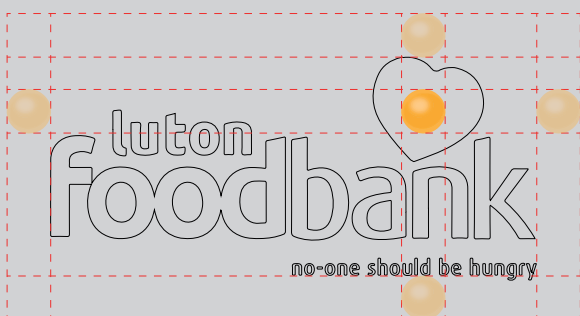


INTRODUCTION

- To use these assets, you must adhere to the Acceptable Use Policy at lutonfoodbank.org.uk/aup
- Individual elements may be copied from this document, or downloaded from lutonfoodbank.org.uk/brand
- Raster versions of the main elements can be found there as well.

LUTON FOODBANK LOGO



Exclusion zone

- To ensure maximum impact and clarity, we insist that our logo is surrounded by plenty of clear space that is free from clutter.
- At the very minimum, this exclusion zone should be at least the diameter of the egg yolk.
- For visual balance, the descenders in the word “hungry” may be ignored when calculating clearance.



Original logo - for WHITE backgrounds ONLY

- This is our preferred logo. It should ONLY be used on WHITE backgrounds.
- This logo should NEVER be used on a background that is not white, because the egg’s grey “glow” is made of solid shapes, and is not translucent.



Alternative 1 - for PALE but NON-WHITE backgrounds ONLY

- NEVER use this version on a white background. (The egg stands out on this grey background, but only the yolk would be visible on a white background.)
- NEVER use this version on a dark background either. This would reduce visibility of the dark-grey words.



Alternative 2 - for DARK backgrounds ONLY

- NEVER use this version on a white or pale background, as this
- would render the words “food” and “no-one” invisible.

GENERAL GUIDANCE

- Ensure the logo is always clear and readable. If you have difficulty matching these options to your design colours, please email media@lutonfoodbank.org.uk for assistance.
- Please consider removing the strapline if it will be too small to read on your finished work.