

NAME AND LOGO GUIDELINES



QUEEN
ELIZABETH
OLYMPIC
PARK





QUEEN ELIZABETH OLYMPIC PARK

OUR NAME

ABOUT OUR NAME

We are very proud of our name and its heritage: it commemorates the hosting of the London 2012 Olympic and Paralympic Games in Queen Elizabeth II's Diamond Jubilee year, and the role they played in bringing this new area of London to life.

Buckingham Palace has given us permission to use Queen Elizabeth II's name: this is an honour and must be appropriately respected at all times and by all Park partners.

IN USE

Principles of use

The only approved use of the word “Olympic” is in the Park logo.

The word “Olympic” must not be altered in any way nor used as an adjective.

The word “Olympic” must not be highlighted in any way, either in the Park mark or in copy. It must not be represented in any different font, colour or stylisation than the rest of the Park name.

Unless negotiated specifically with the International Olympic Committee (IOC), no venue in the Park is permitted to use the word “Olympic”.

When Queen Elizabeth Olympic Park is written within copy, consistent font, type size, weight and colour must be used. Each word is of equal importance and should be represented this way; never give additional emphasis to any of the words.

Written within copy

Queen Elizabeth Olympic Park

Logo



Please note

An editorial style guide is available. Please contact the Communications, Marketing and Strategy team.

OUR LOGO

ABOUT OUR LOGO

The Queen Elizabeth Olympic Park logo is a core, recognisable brand asset and should be used in a simple and consistent manner.

Our logo consists of two elements: the symbol and the wordmark. In most cases, the full logo should be used. However, the symbol may be used alone as an icon for familiar audiences or in on-site applications around the park.

The lock-up version is preferred for the majority of uses, and is mandatory when applied by third parties or displayed alongside other logos.

To maintain the integrity of our brand, always follow these guidelines and use the original master artwork files.

For examples of the logo in use, please refer to section 10, Applications, at the end of this document.



COLOURWAYS

Our logo comes in three colourways – full colour, white, and black – ensuring maximum flexibility across a wide range of applications.

Using the white or black colourway ensure the logo remains clear and legible when displayed on photography or full-colour backgrounds, maintaining a strong and consistent brand presence in every context.

The approved colourways are shown on the right. Please refer to 5.0 colour for breakdowns and colour pairings. Our full colour logo should only be used on white backgrounds only and never used on photography.

For examples of the logo and colourways in use, please refer to section 10, Applications, at the end of this document.



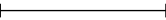
LOGO CLEAR SPACE

Clear space

The logo needs a perimeter around it to give it space to breathe. As a guide, shown opposite, there should be at least the height of the 'M' from the word Olympic as a 'safe space' around on each side.

Minimum size

For clarity and legibility the logo should never be printed below the width of 22mm or displayed below 125 pixels at 72dpi.



22mm/125px

LOGO RULES

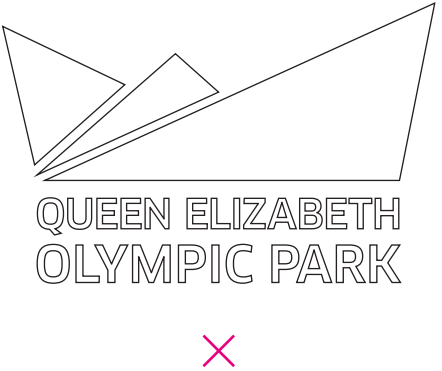
What not to do

The logo should never be redrawn or recreated. This includes:

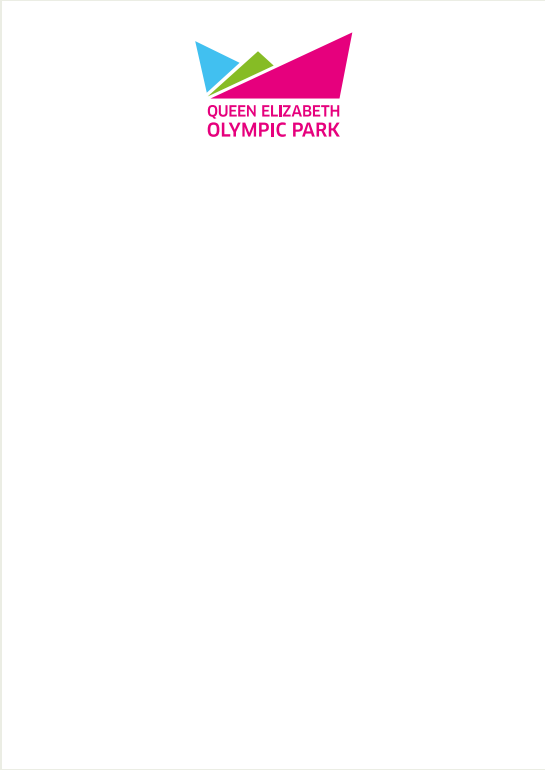
- Stretching the logo so the shape changes
- Separating or highlighting words from the logo
- Outlining the logo
- Creating your own logo
- Putting the logo in different shapes or devices

To see examples of the logo in use, please refer to the Applications section at the end of this document.

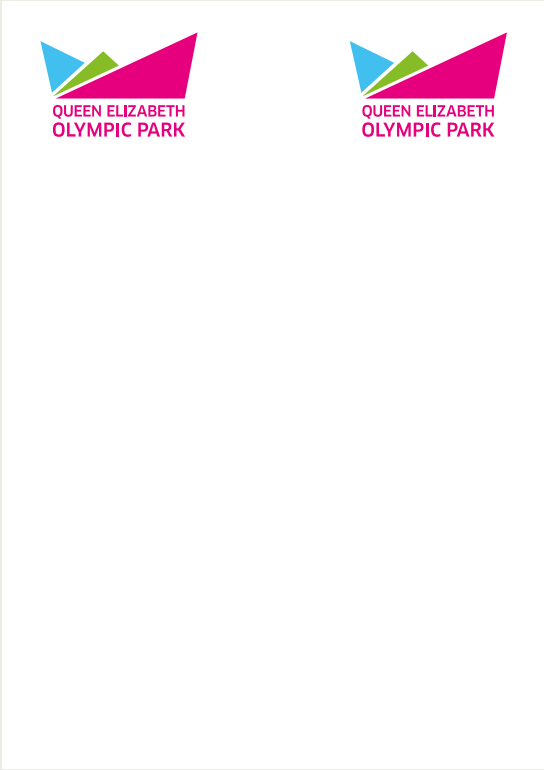
Only use the original master logo artwork file.



LOGO POSITION



Central alignment at the top of an application is the preferred positioning for the logo.



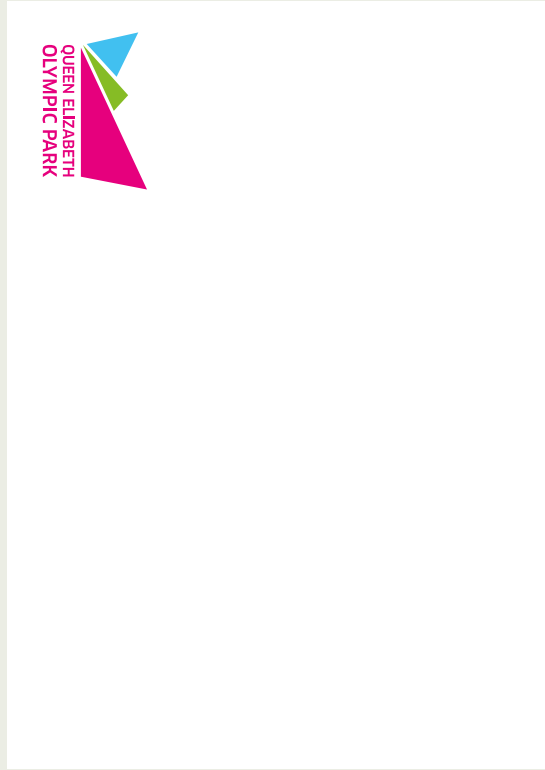
The logo can also work aligned in the top left or right of an application. Only apply one logo not both.



Whilst the ideal position for the logo should be at the top it can be also be aligned in one of the bottom corners if required. Only apply one logo not both.



The logo can be centre aligned on an application, but please be mindful of legibility when using other brand elements.



Do not rotate the logo.

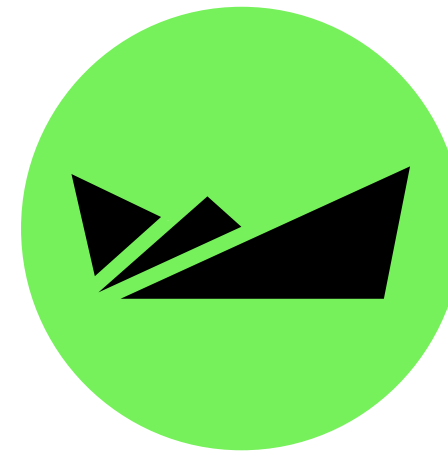
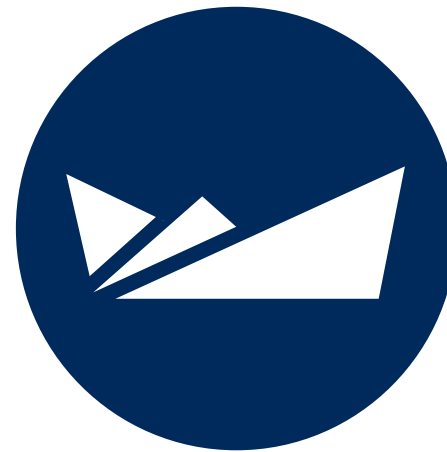
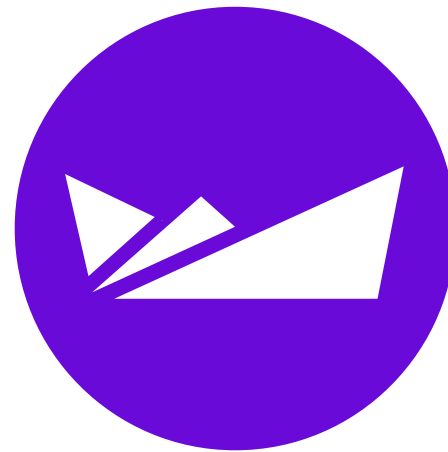
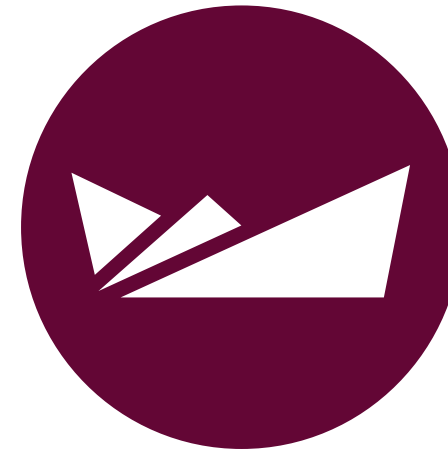
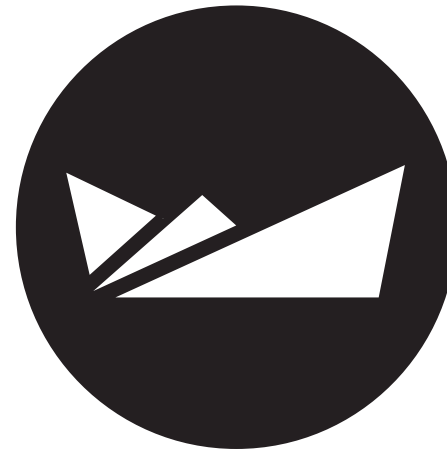
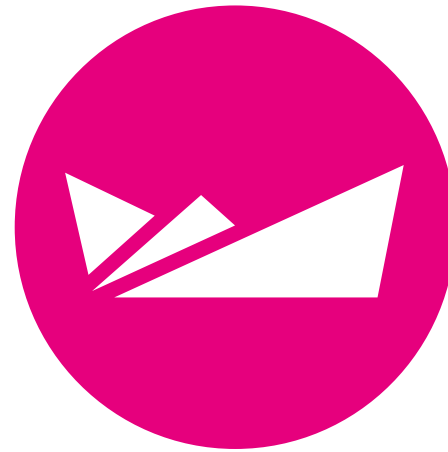
LOGO SYMBOL

The symbol may be used as a standalone element in place of the full logo for familiar audiences or in applications around the park. It is also ideal for use as an icon for social media profiles, as most platforms automatically display the Queen Elizabeth Olympic Park name.

Our symbol can be used in black or white across any of our background colours. Please refer to the logo colourways page for appropriate guidance, as the same principles apply here.

Additionally, the symbol works well for merchandise, offering a simplified, recognisable mark that retains the integrity of our visual identity across a variety of formats.

For examples of the symbol in use, please refer to section 10, Applications, at the end of this document.



BRAND ARCHITECTURE

PARTNER LOCKUP

When creating a partner lockup, there are two approaches to consider:

Option 01 – Equal Alignment:

All logos should be centrally aligned with one another – please refer to the dotted line on the example.

Option 02 – Hierarchical Emphasis:

Where appropriate, the Queen Elizabeth Olympic Park logo can be separated from the other logos and given greater prominence, establishing a clear visual hierarchy while still respecting the presence of partner brands.

For examples of partner lockups in use, please refer to section 10, Applications, at the end of this document.

When applying either approach, please follow this guidance:

Consistent colour treatment

Partner logos should be rendered in black or white to create a cohesive visual system.

Spacing

Spacing between logos should be even, providing clarity and allowing each identity sufficient room to breathe.

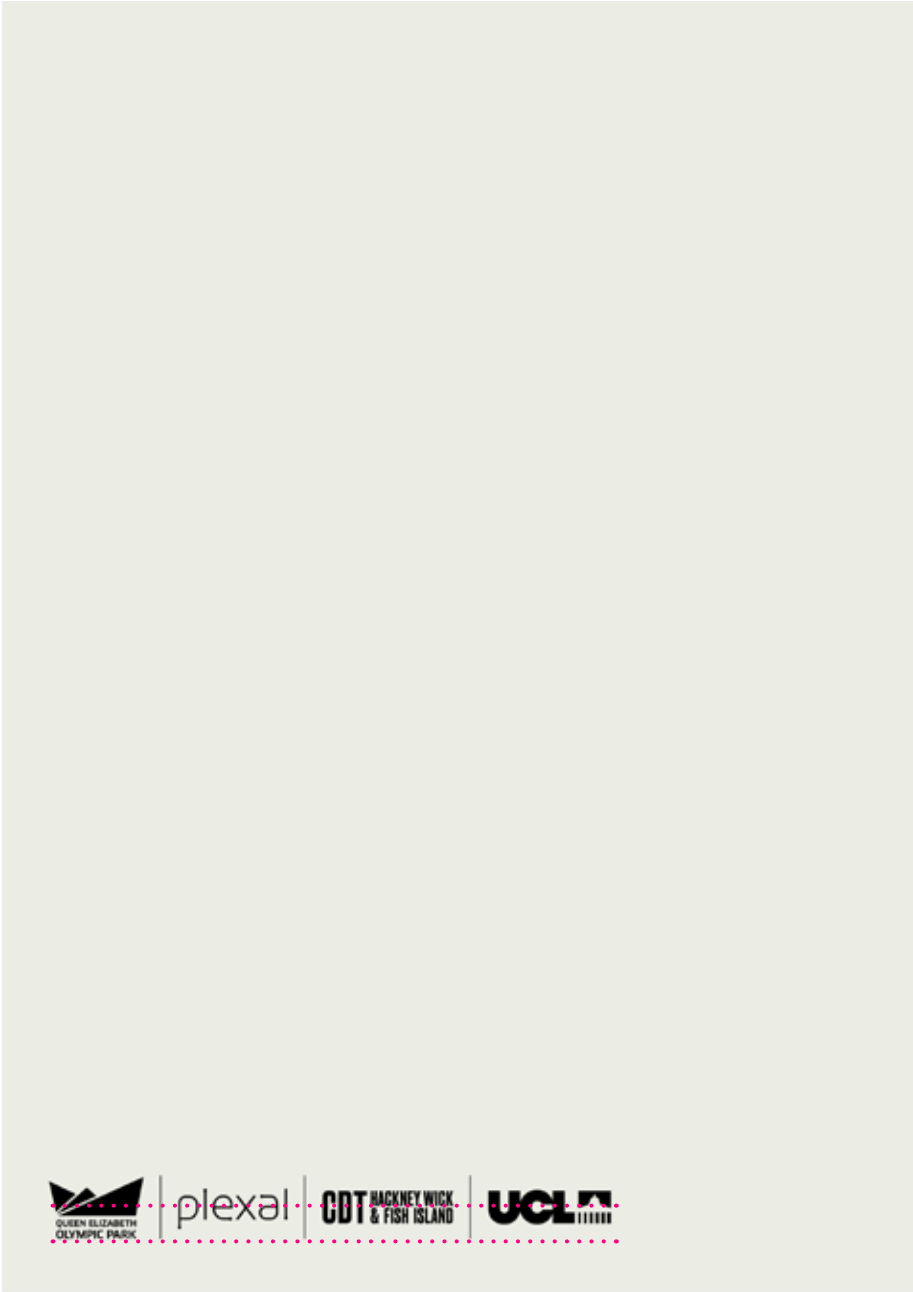
Alignment consistency

A central alignment should be used to reinforce cohesion and visual harmony across the lockup. Logos should be scaled proportionally to maintain a balanced appearance.

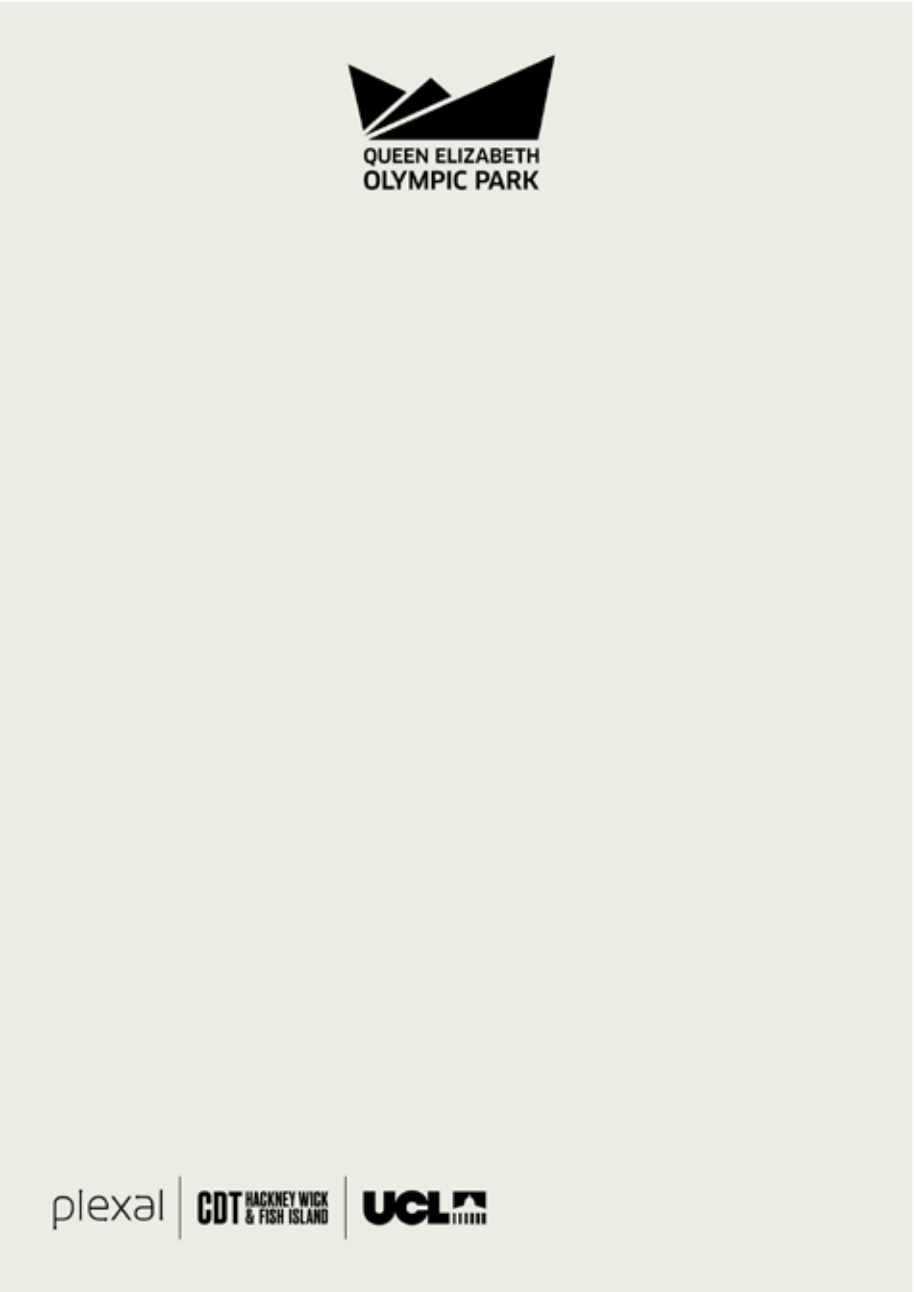
Keylines

Keylines separating the logos should be the same height and width to ensure visual consistency and harmony across all applications

Option 01 – Equal Alignment



Option 02 – Hierarchical Emphasis



LOCK-UPS WITH DESCRIPTOR

In some instances, partner lockups may include descriptors to clarify the nature of the relationship (e.g. “delivered by” or “supporting partners”). These descriptors should be set in the approved brand typeface and positioned consistently in relation to the logos to maintain a clear and cohesive structure.

Descriptors must remain subtle and secondary to the logos, ensuring they support rather than compete with the visual identity. Please refer to the examples on the right for appropriate scaling (type should be 7pt at A4 scaling).

The wording of descriptors should be agreed upon with partners and applied consistently across all touchpoints. Avoid overly long or complex phrasing, and ensure the descriptor remains clear, concise, and easy to read at all sizes.

For examples of partner lockups in use, please refer to section 10, Applications, at the end of this document.

When creating the logo lockups, please follow this guidance:

Consistent colour treatment

Partner logos should be rendered in black or white to create a cohesive visual system.

Spacing

Spacing between logos should be even, providing clarity and allowing each identity sufficient room to breathe.

Alignment consistency

A central alignment should be used to reinforce cohesion and visual harmony across the lockup. Logos should be scaled proportionally to maintain a balanced appearance.

Keylines

Keylines separating the logos should be the same height and width to ensure visual consistency and harmony across all applications.



Delivered by:



Supporting partners:



EQUAL PARTNERSHIPS

In cases where partnerships are of equal standing, all logos should be presented with equal weight and prominence. Each logo must be scaled proportionally and aligned consistently to create a balanced, unified lockup.

For examples of equal partnership lockups in use, please refer to section 10, Applications, at the end of this document.

When creating the logo lockups, please follow this guidance:

Consistent colour treatment

Partner logos should be rendered in black or white to create a cohesive visual system.

Spacing

Spacing between logos should be even, providing clarity and allowing each identity sufficient room to breathe.

Alignment consistency

A central alignment should be used to reinforce cohesion and visual harmony across the lockup. Logos should be scaled proportionally to maintain a balanced appearance.

Keylines

The keyline separating the logos should be the same height as the Queen Elizabeth Olympic Park logo and should maintain the same width throughout (please see annotated example on the right).





INITIATIVES

When presenting initiatives across the park, we follow this guidance to ensure clarity and consistency:

Initiative 01: Set up as a headline

Use the title of the initiative as a headline. This format is simple, direct, and immediately understandable.

The URL should always be centrally aligned.

Initiative 02: Set up as a label

In example 02, the initiative is set up as a label with specific tracked-out letter spacing. This is the only instance where this typographic style is applied, ensuring it remains unique and immediately recognisable.

The label creates visual standout amongst all other typographic treatments and allows for the use of an additional, unique headline or message elsewhere within the application.

The URL should always be centrally aligned.

For examples of how to present Initiatives, please refer to section 10, Applications, at the end of this document.

Initiative 01: Set up as a headline



Initiative title as a headline

Initiative 02: Set up as a label



For A4 scale, set type to 15pt with 180 tracking

Interesting call to action headline

COLOUR

COLOUR SETS

Our colour palette consists of five distinct colour sets, each designed to be used independently, with one set applied per application. These colours have been carefully chosen to reflect the energy and dynamism of Queen Elizabeth Olympic Park.

All colour sets have been tested for accessibility at the AA standard. Each swatch includes an “A” indicator, showing which colour typography should be used for optimal readability on that background.

Set 1 and Set 2 are our preferred combinations and should be used wherever possible. Bright pink has become a signature colour, widely recognised as synonymous with the Park’s identity.

For practical examples of the colour sets in action, please refer to section 10, Applications, at the end of this document.

Using Colour Sets: Guidance

When applying our colour sets, please follow these rules to maintain a consistent and cohesive brand identity:

- Do not use two different colour sets on a single application. Each application should feature only one set to ensure visual clarity.
- Do not merge colour combinations from different sets. Mixing colours across sets can dilute the strength and recognisability of the palette.
- Do not alter the colours or use shades outside of the approved palette. This preserves consistency across all materials.

Set 1

BRIGHT PINK C0 M97 Y14 K0 R255 G0 B128 PMS 226 HEX#FF0080	BRIGHT PURPLE C77 M84 Y0 K0 R104 G11 B216 PMS 2090 HEX#680BD8	DEEP PURPLE C99 M100 Y0 K54 R54 G30 B85 PMS 3524 HEX#361E55	OFF WHITE C7 M4 Y9 K0 R235 G237 B228 PMS COOL GRAY 1 HEX#EBEDE4
A	A	A	AA

Set 2

BRIGHT PINK C0 M97 Y14 K0 R255 G0 B128 PMS 226 HEX#FF0080	BURGUNDY C42 M100 Y53 K46 R99 G6 B53 PMS 7421 HEX#630635	OFF WHITE C7 M4 Y9 K0 R235 G237 B228 PMS COOL GRAY 1 HEX#EBEDE4
A	A	AA

Set 3

BRIGHT PURPLE C77 M84 Y0 K0 R104 G11 B216 PMS 2090 HEX#680BD8	DEEP PURPLE C99 M100 Y0 K54 R54 G30 B85 PMS 3524 HEX#361E55	OFF WHITE C7 M4 Y9 K0 R235 G237 B228 PMS COOL GRAY 1 HEX#EBEDE4
A	A	AA

Set 4

BRIGHT GREEN C50 M0 Y95 K0 R118 G241 B91 PMS 7488 HEX#76F15B	GREEN C85 M0 Y100 K10 R0 G154 B68 PMS 347 HEX#009A44	DEEP GREEN C84 M59 Y68 K74 R0 G53 B48 PMS 5467 HEX#003530	OFF WHITE C7 M4 Y9 K0 R235 G237 B228 PMS COOL GRAY 1 HEX#EBEDE4
A	AA	AA	AA

Set 5

BRIGHT BLUE C43 M0 Y0 K0 R92 G234 B254 PMS 305 HEX#5CEAFE	BLUE C82 M83 Y0 K0 R0 G80 B199 PMS 2132 HEX#004FC7	DEEP BLUE C97 M66 Y0 K60 R0 G41 B91 PMS 2758 HEX#00295B	OFF WHITE C7 M4 Y9 K0 R235 G237 B228 PMS COOL GRAY 1 HEX#EBEDE4
A	AA	AA	AA

TEXT COLOUR PAIRINGS

It is important to consider legibility and accessibility when selecting text colours, particularly for smaller body copy. Ensure there is sufficient contrast between the text and its background to maintain readability.

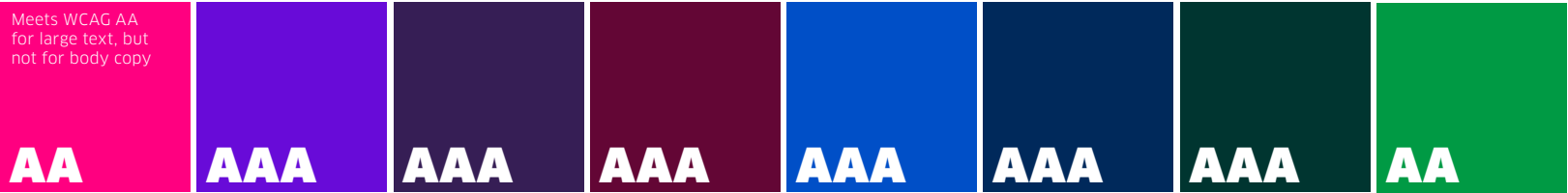
The “A” indicators on the right reference the WCAG accessibility standards. Colour combinations that meet AAA or AA standards are recommended for use across all text sizes, including standard body copy, as they provide sufficient contrast for comfortable reading. Combinations that meet only AA Large should be reserved for larger text sizes, as they may not provide adequate contrast for smaller body text.

Prioritising accessible colour combinations ensures content remains clear, inclusive, and easy to read across all applications.

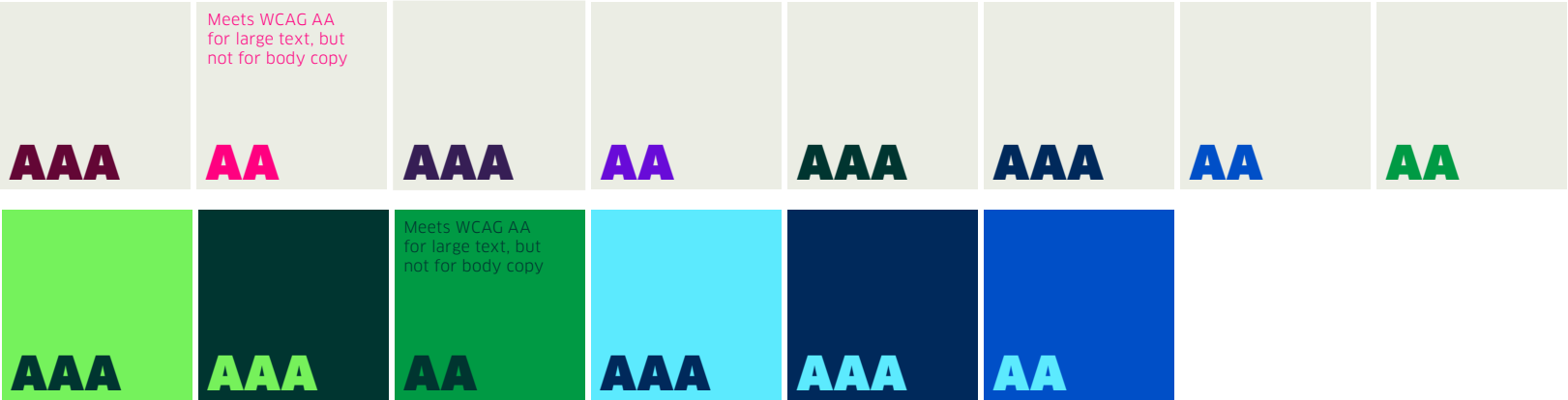
You can check any pairings using the contrast checker:
<https://colourcontrast.cc/>

For practical examples of the type colour pairings in action, please refer to section 10, Applications, at the end of this document.

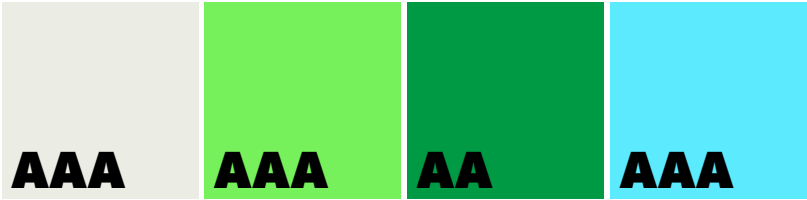
White text



Colour text



Black text



SWATHES

ABOUT OUR SWATHES

Our swathes are distinctive triangular forms derived from the Queen Elizabeth Olympic Park logo. They are our most versatile brand element, able to adapt in colour, angle, and scale to suit a wide range of applications.

Swathes can be used individually as bold background elements or combined to create dynamic patterns, adding visual interest and depth to a composition. When used effectively, they introduce a strong sense of movement and drama, helping to energise communications.

They embody the spirit of the Park – dynamic, vibrant, and bold – serving as a visual expression of energy throughout the brand.

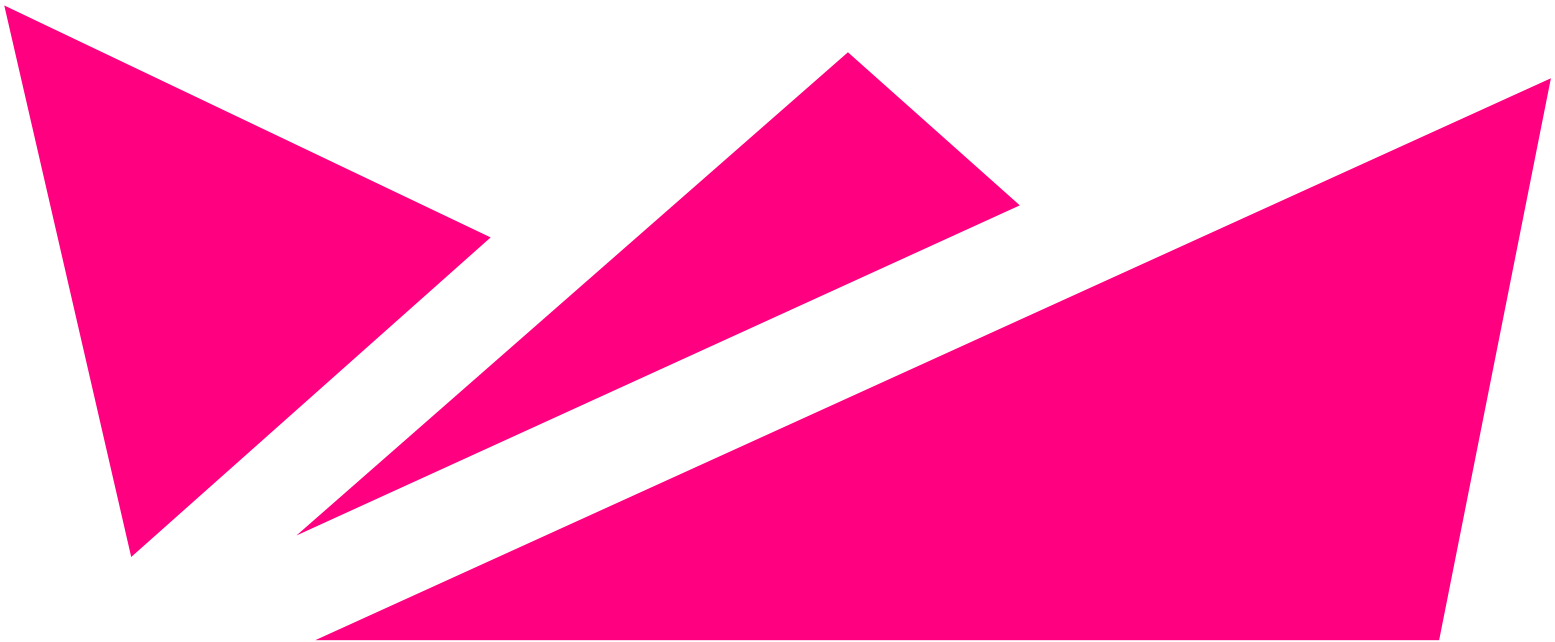
As a general principle, swathes should be used in a simple and graphic way, particularly when paired with typography and colour. A more restrained approach ensures they remain striking, cohesive, and aesthetically impactful, avoiding unnecessary complexity.

For practical examples of our swathes in action, please refer to section 10, Applications, at the end of this document.

Using Swathes: Do Not

To maintain consistency and protect the integrity of this key visual element, please follow these guidelines when using our swathes:

- Do not create new versions of the swathes. Always use the approved artwork to ensure consistency across all applications.
- Do not use more than three swathes within a single application. Overuse can reduce their impact.
- Do not crop imagery into the swathes. They should remain solid graphic elements and not be used as containers for photography. However, they may be layered in front of photography, provided that the image remains clear and legible.



SWATHES IN USE



Social media



Billboard



Report cover

DYNAMIC SWATHES

We also have two dynamic versions of our swathes, created by angling the core shapes to form expressive patterns. These variations are designed to introduce energy and visual rhythm into layouts, bringing a greater sense of movement to our communications.

The patterns can be rotated, cropped, or scaled, offering flexibility to adapt across different formats and compositions. When applied thoughtfully, they create depth and visual interest, helping to emphasise key messaging without overwhelming the overall design.

Dynamic swathes are particularly effective when creating engaging assets with limited or no photography, providing a strong visual alternative that maintains impact and brand presence.

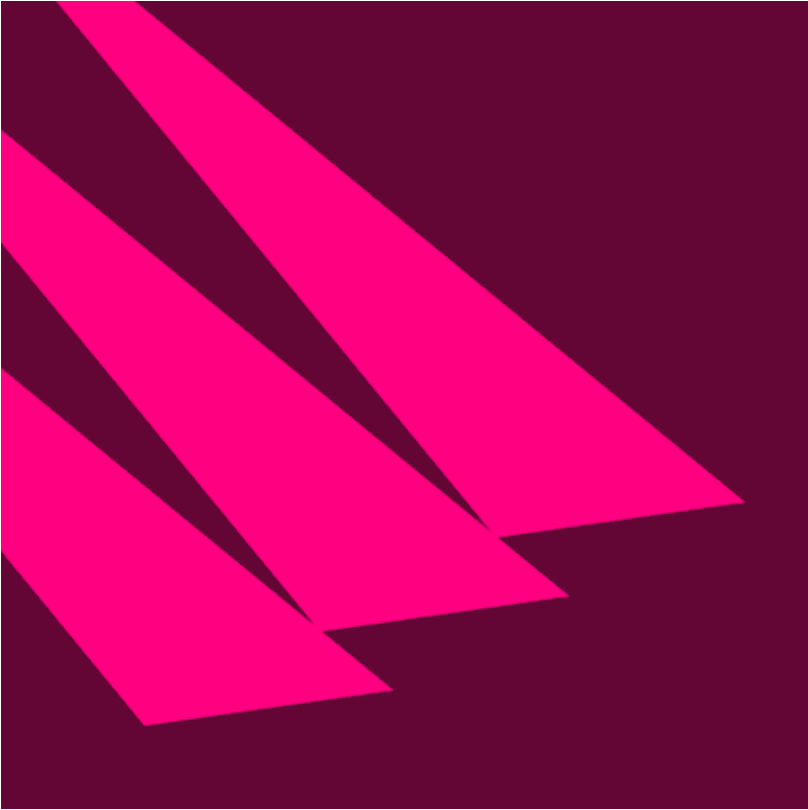
Using Dynamic Swathes: Do Not

When using our dynamic swathes, please adhere to the following guidelines:

- Do not create new versions or modify the existing patterns
- Do not use more than one dynamic swathe within a single application
- Do not crop imagery into the swathes

Following these rules ensures consistency and preserves the integrity and impact of this key visual element.

For practical examples of our dynamic swathes in action, please refer to section 10, Applications, at the end of this document.



DYNAMIC SWATHES IN USE



Brochure covers



Tote bag

REGULAR IMAGE CONTAINERS

Image containers can be layered over our swathes to introduce depth and dynamism into layouts. Photography is placed within a rectangle, providing a clear, structured framework that complements the more expressive graphic elements.

This approach allows for flexibility and consistency across applications. The rectangular format accommodates a wide range of imagery without awkward cropping. This ensures visuals remain clear and impactful whilst maintaining cohesive compositions.

By combining image containers with the energy of the swathes, layouts achieve a strong sense of contrast, hierarchy, and visual interest.

Using Image Containers

When using our image containers, please adhere to the following guidelines:

Placement:

Position imagery thoughtfully within the shape so the main subject is clearly visible.

Avoid cutting off heads or key elements – the subject should remain the focus.

Focus:

The area of interest should be central or aligned to the composition of the shape.

Ensure important visual details are not lost to cropping or angles.

Best Practices:

Use images that have strong composition and contrast – they work best in our rectangular holders.

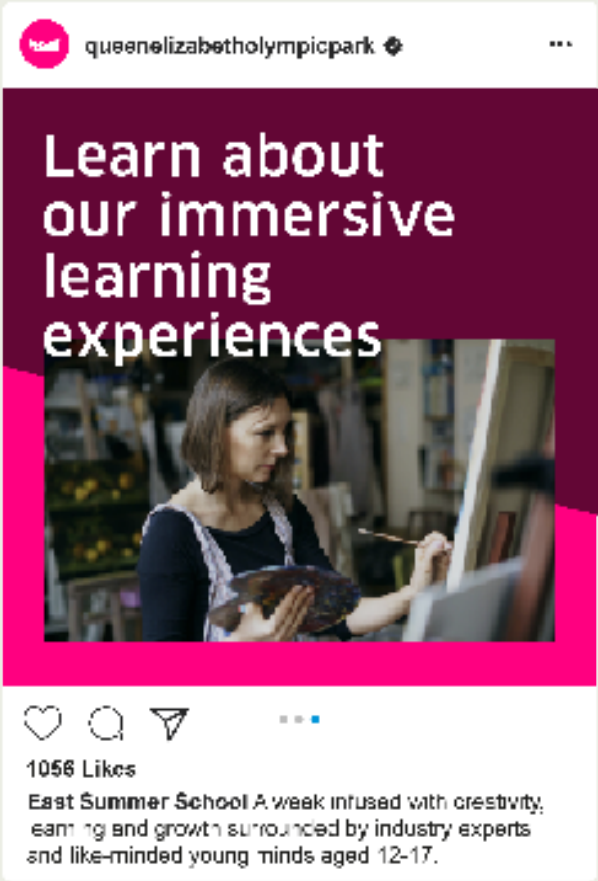
For practical examples of our regular image containers in action, please refer to section 10, Applications, at the end of this document.



REGULAR IMAGE CONTAINERS IN USE



Poster



Social media



ANGULAR IMAGE CONTAINERS

We use angular image containers as dynamic imagery holders to create expressive and engaging layouts. These containers can be cropped into and rotated, allowing for greater flexibility and visual interest.

When using our angular image containers, please adhere to the following guidelines:

Creating the Shape

We can adapt and vary the shapes to create more visually interesting forms. By keeping either the left or right edge straight, the opposite corners (as annotated in the examples on the right) can be adjusted to introduce variation and character.

Please refer to the annotated shapes for guidance.

Placement:

Position imagery thoughtfully within the shape so the main subject is clearly visible.

Avoid cutting off heads or key elements – the subject should remain the focus.

Use images that have strong composition and contrast.

Focus:

The area of interest should be central or aligned to the composition of the shape.

Ensure important visual details are not lost to cropping or angles.

Do Not

When using our angular imagery holders, please adhere to the following guidelines:

- Do not use more than one angular shape within a single application
- Do not use angular image containers for anything other than holding imagery
- Avoid extreme cropping that distracts from the content.

Following these rules ensures consistency and preserves the integrity and impact of this key visual element.

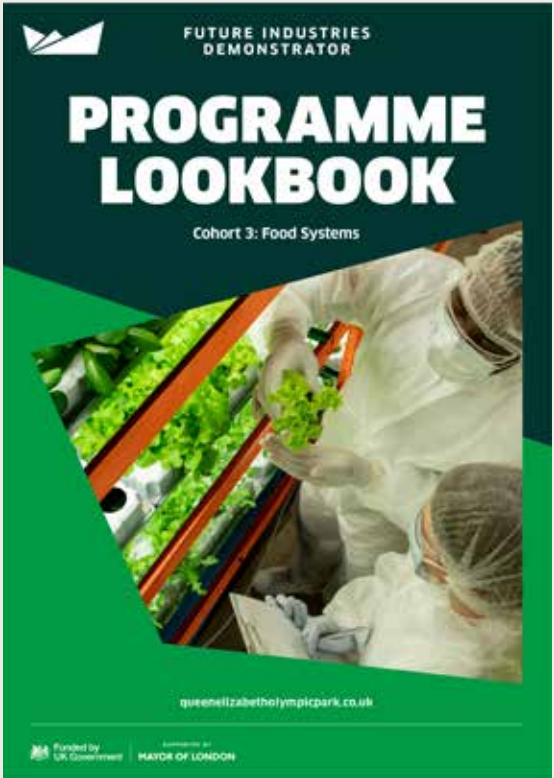
For practical examples of our angular image containers in action, please refer to section 10, Applications, at the end of this document.



ANGULAR IMAGERY HOLDERS IN USE



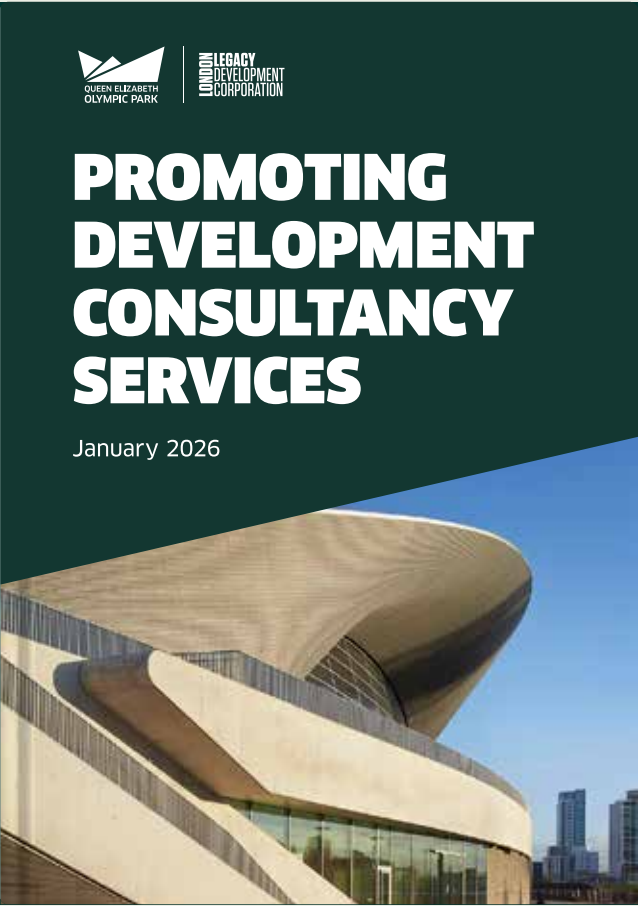
Poster



Lookbook



Social media



Report cover

ICONOGRAPHY

ICONOGRAPHY

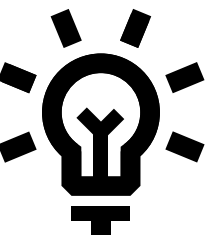
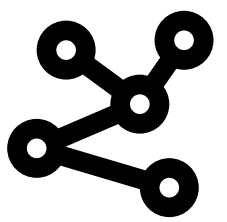
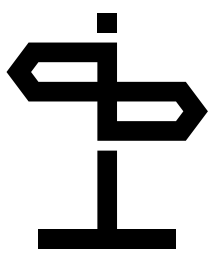
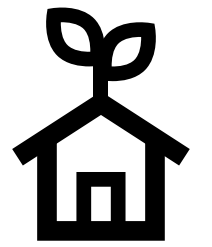
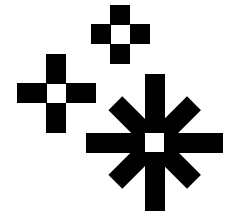
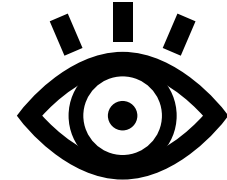
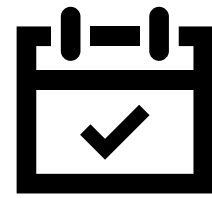
Our icons enhance communication by providing clear, intuitive, and recognisable visual cues. They improve the user experience by making interfaces easier to scan, navigate, and understand.

All icons are bespoke and hand-drawn, reflecting our brand's unique personality. They can be used in any of our brand colours to ensure flexibility across applications.

To maintain consistency and preserve the integrity of our visual identity, new icons should not be created independently. Always use the existing icon library, and request additions when necessary.

Icons can also be used within a container with rounded corners, as illustrated on the right.

For practical examples of how to use our iconography, please refer to section 10, Applications, at the end of this document.



APPLICATIONS

**HERE
EAST**



**LUNCH
BREAKERS**



**INDULGE IN
DELICIOUS
FOODIE SPOTS**



**HER
EAS**



Hoarding



EXPLORE OUR ACRES OF PARKLANDS

SUB TITLE TO GO HERE AND FOLLOW ON

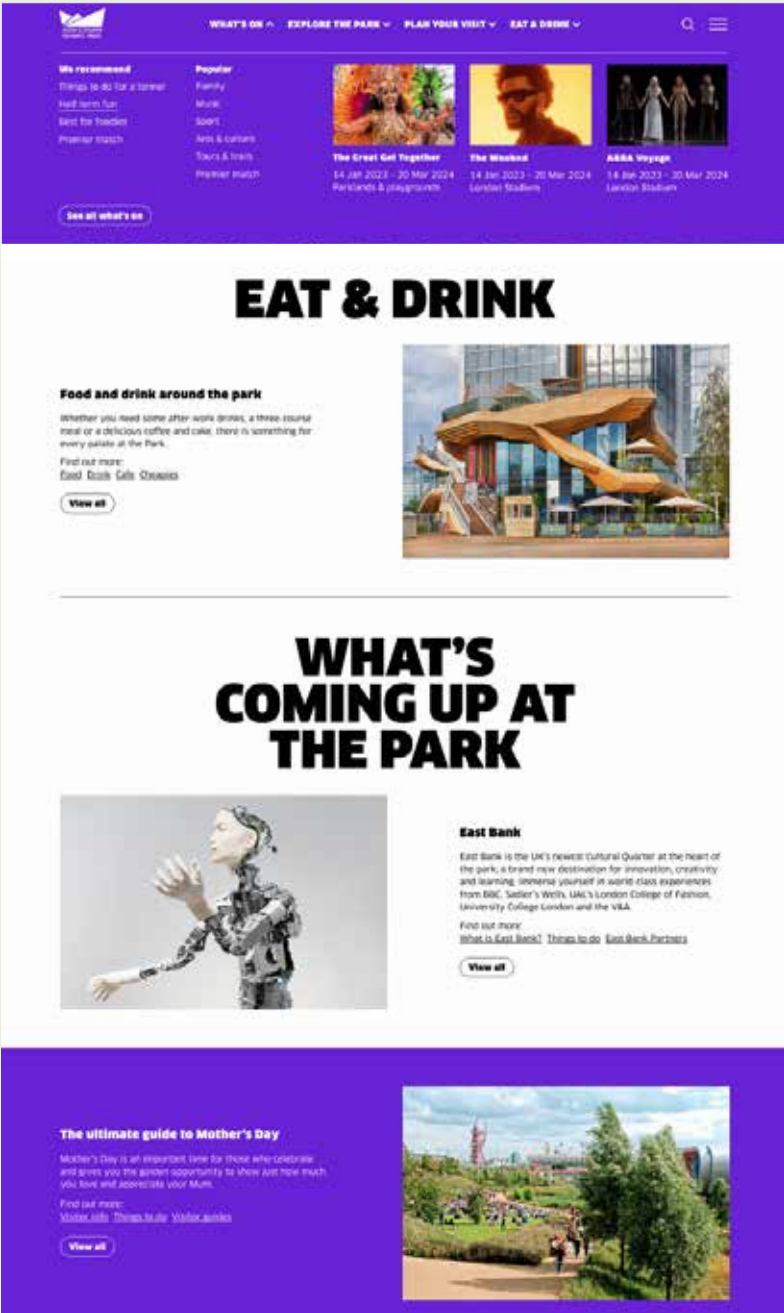
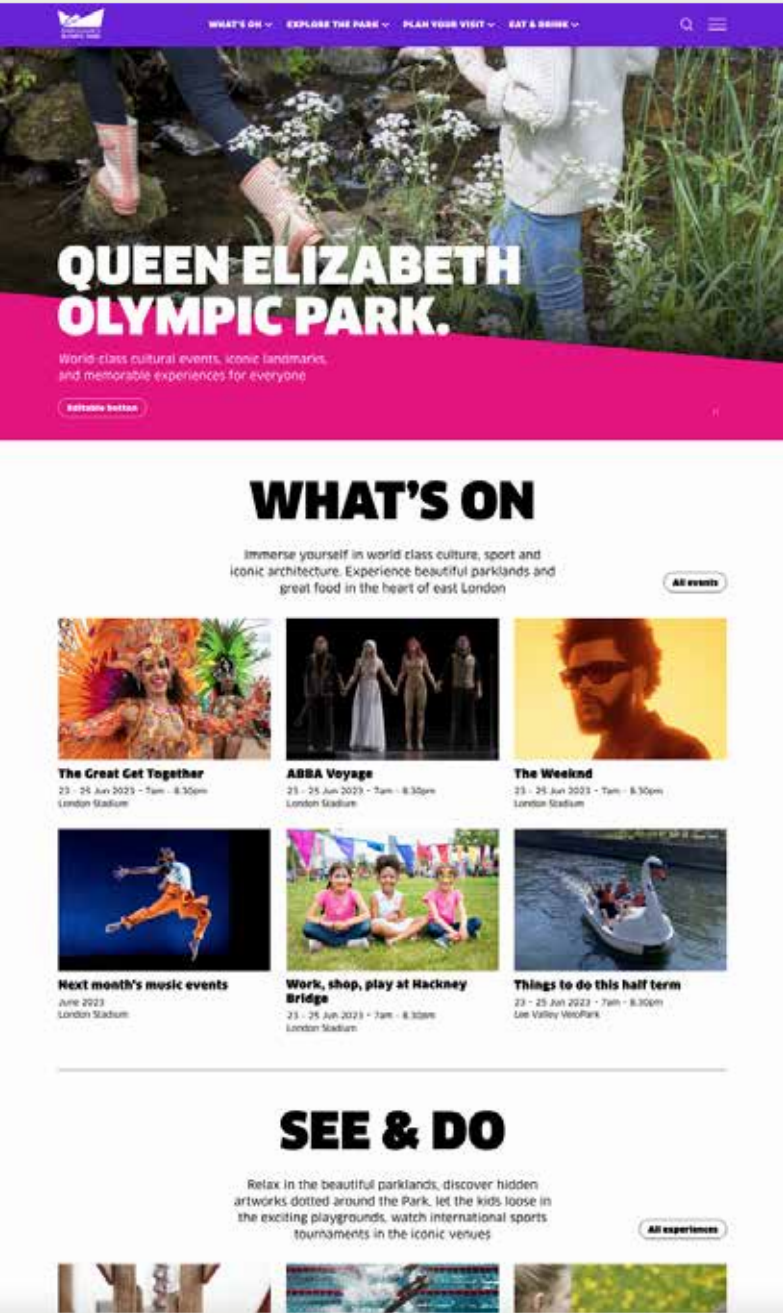
Lorem ipsum dolor sit amet, consetetur
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 Integer congue finibus est imperdiet
 lobortis. Aliquam dolor sit.

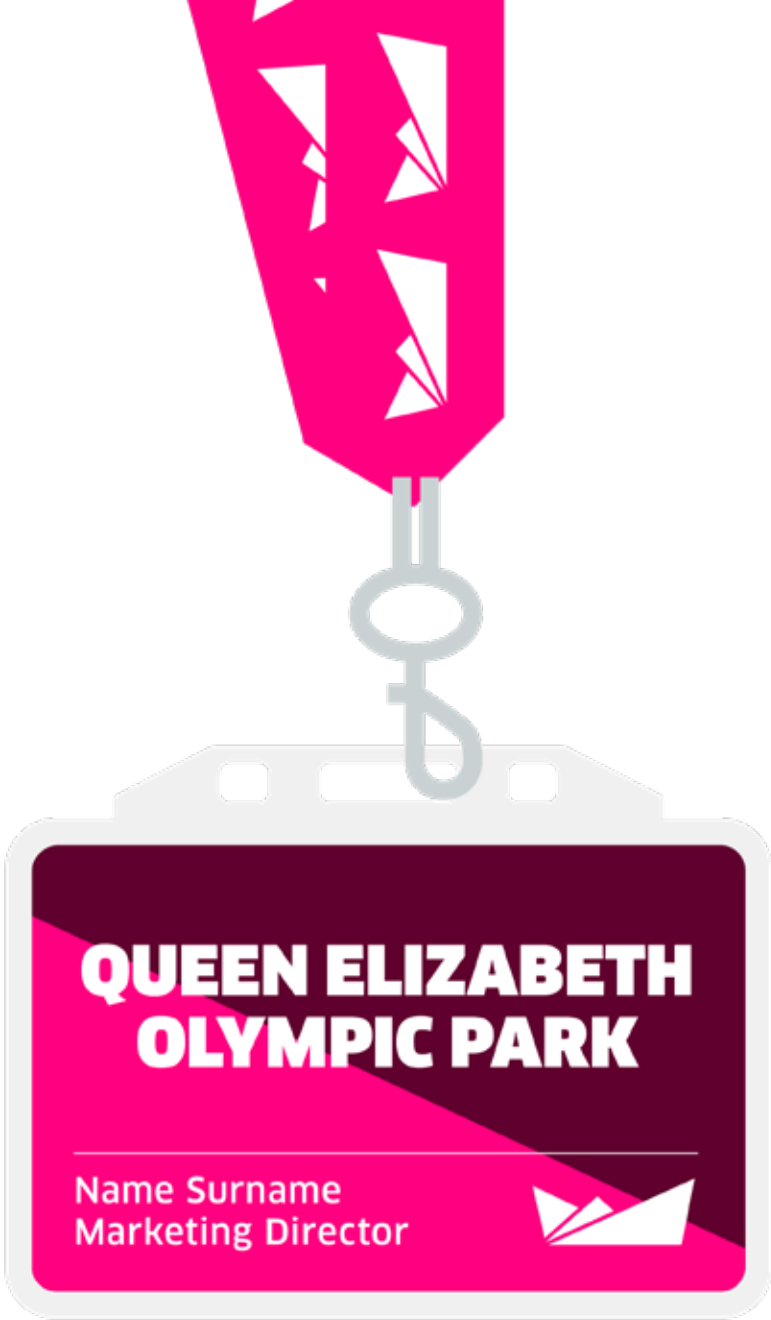
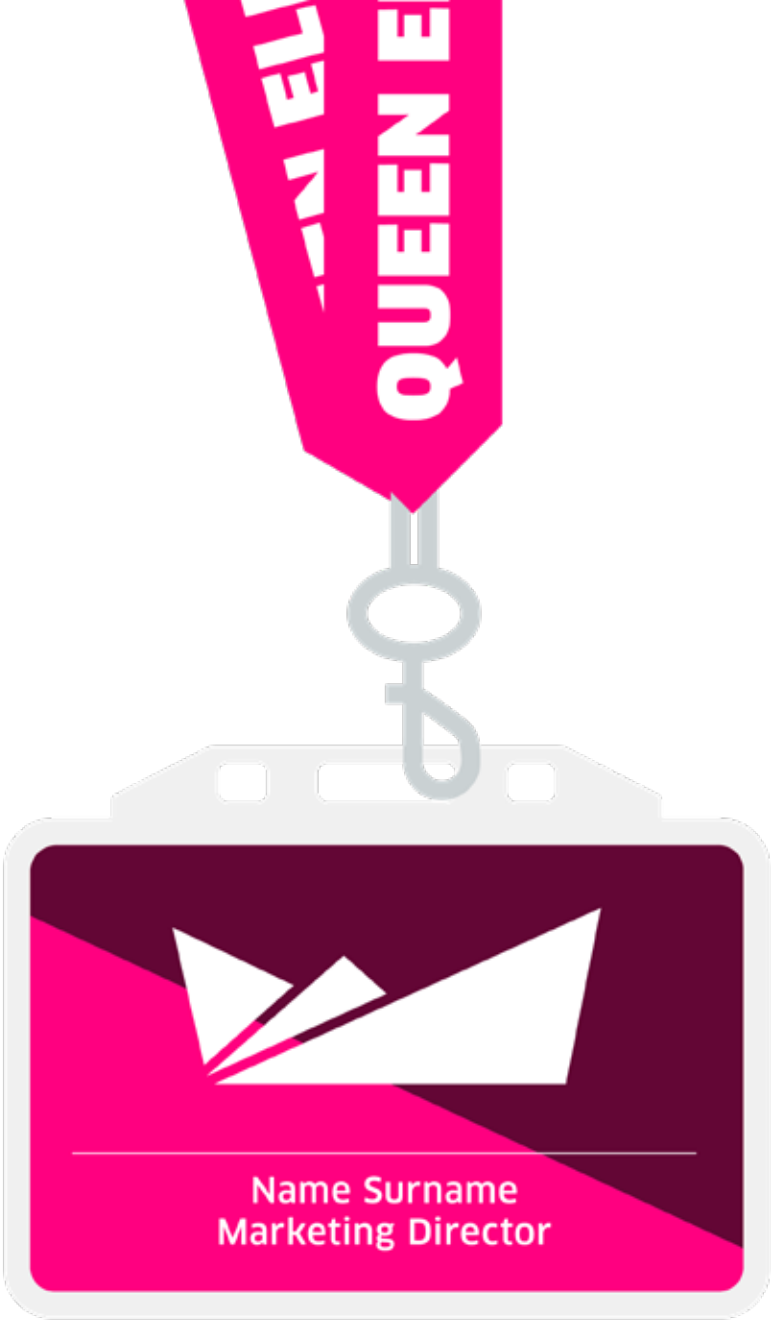
queenelizabeth
olympicpark.co.uk

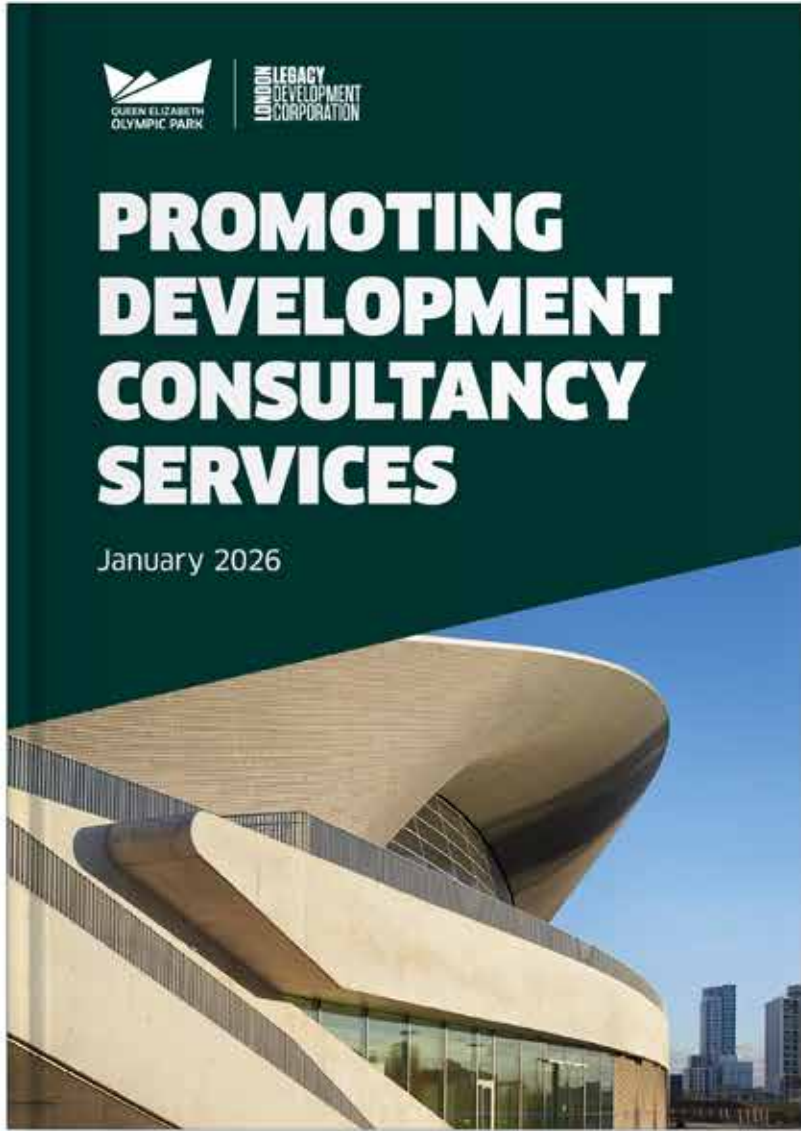
queenelizabeth
olympicpark.co.uk

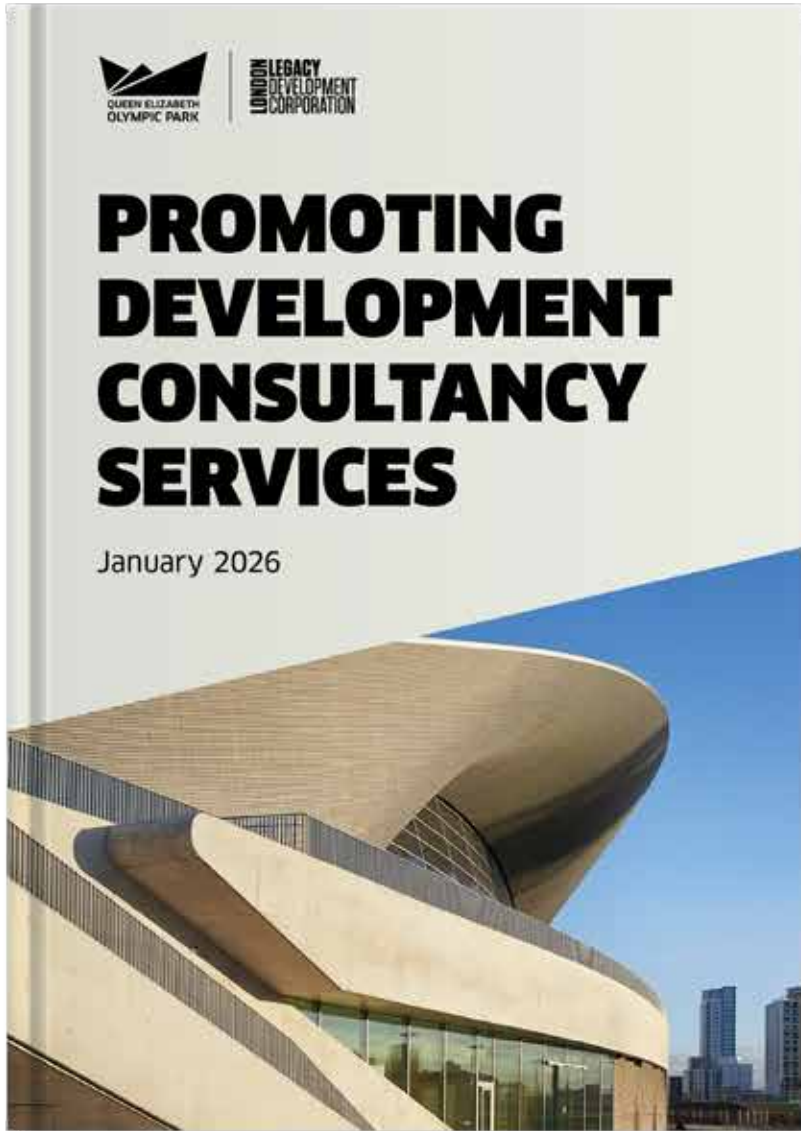




Lanyard







Tote bag



 queenelizabetholympicpark 



EAST SUMMER SCHOOL

**A WEEK
INFUSED
WITH
CREATIVITY**



1056 Likes

East Summer School A week infused with creativity, learning and growth surrounded by industry experts and like-minded young minds aged 12-17.

 queenelizabetholympicpark 







1056 Likes

East Summer School A week infused with creativity, learning and growth surrounded by industry experts and like-minded young minds aged 12-17.

 queenelizabetholympicpark 







1056 Likes

East Summer School A week infused with creativity, learning and growth surrounded by industry experts and like-minded young minds aged 12-17.



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EAST SUMMER SCHOOL

**A WEEK
INFUSED
WITH
CREATIVITY**



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NEW

**EAT
AND DRINK**





EAST SUMMER SCHOOL





**Monday 28 July -
Friday 8 August.**

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FUTURE INDUSTRIES
DEMONSTRATOR

SUPPORTING LONDON'S INNOVATORS

9 January 2026
18:00 – 22:00hrs

Join us to explore how bold solutions are being piloted and scaled to tackle urgent urban challenges. Exciting projects from sustainable cities and natural spaces to food systems and healthier buildings.

For full details, including guest speakers and bookings please visit our website.



BBC | ual: | V&A

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INNOVATION DISTRICT

Queen Elizabeth Olympic Park Innovation District is a catalyst for east London's innovators, bringing together business, academia, government and local communities to find and scale solutions to the major challenges of city life.



Climate Emergency
Supporting responses to the climate emergency and London's 2030 net-zero mission.



Health & Wellbeing
Boosting physical and mental health outcomes through innovation.



Mobility
Upgrading mobility systems to be low-carbon, safe, accessible, affordable and efficient.



Testbed
A real-world environment which innovators can use to trial new ideas and demonstrate potential.



Ecosystem
Access to a cross-sector network of opportunities and partnerships that are improving livelihoods locally and setting the standard for sustainable cities worldwide.

It doesn't matter if your organisation is a startup, a big company, a council, or a university – if you're working on an innovation that addresses one of our impact areas, we can help you make it a reality.

Email the team:

hello@shiftlondon.co.uk →





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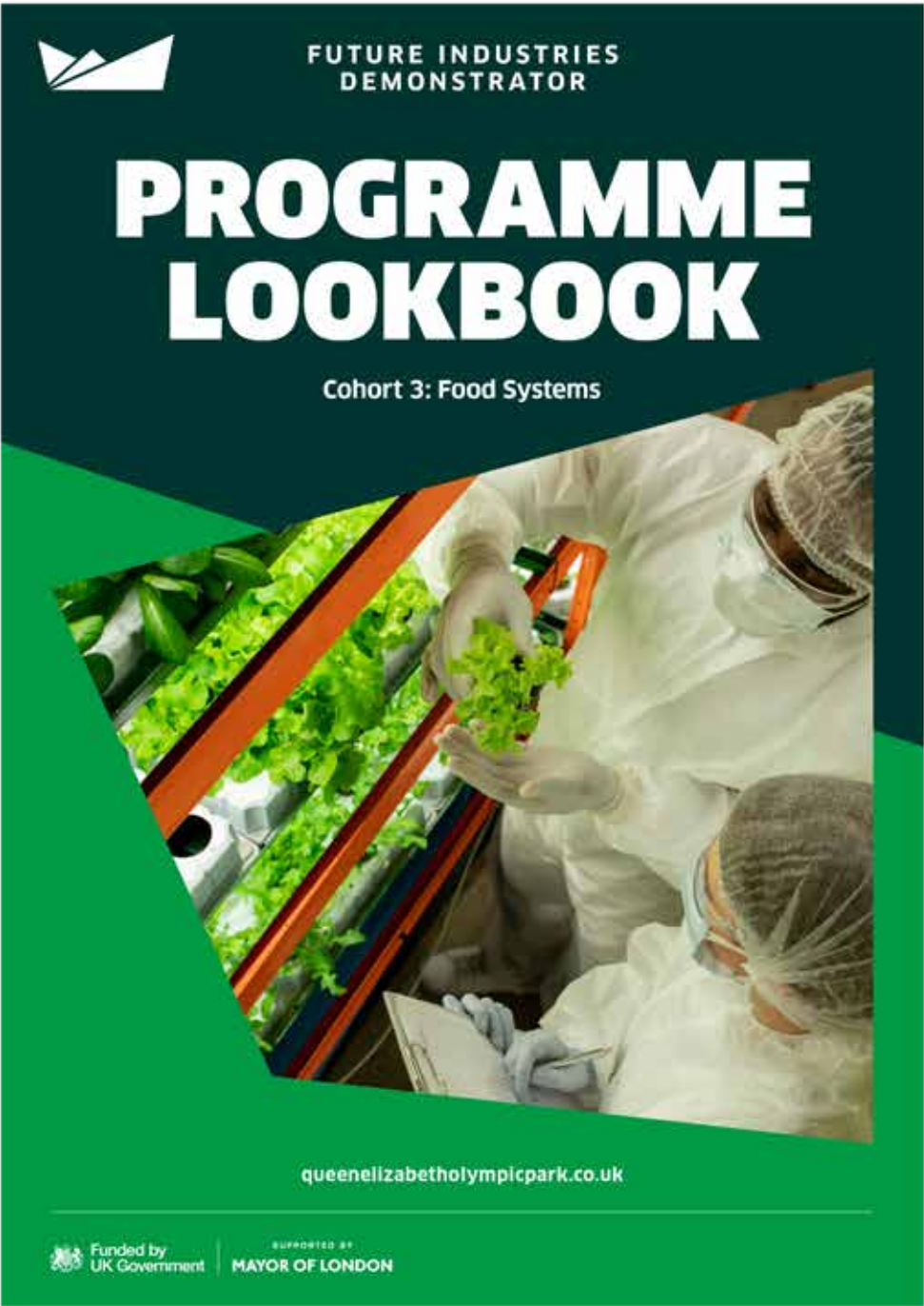
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**EXPLORE
ACRES
OF STUNNING
PARKLANDS**

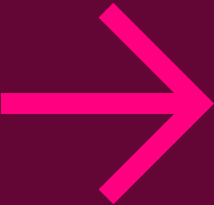






**QUEEN
ELIZABETH
OLYMPIC
PARK**





**GREAT BRITISH
GARDENS**

HACKNEY WICK

**STEP ACCESS TO
LONDON STADIUM**

**ARCELOMITTAL
ORBIT**

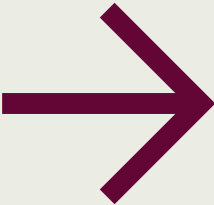
**LONDON AQUATICS
CENTRE**

RIVERSIDE EAST

**SWAN PEDALOS
AND BOATS**

**STRATFORD
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CONTACT

If you have any questions about our brand, or to request assets or templates please get in touch:

Rebecca Checkley

Brand Marketing Manager
RebeccaCheckley@londonlegacy.co.uk

Approval process

Any artwork or submissions bearing our logo and/or related to the Queen Elizabeth Olympic Park must go through our approval process to ensure the integrity of the work and be approved by the Communications, Marketing and Strategy Team.