

On brand. **Linklaters**

Logotype usage guidelines

1.1 Logotype.

Our logotype identifies us as a single, integrated firm and helps us stand out from our competitors. Correct use of the logotype enables us to present a distinctive global image.

The logotypes should only be reproduced from the master artworks which can be obtained from [Work space > Client strategy > Marketing > Design and Creative Support](#).

Standard usage

A unique typeface has been crafted for the Linklaters logotype; each letter has been carefully drawn and letter spaced. The logotypes should only be reproduced from the master artworks. **Never try to recreate them yourself from the Letter Gothic typeface.**

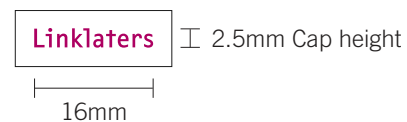
The logotype has a minimum usage size and positive and negative versions.

The minimum size our logotype may be displayed is with a cap height of 2.5mm.

Standard size



Minimum size



Positioning



Alignment

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1.2 Logotype.

Colour ways

The logotype should only ever appear as solid Pantone®227 on white, or positive/negative of Pantone®227 or black.

Exclusion zone

The logotype has an exclusion zone to keep it legible and help it stand out. Wherever it is reproduced, it must always be displayed with a clear space on all sides. The 'c' height (equal to the cap height) of the logotype determines the proportion of this space.

Colour ways

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Exclusion zone



1.3 Logotype.

Incorrect usage

The logotype should never be distorted or displayed in ways other than those shown in this document.

Here are some examples of what **not** to do:

1. The logotype should never be condensed, vertically or horizontally
2. The logotype should only ever appear in the specified colour palette
3. The logotype should never be reproduced using tints of colours
4. The logotype should never be italicised
5. The logotype should never be placed over an image
6. The logotype should never be surrounded by a box or keyline

1.

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2.

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