

Beneficiary logo toolkit

Hello

This toolkit contains all you need to know about the use of our logo on your materials. If your organisation receives funding from us we ask you to acknowledge this by using our 'beneficiary logo' on any promotional material and documentation you produce relating to the funded project.

We believe the use of our logo will bring additional impact and credibility for all parties and help spread the word about The Portal Trust, the work we do and the organisations we support.

We have tried to be flexible enough to suit organisations big and small. If anything is unclear or you have questions then please do get in touch with us.

Beneficiary logo

Our links to our partner organisations are very important to us, so we supply our 'beneficiary logo' to grant recipients for use on their own materials such as signs, posters or websites.

The logo incorporates our approved descriptor 'Supported by' above our logo. These are in a fixed arrangement that **must not** be altered in any way.

Always use a logo from artwork files provided. Never create your own.

For logos in all formats contact your grants manager directly or email: hello@portaltrust.org

Descriptor

Supported by



The Portal Trust logo

Logo variants

The Portal Trust beneficiary logo is available in three different colour versions to ensure legibility for different applications and requirements.

1. Primary

This is the colour version of our logo and should be used in the majority of applications. Preferably used on a white background it may also be used on light colours, however, care must be taken to ensure legibility at all times.

2. Reversed

This version is to be used when the logo appears on dark backgrounds.

3. Mono (Black)

This monotone version should only be used in exceptional circumstances when print limitations or finishes allow only a single colour.

1. Primary

Supported by



1. Primary

Supported by



2. Reversed

Supported by



3. Mono (Black)

Supported by



Logo exclusion zone and size guide

Exclusion zone

The exclusion zone is the area of space around the logo into which no other element can intrude.

The minimum clear space around our logo is equivalent to the height of the capital 'P' in our logotype.

Minimum sizes

The minimum size that the primary logo should appear in print is 32mm wide.

On screen, the minimum size for the primary logo is 130 pixels wide.

Exclusion zone



Minimum size

Digital

Supported by



130px

Minimum size

Print

Supported by



32mm

Logo co-branding and partnerships

If The Portal Trust is your largest funder, this should be reflected in your materials with our logo the most prominent.

Where other organisations contribute more, we understand our logo may be less prominent.

Size and exclusion zones

Where possible try to align logo heights or maintain a similar width and proportion.

When positioning our logo with partner logos, the minimum clear space should be the larger of the two exclusion zones, or follow our exclusion zone rules – the height of the capital 'P' in our logotype between them.

Alignment

To ensure a balanced layout, all logos should be vertically aligned to the centre of each logo as shown.

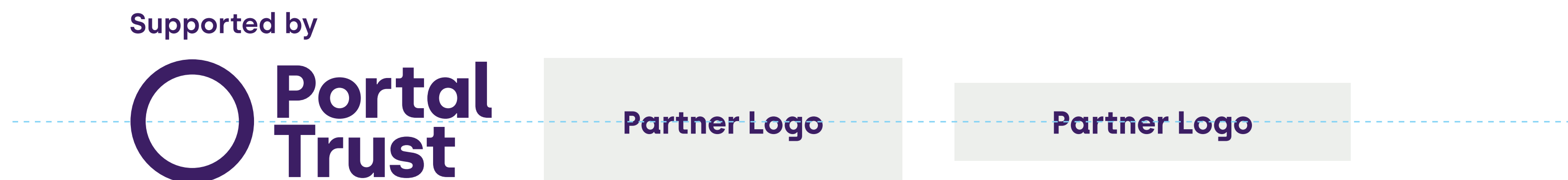
Size and exclusion zones



Partner logos should not appear larger than The Portal Trust logo.

The minimum clear space to be the largest of the two exclusion zones.

Alignment



Vertically align logos

Logo positioning

This page outlines some good practice examples for positioning our logo.

Publications

Our beneficiary logo should be displayed clearly and in a prominent position.

You may show it on the front cover if you wish, or at the bottom of the back cover.

Website

Our beneficiary logo should be clearly displayed on the homepage and link to our website – portaltrust.org

Signage

If we have supported the creation of a physical space, building or environment, please contact us for the best way to show our involvement.

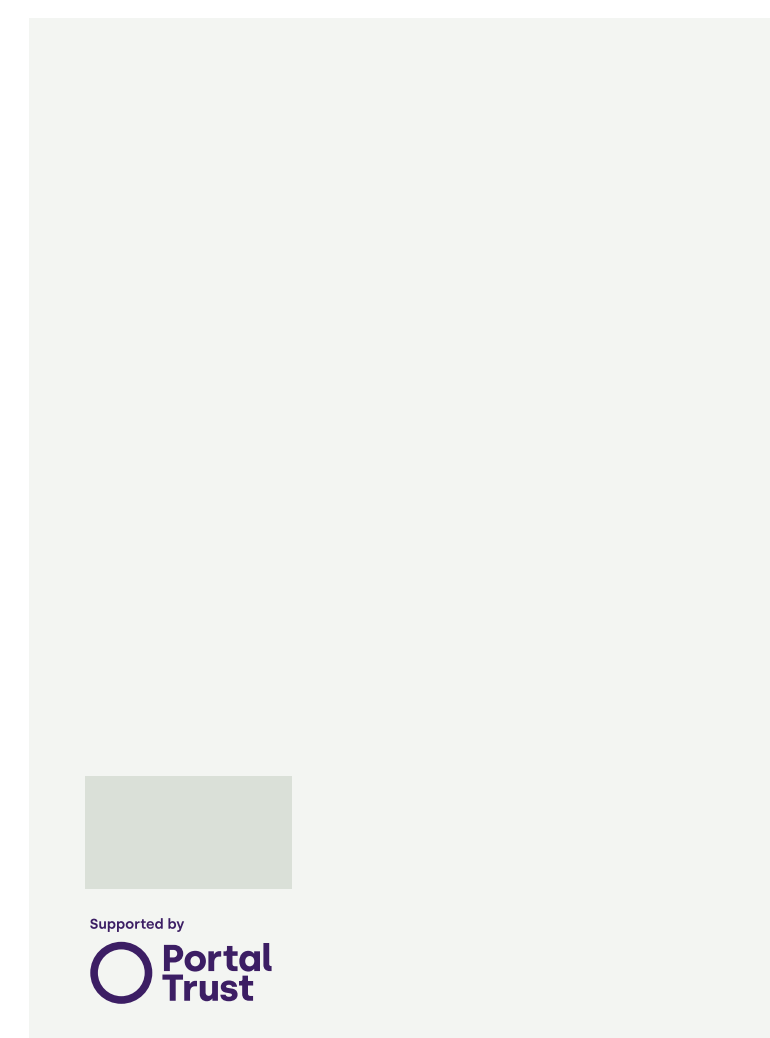
Videos

If you create a video, please include our logo at the beginning or end of the film.

Publications

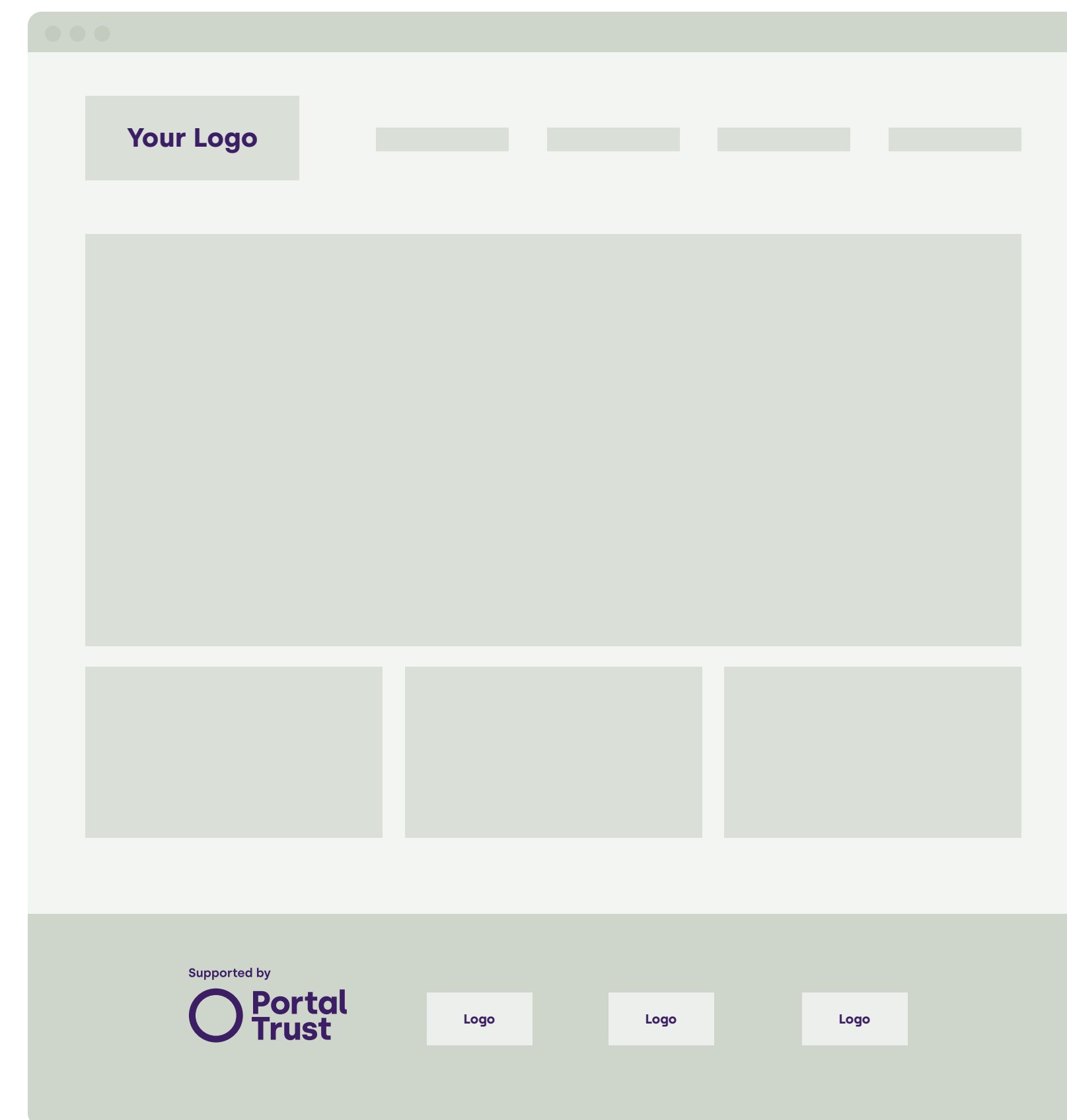


Front cover option



Back cover option

Website



While these are good practice examples, it's up to a partner organisation's discretion to display the beneficiary logo clearly, but in a way that is sympathetic to their communications.

Referring to The Portal Trust

Our name

Whilst our logo uses two words, in text our name should be written as **The Portal Trust**, with all three words starting with a capital letter.

Our name should never be written in all lower case or all caps.

The Portal Trust descriptor

We have a standard descriptor for The Portal Trust to be used when appropriate. This is available in short and medium length versions.

Social media

Follow us on Twitter [@Portal_Trust](#) and mention us in tweets about your funded project, so we can help celebrate your success. We are happy to retweet information about you. If you let us know in advance then we could coordinate our activities with yours for greater impact.

Our name

In text, our name should be written as **The Portal Trust**.

The Portal Trust descriptor (short)

The Portal Trust supports great ideas that empower young people in London to discover their full potential.

The Portal Trust descriptor (medium)

The Portal Trust supports great ideas that empower young people in London to discover their full potential.

As a charity, it funds, supports and contributes to organisations, groups and individuals that deliver impactful educational opportunities.



If you have any questions about the content in these guidelines please contact us by emailing:

hello@portaltrust.org