



**UKCohousing**

# Our logos

Main logo



Network logo



Trust logo



# Logo variations

The main logos as shown above should be used at all times, all other variations should only be used when necessary. These variations apply across all three brands.

Please refer to the next page for some examples of logo misuse.

The black and white logo variants should only be used when printing in black & white.

For light backgrounds



For coloured backgrounds



Black and white variations



# Exclusion zones

The logo must always appear with 'space' around it, known as the 'exclusion zone' to ensure it is not cramped by other objects or text. The exclusion zone size is set by the size of the letter 'C' of 'Cohousing'. These exclusion zones apply across all three brands.



# Minimum size

The logos should always be legible and should not be shown so small it cannot be seen. Minimum sizes apply across all three brands.



# Logo misuse

Here are some examples of how the logo should never be displayed. This also applies to all sub-brands such as UKCohousing Network and UKCohousing Trust.

## ✗ Distorted



## ✗ Incorrect font



## ✗ Photograph/complicated backgrounds



## ✗ Incorrect colours



## ✗ Use of effects/filters



## ✗ Outlined



# Colours

The UKCohousing colours are a distinctive and recognisable part of our visual identity. The colours must not be altered or modified in any way.

All colours here are represented by Pantone, CMYK and RGB or hex codes to cover as many requirements as possible.

Typically Pantone and CMYK are printable colour ranges, while RGB or hex codes (#) are for online or digital applications.

## Primary colours



### Bright blue

Pantone 298C  
CMYK: 63, 8, 0, 0  
RGB: 84, 185, 234  
#54b9ea



### Light blue

Pantone 544C  
CMYK: 31, 8, 4, 0  
RGB: 187, 215, 236  
#bbd7ec

## Secondary colours



### Orange

Pantone 1645C  
CMYK: 0, 72, 93, 0  
RGB: 249, 107, 50  
#f96b32



### Purple

Pantone 7655C  
CMYK: 32, 75, 4, 0  
RGB: 178, 94, 159  
#b25e9d



### Green

Pantone 7489C  
CMYK: 52, 3, 81, 0  
RGB: 132, 192, 105  
#84c069



### Fuchsia

Pantone 7424C  
CMYK: 17, 84, 33, 1  
RGB: 209, 78, 118  
#d14e76



### Grey

Pantone 7C  
CMYK: 44, 36, 37, 2  
RGB: 149, 149, 149  
#959595

# Typography

Using the same fonts for all our printed and online publications is vital to maintain our unique look and feel.

Open Sans and Roboto are the only typefaces used for all Greener for Life material.

Open Sans is the typeface used for the logo only and should not be used anywhere else.

## Lato Bold - Main use: Headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Lato Medium - Main use: Sub-headings

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Lato Light - Main use: Body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Badges

These UKCohousing badges are used for Members and Accredited Associates of varying levels and should not be altered in any way.

## Members



## Accredited Associates

