



#londonloveaffair

Campaign Playbook

CENTRAL LONDON ALLIANCE

In partnership with



The Central London Alliance has produced a communications campaign to encourage a safe recovery and to stimulate visits to central London.

The campaign has been carefully curated into three phases, each phase coinciding with government dates as lockdown restrictions are lifted. This playbook outlines how you can be a part of Phase Three of the campaign, highlighting the reasons for returning to the workplace that are not just about 'the desk' – from cultural, hospitality and other activities enjoyed in lunch breaks or after work and overnight stays neighbouring the city's world renowned landmarks. The campaign will focus on 'work, rest and play' all in one city.

We have produced a range of campaign assets including digital banners, posters, social media posts, and email signatures for you to utilise. If you require any more assets or alternative dimensions, you may request this from hello@centrallondonalliance.com

Creative Rationale

#londonloveaffair

For all that have passed through or laid their hat, London is a city that holds unique memories. Every inch is covered in sentiment for someone, for some reason; the streets have witnessed proposals, reunions, firsts, lasts, and everything in between.

Every memory, no matter how big or small, holds value, and whilst it feels like memory-making has been put on hold, this campaign aims to get it back. With safety and sympathy firmly placed at the core, '#londonloveaffair' looks to remind our audiences why they love the city and gently encourages people to revisit and continue making memories.

Minimal visuals apply labels over photography, highlighting the London spots that hold personal memories and stories. Unlike many 'city-centric' campaigns, iconic landmarks only play roles in the background. The focus is on the personal importance, not the public importance.

Audience & Messaging

01

Copy Examples

Location	Memory Marker Copy	CTA
Cabot Square	...we take in the view on our coffee break	Let's get back to business in the city we love.
China Town	...we travel through a new world	Let's rediscover the London we love.
Embankment	...I take in the views on my ride to work	Let's get back to business in the city we love.
Kings Cross	...the door to London re-opens	Let's get back to business in the city we love.
Leadenhall Market	...we explore London's hidden gems	Let's rediscover the London we love.
Leicester Square	...we switch small screens for the big screen	Let's rediscover the London we love.
Nova	...we watch the world go by	Let's rediscover the London we love.
One New Change	...I never fail to find the perfect gift	Let's rediscover the London we love.
Oxford Circus	...we treat ourselves to some retail therapy	Let's rediscover the London we love.
Royal Exchange	...we are productive, even at lunchtime	Let's get back to business in the city we love.
Somerset House	...we celebrate London's culture, old and new	Let's rediscover the London we love.
St Christopher's Place	...we celebrate another productive week	Let's get back to business in the city we love.

London Love Affair Web Page

All campaign assets direct the audience onto the London Love Affair web page, offering inspiration feeds, a list of what is on in London, exclusive offers and experiences to stimulate demand while providing clear, up-to-date Covid rules and restrictions. This allows us to inspire and educate our audience, alleviating any confusion around safety and wellbeing while ensuring the campaign continuously promotes a return to London.

As central London begins to re-open under government guidelines, businesses and attractions can be featured on inspiration feeds on the campaign web page **free of charge. If you'd like to promote an experience on the LLA web page, please contact hello@centrallondonalliance.com**

londonloveaffair.com

Look & Feel

02

Typography

Primary font: Montserrat

Bold, Semibold,
Medium, Regular, Light

Aa Bb Cc

Type Layout

In order to maintain a consistent hierarchy in the messaging, font and leading sizes have been outlined below. Please be mindful when scaling the messaging. Ensure that visually the heading/title copy remains the same scale compared to that of the body copy

#londonloveaffair must be kept to this visual scale when paired with the tagline. Please see page 11 for positioning.

- 1 **Heading/Title Copy:**
Montserrat Bold – 34/44pt
- 2 **Body Copy:**
Montserrat Regular – 20/25pt
- 3 **URL/Call to Action:**
Montserrat Semi Bold – 30pt
- 4 **Tagline:**
Montserrat Medium – 20pt

- 1 **Every inch of London
holds monumental memories**
- 2 Our London love affair doesn't have to stop.
- 3 **londonloveaffair.com**
- 4 Show a little love with
#londonl♥veaffair

Type Spacing

How to use

The type should be set in Montserrat bold, regular and medium as indicated on the previous page and kerned appropriately.

Leading can be calculated by using the space between baselines in the title copy. This is indicated by X in the diagram on the right.



Campaign Lockup

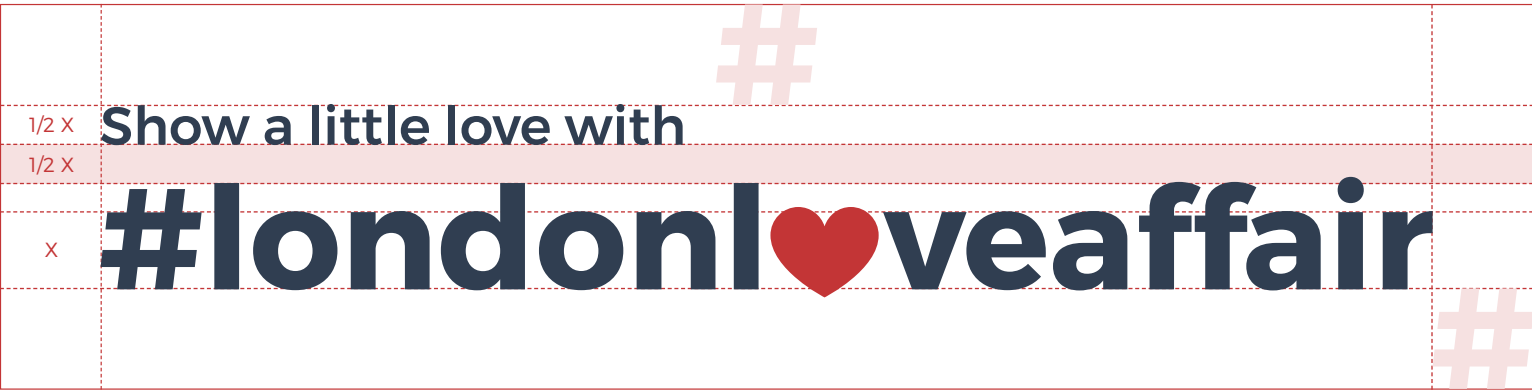
How to use

The campaign tagline is used as a signoff at the bottom of the creative to reinforce messaging. When combined with #londonloveaffair it becomes the campaign lockup.

The tagline messaging can be altered, however the proportions must remain as outlined on this page.

The tagline messaging is 1/2 the height of #londonloveaffair (indicated by X), as is the space between the Tagline and #londonloveaffair.

Clear Space



Tagline Messaging Examples

Show a little love with
#londonloveaffair

Share your most loved London spots with
#londonloveaffair

Share your most missed London spots with
#londonloveaffair

Colours

The only colours that are to be used are shown on this page. It is important to maintain consistency, so please follow the guidance on colour application in section 03.

<div><div>CLA Red</div><div>C17 M90 Y77 K6</div><div>R195 G53 B54</div><div>#c33536</div></div>
<div><div>CLA Blue</div><div>C84 M66 Y44 K42</div><div>R48 G62 B81</div><div>#2f3d50</div></div>
<div><div>CLA Grey</div><div>C10 M5 Y5 K0</div><div>R234 G236 B238</div><div>#eaecee</div></div>
<div><div>White</div><div>C0 M0 Y0 K0</div><div>R255 G255 B255</div><div>#ffffff</div></div>

Photography

We have shot, retouched and graded a suite of campaign photography for you to utilise.

Each shot considers the following rules

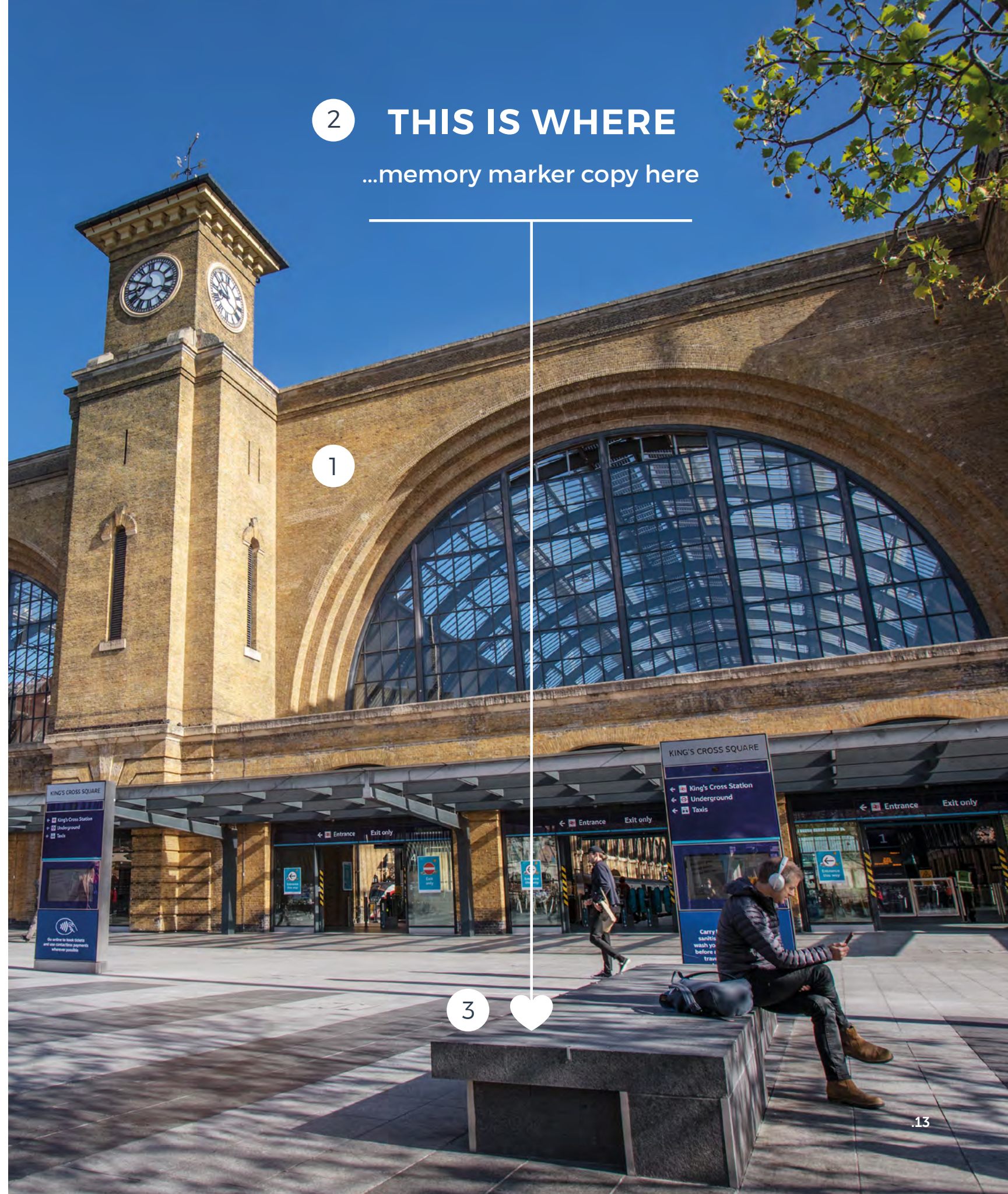
Incorporate iconic structures and landmarks as background elements, allowing the memory marker to take centre stage.

Select angles of the city that frame the spot where a memory took place – a bench, a doorway, city steps, a specific patch of pavement – creating off-set compositions where London landmarks become the secondary feature.

This approach allows us to establish recognisable locations, showing central London in its best light, while staying true to the concept – highlighting cherished viewpoints and perspectives of the city from real moments/memories.

We need to allow clear space for messaging, being mindful of our 'memory marker' placement. Each shot should feature a clear area in the top third of the frame (clear sky or clean walls, avoiding busy brickwork or foliage that will compromise legibility of overlaid text). There should be sufficient floorspace in the foreground of each shot to hold the location pin from the graphic device.

- 1 Viewpoints and perspectives of the city
- 2 Clear space in the top half for the memory marker, avoiding busy areas in the image
- 3 Sufficient floorspace in foreground to hold location pin



Colour Grading

The aim of the campaign is to highlight fond London memories and cherished city moments. Photography will be paired with messaging to evoke an emotive response from the audience. For this reason, shots should feel clean, light and inviting – avoiding heavily contrasted imagery, dark scenes or dramatic colour grading.

The series should have almost a dream-like quality, as we're capturing a memory – viewing each space in a romantic and positive light. Overall, the set of images should give a sense of consistency, with a definitive style apparent throughout.

Example



Before



After

Layouts

03

Banners

How to use

Exclusion zone areas have been implemented around the banners to make sure that no graphics falls outside of this area.

On larger banners the exclusion zone is 20px or above for extra large banners. For smaller banners it should be set to 10px. This allows for flexibility across many different sizes while keeping the design consistent.

Animated GIFs are the preferred option on smaller banners where space is limited. This allows both messaging and imagery to have the greatest impact. Please set the transition timers accordingly so the messaging can be read.

The **Discover more** button replaces the URL on digital media. The minimum height of the button should be 30px.



THIS IS WHERE
...memory marker
copy here

**Every inch of London
holds monumental memories**

Our London love affair doesn't have to stop.

Discover more

#londonloveaffair

CENTRAL LONDON ALLIANCE

Halfpage Display
300 x 600px (Static JPG)

20px exclusion zone

Banner Examples

Billboard Display*
970 x 250px (Static JPG)



**Every inch of London
holds monumental memories**

Our London love affair doesn't have to stop.

Discover more

#londonloveaffair

CENTRAL LONDON ALLIANCE

*5% reduction for purposes of this guide

20px exclusion zone

Banner Examples

MPU Display
300 x 250px (Animated GIF)



20px exclusion zone

Banner Examples

Email Newsletter

300 x 250px (Static JPG)



20px exclusion zone

Banner Examples

THIS IS WHERE
...memory marker copy here

When the Memory Marker can't be placed on an image, the device on the left should be used.


Leaderboard Display
728 x 90px (Animated GIF)



THIS IS WHERE
...memory marker copy here

Every inch of London holds monumental memories

Depending on the width of the image, the grey memory marker section can be altered to bridge the gap.



Let's rediscover the London we love


#londonloveaffair

Discover more

CENTRAL LONDON ALLIANCE

20px exclusion zone

Display
320 x 50px (Animated GIF)



THIS IS WHERE
...memory marker copy here


#londonloveaffair

Discover more

10px exclusion zone

Banner Examples

Display Native*
1200 x 627px (Static JPG)



THIS IS WHERE
...memory marker
copy here

**Every inch of London
holds monumental
memories**

Our London love affair
doesn't have to stop.

Discover more

#londonloveaffair

CENTRAL LONDON ALLIANCE

*50% reduction for purposes of this guide

40px exclusion zone

Banner Examples

Email Solus*

600 x 1200px (Static JPG)

*50% reduction for purposes of this guide



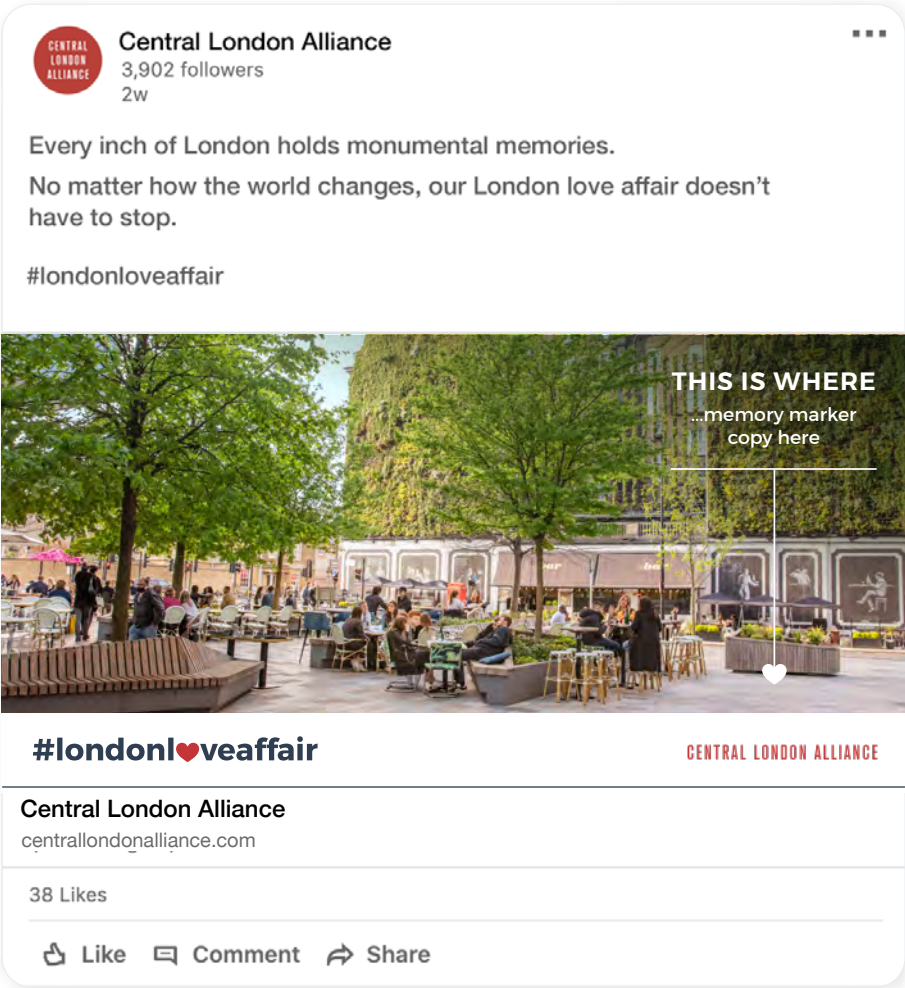
50px exclusion zone

Social Posts

Twitter, Facebook and LinkedIn

For social posts #londonloveaffair should be placed on the image.

In the social post copy, please make use of the campaign hashtag (#londonloveaffair) and tag our accounts @ldnloveaffair and our partners where possible.



Layout & Image Examples



THIS IS WHERE
...we take in the view
on our coffee break

Every inch of London
holds monumental memories

Let's get back to business in the city we love.

londonloveaffair.com

#londonloveaffair

CENTRAL LONDON ALLIANCE



THIS IS WHERE
...the door to
London re-opens

Every inch of London
holds monumental memories

Let's get back to business in the city we love.

londonloveaffair.com

#londonloveaffair

CENTRAL LONDON ALLIANCE



THIS IS WHERE
...we switch small screens
for the big screen

Every inch of London
holds monumental memories

Let's rediscover the London we love.

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#londonloveaffair

CENTRAL LONDON ALLIANCE



THIS IS WHERE
...we celebrate London's
culture, old and new

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Let's rediscover the London we love.

londonloveaffair.com

#londonloveaffair


CENTRAL LONDON ALLIANCE

Our Partners




BLUE ORCHID
HOTELS

[f](#) [t](#) [i](#) [n](#)




CITY A.M.

[f](#) [t](#) [i](#) [n](#)




CITY
OF
LONDON

[f](#) [t](#) [v](#) [i](#)




fst

[f](#) [t](#) [i](#) [n](#)




INTEGRITY
INTERNATIONAL
GROUP

[i](#)




JCDecaux

[t](#)




location
collective

[f](#) [t](#) [i](#) [n](#)




LONDON CHAMBER
COMMERCE AND INDUSTRY

[f](#) [t](#) [i](#) [n](#)




LTDA

[f](#) [t](#) [i](#)




NEW
WEST END
COMPANY

[t](#) [i](#)



OPTIMISER

[f](#) [t](#) [i](#) [n](#)



Primera

[t](#) [i](#)

To ensure a consistent design across new existing assets, please use appropriate design software to implement any creative executions. All assets created should strictly follow the guidelines and align with existing assets.

**We look forward to igniting
and inspiring a collective passion
for the recovery of London**

For all marketing and asset enquires,
please contact:
hello@centrallondonalliance.com