

# THE VIEW

## FROM THE SHARD

BRAND GUIDELINES

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# The View from The Shard

London's highest and best view is situated at the top of The Shard, on floors 68, 69 and 72. Visit the top of one of the most iconic buildings in the city and enjoy unparalleled 360° views for up to 40 miles.

**OUR LOGO**

The logo is only available in a horizontal version. Always use the original logo files.

THE VIEW  
FROM THE SHARD

### EXCLUSION ZONE

The logo's exclusion zone is determined by the dimensions of its letter "H". This measurement unit is the same for all versions and sizes of the logo.

You must not allow any content (text, image or other graphic elements) to encroach into this margin.

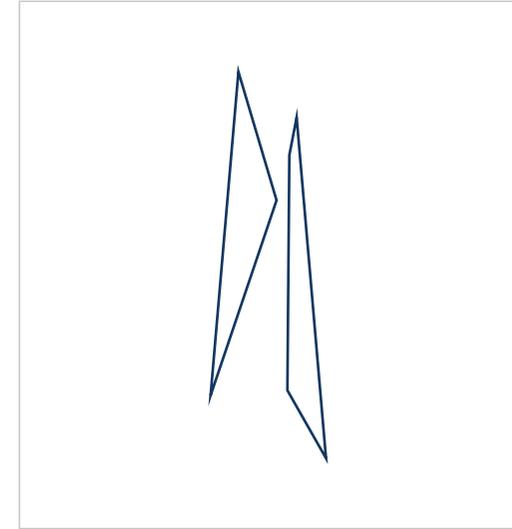
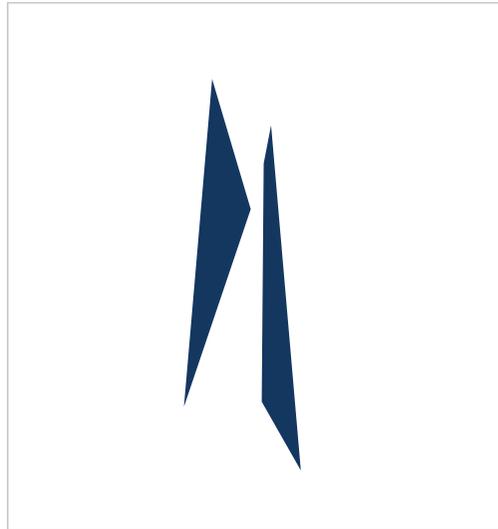
Whenever you resize the logo, you must keep the proportions of its exclusion zone.



## BRAND GUIDELINES

### LOGO SUBMARKS

These logo variations can be used when you'd like to include The Shard icon. They should not replace the primary logo in frequency of use, but should be used sparingly throughout the brand.



### INCORRECT LOGO USE

In addition to the previous guidelines, here are some examples of incorrect use of The View from The Shard identity: these must be avoided.

 <p>distortion of the ratio between height and width</p>	 <p>use of visual affects like shadows and outlines</p>	 <p>using multiple colours for the logo elements</p>
 <p>altering the proportions between elements</p>	 <p>changing angles and/or distances of elements</p>	 <p>rearranging positions of elements</p>

## MINIMUM SIZES

We have set minimum sizes for each version of the logo in order to ensure it is readable in both print and digital media.

In print media, the logo must have a minimum width of 25 mm. In digital media, the logo must have a minimum width of 70 px.

When resizing the logo, always make sure you keep the same proportion of height to width.

THE VIEW  
FROM THE SHARD



25 mm

print

THE VIEW  
FROM THE SHARD



70 px

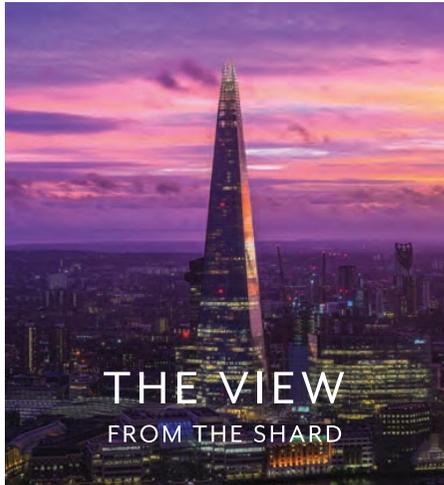
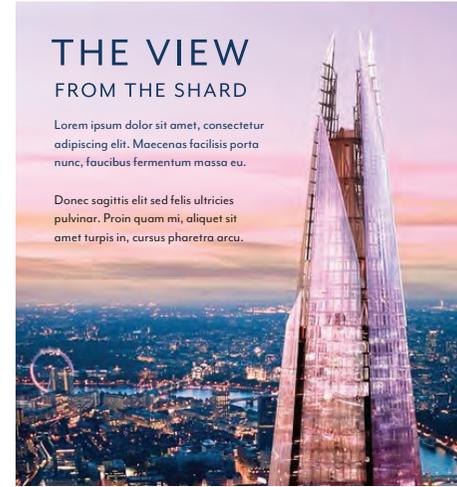
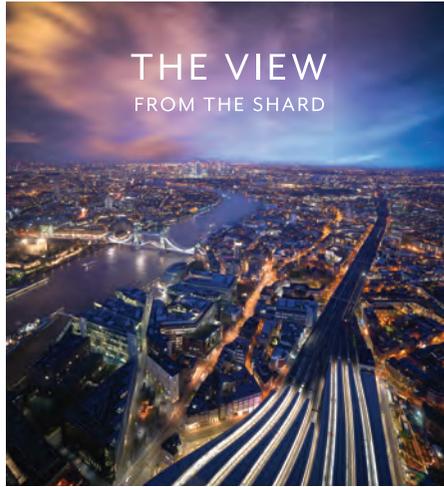
digital

## APPLICATION OVER BACKGROUNDS

Given the variety of media formats in which it appears, the logo will often have to be applied over colour or photo backgrounds. In these situations, the default colours (midnight or white) are always the first choice. Proper contrast is necessary between the colours in the images and the colour choice of the logo. Avoid areas of the image that prevent the logo from being clearly read. Top and bottom positions are optimal.

Occasionally, the logo can be used in a brand colour. However, this needs to be done tastefully, and it is necessary to have proper contrast and legibility.

Correct use of the logo applied over images:



Examples of the logo applied with various colours:



## BRAND GUIDELINES

### OUR COLOUR STORY

Our colour scheme draws inspiration from the ever-changing sky, seamlessly transitioning from the fresh, clear blues of daylight to the enchanting hues of twilight.

Beginning with a bright, airy blue reminiscent of a sunny afternoon sky, we introduce rich orange tones, mirroring the warmth of the sun as it begins to set. As dusk approaches, the palette evolves into delicate shades of pink and purple, capturing the serene beauty of the evening sky. Finally, deep navy tones provide a sense of depth and stability, anchoring the scheme and offering versatility in our brand's visual storytelling.

SKY BLUE

CMYK 25 8 5 0  
RGB 187 213 229  
#BBD5E5

SUNBEAM

CMYK 0 57 95 0  
RGB 231 141 65  
#E78D41

SUNSET

CMYK 0 80 20 0  
RGB 221 100 137  
#DD6489

WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
#FFFFFF

HAPPY  
HOUR

CMYK 49 76 20 2  
RGB 135 90 135  
#875A87

SILVER

MIDNIGHT

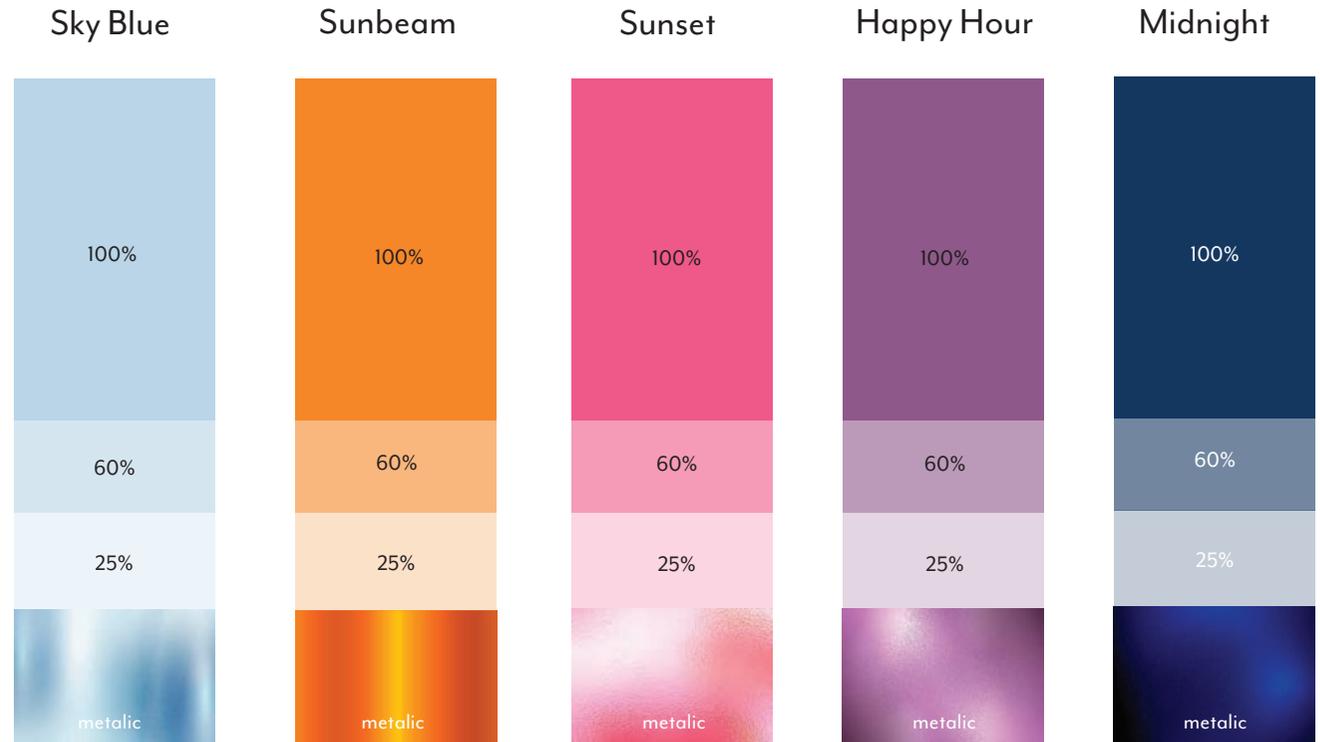
CMYK 99 83 36 23  
RGB 33 55 94  
#21375E

## BRAND GUIDELINES

### COLOUR OPACITIES

Our colours can be used in various opacities, such as 100%, 60%, and 25%. Compositions should include **no more than two colors at a time**, and the use of black, white, or navy typography can be interchangeable depending on legibility. In rare case, type can be used in color, however high contrast between hues is necessary (orange & navy, blue & purple, etc).

In special cases, silver can be used, such as in print collateral.



Silver



Gradient



Metallic gradients



**PRIMARY TYPEFACE:**

**MR. EAVES**

Created by Zuzana Licko, Mr. Eaves is a versatile and modern font choice that embodies sophistication and clarity. Its clean lines and balanced geometric proportions exude a timeless elegance, making it ideal for conveying luxury and refinement in our brand communication. Mr. Eaves offers flexibility to adapt to various design contexts, ensuring our brand maintains a consistent and polished appearance across all platforms.

Various weights allowed:

- Regular
- *Italic*
- **Bold**
- **Heavy**

A a

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 , . / ? !

**SECONDARY TYPEFACE:  
DIDOT**

Didot is the epitome of timeless elegance and artistic flair. Reserved for special cases, decorative elements, and headlines, Didot boasts striking high-contrast serifs and bold, refined strokes. Its regal and commanding presence lends an air of sophistication to our brand's most prominent messages. Use Didot sparingly and strategically to make a lasting impression, elevating our brand's visual identity.

Various weights allowed:

- Regular
- *Italic*
- **Bold**

Aa

A B C D E F G H I J K L M N O P  
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p  
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 , . / ? !

## PARAGRAPH STYLES

Paragraph styles are key to maintaining our brand's visual voice. When used consistently, the result is a better, more recognizable brand.

Parts of the paragraph proportions might vary depending on application, but leading, kerning, and font case should never be altered.

We primarily left-align all of our paragraphs, though center-aligned can be used sparingly for short lines of text. Remember to allow paragraphs to “breathe” by leaving negative space around them and in the overall composition.

### Header 2:

Font: Mr Eaves / Regular or Bold weight

Case: All Caps

Leading: 30% of Headline

Kerning: 100

### Headline:

Font: Didot / Mr Eaves / Regular

Case: All Caps

Highlight: Italic

Leading: +2pts in relation to type size

Kerning: 0

### Body Copy 1:

Font: Mr Eaves / Regular

Case: Sentence case

Leading: +2pts in relation to type size

Kerning: 0

### Body Copy 2:

Font: Mr Eaves / Regular or light weight

Case: Sentence case

Type Size: -3pts in relation to Body Copy 1

Leading: +2pts in relation to type size

Kerning: 0

### Numerals:

Font: Didot / Mr. Eaves

## HEADER 2

# The View from The Shard

Body copy: I sit amet, consectetur adipiscing elit. Praesent venenatis tortor risus. Aenean porta risus dolor, eu semper sem sodales vel.

Body copy 2: sit amet, consectetur adipiscing elit. Praesent venenatis tortor risus. ean porta risus dolor, eu semper sem sodales vel. Tiorumqui nis esti volere soloriore sit excerferest, vendam, quos modici re porro bea niaeped quia sum esequi alit latur aceari dis eturiorem reperferit aute pla perum qui ipsum fuga. Itatur sinihitatur si to etur? Xerovit volest, id est repraeceptis enit, sim abo. Beror millest faccupit iorita quam et fugiasped quas aceste posam, quos aut reritibus adistis dentem elluptatur arior andus molorupta ipsam excepted ipsandi rendit dolest, simenim et ra dio tem. Et isimagnatios

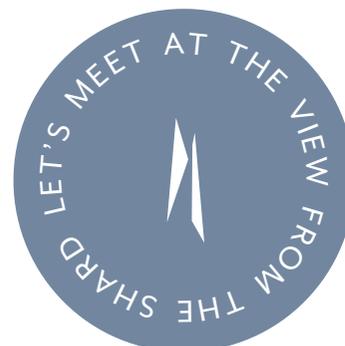
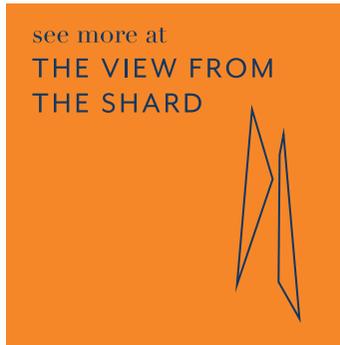
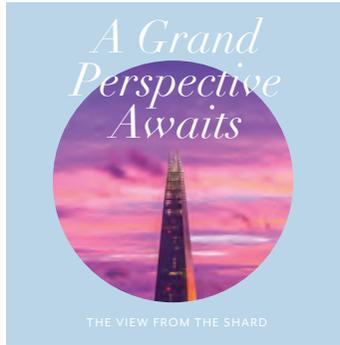
## BRAND GUIDELINES

### GRAPHIC SYSTEM

Our graphic system is how we develop visual compositions across multiple media forms.

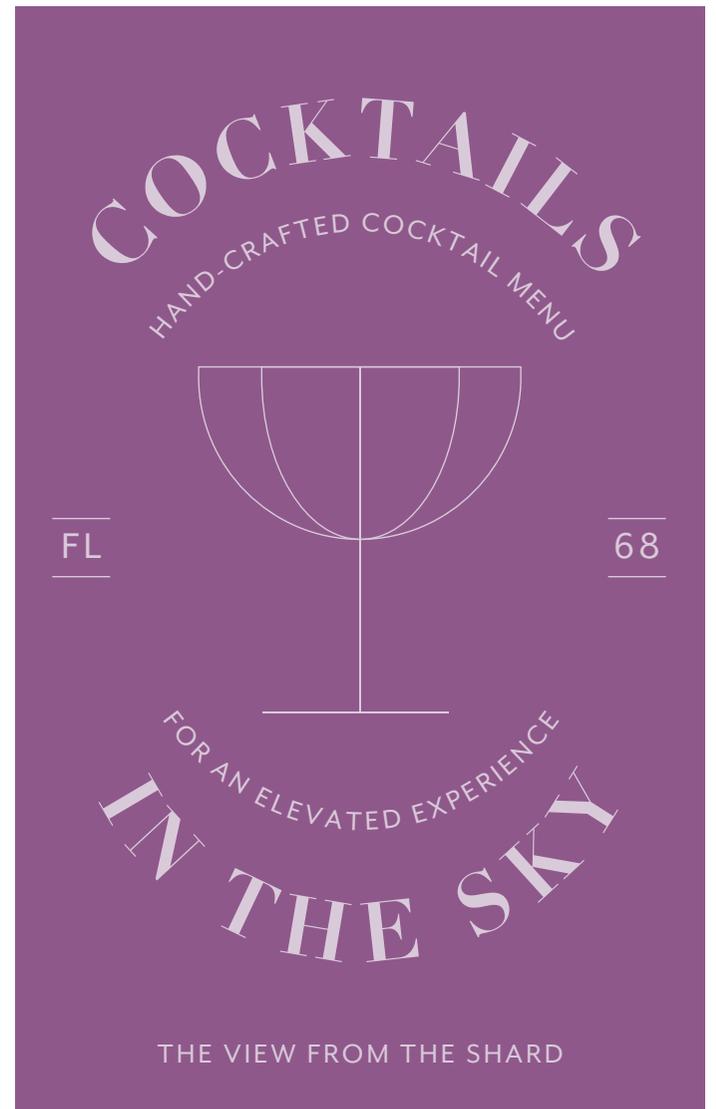
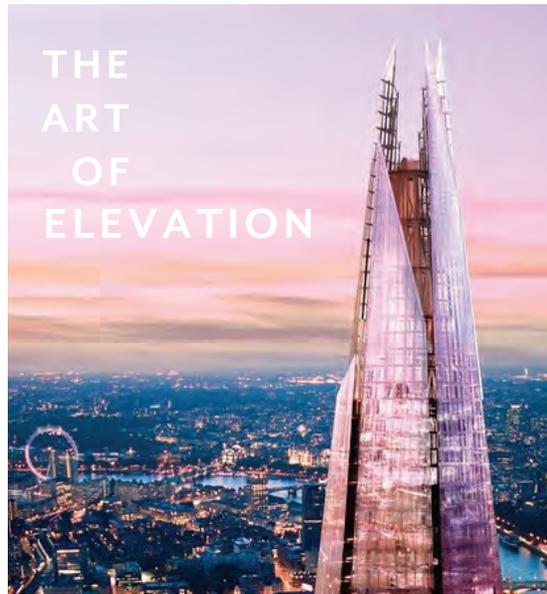
We like to pair circles and rectangles with imagery and other graphic elements to reinforce the feeling of looking out from the observatory into the city.

In most situations, we left-align the typography, but in some cases, we justify the copy or place it within a circle.



BRAND GUIDELINES

GRAPHIC SYSTEM



## BRAND GUIDELINES

### OUR IMAGERY:

Our images are a central focus of the brand and have a great impact in promoting the brand. We have a mix of images of The Shard, as well as images of people enjoying the view. The colours of the skyline are important to reinforce our brand colour story.

### Themes for our imagery:

- Experience-driven
- Aspirational
- Scenic
- Once-in-a-lifetime
- Luxury
- Dramatic
- Travel-goals
- Colourful



ONCE-IN-A-LIFETIME



COLOURFUL



LUXURY



SCENIC



DRAMATIC



TRAVEL-GOALS



EXPERIENCE DRIVEN



ASPIRATIONAL

## BRAND GUIDELINES

### INCORRECT IMAGE USE:

We must maintain a consistent and top-tier visual identity across all platforms to uphold our commitment to excellence and luxury, ensuring that our audience associates our brand with nothing less than the extraordinary experience we offer. Any deviations from this standard can undermine the perception of our establishment.

### Examples of incorrect images:

- Cloudy or poor weather
- The view is obstructed
- The Shard building looks dark
- The top of The Shard is cut off
- Low resolution
- Overly edited
- Low light
- The Shard is slanted
- Smudges or glares on the glass



### **VOICE:**

Our brand uses its tone of voice as a strategic tool to communicate our personality, values, and messaging consistently across all touchpoints. It helps create a cohesive and recognizable brand identity, fosters an emotional connection with the audience, and sets the brand apart.

#### Key words:

- Elevated
- Luxury
- Aspirational
- Sophisticated
- Welcoming
- Vivid

### **1. Elevate the Experience:**

- Emphasize the exclusivity and luxury of The View from The Shard as an unparalleled destination for those seeking the extraordinary.
- Use sophisticated and eloquent language to convey the sense of grandeur and opulence that awaits visitors.

### **2. Inspire Wanderlust:**

- Encourage visitors to dream big and make the most of their trip, positioning The View from The Shard as a starting point for their best adventures.
- Paint vivid, inspirational imagery of the breathtaking views and memorable moments that await them.

### **3. Be Welcoming:**

- Maintain an air of approachability within the luxurious context, making everyone feel welcome and excited about their visit.
- Address the audience as fellow travelers, encouraging them to embark on a journey of discovery.

### **4. Showcase Style and Elegance:**

- Highlight the iconic architecture of The Shard and its chic atmosphere, using descriptive language that evokes a sense of sophistication.

### **5. Call to Adventure:**

- Employ a call to action that sparks wanderlust and motivates travelers to book their visit, framing it as an essential part of their trip to London.

## CTA LOOK & BEHAVIOR

Our CTAs are minimalistic and can be used across various platforms, from web, print, social media, email marketing, etc.

When available, the CTAs should always be in Mr. Eaves with 100pt letter spacing. However, in situations where Mr. Eaves is not available, such as marketing emails, use Arial.

### PRIMARY CTA



**Active**  
Full colour Midnight Blue  
Text Sunbeam or White, all caps  
letter-spacing 100



**Hover**  
80% transparency

### SECONDARY CTA



**Active**  
Sky Blue, 100%  
Text Midnight, all caps  
letter-spacing 100



**Hover**  
Sky Blue, 60%  
Text White, all caps  
letter-spacing 100

# BRAND GUIDELINES

## LETTERHEADS & ENVELOPES

Silver embossed logo

### THE VIEW FROM THE SHARD

September 15, 2023

Recipient Name  
32 London Bridge St,  
London SE1 9SG,  
United Kingdom

Dear Recipient,

Lorem ipsum dolor sit amet, consectetur fermentum massa pretium eu. Nulla elementum lectus leo vel odio. Donec amet turpis in, cursus pharetra arcu. Nunc cursus lobortis nunc eget auctor varius neque. Proin faucibus enim ac placerat malesuada. Nunc accumsa

Phasellus nec felis ut turpis porta gravida elementum quam, ut pellentesque justo condimentum. Ut fermentum turpis dictum massa auctor quis. Donec con Vestibulum interdum quam a felis sc blandit et in augue. Phasellus a ipsum Suspendisse porta viverra quam nec venenatis eget quam et rutrum.

Nam vitae sem vulputate, fermentum Aliquam vulputate fincidunt leo, non malesuada nunc. Nunc malesuada f

Regards,

Sender's Name

The View from The Shard  
32 London Bridge St, Floors 68-72  
London SE1 9SG,  
United Kingdom

THE VIEW FROM THE SHARD  
32 London Bridge St, Floors 68-72  
London SE1 9SG,  
United Kingdom



## BRAND GUIDELINES

### BUSINESS CARDS

Silver embossed logo on the front



**VOUCHER:**  
Complimentary Return  
Ticket Voucher



THE VIEW  
FROM THE SHARD

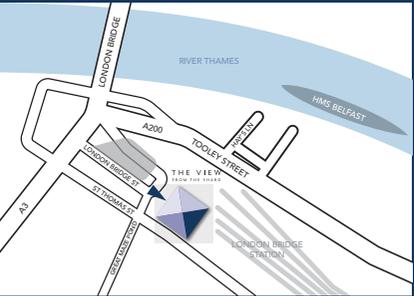
View  
Guarantee  
Complimentary Return Ticket Voucher

WE'RE SORRY THE WEATHER  
SPOILT YOUR VIEW.  
We'd love to welcome you back with our compliments  
as part of our View Guarantee.

See our View Guarantee terms:  
[www.theviewfromtheshard.com/view-guarantee/](http://www.theviewfromtheshard.com/view-guarantee/)

This code expires on 31 December 2023  
Book now: [www.theviewfromtheshard.com/book-tickets/offers](http://www.theviewfromtheshard.com/book-tickets/offers)  
REDEEMABLE ONLINE ONLY

VOUCHER CODE: 4133853850003077



THE VIEW  
FROM THE SHARD

For detailed transport  
and direction details,  
scan the QR code.



**HOW TO FIND US**

The unique code shown overleaf on this voucher will allow you to book one standard entry ticket with our compliments.

You MUST make an advanced booking online using your unique voucher code overleaf in order to redeem this voucher. To make your booking visit [www.theviewfromtheshard.com/book-tickets/offers](http://www.theviewfromtheshard.com/book-tickets/offers) and select STANDARD TICKET. Decide on your visit date and arrival time and then enter your unique code during the booking process. You'll receive your entry ticket by email shortly after your booking is confirmed. No payment will be due unless you add extras or upgrade your ticket.

Advanced bookings are subject to ticket availability and opening dates/times. Voucher code can be used once to book one standard ticket only. Once booked, date and time changes cannot be made. Code expires 31 December 2023. Unused codes will become void after this date and no extensions will be granted. Code cannot be used in conjunction with any other offers, promotions, discounts or incentives. Last vouchers and/or codes cannot be replaced so please keep your voucher in a safe place and treat as you would cash or any other voucher and/or gift card. Usual entry terms and conditions apply. Children aged 3 and under enter for free and do not require a ticket. Not valid on tickets for The View from The River. NOT FOR SALE. [retailenquiries@theviewfromtheshard.com](mailto:retailenquiries@theviewfromtheshard.com)

**VOUCHER:**  
Complimentary  
Standard Entry



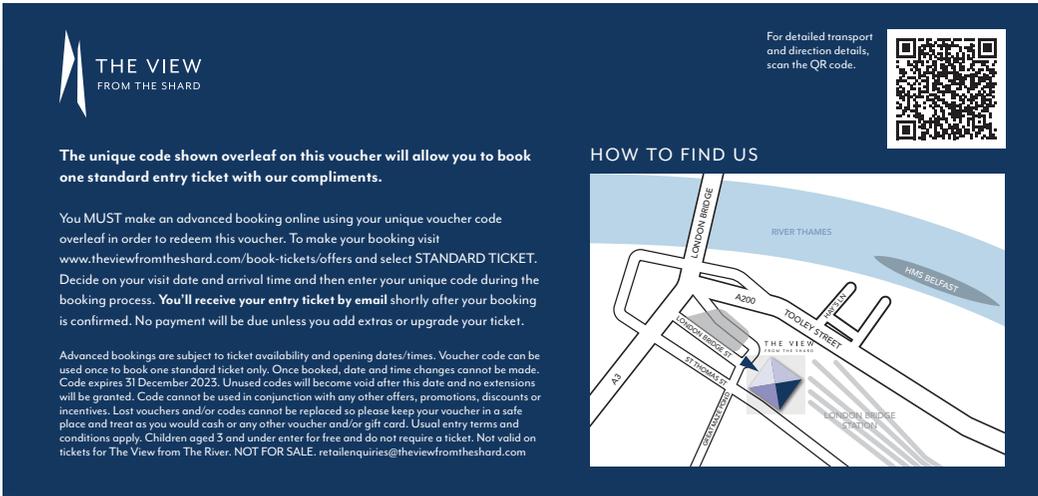
**THE VIEW**  
FROM THE SHARD

**Complimentary**  
Standard Entry Voucher

**SOAR TO NEW HEIGHTS**  
We invite you to experience The View from The Shard with this complimentary entry voucher.

This code expires on 31 December 2023  
**Book now:** [www.theviewfromtheshard.com/book-tickets/offers](http://www.theviewfromtheshard.com/book-tickets/offers)  
REDEEMABLE ONLINE ONLY

<b>VOUCHER CODE:</b>	4133853850003077
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**THE VIEW**  
FROM THE SHARD

**The unique code shown overleaf on this voucher will allow you to book one standard entry ticket with our compliments.**

You **MUST** make an advanced booking online using your unique voucher code overleaf in order to redeem this voucher. To make your booking visit [www.theviewfromtheshard.com/book-tickets/offers](http://www.theviewfromtheshard.com/book-tickets/offers) and select STANDARD TICKET. Decide on your visit date and arrival time and then enter your unique code during the booking process. **You'll receive your entry ticket by email** shortly after your booking is confirmed. No payment will be due unless you add extras or upgrade your ticket.

Advanced bookings are subject to ticket availability and opening dates/times. Voucher code can be used once to book one standard ticket only. Once booked, date and time changes cannot be made. Code expires 31 December 2023. Unused codes will become void after this date and no extensions will be granted. Code cannot be used in conjunction with any other offers, promotions, discounts or incentives. Lost vouchers and/or codes cannot be replaced so please keep your voucher in a safe place and treat as you would cash or any other voucher and/or gift card. Usual entry terms and conditions apply. Children aged 3 and under enter for free and do not require a ticket. Not valid on tickets for The View from The River. **NOT FOR SALE.** [retailenquiries@theviewfromtheshard.com](mailto:retailenquiries@theviewfromtheshard.com)

For detailed transport and direction details, scan the QR code.



**HOW TO FIND US**



## BRAND GUIDELINES

### SOCIAL MEDIA POSTS & ADS:

Our social media is all about showcasing and selling the experience. Along with beautiful images of The Shard and the London skyline, we focus on video & user-generated content to help people visualize what their own experience could be. We utilize still graphics with content ranging from press features, social proof, events, tourist guides, etc.

On social media, we can be more playful and experimental, but it's important to maintain brand standards by using our typography and reemphasizing our colour story.

