

Proposed co-branding solution

The recommended approach uses an explanatory line to accompany an additional ('Descriptive') City Corporation logo*.

The explanatory line can be changed depending on the relationship with each institution and in consultation with the Comptroller & City Solicitor's Department – *'funded by', 'supported by', 'governed by', 'in partnership with'* etc.



**Additional ('Descriptive') logo, featuring the words 'City of London Corporation' in a contemporary (Rival Sans) font. Existing ('standard') logo will be retained for ceremonial purposes.*

Standard Logo



Descriptive Logo



City of London Corporation

barbican



Supported by
City of London
Corporation

barbican



Logos can be split,
depending on
channel



Supported by
City of London
Corporation

GUILD SCHOOL HALL



Supported by
City of London
Corporation

GUILD SCHOOL HALL



Supported by
City of London
Corporation

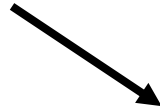
THE _____
____ LONDON
ARCHIVES



THE _____
____ LONDON
ARCHIVES



Consistent typeface used
for Open Spaces sites



Coulsdon Commons



A charity managed by
City of London
Corporation

Applied to all Open Spaces with similar relationship to City of London Corporation



**THE CITY
BELONGING
PROJECT**



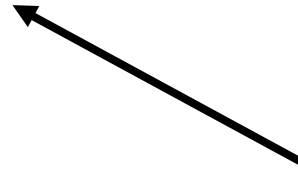
An initiative by
City of London
Corporation

FILM CITY

Consistent typography,
labelling core service or
function, using clear
language



The film office for
City of London
Corporation



Text explaining
relationship to (or
involvement of) City
Corporation

FILM CITY

This should be the only
logo



The film office for
City of London
Corporation

THE GLOBAL CITY



Created and run by
City of London
Corporation

THE GLOBAL CITY



Created and run by
City of London
Corporation