

# Identity Standards

Because the London Chamber of Commerce logo is one of our most valuable and recognized assets, it must be handled with care. To ensure maximum visual impact, it's mandatory to reproduce the logo using the approved artwork, which is available electronically. Please do not scan or create the logo from ordinary type.

## Chamber colours



Pantone 281 Blue  
C 100 M 72  
Y 0 K 38



Pantone 370 Green  
C 60 M 0  
Y 100 K 27



Pantone 281 Blue and Pantone 370 Green  
on white background



Black positive, white background



Minimum size, black positive, white background

## Required spacing around the logo

Always maintain clear space around the corporate signature. The minimum clear space is equal to the height of the bold letter "C" from the "C" in Chamber.

## Horizontal and vertical alignment and font for body copy



Horizontal alignment - 11pt Times New Roman  
anj ksdjfi dkjf dkajf dkjf alkdjf dieuro dm ksjdfkl ask  
dkajfi kdjf ksajf;al aksdjf jksadjf jksafjo ieuwo ieuwo  
asdjfh cmks diaow sa;fjiu aiuoioeiu jksajieaow aoeiuwo  
akswueipqk

Vertical alignment - 11pt Times New Roman  
ksdjfi dkjf dkajf dkjf alkdjf dieuro dm ksjdfkl ask dkajfi kdjf ksajf;al aksdjf jksadjf jksafjo ieuwo  
ieuwo asdjfh cmks diaow sa;fjiu aiuoioeiu jksajieaow aoeiuwo akswueipqk

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