



# **A new identity for the LIN**

Proposed by Lawrence Martin, SfT to the Committee for Technology

# Why?

The current LIN's branding is outdated. An uneven and awkward mix of fonts are used throughout the League with nearly no uniformity whatsoever.



As seen above, the current logo is cluttered, with uneven spacing.



The seal of the Assembly could use some improvement too. While not as cluttered, the features are difficult to see due to a lack of contrast, and the word "Assembly" is missing the y.

# My proposal.



**LIN**

The above would be used on large print, such as the front page of the website, or when used in an article. Alternatively, the “LIN” can be printed white when on a dark background.



The above would be used on documents created by the assembly, such as bills and agendas.

# Icons



The above would be used as an icon to represent the entire LIN, usually in small print, such as on the footer and favicon on the website.



This would be used as an icon to represent the LIN's Assembly in small print.



This would be used as an icon to represent the LIN's Judiciary Committee in small print.

# Departments



Department for Technology



Department for Economic Development



Department for Communications



Assembly



Judiciary Committee

Do I really have to explain these?

# Fonts and colours

**Cantarell Bold, 28px**  
**Licensed under the OTF.**  
**For use in titles. LIN**

Cantarell, 20px  
Licensed under the OTF.  
For use in second-level headings. LIN

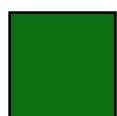
Cantarell Light, 14px  
Licensed under the OTF.  
For use in paragraphs and subtitles. LIN



#0142E8  
LIN Blue



#0891AD  
LIN Cyan



#0C7013  
LIN Green



#7D2095  
LIN Mulberry