



# LLL-P Visual identity

## Logo guidelines

# Logo Description

The logo of the Lifelong Learning Platform is based on two main elements:

- ▼ The actual design, that includes the name of the organisation with its characteristic origami motif
- ▼ The appendix “European civil society for education”

The two elements should never be separated when reproducing the logo.

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# Logo Construction



# Background

Please be mindful of the background when using the LLLP logo

We encourage a white background, as the bright colours stand out the most



If the background is coloured, please frame the logo in a white case



# Use on images

In larger pictures, the LLLP logo should be placed in the bottom-right corner



# Safe zone

A thorough user puts a safe zone of about one ninth of the logo length



# Don'ts

Scaling  
disproportionally



Cropping



Effects



The LLLP logo shall never be used to suggest compliance of the organisations to ideas and initiatives contrary to its inherent values and mission.

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# Don'ts

Typeface on it



Rotate



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