

Switchboard  
identity  
guidelines  
version 2  
13.11.14

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# 1 logo



The typeface used in the strapline is Ropa Sans  
Available for free download from:  
<http://www.fontsquirrel.com/fonts/ropa-sans-pro>

**Artwork files:**

- 1 Switchboard\_logo\_CMYK\_ARTWORK.eps
- 2 Switchboard\_logo\_screen.png

## logo – alternative straplines



If editing the strapline:

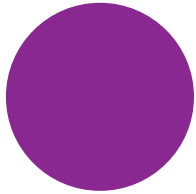
- avoid capitals, apart from initialisms/acronyms
- ensure strapline doesn't protrude beyond the logo
- keep a gap of one semi-circle of the 'rainbow' dot between the logo and the tallest letter on the strapline

### **Artwork files :**

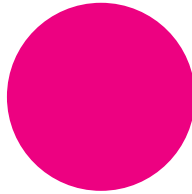
Vector files for print

- 3 Switchboard\_logo\_calm\_CMYK\_ARTWORK.eps
- 4 Switchboard\_logo\_calm\_screen.png
- 5 Switchboard\_logo\_variable\_strapline.eps

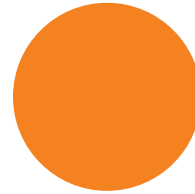
## 2 colours



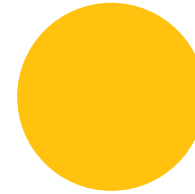
**c55 m100 y0 k0**  
**r137 g40 b144**  
**pantone 254**



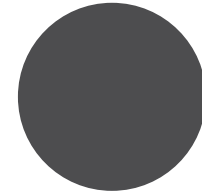
**c0 m100 y10 k0**  
**r237 g0 b128**  
**pantone 226**



**c0 m60 y100 k0**  
**r245 g130 b32**  
**pantone orange 021**



**c0 m25 y100 k0**  
**r255 g194 b14**  
**pantone 130**



**c0 m0 y0 k85**  
**r77 g77 b77**  
**pantone 447**

# 3 typography

## Ropa Sans Pro

for headlines and large titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

available for free download from

<http://www.fontsquirrel.com/fonts/ropa-sans-pro>

## Gudea bold

for **titles** and **emphasis** in body text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 !@£\$%^&\***

available for free download from

<http://www.fontsquirrel.com/fonts/gudea>

If Ropa Sans is not available

## Arial narrow

– can be used as an alternative.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

## Gudea

for body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&\*

available for free download from

<http://www.fontsquirrel.com/fonts/gudea>

## *Gudea italic*

useful for names of films, books, etc...

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890 !@£\$%^&\**

available for free download from

<http://www.fontsquirrel.com/fonts/gudea>

If Gudea is not available

## Arial

– can be used as an alternative.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&\*

# 4 website



Switchboard  
www.llgs.org.uk

**Switchboard**  
LGBT+ helpline

Calm words  
when you need  
them most

Providing free & confidential support & information to lesbian,  
gay, bisexual & transgendered communities throughout the UK  
**Helpline: 0300 330 0630 (daily 10pm - 11pm)**

MEMBERS TEXT SIZE

HOME SERVICES SUPPORT VOLUNTEER FUNDRAISING & DONATIONS ABOUT LINKS GALLERY CONTACT

Helpline  
Instant messaging



### Instant messaging

A place to talk about things that may be difficult to talk about anywhere else... a place to find non-judgemental support and help. It's confidential, secure and a way of reaching out for help, perhaps when you don't know where else to turn.

More Info

Email support  
Database

## news

### Still Fucking Here Conference



London Lesbian and Gay Switchboard is proud to announce that Sean Strub, author of the landmark book *Body Counts: A Memoir of Politics, AIDS, Sex and Survival*, will be one of the keynote speakers at our 40th birthday workshop day "Still Fucking Here! - 40 years

### LLGS at Pride 2014



Thank you to all those who cheered us on as our volunteers and supporters marched in the parade at Pride in London this year, our 40th Pride event.

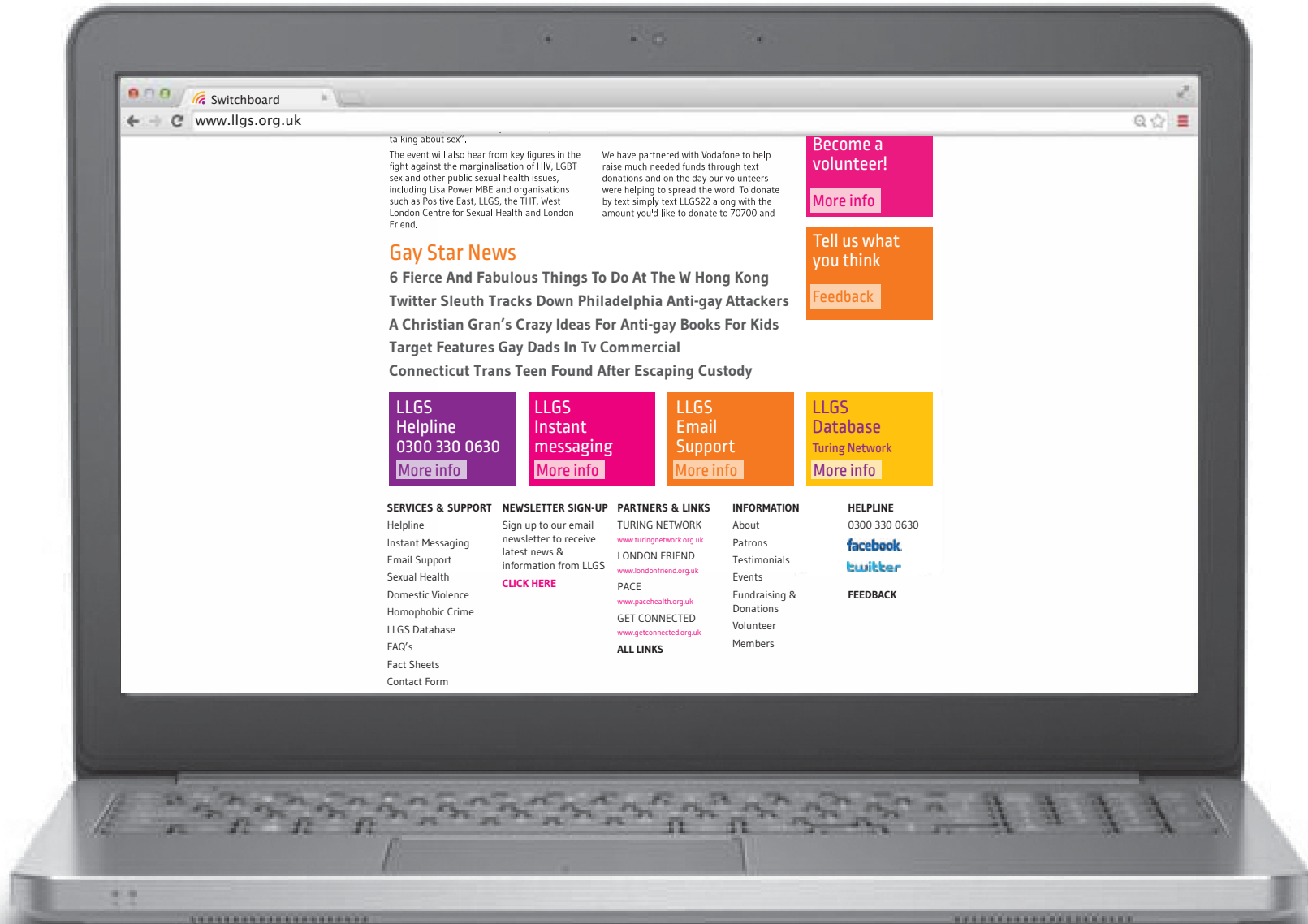
We also had a stall at Trafalgar Square and we were pleased to meet so many people interested to learn more about the great service that we provide to the LGBT community and how to support us going forward.



Fundraising & donations

Donate Now!

# website continued





# 5 business card



The typeface for the text is Gudea

## Artwork files:

- 6 Switchboard\_Business\_Card\_Front\_ARTWORK\_CMYK.eps
- 7 Switchboard\_Business\_Card\_Front\_ARTWORK\_CMYK.pdf
- 8 Switchboard\_Business\_Card\_Back\_ARTWORK\_CMYK.pdf

# 6 postcard



The typeface for the text is Gudea

**Artwork files attached:**

Vector files for print

- 9 Switchboard\_PostCard\_front\_ARTWORK\_CMYK.pdf
- 10 Switchboard\_PostCard\_back\_ARTWORK\_CMYK.eps
- 11 Switchboard\_PostCard\_back\_ARTWORK\_CMYK.pdf



**Switchboard**  
LGBT+ helpline

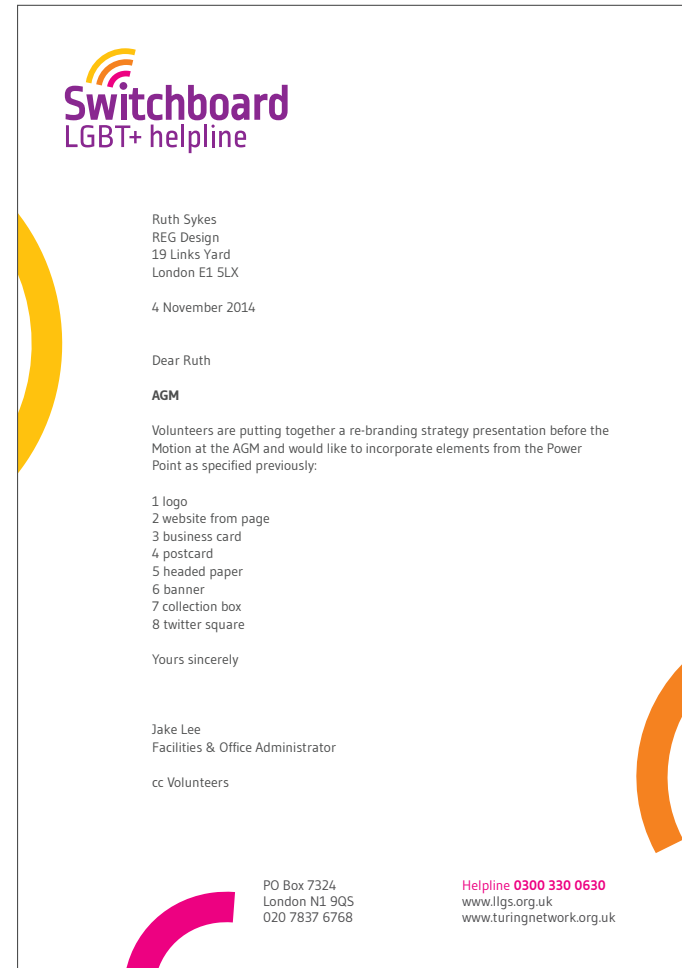
PO Box 7324  
London N1 9QS  
020 7837 6768  
Helpline **0300 330 0630**  
[www.llgs.org.uk](http://www.llgs.org.uk)  
[www.turingnetwork.org.uk](http://www.turingnetwork.org.uk)

# 7 letterhead

The typeface for the text is Gudea

**Artwork files:**

- 12 Switchboard\_Letterhead\_ARTWORK\_CMYK.eps
- 13 Switchboard\_Letterhead\_ARTWORK\_CMYK.pdf
- 14 Switchboard\_Letterhead\_ARTWORK\_WORD.doct



Align the first line of the letter horizontally with the top of the yellow arc, and vertically with the 'h' in the strapline.

The line length shouldn't go much further than the left hand edge of the orange arc.

Aim to keep the gap between the last line of the letter and the address details the same or more than the gap between the logo and the first line of the letter.

# 8 twitter square

Artwork file:

15 Switchboard\_Twitter\_Square.png



## 9 banner & collection box



# list of artwork files

	file name	description	notes
logo	1 Switchboard_logo_CMYK_ARTWORK.eps	Vector file of logo set up for CMYK printing	Editable file – use for professional print artwork
	2 Switchboard_logo_screen.png	Picture file of logo	For use on web and screen
	3 Switchboard_logo_calm_CMYK_ARTWORK.eps	Vector file of 'calm' logo set up for CMYK printing	Editable file – use for professional print artwork
	4 Switchboard_logo_calm_screen.png	Picture file of 'calm' logo	For use on web and screen
	5 Switchboard_logo_variable_strapline.eps	Vector file of 'variable' logo set up for CMYK printing	Editable file – use for professional print artwork
business card	6 Switchboard_Business_Card_Front_ARTWORK_CMYK.eps	Vector file of business card set up for CMYK printing	Editable file – use for professional print artwork Can be edited to change contact details as necessary
	7 Switchboard_Business_Card_Front_ARTWORK_CMYK.pdf	Print-ready PDF of Jake's business card for CMYK printing	Ready to send to print. <b>Ask printer for a proof, and let me know if there are any queries from the printer.</b>
	8 Switchboard_Business_Card_Back_ARTWORK_CMYK.pdf	Print-ready PDF of back of the business card for CMYK print	Ready to send to print. <b>Ask printer for a proof, and let me know if there are any queries from the printer.</b>
post card	9 Switchboard_PostCard_front_ARTWORK_CMYK.pdf	Print-ready PDF of front of postcard set up for CMYK printing	Ready to send to print. <b>Ask printer for a proof, and let me know if there are any queries from the printer.</b>
	10 Switchboard_PostCard_back_ARTWORK_CMYK.eps	Vector file of back of postcard set up for CMYK printing	Editable file – use for professional print artwork Can be edited to change contact details if necessary
	11 Switchboard_PostCard_back_ARTWORK_CMYK.pdf	Print-ready PDF of back of postcard set up for CMYK printing	Ready to send to print. <b>Ask printer for a proof, and let me know if there are any queries from the printer.</b>
	12 Switchboard_Letterhead_ARTWORK_CMYK.eps	Vector file of the letterhead set up for CMYK printing	Editable file – use for professional print artwork. Can be edited to change contact details if necessary.
	13 Switchboard_Letterhead_ARTWORK_CMYK.pdf	Print-ready PDF of letterhead ready for CMYK printing	Ready to send to print. <b>Ask printer for a proof, and let me know if there are any queries from the printer</b>
	14 Switchboard_Letterhead_ARTWORK_WORD.docx	A Word template of the letterhead	For use in Word
twitter	15 Switchboard_Twitter_Square.png	Picture file of the Twitter Square	Ready to upload to Twitter