

Identity Standards

Because the London Chamber of Commerce logo is one of our most valuable and recognized assets, it must be handled with care. To ensure maximum visual impact, it's mandatory to reproduce the logo using the approved artwork, which is available electronically. Please do not scan or create the logo from ordinary type.

Chamber colours



Pantone 281 Blue
C 100 M 72
Y 0 K 38



Pantone 370 Green
C 60 M 0
Y 100 K 27



Pantone 281 Blue and Pantone 370 Green
on white background



Black positive, white background



Minimum size, black positive, white background

Required spacing around the logo

Always maintain clear space around the corporate signature. The minimum clear space is equal to the height of the bold letter "C" from the "C" in Chamber.

Horizontal and vertical alignment and font for body copy



Horizontal alignment - 11pt Times New Roman
anj ksdjfie dkjf dkajf dkjf alkdjf dieuro dm ksjdfkl ask
dkajfi kdjf ksajf;al aksdjf jksadjf jksafjo ieuero ieuwo
asdjfh cmks diaow sa;fjiu aiuoeroeu jksajieaow aoeiuwo
akswueipqk

Vertical alignment - 11pt Times New Roman
ksdjfie dkjf dkajf dkjf alkdjf dieuro dm ksjdfkl ask dkajfi kdjf ksajf;al aksdjf jksadjf jksafjo ieuero
ieuwo asdjfh cmks diaow sa;fjiu aiuoeroeu jksajieaow aoeiuwo akswueipqk

The London Chamber of Commerce name, leaf and logo design are owned by the London Chamber of Commerce. This means the London Chamber of Commerce has a legal right to their exclusive use and requires that these names and marks be used properly in order to safeguard that right. If you have any questions about the proper use of the name, leaf or logo, please contact the London Chamber of Commerce at (519) 432-7551.