

The logo

The trust logo

There are five variants of the trust logo:

- Full colour (CMYK)
- Full colour (spot colour PMS 307)
- RGB
- Reversed out
- Mono

They must not be modified, distorted or re-drawn in any way.

Full colour (CMYK)

This logo should be used on white and light-coloured backgrounds when you are printing in CMYK process.



Full colour (spot/PMS colour)

The spot colour version is identical to the CMYK version, but the colours are specified as Pantone spots to cater for non-CMYK printing processes. Our blue is Pantone 307.



RGB

This logo can be used on the web and in Office documents.



Reversed out

This logo should be used when reversing-out of dark-coloured backgrounds. It must only appear in white.



Mono

This logo can only be used in black on a white background. It must not be printed in any colour other than black. There is no greyscale version of the logo.



The logo must not be altered

The logo should not be altered in any way. The illustrations below show some uses to avoid.



The logo should be applied as a complete unit and must not be separated.



Trust for London
Tackling poverty and inequality

Do not alter the logo's colours or typeface.



Do not rearrange or italicise the logo.



Do not expand or condense the logo.



Do not place the logo at an angle or contain it in any shape.



Do not incorporate the logo with headlines or body text.



Do not print the logo on a background that does not provide sufficient contrast. The colour logo can only be used on very light colours. Whenever possible, it should appear on pure white.

