



LOGO GUIDELINES

January 2021



● The history of Old Loughtonians



Old Loughtonians Hockey Club was a founding member of the National Hockey League in 1988 and was 'ever-present', with a highest finish of 3rd. The Ladies joined the Men in the top flight of hockey for the first time during the 2005/06 season. The men's 1st XI play in the East Conference of the National League and the ladies in the Premier division of the East League.

● The colours of Old Loughtonians

Loughtonians Purple

CMYK: 60/83/02/00
RGB: 107/37/151
Hex: #6b2597
Pantone: 267 C

Black*

CMYK: 00/00/00/100
RGB: 0/0/0
Hex: #000000

White

CMYK: 00/00/00/00
RGB: 255/255/255
Hex: #ffffff

NB: Please do not attempt to visually colour match from print-outs or on-screen colours, as printing conditions and screen resolution may result in variations in colour shade.

For accurate colour matching use the correct Pantone, CMYK and RGB colour references.

● The font of Old Loughtonians

Avenir Next is our primary typeface. It is mainly used in our marketing and corporate communications and for signage. It is also used for headlines but can be used for body text as it is clean and easy to read.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

Arial is our secondary typeface. It is our system font for all Office applications such as Word and PowerPoint, and for email and html text online. It has been chosen because of it's wide availability.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789

● The logo of Old Loughtonians

MONO AND MONO-NEGATIVE LOGO

The logo is also available in black and white versions, to be used where there may be colour limitations, or if the background conflicts with the logo itself.

The mono (black) version should be used on light backgrounds with the mono-negative (white) version being used on dark backgrounds.

When using a single colour logo, the mono or mono-negative versions should be chosen based on the background to ensure there is sufficient contrast.



● The logo of Old Loughtonians

HOW NOT TO USE OUR LOGO



X Do not distort (squash or stretch) the logo.



X Do not break the logo apart, the logo must always be used in its entirety.



Il ium dolorpo
rrumque
nullorio. Et ut pa
venimil iquatur,
ilignatur

X Never have graphical elements or text within the exclusion zone.



X Do not apply effects such as drop shadows to the logo.



X Do not alter the colour of any of the logo's elements.



X Do not tilt the logo in any way.

● The logo of Old Loughtonians

MINIMUM SIZE

The logo should never be used at a size smaller than **20mm** in diameter.

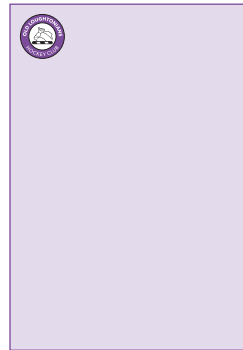
Actual size (20mm)



20mm

LOGO PLACEMENT

The logo should always be situated in the upper left corner of any printed promotion such as flyers and posters. If however the upper left corner is not possible then the upper right corner should be used.



EXCLUSION ZONES

If the logo's purple and black circle is 5mm in width, the exclusion zone around the logo should be the same 5mm size.





Old Loughtonians Hockey Club

Luxborough Lane • Chigwell • IG7 5AB

☎ 020 8504 4010

@ olhc@oldloughtonians.co.uk