



# LIVERPOOL CITY REGION YEAR OF THE ENVIRONMENT 2019 LOGO GUIDELINES

The logo creates a strong recognisable brand image for Year of the Environment. It is crucial that when used on all forms of publicity, we use it consistently so that we can maximise its impact.

We have produced some guidance as to some basic 'dos and don'ts' which we hope you will find useful.

The logo is available on request via the website [www.yoe2019lcr.org.uk](http://www.yoe2019lcr.org.uk) for official Year of Environment events.

## CORRECT LOGO USAGE



← minimum of XXmm →



Have a border that is at least width of the 2 in logo from edge of document



On image if contrast of background is high



enough

On colour block when contrast is  
not high enough

# INCORRECT LOGO USAGE:



**DISTORTED**



**ROTATED**



**CROPPED**



**BEVELED AND EMBOSSED**



**TOO SMALL**



**TOO CLOSE TO ANOTHER OBJECT**



**LOGO TURNED INTO PATTERN**



**TEXT OR OBJECT ON LOGO**



**BACKGROUND IMAGE CONTRAST NOT HIGH ENOUGH**