



Our Logo

This is our primary logo

The Link Group logo should mainly be used in full colour on a white background.



It must always be in the clear...

Clearspace (width of the L) = X



Approved variations

Reversed colour version



Mono version



Reversed version



Minimum size

Ensure that the logo is always 8mm in height or above



Language guide

When referring to "Link" or "Link Group", title case must always be used. Link should never appear in ALL CAPS.

Our Logo

Colour usage variations



Light background

Full colour version of the logo should be used on light or white backgrounds. Monochrome versions of the logo are also acceptable for B&W and single colour applications.

Photographic background

Reversed colour and reversed monochrome versions of the logo should be used on photographic backgrounds. If reversed colour version is used, ensure that there is enough contrast between the logo elements and the background.

Solid colour background

Reversed colour and reversed monochrome versions of the logo should be used on solid colour backgrounds. When the reversed version is used, ensure that there is enough contrast between the logo elements and the background.

Our Logo

Keeping it clear and visible

The Link Group logo should always be used in its original format – do not distort or reshape the logo.



The Link Group logo should always be used in its approved colours – do not recolour the logo.



The Link Group logo should always be used in its original style – do not add special effects or blurs to the logo.



The Link Group logo should always be used on plain backgrounds – do not use strong patterns or busy images.



The Link Group logo should always be clear and legible – do not add drop shadows to the logo.



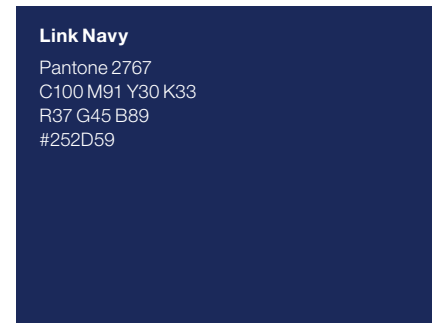
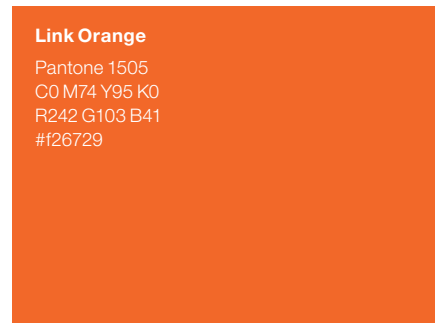
The Link Group logo should always be visible insitu – make sure the logo has enough contrast for the background.



Our Colours

This is our primary palette

Orange and Navy, along with white space, are at the heart of our identity.



This is our secondary palette

The secondary palette are a coordinated range of brights and neutrals that can be used in graphic elements, infographics and charts, or wherever variation is needed.

When using colour with type ensure that accessibility standards are maintained and that colour choice does not impact readability of type.

