



The National Lottery Community Fund

Logo guidance 2019
version 1.1



Clear space - English logo



Our logo looks best with white space around it.

Allow half the height of the crossed fingers around the logo.
No text, partner logos, or other page marks should creep into this space.

Clear space - Welsh bilingual logo



Minimum sizing for print and screen

Print minimum



Print exclusion zone



Screen minimum



Screen exclusion zone



Don't use the logo at a size any smaller than the minimum size for print or digital.

The minimum size ensures that we meet accessibility requirements (RNIB Clear Print standard) across print and digital.

At minimum size this allows clearance space around the logo of 7mm/20px.

Total minimum dimensions of logo and clearance space are:

English

- 58mm x 28mm for print
- 165px x 80px for digital

Bilingual

- 58mm x 38mm for print
- 165px x 108px for digital

Common mistakes



- ✗ Don't use any other colour or effect. The cross fingers should always be black & white



- ✗ Don't add any other descriptors or taglines



- ✗ Don't place the logo on a busy background that will affect legibility



- ✗ Don't place the full colour logo on background which provides poor contrast



- ✗ Don't rotate or distort



- ✗ Don't use outlines



- ✗ Don't use a drop shadow or any other special effects



- ✗ Don't place the white logo on background which provides poor contrast



- ✗ Don't encroach on the logo's minimum clear space



- ✗ Don't try to recreate or to redraw the logo



- ✗ Don't 'box up' the logo within a holding device



- ✗ Don't place the black logo on background which provides poor contrast