Logotype Guidelines for Lost chord UK charity

Logo with strapline is the preferred version. **Corporate Colours** – Primary colour: Purple #5c3696 – Secondary colour: Magenta #e6007e

Minimum clear space

Mininum width 60mm, for logo with Strapline

If logo width is less than 60mm, use version without Strapline.

Logo without Strapline should not be used less than 35mm wide.

Do's and Dont's for using Lost Chord UK's Logotype

Never frame the logo

Never crop the logo into a box

Never change the proportion

Never change the colour