

Use of the corporate logo

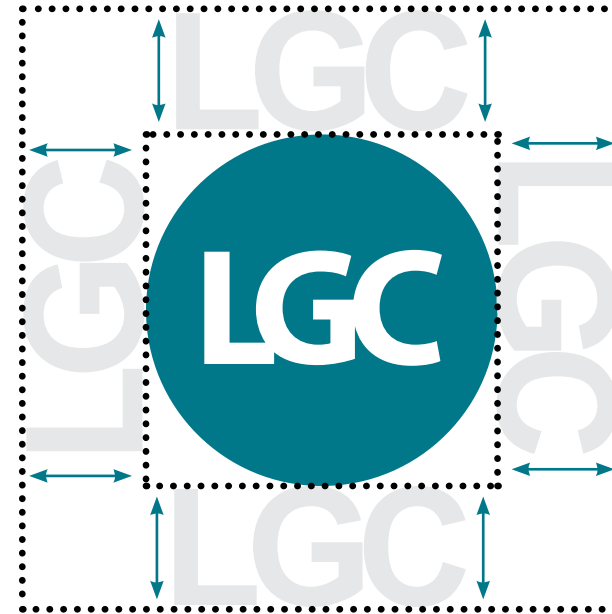
Exclusion zone

The logo identity must always be positioned so that it is not encroached upon by other material, which would detract from or alter the strength of the identity. The 'exclusion zone' must be followed, irrespective of the size, type or colour of the logo – minimum dimensions are shown here.

Colour variations and correct usage of logo

The logo identity must always be used in its entirety - irrespective of size, style and colour – from files supplied by the LGC Design team.

The size of the exclusion zone should be no less than the height of the letters LGC within the circle.



Primary colours only!



Colour usage:

LGC Pantone 3155C, CMYK colour breakdown, C = 100, M = 0, Y = 24, K = 38, RGB colour breakdown, R = 0, G = 120, B = 138.

Black and white logos can only be used on black and white material.

Masterbrand logo – X Do nots

X Do not distort the logo



X Do not put the logo on an overly complicated background where it becomes illegible



X Do not use the logo in other colours (that have not been specified in these guidelines)



X Do not add a strapline/tagline to the logo



X Do not use the logo in a sentence eg: **LGC** is a leading... is not correct. This is because logos are used as images, not words.

