**The Bicentenary Logo comes in a variety of colour formats**

- CMYK
- Pantone*
- RGB

Where possible, the full colour version of this logo should be used applicable to either print or website.

*Pantone should only be used as a special printing method when requested.*

The brand marque exists in **two** colourways to give flexibility and diversity. These versions can be seen opposite, this is to ensure usability and accessibility. There is also a mono marque which can be used when the print application does not allow for colour.

If the background can't accommodate the full colour version then there are alternative formats available for use:

- **Mono**
- **Reversed (white)**

# FOR PRINT

**Pantone 281c and 3255c**





**CMYK**





# FOR WEB

**RBG**





# FOR PRINT/WEB

**Mono**



**Reversed (white)**

# Colour rules

**The Bicentenary Logo can be used on a variety of backgrounds.**

Where possible, the full colour version of this logo should be used applicable to either print or website. Backgrounds will dictate how to use the logo, and some do's and don't exist to ensure the best visibility.

## COLOUR BACKGROUNDS



Where possible, make sure to use the opposite version of the colour logo over your brand colour. Example - On green background use blue, on blue background use green.



**DO NOT** use colours that clash with the logo colour, or harms the legibility of the logo.

## PHOTOGRAPHIC BACKGROUNDS





All versions of the logo can be used over images, but always in a position to make it fully legible.



**DO NOT** use a version of the logo that is difficult to see on a particular background colour or image

## REVERSED (WHITE) LOGO



The reversed (white) version of the logo can be used over the LJMU Navy brand colour.



**DO NOT** use it over the LJMU Green branding colour as legibility is affected.

# Spacing

In order to maintain the impact of the logo, overlapping and crowding from text and other visual objects should be avoided.

The following guidelines demonstrate the area around the logo which must be left clear in order to let it breathe.

A clear area of at least **50%** of the height of the logo should surround the logo. This is a **minimum** requirement.

This rule is not to help define margins and is purely to aid legibility. Margins should be judged on a format by format basis.

Clear Space

Clear Space
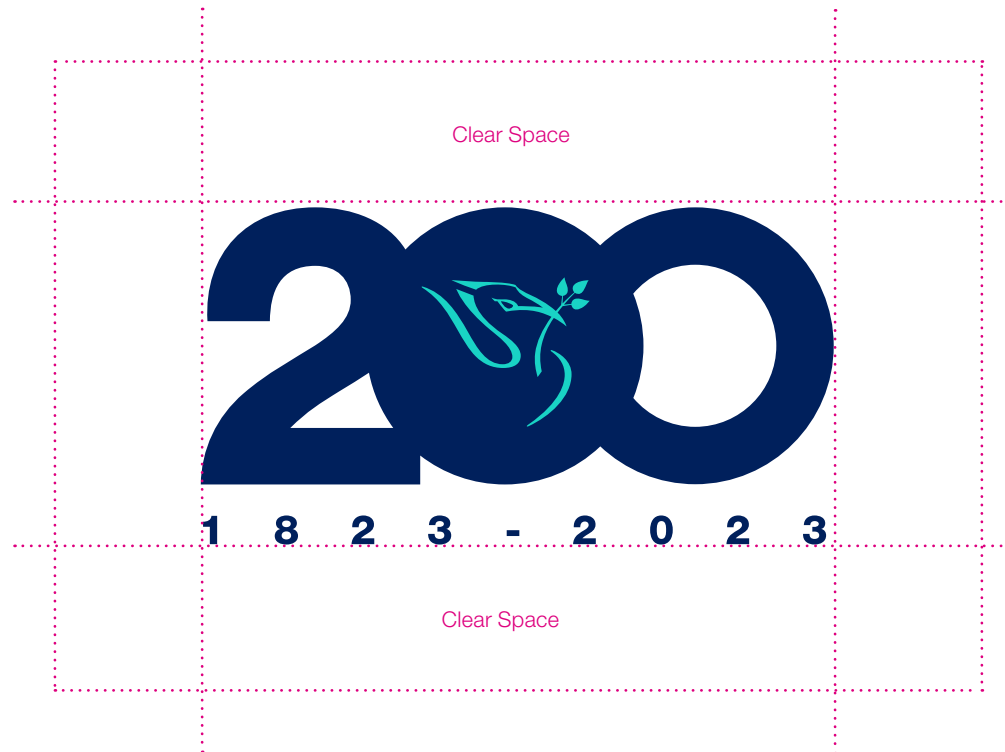
**Example**

Throughout the year, we are holding events and activities to showcase our achievements over the last 200 years, reflect on the positive impact we have had on lives across the globe and honouring the people who have made it all possible.

Our roots go back to 1823 and the foundation of Liverpool's Mechanics' and Apprentices' Library. We have championed outstanding education for all ever since and are proud of our reputation for putting students at the heart of everything we do.

While 2023 is a year to reflect and celebrate, LJMU always looks forward; we encourage and enable innovation and creative thinking to shape the future in a positive way.

Clear Space

Clear Space
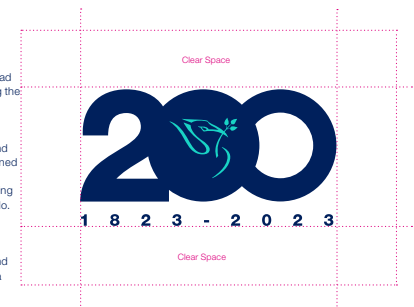
# Positioning

The Bicentenary logo is flexible and adaptable for different formats and designs and the positioning of the marque reflects this.

It can sit in **any corner of a design / document**, however there will be instances where the marque needs to sit central, for example on web banners / merchandise, this is permitted.
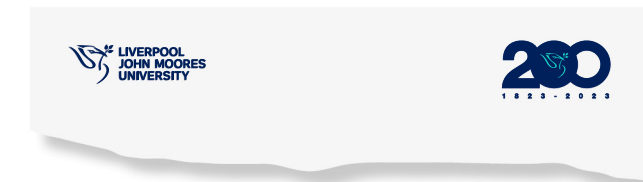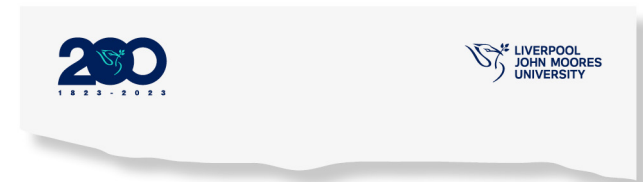
**This rule will not always work for unusual formats or merchandise, in this instance, the designers' judgement should be used.**

It is important the logo is clearly visible when used.

The **minimum size** the logo should be displayed at is **35mm** width, to allow the text to be 6pt.

**30mm**
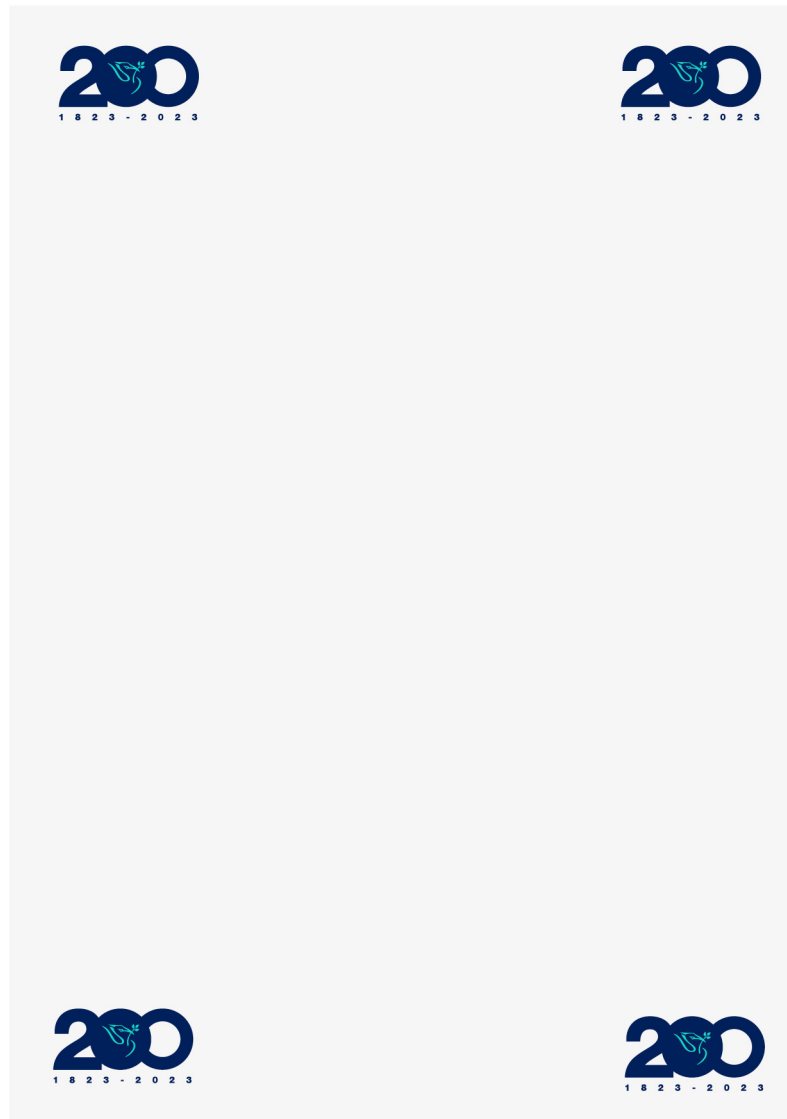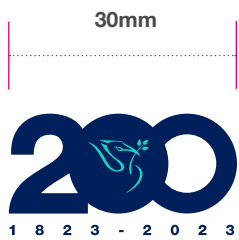
**Where possible, use the 200 logo at a distance from the main LJMU logo.**

**Avoid using the main LJMU logo and the 200 logo too closely together or on top of each other.**