

London City of Languages [LCoL] – Logo Use Policy as at 20.05.26.

A framework for supporters, partners, and event referrers

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

1. Purpose of this Policy

The London City of Languages (LCoL) logo represents our shared commitment to celebrating language learning and language speaking across London. To protect the integrity of the brand and ensure consistent presentation, this policy sets out the conditions under which individuals and organisations may use the LCoL logo.

2. Who May Use the Logo

Logo use is permitted for organisations or individuals who meet at least one of the following criteria:

- **Official Supporters** of the London City of Languages initiative
- **Event Referrers** who have submitted an event for inclusion in the LCoL promotional calendar
- **Partners or Collaborators** formally recognised by the Steering Group
- **Educational or Community Organisations** participating in LCoL-endorsed activities or campaigns

Use outside these categories requires written permission from the LCoL Steering Group.

3. Permitted Uses

Eligible users may display the logo for the following purposes:

- Promoting their involvement in the London City of Languages initiative
- Acknowledging LCoL support or partnership
- Publicising events that have been referred to and accepted by LCoL
- Including the logo on printed or digital materials (e.g., posters, programmes, newsletters, websites, social media posts)
- Displaying the logo on organisational websites to show support for the initiative

All uses must be **non-commercial**, unless explicitly approved.

4. Approved Logo Versions

Users may only use the official logo files supplied by LCoL. The following variants are available:

- **Shape:** rectangular or circular
- **Image:** outlined, shaded black, or shaded grey
- **Border:** with / without border
- **Format:** PNG, TIF, and Transparent (as provided)

No other versions may be created.

5. Mandatory Brand Rules

To maintain consistency and protect the identity of the initiative, the following rules apply:

5.1 No Alteration

The logo must not be:

- Redrawn, distorted, stretched, compressed, or rotated
- Recoloured (other than choosing from the approved outline/black/grey variants)
- Placed inside another shape or frame
- Combined with other graphics to create a new mark
- Modified by adding text, symbols, or additional elements
- Used as part of a sentence or wordmark

5.2 Clear Space

A minimum clear space equal to the height of the “L” in “London” must be maintained around the logo. No text or graphics may intrude into this area.

5.3 Minimum Size

The logo must remain legible. As a guideline:

- **Digital:** not smaller than 80px width
- **Print:** not smaller than 25mm width

5.4 Background Control

The logo must be placed on a background that ensures full visibility:

- Use on white or light neutral backgrounds where possible
 - Avoid busy, patterned, or low-contrast backgrounds
 - Do not apply drop shadows, glows, or filters
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6. Prohibited Uses

The logo must **not** be used in any context that:

- Suggests endorsement of political parties, candidates, or lobbying positions
 - Suggests commercial endorsement of products or services
 - Misrepresents the relationship between the user and LCoL
 - Appears on materials containing offensive, discriminatory, or inappropriate content
 - Is used for fundraising without prior written approval
 - Is used in a way that could damage the reputation of the initiative
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7. Attribution

Where appropriate, users should include the following attribution:

“Used with permission from London City of Languages.”

This is optional for social media posts but recommended for printed materials.

8. Requesting Permission

If your organisation is unsure whether your intended use is permitted, or if you require a bespoke arrangement, please contact:

London City of Languages Steering Group

Email: info@londoncityoflanguages.org.uk

Requests should include:

- Your organisation name
 - The purpose of the logo use
 - Where the logo will appear
 - A sample or mock-up if available
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9. Withdrawal of Permission

The Steering Group reserves the right to withdraw logo use permission at any time if:

- The logo is used in breach of this policy
- The use is deemed harmful to the initiative
- The relationship between LCoL and the user changes

Upon withdrawal, the user must remove the logo from all materials within a reasonable timeframe.

Link to Logo Pack

This folder contains all approved logo variants and a short “quick-start guide” (one page)

London City of Languages – Logo Quick Start Guide

Logos downloadable here: <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
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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
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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".
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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
