# Henry Moore Foundation Logo guidelines

1. Never attempt to reproduce or recreate the logo. Only use the digital artwork supplied.

2. Our whiteout and mono logos may be at 3 levels of opacity. These are set to 25%, 80% and 100%. Please do not use the logo at other opacity levels. Never adjust the opacity of the type in the logo. This should always remain highly visible and must contrast with the colour of the masterbrand logo form. The colours must be chosen to ensure that the logotype is clearly legible against the background Select the type in either black or white.

3. **The minimum size for our logo is 20mm wide.**

For consistency across applications, we recommend that you follow the following logo size guide.
- A1 168mm wide
- A2 120mm wide
- A3 86mm wide
- A4 62mm wide
- A5/DL 50mm wide

4. Please ensure that the logo has enough space around it to maximise its visual presence. It is vital that the logo is surrounded by an area of clear space and is not obscured or crowded by other elements. We recommend that the space surrounding the logo is equal to the height of the text contained within the logo. As illustrated below:
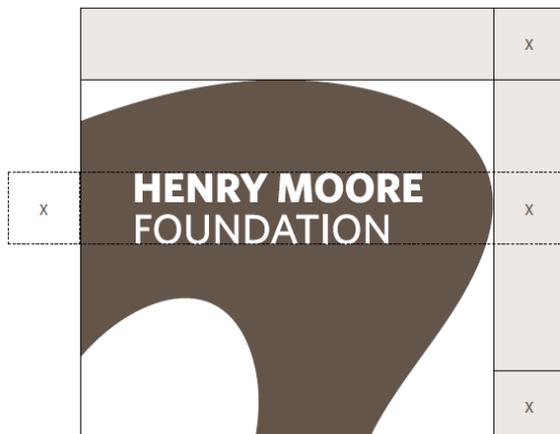
5. The brand logo will sometimes appear alongside other logos, as below.
Ensure it has sufficient breathing space with other logos on the page. The relative size of the logo may vary according to its relationship with other logos on the page.
Please remember that the minimum logo size is 20mm.

HENRY MOORE
FOUNDATION

M
s
Mondriaan Stichting
(Mondriaan Foundation)

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THE
INDEPENDENT

Linklaters

HENRY MOORE
FOUNDATION

5. Do not

- Change the colours of the brand logo
- Crop the brand logo
- Use effects on the brand logo
- Alter the text in the brand logo
- Keyline the brand logo
- Use the brand logo at an angle
- Create your own brand logo
- Adjust the opacity levels of the type