

Logo Use Guidelines

The single most identifiable element of our Institute’s identity is our logo. As a valued member of LDI you are granted rights to use the logo and thereby are responsible to ensure it is used correctly and appropriately, as outlined below in these guidelines.

Consistent use of our logo is key to retaining our brand strength through immediate recognition of who we are and what we stand for as a brand.

Logo Types

There is a general LDI logo (shown below on the left) for use by our Administration & Board (only for official LDI business use) - this variation is not to be used by members.

The Member logos (shown below on the right hand side) will be issued to you according to your level of membership within the three pillars of LDI - Learn, Practice & Support. Your level of membership must not be misrepresented by using a logo from a category for which you do not hold membership.

General LDI Logo



Members Logo’s

	Practice	Learn	Support
			
			
			

Display and Logo Entitlement

We encourage you to display the logo on all your business documents, website, email signatures and social media, however please use only the logo you are entitled to showcase for your specific category of LDI membership.

Only the **Professional Member (PLD) and Registered Member (RLD)** logos are able to be displayed on **design documentation, including landscape plans**. This recognises the efforts of those members who have successfully undertaken the assessment process as required by the LDI Membership Committee and ensures that only these members can advertise their heightened professional experience and capabilities as qualified professionals.

The PLD and RLD logos may only be attached to the work of a non-member or 'Member' if the work has been fully overseen by a person holding RLD membership.

Variations

The logo is available in mono or colour versions, though the strong preference is to use the full colour logo version, especially for websites and coloured presentations.

However when used in documents that will be typically copied or repeatedly printed in Mono and translate better visually with high contrast, then use the Mono version.

Clear Space & Sizing

Clear space is the area surrounding our logo and must be kept free of any text or graphic elements. By leaving space around the logo we ensure it stands out on all communications. The minimum clear space is the width of the circular device in the brandmark of the logo.

Clear space

Allow generous amounts of space around the logo in all applications. Nothing must encroach inside the field specified in the graphic (shown right). The specified field is related to the width of the indicated line around the circular device.



Our logo must be sized large enough to be easily read on every application. While minimum sizes are specified, it is preferred that the logo appears larger than the minimum size when possible and with adequate clear space.

Minimum Size

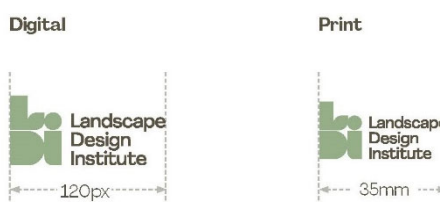
It is sometimes necessary to increase and decrease the logo size depending on the print area.

Always keep it in proportion.

Always ensure the text is legible.

Digital: 120px W

Print: 30mm W



Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are specific 'do not's' for our logo to ensure consistency is maintained when applying the LDI logo and its corresponding brand elements.

Do not alter the logos colours in any way.



Do not lock-up text to the logo.



Do not alter the logos shape in any way.



Do not add elements or shadows to the logo.



Do not place coloured logo over a complex image.



Do not outline the logo.



Do not rotate the logo.



Do not change the relationship of components.



Brandmark

The LDI brandmark has been designed to display three key elements that represent the organisation: the **Environment, Built Form and Members**.

- the Environment, as depicted by the 'L' with the leaf icon on its bottom right
- the Built Form, as depicted by the solid bulk of the 'D' shape, and
- our Members, as depicted by the stylised 'i' representing the human form

The geometric shapes of each element lock together on a grid to form a unique yet identifiable brandmark of how our organisation is represented.

