



GUIDANCE SHEET

Branding guidance for external companies and media

Name:

Legal name = the Suzy Lamplugh Trust

Communications name = Suzy Lamplugh Trust

Either name can be used. Please do not shorten in any documents or media releases.

Exclusion Zone of Logo:

Please make sure the exclusion zone is the height of the “l” in “lamplugh”. Text or other logos beside or around our logo should adhere to this exclusion zone.

Restricted space:

If you are restricted by space, please contact the Marketing Executive to receive alternative logo options.

Size:

Please do not reduce the logo to less than 12mm in width or 25% of the original.

Text:

Please use Bliss or Arial font in documents or advertisements, which include our logo.

Backgrounds:

Please use our full colour logo on white background if possible. If the background is more than 10% black in tone, please contact the Marketing executive for a mono type logo.

Our logo consists of both the phrase ‘Live Life Safe’ and the name ‘Suzy Lamplugh Trust’ together. Please do not exclude, crop, or move any of this text when reproducing.

If you have any further queries or would like a copy of our brand guidelines, please contact The Marketing Executive on 0207 091 0014 or email: marketing@suzylamplugh.org