

LEVERHULME  
TRUST \_\_\_\_\_

## 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](mailto:comms@leverhulme.ac.uk)

### Stand-alone logo

LEVERHULME  
TRUST \_\_\_\_\_

### Minimum clear area for stand-alone logo



Where h = full height of the logo

### Minimum size – 25mm width



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## Logo colours

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.

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### Leverhulme Blue



LEVERHULME BLUE  
Pantone® 540  
C=100 M=45 Y=0 K=66  
R=0 G=48 B=87  
HEX #003057



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### Black



BLACK  
Pantone® BLACK 7U  
C=0 M=0 Y=0 K=95  
R=46 G=45 B=44  
HEX #2e2d2c



## 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

LEVERHULME  
TRUST \_\_\_\_\_

LEVERHULME  
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Do not alter the proportions

Do not recolour the logo

Do not encroach on the exclusion zone with other elements

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Do not disassemble the logo

Do not rotate the logo

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.

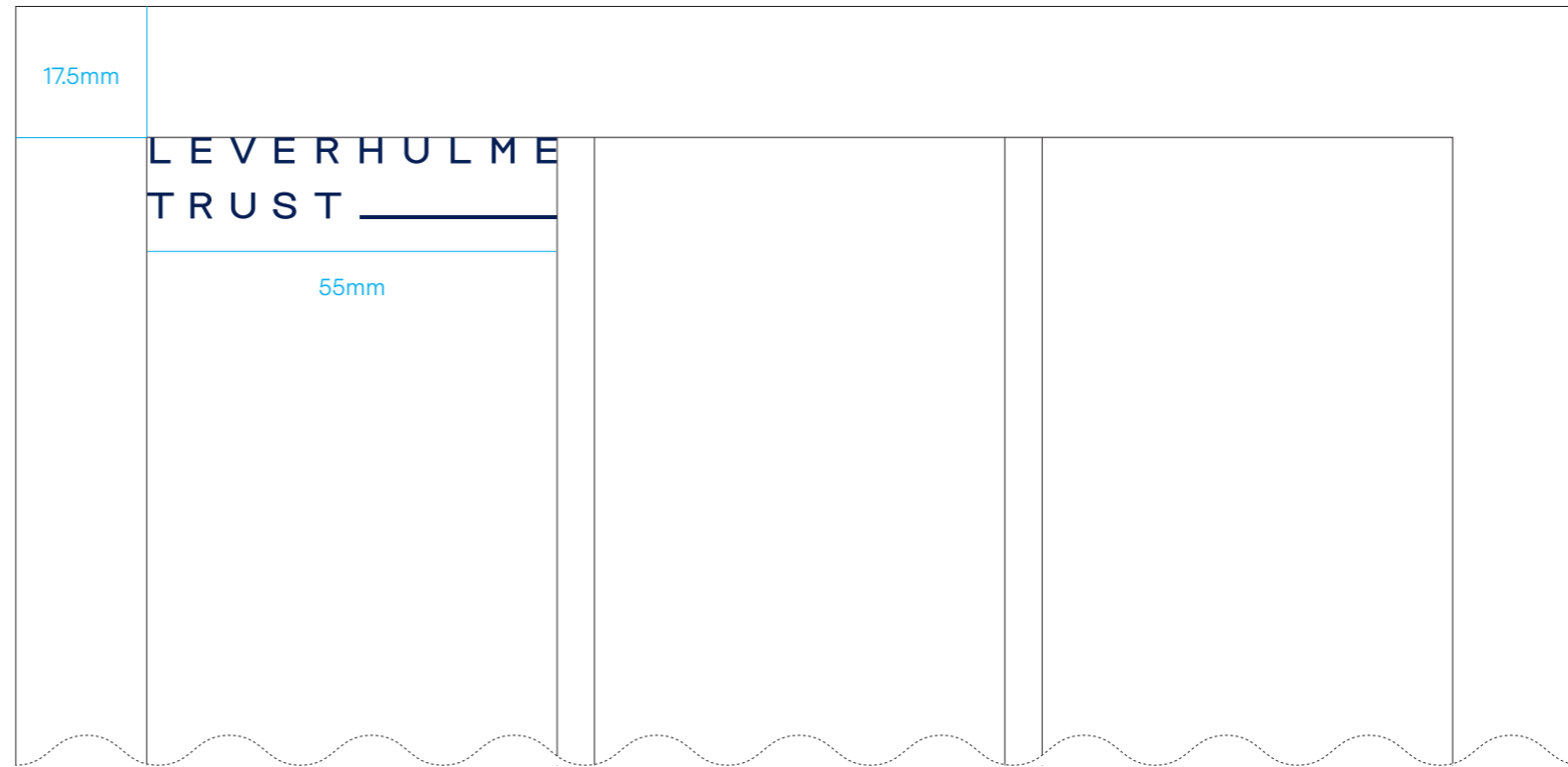
A2 140 mm  
 A3 95 mm  
 A4 55 mm  
 A5 38 mm  
 A6 38 mm  
 DL 38 mm

### A4 Portrait Grid

Dimensions: 210x297mm

Logo size: 55mm

Inset : 17.5mm

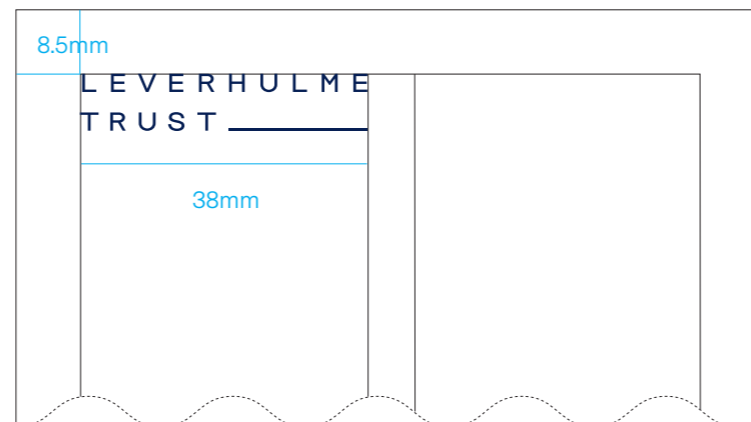


### DL Portrait Grid

Dimensions: 99x210mm

Logo size: 38mm

Inset : 8.5mm

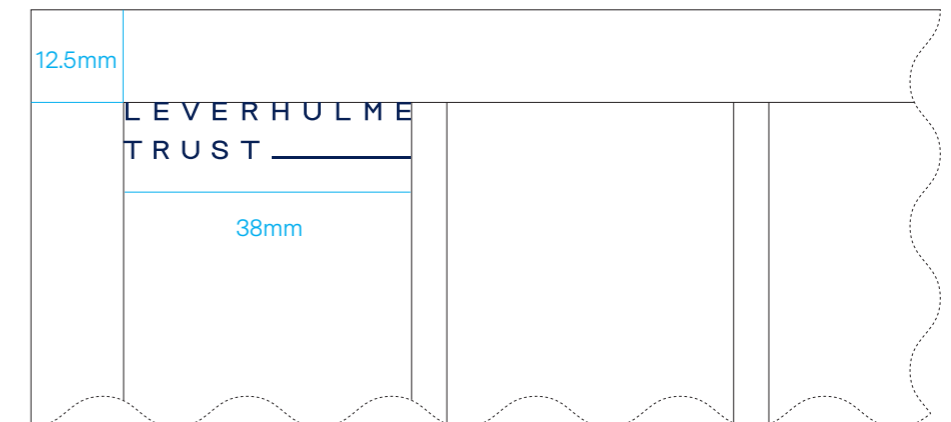


### A5 Portrait Grid

Dimensions: 148x210mm

Logo size: 38mm

Inset : 12.5mm



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## Colours

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.

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### Primary Colour



Leverhulme Blue  
Pantone® 540  
C=94 M=47 Y=11 K=45  
R=0 G=48 B=87  
HEX #003057

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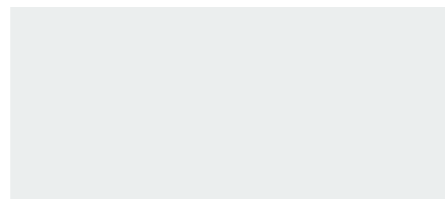
### Secondary Colour



Black  
Pantone® BLACK 7  
C=0 M=0 Y=0 K=95  
R=46 G=45 B=44  
HEX #2e2d2c

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### Neutral Tints



Light Grey  
Pantone® COOL GREY 2  
C=0 M=0 Y=0 K=15  
R=235 G=238 B=238  
HEX #ebeeee



Grey  
Pantone® COOL GREY 5  
C=0 M=0 Y=0 K=30  
R=178 G=178 B=178  
HEX #b2b2b2