

Civic Brand

Below are the elements of London's Civic Brand. Please rate these high (5) medium (3) and low (1) to designate how strongly you feel these elements connect with the Vision for London.

Brand Element	Rating (1,3,5)
Growth	
Renewal	
Strength	
Stability	
Commitment to Environmental Stewardship	
Economic Prosperity	
High Quality of life	
Total	