

# Brand Protection

TheGayUK brand is for every gay, lesbian, bisexual, transgendered or friendly person living in or planning a visit to the United Kingdom.

It's for awareness, for diversity, for fun and for fairness. Nearly a million people identify themselves as LGBT in the UK and TheGayUK strives to be the voice, the torch, the mouth piece for every single person within that demographic.

Independence, honesty, relevancy and a community led editorial policy allows TheGayUK to be this voice of the LGBT community.

Our audience strongly associates TheGayUK with trust, honesty and an unbiased brand. It is important for us to work together to grow and safeguard TheGayUK brand.

**THEGAYUK**  
**0845 094 4379**

# The Look

**THEGAYUK** logo is a trademark of TheGayUK.com Ltd. It is our brand and our name, the copyright of which belongs to TheGayUK.com Ltd. You may use the logo with permission which can be granted by emailing: [brand@thegayuk.com](mailto:brand@thegayuk.com) you may also download our logos from [www.thegayuk.com/logos](http://www.thegayuk.com/logos)

TheGayUK must:

- be reproduced from an original file supplied by TheGayUK.com Ltd, please speak to the branding team, who will be happy to supply you with a JPG, PNG or PDF of our logo,
- Our logo font is: **AppleLiGothic**,
- Our Slogan is: Everything Gay... in the UK and must be reproduced exactly,
- not be changed or distorted in anyway
- appear horizontally,
- be embedded in text or sentences,
- not be used a design feature or pattern,
- be clear and legible,
- The Yellow Colour in RGB is:

RED:	252
GREEN:	189
BLUE:	0

THEGAYUK ✓

THEGAYUK ✘

THEGAYUK ✘

When writing TheGayUK you may write it as:

- The Gay UK
- The Gay UK Magazine
- TheGayUK
- TheGayUK Magazine

TheGayUK must:

- Never be referred to as GayUK or Gay UK
- TheGayUK.com Ltd.

# Using Our Reviews

We love it when we get quoted, so please let us know if you're using a quote from TheGayUK. You can let us know by emailing [brand@thegayuk.com](mailto:brand@thegayuk.com) or calling our local rate phone number 0845 094 4379 ext. 220

For use on a programme, DVD, album or product cover it is acceptable to cite us as:

TheGayUK Magazine  
The Gay UK Magazine  
TheGayUK  
or The Gay UK

If you are quoting an entire review please include the original link which you can obtain from us or via the website's URL bar. If the quote is used on a website please ensure that this link is hyperlinked, along with the footnote:

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