

Brand identity guidelines

LONDON
& PARTNERS

Official guidelines - April 2026
Created by London & Partners



LONDON
LIFE SCIENCES
WEEK

Overview

The primary objective of London Life Sciences Week is to strengthen London's position as a global leader in the life sciences sector.

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.

Disclaimer: Use of London Life Sciences Week branding.

By submitting your event details to be featured on the London Life Sciences Week website as part of the event schedule, you agree to:

- Utilise the London Life Sciences partner toolkit to support the promotion of your event.
- Include the official London Life Sciences branded share card on your event listing and in all associated promotional materials in accordance with the brand guidelines and trademark terms.

This ensures alignment with the broader London Life Sciences Week campaign and maximises visibility across all participating events.

Content style guide

Naming & trademark usage

- Use full name on first mention
- No abbreviations in formal materials
- Brand name and logo are protected and must not be altered
- All partners must follow guidelines

London Life Sciences Week operates as a collaborative platform, bringing together multiple partners and events under a unified brand.

Icon and wordmark

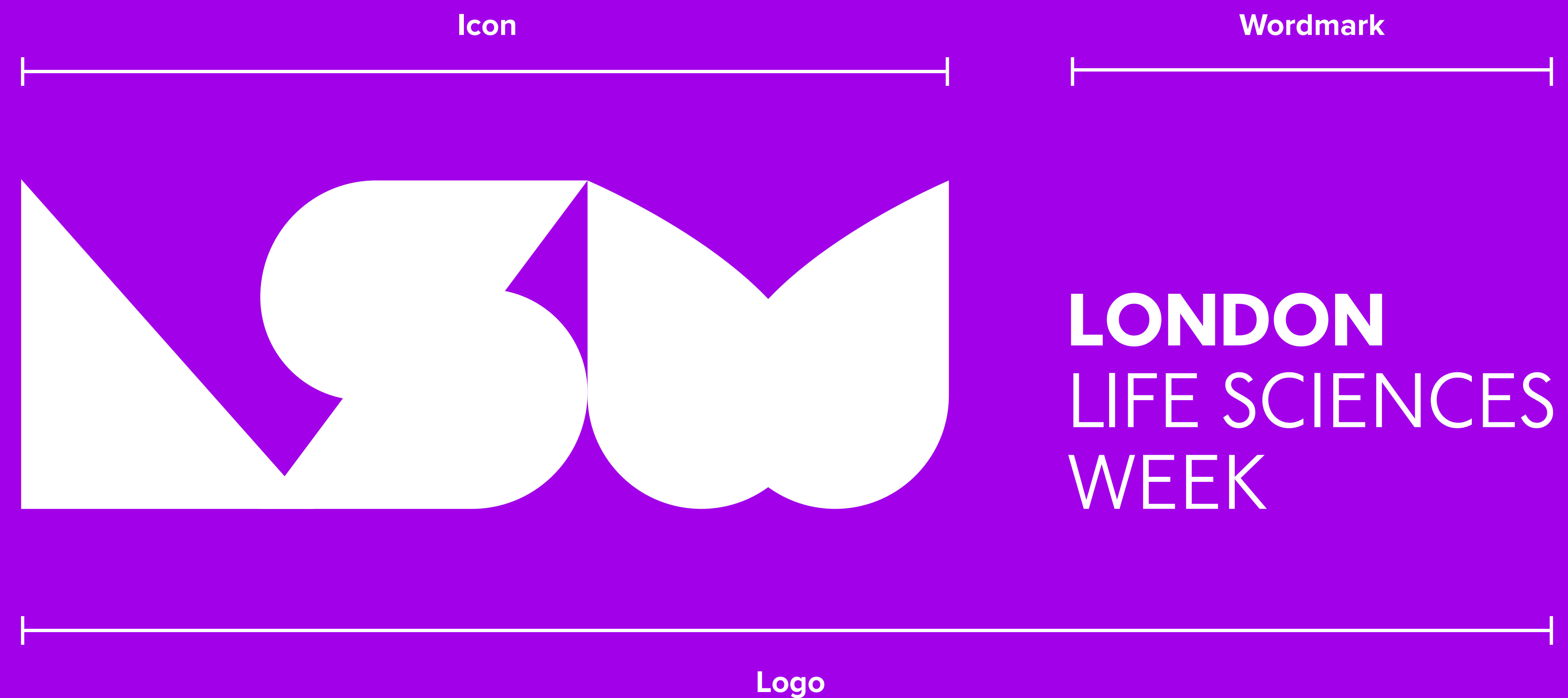
Our logo is constructed in two parts: the Life Sciences Week icon and the wordmark to support it.

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.

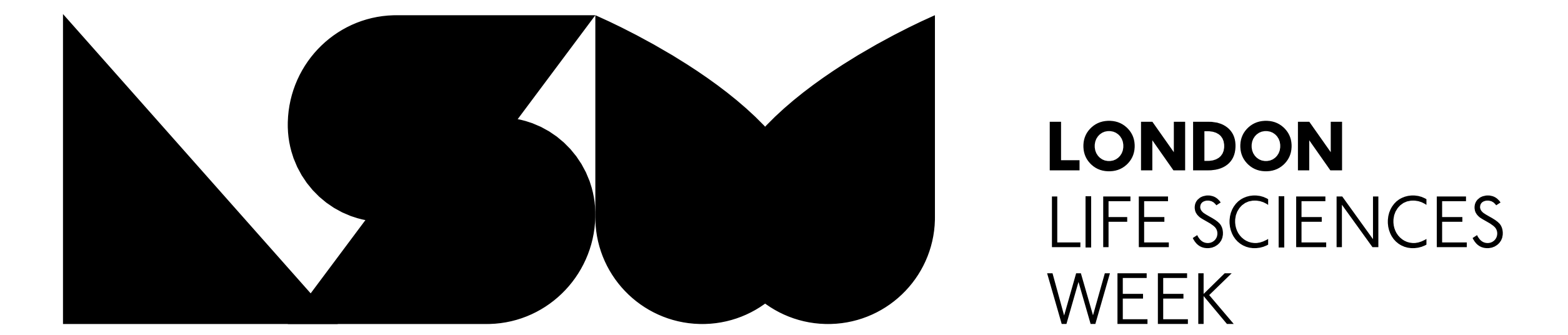
Ensure no text, graphics or imagery intrudes into this clearspace.



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.



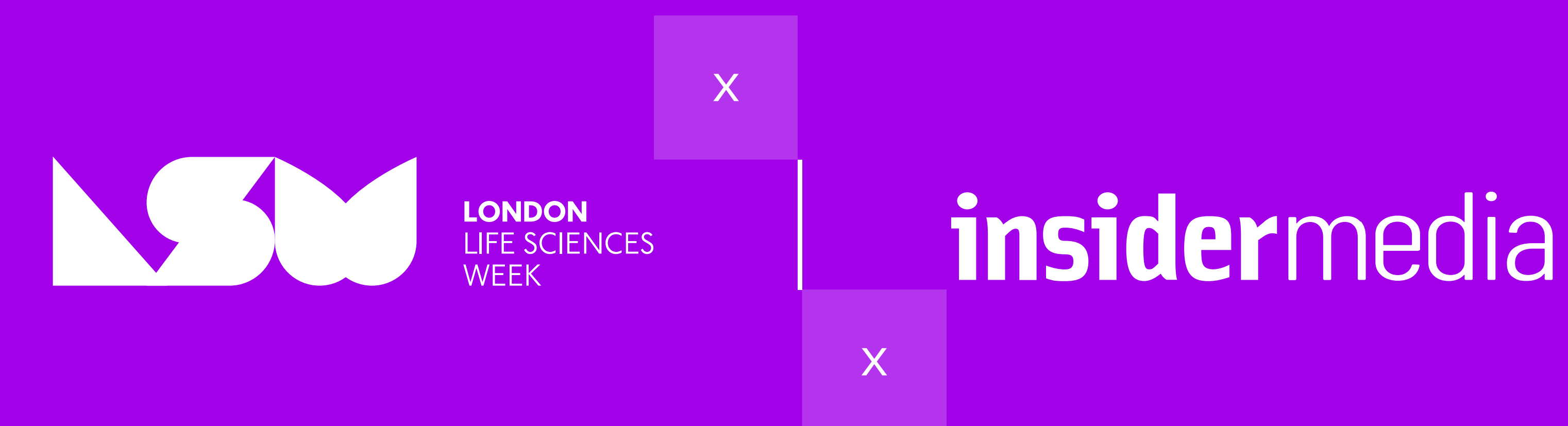
Co-branding lockups

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.

The London Life Sciences Week logo must remain the primary brand. Partner logos should be secondary and clearly separated.

Minimum sizing:

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



The 'In collaboration with' logo lockup can be used for third-party collaborations (e.g sponsorships). The partner logo must always appear to the immediate left of and be aligned to the baseline of the in collaboration with London Life Sciences Week logo.

The side by side logo lockup can be used if the in collaboration lockup is not possible to use.

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.

Colour palette

The London Life Sciences Week brand colour 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.

Purple = primary background for text

Pink = accent only (not for body text backgrounds)

Teal = accent only (use black text if used as background)

Secondary colours should not be used as primary backgrounds for text-heavy content.

<h3>Purple</h3> <p>HEX #A200E9 RGB 162, 0, 233 CMYK 69, 83, 0, 0 Pantone 7442 C</p>	<h3>Pink</h3> <p>HEX #FF00FF RGB 255, 0, 255 CMYK 41, 78, 0, 0 Pantone 807 C</p>	<h3>Black</h3> <p>HEX #000000 RGB 0, 0, 0 CMYK 75, 68, 67, 90</p>
<p>20%</p>	<h3>Teal</h3> <p>HEX #00DEFF RGB 106, 218, 250 CMYK 58, 0, 5, 0 Pantone 305 C</p>	<h3>White</h3> <p>HEX #FFFFFF RGB 255, 255, 255 CMYK 0, 0, 0, 0</p>
<p>20%</p>	<p>20%</p>	<p>20%</p>
<p>20%</p>	<p>20%</p>	<p>10%</p>

Text contrast rules

We aim to be bold and vibrant, but never at the expense of legibility. For accessibility reasons, the following rules should be adhered to.

Approved combinations:

- White text on purple backgrounds
- Black text on white backgrounds
- Black text on teal backgrounds

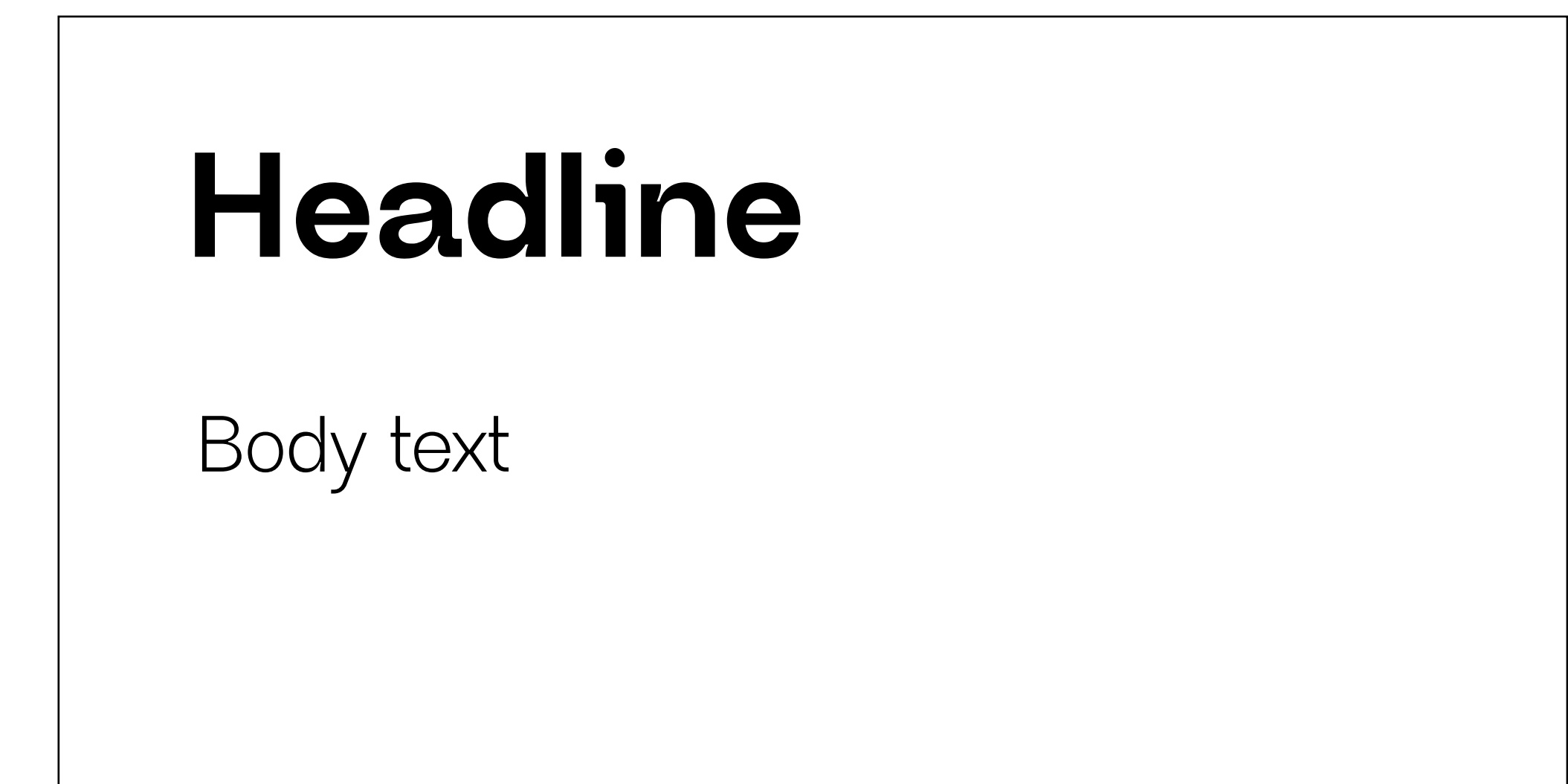
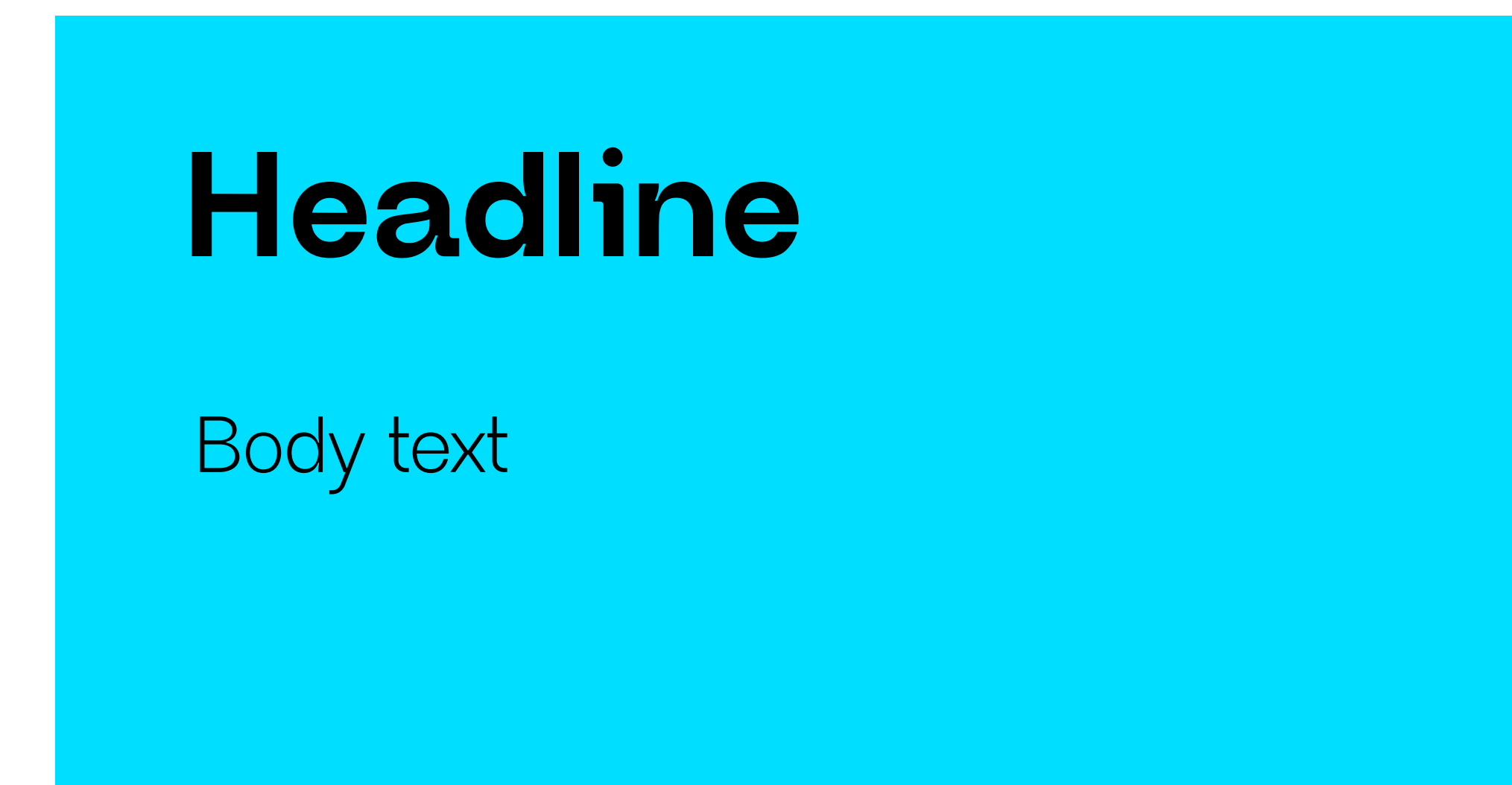
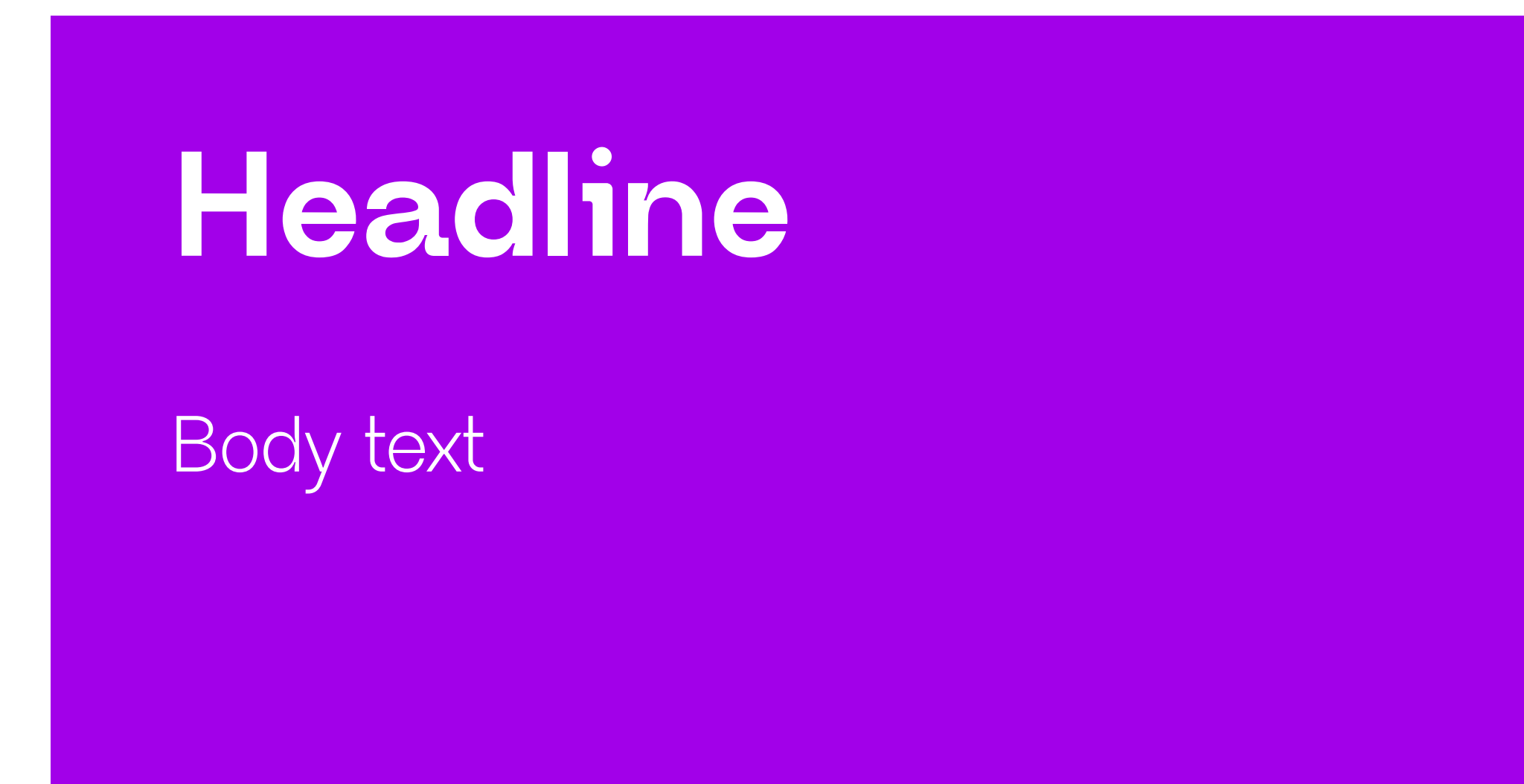
Restricted use:

- White text on pink headlines only (no body text)
- White text on purple headlines only (no body text)
- White text on gradients only on darkest purple area OR if using white text with a gradient an overlay must be applied over the gradient to ensure the text is legible.

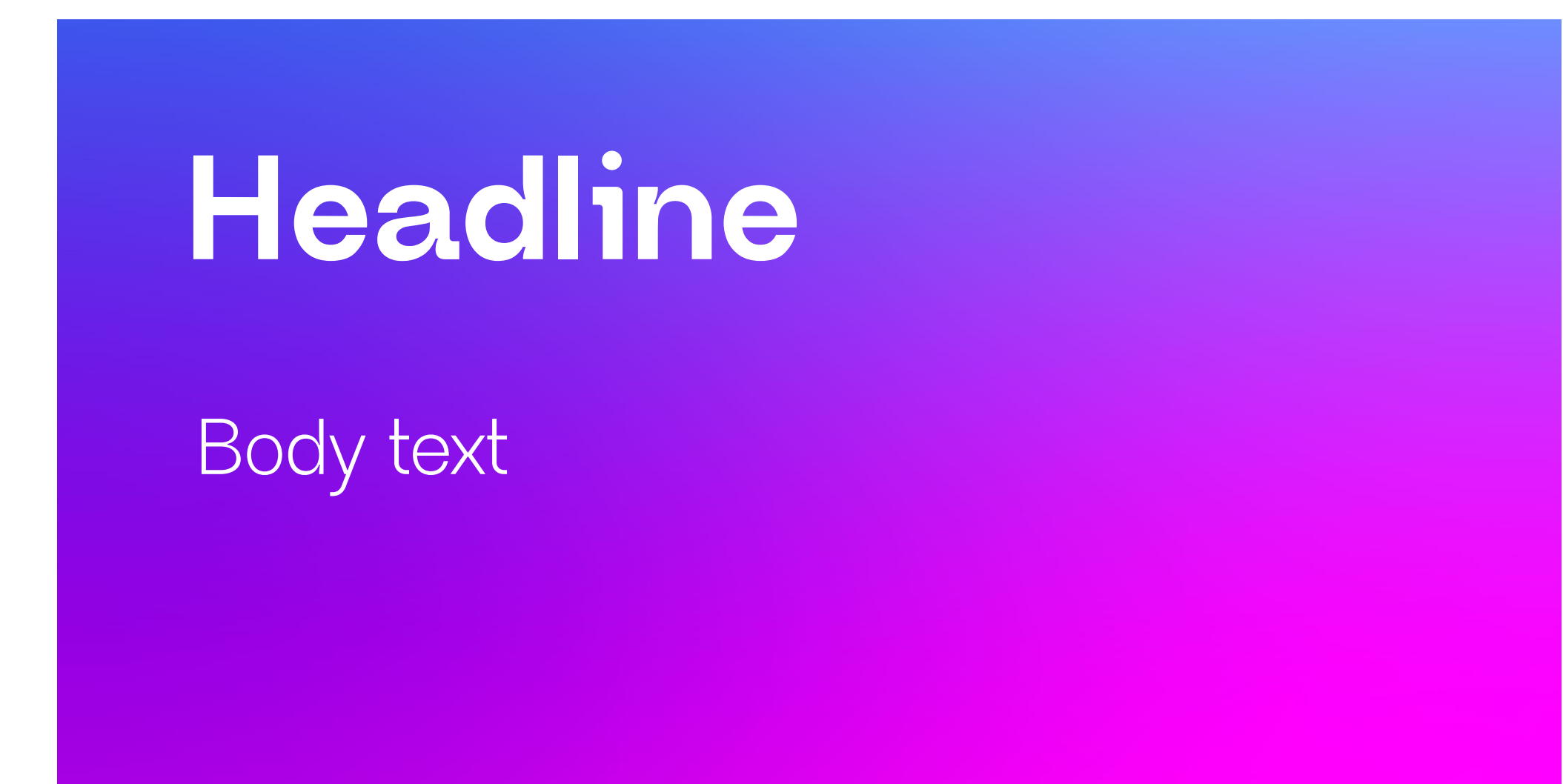
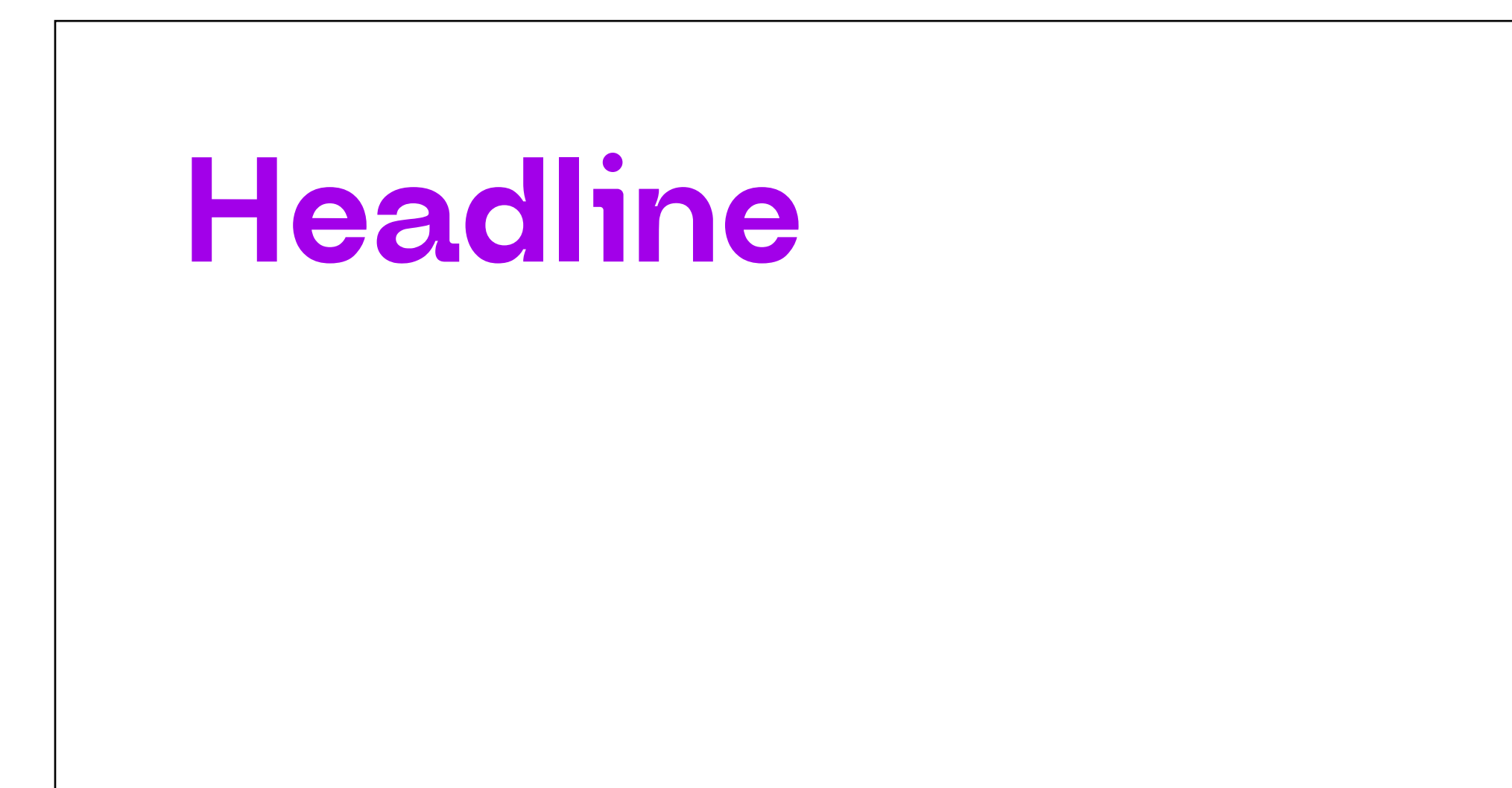
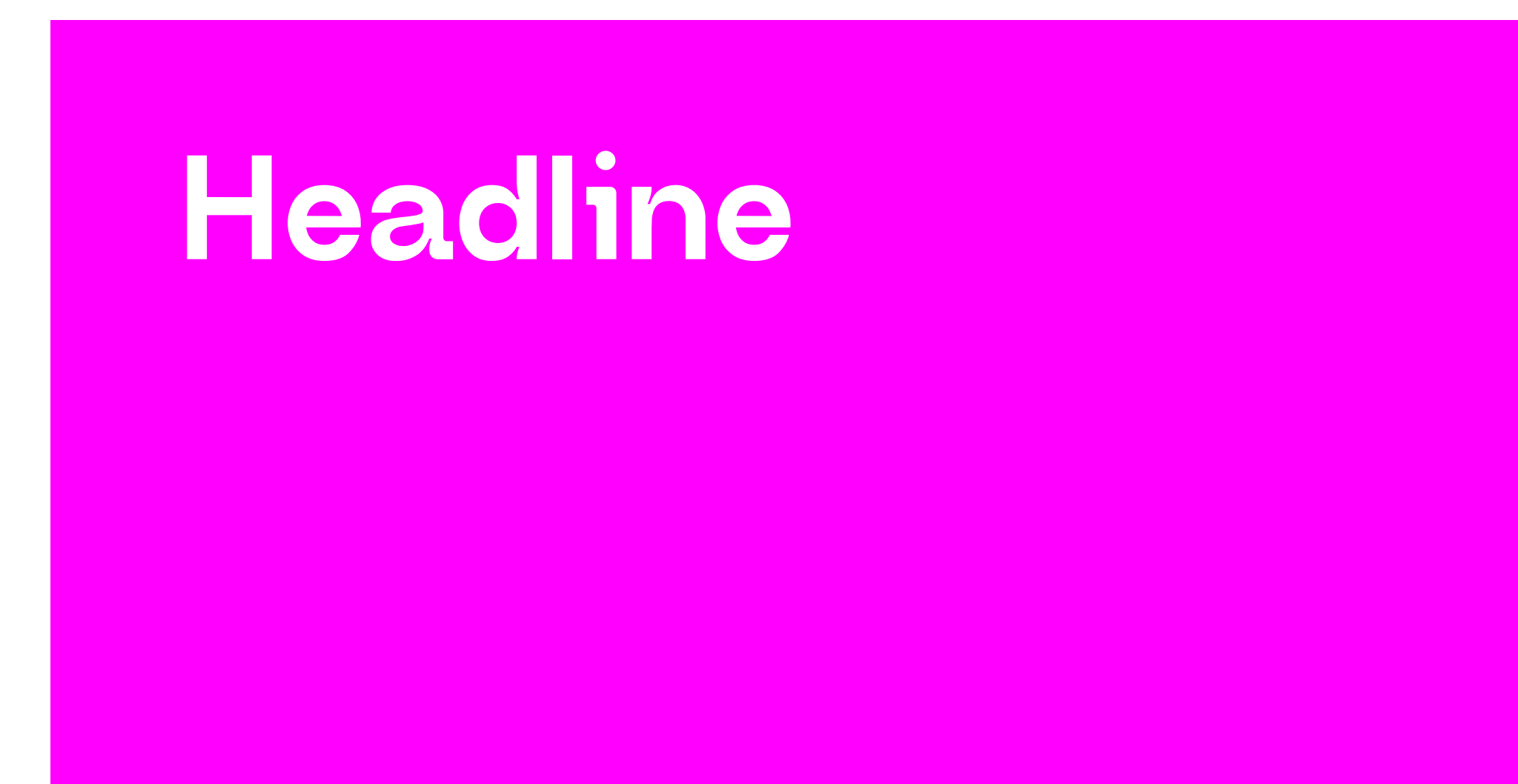
Not permitted:

- White text on teal backgrounds
- White text across gradient transitions (teal - pink)
- Any low-contrast combinations

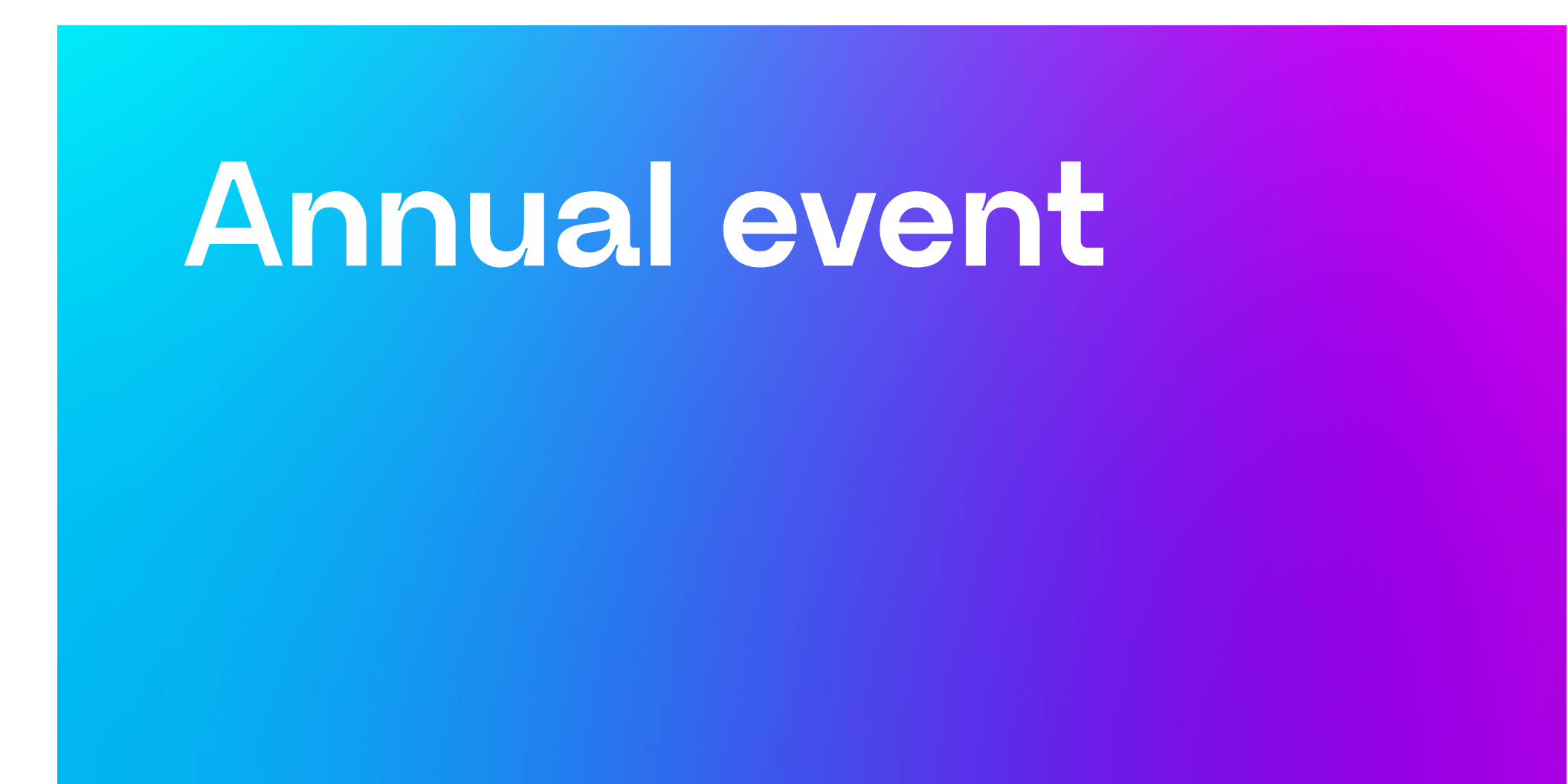
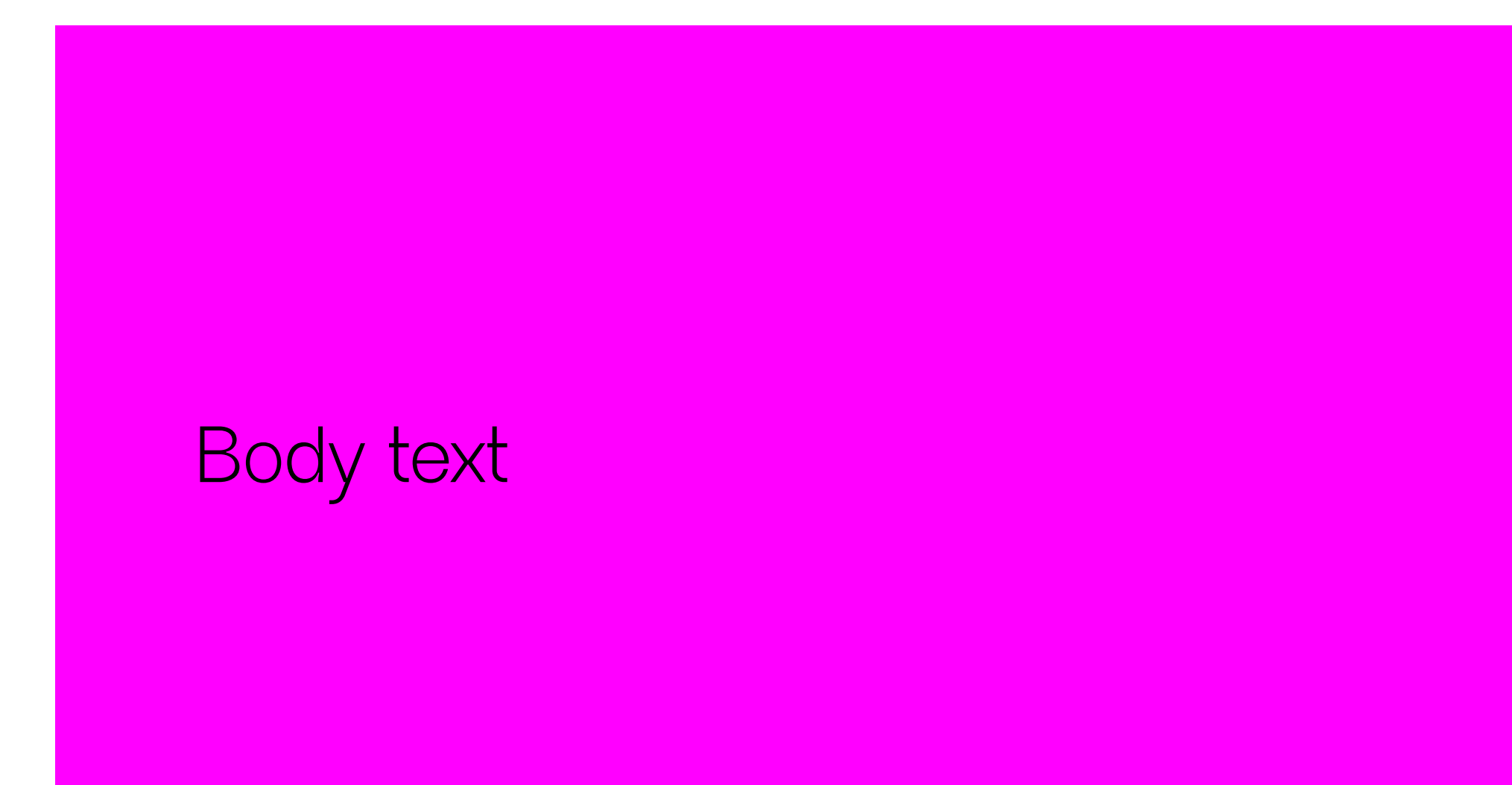
APPROVED



RESTRICTED



NOT PERMITTED



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 communications.

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.

Main gradient

Purple, pink and teal

Alternative 1

Purple to pink

Alternative 2

Pink to teal



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.

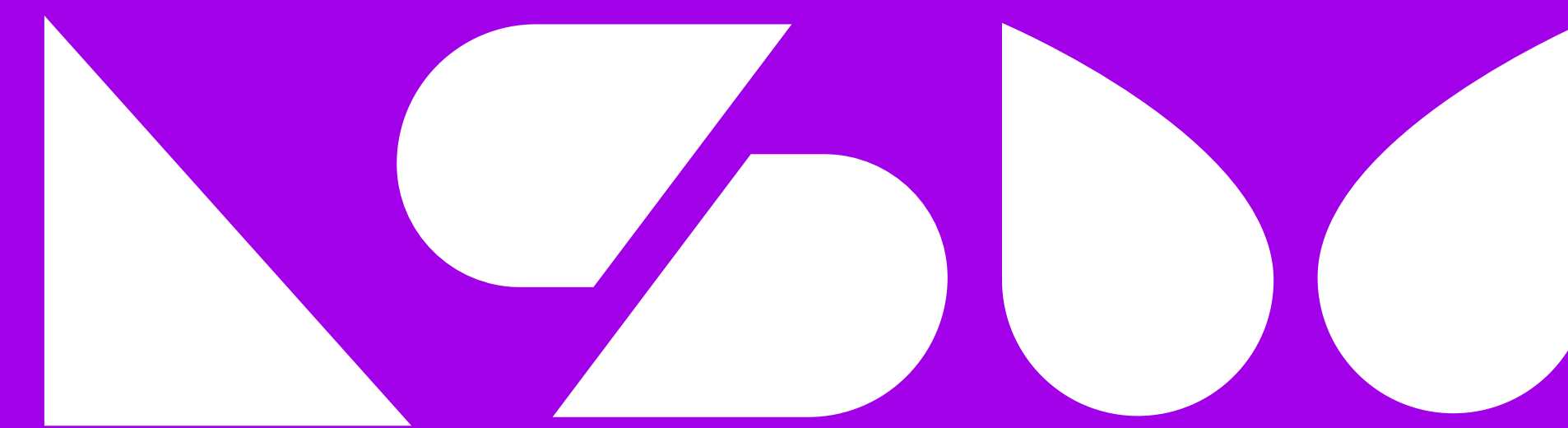
Whether used as standalone elements, repeated motifs or graphic accents, they help reinforce the identity in a bold and consistent way.



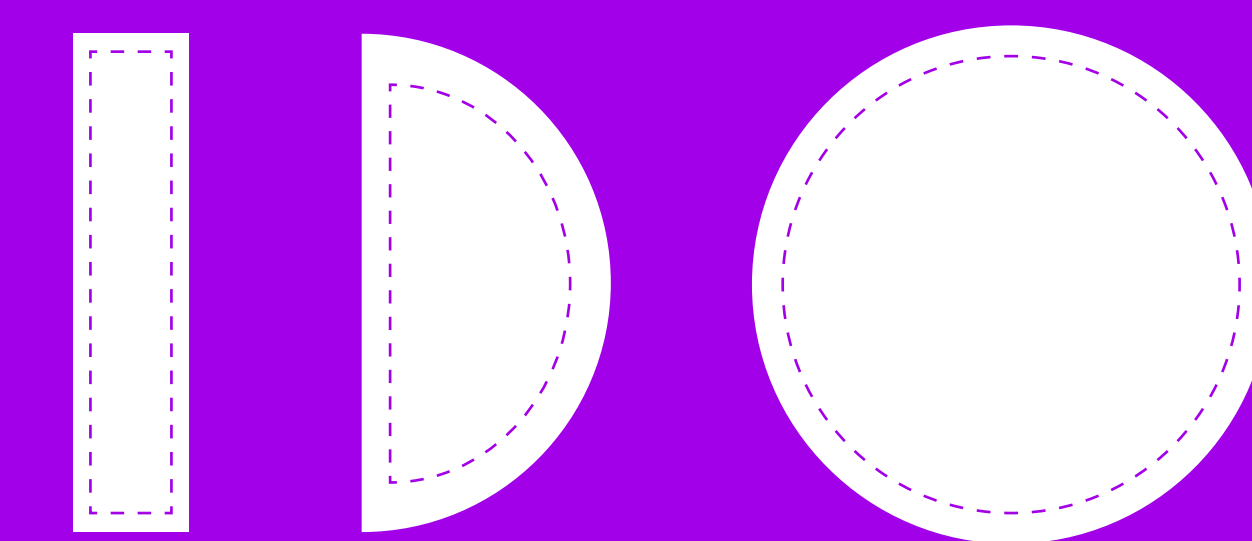
LOGO



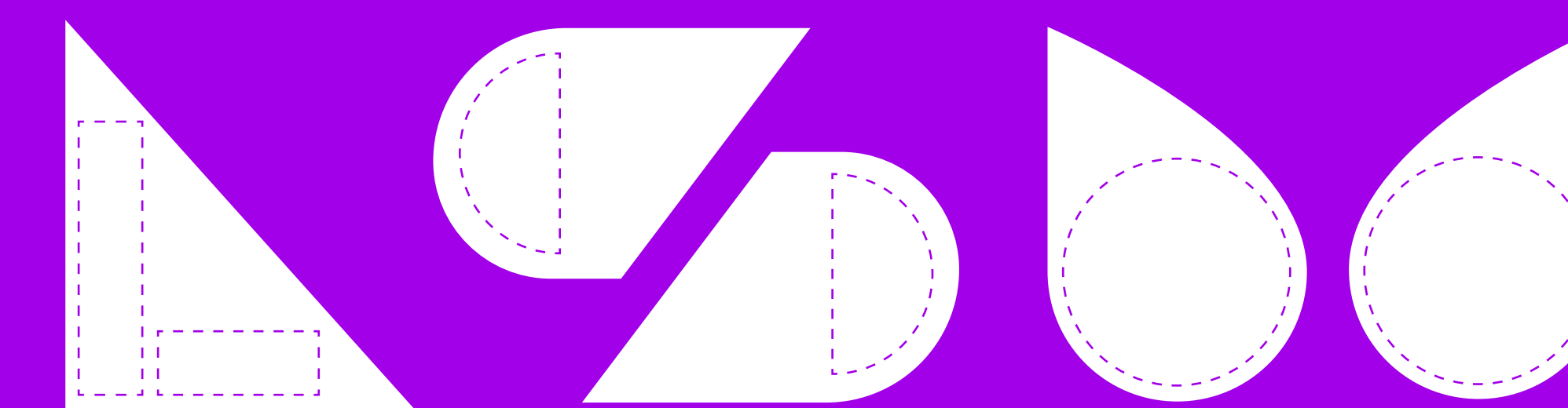
LOGO SHAPES



INDIVIDUAL SHAPES



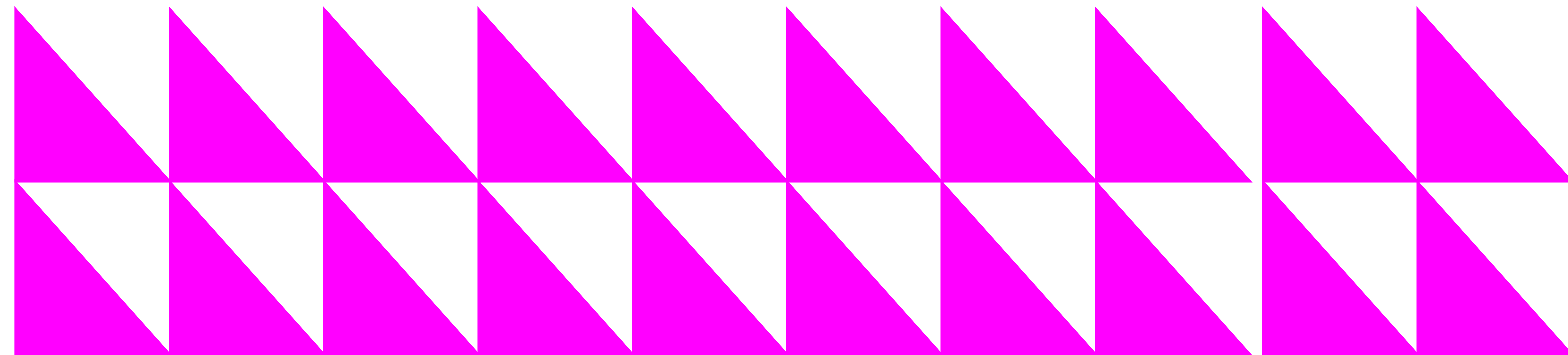
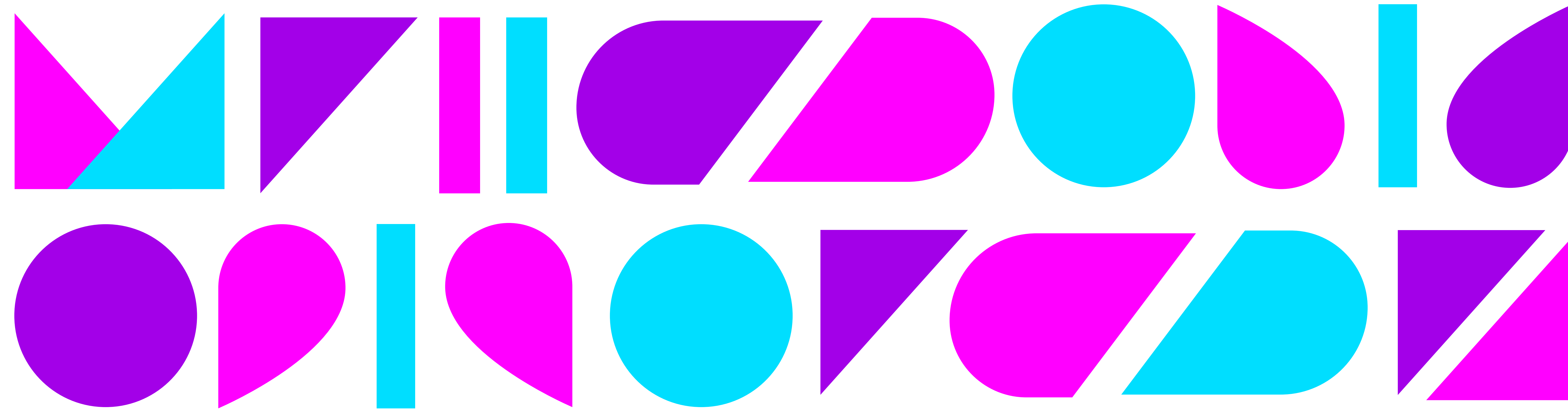
ADDITIONAL SHAPES



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.

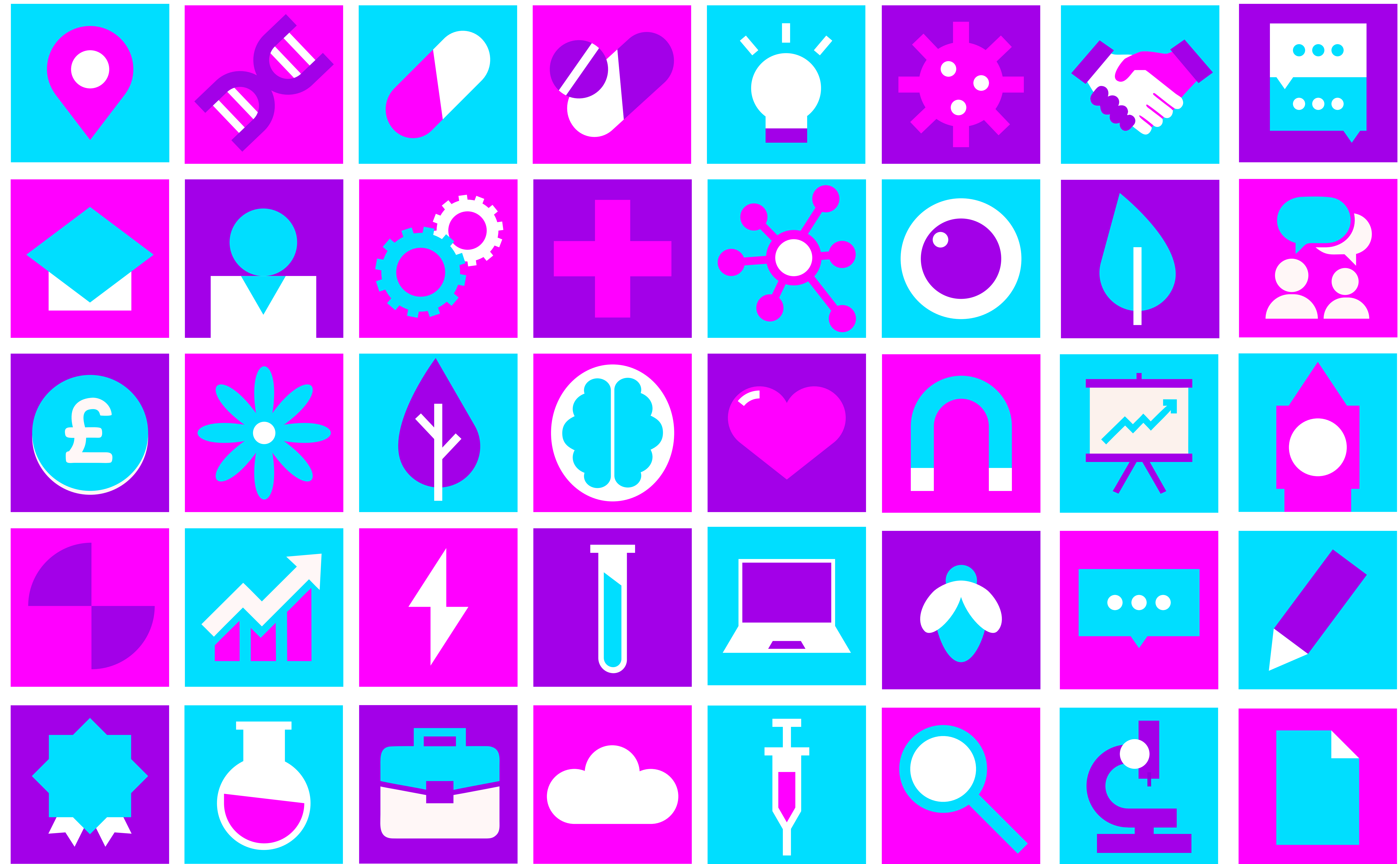


Iconography

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.



Photography styles

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

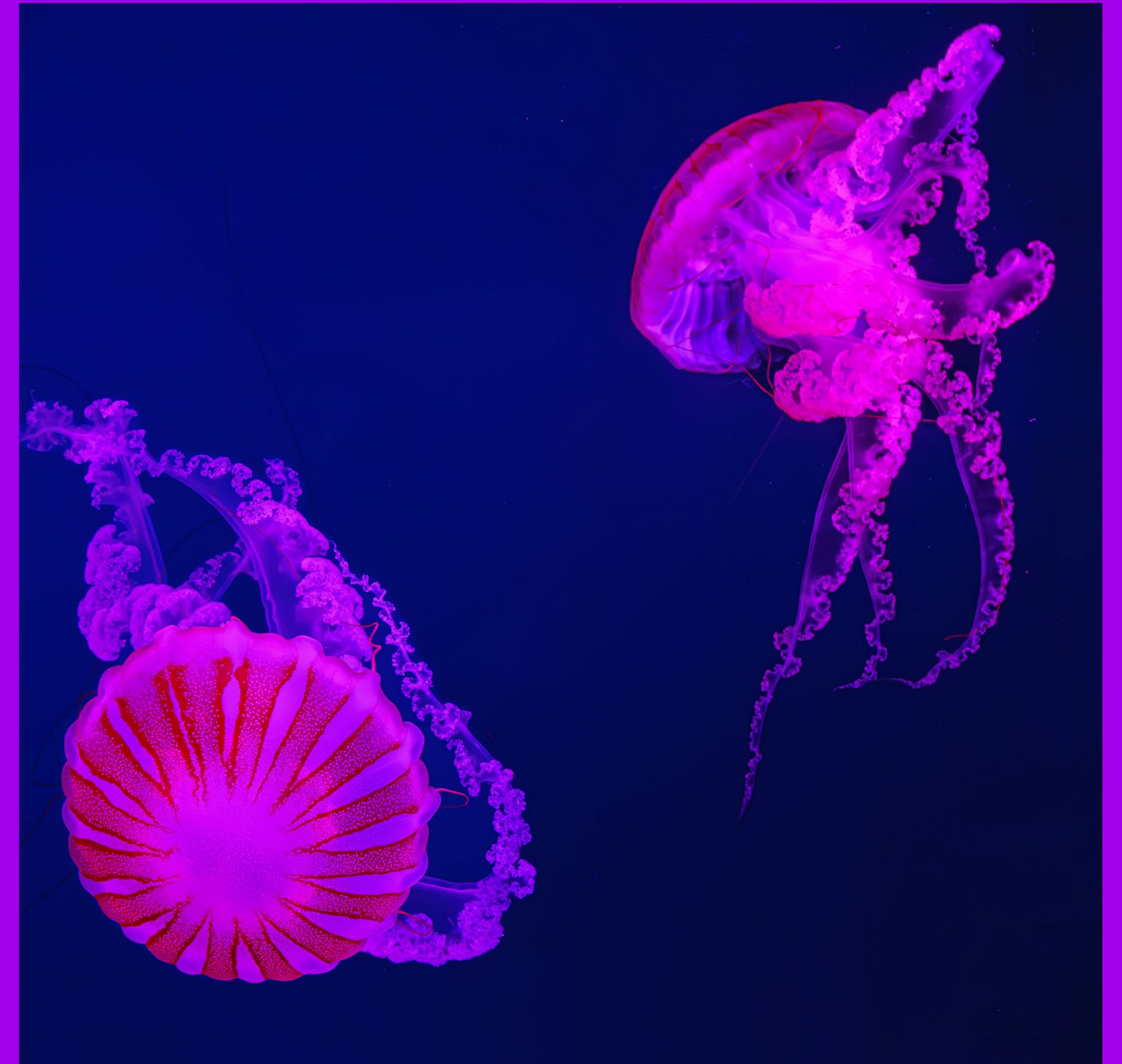
Portraits are captured with a natural, warm and inspiring tone. They focus on real people in authentic environments to convey confidence, inspiration and approachability.

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

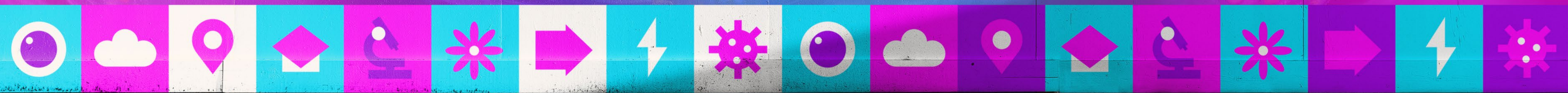
Join us at London Life Sciences
Week on 16 - 21 November to
learn all about life sciences

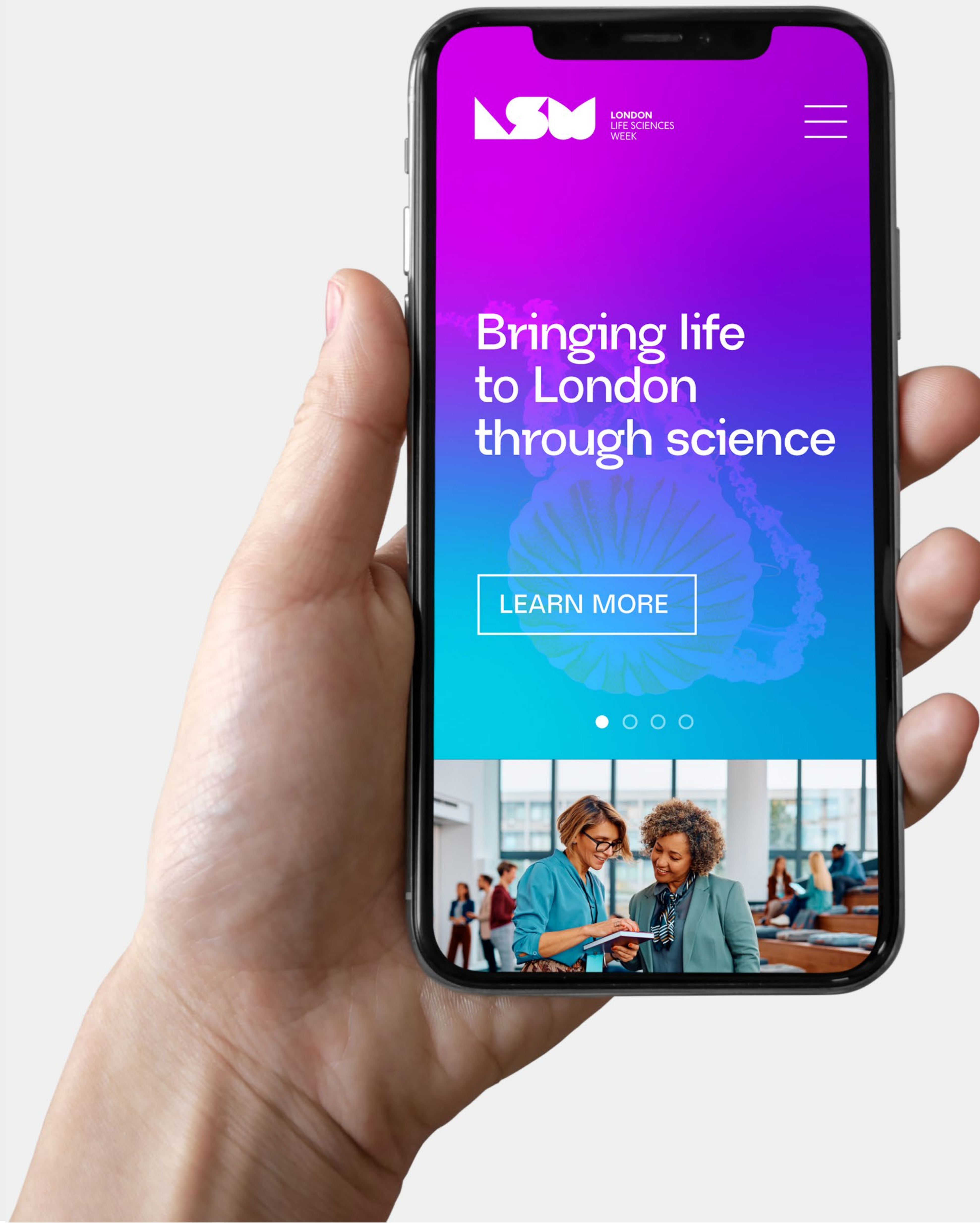
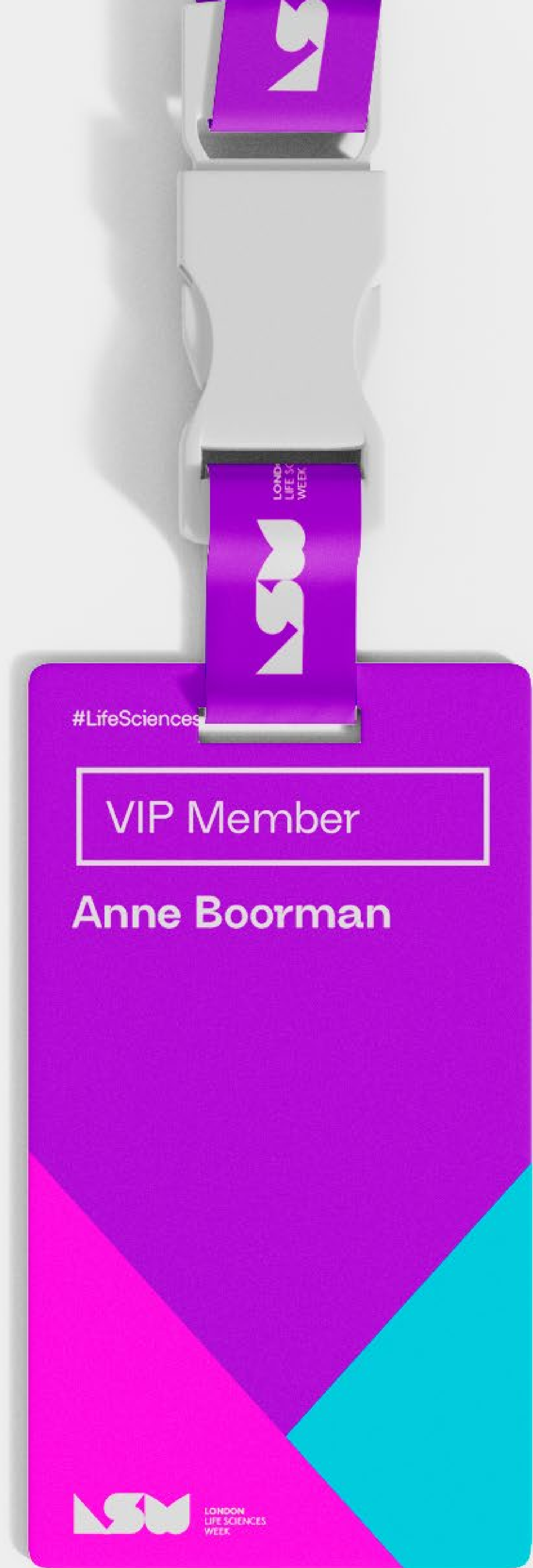


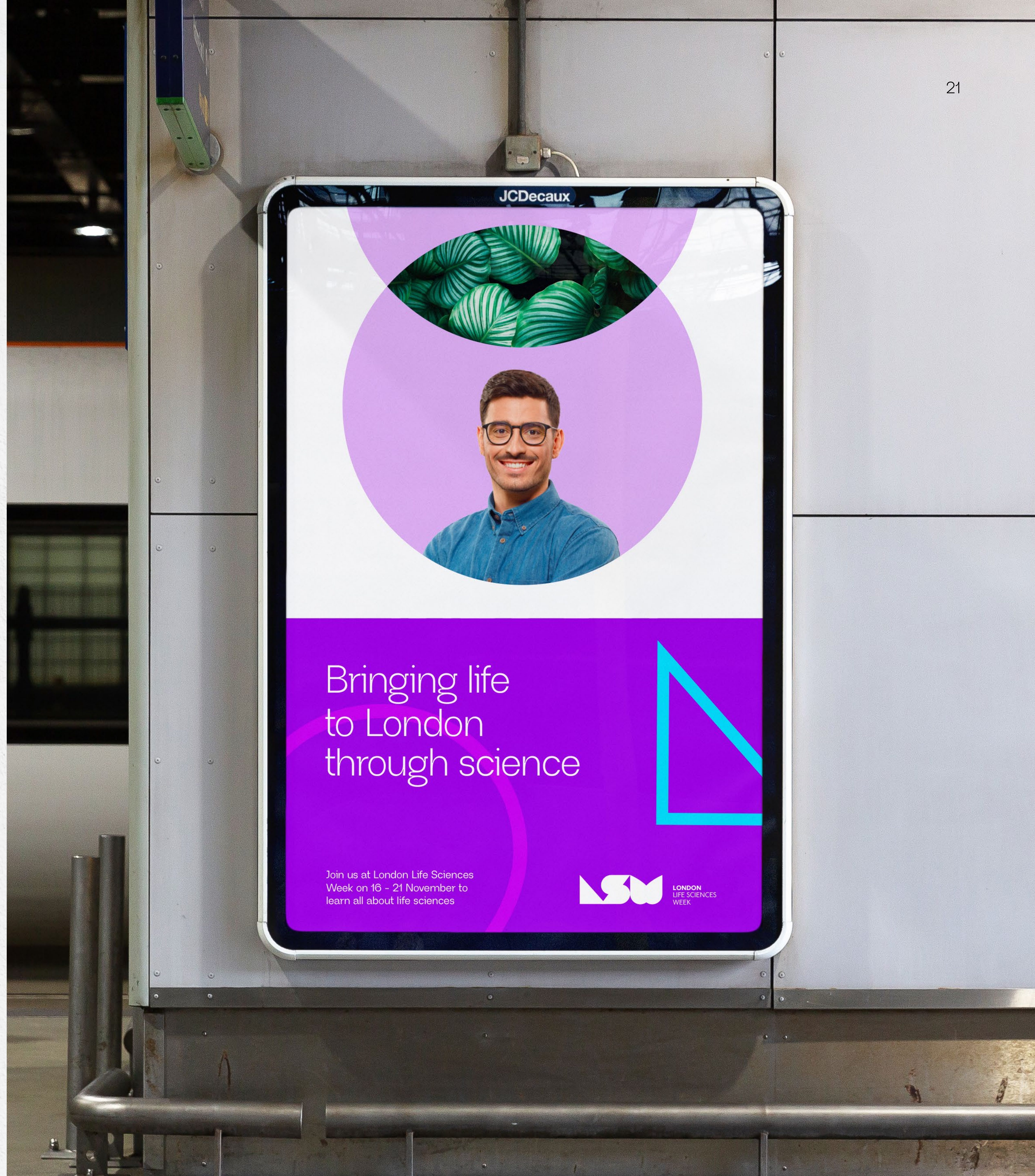


Bringing life to London through science

lifesciencesweek.london











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.



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.



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

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