

# NAME AND LOGO GUIDELINES



**QUEEN  
ELIZABETH  
OLYMPIC  
PARK**





**QUEEN ELIZABETH  
OLYMPIC PARK**

# OUR NAME

## **ABOUT OUR NAME**

We are very proud of our name and its heritage: it commemorates the hosting of the London 2012 Olympic and Paralympic Games in Queen Elizabeth II's Diamond Jubilee year, and the role they played in bringing this new area of London to life.

Buckingham Palace has given us permission to use Queen Elizabeth II's name: this is an honour and must be appropriately respected at all times and by all Park partners.

# IN USE

## Principles of use

The only approved use of the word “Olympic” is in the Park logo.

The word “Olympic” must not be altered in any way nor used as an adjective.

The word “Olympic” must not be highlighted in any way, either in the Park mark or in copy. It must not be represented in any different font, colour or stylisation than the rest of the Park name.

Unless negotiated specifically with the International Olympic Committee (IOC), no venue in the Park is permitted to use the word “Olympic”.

When Queen Elizabeth Olympic Park is written within copy, consistent font, type size, weight and colour must be used. Each word is of equal importance and should be represented this way; never give additional emphasis to any of the words.

Written within copy

Queen Elizabeth Olympic Park

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Logo



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## Please note

An editorial style guide is available. Please contact the Marketing team.

# OUR LOGO

# ABOUT OUR LOGO

The Queen Elizabeth Olympic Park logo is a key recognisable asset and must be used simply and consistently. To protect the integrity of the logo, always refer to these guidelines and only use the original master artwork files.

Our full colour logo uses three bright hues from our primary colour palette. This version should be used on white backgrounds only and never used on photography.

We also have a single colour version, to ensure it is accessible at all scales and formats, which can be applied in white or black. It gives the logo the flexibility to work well on photography or full colour backgrounds.

To see examples of the logo in use, please refer to the Applications section at the end of this document.

Full colour logo



Single colour logo



Single colour logo  
The background rectangle is for illustration purposes only and it is not part of the logo



Single colour logo  
The background rectangle is for illustration purposes only and it is not part of the logo





# LOGO CLEAR SPACE

## Clear space

The logo needs a perimeter around it to give it space to breathe. As a guide, shown opposite, there should be at least the height of the 'M' from the word Olympic as a 'safe space' around on each side.

## Minimum size

For clarity and legibility the logo should never be printed below the width of 22mm or displayed below 125 pixels at 72dpi.



22mm/125px

# LOGO RULES

## What not to do

The logo should never be redrawn or recreated. This includes:

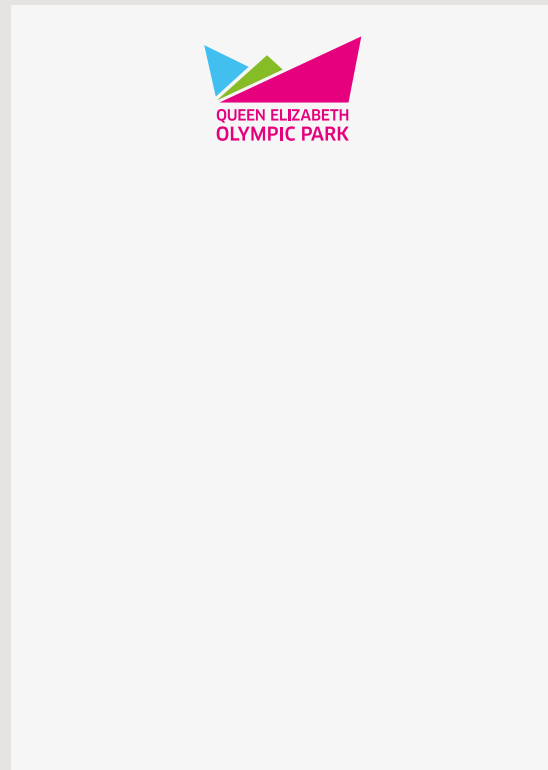
- Stretching the logo so the shape changes
- Separating or highlighting words from the logo
- Outlining the logo
- Creating your own logo
- Putting the logo in different shapes or devices

To see examples of the logo in use, please refer to the Applications section at the end of this document.

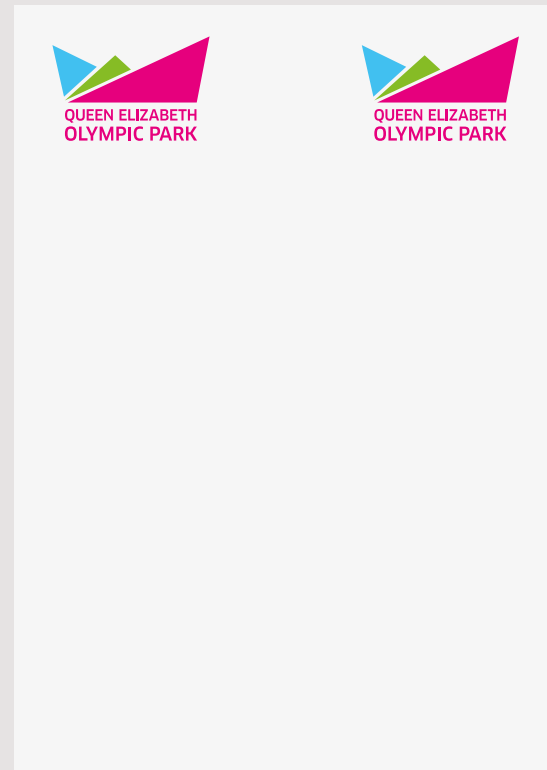
Only use the original master logo artwork file.



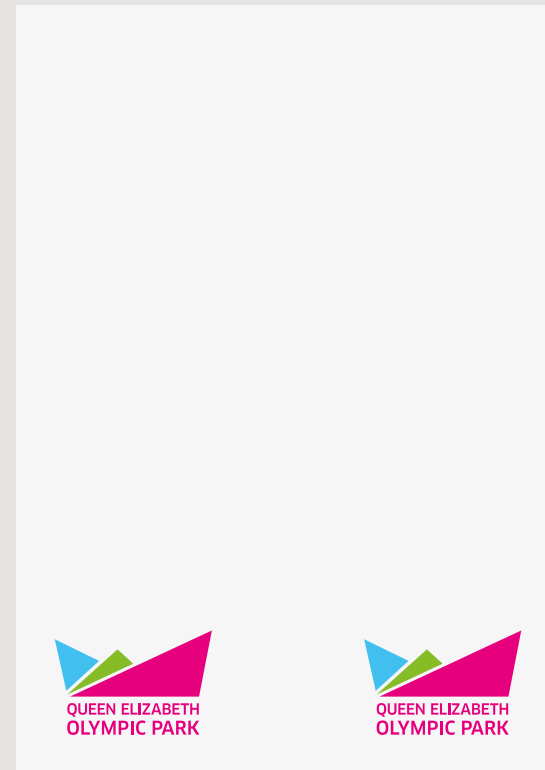
# LOGO POSITION



Central alignment at the top of an application is the preferred positioning for the logo.



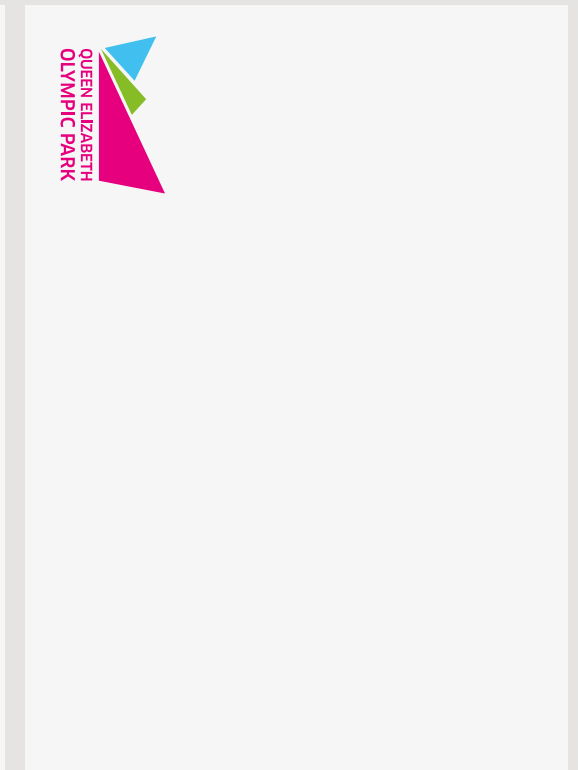
The logo can also work aligned in the top left or right of an application. Only apply one logo not both.



Whilst the ideal position for the logo should be at the top it can be also be aligned in one of the bottom corners if required. Only apply one logo not both.



The logo can be centre aligned on an application, but please be mindful of legibility when using other brand elements .

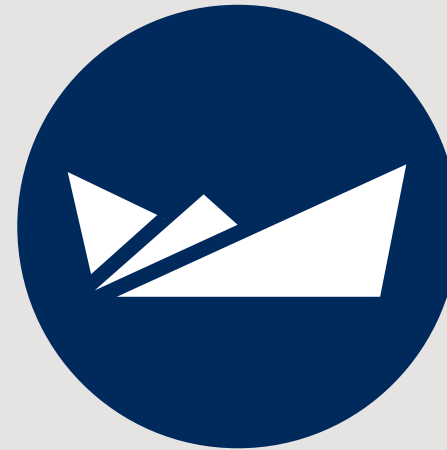
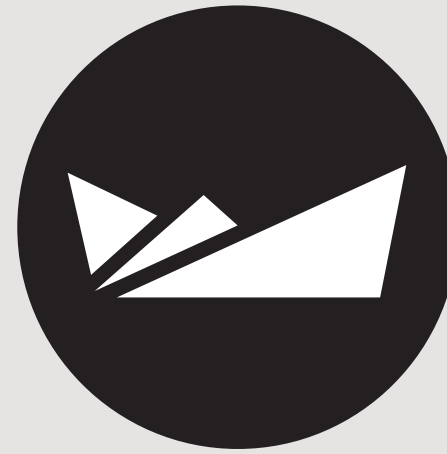


Do not rotate the logo.

# SOCIAL MEDIA LOGO

For social media, do not use the full logo. Instead just use the icon. Most social media platforms will automatically include the Queen Elizabeth Olympic Park name. The social media icon can be set up in any of the brand colours.

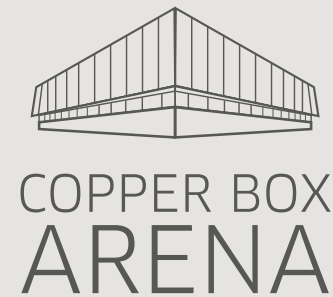
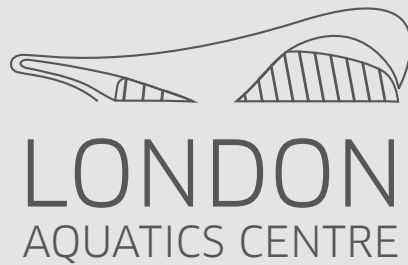
Only use the original master artwork file.



# OUR LOGO AND VENUE LOGOS

A framework has been developed so that there is a consistent look and feel across the Queen Elizabeth Olympic Park brand and venues. New venue logos for London Aquatics Centre and Copper Box Arena sit alongside the Arcelormittal Orbit and London Stadium logos in a recognisable branded house.

Venue logo guidelines can be supplied by the Marketing team on request.



# OUR LOGO WITH PARTNERS

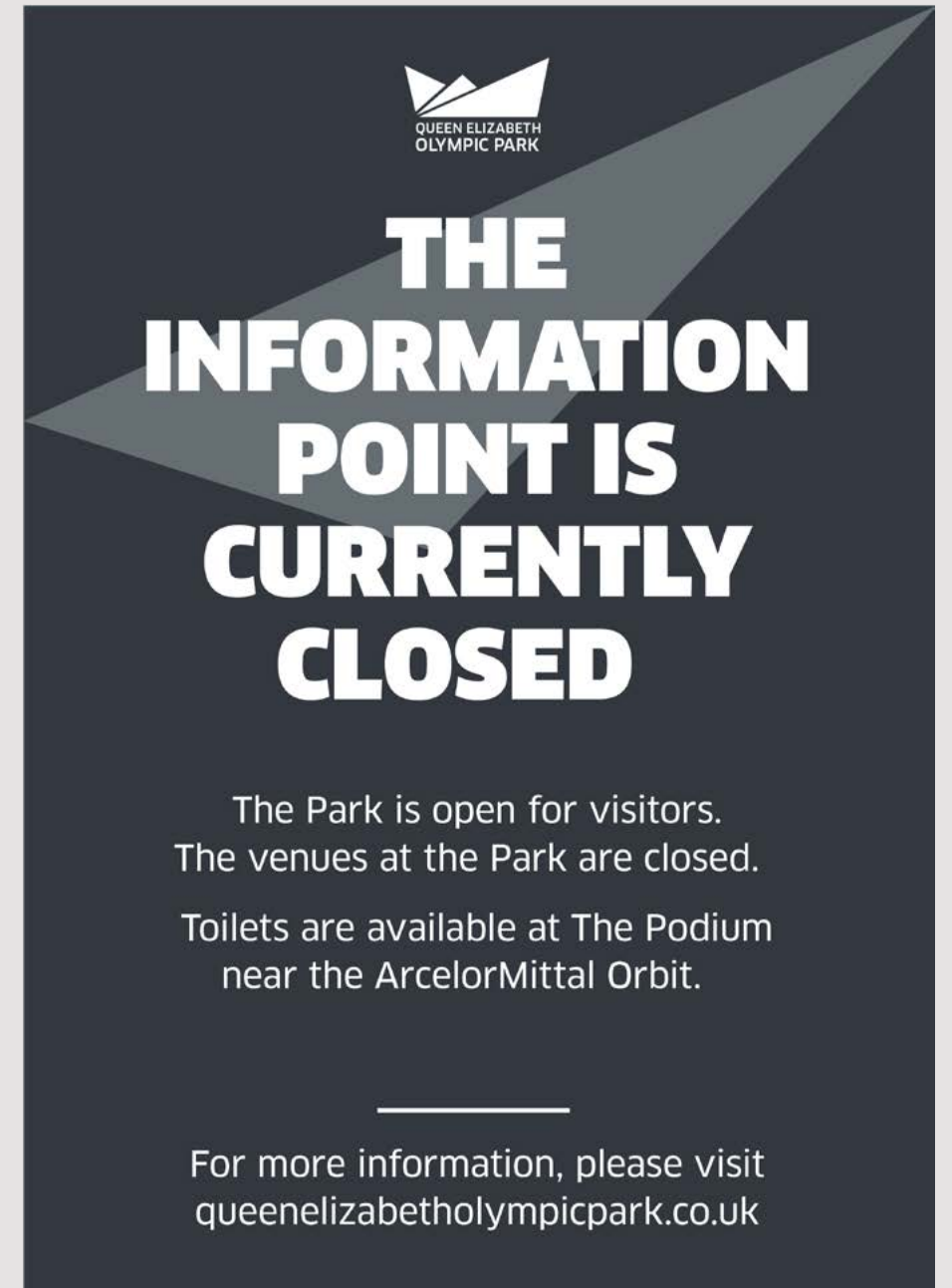
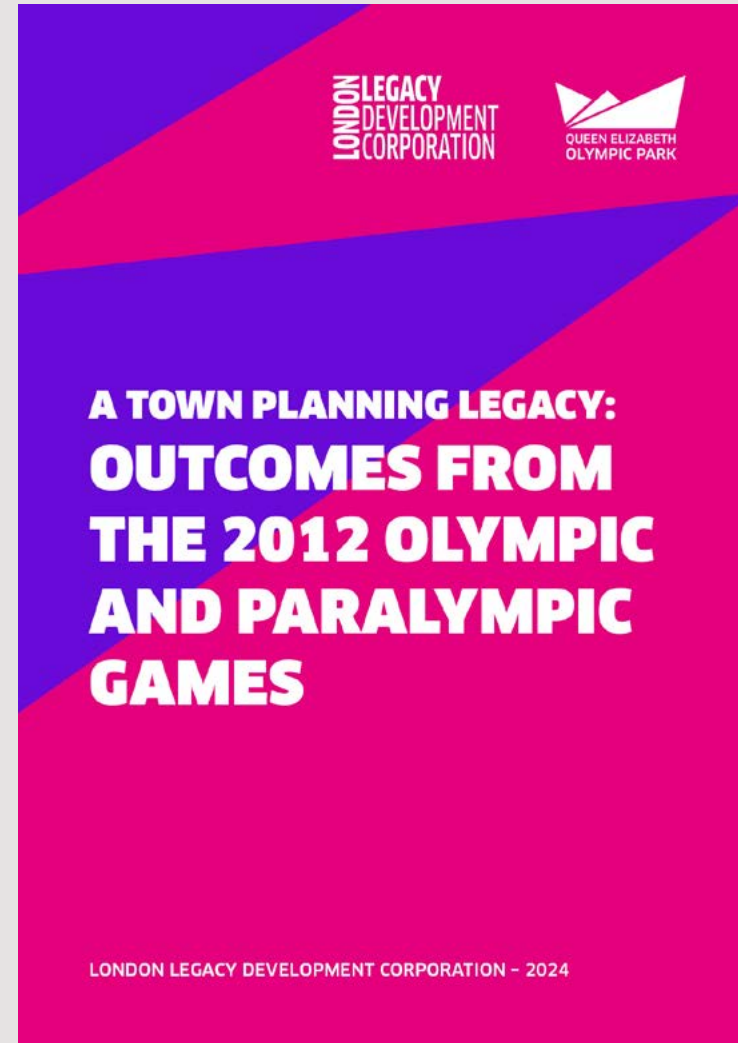
In certain circumstances the Queen Elizabeth Olympic Park brand framework has the flexibility to incorporate partner or programme colour schemes with the use of a single colour flat logo. This will be considered on a case by case basis. Please contact the Marketing team.

Here are some illustrative examples.



# APPLICATIONS

Consumer facing examples.





Consumer facing examples.

Digital screens



QUEEN ELIZABETH OLYMPIC PARK

# FOLLOW US ON SOCIAL

f i d in

A digital screen graphic with a pink and purple diagonal background. At the top right is the Queen Elizabeth Olympic Park logo. The main text 'FOLLOW US ON SOCIAL' is in large white letters. Below it are icons for Facebook, Instagram, TikTok, and LinkedIn.



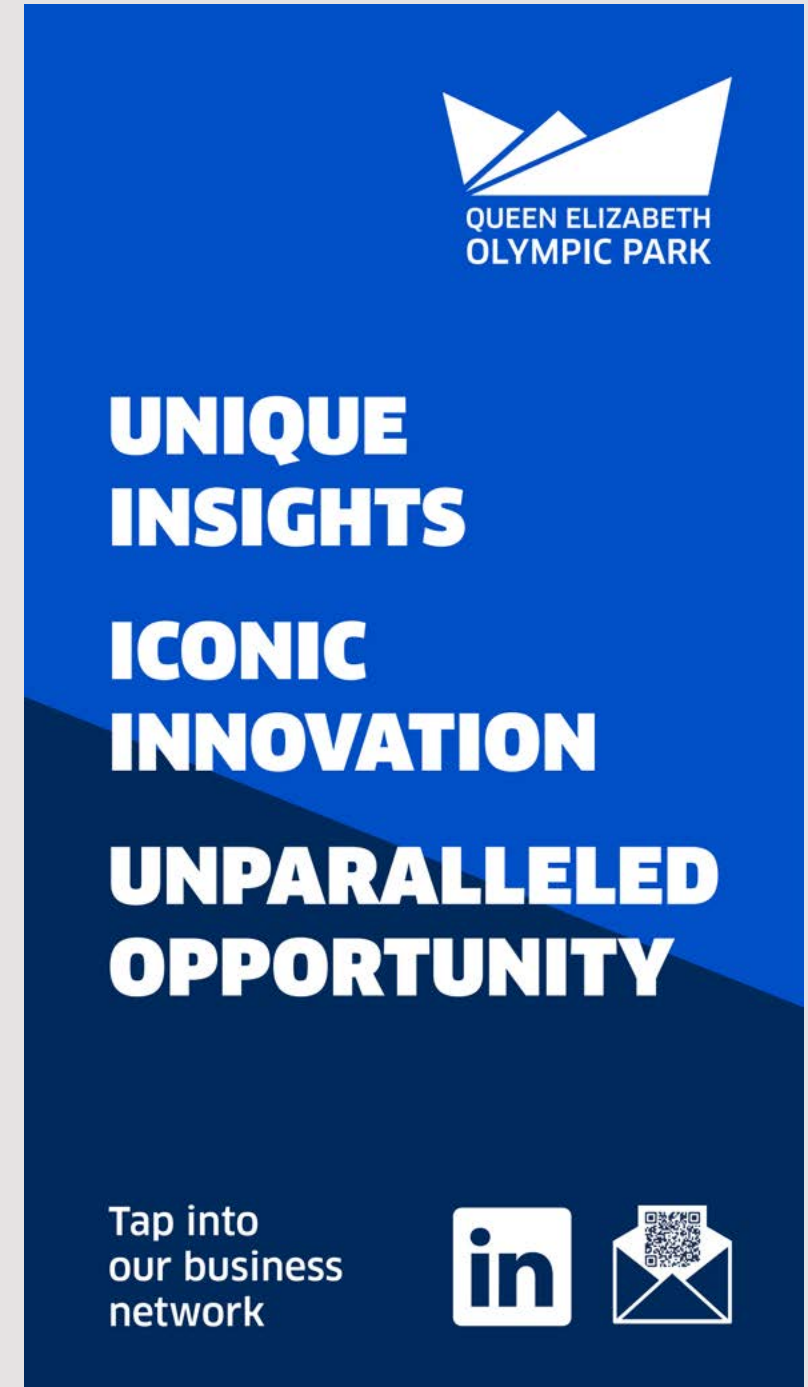
QUEEN ELIZABETH OLYMPIC PARK

**FOR CULTURE ADDICTS**

Music | Parklands | Art Trail | Culture | Architecture  
Foodie spots | Gardens | Waterways | Sport

Visit [QueenElizabethOlympicPark.co.uk](https://www.queenelizabetholympicpark.co.uk)  
**FOLLOW US ON SOCIAL** f i d in

A digital screen graphic featuring a woman in a red jacket and light blue jeans performing a dance move on a park bench. The Queen Elizabeth Olympic Park logo is in the top right. Below the image, the text 'FOR CULTURE ADDICTS' is in large white letters, followed by a list of activities and the website URL. At the bottom, it says 'FOLLOW US ON SOCIAL' with social media icons.



QUEEN ELIZABETH OLYMPIC PARK


## UNIQUE INSIGHTS

## ICONIC INNOVATION

## UNPARALLELED OPPORTUNITY

Tap into our business network

in



A digital screen graphic with a blue background. At the top right is the Queen Elizabeth Olympic Park logo. The text 'UNIQUE INSIGHTS', 'ICONIC INNOVATION', and 'UNPARALLELED OPPORTUNITY' is in large white letters. Below this, it says 'Tap into our business network'. At the bottom right, there is a LinkedIn icon and a QR code inside an envelope icon.

# CONTACT

If you have any questions about our brand, or to request assets or templates please get in touch:

## **Rebecca Checkley**

Brand Marketing Manager  
RebeccaCheckley@londonlegacy.co.uk

## **Approval process**

Any artwork or submissions bearing our logo and/or related to Queen Elizabeth Olympic Park must go through our approval process to ensure the integrity of the work and be approved by the Marketing Team.