EST. 2007

LRG

LONDON REFEREES GROUP

Brand toolkit
Your one-stop shop for

LRG IDENTITY & GRAPHICS GUIDELINES 2021

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BRAND CHARATERISTICS

**We've created this guide to help you use our core brand element —our logo.
It shouldn't take long to read (we kept it short).
Check it out before you get started.**

Our new logo is our most recognizable asset. That's why we love it, are
protective of it and ask you to follow the rules when you choose to use it.
These are the core values and fundamentals that showcase the true essence of the brand. They
are a set of attributes that are identified as the physical, distinctive, and personality traits of the
London Referees Group.

Here's how:
Only show the logo in LRG colours. You can use black and white for certain exceptions.
Do not alter, rotate, or modify the logo. Do not use outdated versions of the logo.

LOGO DESIGN

Primary Logotype Design

Full Colour - Original

London Referees Group logo displayed in its full colour design.

Full colour design features:
A. Railroad Gothic ATF - Regular (47px)
B. Railroad Gothic ATF - Regular (6.64px)
C. Railroad Gothic ATF - Regular (3.46px)
#F15924
#282828
#FFFFFF

Greyscale

London Referees Group logo displayed in greyscale.

Greyscale features:
A. Railroad Gothic ATF - Regular (47px)
B. Railroad Gothic ATF - Regular (6.64px)
C. Railroad Gothic ATF - Regular (3.46px)
#282828
#808080
#FFFFFF

LOGO DESIGN

Primary Logotype Design

Black & White

London Referees Group logo displayed in black & white.

Black & white features:
    A. Railroad Gothic ATF - Regular (47px)
    B. Railroad Gothic ATF - Regular (6.64px)
    C. Railroad Gothic ATF - Regular (3.46px)
    #282828
    #FFFFFF

Inverted

London Referees Group logo displayed inverted.

Inverted features:
    A. Railroad Gothic ATF - Regular (47px)
    B. Railroad Gothic ATF - Regular (6.64px)
    C. Railroad Gothic ATF - Regular (3.46px)
    #D7D7D8
    #000000

LOGO DESIGN

Primary Logotype Design

Black & White Reversed

London Referees Group logo displayed in black & white reversed.

Black & white reversed features:
    A. Railroad Gothic ATF - Regular (47px)
    B. Railroad Gothic ATF - Regular (6.64px)
    C. Railroad Gothic ATF - Regular (3.46px)
    #282828
    #FFFFFF

LOGO DESIGN

Linear Logotype Design

Original

London Referees Group linear logo displayed in its original design.

Original linear features:
    A. Railroad Gothic ATF - Regular
    B. Railroad Gothic ATF - Regular
    #F15924
    #282828

Greyscale

London Referees Group linear logo displayed in greyscale.

Greyscale features:
    A. Railroad Gothic ATF - Regular
    B. Railroad Gothic ATF - Regular
    #808080
    #282828

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LOGO DESIGN

Linear Logotype Design

Black & White

London Referees Group linear logo displayed
in black & white.

Original linear features:
Bitter Black Italic
Impact
Mr Eaves Mod OT - Reg
#000000

Black & White Reversed

London Referees Group linear logo displayed in black
& white reversed.

Black & white reversed features:
Bitter Black Italic
Impact
Mr Eaves Mod OT - Reg
#000000
#FFFFFF

LOGO DESIGN

Watermark Logo Design

Full Colour - Original

London Referees Group watermark logo displayed
in its original design.

Full colour original design features:
Bitter Black Italic
#F15924

Greyscale

London Referees Group watermark logo displayed Greyscale.

Greyscale features:
Bitter Black Italic
#808080

Black & White

London Referees Group watermark logo displayed black & white.

Black & white features:
Bitter Black Italic
#000000

LOGO SCALE

Logo Scale

Maximum Size

The logo may enlarge to any pixel amount, as long as the mass of the text and stroke remains intact.

Minimum Size

To ensure our logo maintains it's original design and visual impact, do not allow any smaller than 1 inche in width. Loss of accurate font thickeness begins to blow out of scale if 1 inch decends.

2 inches

1 inch

LOGO SCALE

Logo Scale

Clear Space

The size of the logo is determined by the minimum clear space allowance. It is vital that the logo be highly visible and legible, making the logo as large as possible to fill a given space is not desirable. The logo looks best with white space surrounding it entirely when working in harmony with other elements within the design.

When using the logo with other graphic elements, the logo space should be at least 150% of the width of the logo. To ensure the logo maintains its design and visual impact. Do not decend smaller than 1 inch in width.

COLOUR STUDY

London Referees Group Logo colour study ....
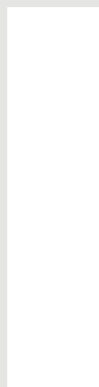
Hex: # ed2927

R - 237
G - 41
B - 39

C - 1%
M - 96%
Y - 96%
K - 0%

Hex: #ffffff

R - 255
G - 255
B - 255

C - 0%
M - 0%
Y - 0%
K - 0%

Hex: #282826

R - 40
G - 40
B - 38

C - 70%
M - 64%
Y - 66%
K - 68%

LOGO TYPOGRAPHIC

Typefaces for London Referees Group Logo Design. Railroad Gothic ATF - Regular- Reg have been selected as the typefaces chosen to be featured in our new 2021 logo. These three typefaces suit our brand aesthetic, as they are strong, bold typefaces. All typefaces displayed below in 30px.

RAILROAD GOTHIC ATF - REGULAR

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP QQ
RR SS TT UU VV WW XX YY ZZ
0 1 2 3 4 5 6 7 8 9

CLOSING

Our team at London Referees Group thank you for taking the time to view our 'Identity & Graphics Guidelines 2021' guidebook. We appriciate the efforts you haven taken to not only acknowledge, but understand the importance of keeping London Referees Group key features of the brand that are featured in our new 2021 aesthetic. We value the importance behind following these guidelines.

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Thank you,
from the LRG team.