



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

BRAND STANDARDS

VERSION 1.1 | LONDON CONCOURS 2026

THE LONDON CONCOURS

The ultimate summer party in the City, London Concours brings together some of the world's rarest cars in the heart of the Square Mile.

In a corner of the City most people pass without a second glance, there's hidden a garden where every summer a unique gathering takes place. Since 2017, the manicured lawns of the Honourable Artillery Company have played host to the capital's leading automotive showcase, now firmly established as a highlight of London's summer social calendar.

With more than 130 exceptional vehicles on display, the event offers unparalleled access to automotive icons within an atmosphere that is relaxed yet impeccably curated. Complemented by a mix of live music and DJ's, exceptional hospitality with free flowing champagne and gourmet food, London Concours delivers a unique experience at the intersection of automotive excellence and social occasion.





CONTENTS

01	BRAND MARKS	04
02	COLOUR	07
03	TYPOGRAPHY	09
04	PHOTOGRAPHY	12
05	APPLICATION	14
06	SPONSORS AND PARTNERS	26
07	QR CODES	29
08	CONTACTS	31

01 - BRAND LOGO

The London Concour's brand mark is the definitive visual expression of the event.

It features the Griffin and the City of London shield, symbolic of heritage, strength and civic prestige, positioned above the official event venue and date.

Together, these elements anchor the event firmly within the City of London while reflecting the exclusivity, authority and curatorial excellence synonymous with London Concour's.

The logo must always be reproduced with precision and respect. It is a hallmark of quality and should be treated as such across all communications.

To request access to Official London Concour's logo suite please contact:

Becky Grant
Marketing Account Manager
becky@thoroughevents.co.uk
M: +44 (0)7990 758220

BRAND MARKS

1.1 - BRAND LOGO

LONDON CONCOURS LOGO - PRIMARY



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

The primary logo should be used wherever possible across all marketing, advertising and promotional materials. The logo includes the official event date and must be deployed in any instance where the date does not appear in clear proximity elsewhere within the same communication. The logo may be scaled proportionally to a minimum width of 30mm for print.



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

← Minimum width 30mm →

LONDON CONCOURS LOGO - SECONDARY



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY

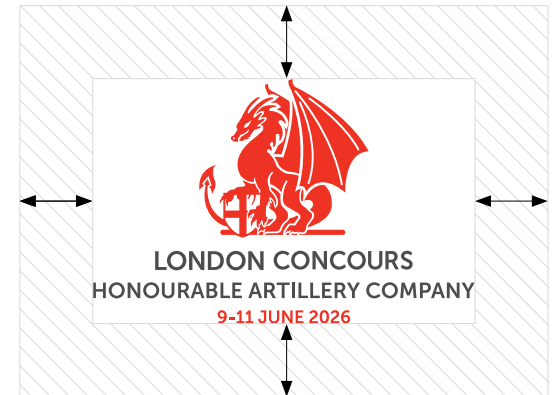
The secondary logo may be used across promotional materials, merchandise and digital applications where the official event date is already clearly established and positioned in close proximity within the same communication. This version offers greater flexibility while maintaining brand integrity. The logo may be scaled proportionally to a minimum width of 25mm for print.



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY

← Minimum width 25mm →

LONDON CONCOURS LOGO - CLEAR SPACE APPLICATION

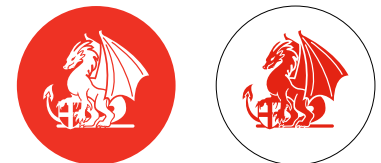


This padding indicates the logo clear space, no typography, imagery or graphic devices may encroach upon this protection area.

The minimum clear space should be equal to the height of the typography for the official event venue and date, this applies to all sides.

LONDON CONCOURS LOGO - SOCIAL MEDIA ICON

The Griffin is used as a standalone icon for social media only.



The London Concours logo is available in a selection of approved colourways to ensure flexibility across different design applications while maintaining brand consistency and visual integrity.

The logo must always be clearly visible and positioned on a clean white or light-coloured background wherever possible. When placed on a dark solid background, an approved white or light grey version of the logo may be used to maintain clarity and contrast.

Single-colour grey and black executions are also permitted; no other colour variations are allowed.

Care must be taken to ensure sufficient contrast at all times — backgrounds must not be too light when using a reversed (white) logo, nor too dark when using the standard positive version.

BRAND MARKS

1.2 - BRAND LOGO - COLOUR USAGE

LONDON CONCOURS LOGO - RED & GREY



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

LONDON CONCOURS LOGO - DARK GREY



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

LONDON CONCOURS LOGO - MID GREY



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

LONDON CONCOURS LOGO - BLACK



LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026

LONDON CONCOURS LOGO - DO'S AND DONT'S FOR CORRECT USAGE OF THE BRAND LOGO ON COLOURED BACKGROUNDS



02 - COLOUR

The London Concour's colour palette is composed of four primary colours and three secondary colours.

Together, they create a cohesive and distinctive visual identity across all brand communications.

PRIMARY COLOURS

The primary colours form the foundation of the London Concour's visual identity. They must be used consistently across all print and digital collateral to ensure clarity, recognition and brand continuity.

SECONDARY COLOURS

The secondary colours provide additional flexibility within the system. Used selectively, they introduce energy and visual contrast, particularly across advertising campaigns, social media and promotional materials, while remaining complementary to the core palette. The secondary colours are carefully curated each year to reflect the evolving character of the event while maintaining alignment with the London Concour's brand identity.

Black

Black is used for the majority of copy for both digital and print. This helps maintain the clarity of text especially body copy where typography is presented at a smaller size. Headings and sub-headings in Antonio can be presented in Carbon Grey or HAC Stone if required.

COLOUR

2.1 - BRAND COLOUR PALETTE

LONDON CONCOURS COLOURS - PRIMARY



GRIFFIN RED

CMYK 0 95 100 0
RGB 238 50 36
HEX #ee3224



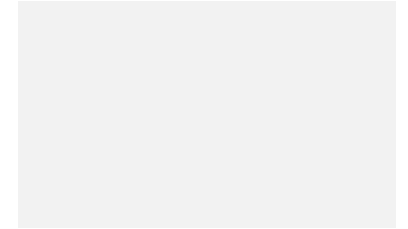
CARBON GREY

CMYK 0 0 0 85
RGB 77 77 79
HEX #4d4d4f



HAC STONE

CMYK 0 0 0 30
RGB 194 194 194
HEX #c2c2c2



CITY MIST

CMYK 0 0 0 7
RGB 242 242 242
HEX #f2f2f2

LONDON CONCOURS COLOURS - SECONDARY FOR 2026



APEX AMBER

CMYK 0 23 100 0
RGB 255 197 11
HEX #ffc50b



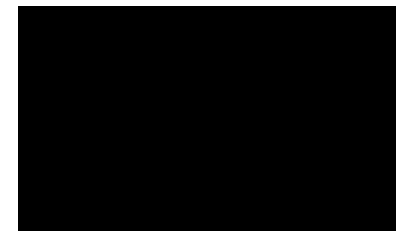
VERDE VELOCITY

CMYK 42 0 100 0
RGB 166 205 58
HEX #a6cd3a



AZURE TOURING

CMYK 3 69 0 0
RGB 60 156 193
HEX #3c9cc1



E-INK

CMYK 0 0 0 100
RGB 00 00 00
HEX #000000

LONDON CONCOURS COLOURS - BLACK

03 - TYPOGRAPHY

Antonio is the official London Concours brand typeface and must be used consistently across all communications.

Its confident, streamlined form reinforces the distinctive and contemporary character of the London Concours brand.

Antonio Bold is used primarily for high-impact headings. As a condensed sans serif typeface, it delivers strong visual presence and clarity, making it particularly effective for headlines, digital applications and user interface environments.

Antonio Regular is used for sub-headings and event dates, providing clarity, hierarchy and presence.

Open Sans serves as the supporting typeface and is used for all body copy. Open Sans Light is the preferred weight for long-form text, maintaining a refined and contemporary aesthetic. Open Sans Light Italic may be used selectively for short quotations, pull-out statements or captions.

Opens Sans Medium is used for smaller headings, sub headings and to highlight within the body copy context.

Typography must always be applied consistently within any single piece of communication to maintain clarity, professionalism and brand integrity.

3.1 - BRAND FONTS

ANTONIO - BOLD - USED FOR MAIN HEADINGS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

OPEN SANS - LIGHT - USED FOR BODY COPY

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

OPEN SANS - MEDIUM - USED FOR SMALLER HEADINGS, SUB-HEADINGS & HIGHLIGHTS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

ANTONIO - REGULAR - USED FOR SUB HEADINGS

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

OPEN SANS - LIGHT ITALIC

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

OPEN SANS - MEDIUM ITALIC

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

This section provides guidance on the correct use of London Concours brand typography within communications.

The example shown is taken from the London Concours website homepage and demonstrates the intended typographic hierarchy. While font sizes and leading may vary depending on the format, layout or communication channel, the proportional relationship between elements must always be maintained.

Typography should consistently follow the established hierarchy, including approved fonts, case usage and tracking, to ensure clarity, cohesion and a consistent London Concours brand presentation.

3.2 - BRAND FONTS - HIERARCHY

ILLUSTRATIVE EXAMPLE OF FONT HIERARCHY FROM THE LONDON CONCOURS HOMEPAGE

THE LONDON CONCOURS ← **Heading** - Antonio Bold.

TUESDAY 9TH - THURSDAY 11TH JUNE 2026 ← **Date line** - Antonio Regular.

095 : 20 : 24 : 20
DAYS HOURS MINUTES SECONDS

**The ultimate summer party in the city:
the world's rarest cars assembled in the heart of the Square Mile** ← **Sub-heading** - Antonio Regular.

There's a corner of the City that most people pass without a second glance. A walled garden where every summer a unique gathering takes place. Since 2017, the manicured lawns of the Honourable Artillery Company have played host to the capital's leading automotive event, a key fixture of London's summer social calendar. ← **Supporting text** - Open Sans Light.

With over 130 of the most jaw-dropping cars on display, it's an opportunity to get up close with your automotive heroes in a relaxed yet effortlessly refined environment. Beyond the cars, there's a range of live music and DJs, as well as free flowing champagne and gourmet food. It's an event like no other, and one you won't want to miss.

Consider this your invitation. ← **Highlight text** - Open Sans Medium.

ENTER YOUR CAR VIEW TICKET OPTIONS

04 - PHOTOGRAPHY

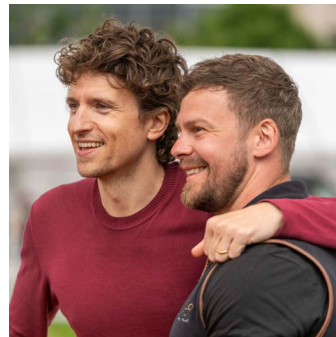
The imagery presented within this document represents a curated selection from the wider London Concours photographic archive.

Each image has been chosen to reflect the quality, atmosphere and prestige synonymous with the event.

London Concours maintains a comprehensive digital image library, providing access to an extensive collection of high-resolution photography spanning vehicles, guests, hospitality, partner activations and the event setting. This resource ensures visual consistency across all communications and supports partners, media and stakeholders in accurately representing the brand.

The full image archive is hosted on Flickr and can be accessed via the official link provided. All imagery must be used in accordance with brand guidelines and relevant usage permissions.

4.1 - PHOTOGRAPHY - IMAGE USAGE



05 - APPLICATION

A clear set of design principles underpins all London Concours advertising. These standards apply across every tier and format to ensure consistency, clarity and brand integrity.

The example shown illustrates a double-page A4 magazine advertisement. The left-hand page features a close-up cut-out detail of a Pagani Hypercar, introducing dynamism and contemporary impact. On the right-hand page, supporting imagery conveys the vibrancy, atmosphere and distinctive character of the event.

The headline and event date are positioned within a contrasting colour panel, carefully selected to complement the accent tone of the E-type Jaguar featured on the right-hand page. This creates a subtle visual connection across the spread and reinforces overall cohesion.

Two further examples are shown using different colourways and imagery that also adhere to design philosophy already outlined.

Typography and graphic elements are positioned within generous white space, ensuring the content remains accessible, balanced and easy to navigate.

This considered use of space allows the imagery to command attention while expressing the energy and refinement synonymous with London Concours.

5.1 - BRAND CAMPAIGN - MAGAZINE ADVERTISING



- 1. **Address** - Open Sans Light, 7pt with 12pt line spacing.
- 2. **Heading** - Antonio Bold, 55pt with 60pt line spacing.
- 3. **Sub-heading** - Antonio Bold, 24pt with 28pt line spacing

- 4. **Supporting text sub-heading** - Open Sans Medium, 11pt with 16pt line spacing.
- 5. **Supporting text** - Open Sans Light, 9pt with 13pt line spacing.
- 6. **Web URL** - Open Sans Medium, 9pt with 13pt line spacing.



London Concours tickets follow the same design philosophy established within the event's magazine advertising.

This approach helps create a striking and cohesive visual identity, ensuring the brand is consistently represented across all elements of the campaign.

5.2 - BRAND CAMPAIGN - EVENT TICKETS

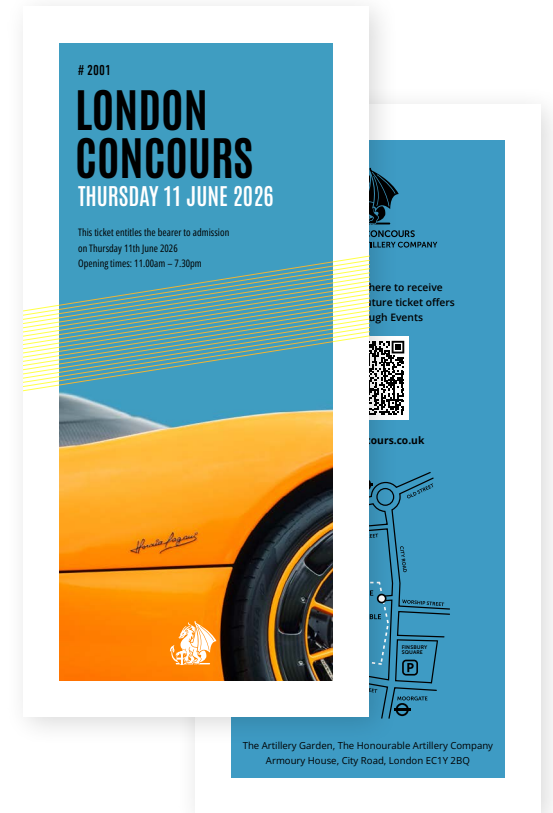
TUESDAY TICKET (95mmx195mm)



WEDNESDAY TICKET (95mmx195mm)



THURSDAY TICKET (95mmx195mm)



Complimentary pizza and cocktail/beer vouchers have been designed to be distributed with discretion during the event.

They are to be given as a gesture of goodwill, enhancing the guest experience while maintaining the refined and welcoming atmosphere of London Conours.

5.3 - BRAND CAMPAIGN - EVENT VOUCHERS

PIZZA VOUCHERS - DAY SPECIFIC (80mmx160mm)



COCKTAIL/BEER VOUCHERS - DAY SPECIFIC (80mmx160mm)



These swing badges have been designed for Vehicle Owners, Officials, Club Concours members and participants within the London Concours Car Classes.

They provide clear identification while maintaining a consistent and professional presentation aligned with the London Concours brand.

5.4 - BRAND CAMPAIGN - SWING BADGES

SWING BADGES - OWNERS & OFFICIALS



SWING BADGES - CLUB CONCOURS



SWING BADGES - CAR CLASSES



Static Social Media Post - 1:1 Ratio (1080x1080px)

Social media communications must align with the London Concours brand standards to ensure a consistent, recognisable and credible presence across all platforms.

That said, social channels operate within a uniquely dynamic environment. They are immediate, conversational and audience-driven, requiring agility in tone and execution. While the core brand identity remains constant, its expression on social media should feel responsive, contemporary and human.

Clarity of purpose is essential. A strong strategic foundation enables thoughtful experimentation allowing the brand to adapt its voice, respond to relevant cultural moments and engage with trends selectively, without compromising integrity.

Above all, social media is audience-centric. It is not solely a broadcast channel, but a space for connection and resonance. Content should be crafted to evoke genuine interest and emotion, delivering value to the audience first. Attention is earned through relevance, authenticity and considered engagement.

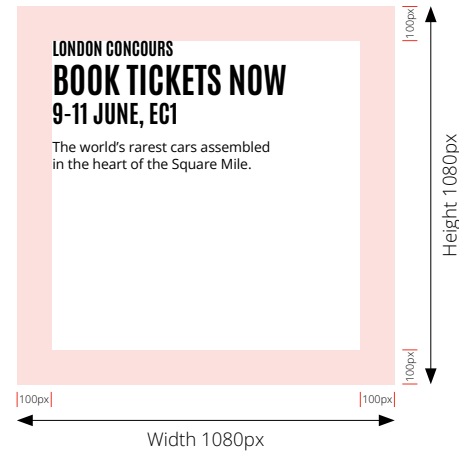
This section provides guidance on the use of imagery and typography for 1:1 ratio posts across social media to ensure a consistent, recognisable and premium London Concours brand presence on all platforms.

By applying these standards with discipline and clarity, we reinforce visual cohesion, strengthen brand recall and preserve the integrity of the London Concours identity across all digital touch points.

APPLICATION

5.5 - BRAND CAMPAIGN - SOCIAL MEDIA POSTS - 1:1

TEMPLATE - 1:1 RATIO (1080x1080px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 1:1 RATIO (1080x1080px)



LONDON CONCOURS ← **Leader** - Antonio Bold, 50pt with 60pt line spacing.
BOOK TICKETS NOW ← **Heading** - Antonio Bold, 100pt with 107pt line spacing.
9-11 JUNE, EC1 ← **Sub-heading** - Antonio Bold, 70pt with 80pt line spacing.
 The world's rarest cars assembled in the heart of the Square Mile. ← **Supporting text** - Open Sans Regular, 46pt with 52.5pt line spacing.

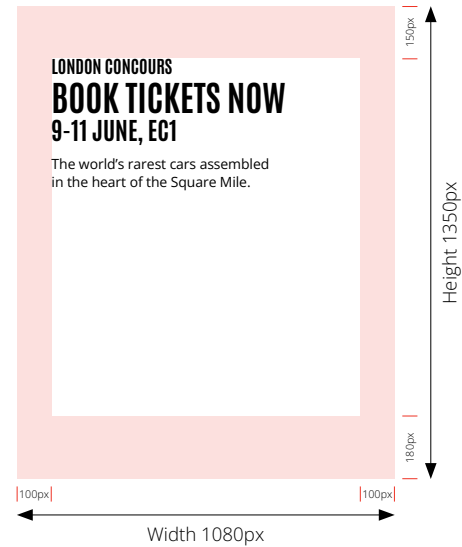
Social Media Post - 4:5 Ratio (1080x1350px)

This section provides guidance on the use of imagery and typography for 4:5 ratio posts which is the new recommended size for facebook and instagram ads.

APPLICATION

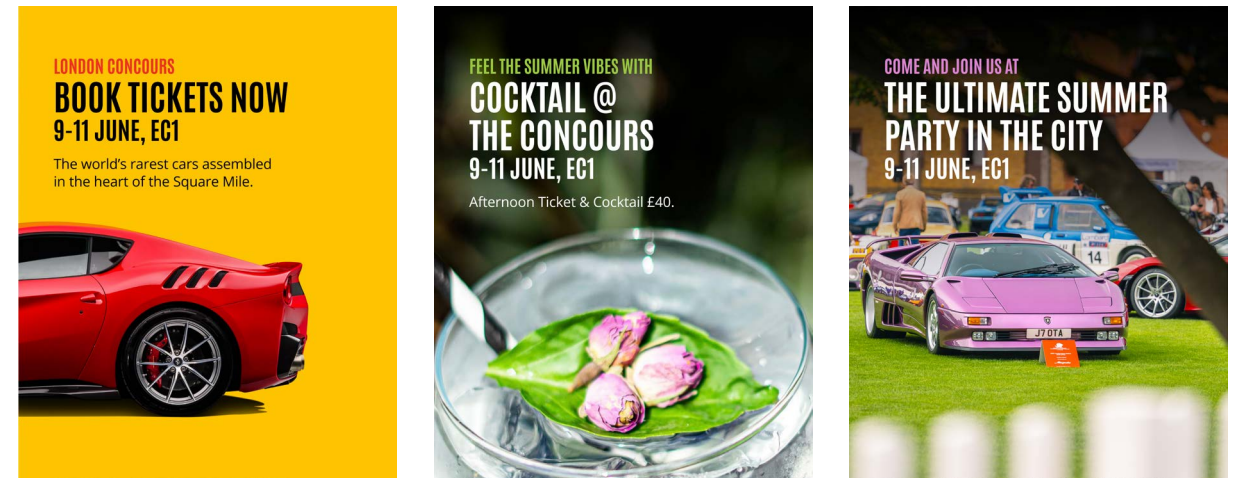
5.6 - BRAND CAMPAIGN - SOCIAL MEDIA POSTS - 4:5

TEMPLATE - 3:4 RATIO (1080x1350px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 3:4 RATIO (1080x1350px)



LONDON CONCOURS ← **Leader** - Antonio Bold, 50pt with 60pt line spacing.
BOOK TICKETS NOW ← **Heading** - Antonio Bold, 100pt with 107pt line spacing.
9-11 JUNE, EC1 ← **Sub-heading** - Antonio Bold, 70pt with 80pt line spacing.
 The world's rarest cars assembled in the heart of the Square Mile. ← **Supporting text** - Open Sans Regular, 46pt with 52.5pt line spacing.

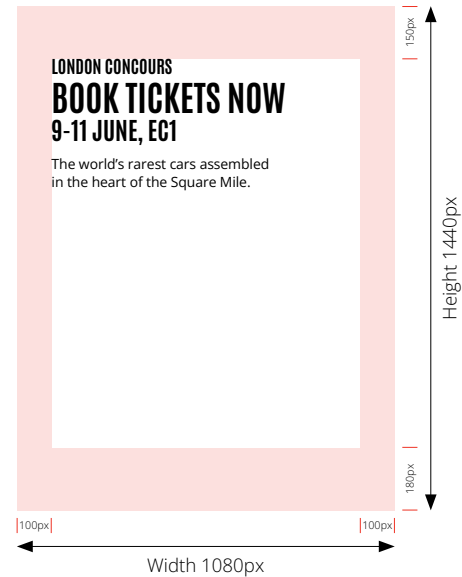
Social Media Post - 3:4 Ratio (1080x1440px)

This section provides guidance on the use of imagery and typography for 3:4 ratio posts which is the new recommended size for instagram posts.

APPLICATION

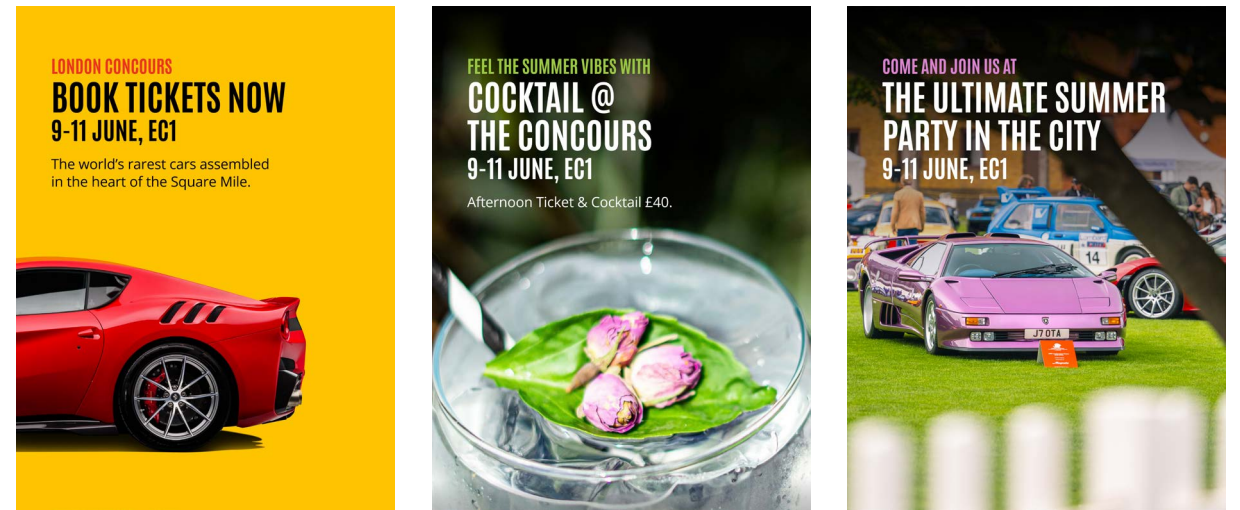
5.7 - BRAND CAMPAIGN - SOCIAL MEDIA POSTS - 3:4

TEMPLATE - 3:4 RATIO (1080x1440px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 3:4 RATIO (1080x1440px)



LONDON CONCOURS ← **Leader** - Antonio Bold, 50pt with 60pt line spacing.
BOOK TICKETS NOW ← **Heading** - Antonio Bold, 100pt with 107pt line spacing.
9-11 JUNE, EC1 ← **Sub-heading** - Antonio Bold, 70pt with 80pt line spacing.
 The world's rarest cars assembled in the heart of the Square Mile. ← **Supporting text** - Open Sans Regular, 46pt with 52.5pt line spacing.

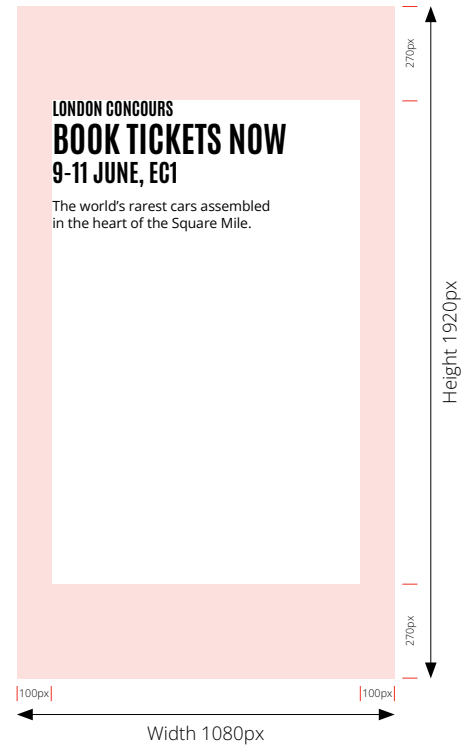
Social Media Post - 9:16 Ratio (1080x1920px)

This section provides guidance on the use of imagery, typography and iconography for 9:16 format content, specifically aimed for stories on Facebook and Instagram. These guidelines ensure a consistent and recognisable London Concours brand presentation while optimising content for vertical, full-screen viewing on social media platforms.

APPLICATION

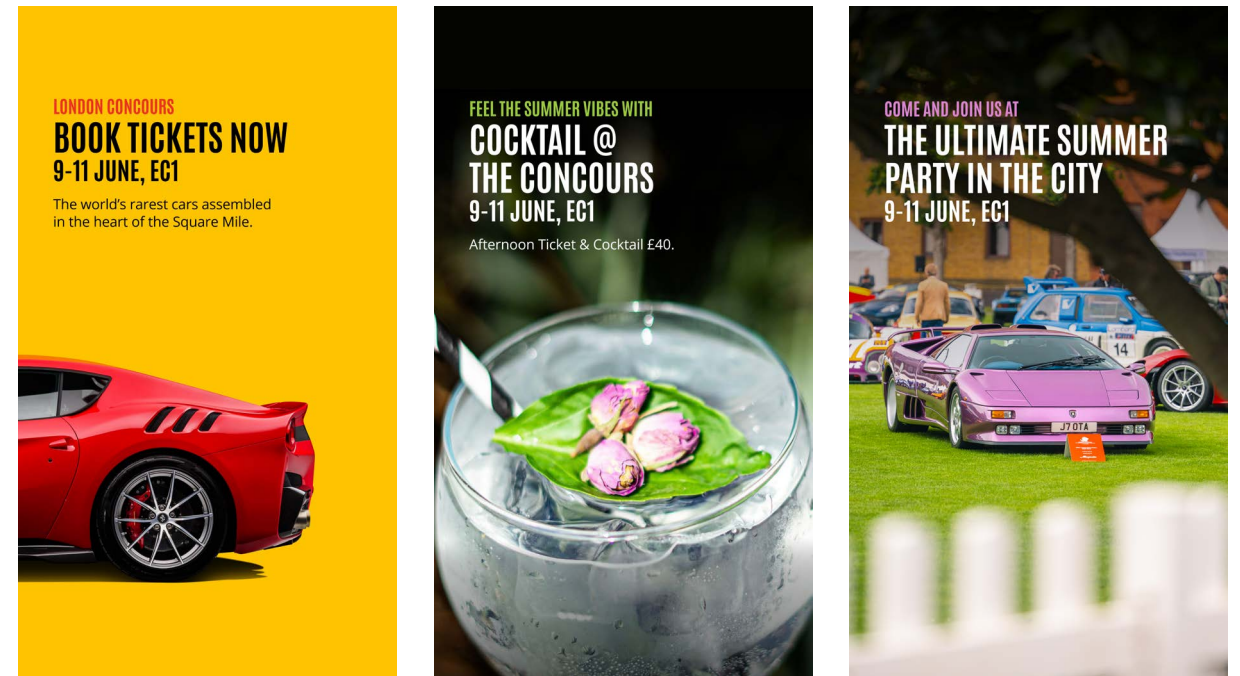
5.8 - BRAND CAMPAIGN - SOCIAL MEDIA STORIES - 9:16

TEMPLATE - 9:16 RATIO (1080x1920px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 9:16 RATIO (1080x1920px)



LONDON CONCOURS ← Leader - Antonio Bold, 50pt with 60pt line spacing.
BOOK TICKETS NOW ← Heading - Antonio Bold, 100pt with 107pt line spacing.
9-11 JUNE, EC1 ← Sub-heading - Antonio Bold, 70pt with 80pt line spacing.
 The world's rarest cars assembled in the heart of the Square Mile. ← Supporting text - Open Sans Regular, 46pt with 52.5pt line spacing.

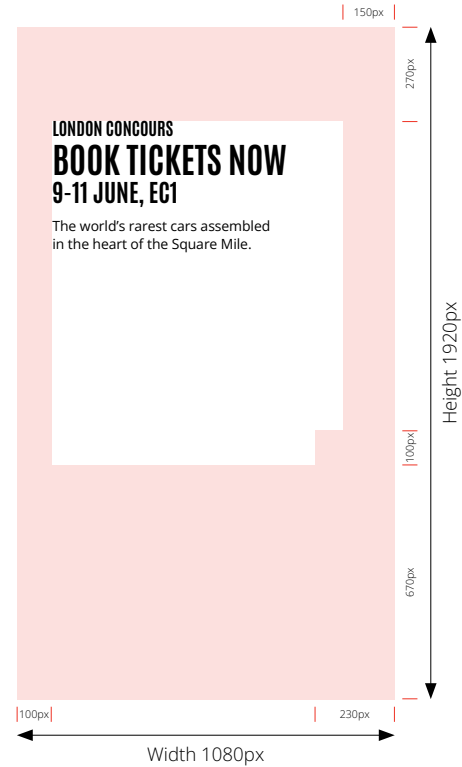
Social Media Post - 9:16 Ratio (1080x1920px)

This section provides guidance on the use of imagery, typography and iconography for 9:16 format content, specifically aimed for reels on Facebook and Instagram. These guidelines ensure a consistent and recognisable London Concours brand presentation while optimising content for vertical, full-screen viewing on social media platforms.

APPLICATION

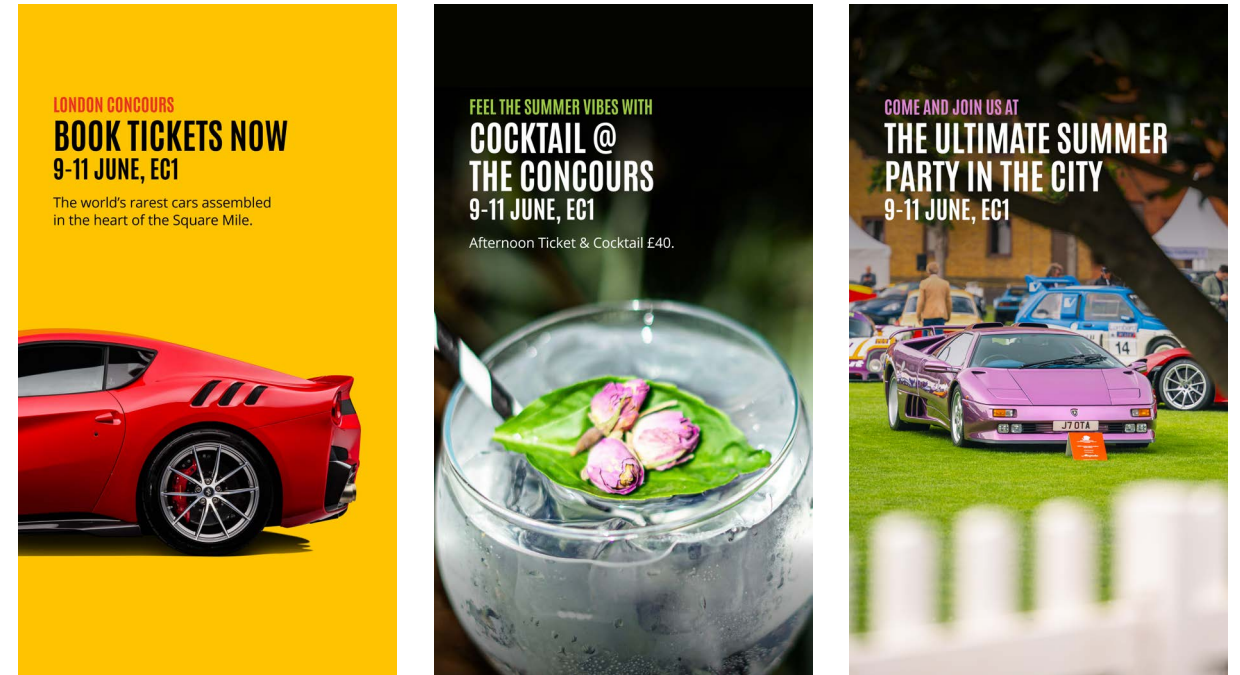
5.9 - BRAND CAMPAIGN - SOCIAL MEDIA REELS - 9:16

TEMPLATE - 9:16 RATIO (1080x1920px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 9:16 RATIO (1080x1920px)



LONDON CONCOURS ← **Leader** - Antonio Bold, 50pt with 60pt line spacing.
BOOK TICKETS NOW ← **Heading** - Antonio Bold, 100pt with 107pt line spacing.
9-11 JUNE, EC1 ← **Sub-heading** - Antonio Bold, 70pt with 80pt line spacing.
 The world's rarest cars assembled in the heart of the Square Mile. ← **Supporting text** - Open Sans Regular, 46pt with 52.5pt line spacing.

5.10 - BRAND CAMPAIGN - SOCIAL MEDIA POSTS - ADDITIONAL CONTENT TYPES

Social Media Post - 3:4 Ratio (1080x1440px)

This section provides guidance on the use of imagery, typography and iconography for 3:4 ratio posts across social media to ensure a consistent, recognisable and premium London Concours brand presence on all platforms.

By applying these standards with discipline and clarity, we reinforce visual cohesion, strengthen brand recall and preserve the integrity of the London Concours identity across all digital touch points.

EXAMPLE POSTS OF STATIC SINGLE IMAGE / CAROUSEL COVER IMAGE - 3:4 RATIO (1080x1440px)



Club Concours

Club Concours offers guests a refined environment that combines premium hospitality with a curated programme of exclusive London Concours experiences throughout the day. Visual communications should focus on imagery that captures guests engaging with the space, enjoying the atmosphere and socialising within the Club Concours setting. Accompanying messaging should convey a sense of invitation and exclusivity, encouraging audiences to be part of this elevated event experience.



Champagne Partner

The introduction of the Champagne partner, Charles Heidsieck, should be supported by high-quality, brand-appropriate photography that reflects the premium nature of both the partner and the event. A subtle dark vignette may be applied to the upper portion of the image to create contrast and ensure that the accompanying message remains clear and prominent. This approach helps maintain visual balance while allowing the partnership announcement to stand out within the overall composition.



Car Announcements

Special vehicles appearing at London Concours may be previewed on social media using close-up or detail imagery of the car. This approach creates intrigue and anticipation, offering audiences a subtle visual clue while the full vehicle reveal is communicated within the accompanying copy. Such teasers help build excitement ahead of the event while maintaining a sense of exclusivity around the cars on display.



Car Classes

London Concours car classes are a defining feature of the event and play a central role in its identity. Promotional content for these classes should therefore be bold and visually striking, clearly communicating the theme or category being presented. Accompanying copy should remain concise and direct, ensuring the focus remains on the significance and appeal of the class while maintaining clarity for the audience.

Social Media Video - 9:16 Ratio (1080x1920px)

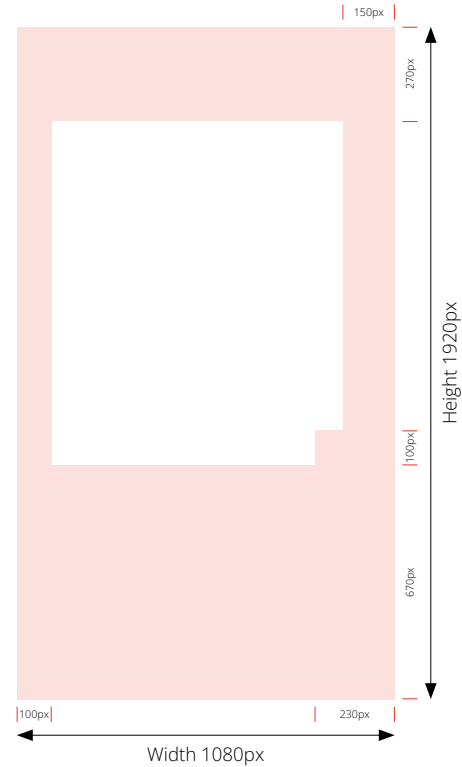
When creating video content for Reels and Stories, careful consideration must be given to the placement of typography and graphic elements. As these formats have a reduced safe viewing area, all text and graphics should be positioned within the designated safe zone to ensure they remain clearly visible across all platforms.

Adhering to these guidelines helps maintain readability and ensures content is presented consistently on platforms such as Instagram and Facebook.

APPLICATION

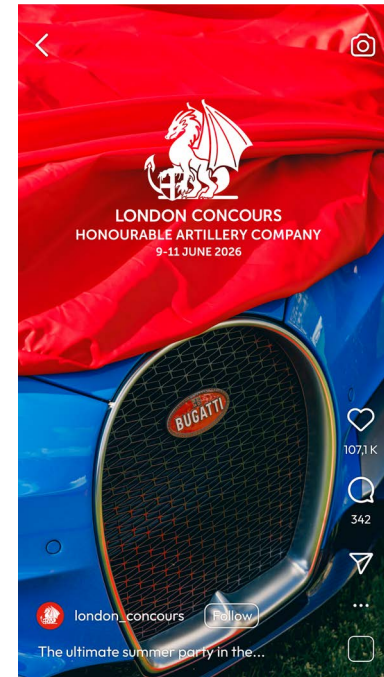
5.11 - BRAND CAMPAIGN - SOCIAL MEDIA VIDEOS - 9:16

TEMPLATE - 9:16 RATIO (1080x1920px)

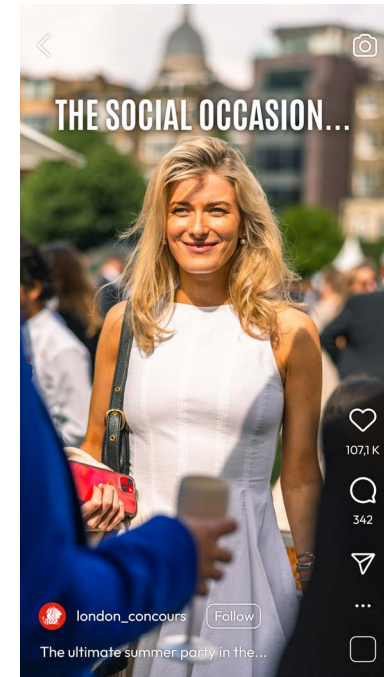


Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE VIDEO SCREENSHOTS - 9:16 RATIO (1080x1920px)



Video Cover
The opening of the video should feature a the event logo to establish immediate brand recognition. Where possible, the first edit should include visually engaging footage in which the logo is clearly visible, helping to reinforce the London Concours identity while capturing the viewer's attention.



Text Highlights
Text highlights may be used throughout the video to emphasise key messages and complement the supporting imagery. When applied effectively, they help guide the viewer's attention and provide a clear sense of what to expect from the event.



Video End Card
The end card serves as the closing element of the video and should include a clear call to action. It provides a final opportunity to reinforce the message and guide the viewer towards the desired next step. This example, promotes an upcoming London Concours event, encouraging viewers to book tickets.

06 - SPONSORS AND PARTNERS

Sponsor and partner tiles are composed of two elements: a representative image and the sponsor or partner logo, as illustrated in the accompanying examples.

To maintain a consistent and balanced visual presentation across the London Concour website, all sponsor and partner logos must be supplied as white-only vector artwork in either .EPS or .AI format. This ensures a uniform and unbiased appearance on the dedicated Sponsors and Partners page, where all brands are presented with equal prominence.

Sponsor and partner logos will also appear within a rotating carousel on the London Concour homepage.

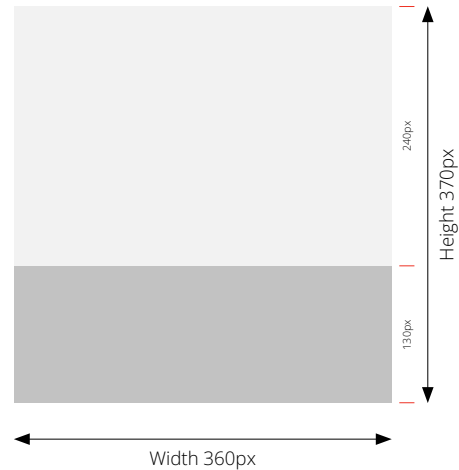
Supporting imagery should be supplied in .JPEG or .PNG format with a 3:2 aspect ratio and a minimum resolution of 720 x 480 pixels. This ensures optimal image quality and consistent presentation across high-resolution displays and digital platforms.

For more information about sponsors and partner tiles please contact:

Becky Grant
 Marketing Account Manager
 becky@thoroughevents.co.uk
 M: +44 (0)7990 758220

6.1 - SPONSORS AND PARTNERS - SHOWCASE TILES

SPONSOR AND PARTNER TILE TEMPLATE



SPONSOR AND PARTNER TILE EXAMPLES

London Concours actively promotes its sponsors and partners across its social media channels, providing valuable exposure to a highly engaged and relevant audience.

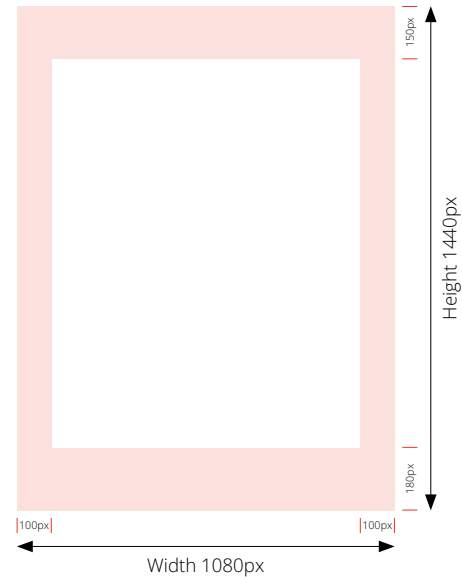
These communications play an important role in recognising those partnerships and reinforcing the collaborative nature of the event.

Social media announcements typically feature the sponsor or partner logo along with a representative image selected by the partner. This visual pairing is supported by accompanying copy that formally introduces or highlights the partnership, ensuring the collaboration is clearly communicated to the London Concours audience.

All content should align with London Concours brand guidelines to maintain a consistent, premium presentation while showcasing partners in a professional and engaging manner across digital platforms.

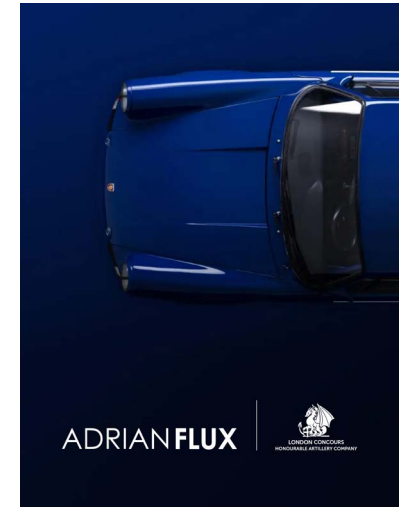
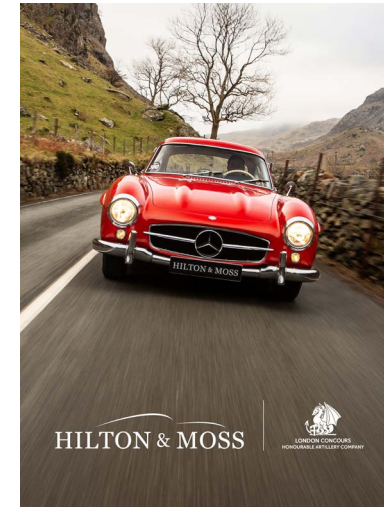
6.2 - SPONSORS AND PARTNERS - STATIC SOCIAL MEDIA POSTS

TEMPLATE - 3:4 RATIO (1080x1440px)



Safe Zone
All graphic content including typography and logo's must remain within the safe zone. This safe zone is outlined by the red area on the template example above.

EXAMPLE POSTS - 3:4 RATIO (1080x1440px)



07 - QR CODES

QR codes may be incorporated into both print and digital communications where appropriate, providing a seamless link between physical materials and digital experiences.

All QR codes must adhere to the approved London Concourts visual style to ensure consistency with the wider brand identity. They should be reproduced only in mono, white, or an approved brand colour.

To maintain reliable scan performance, minimum size requirements must be observed. For print applications, QR codes must not appear smaller than 15mm in width. For digital use, a minimum size of 50 pixels in width is required. Adequate contrast between the QR code and its background must always be ensured to optimise visibility and functionality.

Consistent application safeguards both brand presentation and user experience.

For more information on QR Codes please contact:

Becky Grant
 Marketing Account Manager
 becky@thoroughevents.co.uk
 M: +44 (0)7990 758220

7.1 - QR CODE APPLICATION

QR CODE - STYLE



QR CODE- MINIMUM SIZES



For digital
50px



For print
15mm

QR CODE - APPLICATION IN PRINT MAGAZINE



Tickets at londonconcourts.co.uk

The QR code in this instance is placed with a width of 20mm.

08 - CONTACTS

For any queries relating to these guidelines,
please contact the London Conours
Marketing Account Manager.

Becky Grant
Marketing Account Manager
becky@thoroughevents.co.uk
M: +44 (0)7990 758220

8.1 - CONTACTS





LONDON CONCOURS
HONOURABLE ARTILLERY COMPANY
9-11 JUNE 2026