

revitalising our logo

Thank you to everyone who emailed, faxed or called about our new logo designs.

The good news is that all those years ago we got the design right as over 95% of you voted to retain the 'classic safe in our hands design'. For those of you who don't know the original design was based on a tyre with the hands inside symbolising travelling safely by road when in 'our hands'. (Our Member's Hands).

George Bowman of *bowberry house design*, our fantastic magazine graphic designing company, has worked his magic on the classic logos to retain the original version.

The classic version has now been produced in a variety of formats by George to be Internet and Print friendly in most formats known to man. Tiff, Bitmaps, Jpegs, High Resolution – Low resolution, etc., etc.

This enables printers and web designers to use the appropriate logo format – because what looks good on the internet screen may look bad as a printed version and vice-versa.

There are also several names available to members:

- London Private Hire Car Association
- Licensed Private Hire Car Association
- Graded Private Hire Companies
- and of course the acronym L P H C A

Here are the examples, which will be downloadable from the private member's area of the website or obtainable by disc or email to all Graded Members.



# LPHCA Website

## www.lphca.co.uk

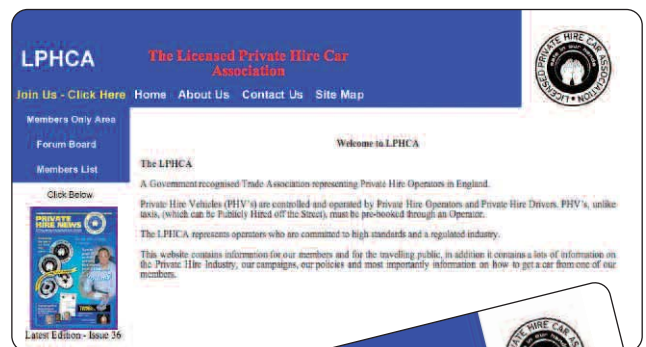
**Roseanna** our web designer has been very busy giving the **LPHCA website** a serious makeover.

The '**Home Page**' now includes a copy of the latest edition of **Private Hire News** and the **member's area** is now '**passworded**' and **private**.

The site will be greatly expanded in the next few months and corporate suppliers will be able to provide links to their industry based products.

We will also be highlighting information about the '**free member's helpline**' and various discounts that are available from our '**affiliate partners**' for **Graded Members**.

All of the increasing benefits of being a **Graded Member** will also be featured as well as our **Member's Newsletters** detailing our campaigns and plans for the future.



### Website Links

All LPHCA Partners, Platinum members and Private Hire News advertisers can now have a direct link to their websites from [www.lphca.co.uk](http://www.lphca.co.uk) our website.



This link is free to LPHCA Partners, Sponsors and Platinum Members. Private Hire News advertisers get a **50% discount** for the link.