



Using the Living Wage Brandmark

*A guide for
Living Wage employers*

*Version 0.9
Simple logo usage guidelines*

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This document outlines logo usage for employers in a few key situations ensuring the mark is displayed appropriately at all times.

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How to become a Living Wage employer

What is a Living Wage employer?

A living wage employer ensures that all employees aged 18 and over, including certain classes of contracted staff, are paid at least the living wage. The employer also agrees to increase the amount which it pays to employees by the same amount as any increase in the living wage within six months of the date of the official announcement.

Which contracted staff are included?

A key success of the living wage campaign has been ensuring that workers such as cleaners are afforded respect and dignity. The test for whether a contracted worker falls within the ambit of the living wage depends on the regularity of service and the location of their work. In simple terms, a living wage employer will ensure contracted workers are paid a living wage in the following circumstances: the worker is on the employer's premises for two or more hours per week, for eight or more consecutive weeks in the year. Full details are contained in the living wage employer accreditation agreement.

Are interns or apprentices included in the requirement?

No.

What is living wage accreditation?

Living wage employer accreditation is managed by citizens UK and provides employers with a licence to the living wage employer mark. The accreditation process is simple and is open to employers already paying the living wage, or those committed to an agreed timetable of implementation.

What support can you provide with implementation?

We work closely with a range of organisations, including large private sector companies, public sector organisations and charities and community groups. We can provide access to sample clauses in procurement documents and case studies from existing living wage employers.

The Living Wage master mark

The master mark is used to refer to the Living Wage organisation and campaign.



LW_logo_master_cmyk.eps
LW_logo_master_rgb.eps

The Living Wage Employer mark

The employer mark is exclusively issued to all employers are accredited by the Living Wage Foundation, enabling them to tell the world that they are a Living Wage employer.



LW_logo_employer_cmyk.eps
LW_logo_employer_rgb.eps

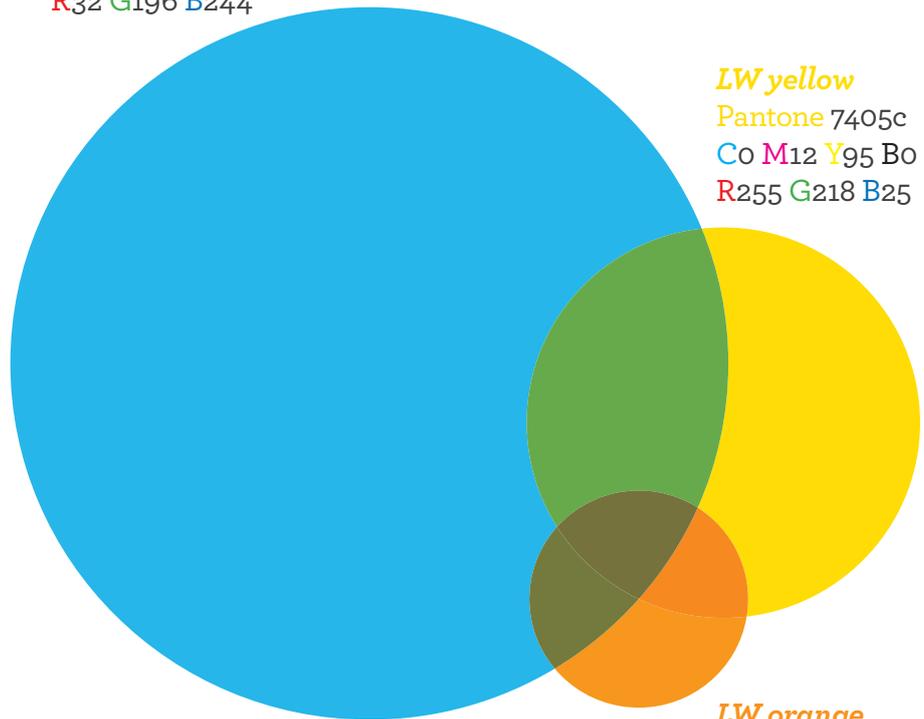
Colour palette

The Living Wage colour palette is bright, colourful and positive. Ensure the correct colour values are used in logo reproduction.

LW blue
Pantone 298c
C65 M0 Y0 B0
R32 G196 B244

LW yellow
Pantone 7405c
C0 M12 Y95 B0
R255 G218 B25

LW orange
Pantone 144c
C0 M50 Y100 B0
R247 G148 B30



Exclusion zone

The Living Wage logo exclusion zone ensures clarity at all times.

It is calculated by keeping the width of the orange circle as clear space around the logo in all spaces it is applied.



Signage example: Sticker

The Living Wage employers mark is designed to be displayed to the outside world to show your commitment and to raise awareness.



Get in touch

If you are interested in learning more about the Living Wage please contact The Living Wage Foundation or visit www.livingwage.org.uk

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