Landfill Communities Fund (LCF) visual identity standards

Here you'll find everything you need to know about the LCF visual identity; why it's important and how to use it to best effect to help you make 'on-brand' documents and publications more easily.

You can navigate using the top and side menu bars.

LCF visual identity

- **Context**
- Colours
- Readability

Context

The Landfill Communities Fund (LCF) is a valuable source of financial support for many community projects throughout the United Kingdom.

To ensure the continued health of the scheme it is important that projects continue to come forward and apply for funding. It is therefore crucial that as many people as possible are aware of the LCF and the projects it can support.

One means of doing this is to use the LCF logo on publicity/information material whenever a related project has received financial support from the LCF, or where information is written about the scheme.

To achieve these aims we encourage the use of the LCF logo on all materials connected with the scheme, (e.g. information boards, publicity leaflets, websites etc).

This document provides some brief guidelines on how to use the LCF logo to ensure it is deployed consistently and effectively.

You can also use the LCF strapline alongside the logo:
The Landfill Communities Fund; benefiting people and the environment.

ENTRUST guidance regarding publicity and promotion:

We encourage the use of the LCF logo on all materials connected with the scheme. Further information can be found on the **Brand Guidelines** page of our website, which includes this document and wording suitable for press releases about projects funded by the LCF.

Only reasonable and relevant promotional activities may be funded by LCF monies. If you are concerned about the compliance of a planned promotional activity pease contact our Regulations Team on 01926 488 300 to discuss.

Our visual identity

Colour palette

There are two colours in the LCF colour palette. Dark green is the core brand colour and is used as the outline of the logo and light green is a complimentary colour (used in the leaves of the logo) to be used in conjunction with the dark green.

Grey

We use grey mostly for type though this can also be used to provide a further contrast.

Colour palette

	100%	80%	60%
C: 90 M: 42 Y: 76 K: 42 #00503D	R: 0 G: 80 B: 61	R: 60 G: 102 B: 87	R: 101 G: 129 B: 116

	100%	80%	60%
C: 24 M: 4 Y: 82 K: 1 #CBD457	R: 203 G: 212 B: 87	R: 213 G: 219 B: 123	R: 222 G: 226 B: 154

	100%	80%	60%
C: 56 M: 51 Y: 49 K: 17 #6F6A6B	R: 111 G: 106 B: 107	R: 133 G: 127 B: 128	R: 158 G: 152 B: 152

Our visual identity

Context

Colours

Readability

Readability

Follow best practice guidelines wherever possible to ensure publications and communications can be easily read.

We only publish documents in English.

Coloured type and backgrounds

It's important that documents maintain good levels of contrast between words and the background.

There are various combinations of coloured type on white or coloured backgrounds, please see the examples on the right hand side.

Type and images

Where you put type over an image, ensure that the image remains clear and easy to read.

Black on white

LCF dark green on white

LCF grey on white

White on LCF dark green

LCF dark green on LCF light green

White on LCF grey

Insert text

LCF logo

LCF logo

Variations of the logo

Do's and don'ts

Exclusion zone

LCF logo

The LCF logo should be used on all communications and websites where the LCF is mentioned. It should be positioned with clear space around it (see exclusion zone).

LCF logo

Variations of the logo

To reflect the different types of communications completed we have created three approved logos which can be used dependent on the type and style of communication.

The logo can be used on websites, social media, printed materials and it can also be used for publicity materials such as plaques and display boards.

Colour (this is the main logo style and should be used the most. It should be placed on a white, lightly coloured or lightly coloured patterned background).

Black and white (to be used on black and white documents)

White (to be used on heavily patterned or darkly coloured backgrounds)

LCF logo

LCF logo

Variations of the logo

Do's and don'ts

Exclusion zone

Please do...

- Refer to these standards regularly.
- Consider how you are using the LCF logo. If you are placing it over an image, look for a less busy part of the image so the logo remains clear.
- Contact us if you have any queries or would like any support.

Do not squash, squeeze or distort the logo. If you want to re-size the logo use the corner grab handles on the bounding box rather than the ones in the middle of each side. This will keep the proportions correct.

If you need to make the logo bigger you need to ensure you are using the correct logo file type to ensure that it does not become pixellated.

Do not use **JPEG** images files on a coloured background.

JPEG logos always have a white background. Most of the time you'll use it on white paper, so it doesn't matter, but against a coloured background it looks poor.

If you want to place a logo on a coloured background you should use a **PNG** file as it has a transparent background.

Text over the top of the logo

Do not place the logo over text or type over the top of the logo.

Do not position the logo going off the end of a page.

# LCF logo

LCF logo

Variations of the logo

Do's and don'ts

Exclusion zone

Exclusion zone

To ensure the LCF logo is always clear and legible, a protective exclusion zone has been created around it.

Nothing that detracts from the logo, like other lines of type, other logos or edges of photographs should appear inside this area.

When the LCF logo appears alongside other logos, please keep to the exclusion zone. The LCF logo should be of roughly equal size to the other logos where it is of equal importance, or roughly double the size if it is the primary logo amongst them.
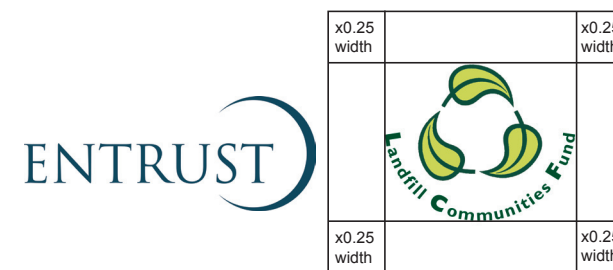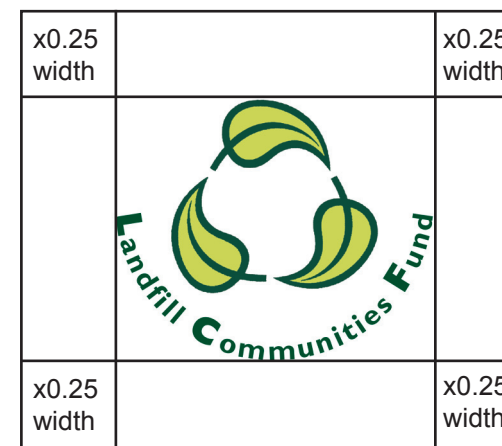
Support and guidance

Contact for further information:

Please contact Jess O'Brien, Communications Manager for further information or if you have any queries relating to these standards, or to any other LCF communications issues.

E: jessobrien@entrust.org.uk
P: 01926 488 322

Support and guidance

There are many different types of image and file types. Which type of image or file type you require will depend on the purpose for which you wish to use the image.

The following summary provides basic information to help you decide which type of logo to use. For further support and guidance please use the contact details on the left of this page.

There are two types of file - Raster images and Vector images. A raster image is made up of a fixed number of coloured pixels, which means they can't be significantly resized without distorting the image. A vector image allows for more flexibility. They are constructed differently and can be used without distorting the image. Logos and brand graphics should always be provided to designers in vector format.

File types

.ai Adobe Illustrator file
Default file type of Illustrator, a popular vector-based programme.

.eps Encapsulated Postscript file
Vector file which can be opened outside of Illustrator.

.pdf Portable Document Format
Self-contained document which preserves vector images as well as fonts or graphics needed to display correctly.

.jpg Joint Photographic Experts Group
Sometimes displayed as .jpeg - this raster image format is best for displaying photographic images on web browsers.

.png Portable Network Graphics
Raster image format best for displaying simple images, supports transparency.

.tif Tagged Image File Format
Raster image format best used for high-resolution photographs.

There are other file types but the above examples are amongst the most common.