



**NATIONAL
LOTTERY FUNDED**

Acknowledgement

Logo Guidance

Not for use in Wales

Contact your funding manager
for Welsh guidance

Corporate logo

The logo is available in two colours, 100% magenta or 100% cyan. We position the logo in the top right corner of all our communications by default. Always use the logo supplied through official channels and never adapt or recreate it.



.....
Core English logos

.....
Reversed white logo options

Welsh bilingual logo

One of these Welsh bilingual versions must be used on all communications for audiences in Wales.



Core bilingual logos

Bilingual reversed white logo options

Exclusion zones and sizing

To ensure clarity and impact leave an exclusion zone around the logo on all sides, including the edges of a page or screen. The exclusion zone is the same width all round as the height of the words BIG LOTTERY FUND and should scale in proportion to the logo.



**NATIONAL
LOTTERY FUNDED**

Recommended English logo size on A4 is 36 mm in overall height. Documents of other sizes should be scaled proportionately. Adjustments should be made in accordance with common sense. Contact the Brand Guidance Team for advice.



**NATIONAL
LOTTERY FUNDED**

.....
36 mm overall height
recommended for English



**NATIONAL
LOTTERY FUNDED**

.....
Absolute minimum online
size is 90px overall height
for English



**NATIONAL
LOTTERY FUNDED**

.....
Absolute minimum print
size is 20 mm overall
height for English



**NATIONAL
LOTTERY FUNDED**



**ARIENNIR GAN Y
LOTERI GENEDLAETHOL
NATIONAL
LOTTERY FUNDED**

.....
42 mm overall height
recommended for Bilingual



**ARIENNIR GAN Y
LOTERI GENEDLAETHOL
NATIONAL
LOTTERY FUNDED**

.....
Absolute minimum online
size is 113px overall height
for Bilingual



**ARIENNIR GAN Y
LOTERI GENEDLAETHOL
NATIONAL
LOTTERY FUNDED**

.....
Absolute minimum print
size is 25 mm overall
height for Bilingual

General rules

Logo on backgrounds

Our logo ideally sits on an area of solid white or reversed out of our corporate blue or pink. Busy photography, gradations, and non-corporate colours should never be used as backgrounds.

Artwork formats

Master logo artwork files and templates are available from the Brand Guidance Team. See the back page for links and contact details.

- Never redraw, re-typeset, crop or alter our logo in any way and only ever use original artwork for reproduction.
- We supply the logo in various formats for use in print and digital media. Always make sure artwork resolution is high enough. Contact us for advice.



**For further information contact
brand.guidance@biglotteryfund.org.uk**