

Brand identity guidelines

LONDON
& PARTNERS

Official guidelines – July 2025
Created by London & Partners



LONDON
LIFE SCIENCES
WEEK

Overview

London Life Sciences Week brings the global biotech and life sciences community to London for a week of connection, collaboration and innovation.

Hosted by the **BioIndustry Association (BIA)**, **MedCity** and **London & Partners**, with support from the **Mayor of London**, London Life Sciences Week positions London as a world-leading hub for life sciences; attracts more than 3,000 senior decision-makers from international life sciences companies and investor firms; and provides a platform for networking, deal-making and celebrating life sciences innovation.

The London Life Sciences Week brand reflects this ambition. Bold, vibrant and confident, it intentionally breaks away from the traditional, sterile aesthetics often associated with scientific organisations. The visual identity is designed to be memorable and distinctive, aligning with the energy, diversity and cutting-edge innovation of the sector.

Marketing material featuring the brand should aim to:

- Position London Life Sciences Week as a leading international event for life science businesses, investors and innovators.
- Promote London and the UK as great places to start and grow life science businesses.
- Encourage international investors, business leaders and property experts to visit London to learn about the UK life sciences sector.
- Help UK life sciences companies meet and build relationships with global investors and partners.
- Inspire the next generation of life science entrepreneurs and innovators through a public-facing programme of education.

These brand guidelines help ensure consistency and impact across all communications and materials. This document outlines how to use our visual identity, from logo application and colour palette to typography, photography, iconography and beyond.

Whether you’re a partner, sponsor or content creator, these guidelines will help you express the brand in a way that is unified, recognisable and dynamic – just like the event itself.

Content style guide

The official event name is **London Life Sciences Week**.

Never abbreviate London Life Sciences Week in written content: **not LSW, LLSW or any other acronym (unless it is a hashtag)**

The website is hosted at **lifesciencesweek.london** – don’t include www. in website or marketing collateral.

Icon and wordmark

Our logo is constructed in two parts: the Life Sciences Week icon and the wordmark to support it.

The icon and wordmark must always be shown together unless the Life Sciences Week device is used for a graphical treatment.

Our logo is a unique representation of the future of life sciences. It is bold, fun, confident and stands out against typical scientific logos.

Minimum sizing:

The logo should not be used under 4” or 288px wide.



Smallest usage size: 288px/4” wide

Clearspace

It is important to leave sufficient space around the logo so it stands out against other elements.

Ensure no text, graphics or imagery intrudes into this clearspace.



Logo variations

Our logos preferred colour variant is in white and on a dark or coloured background.

We also have the option to reverse the logo and put it in black for white or lightly coloured backgrounds.



Co-branding lockups

The London Life Sciences logo should always be used separate to the partner logos. When placing partner logos use a clean divider line vertically with even spacing either side.

Minimum sizing:

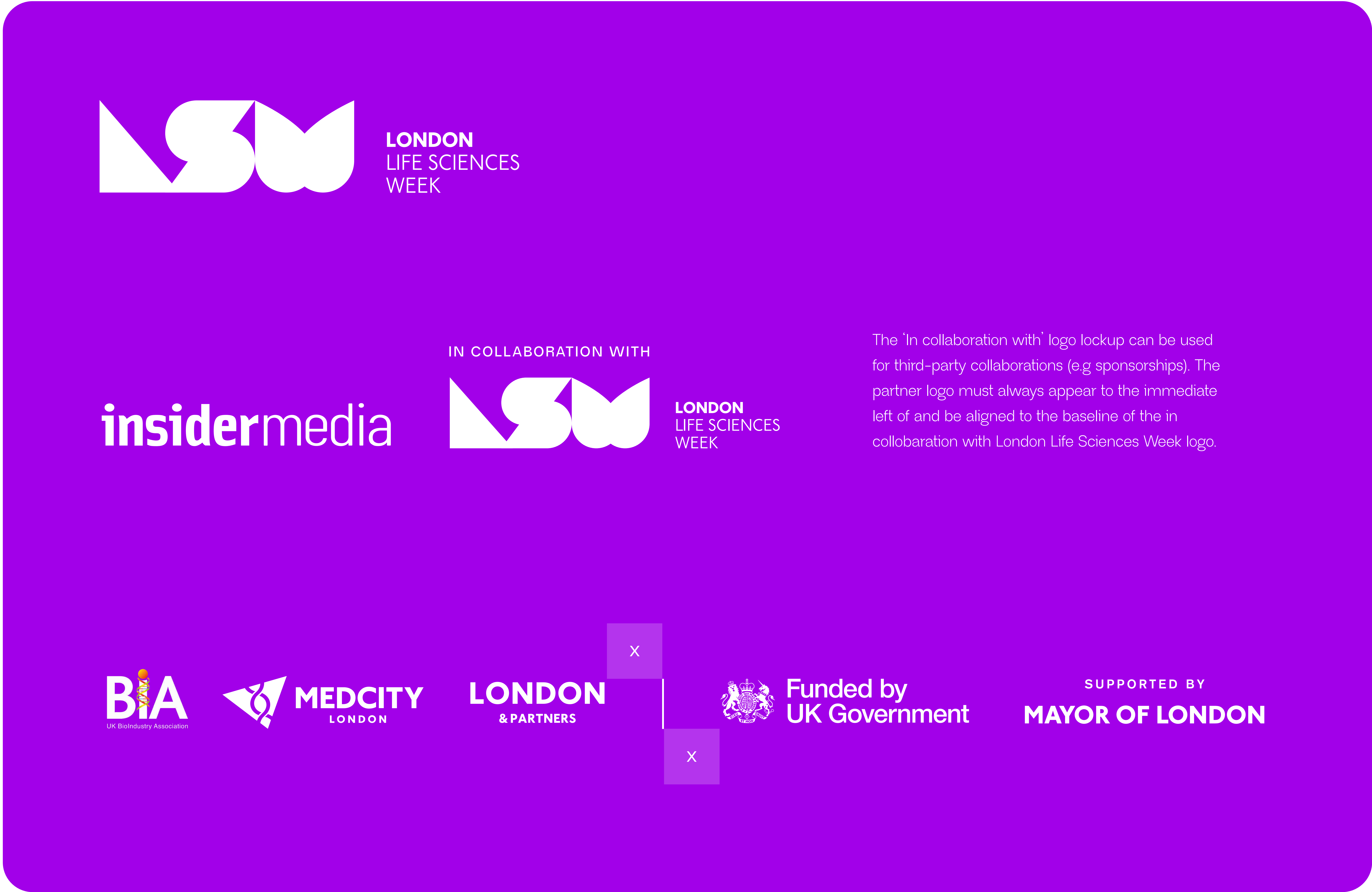
The logo should not be used under 4” or 288px wide for accessibility reasons.

UK government and Mayor of London logos

Both of these logos should be included on all London Life Sciences Week materials. The logos can be added to the end of the partner lockups or together on their own if the design works for this instance.

Where materials relate to the International investor summit the Office for Investment logo should replace the Funded by UK Government logo.

[Download the logo lockups](#)



Logo misuse

This quick guide highlights common mistakes to avoid when using the logo. Following these tips ensures consistency and protects the integrity of the London Life Sciences Week brand.



Do not stretch the logo horizontally or vertically.



Do not stack the logo vertically.



Do not change the colour of the logo to any other colour.



Do not change the position of the logo icon and wordmark.



Do not put any effects on the logo like a drop shadow.



Do not outline the logo.

Brand palette

The London Life Sciences Week brand palette uses a mix of colours to make it stand out against your typical scientific brands.

We use a vibrant purple as the primary colour for this brand. We also have the secondary colours teal and pink to work in sync with the primary colour as graphical elements.

Lighter versions of the brand palette can be used at 20% opacity if needed as an accent colour.

Accessibility guidelines

For accessibility, only the purple primary colour should be used with white or black when writing normal or small text.

The secondary pink colour passes the AA large text check to be used with white.

Purple

HEX

#A200E9

RGB

162, 0, 233

CMYK

69, 83, 0, 0

Pantone

7442 C

Pink

HEX

#FF00FF

RGB

255, 0, 255

CMYK

41, 78, 0, 0

Pantone

807 C

Black

HEX

#000000

RGB

0, 0, 0

CMYK

75, 68, 67, 90

Teal

HEX

#00DEFF

RGB

106, 218, 250

CMYK

58, 0, 5, 0

Pantone

305 C

White

HEX

#FFFFFF

RGB

255, 255, 255

CMYK

0, 0, 0, 0

20%

20%

20%

20%

20%

10%

Gradients

Our gradients bring visual depth and vibrancy to the London Life Sciences Week brand. They represent our identity principles of connection and dynamism, adding layers of feeling, motion and transition to our design

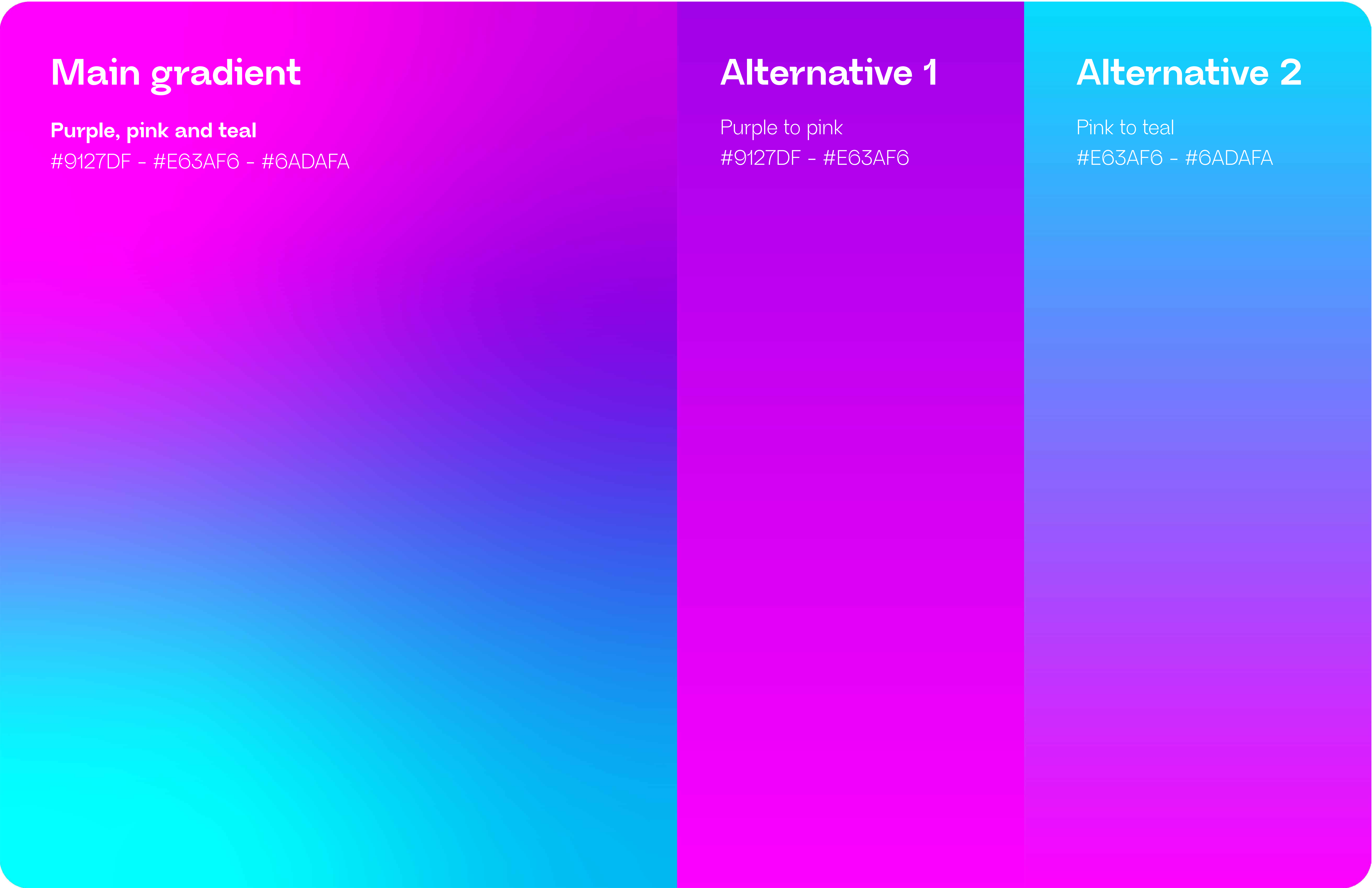
The gradient palette includes our three primary colours: purple, pink and teal. These were developed to complement the London Life Sciences Week colour system while offering flexibility across light, dark and vibrant design styles.

Usage guidelines

Image overlays: gradients can be used as backgrounds and image overlays at a 80% opacity on an image to make it look like one of our London Life Sciences Week images.

Gradient direction:
The gradient can be used in three different ways. We have highlighted some of the examples (see right).

Contrast of text:
If using text over the gradient, ensure there is enough contrast between the colour and the text by placing it over the purple or pink area.



Brand font

Neue Regrade offers six font weights, ranging from light to bold.

This flexibility allows consistent use of the typeface across all content, while creating clear hierarchy through thoughtful weight selection.

This free font is available for commercial use. The brand font should be used on all brand applications where possible.

When the brand font is not available to use, we recommend Arial as a substitute (web safe font).

Neue Regrade Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Neue Regrade Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Neue Regrade Semi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Neue Regrade Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Neue Regrade Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Brand devices

By deconstructing the logomark into its individual shapes, we unlock a versatile visual language that can be used across layouts, patterns and communications.

These simple yet distinctive shapes create continuity across brand expressions while allowing creative flexibility.

Whether used as standalone elements, repeated motifs or graphic accents, they help reinforce the identity in a bold and consistent way.



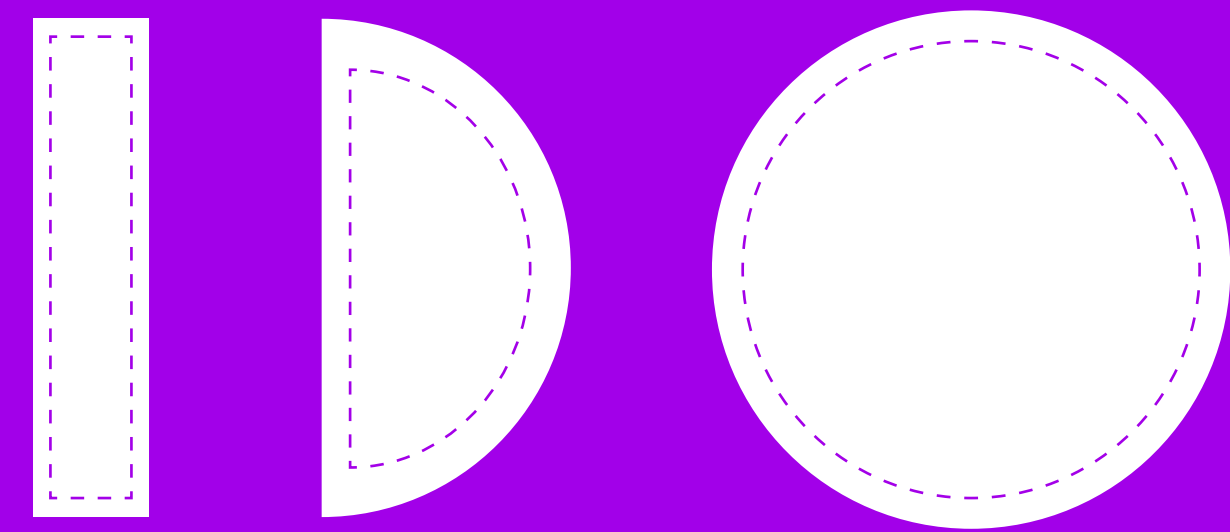
LOGO



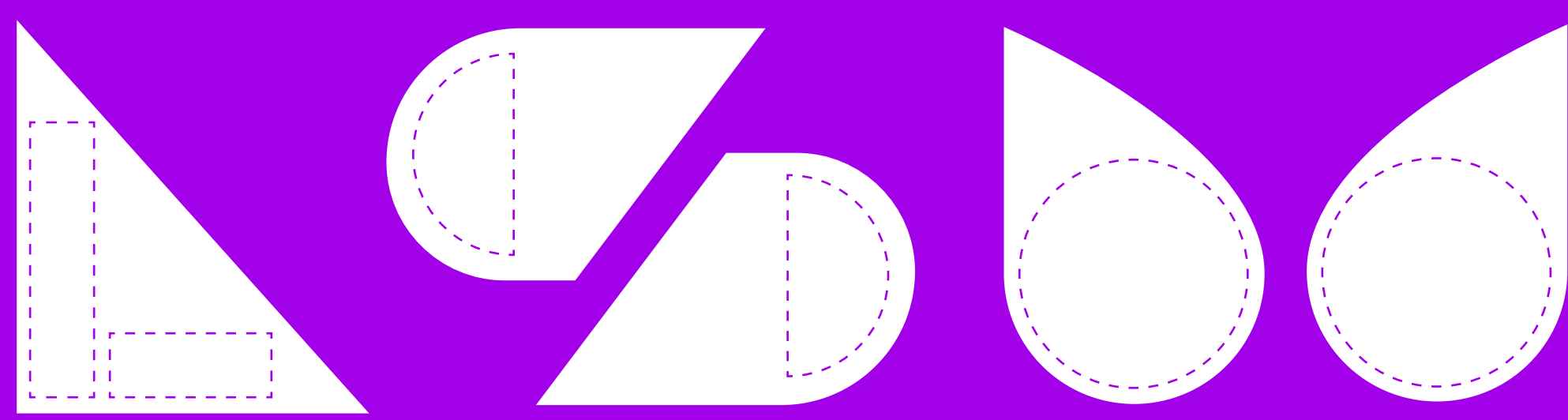
LOGO SHAPES



INDIVIDUAL SHAPES



ADDITIONAL SHAPES

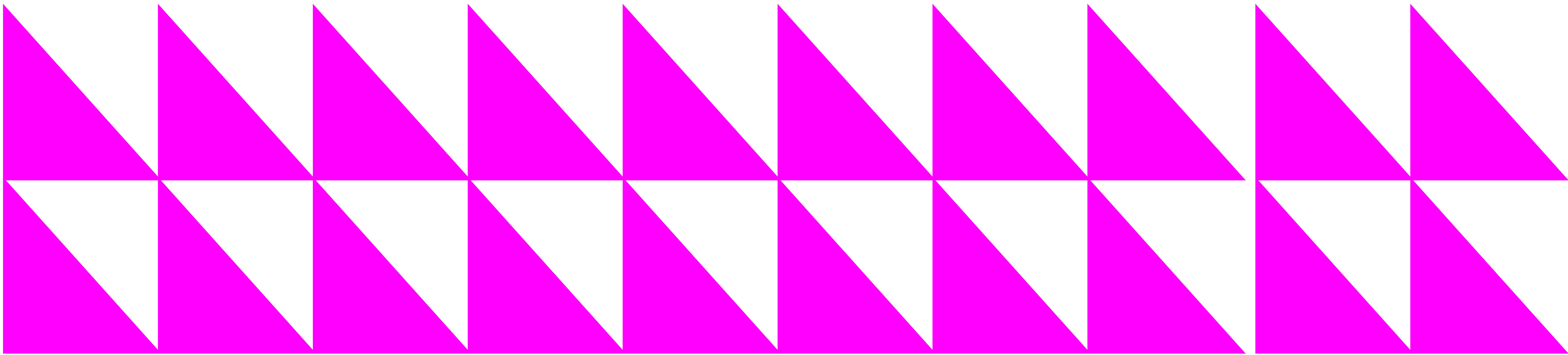
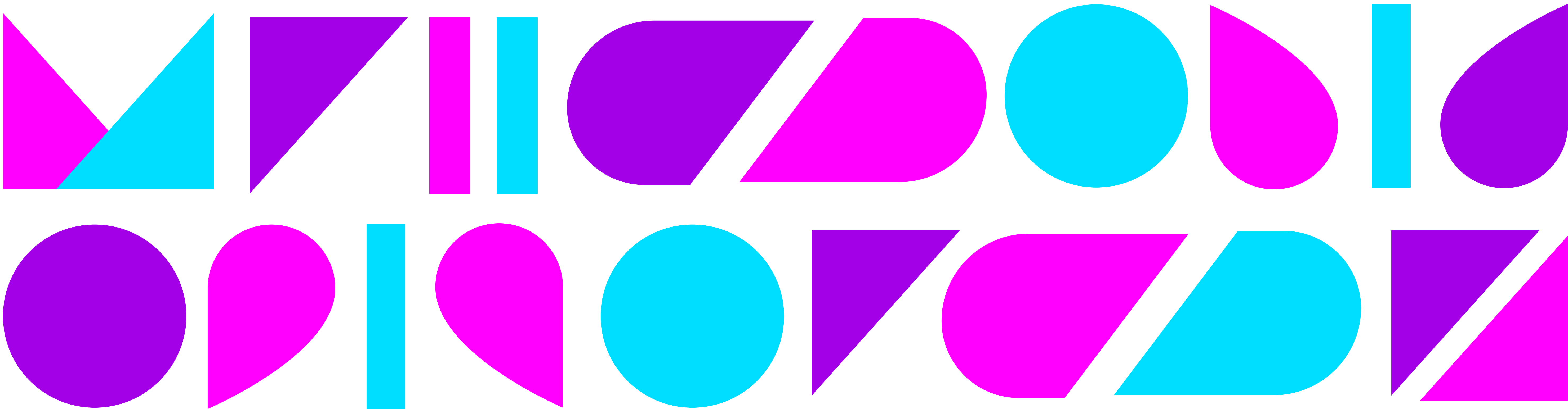


Patterns

Our pattern system is built from the core shapes found within the London Life Sciences Week logo. By repeating, rotating and layering these elements, we create bold, expressive patterns that retain a strong connection to the brand.

These patterns can be used to add texture, rhythm and energy across all print and digital applications.

[Download the patterns](#)



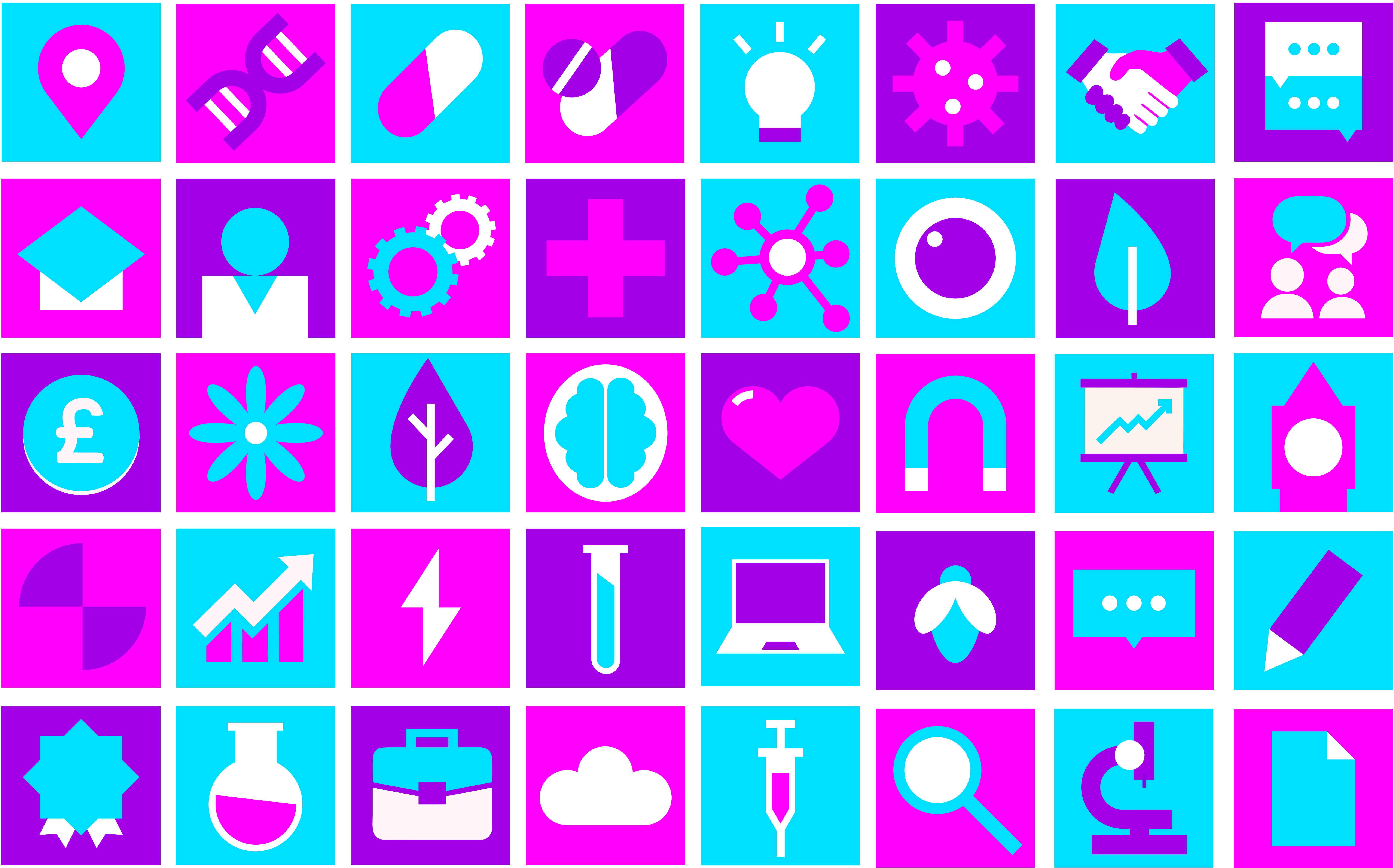
Iconography

Our iconography system is built from the foundational shapes of the London Life Sciences Week logo. By reworking these core forms, we’ve developed a unique, flexible icon set that feels distinctly London Life Sciences Week.

The icons are bold, geometric and intentionally simple, allowing them to scale across digital, print and motion contexts with clarity and consistency.

Whether used individually or as part of a larger system, they reinforce our identity while bringing energy and coherence to every touchpoint.

[Download the icons](#)



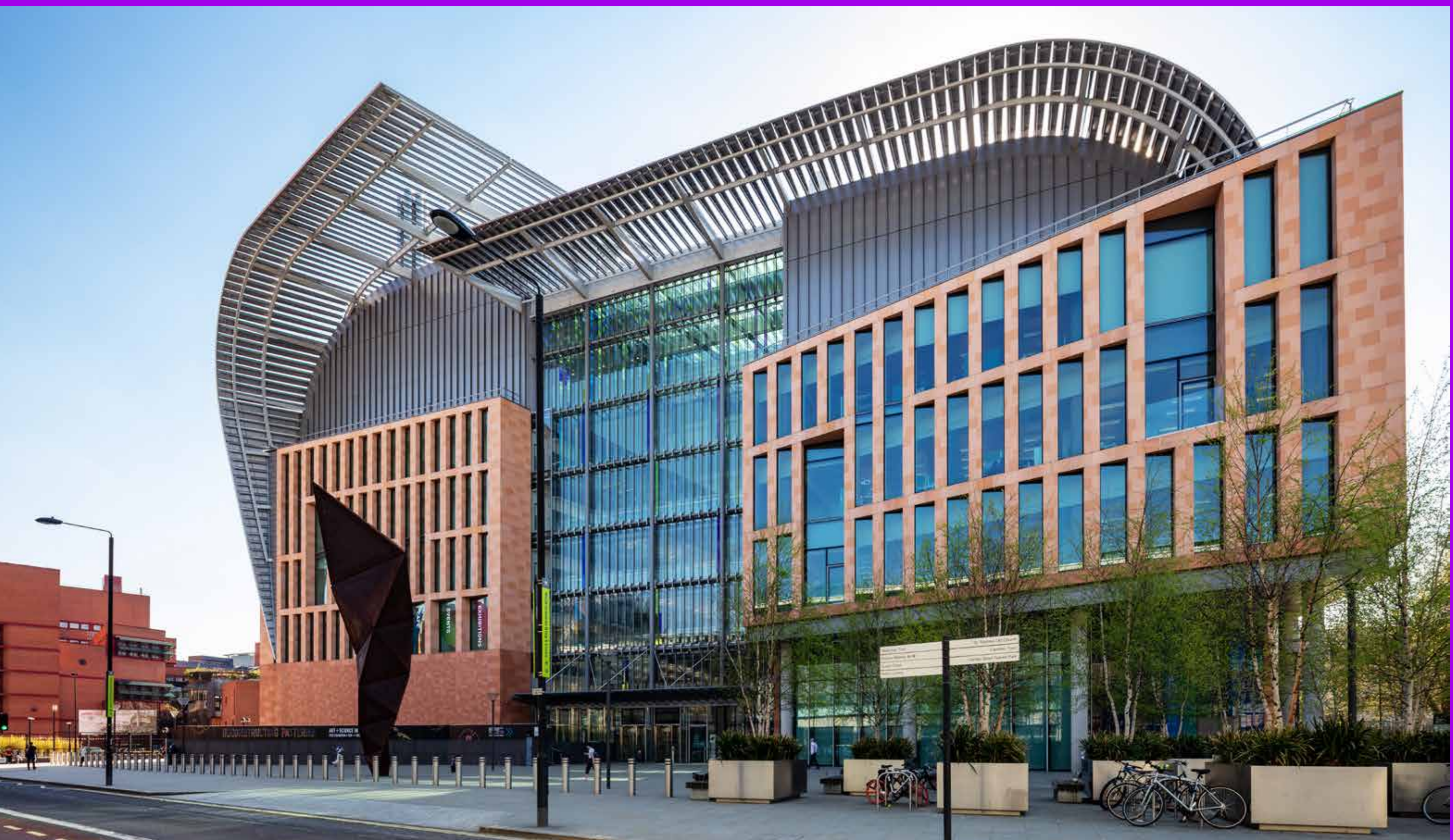
Photography styles

Our photography brings the London Life Sciences Week brand to life through two distinct but complementary styles.

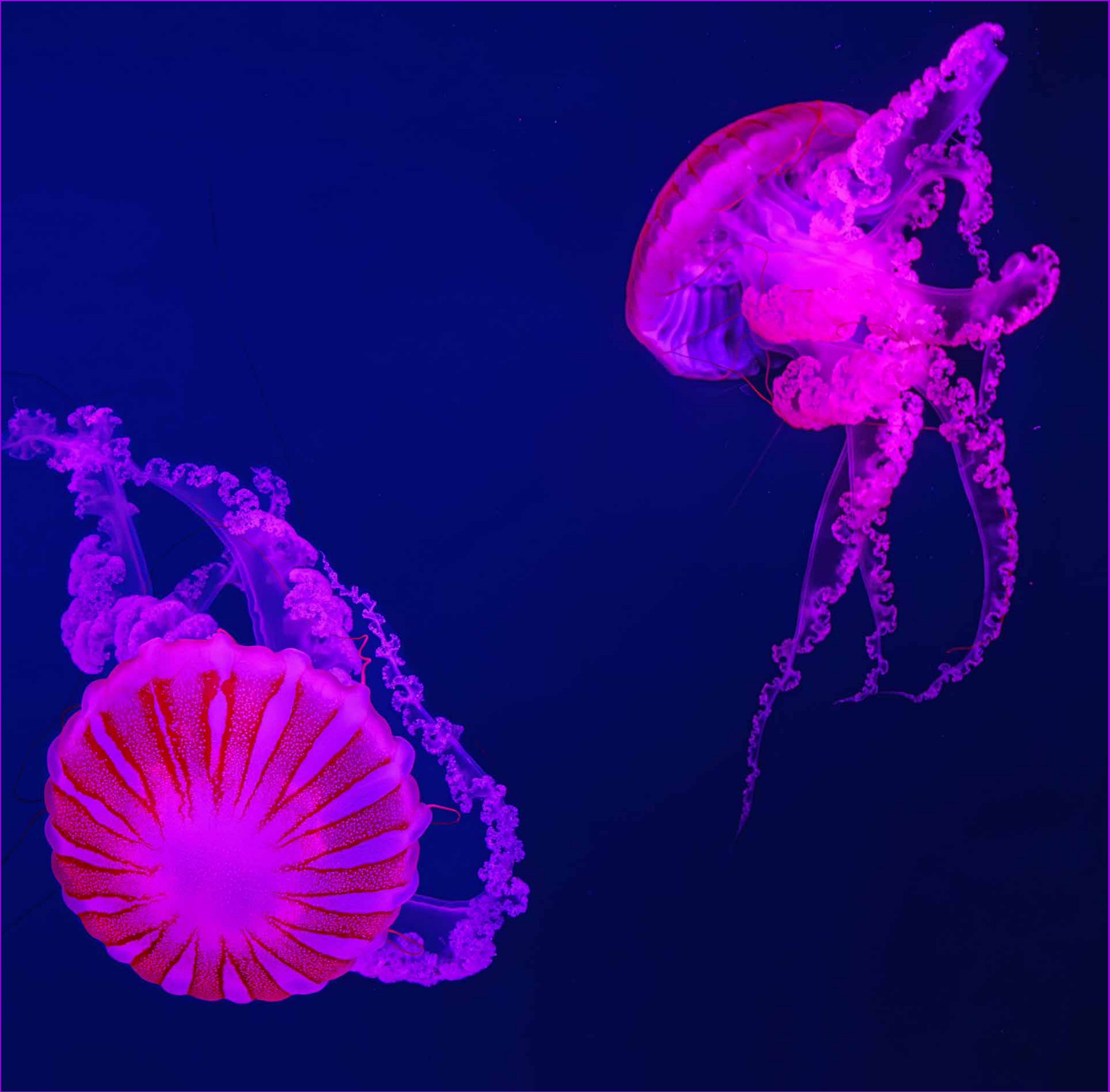
Portraits are captured with a natural, warm and inspiring tone. They focus on real people in authentic environments to convey confidence, inspiration and approachability.

In contrast, our science photography is bold, abstract and visually striking. It celebrates the beauty of scientific discovery through colour, texture and form.

Together, these styles balance the personal and the pioneering, grounding our brand in both humanity and innovation.



People and place
Natural, warm, inspiring




Science
Scientific, abstract, vibrant

Brand in application

Showcasing how the London Life Sciences Week identity comes to life across a range of marketing materials, event assets and real-world touchpoints. It demonstrates the flexibility of the brand system, from the vibrant gradient colour palette and bold logomark to the organic scientific imagery, creating a consistent yet adaptable look and feel.


These applications illustrate how the visual identity can scale seamlessly across digital screens, printed collateral and event environments, ensuring every interaction with the brand is instantly recognisable and aligned with its vibrant, future-focused personality.





Bringing life to London through science

Join us at London Life Sciences
Week on 16 - 21 November to
learn all about life sciences

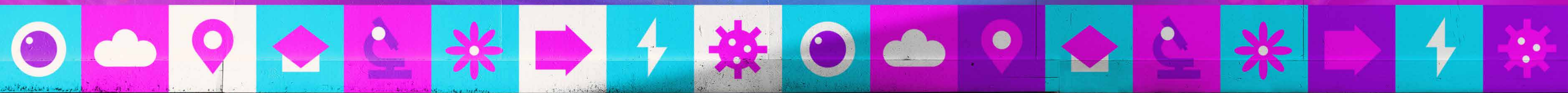


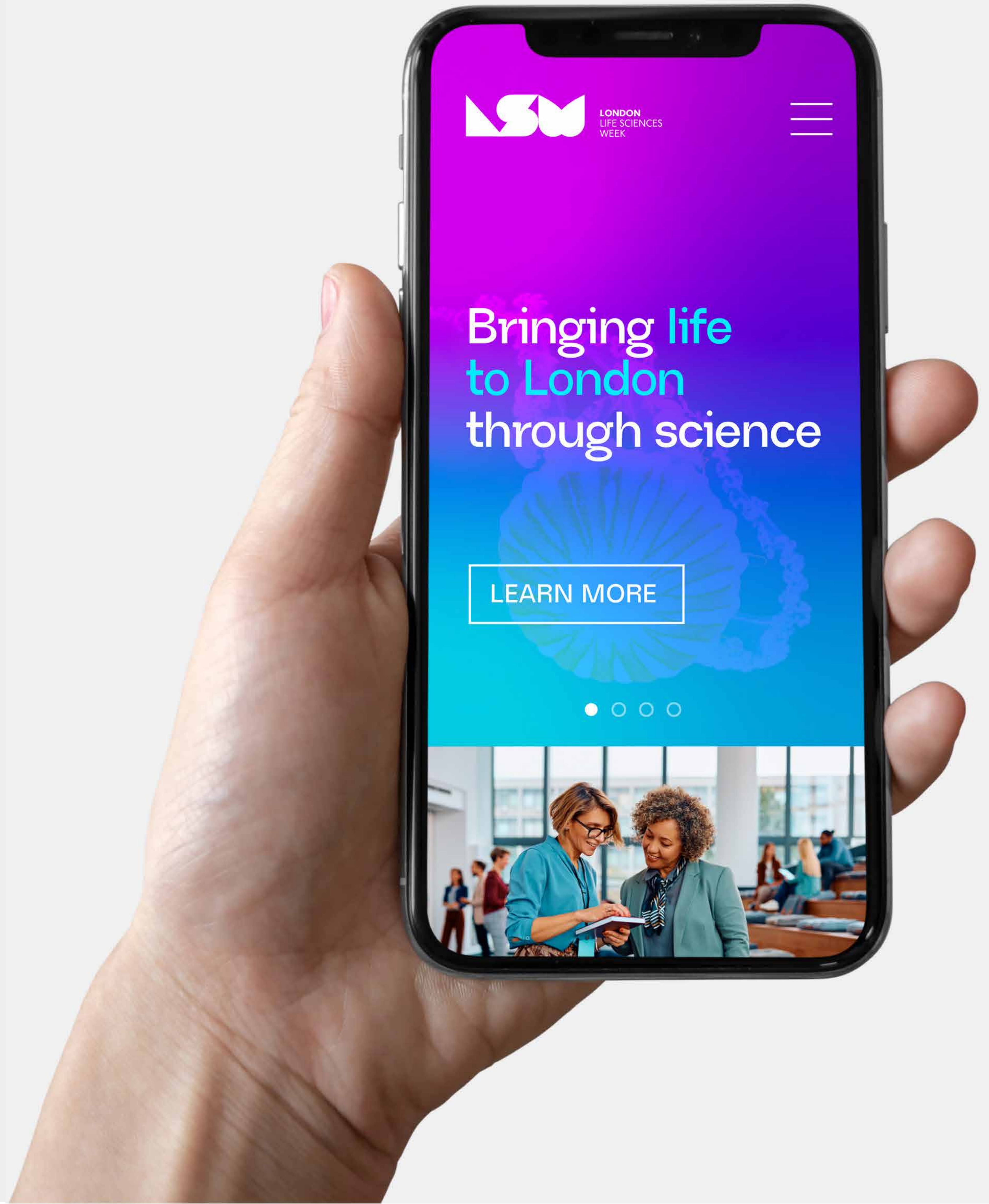
LONDON
LIFE SCIENCES
WEEK

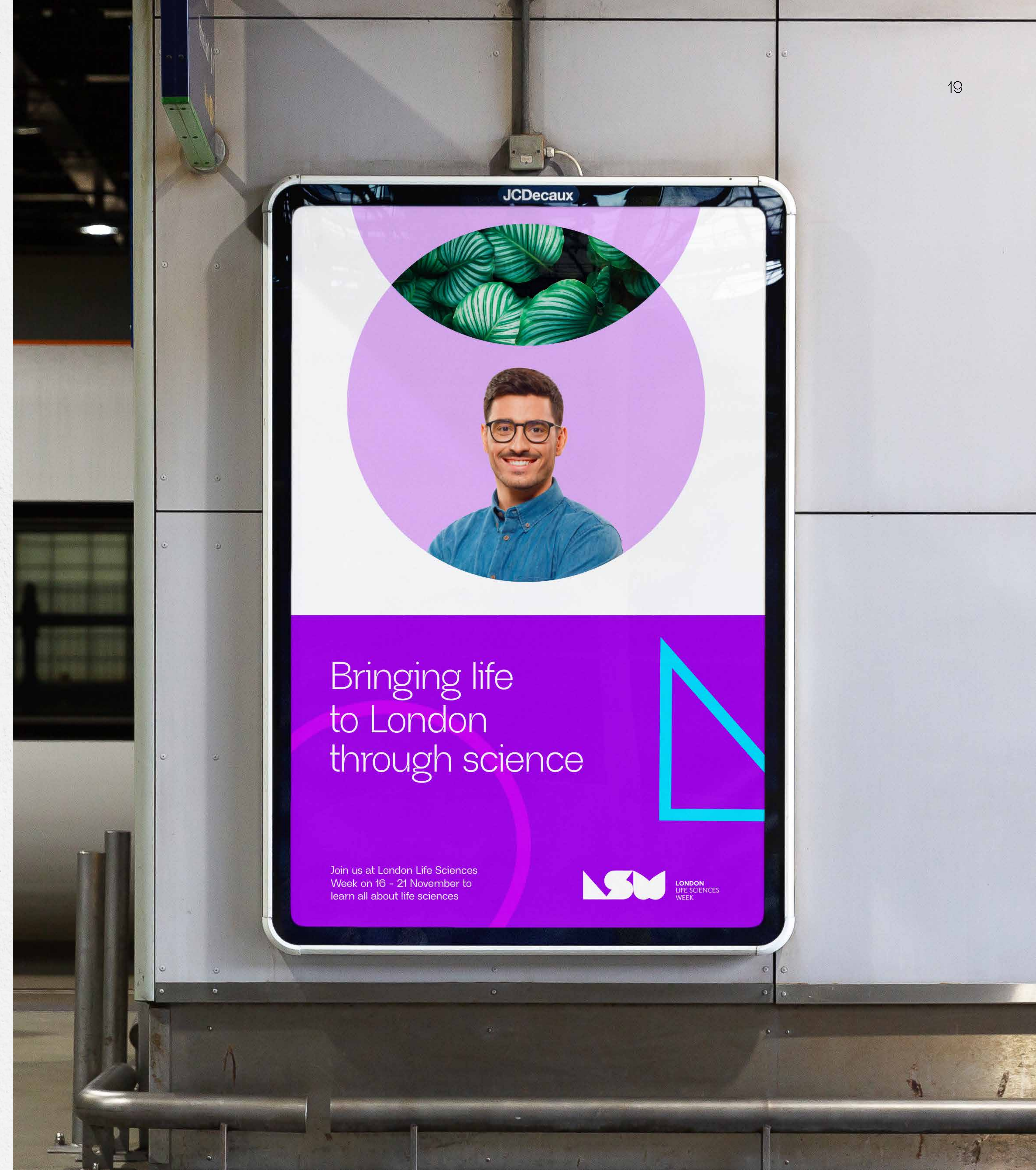


Bringing life to London through science

lifesciencesweek.london











Brand toolkit

We have created a brand toolkit for our partners to use to ensure clarity, consistency and brand recognition when collaborating with others.

They draw from the same core visual language as the London Life Sciences Week identity, using approved shapes, colours and gradients to maintain a cohesive look across all co-branded communications.

These assets allow partners to align with our brand while still expressing their own identity, helping create strong and visually unified collaborations..

[Download the brand assets](#)



Lower thirds

The lower thirds use the logomark's individual shapes repurposed to create dynamic, on-brand video nameplates for your video content.

By applying these distinctive forms in lower third graphics, the brand achieves a consistent visual identity across all motion content while retaining creative versatility.

[Download the lower thirds](#)



Transitions

The transitions deconstruct the logomark into its core shapes to create a flexible visual language for motion and layout design.

These simple yet distinctive forms can be used to add continuity across animations, presentations and promotional materials, while still allowing creative variation.

Whether they appear as standalone graphic elements, repeated patterns or integrated accents, the shapes help reinforce brand recognition in a bold and consistent way.

[Download the transitions](#)



Captions

The captions used on video content should be centred at the bottom of the video and using our brand font “Neue Regrade” in a medium font weight at 50pt size.

The captions should have a very slight shadow behind the text so it stands out on lighter areas of video.

When using the lower thirds and captions at the same time, the lower thirds must be positioned up higher than the captions to ensure both are visible.



For brand enquiries, contact:
designteam@londonandpartners.com

LONDON
& PARTNERS

Official guidelines – July 2025
Created by London & Partners



LONDON
LIFE SCIENCES
WEEK