

# 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.







#### LIFELONG LEARNING PLATFORM EUROPEAN CIVIL SOCIETY FOR EDUCATION

# 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



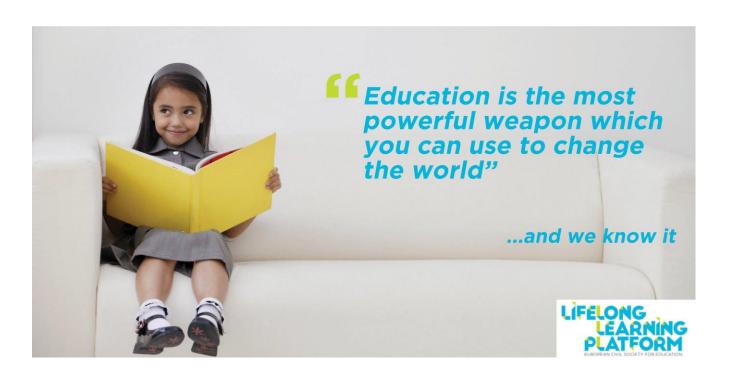
If the background is coloured, please frame the logo in a white case





# 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.

#### Don'ts



Typeface on it





**Rotate** 





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