

LONDON
COLISEUM

STYLE GUIDELINES

PRINT LAYOUT

Two bespoke lock-ups have been created for use on marketing material and branded assets where the audience will benefit from additional information such as URL, telephone and address.

Primary Lock-up

London Coliseum's primary lock-up should be used on printed promotional material. It includes London Coliseum's URL, contact number, and address. The logotype cannot be used outside of the lock-up

Secondary Lock-up

London Coliseum's secondary lock-up should be used on printed marketing material when the address isn't necessary.

PRIMARY LOCK-UP

LONDON
COLISEUM

londoncoliseum.org
+44 (0)20 7845 9300
St Martin's Lane WC2N 4ES

SECONDARY LOCK-UP

LONDON
COLISEUM

londoncoliseum.org
+44 (0)20 7845 9300

PRINT LAYOUT SIZES

Logo sizes

When using London Coliseum's lock-ups on any of the following standard sizes, please use the table shown to determine the minimum size and lock-up height.

Please do not use the logotype any smaller than 5.5mm (height).

FORMAT	FORMAT DIMENSIONS	MARGIN SIZE	MINIMUM LOGOTYPE HEIGHT
A6	105mm x 148mm Portrait	8mm	5.5mm
A5	148mm x 210mm Portrait	10mm	8mm
A4	210mm x 297mm Portrait	12mm	11mm
A3	297mm x 420mm Portrait	15mm	15mm
Double Crown	508mm x 762mm Portrait (15mm frame allowance)	40mm	26mm
4 sheet	1016mm x 1524mm Portrait (35.5mm frame allowance)	80mm	52mm
16 sheet	2032mm x 3048mm Portrait (85mm frame allowance)	140mm	104mm
32 sheet	4046mm x 3048mm Portrait (85mm frame allowance)	180mm	104mm
48 sheet	6096mm x 3048mm Landscape (85mm frame allowance)	180mm	104mm

PRINT LAYOUT USAGE

The two lock-ups must never be modified, separated or used in any other form than that supplied by London Coliseum.

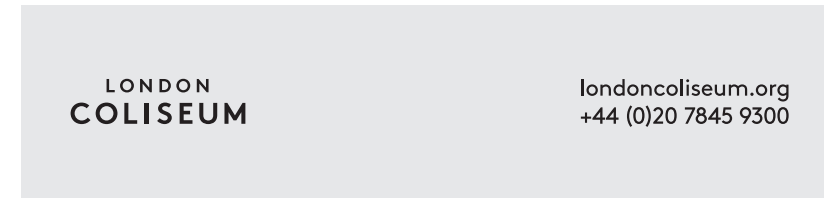
For the avoidance of doubt, the examples opposite illustrate correct and incorrect use.

CORRECT

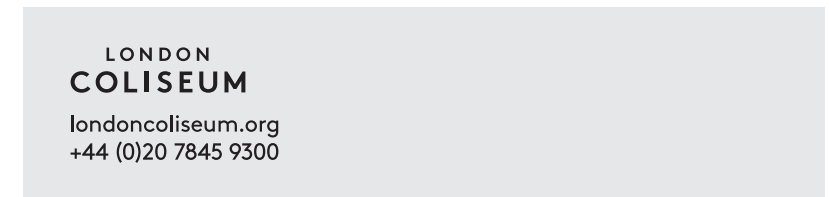


✓ Correct

INCORRECT



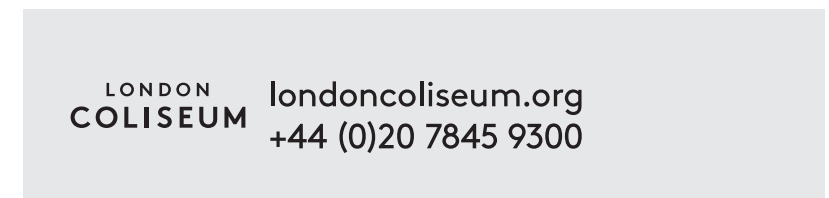
✗ Separated or moved



✗ Separated or moved



✗ Multiple Colours



✗ Altered

DIGITAL LAYOUT

It is not necessary to use the lock-ups on digital formats that are clickable and directed to the London Coliseum. Only the master logotype should be used in these instances.

Logo sizes

When using London Coliseum’s master logotype on any of the following digital formats, please use the table shown to determine minimum size.

Please do not use the master logotype any smaller than 20px high.



FORMAT	FORMAT DIMENSIONS	MARGIN SIZE	MINIMUM LOGOTYPE HEIGHT
Half page	300px x 600px Portrait	15px	26px
Skyscraper	120px x 600px Portrait	15px	23px
Skyscraper wide	160px x 600px Portrait	15px	23px
MPU	300px x 250px Square	15px	20px
Leaderboard	728px x 90px Landscape	15px	26px
Main banner	468px x 60px Landscape	10px	20px

COLOUR PALETTE

Colour Palette

London Coliseum's primary colour palette consists of teal, with a touch of gold.

London Coliseum's teal can be used as either a text or background colour.

London Coliseum's gold should never be used on its own, or in greater quantities than the teal. It can be used as a highlight within titles, or within the logotype itself.



PMS: 309C
RAL: 5020
RGB: 5/45/58
CMYK: 100/0/15/75



FOIL: Philips Foil WGS092S
PMS: 10124C
RGB: 204/181/126
CMYK: 0/10/60/30

LOGOTYPE

LEGIBILITY ON COLOUR

When placing the logotype lock-ups on a colour please ensure there is sufficient contrast between the logotype and the background colour.

Preferred use of the logotype lock-ups is to be 'gold on teal', however we accept that this is not always possible and so if another colour is used please use the gold PMS, CMYK or RGB outlined in the logotype files.

Where legibility may be compromised, please use the monotone logotype.



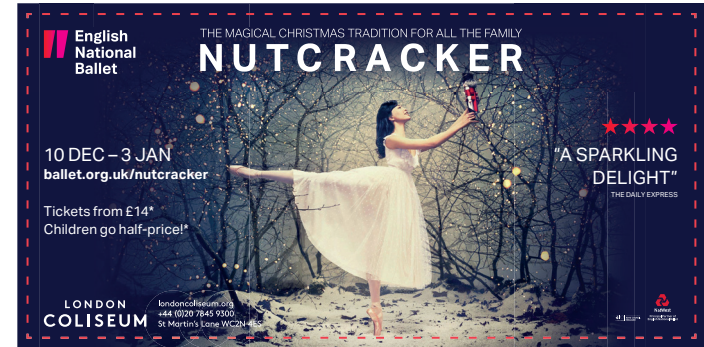
PRINT AND DIGITAL EXAMPLES

This page demonstrates correct usage on marketing assets - both print and digital.



4 SHEET 1016w x 1524h (mm)
 Margin Size 80mm
 Min logo height 52mm

16 SHEET 2032w x 3048h (mm)
 Margin Size 140mm
 Min logo height 104mm



16 SHEET 2032w x 3048h (mm)
 Margin Size 140mm
 Min logo height 104mm



LEADERBOARD 728w x 90h (px)
 Margin Size 15px
 Min logo height 26px



MPU 300w x 250h (px)
 Margin Size 15px
 Min logo height 20px

LONDON
COLISEUM

SPEC GUIDELINES FOR IN THEATRE ADVERTISING

INTERNAL DIGITAL SCREENS

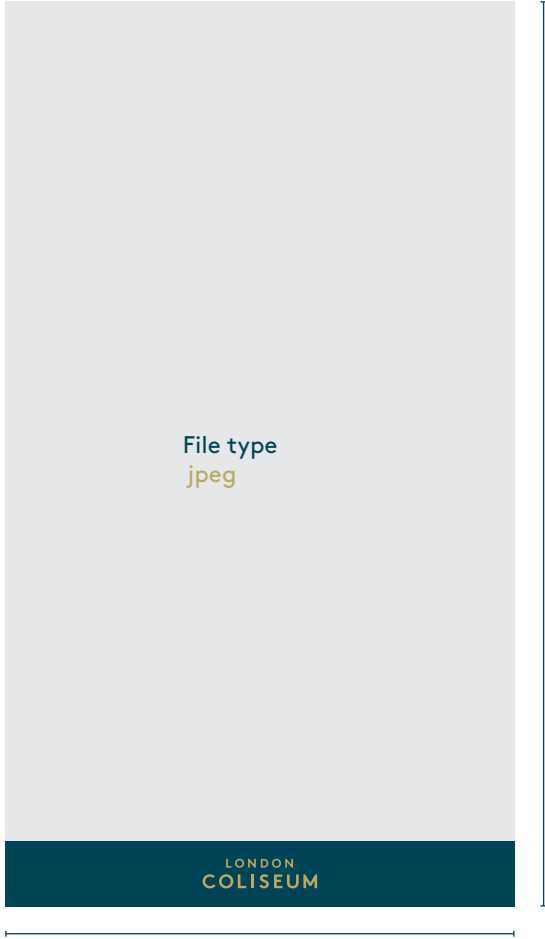
Internal Digital Screens

Image files meeting the below spec can be accepted for our digital screens.

Image **jpeg**
Size 1920h x 1080w (px)

As a guide, a templated psd file is available to download from <https://londoncoliseum.org/brandguidelines>

Your artwork must include the LC strip at the bottom, there are five colour options to choose from.



FIVE LONDON COLISEUM STRIPS TO CHOOSE FROM:



EXTERNAL DIGITAL SCREENS

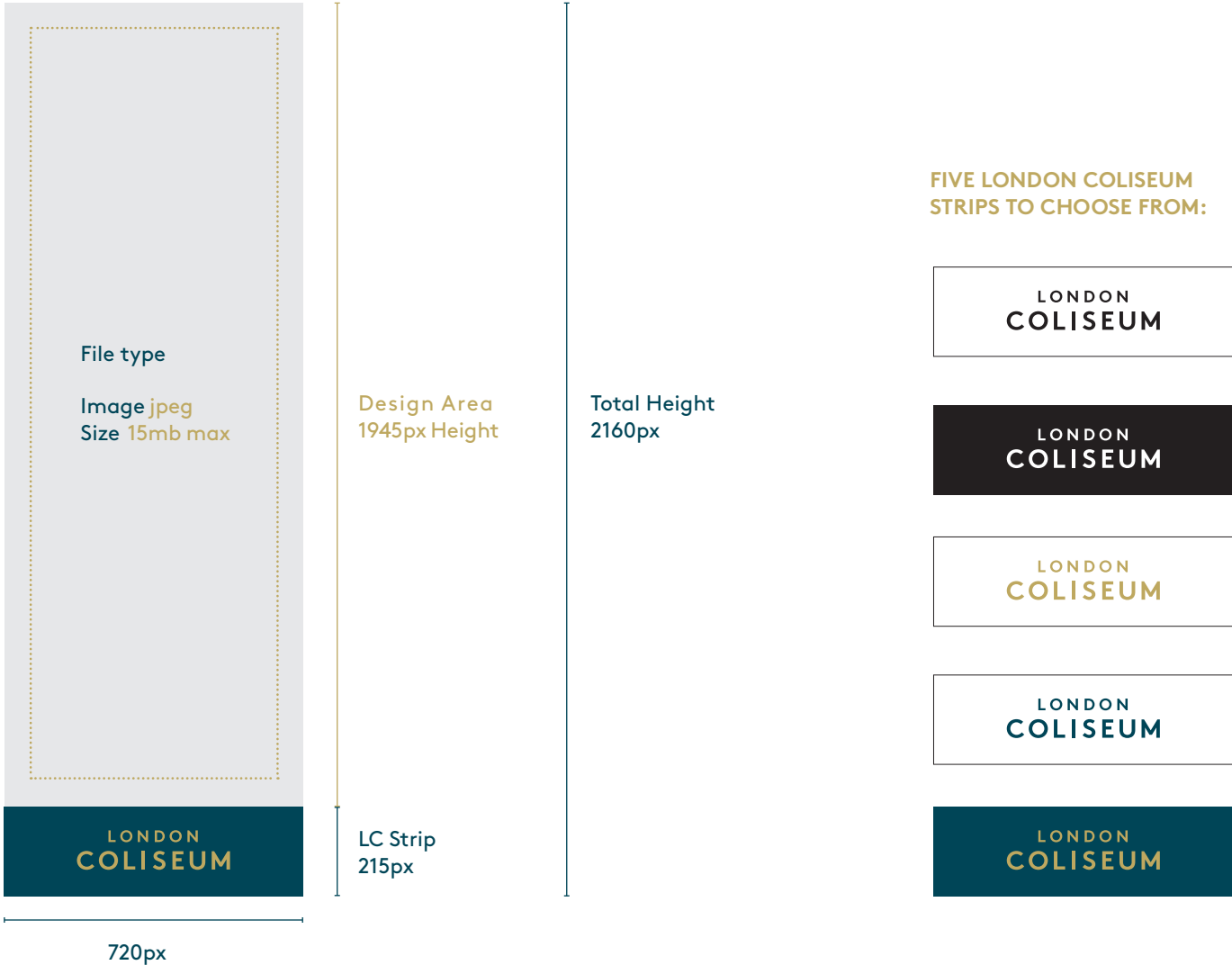
External Digital Screens

The external screen dimensions are 720w x 2160h (px) @ 72dpi and text should be within the 65px safe margin.

The recommended **minimum type height is 50px**, as anything below this may be illegible.

As a guide, a templated psd file is available to download from <https://londoncoliseum.org/brandguidelines>

Your artwork must include the LC strip at the bottom, there are five colour options to choose from.

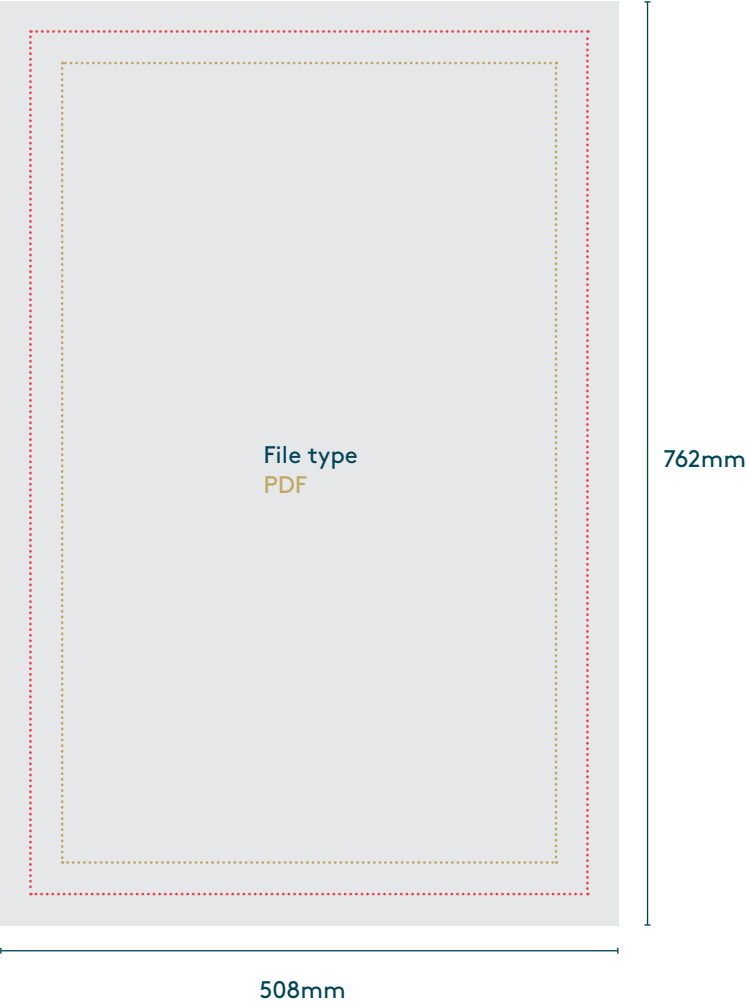


INTERNAL DOUBLE CROWN POSTERS

Internal DC Posters

Our DC dimensions are 508w X 762h (mm) and must include 40mm safe margin all around as 20mm is covered by some of our frames, you must also include a 3mm bleed.

DC posters do not require LC branding.



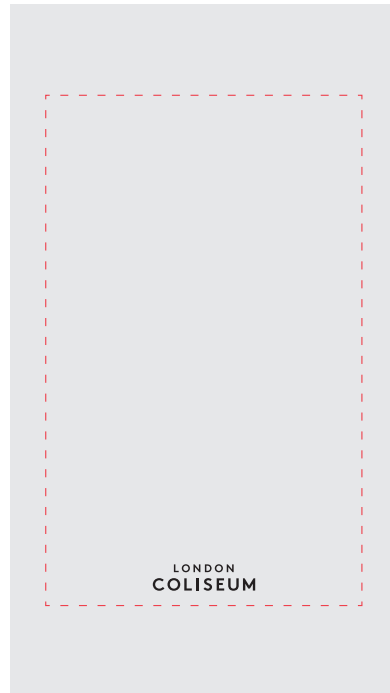
DIGITAL SOCIAL MEDIA

Social Media

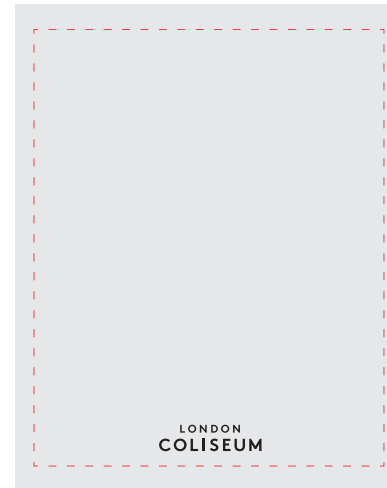
All copy must be kept within the **margin area**.

The London Coliseum logo may remain along the bottom margin and can be positioned on the left, centre, or right.

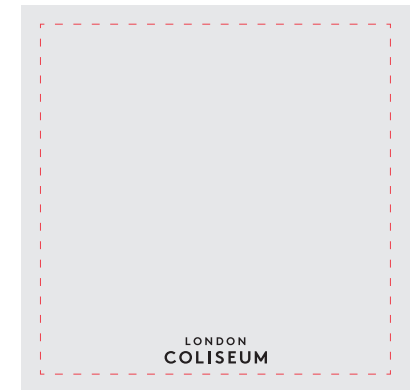
There are three logo colour options to choose from: black, white or gold.



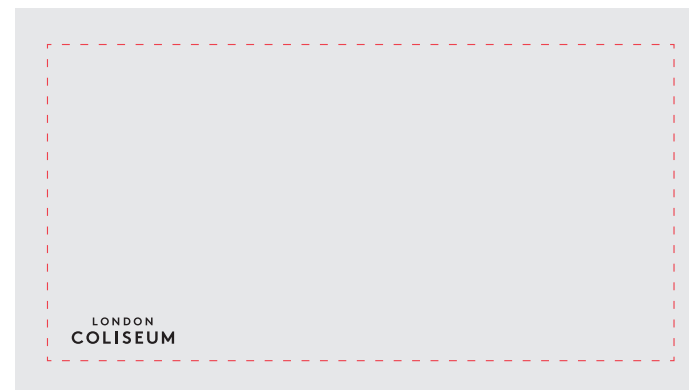
DIMENSIONS (9:16) 1080w x 1920h (px)
Margin Size Top & Bottom 250px
Left & Right 100px
Min logo height 75px



DIMENSIONS (4:5) 1080w x 1350h (px)
Margin Size 75px
Min logo height 75px



DIMENSIONS (1:1) 1080w x 1080h (px)
Margin Size 75px
Min logo height 75px



DIMENSIONS (16:9) 1600w x 900h (px)
Margin Size 80px
Min logo height 78px

ADDITIONAL PACKAGES

EXTERNAL PAVEMENT BOARD

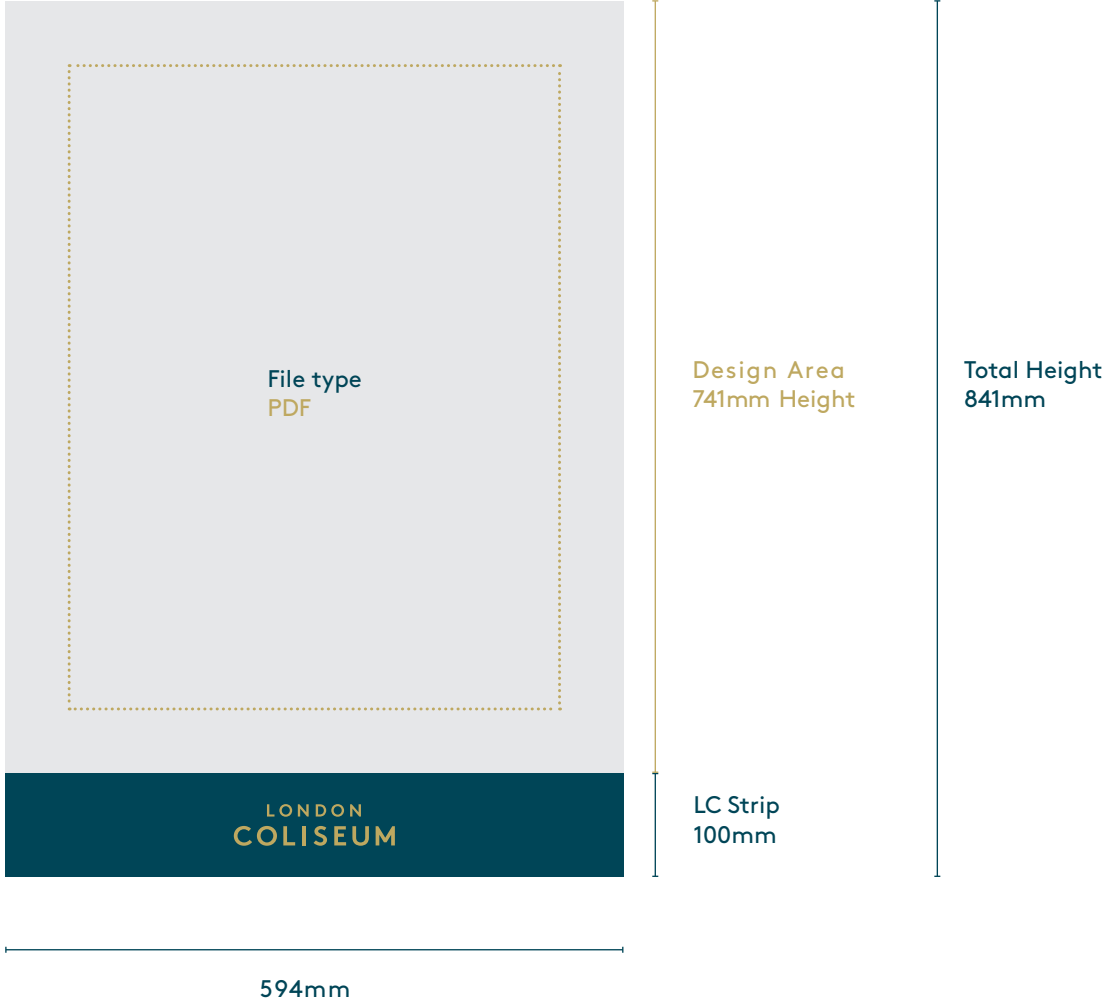
External Pavement Board

The dimensions are A1 size, 594w x 841h (mm).

Your artwork area is **594w x 672h (mm)** and sits above the London Coliseum strip.

Your text should be within a **60mm margin**, and should include the LC strip.

A templated indesign file will be supplied to you. When sending your artwork, please include a 3mm bleed.



EXTERNAL HANGING BANNERS

Hanging Banners

The flag dimensions are 1000w x 2945h (mm) and must include the top and bottom London Coliseum borders as shown.

Please include a 10mm bleed. The dimensions shown are true size (100%).



FIVE LONDON COLISEUM BORDERS TO CHOOSE FROM:



Thank you