How to use our logo

NATIONAL LOTTERY FUNDED

BIG LOTTERY FUND

BLF17_41

Corporate logo

There is an English language version and a Welsh bilingual version of our logo. The bilingual version must be used on all communications used in Wales.

The logo is also available in two colours, 100% magenta or 100% cyan.

Always use logos supplied through our website and never adapt or recreate them.

NATIONAL LOTTERY FUNDED

ARIENNIR GAN Y LOTERI GENEDLAETHOL
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You can find the full set of our English language and bilingual Welsh logos at
biglotteryfund.org.uk/welcome

White reversed logo

A white version of our logo is available to be used reversed out of 100% cyan for blue and 100% magenta for pink.

Sizing

The logo must adhere to minimum size requirements and should be used at larger sizes on larger documents.
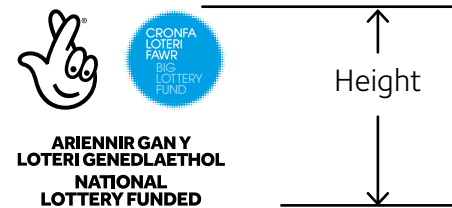
Height

Print: minimum height 20mm for English

Online: minimum height 90px for English

Height

Print: minimum height 25mm for bilingual
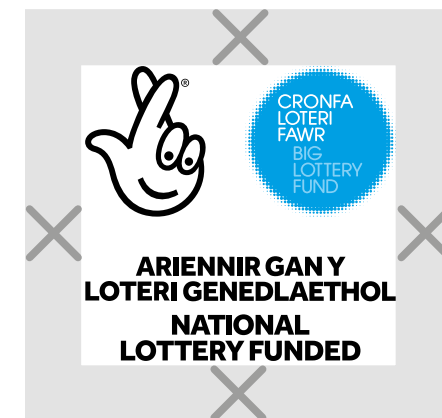
Online: minimum height 113px for bilingual

36mm height recommended for English on A4

42mm height recommended for bilingual on A4

Exclusion zone

The logo needs space around it to stand out. The exclusion zone is the same width all round as the height of the words BIG LOTTERY FUND or CRONFA LOTERI FAWR and should scale in proportion to the logo.

General rules

Logo on backgrounds

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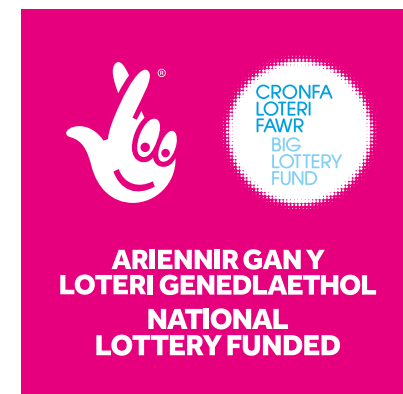
Artwork

- Never redraw, re-typeset, crop or alter our logo in any way
- Contact the Brand team for advice.

✓

✓

✓

✗ Non-white background

✗ Photographic background

✗ Wrong primary colour background

For further information contact branding@biglotteryfund.org.uk

Or for more detailed guidance on using our logo in Wales wales@biglotteryfund.org.uk