

L8

Living  
Sustainably

Brand Guidelines



## Our brand

L8 Living Sustainably seeks to work with the local community on a series of projects around local food and energy production while promoting innovative approaches to generate energy and produce food locally.

Recycle, Energy, Grow,  
Food, Green, Sustainable,  
People, Education,  
Friendly, Community,  
Innovative, Trust

## Colours

The L8 Living Sustainably brand colours should be reproduced using these values, selecting the appropriate palette when either using on screen and web or printed materials.

For screen or web RGB values should be applied.

When producing printed communications, the four colour process (CMYK) colours are the favoured option if budgets and production techniques permit. Whatever the chosen palette, careful consideration should be given to every project, as colours will vary according to papers or materials used. Be prepared to compensate where necessary for any variation.

**Pantone 7465 C**

**C56 M0 Y40 K0**  
**R56 G189 B173**

**Pantone 7401 C**

**C0 M10 Y36 K1**  
**R252 G224 B171**

**Pantone 465 C**

**C24 M38 Y71 K10**  
**R180 G144 B90**

**Pantone 2995 C**

**C92 M0 Y0 K3**  
**R0 G172 B232**

**White**

## Masterbrand logo - Colour variations

### One colour masterbrand logo in L8 aqua green

The L8 Living Sustainably logo is the primary means of identifying the initiative. The L8 living sustainably logo variants shown on this and the following pages are the only acceptable logo to be used.

The logos must be prominent and have maximum impact. The area around the logo must have the clear space indicated.

If the logo needs to appear on a clashing background, it should be reversed out. The L8 Living Sustainably logo may be produced in black and white e.g. press or mono printed collateral.

Mono versions are to be applied when using this application.

Variant colour logos are available to suit depending on the colour background being used. Although wherever possible and conditions permitting the L8 Aqua Green is the preferred logo style.



## Masterbrand logo - Colour variations

White masterbrand logo on L8 aqua green

L8

Living

Sustainably

Masterbrand logo - Colour variations  
White masterbrand logo on photography

LS

Living  
Sustainably

# Masterbrand logo - Colour variations

L8  
Living  
Sustainably

L8  
Living  
Sustainably

L8  
Living  
Sustainably

L8  
Living  
Sustainably

L8  
Living  
Sustainably  
Mono Version



## Supporting Strapline

A supporting strapline has been developed to compliment and support the L8 Living Sustainably logo.

The strapline maybe used alongside the logo on marketing material but not as part of the logo.

Do not recreate the logo/strapline combination and if the supporting strapline should be used it should be used as part of reinforcing the brand message of marketing collateral.

Supporting strapline must be used alongside one of the brand colours.



**Recycle, Energy, Grow**

## Exclusion zone & minimum size

In order to prevent the logo from being overcrowded or obscured by other elements, an exclusion zone has been established. Ideally square of the logo should be staged with as much space as possible to ensure proper framing of the brand and to protect its integrity.

The exclusion zone shown is an area into which no text or graphic element may intrude.

### Minimum Size

To ensure logo legibility, it is recommended that the minimum reproduction size of the L8 Living Sustainably logo is no smaller than 31 mm in height.



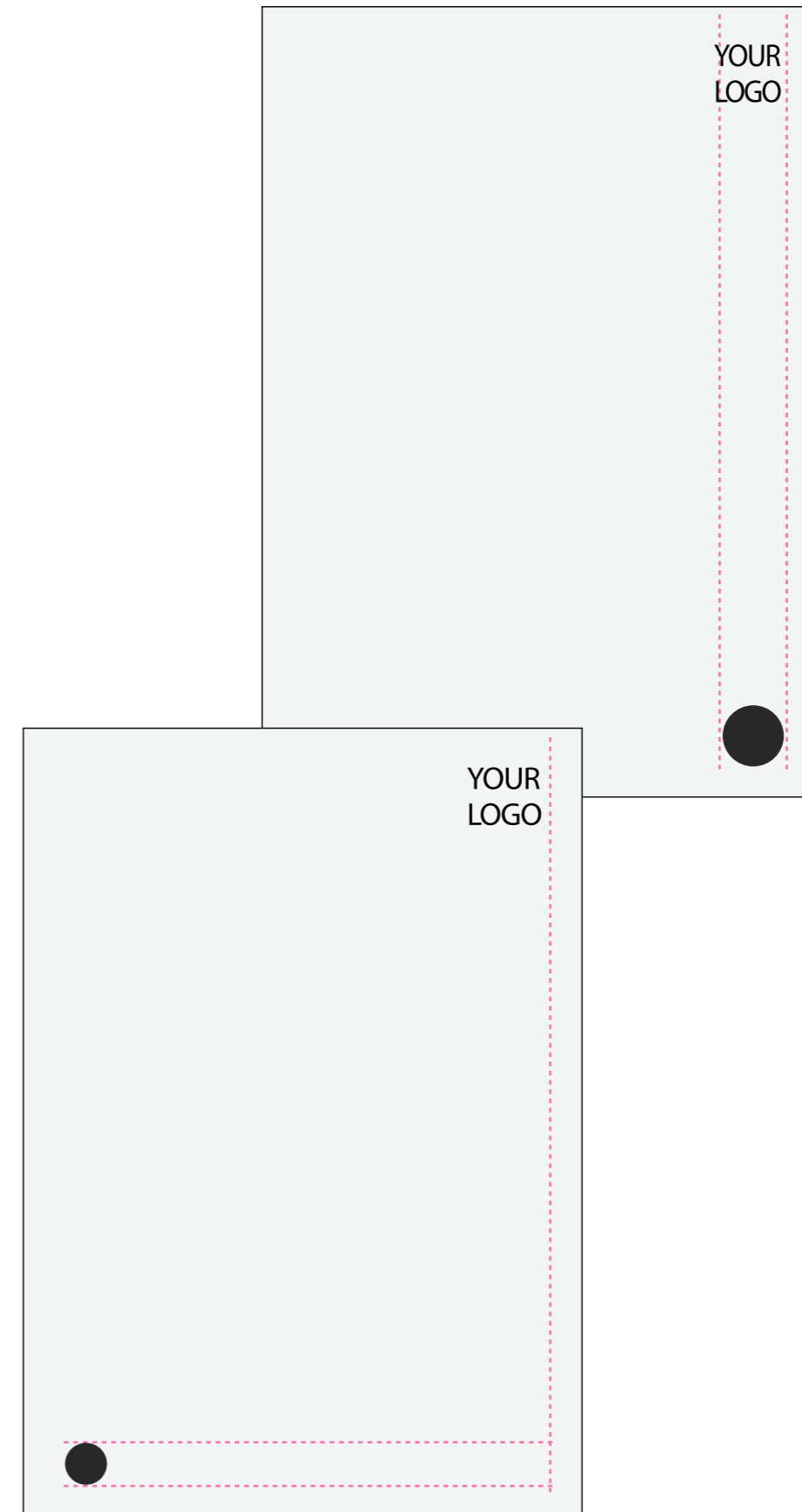
## Publications and printed material

L8 Living Sustainably is working alongside the Big Lottery Fund on this initiative. Their logo must be included when producing any form of promotional or publicity materials, including press releases, leaflets, posters, brochures and annual reports.

It is important to ensure that the Big Lottery Fund logo is easily visible on all publications - and conforms to our minimum size guidance.

The Big Lottery Fund brand guidelines are available to download on our L8LS website.

[www.l8ls.blogspot.co.uk](http://www.l8ls.blogspot.co.uk)



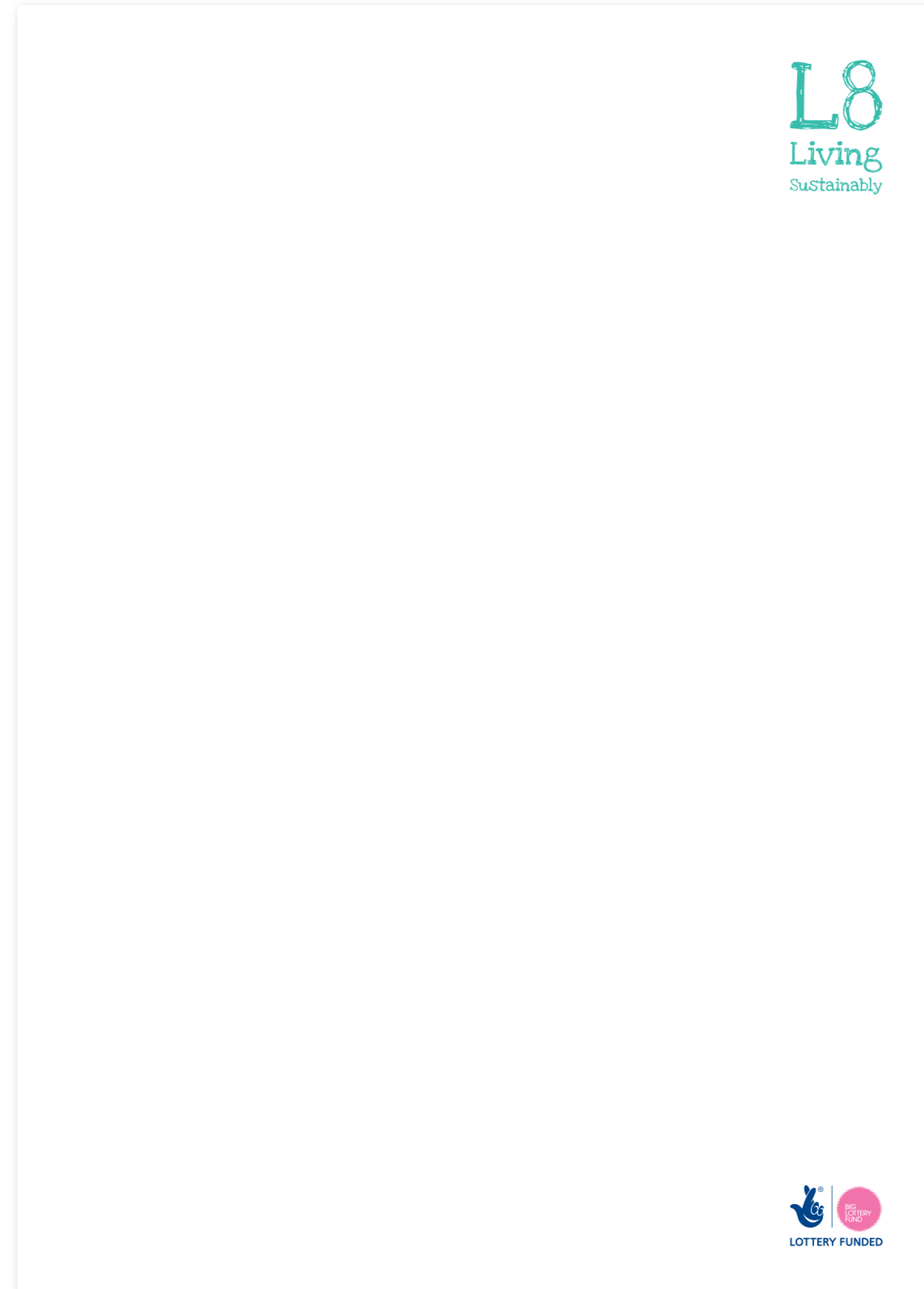
# Printed material & third party logos

## Masterbrand logo recommended sizes

A4 Flyer



A4 Letterhead



## Printed material & third party logos

### Masterbrand logo recommended sizes

Shown here are some examples of L8 Living Sustainably usage within the context of printed material. Note the clear space, supporting strapline, third party and usage rules have been applied.

Creative freedom is encouraged when producing web based advertising material, as long as the basic principles of logo use are applied correctly.

Outdoor Banner



Pop-up Banner



# Typography

Logo font - Love Ya Like A Sister

Living Sustainably

Love Ya Like A Sister - Regular

Living Sustainably

Love Ya Like A Sister - Solid

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Love Ya Like A Sister - Regular

## Typography

### Secondary font - Full 'Humanist 521' family

The L8 Living Sustainably typeface is from the Humanist family. This is not readily available and can be supplied upon request. It is preferred for use on print collateral, presentation and other applications. The various weights should be applied to give the greatest visual representation on your document.

Generally Bold for headings and sub-headings, with Light or Roman for body text and pictorial captions. The tertiary font Gill Sans font may also be used as a replacement for any of the above or as a display font to add contrast to a document.

Living Sustainably

Humanist 521 - Light

*Living Sustainably*

Humanist 521 - Light Italic

**Living Sustainably**

Humanist 521 - Roman

***Living Sustainably***

Humanist 521 - Italic

Living Sustainably

Humanist 521 - Condensed

**Living Sustainably**

Humanist 521 - Bold

***Living Sustainably***

Humanist 521 - Bold Italic

**Living Sustainably**

Humanist 521 - Bold Condensed

**Living Sustainably**

Humanist 521 - Extra Bold

**Living Sustainably**

Humanist 521 - Extra Bold Condensed

**Living Sustainably**

Humanist 521 - Ultra Bold

## Typography

### Tertiary font - Full 'Gill Sans' family

The L8 Living Sustainably preferred typeface is from the Humanist family. This is not readily available and can be supplied upon request. However the tertiary font, Gill Sans, is usually installed on most PC and Apple Mac computers and therefore should be readily available.

All typographical applications should be printed using upper and lower case characters. Body text should be arranged left with size dependent upon application. The use of italic text should be applied sparingly, and try to avoid creating headings using all upper case characters.

The various weights should be applied to give the greatest visual representation on your document.

Generally Bold for headings and sub-headings, with Light or Roman for body text and pictorial captions.

Humanist or Gill Sans are the preferred corporate typeface for body copy and extra information on the Internet, using Bold for subheads. Titles and headlines can be set in Bold and imported as graphics

If neither of the preferred fonts are available then Arial may be used as a replacement for any of the above or as a display front to add contrast to a document. It would be preferred if Arial was used as a last resort font due to the wide availability of Gill Sans.

Living Sustainably

Gill Sans - Light

*Living Sustainably*

Gill Sans - Light Italic

**Living Sustainably**

Gill Sans - Regular

**Living Sustainably**

Gill Sans - Condensed

***Living Sustainably***

Gill Sans - Italic

**Living Sustainably**

Gill Sans - Bold

**Living Sustainably**

Gill Sans - Bold Condensed

***Living Sustainably***

Gill Sans - Bold Italic

**Living Sustainably**

Gill Sans - Extra Bold

**Living Sustainably**

Gill Sans - Ultra Bold

**Living Sustainably**

Gill Sans - Ultra Bold Condensed



## Photography

Do's and don'ts

### Do use

high quality, sharp photograph  
vibrant, bespoke photography



### Don't use

clip art  
out of focus photography  
Low resolution photography





We hope that these guidelines have given you the details you require. Should you require any further information please contact the L8 Living Sustainably team on the details shown below:

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