linx

Corporate Identity Guidelines

This document has information on how and where the LINX logo and other identifying marks can be used by LINX members and partners

In 2018 LINX introduced a completely new brand design, colour pallette and typeface using lower case lettering rather than the traditional upper case. The previous logo, and its derivatives, shot be used except in special situations which must first be approved by LINX.

LINX Logo

Our new logo consists of two elements; the LINX symbol and the LINX word mark. In certain instances, the LINX symbol can be used on its own without the word mark. However, the LINX word mark should never be used without the symbol.
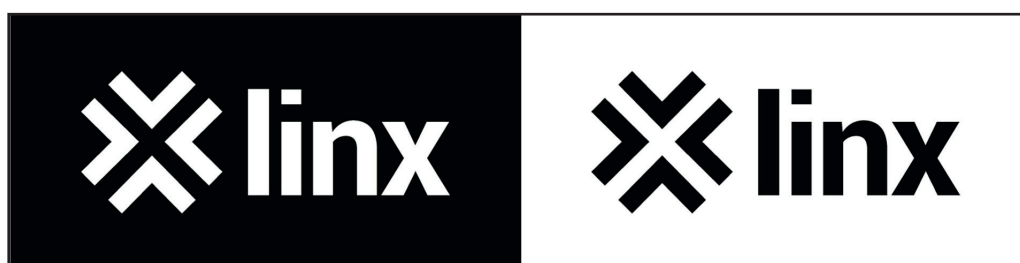
When possible, the logotype should be reproduced in colour. When only one colour is available, the logotype should be printed in black or reversed to white. Do not print the logotype in any other colour.

Colour logo   **Negative logo**

Mono logo

Although LINX is written in lowercase in the word mark and URLs, LINX is to be written in CAPS within body copy.

Any printed marketing or publicity material bearing the LINX brand must be first be approved by LINX before going into production.

Colour Palette

Our colour palette has been carefully formulated to reflect the values and promises of the LINX brand. The 'RGB' and '#' colour references apply to digital and should be used when creating documents to be viewed on a screen. The 'CMYK' and 'Pantone' values apply to printed ink and should be used when creating printed publications.

Primary colours

Secondary colours

Tints 10% increments

r60 g43 b134
#3c2b86
c95 m97 y0 k0
Pantone 273C

r36 g193 b175
#24c1af
c81 m0 y39 k0
Pantone 326C

r120 g205 b246
#78cdf6
c39 m0 y7 k0
Pantone 636C

r65 g74 b95
#414a5f
c58 m32 y18 k54
Pantone 7545C

Tints 10% increments

r97 g238 b137
#61ee89
c56 m0 y58 k0
Pantone 7479 C

r247 g230 b35
#f7e623
c6 m0 y72 k0
Pantone 394C

r254 g102 b68
#fe6644
c0 m70 y72 k0
Pantone 7416C

Tints 10% increments
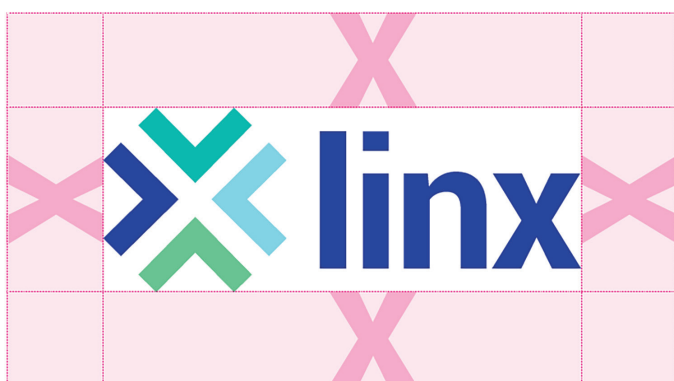
r255 g255 b255
#ffffff
c0 m0 y0 k0

r220 g220 b217
#dcdcd9
c7 m3 y5 k8
Pantone 427C

r30 g26 b31
#1d191e
c67 m44 y67 k95
Pantone Black 3C

Logo Guidelines

Spacing

The logotype must be reproduced with a clear area around it that is free from other graphic elements. This clearance zone also applies to the regional logos.

Minimum Size

The logotype should never be presented any smaller than the sizes below. The minimum height measurement also applies to the regional logos.

Web use

25px

62px

Print use

8mm

20.6mm

Positioning of the LINX corporate signature on the desired page area, whether printed or online, is at the member's own discretion but minimum sizing must be adhered to.

Please note that PNG, JPEG and GIF files must not be used for printed marketing literature, only vector EPS files. These are available on request.

Usage of the LINX logotype by members, associate members & partners

It is our policy to encourage members to associate themselves with LINX in their press and publicity material, in particular by usage of the LINX logo. This will help increase the value of LINX membership and make it more difficult for non-members to pass themselves off as LINX members. The following rules must be followed in order to achieve a common recognisable association of members with LINX.

How not to use the LINX Logotype

Follow these simple rules.

Do not scale the logo unevenly

Do not alter the word mark and symbol

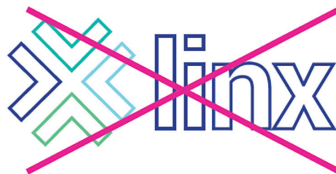**Do not** alter the proportions of elements to each other

Do not use the word mark on its own

Do not alter the colour of the logo. The Colour, Negative and Mono Logos (on p.19) are the only versions to be used

Do not use drop shadows

Do not use a stroke

Do not use a complex or highly textured

LINX Regional Exchange Logos

The original regional exchange naming conventions have changed. In future all sites will be preceded by the LINX name and versions with the IX prefex such as IXCardiff are not to be used.

Use the following guidelines for regional versions of the logo.

Mono logo

When possible, the logotype should be reproduced in colour. When only one colour is available, the logotype should be printed in black or reversed to white. Do not print the logotype in any other colour.

Previous variations
of the LINX Logo

All previous variations of the previous LINX logos should be replaced with the new style logotypes.

LINX Est. 1994

IXMANCHESTER

IXSCOTLAND

IXCARDIFF

LINX NoVA

LONDON INTERNET EXCHANGE
20 YEARS
LINX
1994 - 2014
WORKING FOR THE GOOD OF THE INTERNET

LINX

Further Information

If you require further advice on use of the LINX logo and associated brands please contact the LINX Marketing team.

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