



Islington

Inspiring young
people through

culture

Visual identity
guidance



ISLINGTON

Introduction

11 by 11 is a borough-wide call to action for Islington Council, schools and cultural organisations to work together to ensure equality of access to enrichment activities for children and young people, particularly those who are most in need and most disadvantaged.

It aims to make culture an intrinsic part of every child's learning and development.

At the core of 11 by 11 is a commitment to offer 11 outstanding cultural experiences by the end of Year 11 to all children and young people in Islington.

While 11 by 11 is a policy commitment of Islington Council, it is delivered in partnership with the Islington Community of Schools (ICoS) and cultural organisations in the borough.

A simple visual identity has been created to reflect this partnership and ensure key audiences can readily associate the visual identity with the policy.

These guidelines aim to ensure the identity is applied consistently to relevant 11 by 11 media. They allow sufficient flexibility for partners to apply the 11 by 11 identity within the context of their own visual identities.



Composite logotype

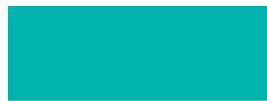
A simple, distinctive logotype has been created for 11 by 11 to communicate a sense of involvement and participation. It consists of the symbol and wordmark which must not be separated.



The colours should be as they appear here and artwork files are available in both CMYK (vector eps) and RGB (jpg) variations.



CMYK
92, 50, 46, 40
RGB
2, 76, 89



CMYK
85, 0, 39, 0
RGB
0, 168, 169



CMYK
0, 0, 0, 100
RGB
0, 0, 0

A negative version (white outline on a colour background) is also available when options are limited.



Example of partner lock ups



Minimum sizing and clear space

Minimum size



Minimum clear space



11 by 11 descriptor

Wherever possible the following descriptor should be used in marketing and communications material to describe the 11 by 11 partnership:

11 by 11 is a partnership between Islington Council, the Islington Community of Schools (ICoS) and cultural organisations in the borough.

Applying the identity

These designs show examples of how the identity is applied to Islington Council 11 by 11 media. The Islington thread should always feature.



For more information

For more information on the 11 by 11 visual identity or to request design files, please contact the Islington Council Communications Team at **communications@islington.gov.uk**