

London City of Languages – Logo Quick Start Guide

This document and logos: <https://londoncityoflanguages.org.uk/brand-assets/>

1. Who Can Use the Logo

You may use the London City of Languages (LCoL) logo if you are:

- A recognised supporter or partner
- An organisation that has referred an event accepted for LCoL promotion
- A participant in an LCoL-endorsed activity

If you're unsure, please check with the Steering Group before using the logo.

2. Choose the Correct Logo Version

Use only the official files provided:

- **Shapes:** rectangular or circular
- **Borders:** with or without borders
- **Colour:** outlined, shaded black, or shaded grey
- **Formats:** PNG TIF or SVG Transparent

No other versions may be created.

3. 'Do's

- Use the logo to show your involvement with the initiative
 - Place it on event materials, websites, and social media
 - Keep it clear, legible, and surrounded by enough space
 - Use it on light, uncluttered backgrounds
-

4. 'Don't's

- Don't stretch, rotate, crop, recolour, or add effects
 - Don't place it inside another shape or combine it with other graphics
 - Don't add text, symbols, or taglines to the logo
 - Don't use it to imply commercial or political endorsement
 - Don't use it for fundraising without written approval
-

5. Minimum size & clear space recommended:

- **Digital:** at least 80px wide
 - **Print:** at least 25mm wide
 - Leave clear space around the logo equal to the height of the "L" in "London".
-

6. Attribution (Optional but helpful)

"Used with permission from London City of Languages."

7. Need permission or have questions?

Contact the LCoL Secretary with a brief description of how you plan to use the logo and, if possible, a sample layout. info@londoncityoflanguages.org.uk
