



BERMONDSEY PLACE
LONDON SE1



BERMONDSEY PLACE
LONDON SE1

CONNECTED TO EVERYTHING. MISS NOTHING.

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- 1.2 Logo family
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1 LOGO

1.1 LOGO MASTER

The master logo will be used across all brand materials such as the website, flyers, business cards and letterheads.

The master logo should not be altered. It has been carefully designed to retain the brand integrity across different media and applications.



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1 LOGO

1.2 LOGO FAMILY

For flexibility, we offer different iterations of the logo, as shown here. Where possible, use either the master logo or secondary logo.

- 1 Master Logo
- 2 Secondary Logo
- 3 Horizontal Logo
- 4 Monogram
- 5 Wordmark
- 6 Social Icon



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1



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2



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3



4

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1 LOGO

1.3 CLEAR SPACE

Always ensure that the logo has plenty of space around it. Here is a guide to follow.



* CMYK colours yet to be tested.
** RGB is matched to screen colours rather than CMYK values yet to be tested.

BERMONDSEY PLACE GUIDELINES

2 COLOUR
2.1 PALETTE

Our palette of colours are inspired by the building and Bermondsey itself, with colour references indicated here. This page also is a good indication for the proportional use of the palette, Iron being our main brand colour.

We can use tints of the Iron colour to soften it, especially in large block colour areas.

IRON

PMS	7547C
CMYK	54 - 27 - 0 - 84*
RGB	19 - 19 - 30**
HEX	13131e**
RAL	220 20 05

STONE

PMS	WARM GRAY 1 C
CMYK	0 - 3 - 6 - 15*
RGB	239 - 229 - 205**
HEX	e9e5cc**
RAL	095 90 10

LEATHER

PMS	7593 C
CMYK	0 - 59 - 72 - 36*
RGB	163 - 64 - 22**
HEX	a34016**
RAL	040 40 50

COVER PAPER

The Leather brand colour is further enhanced in printed brochures by using the coloured paper stock -
Lorem Ipsum dolar sit amet

95%

90%

85%

80%

75%

OCHRE

PMS	7753 C
CMYK	0 - 18 - 84 - 24*
RGB	180 - 150 - 61**
HEX	b4963c**
RAL	085 60 60

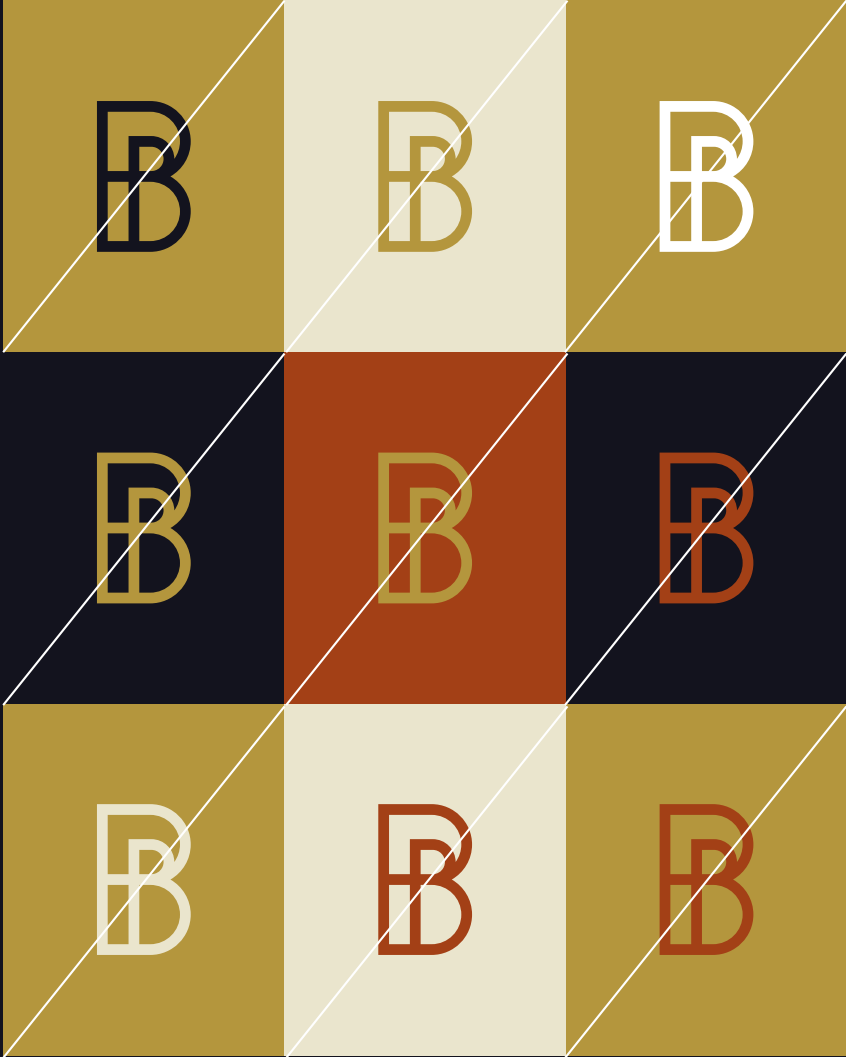
BRASS

FOILCO 6730 - LIBRARY GOLD

2 COLOUR
2.2 COLOURWAYS

For legibility and consistency, follow the colour combinations for logos and backgrounds, as shown here.

Avoid using these colour combinations below.



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3 TYPOGRAPHY
3.1 TYPEFACE

Our brand typeface is bold and contemporary, with design details that add subtle distinguished quality.

It is flexible with many weights, use the ones shown opposite.

[DOWNLOAD HERE](#)

GT Flexa

GT Flexa Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Flexa Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Flexa Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Flexa Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

GT Flexa Thin
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

3 TYPOGRAPHY
3.2 USAGE

Our brand typeface is bold and contemporary, with design details that add subtle distinguished quality.

It is flexible with many weights, use the ones shown opposite.

[DOWNLOAD HERE](#)

Headline style 1 - with monogram



CONNECTED
TO
EVERYTHING.
MISS
NOTHING.

Headline GT Flexa Bold
Type 90pt
Leading 180pt 200%
Tracking +100

Body copy and
Sub Headlines

GT Flexa Bold, Medium
and Light

Sub headlines

GT Flexa Bold or Medium

Body copy

GT Flexa Light

Headline style 2

FOR THOSE
IN THE KNOW.
LONDON’S
NEXT
BIG THING.

Headline GT Flexa Bold
Type 90pt
Leading 135pt 150%
Tracking +100

Sub headline line GT Flexa Medium

Ipsuntio ent. Ibust eicabo. Apel et quiae pa
int eossus, sant moloreneces re etur resedist
voloria dolupta turibusam faceaqui doluptatem
que molut inciis eture ea vernam, suntiur,
untur sectota turepe ipsandic to berro explicu
atatibus, as aliqua con ressinctur sinctate
netures nectur. GT Flexa Light.

Type 16pt
Leading 20pt
Tracking -10

Headline style 3

SEAMLESSLY
PLUGGED
INTO THE
RHYTHM
OF LONDON

Headline GT Flexa Light
Type 90pt
Leading 108pt 120%
Tracking +100

Sub headline line GT Flexa Medium

Ipsuntio ent. Ibust eicabo. Apel et quiae pa int eossus, sant
moloreneces re etur resedist voloria dolupta turibusam faceaqui
doluptatem que molut inciis eture ea vernam, suntiur, untur
sectota turepe ipsandic to berro explicu atatibus, as aliqua con
ressinctur sincta ures nectur, quunt a aut quas modi id.Lam sunt.

Magnienia deraturit esequis a plautem peribeatur, sectatet
pelenda debitio nsendam que ommod enditas as in nis repedias
hit quissum quae vel moluptaquiam quas delenda cus dolora sit
asperum, andio. Nequibus aut et volupta aut vollanto doluptat
volorem et maxim underis et. GT Flexa Light.

Type 10pt
Leading 12pt
Tracking -10

4

VISUAL LANGUAGE

4.1

BRAND SHAPE

The brand monogram can be used large on a page as a background graphic. It works well cropped, and also as a subtle tint of the colour. Here shown as a 95% of the Leather colour.



4 VISUAL LANGUAGE
4.2 BRAND TEXTURES

We use textured backgrounds to add interest. They should appear subtle and sophisticated, in a monochrome colouring that uses the brand palette.

The references opposite indicate how they have been digitally coloured, in Adobe InDesign.

WOOD

Greyscale image colour
100% Iron

Overlay tint multiply layer
85% Iron

LEATHER

Greyscale image colour
100% Iron

Overlay tint multiply layer
35% Iron

STONE

Greyscale image colour
20% Ochre

Overlay tint multiply layer
35% Stone

GRAIN

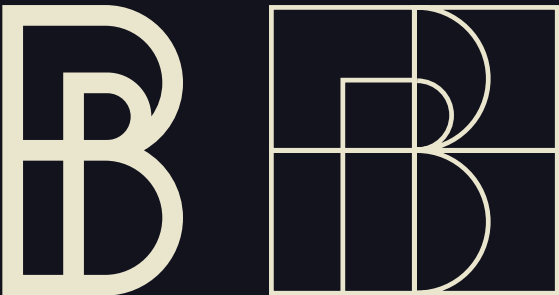
Greyscale image colour
80% Ochre

Overlay tint multiply layer
n/a

4 VISUAL LANGUAGE
4.3 BRAND PATTERNS

We have a bespoke pattern, inspired by the geometry of the monogram, that can be used a background, or an overlay.

Use it sparingly, and always in a subtle and sophisticated manner.



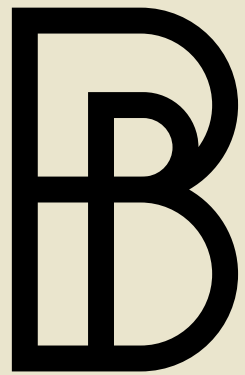
Background colour
Iron

Pattern colour
Ochre at 20% opacity

Background colour
Stone

Pattern colour
Leather at 20% opacity

SEAMLESSLY
PLUGGED INTO THE
RHYTHM OF LONDON



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5 BRAND EXPRESSION
5.1 COMBINING ELEMENTS

FOR THOSE
IN THE KNOW.



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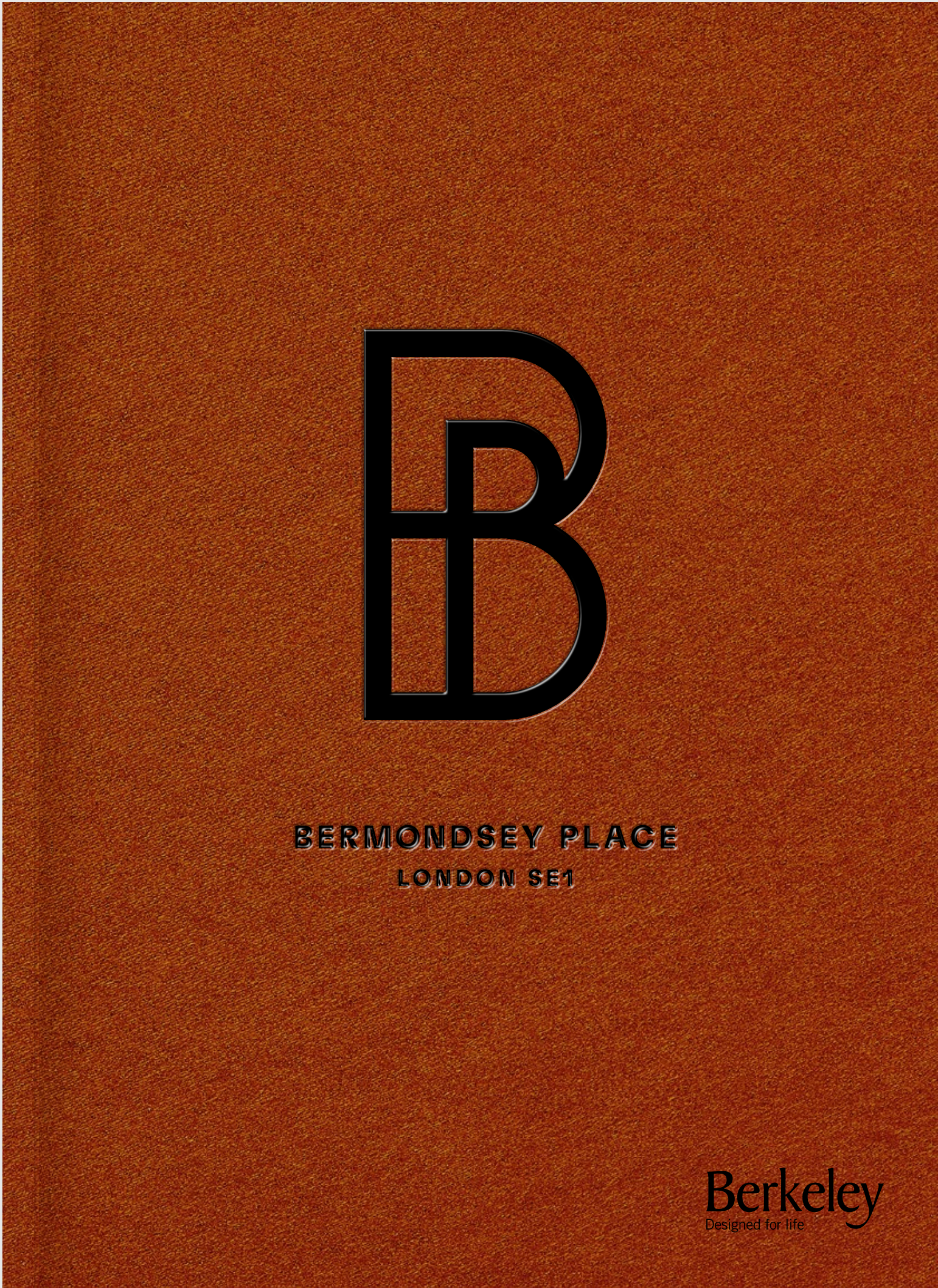
5 BRAND EXPRESSION
5.1 COMBINING ELEMENTS



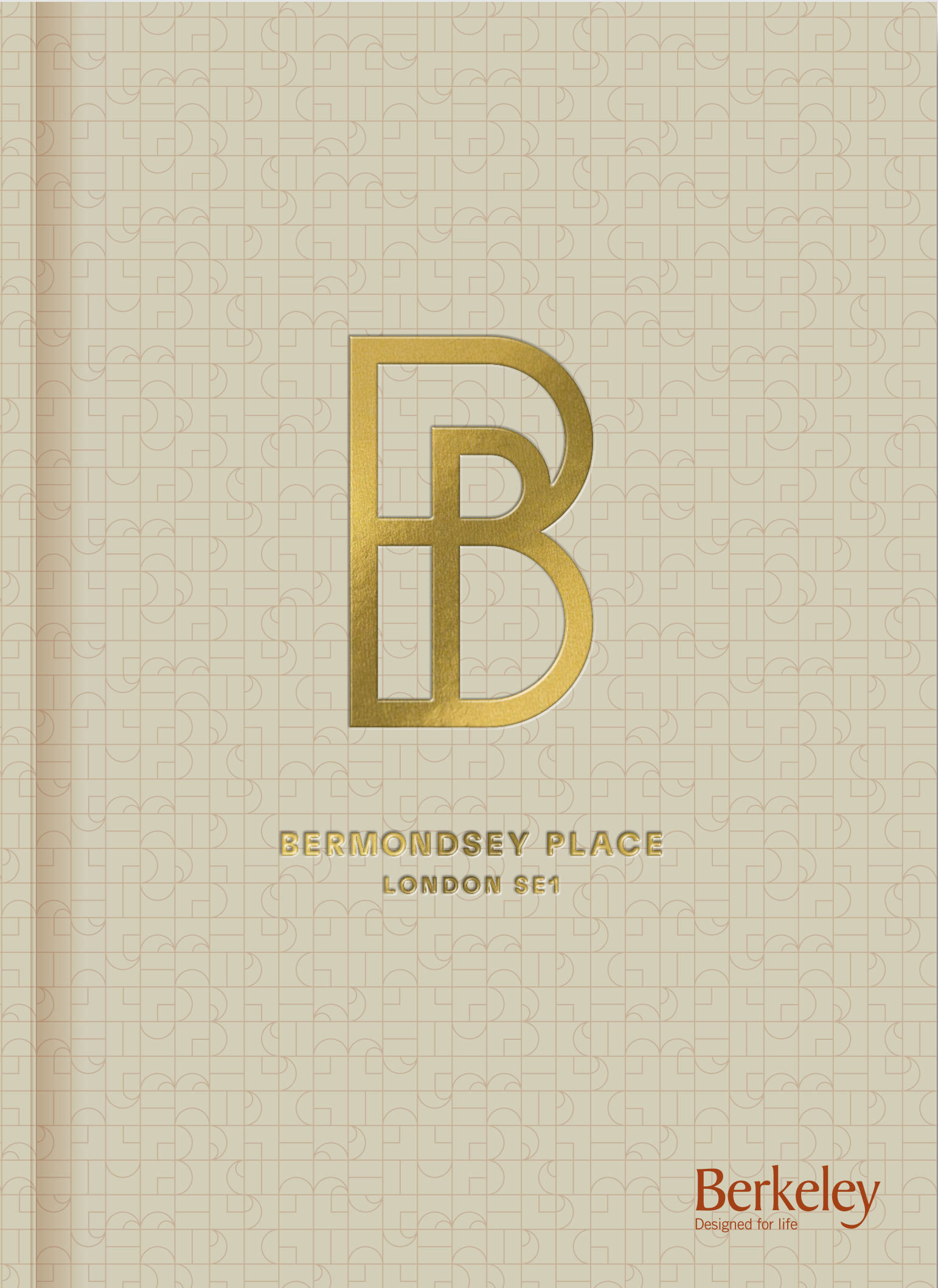
SEAMLESSLY
PLUGGED INTO THE
RHYTHM OF LONDON



5 BRAND EXPRESSION
5.2 BROCHURE COVERS

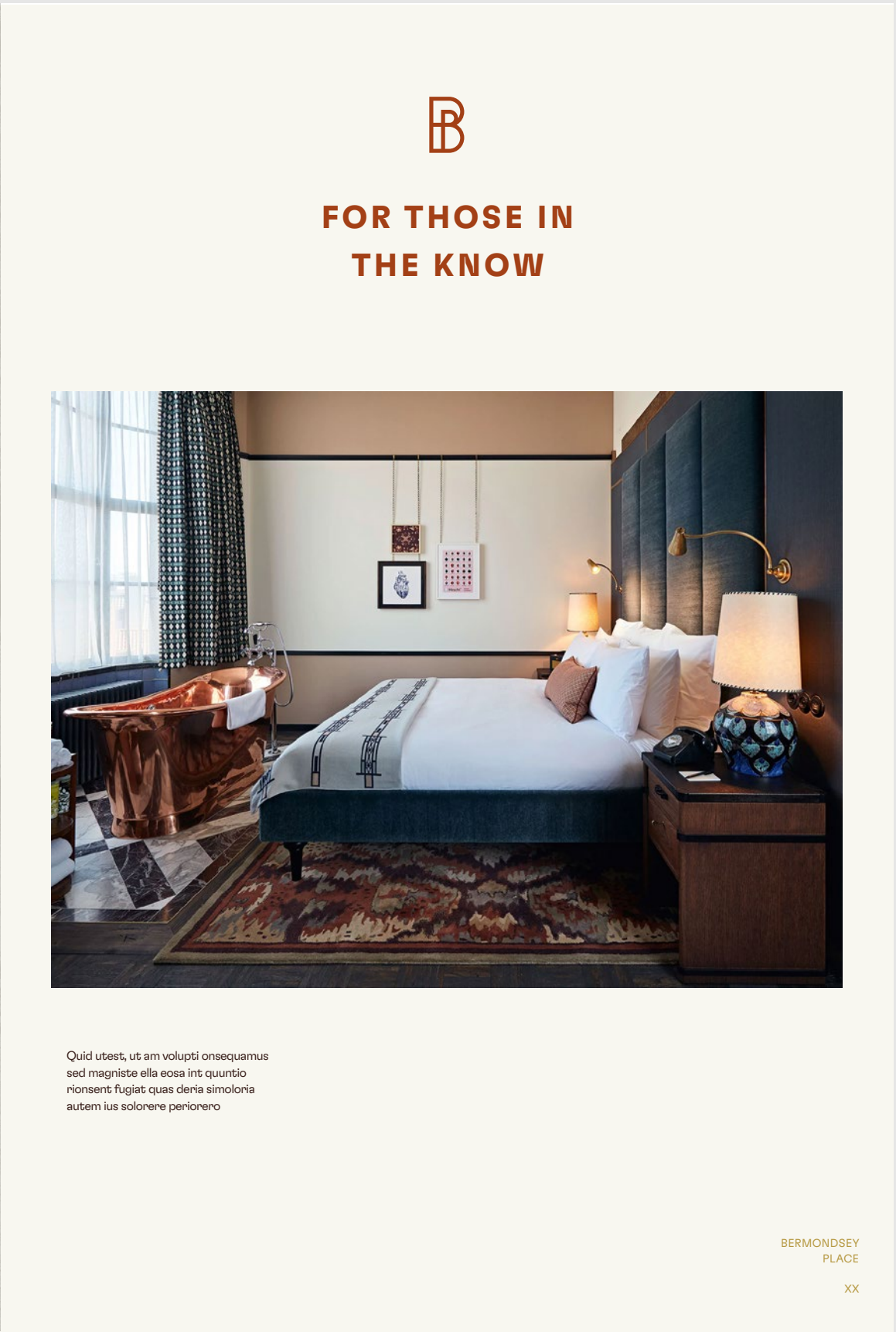


Hard back cover, with XXXXXXXXXXXX XXXXXXXX paper stock



Printed cover with foiled logo

5 BRAND EXPRESSION
5.3 BROCHURE LAYOUT

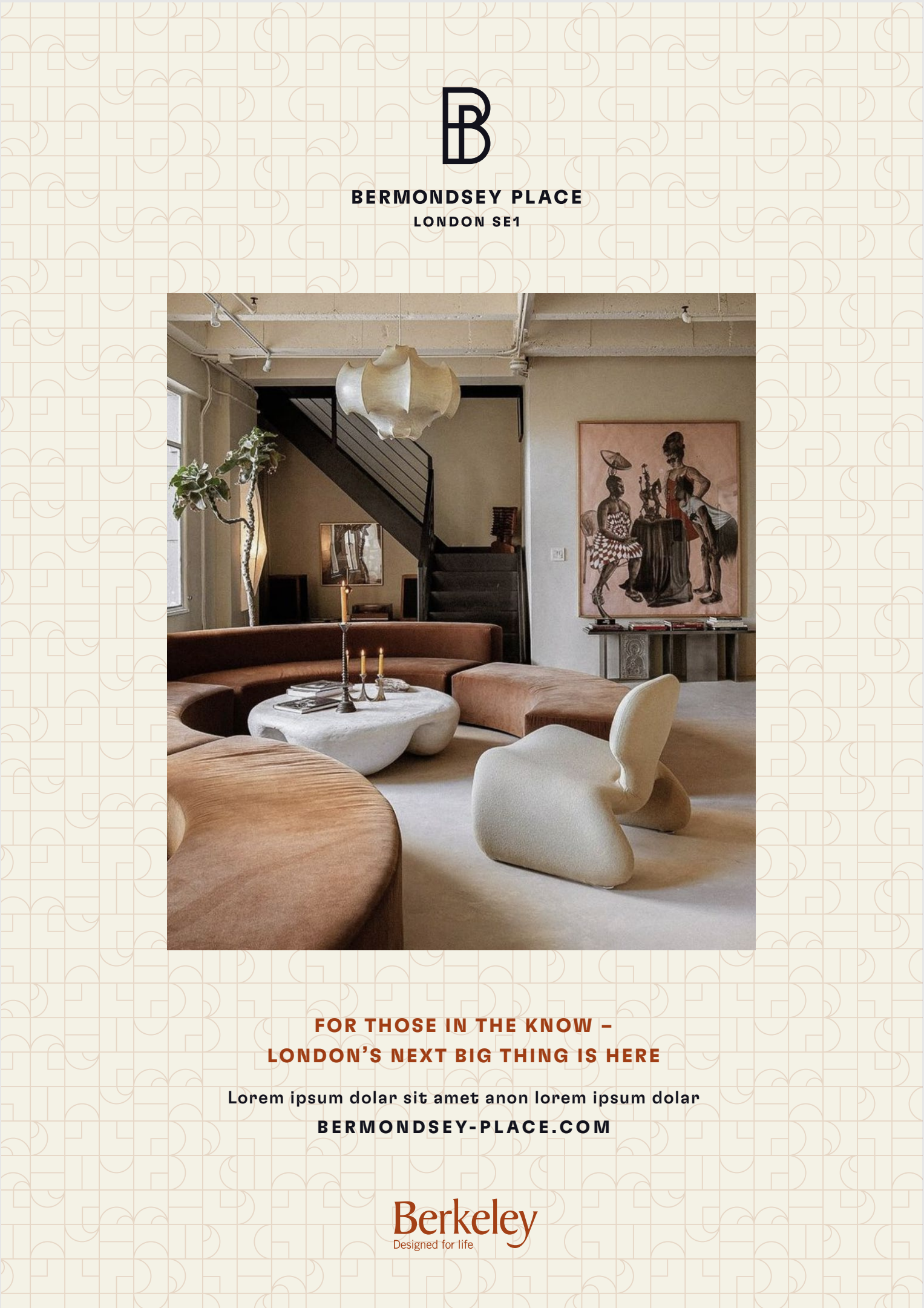


5 BRAND EXPRESSION

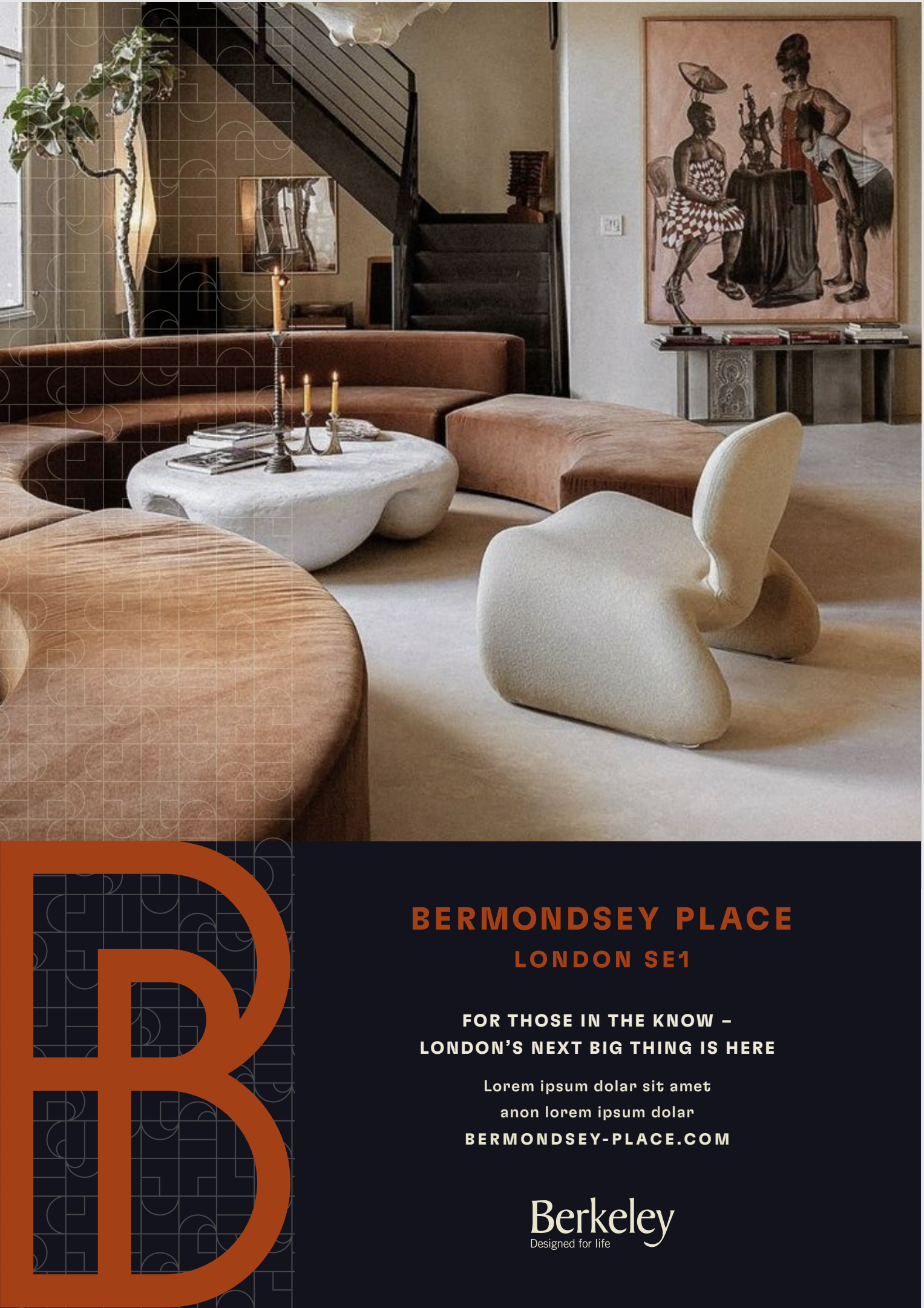
5.4 PRINT ADS



Half page ad



Full page ad



Full page ad



BERMONDSEY PLACE
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FOR THOSE IN THE KNOW -
LONDON'S NEXT BIG THING IS HERE

Lorem ipsum dolar sit amet anon lorem ipsum dolar
BERMONDSEY-PLACE.COM

Berkeley
Designed for life

5 BRAND EXPRESSION
5.5 HOARDING



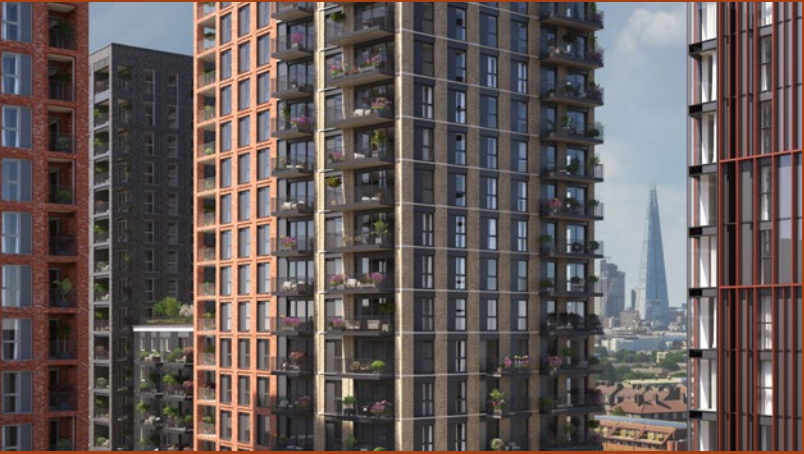
CONNECTED TO
EVERYTHING.
MISS NOTHING.



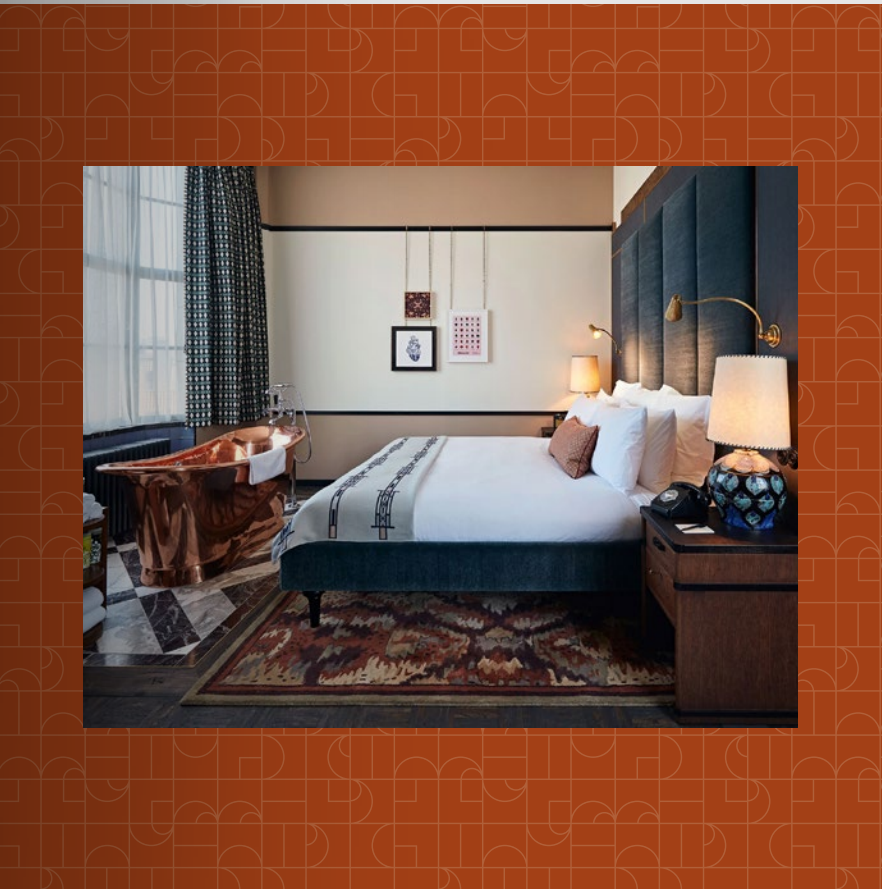
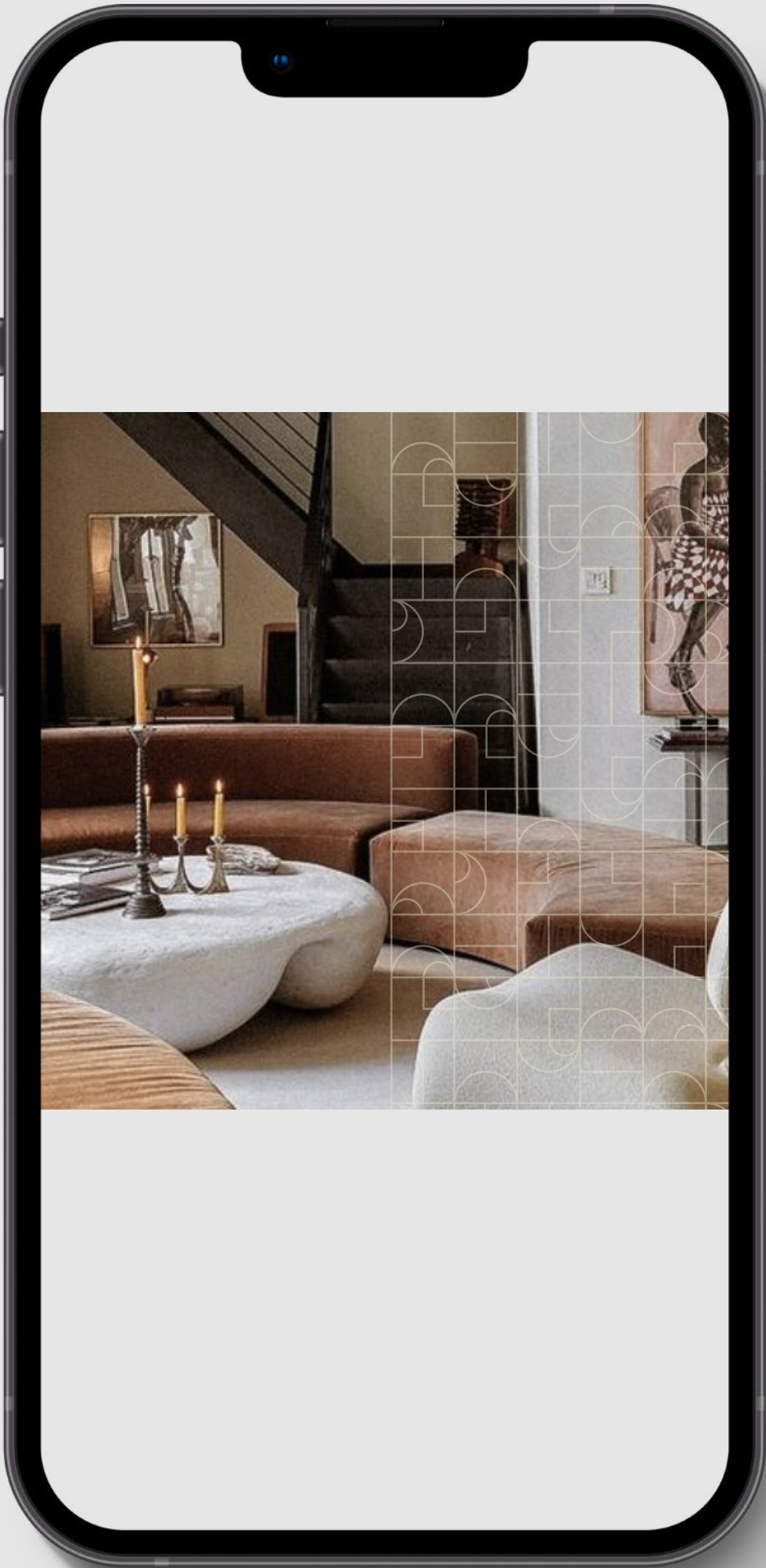
LONDON'S
NEXT BIG THING
IS HERE



FOR
THOSE
IN THE KNOW



5 BRAND EXPRESSION
5.6 SOCIAL



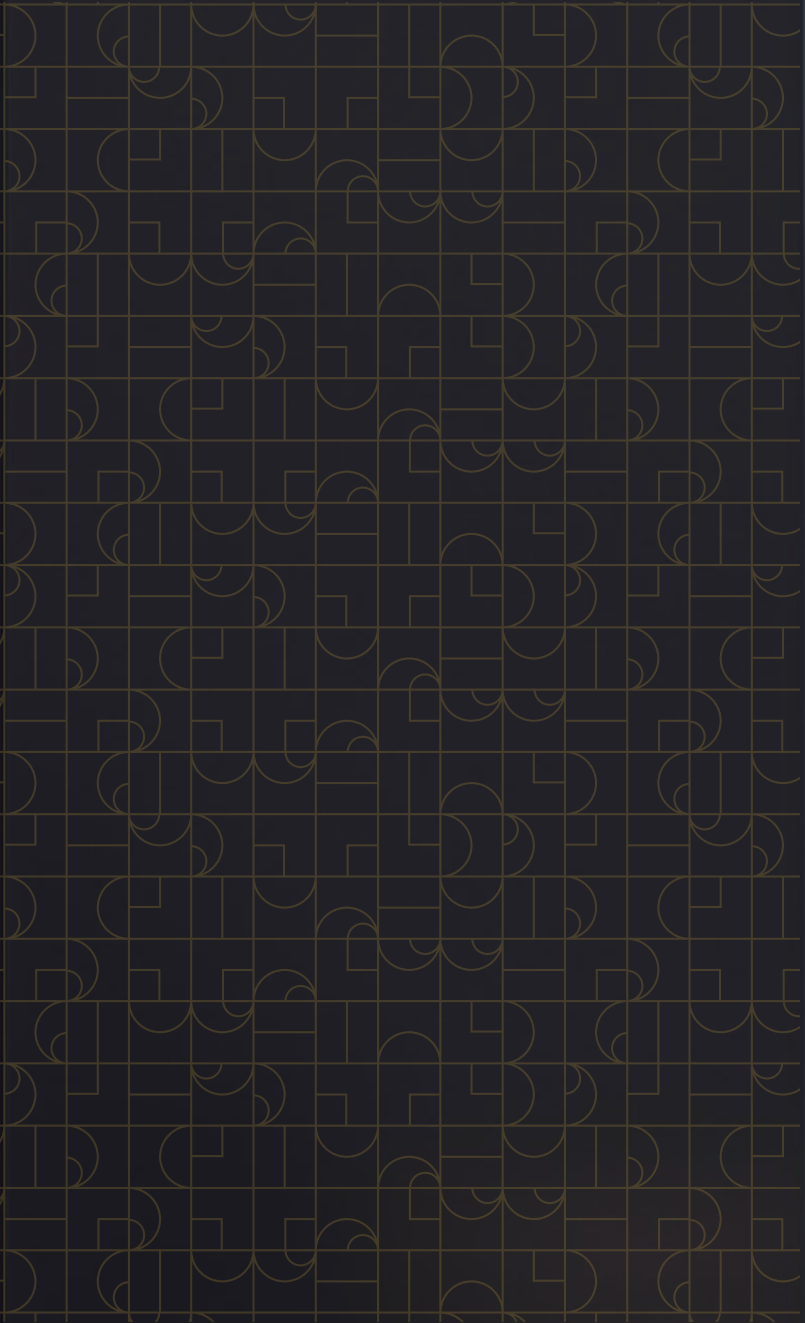
5 BRAND EXPRESSION
5.7 SIGNAGE



MARKETING
SUITE



WELCOME TO
BERMONDSEY
PLACE



Berkeley
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