

Visit Greenwich Full Logo Guides

Contents

- 2 Our Logos
- 3 Primary Logos
- 8 Secondary Logos
- 13 Merchandise Logos

Our Logos

The Visit Greenwich logos are a set of brand marks that have different hierarchical usage dependent on application and size.

The Primary Logos are the preferred usage logos for all marketing and comms work and are known as the Icon Logos as they use graphics within the letters to represent the Greenwich experience.

The Primary Logos are provided in full versions set in landscape, stacked and skyscraper orientations, and shorthand versions as monogram and monogram with strapline versions. The full versions allow the full brand experience to be represented and as such are the preferred primary visual to be used in any single application on first visual sight, eg the front of the brochure, the header of the website, etc. They have large minimum sizes and as such need to be allowed space to be seen and reproduced well. Where space is restricted then either the monogram or monogram with strapline would be suitable or if this is a first visual sight the Secondary Logos should be used.

The Secondary Logos are simplified logos which allow for smaller reproduction and are provided in landscape and stacked orientations.

The Merchandise Logos are derivatives of the Primary and Secondary Logos without the word 'visit' and are to be used by the marketing team only to produce merchandise aimed at tourists.

Partners should only be using the Primary and Secondary Logos, in full, in stacked or landscape orientations only. All other versions of logos are to be managed by the internal marketing team and usage provided at their discretion.

Primary Logos

(also known as the Icon Logos)



Secondary Logos

(also known as the Simple Logos)



Merchandise Logos



Primary Logos (pages 1 of 5)

The Primary Logos, also known as Icon Logos have been created in full versions and shorthand versions.

In full, there are Landscape, Stacked and Skyscraper versions as shown here, which allow for different orientations of the logo to suit the needs of the application.

In shorthand, there are Monogram and Monogram with Strapline versions, as shown here, which allow the brand to be represented in restricted space situations.

It is ideal that all first usage sight of the logo is in full and subsequent usage may be the shorthand, for example the front cover of a brochure uses the full logo but all footers within the brochure may use the shorthand.

It is to be appreciated that there will be occasions where the full logo will not fit and so the shorthand will be more appropriate – examples include social media profile images which often require a small square graphic. As this platform application is also supported by the brand name in text then it is more appropriate to use the Monogram.

The precise positioning of the typography within these artworks is set, and should not be altered in any way or recreated. Always source artworks from the master files.

Icon Logo Landscape



Icon Logo Stacked



Monogram



Monogram with Strapline



Icon Logo Skyscraper



Primary Logos

(pages 2 of 5)

File formats

The logos have been produced in the following formats to suit application:

- **eps** – for use by designers and when placing adverts, in scalable CMYK formats
- **jpg** – for on-screen usage, in RGB formats
- **png** – for use with Microsoft Word documents or Powerpoint presentations, in RGB formats

The artworks have been placed in a simple folder structure. **In order to identify which logo to use follow these three steps:**

- 1 Identify **where you will be using the logo**, in Microsoft Office, in a piece of printed comms or on screen
- 2 Choose **which version of logo** do you want to use, landscape, stacked, skyscraper, monogram or monogram with strapline
- 3 Select whether you will be reproducing the logo in **black or white**

Note: it is not possible to provide a white jpg as it would be rendered invisible on the white background. If this is required for a screen application then a suitable designer would be required to create the correct file using the png or eps.

Artwork folder structure

Visit Greenwich Icon Logos

for Microsoft Office

VG_icon_logo_landscape_black_png
VG_icon_logo_landscape_white_png
VG_icon_logo_stacked_black_png
VG_icon_logo_stacked_white_png
VG_icon_logo_skyscraper_black_png
VG_icon_logo_skyscraper_white_png
VG_icon_monogram_black_png
VG_icon_monogram_white_png
VG_icon_monogram_strap_black_png
VG_icon_monogram_strap_white_png

for print

VG_icon_logo_landscape_black_eps
VG_icon_logo_landscape_white_eps
VG_icon_logo_stacked_black_eps
VG_icon_logo_stacked_white_eps
VG_icon_logo_skyscraper_black_eps
VG_icon_logo_skyscraper_white_eps
VG_icon_monogram_black_eps
VG_icon_monogram_white_eps
VG_icon_monogram_strap_black_eps
VG_icon_monogram_strap_white_eps

for screen

VG_icon_logo_landscape_black_jpg
VG_icon_logo_stacked_black_jpg
VG_icon_logo_skyscraper_black_jpg
VG_icon_monogram_black_jpg
VG_icon_monogram_strap_black_jpg

Primary Logos (pages 3 of 5)

Reproduction guidance – colour

The logos are extremely simple to use. They can be reproduced in black on **any** colour background or white reversed out of **any** colour background. **The only stipulation is that the logo is clearly legible.**

Black logos on bright, light background colours



White logos on rich, dark background colours



Primary Logos (pages 4 of 5)

Reproduction guidance – sizes

For our communications materials there are **recommended sizes** for an A4/A5 brochure and business card size, as well as a minimum sizes. As the Primary Logos are illustrated there is a preference to set them at a larger size than you would a pure typographic logo.

The minimum sizes are the smallest sizes for which the logos can ever be reproduced but they are not default sizes, there is a general preference to make the logos larger than this. Specified here are minimum sizes for each variant of the logo in full or in shorthand. For needs below these sizes then the Secondary Logos must be used.

Recommended sizes A4/A5 brochure



120mm wide

Business card size



60mm wide

Minimum sizes



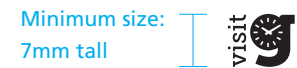
Minimum size: 80mm wide



Minimum size: 60mm wide



Minimum size:
62mm tall



Primary Logos (pages 5 of 5)

Reproduction guidance – exclusion zones

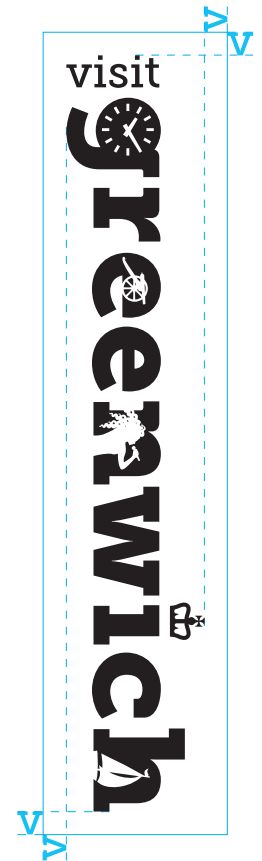
An area entirely clear of graphic devices or typography must be kept around the logo in order to ensure legibility and clarity of our identity. The formula for this exclusion zone is based on the height of the 'v' within the logo. The formula applies to all versions of the logo.

Note: this does not mean that the logos cannot be placed on top of imagery – as long as the legibility of the logo is maintained and the background to the logo contains a simpler area of the photograph or illustration.

Exclusion zone for the Icon Logo Landscape



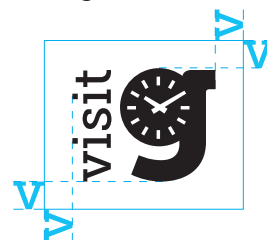
Exclusion zone for the Icon Logo Skyscraper



Exclusion zone for the Icon Logo Stacked



Exclusion zone for the Monogram



Exclusion zone for the Monogram with Strapline



Secondary Logos (pages 1 of 5)

The Secondary Logos, also known as Simple Logos have been created in Landscape and Stacked versions as shown here, which allow for different orientations of the logo to suit the needs of the application.

The Secondary Logos are made to be used at sizes that are below the minimum size for the Primary Logos.

The precise positioning of the typography within these artworks is set, and should not be altered in any way or recreated. Always source artworks from the master files.

Simple Logo Landscape

visit**greenwich**
time after time

Simple Logo Stacked

visit
greenwich
time after time

Secondary Logos

(pages 2 of 5)

File formats

The logos have been produced in the following formats to suit application:

- **eps** – for use by designers and when placing adverts, in scalable CMYK formats
- **jpg** – for on-screen usage, in RGB formats
- **png** – for use with Microsoft Word documents or Powerpoint presentations, in RGB formats

The artworks have been placed in a simple folder structure. **In order to identify which logo to use follow these three steps:**

- 1 Identify **where you will be using the logo**, in Microsoft Office, in a piece of printed comms or on screen
- 2 Choose **which version of logo** do you want to use, landscape or stacked
- 3 Select whether you will be reproducing the logo in **black or white**

Note: it is not possible to provide a white jpg as it would be rendered invisible on the white background. If this is required for a screen application then a suitable designer would be required to create the correct file using the png or eps.

Artwork folder structure

Visit Greenwich Simple Logos

for Microsoft Office

VG_simple_logo_landscape_black_png
VG_simple_logo_landscape_white_png
VG_simple_logo_stacked_black_png
VG_simple_logo_stacked_white_png

for print

VG_simple_logo_landscape_black_eps
VG_simple_logo_landscape_white_eps
VG_simple_logo_stacked_black_eps
VG_simple_logo_stacked_white_eps

for screen

VG_simple_logo_landscape_black_jpg
VG_simple_logo_stacked_black_jpg

Secondary Logos (pages 3 of 5)

Reproduction guidance – colour

The logos are extremely simple to use. They can be reproduced in black on **any** colour background or white reversed out of **any** colour background. **The only stipulation is that the logo is clearly legible.**

Black logos on bright, light background colours



White logos on rich, dark background colours



Secondary Logos (pages 4 of 5)

Reproduction guidance – maximum and minimum sizes

The Secondary Logos are made to be used at sizes where the Primary Logos will not reproduce well so there is a both a **maximum and minimum size recommendation** for these logos.

The maximum sizes are the largest sizes the logos may be used at. At sizes larger than these the Primary Logos should be used.

The minimum sizes are the smallest sizes for which the logos can ever be reproduced but they are not default sizes, there is a general preference to make the logos larger than this. Specified here are minimum sizes for each variant of the logo.

Maximum sizes

visit**greenwich**
time after time

Maximum size: 79mm wide

visit
greenwich
time after time

Maximum size: 59mm wide

Minimum sizes

visit**greenwich**
time after time

Minimum size: 20mm wide

visit
greenwich
time after time

Minimum size: 15mm wide

Secondary Logos (pages 5 of 5)

Reproduction guidance – exclusion zones

An area entirely clear of graphic devices or typography must be kept around the logo in order to ensure legibility and clarity of our identity. The formula for this exclusion zone is based on the height of the 'v' within the logo. The formula applies to all versions of the logo.

Note: this does not mean that the logos cannot be placed on top of imagery – as long as the legibility of the logo is maintained and the background to the logo contains a simpler area of the photograph or illustration.

Exclusion zone for the Simple Logo Landscape



Exclusion zone for the Simple Logo Stacked



Merchandise Logos (pages 1 of 2)

The Merchandise Logos are a set of derivative logos from the Primary and Secondary Logos with the word 'visit' removed. They are to be used by the marketing team only in order to produce merchandise.

The merchandise logos and merchandise monograms can be reproduced **with and without the strapline**, as shown here, **in black or white reversed out only**.

As the variation of merchandise needs is wide there are no specific restrictions regarding exclusion zone or minimum size although there is a general understanding that merchandise print is poorer quality reproduction than paper print and so the logo or monogram would need to be larger than the minimum sizes set within the Primary and Secondary Logo pages.

The precise positioning of the typography within these artworks is set, and should not be altered in any way or recreated. Always source artworks from the master files.

Merchandise Icon Logo



Merchandise Icon Logo with Strapline



Merchandise Simple Logo



Merchandise Simple Logo with Strapline



Merchandise Monogram



Merchandise Monogram with Strapline



Merchandise Logos

(pages 2 of 2)

File formats

The logos have been provided in eps format only as the widest used format for all merchandise and used by designers if you are commission design of merchandise. They have been provided in black and reversed out white.

Artwork folder structure

Visit Greenwich Merchandise Logos

VG_merchandise_icon_logo_black_eps
VG_merchandise_icon_logo_white_eps
VG_merchandise_icon_logo_strap_black_eps
VG_merchandise_icon_logo_strap_white_eps
VG_merchandise_simple_logo_black_eps
VG_merchandise_simple_logo_white_eps
VG_merchandise_simple_logo_strap_black_eps
VG_merchandise_simple_logo_strap_white_eps
VG_merchandise_monogram_black_eps
VG_merchandise_monogram_white_eps
VG_merchandise_monogram_strap_black_eps
VG_merchandise_monogram_strap_white_eps