Landscape Institute

Inspiring great places

Brand Guidelines 2016

Landscape Institute Registered Practice

The logotype
The registered practice logotype is used to denote an architectural or design company that has become a Registered Practice of the Landscape Institute and has met the registration requirements which include; employing one or more Chartered Member who holds full managerial and technical responsibility for the landscape work of the practice or department, adhering to the Landscape Institute's code of conduct and holding professional indemnity insurance in accordance with prevailing regulations.

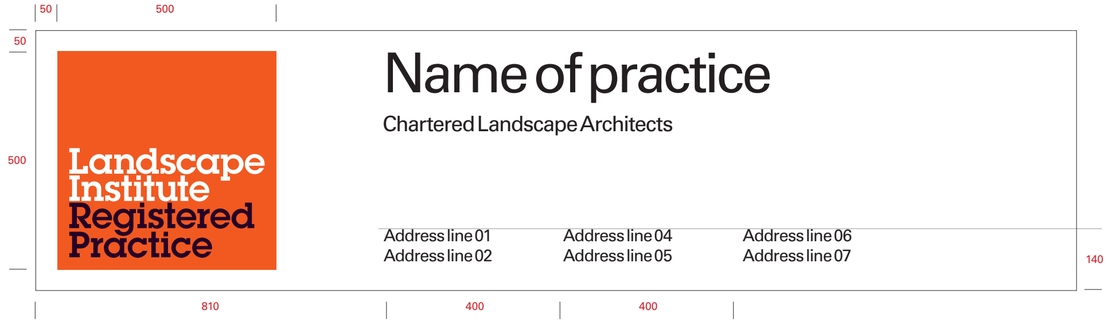
It appears on a company's website and stationery and also appears on site boards highlighting a scheme in progress.

2.4m x 0.6m
Practice Name appears in Univers Roman 55 360pt (90mm cap height) on 340pt leading. The Practice Name can be set over two lines.

'Chartered Landscape Architect(s)' is set in Univers 55 Roman, 140pt (35.5mm cap height) on 140pt leading. The address is also set in Univers 55 Roman, 110pt (28mm cap height) on 130pt leading, over six lines and should contain a telephone number and an email address.

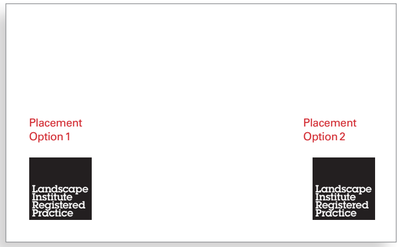
Margins
Left 50mm
Right 50mm
Top 50mm
Bottom 50mm

1.2m x 0.3m
All measurements to be halved.



Site board
— The standard site board sizes are 1.2m x 0.3m or 2.4m x 0.6m, or sized to scale at 4:1 ratio as required by specific sites.
— The lettering is black on a white background.
— The Landscape Institute Registered Practice logo must appear top left of the sign board at 500mm across and appears in black, white and PMS172C.
— No other font or company logo may be incorporated onto the site board.

Stationery

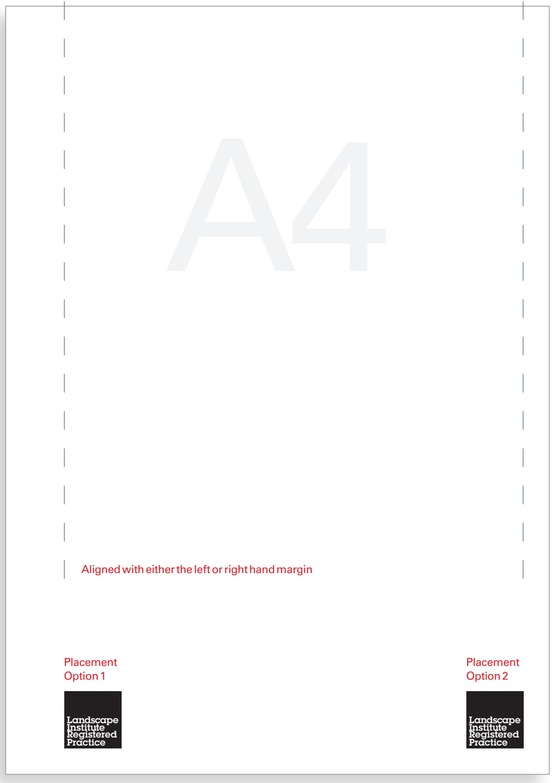


Business Card

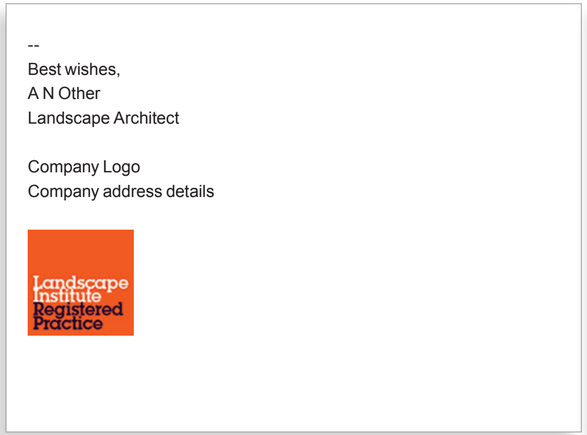
— The Registered Practice logo prints in a single colour.
— It is recommended that the Landscape Institute Registered Practice logo appears either bottom left or bottom right of the card.
— Size 14.5mm x 14.5mm.

Letterheading

— The Registered Practice logo prints in a single colour.
— It is recommended that the Landscape Institute Registered Practice logo appears either bottom left or bottom right of the paper.
— Size 22mm x 22mm.

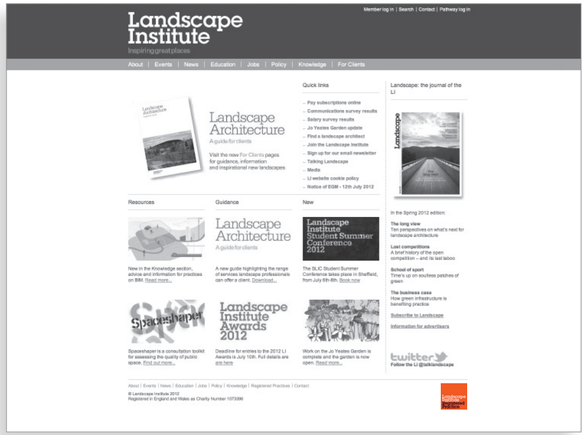


Digital



Email signature

— The Registered Practice logo appears in full colour RGB.
— It is recommended that the Landscape Institute Registered Practice logo appears at the bottom left under the practice address details.
— Size 100 pixels x 100 pixels



Website

— The Registered Practice logo appears in full colour RGB.
— It is recommended that the Landscape Institute Registered Practice logo appears at the bottom of the 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