
2. Visual identity

Our logo

This is our logo. It is the embodiment of our brand. It is the most recognisable visual element and its careful use, supported by other graphic assets, acts as the foundation of our brand identity.

Please do not alter the logo in any way and only use the artwork files supplied.

The logo consists of the text 'The London Community Foundation' in a bold, white, sans-serif font, centered within a solid red rectangular background. The text is arranged in three lines: 'The London' on the top line, 'Community' on the middle line, and 'Foundation' on the bottom line.

**The London
Community
Foundation**

2. Visual identity

Logo versions

Core logo

To be used on white or light coloured backgrounds, including stationery and report covers.

Reversed logo

To be used on darker coloured backgrounds where there is not sufficient contrast between the background colour and the LCF Red of the core logo.

Mono logo

To be used on white backgrounds when black is the only available colour and printing is lower quality, eg newsprint.

Mono reversed logo

To be used on dark backgrounds when black is the only available colour and printing is lower quality, eg newsprint.

Core logo



Reversed logo



Mono logo



Mono reversed logo



2. Visual identity

Exclusion zone and recommended sizes

The exclusion zone is the defined clear space that must surround our logo at all times. No other graphic element should intrude into this space.

The minimum clear space for our logo is equivalent to the height of the capital 'L' in London.

The recommended size for our logo depends on the format of the material it is being applied to. The sizes opposite represent the recommended sizes for common 'A' formats.

The minimum size for our logo is 20mm wide in print and 100px wide on screen.

Exclusion zone



Minimum sizes



Recommended sizes

	Paper dimensions	Logo size
A6	105 x 148mm	35mm
A5	148 x 210mm	40mm
A4	210 x 297mm	55mm
A3	297 x 420mm	77mm

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Partnerships

When The London Community Foundation partners with other organisations, some basic principles must be applied when showing their logos together.

Logo size and exclusion zones

Partner logos should have a visual size no bigger than that of The London Community Foundation logo.

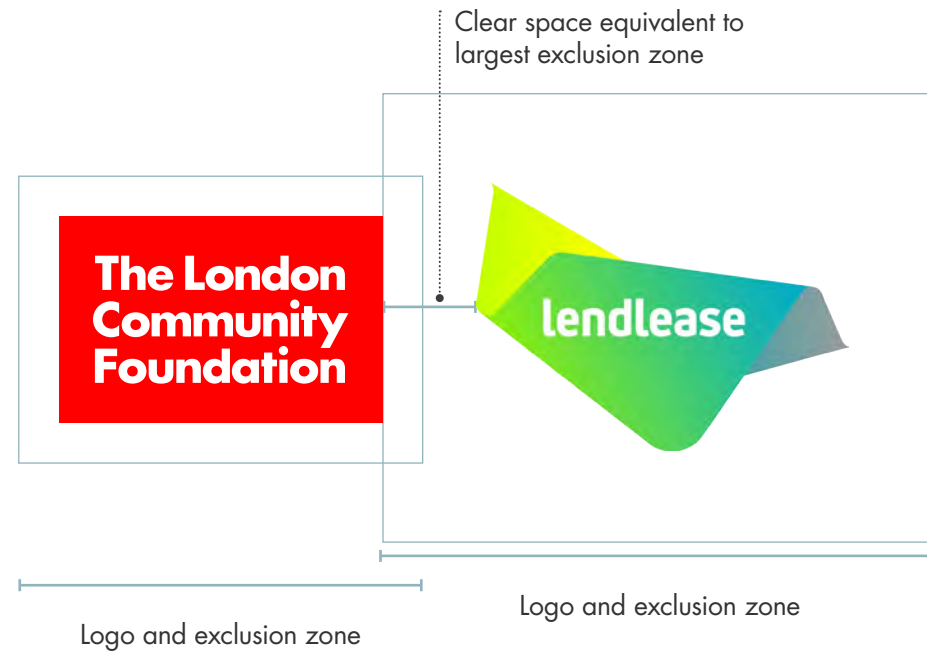
When positioning our logo with partner logos, the logo with the largest exclusion zone should be used as a guide for the amount of clear space between them. This will result in a more balanced layout.

Alignment

All partner logos should be aligned along a line running through the centre of The London Community Foundation logo.

In the examples opposite we have shown logos for organisations we often work with, but the principles apply to all potential partner logos.

Exclusion zones



Alignment

