



LSI Portsmouth

Logo & Brand Identity Guidelines

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0.1 Logo Specifics

Logo Clear Space

Grey striped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'). The width is equal to the height.)



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0.2 Typeface Details

The Typeface Family

Only two font styles are used for the logo, and they are both from the same typeface family: Futura Condensed

The Futura family consists of 2 typeface widths: Futura Condensed Medium & Futura Condensed Extra Bold

When to Use:

Futura Condensed Extra Bold is the primary font used for the logotype/logo wording. It is also used to draw attention to the 2nd half of the tag-line.

It can also be used as the standard when stronger emphasis is needed, such as: stationery, website design, brochures and all forms of general correspondence.

**FUTURA CONDENSED
EXTRA BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

When to Use:

Futura Condensed Medium is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

**FUTURA CONDENSED
MEDIUM**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0.3 Colour Specifications



PROCESS C100 M100 Y31 K28
SCREEN R2 G31 B89
WEB HTML #021f59



PROCESS C57 M42 Y1 K0
SCREEN R124 G143 B193
WEB HTML #7c8fc1



PROCESS C91 M64 Y2 K0
SCREEN R0 G92 B162
WEB HTML #005ca2



PROCESS C44 M14 Y12 K0
SCREEN R154 G192 B210
WEB HTML #9ac0d2



PROCESS C86 M85 Y79 K100
SCREEN R0 G0 B0
WEB HTML #000000



0.4 Logo Styles

Primary Tone

This is the primary logo to use. This is your main go-to version of the logo, except for limited exceptions below.



Secondary Tone

This is the second colour version, and can be used in environments that might require a cleaner aesthetic.



Solid Black

The solid black version is only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc, where course halftones screens are used.



0.5 Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter or modify any part of the logo.

Some examples of logo misuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to the original.



Do Not: Sizing

Do not distort any element of the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines

