



THE
LEATHERSELLERS

BRAND GUIDELINES

These guidelines are intended to help bring the Leathersellers' brand to life – a visual identity inspired by a unique 600-year heritage, and driven by our vision, principles and purpose which inform our work today.

The aim of these guidelines is to provide consistency, simplicity, and clarity in the way we communicate and present ourselves to all audiences and stakeholders. The brand system balances consistency and flexibility to maximise impact through every application.

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BRAND VISION & ARCHITECTURE

Change Makers. Opportunity
seekers. Creative thinkers.
Heritage keepers. Problem
solvers. Future protectors.
Today educators. Idea
sharers. Challenge facers.
Skill enablers.
The Leathersellers.

Who We Are

The Leathersellers is a 600-year-old organisation in the City of London. We enable individuals and communities through our work with charities, foster opportunity through education, and support a sustainable UK leather industry.



Our History

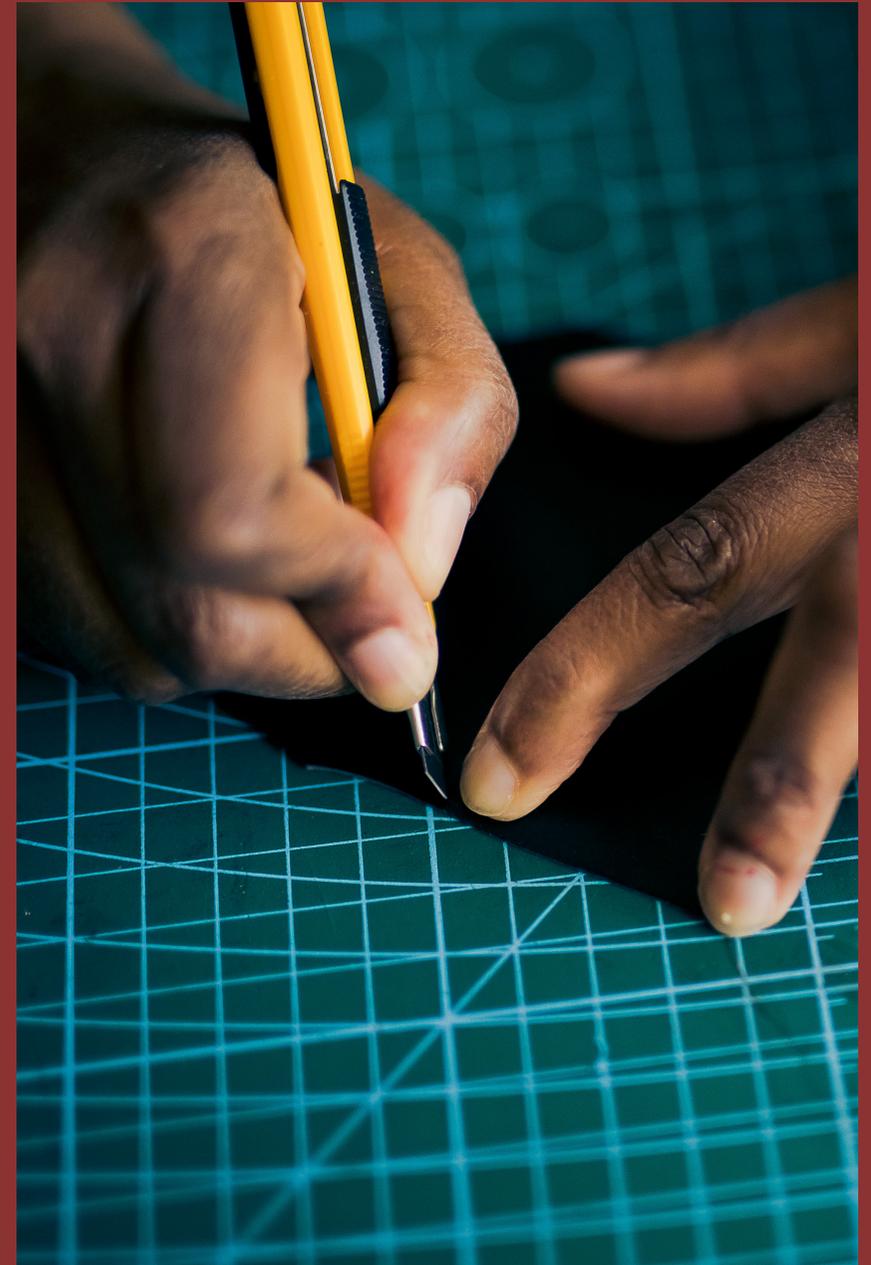
The Leathersellers was originally established to protect leatherworkers and their trade, as well as those who had fallen on hard times. We are custodians of a unique heritage that combines a foundation of charitable purpose with support for timeless skills and materials.



Our Vision

Today, our activity is intrinsically linked to helping others, beginning with young people. Education has been a core part of our identity throughout our history and is expressed through our contemporary focus of helping young people to overcome adversity and achieve their potential.

We commit our time, knowledge, and resources to pursuing a collaborative and innovative approach to problem solving. As stewards of an enduring legacy, we recognise our responsibility to make decisions for the long-term and to contribute for the benefit of future generations.



Our Guiding Principles

Our guiding principles are truths that serve as a foundation for how we operate. They are based on consistent historic precedent and our ambitions in the present day.

COMPASSION

Compassion lies at the core of our identity and purpose. We have an enduring charitable legacy, from 1444 to the present day. We are committed to the support and service of others.

ENDEAVOUR

We endeavour to be the best we can be, striving for excellence in our approaches and practices, being ready to learn and to set examples of leadership.

INDEPENDENCE

Our independence, based on a 600-year heritage, informs our responsibilities as stewards in the present, gives us an ability to innovate, and to respond to needs and opportunities.

Brand Architecture

Everything we do sits beneath The Leathersellers' brand, but there will be times when a distinction between Company and Foundation will need to be made. In these circumstances we follow the rules shown.



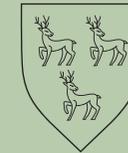
THE
LEATHERSELLERS

Our main brand element. For use when activity involves resources and involvement from both the Company and Foundation eg social media, website and the annual Review.



THE
LEATHERSELLERS'
COMPANY

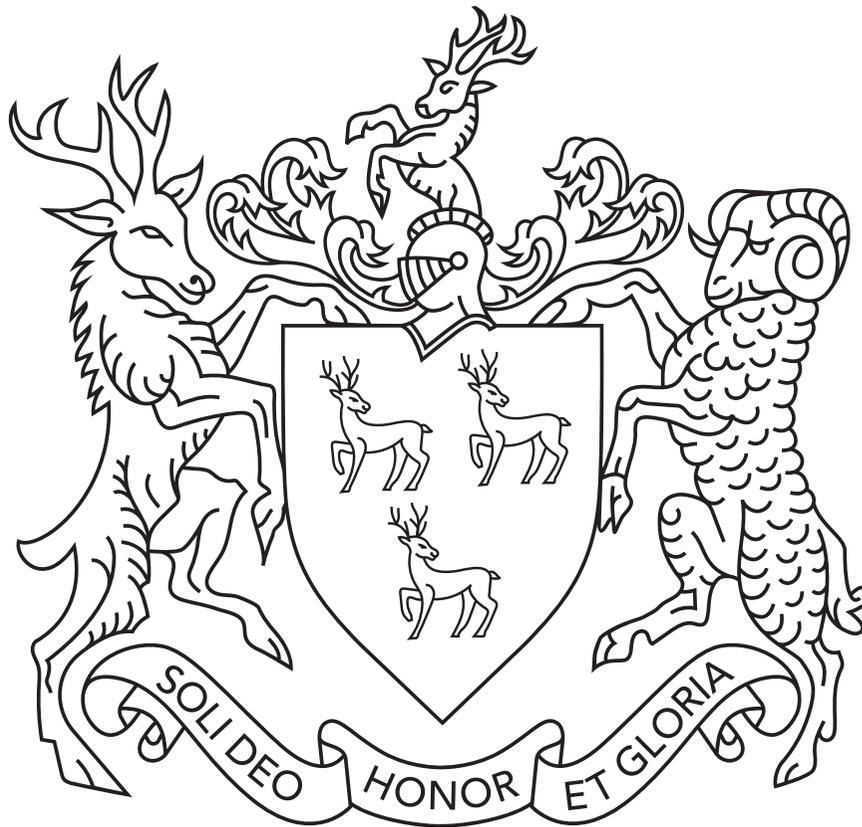
We use this at times when the Company has direct overall involvement, eg our property portfolio and member hospitality / fellowship.



THE
LEATHERSELLERS'
FOUNDATION

We use this to clarify Foundation activity, eg Foundation events, funding applications, and members of staff employed by the Foundation.

OUR HERALDRY



Our Heraldry

The Leathersellers' heraldic imagery has been reimaged in many ways since the 15th century, taking inspiration from earlier versions as well as prevailing fashions and design preferences of different periods. Research from the Company Archivist found over 100 uses and artistic reinterpretations of Company heraldry from the 16th century to the present day. While there have been many versions, all have remained faithful to heraldic descriptions granted from the College of Arms in 1479.

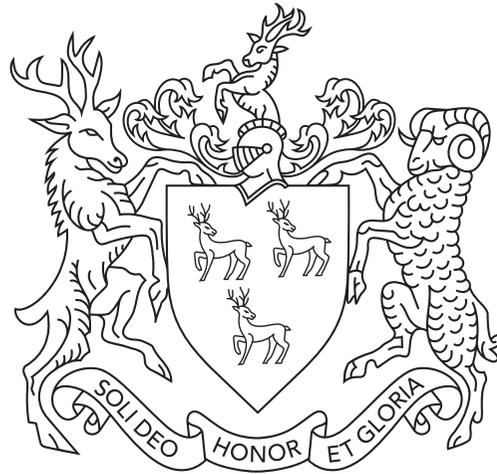
Most noticeable are our heraldic beasts the roebuck and ram. The roebuck is the oldest and original heraldic beast, most likely granted because roe leather is one of the finest and most durable leathers, and it was one of the types of leather made and used by early members of the trade. The ram wasn't part of Company heraldry until 1505 when the Glover-Pursers' Company asked to be amalgamated with the Leathersellers.

[Historical Reference](#)



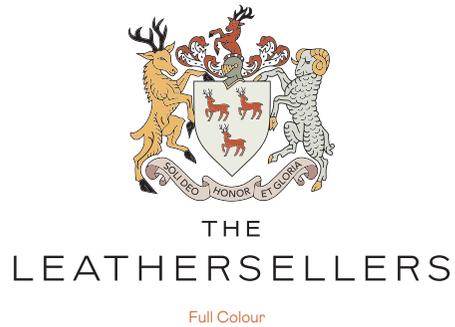
Logo Lockup

Our Logo Lockup is our primary element for communicating our brand. This is formed by combining our Crest with a wordmark.



THE
LEATHERSELLERS

Centered Lockup



Horizontal Lockup



Lockup Variations

We use two alignments of our Lockup: Horizontal and Centred.

Depending on the application and production process we have different styles of Crest to ensure we achieve the best outcome.

Outline

The outline version of our Crest is the primary iteration that should be used for all digital and print applications.

Solid

The solid version should be used for special single colour processes such as engraving

Full Colour

The coloured Crest should only be used on legal documents and official certificates. Ideally this should be reproduced using coloured die-stamp.

These lock-ups should not be altered in any way or their proportions relative to each other be changed.

Isolation Area



Isolation Area + Minimum Size

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of applications. This size should be taken as the absolute minimum.

Minimum Size



Minimum print size: 45mm



Minimum digital size: 130px

Isolation Area + Minimum Size

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of applications. This size should be taken as the absolute minimum.



Minimum Size



Minimum print size: 70mm

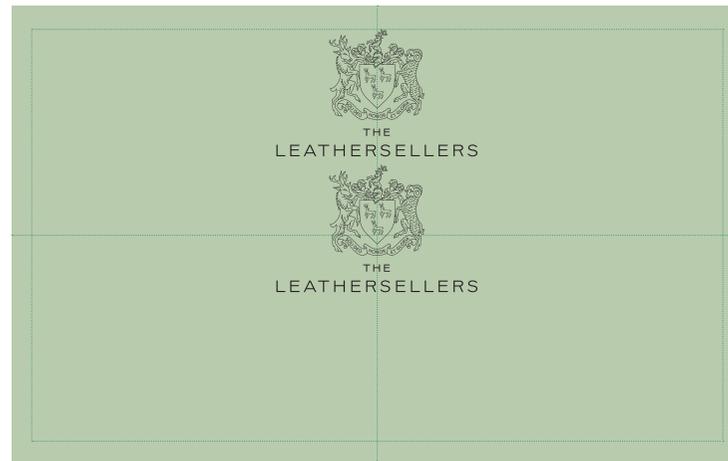


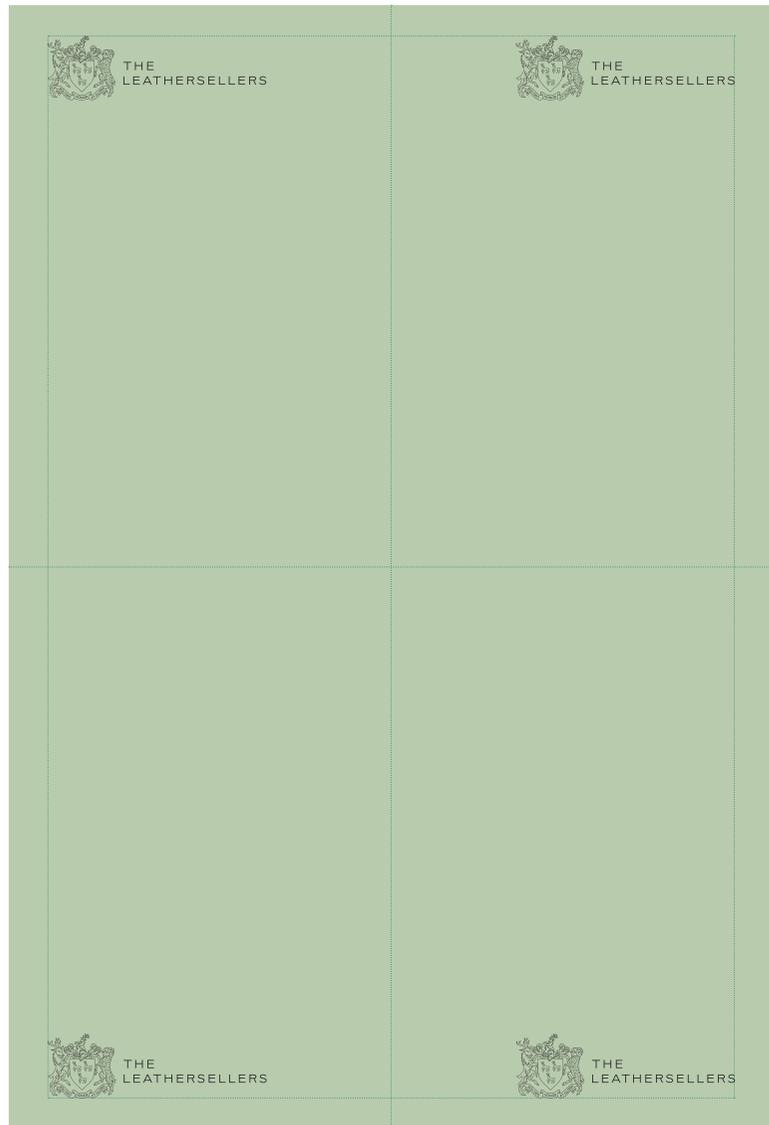
Minimum digital size: 190px

Logo Placement

When using the centre lockup these are always placed at the top or centre of any application using a central horizontal alignment.

Exceptions can be made when applying the Lockup to promotional materials.

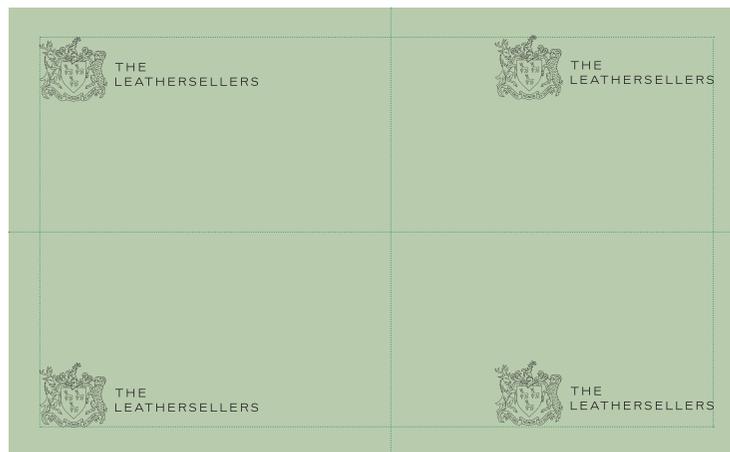




Logo Placement

The horizontal lockup is always placed in the corners of any application.

Exceptions can be made when applying the Lockup to promotional materials.





THE
LEATHERSELLERS'
COMPANY



THE
LEATHERSELLERS'
COMPANY

Company Lockup

For use at specific times when Company work, funding or project involvement needs to be acknowledged.

The placement and use follows the same rules as the The Leathersellers lockup.

This is available in full colour, solid and outline.

BRAND COLOURS

Brand Colours

Our brand colours are chosen to reference our heritage whilst also being sophisticated, bold and contemporary.



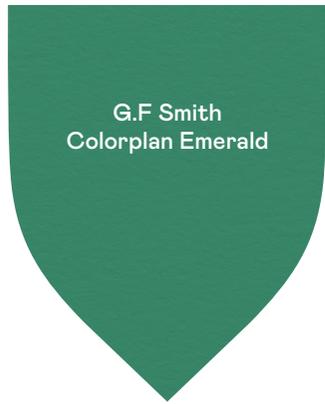


Colour Ratio

When veiwing the brand as whole we use the colour in this ratio, emphasising the use of Cognac, Oak Green and Forest Green.

Refer to Best Practice for example usage.

Suggested Paper Stock



Paper Embossings



Foil



A Tactile Brand

To emphasize the tactility of leather and to add a luxurious edge to our printed collateral we use the paper suggested here.

When reproducing the logo in gold foil we use Foilco 5 A.M.

TYPOGRAPHY

PP RIGHT
DIDONE
CASUAL
LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Headline Font

Classic, refined and contemporary. Our Headline Font references our heritage and history whilst remaining modern.

PP Right Didone Casual Light is our Headline Font it can be used in Uppercase, Title Case or Sentence Case. It should only be used for headings, sub-heading or pieces of small introductory text.

Tracking is set to -10.

Licences can be purchased from pangrampangram.com

Refer to Best Practice for example usage.

Mabry Pro

Light *Italic*

Regular *Italic*

Medium *Italic*

Bold *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Supporting Font

Simultaneously contemporary & historic and refined & coarse Mabry Pro is our supporting font.

Mabry Pro is only used for body text and pieces of secondary information that supports our primary font. To add typographical hierarchy we use four weights and their corresponding italics.

Licences can be purchased from colophon-foundry.org

Refer to Best Practice for example usage.

Typographic Hierarchy

The example shown shows the basic typographic that should be used across our communications to ensure consistency.

Expressive type and typographic exploration can be used for editorial design, ensuring the same family of fonts is used and the design adheres to our values.

Mabry Pro

Section Title

03

PP Right - Uppercase

HEADLINE EXAMPLE

PP Right - Sentence Case

These guidelines are intended to help bring The Leathersellers' brand to life – a visual identity inspired by our heritage and driven by our vision of building and supporting the craft of leather.

PP Right - Sentence Case

Sub-Headline Example

Mabry Pro Light

Vit, ornolorem dolupta tionequi velendit ex eaquasurte audions eraturecab ipiet magnat. Busilia cus vercilis est, doles ipsam facilis audent, simenese nobis exereperum facit laborum aliquas utae solo dis aut omnimil ium volupta tquidia explis iunt. Cus ipiduntiunt as de net eum, conem rehenia volor mi, optae. Um aboremque parum sitis derfere ham andic tem fugias reEst rehenis mo demporum nes elitatum eatque de videbit ataquatur, nissima distio et qui unt, si vellecabore, quis con eatem. Aximus et officidem liti ut utatos dus in non repudita simolup tatemporum se quam exerspe dignat odignis pore est moluptatem in plabo.

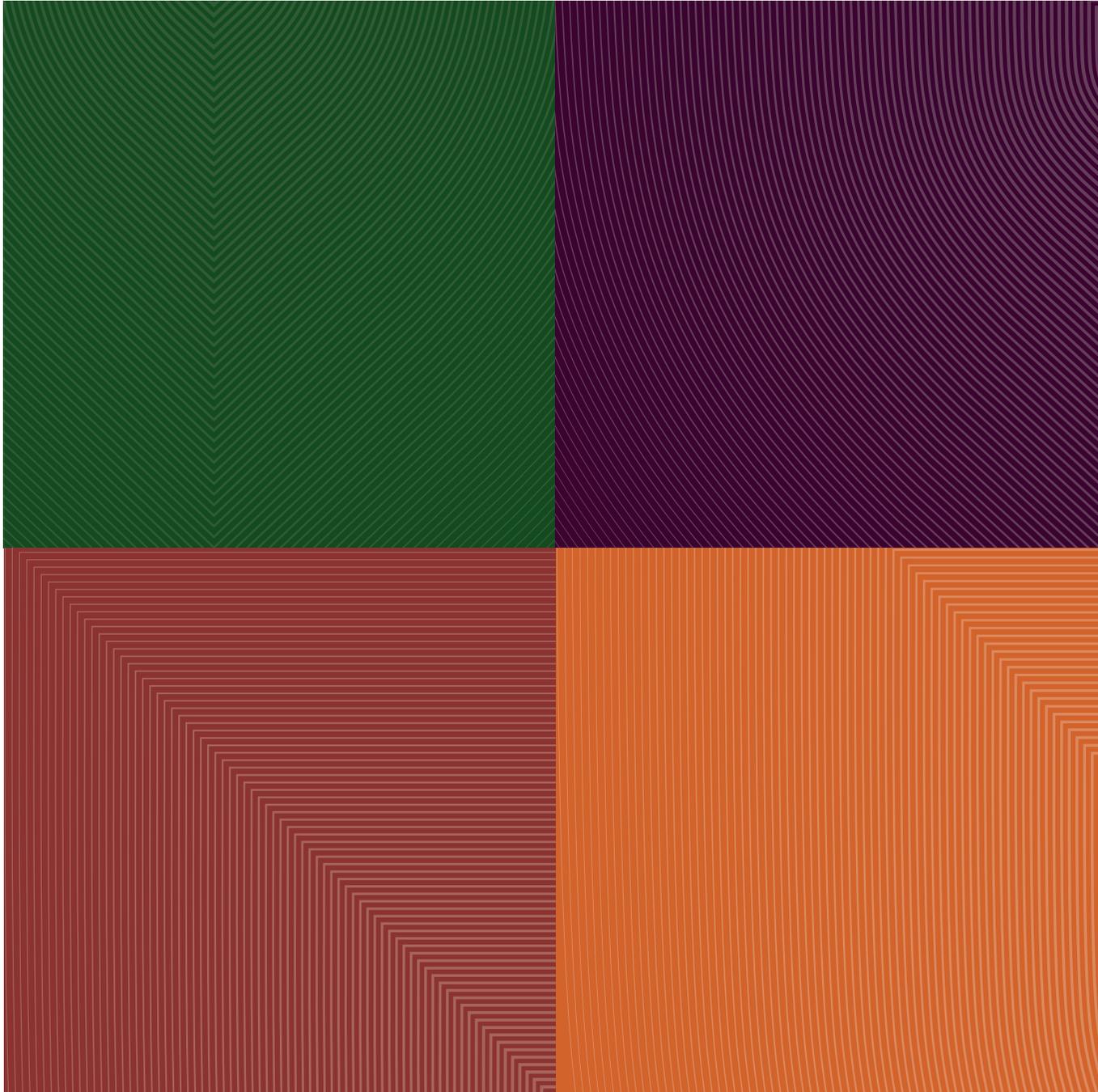
Ut a corumquid molendanimus nonsequia volum vendero ipis non et eaqui arum, tent is iuntum hilluptat laccum id que inulparum di audi dolupta si nos quam quodion est, sunt, non nissit, ut officit ut premolu platissimi te labor aute liquassint et, pernatus anda quam ilicis asere si dite plit alis qui te am as sariatque omhiliant et, quate eum aut ut et dolor sam, ium haruptia qui dolorro te pelessequo quatum quo escil minto cusam et esse eatem didicid torepta tionet et minvellatae porit rerferri ataessundise pelessi iudicicatem evenum inulab orerups debis magniet lab ipesantis et offic temque ecitsequam natistu rehendi serunt, quo quiaesti officii nobis volorro conminus modisquo eum quam quid exerorum audit, que lant, sit et, senienditiat ius most dolo ersped ut quia conseqe expe deleceped ma eatem que porro te maiorium andanist rem expelq ubearchit volor aut officias pa ex et eum quas niet inctur apidendi venditit qui quos dolor aliatecto omni dolut oditas diat. Danto vel id eum volorro estium, ulpa sandendus, invelis audit doluptatque velis sequiam, nonem fiaccus expliquam cum nis cus a sum facipsa ndaecta doloneprem int, ni ditat laut molupta turibus atectat et qui beatest voluptio maximo rerunto quam vit doloribust et as apis perera voluptis ex essin nobita que con necum dipsum

Supporting Font
 Simultaneously contemporary & historic and refined & coarse Mabry Pro is our supporting font.
 Mabry Pro is only used for body text and pieces of secondary information that supports our primary font. To add typographical hierarchy we use four weights and their corresponding italics.
 Licences can be purchased from [gillson-foundry.com](#)
 Refer to Best Practice for Examples.

Supporting Font
 Simultaneously contemporary & historic and refined & coarse Mabry Pro is our supporting font.
 Mabry Pro is only used for body text and pieces of secondary information that supports our primary font. To add typographical hierarchy we use four weights and their corresponding italics.
 Licences can be purchased from [gillson-foundry.com](#)
 Refer to Best Practice for Examples.

Mabry Pro Bold

BRAND PATTERN



Brand Pattern

The basis of our Brand Pattern is formed around the shape of our shield. Radiating lines provide a textural graphic that adds interest to compositions.

The centre of the pattern showing the shield should never be shown, instead the pattern should be cropped. The colour of the pattern is always used as a 70% tint of the base colour.

For printed materials; embossing, foiling and varnishing can be used.

Use the pattern artwork provided.

Refer to Best Practice for example usage.

LEATHER RENDERS

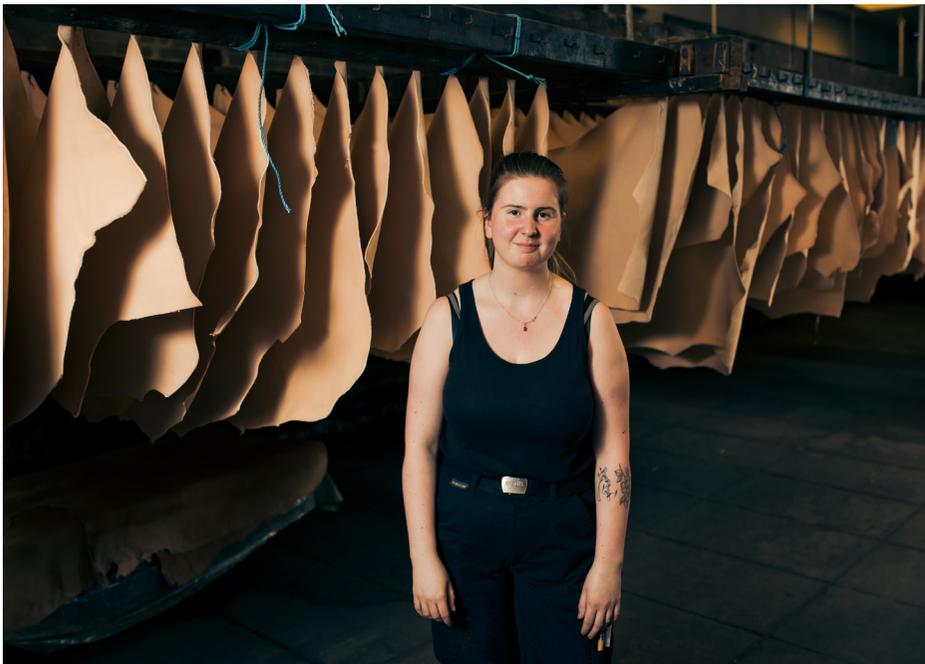
**Leather Renders**

CGI renders of leather are used to add movement to digital designs and as an ownable assets in printed colateral.

The images to the left are used only as a visual guide.

Refer to Best Practice for example usage.

PHOTOGRAPHY



Portrait Photography

Portrait photography champions the people and personalities of UK leather industry that we support.

When commissioning portrait photography we adhere to the following rules; diverse, authentic and always with a secondary focus on leather.



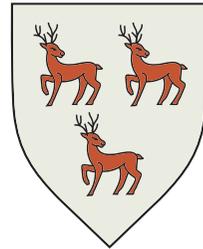
Process Photography

Reportage style photography can be used when we show any process or making. It should capture a moment in time and tell a narrative. Avoid using overly staged images, we want to promote ourselves as a real and authentic organisation.

THE LEATHERSELLERS' FOUNDATION

The Leathersellers' Foundation is a grant funder with independent income generated from its investment portfolio. The Foundation is primarily supported by the Leathersellers' Company. Formed in 1979, today it is the vehicle through which we express centuries of charitable endeavour as we seek to foster opportunity and enable individuals and communities across the UK.

The Foundation's visual identity is key to understanding its place in our brand and our everyday work.



THE
LEATHERSELLERS'
FOUNDATION

The Leathersellers' Foundation Lockup

To differentiate the Company from the Foundation we use the central shield form the crest for the Foundations' identity.

All other brand elements remain the same between the Company and the Foundation.

Centered Lockup



THE
LEATHERSELLERS'
FOUNDATION

Outline



THE
LEATHERSELLERS'
FOUNDATION

Solid



THE
LEATHERSELLERS'
FOUNDATION

Full Colour

Horizontal Lockup



THE
LEATHERSELLERS'
FOUNDATION

Outline



THE
LEATHERSELLERS'
FOUNDATION

Solid



THE
LEATHERSELLERS'
FOUNDATION

Full Colour

Lockup Variations

We use two alignments of the Foundation Lockup: Horizontal and Centred.

Depending on the application and production process we have different styles of Shield to ensure we achieve the best outcome.

Outline

The outline version of the Shield is the primary iteration that should be used for all digital and print applications.

Solid

The solid version should be used for special single colour processes such as engraving

Full Colour

The coloured Shield should only be used on legal documents and official certificates. Ideally this should be reproduced using coloured die-stamp.

These lock-ups should not be altered in any way or their proportions relative to each other be changed.

Isolation Area



Isolation Area + Minimum Size

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of applications. This space is taken from half the width of the Shield. This size should be taken as the absolute minimum.

Minimum Size



Minimum print size: 35mm



Minimum digital size: 64px

Isolation Area



Isolation Area + Minimum Size

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of applications. This space is taken from half the width of the Shield. This size should be taken as the absolute minimum.

Minimum Size



Minimum print size: 40mm

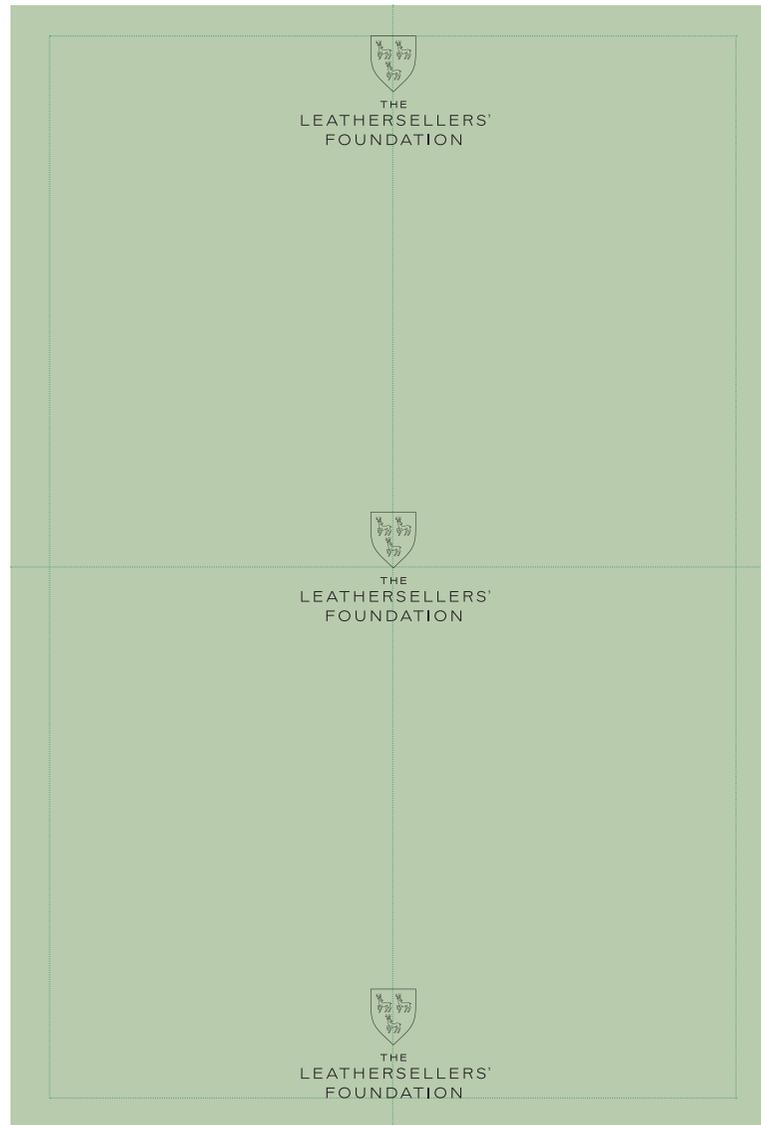


Minimum digital size: 64px

Logo Placement

When using the centre lockup these are always placed at the top or centre of any application using a central horizontal alignment.

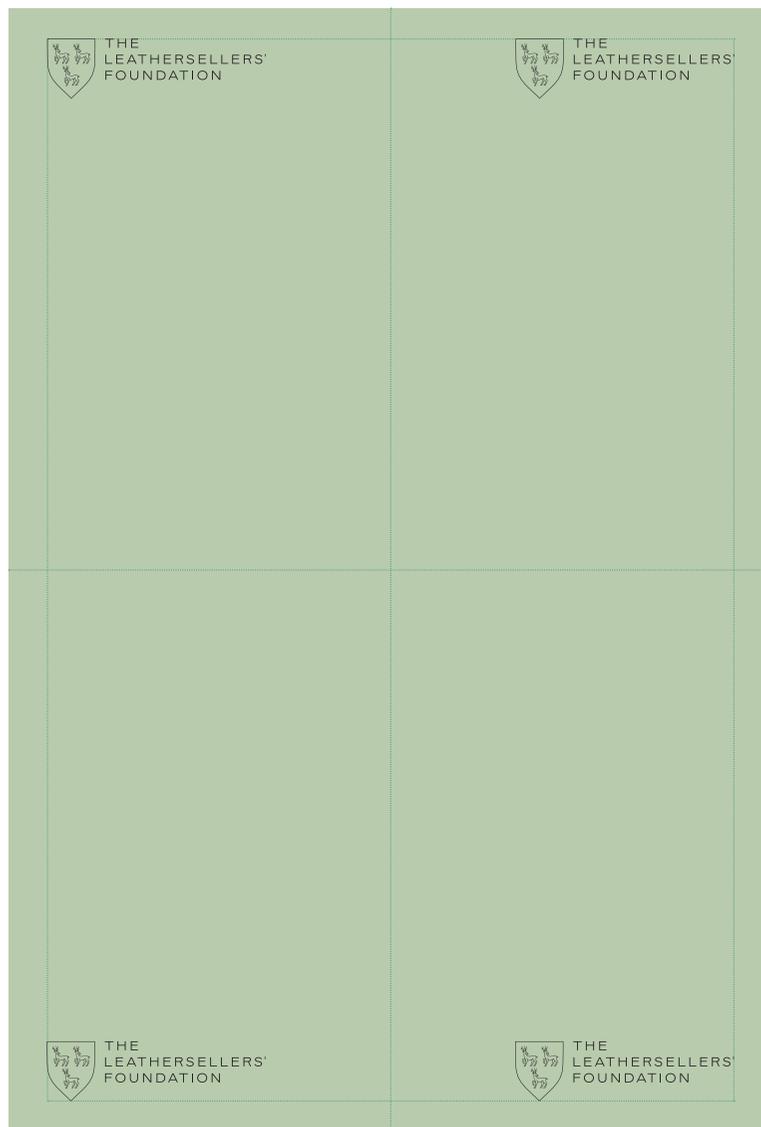
Exceptions can be made when applying the Lockup to promotional materials.



Logo Placement

The horizontal lockup is always placed in the corners of any application.

Exceptions can be made when applying the Lockup to promotional materials.



BEST PRACTICE



Firstname Surname

Job Title

E: Abcdefg@leathersellers.co.uk

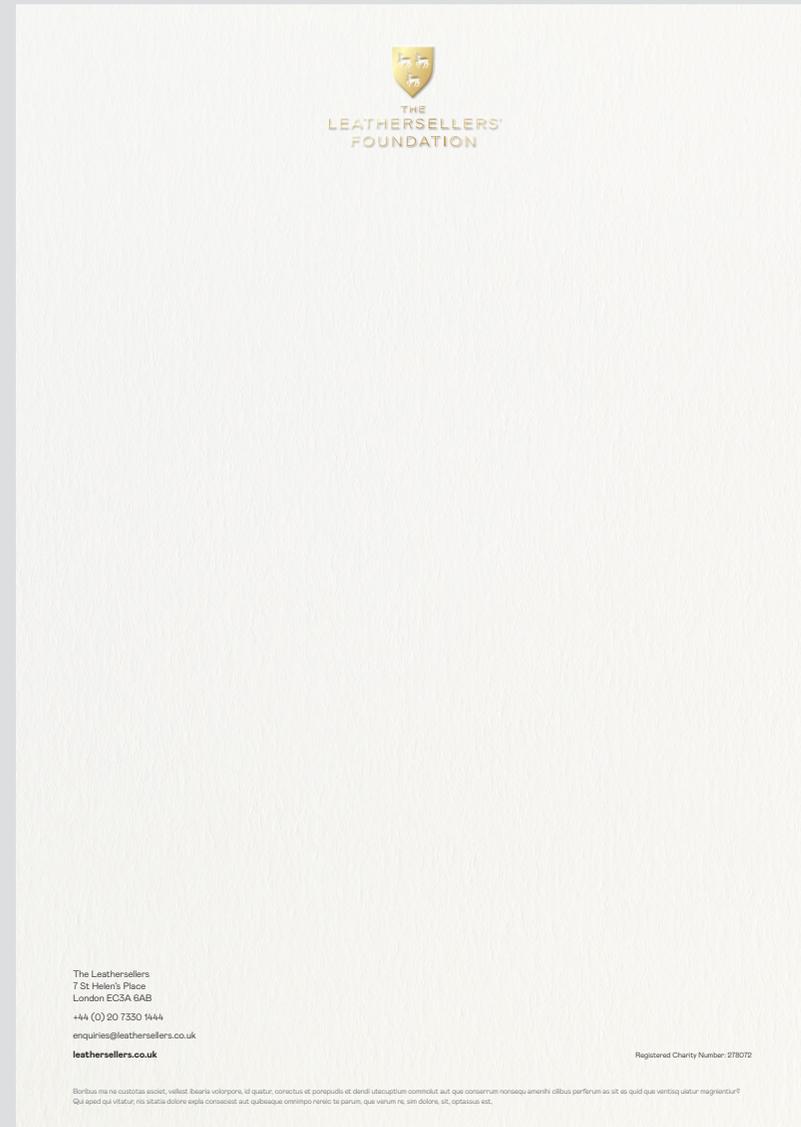
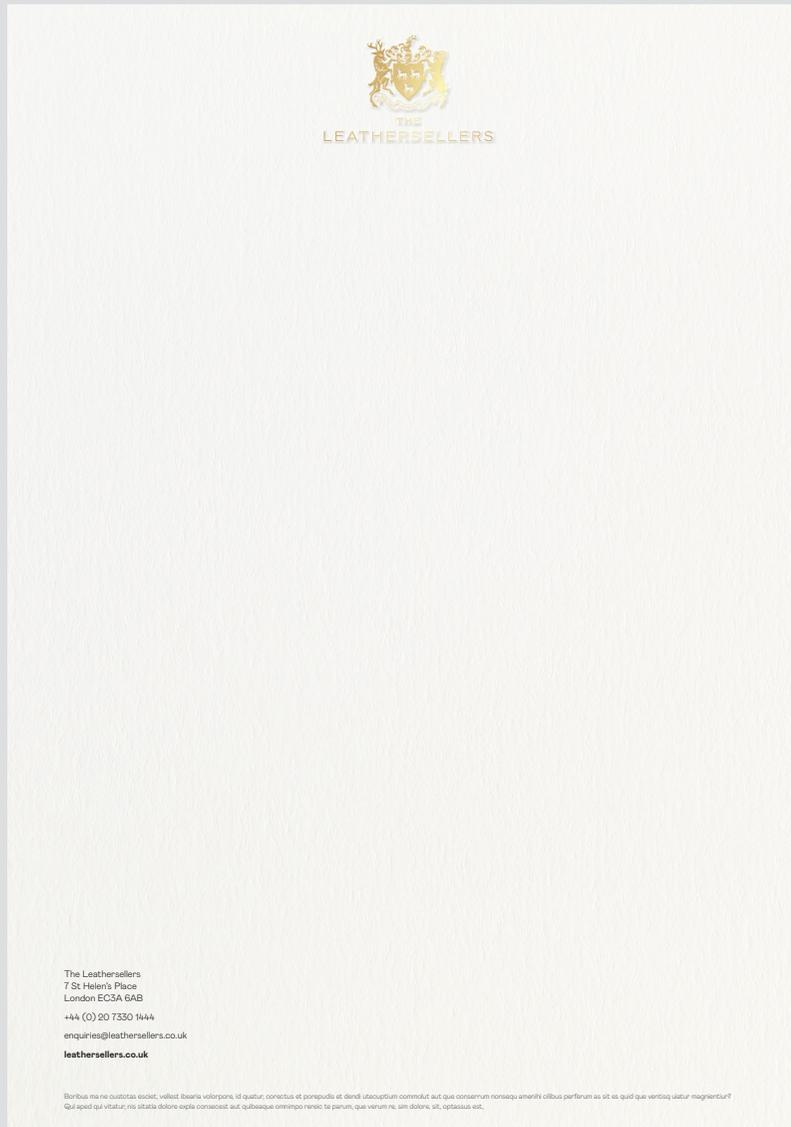
T: 020 1234 56789

M: 020 1234 56789

The Leathersellers
7 St Helen's Place
London EC3A 6AB

leathersellers.co.uk





Curtis McGlinchey
Head of Communications

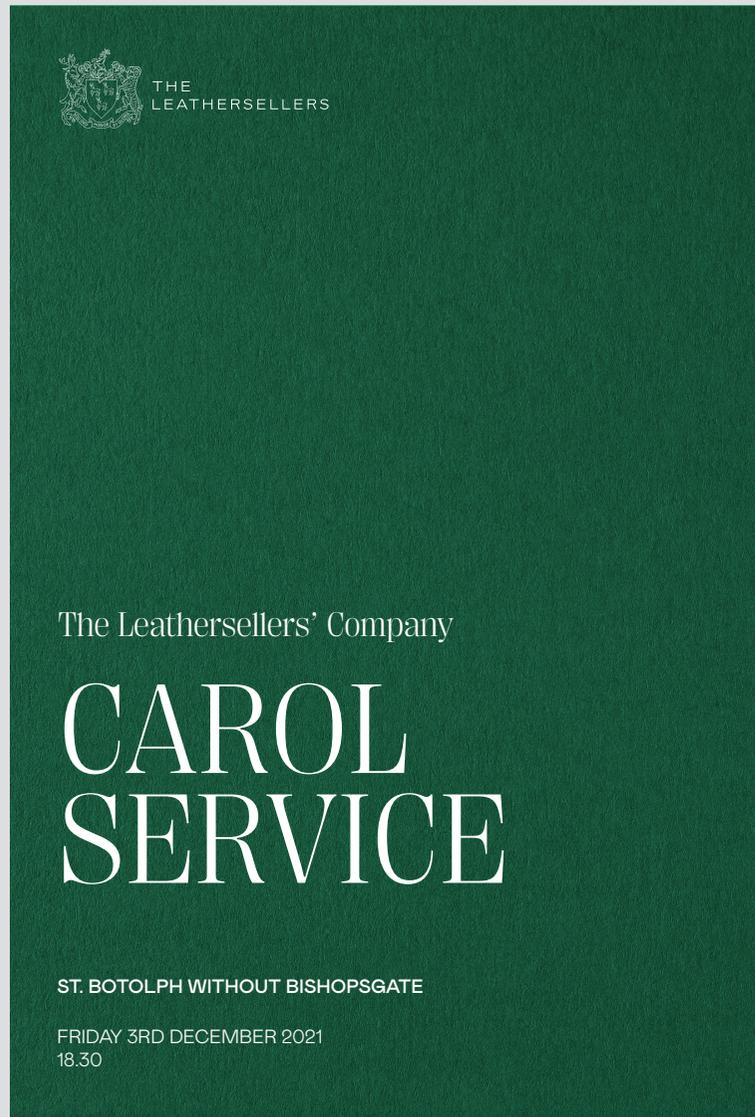
D: 020 1234 56789
M: 020 1234 56789

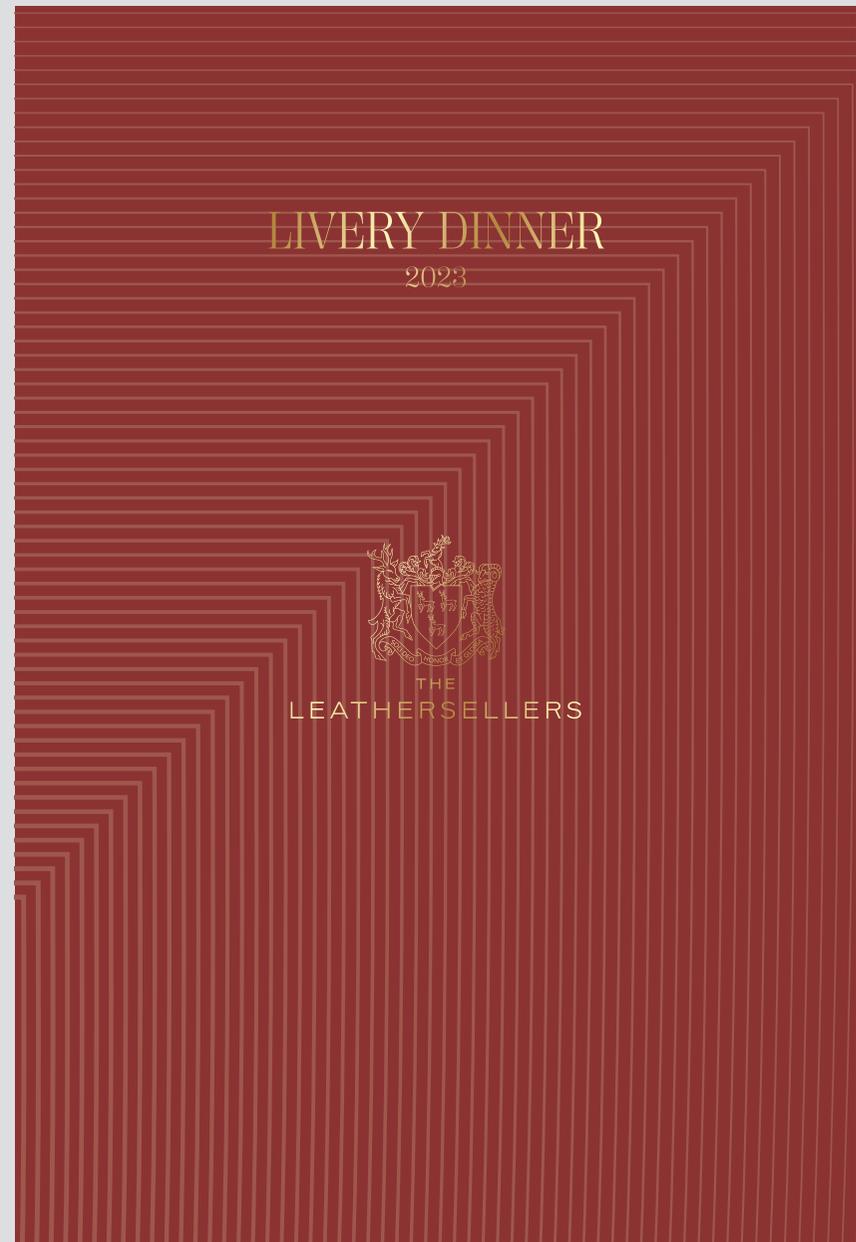
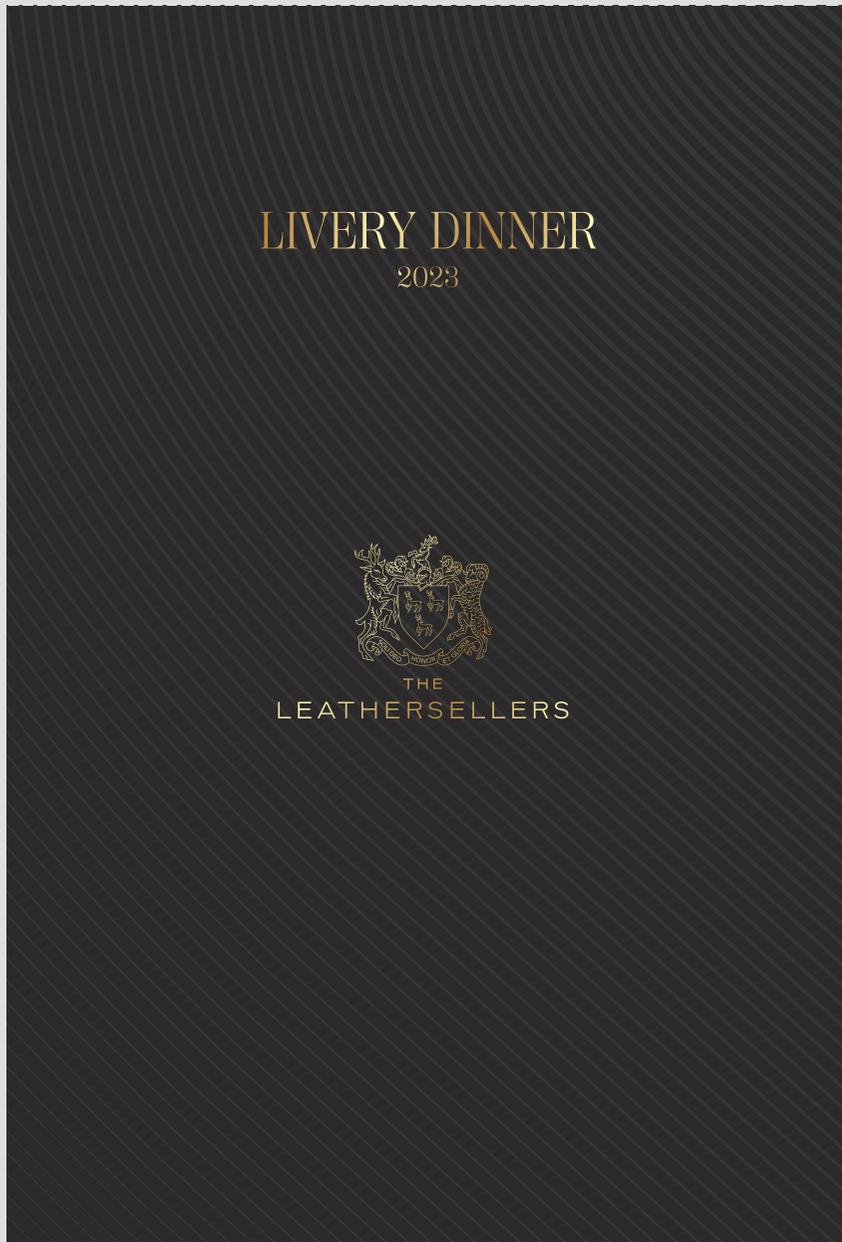


THE
LEATHERSELLERS

The Leathersellers
7 St Helen's Place
London EC3A 6AB
leathersellers.co.uk

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EDUCATION,
RESEARCH
& CONSERVATION



PROPERTY PORTFOLIO 2023

CHARITY

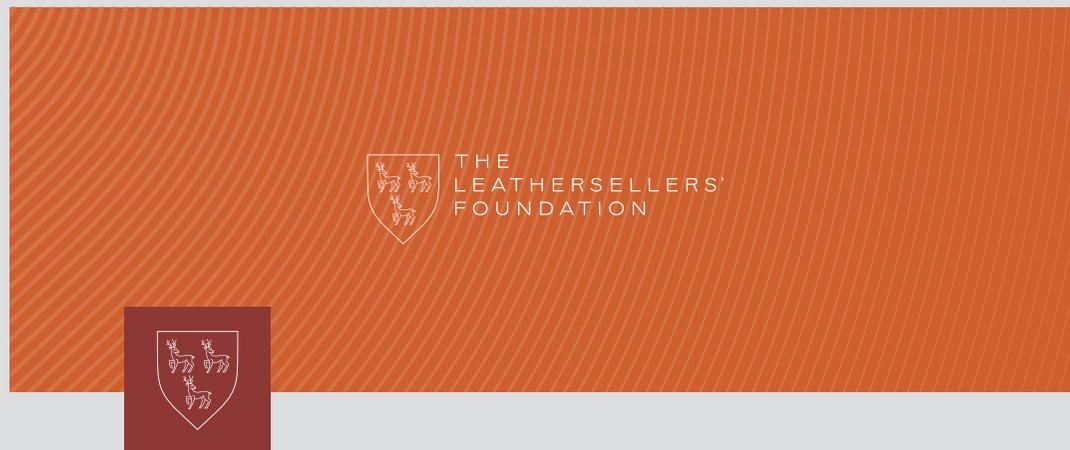


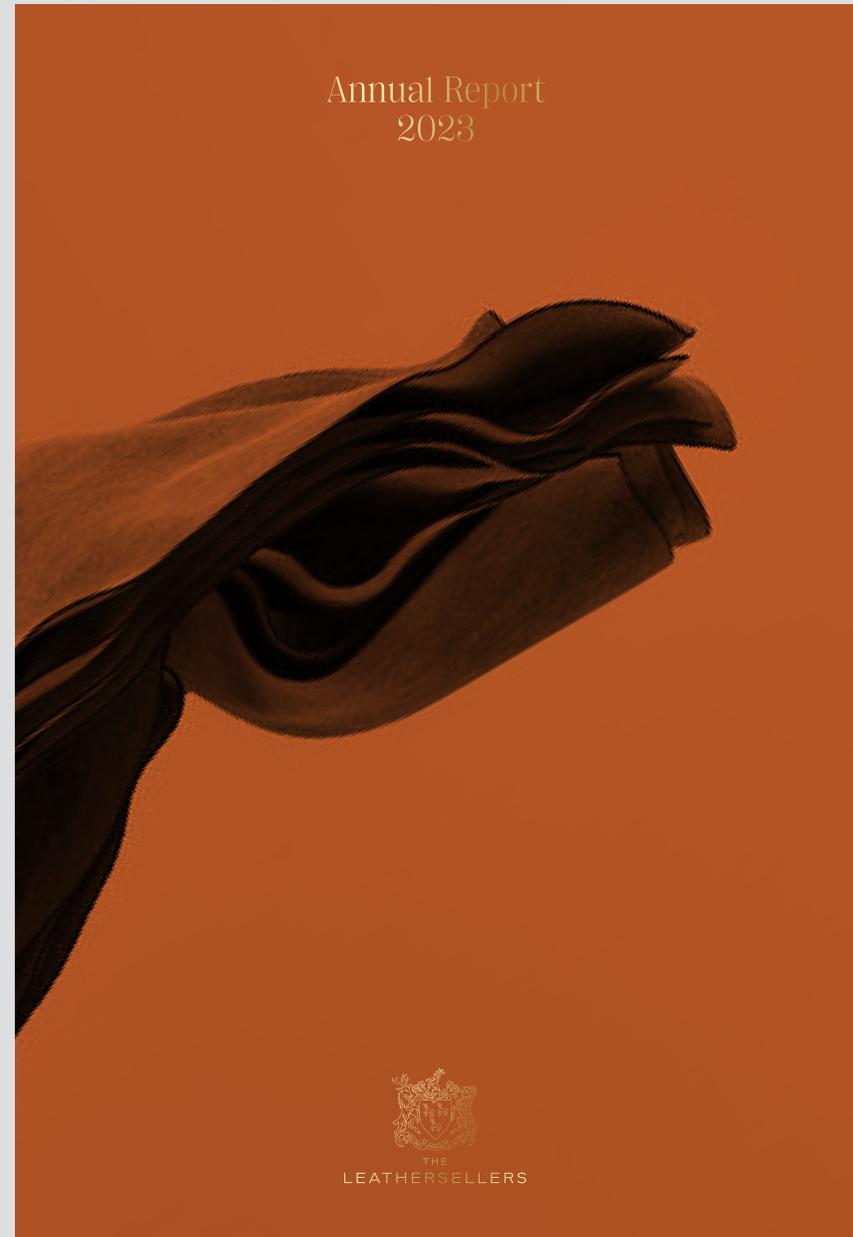
EDUCATION, RESEARCH & CONSERVATION

The Leathersellers
7 St. Helen's Place
London EC3A 6AB



leathersellers.co.uk









THE
LEATHERSELLERS

Should you need further assistance please
contact: CMcGlinchey@leathersellers.co.uk