




**Learning &
Performance Institute**

**Brand
Guidelines**





Being awarded Learning and Performance Institute
Accreditation is a great achievement.

These guidelines show you how
to use our logo with pride,
to celebrate your success
whilst protecting our brand.

LPI Accreditation epitomises trust,
integrity and quality. Please ensure
that you help safeguard
these values.

Our logo

more than a quality mark

The logo is the principal device for Institute. This is to be used on all communications.

Under no circumstances should the logo be distorted or amended.

The logo is available in Pantone pink, CMYK pink, black and white.

Usage

There are three colourways the logo can be used. In the first instance, the Institute logo should always be used in the Pantone pink. Black and white options are also allowed.

Do not use any other colour, than the ones recommended. Do not edit delete or use sections of the logo. Use only approved artwork.

Hyperlink

It's vital that anyone visiting your website understands the importance of the Accreditation logo and all that the logo represents. It is equally as important that they have easy access to the Institute's Code of Practice and Complaints Procedure.

As such we require that any instance of the logo online should link to the following web page:

www.learningandperformanceinstitute.com/lpilogo.htm

Corporate Colours

The corporate colour, or Institute pink is Pantone 676. Wherever possible, the spot colour should be used. In instances where this is not possible, a process CMYK version is available.

In all instances, Institute pink should be the dominant colour.

If you are intending to print the logo on specialist or uncoated material, please contact the Institute marketing department for advice on colour matching. Telephone: +44 (0)845 006 8858.



Variations

Over time, various logos will be developed to serve specific purposes for LPI. Guidance on using the correct logo will be given.



Minimum size

The LPI logo must not be reduced beyond 45mm in length in either online or print artwork. Please seek approval from the Institute should the need arise to reduce the size any further.



Pantone 676

K: 6% A: 100% K: 22%

We take great care in protecting the Institute brand and will act on any breach of these guidelines. If you have any questions about the use of the logo or the Institute brand, please contact a member of the marketing team:

Telephone: +44 (0)845 006 8858 **E-mail:** mharland@learningandperformanceinstitute.com