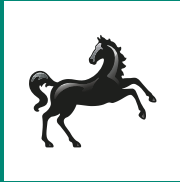


**LLOYDS BANK
FOUNDATION**
England & Wales



Our brand

a handy guide



Welcome to your one-stop shop for our brand assets and materials

To help you use our logos and branding, we've created this short guide with links to what you might need and how to use them.




If you have any questions or concerns about any of the following information, please don't hesitate to get in touch.

media@lloydsbankfoundation.org.uk

Key brand assets

-  Logos
-  Boilerplate and brand text

Reports and resources

-  Impact reports
-  Research reports
-  Resources for charities

Stay connected

-  Facebook
-  Twitter
-  LinkedIn
-  YouTube



Our vision, mission and values

Our brand stems from our Vision and Mission, and our work is guided by our values as an organisation.

Our vision is of a just and compassionate society where people facing complex issues and barriers have the opportunity to thrive.

Our mission is to partner with small and local charities, people and communities working towards a more just and compassionate society.

Our values

We are passionate

We're passionate about the work of small and local charities and communities working towards a better society where people are supported and can thrive.

We are inclusive

We support each other and partners, and together build a space where everyone is embraced, trusted and valued so they can be themselves and fulfil their potential.

We are rooted

We listen and learn from others to understand the challenges people, charities and communities face and commit to act on evidence and knowledge to make lasting change happen.

We are ambitious

We're not afraid to innovate, take risks, and push for change to break down the barriers people face, strengthen charities, foster more connected communities and a more just society.

Download



Boilerplate and brand text

As a Microsoft Word file

Boilerplate

This is the standard text for introductions and explanations of the Foundation and its work. Feel free to copy and paste for any use including in press releases and website copy.

Our boilerplate (full)

Lloyds Bank Foundation for England and Wales

We're an independent charitable foundation funded by Lloyds Banking Group. We work in partnership with small and local charities, people and communities, changing lives and working towards a more just and compassionate society.

The needs and aspirations of people drive our work. We strengthen the small and local charities that support them and the communities they live in, and advocate for a better future.

Through unrestricted funding, support to develop, and influencing policy and practice we help small and local charities thrive, communities grow stronger, and people overcome complex issues and barriers so they can transform their lives.

Our boilerplate (shortened)

Lloyds Bank Foundation for England and Wales

We're an independent charitable foundation funded by Lloyds Banking Group. We work in partnership with small and local charities, people and communities, changing lives and working towards a more just and compassionate society.

Through unrestricted funding, support to develop, and influencing policy and practice we help small and local charities thrive, communities grow stronger, and people overcome complex issues and barriers so they can transform their lives.

Download



Boilerplate and brand text

As a Microsoft Word file

Our logo

Here are a few tips to help decide which logo to use and where.

Primary logo – horizontal, positive

First choice is the horizontal logo, to be used unless there's a compelling reason to use the vertical version.



Min. size
150px / 40mm

Primary logo – horizontal, reversed

Use the reversed horizontal logo against a black, dark coloured background or dark photo where there is clear readout..



Min. size
150px / 40mm

Secondary logo – vertical, positive

Use the vertically stacked version where space is tight, or it's placed among lots of other logos.



Min. size
115px / 30mm

Secondary logo – vertical, reversed

For black, dark or photographic backgrounds.



Min. size
115px / 30mm

Downloads



Logo set

Includes RGB and CMYK versions in horizontal and vertical formats.

Don't cramp its style

To give our logo some breathing room, leave ample space around its perimeter, no less than the height of the logo's 'N'



It loves block colours

The logo works well on block colours and dark images. Use the standard logo on light backgrounds, and the reversed logo (white text, black horse) on dark backgrounds. Don't edit the logo or change the horse in any way.



Logos in partnership

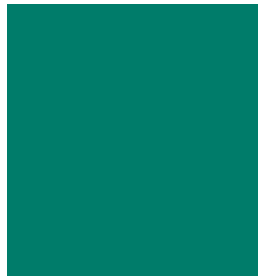
Make sure logos are given space, separated by a keyline if necessary and visually balanced. Position ours first if we're leading on, or producing, the work.



Brand colours

Our lead colour is LBF Green. We then have a secondary palette which allows us some differentiation and flexibility in more complex designs for reports, presentations, graphics and charts.

Primary palette



LBF Green

Pantone 327CP
CMYK 100/2/60/14
RGB 0/136/116
HEX #008874



Use standard black and white for text and backgrounds.

Secondary palette



LBF Navy

Pantone 534C
CMYK 95/74/7/44
RGB 24/50/100
HEX #183264



LBF Orange

Pantone 534C
CMYK 12/63/72/0
RGB 220/118/76
HEX #dc764c



LBF Dark Grey

Pantone Black 7 CP
CMYK 38/35/33/92
RGB 35/33/32
HEX #232120



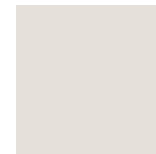
LBF Light Blue

Pantone 7454C
CMYK 62/23/4/12
RGB 93/152/195
HEX #5d98c3



LBF Yellow

Pantone 136C
CMYK 0/28/87/0
RGB 252/191/44
HEX #fcbf2c



LBF Grey

Pantone 420C
CMYK 16/11/14/0
RGB 220/220/179
HEX #dcdcd9

We're an independent charitable foundation funded by Lloyds Banking Group. We work in partnership with small and local charities, people and communities, changing lives and working towards a more just and compassionate society.

The needs and aspirations of people drive our work. We strengthen the small and local charities that support them and the communities they live in, and advocate for a better future.

Through unrestricted funding, support to develop, and influencing policy and practice we help small and local charities thrive, communities grow stronger, and people overcome complex issues and barriers so they can transform their lives.

lloydsbankfoundation.org.uk

 @LBFEW

 /lloydsbankfoundation

 /lloydsbankfoundation

Second Floor, Society Building,
8 All Saints Street, London N1 9RL

media@lloydsbankfoundation.org.uk

**LLOYDS BANK
FOUNDATION**
England & Wales

