Welcome to the Leeds Community Foundation brand sheet

We ask groups and projects to demonstrate your support fo Leeds Community Foundation by using our logos on your marketing materials and websites. You can download our logos directly from our website under Grantmaking/resources.

We hope you find the following information of use when deciding how to use the logo, however if you have any further questions please contact a member of the LCF team on 0113 242 2426.

## Logo



## Minimum size

The logo should be no smaller than 15mm to ensure it remains legible.



15mm

## Clearance

The diagram below demonstrates the minimum clearance area for the Leeds Community Foundation brand. This area should be equal to 'x' where 'x' is the width of the heart icon.



## Colourways

The brand includes various colourways relating to different sectors that we cover at the Leeds Community Foundation. Please use the colourway which best relates to the work that you do, or feel free to use the white on black or black on white logo instead if this is your preference.



## Colour

**Primary Colourway**

White
40% Black
100% Black

**Care for the Eldery**

PANTONE® 1365
C0 M34 Y76 K0
R255 G181 B73
#FFB549

**Health & Well Being**

PANTONE® 375
C46 M0 Y90 K0
R151 G215 B0
#97D700

**Enterprise**

PANTONE® 306
C75 M0 Y5 K0
R0 G181 B226
#00B5E2

**Children & Young People**

PANTONE® 1905
C0 M47 Y9 K0
R245 G155 B187
#F59BBB

**Breaking the Cycle**

PANTONE® Rubine Red
C0 M100 Y22 K3
R206 G0 B88
#CE0058

## Logo positioning

Wherever possible, the logo should always be positioned on the left hand side of the page. White out versions of the logo can be used out of any colour within the colour palette. It is also acceptable to use the logo as white out on imagery. It is important that the logo is completely legible at all times, therefore care must be taken to ensure that the logo is always positioned on a contrasting background.



It is important to enforce exact colour reproduction throughout all Leeds Community Foundation material. To keep colours consistent we would advise the use of the PANTONE® Matching System where applicable.
For screen-based media we suggest using the RGB colour split supplied. Again these values are a direct translation of the PANTONE® colours and are selected to be web safe.
The colours printed throughout this document are not intended to match the PANTONE® colour standards.
The PANTONE® MATCHING SYSTEM is a worldwide printing, publishing, and packaging colour language for the selection, marketing and control of colour. PANTONE® is a registered trademark of PANTONE Inc.