

# Power to Change

## Brand guidelines

### Logo with strapline



Use our logo with strapline wherever possible.

### Logo without strapline



If space and size is an issue, use our logo without strapline.

### The National Lottery Community Fund



The National Lottery Community Fund logo is to be used on all promotional material. It should be placed to the right hand side or bottom right hand side of a page or screen away from our logo.

### Minimum sizes

#### Print

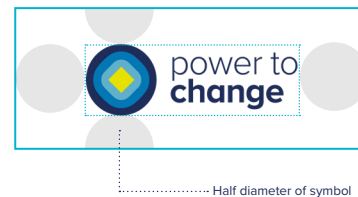


#### On screen



To make sure that the logo is always legible and recognisable, it should never be reproduced smaller than the minimum sizes provided.

### Clear space



The minimum clear space around the logo is equivalent to the diameter of the symbol on the left and right, and half a diameter on the top and bottom of the logo.

### Core colours



### Typeface

# Proxima Nova A

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Our secondary typeface is Arial and may be used in situations where Proxima Nova A is not available.

Should you require any further guidance or information please contact: [comms@powertochange.org.uk](mailto:comms@powertochange.org.uk)