

Using Logos

The Lord's Taverners is a strong brand. As such, it must strive to protect the essence of its brand identity by ensuring uniformity of visual expression in all of its communications. The following guidelines have been put together to help ensure such uniformity. They should be seen as mandatory.

The Lord's Taverners:



- The 'Crown & LT' should never be split - they are part of the same logo.
- The colour for The Lord's Taverners Logo is **Pantone Reflex Blue** on a light background or white on a dark background.
- The correct font for use of the wording of the logo 'The Lord's Taverners' is **Garamond (Bold)**.

The Lady Taverners



- The colour for The Lady Taverners Logo is **Pantone Reflex Blue** for the wording and crown. **Pantone 219c** is the correct pink for the bow.
- The 'Crown & Bow' and words should never be split, they are part of the same logo.
- The correct font for use of the wording in the logo 'The Lady Taverners' is *Goudy (Italic)*.

The Young Lord's Taverners



- The colour for The Young Lord's Taverners Logo is **Pantone Reflex Blue** for the wording and **Pantone 200c** for the Crown.
- The 'Crown & YLT' and words should never be split.
- The correct font for use of the wording in the logo 'The Young Lord's Taverners' is **Arial**.

The Lord's Taverners Maypole



The Lord's Taverners Maypole uses the three colours:

Blue - Pantone Reflex Blue

Red - Pantone 200

Green - Pantone 553

The maypole must appear on the left hand side of promotional material.

The Lady Taverners Maypole



The Lady Taverners Maypole uses the four colours:

Blue - Pantone Reflex Blue

Red - Pantone 200c

Green - Pantone 553

Lady Taverners Pink - Pantone 219c

Copyright

All three logos and the two maypoles are property of The Lord's Taverners. Permission must be sought from The Lord's Taverners for approval of use by third parties.

It is also acceptable to make the logos black when used on a light background or for black & white documents.