

Our logo

our most
valuable asset



Our logo

Our logo is the main way of communicating the TLG brand. It is vital that everyone uses our logo consistently to ensure it is instantly recognisable in all communications.

The logo features our full name, 'Transforming Lives for Good'. The logo should appear in all our communications and always be used in a way that is clear and legible.

The icon is a stylised graphic interpretation of a set of books to represent education, learning and knowledge. The one central book on an angle – known as the 'wonky L!' – helps represent our support of individuality and that when attending TLG mistakes are OK.

There are 2 versions of the logo; a portrait version and a landscape version.

While the landscape logo is our preferred version, please use the logo that is most suitable to the space available and format of the material you are creating.

LANDSCAPE LOGO (primary)



PORTRAIT LOGO (secondary)



Our logo: colour

The main TLG logo/s should only appear in the following colour combinations:

1. Full colour (using only the specified colours)
2. Full white on black or dark background
3. Black for one colour black & white printing

A version of each of these logos can be obtained by contacting Gemma Parker at gemma.parker@tlg.org.uk

1.



2.



3.



LOGO COLOURS:



TLG Green

Pantone 367 C
CMYK: 41, 0 68, 0
RGB: 164, 214, 94
HEX: A4D65E



TLG Teal

Pantone 7466 C
CMYK: 90, 0, 32, 0
RGB: 0, 173, 187
HEX: 00ADBB



Our logo: size

In order to ensure that our logo has a strong impact and presence on every application, we have created a protected area around it.

The grey area indicates clear space. This area must be kept free of any other elements and is defined by the 'x' (equal to the width of the first block of the icon).

Clarity is important when producing work across a range of communications, therefore we have a minimum width of 25mm to which the full logo should never drop below.

Note: The standalone TLG icon can only be used on a footer. In this case, the strapline must be removed and the blocks can then be dropped to a combined width of 15mm.

CLEAR SPACE



MINIMUM SIZE



Our logo: usage

When using the TLG logo, there are guidelines on how it should be used and presented. These guidelines apply to all forms of communication, including print, web and digital.

1. Do not swap the colours within the logo
2. Do not re-colour the logo
3. Do not stretch or alter the dimensions of the logo
4. Do not separate the elements of the icon
5. Do not rotate or reflect the logo
6. Do not change the logo font
7. Do not place additional elements within the protected area
8. Do not use the logo on coloured backgrounds with insufficient contrast
9. Do not place the logo on photographic backgrounds with insufficient contrast.



Discontinued versions

TLG has been through a lot of changes over the years and, with this, so has our logo and registered name.

There are a number of historical versions of our logo and name that we must NOT use, as shown opposite. Please be vigilant by removing any instances of these from existing documents and replacing them with only the current logos supplied on Sharepoint or by the Communications team.

If you discover a document using old branding that you do not own or cannot personally update, please notify the team that own the document, or speak to the Comms team.

Current logo – rounded edges, new colour palette and new font.



Do not use: The Lighthouse Group – incorrect name



Do not use: TLG The Education Charity – incorrect name



Do not use: Transforming Lives for Good – sharp edges, old colour palette and old font.



Typography

say it with style



Our primary font

Typography is an important device within our corporate materials. The use of a clean and flexible font for text and headlines provide a clear message about TLG.

The Poppins font family is the primary typeface we use in our communications and can be found in the TLG branding folder on Sharepoint. Alternatively, you can download the font family online here:

www.fontsquirrel.com/fonts/poppins

POPPINS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POPPINS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

POPPINS SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



System fonts

If you are working on an internal document, or a document that will be used by someone who may not have access to our primary brand fonts, the fonts on the right should be used and only on rare occasions.

For instance, Arial should be used within a Word document that will be sent out to external users to fill in, but NOT within a document that is professionally designed and/or printed. Examples include Word documents created for families, referrers or churches.

Please use only Arial in this instance as it is a system font, available on all computers.

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Colour

our visual
personality



Our core colours

Think of Easyjet. Thinking orange?
Think of Coca-Cola. Thinking red?

Used consistently and confidently, colour can be a powerful visual shorthand for our brand. Our primary colours — and the ones that represent TLG as a whole — are green and teal, shown here.

In order to ensure we don't become too boring, a secondary colour palette has been developed to complement these. These colours should be used sparingly.

Please do not reproduce the Make Lunch or TLG logos in the secondary colours. You can however use the secondary colours with the Lunchbox icon.

Please note: written copy should be set to 80% black to create a slightly softer feel to long passages of text.

PRIMARY COLOURS:



TLG Green

Pantone **367 C**
CMYK: **41, 0 68, 0**
RGB: **164, 214, 94**
HEX: **A4D65E**



TLG Teal

Pantone **7466 C**
CMYK: **90, 0, 32, 0**
RGB: **0, 173, 187**
HEX: **00ADBB**

Pantone: Pantone references are special industry specifications used by printers on some projects. Designers will use these to ensure exact colour matches on branded materials.

CMYK : If it's printed on paper and is 'full-colour', you should use the CMYK version of the colours. CMYK stands for Cyan/Magenta/Yellow/Black - the colours that combine to create what you see on a printed page.

RGB: If it appears on screen, be it an email, an online advert or a video, you will need to supply or use RGB colours. RGB stands for Red/Green/Blue - the colours that combine to create a digital display.

HEX: HEX codes are used by website designers in HTML, CSS, SVG, and other computing applications to represent colours.



Our secondary colours: for professionally designed artwork

We've added a wider palette to our core colours to complement and soften our existing range. Together, all the colours offer a greater level of flexibility, without having to break away from the approved list.

The secondary palette is warm, friendly and fresh in tone. The colours can be used freely to make our communications more varied and engaging.

You may also use tints where required. While our palette remains varied and flexible, please approach it in a considered way and avoid using too many different colours at once within materials.

It is important to note that these colours should never be used in replace of our core colours as shown on the previous page, most importantly in our logos. Please also refer to your programme-specific colour palette, found later on in this document for further advice on what colours to use.



TLG Turquoise
Pantone 3115 C
CMYK: 59, 0, 14, 0
RGB: 0, 193, 213
HEX: 00C1D5



TLG Pink
Pantone 7424 C
CMYK: 0, 90, 9, 0
RGB: 226, 69, 133
HEX: E24585



TLG Purple
Pantone 2725 C
CMYK: 76, 76, 0, 0
RGB: 104, 91, 199
HEX: 685BC7



TLG Orange
Pantone 164 C
CMYK: 0, 62, 95, 0
RGB: 232, 119, 34
HEX: E87722



TLG Blue
Pantone 2995 C
CMYK: 83, 1, 0, 0
RGB: 0, 169, 224
HEX: 00A9E0



TLG Bright Purple
Pantone 513 C
CMYK: 53, 99, 0, 0
RGB: 147, 50, 142
HEX: 93328E