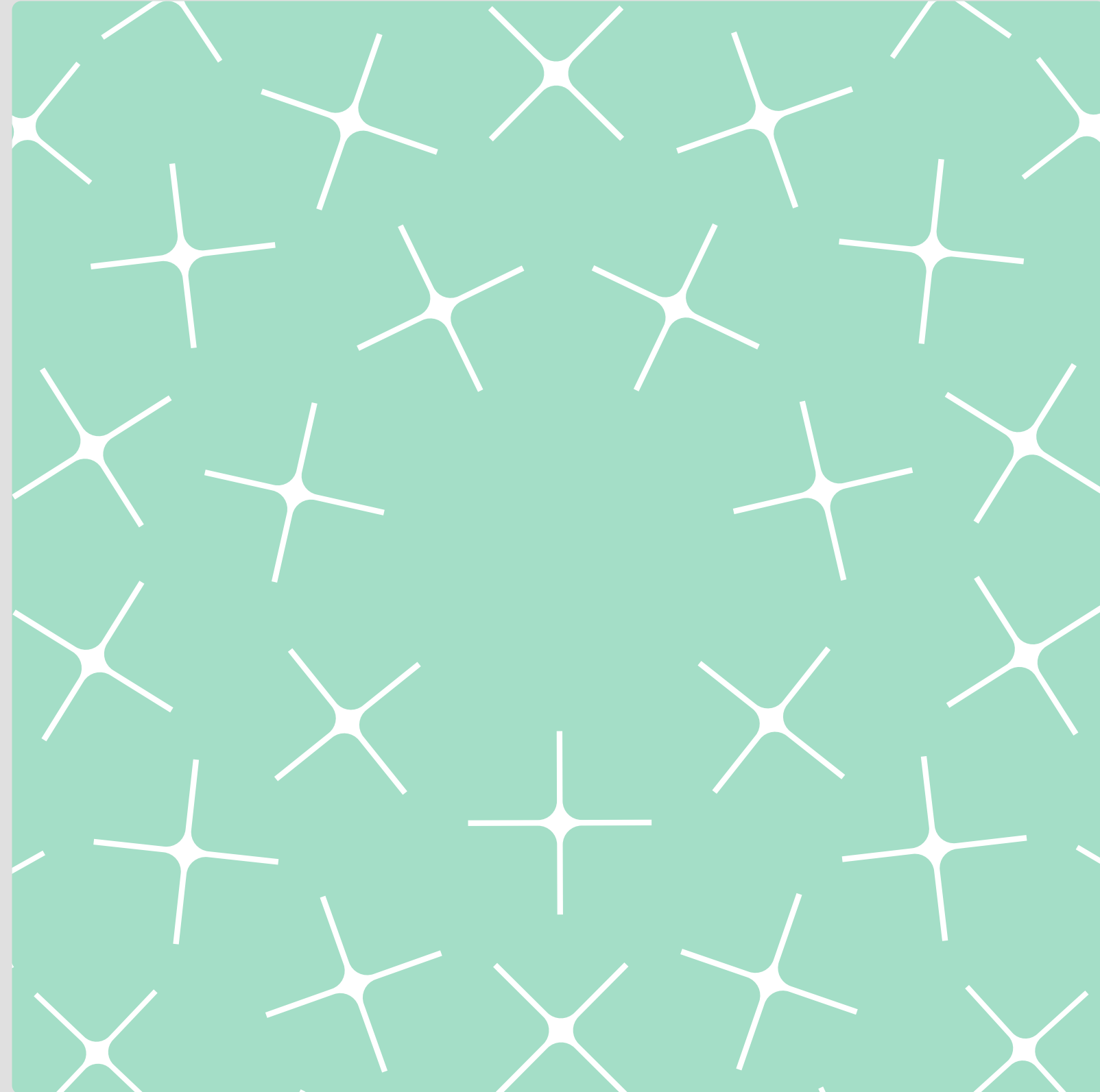
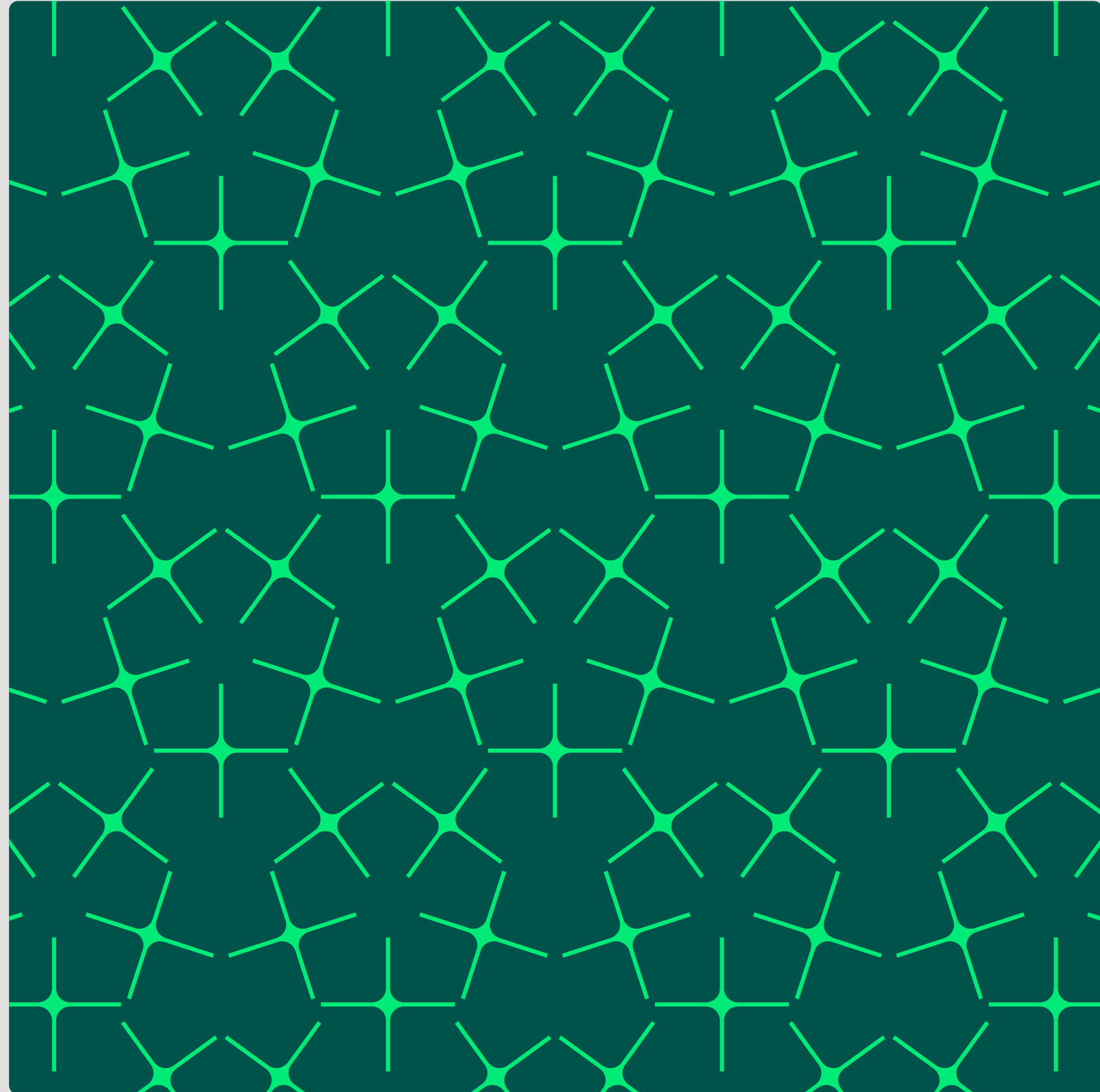
The past two years have  
challenged our city...



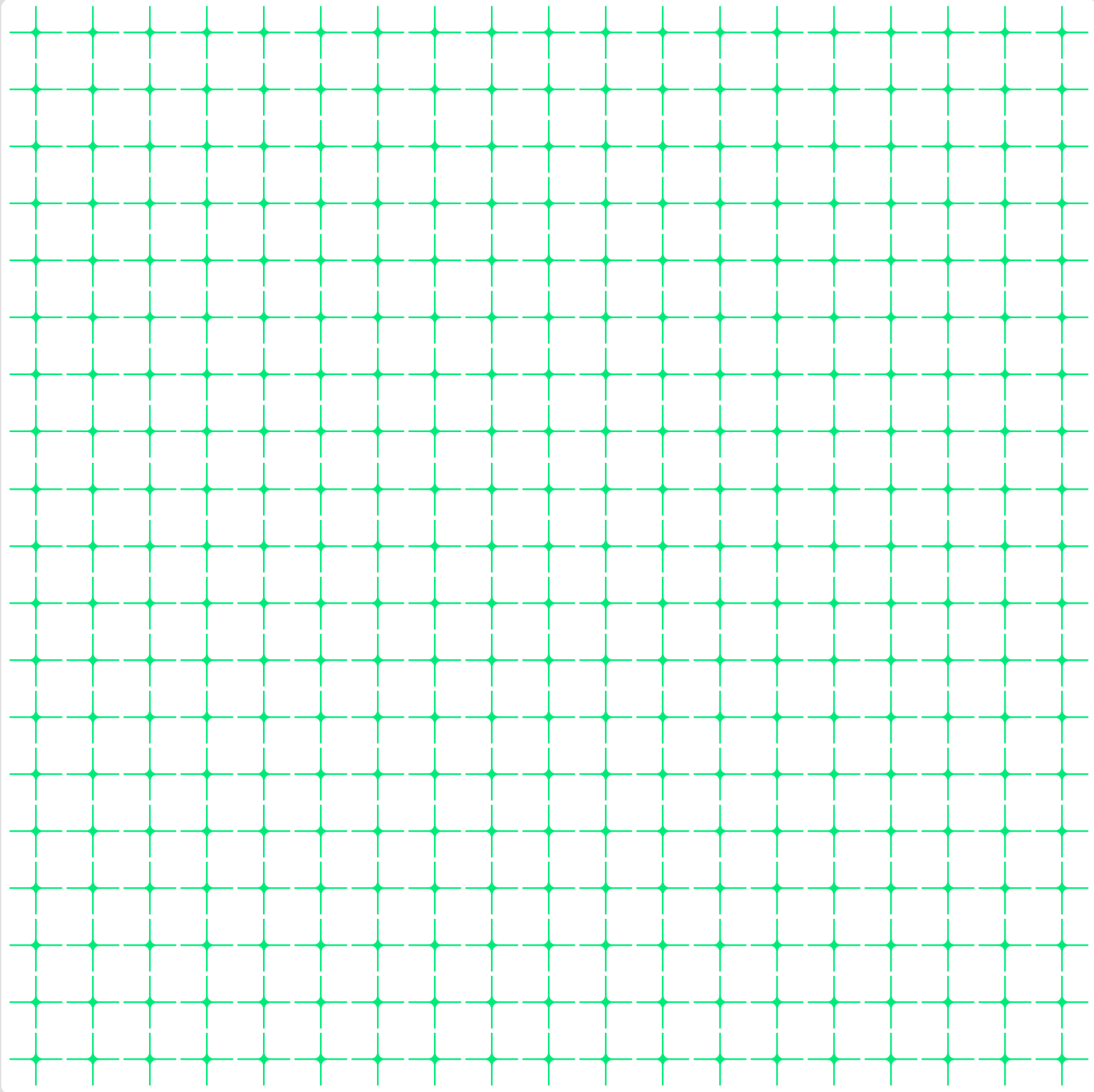
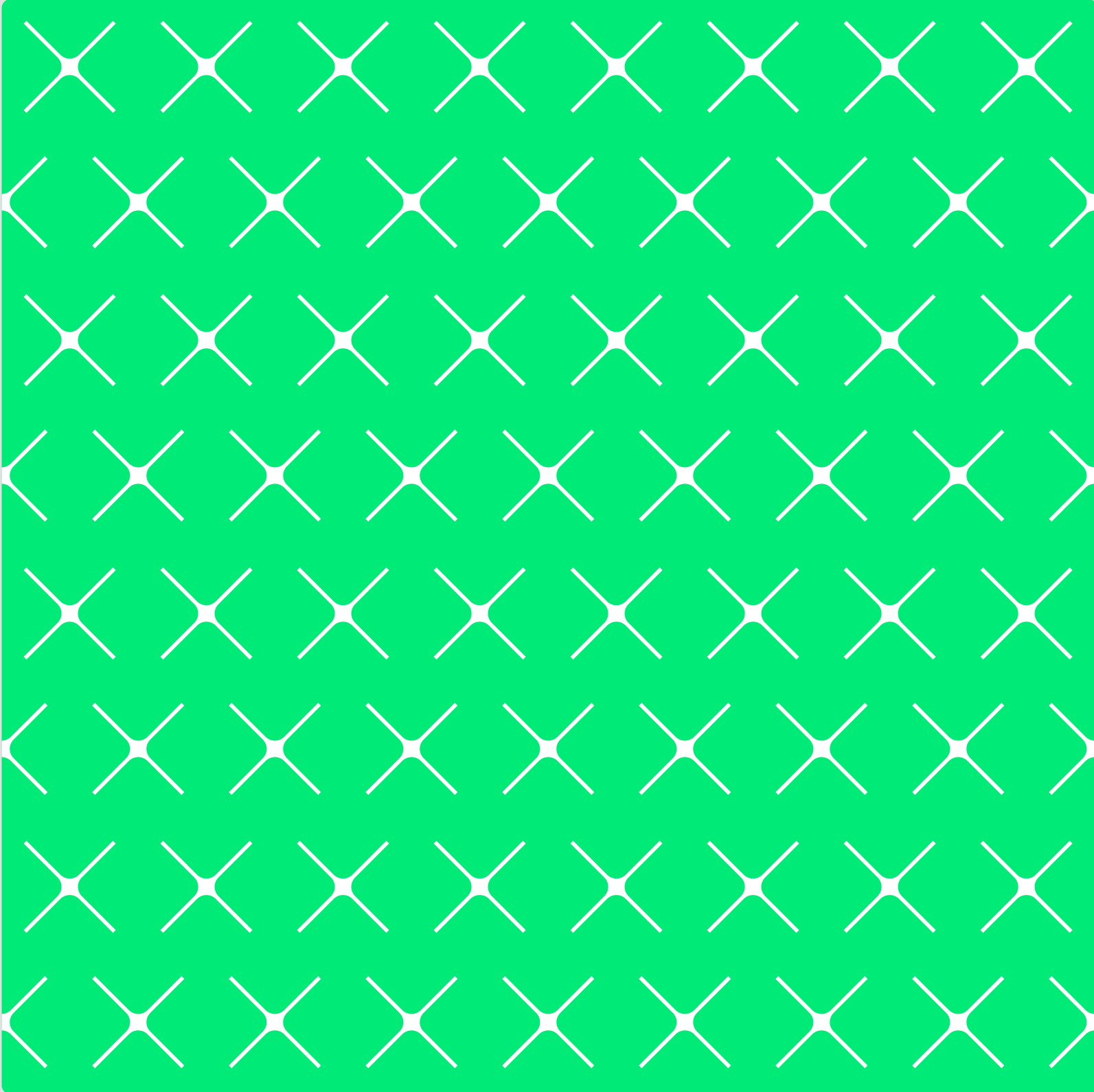
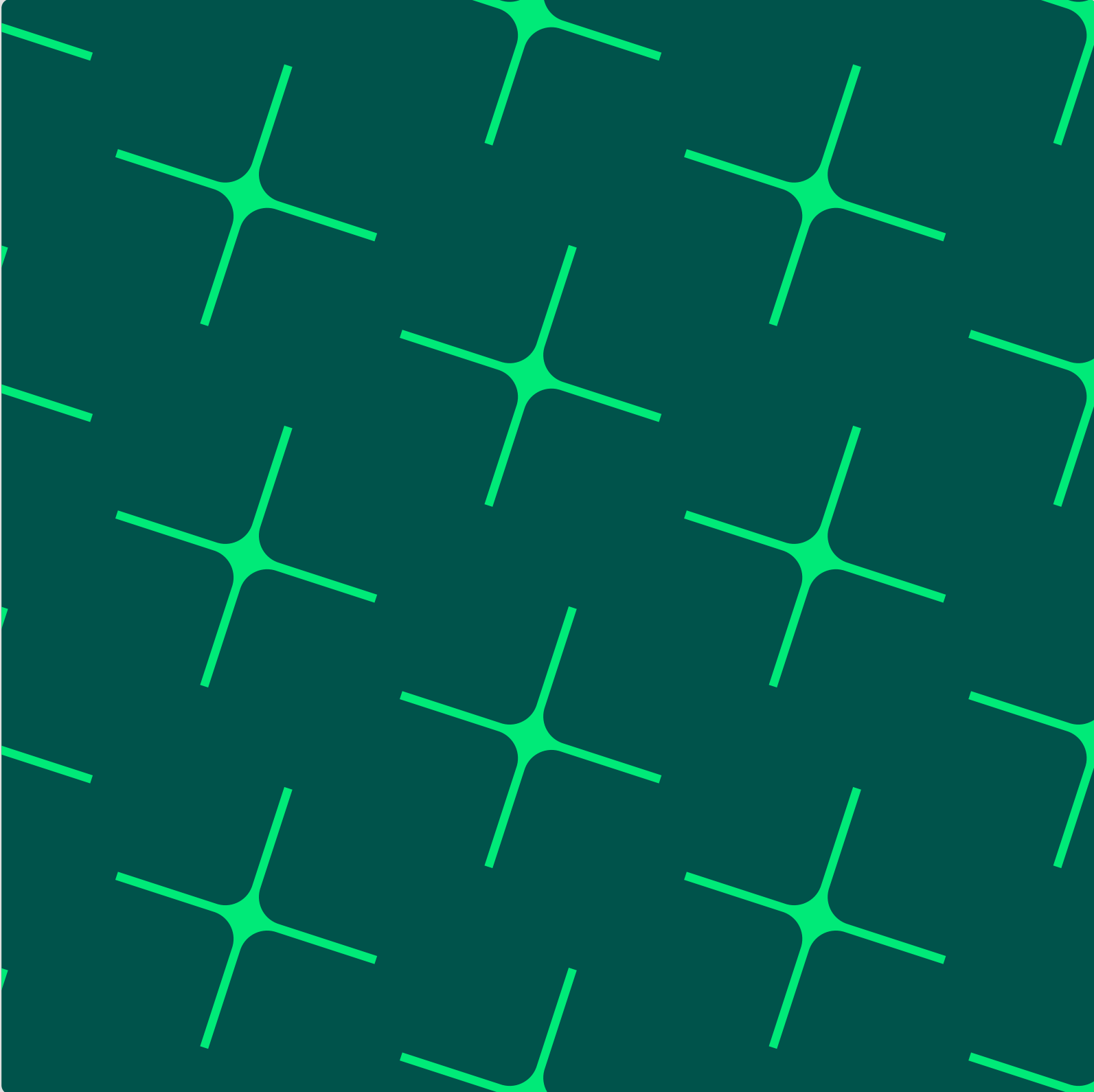
London's Anchor Institutions have  
come together to rebuild our future.



Visual Language  
Patterns



Visual Language  
Graphic Backgrounds







Virtual Summit  
2021

London  
Anchor  
Institutions'  
Network

Tuesday  
13:00

+ Guest Speaker  
Cllr Georgia Gould

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas dapibus efficitur erat vitae rutrum. Vivamus egestas est sapien, lobortis euismod arcu accumsan id. Vestibulum odio mi, porta non ante ut, placerat pulvinar nulla. Vestibulum port titor, risus non posuere varius, lacus ligula maximus felis, eget congue arcu felis a diam.

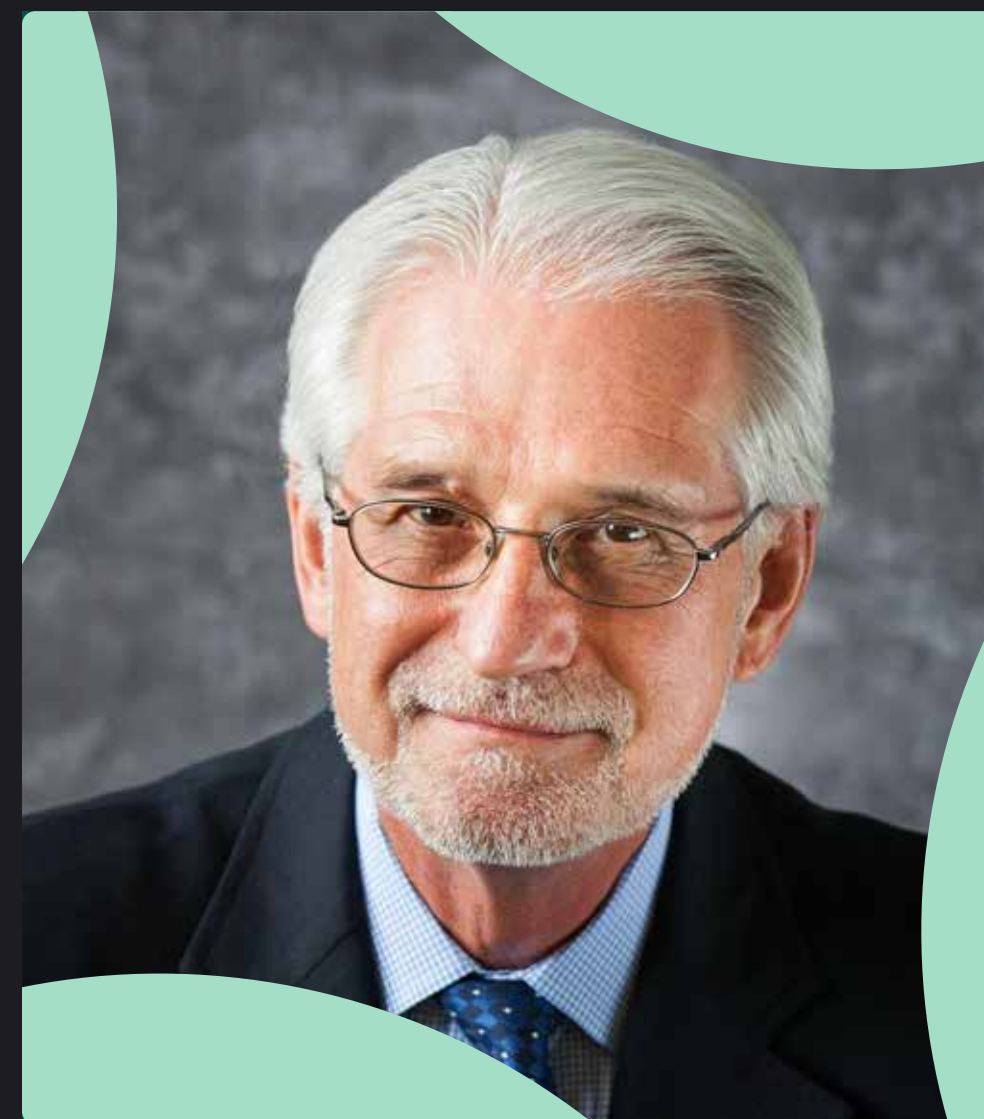


# Guest Speakers

Tuesday  
10:00

+ Guest Speaker  
Ted Howard

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas dapibus efficitur erat vitae rutrum. Vivamus egestas est sapien, lobortis euismod arcu accumsan id. Vestibulum odio mi, porta non ante ut, placerat pulvinar nulla. Vestibulum port titor, risus non posuere varius, lacus ligula maximus felis, eget congue arcu felis a diam.







Brand

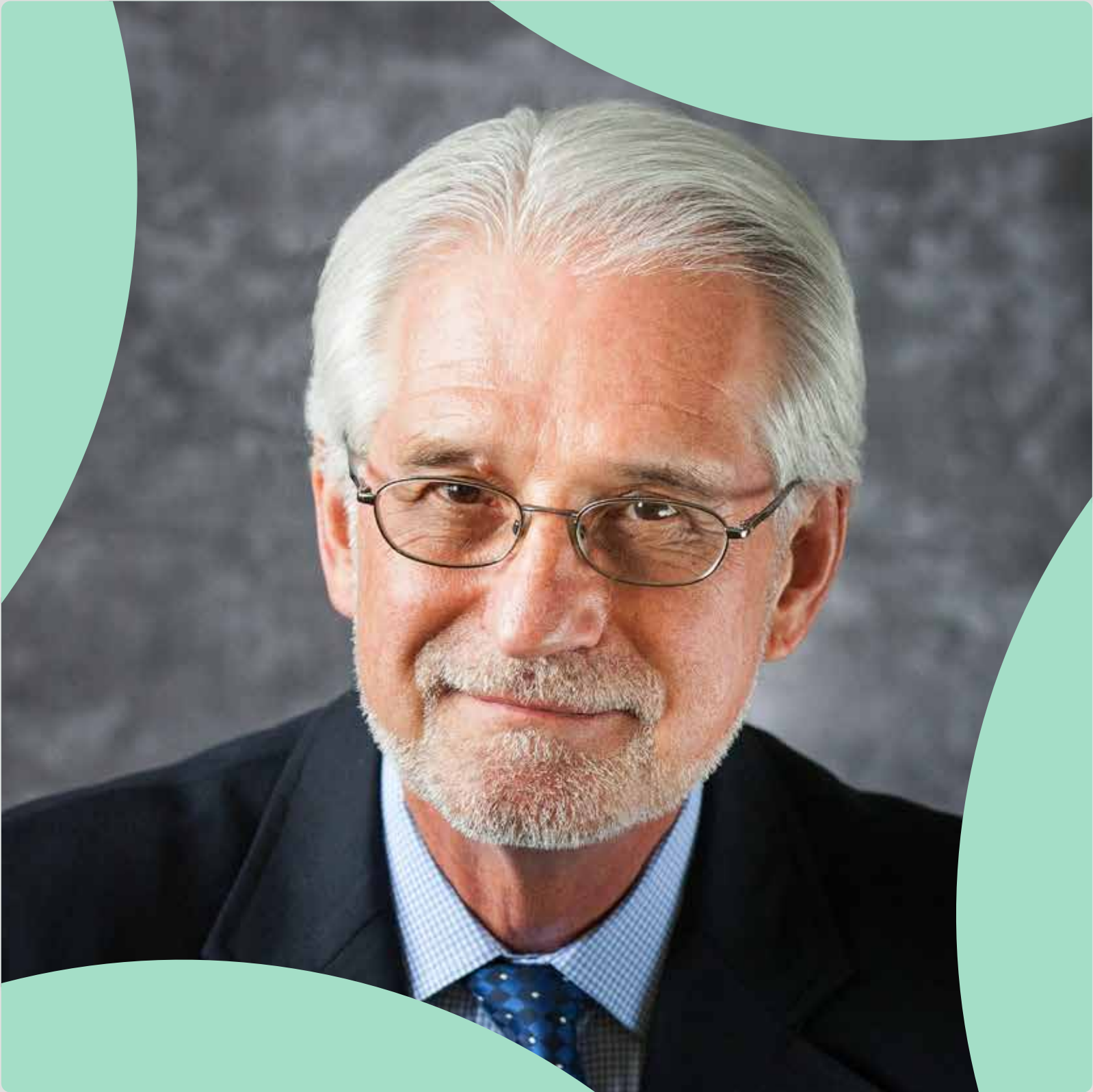
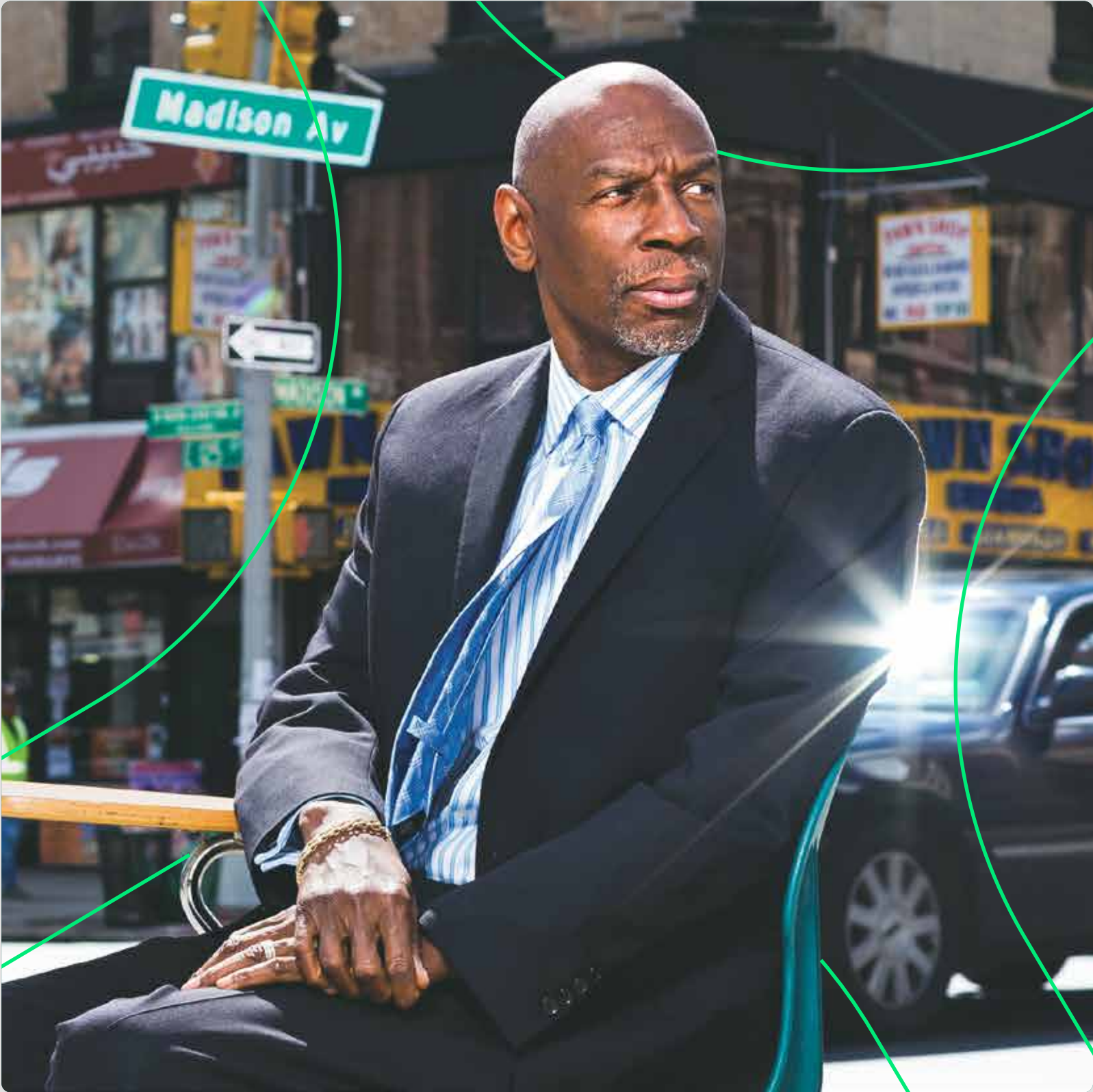


Event





Visual Language  
Social Media Posts





## Visual Language Photography Treatments

When we have the opportunity to create branded content we can link both the brand graphics and photography







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Thank you

Designed by Planning Unit  
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