PLATINUM JUBILEE

Celebration of Faith & Service

SIMPLE GUIDE TO USING THE PLATINUM JUBILEE LOGO, COLOURS AND FONTS

Feel free to use our logo on your publicity free of charge but please respect and work with the ethos of Platinum Jubilee as you share in celebrations and highlight the hope that can be found in the Queen's Faith.

LOGO VARIATIONS

Standard logo

Default logo - should be used in the
majority of situations

Standard logo for use on
dark backgrounds

Stamp logo

For use where there is limited width available

Stamp logo for use on
dark backgrounds

Logo file formats

The logos in the Zip file are supplied in following file formats:

JPEG format

The main format you may use for internal documents and for online use. Typically placing in a Word document or using on a website or an email. This is a 'bitmap' format - ie. made up of individual pixels so avoid scaling it up as it will look pixelated and rough. The JPEG format logo is supplied at a variety of sizes so use the version that is closest to the size you need.

PNG format

Transparent format for use on Powerpoint presentations. This is also a bitmap format and supplied in a variety of sizes. Please note, although it is transparent you should use it on a pale or ideally a white background.

EPS format

Vector artwork to supply to a graphic designer or printer. (Vector format artwork can be scaled up or down infinitely). Typically used in Adobe InDesign or Quark XPress to create professionally-produced artwork for print use such a brochures or signage.

The full set of Platinum Jubilee Logos can be downloaded in a Zip file from the website here.

BE KIND TO THE LOGO

Distortion
NEVER stretch the logo or attempt to change the vertical or horizontal proportions

Rotation
NEVER rotate the logo or skew the logo away from the vertical.

Let me breathe!
NEVER place the logo within tight borders or too close to other elements on the page. Leave plenty of white space all the way around the logo

Inappropriate backgrounds
NEVER place the logo on dark or highly patterned backgrounds. Preferably use white or very pale backgrounds.
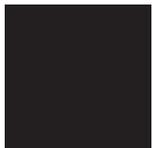
Editing the logo
NEVER break up logo elements

Colours and fonts

The standard logo is black or white but Purple, Gold or Teal can be used as a secondary colours in design work
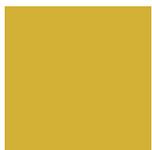
BLACK
C0%	**M**0%	**Y**0%	**K**100%
R0	**G**0	**B**0	
Web	#000000		

PURPLE
C18%	**M**100%	**Y**15%	**K**6%
R105	**G**140	**B**122	
Web	#6c087d		

GOLD
C18%	**M**27%	**Y**94%	**K**1%
R212	**G**176	**B**55	
Web	#d4af37		

TEAL
C69%	**M**6%	**Y**37%	**K**0%
R65	**G**180	**B**173	
Web	#41b4ad		

Lato

When preparing a document (like this one) we recommended using the font 'Lato' for the main body font and the bold weights for subheadings. This font is free to download from Google Fonts:

https://fonts.google.com/specimen/Lato

Cinzel

Headings use Cinzel - free to download from Google Fonts:

https://fonts.google.com/specimen/Cinzel

CMYK - 4 colours used in standard print process

RGB - 3 colours used to display colours on screen

Web - Hexadecimal number used to define screen colours in HTML/CSS code used to build websites