

Using the LSE Logo

The most recognisable part of our brand is the LSE logo. It's the core representation of our organisation and appears on all of our external communications.



Do's and Don'ts

- Do use the entire LSE logo.
- Do place logo in the top left of your document or graphic.
- Do use the master logo for external use.
- Do use your alumni group logo for group communications.
- Do use the reversed logo on dark backgrounds or photos.

Do ensure that there is enough clear space around the logo. Use 1/2 the height of the LSE logo to determine the clear space.



**Do not outline the boxes
in the logo**



**Do not change
any colour**



**Do not move around the
elements of the logo**



**Do not use the LSE
square in black**



**Do not distort the
shape of the logo**

How do I use the logo in partnership with another organisation?

When using the logo in collaboration with another organisation please follow these guidelines to preserve the integrity of our brand:

- Always position the LSE logo on the top left.
- Partner logos should be placed on the bottom right.
- Use the reversed logo on dark backgrounds or photos.
- Always use the minimum size (15 mm) for the LSE logo and proportionally size partner logo.
- The master logo should be used first.

How do I use the LSE logo on social media?

You can use the LSE square on the website and social media channels. All official LSE social media accounts must use the red LSE square as their profile icon.

On social media platforms that use a circular profile icon (Facebook, Instagram and Twitter), the LSE square logo should appear as a red square within a white circle. On platforms that use a square profile icon (LinkedIn), the square logo does not need the white border.