



Registered Exam Centre logo guidelines

Before using any of these assets to your own marketing materials, you must have completed the process to become an **LCME Registered Centre**. All logos on this page may only be used by centres who have had their premises verified, have submitted a formal application to become a Registered Centre and have received an approval decision from our team.

If you are already a registered centre, please refer to our centre logo guidelines to ensure you are using our logos correctly.

Primary logo

Our primary logo option is the LCME logo itself with registration information. Please choose one which is more suitable for your promotions. Please do not use both of them at once or lock with any of your brand logos.



Secondary logo

As an individual brand within the University of West London (UWL), we highly value the UWL brand. Our secondary logo option is a combination of the LCME and UWL logos.



Registered LCME Exam Centre

Full colour



Black colour



White colour

Exam centre registration certificate

Our business models require us to work with centres all over the world. This page gives some examples of using the LCME brand identity.

Dimensions:

A4 (297x210mm)

Scale shown:

Not actual size



Exam signage

Dimensions:

A3 (420x297mm)

Scale shown:

Not actual size



Brand guidelines for usage of LCME logos can be found **Here**. For reference this is an extract the master LCME guidelines, which applies to all logos referenced in this guidance document.

Logo

Inspired by the classic design ethos of the London College of Music (LCM) and its historical archives, this new LCME logo is a key evolution in our brand identity.

It is approachable, easy to read, and puts our name front and centre to support brand recognition. Optical kerning, refined weight and defined clear space, in addition to well-delineated placement in relation to other content, all help to make it as instantly recognisable as possible.

This is the preferred version and should be used in most cases.

Minimum sizes

*0.7 in (1.8cm) wide for print

60 pixels wide for digital



LCME
SINCE · 1887

*Calculation step: 1in × 2.54cm/in= 2.54cm.

Logo clearspace

To maintain legibility, ensure that no elements crowd the surrounding space and that they do not sit uncomfortably close to the edge of a surface. The logo should be a safe distance from any other elements in a composition and only appear in the brand colour (Stained Glass Blue), black or white colour.

The clearspace of the logo should be defined by the height of the letter “M”. The complete logo must have the following minimum clearspace all around.

Please note:
All details shown in grey are guides only and should not be printed.



Logo colourways

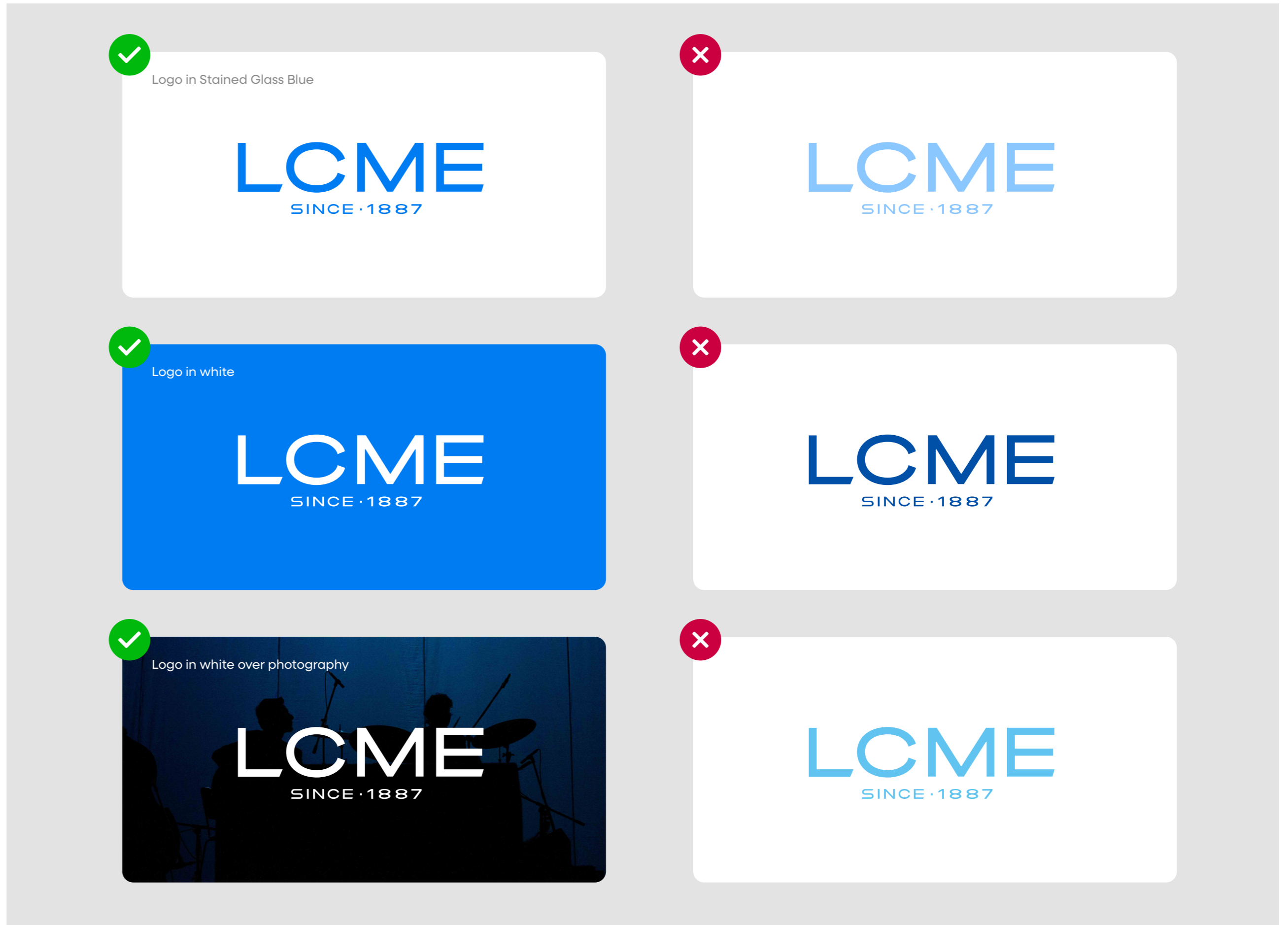
The logo colour is always either black, white, or Stained Glass Blue. Appropriate colour combinations are described on page 14.



Logo colourways

The logo is available in black, white and Stained Glass Blue. The white logo may be placed on top of full colour photos as long as accessibility is maintained.

Please note that the logo is not available in any other colours.



Logo primary positioning and size

Our logo can be placed in different positions across our communications, depending on the context and format of the piece. This ensures clear logo placement for readability and aligns with our visual identity system.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

DL (dimension lengthwise)

Logo 0.98in/25mm
 left margin 0.3in/8mm
 top margin 0.4in/9mm

A5

Logo 1.4in/35mm
 left margin 0.3in/8mm
 top margin 0.4in/9mm

A4

Logo 1.8in/45mm
 left margin 0.5in/12mm
 top margin 0.55in/14mm

A3

Logo 3in/75mm
 left margin 0.7in/17mm
 top margin 0.8in/20mm

Landscape formats

The top and left hand margins remain the same for the corresponding landscape formats

* Calculation step: 1in x 2.54cm/in= 2.54cm.



Logo secondary positioning and size

In some applications, all text should be centre-aligned to achieve a premium and sophisticated layout.

DL (dimension lengthwis)

Logo 0.98in/25mm
top margin 0.4in/9mm

A4

Logo 1.8in/45mm
top margin 0.55in/14mm

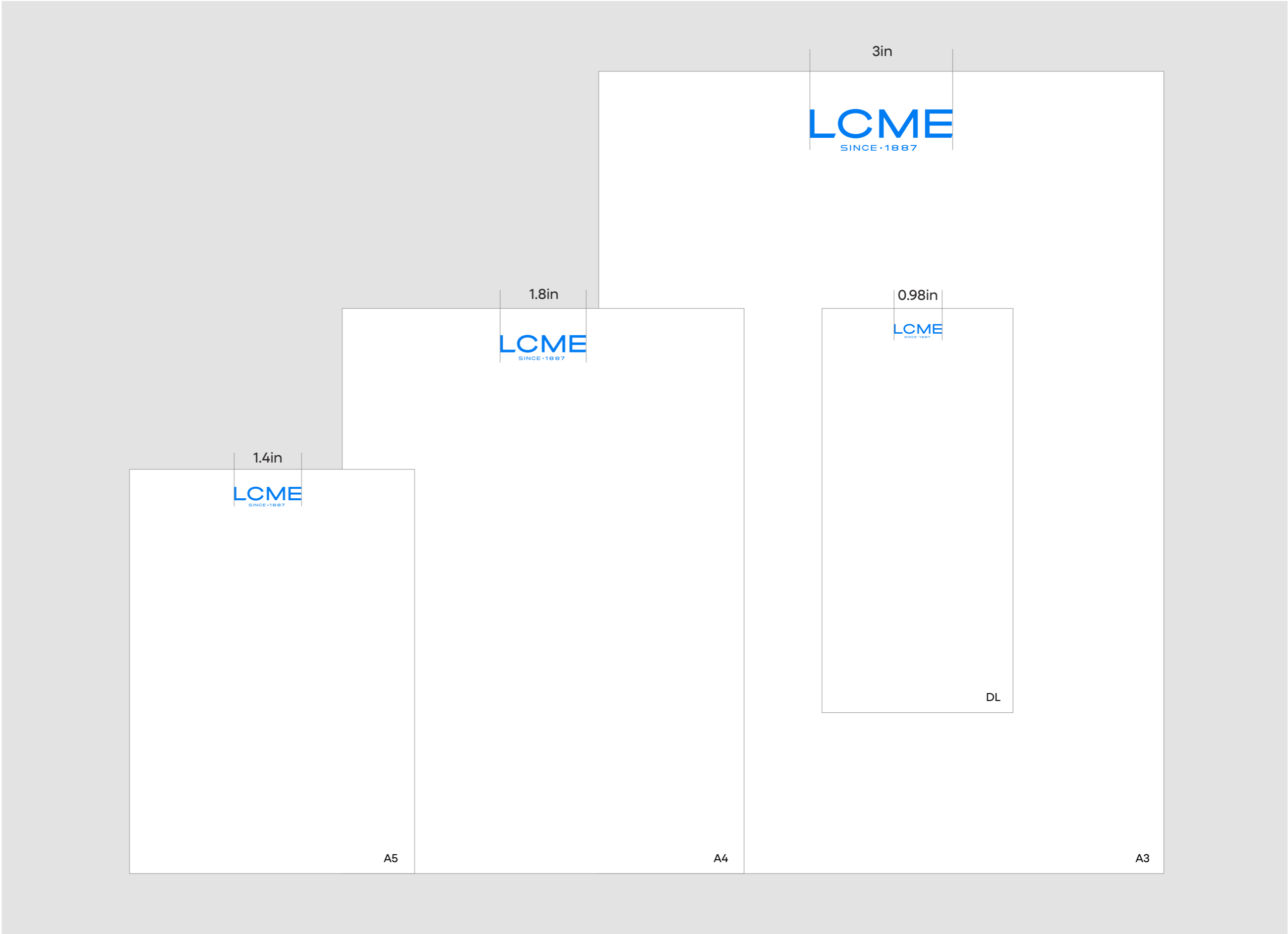
A5

Logo 1.4in/35mm
top margin 0.4in/9mm

A3

Logo 3in/75mm
top margin 0.8in/20mm

Landscape formats
The top and left hand margins remain the same for the corresponding landscape formats



*Calculation step: 1in x 2.54cm/in= 2.54cm.

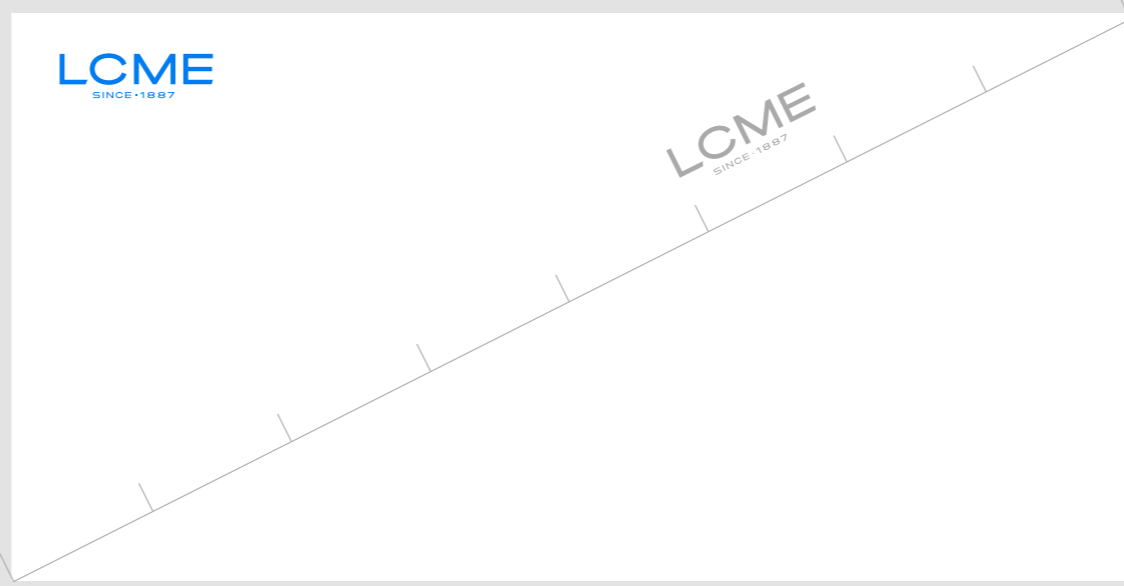
Size of the logo used in special formats

Formats with an aspect ratio of 1:2 to 1:4 are considered special formats. It is calculated from the length of the diagonal of the format divided by 8. The result is the width of the logo.

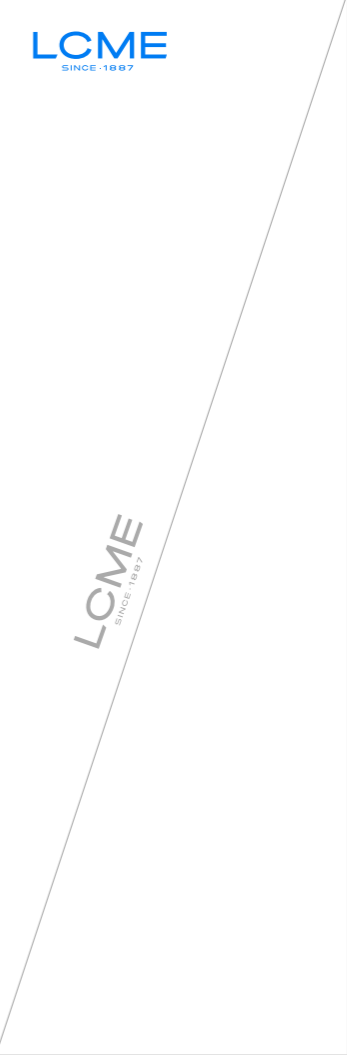
For formats with a ratio of 1:5 or more, an exception applies, because in this case 1/8 of the length would be too big. To obtain a suitable logo size and a corresponding margin, align one logo height above and one logo width on each side. Scale everything together so that the format is filled in.



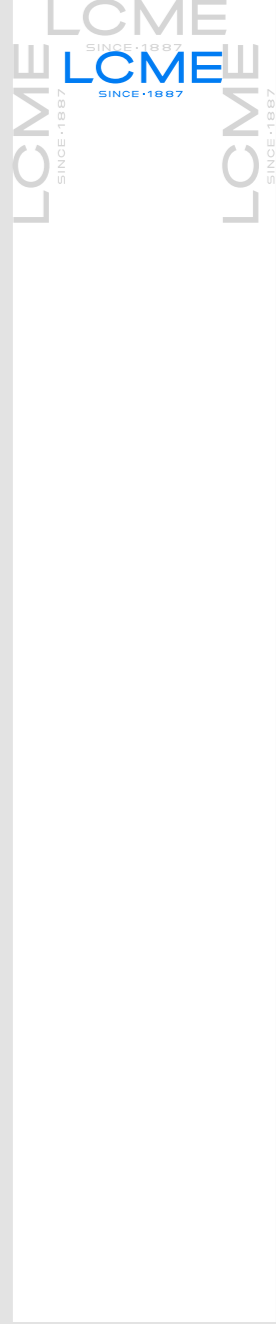
Format 1:4



1/8 of the length 1:2



Format 1:3



Exception:
Format ration
1:5 or more

Logo placement in digital communications

1. Logo size

There is no definitive rule for scale, as it depends highly on the size of the overall piece. The logo should neither distract from the contents of the photo nor be too large, but should never be so small as to sacrifice its legibility. Use your judgment. Consider how the piece will be seen and where it will live, and always adhere to the guidelines for minimum logo size on page 11.

2. Logo placement

The logo should always be placed at the top left corner or centred in the width or height of an art board. The best position will depend on context. Again, use your judgment; consider how the piece will be seen, where it will live, and what imagery is used.

3. Margin

The margin rules are based on the same measurements as the logo clearspace rules (margin should be equal to size of CAP “M”). Base your measurement on the scale of the LCME CAP height used in any particular instance.

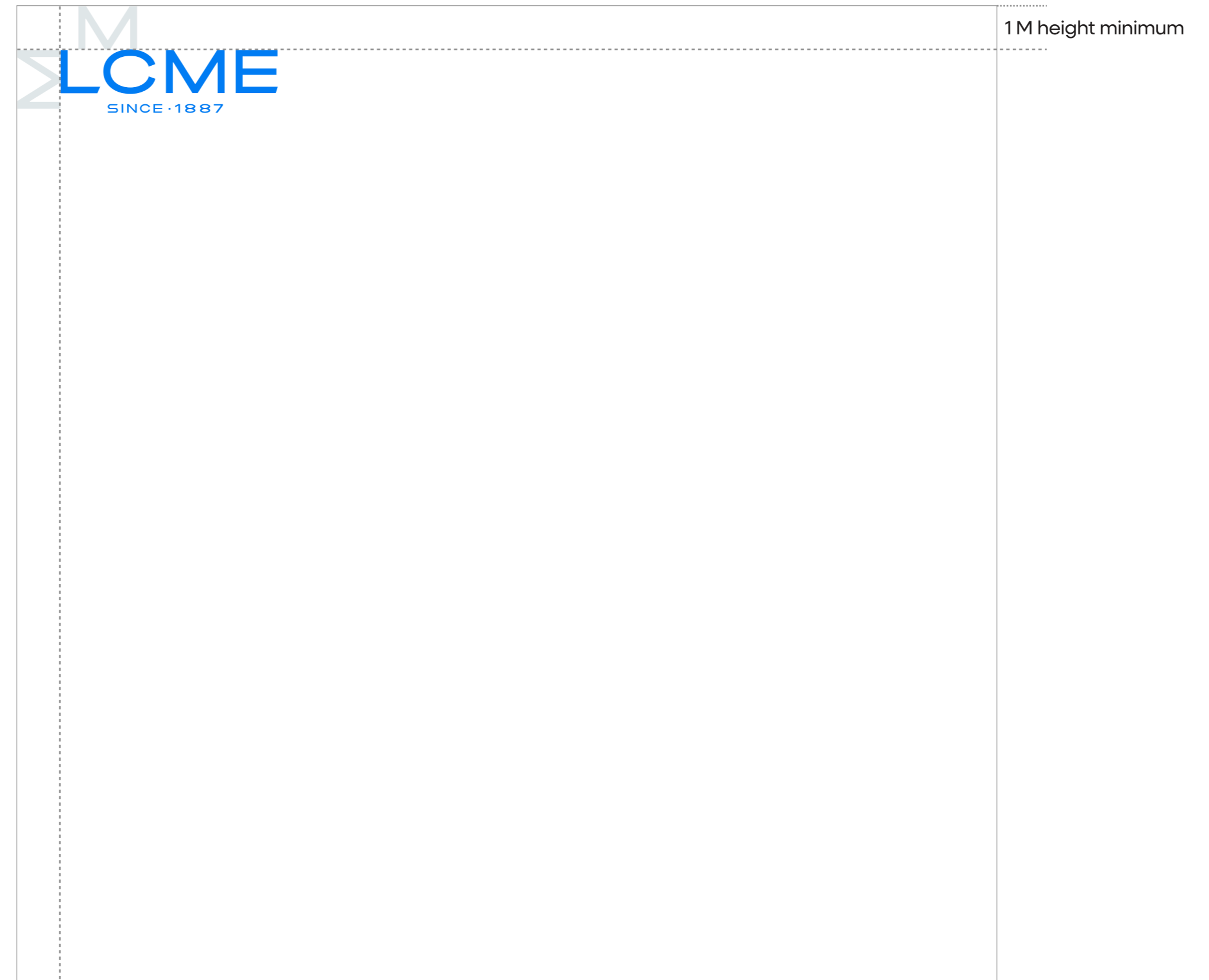
Please note:

All details shown in grey are guides only and should not be printed.

Scale 1:1

The logo must appear in one of two positions for a minimum of one second in all digital communications (e.g. ads, banners, etc.):

1. Call-to-action end-panel (shared)
2. Alone on the end-panel
3. On the end-panel with UWL partnership logo (shared)



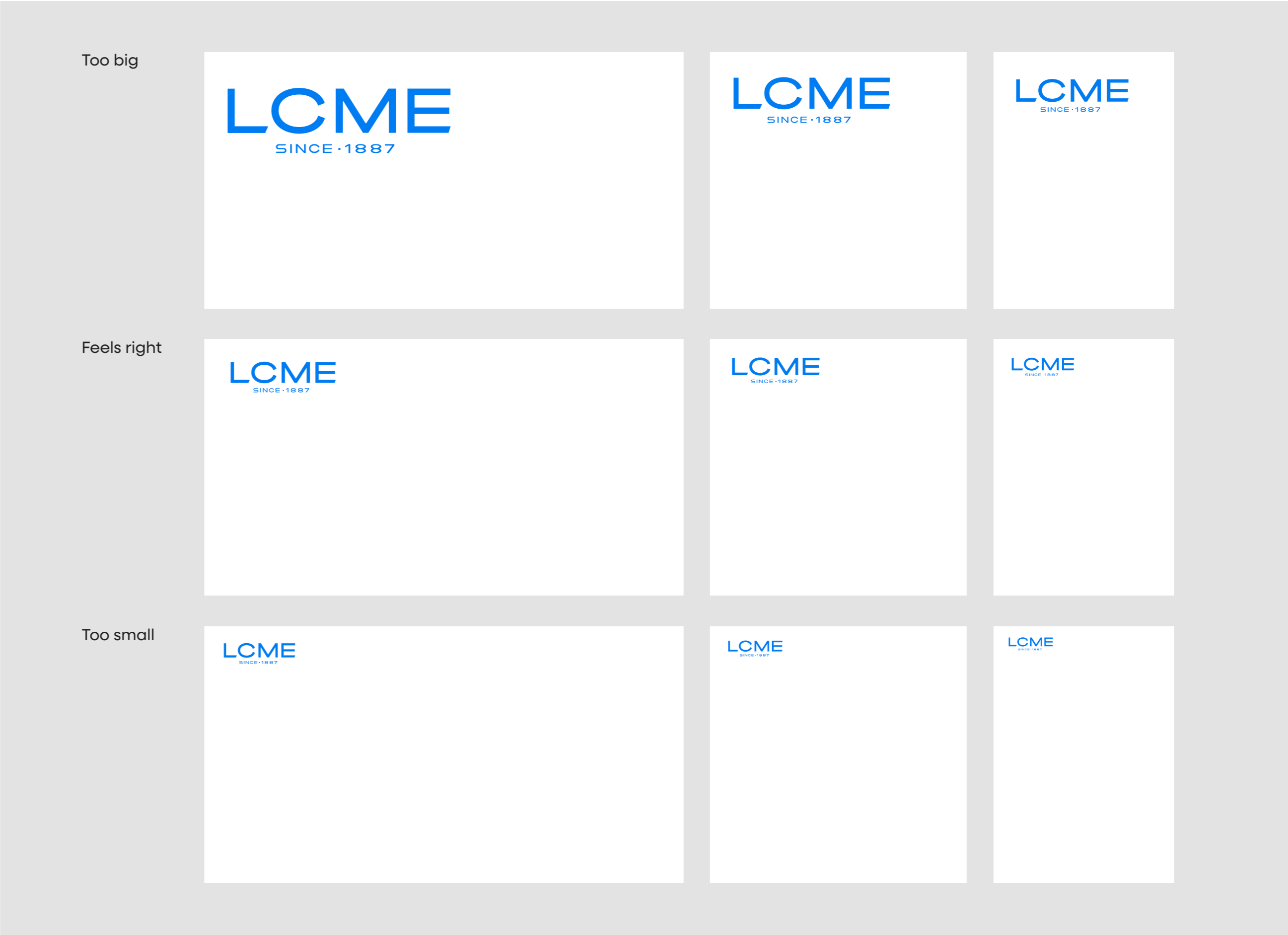
Logo placement in digital communications scale & size

We want people to see our logo clearly across all our communications. Use your judgment when use the logo.

The logo should never be the most prominent thing on the page, except on stationery. It should be prominent when used for internal applications like publications and posters. On presentation slides it should be small.

Minimum sizes

60 pixels wide for digital



Logo do nots

To maintain the integrity of our brand, this page shows examples of inappropriate usage.



Do not substitute the logo for another font



Do not add any effects—like outlines or shadows to the logo



Do not distort, or rotate the logo except for merchandise



Do not stretch or change the proportion of the logo



Do not use colours that is not part of the guideline except black or white



Do not use the logo in a container or shape



Do not tint any part of the logo



Do not apply any gradient to the logo



Do not colour each letter differently



Do not place any gradient shapes behind the logo



Do not lock up with the coat of arms



Do not change the scale of the elements