

Place Campaign Branding

Guidelines v1 November 2021





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Place Brand Proposition

1

Introduction

Every place has a reputation, i.e. the opinions, mental images and emotional feelings that are evoked by the name of that place.

Naturally, if these opinions, images and feelings are positive, then people will feel happier to live and work there, tourists will want to visit, students will be inspired to study there, investments will flow in, jobs will follow, and festivals, events and all sorts of other positive things will be attracted to that place.

The reality of what is happening in that place is, of course, the most important factor in shaping these impressions but identity and messaging also play a critical role. Articulating and projecting the strengths and positive character of a place can be a powerful way to attract attention, develop understanding, encourage positive impressions and even counteract negative perceptions that may linger over a place, long after the causes for those perceptions have ceased to exist. A place identity and messaging campaign that

is differentiated, engaging, distinct and consistent will, over time, help to build a reputation that will benefit residents, workers, institutions, visitors and every other audience.

In branding terms, we call this achieving a positioning, i.e. becoming known for something specific that is attractive and appealing. It happens when how we behave, how we view ourselves, what we tell others about ourselves and how others perceive us, are all aligned. The more alignment, the stronger our brand positioning and the stronger our reputation. So, a large part of the key to our reputational success is within our control - by being thoughtful of how we view ourselves and being aware of what we tell others about ourselves.

How we view ourselves is about understanding our authentic character and the positive experiences that we can offer in this place. What we tell others is about communicating engaging stories about these experiences in a way that is consistent and unique to us. Collectively,

this is our place brand and it is a genuine collaboration that comes from within Tower Hamlets. Our residents, students, institutions, business people, charities, indeed everyone has a voice and a stake in the decisions that affect their community. They create the meaningful experiences that make this place what it is and they should tell the stories that shape public perception. The brand belongs to everyone.

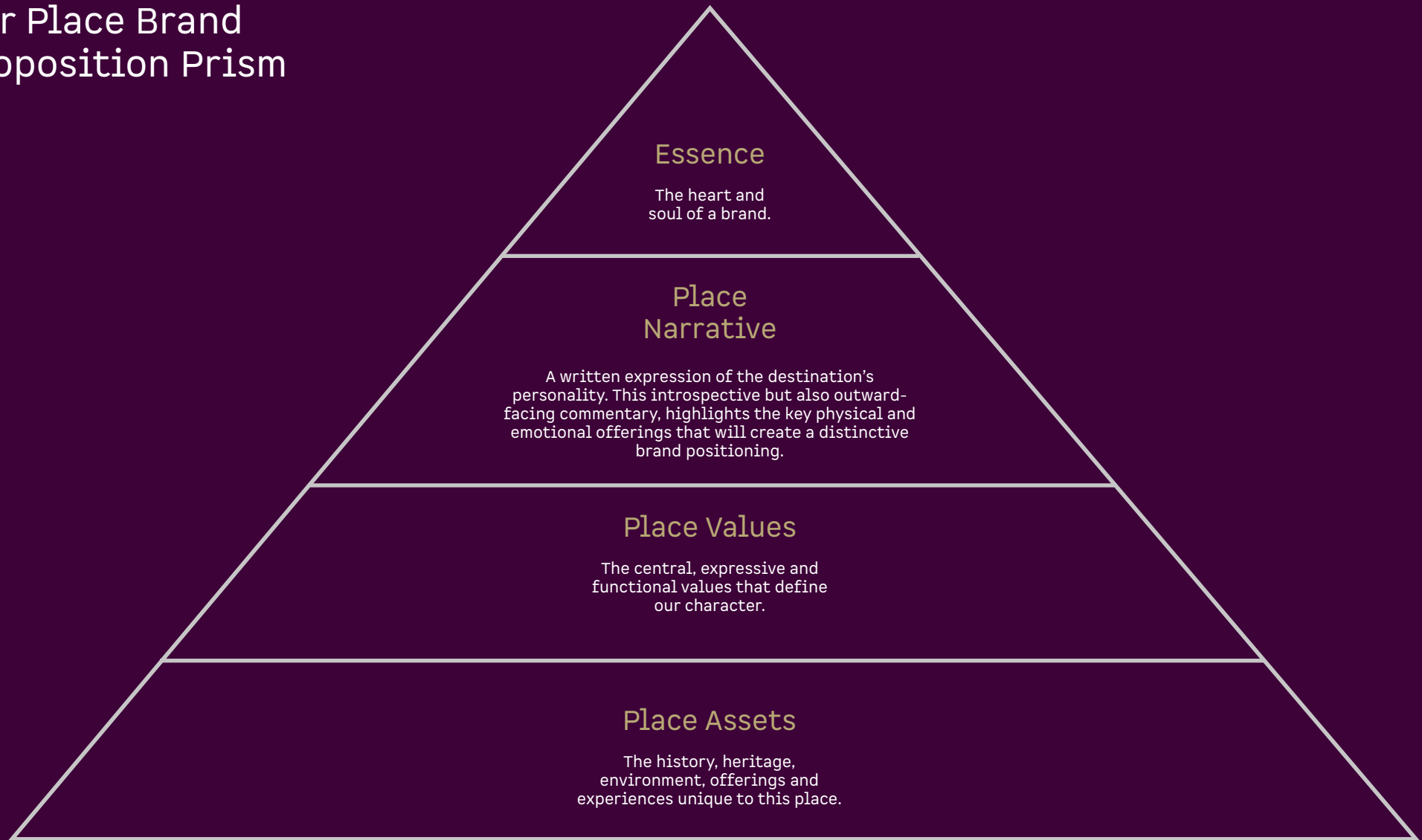
This document is designed as a tool to help everyone across the borough to communicate what makes Tower Hamlets unique and engaging;

By understanding our character and being able to express it through the experiences we offer.

By employing the themes that can inspire experience development and frame the stories we tell about those experiences.

By illustrating how our visual & verbal identity can work to deliver appealing and emotive expression.

Our Place Brand Proposition Prism



Place assets (also known as our brand pillars) represent key aspects of our history & heritage, our environment & outlook and our offerings & experiences - all of which combine to create the uniqueness of Tower Hamlets.

Our Place Assets

History

- > Roman
- > middle ages
- > Huguenots
- > immigration
- > good causes
- > empire
- > Toynbee Hall
- > Charles Booth
- > Suffragettes
- > Cable Street
- > Blitz spirit
- > East End

Environment

- > parks
- > open spaces
- > river
- > docks & basins
- > canals
- > transport links
- > markets
- > visitor assets
- > architecture
- > regeneration

Community

- > distinct centres
- > strong faiths
- > home building
- > music festivals
- > arts scene
- > food
- > markets
- > Toynbee Hall
- > Charles Booth
- > Suffragettes
- > Cable Street
- > Blitz spirit

Diversity

- > 137 languages
- > 43% from 20
- > immigration
- > Brick Lane msq
- > food
- > music
- > markets
- > cultural events
- > architecture
- > visitor assets

Our Place Values

We established our place brand's central value during the Engagement phase of our work, when we interviewed a wide range of stakeholders.

Based upon the psychological concept that we're all motivated by a small number of Fundamental Human Needs, we uncovered that our stakeholders felt that a strong sense of Equality is at the very heart of the Tower Hamlets ethos. And furthermore, the precise term, Solidarity provides the very best expression of this sense of Equality.

Values are what people experience and feel when they interact with the people and organisations within Tower Hamlets.

Our values drive our behaviours - we are a people that are absolutely committed and determined to move forward and create a better place for citizens and visitors.

Solidarity

A bond of unity around a common goal.

Community of feeling.

Unifying purpose or intent.

Willingness to support others.

Just a few examples of how the people of Tower Hamlets have evidenced the central value that permeates this place:

Cultural cooperation in the story of Brick Lane Mosque

Suffragettes & Salvation Army

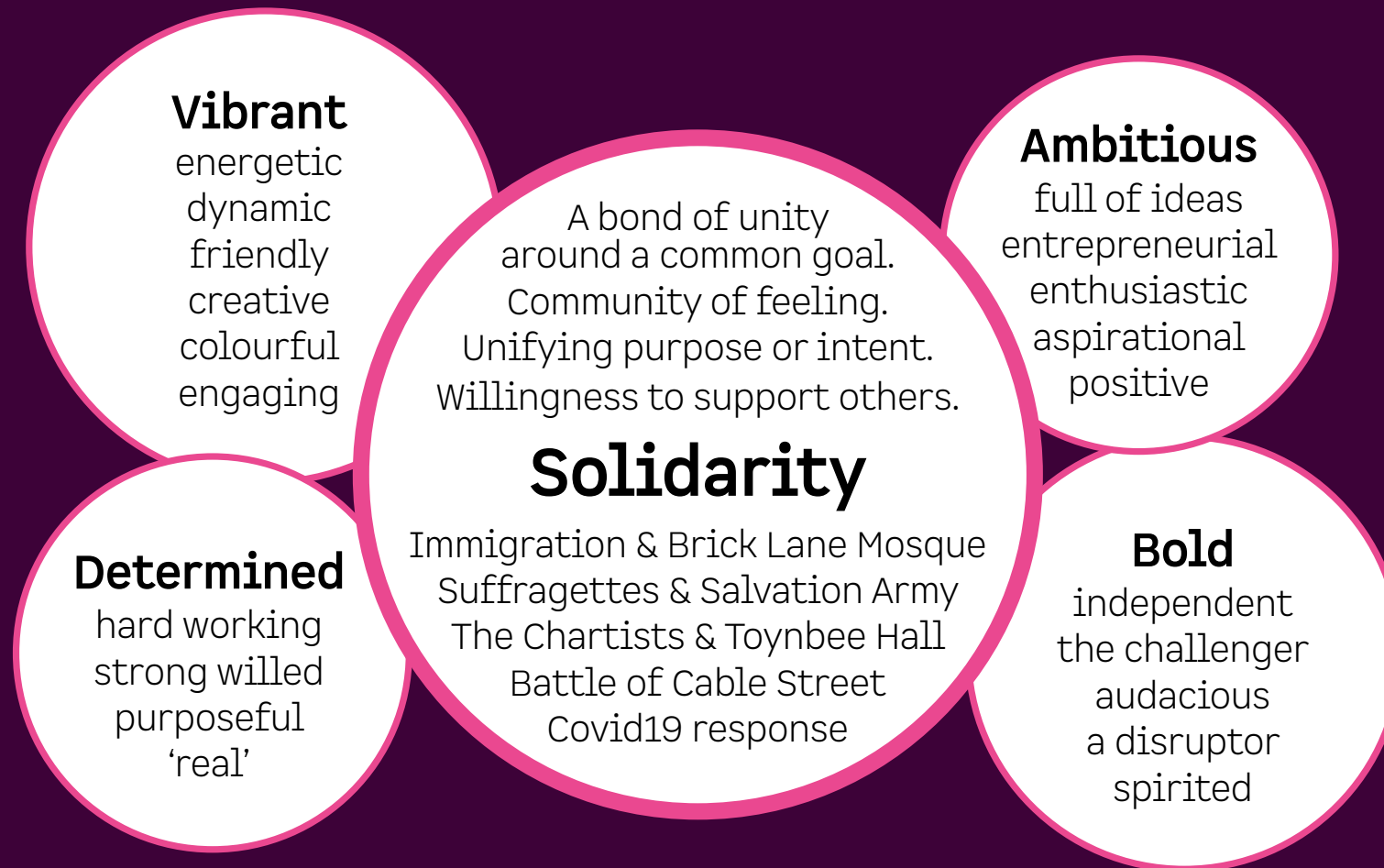
The Chartists & Toynbee Hall

Battle of Cable Street

Covid-19 response

Within our place branding, we have Solidarity at the very core - this is our central value and is, in turn, supported by two functional and two expressive values.

Our Place Values



Our Place Narrative

Tower Hamlets is truly unique, offering some of the very best of London, packed into one dynamically diverse borough. We're moving forward, boldly, proving to the world and each other, that this place epitomises our capital's rich past, its exciting future and the energy that drives it all forward.

Rooted in layers of history, stretching back almost 1000 years, Tower Hamlets is today a youthful, ambitious and vibrant place. Always a global gateway for new people, new products, new trades and new ideas, our borough is again leading the way as the heart of London moves East.

Shaped by our environment of dense development, open spaces, commercial drive and the constant surge of the river, our cultural life thrives, our learning institutions lead the world and our people work hard to build fulfilling lives, stronger communities and a better world.

Because we embrace our diversity. We know the value of difference. We are a globally influenced community like no other. We understand that where cultures contrast and ideas intersect, is also where minds can meet and everyone can feel at home.

Welcome to Tower Hamlets

Our Place Essence - our brand positioning

Only TH_is

A confident statement reflecting the uniqueness of Tower Hamlets - only here has such **diversity, history and vibrancy.**

THIS

THIS
TOWER
HAMLETS

THIS
EAST
LONDON

Themes

2

Themes

So, what's the real-world benefit of understanding Tower Hamlets' place campaign brand proposition? How can we harness all of the good content within the previous section to make a difference in the real world? Simple. **Themes.**

Themes are what lie at the heart of great stories and stories are how we develop relationships with all of our audiences. Whether shared via social media, websites, advertising, display or any other channel, every story adds to the understanding and appreciation of our place and creates genuine engagement with our audiences. And within these stories, it is the themes that tie things together, giving them meaning and relevance. A story can meander, involving all sorts of places, people and exploits but it's the recurring theme, popping-up here and there, that conveys the story's central idea. And themes can be found in places.

By understanding a place's proposition (it's pillars, personality, narrative and essence) we can uncover the authentic and unique themes that define what's best about that place.

These themes can then help us to frame and develop meaningful and coherent communications and also influence the resident/visitor/student/investor experiences we may want to develop.

When these experiences and the stories we tell all reflect our themes, then this, in turn, strengthens our reputation for these themes and the whole system becomes a virtuous circle. And when this happens, Tower Hamlets becomes instantly recognised and desired for who we are and what we offer. So, for our future success, our themes should be the source from which our stories flow and on which, our offered experiences are based.

Theme 1:
History

Theme 2:
Culture

Theme 3:
Community

Theme 4:
Opportunity

Theme 5:
Environment



Theme 1:

History

Key storytelling message:

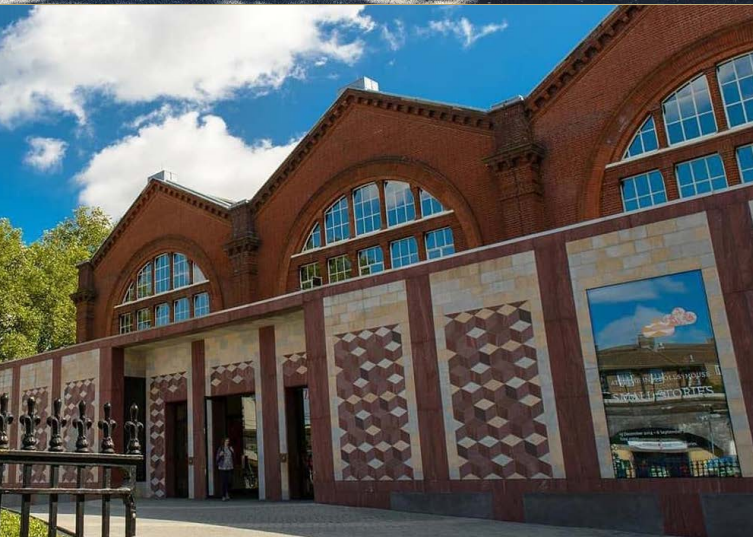
Our unparalleled history has shaped our character and helped to shape the world

Narrative:

Rooted in multiple layers of history, with foundations formed in Roman times and a recorded history stretching back for 1000 years.

From defending the key expression of royal power to welcoming Huguenot skills, embracing waves and waves of immigration and becoming the epicentre of global trade it was perhaps inevitable that Tower Hamlets would be the place that nurtured the Suffragettes, Charles Booth, Toynbee Hall, The Salvation Army, the battle against fascism, the spirit of the blitz and our united response to Covid-19. The heart and soul of today's Tower Hamlets has been forged in the crucible of our truly unique history and heritage.

Only in Tower Hamlets



Theme 2:

Culture

Key storytelling message:

We have a dynamic and unique culture that flows directly from our unparalleled heritage

Narrative:

The vibrant, contemporary culture of Tower Hamlets has been formed by all those people, trades, ideas and ideologies that have come before. We're more cross-breed than pedigree. And we're proud of it.

As the epicentre of global trade and a genuine melting pot of traditions, outlooks and ideas, it was perhaps inevitable that Tower Hamlets would be the place that nurtured the Suffragettes, Charles Booth, Toynbee Hall, The Salvation Army, the battle against fascism, the spirit of the blitz and many other examples of people working together in solidarity.

The heart and soul of today's Tower Hamlets has been forged in the crucible of our truly unique history and heritage. Forming a lasting culture that embraces creativity, celebrates diversity and promotes inclusivity through all aspects of the arts and wider human expression.

Only in Tower Hamlets



Theme 3:

Community

Key storytelling message:

Where cultures intersect is also where community grows

Narrative:

Tower Hamlets is truly unique, offering the best of London in one dynamically diverse borough. Always a global gateway, we are a globally influenced community like no other.

And in this truth, lies strength. Differing traditions, faiths and demographics can, of course, create contrasts and even stir tensions but this is massively outweighed by the energy that flows from the need and desire to live, work, relax and prosper together in this tightly defined place. Close-knit communities have always thrived in our distinct urban centres but today, as everywhere shrinks and boundaries disappear within the digital world, there is a growing sense of collective community.

And here, of all places, we can own this societal transition. Probably because we've been so open to the world for so long, we can uniquely take pride in our ability to build bridges, share strengths and coalesce community spirit, right across the borough.

Only in Tower Hamlets



Theme 4:

Opportunity

Key storytelling message:

Tower Hamlets is a global gateway and also a personal portal to a better future

Narrative:

People have always been drawn to this place, creating a dynamic process of renewal, regeneration and progress that continues to this day.

From the very first communities, clustered around the Tower, that grew through trade and commerce to the many waves of immigration that brought new skills, trades, ideas and energy, Tower Hamlets has always been a place of transition, reinvigoration and growth. But always underpinned by one constant and unifying factor: the promise of opportunity.

This is where people come to strive, to thrive, to be fulfilled, to be enriched, to be the best they can be. Whether in education, medicine, business, social inclusion or any other aspect of life choices, it's in the DNA of this place to offer opportunity to all.

Only in Tower Hamlets



Theme 5:

Environment

Key storytelling message:

We have an unexpectedly rich and diverse environment that enables and sustains us all

Narrative:

Tower Hamlets always surprises. Perceived as a densely urban place, we also enjoy a wealth of open spaces, parks, wildlife-rich woodlands and canals, linked by necklaces of secluded walks.

These canals, these 'motorways' of the industrial revolution, were a natural extension of Tower Hamlets' globally significant trading infrastructure so it perhaps no surprise that this tradition continues today with our road, rail, tube and DLR links, close connections with City Airport and no less than two Crossrail stations within the borough.

And while the Tower Of London, Tower Bridge and the glass towers of Canary Wharf are all icons of Tower Hamlets, so too are Balfron Tower, the minaret of East London Mosque and the mini towers of the street stalls that form the richest variety of markets in London. In our architecture, infrastructure and public spaces, Tower Hamlets comprises a physical environment that is always engaging, always regenerating and always surprising.

Only in Tower Hamlets

Identity

3

Brandmark

Meet Buzz and Smile

We affectionately call our brand icon Buzz and Smile.

Buzz and Smile is an abstract representation of the shape of the borough of Tower Hamlets.

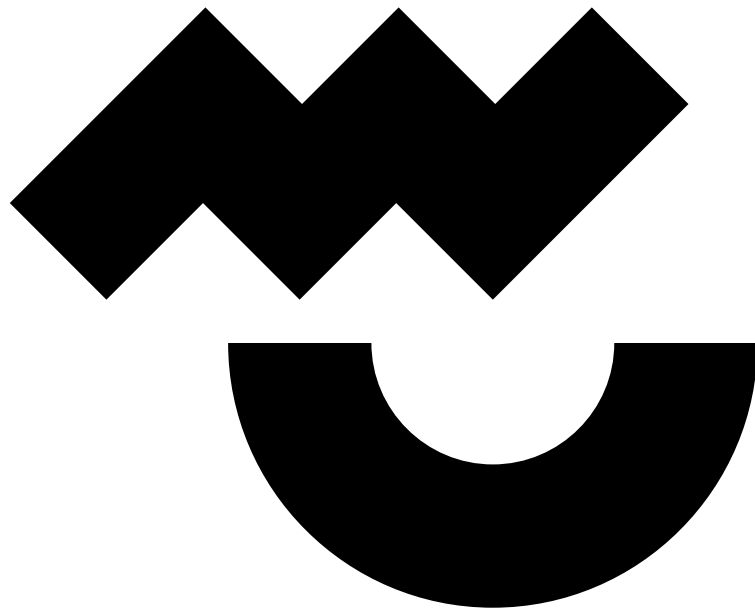
Buzz pays homage to the sharp edges of our urban cityscape and its architectural silhouette while Smile, by contrast, represents the gentle contour of the River Thames as it loops around the Isle of Dogs.

Buzz personifies the edgy nature of inner East London while Smile illustrates our softer human side that makes us feel happy while Smile reflects our organic humanity and open outlook.



Brandmark Landscape

Primary logo



The Tower Hamlets brandmark may be reduced or enlarged pro-rata but the height to width ratio may not be altered.

The core brandmark unifies our Buzz & Smile icon with Tower Hamlets and a bold expression of our confident brand positioning.

**TOWER
HAMLETS**
THIS EAST LONDON

Brandmark Portrait

Secondary logo only to be used when it is not possible to use the landscape logo.



Clear Space and Minimum Size

The positioning of our brandmark is a vital part of how we communicate.

We have established a safe area that gives the identity lots of breathing space and ensures that it stands out with confidence.

The clear space is equivalent to 1/8 of the width of the entire brandmark.

The minimum size for our landscape brandmark is a height of 20mm.

The minimum size for our portrait brandmark is a width of 40mm.



PRIMARY LOGO



SECONDARY LOGO



Don't mess with the mark

It's tempting to do your own thing but please don't mess with our logo. Do not distort it in any way and please don't make your own version on your computer.

The Tower Hamlets brandmark can be provided by simply emailing a request to:

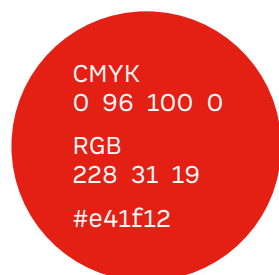
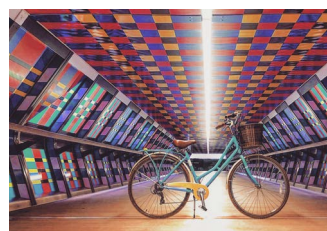


Colour Palette

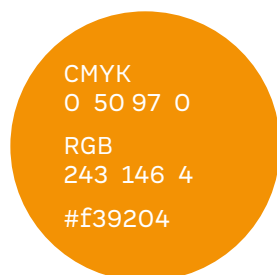
The extensive colour palette for the Tower Hamlets place branding campaign is inspired by our rich culture and our diverse environments. This range of both vibrant and muted colours (and their respective tints and shades) will provide the flexibility needed to effectively communicate the texture of Borough life. Please note that in addition to the usual designer reference codes, we've also given each colour a local place name. This does not tie the use of any particular colour to any particular neighbourhood - it's simply to help us remember and discuss the colours, rather than always using codes.

Let's talk about Colours

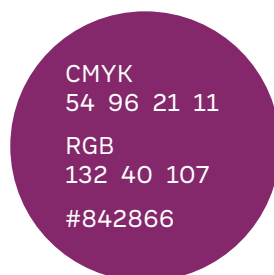
Inspired by the vibrant colours associated with many aspects of our culture and heritage



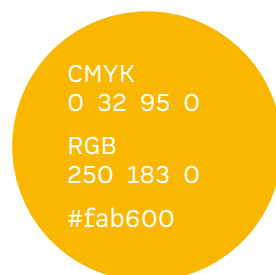
Roman



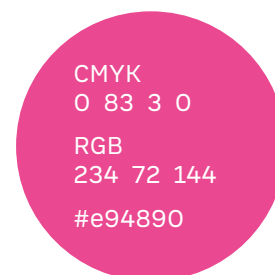
Bow



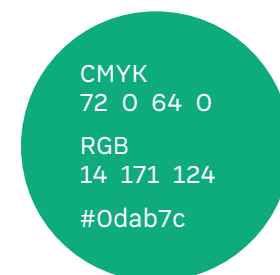
Bromley



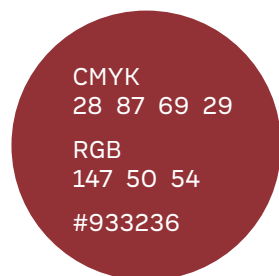
Canary



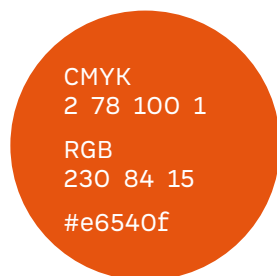
Lansbury



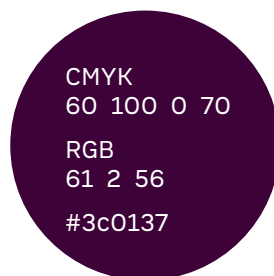
Limehouse



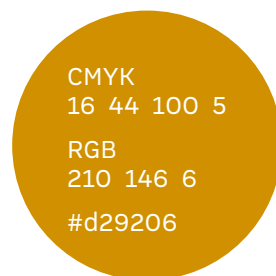
Island



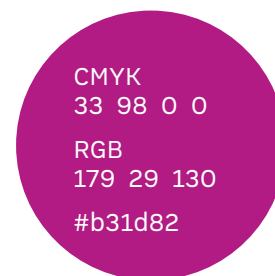
Banglatown



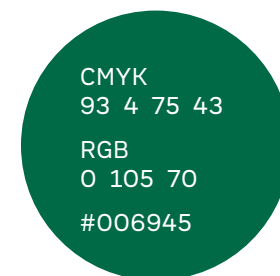
Wapping



Stepney



Shadwell



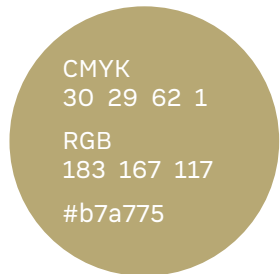
Bethnal

Colour Palette

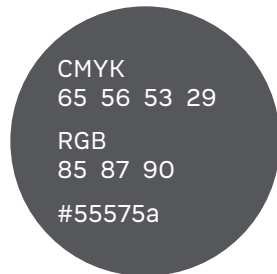
When using any of our colours, please apply them in combinations and within design contexts that will abide by all relevant accessibility guidance e.g. ensuring that where required, appropriate levels of contrast exist between colours to aid legibility, especially for those with sight impairments

Let's talk about Colours

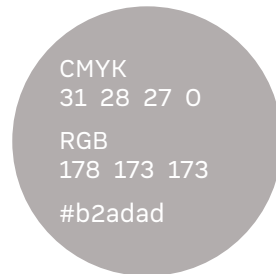
Inspired by some of the more muted colours of our environment



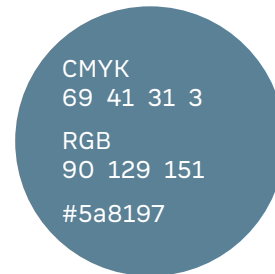
Weavers



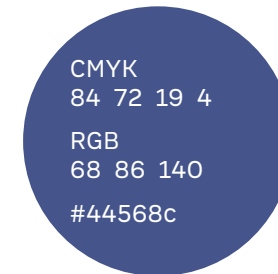
Poplar



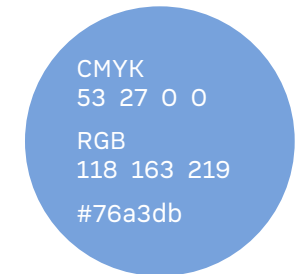
Cubitt



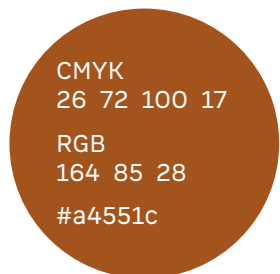
Dunstan



Globe



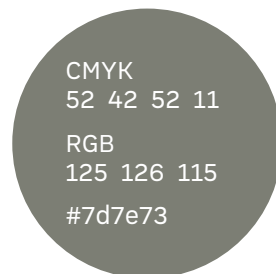
Millwall



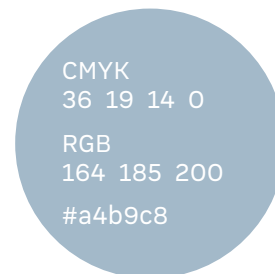
Brick



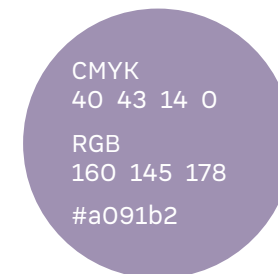
Blackwall



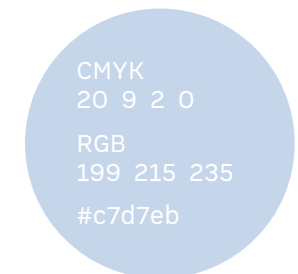
Peter



Spitalfields



Katherine



Whitechapel

Let's talk about colours

Tower Hamlets is vibrant, diverse and energetic - the use of colour in every design should reflect this. The brandmark can therefore be used in any of the colours available in our palette.

100% Black can also be used as shown below.



Roman



Bow



Bromley



Canary



Lansbury



Limehouse



Island



Banglatown



Wapping



Stepney



Shadwell



Bethnal



Weavers



Poplar



Cubitt



Dunstan



Globe



Millwall



Brick



Blackwall



Peter



Spitalfields



Katherine



Whitechapel

Let's talk about colours

The Tower Hamlets
brandmark may be
reversed white out of
a flood of solid colour
and you can choose any
of colours from the
palette.

It is also acceptable
to reverse the identity
out of an inspiring
illustration or
photograph, assuming
legibility is maintained.



Reversed out of colour block - can be any colour from our palette



Reversed out of our colour imagery

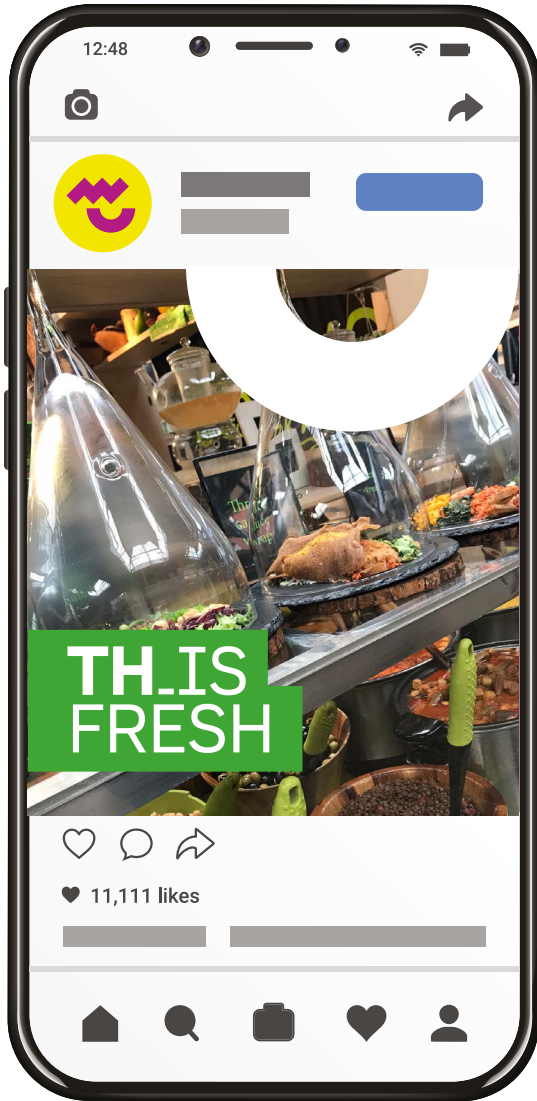
Fun with our Profile Pic/Favicon

Our Profile Pic is simple and iconic. It features Buzz and Smile in the circle shape. It should be used across web and all social media platforms and should be used for our website favicon.

It can be any colour from our palette and so can the circle - just have fun with it.



Profile Pic - Buzz & Smile



Type Face

Say hello
to SPOCK
Essential

Spock has a neutral and clean structure but as we explore its OpenType features we will begin to discover a rich variety of alternates.

Type Face

Our brand uses a number of weights in the Spock Ess font family including:

Light
Light Italic

Regular
Regular Italic

Bold
Bold Italic

Black
Black Italic

Guidelines for use:

Align left, don't justify
mix it up - sentence case or all caps, keep it tight, never loose, use contrast, be legible create a clear hierarchy communicate, don't decorate.

Spock Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Spock Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Spock Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Spock Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Spock Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 <?@£%&*

Spock Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 <?@£%&*

Spock Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Spock Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Type Face / PC Use

Our brand uses a number of weights in the Arial font family including:

Regular
Regular Italic

Bold
Bold Italic

Guidelines for use:

Align left, don't justify
mix it up - sentence case or all caps, keep it tight, never loose, use contrast, be legible create a clear hierarchy communicate, don't decorate.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Type Face / PC Use

Our brand uses a number of weights in the Cambria font family including:

Regular
Regular Italic

Bold
Bold Italic

Guidelines for use:

Align left, don't justify
mix it up - sentence case or all caps, keep it tight, never loose, use contrast, be legible create a clear hierarchy communicate, don't decorate.

Cambria Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Cambria Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Type Face / Online Use

Our brand uses one weight in the Secular One font family:

Regular

Our brand uses a number of weights in the Open Sans font family including:

Regular

Regular Italic

Bold

Bold Italic

Secular One Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 <?@£%&*

Imagery

Telling our story, through imagery.

Photographs are an essential part of our toolkit and we encourage content providers to use colour and tone in their images that complement the Tower Hamlets brand. Having all of our visual elements work together cohesively is vital to maintaining brand consistency. People form a first impression in just 50 milliseconds, so everything you share has to wow and do it fast! Good quality, consistent, professional brand photography is going to help capture potential visitors/locals in a flash as they'll see that you appreciate attention to detail, high quality content, consistency and great aesthetics.

Our local people should feature across all Tower Hamlets collateral, where appropriate. Our photography style should capture the moment, emotions should be real, and the choice of subject, wherever possible, should be authentic. Our images tend to focus on people and their expressions. Our image bank should represent our diverse demographic.

Our campaign is a showcase of what is unique to this special part of East London and place imagery should feature strongly in our image bank. Images should be an eclectic mix of everything the borough has to offer local residents and visitors alike.

The style should be an on the spot, reportage style, unposed, natural shots often using unusual crops, bringing a Tower Hamlets personality to our communication.

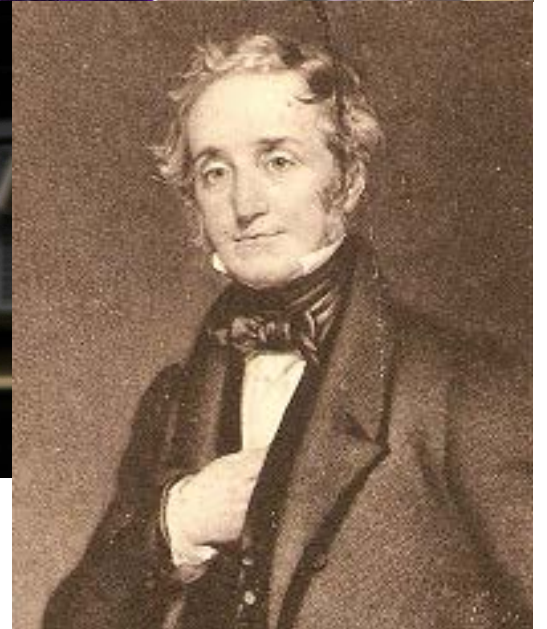
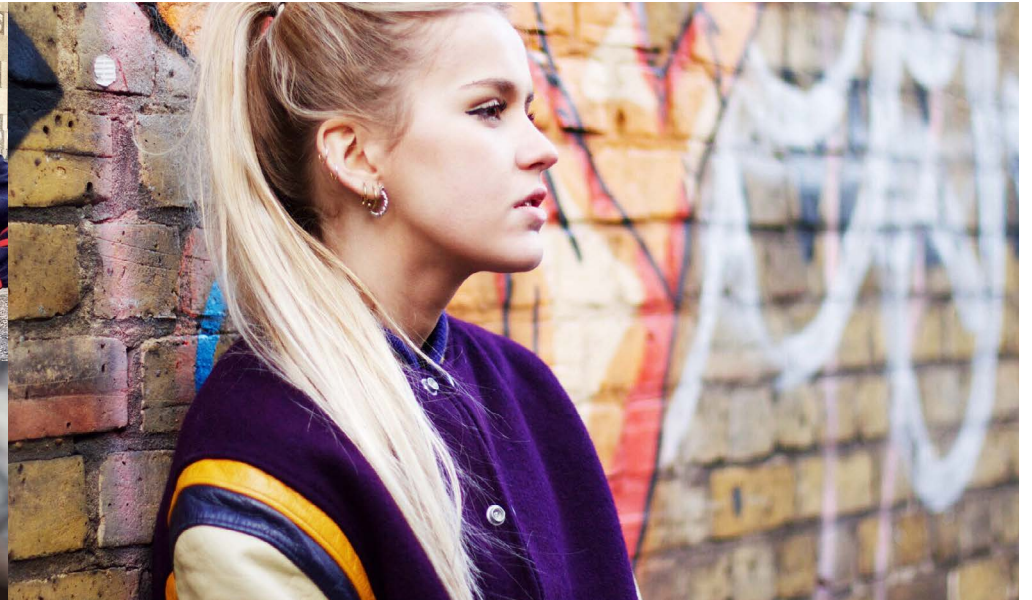
Photography

Our incredible
people

Our incredible people



Our incredible people



Our incredible people



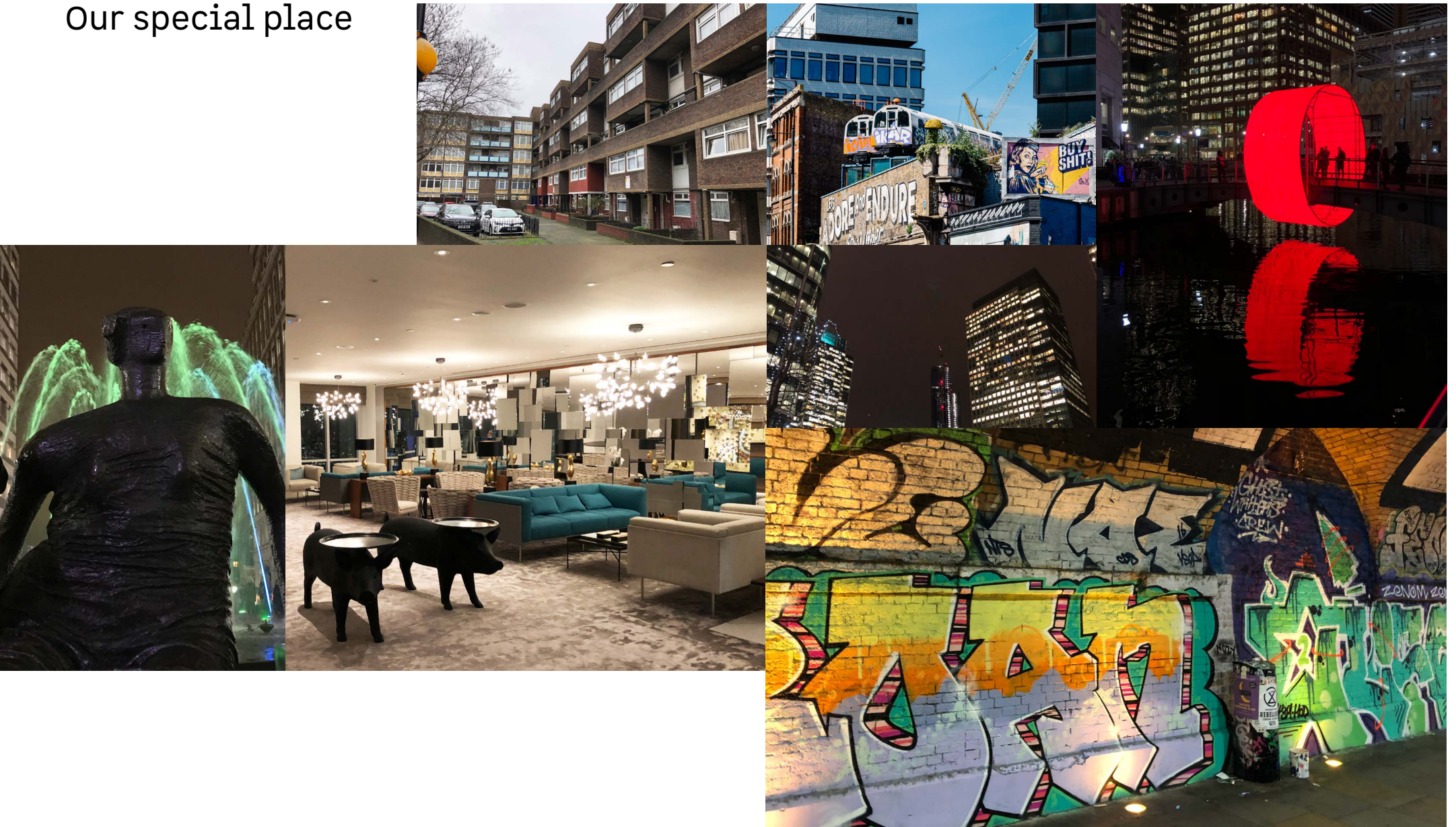
Photography

Our special place

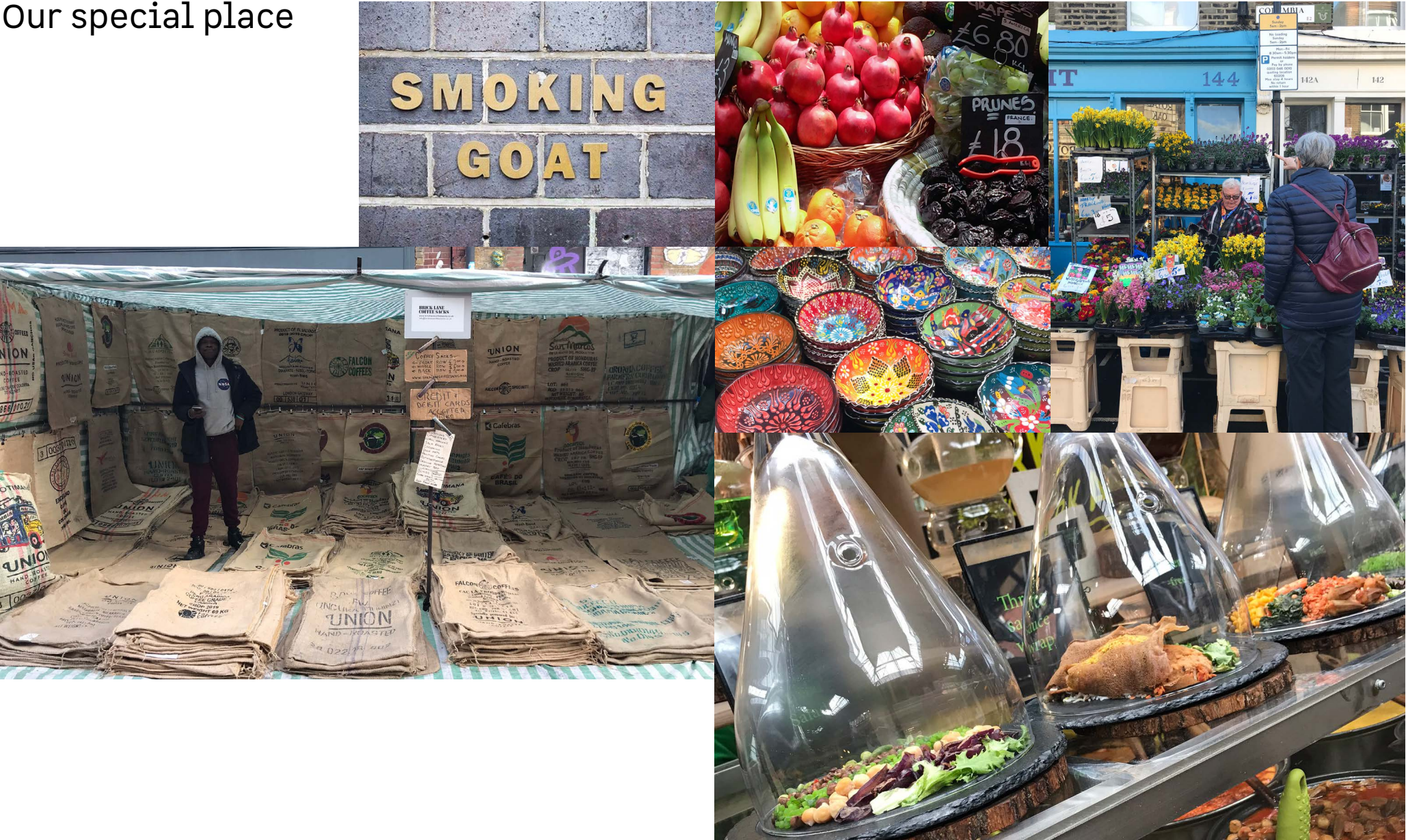
Our special place



Our special place



Our special place



Our special place



A place with
many patterns



A place with
many patterns



Graphic Language - Patterns

We have developed a couple of patterns to date. We intend to add to the library of patterns as the brand evolves and matures.

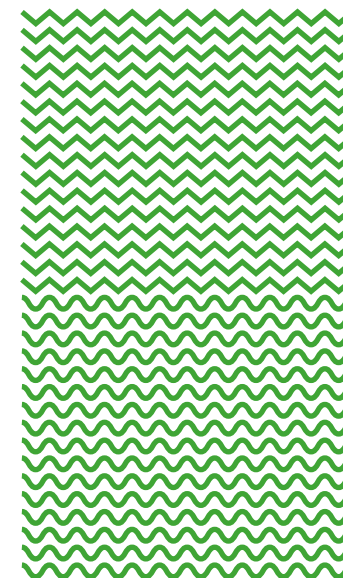
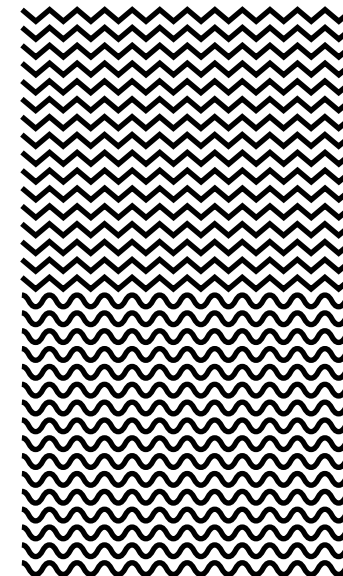
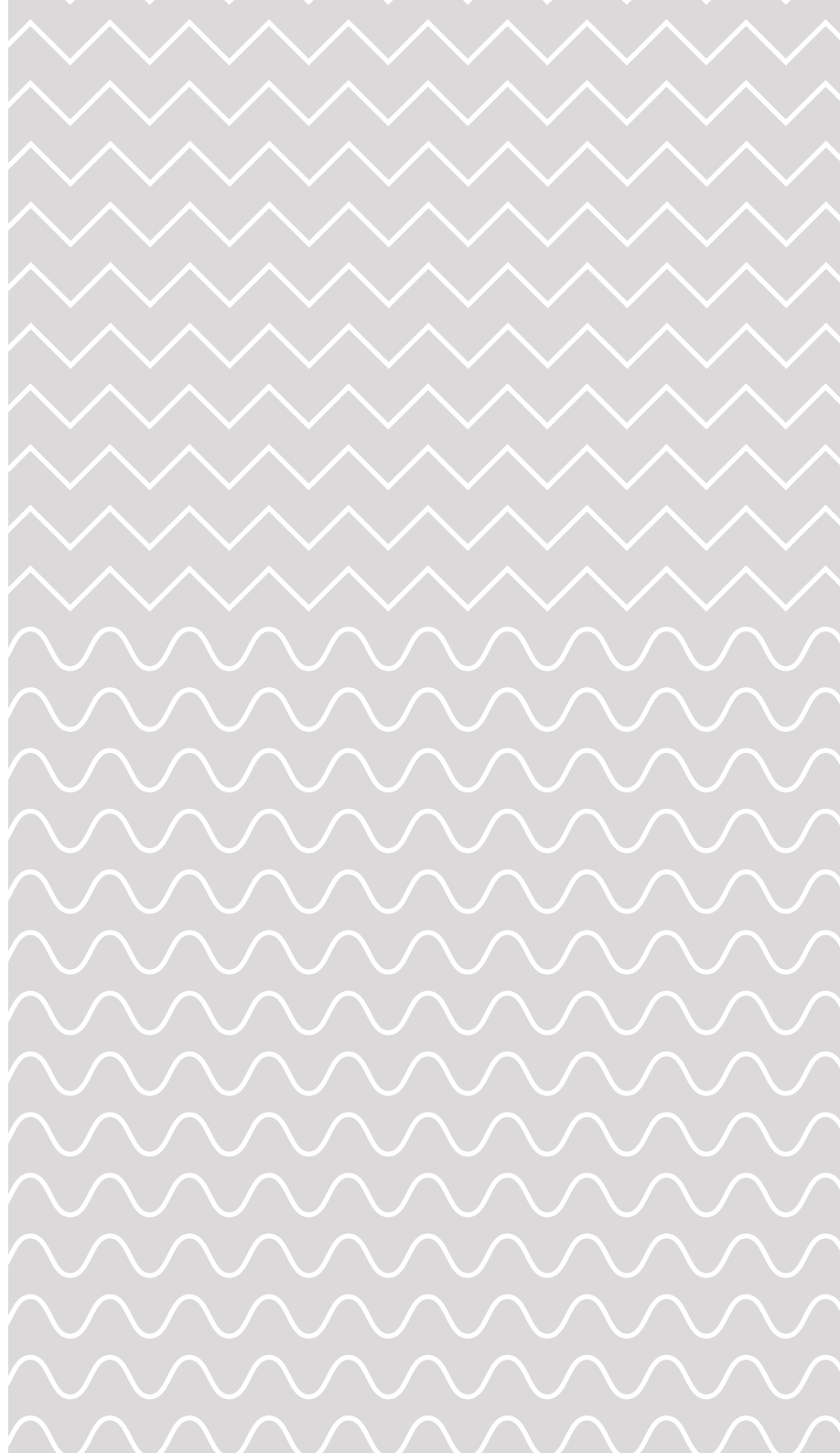
Patterns should all be inspired by the place and the people of the Borough.

The zig zag and wave pattern on this page is taken from our Buzz and Smile icon and can be used in a number of ways.

Patterns can be black or white or any colour from the palette that works with your design. They can be scaled pro rata and cropped to suit your design. We would ask you not to alter the proportions... do not extend or compress the vector shapes or lines.

To provide additional flexibility with this pattern the line weight can be increased for a more dramatic effect. The patterns can also be overlaid or melded into colour panels or images.

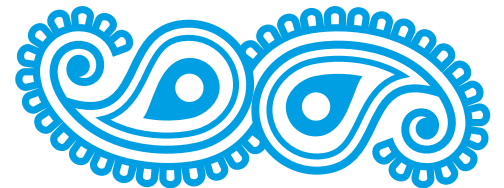
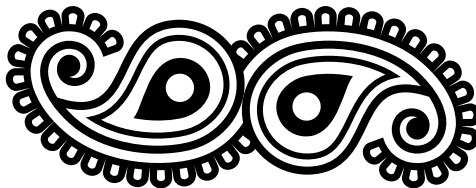
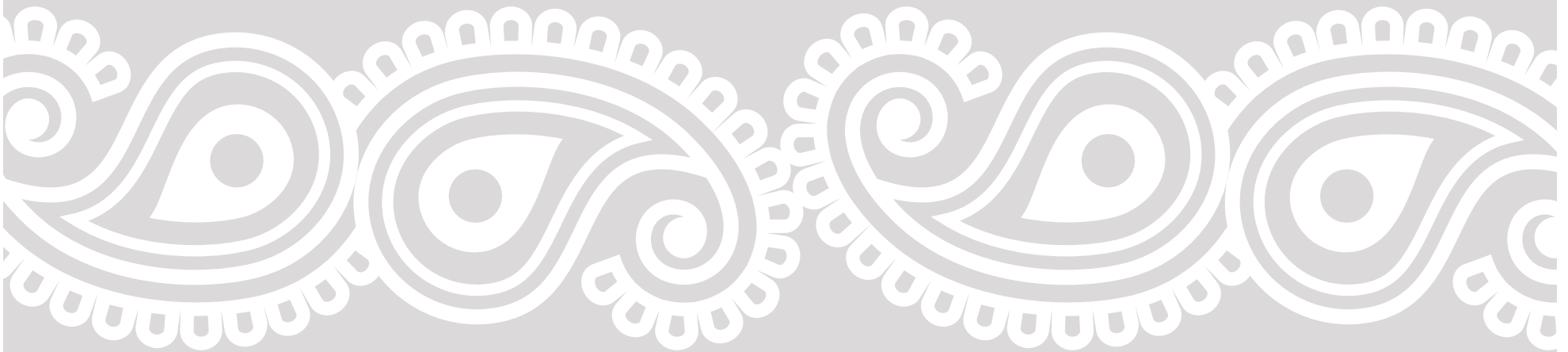
Zig Zag & Wave Pattern



Bengali Pattern 1



Bengali Pattern 2



Graphic Language - Icon

Buzz and Smile

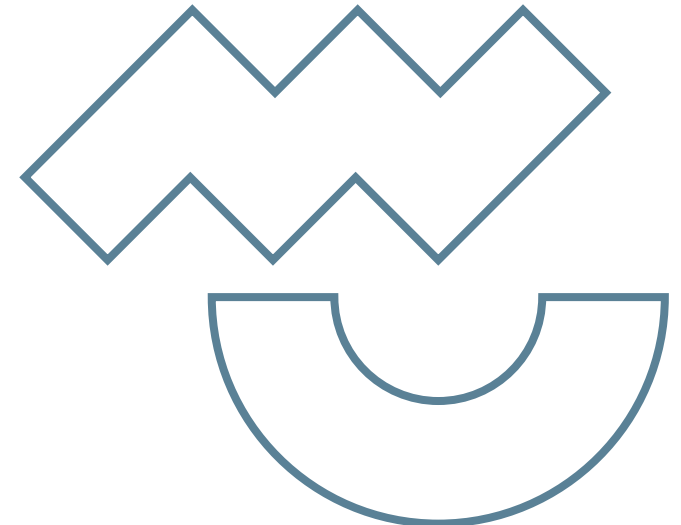
Tower Hamlets is a dynamic, ever evolving place so our graphics should reflect that vibe. Buzz and Smile are the shapes that form our brand icon - they can be used together (as the icon) or separately to add visual impact and texture to all printed, online and environmental communications. These shapes can be used as solid colours, as lines or as containers for images, illustrations or patterns. When using these shapes, they should be at a much larger scale than the landmark and should ideally not be in close proximity to the landmark.



Together



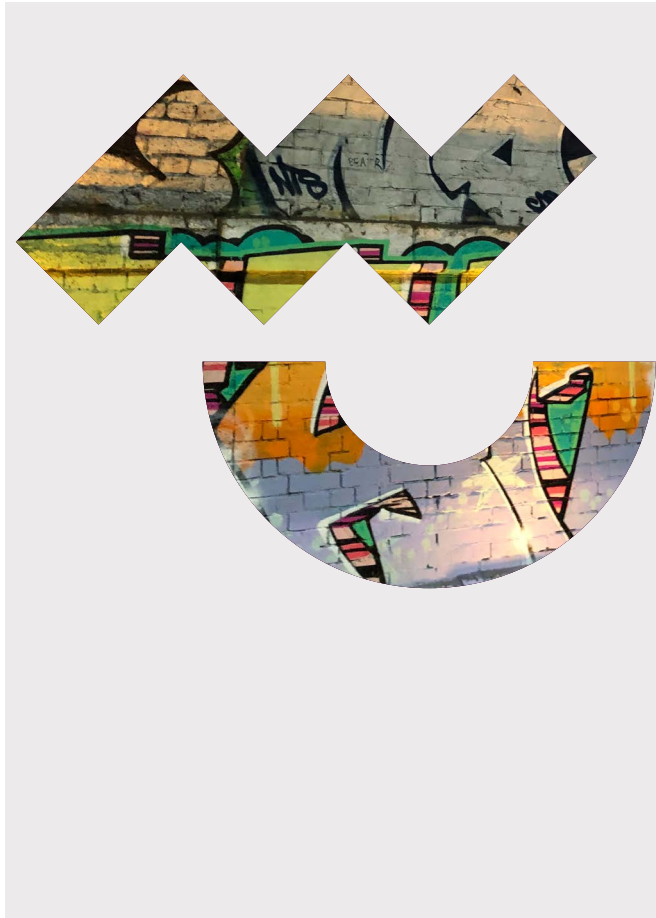
Together



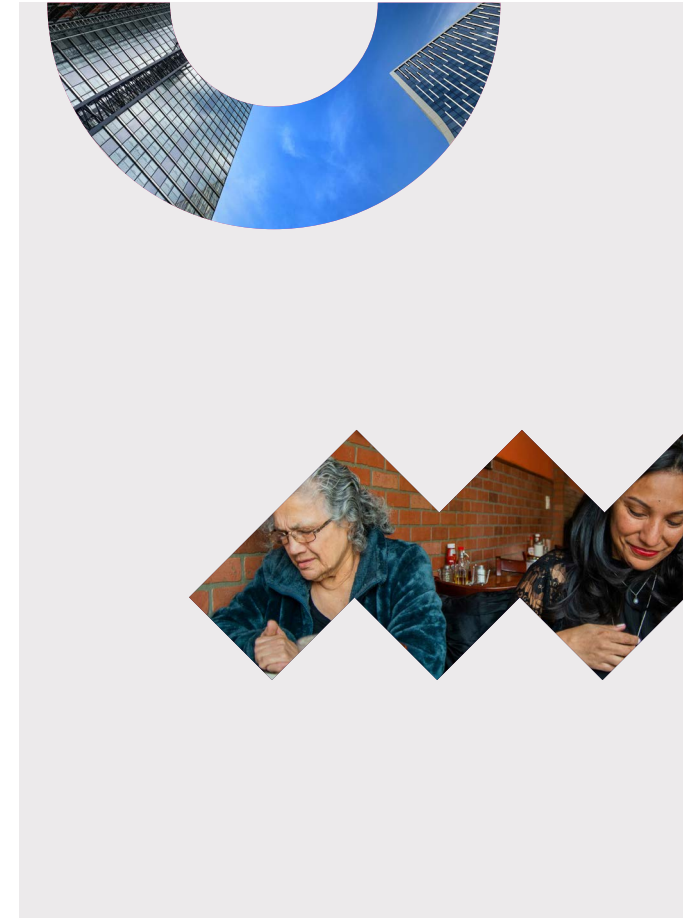
Together



Together



Together



Separate

Buzz and Smile

NB when using the full icon, do not alter the relationship between Buzz and Smile - remember that these two shapes, in this exact relationship, represents the geographic shape of our borough. When using the shapes separately, make sure that they are not so close together that it looks like a new version of our core icon.



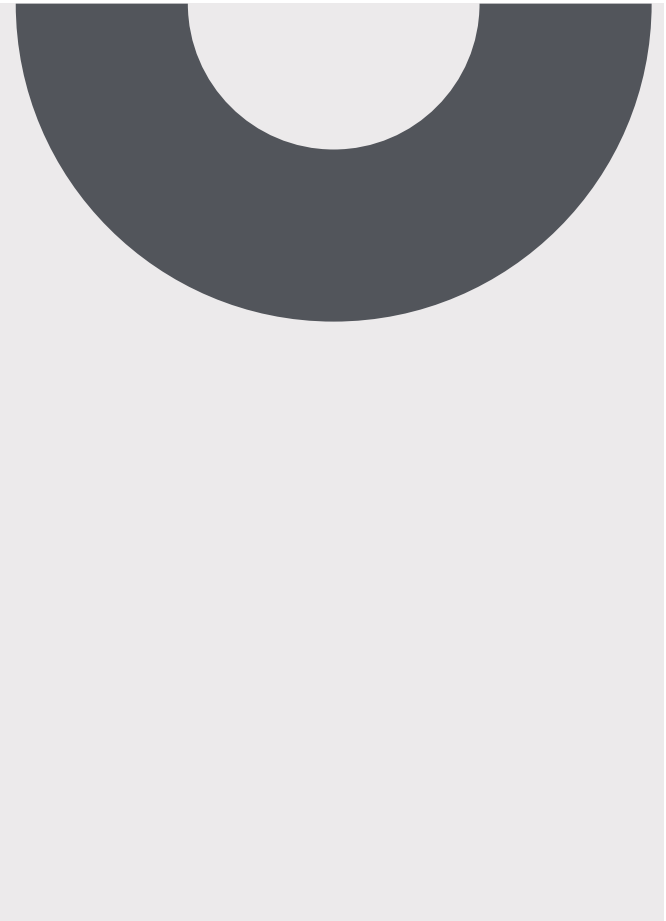
Together



Together



Separate



Separate



Separate



Together in a different configuration

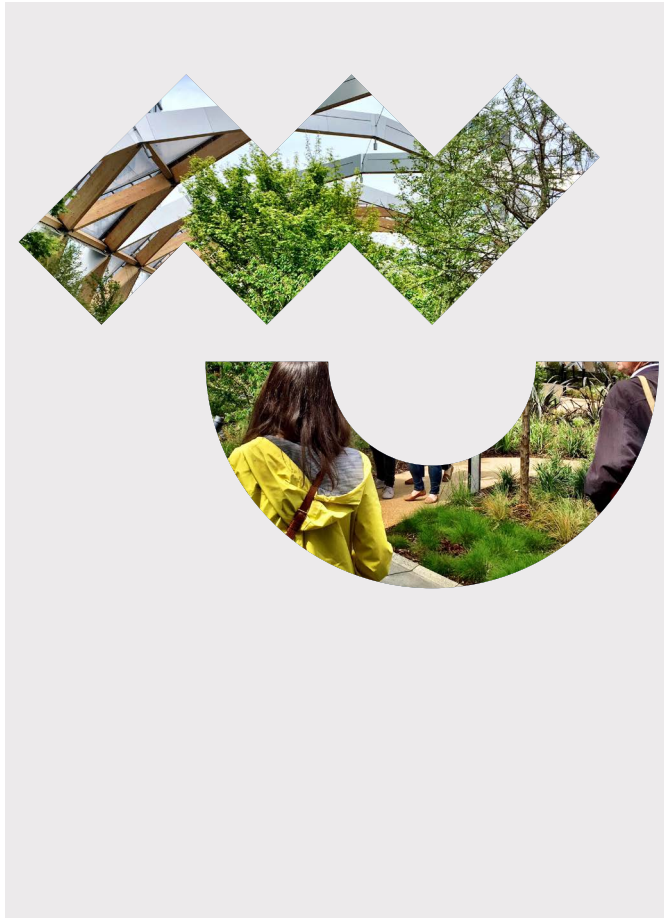


Image fill

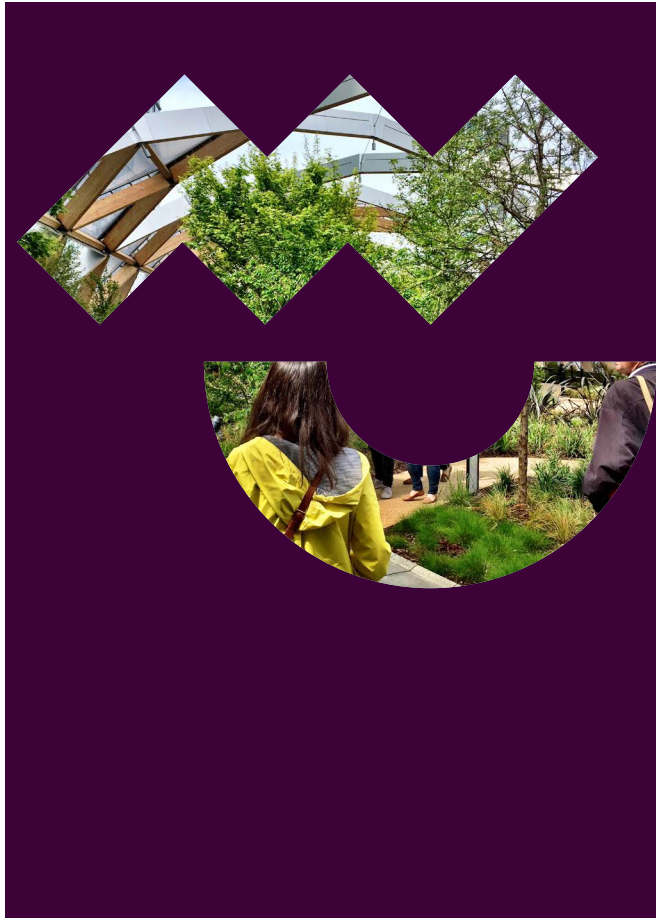


Image fill + colour flood



Image fill + colour flood + pattern

Our Tone of Voice & Messaging

Tone of voice is
not what you
say, but how
you say it.

Our Tone of Voice:

Spirited

Friendly

Real

Enthusiastic

Our Tone of Voice & Messaging

Our four tones come from our four values and they are intended to complement each other.

Bold - Spirited

Vibrant - Friendly

Determined - Real

Ambitious - Enthusiastic

Spirited - We're vibrant. We want our campaign to be lively, bold and confident.

Friendly - Use language that is friendly, warm and welcoming. Avoid jargon, corporate speak and acronyms. Communicate in a conversational style.

Real - Write in a down-to-earth tone. Authenticity and provenance are very important to our communications. Make reference in your content to actual Tower Hamlets places and experiences, where possible.

Enthusiastic - Content creators should always sound passionate, animated and positive about the Borough.

Our Tone of Voice & Messaging

A place campaign is a long-term thing. It takes years for the visual and verbal identity to become recognised, respected and fully embedded but once this happens, it forms a powerful social, economic and cultural tool.

For this to happen, the campaign needs to be a mix of elements, some of which stay constant, sacrosanct even, whilst others must grow and change and adapt over time. The TH brandmark (logo) is one of those things that must always stay the same. The world's most successful place logo, I heart NY, was designed in 1976 and remains the same to this day. Consistency works.

Messaging, on the other hand, is something that should change over time. To keep the campaign current and authentic and engaging, the words used for headlines, sub-headings and body copy across all print, digital and environmental

channels needs to change and grow with the times. It's overall flavour should always remain true to the four tones already mentioned but the actual words should be constantly developing.

Now, having said all of that, since we are now at the very beginning of the campaign, we can supply some key phrases that can be used as headlines for all collateral, from signage to social media, banners to badges. These are taken from our core narrative and should be considered as a starting point. You live, work or play in Tower Hamlets; you know it best. Start creating your own messages that reflect your positive experiences.

Truly unique
Best of London
Dynamically diverse
City within a City
Moving forward
Global gateway
London's moving East
Thriving culture
Open space
Commercial drive
Value of difference
Where ideas intersect
Where minds meet
Feel at home

Our Tone of Voice & Messaging

Tower Hamlets is a place of great diversity. That is our biggest strength.

We want to celebrate this creatively by using oxymorons as headlines within some (but not all) communications.

These are terms and phrases deliberately play with the idea of 'opposites' coming together to make a new (and better) meaning.

Global Village
Constant Change
Honourable Villain
Open Secret
Pretty Ugly
Awfully Nice
Only Choice
Seriously Funny
Same Difference

Our Tone of Voice & Messaging

These are some other word combinations from our place brand narrative that can be used as headlines/sign offs throughout the campaign across the various different media formats.

This is not an exhaustive list but intended to act as a guide.

**TH_IS
DIVERSE**

**TH_IS
BOLD**

**TH_IS
VIBRANT**

**TH_IS
ENERGETIC**

**TH_IS
HISTORY**

**TH_IS
GLOBAL**

**TH_IS
DYNAMIC**

**TH_IS
CULTURE**

**TH_IS
READY**

**TH_IS
ECLECTIC**

**TH_IS
HOME**

**TH_IS
AMBITIOUS**

We are leading
the way in so
many ways.

We embrace
our diversity.

We value
difference.

Everyone can
feel at home
here.

This is a
gateway for
new people.

We are moving
forward, boldly
and together.

This is a place
where minds
meet.

We are proud
of our capital's
rich past.

THIS DIVERSE

Implementation

4

Social Media - The principles of great online content

1 Make it valuable

Valuable content can take many forms. Value can be insider information. It can offer a deal or a prize or a distraction from a busy day. There is opportunity to provide value everywhere.

2 Make it easy to share

Content that is difficult to share will not be shared. This includes off-brand content, heavily-branded content, low-quality content and uncommon formats.

3 Speak like a human

Use simple, personable language. Dry or sales-oriented copy tends to underperform on social media. Instead, add humour, ask questions and include “you” and “I” where possible. This will help your audience feel that they are having a real conversation.

4 Respond to questions

Answer questions promptly and directly with relevant information. Make sure that links take people to the correct pages and contain useful information.

5 Share other people's stories

This is a great way to build trust in your brand. By sharing real stories from real people, you can reassure your audience that others like them have been involved with your organisation and had a great experience. User-generated content can come from Tower Hamlets residents and visitors alike.

6 Be creative

When taking photos or shooting video, look for new and interesting angles. Think about the stories that are unique to you and to the borough, and how you can align them with the Tower Hamlets brand.

7 Be consistent

Without consistency, people are not likely to come back to your channels. Being consistent means keeping a similar rhythm in your posting schedule from day to day and week to week; sticking to a visual style that may use the same filters on photos; and using captions that follow a consistent format per channel.

8 Promote your content

Asking people to share your content helps you reach people beyond your own networks. You can create a list of bloggers and influencers connected to your organisation and its interests, and reach out to them with relevant content.

Example message:
“Hi @travelinfluencer, we know you write about Tower Hamlets’ best experiences. We thought these photos may be relevant to you. Feel free to mention or use as you see fit :)”.



Instagram Best Practice

1. Be Consistent

Businesses need to be active in order to lure followers and increase engagement rates – but how much?

Studies say to have 1-2 posts a day. This keeps your feed fresh and on top and grabs more attention. When to post is also crucial and critical with Instagram's algorithmic timeline.

Many experts prefer posting around 8 AM – 9 AM or 2 PM – 5 PM for your first post to even 5 AM for your second; this inconsistency can create genuine confusion for content planners.

2. Don't educate – tell genuine stories instead

Instagram is flooded with mediocre brand posts that forget social media is a platform to showcase visual inspiration. You should capture the audience's attention through images, video, and text, not lame messages. To increase user engagement rates, be a storyteller that has captions, videos, Instagram stories, and profiles.

People nowadays crave for emotional connection, and storytelling is the medium you can have that emotional connection. The emotional connection has a great chance to engage with your brand and business.

3. Maintain the strong brand value

Creativity, consistency, and clarity are the three pillars for corporations aiming to expand business on Instagram. An unorganized, disoriented approach doesn't work.

Focus on key items such as profile presentation, style pattern creation, which keeps the images up-to-date, and owning the use of a hashtag. Interaction with followers is a must to build the rapport.

By proper designing and planning, you can present a consistent and positive brand to your Instagram users.

4. Ensure a visually consistent Instagram feed

Instagram is all about visualization, and the more you have visually-driven content, the more the user engagement.

For the images, try to use the numerous filters and upload candid shots that do not have high editing. Try to be consistent in your visual feed, stick to 2 or 3 editing styles.

5. Use relevant and trending hashtags

Selecting the most relevant and apt hashtags for your Instagram posts makes your posts appear at the top of the feed.

Hashtags must not be generic – such as #christmas or #diwali; otherwise, your post will compete with numerous others. Instead, try mixing the latest trends and the industry-specific hashtags to come up with the most relevant hashtag to connect with your Instagram audience.

Once your business is in the limelight, try to create a branded hashtag. Using a branded hashtag makes your business discoverable and creates a strong network of users. Our hashtag is **#OnlyinTowerHamlets**

6. Post-user-generated content

User-generated content on Instagram is the key to any business success. User-generated content involves followers themselves with the brand.

User involvement increases if the user-generated content is visually-driven.

7. Stay up-to-date with Instagram changes and updates

Instagram is constantly evolving, and you must be there when new trends, features, or updates are live. In the past couple of years, Instagram has updated its interface and added new features such as IGTV and Stories.

8. Be data-driven

Identifying where you are among the competitors has profound benefits. By using one of the Instagram analytics tools, you can:

- Track post-performance
- Monitor Instagram trends
- Track comments and hashtag usage
- Measure audience engagement
- Identify influencers
- Report across multiple profiles
- Instagram analytics tells you what is working and what is outdated. Gradually, you can build your database to track and measure performance.

9. Strategize to use Instagram traffic to increase web traffic

Instagram traffic helps boost visits to your page. Maximize the traffic with promotional offers that encourage followers to click through.

10. Collaborate with micro-influencers to create authentic branding

Instagram influencer advertising has become increasingly popular, allowing the business to work with key thought influencers in their domain and push business to a wider audience.

11. Create Instagram contests

Contests are a powerful mechanism on Instagram. As per studies, contents generate 3.5 times more likes and 64 times more comments than regular posts.

12. Frequently use Instagram Stories

Instagram stories are the most popular feature, with 600 million users every day. There is a possibility of stories replacing feed as the main feature.

13. Use lots of emojis

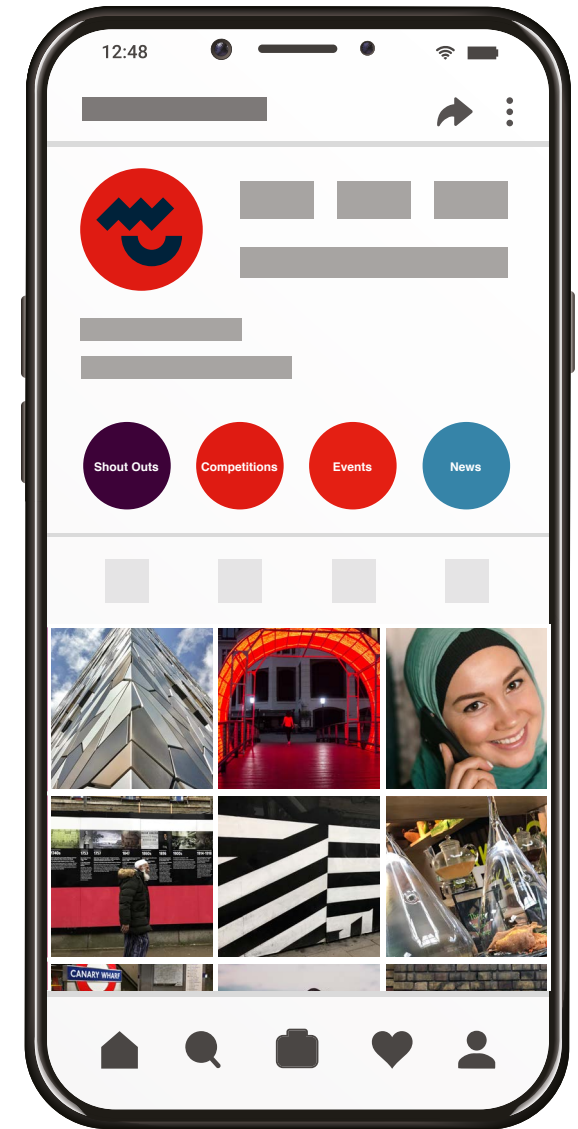
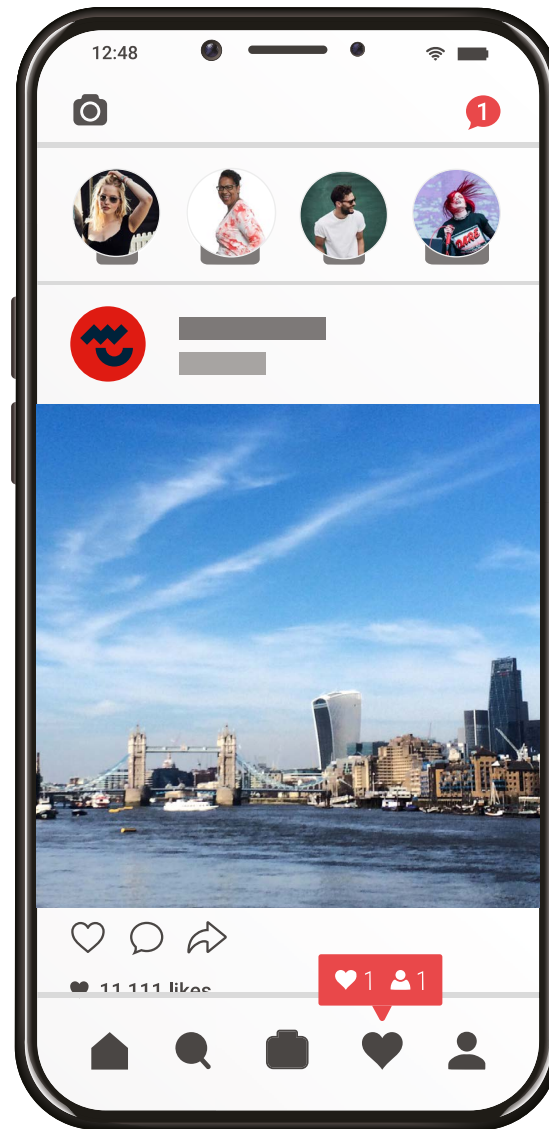
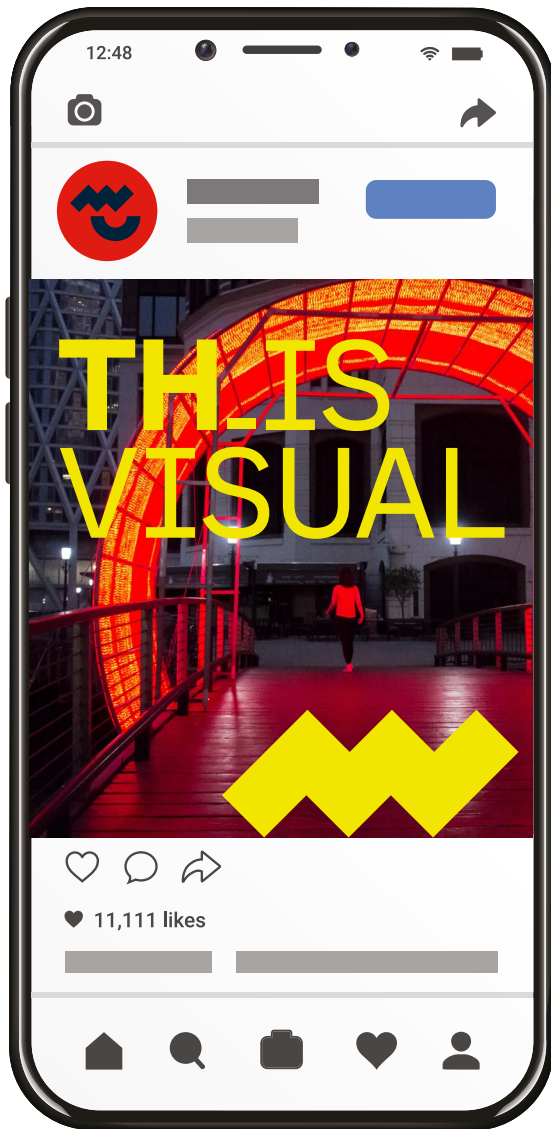
The power of emojis surpasses images, too—especially on Instagram. As per a study, emojis are used by 92% of the online population.

14. Promote Instagram channel on other social media

Spread your Instagram channel on every social media platform such as FB. Ensure on FB you have a clickable link to your Instagram page.

15. Add Call To Actions (CTAs) everywhere

Instagram followers love Instagram ads but ensure you have that likeliness converted into business growth by using a powerful Instagram call to action.



Instagram



BRAND MARK

Profile Pic

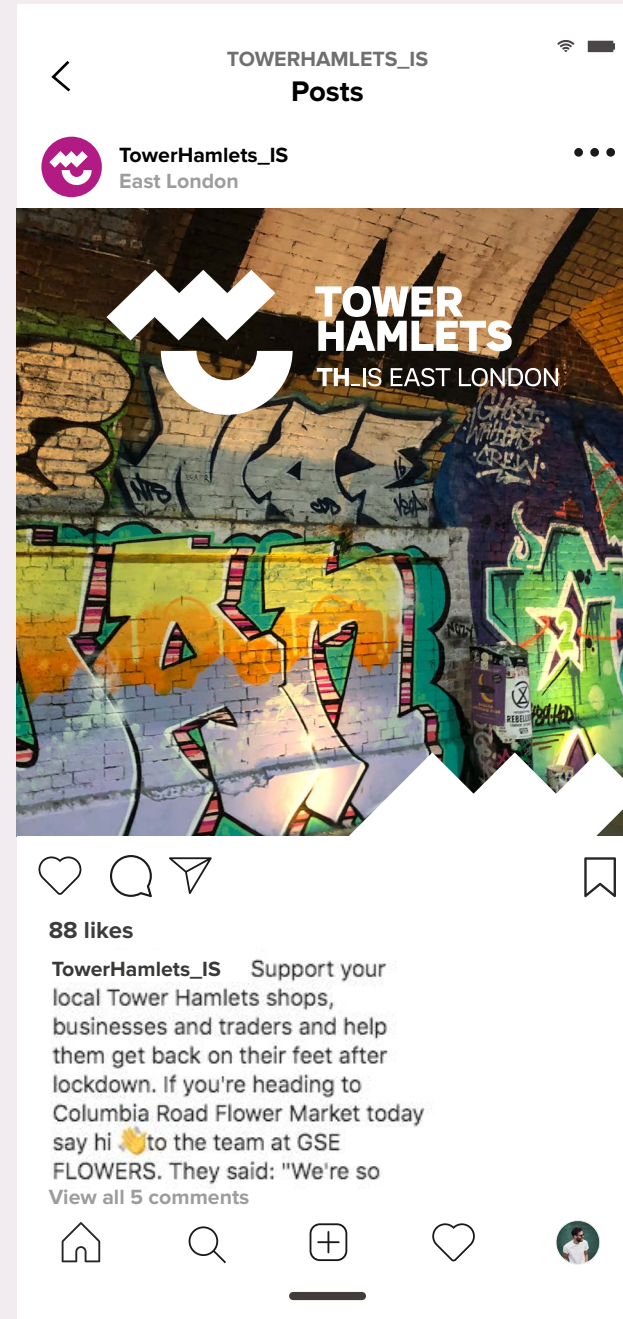
Tower Hamlets place brand - full brand mark.

Eye catching image from the Borough.

Buzz icon in white.

Post message including relevant hashtag (s) #

Brand Guidelines





BRAND MESSAGE

Profile Pic

TH_IS branded message in brand font housed in a coloured shape from the colour palette.

Eye catching image from the Borough.

Post message including relevant hashtag (s) #

Brand Guidelines





BRAND MESSAGE

Profile Pic

Eye catching image from the Borough.

Extended branded message in brand font housed in a transparent coloured panel from the colour palette.

Post message including relevant hashtag (s) #

Brand Guidelines





NEW POST

Profile Pic

Eye catching image from the Borough.

NEW POST message in brand font & colour.

Post message including relevant hashtag (s) #

Brand Guidelines





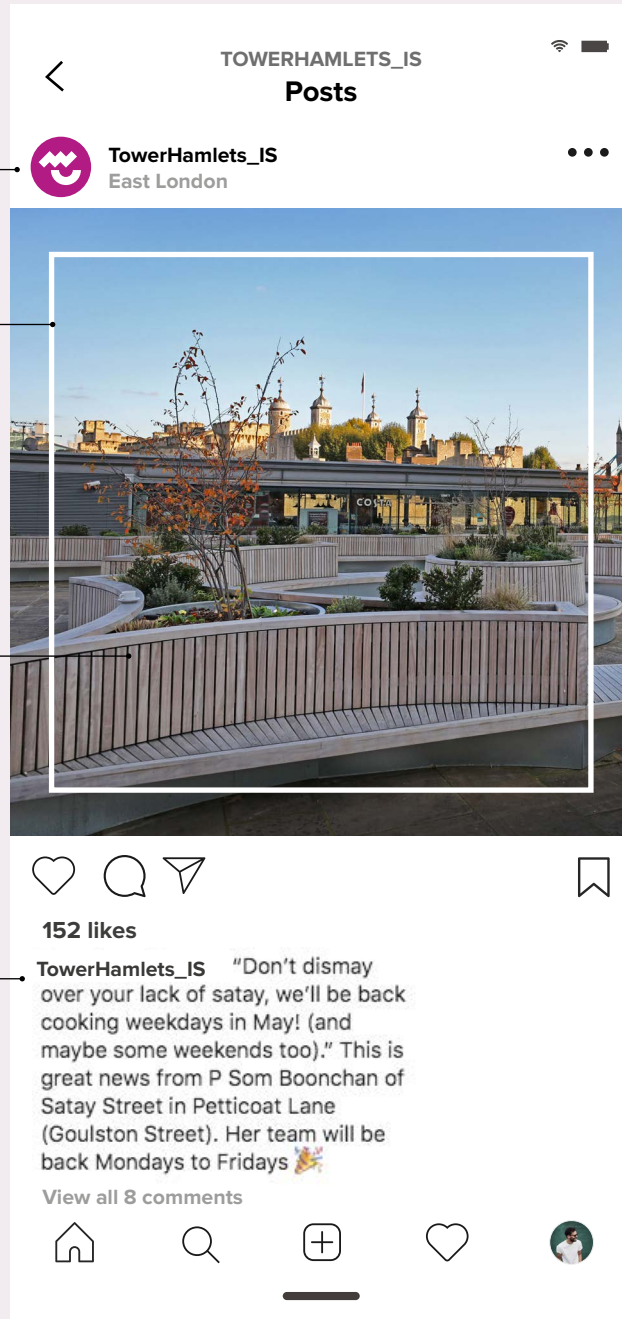
BORDER

Profile Pic

White border to attract attention and to help with stand out.

Eye catching image from the Borough.

Post message including relevant hashtag (s) #





STICKER

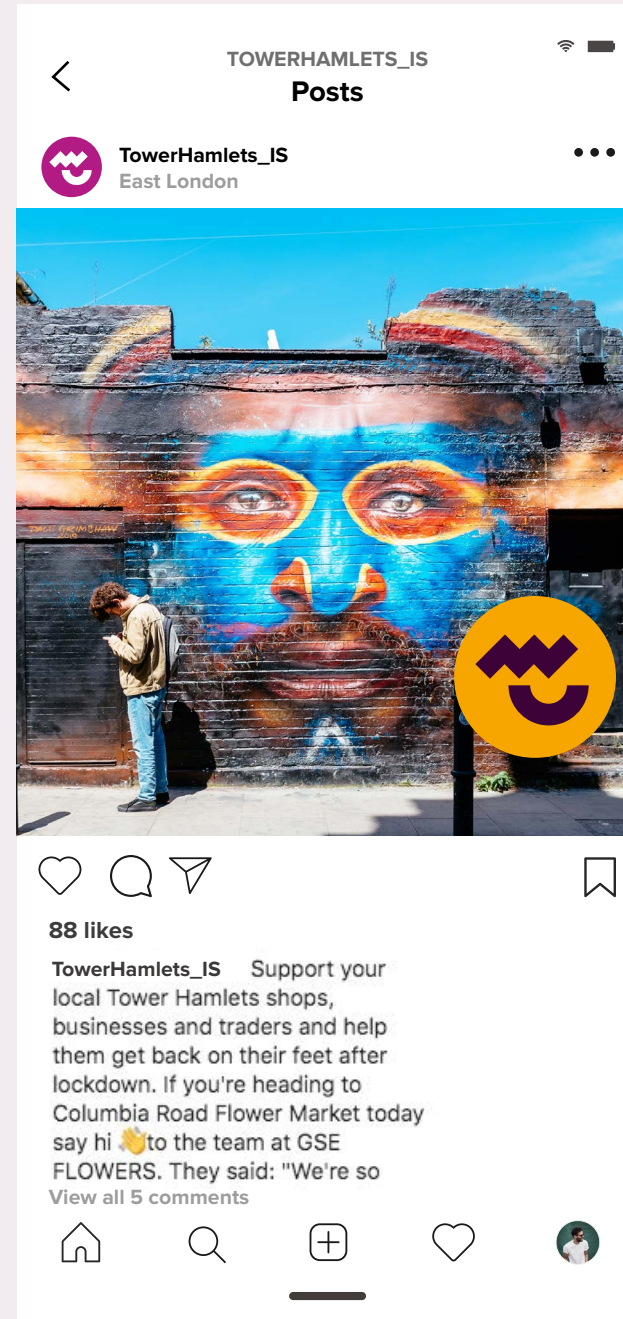
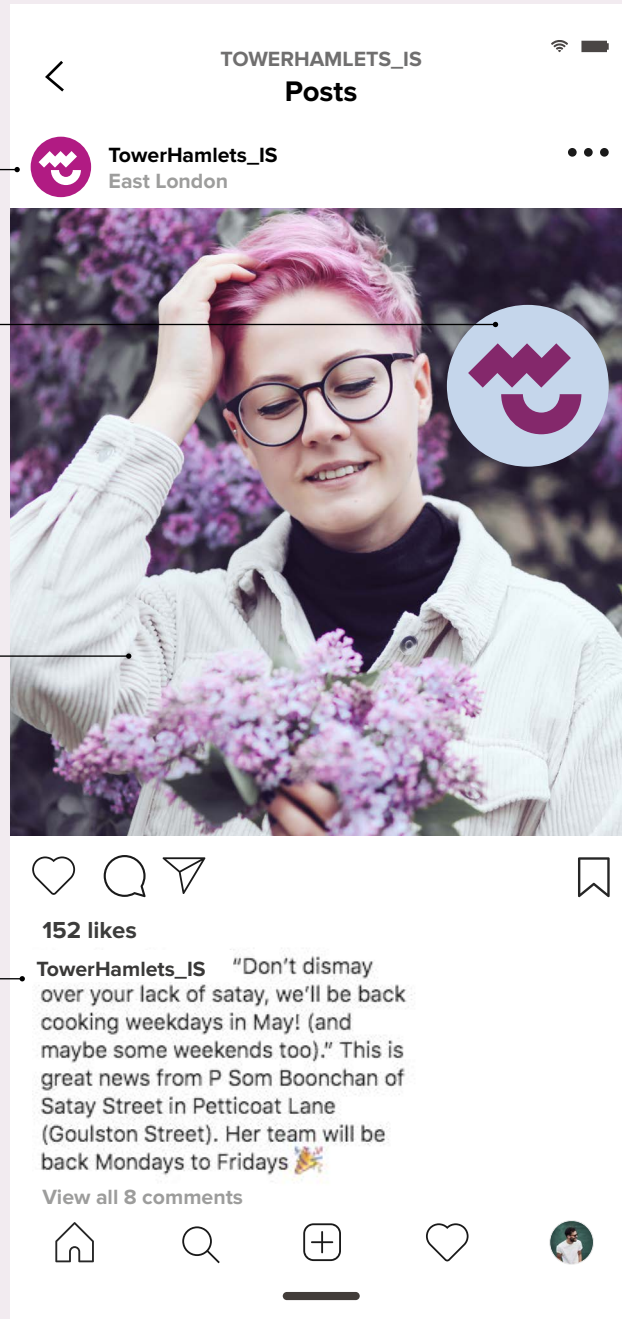
Profile Pic

Sticker based on profile pic design with Buzz & Smile icon in brand colour palette to attract attention and to build brand awareness.

Eye catching image from the Borough.

Post message including relevant hashtag (s) #

Brand Guidelines





PARTNERSHIP

Profile Pic

Buzz & Smile icon in white to build brand awareness.

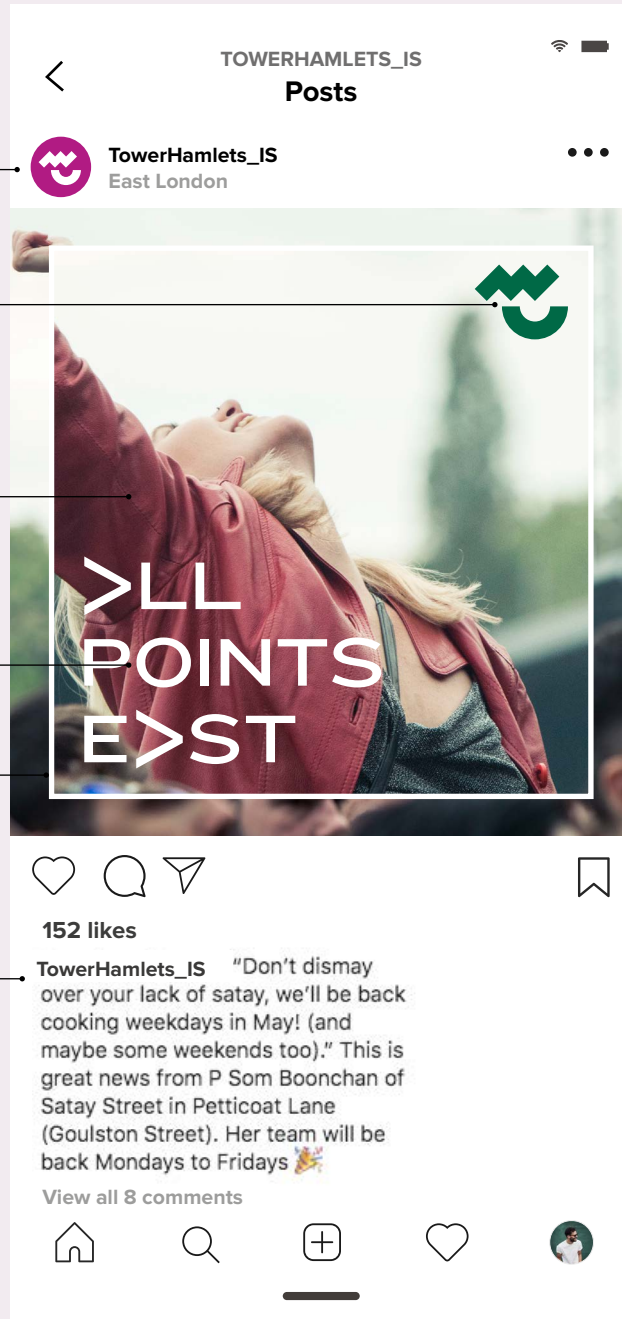
Relevant partner image from the Borough.

Partner logo.

White border to attract attention and to help with stand out.

Post message including relevant hashtag (s) #

Brand Guidelines





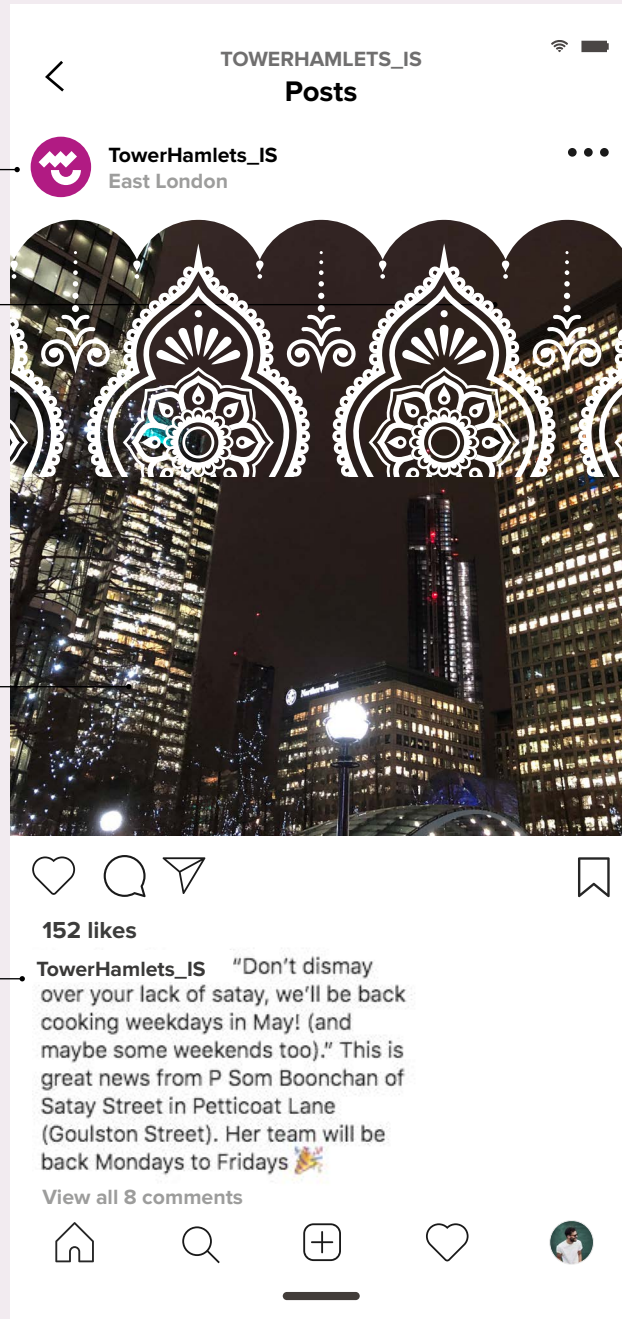
PATTERN

Profile Pic

One of the various branded patterns overlaid on the image in white or a colour from the palette.

Eye catching image from the Borough.

Post message including relevant hashtag (s) #



COMBOS

Profile Pic

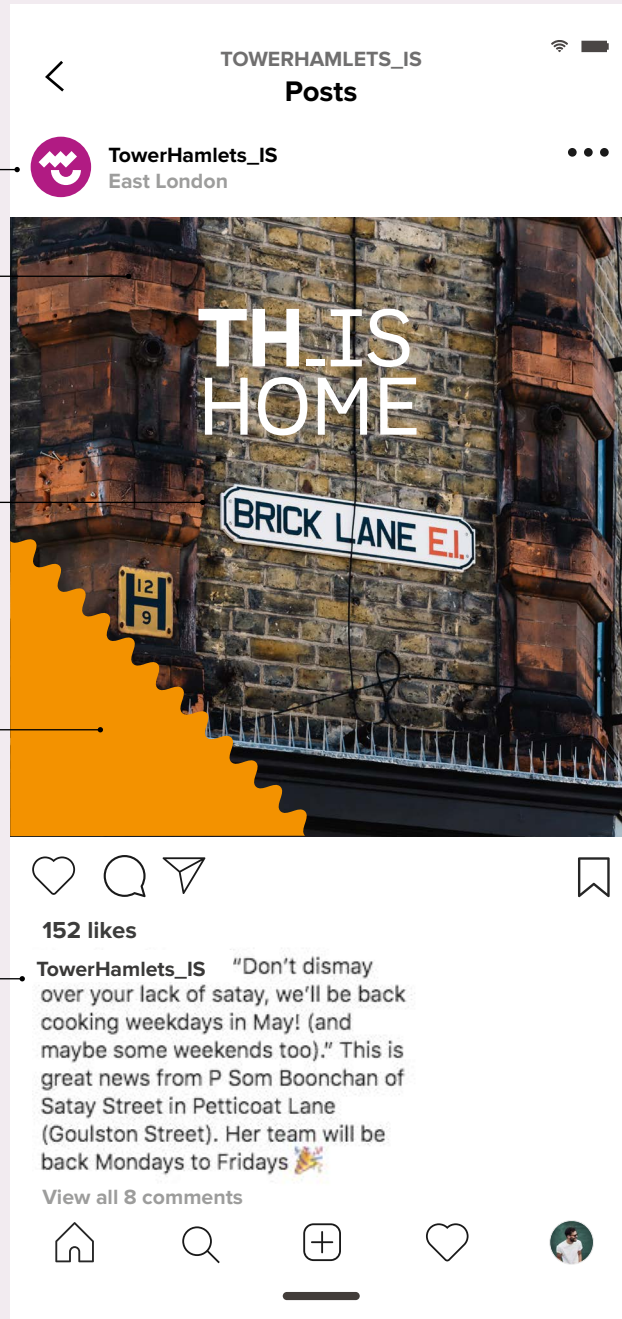
Eye catching image from the Borough.

Brand message in white over the image.

Corner shape with wavy edge in brand colour from the palette that works with the image.

Post message including relevant hashtag (s) #

Brand Guidelines



MIX IT UP AND USE A NUMBER OF DESIGN ELEMENT TOGETHER

COMBOS

Profile Pic

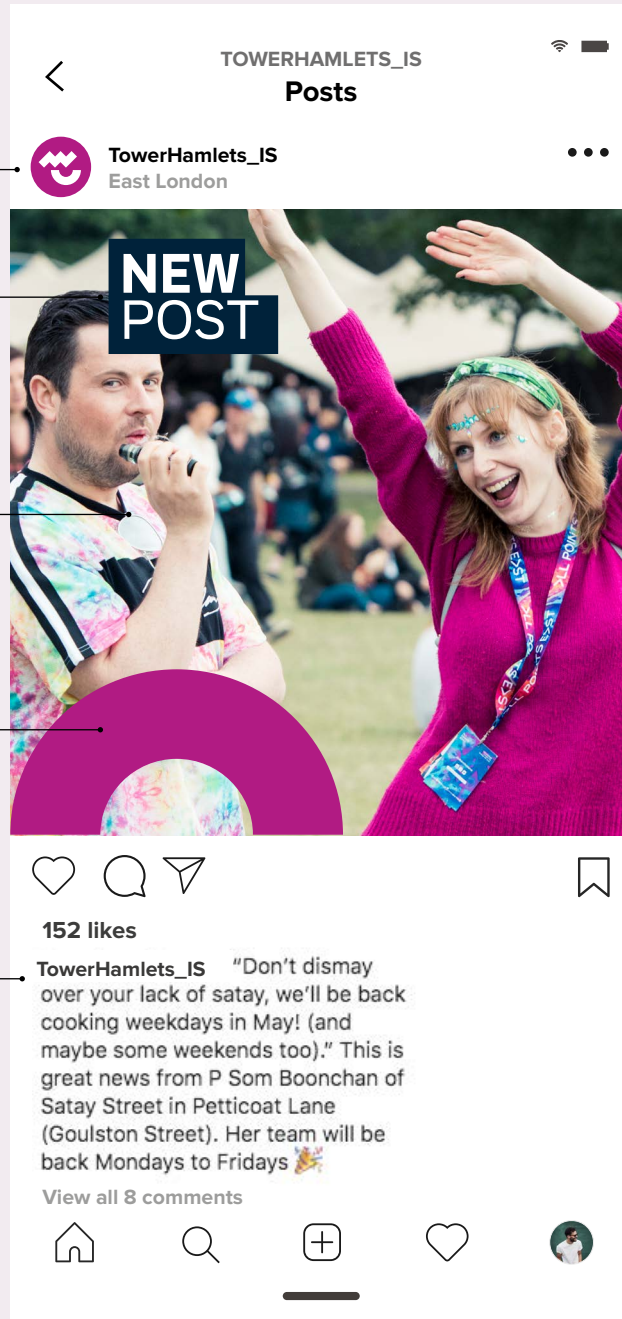
NEW POST graphic.

Eye catching image from the Borough.

Upside down Smile icon in brand colour from the palette that works with the image.

Post message including relevant hashtag (s) #

Brand Guidelines



MIX IT UP AND
USE A NUMBER OF
DESIGN ELEMENT
TOGETHER

Buzz icon in brand colour from the palette that works with the image.

TH_IS branded message in brand font housed in a coloured shape from the colour palette.



Facebook Best Practice

Make it valuable.

Always ask yourself why your post will be valuable to your followers. Create content that resonates best with your Facebook audience.

Be consistent.

Try to post around a regular schedule so your followers know what to expect. The goal is to ensure your content is seen and engaged with.

Share stories and conversation pieces, not sales pitches.

Be human. Use a friendly, conversational tone. Respond as soon as you can and be helpful.

Share unique, diverse content.

You can choose exactly who sees it through targeting.

Share user-generated content.

This encourages fans to share their own stories. Unless you own the content, always credit photos and videos.

Here, we're breaking down all of the different options you have for Facebook Page posts, including examples to spark a little inspiration.

Facebook text post (a.k.a. status post)

This is the O.G. Facebook post: just straight up text.

We're talking just words here. No photos. No videos. No links.

They're direct and to the point, but if your goal is to drive traffic to your website or directly convert a lead to a sale, text posts aren't a great option. The social network's algorithm also isn't too fond of these bare-bones posts, and they usually don't get much reach in the news feed.

What text posts are good for, however, is sparking conversation. Use a text post to ask a question or call for feedback.

Text posts can also be useful for sharing important information your audience might be seeking out on your page, like ticket availability or opening hours.

Facebook photo post

Generally speaking, photo posts see much higher engagement than text posts. An eye-catching photo (or illustration or infographic, we're not picky!) is a great way to catch the attention of a potential customer scrolling through their news feed.

Particularly for product-focused businesses, photos that show the goods in action can be really effective.

Don't worry if you aren't a professional photographer — or are selling something difficult to capture in an image: stock photos are here to save the day. (In fact, here are 25 free stock photo sites to check out! Just be sure you fully understand the basics of image copyright before you start posting.)

Facebook video post

Video posts see even higher engagement rates than photo posts do. Whether it's for a short-and-sweet video announcement or a longer, artfully shot video with a narrative, video can be incredibly compelling. On Facebook, video plays automatically in the news feed, so you're all but guaranteed to catch users' attention. It's the perfect trap!

Facebook Live video post

If pre-recorded videos aren't your thing, try dabbling with Live.

Facebook Live video is a live-streamed broadcast, right on your Facebook Page. This medium is very, very popular — in spring 2020, Facebook Live viewership increased by 50%.

Live video is an intimate, authentic way to connect with followers. These broadcasts can be used for Q&As, behind-the-scenes tours, product demos and much more.

You could share a link to your website, but you could also share content from other sources — like an interesting think piece about your area. Whatever

the content, make sure to add a few words of your own to the post before you click Publish, to give your readers some context or a takeaway.

One more thing to keep in mind: link posts get more engagement than plain text posts, but considerably less than photos or videos.


Facebook Stories






Just like Instagram Stories, Facebook Stories are photo or short video posts in vertical format that disappear after 24 hours. Photos appear for five seconds, and videos can be up to 20 seconds long.






Facebook Stories live at the top of the News Feed — which means they're immune to the Facebook algorithm. This might be why more than half a billion people view Facebook Stories every day.

Finding the perfect type of post for your brand requires a little bit of experimenting. Try out different combinations, and keep an eye on your analytics for clues about what's working.







 Neil 



Tower Hamlets
East London

Call Now

Home About Photos Videos More

Like Message


About [See All](#)






 **Create Post**






 Photo/Video  Check in  Tag Friends

 **Tower Hamlets**
Yesterday at 4:02 PM · 







 Neil 

**We're supporting
a new Women's
Network**
for more info
contact Hilary at
vcs@towerhamlets.gov.uk

#OnlyinTowerHamlets



   @towerhamlets

Tower Hamlets
East London



[Home](#) [About](#) [Photos](#) [Videos](#) [More](#)

About [See All](#)





Create Post

 Photo/Video  Check in  Tag Friends

 **Tower Hamlets**
Yesterday at 4:02 PM · 

www.towerhamlets.is



@towerhamlets_is



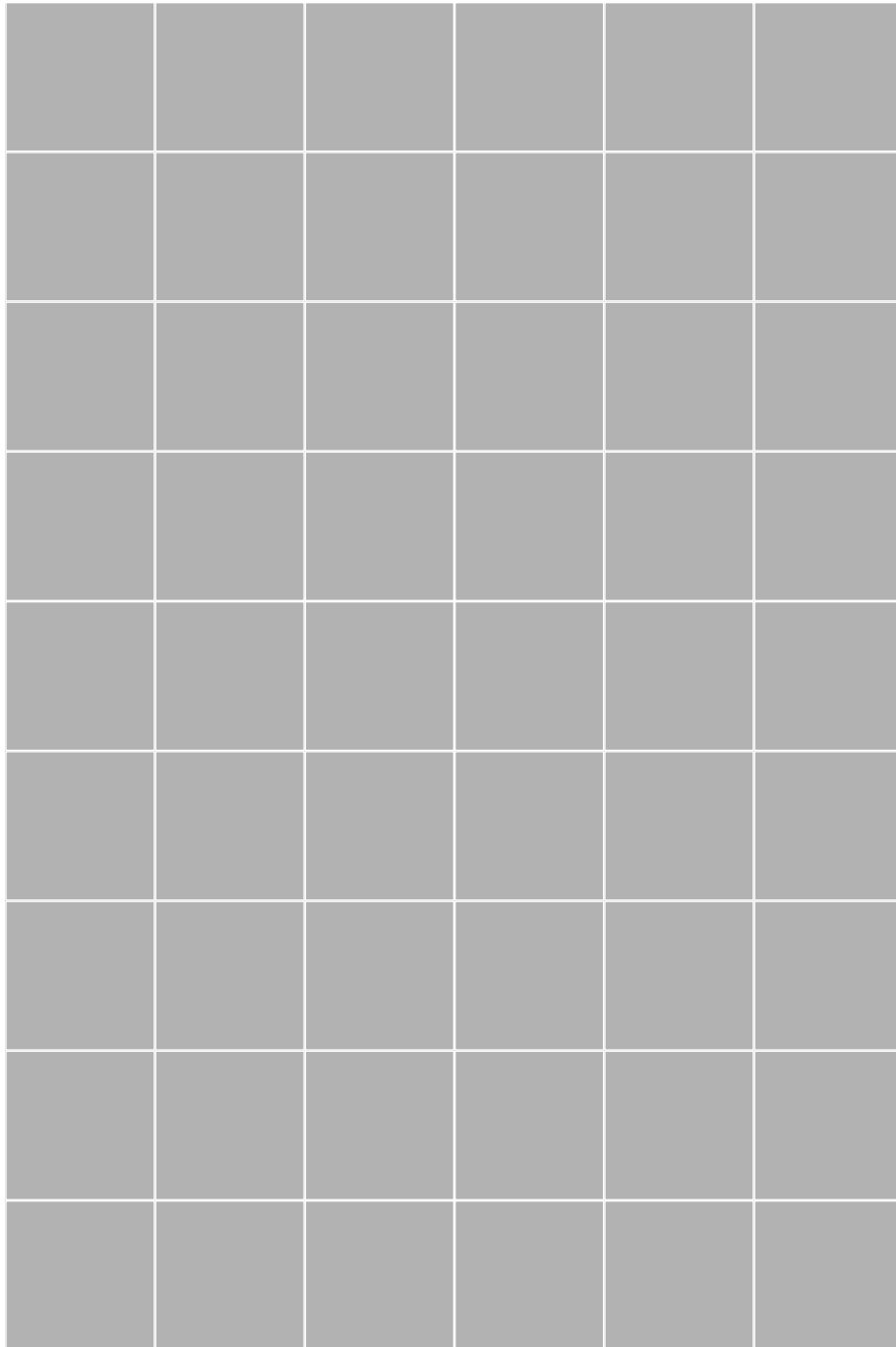
@towerhamlets_is



@towerhamlets_is



@towerhamlets_is



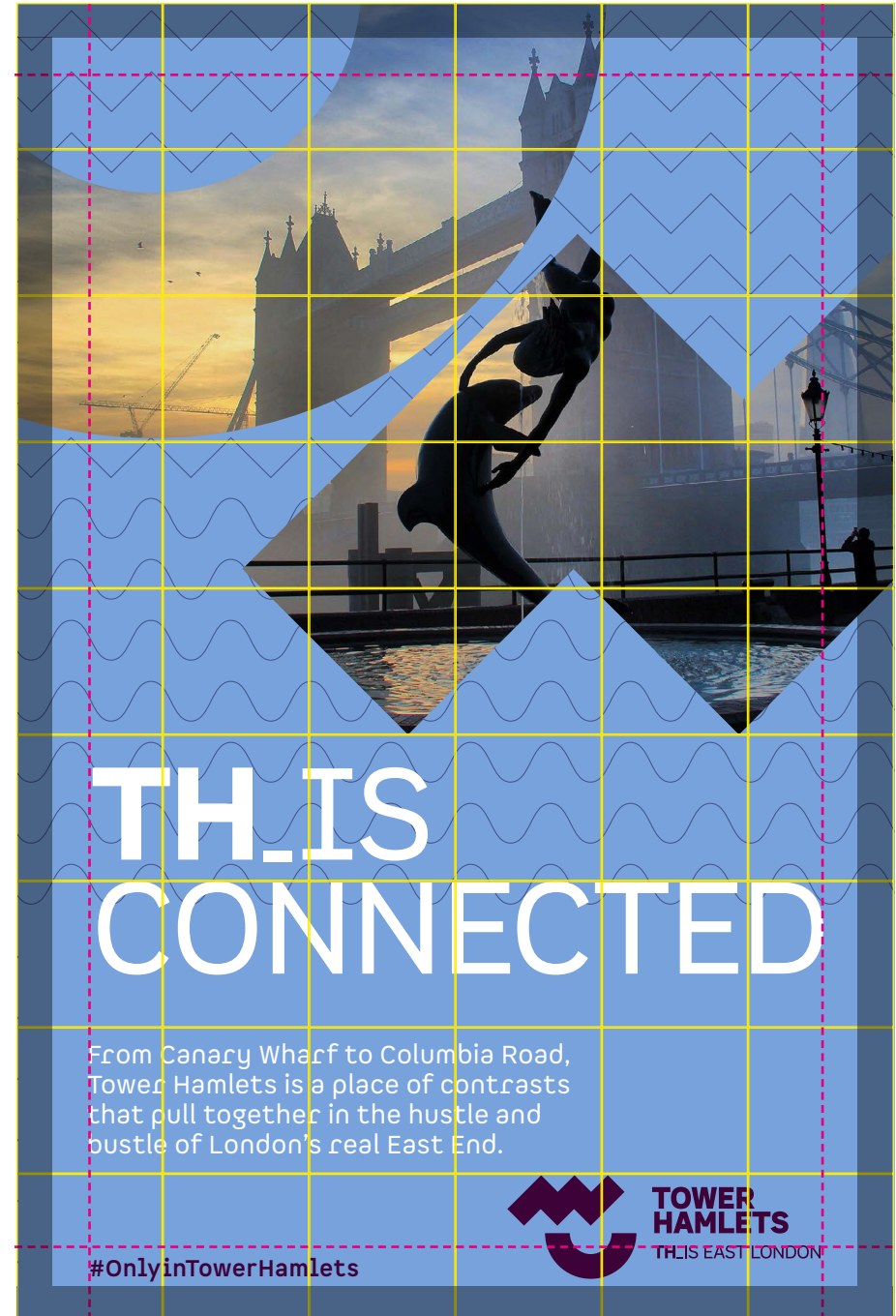
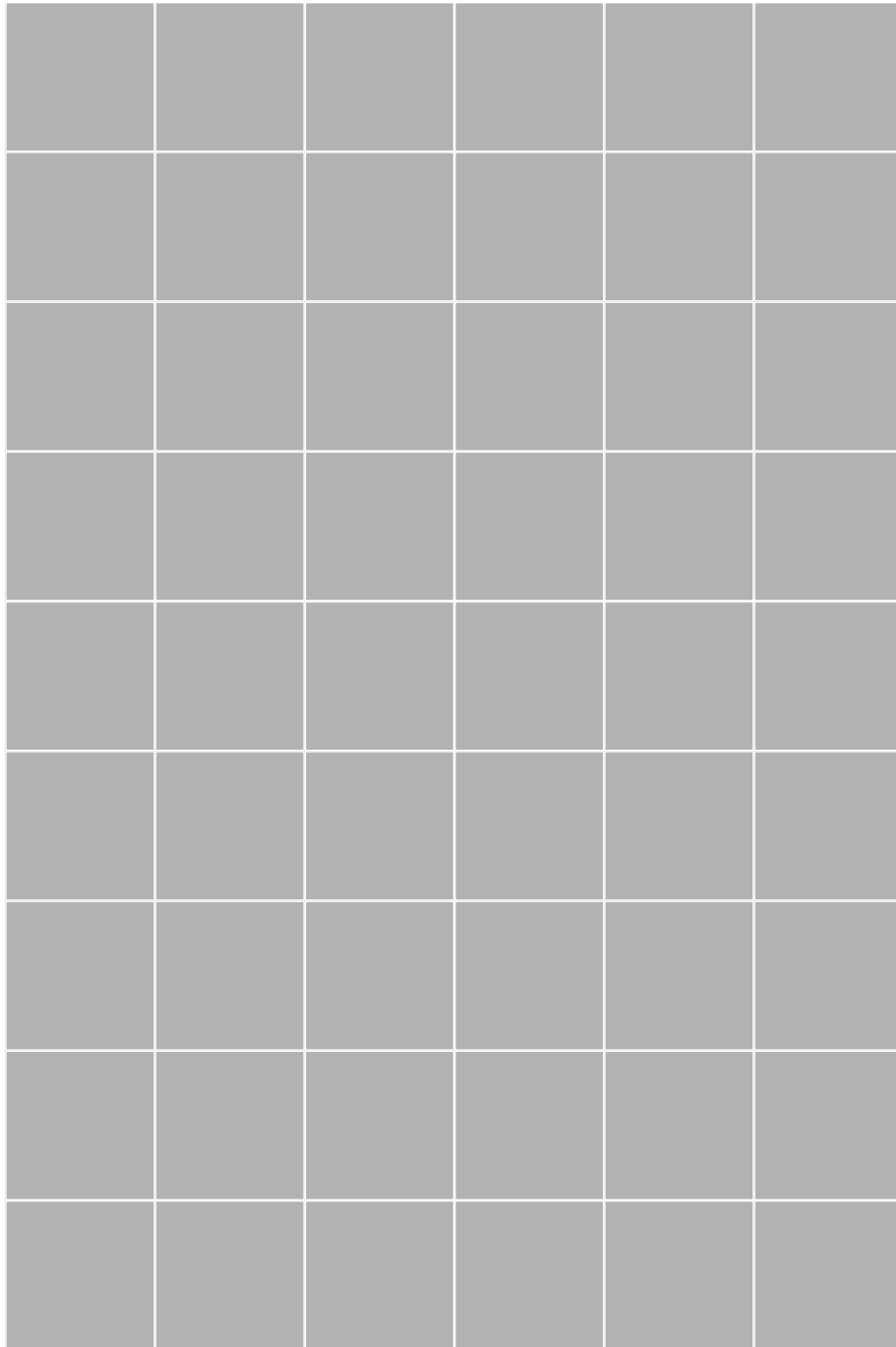
Grids

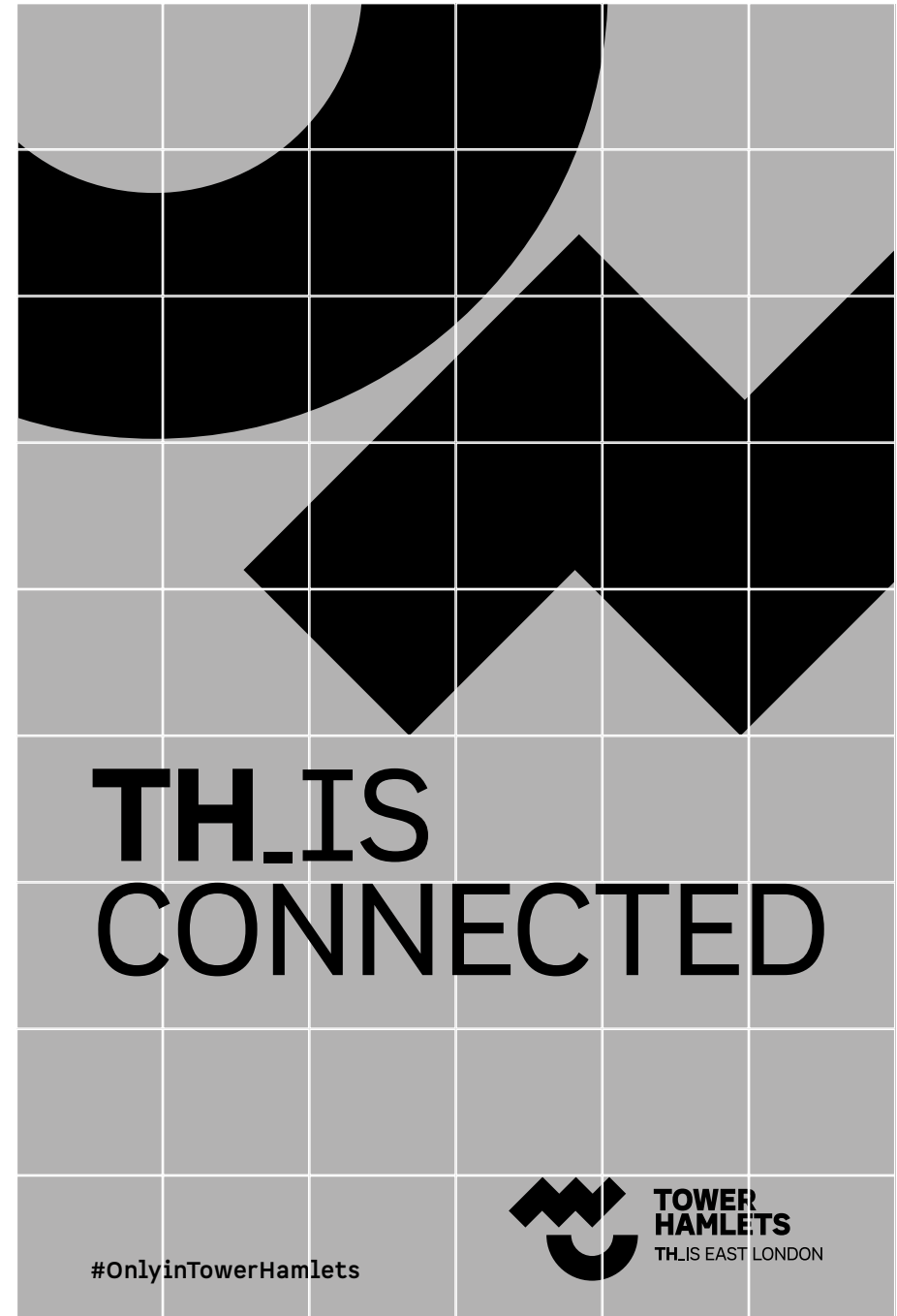
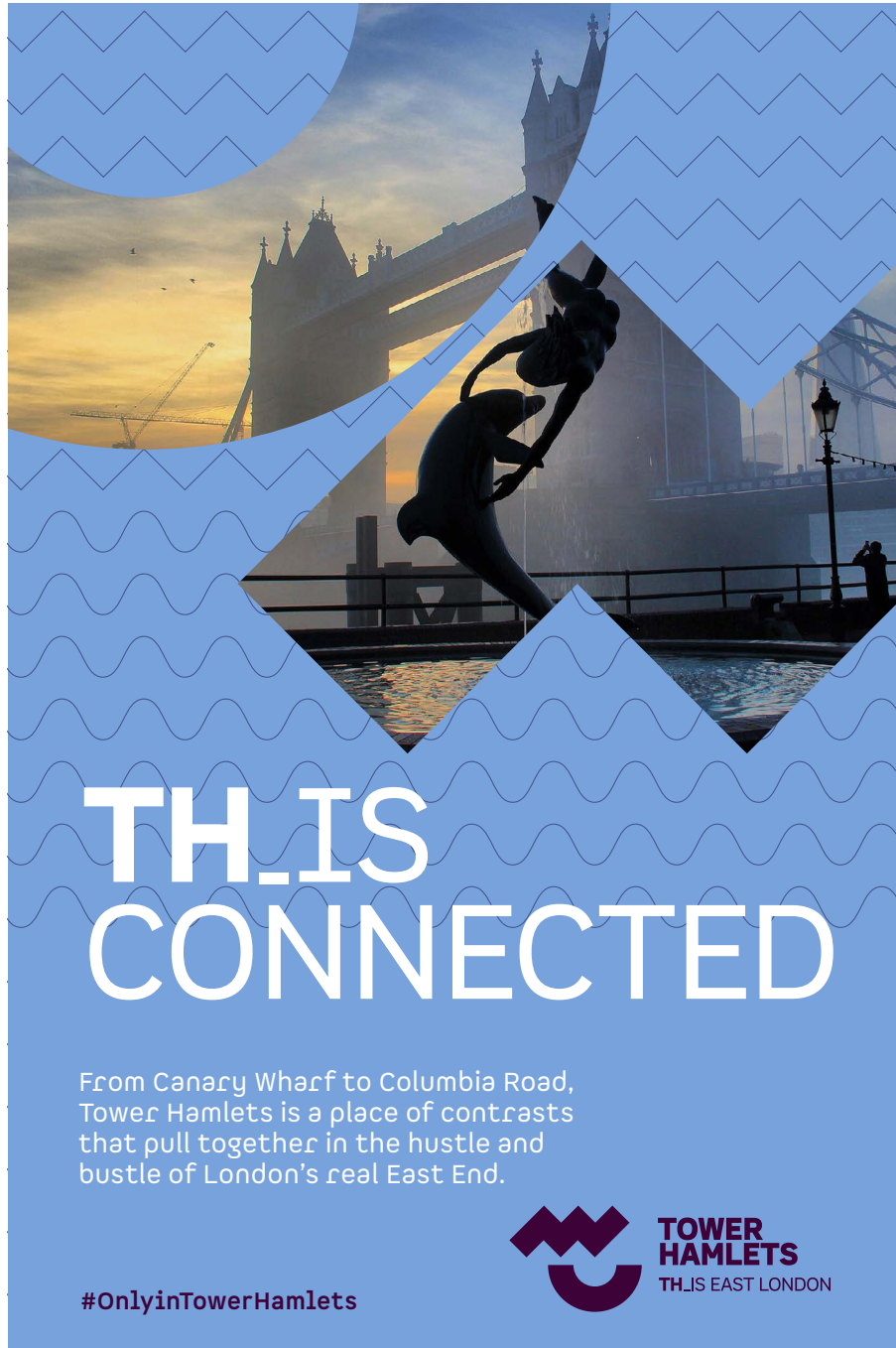
LAYOUT – VERTICAL GRID

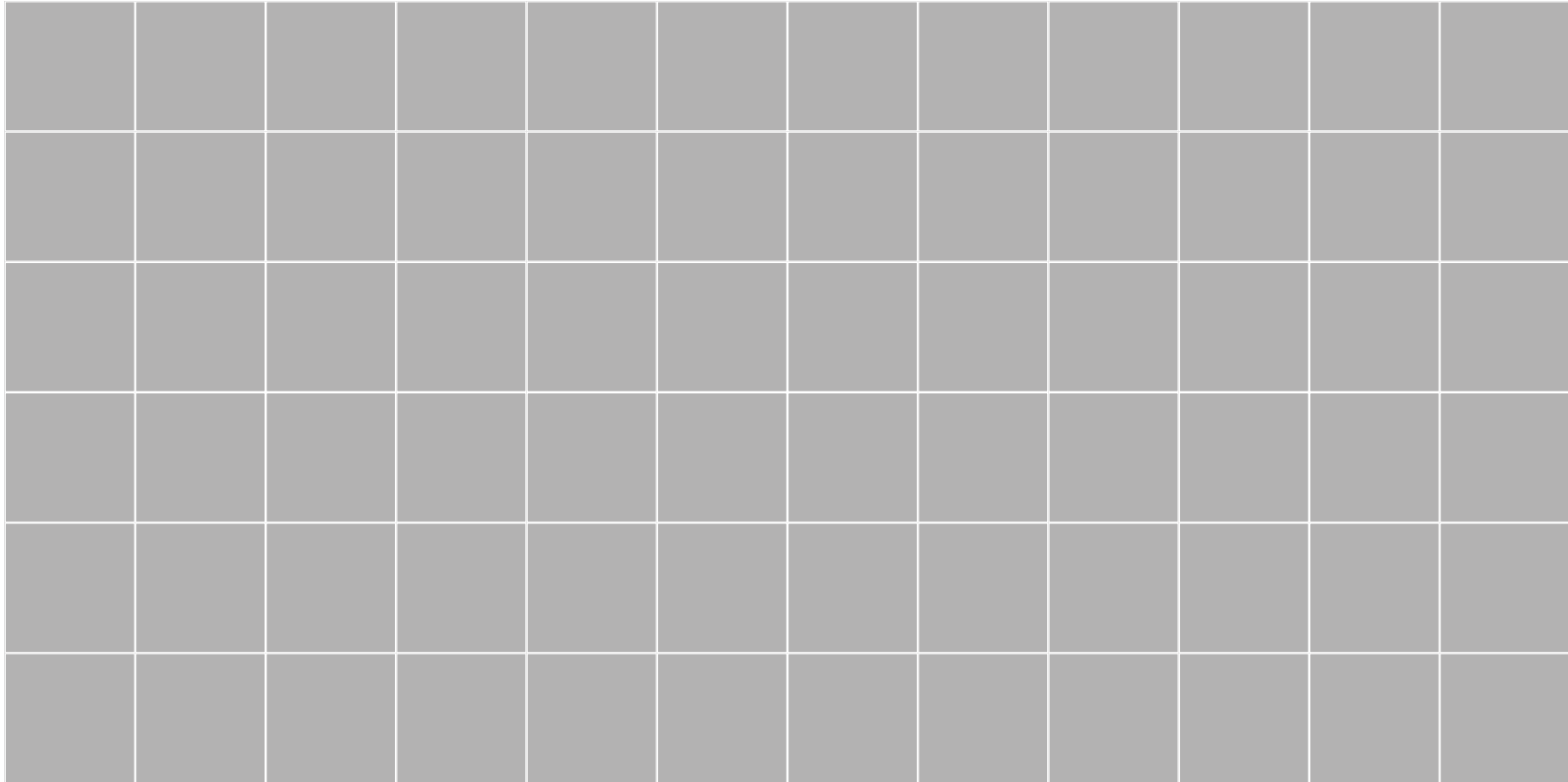
Our basic layout grid is informed by the modularity of our logo design.

It is a 6-column square grid on a 6 sheet poster / Adshel c. 1200 x 1800mm.

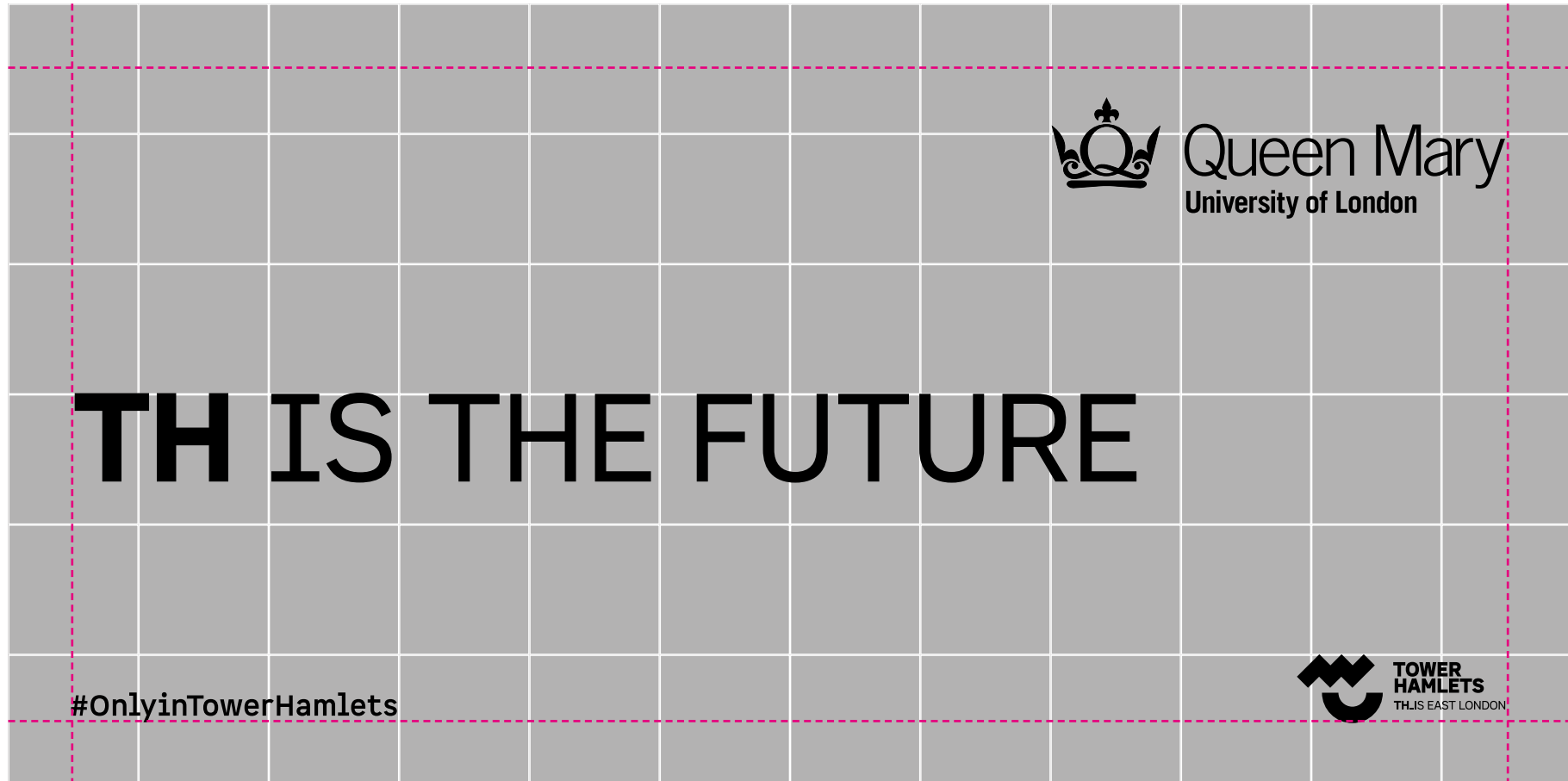
As shown on this page, the grid has 6 x 9 square cells. The margins have at least 1/2 the height or width of each cell.



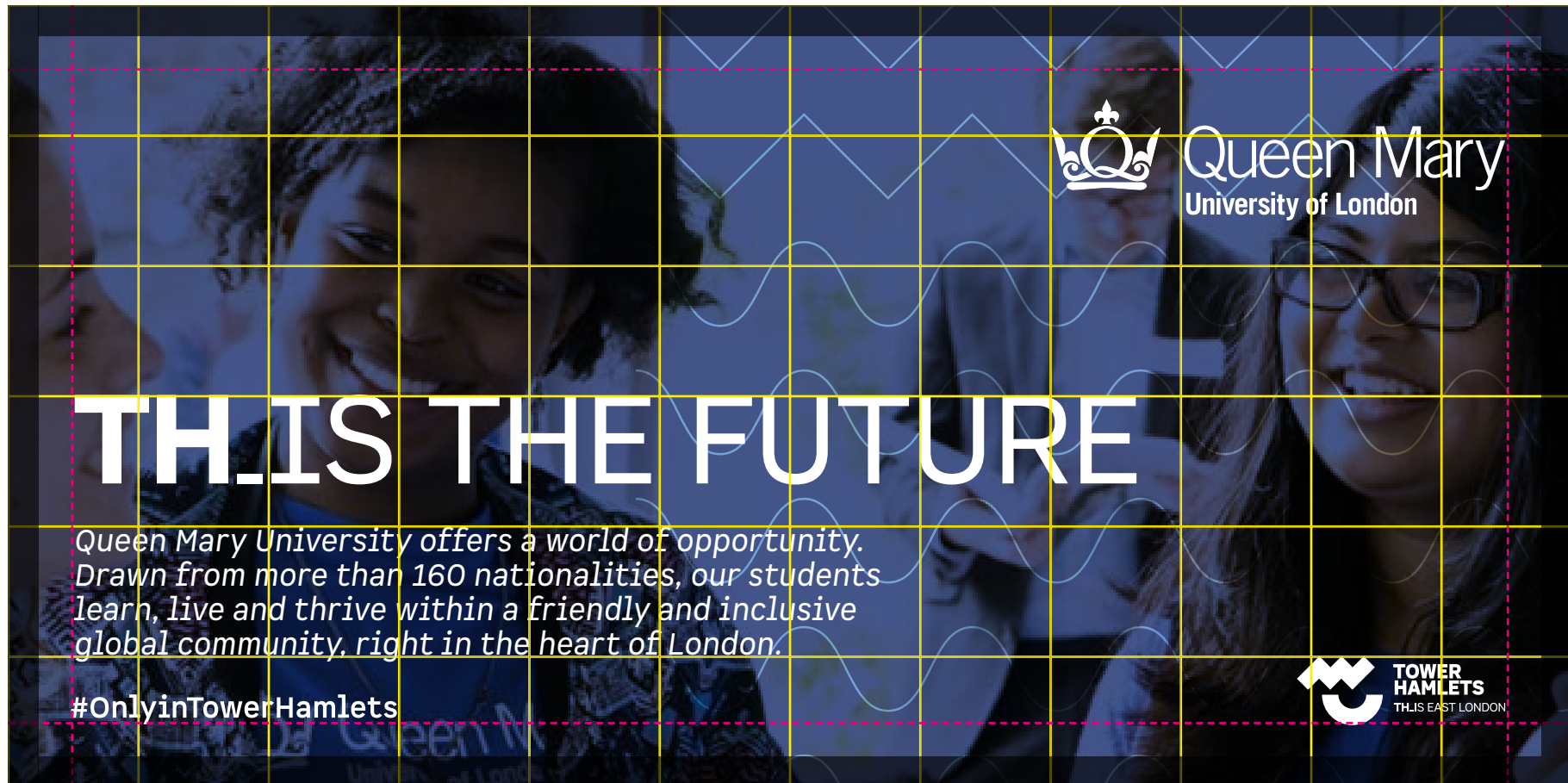


**LAYOUT – HORIZONTAL GRID 48 SHEET POSTER**

Our basic layout grid is informed by the modularity of our logo design. It is a 12-column square grid on a 48 sheet poster c. 6,096mm x 3,048mm. As shown on this page, the grid has 12 x 6 square cells. The margins have at least 1/2 the height or width of each cell.



PARTNERSHIP - SUPPORTED BY TOWER HAMLETS





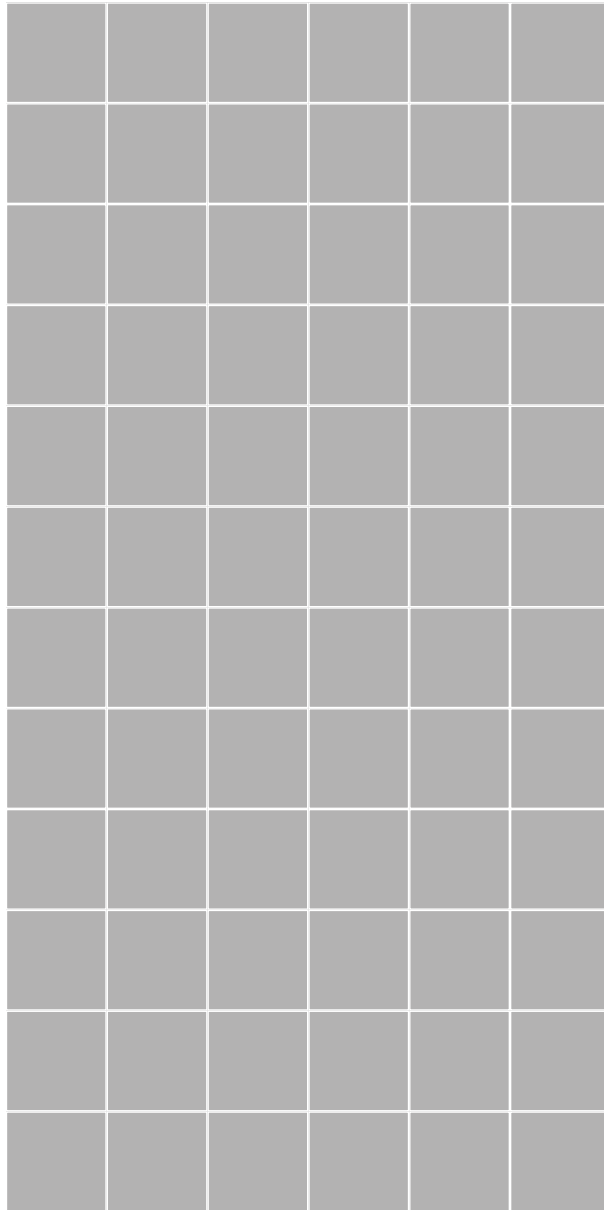
 Queen Mary
University of London

THIS IS THE FUTURE

*Queen Mary University offers a world of opportunity.
Drawn from more than 160 nationalities, our students
learn, live and thrive within a friendly and inclusive
global community, right in the heart of London.*

#OnlyinTowerHamlets

 TOWER
HAMLETS
THIS IS EAST LONDON

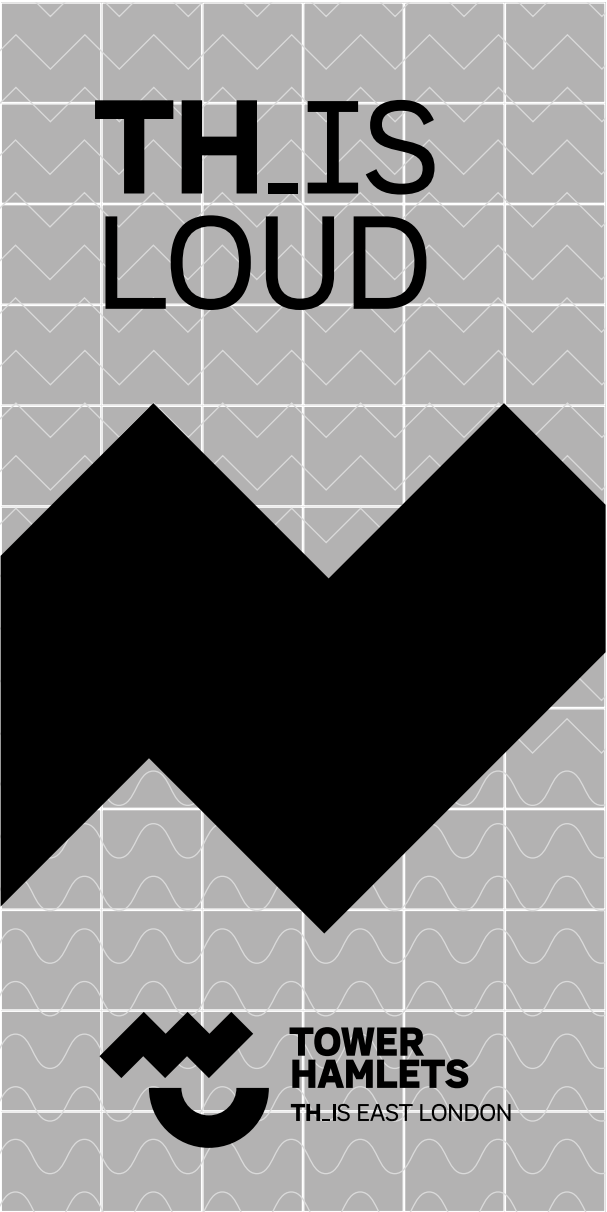


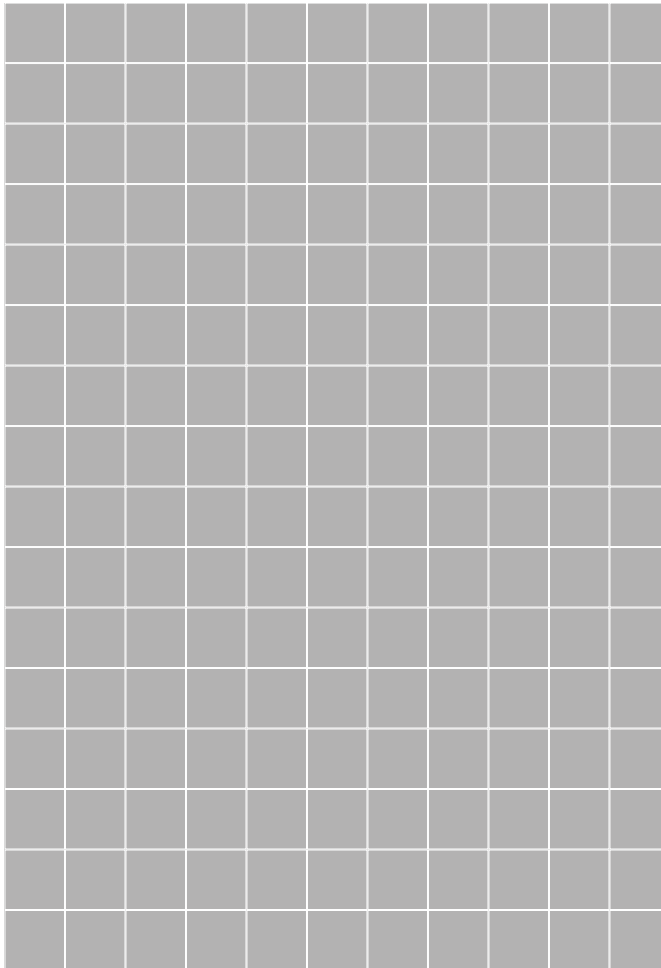
LAYOUT – VERTICAL GRID STREET BANNER

Our basic layout grid is informed by the modularity of our logo design.

It is a 6-column square grid on a street banner 800 x 1600mm.

As shown on this page, the grid has 6 x 12 square cells. The margins have at least 1/2 the height or width of each cell.





LAYOUT – VERTICAL GRID

ISO A Size

Our basic layout grid is informed by the modularity of our logo design.

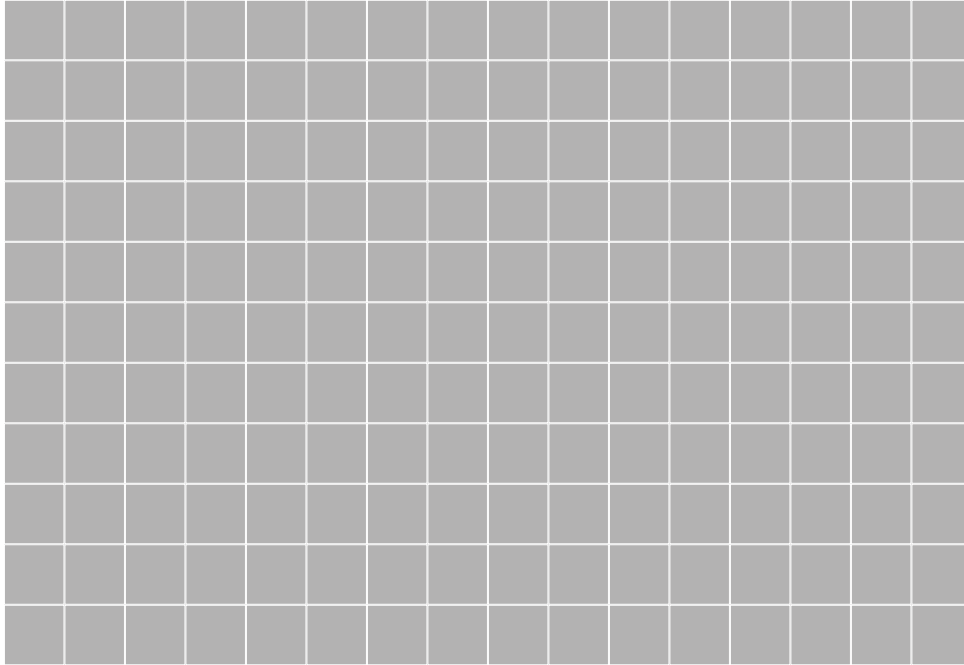
It is a 11-column square grid on an A size and proportion.

As shown on this page, the grid has 11 x 16 square cells. The margins have at least 1/2 the height or width of each cell.





PARTNERSHIP - SUPPORTED BY TOWER HAMLETS

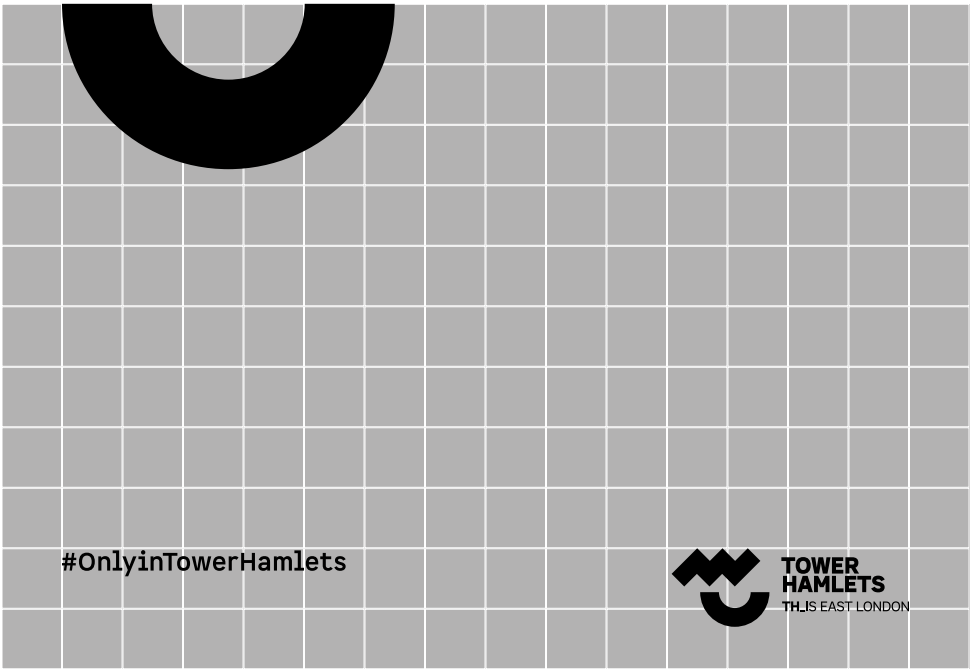


LAYOUT – HORIZONTAL GRID ISO A Size

Our basic layout grid is informed by the modularity of our logo design.

It is a 16-column square grid on an A size and proportion.

As shown on this page, the grid has 16 x 11 square cells. The margins have at least 1/2 the height or width of each cell.



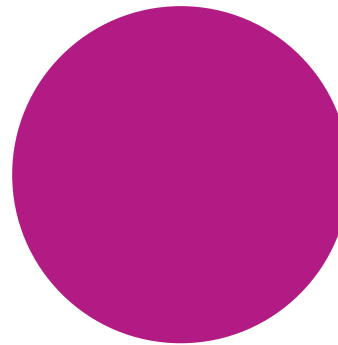


PARTNERSHIP - SUPPORTED BY TOWER HAMLETS

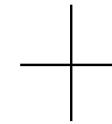
Bringing it all together



Brandmark



Colour

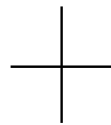


ABc

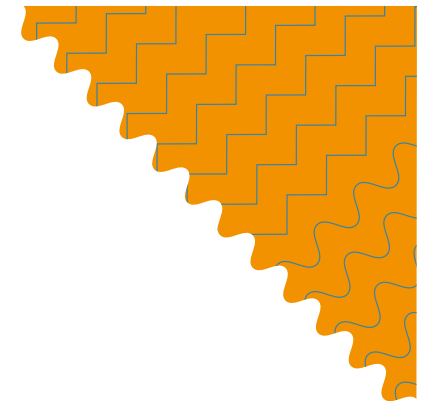
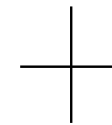
Typography

Spirited
Friendly
Real
Enthusiastic

Tone of Voice




Imagery



Graphic Language


6 SHEET POSTERS / ADSHEL



TH.IS
CONNECTED

From Canary Wharf to Columbia Road, Tower Hamlets is a place of contrasts that pull together in the hustle and bustle of London's real East End.

#OnlyinTowerHamlets



TH.IS
CHILLED

From Canary Wharf to Shoreditch, Tower Hamlets is a place of contrasts that pull together in the hustle and bustle of London's real East End.

#OnlyinTowerHamlets



TH.IS
PLAYFUL

From Bethnal Green to Victoria Park, Tower Hamlets is a place of contrasts that pull together in the hustle and bustle of London's real East End.

#OnlyinTowerHamlets



i Information

TAP INTO THE WONDERFUL WORLD OF OFF-PEAK

Travel in Zones 2-6 for £1.50

Discover London in a whole new way

London Underground

Docklands Light Railway

Trains from Ad Saints

Platform 1 To Bowditch

First train 06:00 (Sunday 06:00)
Last train 00:00 (Sunday 00:00)
Trains run every 15 minutes

Platform 2 To Canary Wharf and Southend

First train 06:00 (Sunday 06:00)
Last train 00:00 (Sunday 00:00)
Trains run every 15 minutes

London Underground

THIS IS CONNECTED

From Canary Wharf to Columbia Road, Tower Hamlets is a place of contrasts that pull together in the hustle and bustle of London's real East End.

#OnlyInTowerHamlets

TOWER HAMLETS
THIS EAST LONDON

Travel information

DLR planned closures

March 2020

Saturday 14 and Sunday 15 March: Bow to Bowditch
Saturday 14 and Sunday 15 March: Bow to Bowditch

April 2020

No closures

May 2020

Saturday 12 and Sunday 13 May: Bowditch to Bow
Saturday 13 and Sunday 14 May: Bowditch to Bow

To plan an alternative route, visit: tfl.gov.uk

London Underground



6 SHEET POSTERS / ADSHEL





**ALL POINTS
EAST_21**

24 May > 02 June 2021
Victoria Park - E3

TH IS
ECLECTIC
#OnlyinTowerHamlets

 **TOWER
HAMLETS**
TH IS EAST LONDON

RUSSELL SQ

Tube map



MAYOR OF LONDON

Buying a 7 Day Travelcard?

You could save money by switching to pay as you go. Search TFL fare

48 SHEET POSTER



THIS HISTORIC

Rooted in layers of history, stretching back almost 1000 years, Tower Hamlets is today a youthful, ambitious and vibrant place.

#OnlyinTowerHamlets



TUBE BANNERS

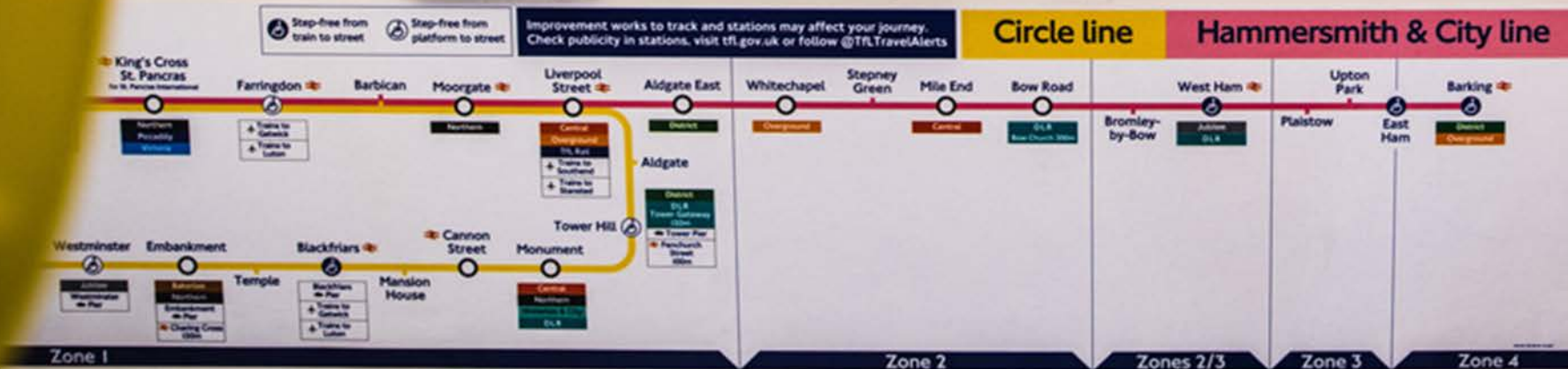


THIS IS OPEN

VICTORIA PARK - E3

#OnlyinTowerHamlets

 **TOWER HAMLETS**
THIS IS EAST LONDON



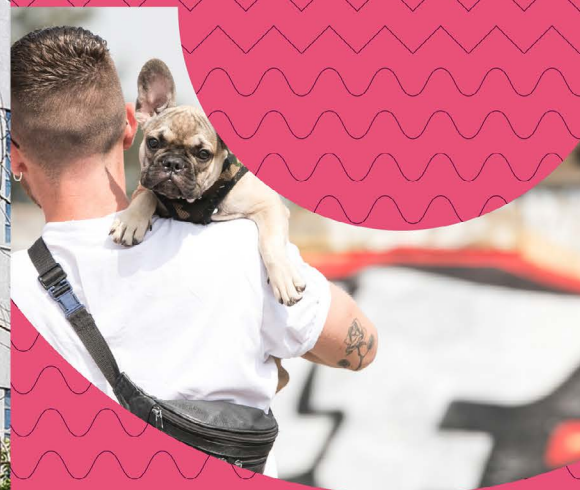
STREET
BANNERS

THIS
LOUD



**TOWER
HAMLETS**
TH.IS EAST LONDON

THIS
PROUD



**TOWER
HAMLETS**
TH.IS EAST LONDON

STREET
BANNERS

THIS
QUIET



**TOWER
HAMLETS**
TH.IS EAST LONDON

THIS
SMART



**TOWER
HAMLETS**
TH.IS EAST LONDON

TELEPHONE
KIOSK

M&S
EST. 1864

TELEPHONE



THIS CARING

Thank you to everyone working
to keep Tower Hamlets healthy,
safe and supported.
We're in this together.

#OnlyinTowerHamlets



A6 POSTCARDS



A6 POSTCARDS



A6 POSTCARDS



A4 LETTERHEAD





TOWER
HAMLETS
THIS EAST LONDON

23.08.2021
Ref: Stationery

Mr Richard McCullough
McCadden

Roof Terrace
Bedford House
Bedford Street
Belfast BT2 7FD

Dear Richard

Pellentesque lorem. Suspendisse elit velit, dignissim vel, scelerisque vitae, dapibus sit amet, neque. Nunc tempus rhoncus tortor. Maecenas fermentum, risus malesuada tempor eleifend, enim lectus fermentum lacus, et tristique ligula quam ut orci. Curabitur lobortis augue ut sem. In imperdiet rutrum nunc. Nullam ac lorem id leo condimentum ultrices. Sed pellentesque lorem vel elit. Suspendisse sit amet urna vel urna fringilla rhoncus. Praesent non ligula id dui rutrum sollicitudin. Fusce est. Integer sodales mollis metus. Mauris imperdiet, purus vitae placerat tempus, elit neque fringilla arcu, in tempus urna justo elementum velit. Suspendisse venenatis, sem nec viverra iaculis, magna ante fermentum justo, ut condimentum nisl turpis at magna. Vivamus elementum imperdiet quam. Sed imperdiet felis sed tellus. In cursus, ligula et faucibus rhoncus, purus mauris tincidunt metus, in rutrum mi lacus.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Vestibulum quam. Nulla facilisi. Cras in mauris vitae libero rhoncus semper. Ut lectus enim, bibendum id, sollicitudin et, interdum non, felis. Nulla in enim et massa nonummy tempor. Morbi fringilla justo eget erat. Quisque leo sapien, consequat eu, semper suscipit, tristique a, pede. Vestibulum venenatis rutrum nisl. Vestibulum hendrerit mollis nibh. Nam tellus risus, tincidunt at, interdum rutrum, condimentum id, lorem.

Mauris imperdiet, purus vitae placerat tempus, elit neque fringilla arcu, in tempus urna justo elementum velit. Suspendisse venenatis, sem nec viverra iaculis, magna ante fermentum justo, ut condimentum nisl turpis at magna. Vivamus elementum imperdiet quam. Sed imperdiet felis sed tellus. In cursus, ligula et faucibus rhoncus, purus mauris tincidunt metus, in rutrum mi lacus.

Kind Regards

Name Surname
Position in Company

Town Hall
Mulberry Place
5 Clove Crescent
E14 2BG

020 7364 5000



POWERPOINT TEMPLATES

On brand powerpoint templates are available to use upon request. There is a formal and informal style to allow for different tones of presentation.

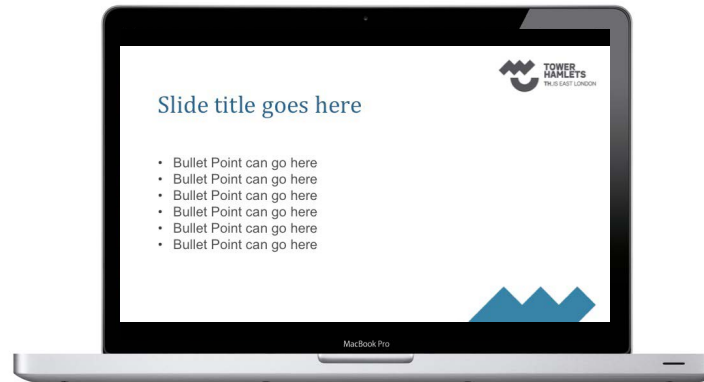
Intro slide, text slide and decorative section breaker slides are all available to use.



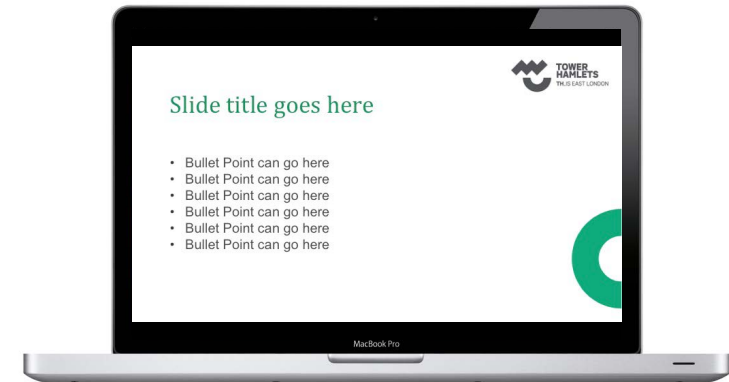
Formal



Informal



Formal



Informal

POWERPOINT
TEMPLATES



Formal



Informal



Formal



Informal

POWERPOINT
TEMPLATES



Formal



Informal

BRANDED
MERCHANDISE



BRANDED
MERCHANDISE



Partnership

5

Partnership

Supported by Tower Hamlets

We value partnership

- on any given piece of informational/ promotional collateral, we should always keep the number of identities/logos to a minimum, so if the council is content to leave their logo off something and let the place brand identity take the ownership/ kudos, then that's great

- if the council feels that as a key funder, for example, they should be referenced on the collateral then that's certainly ok but the council logo should appear in a different part of the poster or whatever the collateral is, i.e. the two logos shouldn't be used side by side. The place brand is a symbol of the entirety of Tower Hamlets so it should never be positioned alongside other logos that are symbols of individual civic or corporate entities. This is especially the case when a piece of collateral includes multiple funder or partner logos, i.e. all civic and corporate badges should be corralled in one zone that is distinctly separated from where the place brand identity appears.

- in some circumstances, there may be a need for a zone of partner logos, our place brand identity and also a project title or 'owner's' identity. For example, All Points East has it's own logo, then I'm sure there'll be partner/delivery agency logos, maybe the council logo will also be needed to reference their funding role and lastly we'll have our place branding. Now, this is a lot of identities to handle in one place but as long as we stick to our rules, it'll be fine, i.e. keep the council and all other partner/delivery/funder logos in one zone, as small as possible then include the place branding identity in a different part of the collateral and lastly, feature the All Points East logo with significant prominence since this is the key symbol that audiences will be looking for. In cases like this, it's ok for our place brand identity to be reasonably small, as long as it's there and separated from all other logos/identities.



Place Brand



Council Brand

We value partnership

The success and sustainability of our borough is based on long-term partnerships with our important stakeholders. We strive to add value in our partnerships by continuously exploring new opportunities and by working together to create mutual sustainable value.

Our goal is to create a place where we are inspired to perform our very best together.

Examples of some of our partners are shown here.



Relationship - Supporting

When partner brands are leading the conversation they are at 100% scale in the optimum position with the Tower Hamlets brand showing its support at 50% of the size in a secondary position on the advert/poster or digital communication.

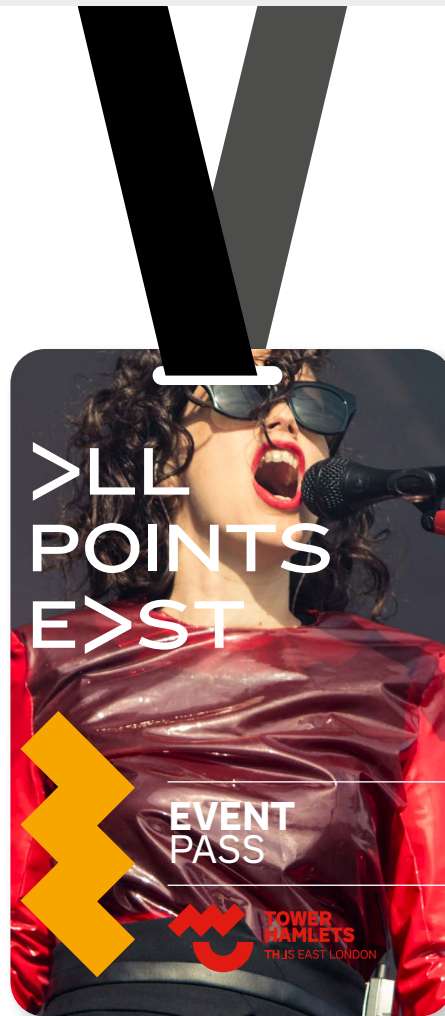
100%



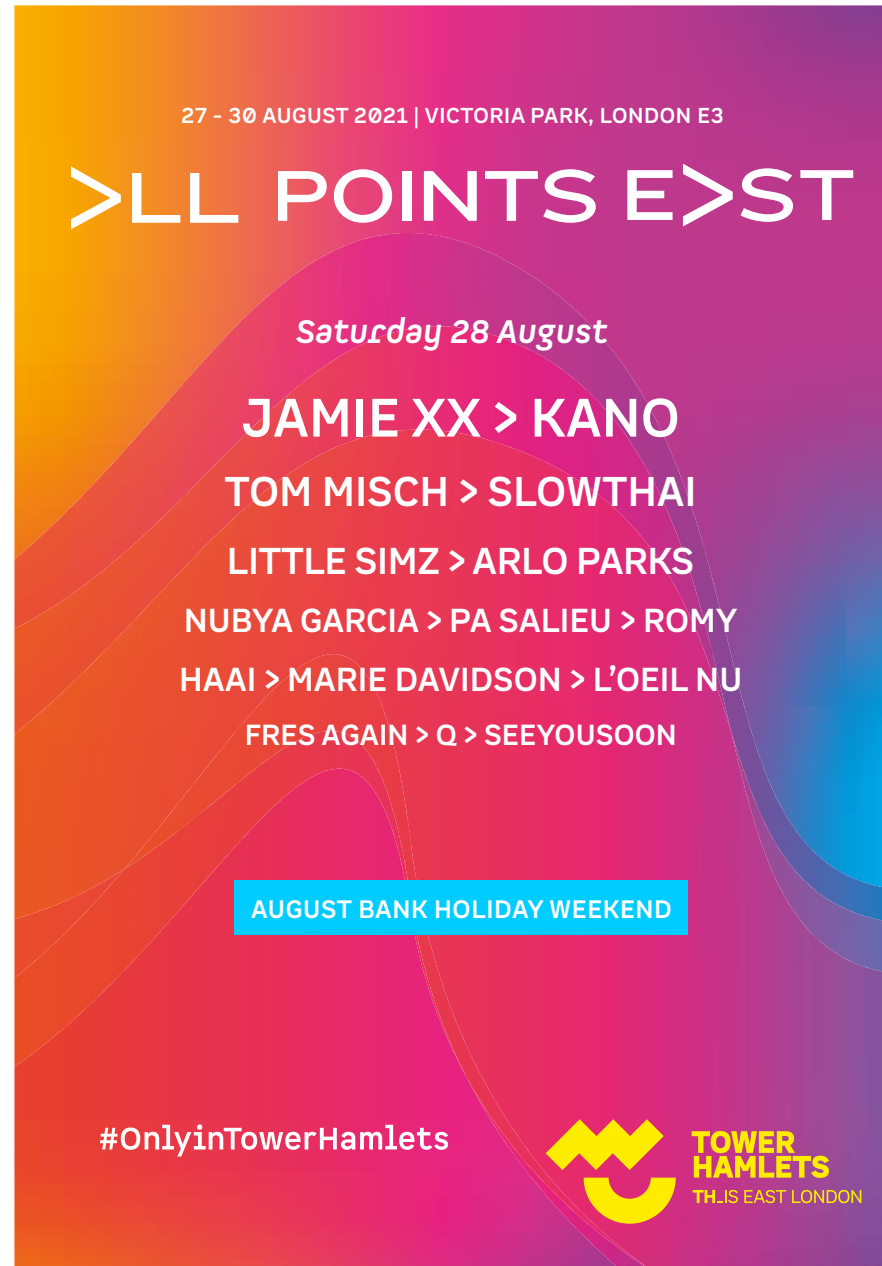
50%



EVENT PASS



EVENT FLYER



48 SHEET POSTER





Queen Mary
University of London

THIS IS THE FUTURE

Queen Mary University offers a world of opportunity. Drawn from more than 160 nationalities, our students learn, live and thrive within a friendly and inclusive global community, right in the heart of London.

#OnlyinTowerHamlets



TOWER
HAMLETS
TH.IS EAST LONDON

A4 PRESS ADVERT


CANARY WHARF
GROUP PLC

TH_IS READY

*Canary Wharf is at the beating heart of global business
and the best place to get back to work, post Covid.*

*It is the epicentre of the financial world attracting a new
wave of young, bright, professionals from the media and
technology sectors. It's where London works.*

#OnlyinTowerHamlets

 **TOWER
HAMLETS**
THIS EAST LONDON

Partner logo should
always be larger than
the Tower Hamlets
place brand.

Headline should
include, where
possible, **TH_IS** ...

Please include **#OnlyinTowerHamlets**
hashtag

Please include the
Tower Hamlets brand

A4 PRESS ADVERT




CANARY WHARF
GROUP PLC

THIS IS READY

*Canary Wharf is at the beating heart of global business
and the best place to get back to work, post Covid.*

*It is the epicentre of the financial world attracting a new
wave of young, bright, professionals from the media and
technology sectors. It's where London works.*

#OnlyinTowerHamlets

 **TOWER
HAMLETS**
THIS IS EAST LONDON

A4 PRESS ADVERT



6 SHEET POSTERS / ADSHEL





JCDecaux

MUSEUM
OF LONDON
DOCKLANDS

THIS THEN AND NOW

*Visit the museum that provides the
vital links between our history and
our contemporary culture.*

Museum of London - E14
#OnIyinTowerHamlets



6 SHEET POSTERS / ADSHEL





For further information or any assistance
you may find useful in using these
guidelines, please contact:

towerhamlets.is@towerhamlets.gov.uk



**TOWER
HAMLETS**

TH.IS EAST LONDON