

LGBT

foundation

BRAND
GUIDELINES

This is our charity



Our Logo

This our logo, we are very proud of our logo and we are very proud to show it off, therefore it should be used when promoting LGBT Foundation to the world. It should also be used whenever we are working with partner organisations and when showing our support to other projects and campaigns.

What makes us special



LGBT because:

- ... gives a professional look
- ... bold and striking
- ... established font, gives respect and power
- ... modified 'G' to harmonise with the slab serifs of Arvo
- ... emphasis what we do and who we are now



foundation because:

- ... highlights a more welcoming and community feel
- ... differences in weight and serifs contrast the two, but remains complimentary due to the overall geometry of both fonts.
- ... lower case 'f' emphasizes friendly and balances the logotype



Using the rainbow:

- ... gives further emphasis to who we are and what we do
- ... internationally recognised symbol of LGBT equality
- ... brightens the logo and becomes a key brand element



Palette:

- ... balanced collection of colours
- ... avoids standard set of rainbow colours, which give LGBT Foundation 'ownership' of them
- ... addition of pink as extra colour option in harmony with the rest

Which logo when?



Main Logo

This logo should be used as default when promoting LGBT Foundation as a whole on pale or white backgrounds

Which logo when?

The image shows the LGBT foundation logo in white on a solid orange background. The word "LGBT" is in a large, bold, sans-serif font, with a horizontal line underneath it. Below the line, the word "foundation" is written in a smaller, lowercase, sans-serif font. The orange background has a white arrow pointing down from the top and a white arrow pointing up from the bottom, framing the logo.

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White Logo

This logo should only be used on block colours and dark images.

Which logo when?

The logo features the word "LGBT" in a large, bold, white sans-serif font. Below it is a horizontal bar composed of six colored segments: red, orange, yellow, green, blue, and purple. Underneath the bar is the word "foundation" in a smaller, white, lowercase serif font. The entire logo is centered on a dark blue rectangular background with a white arrow pointing up from the top and a white arrow pointing down from the bottom.

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White Logo with Rainbow

This logo should only be used on dark and black block colours. It should never be used against a coloured or photographic background.

Which logo when?

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Black Logo

This logo should be used when printing in exclusively black and white.

Which logo when?

The logo for the LGBT Foundation. It features the word "LGBT" in a large, bold, dark blue sans-serif font. A thick orange horizontal bar is positioned directly beneath "LGBT". Below the orange bar, the word "foundation" is written in a smaller, dark blue, lowercase sans-serif font.

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Themed Logo (available in 7 colour ways)

This logo should be used as default when promoting a specific theme of LGBT Foundation's work (see page 11 for details of which themes use which colours).

Singing an LGBT Foundation rainbow

LGBT Foundation uses 8 colours and 3 tints. The primary colour 'Fig' should be used for all body copy in a colour document. The complimentary palette should be used as directed on page 11. Details of each colour shown below must be used to ensure our palette is consistent across all of our outputs.

Fig
Pantone: 7545
CMYK: 82 61 41 34
RGB: 53 74 94
HEX: 35495E

Tomato
Pantone: 7625
CMYK: 0 81 75 0
RGB: 233 77 61
HEX: E94C3C

Cucumber
Pantone: 7481
CMYK: 68 0 71 0
RGB: 83 179 110
HEX: 52B36D

Kumquat
Pantone: 716
CMYK: 6 59 93 0
RGB: 230 126 33
HEX: E67D20

Juniper
Pantone: 7688
CMYK: 73 28 0 0
RGB: 57 150 211
HEX: 3996D3

Banana
Pantone: 7408
CMYK: 7 22 94 0
RGB: 241 196 11
HEX: F1C40B

Plum
Pantone: 7441
CMYK: 52 72 0 0
RGB: 145 91 161
HEX: 905BA1

Dragonfruit
Pantone: 674
CMYK: 10 80 5 0
RGB: 219 81 147
HEX: DA5092

Rainbow tint my world

The eight colours should be primarily used at 100% tint, and accessorised by 75% and 25% tints.

| | | |
|--------------------|------------|------------|
| Fig | 75% | 25% |
| Tomato | 75% | 25% |
| Kumquat | 75% | 25% |
| Banana | 75% | 25% |
| Cucumber | 75% | 25% |
| Juniper | 75% | 25% |
| Plum | 75% | 25% |
| Dragonfruit | 75% | 25% |

The theme tune

LGBT Foundation's logo is be used for various themes used across the organisation, below are the various colour options and their associated themes. You should select the correct colour based on the primary theme of your project. If your project work covers multiple themes equally or your theme is not listed below please speak to the communications team for guidance.

| | | | |
|--------------------|--------------------|------------------------------|----------------------|
| Fig | Corporate | Legal Rights | Professionals |
| Tomato | Women | Women's Sexual Health | |
| Kumquat | Age | Race | Family |
| Banana | Wellbeing | Coming Out | SOM |
| Cucumber | Men | Men's Sexual Health | |
| Juniper | Bisexuality | Health | Faith |
| Plum | Trans | Community Engagement | |
| Dragonfruit | Safety | Equality | Take Action |

Safety

Hate Crime

Men's Sexual Health

Women's Sexual Health

Health

Angels

Bullying

Community Safety

HIV/STIs

CLDS

Empowering Men

Professionals

Trans

Men

Women

Family

Bisexuality

Community Engagement

Take Action

Capacity Building

Wellbeing

Wellbeing

Coming Out

Directory

Befriending

Advice & Support

Helpline/popin/email

Groupwork

Counselling/Talking

Therapies

Equality

Legal Rights

Equality

Schools

Age

Race

Faith

SOGI Monitoring

Consultations

Community Leaders

Pride in Practice

Influencing Policy

Evidence Exchange

National LGBT&T Partne

Method

Research

Campaigns (EiE)

Events (The Hero

Case Studies

Sharing Informat

Typeface Couture

LGBT Foundation's primary typefaces are Arvo and Helvetica, the usage of each is explained below

Arvo

Regular

Italic

Bold

Bold Italic

Usage:

- ... Title - **Bold**
- ... Subtitle - Regular
- ... Quote - *Italic*
- ... All Capitals - **Bold**

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7I

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7I

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7I

Helvetica

Light

Light Oblique

Regular

Oblique

Bold

Oblique

Usage:

- ... Body copy - Regular
- Within in body copy:
 - ... Emphasis - **Bold**
 - ... Reference - Oblique
 - ... Quote - **Oblique**

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Alternate Typeface Couture

LGBT Foundation's primary typefaces are Arvo and Helvetica, if you do not have access to these, alternate typefaces are below:

Arvo

Regular

Italic

Bold

Bold Italic

There is no acceptable alternatives to Arvo as it is a GoogleFont and can be downloaded for free from www.google.com/fonts. Please speak to your IT department if you have trouble installing this font.

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir

Arial

Regular

Oblique

Bold

Oblique

Arial is an acceptable alternative to Helvetica and is available across all platforms. Using the same guidance for usage as set out on the previous page.

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Az0By1Cx2Dw3Ev4Fu5Gt6Hs7Ir8J

Providing a space to breath and being a size queen



The minimum distance between our logo and any other graphic elements, or the edge of the page is equal to the 'T' in LGBT. This is important to ensure our logo stands out and is viewed in the most effective way.



The sizing of our logo is important to ensure readability. Never reproduce the logo smaller than 20mm wide in print or 75 pixels wide in digital media.

Take a letter...

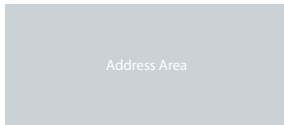
Here is an example of a letter using LGBT Foundation's letterhead alongside some guidance of its usage. Both printed and digital versions can be provided on request.

LGBT
foundation

5 Richmond Street
Manchester M1 3HF

Tel: 0345 3 30 30 30
Email: info@lgbt.foundation Web: www.lgbt.foundation
Twitter: @LGBTfdn Facebook: 'LGBT Foundation'

DDth Month YYYY



Dear Name Surname,

People read business letters quickly. Therefore, get to the point in the first paragraph - the first sentence, if possible. In other words, state what you want up front.

Aximet hillest, quasperit re cuprate sitaquam que digeniminci to eum nimpostium et quam eos mi, soluptatur? Quisseq uatquidit volorehent eostotatem. Arum et as am harcia dis ent quae. Nam, excea quia nobis a volenis quam voluptat dolupta turibus, quunt ut mi, cus eatur sequid quod mint autem aut laccae sit il is eos excestrum reium atesto invent.

Conem iusapic idisiti bernata tendit ius et volupic tiberro quia et ea quodia dolorescium apit modit magnam estiusam si dolecta sperumq uidesci derumque audis ex exerupta sinciis voluptures aut adis ipsae dellorest hilibus quidebit quis sitaerci que core, ut ommolo vit maximus aut eum que labor saepa corpore mporemo strumqui arcit volor aut fugia inventi derovid millabore el ium ratent quae cus, omnisim invellaceped quam, vellatatem. Bus mod quia alis quibust, as parum labori dolendit quam sequi dolectatem que de ne commoles cus, qui dolupta tierror endae. Et fugia nest, videlectat re num earcienim et et volupta tasimporum illendae aligend igenis dolutesti inctibu sapidit, te voluptam quae nes es quatat et ut ent, nonsereptint aut volut pratecorera cusae de quam seque nitatiust liquam, que reptio quiatibus seque doluptas magnimus aut eumque remporum aut prepta doluptatus, sam quost quam nost ea niam faces dolupta pro esequia veliquos autem hicatur as aut faccuptation reperov idesedis secta accus aut dipsae moluptas arumquatur?

Ullit fuga. Itatem con con excea doluptam, quaeptas venditi istium earibusdae doluptati aditis et quiaspidit exerum eturisqueost, con renda volore verovit, sit et re debis id quatecus as quam ipsus, sita eribus, commosa pisque audae optas.

Final paragraphs should tell readers what you want them to do or what you will do for them.

Yours sincerely,

Name Surname, Job Title

cc: Name Surname of copy recipient

Type: All type should be written in Helvetica (or Arial) at 12pt. If being printed type should be black, if being emailed type should be Fig.

Address: The address should fit into the area shown, it should not be more than five lines long including the addressee. If the address is longer it should be truncated to fit, for example: the Postcode can be on the same line as the city/county.

Date: the date should be written in the format 'Day^{Ordinal Indicator} Month Year', for example: 23rd June 1912.

Scoremark: A line on the printed version of the letterhead is there to assist in folding the letter to fit standard windowed envelopes.

Margins: A margin should exist between the edge of the page and the text as shown here:

Top: 45mm Bottom: 30mm Right: 20mm Left: 20mm



Reg. Charity No. 1079904
Reg. Company No. 03475576
VAT Reg. No. 792663881

Website - Content page

Here is an example of a content page on LGBT Foundation's website. Each page's palette should reflect

Each area of text should use a specific format style as shown here:

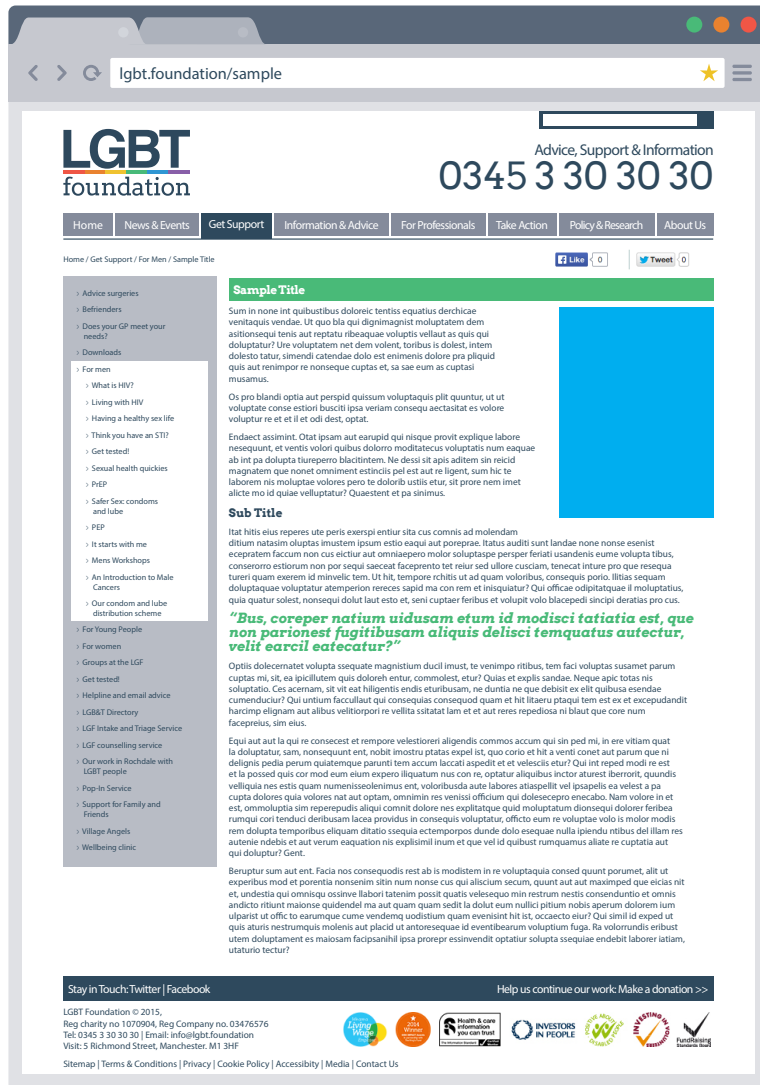
Title: Heading 1

Subtitle: Heading 2

Introduction paragraph: Intro

Body Copy: Normal

Quotes: Quote



Out with the old, in with the new

To help the transition from The Lesbian & Gay Foundation to LGBT Foundation, below are some common uses of our brand that have now changed.

Name

The Lesbian & Gay Foundation > LGBT Foundation

The LGF > LGBT Foundation

Weblinks

www.lgf.org.uk > www.lgbt.foundation

www.lgf.org.uk/url > lgbt.foundation/url

Contact

email@lgf.org.uk > email@lgbt.foundation

0845 3 30 30 30 > 0345 3 30 30 30

Number 5, Richmond Street > 5 Richmond Street,

Twitter

@lgfoundation > @LGBTfdn

twitter.com/lgfoundation > twitter.com/LGBTfdn

Facebook

'The Lesbian & Gay Foundation' > 'LGBT Foundation'

Website - Home page



Advice, Support & Information
0345 3 30 30 30

- Home
- News & Events
- Get Support
- Information & Advice
- For Professionals
- Take Action
- Policy & Research
- About Us

| | | |
|--|--|---|
| <p>Title</p>  <p>view more >></p> | <p>Title</p> <p>Ucientio. Et adit eatur sum qui cus. Andest la dolorepel id etus.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>view more >></p> | <p>Latest Updates</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>view all updates >></p> |
| <p>Title</p> <p>Ucientio. Et adit eatur sum qui cus. Andest la dolorepel id etus.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>view more >></p> | <p>Title</p> <p>Ucientio. Et adit eatur sum qui cus. Andest la dolorepel id etus.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>view more >></p> | |
| <p>Title</p> <p>Ucientio. Et adit eatur sum qui cus. Andest la dolorepel id etus.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>view more >></p> | <p>Title</p>  <p>view more >></p> | |
| <p>Title</p> <p>Ucientio. Et adit eatur sum qui cus. Andest la dolorepel id etus.</p> <p>Aquias moloratem simpe nonemqu isquae labo. Nequatibusti invendis maximos resciet aut a ped exero que cor aut dit et atur aute ventur magnimus conetum facero te nobist que derum.</p> <p>view more >></p> | <p>Title</p>  <p>view more >></p> | |

Stay in Touch: [Twitter](#) | [Facebook](#) [Help us continue our work: Make a donation >>](#)

LGBT Foundation © 2015.
 Reg charity no 1070904, Reg Company no. 03476576
 Tel: 0345 3 30 30 30 | Email: info@lgbt.foundation
 Visit: 5 Richmond Street, Manchester, M1 3HF








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LGBT Foundation brand example

**WE'RE
HERE IF YOU
NEED US**

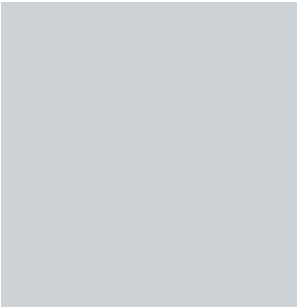
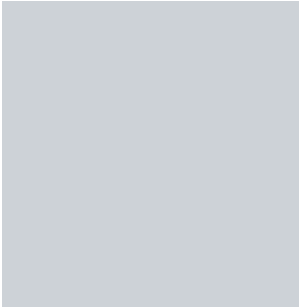
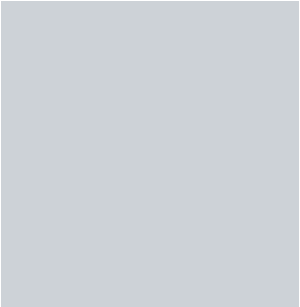
0345 3 30 30 30
5 Richmond St, Manchester
www.lgbt.foundation

LGBT
foundation

Sub brand guidance

LGBT
foundation **TITLE** 

LGBT **TITLE**
foundation **TITLE** 

TITLE **TITLE** 
  **TITLE**

LGBT
foundation **HEROES** 

LGBT **VILLAGE**
foundation **ANGELS** 

Moving sub brands from the old to the new

I 
GIRLS



I 
GIRLS

Don't do this or anything else silly!



Squashed

Stretched



Wrong case

Wrong case



Colours wrong way around

Colours not correct



Grayscale rainbow

Outlined logo



Typefaces wrong way round

Wrong typefaces



