

External Branding Guidelines



PART OF THE
LinkAge
Network

The LinkAge Network Brand

The LinkAge Network branding guidelines have been developed to provide the organisation with a consistent and professional visual style. The aim of our guidelines is to provide an instant visual recognition of our identity and purpose as an organisation.

The branding style consists of a range of design elements that can be used in a flexible way. These usage guidelines should be applied to all communications and publications to ensure a consistent and professional representation of the organisation is achieved.

Branding guidelines are important as the brand represents how our customers, clients, partners and communities perceive us.

LinkAge Network Logo

LinkAge Network Logo Colour Variations

The LinkAge Network logo is only to be used in the following colourways:

- Four colour process – the first choice when choosing a logo.



- Reversed - used when the logo needs to be produced on a black/dark blue background.



- White - used when the logo needs to be produced out of a dark background.



Spacing and Sizing

The LinkAge Network logo must appear within a clear space to avoid being cluttered or encroached upon by other elements.

The space around the LinkAge Network logo must never be less than the height of the 'L' of the LinkAge Network logo (see below).

Exclusion Zone Example



Diagram

The LinkAge Network logo must **NEVER** be reproduced smaller than 35mm wide. On screen, a logo must not appear smaller than 120 pixels at 72dpi.

For further information on this please contact the LinkAge Network Marketing and Communications Officer.

Correct Use of the LinkAge Network Logo:

Any item produced externally **MUST** adhere to the guidelines in this booklet.

Therefore the following are examples of the INCORRECT USE of the LinkAge Network logo.



The logos must be reproduced from the supplied master artwork. They must **NEVER** be redrawn or modified, nor must the relationship between elements of the design be altered in any way.

1. The logo must be reproduced using the correct colours (see page 4)
2. Logos must not be distorted in any way
3. Logos should not be contained in boxes or borders
4. Nothing should be placed in the logo exclusion zone space (see page 5)
5. No elements of the logo should be repositioned
6. Logos must not have special effects added
7. No elements of the logo are to be deleted
8. Logos must not be positioned at any angle
9. Logos must not be reproduced smaller than the minimum permitted size (see page 5)
10. Logos must not be reproduced on background colours that do not have sufficient contrast



CONTACT:

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