

# Brand Guidelines

## LOtC Quality Badge (Site Only)

### Essentials

Any written reference to the LOtC Quality Badge (Site Only) must use the exact wording "LOtC Quality Badge (Site Only)" or "Learning Outside the Classroom Quality Badge (Site Only)".

The awarding organisation for the LOtC Quality Badge (Site Only) is the Council for Learning Outside the Classroom.

Any reference to this organisation should use the name in full or the abbreviation 'CLOtC'.

### LOtC Quality Badge (Site Only) logo

Badge holders are encouraged to display the LOtC Quality Badge (Site Only) logo at every opportunity to signal their award status to users. We also advise LOtC Quality Badge (Site Only) holders to regularly review their materials in conjunction with these guidelines to ensure they are using the brand correctly.

The logo may never be used by a provider working towards the badge (i.e. an organisation that has not yet applied for or achieved the LOtC Quality Badge (Site Only)).

The LOtC Quality Badge (Site Only) logo can be used by organisations to publicise their award but only in reference to the parts of the organisation that has achieved the award. Where a large organisation holds the LOtC Quality Badge (Site Only) for only some of its sites or brands, only the sites or brands that are badged and hold a certificate can use the logo. In these circumstances the organisation is not permitted to use the logo in generic company communications, for example on the home page of a website or as a header or footer on promotional materials for the whole organisation. Where an entire organisation's offer to schools and/or other educational groups has been assessed and badged they may use the LOtC Quality Badge (Site Only) logo on all company communications.

The logo must never be redrawn, distorted, skewed, stretched or altered in any way aside from size. Please see below for details on logo minimum size, spacing and colour use.

Where the logo is used on a website, in emails or in other digital communications, a link to the CLOtC website must be included – [www.lotc.org.uk](http://www.lotc.org.uk).

The logo must always be used in the format provided. The addition of any strapline or other embellishment is not permitted.

In the event that a LOtC Quality Badge (Site Only) is withdrawn, or the expiry date has passed without renewal, the organisation must remove the logo and all reference to the LOtC Quality Badge (Site Only) from all communication or promotional materials. The Council for Learning Outside the Classroom licenses badged organisations to use the logo only in accordance with the guidelines set out in this document. Where the logo is used contrary to these guidelines the Council for Learning Outside the Classroom will take action to protect brand integrity.

# Brand Guidelines

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### Exclusion zone

The logo should always have the outside border intact with no encroachments.



### Minimum size

It is important that the words are legible wherever the logo is used. Please make the logo as large as is reasonable and no smaller than 2cm width on printed material.



### Colour

Wherever possible the LOtC Quality Badge (Site Only) logo should be used in full colour. The other options are black on a white background or white on a black background.



We prefer the logo is not used transparently but if this must be the case it must only be used on very light or very dark backgrounds, so that the logo can be seen clearly.

For further information and guidance, contact the Council for Learning Outside the Classroom at [marketing@lotc.org.uk](mailto:marketing@lotc.org.uk)