

# LIYSF Logo Guidelines

## Logo and Variations

There are **three**  
formats and a variety  
of colours available  
which you can find  
on the next slide

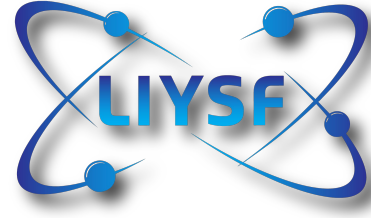
Text type logo

LIYSF

2D Logo



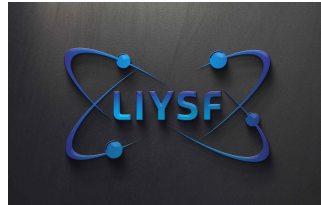
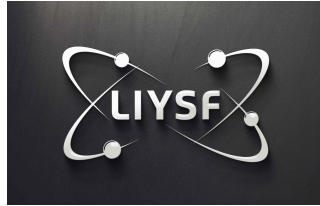
3D Logo



# Colour Variations

There are three formats and a variety of colours available of our logo

Black Background



2D Logos



3D Logos

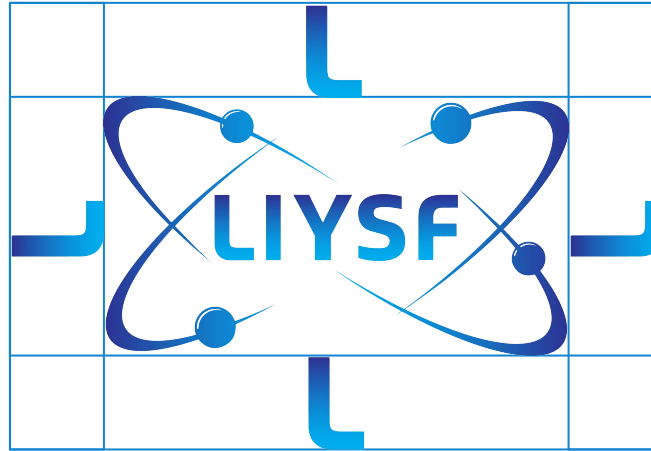


## Exclusion zone and minimum size

The masterbrand logo should always have **breathing space**. Use the 'L' as clear space.

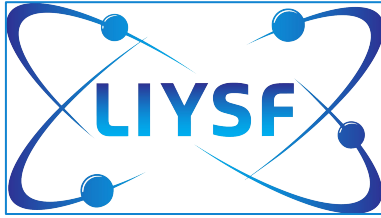
The minimum recommended size for the masterbrand logo is 30mm wide (150 pixels online).

It should never be used below 10mm wide (75 pixels online).

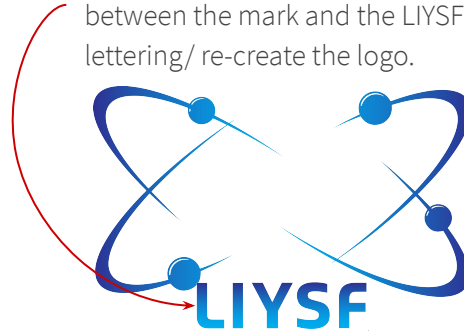


## Dont's

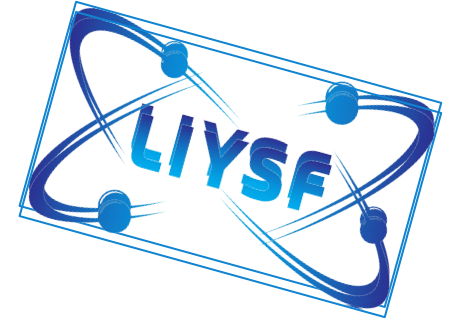
**X** Do not put the masterbrand logo in a box or any other shape:



**X** Do not alter the relationship between the mark and the LIYSF lettering/ re-create the logo.



**X** Do not distort the masterbrand logo



**X** Do not put the masterbrand logo on an overly complicated background where it becomes illegible

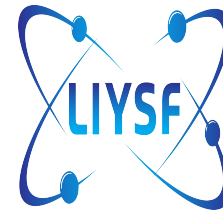
**X** Do not use the masterbrand logo in other colours (that haven't been specified in the guidelines)



**X** Do not add a suffix to the masterbrand logo



**X** Do not squash the logo



# Our brand in text

Use these basics when  
writing about us..

## Never like this

LIYSF

- The LIYSF
- Liysf

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The London  
International Youth  
Science Forum

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- The london international youth science forum (in lowercase)
  - london international youth science forum
  - london international science forum
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