look good **feel better**

FACING CANCER WITH CONFIDENCE

Brand Guidelines

2022

LOGO

There are two versions of our logo. Core colour burgundy and a white version for block colour or dark backgrounds.

LOGO USAGE

The logo should never be scaled any smaller than 1 inch in width.

The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Do not rotate, warp, or disproportionately scale the logo.
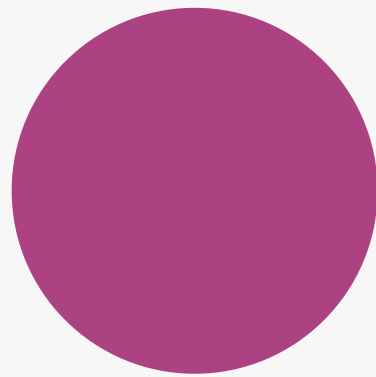
Its orientation, colour and composition should remain as indicated. Other graphic elements should not be combined with the logo and pixelated versions should not be used.

BRAND NAME

When used in text, the brand name should be written in full in all instances. The shortened version of LGFB may be used in social media communications and when adhering to a word limit.
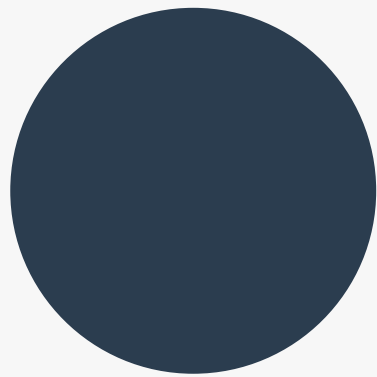
PRIMARY COLOURS

BURGUNDY
#AD4282
173/33/130
28/89/8/1

NAVY
#2B3D4F
43/61/79
88/65/45/42

SECONDARY COLOURS
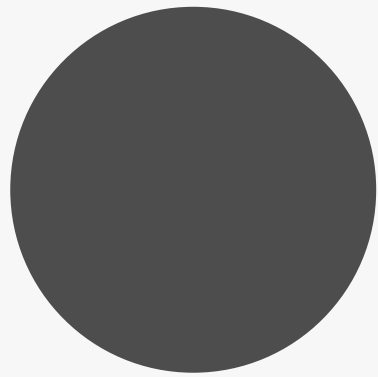
PURPLE
#8D99FA
141/153/250
53/40/0/0

BLUE
#779CE0
119/156/224
60/32/0/0

GREEN
#95DFD6
149/223/214
50/0/25/0

TYPOGRAPHY

GREY
#4D4D4D
51/51/51
62/52/50/48

Where possible, our dark grey should be used for all copy font

Poppins

Poppins is our basic typeface appropriate for all copy and used on all print and digital media. Its readability and range of weights make it extremely versatile and helps make elements stand out without needing a supporting typeface.

For legibility, our minimum type size is 12pt with 15pt leading. This is based on the Royal National Institute of Blind People (RNIB) 'See it Right' guidance. When Poppins is not available, please use Arial.

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Poppins Light	Look Good Feel Better
Poppins Regular	Look Good Feel Better
Poppins Medium	Look Good Feel Better
Poppins Semibold	**Look Good Feel Better**
Poppins Bold	**Look Good Feel Better**

Arial

Arial is our standard typeface for documents that you need to create yourself, such as Word documents and PowerPoint presentations. When Poppins is not available, Arial should be used - in the regular weight for body copy and in bold for titles and larger type.

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Arial Regular	Look Good Feel Better
Arial Bold	**Look Good Feel Better**

FILICUDI SOLID

Filicudi Solid is our 'fun' font, used mostly on social media and in digital assets as headings and to make certain type stand out. Other fonts may be used on social media for varying effect and to define different campaigns.

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