



JOHN LYON'S CHARITY

Branding Guidelines

As part of your Contract with John Lyon's Charity, we require that you acknowledge the Charity's grant in your publicity materials. This includes but is not limited to: your **social media (following John Lyon's Charity on [Instagram](#), [Twitter](#) and [LinkedIn](#)), website and annual report; any media (including TV/radio/online/print)**; or in other ways such as **plaques or donor boards**, where appropriate.

Before doing so, you must ensure that you use the correct spelling of our name:

John Lyon's Charity

Unacceptable references include (but not limited to):

The John Lyon's Charity
John Lyons Charity
John Lyons

John Lyons' Charity
John Lyon's Trust
J Lyon's

John Lyon's Foundation
John Lyon's Charitable Trust
John Lions Charity

The Charity's Logo

- You can request the Charity's logo by contacting Florence Battersby on florence@jlc.london and your Grants Manager
- Before publishing any content that includes John Lyon's Charity branding, please double check with Florence Battersby and your Grants Manager that it adheres to these brand guidelines
- The logo should not be taken from the Charity's website or other online materials without the Charity's consent
- If you do display the Charity's logo, you must adhere to the Charity's identity guidelines (see page 2)
- If the Charity's logo is incorrectly displayed or the Charity is referred to as anything other than "John Lyon's Charity" you may be asked to reproduce your literature.

JOHN LYON'S CHARITY BRAND IDENTITY GUIDELINES



JOHN LYON'S CHARITY

Figure 1
JLClogo2col_PMS.eps

It is important that these guidelines are followed precisely. If you have any doubts, or are unsure about usage please contact florence@jlc.london

Our brand identity
Our identity is made up of several elements as illustrated in Figure 1. The relative size and arrangement of the words and lion is fixed. Please make sure you do not use the elements separately and never redraw or reposition these elements (see Figure 11).

Corporate colours
Our corporate colours are PMS 289 and PMS 871 (see Figure 7). These colours should be used whenever possible. Follow the alternative colourways for cmyk and RGB production.

Alternative formats
In certain situations, due to size and format restrictions, it will not be possible to use the JLC logo to maximum advantage. When you are limited for space or find that you are unable to use the logo under 60mm horizontally (see Figure 8), you should use the logo illustrated in Figure 4.

Reversed out usage
When the logo is used against a photograph or coloured background, for maximum impact it will be necessary to use the logo in a box format as illustrated in Figure 6.

Single colour usage
For one colour printing, photocopying or printing on mono printers, please use the logos illustrated in Figures 2, 3 and 5.

Minimum size
The logo should not be used less than 60mm width (see Figure 8). In these circumstances the logo illustrated in Figure 9 should be used. This alternative format should not be used at less than a width of 15mm (see Figure 9).

Clear space exclusion zone
To ensure the logo has maximum impact it should not appear to be crowded by or linked to other words, images or graphics. The amount of clear space surrounding the logo should not be less than the height of two capital N's of the word JOHN (see Figure 10).

SINGLE COLOUR USAGE



Figure 2
JLClogo1col_PMS.eps



Figure 3
JLClogo1col_blk.eps

ALTERNATIVE FORMAT



Figure 4
JLClogo2colPMS_alt.eps



Figure 5
JLClogoblk_alt.eps



Figure 6
JLClogo1colPMS_box.eps

CORPORATE COLOURS



Pantone 289C
C100 M60 Y0 K56
R42 G49 B91



Pantone 871C
C40 M43 Y84 K8
R153 G129 B81

Figure 7

MINIMUM SIZE

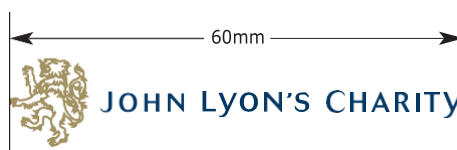


Figure 8



Figure 9

CLEAR SPACE ZONE



Figure 10

INCORRECT USAGE



Figure 11