



Brand Identity Guide: The Association of Leasehold Enfranchisement Practitioners



INTRODUCTION

Welcome to the brand identity guidelines for The Association of Leasehold Enfranchisement Practitioners (ALEP).

This guide is designed to cover the usage of the ALEP logo, providing instructions for when you are producing literature and other marketing materials as part of your involvement with the Association.

If you have any questions about the correct use of the logo, or would like help to design partner material, please address enquiries to clare@alep.org.uk.

USE OF THE ALEP LOGO

The ALEP logo may be used by member firms on websites and stationery. However, in line with ALEP's constitution, in the event that a membership is terminated for whatever reason, the former member undertakes to immediately cease use of the ALEP logo and any associated marketing products and to return any unused marketing materials to ALEP.

Likewise, any reference to ALEP on the former member's website, letterhead, or in any marketing material or advertising is to be removed immediately. ALEP reserves the right to publish a list of non-members or former members.

For the avoidance of doubt, the intellectual property in the ALEP logo and any other materials remains with ALEP at all times and members have a royalty-free licence to use these items for the duration of their membership only.

THE LOGO - LANDSCAPE

The logo is available in either colour, monochrome or a transparent version, dependent on application and reproduction method.
No other colours should be used.

Full Colour Logo

Preferred option
PANTONE



Mono Logo

This option is recommended for use on a light background.



Transparent Logo (as example)

This option is to be used on a block coloured background and must only be used online.



THE LOGO – SQUARE

The logo is available in colour, or a transparent version, dependent on application and reproduction method.

No other colours should be used.

Square Colour Logo

Preferred option

PANTONE



Transparent Logo (as example)

This option is to be used on a block coloured background and must only be used online.



THE LOGO

Recommended Sizes

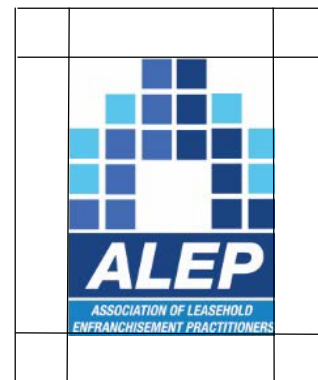
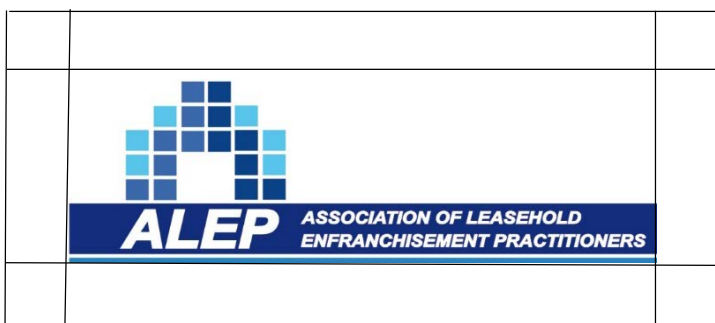
The ALEP logo should always be clearly legible. This is of utmost importance in successful brand recognition. We recommend that the minimum size at which the landscape logo can be reproduced is 15mm (in height) by 48mm (in width). The square logo should be 15mm (in height) by 15mm (in width).

It can be scaled up in any size to any dimension but should not be stretched, distorted or redrawn in any way.



Exclusion Zone

When using the logo, please ensure an area of white space is retained around the full logo. See example.



COLOURWAYS

In order to maximise the impact of the logo on marketing material, we recommend that the logo always appears on a solid colour background.

The colours of the ALEP logo are important and should not be varied. All logo colours are also the primary colours for marketing materials.

