

LFA brand elements
Document prepared for LFA2025 Organisers

1–30 June 2025
#Voices

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Introduction

A well-designed, compelling and consistent visual identity allows to effectively communicate the values of the Festival to our audiences.

For this reason, a set of guidelines has been developed to guarantee that our brand remains cohesive and resonant across all platforms.

This document provides guidelines on the basic elements of the LFA identity, such as fonts, colours, logos, as well as examples of how to apply the identity to your promotional material.



Fonts

The LFA font is LL Akkurat.

The font weights available are Regular, *Italic*, **Bold** and **Black**:

- Regular should be used for all body copy, as shown throughout this document.
- *Italic* should be used to reference the names of LFA events, publications titles, etc. within body copy. It may also be used sporadically for editorial *emphasis*.
- **Bold** should be used for titles and headlines, like the title “Fonts” above, as well as to highlight important information within body copy.
- **Black** should be used exclusively for short taglines, such as “We’re proud to be part of LFA2025” (see page 13 onwards).

In some cases it may not be possible to use LL Akkurat.
In such instances, use Helvetica or Arial instead.

LL Akkurat

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 “ ! @ # £ $ % & * – — ”

Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
*1 2 3 4 5 6 7 8 9 0 “ ! @ # £ $ % & * – — ”*

Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 “ ! @ # £ $ % & * – — ”

Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 “ ! @ # £ $ % & * – — ”

Colours

The primary LFA colours are magenta, black and white:

- Magenta is the core LFA colour. As the main colour of the logo, it plays a key role in LFA's brand recognition. Magenta may be used as an **accent colour** in text (such as titles and taglines) and graphic elements (such as icons and infographics).

Magenta at 10% tint may also be used as an accent background colour.

- Black should be used for all body copy.
- White should be used as the default background colour on all materials.

Ensure you select the appropriate colours for the intended use: CMYK for print and RGB/Hexadecimal for digital use. Avoid using software to convert CMYK values to RGB or viceversa, as this may produce incorrect colour values.



Magenta

CMYK: 0, 100, 0, 0
RGB: 230, 0, 126
Hex: #e6007e

10% Magenta

CMYK: 0, 10, 0, 0
RGB: 253, 238, 245
Hex: #fdeef5



Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex: #000000

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex: #ffffff

Photography

Photography is an essential tool to communicate what the Festival is and to engage with our audience, therefore its use is integral to the LFA brand.

- Images should be carefully chosen depending on the topics and messages they aim to illustrate. Whenever possible, images should be people-centred. When photographing people in social settings, aim to capture candid moments, expressions, and interactions. Avoid posed or staged shots that may come across as inauthentic.

- Make use of natural lighting whenever possible to capture the authenticity of a moment. Generally, images should have a natural look, and should not be overly retouched.

- Vibrant colours are welcome, but avoid overly dramatic colours, lights, and shadows.

- Always aim to use original photography from previous or current editions of the Festival. Avoid the use of stock photography unless a better option is not available.

- Don’t use black and white photography unless relevant to the story they are telling.

- Don’t tint or colourise images.



Logo

The logo serves as the visual cornerstone of our brand identity, combining the bold letterforms of the LFA acronym with the full organisation name.

It’s important to always reproduce the logo accurately to maintain brand integrity and recognition. Consistency in usage, colour, and proportions ensures that our communication remains clear and impactful across all mediums.



Logo – clear space

A minimum clear space around the logo has been established to ensure the logo remains prominent and clearly separate from any other text or graphic elements, as well as from the edges of documents and materials.

The minimum clear space equals half the height of the logo.



Logo – position

The preferred position of the logo is the top left corner of materials, while keeping in mind the clear space restrictions outlined previously.



Logo – ‘don’ts’

The integrity of the logo is of utmost importance to maintain a consistent and recognisable brand identity.

For this reason it should not be altered in any way, including but not limited to the examples shown here.

- Don’t change the colours
- Don’t add borders
- Don’t rotate the logo
- Don’t stretch or change the shape of the logo
- Don’t recreate the logo using another font
- Don’t add drop shadows
- Don’t add effects or textures
- Don’t square out the round corners of the logo
- Don’t change the corner radius of the logo



Logo – backgrounds

We encourage to use the logo over photography whenever possible.

The logo may also be placed on white or lightly coloured backgrounds in the hues of the LFA brand colours.



LFA London Festival of Architecture

LFA London Festival of Architecture

Logo – background ‘don’ts’

- Please note that the logo is not a ‘stencil’: the letters are solid white, not cut-outs showing the background underneath.
- Don’t remove the magenta shape from the logo.
- When using over photography, make sure the logo does not obstruct people, in particular faces, or is placed in an area that renders the image illegible.
- Don’t use the logo on a background that impairs legibility, for example on a photograph or a cluttered graphic that does not guarantee good contrast.
- Black in the LFA colour palette is only for body copy and type. Don’t use black as a background colour, as this would create a sombre look that detracts from the vibrancy of the LFA identity.
- Don’t place the logo over a magenta background, rendering the overall shape of the logo invisible. This use is reserved for specific materials only and may not be recreated without permission.
- Don’t add an outline around the logo in an attempt to make it stand out.
- Don’t reverse the logo.

















Brand application

The following pages show various examples of how to apply brand elements to social media posts to promote your involvement with the Festival.

Templates for easy creation of custom social media graphics are provided alongside this document.



Instagram posts and stories



We’re proud to be part of LFA2025



We’re proud to be part of LFA2025

X (Twitter) / LinkedIn posts



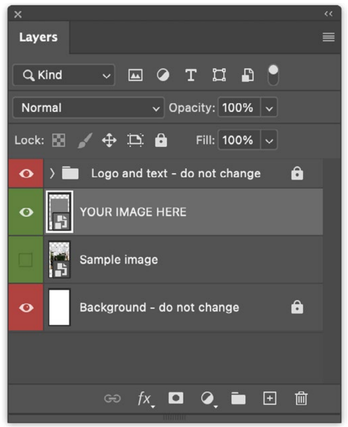
We’re proud to be part of LFA2025

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Create your own social media posts

Use the templates provided to create custom social media graphics with your own images.

1. Open the relevant .psd file using Photoshop and find the layer YOUR IMAGE HERE in the Layers panel.



2. Double-click on the thumbnail or the layer name. This action will open a new window containing a grey placeholder for your image.

3. Add your image into the placeholder area. You can do this by dragging and dropping your image into this window or by copying and pasting it from another source. You might have to resize and/or clip your image to fill the entire grey area.

4. Once you've replaced the image, save the changes by pressing **Ctrl⌃ + S** (Windows) or **Cmd⌘ + S** (Mac). You can now close the window containing the image.

5. You should now see the image updated in the main document with the new image you've just inserted.

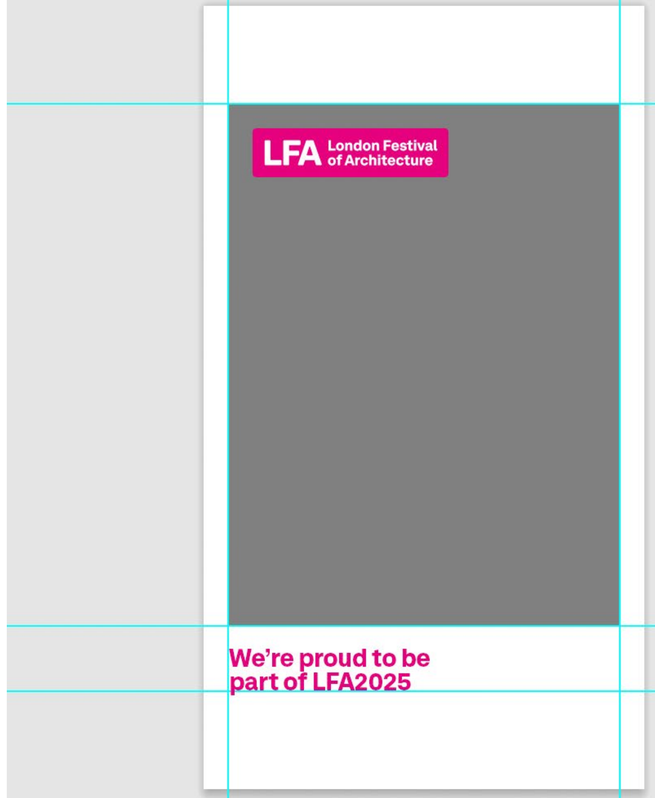
6. Make sure the LFA logo, which should remain fixed, doesn't cover key areas of your image, for example individuals' faces.

7. Don't change any other element of the template.

8. You can now save the Photoshop document (**File > Save** or **File > Save As**) to retain the edits.

9. Export the graphic as a PNG image (**File > Export > Quick Export as PNG**).

10. Your image is now ready to be posted on social media.



Contact

If you have any questions on the LFA brand guidelines, or if you need help with the templates provided, please contact Stefano Meroni, NLA head of brand, at **stefano@nla.london**