

**LET'S GET  
LONDON  
VOTING**

# Campaign branding guide



## Introduction

This guide will provide you with all the different options you have available if you choose to use this campaign. It has been created to provide as many options for you to choose from depending on your specific requirements.

You will find a standard set of ready to use assets. All you need to do is add your logo and they are ready to print, publish or share online.

We have also packaged up all the artwork files, should you wish to use different messages and have included the images and fonts\*.

We will also provide you with set and editable CANVA designs, should you have an account. We can provide specific designs and artwork for you for a small fee. [Contact Carol.Carter-Thomas@hackney.gov.uk](mailto:Carol.Carter-Thomas@hackney.gov.uk) for more information.

From Monday 11th March you will be able to access all assets at [hackneydesignstudio.com/store](https://hackneydesignstudio.com/store) It works like a normal commerce site by adding items to basket. You will go through checkout normally and everything is free to download.

### **Each tool kit will include;**

- 6 general Voter ID posters
- 2 postal voter posters
- 4 youth registration poster
- 5 youth voted ID posters

### **PNG and SVG files for**

- All London logo variations
- All London borough logo variations (general and youth)
- All London borough sticker artwork ready to print
- All London borough stickers (with no background) for digital channels
- Graphics icons and illustrations

### **Social Media**

#### **Other**

- Insight report 18-24 year old co-produced focus groups
- General campaign overview visuals

# Using the campaign assets

## Logos

You can either use the general 'Let's Get London Voting' (LGLV) logo, or you can replace it for your own borough variation. You will find all London borough versions in the in the logos folder.

## Council logos

White space top right has been left free for Councils to add their own logos in. Please ensure the log is in pro with the left hand campaign logo.

## Round logos / stickers

The round variation of the campaign mark has been created to work as a sticker and additional logo variation for social channels. The stickers are 38mm and artwork has been provided. All you need to do is print. Ideally it would be useful for Council to get staff to wear stickers, especially front-line or customer service colleagues, so we can spread the word. These can also be given out to residents at any point.

This logo variation is also good to use in social organic and advertising and eliminates the need to add the council logo, if being used in organic socials.

## Colours

You need to keep to either using pink, which is for the general campaign, or yellow for the youth variation.



**C=0 M=100 Y=0 K=0**  
**R= 230 G=0 B=126**  
**#E5007D**



**C=10 M=5 Y=100 K=0**  
**R= 241 G=221 B=0**  
**#F1DD00**

## Images

If you download editable artwork files, please use the following points as terms of usage. You can use an alternative image, however the image must be cut-out (have no background), and preferably looking at the camera.

## Copy and boxes behind words

If you use your own copy, please keep it simple and concise in either a statement or question. This can be followed by a short secondary message. There are white and black boxes behind specific words, like Photo ID, Vote, Elections or Bring this etc. You can select which word, but please use the boxes in a similar way where possible. You can see examples in the following pages.

## Fonts\*

This campaign has been created using Helvetica LT Std Black font. Hackney Design own a license to use this font. You will be able to use this font, but only producing content (print or digital) for this specific campaign. You can replace this font for a version of Helvetica you own, so long as you use the same (Black) weight.

If you are creating assets in CANVA or another social content application, we would suggest using Arial Black or Archivo Black if you do not have access to Helvetica.

## Graphics

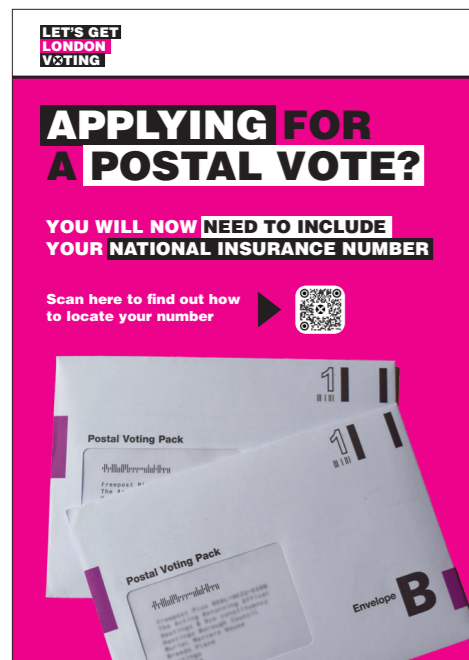
Iconic London and general icons have been supplied as illustrator and PNG files, which will easily import in print and digital applications. If you use any other graphics, please ensure they are line art and are a similar line thickness as the artwork supplied. Graphics can either be black or white.

\* Fonts supplied for this campaign can only be used on this campaign material. The campaign predominantly uses Helvetica Black for print and Arial for digital. These are commonly found on most computers. If you are using CANVA, Archivo Black is part of the font suite.

## General posters variations



## Voter ID posters



### Council logos

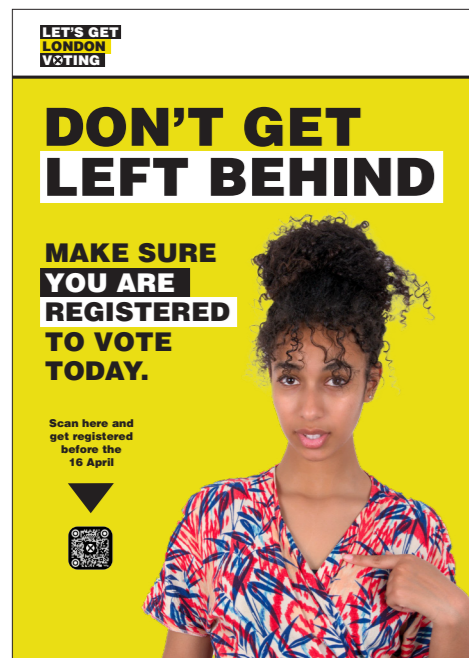
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## Postal Vote posters

## Youth posters variations



## Youth Voter ID posters



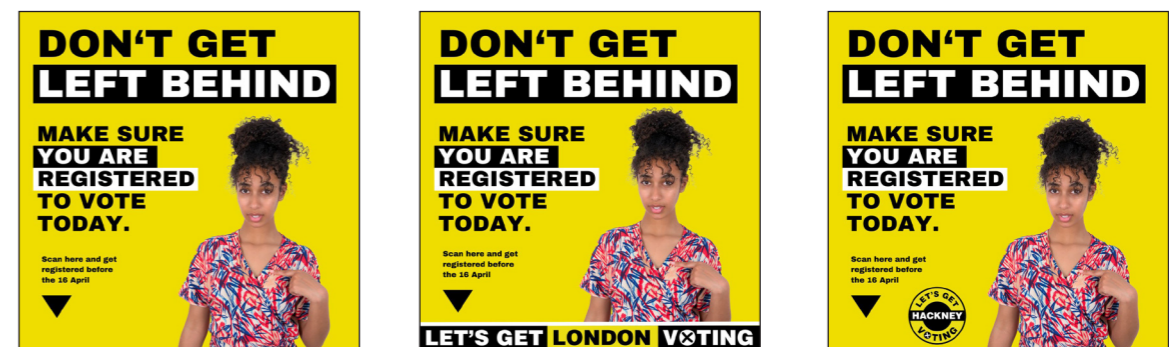
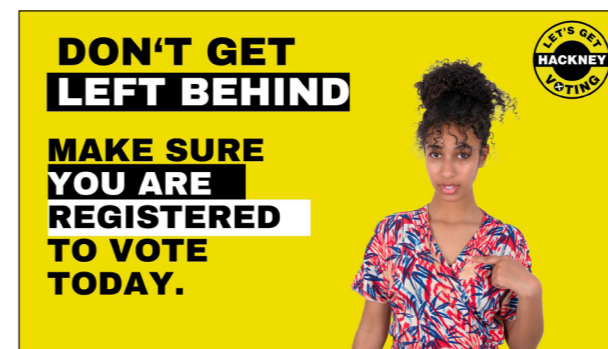
← **Council logos**  
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## Youth registration posters

# Digital assets

We have created a number of different digital assets to use in the campaign. For organic socials we have left out logos, as this tends to get better engagement in this particular channel. For social advertising we have two variations which include branding, and allow for localised branding via a CANVA template link. (CANVA subscription required).

There are three formats - 1080 x 1080, 9:16 tall and 16:9 wide (some will be static, others will have animations)



General campaign

General campaign - Youth

# Campaign Logos

General Campaign - London



General stickers



General Campaign - borough



Borough stickers



## Campaign Logos - borough

**LET'S GET**  
**LONDON**  
**VOTING**

**LET'S GET**  
**HACKNEY**  
**VOTING**

**LET'S GET**  
**STOKE**  
**NEWINGTON**  
**VOTING**

**LET'S GET**  
**LONDON**  
**VOTING**

**LET'S GET**  
**LEWISHAM**  
**VOTING**

**LET'S GET**  
**HONOR**  
**OAK PARK**  
**VOTING**

**LET'S GET**  
**LONDON**  
**VOTING**

**LET'S GET**  
**MERTON**  
**VOTING**

**LET'S GET**  
**WIMBLEDON**  
**VOTING**

### Localising Logos

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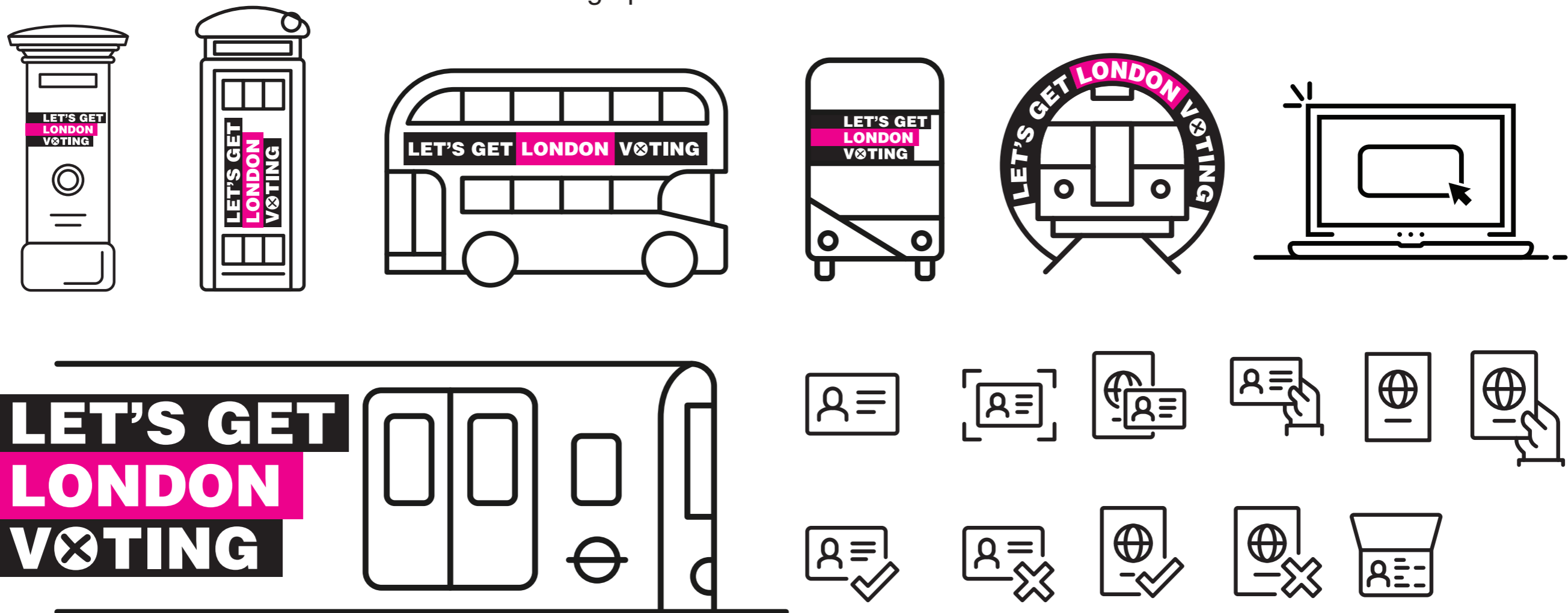
# Campaign Logos - borough

**DON'T FORGET  
YOU MUST HAVE  
PHOTO ID TO VOTE  
IN ELECTIONS!**

Type treatment

**IF YOU DON'T  
REGISTER TO  
VOTE, THEN  
YOU WON'T  
GET A SAY**

Info graphic icons



## Campaign Logos - youth

General Campaign - London

**LET'S GET  
LONDON  
VOTING**

**LET'S GET LONDON VOTING**

General stickers

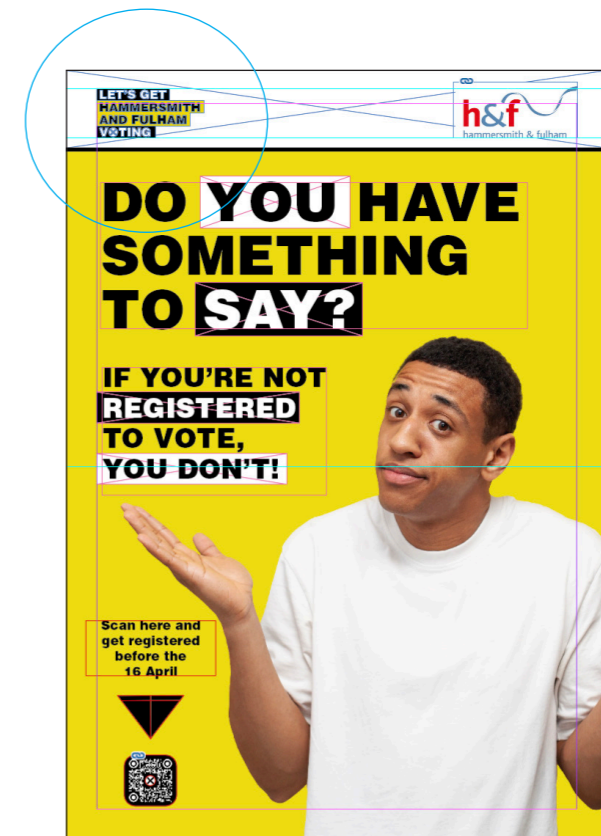


General Campaign - borough

**LET'S GET  
HAMMERSMITH  
AND FULHAM  
VOTING**

**LET'S GET HAMMERSMITH  
AND FULHAM VOTING**

Borough stickers



## Campaign Logos - borough

**LET'S GET  
LONDON  
VOTING**

**LET'S GET  
HACKNEY  
VOTING**

**LET'S GET  
STOKE  
NEWINGTON  
VOTING**

**LET'S GET  
LONDON  
VOTING**

**LET'S GET  
LEWISHAM  
VOTING**

**LET'S GET  
HONOR  
OAK PARK  
VOTING**

**LET'S GET  
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Campaign Logos - borough

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