

London Art History Society

Brand Guidelines

A New Visual Identity for London Art History Society

In our new visual identity we have chosen to symbolise the Society with a version of Hogarth's 'Line of Beauty' which he wrote about in his 1753 treatise, *The Analysis of Beauty: written with a view of fixing the fluctuating ideas of taste*. The logo is a core part of the Society's brand identity. It expresses our unique personality and reflects our work. Our logo has been carefully created – so always use the artwork supplied and never create your own.

We have established some simple guidelines to manage the application of the Society's brand.

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London Art History Society

Our Brand

Font

Minion Pro

CMYK



White



Greyscale



Formats

All logos are available in the following formats:

EPS

Pantone	Greyscale
CMYK	White

JPG

CMYK	Greyscale
RGB	

Colours

Colour specifications

Always use the correct colour specifications for the appropriate media.

HTML colour specifications are for on screen/Web use only.



Pantone	302C
CMYK	100/48/12/58
RGB	0/19/32
HTML	#004066



Pantone	N/A
CMYK	25/95/95/25
RGB	154/36/26
HTML	#9a241a

The two colourways shown have been selected for the current issue of the *London Art History Review* (2015). Colours of the logotype will change annually, and be based on the *Review's* front cover image. Latest versions can be downloaded from the Society website.

Use of black only, or white on dark backgrounds, can be used at all times.

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Use of Logotype

Our logo has been carefully designed, so always use the artwork supplied and never create your own.



Do not abuse your logo by stretching it to fit a space. Enlarge or reduce in proportion.



X X: 37% Y: 29%



X X: 29% Y: 37%



✓ X: 35% Y: 35%

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Clear Space Area

To ensure the prominence and clarity of our logo, it is important to position it within an adequate area of clear space.

Our logo may be positioned over photographic images or panels of flat colour, however type and other graphics should not encroach on this clear space area.

The minimum clear space is shown here by the dotted pink lines. The minimum clear space is equal to the height of two capital letterforms, as shown in the diagram.



An example of incorrect minimum clear space usage.

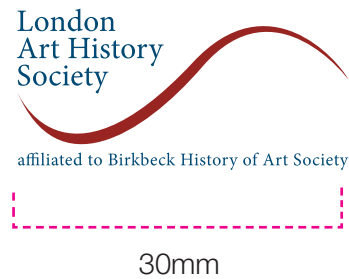
Toj fise rnvisd viesnv dsivhs ifvnam snfeiuohbv fd
nvjn vieyf dklifedfalkf dfdke fdif efne dvnuefu
webkdfv London Art History Society s iv
hsifvna v nuef uw
ebkdfvn sivhsif vn
amsnfeii u web
kdfvn;xiaffiliated to Birkbeck History of Art Society rs ifvna
ies nvd sivhs ifvn amsnfeiu hbv fd nvjnvi eyf efn
sdv n ue fuw ebkdfvn;xioh kdjfishernv is dvie snvd

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Minimum Size

To ensure the logotype is always clear and legible it should not be reproduced any smaller than the minimum sizes given here.

Print



On screen



In print

The logotype should not be reproduced any smaller than 30mm wide.

On screen

The logotype should not be reproduced any smaller than 50 pixels wide.