

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



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



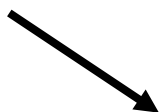
Funded by
City of London
Corporation

THE _____
____ LONDON
ARCHIVES



Funded by
City of London
Corporation

Consistent typeface used
for Open Spaces sites



Coulsdon
Common



A charity managed by
City of London
Corporation

Coulsdon
Common



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

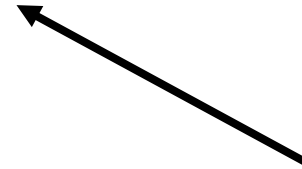
FILM CITY

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