Leverhulme Trust Brand Guidelines
September 2017
Our logo

Please read all the guidelines below before using the logo.

- Always use the original Leverhulme Trust logo artwork, completely unaltered.
- Never create your own ‘Leverhulme Trust’ logo.
- Always use the logo in a clearly protected space. If possible, leave more than the minimum $\frac{1}{2}H$, where $H =$ full height of logo.
- Never use the logo at a width smaller than 25mm.

For any queries regarding logo use, please contact comms@leverhulme.ac.uk
Wherever possible the Leverhulme Trust logo must appear in our primary brand colour: Leverhulme Blue – Pantone 540 and its CMYK and RGB equivalents (see page 6).

However, there are circumstances where the accurate reproduction of the logo in Leverhulme Blue is not possible. These include print media where only black ink is available, e.g. press advertisements, black and white laser printing.

In these circumstances, the use of the Leverhulme Trust logo in black is permitted. However, please make sure to use the specific black version of the logo. If you use the blue version, you may end up with a half-tone grey.

Pantone ink, CMYK and black-only artwork versions of our logo are all available.
Incorrect logo usage

- Do not place other items right up against the logo.
- Do not distort, stretch or squeeze the logo. Its elements are of a fixed size and position relative to one another and should not be altered in any way.
- Never attempt to recreate the logo in another typeface.

Do not adjust the logo

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Do not alter the proportions

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Do not recolour the logo

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Do not encroach on the exclusion zone with other elements

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Do not disassemble the logo

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Do not rotate the logo

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Do not add a drop shadow
Logo sizes

These logo sizes are suggested for the most commonly used paper sizes for either portrait or landscape formats. Please note, the logo does not increase in size if your publication is in landscape format.

If your item’s size is not shown below, calculate the size of the logo as one-third of the width of your item in its portrait format.

A2 140 mm
A3 95 mm
A4 55 mm
A5 38 mm
A6 38 mm
DL 38 mm
The consistent colour running through all Trust communications is Leverhulme Blue. It is critical to maintain consistency.

Neutral tints can be used for supporting text, backgrounds and graphics.