

LandAid logo

Primary logo

The LandAid logo includes 3 main elements:

- LandAid mark
- Strap line - uniting to end youth homelessness
- Descriptor - The Property Industry Charity

The primary use of the logo should always included the descriptor and strapline as illustrated opposite.

The logo can be used in white if being used on a coloured background.

Secondary logo

Where space or format dictates the vertical arrangement of the logo shown opposite can be used e.g. on a vertical banner.

Logo usage

- The proportions, structure and orientation of the logo should never be changed
- The minimum width for the LandAid mark is 25mm with the descriptor and 20mm without
- The logo can be used in black or grayscale where appropriate
- The logo should be used in proportion with partner logos



Typography / Fonts

Primary font

Our primary fonts are Lato Regular and Black. These should be used across all print and screen based media, marketing collateral and general correspondence.

Lato Regular

"the quick brown fox jumps over the lazy dog"

Lato Black

"the quick brown fox jumps over the lazy dog"

Secondary font

Our secondary font is Faraco Hand. This is a handwritten front and should only be used sparingly in marketing materials.

Faraco Hand

"the quick brown fox jumps over the lazy dog"

Email font

Our email font is Calibri. All email correspondence should be written in pt. 11.

Calibri

"the quick brown fox jumps over the lazy dog"

Colour palette

Primary colour palette

The primary colour palette consists of one colour pairing, which should be used for all general LandAid marketing materials.



pms 2385 C
c15 m85 y0 k0
r211 g77 b156



pms 5275 C
c15 m30 y0 k70
r92 g78 b95



pms 425 C
c0 m0 y0 k85
r74 g75 b76

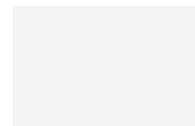
All text should be in the accompanying grey.

Secondary colour palette

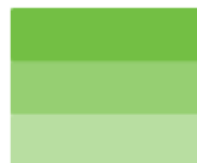
LandAid's secondary colour palette consists of five further colour pairings. These should be used for event specific marketing and should in general not be mixed.



The secondary palette also contains black and a further two greys.



Tones of the six bright colours can also be used eg. as backgrounds.



If you have any questions about logo usage, need help downloading fonts onto your computer, or would like the RGB or CMYK codes of any of the other colours, please speak to the Communications Team.