

# open sessions



Identity  
Guidelines

Version 01  
2018

Open Sessions is a platform that enables sport and activity session providers to post their sessions and access thousands of potential customers local to them, while reducing admin with a hassle-free, cash-free system.

## Content

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# 1.0 logo

- 1.1 Primary & Mobile logo
- 1.2 Clear space & usage
- 1.3 Sizes

# 1.0 Logo

# 1.1

## Logo

## Primary and mobile logo

### Primary logo

The main logo is open, clean and modern. It consists of a logotype and an iconic brand mark that suggests time and location. Whenever possible, it should always be depicted in the primary brand colours.



Primary logo



Mobile logo

### Mobile logo

The mobile logo is a smart abbreviation of the primary logo. It uses only two letters and the iconic brand mark to make the best use of limited space, create impact and ensure legibility when small.



Primary logo monochrome



Mobile logo monochrome

## 1.2 Logo

### Clear space and usage

#### Clear space

A clear space surrounding the logo ensures visibility and impact. Maintaining the clear space zone between the logo and other graphic elements such as type, images, etc. ensures that the logo always appears unobstructed and distinctly separate from any other graphic elements.

In this case the clear space rule is equal to the height of the “o”.



Clear space

#### Correct usage

Never warp, skew, distort nor change the proportions, lock-up or colour of the logo.



Incorrect logo usage

## 1.3 Logo

## Size

### Minimum size

The minimum size has been carefully established to ensure the logo is reproduced correctly in smaller sizes. At the minimum size, the logo is still clearly legible and provides a strong level of identification.

open  
sessions

open  
sessions

open  
sessions

40px

Minimum  
size

OS

OS

OS

30px

Minimum  
size

Primary logo - digital Minimum size

Mobile logo - digital Minimum size

open  
sessions

20mm

Minimum  
size

Primary logo - print Minimum size

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## 2.0 Typography

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2.1 Font families

2.2 Font usage

2.3 Example

## 2.0 Typography

## 2.1 Typography

### Font families

#### Belgrano

Belgrano is a slab serif typeface. It should be used primarily for Headings and Subheads. It is also used in important elements such as CTA's and buttons.

Aa

#### Belgrano Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789'?'!"(%)[#]{}@}/&<-+÷×=>\$€£

#### Open Sans

Open Sans is a sans serif typeface. This font family is used for body copy and large areas of text. It is ideal for print, web, and mobile interfaces, and has excellent legibility.

Aa

#### Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789'?'!"(%)[#]{}@}/&<-+÷×=>\$€£

Aa

#### Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789'?'!"(%)[#]{}@}/&<-+÷×=>\$€£

## 2.1 Typography

### Font usage example

#### Headings & subheadings

Use font Belgrano Regular for headings and subheads. Leading in headings should be font size +15%. Leading for subheads should be font size +20% (Auto). Use brand primary colours to create hierarchy and harmony.

**Heading**  
Belgrano  
48pt / 56pt

**Subhead**  
Belgrano  
24pt /  
28.8pt

#### Body copy

Open Sans Regular should be used for all body copy. Open Sans Bold can be used to add emphasis when required. Leading in body copy should always be font size +20% (Auto). Use text brand colours for body copy. Primary brand colours can be used for titles and subtitles to create hierarchy. Refrain from using more than two colours in body copy.

**Body copy**  
Open Sans  
Regular &  
Bold  
12pt /  
14.2pt

Lorem ipsum dolor  
sit amet cor

Nullam a justo ac ipsum pretium  
volutpat sit amet rutrum

#### Ibu qui odipsum ipsaper ferunto

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Itatibusae prepudis est ommoloreic  
temque pero milit voluptatio temqui  
blaceatio. Liqui aut faccus solorit labores  
esti volorem faccumq uassimus duciur,  
volutatus, idebis ducipit, quatem que et  
quid quodi quae est is dis pos explaborrum  
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qui berum quas ea quoditatas eos ut  
poratentem facercitatie vollacid.

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sim quiam, sequasitam aliqui comnis maio  
berae comnis quis et rentiae nosam id ut  
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qui sernatio tem utem aut omnimus que  
voluptatio temqui blaceatio.

## 3.0 Brand colours

3.1 Primary & secondary  
colours

3.2 Usage

# 3.0 Brand colours

# 3.1

## Brand colours

### Primary & secondary colours

#### Primary colours

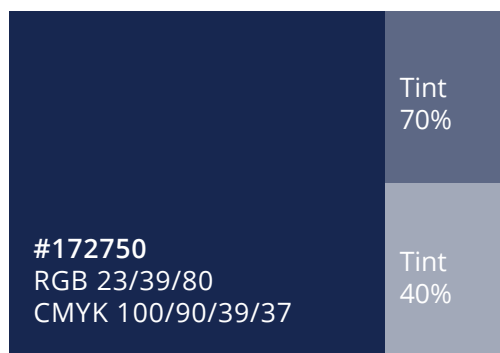
Primary colours provide a strong visual link across various materials and communications. Make sure you prioritise the use of these colours above the rest.

#### Secondary colours

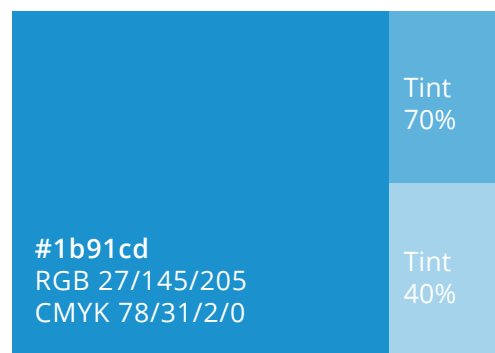
Secondary colours create diversity in the colour palette. However these should only be used sparingly or as accents and should never impose over primary colours.

#### Text colours

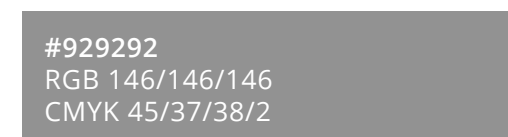
Use either of these for body copy in web and print. White can also be used in text when needed.



Dark Blue



Mid Blue

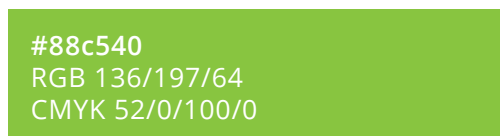


Dark Grey

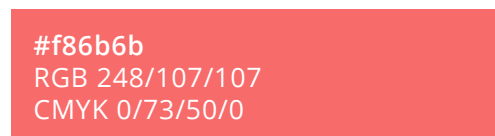


Light Grey

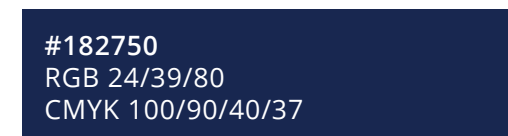
Primary colours



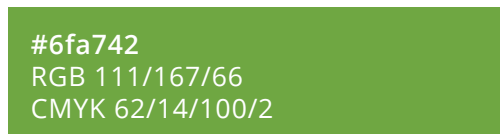
Green



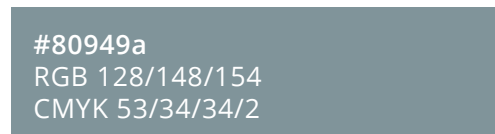
Coral



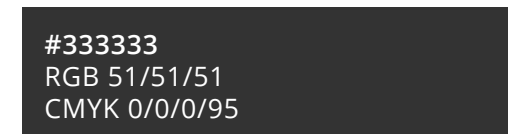
Dark Blue Text



Mid Green



Teal Grey



Dark Grey Text

Secondary colours

Text colours

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## 4.0 Imagery

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- 4.1 Photography - people
- 4.2 Photography - places
- 4.3 Icons

## 4.0 Imagery

## 4.1

# Imagery

### Photography use

The use of photography should be a reflection of the brand and its values. Communicating the objectives of the brand is best achieved through the use of images of real people in real locations.

Images should be positive, inclusive, inviting and should convey fun and encourage people to take part in sports and activities offered.

Stay away from stock imagery that looks staged or fake.

## Photography - Real people



## 4.2 Imagery

### Photography - Real places

#### Photography use

The use of photography should be a reflection of the brand and its values. Communicating the objectives of the brand is best achieved through the use of images of real people in real locations.

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## 4.3 Imagery

### Icons and graphic elements

#### Brand icons

Icons convey brand personality through the use of a consistent style and colour, creating an icon library unique to the brand.

The icons are bold, clear and their use does not substitute the use of imagery. Icons instead should be used to increase readability and summarise content when the use of text is not as fit for purpose.



Organisation icons example



Payment icons example

# Thank you.

If you have any further questions about  
using our brand please contact  
[peter.meldrum@londonsport.org](mailto:peter.meldrum@londonsport.org)