

Brand Guidelines 2016



Members, FLI and CMLI logotypes

Chartered Membership (CMLI) of the Landscape Institute is the mark of quality and excellence for the profession. It tells employers and clients that they can expect the highest standards of professional knowledge and quality of service.

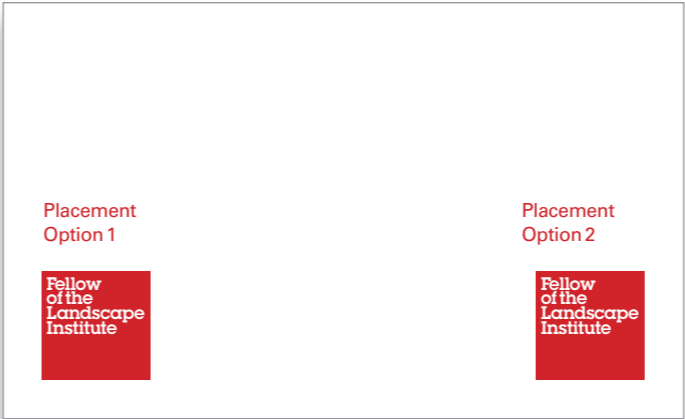
FLI (Fellow of the Landscape Institute) is the highest form of Chartered membership awarded to its innovators, leaders and ambassadors, in recognition of those who have made a special contribution to the development and promotion of the landscape profession.

They appear on a company's website and stationery.

Licentiate membership is open to those who have completed their initial professional education. Being a Licentiate Member enables you to join the Pathway to Chartership which is the route to achieving full Chartered (CMLI) status.

Affiliate membership is open to anyone working in landscape-related professions or areas of practice, or who has an interest in landscape and the environment and not wanting to become a Chartered member of the LI.

Academic membership is open for those involved in teaching or research in landscape, environment or related areas.



- Business Card**
- Members, FLI and CMLI logos print in a single colour.
 - It is recommended that the FLI and CMLI logos appear either bottom left or bottom right of a practice's existing card.
 - Size 14.5mm x 14.5mm.

- Letterheading**
- Members, FLI and CMLI logos print in a single colour.
 - It is recommended that the FLI and CMLI logos appear either bottom left or bottom right of a practice's existing heading.
 - Size 22mm x 22mm.



- Website**
- Members, FLI and CMLI logos appear in full colour RGB.
 - It is recommended that FLI and CMLI logos appear at the bottom of practice's existing site on the right hand side.
 - Size 100 pixels x 100 pixels

Basic elements overview

Master logo files

Landscape Institute

Landscape_Institute_Mono.eps

Landscape_Institute_Spot.eps

Landscape_Institute_White.eps

Landscape Services

Landscape_Services_Mono.eps

Landscape_Services_Spot.eps

Landscape_Services_White.eps

Available fonts

Primary font

Serifa 45 Light

Serifa 65 Bold

Secondary font

Univers 55 Roman

System font

Calibri

Spot colour

Primary colour palette

PMS Black C

Secondary palette

PMS 1585 C

PMS Rhodamine Red C

PMS 368 C

PMS 187 C

PMS 1235 C

PMS 185 C

CMYK colour

Primary colour palette

C0 M0 Y0 K100

Secondary palette

C0 M70 Y100 K0

C0 M100 Y0 K0

C60 M0 Y100 K0

C0 M90 Y100 K40

C0 M35 Y100 K0

C15 M100 Y100 K0

RGB colour

Primary colour palette

R0 G0 B0

Secondary palette

R250 G116 B000

R235 G000 B140

R115 G210 B60

R155 G53 B10

R255 G180 B30

R235 G28 B36