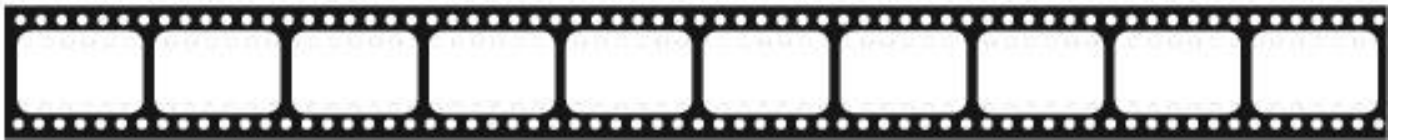




LUCEM HOUSE

COMMUNITY CINEMA PLUS+



Style Guide

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1 PLAIN ENGLISH

Plain English means writing so the reader understands what we are saying the first time they read it.

In all our communications, we will write so that we can't be misunderstood.

Our standard font is Calibri.

Our address is 100 Corporation Street, St Helens WA10 1SX.

Our company registration number is 09868977.

2 OUR LOGO

This logo should be used on all our communications, signage, website and so on.

It should not be altered or distorted in anyway and no competing logos, design effects or text should be placed too near it. The following minimum exclusion zones apply.

- Small logo (e.g. letterhead) – 2cm.
- Medium-sized logo (e.g. A2 poster) – 5cm
- Large logo (e.g. external sign) – 10cm

Logo colours are:

- Pantone 308
- Black: 80% Black

RGB: R0 G86 B125

CMYK: C100 M50 Y30 K20

Hex: # 00567d



3 OUR WEBSITE

Our url is lucemhouse.co.uk and this should appear on all communications, promotional literature and social media.

So too should the strapline 'Community cinema plus+', which encapsulates what Lucem House offers.

The content management system (CMS) is Wordpress.

Website content must be kept relevant and up-to-date. People will lose confidence in a site that is out-of-date and will assume all the pages are inaccurate. That would reflect badly upon our organisation.

Most websites have to meet certain accessibility standards, so that, for example, people with disabilities can browse our site or access pages regardless of their technological know-how.

Images should have an alternative text for people with visual impairments. Downloadable attachments on a page should not exceed a manageable file size – otherwise people with slower technology can't open them.

4 SOCIAL MEDIA

Our social media accounts are:

Twitter: [@lucemhouse](https://twitter.com/lucemhouse)

Facebook: [Facebook.com/LucemHouse](https://www.facebook.com/LucemHouse)

Instagram: [tbc](#)