

Working with our visual identity

The National Lottery Heritage Fund
Visual brand guidelines

Version 1.1 November 2019



Image caption. Location

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How to use our visual style

Version 1.1 November 2019



1.0 | Logo

Our logo

1



2



3



Introducing our logo

There are three versions of our logo:

1. Full colour logo.
2. White logo. To be used on dark coloured backgrounds. It is important to maintain a high contrast ratio. Guidance for best practice can be found by searching for WCAG contrast checker or Colorable.
3. Black logo. To be used whenever full colour is not possible. It must always appear in black and cannot be coloured in any other way.

Print (Pantone and CMYK) and screen (RGB and Hexadecimal) versions of each logo are available.

Always use logos supplied and never adapt or recreate them.

How to use our visual style

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1.0 | Logo

Welsh bilingual logo



Introducing our logo

One of these Welsh bilingual versions must be used on all communications used in Wales.

There are three versions of our logo:

1. Full colour logo.

2. White logo. To be used on dark coloured backgrounds. It is important to maintain a high contrast ratio. Guidance for best practice can be found by searching for WCAG contrast checker or Colorable.

3. Black logo. To be used whenever full colour is not possible. It must always appear in black and cannot be coloured in any other way.

Print (Pantone and CMYK) and screen (RGB and Hexadecimal) versions of each logo are available.

Always use logos supplied and never adapt or recreate them.

How to use our visual style

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1.0 | Additional logos

Cornish, Irish and Scottish bilingual language options

Cornish bilingual



Irish bilingual



Scottish bilingual



Additional bilingual logos

Further to the Welsh bilingual versions, we have three additional language options available where required.

These additional bilingual language options are available in the following formats:

1. Full colour logo.
2. White logo. To be used on dark coloured backgrounds. It is important to maintain a high contrast ratio. Guidance for best practice can be found by searching for WCAG contrast checker or Colorable.
3. Black logo. To be used whenever full colour is not possible. It must always appear in black and cannot be coloured in any other way.

Print (Pantone and CMYK) and screen (RGB and Hexadecimal) versions of each logo are available.

Always use logos supplied and never adapt or recreate them.

1.0 | Additional logos

Acknowledgement logo lock up



How to use our visual style

Version 1.1 November 2019

1.0 | Clear space

Acknowledgement logo lock up



Our logo looks best with white space around it.

Allow half the height of the crossed fingers around the logo.
No text, partner logos, or other page marks should creep into this space.

1.0 | Clear space

English logo



Our logo looks best with white space around it.

Allow half the height of the crossed fingers around the logo.
No text, partner logos, or other page marks should creep into this space.

Welsh bilingual logo



1.0 | Sizing and exclusion

Sizing guidance

Print



Minimum size
38mm wide x 14mm high



Minimum size exclusion zone
7mm

Total space required
52mm wide x 28mm high

Screen



Minimum size
108px wide x 40px high



Minimum size exclusion zone
20px

Total space required
148px wide x 80px high

Sizing for print and screen

It is important not to show the logo any smaller than the minimum size stated, 38mm/108px wide. This will ensure that the logo retains its legibility.

We have calculated the minimum size based on the word Fund appearing no smaller than 14pt. This ensures that we meet accessibility requirements (RNIB Clear Print and WCAG AA standard) across print and digital.

At minimum size this allows an exclusion zone of 7mm/20px around the logo.

1.0 | Sizing and exclusion

Sizing guidance

Print



Minimum size
50mm wide x 24mm high



Minimum size exclusion zone
7mm

Total space required
64mm wide x 38mm high

Screen



Minimum size
142px wide x 68px high



Minimum size exclusion zone
20px

Total space required
182px wide x 108px high

Sizing for print and screen

It is important not to show the logo any smaller than the minimum size stated, 50mm/142px wide. This will ensure that the logo retains its legibility.

We have calculated the minimum size based on the word Fund appearing no smaller than 14pt. This ensures that we meet accessibility requirements (RNIB Clear Print and WCAG AA standard) across print and digital.

At minimum size this allows an exclusion zone of 7mm/20px around the logo.

1.0 | Sizing and exclusion

Sizing guidance

Cornish bilingual Print/Screen



Minimum size
38mm/107px wide x 24mm/68px high



Minimum size exclusion zone
7mm/20px

Total space required
52mm/147px wide x 38mm/108px high

Irish bilingual Print/Screen



Minimum size
50mm/142px wide x 24mm/68px high



Minimum size exclusion zone
7mm/20px

Total space required
64mm/182px wide x 38mm/108px high

Scottish bilingual Print/Screen



Minimum size
42mm/140px wide x 24mm/68px high



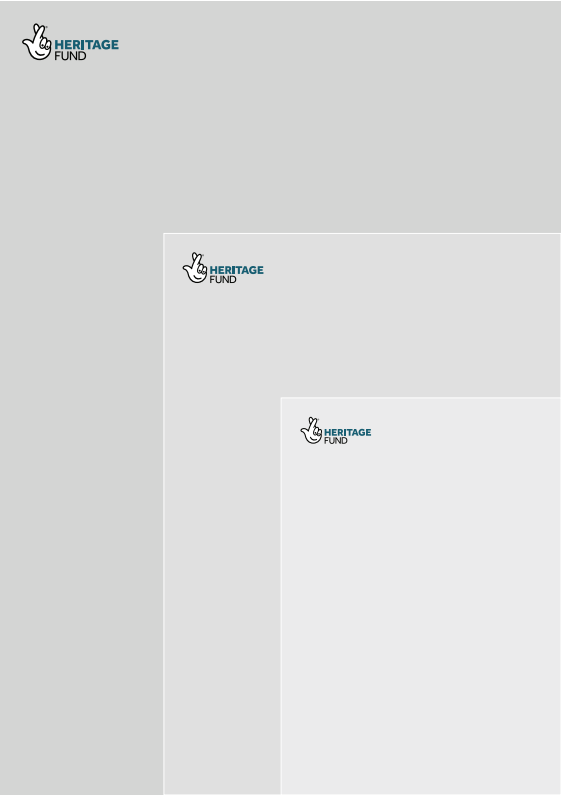
Minimum size exclusion zone
7mm/20px

Total space required
56mm/180px wide x 38mm/108px high

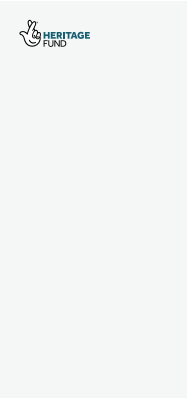
How to use our visual style

1.0 | Application of logo

Recommended margins



A5 to A3 examples



DL example

Format and margin

The table below suggests logo sizes and the minimum distances the logo should be placed away from the edge of a page on different formats. This means that the logo has sufficient space around it and sits well on any format.

Format size	Width of logo	Distance from edge
DL 99x210mm	38mm	10mm
A5 148x210mm	38mm	10mm
A4 210x297mm	44mm	10mm
A3 297x420mm	54mm	12mm
A2 420x594mm	64mm	15mm

1.0 | Application of logo

Logo position

The logo should be legible and prominent on all media. The ideal position of the logo is at the top right or top left of a publication, poster or banner.



1.0 | Common mistakes

Common mistakes



✗ Don't use any other colour or colour effect



✗ Don't add any other descriptors or taglines



✗ Don't place the logo on a busy background that will affect legibility



✗ Don't place the Full colour logo on background which provides poor contrast



✗ Don't rotate or distort



✗ Don't use outlines



✗ Don't use a drop shadow or any other special effects



✗ Don't place the white logo on background which provides poor contrast



✗ Don't encroach on the logo's minimum clear space



✗ Don't try to recreate or to redraw the logo



✗ Don't change the colour or 'box up' the logo within a holding device



✗ Don't place the black logo on background which provides poor contrast

How to use our visual style

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Typography

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2.0 | Primary typefaces

Primary headline typeface

Our headline typeface is Caslon no.224.

This Didone font should only be used for high level text such as titles, quotes or calls to action.

As accessibility is a priority, we have followed RNIB Clear Print guidance.

Webfont and desktop font versions are available for consistency of application across screen and print.

Hello.
I'm Caslon no.224
ABC abc 123

Weights

Black
Bold
Medium
Book

Tracking

To aid readability, tighten tracking as this will be used as a display font.

-20pt

Leading

Match the font size used to create a balanced look and feel.

**Match
font
size**

2.0 | Primary typefaces

Primary body typeface

Our body typeface is Effra.

This sans serif font should be used for all body copy.

As accessibility is a priority, we have followed RNIB Clear Print guidance.

Effra provides an x-height of 2mm at 12pt, so we suggest using the font no smaller than this size for body copy.

Set the leading to 14pt to allow breathing space between lines of text to aid readability to the broadest possible audience.

Tracking should be kept at 0pt to allow breathing space between characters. This also benefits readability.

Webfont and desktop font versions are available for consistency of application across screen and print.

Hello.
I'm Effra
ABC abc 123

Weights

Bold
Medium
Regular
Light

Tracking

Allows breathing space between characters.

0pt

Leading

Provides balanced line spacing to aid readability.

14pt

How to use our visual style

Version 1.1 November 2019

2.0 | Alternative typefaces

Alternative typefaces – PC versions

Creating documents for internal use.

If the primary typefaces are unavailable, please substitute for these widely available alternatives.

Arial provides an x-height of 2mm at 11pt, so we suggest using the font no smaller than this size for body copy.

Weights

A range of weights are available and can be used to vary expressions.

How to use our visual style

Version 1.1 November 2019

Headline alternative

Hello.
I'm Georgia
ABC abc 123

Hello.
I'm Arial Bold
ABC abc 123

Bold
Regular

Body alternative

Hello.
I'm Arial
ABC abc 123

Bold
Regular

2.0 | Primary typefaces

Primary headline typeface for digital screen display

Our headline for screen display is Effra.

This sans serif font should be used for all headlines.

Hello.
I'm Effra
ABC abc 123

Weights

Bold
Medium
Regular
Light

2.0 | Accessibility

Accessibility and readability

Type

- Use type in a simple and clear way.
- It is essential that we ensure a minimum x-height of 2mm for body copy. This means body copy no smaller than 12pt when using Effra and no smaller than 11pt when using Arial.
- Ensure adequate leading. We advise 14pt when using 12pt text to aid readability.
- If producing documents in large print, use at least 14pt up to 18pt.
- Avoid using italics.
- Avoid using blocks of all uppercase text.
- Use no more than three styles i.e. black, bold, light.
- Standard accessibility guidelines

Layout

- Avoid fitting text around images.
- Left align text.
- Break up large blocks of text with space or bullet points.
- Leave one full space between paragraphs.
- Allow an adequate gutter between columns 4.5mm minimum.
- Keep line lengths down. 60-70 letters per line is a good rule of thumb. Lines that are too long or too short can tire the eyes.
- Avoid tight tracking on body copy.
- Consider partially sighted people when designing forms. Their handwriting tends to be larger, and so they require more room.
- Ensure sufficient contrast between the background and the text.

Colour

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Principles

A set of seven colours has been developed. These colours together embrace all aspects of heritage, to create positive and lasting change for people and communities, now and in the future.

These colours are divided into three palettes that reflect three core brand attributes; Professionalism, Heritage and Forward looking. This ensures brand attributes are visually reflected within each piece of communication.

Professional palette

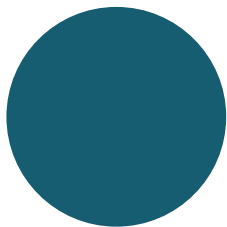
This palette reflects the professional tone of the organisation. It is not cold and corporate. It represents an authentic and contemporary organisation that is a bold leader and an expert in its field. It is made of a single colour – Heritage Blue. This is the lead brand colour and should always feature in communications.

Heritage palette

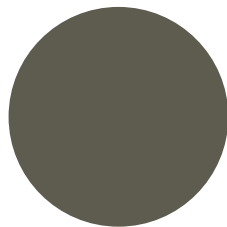
This palette reflects the nature of the organisation. It represents a sense of history and includes natural and desaturated tones which work well to offset bold and dynamic colours.

Forward looking palette

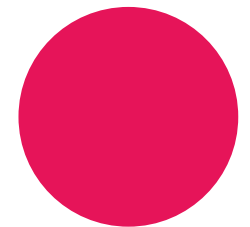
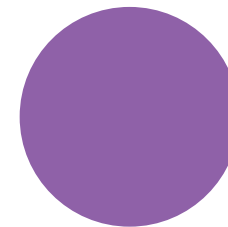
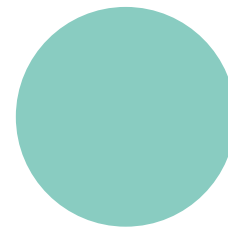
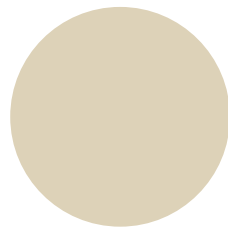
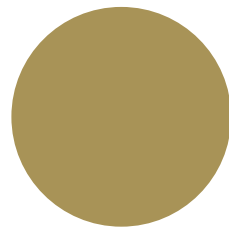
This palette reflects the celebratory, joyful and community side to the organisation. It looks forward to the future in a dynamic and bright way. It is representative of advancing the cause of heritage. Encouraging new and innovative thinking.



Professional



Heritage



Forward looking

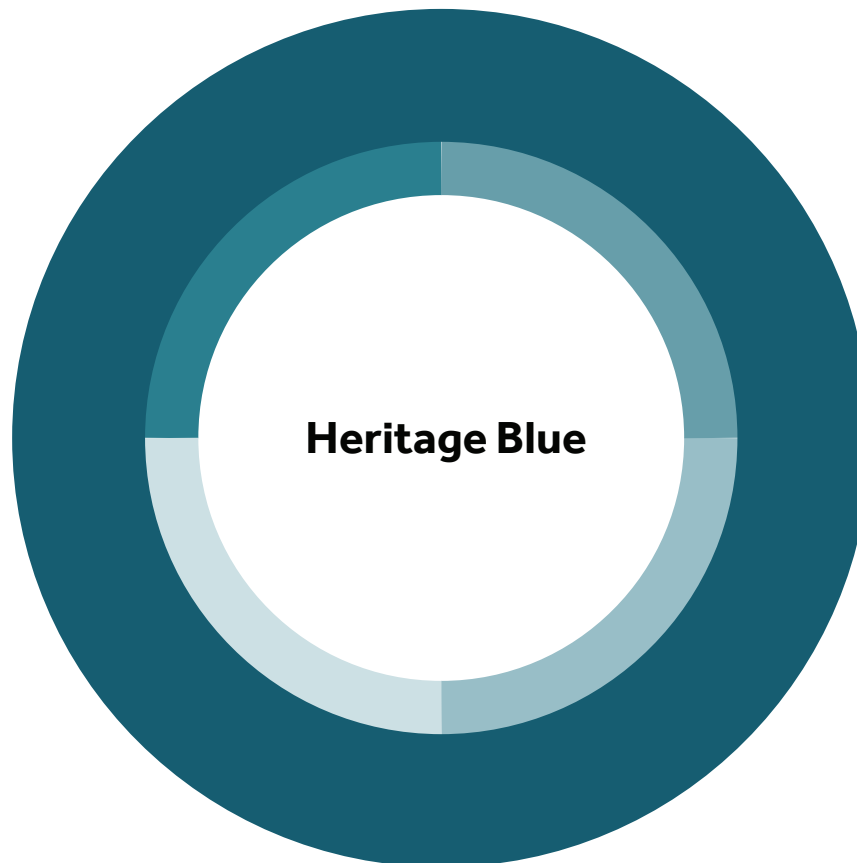
Professional palette

Professional palette

This palette reflects the professional tone of the organisation.

It is not cold and corporate. It represents an authentic and contemporary organisation that is a bold leader and an expert in its field. It is made of a single colour – Heritage Blue.

This is the lead brand colour and should always feature in communications.



Print

Pantone 308
C90 M46 Y38 K25

Screen

R1 G93 B114
#01 5D 72



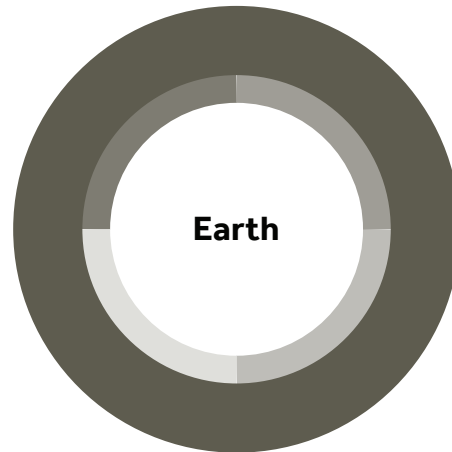
3.0 | colour

Heritage palette

Heritage palette

This palette reflects the nature of the organisation.

It represents a sense of history and includes natural and desaturated tones which work well to offset bold and dynamic colours.

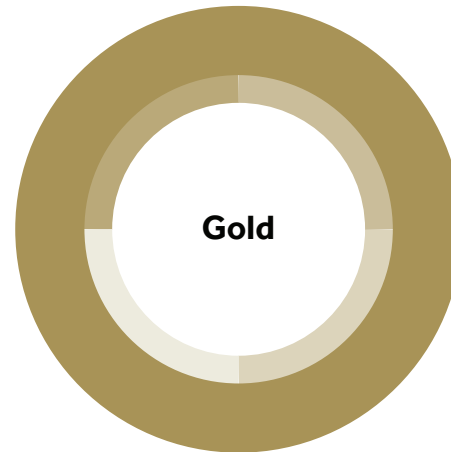
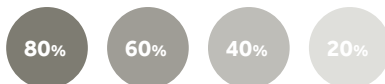


Print

Pantone 411c
C56 M46 Y57 K41

Screen

R94 G92 B80
#5E 5B 4F

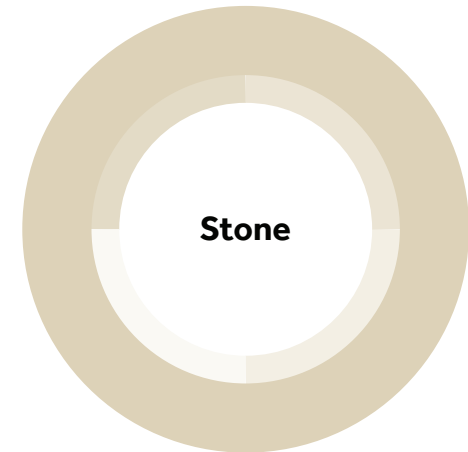
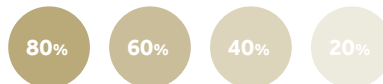


Print

Pantone 4505c
C32 M33 Y69 K15

Screen

R168 G147 B87
#A8 93 57

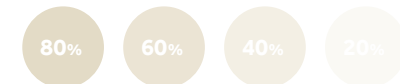


Print

Pantone 4535c
C16 M16 Y31 K11

Screen

R221 G210 B184
#DD D2 B8



3.0 | colour

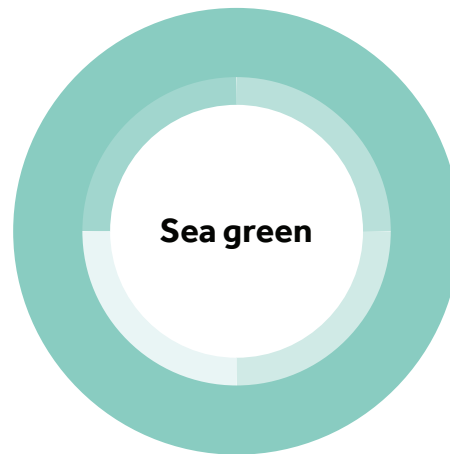
Forward looking palette

Forward looking palette

This palette reflects the celebratory, joyful and community side to the organisation.

It looks forward to the future in a dynamic and bright way.

It is representative of advancing the cause of heritage. Encouraging new and innovative thinking.

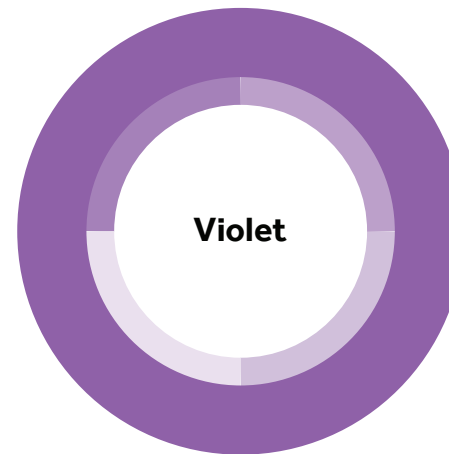


Print

Pantone 325c
C50 M0 Y30 K0

Screen

R138 G203 B193
#89 CB C0

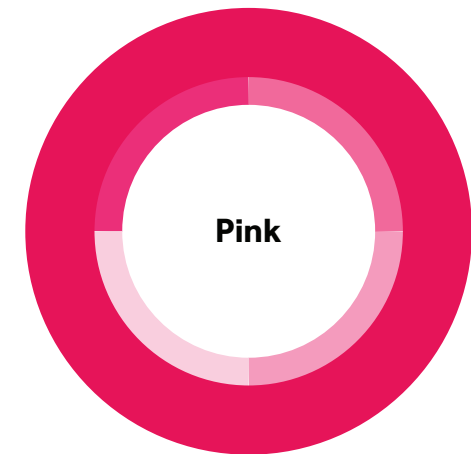


Print

Pantone 2665c
C53 M68 Y0 K0

Screen

R143 G98 B167
#8F 62 A7

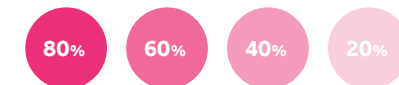


Print

Pantone 213c
C0 M98 Y44 K0

Screen

R229 G6 B88
#E5 06 58



1.0 | Using colour

Correct colour combinations

The three palettes can be used together to create a wide range of tonal variation.

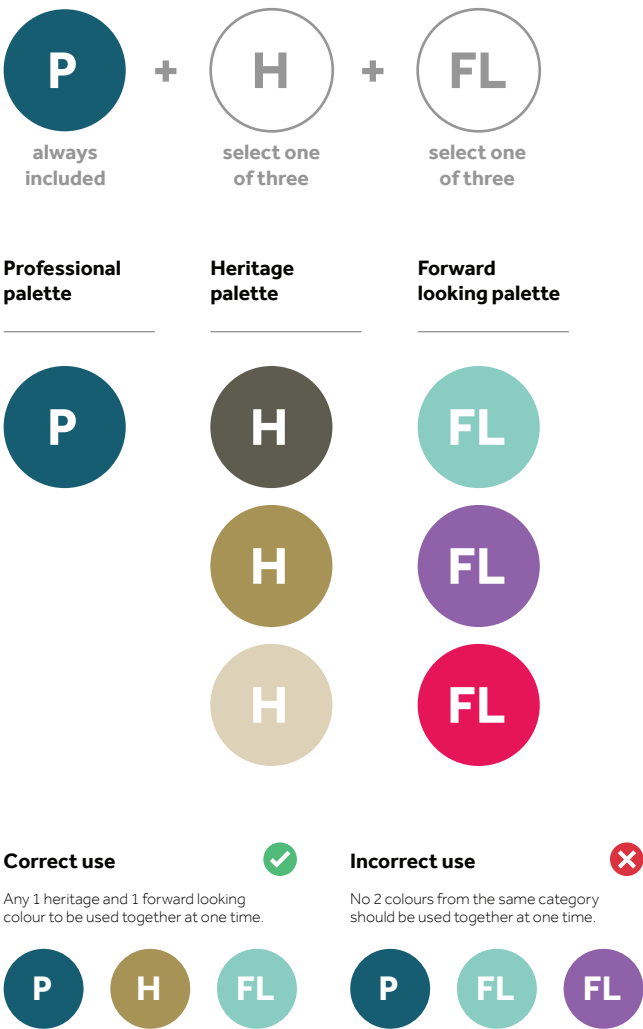
Heritage Blue is the lead brand colour and should always feature in communications.

Combinations of the three palettes allow the tone of the design to change easily, depending on the audience or subject from formal to friendly.

The professional palette should always be included in your design. This can be paired with a colour from the Heritage or Forward looking palettes to create a two colour layout.

You can also add a third colour to the professional and Heritage palette colours but this must be from the Forward Looking palette to create a three colour layout.

The chart on the page provides a clear guide on colour usage. The more colours used within a layout, the more the communication moves from formal to friendly.



3.0 | Tints and overlays

Applying colour and image

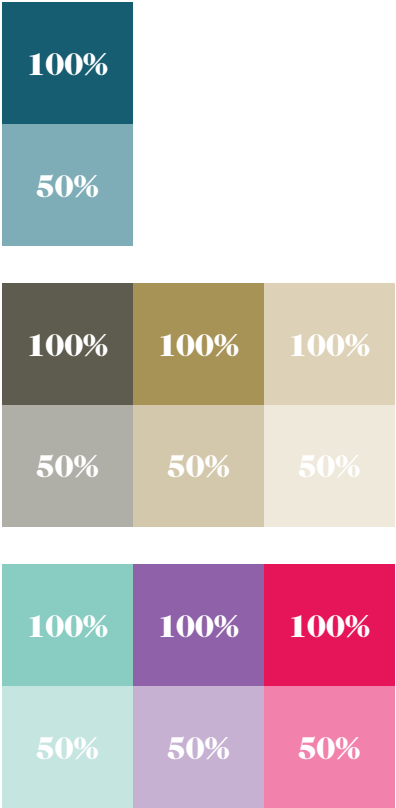
As well as using flat colour alongside imagery, colour can be applied to and alongside imagery in a number of different ways.

We suggest using tints of colour and effects such as multiply to broaden the visual scope of the brand. These should be used to enhance imagery and layouts only. Keep it simple and use a light touch.

Overlays



Tints



4.0

Photography

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4.0 | Photography

Principles

The activities of The National Lottery Heritage Fund cover museums, parks, historic places, archaeology, natural environments and cultural traditions.

The assumption is that it is all about places and locations. However, it's not just about bricks, mortar and beautiful scenery. It's about people and the positive benefits to the community that comes through funding.

Photography will benefit from showing the narrative and content of each project. We are observing real lives, real projects and real stories. It's important that our photography captures that. It should be relevant, dynamic and focus on people and the heritage project they are engaged with. Photographs should help to illustrate the diverse and inclusive nature of The National Lottery Heritage Fund grants by showing a range of people.

Approach

Authentic

- Genuine, doesn't dramatise
- Captures real moments
- Shows the diversity of the people and communities we fund.

People at the heart

- Tell people's story
- Shows how people come together
- Each photograph should tell the story of what that person/group is doing, and what the project does.

Joyful and celebratory

- Show strengths, stories and successes
- Show vibrant communities and how funding is having a positive impact.



Application

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5.0 | Application

A4 layout grid

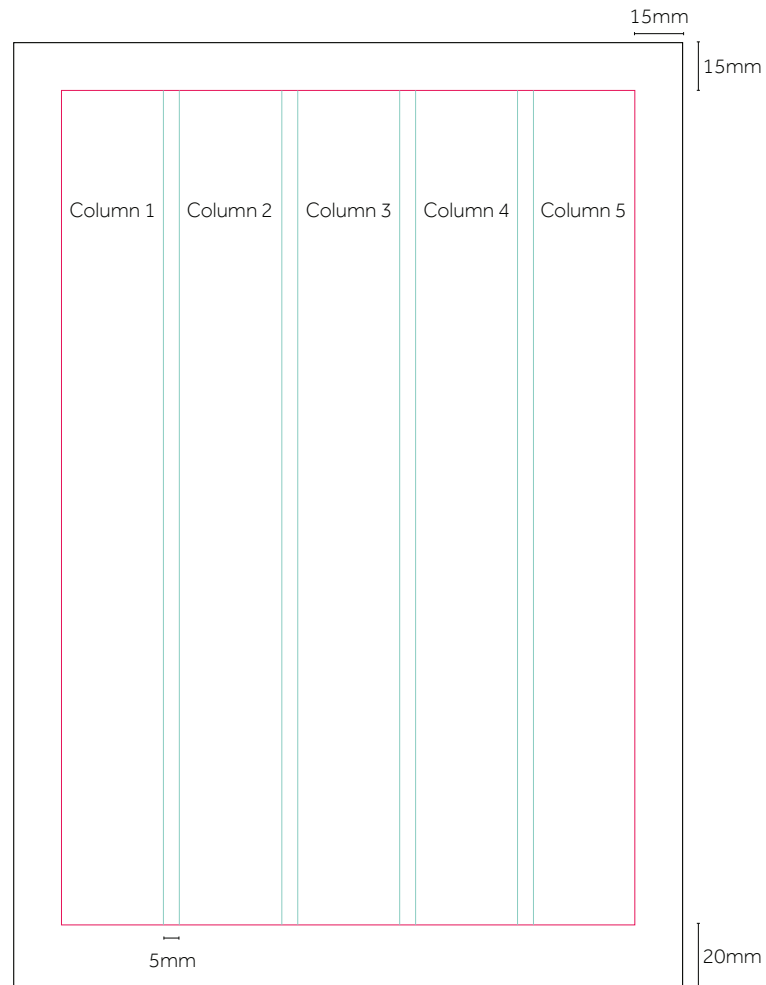
Our A4 page layout allows great adaptability. It can be used for single page documents as well as for spreads in large publications.

We use a 5-column grid for A4 publications. This provides both flexibility of layout as well as a consistent look and feel.

By keeping one column free of general body copy we can always ensure that designs don't become overly cluttered, compromising their visual accessibility.

Pull-out quotes, headings, illustrations and picture boxes can make use of this extra column.

The grid can be used in single or two column line lengths depending on the content.



Bilingual Welsh–English editions

The National Lottery Heritage Fund has adopted the principle that it will promote and support the Welsh language, reflecting the bilingual nature of Wales. We also work to the principle of treating the Welsh language as favourably as English in all our activities in Wales.

For advice on layout options, please refer to this guidance published by the Welsh Language Commissioner:
bit.ly/bilingualbranding

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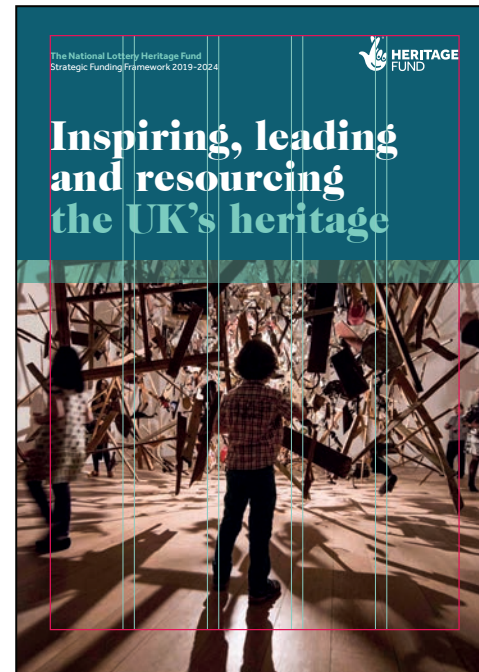
5.0 | Application

A4 layout grid – cover

1. Document titling: 12pt.
Align x-height to Heritage.
2. Logo: Position top right at 44mm wide.
3. Photography: Image box 210mm x 250mm.
4. Heading panel option:
A circular holding device made of two colours that balance with the photographic image.
Align the solid circle to the document margins.
5. Title: Use Caslon Black.
The size will vary depending on the title. Caslon works



Alternative layouts



5.0 | Application

A4 layout grid – spreads

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Xerchillabo. Is dolutatur modions
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exceat.

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pusapedit, cum quodtis alique
reperferunt id eaquam eossima
qui te estore, quam illeost, a quas
quae nonsequi niamj licatis simendi
dolores utatus modj modici
issimincto commi ctatur andit, videl
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cus si dolutpat.

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quae nonsequi niamj licatis simendi
dolores utatus modj modici
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ea est voluptasim re jime nam eicil
ipsa doloresunt am sequissum erro
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mo eost aut lignam volorer busae.
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Project title, Location.
Caption text, image
accas dencidi sapedit.

We use a 5-column grid for A4 publications. This provides both flexibility of layout as well as a consistent look and feel.

Pull-out quotes, headings, illustrations and picture boxes can make use of this extra column.

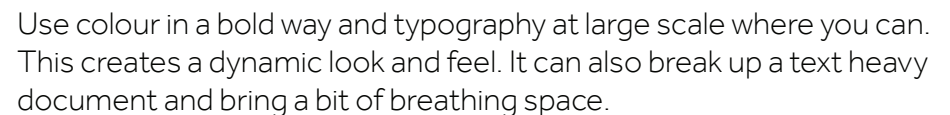
By keeping one column free of general body copy we can always ensure that designs don't become overly cluttered, compromising their visual accessibility.

The grid can be used in single or two column line lengths depending on the content.

A4 layout – Using typography and colour



How to use our visual style



A4 layout – Using photography



Photographic imagery should be used to showcase the project and its narrative. Be big, bold and expressive where you can.

Multiple images can be used to tell more of a story or give sense of an event.

Experiment with imaginative use of space and look to use imagery beyond the single page, full bleed standard.

You can also use photography to bring colour to a spread. You can also balance this with colour from the palette to enhance key features of the photography.

5.0 | Application

A4 layout – Using photography and colour



Photographic imagery can also be balanced with flood colour from the palette.

Colour can work well to highlight features of the photography or balance with the environment.

Introduce a dynamic colour that can work well as titling, pull quotes, sub-titles, or charts.

5.0 | Application

A5 layout grid

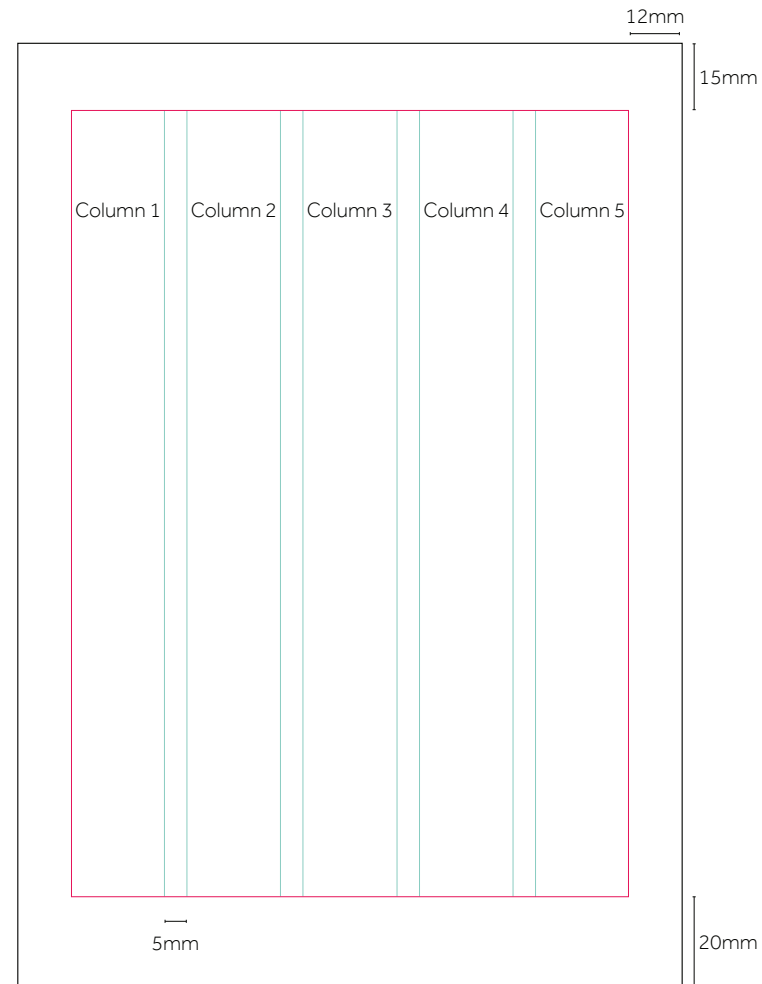
Our A5 page layout works in the same way as our A4 page layout – allowing great adaptability. It can be used for single page documents as well as for spreads in leaflets and smaller booklets.

We use a 5-column grid for A5 publications. This provides both flexibility of layout as well as a consistent look and feel.

By keeping one column free of general body copy we can always ensure that designs don't become overly cluttered, compromising their visual accessibility.

Pull-out quotes, headings, illustrations and picture boxes can make use of this extra column.

The grid can be used in single or two column line lengths depending on the content.

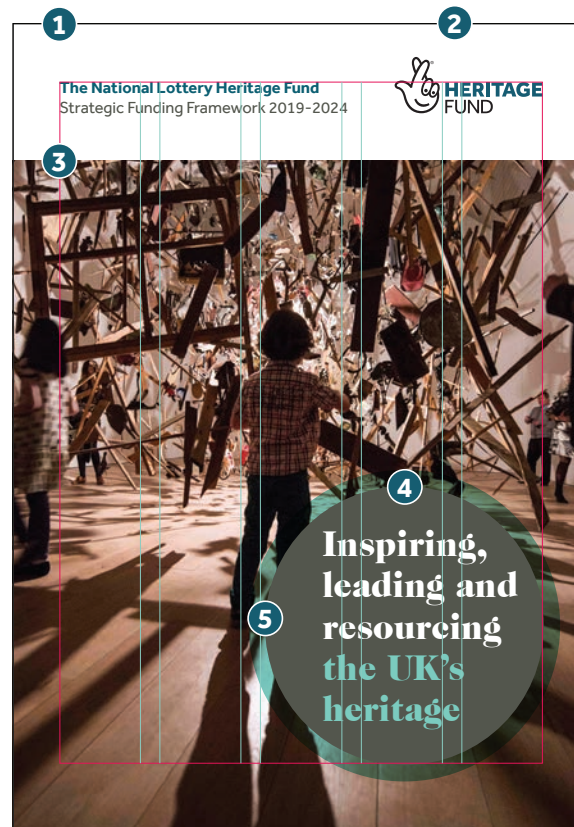


How to use our visual style

5.0 | Application

A5 layout grid

1. Document titling: 12pt. Align x-height to Heritage.
2. Logo: Position top right at 38mm wide.
3. Photography: Image box 148mm x 175mm.
4. Heading panel: A circular holding device made of two colours that balance with the photographic image. Align the solid circle to the document margins.
5. Title: Use Caslon Black. The size will vary depending on the title. Caslon works best at a larger size.



5.0 | Application

A5 layout grid – spreads

Two fold leaflets are a common use for the A5 format. The layout grid works well for this type of document.

Our 5-column grid for A5 publications provides both flexibility of layout as well as a consistent look and feel.

By keeping one column free of general body copy we can always ensure that designs don't become overly cluttered, compromising their visual accessibility.

Pull-out quotes, headings, illustrations and picture boxes can make use of this extra column.

The grid can be used in single or two column line lengths depending on the content.



5.0 | Application

A5 layout grid – Using photography and colour

Photographic imagery should be used to showcase the project and its narrative. Be big, bold and expressive where you can.

Experiment with imaginative use of space and look to use imagery beyond the single page, full bleed standard.

Colour can work well to highlight features of the photography or balance with the environment.

Introduce a dynamic colour that can work well as titling, pull quotes, sub-titles, or charts.



5.0 | Application

Application examples

PU banner
Front cover
Booklet
Leaflet.

Likely to go over a couple of pages.

PU banners



TBC

How to use our visual style

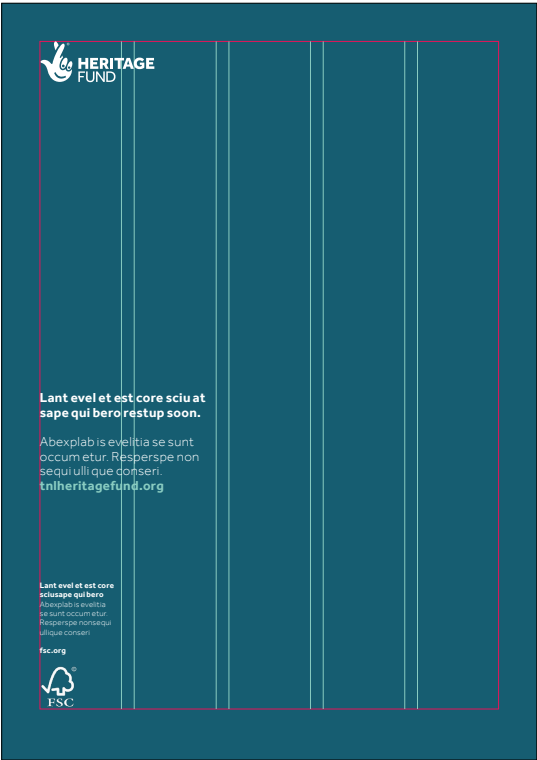
Version 1.1 November 2019

5.0 | Print production

Print production accreditation

Forest Stewardship Council (FSC) accreditation

This can be used on printed publications where the printer holds the FSC chain of custody. The accreditation should appear on a document's outside or inside back cover. The printer will supply FSC artwork for an individual job and they will have their own unique certification number. The 'mixed sources' percentage will vary between papers.



No smaller than 10mm

5.0 | Accessibility

In print and online

Printing

- Avoid glossy paper. Glare makes reading difficult.
- Check paper stock is thick enough to minimise show through which can make reading difficult.

Online

- Provide a text equivalent for all non-text items.
- Ensure sufficient contrast between the background and the text.

We adhere to WCAG2.0 AA online and RNIB Clear Print for print.

For more information about on accessibility, visit **WCAG website** and **RNIB clear print website**.

Formatting and alternative formats

Formatting for screen readers

All PDF files produced for HLF – whether the artwork was created using Word or graphic-design software – need to be fully accessible for assistive software such as screen readers or inbuilt text-to-speech functions.

The file must meet accessibility standards by providing alternative text for images, proper headings, appropriate link text, etc.

Visit the Adobe website for more information on accessible PDF best practice.

Alternative formats

If a piece of information is inaccessible to someone, we need to convey that information in an alternative format. This could be a transcription of audio or video clips, or an alternative description to explain a detailed diagram to someone with a visual impairment. At The National Lottery Heritage Fund, we can produce materials in alternative formats – such as Braille, large print and audio – where this is requested.

5.0 | Approvals

Help, contact and approvals

Signing off artwork

To make sure externally designed materials meet our design guidelines, the National Lottery Heritage Fund marketing and communications team should be consulted at least once at draft stage and once at the final-proof stage.



**For further information
on The National Lottery
Heritage Fund please visit
our website or drop us
an email.**

heritagefund.org.uk