

I teach _____

LAMDA

— Exams & Qualifications

We teach _____

LAMDA

— Exams & Qualifications

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Foreword

Founded in 1861, London Academy of Music and Dramatic Art (LAMDA) is the oldest drama school in the UK. We started to offer examinations in speech and drama to the public over 130 years ago. Since then, we have developed an enviable reputation for delivering excellence in the provision of Communications, Performance and Musical Theatre in the UK, and are rapidly increasing our reach internationally.

Our trademark and LAMDA logo are for exclusive use by LAMDA. We do not authorise or provide this logo for use by any external partners.

The I teach LAMDA Exams & Qualifications (ITLEQ) and We teach LAMDA Exams & Qualifications (WTLEQ) graphics have been created for use by teachers, tuition centres, schools or colleges teaching LAMDA Exams & Qualifications towards a LAMDA examination.

General guidelines

Our name is LAMDA. Initially we should be referred to as LAMDA (London Academy of Music & Dramatic Art) and then as LAMDA. Do NOT refer to us as:

- London Academy of Music & Dramatic Art (LAMDA)
- L.A.M.D.A
- London Academy of Music & Dramatic Art (L.A.M.D.A) or any other variation.

Our main LAMDA logo is for exclusive use by LAMDA. It cannot be used by any external organisations without agreement and approval by LAMDA.

Please note that LAMDA does not offer any form of approval or endorsement of tuition programmes. As a regulated awarding organisation we have a duty not to mislead people. LAMDA would consider that there is the potential to mislead people if, for example:

- The solo LAMDA logo, the I teach / We teach LAMDA Exams & Qualifications graphics or name appears next to qualifications / courses / examinations which are not LAMDA Qualifications / Examinations
- The logo gives the impression that the teaching provision at the Centre has been approved or endorsed in some way by LAMDA.

Guidelines for using the LAMDA I teach / We teach LAMDA Exams & Qualifications graphics

The LAMDA I teach / We teach LAMDA Exams & Qualifications graphics have been created exclusively for use by teachers, tuition centres, schools and colleges teaching LAMDA Exams & Qualifications.

You must not use the LAMDA I teach / We teach LAMDA Exams & Qualifications graphics without prior approval from us. To request the graphics go to lamda.ac.uk/public-centre-graphic and complete the Request Form.

If you use the I teach / We teach Exams & Qualifications graphics without permission, or you use them in a different / additional way to that which has been approved, we have the right to ask you to remove them with immediate effect.

Either graphic can be used within the following guidelines on materials such as websites, brochures and leaflets, banners (internal and external), promotional items such as bags, t-shirts, pens, pads etc.

The graphics must not be used on materials directly unrelated to LAMDA Examinations / Qualifications including (but not restricted to): Letterheads, finance stationery (invoices / bills / statements etc), compliment slips.

ITLEQ & WTLEQ graphics

These graphics should be used on the materials of individuals or organisations that teach LAMDA exams & qualifications.

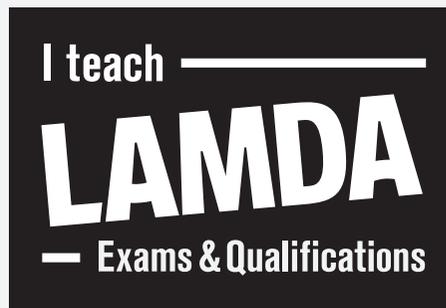
These graphics can only be reproduced in the LAMDA purple or black.

They should never be re-drawn, digitally manipulated or altered in any way. Each graphic must always be reproduced from master files.

For any advice on the use of either graphic and their positioning please contact:

Richard Scandrett

Head of Marketing & Communications
richard.scandrett@lamda.ac.uk
+44 (0)20 8834 0600



Colour

PANTONE 259

C71 M100 Y0 K0

R105 G12 B127

Black

C50 M50 Y50 K100

R26 G23 B27

ITLEQ & WTLEQ graphics (no panel)

These graphics should only be used in certain circumstances and not without prior permission.

These graphics can only be reproduced in the LAMDA purple or black.

They should never be re-drawn, digitally manipulated or altered in any way. Each graphic must always be reproduced from master files.

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Size

Here are the recommended sizes for reproduction across a selection of commonly used printed formats.

These sizes apply to both the 'I teach' and 'We teach' versions of the logo.



Minimum size
33mm



DL 33mm



A5 40mm



A4 50mm



A3 55mm

Clear space

A clear space zone has been created for the graphics using the full width of the 'M' as illustrated.

Please observe this rule and ensure that no other graphic elements (such as text or other logos) intrude into the clear space zone. Use this formula for positioning the graphics in the corners of any printed or digital material.

The clear space zone applies to both the 'I teach' and 'We teach' versions of the logo.

Clear space zone



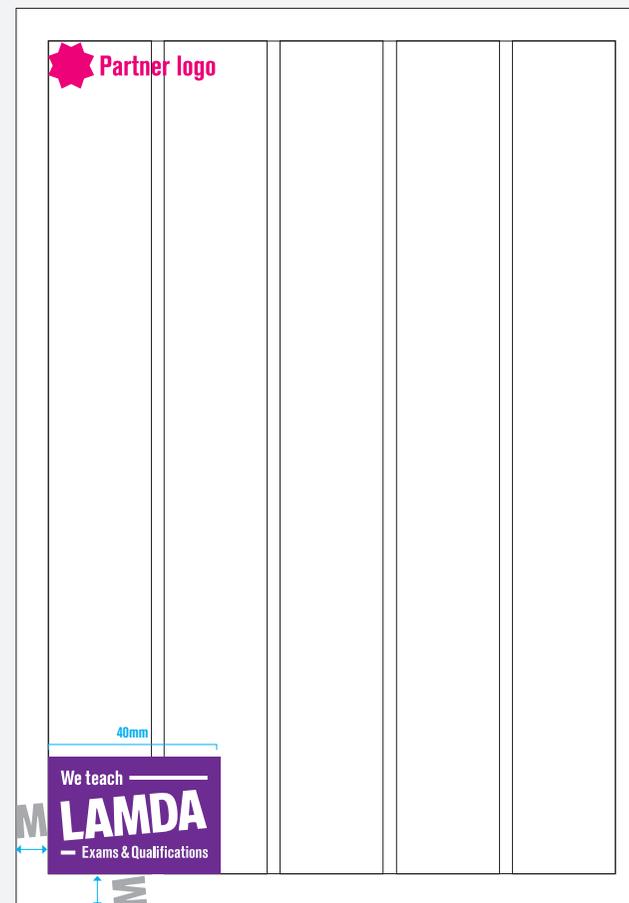
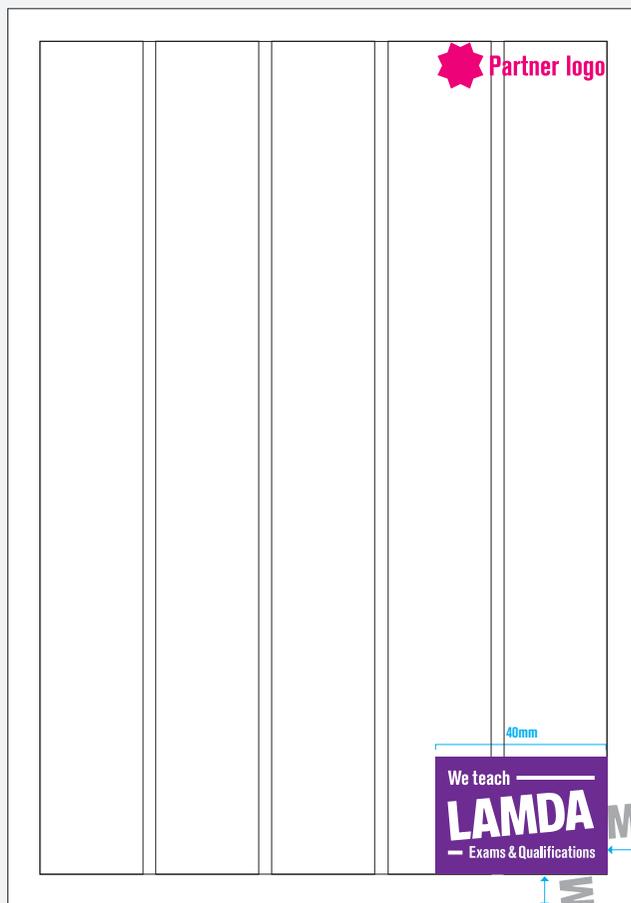
Application

In most applications either graphic will act as an indication or sign-off and its positioning should be treated as such. Either graphic should appear in a subservient position to your logo - see examples opposite.

Please see the various recommended sizes for stand-alone graphics on page 6.

The application guides apply to both the 'I teach' and 'We teach' versions of the logo.

Example: A5 Document



Website

If you or your organisation has a website then the I teach / We teach LAMDA Exams & Qualifications graphics can appear on the home page, either on the header or in the footer. If the website includes a page dedicated to the exams and / or the qualifications you teach then please include the I teach / We teach LAMDA Exams & Qualifications graphic.

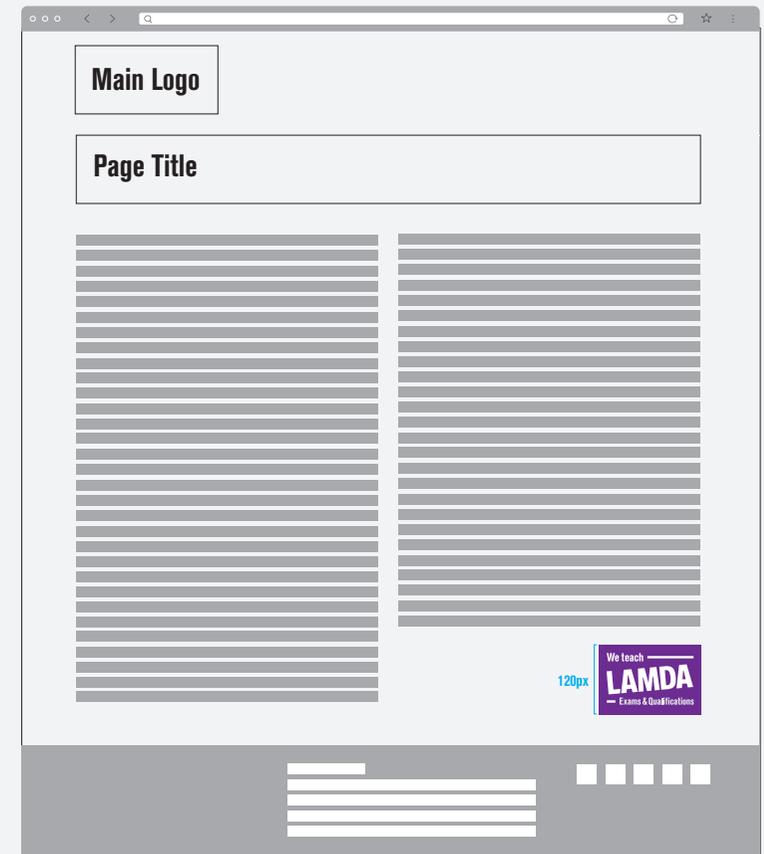
The graphic should always appear in a subservient position to your logo. Either graphic can be positioned as a sign-off on course information relating to a LAMDA Examination or Qualification mentioned in the page text.

Either graphic must be clearly visible (a minimum of 90 pixels high). We would be delighted if you wish to include a link to our website and / or include our website address www.lamda.ac.uk

Example: Homepage



Example: Course page

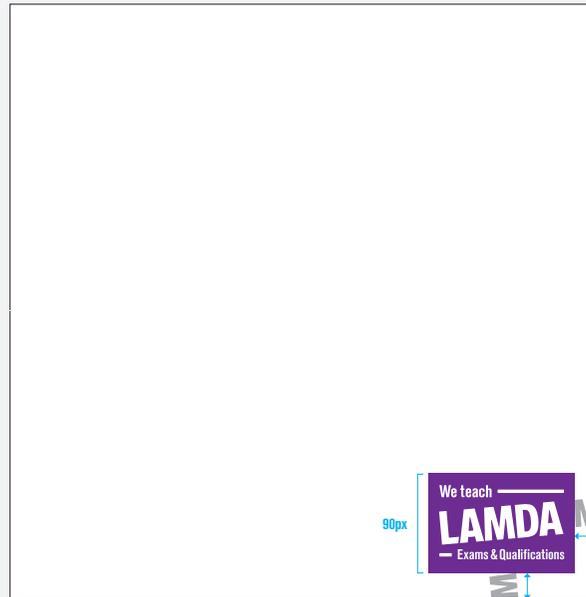


Social media application

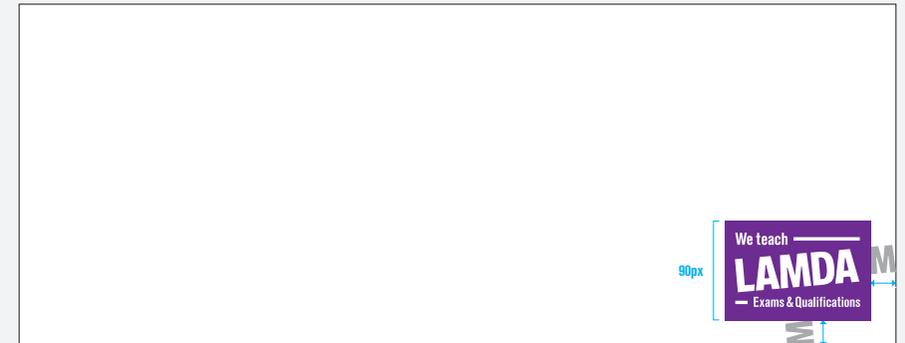
If you use social media to publicise your work such as Facebook or other networking sites, please feel free to use the I teach / We teach LAMDA Exams & Qualification graphics. The graphics must be clearly visible (a minimum height of 90 pixels high but not larger than 150 pixels).

Where possible, either graphic should be placed in the lower right hand corner and serve as an endorsement to the main message or other graphic displayed.

Example: Facebook square post



Example: Facebook banner



Graphic misuse

Please do not:

1. Enclose the graphic in a box
2. Alter the proportions of the graphic
3. Add effects to the graphic (e.g. shading or outlines)
4. Do not change the colour of the graphic – use either purple or black or reversed out.

The examples here demonstrate how misuse of the graphic can affect its impact.

The misuse examples apply to both the 'I teach' and 'We teach' versions of the logo.

