

eLife Logo Guide

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Logo
Our logo creates a bold, recognisable symbol for eLife. The full colour version should be used wherever possible, however if legibility is an issue the white logo should be used, see page 11. The logo should be used on all internal and external eLife communications.



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Logo
The white eLife logo should be used on coloured backgrounds, dark imagery and wherever legibility is an issue to ensure the logo remains strong and recognisable.



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Exclusion zone
The exclusion zone should be used to determine the minimum spacing between the logo and other design elements, including the edge of the document. The exclusion zone is the cap height of the logotype.



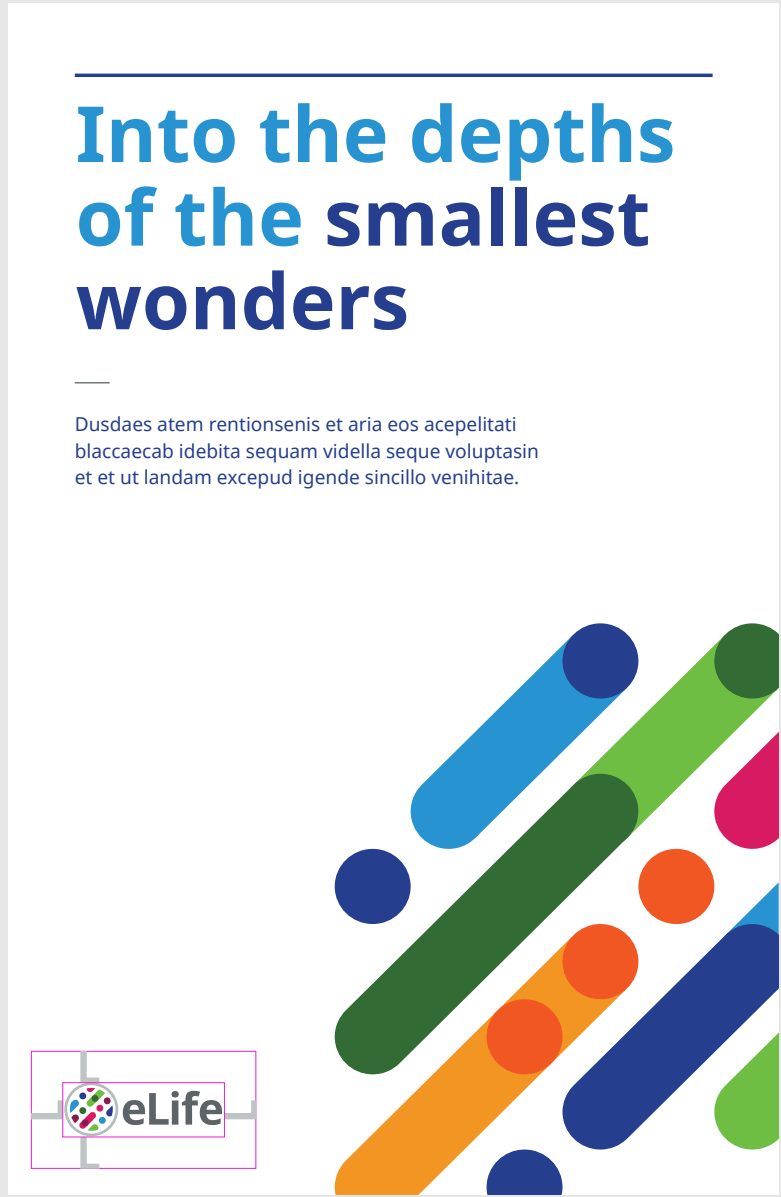
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Positioning
The logo should always sit top left or bottom left of a layout.
The edge of the logo should align to the margin. When placing the logo to the bottom of the margin, the logotype should align to the margin rather than the circular logo.

Top left aligned logo



Bottom left aligned logo



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Logo size

The size of the logo is determined by the width of the document. If the design is portrait, the width of the eLife logo should be 15% of the width of the document. However the logo should not be used below the minimum recommended size.

For print the logo should not be used smaller than 22mm in width. For web use the logo should not be used smaller than 80px in width.

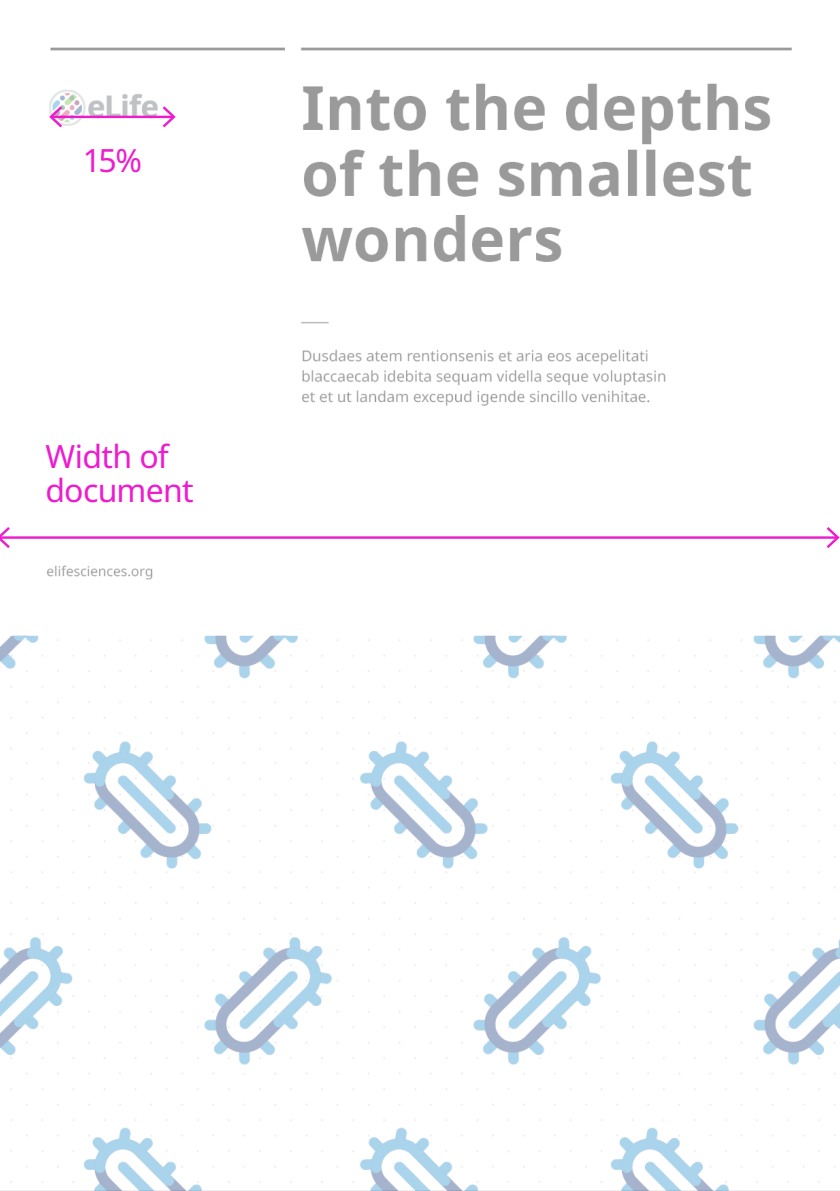
Minimum Logo size
Print: 22mm in width
Web: 80px in width



A3 Poster
15% of the document width
Size: 44.55mm



A4 Poster
15% of the document width
Size: 31.5 mm



A5 Poster
15% of the document width
Size: 22.2 mm



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Logo

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Logo Usage
Only use the official eLife logo artworks supplied.
Do not recreate logos or distort the supplied eLife artworks.

✓



Do use the full colour logo on a light/white background

✓



Do use the white logo on a colour or dark background

✗



Don't adjust the spacing of the logo lockup

✗



Don't stretch or distort the logo in any way

✗



Don't rotate the logo lockup

✗



Don't recolour the logo lockup

✗



Don't create a holding device for the logo

✗



Don't use the colour logo on a colour background