

BRAND GUIDELINES

SXSW  **LONDON 2025**

OCTOBER 2024

SXSW LONDON 2025

LOGOS

SXSW  LONDON

SXSW  LONDON 2025

**SXSW 
LONDON**

SXSW  LONDON

SXSW  LONDON 2025

**SXSW 
LONDON**

LOGOS

BACKGROUNDS



Here we show the different types of backgrounds the logos can be applied on and which versions of the logo are best suited for each.

On plain colour backgrounds, it is recommended to use the black or white SXSW London logo depending on what achieves the best contrast.

When using the logo on top of an image or texture, it is essential to make sure there is good enough contrast to guaranty legibility.

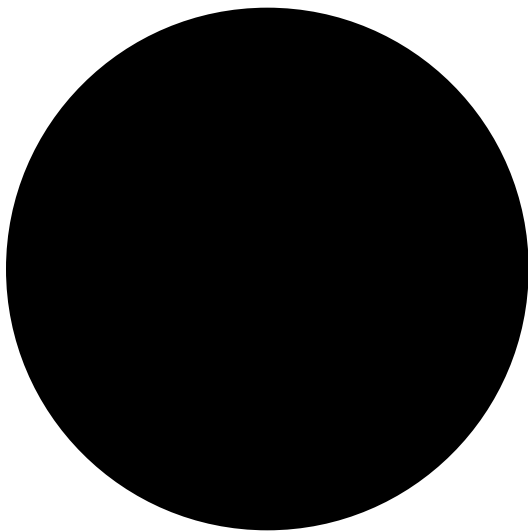


LOGOS

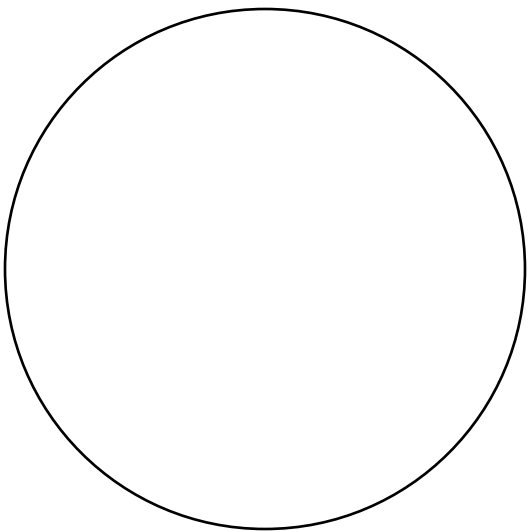
COLOURWAYS

The SXSW London logos should only be used either in black or white.

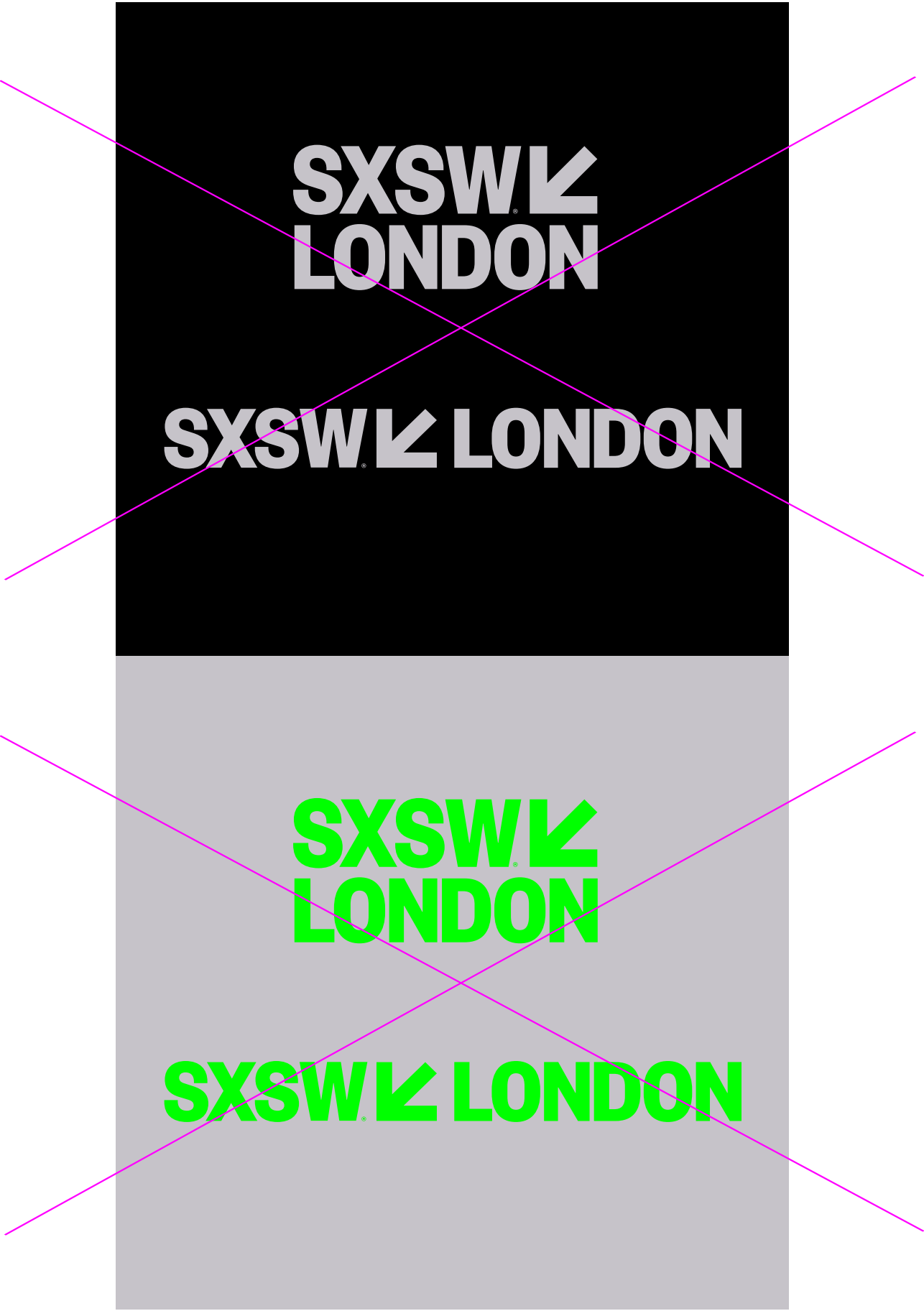
It cannot appear in any other colour.



RGB: 0, 0, 0
HEX: 000000
CMYK: 0,0,0,100



RGB: 255, 255, 255
HEX: fffffff
CMYK: 0,0,0,0



COLOUR

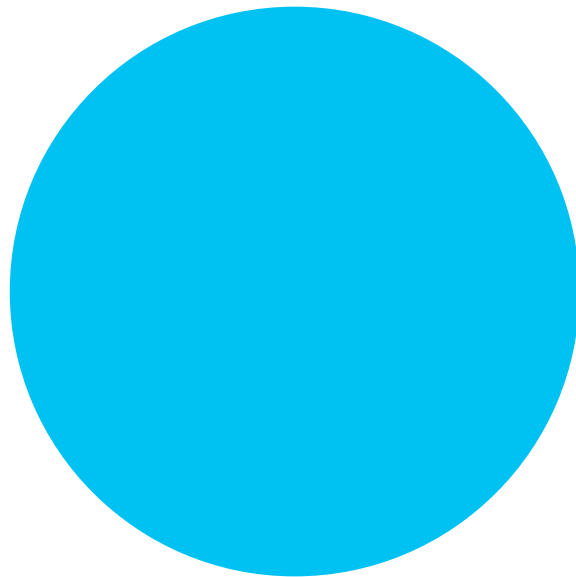
Our colour palette is comprised of a primary colour palette and of a secondary colour palette.

The primary colour palette is used to create assets that are relevant to SXSW London as a whole.

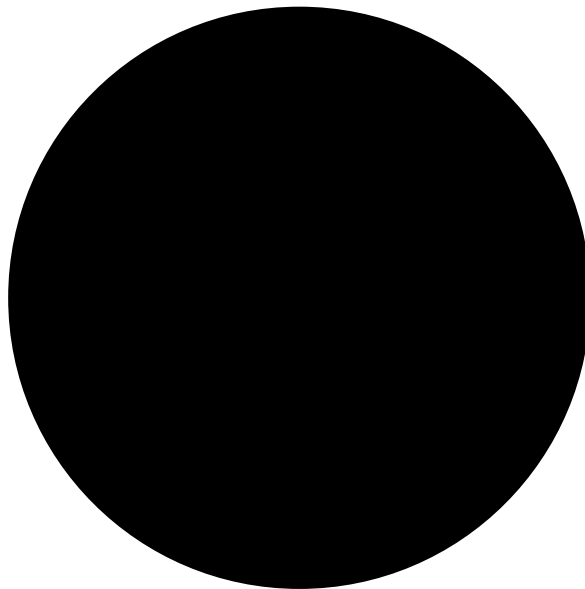
The secondary colour palette is used in the form of accents and to highlight the key verticals that make up SXSW London.

- The colours are used in:
- Background surfaces for typographic elements
 - Textures
 - Photographic Treatment
 - Some typographic elements
 - Some logo uses

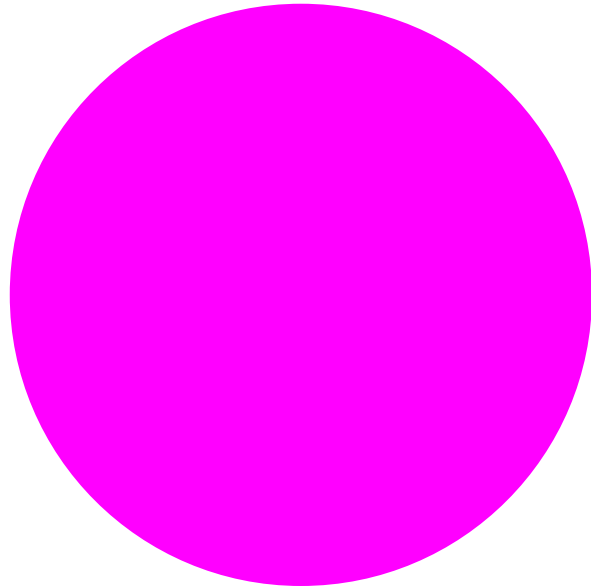
PRIMARY COLOUR PALETTE



RGB: 0, 194, 242
HEX: 00C2F2
CMYK: 69,0,2,0

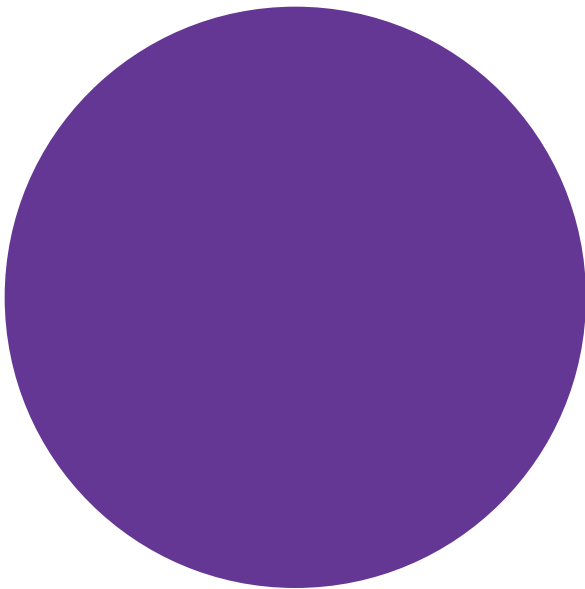


RGB: 0, 0, 0
HEX: 000000
CMYK: 0,0,0,100

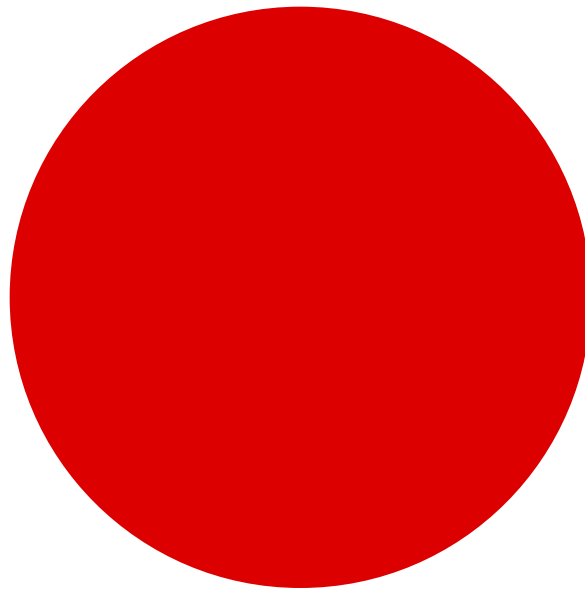


RGB: 255, 0, 255
HEX: FF00FF
Pantone: Purple (TBC)

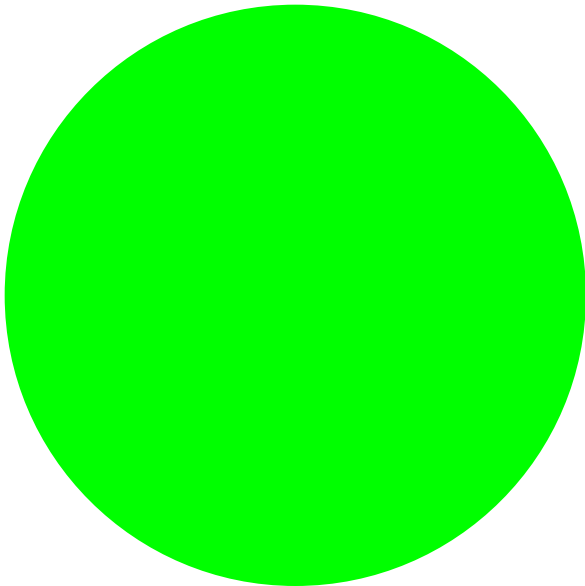
SECONDARY COLOUR PALETTE



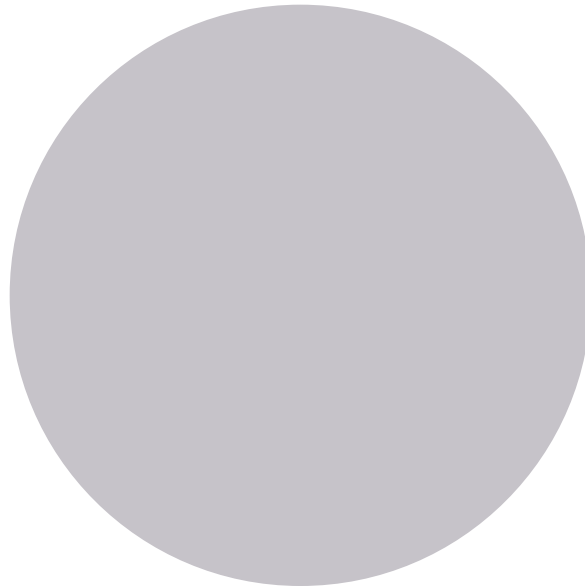
RGB: 100, 55, 148
HEX: 643794
CMYK: 76,88,0,0



RGB: 221, 0, 0
HEX: DD0000
CMYK: 3,100,100,1



RGB: 0, 255, 0
HEX: 00FF00
Pantone: 7481 (TBC)



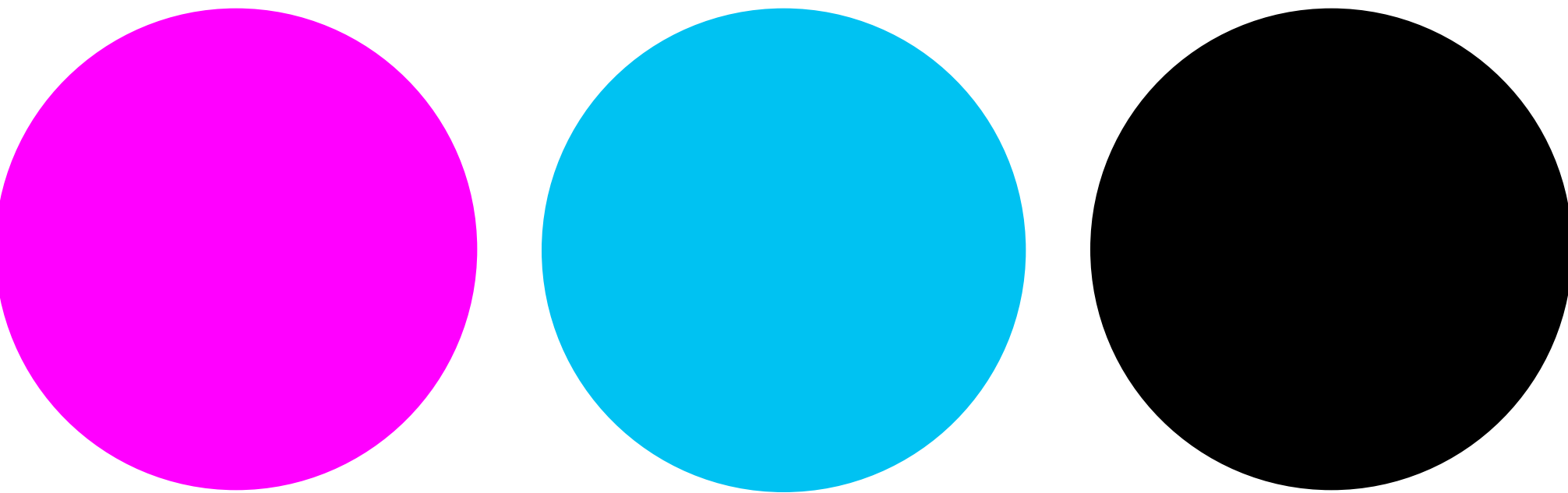
RGB: 198, 195, 201
HEX: C6C3C9
CMYK: 26, 21, 17, 1

COLOUR

PRIMARY COLOURS

The primary colours used in assets representing SXSW London as a whole include the primary colour palette and include two accent colours from the secondary colour palette: purple and grey.

Purple and grey are mainly used in photographic treatments and textures.



Primary Colour Palette



Primary Colour Palette - Accents



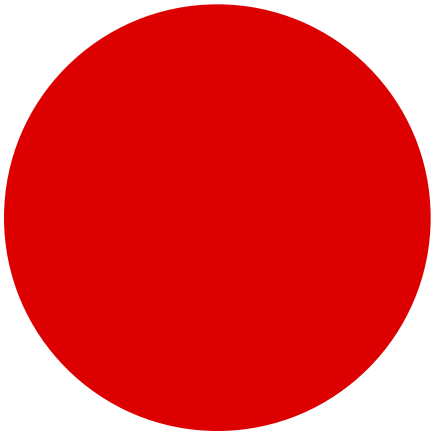
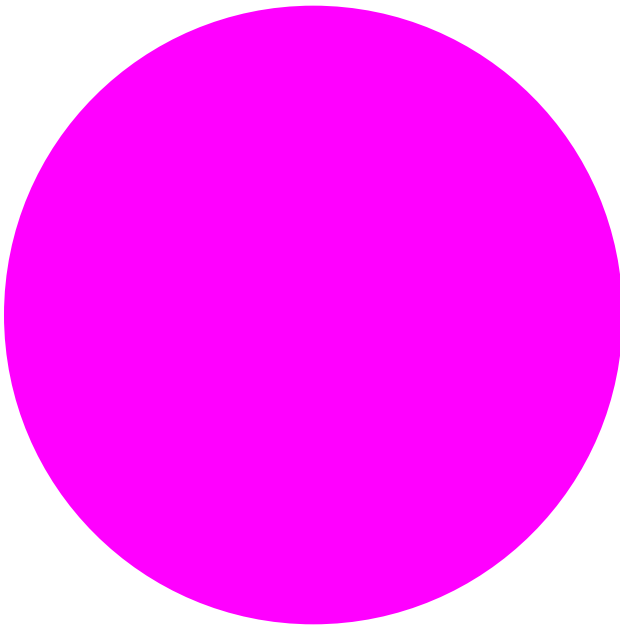
Primary Colours in Use

COLOUR

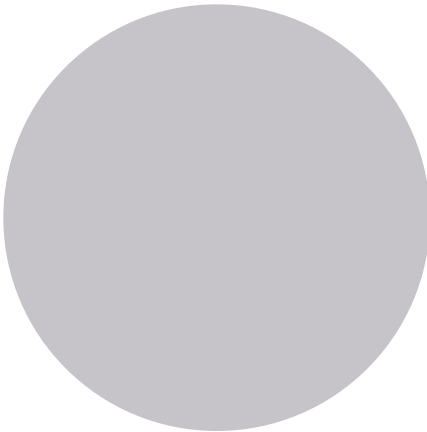
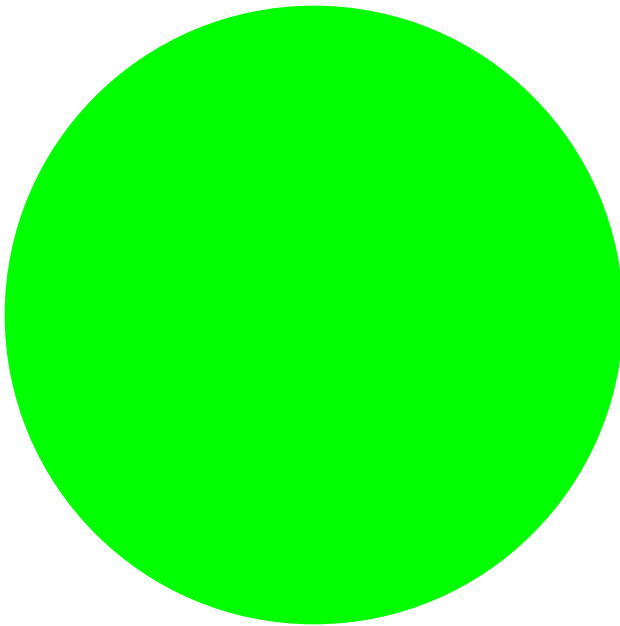
SYSTEM

To further differentiate the three key verticals of SXSW London (Conference, Music and Screen), each of them is assigned a colour scheme comprised of two colours.

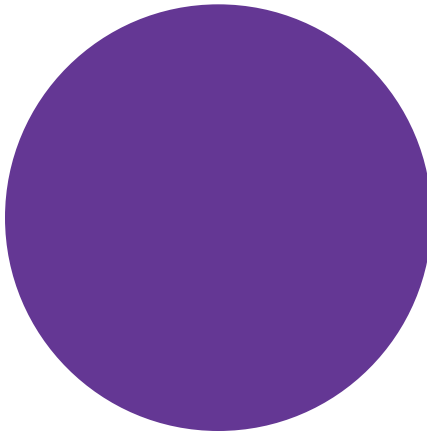
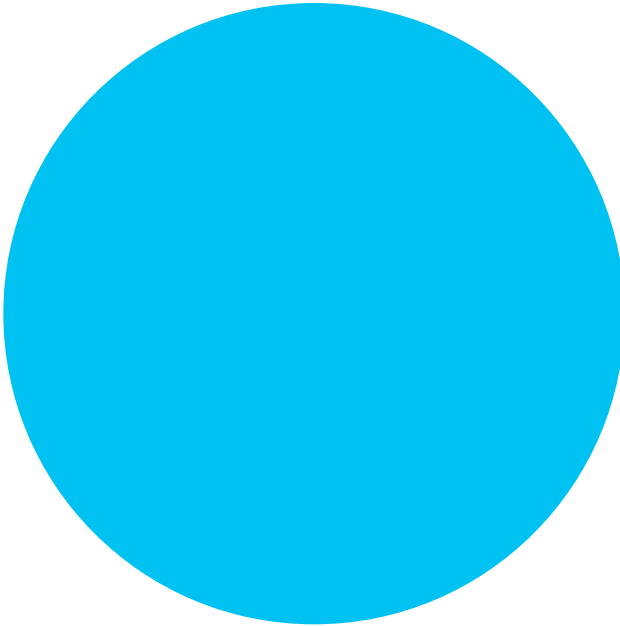
Each pair has a dominant colour that is used to represent the key verticals it is associated with.



CONFERENCE



MUSIC

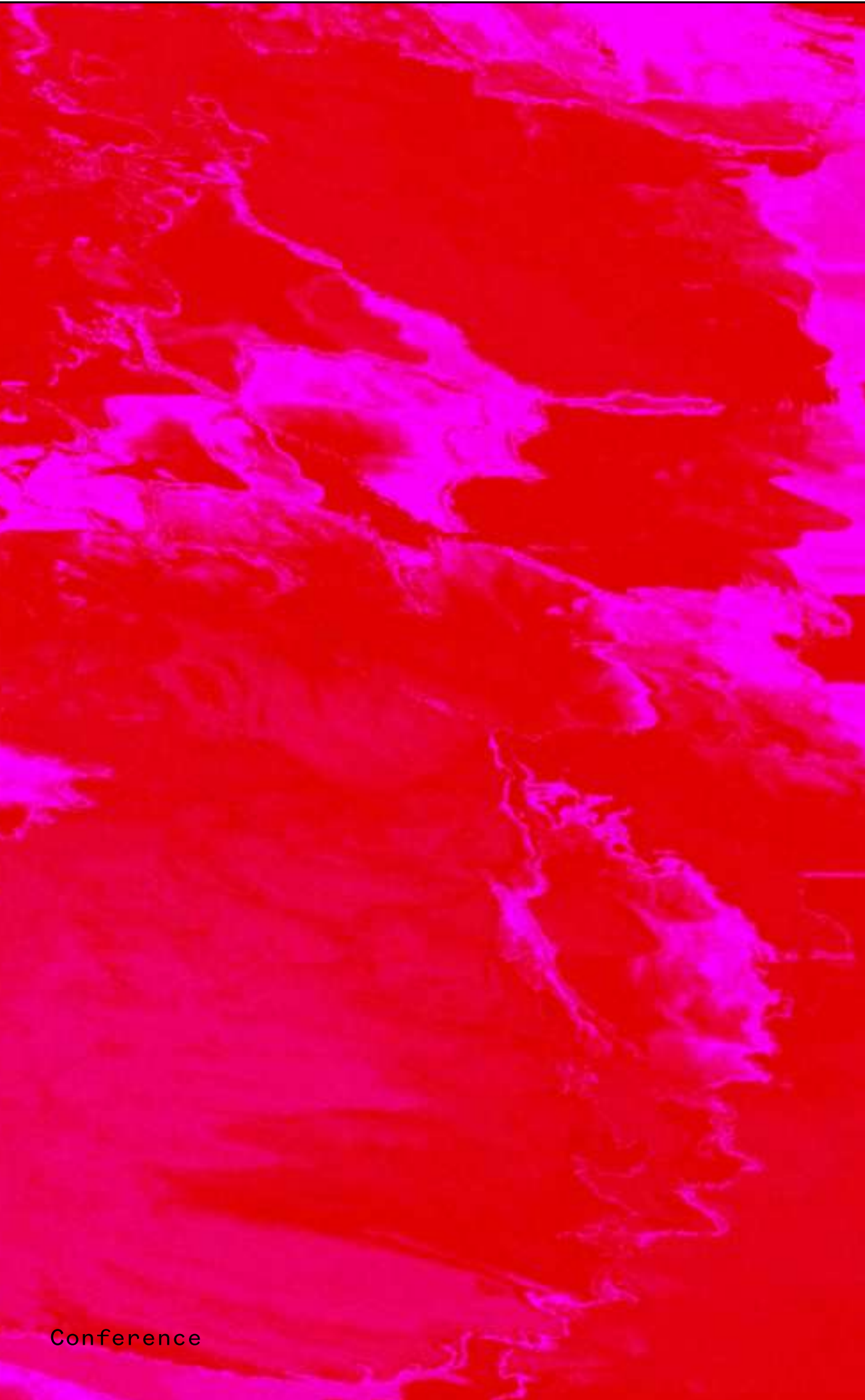


SCREEN

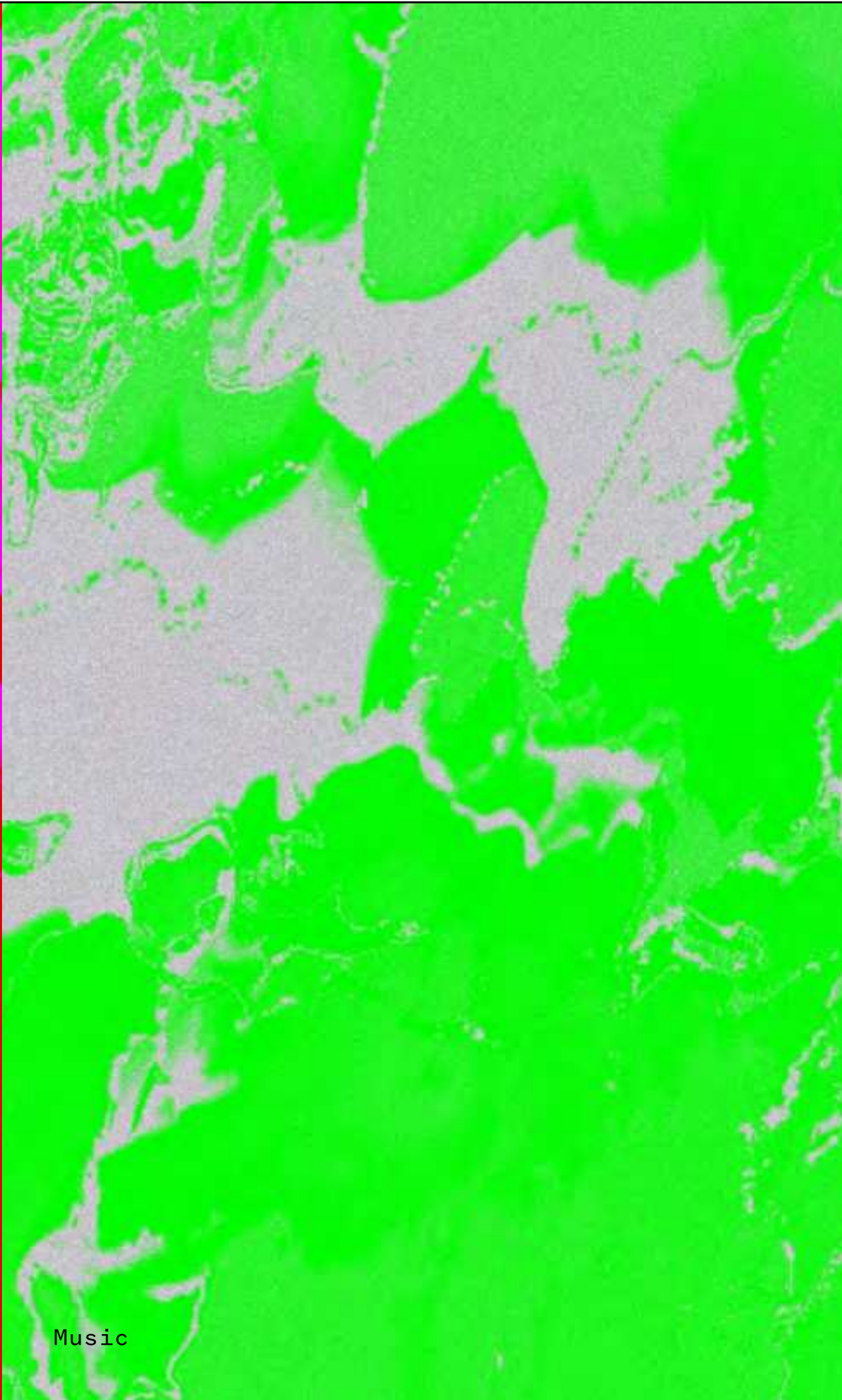
TEXTURE

At the core of the SXSW London visual identity is a series of colourful, computer-generated animated convergences. They provide a backdrop to the information in most of the assets.

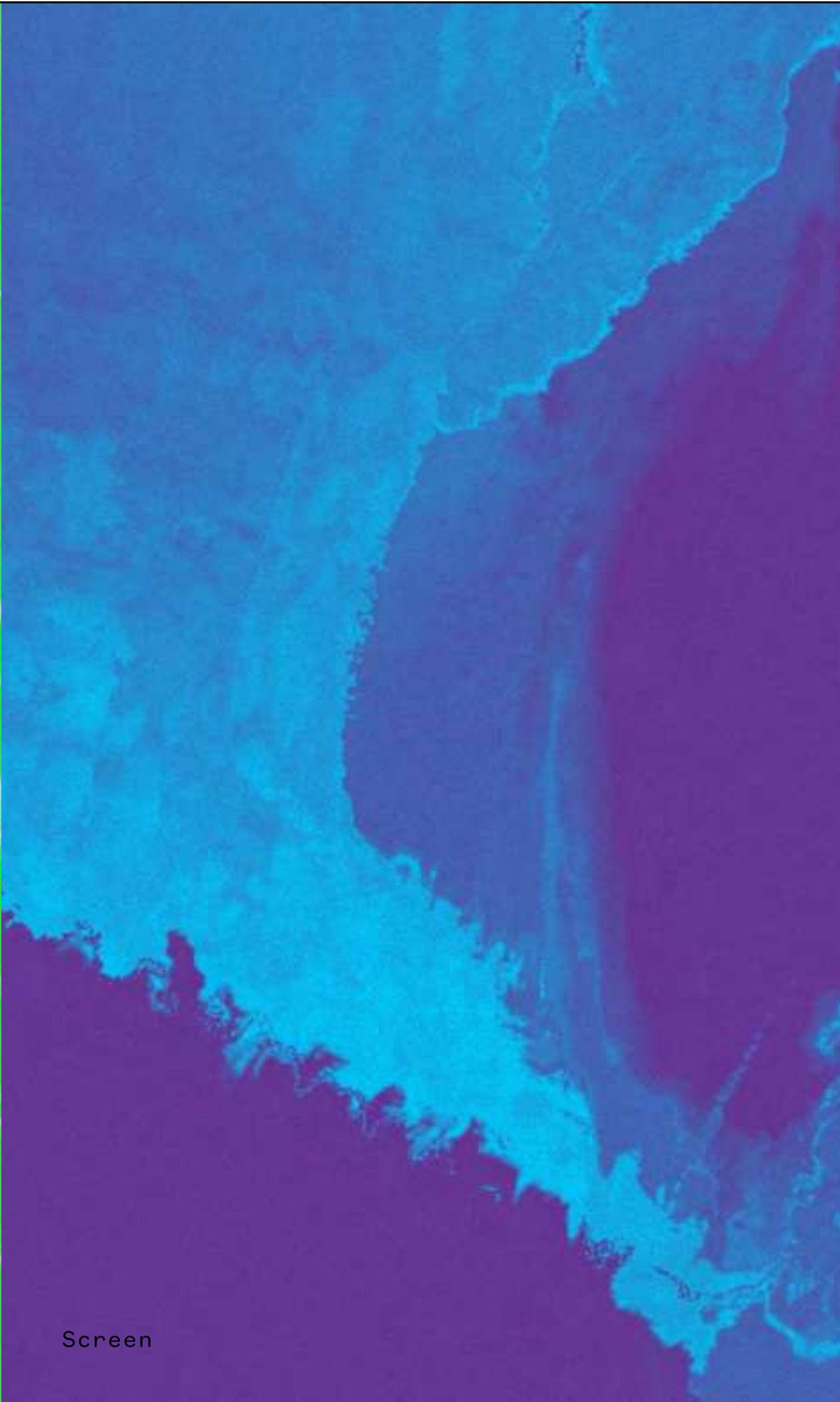
These textures follow the identity’s colour system, showcasing the colour pairing attributed to each key vertical of the festival, shown here alongside the texture attributed to the SXSW London brand.



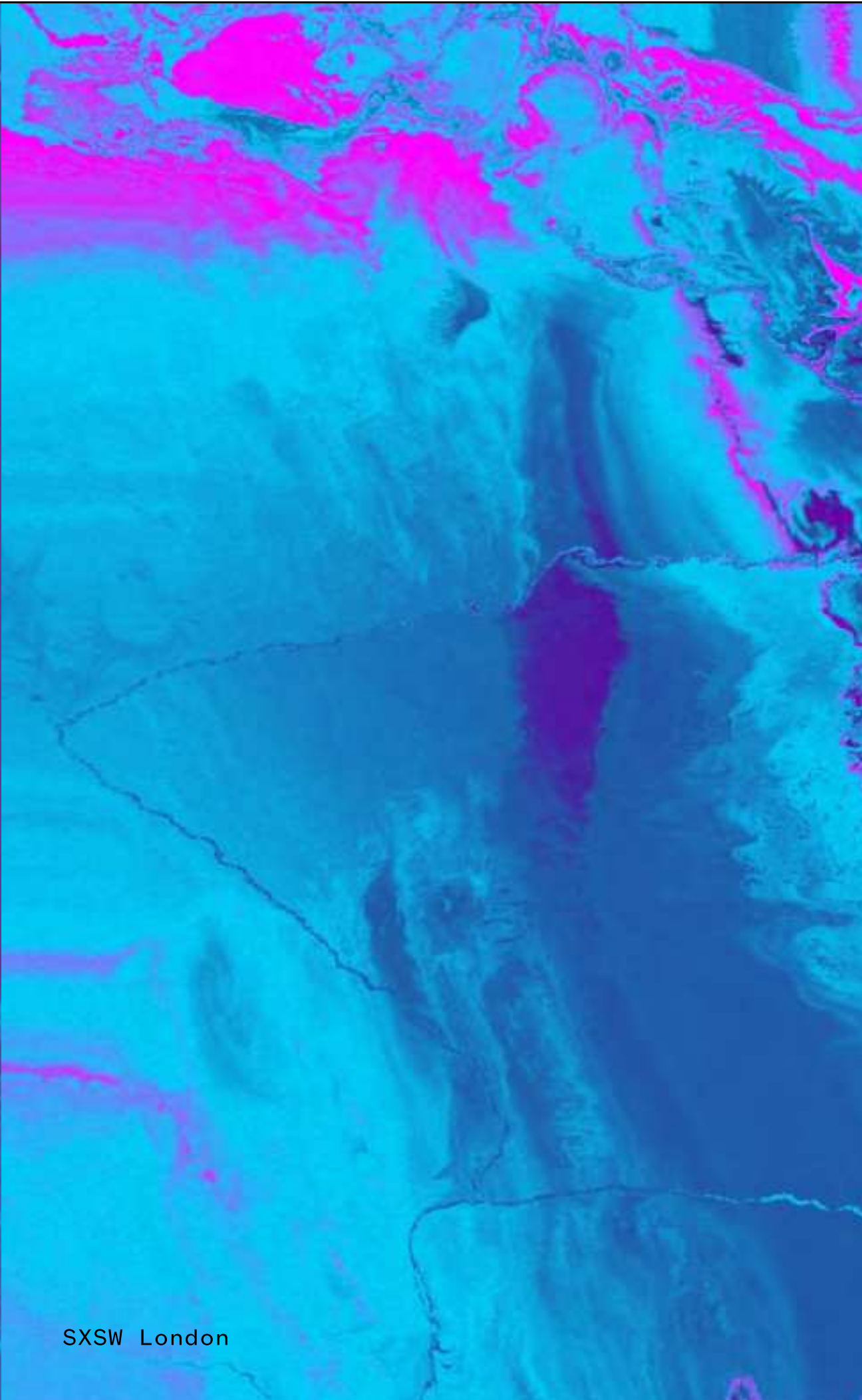
Conference



Music



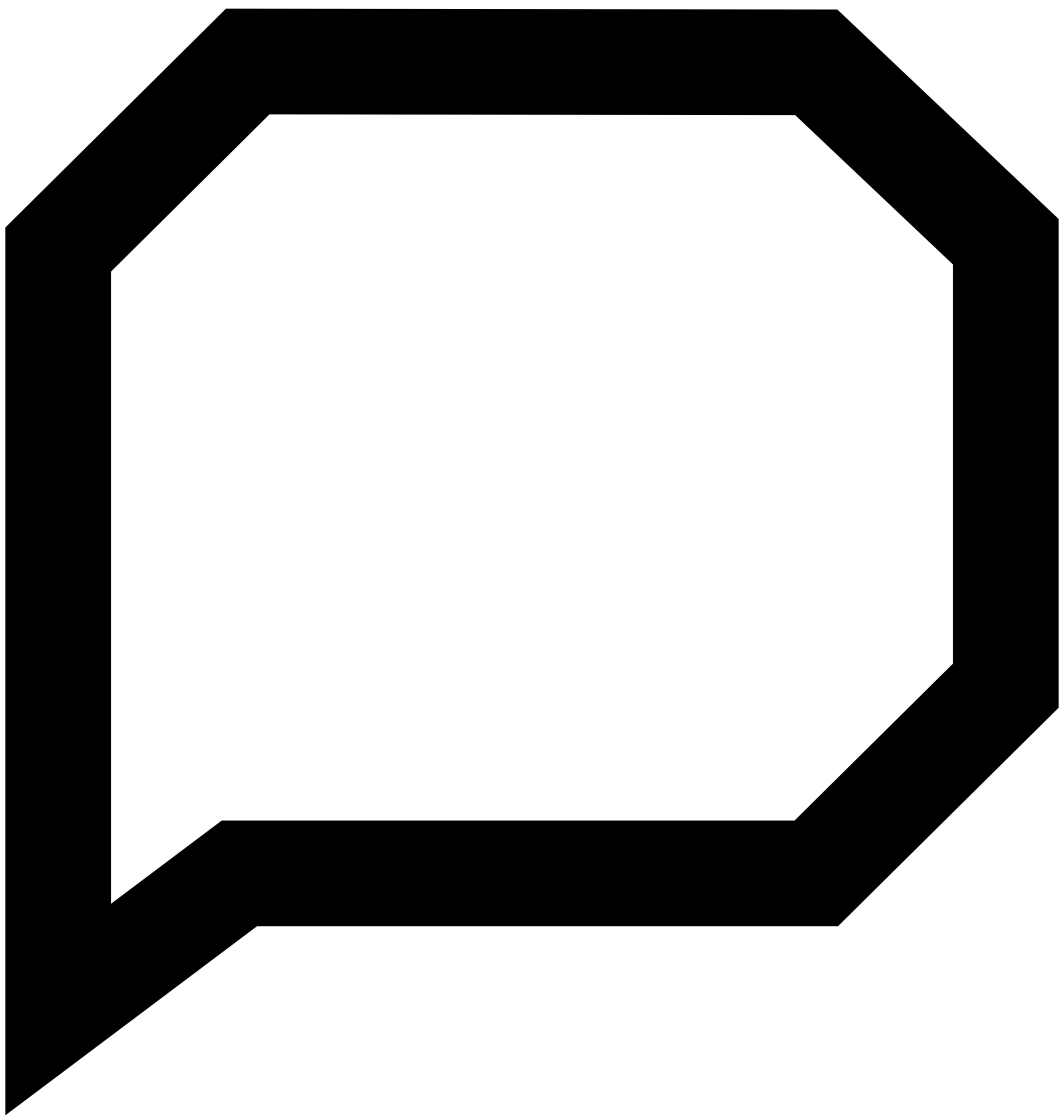
Screen



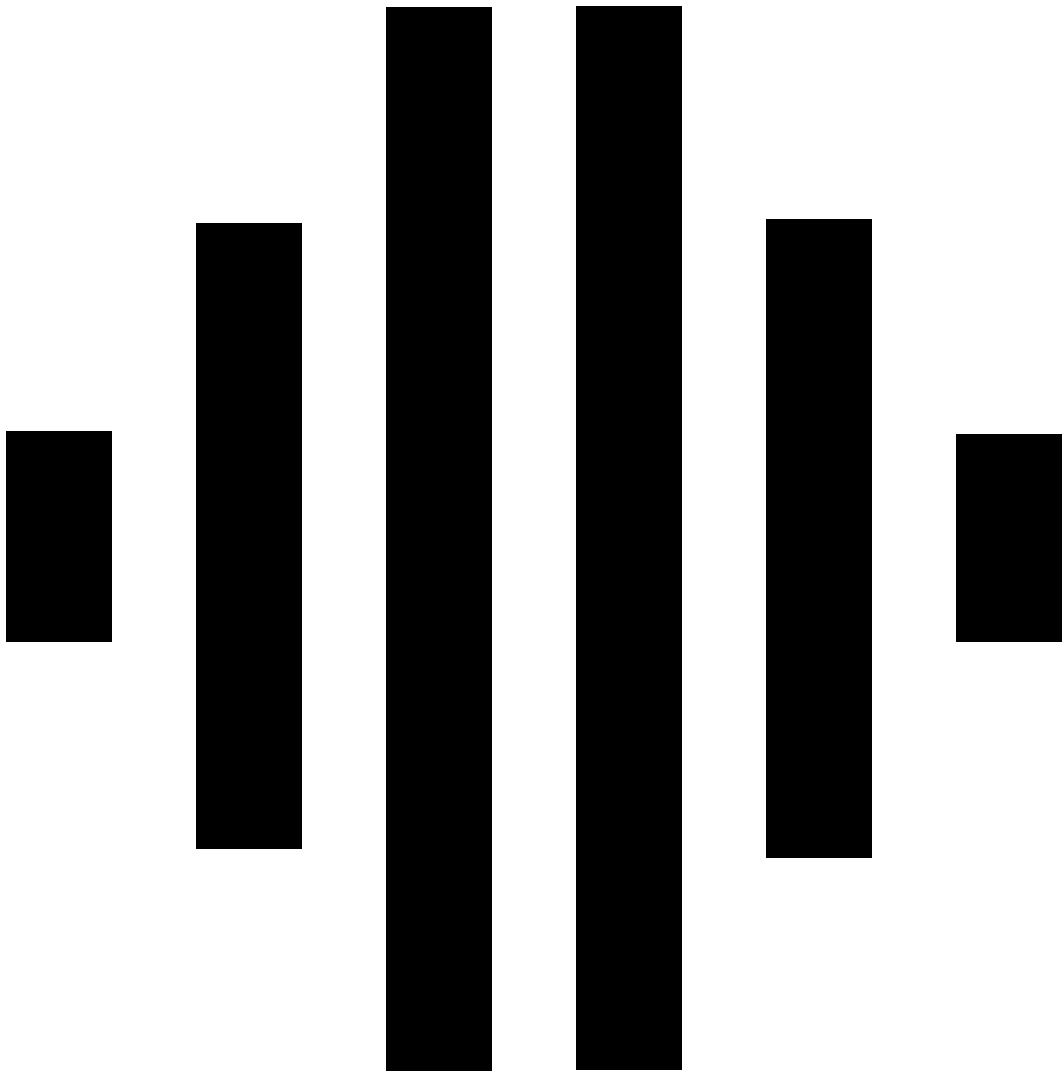
SXSW London

ICONS

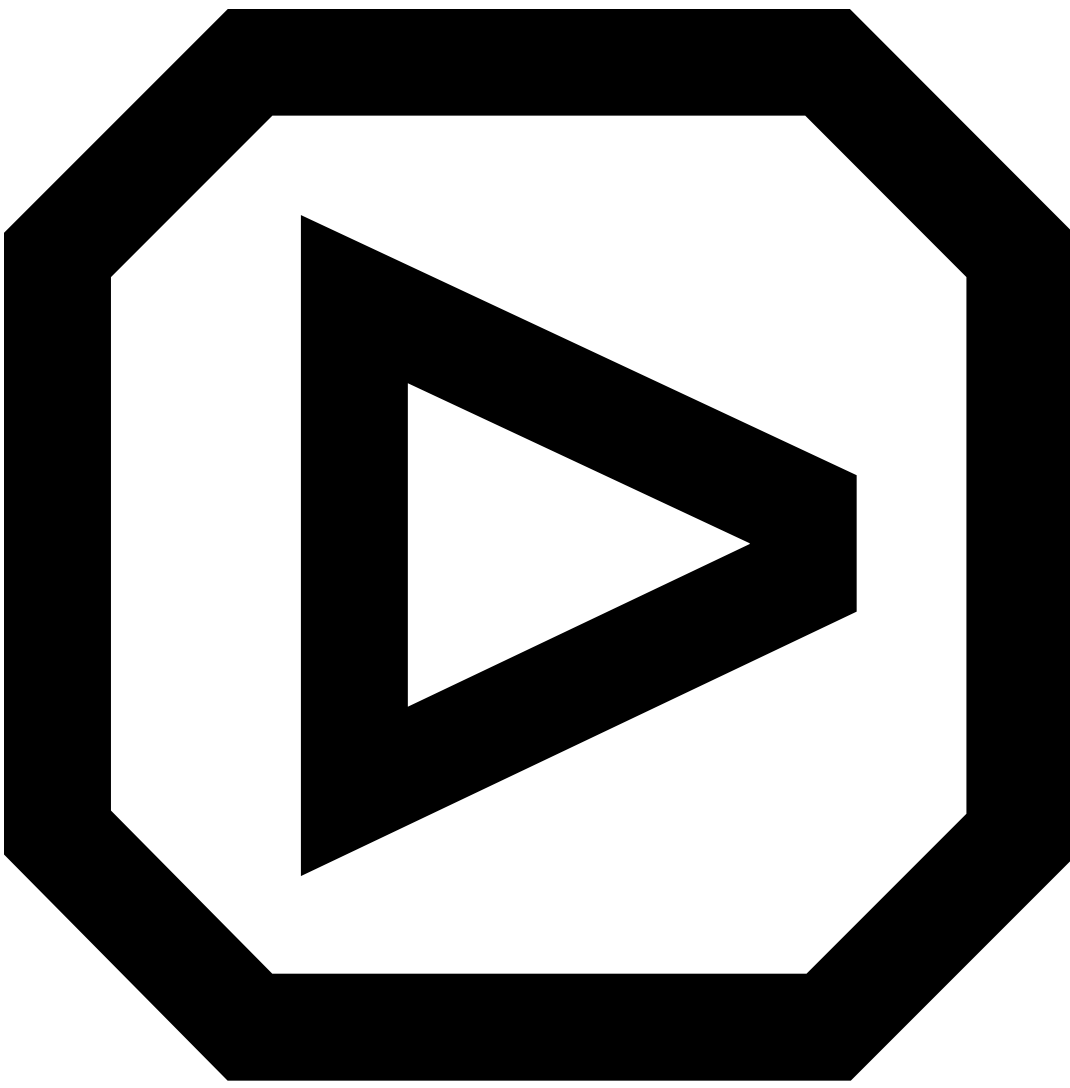
Alongside the colour system, a series of three bespoke icons helps distinguish between the three key verticals of the event.



CONFERENCE



MUSIC

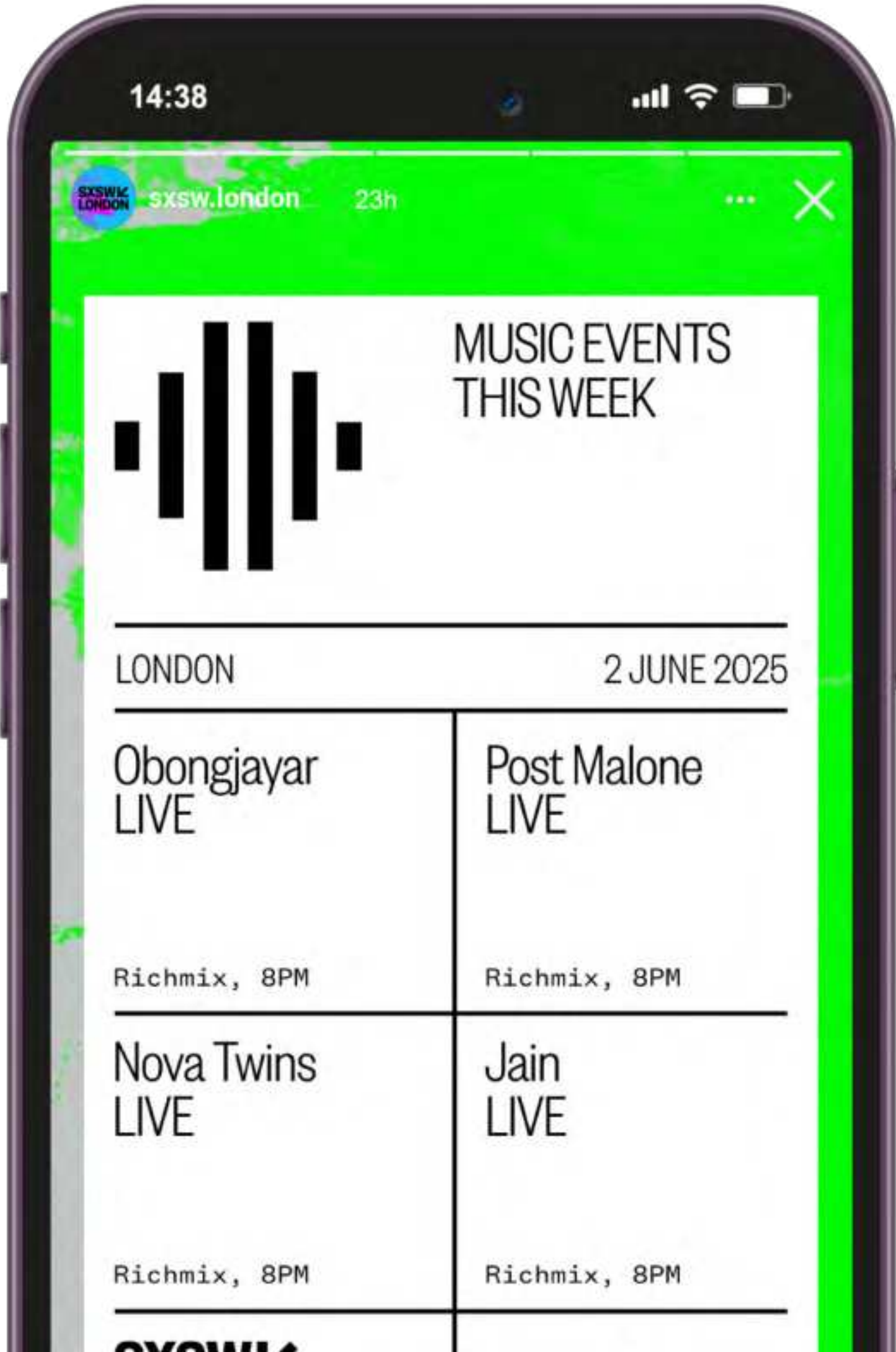
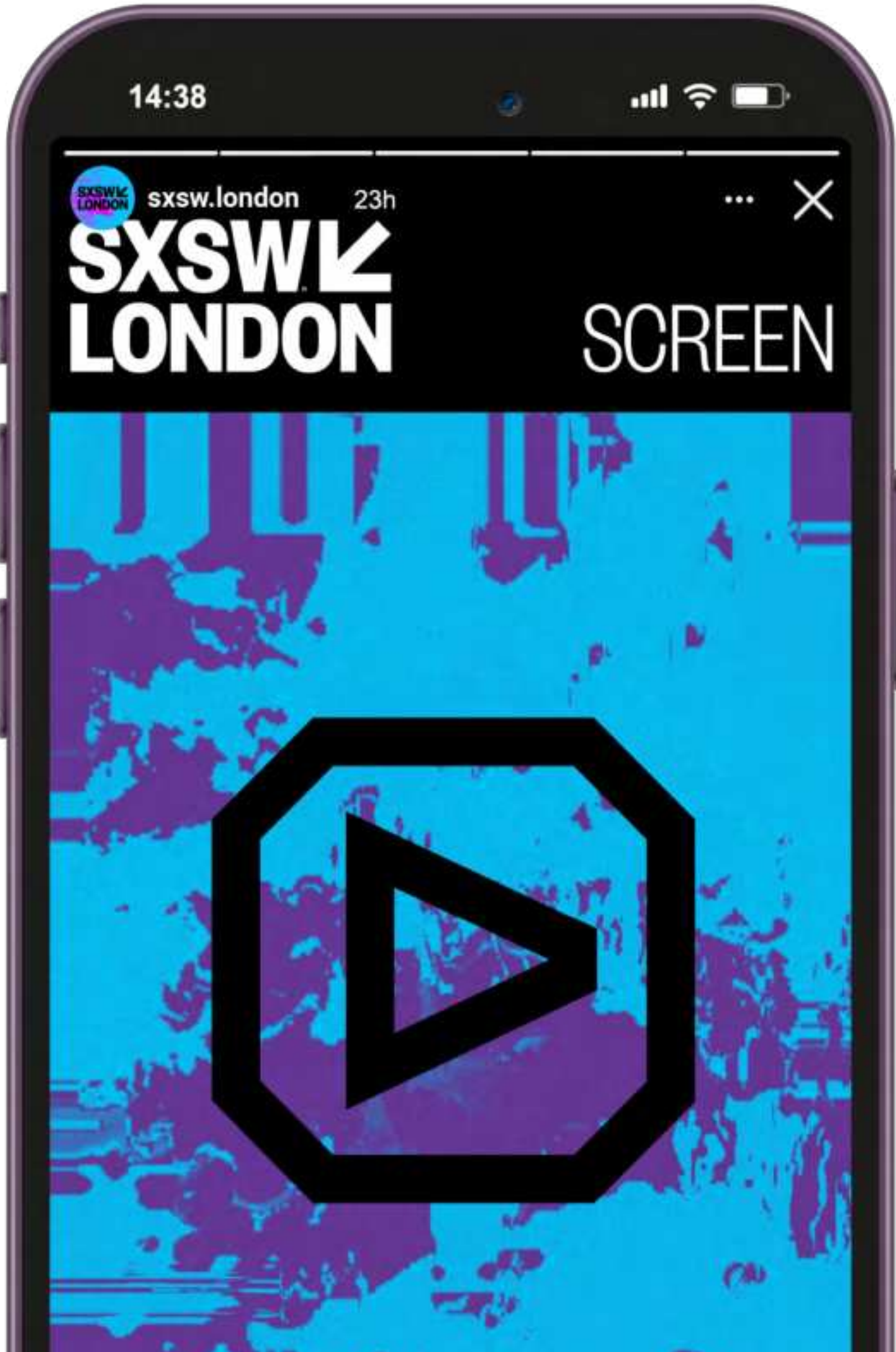


SCREEN

ICONS

USAGE

Alongside the colour system, a series of three bespoke icons helps distinguishing between the three main categories of the event.



HERO PHOTOGRAPHY

SXSW London takes place in Shoreditch, East London, an area famous for its vibrant creative culture. Photography will showcase this destination to give a strong sense of place.

The chosen imagery should be high contrast and have an artful, cinematic quality, with a light grainy feel to create the right mood. The examples here are for illustrative purposes only.



Conference

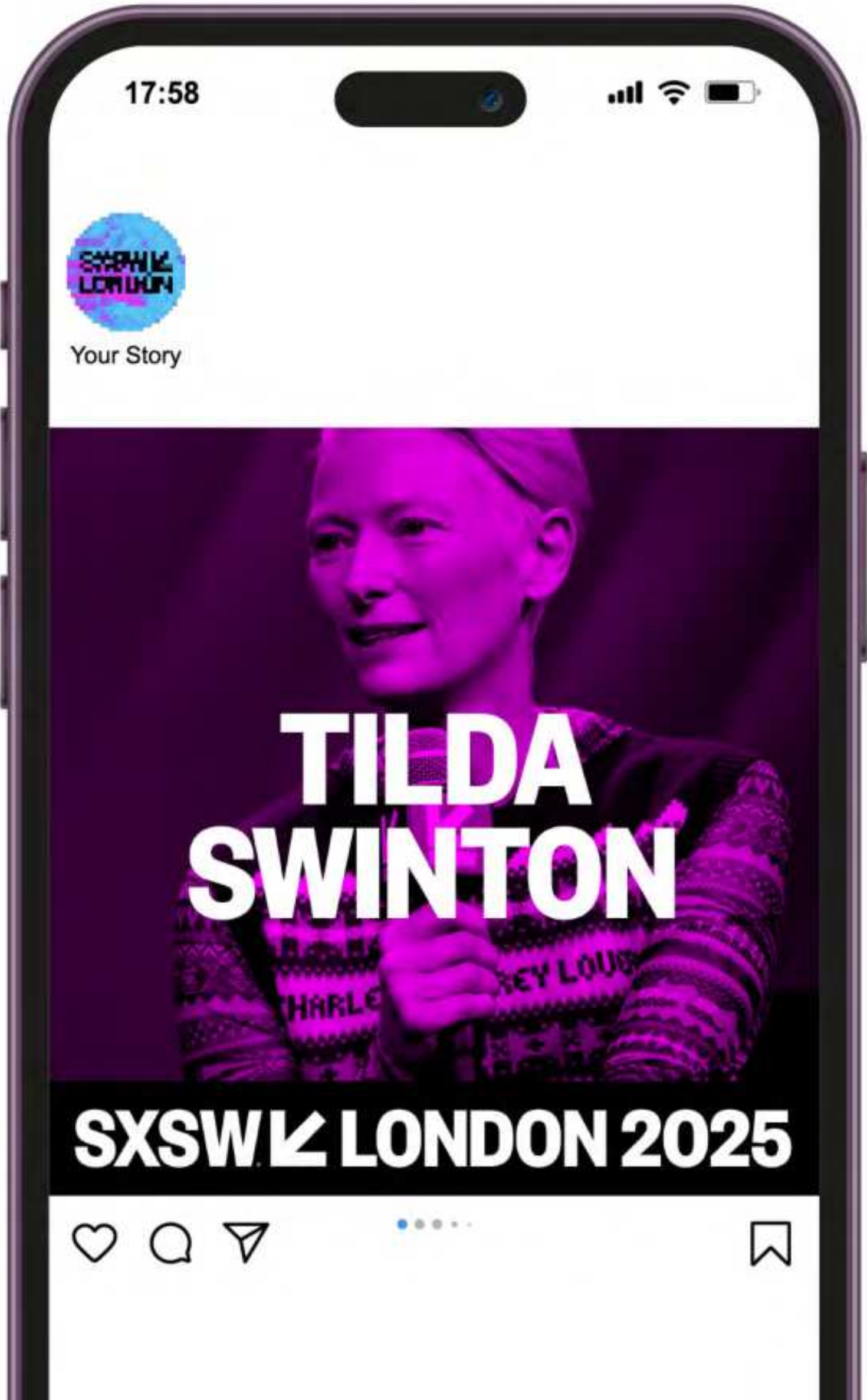


Music



Screen

HERO PHOTOGRAPHY



HERO PHOTOGRAPHY

Following the colour system, some of the hero photography can be treated with a gradient map using the colour pairings to obtain duotone images.

This photographic treatment is ideal for use behind text for optimal legibility.



Conference



Music

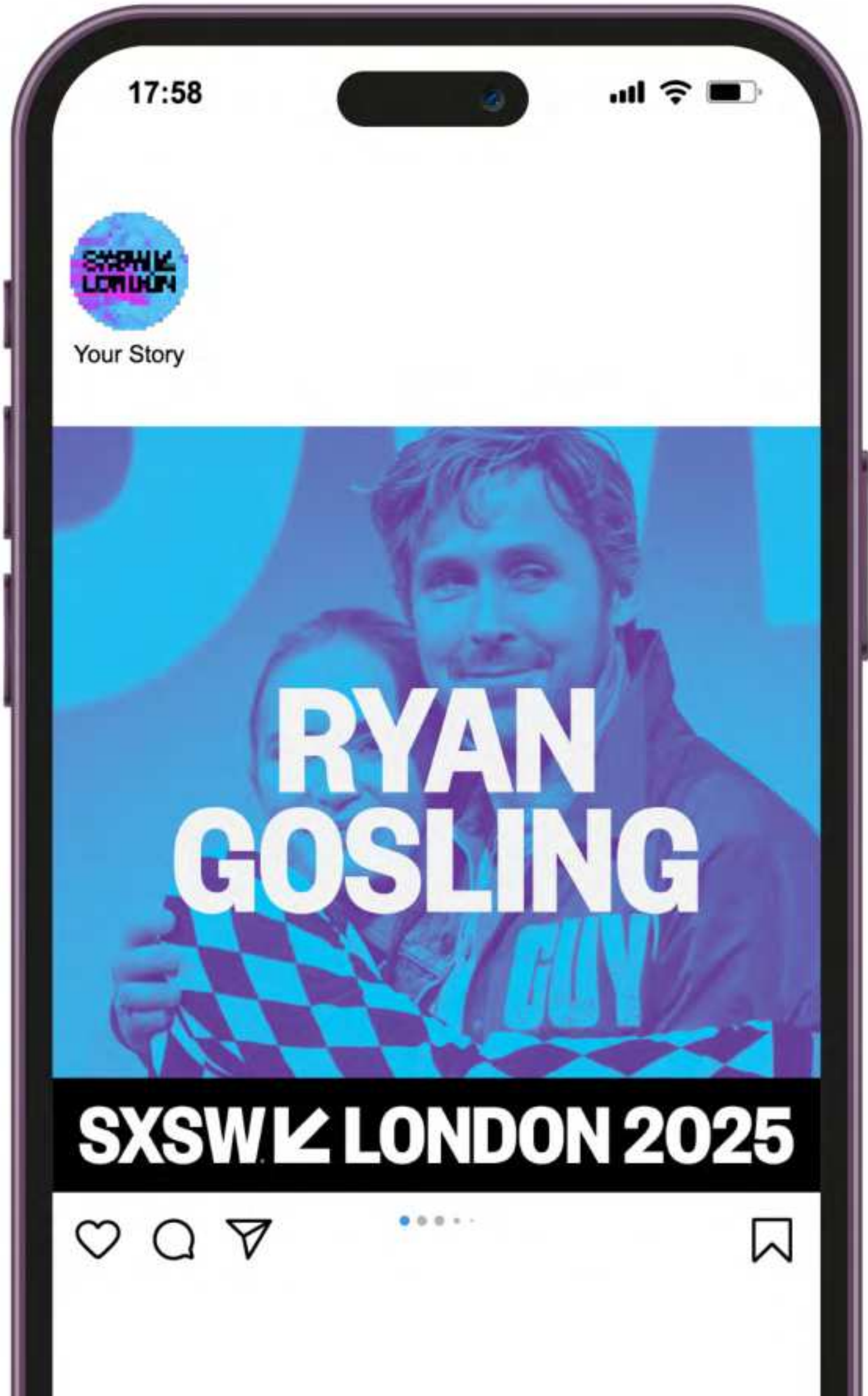


Screen



SXSW London

HERO PHOTOGRAPHY



ATMOSPHERIC PHOTOGRAPHY

SXSW London takes place in Shoreditch, East London, an area famous for its vibrant creative culture. Photography will showcase this destination to give a strong sense of place.

The chosen imagery should be high contrast and have an artful, cinematic quality, with a light grainy feel to create the right mood. The examples here are for illustrative purposes only.



TYPOGRAPHY

The SXSW London Identity uses four different cuts of the Founders Grotesk typeface: Founders Grotesk Condensed Bold, Founders Grotesk Condensed Light, Founders Grotesk Text Regular and Founders Grotesk Mono Regular.

Founders Grotesk Condensed Bold and Founders Grotesk Condensed Light are used for titles. Founders Grotesk Text Regular is used for body copy. Founders Grotesk Mono Regular is used for navigation and additional information.

Founders Grotesk Condensed Bold

FOUNDERS GROTESK CONDENSED BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk Condensed Light

FOUNDERS GROTESK CONDENSED LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk Text Regular

Founders Grotesk Text Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Founders Grotesk Mono Regular

Founders Grotesk Mono Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPOGRAPHY

The SXSW London Identity uses four different cuts of the Founders Grotesk typeface: Founders Grotesk Condensed Bold, Founders Grotesk Condensed Light, Founders Grotesk Text Regular and Founders Grotesk Mono Regular.

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Conference

SPACESHIPS, SPEEDRUNS AND SOLAR POWER

THE FUTURE IN PANELS AT SXSW LONDON

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

By Jean Doe, 2 March 2025



TYPOGRAPHY

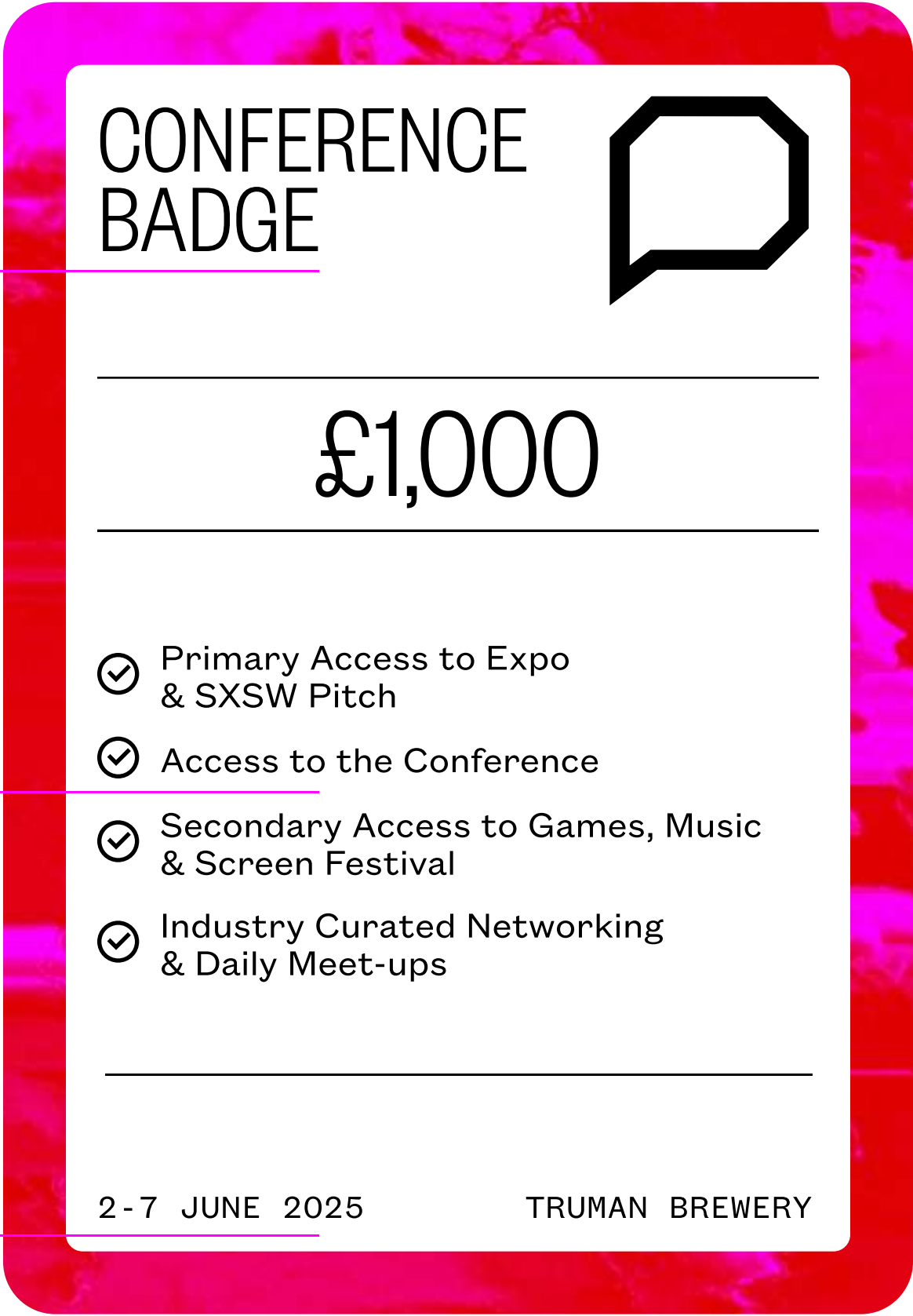
The SXSW London Identity uses four different cuts of the Founders Grotesk typeface: Founders Grotesk Condensed Bold, Founders Grotesk Condensed Light, Founders Grotesk Text Regular and Founders Grotesk Mono Regular.

Founders Grotesk Condensed Bold and Founders Grotesk Condensed Light are used for titles. Founders Grotesk Text Regular is used for body copy. Founders Grotesk Mono Regular is used for navigation and additional information.

On some assets with an emphasis of legibility and light backgrounds such as programmes and badges, we use Founders Grotesk Condensed Light for primary titles and highly visible information.

Founders Grotesk Text Regular is used for body copy.

For navigation and additional information such as dates, times and locations that are displayed at a smaller size, we use Founders Grotesk Mono Regular.



TYPOGRAPHY

SYSTEM



For titles, artist/speaker announcement or large messaging we use Founders Grotesk Condensed Bold in all caps. This should be the largest size of text on the asset.



For secondary titles and in lockups, we use Founders Grotesk Condensed light in all caps. The secondary titles should be the same size or smaller than titles.

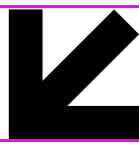


On some assets with an emphasis of legibility and light backgrounds such as programmes and badges, we use Founders Grotesk Condensed Light for primary titles and highly visible information.

TYPOGRAPHY

TYPESETTING

Titles use a tight leading equal to 79% of the type size, inspired by the one that is found in the SXSW London logo. This applies to all titles and to all lockups that include logos.

POST MALONE	TILDA SWINTON INTERVIEW	SXSW  LONDON 2025 CONFERENCE
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LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute i...

LOREM IPSUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute i...

Body copy uses a leading equal to 100% of the body size.

The spacing between titles and body copy is based on the leading of the body copy.

TYPOGRAPHY

BACKGROUNDS

Here we show the different types of backgrounds typographic elements can be applied on.

Text should not be applied over untreated imagery.

On plain colour backgrounds, it is recommended to use the black or white text depending on what achieves the best contrast.

When using the logo on top of an image or texture, it is essential to make sure there is good enough contrast to guaranty legibility.

It is essential for the messaging to be clearly legible.

**WHERE CREATIVITY
AND TECHNOLOGY
CONVERGE**

2-7 JUNE 2025

**WHERE CREATIVITY
AND TECHNOLOGY
CONVERGE**

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CONVERGE**

2-7 JUNE 2025

**WHERE CREATIVITY
AND TECHNOLOGY
CONVERGE**

2-7 JUNE 2025

TYPOGRAPHY

COLOURWAYS

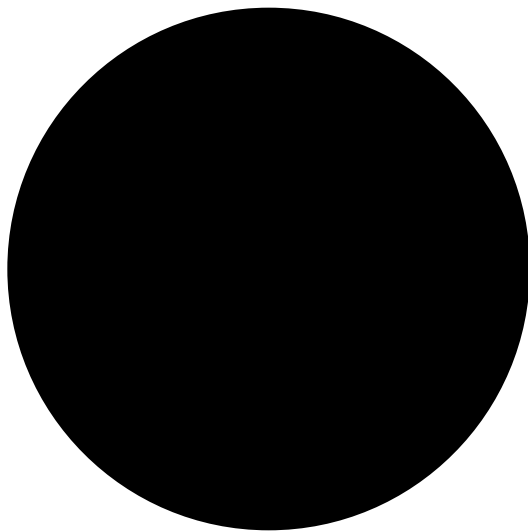
It is recommended for typographic elements to always appear in either black or white, depending on what achieves the best contrast with the background.

**WHERE CREATIVITY
AND TECHNOLOGY
CONVERGE**

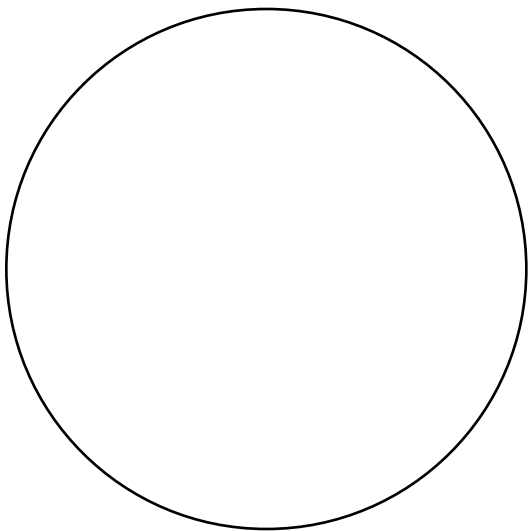
2-7 JUNE 2025

**WHERE CREATIVITY
AND TECHNOLOGY
CONVERGE**

2-7 JUNE 2025



RGB: 0, 0, 0
HEX: 000000
CMYK: 0,0,0,100



RGB: 255, 255, 255
HEX: fffffff
CMYK: 0,0,0,0

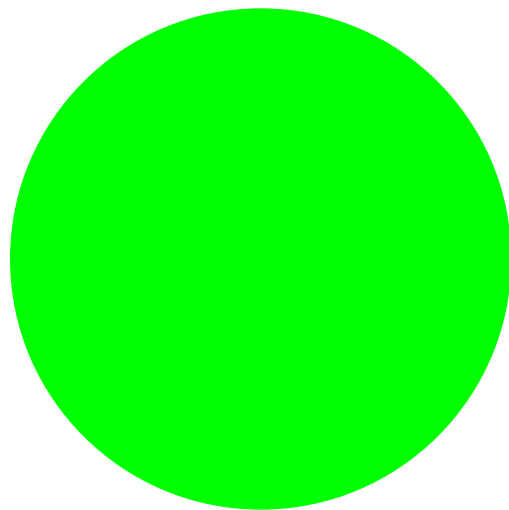
TYPOGRAPHY

The only exception to this rule applies to headlines only on a few hero assets advertising the festival.

COLOURWAYS

In these assets, large green headlines can be used over a pink and blue texture only.

These assets are: cover slides for presentations, website headers, social media headers, announcement social posts.



RGB: 0, 255, 0
HEX: 00FF00
Pantone: 7481 (TBC)



DESIGN GUIDE

SOCIAL POST LAYOUT

To ensure consistency, here are a few examples of how the brand guidelines apply to the design of social media assets. These examples should be followed to design new assets.

The asset is split in two parts:
-The main information, which occupies the majority of the asset and contains a headline on top of an image or texture.
-A header or footer which contains logos and subtitles if any.

The margins in the footer are of the same value as in the rest of the asset.

The height of the header/footer is adapted to fit the information it contains.



Margins should be consistent in the asset.

We recommend a value of 40px all around for an asset that is 1080px wide.

The headline respects typographic rules, using Founders Grotesk Condensed Bold all caps with a leading equal to 79% of the type size.

Short headlines such as names are center aligned and vertically centered in the part that is allocated to it in the asset.

DESIGN GUIDE

SOCIAL POST LAYOUT

To ensure consistency, here are a few examples of how the brand guidelines apply to the design of social media assets. These examples should be followed to design new assets.

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The margins in the footer are of the same value as in the rest of the asset.

The height of the header/footer is adapted to fit the information it contains.



Margins should be consistent in the asset.

We recommend a value of 40px all around for an asset that is 1080px wide.

The horizontal logo occupies the whole width of the footer.

The subtitle uses the same type height as the logo.

The lockup follows typographic rules, the spacing between the logo and the subtitle equal to 79% of the type size.

DESIGN GUIDE

SOCIAL POST LAYOUT

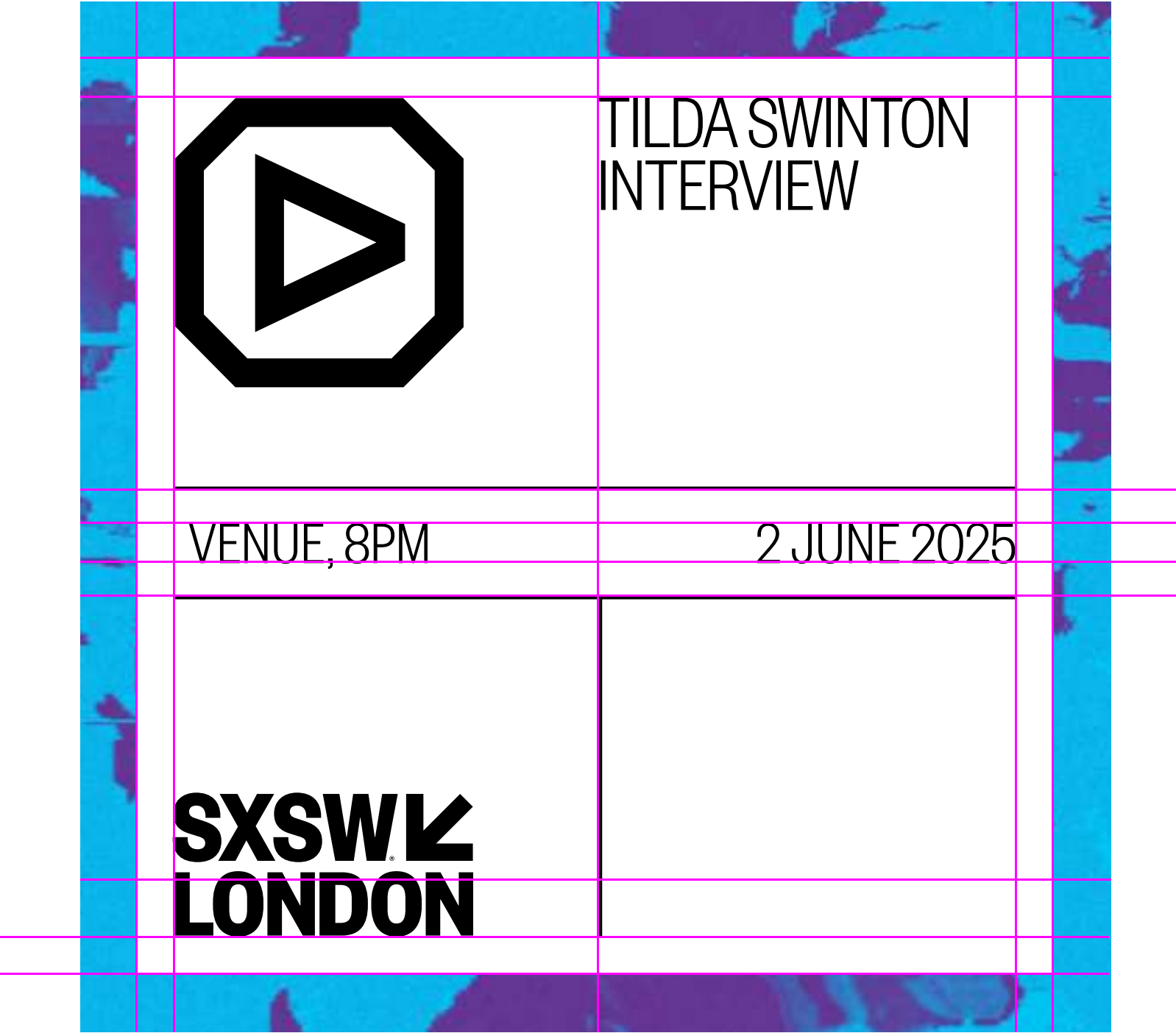
To ensure consistency, here are a few examples of how the brand guidelines apply to the design of social media assets. These examples should be followed to design new assets.

Programme posts present information clearly on a white background surrounded by a thick outline filled with a coloured texture.

The texture matches the key vertical linked to the event: green and grey for Music; pink and red for Conference; blue and purple for Screen.

The central part of the post uses tight margins. We recommend 40px for an asset 1080px wide.

The thickness of the outline is superior to the thickness of the margins. We recommend 60px for an asset 1080px wide.



The title of the event is left aligned to the center of the asset.

Programme posts use lines to structure the format and highlight information.

The minimum space between lines and text or logos is always equal to the margins.

DESIGN GUIDE

SOCIAL POST LAYOUT

To ensure consistency, here are a few examples of how the brand guidelines apply to the design of social media assets. These examples should be followed to design new assets.

The asset is split in two parts:
-A talent picture.
-A header or footer which contains a logo and the talent’s name.

The margins in the footer are of the same value as in the rest of the asset.

The height of the header/footer is adapted to fit the information it contains.



Margins should be consistent in the asset.

We recommend a value of 40px all around for an asset that is 1080px wide.

The horizontal logo occupies the whole width of the footer.

The subtitle uses the same type height as the logo.

The lockup follows typographic rules, the spacing between the logo and the subtitle equal to 79% of the type size.

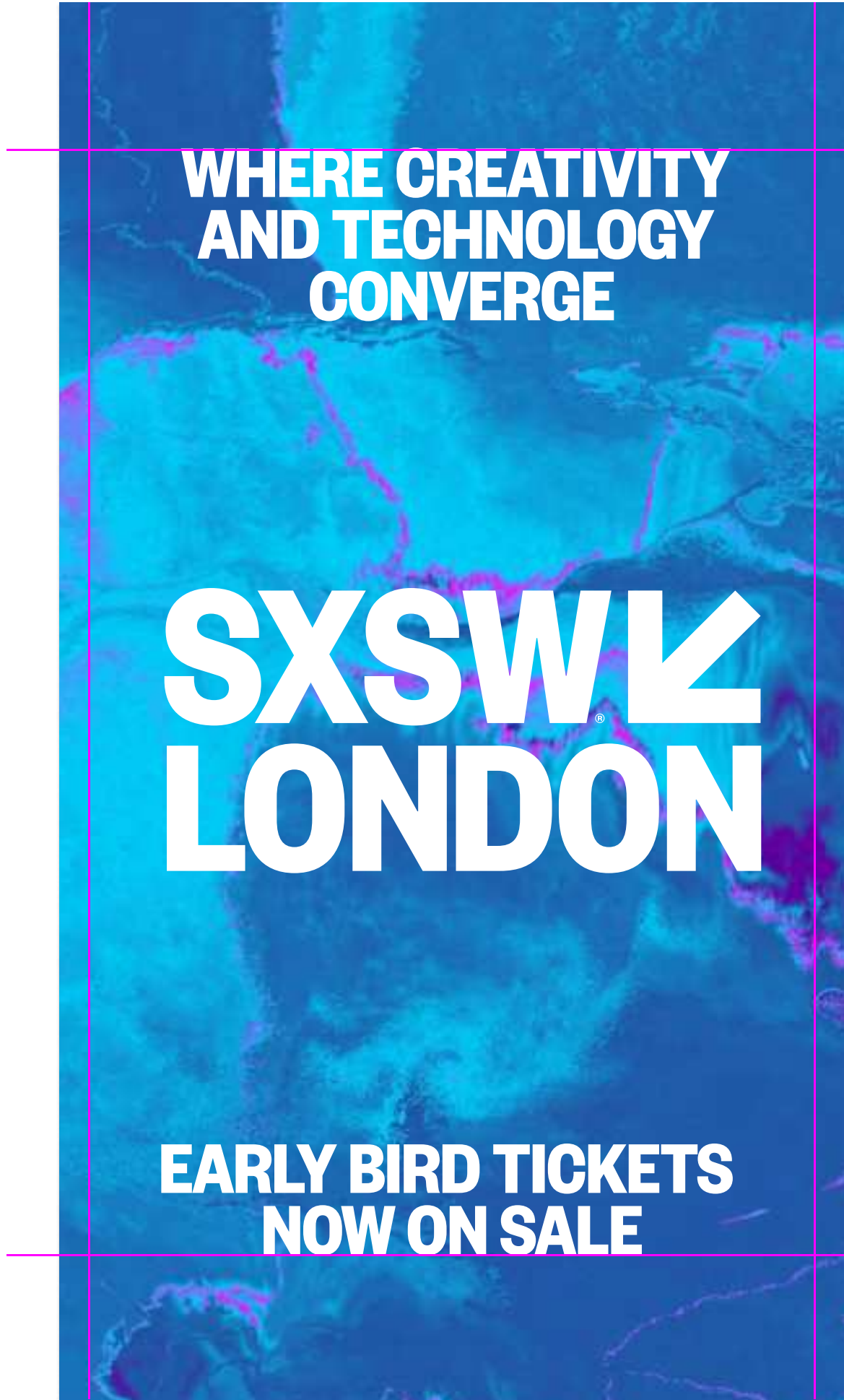
DESIGN GUIDE

SOCIAL POST LAYOUT

To ensure consistency, here are a few examples of how the brand guidelines apply to the design of social media assets. These examples should be followed to design new assets.

When designing an asset for Instagram stories, margins at the top and bottom of the asset should be set to 200px.

For the left and right margins we recommend a value of 40px all around for an asset that is 1080px wide.



The headlines respects typographic rules, using Founders Grotesk Condensed Bold all caps with a leading equal to 79% of the type size.

In the absence of a header or footer, messaging can be split in the format to create a balanced composition.

DESIGN GUIDE

SOCIAL POST LAYOUT

To ensure consistency, here are a few examples of how the brand guidelines apply to the design of social media assets. These examples should be followed to design new assets.

The asset is split in two parts:
-The main information, which occupies the majority of the asset and contains a headline on top of an image or texture.
-A header or footer which contains logos and subtitles if any.



When designing an asset for Instagram stories, margins at the top and bottom of the asset should be set to 200px.

For the left and right margins we recommend a value of 40px all around for an asset that is 1080px wide

The headline respects typographic rules, using Founders Grotesk Condensed Bold all caps with a leading equal to 79% of the type size.

Short headlines such as names are center aligned and vertically centered in the part that is allocated to it in the asset.



DESIGN GUIDE

The rules that apply to social media assets also apply to the design of out of home assets such as posters.

Margins are adapted to the format and to the type sizes.

Longer pieces of messaging are aligned left.

The overall composition is balanced and uses the tension between the tightly set text and the white space.

POSTER LAYOUT

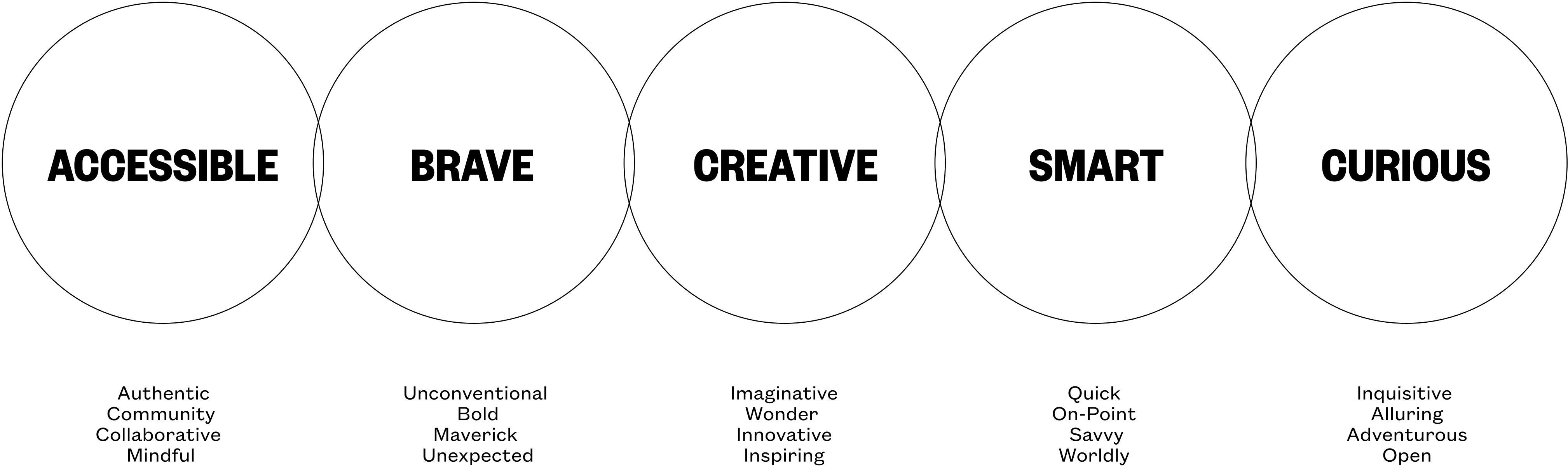


tone of voice

At SXSW London, we believe people who stand at the intersection of industries are the people who can make a difference. SXSW London is where people, disciplines and ideas creatively collide and converge to shape the future.

TONE OF VOICE

PILLARS



TONE OF VOICE

PILLARS

ACCESSIBLE

AUTHENTIC / COMMUNITY-FOCUSED
COLLABORATIVE / MINDFUL.

SXSW London, should be accessible to all, speaking in simple terms, even when discussing complex subjects.

SXSW London is supportive, we’re a community of disparate people who each have the ability to lift one another up with our own expertise. SXSW London’s own expertise is an ability to bring great minds together, and this should be clear in all communications.

Consider what we can add to a conversation rather than what we can extract.

SXSW London is not elitist or cliquey.

BRAVE

UNCONVENTIONAL / BOLD / MAVERICK / UNEXPECTED

SXSW London is unafraid.

We platform maverick thinking, unconventional ideas and the unexpected results. Our delegates don’t come to our festival to experience the status quo and our communications must deliver on that.

Be bold, be different.
Avoid 'disruptive' or any equally banal adjectives used by more conventional festivals.

CREATIVE

IMAGINATIVE / WONDER / INNOVATIVE / INSPIRING

Creativity is at the heart of everything we do. SXSW London offers a world of fantastical possibilities, our communication must spark wonder and trigger the imagination, inspiring our audience to engage with the ideas we promote.

The cornerstone of creativity is a optimism and all SXSW London comms should offer a pathway to positivity (and possibility).

SXSW should never be critical or dismissive.

SMART

QUICK / ON POINT / SAVVY / WORLDLY

It’s less about how smart SXSW London is so much as it’s about how we display our smarts.

SXSW London is knowledgeable but not a know-it-all. Communication should be quick and clear using simple language to explain complex subjects in the clearest way possible.

We don’t have to pretend to be experts in everything but be ready to engage confidently in all subjects the festival covers and converse with people from all walks of life.

SXSW London is not verbose, snobbish or overly intellectual.

CURIOUS

INQUISITIVE / ALLURING / ADVENTUROUS / OPEN

SXSW is a journey of discovery, driven by curiosity, a desire for new experiences, more information and to push what’s possible.

Attendees come to us for the latest, greatest and never-before-seen, we should not only oblige but also foster inquisitiveness. We can do this by whetting the appetites of all we come in contact with tantalising snippets of what’s in store and what’s possible.

SXSW does not follow blindly but is always questioning and always excited.



THANK YOU

SXSW  **LONDON 2025**

OCTOBER 2024