

# LOGO USAGE GUIDE



## LOGO VARIANTS

### Coach Accreditation

The landscape variant is preferred where space permits. The background colour the Coach Accreditation logo is being placed on will determine whether you use the LTA Blue or white variant.

LTA Coach Accreditation Positive Landscape



LTA Coach Accreditation Positive Portrait



LTA Coach Accreditation Negative Landscape



LTA Coach Accreditation Negative Portrait



## LOGO VARIANTS

### Coach Accreditation+

The landscape variant is preferred where space permits. The background colour the Coach Accreditation+ logo is being placed on will determine whether you use the LTA Blue or white variant.

LTA Coach Accreditation+ Positive Landscape



LTA Coach Accreditation+ Positive Portrait



LTA Coach Accreditation+ Negative Landscape



LTA Coach Accreditation+ Negative Portrait



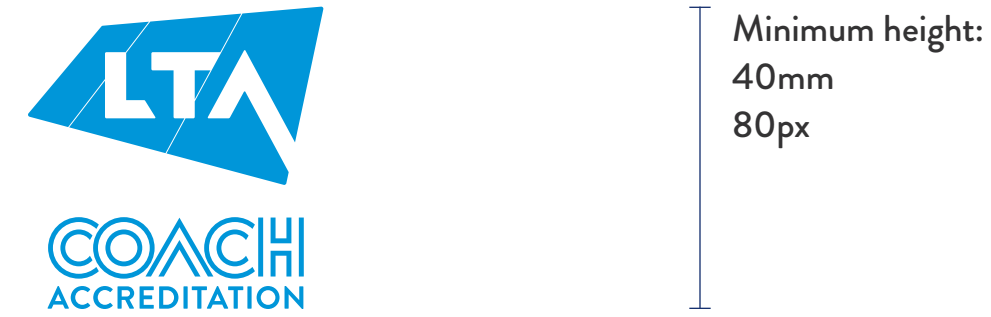
# MINIMUM SIZE

This page outlines the minimum size of all variants of the Coach Accreditation and Coach Accreditation+ logos. They should never be displayed smaller than these to maintain good legibility and recognition.

LTA Coach Accreditation Positive Landscape



LTA Coach Accreditation Positive Portrait



LTA Coach Accreditation+ Positive Landscape



LTA Coach Accreditation+ Positive Portrait



LTA Coach Accreditation Negative Landscape



LTA Coach Accreditation Negative Portrait



LTA Coach Accreditation+ Negative Landscape

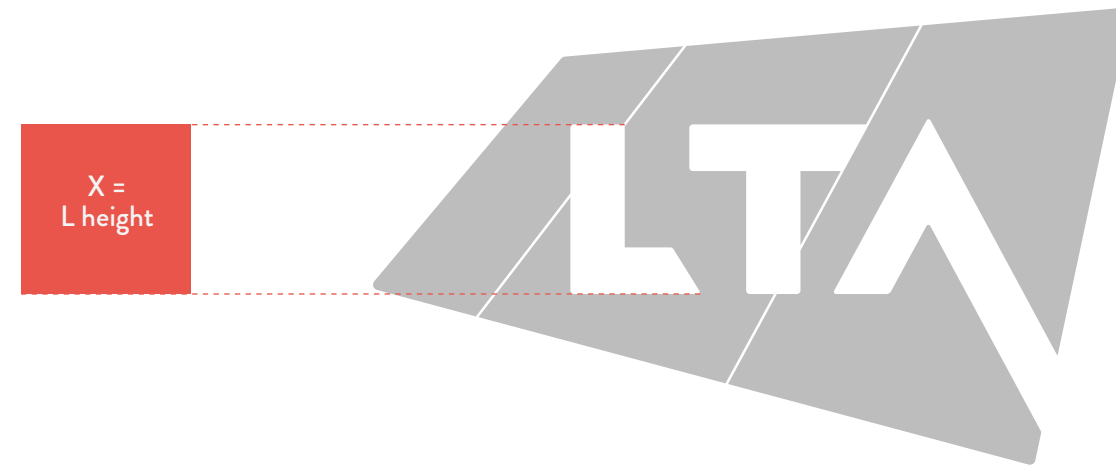


LTA Coach Accreditation+ Negative Portrait



## CLEAR SPACE

This measure is the minimum distance that the logo should appear in relation to other design elements. If possible we prefer more clear space around the logo.



Landscape logo clear space



Portrait logo clear space



## FRAMED VERSIONS

For use on formats where we have no authority on the application, position or scale of the lockup.

The addition of the frame enables us to protect the elements of the logo lockup device.

Framed landscape logo



Framed portrait logo



Framed logo clear space



Framed landscape logo minimum size



Minimum height:  
31mm  
63px

Framed portrait logo minimum size



Minimum height:  
47mm  
94px

X = 'L' height in LTA

**Important:**

We use the same calculation used inside the frame, to establish the clear space area outside of the frame.

## BRANDED APPAREL

There will be requirement to apply our logo on substrates other than paper. The most common application would be on clothing.

You have the option of using the landscape and portrait versions in full colour or single colour. Use whichever is most suitable for the application.

If asked for a Pantone reference by your supplier, please use the following:

LTA Bright Blue  
Match to Pantone 3005

For Coach Accreditation+, it isn't always possible to print a gradient effect. In these instances, please always default to the above Pantone values.



## LOGO DONT'S



✘ Do not re-colour any part of the logo



✘ Do not attempt to redesign or recreate the logo



✘ Do not change the proportions or distort



✘ Do not rotate the logo



✘ Do not add effects to the logo in any way



## ON BACKGROUNDS



✓ **Blue logos** can only be put on top of white or very light backgrounds



✓ **White logos** can only be put on top of dark backgrounds



✓ **Framed logos** can be put on any background



For more information or help contact us;  
[www.lta.org.uk/support-centre/enquiry-page](http://www.lta.org.uk/support-centre/enquiry-page)