

BRAND GUIDELINES

Together we can
fuel solutions in
the home.

Logo

The COOKING FOR LIFE logo is a valuable graphic component to be used throughout your involvement with the campaign.

Its simplicity makes it useful on a wide range of materials including advertising, website banners, press releases, FAQs and fact sheets, and other communications materials.

The logos for LPG Exceptional Energy and the World LP Gas Association should also be included on materials in a smaller context. Placement should generally be in the bottom left and right corners.

For consistency, please use only the approved graphics files provided.

WLPGA Logo



LPG Exceptional
Energy Logo



Logo Description

The campaign logo is simply the name: COOKING FOR LIFE.

Logo Colours and Font

The colours in the logo are blue and green. For all applications these colours should be the central theme.

For the campaign logo, the words “COOKING” and “FOR” are both in blue (Pantone 2935). The word “LIFE” is in green (Pantone 376).

Pantone 376

CMYK 98•59•0•0

RGB 0•104•180

Pantone 376

CMYK 53•0•85•0

RGB 130•197•91

The font is Helvetica. This is the correct font for COOKING FOR LIFE documents. It was chosen for its professional and modern look, which makes it easy to read.

Helvetica LIGHT
Helvetica ROMAN
Helvetica BOLD

Correct Use of the Logo

A. Minimum Sizing

Print use should have a minimum width of 25mm.

Web use should have a minimum width of 140px.

B. Isolation Area

There should be an area of isolation defining the area surrounding the logos that must be kept free of any other elements. This isolation space is equal to half the width of the “C” in the logo.



C. Do's and Don'ts

- Do not use a logo smaller than the specified minimum size.
- Do not try to modify any of the logos provided.
- Do not place graphics or text in an isolation space next to the logos.
- Do keep the proportions of each logo.
- Do not reproduce any of the logos in different colour schemes.
- Do use a left alignment whenever possible.
- DO ensure a strong contrast when using coloured type or typing/printing on a coloured background.
- Do not use any tools to change or distort the font.
- Do not use excessive leading (line spacing).
- Italics should only be used to add specific emphasis like titles and scientific names. Italics should not be used in any other way.